

The Billboard

JULY 14, 1951



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

High-Gear Merchandising to Spearhead Fall Music Trade

Parks Do Big 4th But Rain Wilts Some \$\$

New Orleans, Dallas Top Records; N. Y. Spots, A. C. Okay

CHICAGO, July 7. — Business for amusement parks held firm for the July 4 holiday in most sections of the country despite a rain which swept from Minnesota to the East Coast and dampened festivities in many localities. From New Hampshire to New Jersey, most spots gave happy reports, altho light rain spared the region. New England beat the elements to the punch since the heaviest play there comes on eve of the holiday (3) and rain held off until the Fourth. Massachusetts spots went full blast. Atlantic City hosted 275,000 persons, most of them from Ph.

(Continued on page 22)

Dean & Jerry See Fast 400G

NEW YORK, July 7. — Martin and Lewis may walk out of the Paramount with as much as \$120,000 for their end of the current two-weeker, making them one of the hottest—if not the hottest—box office attractions in the country today.

The boys are in for \$50,000. The least they can walk out with

(Continued on page 16)

PAGE 3 PAINTS RCA RAINBOW

NEW YORK, July 7. — As in the case of the first Columbia Broadcasting System Commercial colorcast, the Radio Corporation of America field test show was held on a Monday (9) after The Billboard's deadline for this issue. But again, as in the case of the CBS show, The Billboard publishes a preview of the RCA show, caught at a special colorcast Friday (6). The preview appears on page 3, this issue.

Music Merchants Convention Number

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Palmer House, Chicago
July 16th thru 19th

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Current MUSIC POPULARITY CHARTS, Pages 50 to 74

NTSC & John Q. Public Seen Carrying RCA's Color Ball

NEW YORK, July 9. — Radio Corporation of America, itself, may never officially ask the Federal Communications Commission to look at and approve its improved electronic color television system. Instead, some trade leaders now believe RCA may be planning to have many of the major television receiver manufacturers in the industry, (Philco, DuMont, Westinghouse, General Electric, etc.) who are represented on the National Television Systems Committee, petition the FCC as an industry body. It is expected that the NTSC and RCA may be ready to make the official petition by January 1, 1952.

There is some concrete evidence to support this theory. At the press field test showing of the improved electronic RCA system and the tri-color tube today (9), Dr. E. W. (Shury) Engstrom said that the field test signals and all field test experience would be made available to RCA licensees and to members of the panels of the NTSC. "Schedules for some of this," said Engstrom, "are already being set. Later, during the summer, when our transmissions become more regular, we will keep the appropriate NTSC panel advised as to time and conditions of transmissions. We have already provided specifications on

the signals we are currently using."

Engstrom further stressed that it was RCA's plan to participate in the work of the NTSC in arriving at industry standards, "for the purpose of seeking approval

Shriners Add \$10 Mil Fizz To N.Y. Showbiz

NEW YORK, July 7. — Local showbiz—plus hotels, eateries, ball parks, Aqueduct and Roosevelt tracks, not to mention stores all over the city—is rubbing its hands in anticipation of the more than \$10,000,000 it hopes to share when the Shriners start piling into town Sunday (8) for the annual convention, first here in more than 60 years.

Hotels are tied up. Rooms have been reserved way in advance.

Cafes also hope to get a chunk of Shriners dough from the 250,000 fez-wearers that are already hit-

(Continued on page 16)

for the establishment of a compatible color television system."

The plan to swing from an individual corporation petition to an industry one is calculated to make it extremely difficult if not impossible, for the FCC, if it should for any reasons be so inclined, to turn down the electronic system.

Another development revealed during the first new RCA field test show clarifies a second, and equally important, phase of the electronic, compatible color strategy. While it was known that RCA planned to invite the public to view the field test color shows, the degree to which public support is sought was not quite clear. During the first field test program, however, commentator Ben Grauer made a strong pitch to any viewers seeing the color signal in black and white, on their present sets, to send post cards to RCA. Viewers are asked to report on how the monochrome signal received during field test colorcasts compares with their regular black and white reception. Set owners are also asked to include their addresses so that RCA may know if the reception varies from area to area, and to report their screen size, the age of their set, type of antenna, and other pertinent detail.

This direct pitch on the field

(Continued on page 9)

Uncertainties Hamper Plans On Set Front

New Lines Unfolded At NAMM Chi Meet; Kidiskers Romp On

NEW YORK, July 7.—The disk, phone and equipment industries are focusing their sights on the fall selling season. The outlook for the most part is optimistic, but the hopefulness is touched with caution, particularly in view of the unsettled state of the electronics industry. The continuing likelihood of a considerable degree of economic controls and some national restrictions, even should the Korean truce efforts be successful, also serves to temper outright enthusiasm on the part of some facets of the industry.

The diskeries are now crystallizing their fall promotional campaigns. Owing to the Korean situation, the final blueprinting of the fall plans is being delayed, but enough has been revealed to

(Continued on page 11)

Hayes' 6 1/2G For Local TV

NEW YORK, July 7. — Arthur Murray chalked up another first in the video guest fee field this week by shelling out \$6,500 for Helen Hayes to appear on the preem show of his new local TV series over WNBC next Monday night (9). Fee is believed to be tops for a local guest shot.

Earlier this year the terp king hit the network jackpot for TV guest money when he paid Miss

(Continued on page 4)

THIEF, YES, BUT NO LOWBROW HE

DALLAS, July 7.—A burglar broke into the Varsity Record Shop here recently, but ignored the safe, taking no money. Instead, he took records and albums worth \$158.60, including waxings of Carmen, Traviata, Madame Butterfly. Current hit parade favorites, however, were scorned.

The Biggest News at the Show is SYLVANIA

SEE PAGES 22 & 23

OF THE SPECIAL NAMM SECTION

Billboard Backstage

By JOE CSIDA

This paper was founded 57 years ago by a man named W. H. Donaldson on the premise that personal service to its readers and friends was just as important a function as delivering the news, pointing the trends and producing results for advertisers. Such features as the Letter List, a traveling post office for veritable trouper, are well-known examples of this service. Infrequently publicized are the chores in the personal service tradition performed by *The Billboard's* staffers week in and week out.

Lee Zhito, our top reporter in Hollywood, did one recently that I thought you'd find interesting. It started with a letter from a lady in Milwaukee, named Cecilia O'Connell, to our Chicago office, asking whether we could help her nephew, an actor named Pierre Andre. Mrs. O'Connell's sister, a Mrs. Evelyn McDonald, is Pierre Andre's mother. Mrs. O'Connell told our Chicago office that Andre's mother hadn't seen him in many years, that she was illing, and the most important thing in her life was to find her boy.

Chi forwarded the letter to Lee Zhito in Hollywood. Lee tried the American Federation of Radio Actors. No dice. Then he tried the Screen Actors' Guild. At SAC, Buck Harris, one of the most competent and co-operative show business union fellows around, told Lee they had a Pierre Andre (spelled that way, not correctly as above), but he laughed the whole deal off as one of those letters with which film players are plagued constantly. But Lee didn't quit. He called Andre himself. As

soon as Lee read the actor the letter from Cecilia O'Connell, Andre said: "My God, I've been looking for Cecilia O'Connell for years." Lee mailed the O'Connell letter to Andrea. And the next night Andrea was at his mother's home which, ironically enough, is in a suburb of Los Angeles called Sierra Madre.

A Mother's Thanks

And a few days later Lee got this letter from Andrea's mother: "Dear Mr. Zhito:

"It is with a heart overflowing with gratitude that I wish to express my sincere thanks to you for having located my beloved son for me, and I want you to know that I am in ecstasy since his return. I shall never get thru thanking God and you and my dear sister for all you have done in our behalf. May God bless you all for your efforts. All the years that have passed, my beloved son was with me in spirit as I tenderly pressed him to my heart and prayed that some day we should meet to part no more and God has answered my long years of prayer.

"Very sincerely yours
"Evelyn F. McDonald"

Lee Zhito isn't set up as a missing persons bureau. As a matter of fact, he's one of the paper's busier guys. In addition to doing that Picture Business column just below, every week, he covers the film beat, the radio and television business plus a few choice sources in the music-recording industry. But he made the time to help a lone-some lady find her boy.

This type of service, of course, is contrasted to the routine business kind of aid all our guys try to give all the time. In writing a weekly column called Dealer Doings, staffer Joe Martin gets a good running indication of the straight business help the music department supplies regularly. Here are a few excerpts from letters Joe receives from record-phonograph-radio-TV merchants regularly:

"In your recent column you published a gripe of mine about the covers on LP's. Received the nicest note and detailed information from the manager of the distributor's office in New York. Shows how much *Billboard* means to each of us." Lois Folk, King & Polk, Port Angeles, Wash. . . "The *Billboard* is literally our 'brain trust.' We should like to extend our gratitude for its superb guidance." Robert Forgy, Turntable Record Shop, Columbus, O. "I'm sending a copy of this letter (Ed. note: Letter was to a record manufacturer) to *Billboard* because every responsible record dealer reads this magazine, and its pages are about the most effective sounding board we dealers have." V. H. Anderson, Record Center, Chicago.

Comments like these are money in the bank, because as long as a paper performs a useful function for its readers, it will be in reasonably good shape. But the letter Lee got from Mrs. McDonald is the kind of thing that gives us all that little extra something that makes working on Mr. Donaldson's paper more than just a job.

Washington Once-Over

By BEN ATLAS

WASHINGTON, July 7.—Senate Finance Committee is sitting tight against growing fury of a drive by some theater exhibitor lobbyists to scuttle House-passed federal exemptions for non-profit fairs and orchestras. Committee's timetable for shaping final tax bill continues to run into late September. Long parade of witnesses yet to be heard in current open hearings.

Federal Communications Commission is hoping for a full court date for a long delayed litigation on its apti-giveaway decision. Action has been pending in Federal Court in New York City almost since FCC's ban two years ago.

Showmanship to Hypo Fight for Controls

Get ready for a flashy display of showmanship as the administration goes into an all-out drive for a strong defense production law. Radio and TV are being singled out by Democratic high command for topdog roles. Angered by Capitol Hill's threat to scrap controls, President Truman has turned on green light for heaviest barrage of public persuasion since his historic 1948 election fight. Professional entertainers may get into the act, say

party strategists who've been told to "pull all the stops" in inducing home folks to pressure their congressmen. Current stop-gap controls law expires at month's end. Looks like White House may have to settle for watered-down new law with some relaxation of amusement industry controls, but Mr. Truman is determined to make a pitch for the stiffer law he can get. Administration stalwarts, from cabinet officials on down, are being mobilized for two weeks of heavy speaking dates.

Senate Hadn't Time To Seal Radio Pact

State Department's proposed North American Regional Broadcast Agreement will stay shelved in Senate Foreign Relations Committee until next year unless the committee miraculously finds a short cut thru its heavy agenda. The pact, officially blessed by FCC as well as State Department, has been gathering dust for months in committee. Treaty threatens to force some of the nation's top clear channel stations off the air in New York and other major metropolitan cities. It's getting fiercer opposition from several

quarters. Committee leaders have resolved that the pact will have to wait its turn in long list of unfinished committee business, including MacArthur row, Korean truce and President Truman's \$86 billion foreign aid bill. Majority of committee are off to Europe until late July.

Pair of New Booklets; Coy Blushes for Whom?

National Production Authority has a pair of new information booklets for puzzled showbiz men. Titles are 80 Questions and Answers on Controlled Material Plan and Pooling Production for Defense. Copies available at Commerce Department field offices. . . When a newsman questioned Chairman Wayne Coy, of FCC, on what he thought of RCA's tri-color tube which the chairman viewed last week, Coy turned red as he said: "No comment." Quipped the newsman, "I wonder if the chairman's color was RCA's or CBS's?" FCC will issue a report next week sticking to its proposed TV allocations plan but suggesting possible ways to streamline industry hearings on it.

'Voice' Criticism Spurs General U. S. Info Probe

London Dispatch

By LEIGH VANCE

WASHINGTON, July 7.—Stirred by the House Appropriations Committee's recent disclosures of extravagance and mismanagement in the State Department's *Voice of America*, a two-way inquiry into Uncle Sam's entire informational operations appears in the making. The White House, it has been learned, is exploring the possibility of merging informational activities of the Economic Co-Operation Administration and the State Department's Office of International Information, which runs the *Voice*. At the same time, a staff of governmental investigators is reportedly reading an exhaustive examination of the *Voice* as the result of extravagances uncovered in a recent five-week survey made by special operatives borrowed from the Treasury Department, Customs Bureau and the Federal Bureau of Investigation.

General feeling in high officialdom is that the time is over-ripe for a complete re-evaluation of the operations, particularly if an end to Korean hostilities occurs. Leadership on Capitol Hill and in the executive branch are apparently impressed by evidence of waste and duplications in the costly global information set-up, which is heading toward the half-billion-dollar mark. A mass of this evidence was borne out in a special investigatory report unfolded during closed-door hearings earlier this year on the OII by a House appropriations subcommittee headed by Representative John J. Rooney (D. N. Y.). The Rooney report exposed examples of mismanagement such as lack of co-operation between *Voice's* policy and operating levels, vagueness in program planning, a plethora of lush-salaried executives over-staffing and ineffectiveness. The Rooney subcommittee, which is chiefly credited for Congress having blocked 90 per cent of the *Voice's* (Continued on page 20)

LONDON, July 7.—This week a curvy comedy, *Worm's Eye View*, had its 2,239th performance, becoming the longest-running British hit of all time. Previous marathons were the 1914-'18 war's *Chu Chin Chow*, which clocked 2,238, and the 1939-'46 war's *Blithe Spirit* by Noel Coward, which hit 224 less.

Worm's by ex-RAF Corporal R. F. Delderfield, is an unpretentious caper about the billeting problems of a group of enlisted men. It was turned down by five London managements before it appealed to the sense of humor of nut bolt manufacturer H. J. Barlow, who angels for the fun of it. In its first week at the Whitehall, site of Phyllis Dixey's strippers, the clean wholesome romp took only \$500, was greeted faintly by the critics who credited it with a "certain infantile charm."

Hunch Nets \$392,000

For Producer and Author . . .

After four weeks the take was still in the village hall class. But Barlow was a man with a hunch. "Keep it on," he ordered. "I like the damn play."

And eventually so did over 3,000,000 patrons who flocked in mainly by word-of-mouth advertising, making \$280,000 for Barlow and \$112,000 for an astonished Delderfield, who had ripped it off in a weak moment. A few weeks ago it was transferred to the Comedy, which didn't interfere with its popularity, but put the prissy theatrical historians against it. They claim an interrupted run cannot rate longest-run title. Says Barlow: "Who cares?"

'The Frogmen' Sinks New British Hassle . . .

Biggest British backs-up row—since Errol Flynn conquered Burma on the screen without the aid of a single British soldier—blew up here with the 26th Century. (Continued on page 22)

Dagmar Busts US Wage Body

WASHINGTON, July 7.—Unele Sam's new salary stabilization board which is in the throes of trying to figure out whether salary ceilings can be applied to professional entertainers, is privately ready to call the whole thing off. The new board is hoping that a panel of experts will formulate policy taking the board off the hook.

Members of the board described their task as a "headache" after they spent several hours this week to determine whether TV star, Dagmar's contract figures for her video appearances exceed wage ceilings.

Since TV, radio and theaters are exempted from the Defense Production Act and therefore do not come under price controls, a special unit of the board has suggested that perhaps wage ceilings should apply to professional entertainers in these fields. The unit is debating whether to announce a general rule on this, affecting much of the entertainment world.

Paris Peek

By ART RISEI

PARIS, July 7.—Important things are happening in Paris these days that will have far-reaching effects on everyone directly or indirectly connected with the entertainment business. Today a draft of a universal copyright convention, designed to protect the rights of authors, musicians, playwrights and other creative artists in all countries of the world, will come before the program committee at UNESCO's sixth general conference currently convening here.

Thirty copyright experts from 75 countries constitute the special copyright committee. Safeguards for such rights already exist in some, but not all countries, for the existing copyright conventions are more or less regional in their character, with the Berne convention mainly for European countries and the Pan-American convention for countries of the Western Hemisphere. The new universal convention will be one uniting the entire world.

As Francis B. Hepp, head of the copyright division of UNESCO, told *The Billboard*: "The basic problem of the copyright division of UNESCO was to fill the gaps left by the various conventions without infringing on the national treatment of the copyright laws, or altering the laws that have been passed by the prior conventions."

Universal Copyright to Retain Existing Conventions . . .

This conference will not affect nor destroy the existing conventions, and will not necessitate changes in the major internal legislation of the different countries. A major advantage of the new convention will be that the present burdensome and costly formalities would be replaced by a simple device: A "C" on the work accompanied by the name of the author and the year of the (Continued on page 22)

Picture Business

By LEE ZHITO

HOLLYWOOD, July 7.—What's the actor's lot behind the Iron Curtain? Had some members of Hollywood's pink brigade sought the true answer to that question, they would have turned a deaf ear to the Pled Piper of the Kremlin. Reports trickling thru the Curtain of show people's life in the police state are indeed eye-openers.

Ronald Reagan, president of Screen Actors' Guild, recently received a letter from a missionary who spent two years behind the Iron Curtain. In it, he provides a chilling glimpse of the barren and beset existence of actors living under the Red heel.

"About four years ago, while attending a Blue Key convention at University of Southern California, I heard you speak and was given a wonderful insight into the machinations of the Communist party. I, with others, deeply appreciated the eye-opener you gave us.

"Since that time I have had the dubious privilege of living for two years behind the Curtain in Czechoslovakia while serving

as a Mormon missionary. So often I remembered your remarks, as I saw them infiltrate a free nation and undermine its democratic institutions, with the final crash in February, 1948. Their tactics were the same as you had outlined.

"Pray God it won't happen here, but it could. Among my acquaintances was a prominent couple of stage and screen. They were the only members of their company who were not Communists and lived in fear that it would be discovered that they would be deeply religious. To prevent any defections the troupe ate, worked and studied together a minimum of 12 to 16 hours a day. No excuse was accepted for absence.

"My friend's wife went on one night with a serious case of flu. During the first act she fainted. In a later group analysis of the play she was seriously rebuked for 'reactionary hysteria of the decadent bourgeois type.' Secretly they studied with us, until one day a secret policeman advised them that each of our visits were

known. Shortly after we found they no longer lived in the customary place, had no forwarding address and they appeared in no more plays or films.

"I did want to express my appreciation of your Guild's constant awakefulness to the danger of this diabolic Communist system boring from within."

That's a far cry from Cadillacs and champagne. Isn't it?

Warners Buying

Million of Own Stock . . .

Warner Bros. in a move to reduce outstanding stock, will spend \$15,000,000 to buy up a million of their 6,700,000 shares. Stock will be retired in a series of purchases with WB's policy of liquidating all assets not directly associated with picture production. Real estate and other non-production properties are being sold to raise money to be used in trimming down WB's stock structure. WB's peak at one time was seven and one-half million shares outstanding.

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ANTA CASE HISTORY (III)

Pros and Cons Battle, Pride Vs. Prejudice

The first installment of the series on ANTA's case history, in The Billboard of June 29, traced the growth of the organization from its modest beginning...

By DENNIS McDONALD

NEW YORK, July 7.—Perhaps the best way to approach the pros and cons of ANTA is to list the main criticisms against it, and what the organization has to say about them...

Q. Why has ANTA moved to Broadway when its purpose was stated clearly in their publication in the spring of 1948...

A. The Guild Theater is more than just a theater. It is also an office headquarters, and it provides space for expansion of services as well as for establishing the Academy...

Q. Where is this Academy ANTA keeps speaking of? What has been done about it?

A. Tenants occupying space in the Guild building prevented the establishment of the Academy this year. A blueprint of operations has been drawn, and operations are scheduled for the fall...

Q. What about the campaign? Is it true ANTA wants to raise \$1,500,000 and, as one columnist wrote, has so far only raised \$19,000?

A. There has been no goal set for the campaign. Robert Dowling, head of the committee, undertook the job with that stipulation. To date, \$115,000 has been pledged, of which \$200,000 has been paid, due to the installment basis.

That Suite

Q. Why did ANTA find it necessary to take a five-room suite at the Plaza Hotel for the campaign when the Theater Guild conducted its entire operation within the Guild Theater building?

A. The suite at the Plaza belongs to the Hofmann-Ward Agency, a fund raising organization which presented ANTA with a program of operation. ANTA is one of their projects and operates in their headquarters. ANTA had not the facilities to handle the operation.

Q. And what does this Hofmann-Ward Agency get out of it? A. Since no definite goal is set for the fund, their fluric, too, is loose. The minimum they will get is \$25,000.

Q. What is the purpose of the campaign? A. Buy the theater, establish the Academy and extend ANTA services.

Q. What about the Hamlet tour to Denmark which, according to George Jean Nathan, garnered adverse criticism by the Danish press, but not only were "all unfavorable references to the disastrous event deleted, but other items in the reviews doctored to give the impression that the so-called cultural mission has been capriciously received by the Danes?"

A. Hamlet was produced by Blewies Davis, a member of the ANTA board, and starred Robert Breen, then exec secretary of ANTA, but the production was not sponsored by ANTA in any way; so ANTA wouldn't know.

Q. What about the mortgage on (Continued on page 12)

Tokyo Mushi Mushi

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

TOKYO, July 7.—Japan's need for good symphonic music and the desire of paid audiences to hear it has started a return to the Orient circuit of some of the world's leading artists. Yehudi Menuhin, violinist, arrives in September, and the San Francisco Symphony Orchestra plans to fly to Japan in October...

Another pre-war resident of Japan, Leonid Kreutzer, has been doing a series of piano recitals. Puccini's Turandot will have its Japanese premiere this month with the title roles sung by soprano Tanaka Seki and tenor Tamotsu Kinoshita. In the pit will be the Tokyo Philharmonic under Noboru Kaneke.

At the Nippon Gekijo Theater a Music Hall Swing Festival opened recently with the best Japanese swing musicians bidding for honors. In the semi-finals are Michiko Hirayama and Midori Kurushima, pop singers. Bands still playing are Hiroshi Goto and His Dixie Landers, Kyosuke Kamei's Band, the Ernie Pyle Orchestra under Tadasoal, and the Cuban Boys.

Madam Sada Yacco opened at the Imperial Theater last week in a fast moving, 35-scene musical comedy. Show is currently playing to capacity.

The Gliza Center, Tokyo's latest and most opulent Turkish bath, opened recently. The four-story concrete building also houses a modernist night club with 95 taxi dancers, a motion picture theater, three restaurants and a milk bar. The bath house has 150 rooms, each with sweat box, telephone and 24-hour room service. Available are perfume baths, milk baths or just ordinary steam baths. Average daily attendance is 700, plus about 2,000 sightseers patronizing the club and theater. Night club gets about 3,000 yen (\$7.50) per cent for a bottle of Japanese beer, peanuts, a dancing partner and 3 acts of Grade B floorshow.

Highlight Reviews

COLORCAST FIELD TEST

Closed-Circuit Preview of RCA's Electronic, Compatible System Sock

By JOE CSIDA

As in the case of Premiere, Columbia Broadcasting System's first commercial colorcast, Radio Corporation of America's first showing in the latest series of field tests of its electronic color system and tri-color tube was scheduled for a Monday (9), when The Billboard is off the presses and on its way to subscribers. The Billboard therefore arranged to catch the show in a closed circuit full dress rehearsal Friday (6) and on the basis of that showing herewith previews the Monday program.

If Frank Folsom and his RCA gang are able to deliver the same color and monochrome signal when these field test electronic, compatible shows are carried on Channel 4 in New York—and later in other cities on the cable—as it delivered at this closed-circuit preview, CBS and its field sequential adherents are in for the struggle of their lives. The color picture ranged from fair to excellent, with more than 75 per cent of it in the latter category. The black and white picture delivered by this same transmission was far better than any monochrome this reporter has ever seen.

The RCA-NBC producers leaned over backward to demonstrate that flesh tones and color detail could hold constant thru long and medium shots as well as in close-ups. Even during George Burton's bird act, for example, where every

rule of showmanship called for close-ups on the colorful performing parakeets, the camera shot them a medium and long range, and the results were superb. Only during Ed Malone's belthrop turn did the flesh color of the dancer's face register too heavily red. And this was plainly a result of poor judgment in costuming. Malone wore a deep red coat, neck-high, and its reflection tinted his face redder than natural.

Cluecher

As a surprise clincher at the preview an RCA mobile unit at Palisades Park across the Hudson River (in New Jersey) transmitted Buster Crabbe and His Water Bollet, and scenes of patrons around the park's pool before and after the live studio show. This outdoor pick-up, with no artificial lighting assists at all, was amazingly good, but it graphically demonstrated the problems inherent in such colorcasts. Apparently the pre-live show pick-up was shot while the sun was in hiding and with a slight overcast in the sky. This, plus the preponderance of green subject matter (the pool's water, the Broadwalk, etc.) gave the entire scene a predominantly greenish tinge, which even reflected itself on the flesh tones in some instances. The post-live show pick-up of the same scene, with the sun obviously shining brightly, and the unit's camera advantageously

placed in relation to the sun, produced excellent pictures, flesh tones and otherwise.

The outdoor, natural light pick-up left no doubt, however, that the system and tri-color tube (at least on this closed circuit showing) is more than adequate for colorcasting outdoor events.

The show over-all was obviously designed to demonstrate the broad and effective use of color in as many directions as possible. This, plus the fact that the preview caught was cursed with more than the normal quota of mishaps and unforeseeable contingencies, resulted in an entertainment piece which left much to be desired. At least three such contingencies figure to be straightened out by Monday (9), when the first official field test showing goes on the air.

Some Blanks

Thus Buster Crabbe went thru a bit with a water clown who wasn't there. When he judged the invisible aquatic funmaker up the ladder to the diving board and shoved him off, the effect was somewhat weird. The diving joey will be on hand Monday.

Nanette Fabray, star of the musical, Make a Wish, and generally recognized as a performer with the vibrant quality necessary to give any show a lift, was also absent at the preview. The gal had to get her hair-do refurbished, and with (Continued on page 8)

LEGIT

'Three Wishes,' Musical Irish Fantasy, Shows Stem Promise in Coast Preem

By LEE ZHITO

Three Wishes for Jamie is one of the more promising musicals to be mid-wifed here in some years. Given the proper doctoring, which includes near-surgery, Jamie should enjoy a long and prosperous life on Broadway. With Charles O'Neal's Christopher Award-winning novel (Three Wishes of Jamie McRuin) as its basis, the Albert and Arthur Lewis production shows this vehicle has the fundamental qualities needed in a successful musical. It's a refreshing Irish tale, framed in beautiful settings and touched off with a rich melodic score. The cast, with few exceptions, turned in a noteworthy performance.

A fairy queen comes to Jamie McRuin offering to grant three wishes. A wise lad, Jamie asks first that he marry one as lovely as the queen; secondly, that he be free

from responsibility, and third, that his son speak the ancient Gaelic tongue. The granting of these wishes serves as the basis of the play, taking the audience thru song, laughter and tears before all are realized.

One of the comedy highlights is a wake for Jamie and the matchmaker (Ceall Kellaway) who almost tied the hero to the wrong girl. In fleeing the scene, all think Jamie and Travis were killed in a fall from a cliff. Both, however, are on-lookers at the festive mourning. For the most part, the comedy burden is carried solely by Travis. O'Neal does well as far as he goes in having this character project typically Irish pointed humor, but in this vein, he doesn't go far enough. Play could use far more laugh lines.

The play gains momentum as it

rolls along, thereby leaving the first act as its duller and weakest. The short wishing scene should be tightened considerably. Only the fact that wishes are made should be established, without the long sad drawn-out part where the voices of care and responsibility torment our hero. The first act should be rewritten with an eye toward considerably tightening the lines and the action. Similar speed up should be given the second and third acts.

The Ralph Blane score is one of Jamie's strong points. With Capitol Records holding exclusive waxing rights to the original cast performance, the label may get its first Broadway hit in disking production (others waxed by Capitol: St. Louis Woman and Fishooly). Hit tune potential is shown in such (Continued on page 19)

NIGHT CLUB

Heirloom Gems, Sophie and Joe E., Give Chi Showcase Bright Glitter

By JOHNNY SIPPPL

Chez Parce, Chicago, has come up with its yearly top-budget showcase, equal to that laid out for Martin and Lewis, and it's the best revue locally in years. Primarily responsible for the show peak is the totally new and great material belted out by Sophie Tucker and Joe E. Lewis. The two vets worked a total of 70 minutes without doing anything but new routines. La Tucker adhered closely to her usual doing-what-comes-naturally format, but each new bit was better than its predecessor. A wonderful series of parodies on her forthcoming golden jubilee in the big mixed nostalgia with yocks and is wonderful patter. She closed with her latest Mercury dishing, Sabbath Candles, which she did exclusively in English. Gal does this one so great in Yiddish that she should do half in

the foreign lingo to get the real sock response.

Lewis opened with his race track bit based on Shadrack; followed with a TV satire, Her Heir's in the Right Place, and knocked them out with an original, The Picture of Dorian Schwartz. He put together several collegiate songs to do a wonderful satire on a college education and closed to tremendous applause with She Had the Biggest Parakeets in Town.

With comics complaining that material is ultra hard to get because of the writers taken by TV, La Tucker and Lewis showed that the stuff is obtainable and yet what's available tops anything yet. Their finale, a minstrel show, with the Arden Fletcher line parading and the two headliners doing the end men, was the topper. Lewis, in addition to his great songs, talked three to five minutes be-

tween numbers to continuous belly laughs.

Jordan and Parvis, gal and boy sat ballroom team, make a swell appearance but their good routines are wasted for the most part here, where lack of a raised stage gives only the ringsiders a good look. Fair do fine precision and ballroom type work, with their last number, where each do novelty solo stepping, grabbing good hand.

Line has a couple of new gals who need lots of rehearsal. Cee Davidson's band played a fine show. Capacity, 500. Price policy, \$1.10 cover charge with a \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Bob Curley. Production, Arden Fletcher. Estimated budget last show, \$5,000. Estimated budget this show, \$12,000.

Review Index

Table with 2 columns: Category and Count. Record Reviews... 66, Classical Reviews... 54, Legit Reviews... 19, Night Club Reviews... 17, Radio Reviews... 8, Television Reviews... 8, Vaudeville Reviews... 17.

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NO RAZZLE DAZZLE

Mutual's Plain "White" Policy Vs. Industry Flash Is Paying Off

By JOE CSIDA

NEW YORK, July 7.—Following a rigid policy of just plain white versus all the color and razzle dazzle thru which the Radio-TV industry has whirled in the past two years, Mutual Broadcasting System is beginning to reap the payoff as the only radio network whose business trend charts are headed and continued to move in the right direction. The web's gross billings for the first six months of 1951 are approximately \$3,000,000, a neat 48 per cent or \$372,000 over the \$2,527,980 gross for the same period in 1950.

Audience-wise, a Nielsen comparative study of listening averages for all sponsored network programs (excluding one-shots, devotionals, co-ops and five-minute stanzas) for October-March, 1949-1950 vs. the same months in 1950-1951, shows Mutual to be the only web with an increase. The jump of 1 per cent is slight, and of itself would not hold too much significance, but compared to the decreases of the other three webs for the same periods—American Broadcasting System, 137 per cent; Columbia Broadcasting System, 14.9 per cent, and National Broadcasting Company, 134 per cent—it takes on real meaning.

Not only is Mutual currently selling more advertisers, but quality-type accounts are returning to the web in increasing numbers. Kellogg's, for Corn Pops, is the latest national account to take on the virtually full web for 540 stations. On July 29 it will carry the Wild Bill Hickock show over that number of MBS outlets. Kellogg's, of course, follows other such big name, big money spenders as Lucky Strikes, Bab-O, Alka-Seltzer, Old Gold, Kraft and Quaker Oats. Sales Veep Ade Hull and his husters are currently making pitches at other top accounts they hope to wrap up for fall.

Possibly the best indication as to the progress Mutual has made advertising-wise via the plain white policy is the fact that in June, 1951, the average Mutual advertiser was using 284 stations. In June, 1951, the average MBS bankroller was buying 356 stations, for an increase in web station usage of 25.3 per cent.

Celanese Buys Big-\$, 60-Min. ABC-TV Drama

NEW YORK, July 7.—Celanese Corporation of America this week bought the 10 till p.m. time, alternate Wednesdays, on the American Broadcasting Company television network, and will bankroll a big-budget dramatic show being packaged by the William Morris agency. The show, to be titled *Celanese Playhouse*, will feature works of top-name playwrights.

Opening show is October 3, with the business placed thru the Ellington ad agency. Show will originate at ABC's huge Studio TV-1, Morris office also is seeking an ellent for *Pulitzer Prize Playhouse*, which is being set to alternate with the Celanese show. *Pulitzer* recently was dropped from its Friday slot by Schlitz.

Program Veepee Bill Fineshtriber is currently dickering with Music Corporation of America, the William Morris Agency and other package producers and talent sources to finalize what the Mister Plus mob hope will be the strongest fall program line-up in the web's history.

Looking back from a July, 1951, perch, President Frank White's decision to stick to his radio network knitting ma. seem an inevitable and an easy one to make, but since May, 1949, when he resigned the presidency of Columbia Records to take over the helm at MBS the industry has gone thru what is probably its most flamboyant period. And there were many temptations and some opportunities for even a web in Mutual's position to follow the glamour trail and forget "old-fashioned" radio. The temptations were particularly strong inasmuch as virtually all leading agencies and advertisers were (and many are still) overwhelmingly dazzled by video and its sunburst offshoots in programming, color debates, et al.

Mutual's big job, indeed, has been to drag major advertisers away from the flashy TV hussy long enough to listen to the still solid proposition being offered by staid Miss AM Radio. That White's policy of side-stepping the spectacular and sticking to building his radio web has caught on with

(Continued on page 10)

3 KATE SEGGS SOLD IN HOUR

NEW YORK, July 7.—Hunt Foods this week dropped three 15-minute segments of the Kate Smith daytime TV show on the National Broadcasting Company.

One hour later the web had sold the three periods to other bankrollers. The new sponsors are Gerber Foods, Tintair and Cannon Mills.

Maxon Snags Packard for Auto Return

DETROIT, July 7.—The Maxon Agency, which once figured prominently in the automotive field, this week got its first auto account in many years. Maxon will take over the Packard account as of December 15, snagging the amount from Young & Rubicam, Hugh J. Ferry, Packard's president, disclosed the shift.

Maxon had the Lincoln-Mercury (Ford) account for some years, with the business subsequently going to J. Walter Thompson and Kenyon & Eckhardt, where it now is held. Lou Maxon, the agency head, is highly regarded in the auto field.

Packard is estimated to run around \$1,000,000 or a share under, annually, but this sum may increase with television. Packard currently sponsors *Dom Amicchi's Musical Playhouse*, but neither it nor *Holiday Hotel*, the previous Packard TV show, has scored.

SAG Wins Over TVA, Maps Pact Dealings

HOLLYWOOD, July 7.—Screen Actors' Guild, after defeating Television Authority in a National Labor Relations Board election this week, will open contract negotiations with the major producers in the immediate future. SAG's contract with the film companies had expired December 30, but since its jurisdiction in the field was contested by TVA, the Guild was forced to continue on an extended arrangement until after the NLRB election. In the six firms where TVA had its name on the slate, SAG emerged victorious by a margin better than nine to one.

Stinging from its loss, TVA, thru Coast rep Peter Prouse, offered a sportsmanly pat on the back to SAG while still trying to needle the victor with: "TVA wishes SAG well. We sincerely hope they will win reissue rights as promised and equivalent to those already won by TVA in its live contracts. TVA continues to call for understanding and agreement as the only real solution to the differences between TVA and SAG."

SAG, however, contends TVA has little to crow about on reissue rights. Altho the TV union claims to have won concessions on this point, SAG argues that while it

(Continued on page 9)

Pontiac Shies From TV Plunge

NEW YORK, July 7.—Pontiac this week again changed its mind about taking the TV network plunge. The client has been on the verge of taking a \$20,000 a week flyer on Masterson, Reddy & Nelson's *Reader's Digest TV* package.

Current economic conditions caused by defense preparations, however, deterred the motor car company. McManus, John & Adams is the agency.

NBC Zooms Tab on TV Packages, Some Agency Heads Yell "Murder"

NEW YORK, July 7.—Sharp increases in the talent costs of some of its major house-built video packages have been effected by the National Broadcasting Company, it was learned this week.

In at least one instance, reaction from agency execs was unfavorable, with a TV v. p. of a major agency pointing out that in the case of one show, at least—the Sid Caesar revue—NBC has hiked the ante almost 100 per cent. The Kate Smith show will get a comparable boost, percentage-wise.

The Caesar show used to net out for around \$15,000 per half hour. Next season it will cost around \$28,000 per half hour. Caesar himself will not make as many appearances during the 29-week run of the Max Liebman-produced show as he has in the past.

Other increases will jump *Kirk, Fran and Ollie* from \$1,850 per half hour to \$3,000; *Kate Smith* will go from \$1,600 to \$2,000 per quarter hour; *Hoody Dooey* being boosted from \$1,000 per segment to \$1,400.

In accounting for the hikes, one NBC exec noted that the web's own production costs have increased materially since the previous price scales were set, but that none of this had been passed on to sponsors. The web also notes that in at least two instances—*Sid Caesar* and *Kate Smith*—the web gambled huge sums and set prices

at scarcely above actual production costs.

Nevertheless, the jumps are not sitting well with some sponsors who point to increased time costs as well as increased show costs.

NCAA Continues Pigskin Control

CHICAGO, July 7.—National Collegiate Athletic Association made final plans here today to proceed with the controlled telecasts of college football games during the 1951-52 season, from September 22 to November 24. The only modification of the original plan apparently made as a concession to anti-trust action threats, was that the networks and sponsors will deal with the individual colleges for the games and not with the NCAA. The NCAA will get a percentage of the take to pay expenses of committee meetings and of a survey by the National Opinion Research Center.

One Agency or Sponsor Fitch
The entire 10-week plan will be pitched to a single sponsor, or probably to one agency representing several sponsors. The TV committee hopes to work out schedule details with the individual and then let the sponsor or agency do business with the schools involved. Three potential sponsors were interviewed by the committee. They were N. W. Ayer, for Atlantic Refining Company; McCann-Erickson, for Standard Oil of Indiana, and Ketchum, MacLeod & Grove, for Chevrolet dealers, who sponsored Notre Dame games on DuMont last year.

Asked to take a guess at the price for the 10-week package, Tom

Hamilton, chairman of the TV committee, said, "Start your own rumors." He suggested a million dollars as a good starter.

Penn Plan Rejected
The TV committee took no official cognizance of the defiance of the NCAA by the University of Pennsylvania, and Penn's decision to televise its home games. The committee heard Fran Murray, athletic director at Penn, present a plan to put games on all four networks on five Saturdays next fall. However, the plan was similar to one presented last fall, and it was rejected. Hamilton said, "I hope, personally, that Penn will withdraw from this stand. It's a bad situation when one stands apart from others in trying to solve a common problem. They had a chance to give their opinion and they were voted down."

Each section of the country will get seven football games on home television next fall in accordance

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Helen Hayes Gets 6½G for Local TV Show

• Continued from page 1

Hayes \$12,500 to emote on his DuMont web alter. Deal was swung via a provision that Murray donate \$10,000 of the fee to a polio fund established in the name of the actress's daughter, Mary MacArthur. On the deal, she Murray is turning \$3,000 over to the fund, with \$1,500 going to the star. The Murphy show was formerly aired by American Broadcasting Company and DuMont, with Mrs. Kathryn Murray as emcee. Latter will essay the same role on the new show.

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Pabst Backs 20G Golf Tournament

CHICAGO, July 7.—Pabst Beer, determined with the advent of television to keep its name identified with sports, moves into the sports promotion field with the sponsorship of the \$20,000 Blue Ribbon Open Golf Tournament July 19 thru 22 at North Hills Country Club, Milwaukee.

It will cost Pabst \$50,000 to

stage the meet (which is the third richest in the nation). If it is a success it will become annual, and will move from city to city. The company hopes to get \$30,000 back at the gate. For the \$20,000 outlay the brewery will get, in addition to promotion and good will around Milwaukee, a 45-minute film which it plans to run on its Wednesday nighttime on National Broadcasting Company July 25. The film will show a pre-tourney golf clinic and the actual competition.

Top Pros to Compete

All of the top pros in the country except Ben Hogan have signaled they will compete. Price scale will be \$5 for the six days, including the clinic, or single admissions ranging from \$1.50 to \$3. Pabst also is negotiating with WTMJ-TV, Milwaukee, to put the last three holes of the competition on a live telecast.

Even Pabst officials aren't sure how significant this move can be as regards sports telecasting. They do know they want sports—preferably boxing—for their TV program, and here was an instance when the supply ran dry, so they promoted their own event.

Pabst still is hot after the Joe Louis-Ezzard Charles heavyweight fight, and hopes to land it for September 26 to kick off its winter schedule of boxing.

Battle Royal For Pepsodent Bruises Ad Men

NEW YORK, July 7.—Altho no formal announcement had been made up to Friday (6), authoritative reports this week stated that the \$2,500,000 Pepsodent account had been awarded to McCann-Erickson. There had been a five-way agency fight for the account.

Behind the fact that the juicy Lever Bros division account went to McCann-Erickson, however, is another story. That is, whether it pays an agency to go all-out for an account, when there are so

(Continued on page 10)

WHICH TV PROGRAMS SELL SETS?

Read what the dealers say in the National Association of Music Merchants' Trade Show and Convention Section carried in this issue of The Billboard, page 21. Dealers in TV areas evaluate specific shows and types of programming in their answers to question 26 and 27 of the section's Retail Store Survey.

KEEP THE SLIDE RULES, FELLOWS

HOLLYWOOD, July 7.—A unique method of networking a TV show will be tried next week when Ben Alexander kicks off his San Francisco-Los Angeles seg sponsored by Union Oil Company. Despite the fact that phone company relay system links both towns, show will not make use of those facilities nor will the seg be kined. Instead, an Alexander hop weekly between LA and Frisco to stage the shows in person in each town.

Show kicks off in the 1 y City Wednesday (9) and Thursday (10) in L. A. Reason for this system of networking is not to save on phone company charges but because show's audience participation format demands localized phoning gimmicks. On second thought, engineers tackling the TV networking problems shouldn't lay aside their slide rules just yet.

Sterling to Handle 89 British TV Films

NEW YORK, July 7.—Sterling Television here this week agreed to handle national video distribution on 89 British feature films for Hollywood producer Eddie Sherman, of Motion Picture Management. Heretofore the English flickers were distributed by Columbia Broadcasting System.

(Continued on page 92)

CBS to Pit Sinatra Seg Against Berle

NEW YORK, July 7. — Frank Sinatra is the current Columbia Broadcasting System choice to battle Milton Berle next fall on TV. The network, however, is dicker-ing with several sponsors with a view toward mounting a sufficiently expensive package to compete audience-wise with the Teraco Star Theater. Sinatra's contract with CBS has lapsed.

Altho the initial deal for Food Store Products to buy the hour hasn't jelled as yet, the client is still interested in the time period. The current CBS-TV pitch is to sell Sinatra to this advertiser.

Also in the Tuesday 8-9 p.m. picture is Chevrolet, which is said to be considering a drama stanza featuring primarily flicker favorites. Slowing up Chevrolet's decision, however, are the numerous conditions in the automotive industry.

KNBH Spends 34G For 34 Republic Features, Serials

HOLLYWOOD, July 7. — National Broadcasting Company's Station KNBH here became the first to buy a series of Republic films since the major studio announced its return to the production of TV. Thru Film Director Bob Guggenheim, KNBH acquired 26 first-run mysteries on a one-run, one-year basis, and 48 chapters of eight serials on a two-run basis during a two-year lease period. Altho prices were not revealed, The Billboard learned that KNBH will pay \$1,000 per feature and \$1,000 for each of the serials, bringing the station's expenditure for the Republic product to \$34,000. Move was considered unusual inasmuch as Republic's TV film sales reps have repeatedly claimed they wouldn't peddle pils to individual stations but would only sell nationally. Reason for frowning on individual outlets, they explained, was that bigger multi-market sales could be spoiled if films are spotted in single towns.

Contracts have been drawn, with the deal's conclusion awaiting only clarification of musicians' union contractual details. This is expected early next week when papers will be signed.

Snader Snags 'Tracy' Rights

HOLLYWOOD, July 7. — Louis Snader, launching a drive beyond the realm of his Telescription TV music films, this week acquired telepic rights to and started immediate production on the Dick Tracy whodunit series. This marks Snader's initial step into filming dramatic segs since he first entered the field last year with his three-minute musical pils, and also marks the first time he's moved into the longer segs. Tracy was sold to Snader by Keith Palmer, who owned tele rights to the comic strip character and had already completed 13 episodes. As part of the deal, Palmer joins the company as producer and will serve in charge of the Tracy series.

Snader yesterday (Friday) started production of a new brace of 13 Tracy episodes. Original batch of 13 shot by Palmer will be re-edited to comply with the Snader production policy of the series.

Deal with Palmer was closed during a 10-day sales meeting of the firm between Snader and Reuben Kaufman, who heads the sales-distribution firm handling the Snader product. Others attending meet included Alan Fischer, sales head for the Western division; Johnny Graff and Monroe Mendelsohn, of Kaufman's Chicago headquarters; and Oliver Ungar, Kaufman's New York rep.

Currently in the fire is a series of other film and program acquisitions to be finalized next week, thereby fortifying Snader's catalog of film wares the sales org can offer stations.

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19 Iowa AM Stations Form B'casting Assn.

CEDAR RAPIDS, Ia., July 7. — Iowa radio stations have formed the Iowa Broadcasters' Association at a recent meeting held here with representatives of 19 stations in attendance. William Quarton, of WMT, Cedar Rapids, served as temporary chairman at the organization meeting.

CAUGHT WITH DICTION DOWN

NEW YORK, July 7. — Frank Gallop, of the pear-shaped tones and precise diction, did a bit on Broadway Open House that required him to wear an 1830 bathing suit. In preparation, he wore jockey shorts. When the bit was over, he rushed backstage to change. As he peeled off his tight-fitting suit he was horrified to see his jockey shorts come down at the same time. Flustered and embarrassed, he made a valiant effort to regain composure. The wardrobe mistress, in an effort to put him at ease, said, "That's all right, Mr. Gallop. The same thing happened to the Ritz Brothers once."

CBC Has \$1,149,000 Loss in Past Year

TORONTO, July 7. — Canadian Broadcasting Corporation showed a deficit last year of \$1,149,000, it was revealed this week. Gross income was \$8,300,000 against expenditures of \$9,200,000. The income source was \$5,500,000 in radio license fees, \$2,400,000 from commercial advertising and \$288,000 from miscellaneous sources.

Expenditures included \$4,000,000 for programs, \$1,900,000 for engineering, \$1,100,000 for networks, \$540,000 for administration and \$271,000 for press and information. Depreciation and allowances and other factors brought the deficit for the year to \$1,149,000.

FCC Due to Okay Legality of Own Allocation Plan; to Affect "Thaw"

WASHINGTON, July 7. — The Federal Communications Commission will come out with a ruling next week which could have a far-reaching effect on the timetable for lifting TV freeze. The Commission, it was learned reliably, is shaping a decision for issuance next week not only to dispose of a current challenge of the legality of its proposed TV allocations plan but also to suggest a possible streamlined procedure to shorten the allocations hearings and thereby hurry the freeze lift. However, the question of adoption or rejection of the streamline proposal will be put up to the industry to help decide.

Altho final findings had not been written at week-end, indications are that the Commission has decided that it is within legal bounds to pursue its nation-wide fixed allocation plan based on rigid engineering requirements, despite challenges from Federal Communications Bar Association and others.

Facing certainty that the allocations hearing which begins July 23 will require months of deliberation, the Commission is readying to give the industry an opportunity to say whether it would favor a shortcut by reducing the amount of oral testimony. FCC is expected to go on record that it will hear out all parties who insist on right to present oral testimony, but the Commission favors giving the industry a chance to state its preference for reducing the oral testimony partly or in toto. FCC

topiders feel that at least an understanding might be reached for cutting down oral testimony time so as to speed up the deliberations.

Unless a short cut is adopted, the allocations hearings could last until late November. This would delay until well into 1952 the earliest possible time for lifting the already-three-year-old freeze on processing of TV application. Even a modified streamlined procedure could cut this down by several months, FCC'ers believe.

The National Association of Radio and Television Broadcasters yesterday (8) gave strong encouragement to the streamlined hearing procedure by filing a petition of amendment to FCC's third notice of proposed rule-making which, if enacted, would permit applicants for TV channels to present "paper" testimony instead of oral arguments. The NARTB petition was filed by Thad H. Brown Jr., manager of TV operations for the Association.

KUP, LEWIS TROD EGGS OVER VITA

CHICAGO, July 7. — The perils of unrehearsed guest shots were neatly brought out on the Mr. and Mrs. Kup show on WBKB Saturday (23). Irv Kupcinet, local newspaper columnist, had Joe E. Lewis as a guest on his at-home type interview show.

After Lewis was ushered in he sat down and to make conversation, told Mr. and Mrs. Kupcinet that he had tried out the vitamin product which sponsored the show. "I poured some into the glass and the glass dissolved," Lewis chortled.

Nobody laughed and Kup walked on eggs with Lewis for the rest of the show. (Note—Sponsor is Rybutol).

Declaring that this procedure would lead to speed the TV thaw, the petition pointed out that the Commission has received over 1,000 pleadings, including 700 comments and 330 individual oppositions. The petition added that oral presentation and cross examination on these before the Commission in open hearing would require between eight and 15 months or more in ending the freeze.

Under the NARTB proposed plan, interested parties would have the chance to participate in further rule-making on those subjects solely thru submission of written data, views or arguments instead of oral presentation. The petition also provides that interested parties who have previously filed be given another 30 days from the date of granting of the petition to supplement their earlier presentations.



Portable microwave reflector—used in locating best radio relay routes

Network television rides microwaves in the Bell System's new radio relay systems and travels underground in coaxial cables. About half of the total television channel mileage is now provided by radio relay.

BEST ROUTES FOUND

But which are the best locations for the radio relay stations? No charts exist for microwave routes. So the engineers of the Bell System pioneer—pore over maps and aerial photographs to plot possible station locations.

Then scouting parties take over. They cross the country step by step testing the most likely routes. Like rays from gigantic searchlights, microwaves are shot from point to point to determine which of the proposed paths are most suitable.

208-FOOT STATIONS

Then the costly construction begins. Relay stations—some over 200 feet high—span forest, mountain and plain. Facilities valued at \$73,000,000 are now used by the Bell System for

television purposes. This includes radio relay systems, coaxial cable and associated equipment—18,000 miles of television channels.

COST KEPT LOW

Yet the cost of this service is relatively low. The Telephone Company's total network facility charges average about 10 cents a mile for a half hour of program time, including both audio and video channels. This averages less than 5 per cent of the total cost of a typical drama, comedy or variety program.



BELL TELEPHONE SYSTEM



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

NBC to Test 3-Story TV Sets With "Floating" Control Room

NEW YORK, July 7.—An entirely new concept in TV studio-control room design — which, if successful, could have far-reaching effects on the construction of future TV origination plants and also contribute greatly to solving the industry's pressing need for studio space—will be tried out shortly by the National Broadcasting Company at its Center Theater studios here. Essentially, NBC's idea, credited to Sylvester LaSlin (Pat) Weaver, its TV exec, calls for what is virtually a "floating" control room, one capable of shuttling anywhere between three studio levels.

Installation of this new equipment will begin when present drawing board plans are completed. The arrangement, it is said, calls for a system whereby one master control room will be connected with three different studio levels at the Center Theater. Thus, in a physical sense, the TV productions involved will spread out vertically, rather than in the traditional horizontal fashion.

In practice the procedure would work like this:

On completion of a scene on one level, the director will call for the switch to cameras on the second level, and while the scene got under way the traveling control room would begin its ascent or descent. The set on the first studio level could be struck and replaced.

AFRA Strike Set At WMAL, D. C.

WASHINGTON, July 7.—American Federation of Radio Artists local has made final plans to strike WMAL and WMAL-TV here this week-end. Negotiations between management and its 11 staff announcers reached a deadlock early this week when the station did not up its offer for its employees who worked interchangeably in AM and TV.

The national office of AFRA yesterday alerted ABC to the fact it wouldn't be able to originate any broadcasts here. In the event of an AFRA walk-out, WMAL therefore would have to move its news shows, featuring such names as Drew Pearson and Baukhage, to other cities for origination.

THIS TIME
try
BIG AGGIE

(without the attendant noise that now bedevils so many programs) while the second level was in use. In turn, the next change would call for use of the third level and another ride in the control room—or the third level could be used for commercial origination. Monitors in the control room would continue to operate as they now do for cueing and other directorial purposes.

FARM TV CUES LATER CURFEW

CEDAR RAPIDS, Ia., July 7.—Iowa farmers residing in areas covered by WOC-TV, Davenport, and WOI-TV, Ames, are no longer the early-to-bed birds they used to be. Estimates place the number of TV sets in the Quad-cities area at 44,000, and more than 38,000 in Ames territory. Instead of going in to town to the movies after the evening chores neighbors are invited over to watch TV, and many of the ruralites admit it now is 11 or later when curfew is called. Housewives keep the sets on while they are doing housework. Iowa State Agricultural College, located at Ames, is preparing to put out programs of practical benefit to the ruralites in addition to the regular TV fare.

Successful use of this system could conceivably revolutionize all TV studio construction. It would eliminate, for example, the vast need for space as exemplified by Hollywood film studios. It could also bring about more effective use of some existing facilities.

RCA Swamped, Hikes Output Of Theater TV

NEW YORK, July 7.—The influx of orders for theater television equipment since the success of the two fights recently carried exclusively by the medium is causing Radio Corporation of America to greatly expand production facilities. About 150 orders all told are reported to have come in to RCA, with volume picking up after each fight telecast.

After the first bout, the Joe Louis-Lee Savold match, about 50 orders were placed, including 25 from Warner Bros. for houses all over that circuit. Within three days after the Jake LaMotta-Bob Murphy imbroglio on June 27, at least 30 more orders are said to have come in. Major problem for RCA now is production, with exhibitors anxious for earliest delivery, and well over 100 orders yet to be filled.

7-8 A.M. LISTENING HIGHER THAN 1948, NIELSEN SHOWS

NEW YORK, July 7.—Following is a chart showing the trend in radio sets-in-use, hour by hour, comparing the March-April average of 1948 with that of 1951. The chart shows the changes both for New York City and nationally, and was prepared exclusively for The Billboard by the A. C. Nielsen Company. The 7 to 9 a.m. period was measured Mondays thru Saturdays; the 9 a.m. to 8 p.m. period, Mondays thru Fridays, and the 8 to 11 p.m. period on a seven-day basis.

New York Area AM Sets in Use				National AM Sets in Use			
Mar.-Apr. 1948	Mar.-Apr. 1951	% Change		Mar.-Apr. 1948	Mar.-Apr. 1951	% Change	
7-8 a.m.	14.4%	16.9%	+ 2.5%	12.3%	13.7%	+ 1.4%	
8-9 a.m.	19.5	19.5	0	18.5	18.4	- .1	
9-10 a.m.	20.9	18.2	- 2.7	21.1	20.5	- .6	
Avg. 7-9 a.m.	18.2	17.5	- .7	17.9	17.2	- .7	
10-11 a.m.	22.0	19.7	- 2.3	22.3	22.6	+ .3	
11 noon	24.9	20.2	- 4.7	27.2	25.5	- 1.7	
12-1 p.m.	27.6	26.8	- .8	28.7	28.1	- .6	
Avg. 10 a.m.-1 p.m.	26.2	26.1	- .1	27.3	26.7	- .6	
1-2 p.m.	23.3	17.9	- 5.4	24.6	23.5	- 1.1	
2-3 p.m.	21.4	16.6	- 4.8	22.7	21.6	- 1.1	
3-4 p.m.	20.1	15.7	- 4.4	21.8	20.7	- 1.1	
4-5 p.m.	22.1	17.3	- 4.8	23.6	20.1	- 3.5	
Avg. 3-6 p.m.	22.4	17.1	- 5.3	24.7	22.1	- 2.6	
6-7 p.m.	20.1	17.3	- 2.8	22.2	20.4	- 1.8	
7-8 p.m.	21.3	19.7	- 1.6	22.1	21.7	- .4	
8-9 p.m.	20.4	19.5	- .9	20.5	20.9	+ .4	
Avg. 5-8 p.m.	20.1	18.9	- 1.2	20.9	20.3	- .6	
9-10 p.m.	16.7	20.3	+ 3.6	17.7	22.1	+ 4.4	
10-11 p.m.	16.6	16.6	0	17.6	21.7	+ 4.1	
Avg. 8-11 p.m.	16.7	19.4	+ 2.7	18.0	21.4	+ 3.4	

Charles Wolcott Dies; Nielsen Research Exec

CHICAGO, July 7.—Charles A. Wolcott, vice-president of the A. C. Nielsen Company, died here Tuesday (2). Wolcott headed the AM-TV sales and client services divisions of the research firm with which he was associated since 1944. He was formerly director of research for the Dancer-Fitzgerald-Sample Agency.

KLAC-TV Asks New Trial in Piracy Case

HOLLYWOOD, July 7.—KLAC-TV will seek a retrial in the plagiarism suit which awarded to John Masterson, John Reddy and John Nelson \$800,000 in damages. According to KLAC Manager Don Feddersen, station and producers of the TV seg, *Wedding Bells*, will ask that the case be reheard. Feddersen refused to divulge on what basis the retrial will be sought. If a rehearing is not granted case will be taken to the higher courts.

Last week Superior Judge John J. Ford upheld an \$800,000 verdict granted by the jury to the producers of *Bride and Groom*, who claimed that KLAC-TV's *Wedding Bells* closely mirrored *Bride*.

Judge's action came after KLAC's attorneys Joseph J. Burris and John P. Hearne failed in their fight to have the jury's verdict set aside.

AGVA's Bite Nips TV Icer

MIAMI BEACH, Fla., July 7.—Plans to televise an hour's portion of *Ice Vogues of 1951*—currently playing the Miami Beach Municipal Auditorium—were canceled at the last moment when American Guild of Variety Artists insisted all performers must be paid an extra half-week's salary.

Jerry Baker, AGVA rep here, informed both the ice show management and WTUV, Miami, of the decision, and either group elected to pick up the extra tab. The 2800-capacity auditorium drew 2,074 customers opening night.

Bing Crosby Planning Kandid Kiddies Series

HOLLYWOOD, July 7.—Bing Crosby Enterprises here this week signed to produce *Kandid Kiddies*, a new kid video film series packaged by Hal Goodman and Ruth Stevens. The show features a small-try panel discussion on toys and new inventions with Hy Averbach as moderator.

United Television Programs, Crosby's distribution outfit, will handle the series.

"Best" Radio Buy: 7-10 A.M.; N. Y. Nite Tuners Down 56.1%

NEW YORK, July 7.—The best buy in radio time periods now is the 7 to 10 a.m. bracket, with the gap closing between radio time groups, insofar as sets in use is concerned, between 7 a.m. and 11 p.m. This is the major conclusion to be drawn from a study prepared especially for The Billboard by the A. C. Nielsen Company. The study compares sets in use for the March-April period of 1948 with figures for the same period this year, both for New York City and on a national basis.

The inroads made by television have cut so drastically into radio use in the afternoon and evening time periods that there is a comparatively small difference between the number of sets operating

in the early morning and in what formerly were the prime evening hours. This ultimately may lead to drastic revisions in the rate card structure of radio networks and stations.

The situation on a national basis is not quite so dramatic as it is in New York City, where TV sets are nearly at saturation point. However, practically the same situation exists on a national scale, even with the inclusion of the many regions as yet untouched by video.

In view of the leveling out of radio listening, sponsors today can get a great bargain in the purchase of local time from 7 to 10 a.m. While playing to almost an equal number of sets as any other hour, the bankroll has the

additional advantages of a lower time rate, no television competition and little competition from network radio.

The accompanying charts tell the story. They show percentage of change in number of sets in use since 1948, both in New York City and on a national basis. In both instances the period to decline most drastically is the 8 to 9 p.m. hour, in the past regarded as radio's best time slot. In New York, 56.1 per cent less listeners use their sets in this period today than did in 1948. Nationally 35.5 per cent less listeners are tuned in.

Conversely, only two time periods show no loss. From 7 to 8 a.m. there actually are more listeners now, with 3.5 per cent more sets used in New York, and 6.1 per cent on a national basis. The 8 to 9 a.m. slot is virtually the same as three years ago.

To show how level time periods now are, the 8 to 9 a.m. period in New York is outranked only by six others, having 19.5 per cent sets in use as compared with the high mark of 21.1 per cent racked up between 9 and 10 p.m. The 20.3 per cent achieved from 9 to 10 a.m. nationally does not compare unfavorably with the top mark of 27.3 per cent scored from 9 to 10 p.m.

The charts also group time periods into convenient packages, and here the value of the 7 to 10 a.m. block, especially in New York, is clearly evident. That time bracket has an average of 17.5 per cent of sets in use, more than scored from 10 to 5 p.m., and very little under the 19.4 per cent average from 8 to 11 p.m.

THANKS TO THE STARS

RAY ANTHONY
TEX BENEKE
PERRY BOTKIN
SONNY BURKE
CHAMP BUTLER
FRANKIE CABLE
HOAGY CARMICHAEL
JOE "FINGERS" CARR
KEN CARSON
MINDY CARSON
GEORGE CATES
PAGE CAVANAUGH
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LINDY DOHERTY

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LAWRENCE DUCNOW
BOB EBERLY
PERCY FAITH
SHERM FELLER & JUDY VALENTINE
RALPH FLANAGAN
BENNY GOODMAN
JERRY GRAY
REN GRIFFIN
CONNIE HAINES
NEAL HESTI
HILDEGARDE
EDDY HOWARD
PEE WEE HUNT
BETTY HUTTON
HERB JEFFRIES
SAMMY RAYE
LISA KIRK

FRANKIE LAIME
JAY LIVINGSTON & RAY EVANS
JOHNNY LONG
PAT MCGUINNESS
JIMMY MCHUGH
THE MARINERS
RALPH MARTERIE
TONY MARTIN
MITCH MILLER
GUY MITCHELL
THE MODERNAIRES
VAUGHN MONROE
NORO MORALES
BUDDY MORROW
PAUL NERO
DOTTIE O'BRIEN

JACK OWENS
TONY PASTOR
LES PAUL & MARY FORD
JOE PERRY
EZIO PINZA
HENRI RENE
CARSON ROBISON
DINAH SHORE
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Pete Kelly's Blues

RADIO — Reviewed Wednesday (4), 8-8:30 p.m., EDT. Sustaining via NBC. Producer-director, Jack Webb. Writer, Jim Moser; music, Dick Cathcart, Matty Matlock, Elmer Schneider, Ray Sherman, Bill Newman, Marty Corb, Nick Fatool, Ralph Fera; conductor, Dick Cathcart; scoring, Matty Matlock. Cast, Jack Webb and others.

Taking over the Halls of Ivy time for the hiatus period is Pete Kelly's Blues, a stanza which should be around for quite a while if it maintains the pace of the opening show. Script has Pete Kelly playing a cornet in a Dixieland band in Kansas City during the turbulent '20's, and as a matter of course gets involved with prohibition agents, bootleggers, shootings, dames and all the paraphernalia one associates with the decade. All this plus Dixieland music. It adds up to a fine period piece, tautly done and with atmosphere galore.

Story line in the opening show had Jack Webb, playing the Kelly of the title, getting involved with both mobsters and the law for harboring a suspected murderer of a top bootlegger. The suspect is an old musician himself. Kelly says that among cornetists there were three at the top: Buddy Bolden, King Oliver and Gus Trudo. After plenty of snooping to find his old cleft-mate, Trudo, all done with an air of resignation, Kelly finally located him and passed on keys to a Chandler, plus loot, to get over the border, when word came that the real killer was caught. But Trudo's sister hadn't heard and she knocked off the old cornetist, out of love for the slain racketeer.

Webb's low, tense, yet unconcerned voice registered perfectly for the role, and other cast members were equally satisfactory. Scripting was sharp and fast, with some fine lines. Such as Trudo's sister trying to lure Kelly, her old lover, saying, "I'm the same, Petey, K'll be just like the first time," to which Kelly replied, "You never had a first time." Or, when a reuener stepped in after Kelly slapped down the dame, and said he'd stick around to see if he could get something out of her, Kelly said, "It's been done before, but I'll bet 10 to one in your case."

As for the music, there were some genuine Dixie boys holding forth, including Dick Cathcart (cornet and conductor), Matty Matlock (arranger and clarinet), Nick Fatool (drums), Elmer Schneider (trombone), Ray Sherman (piano), Bill Newman (guitar) and Marty Corb (bass). Meredith Howard warbled a blues tune that was adequately paced, but lacked the depth and richness usually associated with blues singers of the era.

With all the whodunits on the air, it takes something a bit offbeat to make a dent these days. This one definitely has it: color, nostalgia of a sort, characterization, unusual setting, acceptable music (albeit played a bit mechanically for wild Kaycee jazz) and a solid whodunit framework. It should make good.

Sam Chase.

Rocky Jordan

RADIO—Reviewed Wednesday (4). Sustaining over CBS-AM network. Producer-director, Cliff Howell. Music, Richard Auranat. Writers, Adrian Gendau and Larry Roman. Cast: George Raft, Lorry Dolbin, Lou Krugman, Doris Singleton, Paul Frees, Gerald Mohr.

Oh man, dig this cornball, this unadulterated rehash of the essence of whodunit banality, this you-wouldn't-believe-it-if-you-hadn't-heard-it-yourself potboiler. It was so bad as to be unfunlike comic in an unbelievable sort of way; trite lines, outrageously hackneyed plot and a one-note performance by the lead, George Raft.

Plot: Raft owns a gin mill in Cairo. Meets girl who is in trouble. Says her husband, just sprung from stir on a showing the queer rap, was killed. They discover he's alive. Unidentified heavy throbber Raft's chief. He doesn't curb his curiosity. Raft reveals heavy is now using the ex-con's counterfeiting plates. Reunites girl and husband and escapes with life as police break into warehouse in knick of time. Also one murder, silk-twine-around-neck variety. Also a complete lack of tension. Only spurious sound-effect missing was a muezlin call. That comes next week. Script says Raft runs a gin mill, but who mixed the mucky? Jerry Franken.

Television—Radio Reviews

TV's Top Tunes

TELEVISION—Reviewed Friday (6), 7:45-8 p.m., EDT. Sponsored by Liggett & Myers Tobacco Company, thru Cunningham & Walsh, Inc., via CBS-TV. Producer, Lee Cowley. Director, Anthony Farrar. Music conductor, Mitchell Ayers. Cast: Peggy Lee, Mel Torme, Fontane Sisters, and Nelson Case.

Summer replacements for the vacationing Perry Como are Peggy Lee and Mel Torme, who have been fitted handsomely into the breezy look-if-you-wanna-look-but-you-gotta-listen formula which the Canonsburg crooner has developed so ideally as his TV format. The music is the prime consideration and chatter and commercials are kept to a pointed and engaging minimum.

Peggy, perhaps the absolute doll of the current thrashing ranks, is way ahead from the first glance. Her brand of singing is founded on a jazz-influenced styling, is warm and intimate and can be admired or dismissed with equal violence. This viewer likes it and therefore must consider the lass a gem of an addition to TV entertainer ranks. Her sensuous thrashing hit a high point with her glowing phrasing of the lovely standard, P. S. Love You.

Torme, a mighty yote as a musician performer, is particularly suited to TV, since the cameras can more readily bring out the intimate charm of this guy's foggy tonguing than he is able to generate in the vastness of a nitery or theater. In style, sound and conception, Torme is an ideal partner for Peggy in duet and in establishing a consistency of mood and feeling thru the quarter-hour.

Rounding out the show are the Fontane Sisters, regulars from the

My Lucky Stars

RADIO—Reviewed Sunday (1), 10:45-11 p.m., EDT. Sustaining via the American Broadcasting Company's talents a bit thin. There is an innocuousness to the show that should drive all but those desperately in need of entertainment to other diversions.

Whiteman and his teen-age protegee, Junie Keegan, chat about former alumni of the Whiteman band in his great days. The dialog concerned Henry Busse, the orchestra leader, who was with Pops for 10 years. To give some life to the proceedings, a few Busse recordings were played—Wang Wang Blues, Hot Lips and When Day Is Done. These interludes were helpful. Busse also was interviewed via tape, but the Dutch born musician is a much more impressive trumpeter than a conversationalist.

With Miss Keegan continuously becoming bobby-sox ecstatic to her exclamations—"super, golly, gee Pops"—and the cornball commentary provided Whiteman, the continuity was unpalatable.

Leon Morse.

Como seg held over for the summer, and Mitch Ayres, who continues to handle the baton as he does for the crooner the remainder of the year. The Fontanes are showing a consistent improvement in presentation, blend and conception to a point where they currently are as good a fem trio as can be found anywhere.

Hal Webman.

Short Story Playhouse

TELEVISION — Reviewed Thursday (5), 9:30-10 p.m., CDT. Sponsored by Standard Oil Company of Indiana thru McCann-Erickson, via WNBQ, Chicago, and 10-station Midwest NBC network. Producer, Ted Mills; Director, Dave Brown. Adaptation, Ted Mills and Robert Breen. Narrator, Robert Breen. Cast, Jim Andelin, Vera Ward.

Short Story Playhouse came on the air as a summer replacement for the Wayne King show. Relatively unheralded, the premier was by far the finest dramatic show ever put on the network out of Chicago. Watching the opener produced the same feeling of discovery that accompanied watching the first Garway-at-Large show two years ago.

Breen is on the faculty of Northwestern University, and recently made his plunge into television as a panel member of the Down You Go quiz on DuMont. He has built this series for Short Story Playhouse on the theory that when a short story is dramatized the limitations of dialog cause the story to lose the mood which the writer establishes with his descriptive matter. Hence the show was an integration of Breen's narration with scenes done by actors. The commercials were short, and were at the beginning and end of the show.

Sinclair Lewis Tale

The story was Sinclair Lewis' The Good Sport, a typical Lewis tale of the first few years of a couple's marriage. It opened with Breen on a black background. Breen introduced the story and immediately brought in the couple, who walked past, oblivious to him then as they were thruout the play. They walked up a gangplank to a ship's deck for their honeymoon. The camera panned from Breen to the couple and his narration flowed into their dialog.

This technique was used thru the play. There were about eight dialog sets, all simple but extremely effective. There was continual shifting from narration to dialog. From the black background Breen would walk onto the set, carry the viewer into the dialog, and disappear. He was unobtrusive at all times, and yet so constantly present that in the final scene he took one of the leads in a poker game, continuing the narration.

Timing Perfect

The timing was perfect. Camera work and lighting were flawless. Technically it was an unusual performance for a premier, for not a single bug was apparent on the screen. Mrs. Ward and Andelin were extremely competent as the young couple. If Mills, Breen, Fera and others of the National Broadcasting Company crew who were responsible for this show can duplicate it in subsequent weeks, or even come close to the quality of the opener, they will have a show that can hold its own in any company, and add considerable lustre to the reputation of Chicago-style television. Jack Mabley.

Robert Q's Waxworks

RADIO—Reviewed Monday and Tuesday (2-3) Sustaining over CBS-AM Network.

This goes back to when Robert Q. Lewis was a disk jockey on WJGM, New York (then WHN), and WNEW, New York, developing his easy AM style that was to lead him to CBS, where he became the greatest utility man since Frankie Crosetti. His new show is pleasant, relaxed listening, mixed with chatter, interviews and an occasional joke-type line.

Q shows excellent taste and savvy in picking his tunes, whether they're current pops or semi-olides, purportedly from his own collection. The business of banking the records, tho, is pretty much on the beat-up side and would be better eliminated. Interviews on the shows caught included Rosemary (Dollbaby) Clooney, Patti Page and Frankie Lane, and were okay for platter fans.

What's also important in this show is its place as a portion of future nighttime AM network programming. Jerry Franken.

Highlight Reviews

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

It's News to Me

TELEVISION—Reviewed Monday (2), 9:30 p.m., over the Columbia Broadcasting System TV network. Sponsored by the Sanka division of General Foods, thru Young & Rubicam. Produced by Mark Goodson and Bill Todman. Directed by Jerome Schuur. Cast: John Daly, moderator, and a panel including Quincy Howe, Anne Lee, John Henry Faulk and Robin Chandler.

This show replaces a replacement. It is in the time slot held for one week by Who's Who, which had been briefly tried out as a replacement for The Goldbergs.

Like its predecessor, News strives heroically to come up with a cute idea. The end result is a somewhat novel program but forces upon the reviewer the poorer: most so much TV programming be so artificial, so fabricated, so dependent upon devices and gimmicks? John Daly, for instance, brings a contestant onstage, presents him with \$25, then turns to a panel member and asks a question on some topical event. The panel member, in the event he doesn't know the answer, is obliged to spin out a cock-and-bull story. The contestee is asked whether the story is correct. If he says yes, he loses \$5. This give and take goes on for a good portion of the program.

Toward the end a dramatic highlight occurs. Each member of the panel is given a brief period in which to interview a man who participated in or witnessed a major news event. On debut program the man was one of our soldiers who helped raise the flag on Iwo Jima—a historical event packed with emotional impact. The panel nuffed on its guesses. But this section of the show was wonderfully done, each of the panelists throwing questions which made the final denouement a climactic occasion.

The panelists on the preem show varied in effectiveness. Outstanding were English actress Anne Lee, a completely charming woman, and news analyst Quincy Howe. The commercials were quite effective and were of varying types. Fem columnist Alice Hughes delivered a testimonial re her need of a "picker-upper" when deadline approaches. It's Sanka, of course. Other plugs played on the same theme were per cent caffeine-free. But the most arresting commercial was announcer Bill Hamilton's exposition of the different methods of brewing coffee. He showed the different types of equipment, used in various ages, and then the wind-up: No matter what method you use, use Sanka.

The budget on this layout should be reasonable. The program is, as stated before, somewhat artificial. On the other hand, it has novelty, occasionally reaches a high spot and is well-produced. Paul Ackerman.

The Truitts

RADIO — Reviewed Thursday (5) 8-8:30 p.m., EDT. Sustaining via NBC. Producer-director, Andrew C. Love. Writers, Doris and Frank Jursley. Cast: John Dehner, Constance Crowder, Jane Webb, Eddie Fitzgerald, Dawn Bender, Parley Baer, Bill Idelson. Announcer, Arch Bresby.

The Truitts, a situation comedy series about a small-town family, is pleasant, above average summer radio fare, which should pull its share of family-type audiences.

The initial airer revolved around a rather flimsy plot line, but slick dialog and competent thesping compensated. Spotting the summer money-making activities of the three teen-age Truitt children, the episode featured some mild double-entendre multiplication gags, via son Clarence's decision to raise rabbits in the cellar. However, the main story line was carried by the outsider, Clarence's mercenary friend, Hugo, played with admirable comedy timing by Billy Idelson.

Hugo set out to charm Gramps Truitt (Parley Baer) in an effort to prove his theory that "it pays to be kind to old geezers who will remember you in their will." His net take was one John L. Sullivan mustache cup, which he managed to parlay into small change by selling it to Mrs. Truitt. She, in turn promptly gifted Gramps with it, who turned it over to Hugo again. Several resales later Hugo's bottomless cup finally ran over when Magg, the youngest Truitt, exposed the crooked crockery dealer and collected the loot for a bank debt. June Bundy.

RCA'S COLORCAST

Field Test Is A Compatible Click

Continued from page 3

a Saturday matinee on Wish coming up couldn't get it done any time but Friday afternoon. Her femese slot in the proceedings was filled by Elaine Parker, a rather beautiful young lady, whose performance was considerably marred by the fact that she hadn't had time to learn her lines, and had to read from a script thru most of her routines. Miss Fabray and Rene Paul will do My Resistance Is Low in a romantic balcony scene.

Ray Malone, who has demonstrated no mean terping ability on many a Broadway Open House stanza, turned up at the preview time with a sprained ankle, which obviously resulted in a performance on which no judgment should be made. Here, too, with the limb in shape, his dancing should be a nice spot in the show.

Otherwise the field test color revue opens with an RCA logo, featuring cut-out letters, behind which all the colors in the spectrum revolve in a multi-hued smoke effect. Sets the mood strikingly. Ben Grauer's authoritative, rather dramatic off-stage tones then announce the program and its purpose. Grauer reads a pitch to home-viewers who will receive these colorcasts in black-and-white on their present sets to which RCA about reception they're getting (see separate story this issue). Then the inevitable and always easy-to-look-at models (this time Conover's) do their fashion parade, each wearing a different colored gown.

Miss Parker (in later shows, Miss Fabray) moves in as femese at this point and brings on Ray Lalore's bellhop dance bit, followed by Howdy Doody and Flubadub, who make a pitch for color. A small entertainment hit for this would be more suitable here, since the added impact of presenting the puppet in color is obvious anyway.

It Picks Up

Up to this point of the show maintains the heavy pace of the preliminary. But beginning with the last half, an artist drawing color chalk sketch of a romantic sea island and segueing into the Parker (Fabray)-Rene Paul balcony scene,

the show picks up momentum. The Fabray-Paul song should be solid, tho Paul's plaid coat seems hardly the thing to wear when romancing a babe on a balcony.

The Burton bird act is loaded with charm and chuckles and ideal for color TV, tho Burton, too, suffers from ill-advised pacing. His somersaulting parakeet should close the act rather than open, since it's a better, faster stunt than those performed by the other feathered performers.

A cineh stand-out is the Yma Sumac finale. The South American singer colorphotos with great dramatic effect, which makes her wide-range warbling doubly impressive. And production on the number, Tumpa, an Inca song about an earthquake, is just short of sensational. Six brilliantly clad male dancers writhe and riot while Yma wails before a paradoxical colorful yet somber Inca temple set. Fade-out closing announcement has a pretty lass surrounded by about a hundred bucks worth of Treple's finest blossoms.

At the preview the color picture was seen on a 16-inch tri-color tube masked down to 14 inches, and the black-and-white picture on a standard 16-inch RCA set. Other showings will use the 20-inch tri-color tube as well as 16 inches.

RCA field test electronic, compatible color television revue. Reviewed at private showing in NBC Studios, Friday (6), 3:20-4:20 p.m. Production supervisor, Ernie Walling. Director, A. Vance Hallack. Technical director, Don Pike. Field director, Dick Schneider. Field technical director, Warren Phillips. Assistant production supervisor, Mike Cash. Floor manager, Dick Ward. Scene designer, Larry Eggleton. Costumes by Lou Elsele. Make-up by Jo Trehy and Sheila Albercht. Lighting by Walter O'Neara. Musical director, Dave Terry. Choreography by Ray Malone. Cast: Nanette Fabray (Elaine Parker), Ben Grauer, George Burton's Love Birds, Ray Malone, Rene Paul, Yma Sumac, Buster Crabbe and Water Ballet, Howdy Doody and Flubadub (Bob Smith), Conover girls, dancers.

General Electric Guest House

TELEVISION - Reviewed Sunday (1), 9 to 10 p.m. EDT. Sponsored by General Electric...

This is an hour-long show (subbing for Fred Waring) which seeks to combine the salient features of the variety show with those of the panel quiz show.

Mostly because of this uncertainty by Levant, who announced his agreement to do the show "at the height of my unpopularity," the pace was quite erratic.

Dance team of Betty Luster and Jack Stanton showed well in three dance characterizations of stage murders, with the panel challenged to name the play and situation.

Among the panelists, Binnie Barnes registered with her usual gusto and vivacity. Producer Herman Levin and drama critic Whitney Bolton tied for honors in getting the answers, assuring themselves return go next week.

Camera-work stressed close-ups, which has its advantages, but in this case was somewhat overdone.

Among the panelists, Binnie Barnes registered with her usual gusto and vivacity. Producer Herman Levin and drama critic Whitney Bolton tied for honors in getting the answers, assuring themselves return go next week.

Camera-work stressed close-ups, which has its advantages, but in this case was somewhat overdone.

It's Higgins, Sir

RADIO - Reviewed Tuesday (3), 9 to 9:30 Sustaining. NBC. Producer - writer - director, Paul Harrison. Cast: Harry McNaughton, Vinton Hayworth, Peggy Allenby, Pat Hosley, Charles Nevil, Denise Alexander, Etiet Wilson, Adelaide Klein.

This summer replacement for the Bob Hope show is a contrived situation comedy which would seem to have little likelihood of making the grade. The weak script required heavy overplaying by the cast, with some of the moldiest turns dug up for use here.

On this creaky premise, the show took off, but never got far off the ground. As could be expected, gags mainly were built around the reaction a T.A.F. would have to a butler, and also how friends and relatives would react to it.

What potential product is one of those stereotypes which stagger in and out of the radio scene every now and then.

Songs for Sale

TELEVISION - Reviewed Saturday (30), 10-11 p.m. EDT. Initial 15 minutes sponsored by Arrid thru Sullivan, Stauffer, Colwell & Bayles, via the Columbia Broadcasting System's TV network.

Always a bridesmaid but never a bride, the unshowered version of Songs for Sale has finally jelled into a combination which should materially increase its prospects of union with sponsors.

The main body of the program still concerns itself with unpublished tunes by amateur clefters which are rated by a panel of pro music judges. The winner then becomes a pro and gets published.

Peggy Lee and Johnny Desmond headed their tunes in top fashion. Three of the new songs—Intrigue, Ring Made of Gold and a Rose and Who Do You Think?—were promising enough to lend themselves to further exploitation.

But sightwise the staging of the songs gave the show a new dimension. Desmond's musical interlude with a cute but unco-operative cocker spaniel via Who Do You Think? was human and tremendously effective.

Allen was guilty of bad judgment by continuous references to the TV side of the show. Since the program is a simulcast, this must have been an irritant to radio-listeners.

Arrid, the sponsor of the initial 15 minutes, uses commercials which verge on bad taste. In its emphasis on the "don't be half size" theme, and the fact other decorators leave stains, Arrid shows the armipits of stained dresses and hairy female legs.

NTSC & John Q.

test shows themselves, plus whatever promotion RCA plans to get people to tune in and report, is seen as a serious effort to build a case history of public acceptance and approval, calculated to overwhelm the most reluctant FCC commissioner.

The combination of top general industry teaming-up, plus a hoped-for avalanche of public response, seems at the moment to be the formula on which RCA is counting to have its color system in business by early 1952.

rison, in his dual capacity of director, called forth from the east. Thus, the older of two sons screaming for his mother to protect him, under the impression that Higgins was to "dress" him for dinner.

Harry McNaughton, an old hand at playing British butlers, did what he could with the role of Higgins. The other cast members performed their chores adequately, but without much originality.

Lucia Fera

TELEVISION - Reviewed Thursday (5), 11:20-11:30 p.m. CDT. Sustaining via WENR-TV, Chicago. Producer, Ivor Maclaren. Cast, Dardy Orlando.

If there is a place for a television Lonesome Gal, Dardy Orlando could fill in. This show was patterned strictly after the radio version, from the opening "Come in, Darling" to the closing "I'll be seeing you again, won't I?"

In radio the show can be built around listening to records. However, in TV the music is little more than background, and it is debatable whether a show can sustain interest for a 10-minute three nights a week with little more than panning Miss Orlando.

The show had its premiere a week previously. Miss Orlando is the No. 1 stripper at Minsky's Rialto here, and the Lucia Fera tag was used to minimize the burly identification. On the first show Miss Orlando ripped a few more muscles than American Broadcasting Company brass thought discreet, and the show failed to appear the second night.

Opening shot was of a frilly living room, with Miss Orlando reclining on a sofa. She wore a bare shoulder but modest evening gown. Beside her was a 45 record player. During three records she talked to the camera ("You look sad tonight, Darling. But you Aristotle said all noble-minded men are inclined to sadness.")

Miss Orlando is handsome and feminine, and has none of the hardness so often found in the runway queen. She has a pleasant voice, and was completely at ease. Whether this show will last is questionable, but if it doesn't, it at least will have served the purpose of showing that Miss Orlando can take care of herself in television if the proper vehicle is found.

Song at Twilight

TELEVISION - Reviewed Tuesday (3), 7:30-7:45 p.m. EDT Sustaining via National Broadcasting Company's TV network. Producer, Dick Schneider. Director, Garh Dietrick. Cast, Bob Carroll. Guest, Milton DeLugg.

As an across-the-board summer replacement for the Mohawk Showroom and Little Show, quarter-hour TV-ers, this is a pleasantly innocuous hunk of video. Chatter Bob Carroll can handle a pop tune, strum a guitar or play a piano with apparent ease.

Format calls for Carroll to do some singing, some light gabbing, some interviewing and a little piano accompanying. As expected, the show's producer and director have devised a gimmick revolving around a dart board at which unseen people toss bars which can land in circles denoting "play piano, guitar, sing or tell joke."

Camera technique, lighting and costuming is par for the course—considering the duffers involved in video during the dog days and the budgets for sustainers. NBC is using the show as a semi-public service program by inserting film spots for charitable causes and military recruiting.

'Sunset Star Theater'

'Sunset Star Theater,' George Scheck's kid video variety show currently aired over WPIX, New York, moves to WNBT beginning Saturday (14) at 11:30 a.m. The half-hour program will continue under its present co-sponsorship of Sunset Applications and Radio Corporation of America. Agency is Arnold Cohan.

Paul Dixon, Top Cincy Jock, Stated for ABC-TV Net in Fall

Paul Dixon, WCPO-TV disk jockey and tops in his line in the Cincinnati area, will be seen over the ABC-TV network via WCPO-TV on weekday nights beginning in the fall, according to plans now in the making.

Donald O'Connor Signs With NBC-TV

Donald O'Connor, young film comic, has signed an exclusive TV contract with National Broadcasting Company. The web plans a build-up for O'Connor via several bookings on the "Colgate Comedy Hour" this fall.

Lehn & Fink Buys Into 'Show of Shows'

Lehn & Fink has bought the 10 to 10:30 p. m. period, alternate weeks, of "Your Show of Shows" on the National Broadcasting Company. The deal takes effect when the Sid Caesar stanza resumes next fall, and will plug Lysol and Hinds Honey and Almond Cream.

Set Scott, DuMont & Lowman To Sell for Consolidated

Corporate papers were filed last week in California for formation of Scott, DuMont & Lowman, a TV film sales firm which will serve as Western rep for Consolidated Television Productions. Latter, headed by publisher Norman Chandler, is in production on a

Short Scannings

Brief but important video news

few telepic series and intends to go into full-scale production this summer. Sales firm will be headed by Robert Scott as proxy-treasurer, former story chief for New York's Story Features, Inc.; Exec Veepee Earl DuMont, former agency exec, and General Sales Veepee Martin Gordon. James Lowman, ex-KTTV account exec, will serve as veepee heading the San Francisco office.

Ethyl Corp. Buys 'Sportscholar' TV-er

Ethyl Corporation has bought "Sportscholar," World Video Film package show, for 15 weeks on WJBK-TV, to follow the Columbia Broadcasting-International Boxing Club program each Wednesday night. Series starts July 18.

Crockett Now Seattle Firm's AM-TV Head

Dave Crockett, formerly assistant program director for KING-TV, Seattle, has been named radio and television director for the Seattle office of MacWilkins, Cole & Weber. Announcement was made by George Weber, manager. Crockett has been active in the industry since 1936, having served as announcer on KOMO (NBC), KJR (ABC), program manager of KING-AM, and president of McPherson and Crockett Radio Productions.

Hylan to Head Up CBS Color Sales

William H. Hylan last week was named assistant sales manager in charge of Columbia Broadcasting System's color sales. At present he will have sole responsibility for color sponsorship acquisition, but all the CBS black-and-white salesmen will also make it part of their duties to pitch color at advertisers.

Air Checks

Brief but important radio news

'Friend Irma' to replace 'Bickersons' for PM!

Philip Morris last week was considering replacing "The Bickersons" with "My Friend Irma." "The Bickersons" is now in its initial 13-week cycle for the cigarette company. Program would go into Tuesday evenings' 9:30-10 p.m. slot. Biow is the agency.

Cleveland AFRA Sets AM-TV Awards Program

The Cleveland chapter of the American Federation of Radio Artists is readying plans for an annual awards program for radio and TV in the Greater Cleveland area. The awards, which include categories covering radio and TV stations, performers, advertising agencies and sponsors, will be announced at an AFRA luncheon meeting in January.

SAG Beats TVA

has as yet not formally negotiated for reruns. Its own members have profited from such extra coin far more than TVA members. Chief reason for this is the fact that TVA's rerun victory has been only on kines. Poor quality of kines plus time factor involved makes such reruns unlikely and far between. Furthermore, SAG contends, TVA didn't set a rate on reuse of kines, but merely specified that before these are shown again, okay must be gained from the union.

On the other hand, SAG claims that altho it hasn't as yet gotten formal agreement on this point, it has reached gentlemen's agreements with virtually all the TV film producers granting actors 50 per cent of original pay for subsequent runs. In its negotiations with producers, SAG will ask that base pay of per-day players be raised from \$55 to \$100, and that freelance players' rates be upped from \$175 to \$375 per week. Furthermore, SAG will seek additional pay for actors for TV films used in theaters, or for theatrical films used in TV.

luncheon meeting in January. Nine-man judging panel will include three local radio-TV editors, three general public representatives and three AFRA members. The named trio will not be eligible to receive the performer's award.

Wilkoif Leaves WCOP To Join BAB Staff

John M. Wilkoif, promotion-merchandising manager of WCOP, Boston, is resigning his post to join Broadcast Advertising Bureau in the field of general sales promotion. Wilkoif, who will headquarter in New York, will concentrate on developing individual station and spot sales material for the BAB. Prior to his three-year stint at the Cowles Boston station, Wilkoif was promotion and merchandising manager of WAI, Hearst's Pittsburgh outlet.

George Duram Quits As Level Bros. Media Exec

George Duram, director of media for Level Bros., resigned last week. No replacement for him has been selected as yet. Duram's future plans have not been disclosed.

General Mills In Program Shifts

General Mills has yanked its "Armstrong of the F.B.I." radio series out of the 7:30 p. m. Tuesday and Thursday periods on the American Broadcasting Company. The bankroller is inserting "Mr. Mercury" into the Tuesday slot, and "The Golden Arrow" into the Thursday time. Agency is Knox-Reeves.

Ren Kraft Joins Fort Industry Co.

Ren Kraft, ex-TV head for Paul H. Raymer Company, has joined the Fort Industry Company, in charge of the radio-TV station chain's new Chicago sales office. The exec will report to Tom Harker, Fort's national sales director in New York. Prior to his Raymer connection, Kraft was with the National Broadcasting Company for 13 years.

TV Guest-Shot Names Boost Fees 150 Per Cent and No End in Sight

NEW YORK, July 7.—Prices now being paid TV names for guest shots exceed by over 150 per cent the fees paid them last season, with no sign of a leveling off in the near future.

An unofficial price line verified by reputable talent buyers reads like the cost of an entire program several seasons ago. Milton Berle, the topper, can get \$11,000; Jimmy Durante a shade less; Sophie Tucker \$8; Fred Allen, Danny Thomas and Ethel Merman \$5,000; Jack Carson \$3,500; Ed Wynn, Margaret Truman and Clifton Fadiman \$2,500.

Among disk names Dinah Shore asks about \$3,500 and the recently made Tennessee Waltz warbler, Patti Page, gets \$3,000; Lena Horne collects \$5,000 and Billy Eckstine \$3,500; legit stars Ger-

trude Lawrence and Helen Hayes \$3,500; Claudette Colbert and Hedy La Marr \$3,500 plus expenses; Longhairs Robert Merrill \$2,500 and Lauritz Melchior 2G; Bea Lillie \$3,500. Stage luminary John Gielgud was paid \$1,000 for his first guest shot.

Obviously, the initial stint brings the coin. There are a number of top entertainers on whom there is no price line. Bing Crosby could get \$25,000 or more. Bob Hope, Mary Martin and Arthur Godfrey are close to him. Danny

Kaye is said to have been offered \$20,000 by the Comedy Hour for a one-shot appearance.

Behind the pyramiding prices is the driving competitive battle waged by rival networks and sponsors for name acts. On Saturday evening alone there are six shows pushing for talent; on Sunday nights there are five. The conflict is not only along variety stanzas lines, because many of these programs now offer short dramatic scenes or sketches. The result also has been that whereas a year ago one program wouldn't book an act until a month elapsed between its previous appearance on another show only two weeks now is necessary.

Both the Columbia Broadcasting System and the National Broadcasting Company have met scarcity problem by contracts calling for a minimum number of guest shots. Milton Berle's new NBC pact guarantees he will make 62 guest shots during the 30 years of its existence. Mike Wallace's new CBS contract similarly insures a minimum number of brief appearances on network radio and TV stanzas.

Another approach to the problem employed especially on the various NBC-TV Comedy Hours is to have the comedians exchange stints without money passing hands.

Toni Buys CBS Crime Fotog TV

NEW YORK, July 7.—Toni Home Permanent this week bought Crime Photographer for alternate week sponsorship of the Columbia Broadcasting System TV network. The program is currently being sponsored by Arrid on alternate weeks, Thursday evenings, 10:30-11 p.m.

Toni is now on nighttime video with alternate week sponsorship of the first half hour of Arthur Godfrey and His Friends. Foote, Cone & Belding is the agency.

Settlement Due in Capt. Video Suit

NEW YORK, July 7.—An out-of-court settlement was virtually set this week-end in the suit which Scriptor Maurice C. Brock (Brachhausen) had filed against the DuMont TV web, General Foods and Benton & Bowles. Attorneys for all parties participated in week-long sessions, seeking to work out a formula satisfactory to all. Brock is insisting that he continue as scripter for the Captain Video moppet trip which GF bankrolls via DuMont.

The scripter's suit, claiming breach of contract, was filed in federal court and demanded \$100,000 damages from DuMont, \$250,000 from General Foods and Benton & Bowles, and \$2,400 allegedly due him for Captain Video material. The suit alleged that Brachhausen was involved in the development of the show, but that despite a three-year pact, the web breached the contract last April, after being incited by the sponsor and agency to void the pact and to hire Mona Kent as writer.

No Razzle Dazzle

Continued from page 4

his staffers, the industry and the listener is additionally demonstrated by these facts: In over 300 towns the Mutual outlet is the only web station: A Crossley survey shows 55 per cent of the listening in those towns to the Mutual station.

The web has also increased its number of affiliated stations by 8 per cent, from 514 to 552 in the 26 months since White took over. With this kind of a picture and with its rates substantially lower than any other radio web (half-hour evening, 52-time rate with all discounts MBS, \$8,639.67; ABC, \$9,457.31; CBS, \$11,109.54; NBC, \$11,188.74) Mutual's plain White policy figures to continue to pay off.

Glossy Professional 8x10 PHOTOS

Have small glossy photos and cards. Have color photos and cards. Have color photos and cards. Have color photos and cards.

MULSON STUDIO
804 1941 BRIDGEPORT 1, CONN.

WANTED STRING BAND

for Radio Station broadcast daily and Barn Dance on Saturday Nights in Virginia. Must be able to play all music and produce shows. Can guarantee \$250.00 weekly, with plenty of possibility to make more. MUST BE SOBER AND CLEAN—no one others need apply. Furnish reference in first letter. Write Care The Billboard, Cincinnati 22, O.

Ideal New York Office Space AVAILABLE

37 WEST 57 STREET, NEW YORK CITY One of Two Rooms in modern, new suite. Services optional. Call Plaza 5-1933.

IC PER \$ SALE SOUGHT BY WMIE

Miami Station Asks FCC to Speed Okay Of Shift in \$150,410 Stock for \$1,541

WASHINGTON, July 7.—Federal Communications Commission is studying a motion filed by Sun Coast Broadcasting Company for quick action on Sun Coast's bid for transfer of stock of Arthur B. McBride and Daniel Sherby, in Miami Station WMIE, to the C. Rivers Sr., at a loss amounting to 99 cents on the dollar. Rivers is former governor of Georgia. Sun Coast urged that the Commission not only authorize the stock transfer but also approve a long-pending construction permit transfer bid simultaneously lest WMIE suffer serious inroads on its business.

Sun Coast said that only FCC's stamp of approval is needed to seal a contract dated June 2 with Rivers, under terms of which Rivers would be entitled to buy all stock and notes owned by McBride and Sherby.

"Notwithstanding that the total investment of Messrs. McBride and Sherby in their stock is \$150,410, they are selling the stock at \$1,541, realizing 1 cent on the dollar," stated the broadcast company's petition. "In addition, notwithstanding that they have loaned the company \$227,250, they are selling the notes representing such loans for \$218,459, thus taking an additional loss of \$8,791 in principle and in excess of \$10,000 in accrued interest," continued the petition.

Sun Coast argued that FCC's decision in the case has been costing WMIE considerable business and has played into the hands of the station's competitors. The company asserted that recent trend of radio advertising has shown a fall-off in web business and a rise in national spot business, with the result that leading high-power industries, such as WMIE, gained a good market which is "rapidly increasing." The company reminded FCC that the Commission has failed to take final action in the case, which has been on the books nearly three

Frigidaire On Rah-Rah Kick

NEW YORK, July 7.—Frigidaire, which was frozen out of the Sunday night video Comedy Hour on the National Broadcasting Company, this week moved over to the Columbia Broadcasting System TV web and purchased Sunday evenings, 6-6:30. Program will probably be an all-American college talent show which will go into the universities for student entertainers to compete for scholarships.

The client has not definitely given up on NBC-TV, and is currently blueprinting a big-time variety extravaganza. Foote, Cone & Belding is the agency.

DJ COSTUMES DRAW COP CALL

MIAMI, July 7.—Morning disk jockey team of Don and Jack, airing two and a half hours over WFEC, Miami, broadcast the first 30 minutes of their stint, 6:30-7 a.m., from the roof of the studios. They work clad in nightshirts and nightcaps, with an amplifier waiting the show to passing motorists. This zany get-up nearly boomeranged on the lads this week. A passing motorist, alarmed by the goings-on, whipped into the nearest gas station and telephoned police that "two crazy guys are prancing around in night clothes on top of a building." Two cops climbed up a ladder in a hurry with handcuffs at the ready position. But some quick talk convinced the gendarmes that the jocks, if not all there, were at least partly present. Cops stayed to quaff coffee and have a guest number played for them.

ANTI-TV

Coast Radio In Drive to Sell Medium

HOLLYWOOD, July 7.—In the face of network rate cutting and growing audience inroads from TV, local radio decided to band its forces in an all-out drive to sell itself. Campaign will be dougled, one aimed at selling listeners; the other at pitching sponsors. Outlets belonging to the Southern California Broadcasters' Association raised a \$3,000 kitty for the campaign. More important than the dough is the fact that stations will start an on-the-air plugging campaign, boosting programs following and radio's audience in general.

Dough will be used in promotional material boosting area's radio industry to sponsors and agencies. Bob McAndrews, association's topper, will head east this fall and serve as a time salesman for all the outlets.

1.3 Mil. N. Y. Insomniacs Dial 12M-6 A.M., Sez Pulse

NEW YORK, July 7.—There is an average nightly radio audience of 1,323,200 listeners in 803,200 metropolitan New York-New Jersey homes between midnight and 6 a.m., according to the first study of post-midnight listening done in three years, and conducted by The Pulse for WNEW New York. Because of flow of audience from night to night the total number of listeners over an entire week consists of an even higher total, reaching 2,225,900 different people in 1,340,900 homes. The survey was conducted during the week of May 1-7.

Midnight seems to be an hour when many radios are switched on, for the survey noted that 18.5 per cent more homes listen to the radio at midnight than during the preceding quarter hour, with 10.8 homes using sets in the 11:45 p.m. period and 12.8 from midnight, a rating boost of 2.0 in the 15-minute interval.

Housewives and clerical-sales workers constitute the two largest groups of post-midnight listeners by occupation. Together, they make up 45 per cent of the entire audience. Housewives alone make up 25.6 per cent of these listeners with clerical-sales workers accounting for 19.1 per cent, manual workers 16.0 per cent, students 13.3 per cent, professional executives 12.3 per cent, service workers 10 per cent, and other groups trailing behind.

Eight of every 10 listeners after midnight are tuned in at home rather than in one of the sundry out-of-home locations used during daylight hours. Men outnumber women listeners, with six men tuned in for every four women. Median age of post-midnight listeners is 38 years with 45 per cent of all listeners between 30 and 44 years.

The Milkman Matinee, WNEW disk jockey stanza run by Art Ford is the single most popular airer after midnight. The show,

in a typical week, hit 51.3 per cent of post-midnight homes, a larger audience than that accounted for together by all 14 other stations airing in the wee hours, and reaching 1,025,000 people in 20 per cent of homes. Matinee airs from midnight to 5 a.m.

The survey was made thru interviews with 2,100 families in conjunction with the regular Pulse radio listening survey in the 12 counties involved in the metropolitan area.

CORN PONE PITCHMAN

All-Night Hillbilly Show Is AM-Type General Store

HALE EDDY, N. Y., July 7.—The greatest one-man general store in radio today may very well be a nocturnal hillbilly disk jockey operating out of Wheeling, W. Va., via 50,000-watt WWVA. Inaudible in New York City, the high-powered West Virginia station comes into this mountainous southern tier area at night. It was here that Lee Moore's corn-pone version of Art Ford's Milkman's Matinee was heard, with ever-growing amazement.

Lee Moore seems to have more sponsors than Martin Block and Ted Husing combined. Only his are all mail order jobs, and he pitches their wares with a long-winded vehemence that epitomizes high-pressure radio salesmanship—the kind that a lot of top execs in the industry frown upon with good reason.

Not the least surprising factor on this show is its length. Starts at midnight and goes for 5 hours, thus evoking an interesting programming question—who listens? Obviously, Moore must have listeners, since not even mail order sponsors toss their money away. There's another question, too, of

Coy Sees RCA Color, Battle Grows Hotter

WASHINGTON, July 7.—The propaganda front in the color TV war between Columbia Broadcasting System and Radio Corporation of America took on a hotter hue this week in the wake of a look-see by Chairman Wayne Coy of Federal Communications Commission at RCA's tricolor tube.

Washington dopsters are speculating that the demonstration for Coy, albeit an unofficial one, may spark a new move by RCA and its fellow proponents of the electronic color system to come before FCC later this year with a new bid to demonstrate its color system once again. Coy is keeping official silence on impressions gathered from his latest look at the RCA tube in Lanester, Pa., at RCA Prexy Frank Folsom's invitation.

Whether Coy came away favorably or unfavorably impressed, no one here is minimizing the propaganda value which RCA is likely to attach to the FCC chairman's visit on the strength of Coy's repeated affirmation that FCC's door is kept ajar for consideration of any additional color system, should prior field testing prove its worth.

FCC's official position currently is "hands off" in the color rivalry between CBS and RCA, which is being carried to the public on an undiminished scale despite the Supreme Court's decision upholding FCC's findings on the CBS system.

Battle Royal

Continued from page 4

many other offices pitching, too. It is believed likely that in excess of \$250,000 was invested by the agencies going after the business—McCann, N. W. Ayer, Kenyon & Eckhardt and Ruthrauff & Ryan. Foote, Cone & Belding, which had the product, also made a presentation to retain it.

While the \$250,000 and maybe more wasn't spent in cash—albeit actual costs were considerable—all the agencies invested via time, energy and deflection of top personnel activities away from regular business duties. While there may be a sour grape overline to this attitude, some agency men said this week they'd never again participate in such an episode and would instead merely stand on their records.

Some top agencies have followed the no-pitch policy for years. Benton & Bowles, for example, merely advised prospective clients of the excess it has in its shop and the accounts handled.

Long a leader, Pepsodent sales are said to have taken a rap in recent years, with ammoniated products cutting into the picture heavily. The product has not been prominent in radio or TV since Bob Hope wound up his long-term run several seasons back.

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Moore's formula is old-line radio—a hillbilly folk, country or gospel tune—and a sales pitch. May vary once in a while, but that's it, mostly. Only thing that doesn't vary much is that extra hard-sell pitching—compared to which TV pitchmen are bashful.

Wanna borrow some money? Moore's got a finance company sponsor. He also peddles phonograph records, auto seat covers, fly repellent, an electric razor, artificial flowers, an electric spray gun and plastic wading pool. Probably lots more, only it's impossible to go for five hours of this.

And if you need greeting cards, Moore's your man. Sells \$5 worth of them for a deuce, which ought to be enough greeting cards for a gang of politicians on the make. Jerry Franken.

Capitol Gets Wax Rights to "Top Banana"

HOLLYWOOD, July 7. — In an unprecedented drive for show albums, Capitol Records this week signed its third original-cast contract, gaining exclusive wax rights to *Top Banana*, Paul Stone's production featuring Phil Silvers. *Banana* had already been considered as plucked by RCA's *Manie Sacks* for a Victor cutting when negotiations reached the point to where contracts had been drawn, but in a last-minute decision fell in Capitol's favor and contracts were immediately signed with the Coast major.

Score is by Johnny Mercer. With the exception of Silvers, cast hasn't been picked. Show is skedded to break in in Boston some time in September and later move to Broadway.

Up to this year, Capitol was content to leave its show album catalog as a single release, Johnny Mercer's *St. Louis Women*. This year, however, the label added three: *Flahooty*, the ill-fated show featuring Yma Sumac; *Three Wishes for Jamie*, which debuted here this week; and *Skedded* for a Broadway-opening following its break-in tour, and *Banana*.

According to Capitol's artist-repertoire veepee, Alan Livingston, the diskery henceforth will figure stronger than ever in grabbing off original-cast album deals.

BMI Settles With 12 Ops

NEW YORK, July 7.—Broadcast Music, Inc., has obtained settlements in recent weeks with a dozen operators of hotels, ballrooms and amusement parks, in each case involving the signing of a BMI licensing agreement and a cash payment to BMI by the defendant. The settlements were concluded with the Zindores Park Hotel, Munroe; Orange Inn, Goshen; Rose Glow Hotel (now the Delann), Monticello, and Takkanassee Hotel, Fleischmanns, all summer resort locations in New York State. Similar settlements were also made with the Wivel, New York City; Fairmont Lodge, Lakewood, N. J.; Light House Inn, New London, Conn., and the Valley Ballroom, Chaska, Minn.

Judgments were also obtained against the former owners of the following locations, which have since changed hands: The Click Club, Philadelphia; Club 509, Detroit; Pine Hill Hotel, Pine Hill, N. Y., and Bordewick's, New York City.

A further action against Pallades Park, Fort Lee, N. J., was settled by the signing of a BMI license retroactive to 1949. An action against Bill Miller's Riviera is still pending.

Lloyd Dunn Capitol V.-P.

HOLLYWOOD, July 7.—Lloyd Dunn this week was named a vice-president of Capitol Records. Dunn has been associated with Capitol almost from its inception, first serving as head of the ad agency handling the Capitol account (Dunn-Fenwick Advertising) and later as account executive for the Capitol billing with its account moved to the Abbott-Kimball Agency, where he held a high post.

While with the agencies, Dunn served as an informal consultant to Cap in its merchandising and packaging problems. He joined the label latter part of last year, serving as director of its merchandising department, a broad post which embraces supervision of its publications and also its packaging and merchandising operations. As a veepee he becomes the diskery's fourth. Others are Alan Livingston, artist-repertoire top. (Continued on page 13)

BUT HOW TALL DO THEY RUN?

NEW YORK, July 7. — Committee responsible for arrangements at the National Association of Music Merchants' convention in Chicago July 18-19, has taken care of everything. There's a babysitter's service. A fast communique advises that Baby Sitters, Inc., "offers competent women (over 25 years of age) experienced with children of all ages. Rates are 75 cents per hour, with a minimum charge of three hours, plus carfare. This should clarify matters for some of the older kids."

Brown Snares 23G, Sets 24 One-Nighters

HOLLYWOOD, July 7. — Les Brown, playing 14 one-nighters from June 14-30, grossed \$23,327, going into percentage on 11 of the dates. Orkster Sunday (8) ticks off a series of 24 one-nighters, with a guaranteed minimum of \$30,000. Brown gets a \$1,250 guarantee against a 60 per cent door split. Winding up his junket at the American Legion Hall, Hutchinson, Kan., Brown heads for the Coast for a four-week (Continued on page 32)

Video Per-Program Issue Stalemated

With Deadline Near Court Appeal For a Fee, Solution Is Possibility

NEW YORK, July 7.—At press time, negotiations between the all-industry TV Per-Program Committee and the American Society of Composers, Authors and Publishers had not yet come to any mutually satisfactory conclusion. The deadline is Tuesday (10). Counsel representing both parties, including Stuart Sprague and Judge Simon Rifkind for the TV interests, and Herman Finkelstein for ASCAP, were in sessions lasting beyond midnight Thursday (5). Another session is scheduled for Monday (9).

Here are the possibilities: (1) If progress is made Monday, the deadline is likely to be extended to permit time for drawing up a satisfactory contract; (2) the negotiating parties may decide to end the formal talks, in which case TV stations will file suit, asking that the courts step in and set equitable fees.

The per-program negotiations have been going on about 20 months. Several weeks ago negotiating parties, then at an impasse, tried to make a fresh start by working out a new approach to the problem (The Billboard, June 30). This week, TV and ASCAP execs were loathe to discuss details, but the impression in the trade was that the limit on deadline extensions was not far off.

Most publisher members of the Society seemed unaware of the import of the negotiations, of their touch-and-go quality. A few, however, were obviously distressed over the long drawn-out talks. On the other hand, some ASCAP-ers have held to the belief that the courts would work out a deal which ASCAP would regard favorably.

Telecasters had varied comments. One leading figure stated, "It would be regrettable if we

MPCE to Vote On Pension Plan

NEW YORK, July 7.—Acting on a suggestion by music publishers that the contact men contribute to their own pension fund in the interest of bigger retirement benefits, Music Publishers Contact Employees will have a general membership meeting Thursday (12) at the Hotel Capitol here to vote on (Continued on page 15)

MUSIC

High-Gear Music Merchandising To Spearhead Autumn Campaigns

But Caution Tempers Optimism as Some Controls, Uncertainties Cast Shadows

Continued from page 1

prompt the conclusion that high-gear merchandising is in the works. Victor and Columbia, as a matter of fact, have been maintaining strong merchandising and promotion tactics right thru the summer. This break with tradition has been highly successful, so much so that sales during the recent summer weeks in many instances reached peak fall season figures.

RCA Victor's complete fall program will be given to the distributors at a series of meetings early in August. Currently, it is known that \$250,000 will be spent for newspaper and magazine space, plugging different aspects of the catalog. This black and white promotion includes both factory-sponsored advertising and co-op money and will be supplemented by consistent plugging on radio and television. Seven radio programs will probably plug Victor disks, an exec stated. The fall campaign will also include dealer-incentive promotions which have not yet been set.

Victor's fall promotion will lay specific stress on operas, dance bands, 101 best sellers in the catalog, Christmas merchandise—all, of course, while concurrently pro-

moting pop singles. Strong attention will be given to the kiddie line, notably the Altee in Wonderland etchings with the original Walt Disney sound track characters. One month of the fall drive will be devoted to pop items. There will also be a special drive on jazz items. The band series will comprise four or five new dance band albums. These albums will tie into the Victor dance band series which was released about 18 months ago, and it is expected that sales of the original series will be hyped also. Also scheduled is an extensive assortment of point-of-sale displays.

Col. Decca, Cap

Columbia is loathe to reveal concrete plans at this point, but is expected to unveil a strong program shortly. The diskery's philosophy since the accession of President Jim Conkling has been to consistently promote good product. This has been apparent even in the summer months, and a considerable promotional expansion is believed certain to follow in the fall.

Decca believes the fall outlook is bright. "President Milton Rackmil is holding final plans in abeyance until the Korean situation is resolved. However, Decca is pushing full steam ahead on its fall restocking program. Dealers may make their fall catalog orders without paying for the merchandise until the designated date of shipment. Rackmil, incidentally, regards TV as ultimately being of great aid to the record business."

Glenn Wallihs, Cap Records prexy, and other Cap execs are in the midst of a swing around the country presenting the fall line of merchandise. An outline of the promotional plans are being given to the diskery's regional men. Cap's consumer advertising budget for the fall campaign will pass the \$200,000 mark, with additional money to be spent thru co-op dealer advertising. Much of the Cap drive will focus on the "Bozo approved" campaign, with the

label leveling all its kiddie strength in that direction. This campaign entails carry-over of moppets' acceptance of Bozo to the label's other kiddie items.

Leeding indies share the generally hopeful outlook. Frank Walk, MGM's chief, stated, "Everything's going to be splendid. The conversion from a civilian economy to a limited war economy is largely to blame for the summer lull. By fall, this conversion will have been completed, and things should take a turn for the better. Mercury execs voiced similar comments."

It's interesting to note that the kiddie field is generally planning a fall hype. This is true of majors and indies. Victor has already stated its intention of stressing that part of the line. Capitol now has an inexpensive kiddie player, "Bozo," to help promote the line. Simons & Schuster is expanding its operation and will introduce its new 10-inch line at the National Association of Music Merchants' convention in Chicago. The 10-inch line will supplement the company's present six-inch line. Diskery is also co-operating with Vanilly Fair Company, phono manufacturer, by lending the latter the Little Golden name to use on a new line of kiddie phonos.

Peter Pan has set a big distributor contest and is putting out a new line, the Royalty Series. Plans call for waxing of the Terry-Toons, new racks, merchandisers and other promotional materials. Childcraft's Record Guild has expanded the ad and promotion budget, plans calling for the outlay of \$500,000 during the course of the year. Young People's Records also has an expanded ad campaign.

In general, the phono and equipment field calls for more tempering of enthusiasm. "If things pan out in Kaesong, we'll be back to normal in the fall," was the feeling of some trade leaders. Plans are being formulated later than usual because of uncertainty as to which materials will be in strong supply. (Continued on page 33)

Marks Sets Up Raft Of European Deals

NEW YORK, July 7.—Herbert Marks, head of the E. B. Marks pubbery, returned this week from a 10-week European trip, during which he made song and catalog deals in England, France, Belgium, Holland, Italy, Vienna and the Scandinavian countries.

The most noticeable music trend abroad, Marks reported, is a strong influx of Latin-American music and dancing. The samba, with its chief exponent, orkster Edmundo Rios, is particularly hot in England, and, along with the rumba, has invaded such unlikely strongholds as the Viennese cafes and Oslo night clubs. With the exception of sacred and kid tunes, Marks said, American music is very strong in Europe now, including the hillbilly variety. There is a special awareness of hot jazz.

On Their Toes

A considerable trade awareness and alertness has grown in the European music business, he observed. A youthful type of professional manager, there called "popu-lar" managers, has emerged. Its members well up on the newest American tunes, recordings, deals, copyright situations, extending even to regional favorites. Marks found The Billboard much in evidence among publishers and recording men, most of whom have arrangements with American associates or friends to arm them The Billboard's music section each week as soon as it is available.

The pubber assigned rights in the Marks catalog to Imudico of Copenhagen for Denmark, Nils-Georgs of Stockholm for Sweden, and is closing a deal with a Dutch firm for Holland. He had given catalog representation to Curci of Milan for Italy prior to making his trip. He also made several deals for single songs, giving Malaguena

to Marbot of Paris, and Andaducta to Beucher, also of Paris. He gave 12 songs to Francis Day and Hunter, and made similar single and bloc-tune arrangements in the other countries he visited. He also obtained American rights to the several current European faves, including the French hit, *La Petite Diligence*, for which he is having an English lyric written.

Capitol Extends Paul-Ford Pact

HOLLYWOOD, July 7. — Les Paul and Mary Ford, Capitol's hot-selling duo, were re-signed by the label to a seven-year pact. Existing contract, with still two years to run, was extended an additional five years.

According to Cap, duo sold more than 3,000,000 platters since the first of the year. Label originally signed pair in 1947.

NAMM Meet Bows Merc's Childcraft

CHICAGO, July 7.—The Mercury Childcraft line, which has been in the works between reps of the Chi diskery and reps of the moppet educational seg of Field Enterprises since August, 1950, will be unveiled at the forthcoming National Association of Music Merchants' convention here, July 18-17. The Mercury booth will display the first 12-record 75 r.p.m. series.

The Mercury Childcraft series will be the first kiddie series to be merchandised in a lamcoated sleeve. The lamcoating process, used previously on only expensive LP and 78 r.p.m. album packages, brings out color and gives the sleeve a more glossy and durable surface. In addition, Childcraft child guidance experts, working with Mercury's a. and r. department, have produced the first disks pointed at moppets under two years of age. Two of the disks will be tunes for tots, which will be teaching aids for parents. This portion of the catalog will be expanded rapidly because of the

need for such disks. The first six releases will be Mother Goose in the works while the other four will be folk songs, both of the U. S. and international. Kitty Kallen is featured on four of the Mother Goose sides, while Richard Hayes does two of the folk song sides. Mercury and Childcraft intend to start a national ad campaign following the convention. Ads will be concentrated in kiddie and parental guidance mags for the most part.

The four-color illustrated kiddie sleeves will carry the artwork which will be picked up from the Childcraft volumes, which carry these same facts. The Childcraft series is a 10-volume set of kiddie story material and parental guidance, which has been marketed for the past 10 years by Field Enterprises.

Mercury and Childcraft salesmen and sales offices are co-operating to promote the series thru direct mail and door-to-door sales and at the retail store level thru Mercury's distributors.

ASCAP to Joust With Flickeries, TV Reps, on Rate Issues

Committee on Movie Licensing
Readies Plans for Pending Meet

NEW YORK, July 7.—While the American Society of Composers, Authors and Publishers TV committee prepared to meet TV industry reps in a last-minute pre-reading confab (see other story), the ASCAP committee on film licensing has been readying several alternative rate schedules to present to the flick producers at a forthcoming exploratory meeting.

Highlights in the ASCAP film

NBOA Meet To Bring in W. Coast Orgs

CHICAGO, July 7.—National Ballroom Operators' Association convention, now slated for some time in October here at either the Bismarck or LaSalle hotels, will take steps to bring in the two groups of Pacific Coast lerp men's orgs.

Otto Weber, NBOA managing secretary, just returned from a three-week sweep of the West and Coast regions with Doc Chinn, Fargo, N. D., prexy of the association, reported meeting with ops in Oakland, Calif., and Portland, Ore., who are interested in affiliating with NBOA. Arnold Stadium, Palais Royale, Portland, is secretary of a group of approximately 15 ops who want in, while Kirk Hayes, already an NBOA signee, is shepherding the Oakland group. Weber also held meetings with ops from California at a Los Angeles conclave and ops from the mountain States at Denver.

Weber said that NBOA is two-thirds of the way toward its goal of 100 new members for the 1951 convention. He picked up approximately 15 members on his coastal swing and expects more from these members, who have been recruited to contact their neighbor lerp ops.

It's expected that the 1951 convention will receive a full picture of an NBOA-sponsored drive to direct more attention at the dancing and ballroom business. Ker Moore, Chicago, is directing this phase of the convention program.

GI HIT

Tannen Inks For First Korea Song

NEW YORK, July 7.—Publisher Nat Tannen this week wrapped up his first song known to have come out of the Korean battlefield. Tune is called *Rotation Blues* and it was written by Lt. Stewart Powell, a Special Services officer, who shuttles between Tokyo and the Korean front.

The song was spotted in Korea by Grandpa Jones and Elton Britt, both of whom were entertaining in the battle area in recent weeks. Both artists told Tannen that it was popular with the troops there and the pubber moved to grab the song via transoceanic phone calls. Tannen got the word on the phone this week and sealed a verbal deal with the soldier.

Tannen already has a couple of diskings of the tune, one by Britt for RCA Victor and the other by Bill Monroe for Decca. He says all the other diskeries are covering on the song. It is being pubbed via Tannen Music, a Broadcast Music, Inc. affiliate.

Cleffer Guild Going Concern

NEW YORK, July 7.—Formation of the songwriters' guild reported exclusively in *The Billboard* June 16, has progressed to the stage whereby the guild's membership requirement of 100 cleffers—or any number with a yearly income of \$1,000,000—has been virtually attained.

Attorney Robert Daru, of Daru, (Continued on page 15)

committee's thinking have been a determination to obtain a percentage-of-revenue rather than a flat payment agreement, to avoid any preferential deals, to indemnify music users against possible favored-nations deals and to thresh out a formula which will jibe with any TV formula which may be arrived at.

The last-named problem has cropped up as something of a poser in the committee's discussions. What the group wants to guard against is any possible charge of double payment by either TV's or movie producers. If, for example, ASCAP makes blanket deals on a percentage-of-gross basis with both TV and films, some provision must be made for films which are made by movie producers and then shown on TV.

Unless specific arrangements are made, both the producer and the TV operator may be in the position of paying a performance fee for the one performance. The committee views this as a particularly complicated facet of its problem. TV angles have been mooted in the ASCAP discussions on

film licensing. A deal had been virtually set some months back, with each of the producers agreeing to pay a flat sum for blanket rights to the ASCAP repertory, when at the last minute they asked that the right to televise films into theaters be included. ASCAP refused, a new committee was appointed, and that committee has been working out a set of formulae based on percentage of revenue. Their reasoning is that the percentage deal is more flexible, but more important, if TV rights were given on a flat-payment basis, broadcasters might also ask for a flat-rate deal, taking advantage of the consent decree's proscription against favored-nations deals.

The committee is also keeping in mind the fact that movie firms have important fiduciary interests in ASCAP, and wants to guard against making deals which in any way seem to favor these firms.

These considerations, in addition to the basic economic question of establishing the best rate for films, are why ASCAP has been feeling its way especially carefully in the film licensing area.

MAC Job on Morgan Eyed by Ork Trade

CHICAGO, July 7.—Band biz is watching the experimental booking job being done on Russ Morgan by McConkey Artists' Corporation. The it's known that General Artists' Corporation and Associated Booking Corporation approached Morgan to take over his booking after July 1, when his pact with Associated expired. Morgan demanded a pact whereby he received \$1,000 per night against a 60 per cent privilege. He further sought a deal whereby only if all seven nights are booked would the agency receive 10 per cent commission, it was learned.

Both GAC and ABC backed away from the deal, feeling that their band skedding department could not operate on a short-term pact on such a short commission. The American Federation of Musicians allows a maximum of 20 per cent commission on one-nighters, but most orks work for 15 per cent.

The McConkey crew has filled all except one Monday night of the 28-day tour, starting August 10, when Morgan closes the Edgewater Beach Hotel here. It's felt in the trade that the McConkey deal is another important experiment in the recent change in band booking practices. Within the last year, it's known that major orks, which reportedly re-signed with offices or went with different offices, never actually inked a new management pact, but are using merely a verbal pact with the agency. This is a decided switch from the old days when no ork agency would book without a written one-year authorization. Tommy Dorsey started a second test when he set up his Tom-Dor booking agency, which states all his band work. If McConkey does okay with Morgan's one-nighters, it's felt that Morgan will probably turn over his one-nighting work to the agency and will book his own location jobs.

Two Dick Jurgens' pact with

"17" Etched On 3 Speeds

NEW YORK, July 7.—RCA Victor this week began recording its original cast album of the score of the musical legit, *Seventeen*. First sessions were held Thursday (5) and the remaining sides will be sliced Monday (9). The show will be put down on five 12-inch 78 r.p.m. disks, five 45 r.p.m. records and a single 12-inch long-playing record.

It will be marketed as soon as possible, probably within the next three to four weeks. The record sessions were supervised by Victor musical director, Hugo Winterhalter.

WHAT'RE VOCALS WITHOUT MUSIC?

HOLLYWOOD, July 7.—During one of Tommy Dorsey's sets at his Casino Gardens, territory manager, Tom Cavanaugh, was gabbing with Dorsey manager, Jim Tyson. Associated Booking Corporation's Bob Phillips and Hal Gordon, p. m. for Ike Carpenter's ork. Gordon was trying to sell Carpenter to the Gardens.

"We did 3,400 paid admissions in San Diego, last week," Gordon pressured, Cavanaugh was doubtful, but Gordon insisted. Finally convincing Cavanaugh of Carpenter's drawing power, Gordon was set to move in with a deal, when Cavanaugh asked, "was anyone else on the bill?" The remark was passed off until Cavanaugh insisted, "Oh," Gordon casually replied, "Just Eckstine."

And I suppose he did the vocals," Tyson chimed in.

Morris to Push 4 Show Ditties

HOLLYWOOD, July 7.—E. H. (Buddy) Morris' pubberies' fall activity will center around three film musicals and a Broadway musical. General Manager Sid Kornheiser, who formerly divided his time between here and Gotham, will permanently move to New York and assume the majority of duties previously handled by General Professional Manager Paul Barry, who last week exited the outfit. Following huddles with Coast reps, Morris will return to New York the end of August.

Pix whose score Morris will publish include RKO's *Two Tickets to Broadway*, 20th Century-Fox's *Meet Me After the Show and Mr. Imperium*, at Metro. Musical is *Two on the Aisle*, skedded to preem in the East this month. Top tunes from Tickers are *The Close You Are and Let the World Bury Worry You*. Aisle's cleffings getting special attention include *Everlasting; Hold Me, Hold Me; and So Far So Good*. Decca will cut the Aisle songs in album form.

CUPID IN THE GROOVE

Decca Records Gospel Wedding Ceremony

NEW YORK, July 7.—In what must rank as one of the most unusual recording sessions of all time, Decca Records this week put to tape every moment of the ceremonies and celebration that followed the wedding of Sister Rosetta Tharpe to Russell Wilson, a Savoy Ballroom exec. The marriage took place before an audience of between 15,000 and 20,000 persons in Griffith Stadium, Washington, Tuesday (3). Admissions were scaled at from \$1.50 to \$2.50 per person. The event was promoted by Irving Pitt.

Paul Cohen, who heads up Decca's folk and rhythm and blues departments, and his r. & b. department assistant, Joe Thomas, made the jaunt to record the event. Idea was to capture the on-the-spot spontaneity of a gospel gathering much in the same manner that Norman Grantz developed the jazz concert recording technique with his *Jazz at the Philharmonic* series. They came up with close to three hours of tape recordings out of which Cohen and Thomas will prune material enough for a minimum of one album.

The wedding ceremony was held over second base on the Griffith Stadium diamond. Thomas commented that "eternity was flowing like diamonds." The ceremony was performed by Rev. Kelsey, a noted gospel preacher who has been on MGM Records previously. When the marriage was completed, the newlyweds were accorded a tremendous fireworks display. Sister Tharpe, in the interim, changed her wedding gown to working clothes and returned to lead the throng in a gospel concert which featured a host of top gospel and spiritual talents. The Sister sang herself in duet and trio with her mother, Katie Bell Nubin, and Marie Knight, her regular part-

ner. Others who chanted at the affair were the Sunset Harmonizers, Vivian Cooper, the Rosettes, and the Harmonizing Four of Richmond, Va.

Thomas said that the attendance, between 15,000 and 20,000, was held down somewhat by the bus and stretcher strike which was going on in Washington at the time of the wedding. He added that thousands of programs were sold at the event at half a buck per.

London Adds Some U. S. And British Wax Talent

NEW YORK, July 7.—London Records has added a number of artists to its roster and is doing considerable recording both here and abroad. Most of the artists added lately have been European talents and many have been previously released on the English label of London's parent firm, Decca Records, Ltd. Pruning the label's American artist roster has apparently ended with the label feeling that it has trimmed down to an economically profitable basis.

Disking session staged here recently resulted in four sides by Decca Jay Steele, four by the Charlie Spivak ork, four by Anne Shelton and a classical session at which the Cincinnati Symphony Ork and Suzanne Danco were recorded. New English names on the label are tenor Harry Dawson, the Ray Ellington Quartet, pop singer Sonny King and pianist Winifred Atwell. Folk singer Josh White also recorded a large number of sides while in England.

Diskey expansion of its LP catalog has continued thruout the summer months. Since April, Lon-

Capitol Plans Active Role in Pubbing Field

NEW YORK, July 7.—Capitol Records once again is actively going into the music publishing business. The diskery's publishing set-up has become more a repository for unpublished, but recorded, copyrights than anything else in the past year or so since Mickey Golden bought out the Criterion pubber and obtained a selling agent's lease on the remaining Capitol catalogs, Ardmore (American Society of Composers, Authors and Publishers) and Beechwood (Broadcast Music, Inc.).

Golden's selling agent rights to these catalogs ran out June 30 and the diskery took them back to put both pubberies on a fully active basis. Diskery hired Mike Gould several months ago to activate the firms and he currently is in this city to set up a local headquarters. He hired Dick Gold to handle New York and the Eastern territories. Gold will operate out of Capitol's diskery headquarters here. Gould currently is making arrangements to set up printing of copies and setting up shipping machinery here. Gould will shuttle between New York and Hollywood in running the pub operation.

Current songs in activity at the pubberies include *Who Sends You Orehids* (Ardmore), which is one of the prize-winning ditties out of Cap's song-writing contest last year and has been recorded by Mel Torme, and *Walkin' and Whistlin' Blues* (Beechwood), which is on back of Les Paul's *How High the Moon* disk and which now has been completed with lyrics which has been recorded for the diskery by the Four Knights.

63 to 86 Men For Hwd. Bowl Symp Series

HOLLYWOOD, July 7.—Hollywood Bowl, opening its 30th season Tuesday (10) with *Die Fledermaus*, will utilize a minimum of 63 musicians and go as high as 86 for future symphony nights. Opening performance will find 76 toolers in the Bowl pit, each receiving \$100 weekly. Musicians hired above the minimum will work for \$22 a day plus rehearsal pay equivalent to a casual date.

Fledermaus runs thru Saturday (14) featuring Marina Kobetz, Donald Dame, Eileen Christy, Peggy Bonin and Yvonne De Carlo, the latter singing her first operatic role. Franz Waxman will front the Bowl ork. Season Bowl offering of the year starts July 17 with Alfred Wallenstein conducting and Leonard Pennario as soloist. Annual George Gershwin night is set for July 21, featuring William Warfield.

catalog, has added 75 LP disks to its catalog, making a total of over 300 LP albums already released. The London 45 r.p.m. catalog now totals 76 albums. Heavy recording schedule of full-length operas and dramatic plays has been set by English Decca with the disks to be released on the London label here.

In the pop field, London will shortly begin a full-scale promotional hype on Pearl Carr, English chirp who recently won the poll staged by the English music publication, *Melody Maker*, as the No. 1 girl singer in the British Isles. Meanwhile, pop a. and r. chief here, Tawny Nielsen, is holding regular disking sessions for such artists as Anne Shelton, Bobby Wayne, Al Morgan, and Teresa Brewer.

Label has no plans for a three-for-one merchandising plan or similar deal this summer. Exes believe that last year's promotion along this channel was sufficiently successful to establish the label as a factor in the album business here and that further such hypes are not unnecessary.

Can Jukes Make Hits? Ops Launch Test Try

NEW YORK, July 7.—The Automatic Music Operators' Association, local juke box operators' organization, this week submitted half a dozen tunes to three diskeries. One made a pitch to the waxers that these tunes represent part of an experimental effort by the ops to test the "scientific values of the juke box for creating hit songs." The tunes submitted are new and unrecorded and none assigned to performing rights societies. Al Denver, association topper, and Sidney Levine, group's attorney, both admitted that while it was a far-fetched conception, one of the secondary ideas behind the song-selling idea was to get something started to hit back at the efforts of the American Society of Composers, Authors and Publishers to encourage legislation to remove jukes from Copyright Act exemption. The Kefauver bill is an example. Denver added, "To buck ASCAP is a formidable proposition. That's why this is hardly a primary factor in the handling of these songs."

Denver and Levine denied that these songs represented an effort by the ops to take the publishing business. They claim that a songwriter, whose name they refused to divulge, proposed the idea to the Association some time ago and it was accepted only after lengthy consideration. The songs, they say, are published by a firm known as National Juke Box Music Publishing Company, which publicity is said to have been in business for

Robinson in 100G Suit Vs. Mills Music

NEW YORK, July 7.—Veteran clefver J. Russel Robinson this week filed suit against Mills Music for \$100,000 allegedly due in royalties. According to the complaint, filed in Southern District court here, some 107 songs are involved under royalty agreements dating back to 1920.

Robinson, thru his attorneys, Gins & Massier, states that he had entered into royalty agreements with the Watterson, Berlin & Snyder pubbery beginning in 1920. He charges that when Mills took over the firm in 1929, the statements it offered the writer were \$50,000 on the short side. Robinson also says that the pubbery falsely accounted for royalties due under other contracts he had made with Watterson, Berlin & Snyder commencing in 1923, and under various Mills contracts dating from 1932. He asks \$25,000 additional on each of these series of contracts, bringing his claim to the total of \$100,000.

Samuel J. Buzzell, Mills counsel, stated that he had no comment at this time, but is preparing his answer for September, until which time the case has been put over.

Among the tunes involved are *Aggravatin' Papa*, *Beale Street Mama*, *Mary Lou*, *Margie*, *Parce*, *Big Fat Mama* and others.

Tonkins Loop To Northwest

HOLLYWOOD, July 7.—Eight Northwest cities were added last week to Van Tonkins' one-nighter band circuit, making a total of 12 Coast cities in the newly created set-up (*The Billboard*, June 23). New locales are Medford, Eugene, Salem and Pendleton, Ore., and Walla-Walla, Yakima, Olympia and Mount Vernon, Wash. Tonkins is currently huddling with Bill Moss, Texas oil magnet and promoter, to connect the Coast towns with similar jumps in Texas and Nevada.

Lionel Hampton has been inked for the Memorial Auditorium, San Luis Obispo, Calif., Monday (2) and Santa Maria's (Calif.) VFW Hall, Thursday (5). Tonkins will follow thru with more Hampton dates later in the summer. Skeddied to take the road for Tonkins are Les Brown, Ray Anthony and Stan Kenton, last named when he returns from the East.

Other California cities in the web are Oxnard, Pasa Robles, Salinas, Stockton, Fresno, Handord and Bakersfield.

some time and whose product is supposedly custom-made for jukeboxes. The Association reps say that the prime goal of the song pitch to the diskers is to conduct an experiment in the New York area, with hopes that it will be picked up nationally, to test the strength of juke boxes to create hit songs. It is to be recalled that a juke box operator gathering a couple of months ago with Columbia Records stirred an experiment with the Tony Bennett recording of *Because of You*. The diskering began to hit about four weeks ago. Denver and Levine submitted the tunes—two to each waxery—to Capitol, Columbia and Decca. On submission, they recommended to the diskier which artists they would prefer to record the songs. The Association men weren't certain that anything would materialize out of the entire proposition.

Several disk reps, when contacted, were trying to figure out a tactful method of dealing with the Association under the cloak of a normal pubber-diskier relationship.

N. Y. Statler Books Entire Fall Ork Line

NEW YORK, July 7.—Hotel Statler's Cafe Rouge, one of the select name band locations in the country and due to shutter for a reconditioning job next week thru Russ Morgan's opening September 7, now has virtually set its complete slate of orks for the fall and early winter. Save for Morgan, who currently is booking himself, the line-up is an all-General Artists Corporation list.

Following Morgan's three weeks will be Ralph Flanagan, who is slated for opening October 1 for a six-week engagement. Due to succeed Flanagan is Jimmy Dorsey, who has a tentative November 5 opening, also for six sessions. Ray Anthony follows J. D. December 17 for another six weeks.

Weinrich Cuts Bach Series

NEW YORK, July 7.—MGM Records last week signed concert organist Carl Weinrich for a special series which, when completed, will include all of the works written for the organ by Johann Sebastian Bach.

The series will be known as *A Survey of Bach's Organ Music*. Weinrich, a member of the faculty at Princeton University, cut his first session for the label this week

TV-Phono Merchandising

NEW YORK, July 7.—Columbia Broadcasting System will present special demonstrations of color at the National Association of Music Merchants' convention in Chicago July 16 to 19. Color programs will be presented on each of the days on CBS-Columbia equipment, its newly acquired set-manufacturing subsidiary.

Featured on these special shows will be Rosemary Clooney and Frankie Laine, two of the top artists on the roster of Columbia Records. Also to be presented on color will be Columbia Records' Prexy Jim Conklin; Goddard Lieberson, executive vicepres., and Mitch Miller, a. and r. chief of the record outfit.

TV Tube Sales Drop 1,800,000 in May

Sales of radio-receiving tubes dipped in May under sales in April, Radio-Television Manufacturers' Association reported. Sales in May totalled 34,074,356 compared with 35,883,627 in the preceding month, RTMA said. Sales in May brought the total number of receiving tubes sold in the first five months of this year to 188,235,226.

Tape Playback Machine Ready for Market

Audio-Master Corporation, New York, this week introduced a low-cost tape playback machine for use with recordings made with

U. S. SOUNDS OFF ON V. MONROE

NEW YORK, July 7.—Vaughn Monroe this week was awarded a Certificate of Achievement by the U. S. Army and Air Force in recognition of his work in helping maintain troop morale and stimulating recruiting. The award, made by Col. Stanley Bacon, cited Monroe's recording of *Sound Off* and his visits with his ork to camps and bases in the past few years. About *Sound Off*, the citation said: "There is no doubt that the popularity of this record has helped the voluntary recruiting program for the U. S. Army."

U. S. Figures Show Industry Profits Dip

WASHINGTON, July 7.—Profits of disk manufacturers, radio-TV makers and phono sets producers showed a decline in the first quarter of this year, compared with the final quarter of 1950, according to figures released this week by Federal Trade and Securities Exchange commissions.

The latest tally shows no breakdown for the specific categories of manufacturers in the electrical and electronics field, but instead lumps them all in a general category called "electrical machinery," covering all types of electrical parts and products manufacturing. Profits in this general category before taxes in the first quarter of this year totalled \$418 million, a 21 per cent decline from the \$529 million profit of the last quarter of 1950.

Profits after taxes in the entire electrical manufacturing field totalled \$164 million in the first quarter this year, a 24 per cent dip from \$215 million in 1950's last quarter.

The general trend of profits by all classes was downward, but the dip in the electrical field was particularly severe. Profits of all types of manufacturing industries in the nation in the first quarter of this year totalled \$7,194 million before taxes, a 6 per cent decline from the last quarter of 1950. The total profit after taxes in this year's first quarter was \$3,261 million, an 8 per cent drop from the previous quarter.

In the chapel of the university, Weinrich previously had recorded for the now defunct Musicraft label and these recordings have since appeared on MGM.

any standard tape recorder. Device will be made available as a self-contained unit with either a four-tube amplifier for \$89.50 or with a pre-amp only as a plug-in attachment for \$69.50. Both units are available in either 3 3/4 inch or 7 1/2 inch speeds. Audio-Master also is supplying a library of pre-recorded tapes with the first release approximately 30 reels.

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

Big Budget Drama Show

Celanese Corporation of America has bought a one-hour evening time slot on the ABC video network for a big-name dramatic show using works of top-name playwrights.

New Kiddie Film Series

A new kiddie show with the moppets discussing toys and inventions will be produced on film by Bing Crosby enterprises for TV showings.

Sinatra Versus Berle

CBS-TV may put the Frank Sinatra show opposite Milton Berle on Tuesday nights next fall. In any case the network will put an expensive package on the air to buck the Berle audience.

DEALERS—OPERATORS RAYMAR'S "PRICE WAR" SPECIALS!!

NEEDLE SPECIALS

RUBYPOINT NEEDLES... 60c EACH; \$7.00 PER DOZEN (List Price, \$3.50 Ea.)
 RECOTON NEEDLES... \$5.00 FOR 50 PKGS. @ 25c (List Price, \$12.50)
 SUPER MERITONE NEEDLES \$4.50 FOR 50 PKGS. @ 25c (List Price, \$12.50)
 FIOLETTONE NEEDLES (FLOAT) 50c LIST CARD, CARD OF 24... \$5.85
 DE LUXE—\$1.00 LIST PRICE—12 TO CARTON... 5.40
 NYLON—\$1.25 LIST PRICE—12 TO CARTON... 6.75
 MASTER—\$1.50 LIST PRICE—12 TO CARTON... 8.10

RECORD PLAYERS

45 R.P.M. ATTACHMENTS—45J R.C.A. \$ 9.45 EACH
 45 R.P.M. WITH AMPLIFIER—45EVI R.C.A. 21.00 EACH
 45 R.P.M. WITH AMPLIFIER (portable)—45 R.C.A. or Decca. 26.00 EACH
 DECCA KIDDIE PLAYER (List Price, \$13.95) 8.25
 3 SPEED—45, 33 1/3, 78—SINGLE NEEDLE—(List Price, \$26.75) 18.00
 SPECIAL—10" STORAGE ALBUM 40c ea., \$4.20 doz.
 We handle all makes RADIOS, RECORD PLAYERS and ACCESSORIES, BROTHERS, TOASTERS, REFRIGERATORS at "Price War" prices. Write for information.

ALBUM SPECIALS

FRANK SINATRA—C124—List \$4.31—OUR PRICE \$1.00
 NANCY GOES TO RIO—MGM7—List \$3.42—OUR PRICE .98
 Ask about our other Specials.

Orders and inquiries invited from exporters—any catalog sent on request. When specified, orders will be shipped parcel post, special delivery—otherwise they go railroad express—new accounts, please send token deposit with orders.

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"CHRISTOPHER COLUMBUS"

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Music as Written

Don Jensen Named Leeds Coast Rep . . .
Lou Levy, Leeds music chief, last week appointed Don Jensen in charge of the Hollywood office of Leeds and its affiliated catalogs. Jensen will supervise Coast diskery and film contacting.

CBOA Biz Hypo Committee Sets Confab for Late July . . .
California Ballroom Operators' Association committee, formed to lay out plans for luring customers into the ballrooms, has put back its initial confab to the latter part of July in order to allow Marty Landau, Riverside Rancho op, time to prepare details for the conclave. Landau left last week on a Coast tour with Lefty Frizzell. Working on the committee are Lee Davis, Jack Lance, Vernon Myron, Harry Renaud, Dean Curtis and Landau.

Ethnic Repts UN Album At Two Chi Confabs . . .
Moe Asch, of Ethnic Folkways Records, is exhibiting his disk line at the 75th anniversary convention of the American Library Association in Chicago, which opens July 7, and later this month does a repeat at the annual conclave in Chi. of audiovisual educational heads from all over the country. At the same time, he is repping at both conventions for Tribune Productions, Inc., indie label whose only item is the United Nations documentary record album, "This Is the U. N.: Its Actual Voices."

New Detroit Label Features Orientals . . .
New specialty label, Wardatone, is making a debut in Detroit, featuring oriental music. Initial cuttings use a five-piece string orchestra, including lutes, with Louis Wardini, who is principal owner of the company, as vocalist. First releases, which are in Arabic, are translated as "Uncle Sam" and "Gondola on the Nile."

James F. Smith Upped By Col. Distrib . . .
James F. Smith, sales promotion manager of Stern & Company, Hartford, Conn., area distributors for Columbia Records division, covering Connecticut, Rhode Island and Western Massachusetts, replacing Leonard Berens, resigned.

Moore Asks Verdict for Waring Be Set Aside . . .
Judge John W. Clancy reserved decision last week on plaintiff Glen Moore's motion to set aside a jury verdict finding for the defendant, Fred Waring. Moore had brought a Federal Court action for \$150,000 against Waring, charging the orkster had publicly slandered him while he was in the Waring organization. The jury found for Waring, with Moore asking the verdict to be set aside.

Good Time Jazz Preps Its "Big Eight" Release . . .
Good Time Jazz Records is readying its lone summer release, ballyhooed as the "big eight." Release will be comprised of eight platters, on 78-r.p.m. and followed a month later by 45 r.p.m. pressings. Package will hit the dealers around mid-July. The 16 sides tie in with GTJR's third anniversary, promotion for which has already been detailed to its national distributors. Included in the eight platters are sides by the Firehouse Five Plus Two, Turk Murphy's jazz band and Bunk Johnson unreleased masters.

F. P.'s Bob Kornheiser Reports for Air Service . . .
BOBBY KORNHEISER, 35-year-old contact man for Famous-Paramount, last week was called back into service. He holds the rank of captain in the Air Corps and was an active reserve officer. Kornheiser reports for his physical on July 18 and will re-enter the service at Patrick Field, Fla., if he meets the requirements. He'll remain at his plugging post until he takes the exam.

New York
Pianist Irving Fields and trio guested Friday (8) on TV "Cavalcade of Stars," DuMont network

show. . . . Vocalists Mindy Carson and Guy Mitchell set for recording sessions at Associated Program Service Tuesday (10). . . . Izzy Grove now personal rep for Selma Kaye, soprano recently back from a European tour.

Harry James' appearance at Fort Lewis, Wash., near Seattle, sketched for July 9, was canceled on the advice of James' physician. Ork leader and troupe had planned to tour several Northwest cities.
Marilynn Pearson Levitz, daughter of Big Three exec Stephen Levitz, was married Saturday (7) to Richard Irwin Schuler. . . . The New Gelmans had their third child, a boy, Friday (29). Gelman is a consultant with the Amos Parrish Company, which does research for RCA. . . . Publishers have been bidding for "The Gentle Carpenter of Bethlehem," showing up in Chicago as a result of radio performances over WLS by Shubby and the Buccaneers who waxed the tune for Decca. Copyright is owned by Leo Talent, who has refused the offers. . . . RCA Victor is running a deejay contest on the Dinah Shore waxing of "10,000 Miles," with first prize an all-expense air trip to Honolulu and a week at a hotel there.

Chicago
Betty Silverman, secretary to Morry Price, Mercury sales chief, was married to Buck Merwad, adman with Marvin Gordon Agency here, last week. . . . Mercury cut a mystery session last week with two Mr. F.s. One of the vocalists, it is known, is Skip Farrell, but the other singer is a new boy. Art Talmadge, Mercury v.-p., will conduct a guess-who? contest to promote the disk with d. j.'s. The other vocalist's identity will be made known in two weeks.
Hal McIntyre's ork set for the Muehlebach Hotel, Kansas City, Mo., August 1 for two weeks, marking departure in usual booking of schmaltz bands. . . . Jack Haskell, the Garraway show chimp, has been inked by General Artists Corporation. . . . Rudy Shell has left Mutual Entertainment Agency. . . . Bill Vidas moved from McConkey Artists Corporation to the Tweet Hogan office. . . . Roy McIlraith, formerly with the Kazas organization here and for the past two years associated with the Prom Terrace, Fort Wayne, Ind., dancery, has dropped his lease on the spot. Terpery reverts back to Johnny Apt, who is undecided as to ballroom's future.

Herb and Jim Poster, ops of the Hub Ballroom, Edelman, Ill., are cutting way down on summer bands due to bad biz. . . . Dale Jones, former orkster, has replaced Arvell Shaw with Louis Armstrong's All-Stars on bass. Shaw is going to Switzerland to study music. . . . Vaughn Horton, the songwriter, supervised two h.b. cutting sessions for Mercury in New York recently. He cut Jake Watts and Jimmy Fincher. . . . The Chuck Subers (he's the GAC comptroller here) are expecting again. . . . Chess Records has moved its plant to 750 East 49th Street, and its distributing seg around the corner to 4858 Cottage Grove. Leonard and Phil Chess have inked Arlene Harris, ex-Deluxe trush, to a contract and also have made the first instrumental with Leo Parker, the ex-Charlie Parker baritone sax star. Brothers have turned "Rocket 88," their Jackie Brinston best seller, to Hill & Range Songs. Firm is exploiting it for h. b. cutting. . . . Leo Diamond, the harmonicaist, purchased 36 masters, most of which were unreleased, from the defunct Vitacoustic Records' catalog, owned currently by United Broadcasting. Diamond is hoping to peddle them to some diskery. . . . Bob Evenson, formerly of King's Boston distriberry, has taken over as Chi King rep, replacing Jack Pierce, who has inked the record biz.

Hartford
Wall Jaworski's orchestra has started the season at the Casino, Lake Pocotopaug, Conn. . . . Johnny Raymond's orchestra is playing in the Sunlight Room at the Hour Glass, Hartford, on Friday and Saturday nights. . . . Providing music Friday and Saturday evenings at the Villa Rosa, Windsor Locks, Conn., is the Bart Bazan orchestra.

Philadelphia
Oscar Dumont, maestro at the Sunset Beach Ballroom in nearby Almonnesson, N. J., adds a fem voice for the first time, with Mary Lou James getting the lyrical nod. . . . Howard Reynolds, with the shuttering of Frank Palumbo's theater-restaurant for the summer, moves uptown to the Cadillac Tavern, with Jack Verna skipping the summer stretch at the CR Club in favor of the Hialeah Club in Atlantic City. . . . Philadelphia Orchestra wound up its 51st concert season with a net deficit of \$23,611. . . . Bill Smith, former band booker, remembered as personal manager for the late Jan Savitt, and lately a realtor, will return to the ork whirl and managerial ranks after 10 years. . . . All three local newspapers and at least 160 newspapers throughout the country will print Eddie Wilson's song, "Freedom," written in commemoration of the 75th anniversary of the signing of the Declaration of Independence. . . . Harry Dobbs, former Latin Casino maestro, and Bill Stein have formed a band-booking business. . . . Earl Denny clocked up a record run of five consecutive years at the Benjamin Franklin Hotel with the shuttering of the hotel's Garden Terrace for the summer, with the expectancy of being back in the fall after the room is renovated. . . . Mac Lerner has signed The Keys unit to an eight-months-a-year contract at his Lou's Moravian.

Hollywood
Danny Thomas again turns thesp in Warner's "Wish I Had a Girl," life of Gus Kehn, portraying the songwriter. . . . Bob Willis in town in July, set at McDonald's Ballroom and Riverside Rancho. . . . Robbins Music will publish "My Heart Asks Why," "It's You I Love" and "More Wonderful Than These" tunes James Mason warbles in "A Lady Possessed." . . . Cyd Charisse makes her vocal debut in MGM's "The North Country," in a tune cleft by Charles Wolcott. "Northern Lights." . . . Smiley Burnette penned "Harmonica Bill Novelty" for Columbia's "Pecos River." . . . Franz Waxman will use a 70-piece string ork in scoring "The Blue Veil" for Jerry Wald and Norman Krasna. . . . William Lava to score WB's "The Tanks Are Coming." . . . Ted Fio Ritta's ork went into Casino Gardens Thursday (5) for a week preceding Harry James' engagement. . . . Champ Butler being tested for a role in MGM's "The Army." . . . Rebel Randall, Armed Forces Radio Service platter spinner, named "Miss Montrose" by the swabbies on U.S.S. Montrose. . . . Harry James inked Patti O'Connor, niece of Donald O'Connor, to a vocal pact. Gal replaces Shirley Wilson. . . . Dan-iele Amfiteatrof will score Metro's "Angels in the Outfield." . . . Mickey Rooney will have a featured part in Columbia's "Sound Off," technicolor musical skeddad to roll August 9. . . . Jimmy Wakely back after an Eastern tour. Wakely guests on CBS's Sunday (15) night "Carnation Hour." . . . Vernon Duke has scribbled lyrics to h.b. "Who's to Blame" and "Autumn in New York," pubbed by Criterion Music. . . . Music for "Ivanhoe" will be cleft by Miklos Rozsa. . . . Gwen O'Connor does a specialty skit in "Singin' in the Rain" at MGM. . . . Lou Forbes set as musical director for Arles Productions "Blood Across the Border." . . . Leon Fere is pubbing one of his new tunes, "Rag, Rag, Raggedy Moon," a ragtime-novelty.

the summer. . . . Frankie Primack's orchestra, formerly at The Hedges, has gone into the Orchid Room of Ryan's Restaurant. . . . Buddy DeSarro Trio, ex-featured at the Rainbow Room, is playing at Friars Restaurant. . . . Sammy Pasco's orchestra, following an 18-month booking schedule in the Southern part of the State, is now at the Wagon Wheel, Rocky Hill, Conn. . . . Ernie Nichols, ex-local musician, is a member of the Fort Devans (Mass.) Army Post Band.

Bob Halprin and his orchestra are playing six nights a week at the Sunset Restaurant, Natick, Conn. . . . Maurice Landerman and his orchestra playing on Friday and Saturday nights at the Surf Room, Ye Castle Inn, Old Saybrook, Conn., may extend operating hours to Sunday afternoons.

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"HOPPIN'"
DOT 1640 GRIFFIN BROS.

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"EYESIGHT TO THE BLIND"
by THE LARKS
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Disney "Alice" Film Bulges With Tunes To Catch Ears

Lewis Carroll's classic childish fantasy, Alice in Wonderland, takes on exciting dimensions as Walt Disney brings it to the screen in his most brilliant display of Technicolor animation since Snow White. Kids will be lining up for blocks to see this one, promising a h-o-o-boozanza for the RKO release. Characters of Carroll's Alice and Looking Glass stories have been combined into a streamlined adaptation of the original without losing any of the significant episodes of the stories. This rewrite job on Carroll may offend some literary purists, although it actually improves the vehicles' value to the screen, for it organizes the essential episodes into a tightly woven, fast moving narrative.

Sound track shimmers with catchy tunes designed to rapture the fancy of youngsters. These include in the Golden Afternoon (Sammy Fain and Bob Hilliard), which is voiced by a chorus of animated flowers in the garden of Love Flowers scene. A Very Merry Un-Birthday (Mack David-A Hoffman-Jerry Livingstone) is the song basis for one of the funniest sequences, the Mad Tea Party. Chorus warbles the title tune, a Fain-Hilliard clefting, who also penned the ballad, In a World of My Own. Film offers a heavy novelty tune diet, including "Texas Brillog" (Don Raye-Gene De Paul), The Walrus and the Carpenter, The Caucus Race, I'm Late and Painting the Roses Red, all by Fain and Hilliard. Some voices of the animated characters are easily recognizable. Among these is Ed Wynn as the Mad Hatter and Jerry Colonna as the March Hare. Both turn in an exceptionally funny job. Others as usual, for tot ticklers are Sterling Holloway as the Cheshire Cat, Bill Thompson as the White Rabbit and the Dodo, Pat O'Malley as the Tweedle Twins, the Walrus and the Carpenter, Verba Felton as the Queen of Hearts, Doris Lloyd and Queenie Leonard as the flowers. RCA Victor, which will release the original cast kidisk version of the film, should have a best-seller on its hands.

Williamson Heads Macy's Record Dept.

NEW YORK, July 7.—The phonograph record and music department of Macy's here gets a new manager August 1 when Fred R. Williamson replaces John W. Strauss. Meanwhile the store execs approved plans for the complete redesigning of the disk-music department. New set-up, expected to be completed by the fall, will offer more frontage display space and less self-service counters. It is understood store execs believe sales can be greatly increased if a clerk handles the customer instead of permitting disk buyers to serve themselves. Strauss, who took over the record department last year, will become the new drug department manager. Williamson is being promoted from his present spot as senior assistant manager of men's sportswear.

War Brewing On Peace Tune

NEW YORK, July 7.—Latest of the is-it-or-isn't-it-public-domain hassles is shaping up around Peace in the Valley, sacred time clicking via Red Foley's Decca record. According to reports from the diskery's copyright department, the disk is not licensed with any publisher on the belief that the tune is public domain. Several publishers have editions on the market on the same belief.

Hill & Range, however, has come forward with a claim that the tune is fully protected, having been copyrighted by Thomas & Dorsey (not the band leader, but a writer well known in the religious field) in 1939 under the title There'll Be Peace in the Valley for Me. Dorsey assigned the copyright to H. & R. this year.

The publicity has not taken any legal steps yet, but is preparing the necessary data preliminary to suing.

REALLY ROLLING AND SPINNING ON A HUNDRED THOUSAND TURNABLES BEN LIGHT'S BRIGHT EYES and YOU MADE ALL MY DREAMS COME TRUE TR 1226-78 RPM TS 4782-85 RPM

"CANADA" Custom Record Pressing. All Types & Speeds. Superior Quality—Lowest Price. RECORD PRESSING CO. OF CANADA, Ltd. 1071 Woodbine St. Wood Windsor, Ontario

Ideal New York Office Space AVAILABLE 37 WEST 57 STREET, NEW YORK CITY One of Two Bldgs in modern, new suite. Services optional. Call Plaza 3-1923.

On the Stand

Buddy Baker

(Reviewed at Farnsworth Park, Altadena, Calif., June 28)

Records, none. Personal manager, Helen Hampton. Press, Bernie Kamins. Feature billings, Buddy Baker and ark; George Poole, flute; Don Lazenby, alto flute; Glen Johnston, soprano sax; Dale Brown, baritone sax; Jane Phillips, vocals. Flutes: George Poole, Jack Klein, Don Lazenby; Oboes: Harold Long, George Moore. English horn: Rudy Canine, Clarinets: Bill Cross, Don Smith, Chuck Butler. Bassoons: Jack Echols, Pete Terry. French horns: Gene Sherry, Joe Moriant. Saxos: Glen Johnston, soprano; Leo Robinson, Jack Dummett, alto; Ray Lundale, Don Romera tenor; Dale Brown, bar; Reg Johnson, bass. String bass, Bill Nadel, Percussion, Carl Maus, Louis Jan. Phillips, Arrangers, Buddy Baker, George Poole, Jack Echols, Johnny Pace and Dean Grigsby, Leader, Buddy Baker.

to compete with larger groups that have performed such cliffhangers almost to perfection. Orkster should stick to originals and pop standards, which he does well, losing no color despite the lack of brass. Better acoustics would have done more for the concert. However, considering the open bowl, Baker is to be commended.

An excerpt from Ravel's Mother Goose Suite was one of the evening's top performances. Ducky, featuring the soprano sax work of Glen Johnston, was done in fine style, as were such laves as I Don't Stand a Chance and Guilty, latter with vocals by Jane Phillips. Whether Baker can play in dance tempo was not determined, as such selections were not offered. Solos by Johnston, George Poole and Dale Brown were exhibitions of excellent musicianship.

For concert and semi-chamber-type works, band is okay. With dance arrangements in the book, the band could hold its own in hotels and intimate affairs. Baker et al. have showed the courage of their convictions and will undoubtedly continue their collective efforts to make this ensemble a successful one. Joe Bleeden.

Cleffer Guild

Continued from page 12 Vischi & Winter, who has been guiding the guild thru its formative stages, had not yet accepted the job of official counsel for the group at the time of the original Billboard story because he wanted to be certain that a representative cross-section of the profession was seriously interested. This week he was formally retained and made a public announcement of the guild, now officially called the League of American Songwriters, in a news release recapitulating The Billboard exclusive.

Daru, who had been approached by cleffers to oversee formation of a guild in 1943, 1945 and 1947, had won a settlement against Broadcast Music, Inc., for 14 writers in a cause celebre considered instrumental in ending the radio strike in 1940. Some of the same 14 are active in the steering committee promulgating the League. Their names are being withheld until a final check of the membership has been established.

The League will be active in the legislative picture at State and national levels by fall. Daru promised, and will act for individual writers as well as the group where guild action is indicated. As to action against BMI, Daru said "no comment," but members of the steering committee told a Billboard reporter that BMI was without doubt the chief item on the agenda.

MPCE to Vote

Continued from page 11 whether they should contribute. After meetings with Music Publishers Protective Association, the MPCE council is weighing a plan whereby employers and employees each would contribute 3 per cent of the contact man's weekly salary, the deduction applicable only to the first \$100 of salary. It is estimated that a monthly pension of at least \$140 could be set up, with a minimum of \$80 coming from the plan, plus \$80 in Social Security.

The first issue of The MPCE News, an in-house publication, was published this week, under the editorial supervision of Bob Baumgart, Mack Clark, Leo Diston and Harry Santly.

Dunn Capitol V-P

Continued from page 11 per; Bill Fowler, exec veepee in charge of Eastern operations, and Jim Murray. Dunn will accompany labels' topmen on its regional sales meet (others include Prexy Glenn Wallichs, Livingston, Fowler and Hal Cook) with Cook, recently promoted to position of director of publicity-advertising and promotion, reporting to Dunn.

Children's Press Invades 79-Cent 45 Kidisk Field

CHICAGO, July 7.—Children's Press, Inc., a subsidiary of Regency-Sterling Corporation, major primary and publicity here, last week announced that it will start penetrating the 79-cent 45-r.p.m. kidisk field, in addition to its line of 29 and 39-cent seven-inch 78-r.p.m. platters. The new line will be called the Star-Bright 45-r.p.m. punch-out records. Each disk will carry two of the complete kidisks previously on the Star-Bright classics, a series of recorded adaptations of the standard kid yams. First release will have six different records, packaged in a sleeve that contains a series of punch-out toys and a picture story. Ted Winter, presy of Children's Press, Inc., stated that the firm will continue to market the Star-Bright classics on the seven-inch, 78-r.p.m. disks. Winter is currently readying a new release on the Star-Bright 39-cent Musical Paek of Four series, which carries in addition to the record, punch-out toys, a coloring book and a story of the disk. This series is concerned with folk songs, nursery rhymes and cowboy melodies, but will now go into different subjects for moppets.

Kidisk Pack 'Upside Down'

NEW YORK, July 7.—RCA Victor will shortly unveil a new wrinkle in kidisk packages with the introduction of the "upside down album" series, kicking off with two Winnie the Pooh albums featuring flick actor Jimmy Stewart.

The new package is an album with two covers, one of which is upside down with relation to the other. Half of the enclosed text and pictures is similarly placed with relation to the other half. At a midway point in the recording, the tots are asked to turn the book as well as the disks upside down and proceed with the recording.

RCA obtained book rights to Winnie from the E. P. Dutton Company, and disk rights from Stephen Stesinger, representative for A. A. Milne, author of the books.

RCA kidisk exec, head Steve Carlin will plane to the Coast Thursday (12) to record the two albums with Stewart, who will make his kidisk debut with Winnie.

Peter Pan Kidiskery to Wax "Terry-Toon" Character Series

NEW YORK, July 7.—The Peter Pan kidiskery has concluded a deal with Hollywood film cartoonist, Paul Terry, for the use of several of his Terry-Toon characters on records. The company will release seven-inch disks of Mighty Mouse and Dinky. Deal calls for co-operative promotion and advertising efforts. The tie-in with Terry is part of an expanded promotion merchandise campaign by the kidisk subsidiary of Synthetic Plastics Sales Corporation. Label has named three regional managers; Herb Siegel in Los Angeles, Norman Elliott in Chicago and Lou Bass in New York. Also announced this week by diskery President Herman Lapidus is a national distributor sales contest with the first prize a two-week cruise to South America for the distrib showing the greatest sales increase over a set quota. Distrib salesmen will also be banded prizes on the same basis. New promotional materials being made available by Peter Pan are four-color streamers, Peter Pan-O-

Grams, merchandise display racks, floor and counter merchandisers and a wooden floor rack for 7-inch disks, with a kiddie record player for demonstration purposes.

Peter Pan also will expand its 10-inch and 7-inch lines with addition of new titles. The 25 cent, 7-inch line will release Rudolph, the Red-Nosed Reindeer and Frosty, the Snowman characters while the 49-cent, 10-inch line will consist of 32 titles. Frosty and Rudolph disks will be issued on a new royalty series along with such material as Teddy Bear's Picnic, Mighty Mouse and Little White Duck. Label's 45 r.p.m. line of six different titles will six-page albums in color will continue to retail at 59 cents.

Firm's national sales manager, Ralph Berson, leaves tomorrow (8) for a tour of Eastern cities prior to attending the music convention in Chicago. Following the trade show, Berson will continue on a swing around the United States visiting all distributors.

RECORD DEALERS!

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CORRECTION

In the King Record advertisement published in our June 30th issue "Winnie" Harris is listed as one of their artists. This is an error—the name should be

WYNONIE HARRIS We're very sorry.

MUSIC POP CHARTS ON P. 50 THIS ISSUE

In accordance with annual custom, the best-selling disk, sheet music, most-played and other charts are carried in the section devoted to the National Association of Music Merchants' Trade Show and Convention.

Gotham Prepares to Slice \$10,000,000 Shrinker Melon

• Continued from page 1

ting town. Oddly enough only one club, the Latin Quarter, has reservations of any magnitude from the order. The Copa has a few reservations, but so far there haven't been too many. But, as at the LQ, some efforts were made to buy out the club for a whole night. And, like the LQ, the Copa nixed it, not wanting to lose or bar its regulars.

The Riviera, across the Hudson, the only other major niter, is out of the running for the present indications. According to the club's head waiter, no Shrinker reservations have been made up to late Friday night (8). With business at

the Riviera what it is, it is doubtful if the club needs any convention trade.

The spots that will probably get a shot in the arm are the side-street clubs. The Wivel, skedded

Helsing's, Chi, Dropping Acts

CHICAGO, July 7.—Helsing's Vodvil Lounge, for more than nine years a landmark on the North Side rialto, is shuttering its entertainment policy Sunday (15).

Frank and Bill Helsing, Helsing ops are dropping entertainment because of bad business and failure of the spot to get suitable acts, which would keep the weekly budget under \$1,750. Frank J. Hogan was exclusive Helsing booker.

Cloverleaf Club, Sioux Falls, S. D., has returned to acts, currently using Danny Marshall and Frankie Sid Harris, an exclusive skedder.

AGVA AIMS LEGAL GUNS AT L. A. BOARD

Protests Guinea Pig Ordinance Against Talent

HOLLYWOOD, July 7.—American Guild of Variety Artists is leveling its legal guns for an expected battle, with Los Angeles County Board of Supervisors over the latter's proposed ordinance requiring all entertainers working in the county to carry an identification card bearing their pictures, all names used in connection with their acts and any convictions excluding traffic violations and juvenile offenses. AGVA Attorney Morton Harper, along with Guild Coast Chief Eddie Rio, meet with the supervisors July 17.

AGVA's beef is that it resents being used as a guinea pig. If the county wishes to keep undesirable from doing business, why the Guild asks, should entertainers be singled out? Passage of such a bill would mean that an act arriving in the city on a Saturday could not open over the week-end, as it would be impossible to be issued a card, with city and county offices being closed. Most prominent niteries in the county are Ciro's and Mocambo. Sheriff's office is also against the proposal, branding the move as unrealistic. Sheriffs claim it would be difficult to police clubs due to insufficient number of law enforcement officials.

MOSTEL FILES

2G Action Vs. Miami Estate

NEW YORK, July 7.—Zero Mostel has brought suit against the estate of the late Danny Davis, Miami Beach, Fla., cafe op, and his widow, Kitty Davis, for \$2,000, claiming that amount as due him on a contract calling for him to work for four weeks last December at the Davis club.

Mostel was booked for \$2,000 weekly in the beginning of November, 1950. Davis died suddenly latter part of November and the spot was sold. Mostel went into pictures for RKO, getting \$1,500. He now claims he was ready and willing to perform and is seeking the difference between what he got from RKO and was to get from Davis—\$500 a week for four weeks.

Bobby Fineus, also signed by Davis before his death, is also revoiding a suit against the Davis estate.

The American Guild of Variety Artists has a rule forbidding its members to start court action against operators until they have exhausted all AGVA arbitration machinery. In the case of Mostel, AGVA admits that no waiver has been asked, but also said that a death of a head of a corporation doesn't liquidate claims. It indicated that it will not penalize Mostel for by-passing AGVA rules.

Music Hall Books Foreign Sight Acts Extending Into '52

Lou Walters Also Buying European Talent for N. Y. and Miami Niteries

NEW YORK, July 7.—The greatest number of foreign acts in Radio City Music Hall history has been bought by the house with bookings extending well into 1952.

Most of the deals were made by Leon Leonidoff and Russell Markert when they were abroad and caught the various turns, mostly sight acts. Practically every act has been bought thru Lew and Leslie Grade, London agents, or thru Eddie Elkort, the Grade veep and head of the firm's American office.

The long run of The Great Caruso, now in its eighth week, has bolstered up the Music Hall's bookings to such an extent that despite its tremendous backlog of acts signed it has no definite idea when they'll come in. After The Great Caruso winds up, house has Showboat steaming in. Latter is also expected to be a long runner.

In any event three of the imports have definitely been set for the annual Christmas show. These are the Bal Combs, Eve and Joe Slack, and the Diagoras.

In addition to these the Music Hall has signed Rudy Horn, the last who does a six-cup-and-saucer balancing act stop a bicycle and

Melba Manages Pierre Cafes

NEW YORK, July 7.—Stanley Melba, who has booked the shows and led the band at the Hotel Pierre's Cotillon Room for the past two years, has been upped to complete management of the hotel's cafe activities by Frank Padgett, head of the Pierre.

For the opening show at the Cotillon Room which opens September 18, Melba has brought Yma Sumac, with Tony and Sally De Marco set to follow. Part of Melba's deal with the hotel, besides booking both the Cotillon Room and the cafe, is to be the official host with a budget that will permit him to entertain, buy bigger shows and, in general, promote the hotel's showbiz activities.

Kurt Hofmann will become the new press agent and Needham & Grohmann will continue to place advertising.

to close the end of June, has already postponed this annual shut-down to share in the huge Shrinker klitz.

Legit shows are also expected to get a solid boost from the thousands of nobles, wives and families. Even the shows that are stumbling along are getting rid of tickets. Many a producer of a turkey hopes the Shrinkers will give him a little white meat to chew on.

Talent agents and promoters who customarily work under Shrine auspices, as well as many who would like to, are filtering into town and setting up quarters to entertain the nobles. The Shrine has a rep as the best possible sponsoring organization for most showbiz endeavors.

The fee-batted operating staff has a strong showbiz flavor. Deputy Director Mitchell, key man in the org. and his assistant, Dorothy A. Taylor, have long been ardent showbiz fans. Frank Miller, Ringling-Barium concession boss, is supervising the sale and handling of souvenirs. John Loneragan, theater producer, dreamed up Feserobia with talent booked by Frank Wirth. Agent Carlton Hubb is aiding in the general entertainment, and Arthur E. Campfield, show tent manufacturer, is also pitching.

who recently had a Life magazine spread; the Dassist, a French act; two Myrons, a Bavarian act; the Mizweeks from Australia; Trio Bassi, Italians; Jose Soreno, Latin American act, and Norman Wisdom, a London television act.

Other imports due to repeat dates are the Boliana Avankot, a four-act; Nino the dog, and Rex Raemer.

Next to the Music Hall, the next largest buyer of foreign acts (in the indoor field) is Lou Walters, who is now buying for three spots, the Latin Quarter, his to-be-opposed Miami Beach Latin Quarter and the Gilded Cage.

Walters is now trying to get the entire show of one of the Parisian cafes to come in for him at both New York and Miami Beach.

Old Philly Inn To Feature Flesh

PHILADELPHIA, July 7.—The Kennet Square Hotel will have floorshows when the new Philadelphia owners take over the historic inn at the end of the month.

It will be the first time the suburban hotel will have had any form of entertainment in its long history, which dates back to pre-Revolutionary war days.

N. Y. CAFE TAGS EXPIRE AUG. 31

NEW YORK, July 7.—The New York City Police Department announced this week that all present public dance hall and cabaret employer identification cards will expire August 31. Persons requiring such cards, including talent and musicians, may apply for renewal at the Division of Licenses, 156 Greenwich Street. Fee for the new card is \$1. Also required are two photos of the applicant, 1 1/2 inches square, and the current identification card. New cards will be good for two years. The office is open until 4 p.m. weekdays, and noon Saturdays.

TEX. BALINESE ROOM REOPENS

GALVESTON, Tex., July 7.—In a surprise move by Anthony Fertitta, manager, the Balinese Room, swank niter, owned by the Maceo interests, reopened Friday (29) after being closed two weeks previously during the Texas crime committee's probe of the Maceo interests.

According to Fertitta, "We are reopening because we could not cancel our band contracts covering the next several months."

Questions whether the Balinese room would be followed by the reopening of other spots brought "no comment," as did the question whether the Balinese gaming room would reopen or drinks be sold.

Frankie Masters and his band were scheduled to open Thursday (9).

Canada Cafes Seek Ways To Beat New Tax

Ops Plan to Drop Entertainment in Protest of Levy

TORONTO, July 7.—Another battle is on the way between the cocktail lounge owners and the local musicians' union as a result of the inauguration of the 12 1/2 per cent entertainment tax.

The tax is on any entertainment which is provided in the lounges other than background music. In effect, it is the same tax as levied on U. S. spots which use any entertainment except strictly instrumental music. About 80 per cent of the cocktail lounge owners in the city are already talking about dropping all units and plying customers with nothing but liquor and background music.

Installation of large-screen TV sets is also being considered. This would be non-taxable, and prize fights and star-studded musical shows would be advertised.

The tax is slapped on every type of lounge entertainment but the tax on the admission price is limited to a maximum of \$1 per person, and in the case of cocktail lounges is based on the customer's food and drink bill.

Walter Murdoch, head of the local musicians' union, figures it will be good for Canadian musicians, as the number of the imports will be cut down.

As far as subbing piped background music into the lounges goes, the musicians' union reports it has an agreement with Muszak which supplies most of the canned music hereabouts, whereby Muszak agrees not to supply its service as a substitute for live musicians.

Muzak has been put in an uncomfortable position. Wanting to play along with the live musicians,

RITZ-C PUTS ON DOG; OPS MUZZLES IT

A. C. Hotel's Plan For Class Nitery Is Nixed by Govt.

ATLANTIC CITY, July 7.—The proposed name parade set for the beach-front Ritz-Carlton Hotel blew up last week after the initial opening with Mary McCarthy as a result of a head-on collision with the Office of Price Stabilization. Plan was for the hotel's Ritz Tavern to start action as a class supper club with top names coming in for a percentage of the covers.

OPS, however, ruled that since the room didn't have covers before, it was no-go for cover charges now. Moreover, as a "tavern," room's menu for food and drinks was considerably lower than the tariffs imposed for the new policy. In nixing the cover charges, which vacationers passed up in spite of popularity of the opening attraction, OPS also ruled that the room had to roll back its menu prices for both food and drinks. As a result, the name parade is out and it's back to the tavern policy with only Ford Harrison's ork on tap.

Ritz's projected supper room plan was the most pretentious among the beachfront hotels where small dance bars have been the standard for many years, and still are.

Stem Combo Biz Picks Up

NEW YORK, July 7.—Stem biz showed a marked improvement last week among the combo houses with Radio City Music Hall (6,200 seats; average \$135,000) still the cream of the crop. House took in \$148,000 for its seventh week with The Great Caruso, Larry Storch and Myrtil and Paeaud.

Roxy (6,000 seats; average \$80,000) did \$105,000 for its first week with the Ice Show, the Kean Sisters and The Frogmets.

Capitol (4,627 seats; average \$35,000) did \$42,000 for its initial week with Margaret Whiting, Jack Smith, Frank DeVolk and Excuse My Dust.

Paramount (3,654 seats; average \$50,000) wound up its two-weeker with Juanita Hall, Cy Reeves, Carman Cavallaro ork and He Ran All the Way with \$57,000 and a preem of \$60,000. New bill has Martin and Lewis and Dear Brat.

Palace (1,700 seats; average \$15,000) went up to \$20,000 for 10 acts plus Three Steps North.

they find, should they take their equipment out of the lounges where they are now installed, they will not be able to get back in. They figure the owners will make (Continued on page 93)

DEAN, JERRY CAN COP FAST 400G

N. Y. Paramount Stint Could Net 120G, With 3 Bookings to Follow

• Continued from page 1

against 50 per cent of the gross is \$50,000 a week. But if the business of the first three days starting Wednesday (4) is any yardstick, their first week's cut will be \$75,000.

Opening day they took in about \$24,000. The following day the figure was about \$19,000, and Friday's figure was better than \$20,000. The house estimates the week's gross will be over \$145,000, which would be a record. Bob Hope, who came in on a similar deal, \$50,000 guaranty against 50 per cent, did \$19,000 on his opening day, grossing approximately \$140,000 for the first week.

When the town finishes at the Paramount it will go into Detroit for a week starting July 20. Then

comes two weeks at the Chicago Theater and one at Minneapolis. In all theaters the guarantee is \$30,000 against 50 per cent with the exception of Detroit where their split will be 60 per cent. So for six weeks they're guaranteed a minimum of \$300,000, with splits bringing that figure up to a probable \$400,000.

DETROIT, July 7.—Club Joe Bashey, downtown niter, was damaged by fire Monday (2) but was able to continue bar operation without interruption.

Dancing was barred because of damage to the floor but a replacement was scheduled to be in place for the week-end.

Hocus-Pocus

By BILL SACHS

JIM SHERMAN, former Chicago magician and magic dealer who settled in Hollywood several years ago, is now on tour with the **Edgar Bergen** unit playing army and navy bases. **Russell Swann** is with the same troupe. **Sir Edwards** (Ramon La Rue) info that due to a disappointment he was unable to open with **Aunt Swenson's Thrillcade** with his **Sky Escape** act as scheduled. However, he will open with the

Swenson unit at Augusta, Ill., July 20, winding up at Hutehinson, Kan., September 18. **Sir Edwards** also has again been contracted to tour this fall and winter for the International Harvester Company, opening November 5 in the Atlanta district. He does his mental and magic turns on the International Harvester tour. **William Asimus**, veteran semipro magician and since 1916 city editor of *The Manchester* (Conn.) Herald, died at his home in that city recently of a heart attack. **Bobbe Jean**, who mixes magic with acro dance work, is working Michigan niteries. **C. Thomas Magruss**, now residing up at his home in Rock Island, Ill., after an extended tour of Wisconsin and North Dakota schools and colleges covering 12,000 miles and 361 performances, netted a half-column yarn in a recent issue of *The Rock Island Argus*, outlining details of the trek. **The Great Sorcar** (P. C. Sorcar) has returned to his native Calcutta after engagements in Madras, Bangalore and Hyderabad in South India. After an overhaul of the show, Sorcar plans to resume his tour. Having played virtually all of the major cities of India in the past year, Sorcar plans to take his show out of the country this season. Sorcar announces that **Dr. C. S. Karland Frischkorn** (The Great Karland), of Norfolk, Va., has been elected honorary member of the Indian Magic Expansion Board.

NOTHING much doing in a magic way around New York these days. Club dates are few, with most of the local magic lads shoving off for the summer resorts. **Jay Marshall** has opened at New York's Versailles. **Lady Francis** concluded.

(Continued on page 33)

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- Feb. 14-21—Singo Club, Las Vegas, Nev.
- Feb. 24-Apr. 1—Palm Home, Palm Springs, Cal.
- Apr. 9-22—CRO Club, Spokane, Wash.
- Apr. 23-30—Cave Club, Vancouver, B. C.

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Extra Added

Brief but important night club vaudeville news

New York

Doris Ryle, of the Skating Ryles, ice skating team current at the Roxy, received a fractured arm when a portion of the dressing room ceiling fell. Act had two more weeks and she days to **Roscoe Clooney** will do her first cast date August 31 at the Las Vegas Thunderbird since her "Come On-a My House" disk became a hit. **Irving Fields** will be on the same date making his first Vegas job. **Danny Thomas** will use moppel **Bunny Lubell** in his forthcoming Warner Bros. flicker. **Louise Howard**, **Mack Triplett**, **Harvey Stone** and **Bernice Parks** will all do London dates between July 6 and December 3. **Patti Page** will do two weeks at the Chicago Theater, starting October 12, with her own package.

Philadelphia

Max Olshon, banquet manager of the Chateau Crillon, will manage the Supper Club and Cabana at the new Warwick Hotel, Atlantic City. **Cleo Jones** is redecorating the Embassy Club's Monkey Room which will be renamed the Circus Room for next season's operation. The Rendezvous capacity is 175. Its recent show of **Ronnie Graham**, **Terry and Jean**, and **Phil Edwards** is budgeted at \$1,250. **Bill Siemion**, who used to operate the **Tea-Ago Club**, soft drink niter, will start a similar operation as the **Bang Bang Club**, Wildwood, N. J. **421 Club** brings in **WHAT** disk jockey **Ramon Bruce**. **Cafe Owners Association** renamed the same state of affairs the its election meeting, continuing **Bob (Ciro's) Corson** as president; **Herman (Powellton) Comroe** and **Spikes (Celebrity) Shandelman** as vice presidents, plus **Sam (Embassy) Silber** as treasurer. **Les Jackson** goes back to Steel Pier, Atlantic City, as manager of the pier's Music Hall. **Dottie Myrtle**, after six months at Drury Lane Inn, switches her singing to the **Hof Brau**, Wildwood, N. J., for the summer.

Hollywood

Gynthia Lee held over at the Horn Room at the Last Frontier Hotel, Las Vegas. **Molins Dega** agency has inked **Estelita Rodriguez**, Gal plays the Riverside Hotel, Reno, in August. **Ada Leonard's** fem ork goes into the Casbah for two weeks ending July 6-8, 13-15. **Kathy Steele** and **Paul Nero** debut their niter at Vancouver. **Wash American Guild of Variety Artists** has joined the sheriff's office in the search for **Dorothy L. Clark**, exotic dancer, also known as **Georgia Lee** and **Dorothy Miller**. Gal's last local date was at the **Follies**, May 31. **Four Rounders**, from the booking Sean in Anaheim, Calif., are touring with **Edgar Bergen's Coca-Cola** troupe. Group bows in **Bakersfield** first week in July. **Ciro's Herman Hoyer** was made honorary mayor of Avalon, Catalina Isle. Assisting in the rites was **Woody Herman**. **Nils T. Granlund** was warned by American Guild of Variety Artists here to discontinue his work with amateurs or face unfair action by the AGVA board. **Kid Ory's** option has been picked up indefinitely at the 331 Club. **Lionel Hampton** goes into the **Palomar Supper Club**, Vancouver, B. C., September 3 for two weeks. **Paul Neighbors** moves from the Chase Room to the roof at the Chase Hotel, St. Louis, to remain thru August 14. He follows that with three weeks at **Pleasure Pier**, Galveston, and his first Midwest date, Chicago's **Aragon Ballroom**, September 11. **Spirits of Jazz** are current at **Cobblestone Inn**, San Fernando Valley, which features Sunday jam sessions.

Here and There

While other vaude houses are closing for the summer, the Casino, Toronto is booking big names for the summer. Skedded in are **Rudy Vallee**, **Ethel Smith** and the **Mills Brothers**. **Palomar Supper Club**, Vancouver, B. C., which folded several weeks ago, will under the management of **Sandy de Santos**, reopened June 18 with a newly organized limited stock com-

Burlesque Bits

By UNO

AL AND B. DOW, in conjunction with **Sid DeMay**, have taken over the **Savoy**, one of the **Walter Reade** houses in **Asbury Park**, N. J., and opened July 3 with a summer burly stock policy. Cast comprises **Loney Lewis**, **Irving Selig**, **Bob Richards**, **Marion Wehrfield**, **Marion Lee**, **Jan Adair** and **Strut Flash**. **Pal Brandeau** is producer of a chorus of 10. **Larry Norman** opened at the **Top Hat Club**, Danville, Ill., June 25. **Charles Robinson**, **Joe DeFitta** and **Staley Montori** continue at the **Rialto**, Chicago. New feature is **Renee Andre**, the **Abbe Goro**, comic, bowed June 30 for the summer at **Garden Resort Hotel**, Ferndale, N. Y. thru **Maurice Kuris**, who also booked into the same spot **Blanche Frank**, straight woman, for her third year, and **Leonard Fabian**, emcee-singer, whose ma, **Jean Darling**, was busy headliner in former big wheel shows. **Sid Nadell** and **Debra Dante** opened at the **Roxy**, Cleveland, July 6 for two weeks thru **Lou Miller**.

LILLIAN WHITE, dancer and straight, now at **Tony Pastor's**, **Greenwich Village**, New York, is featured heavily in **Trinity Films' "The Rage of Burlesque"**, released July 6 for its first showing at **Times Square's New Yorker Theater**. Other principals in the flicker are **Ivy Vine**, **Kay Carroll**, **Gung Hal**, **Jungola**, **Linda Lombard**, **Pauline Bryant**, **Janina Frustova**, **Terry Twins**, **DeCastro Sisters** and **Slim Gaillard Trio**. **Billy Rogers**, ork leader, and his wife, the former **Grace Tre-mont**, recently celebrated their 26th wedding anniversary at their Brooklyn home. **Follies**, formerly the **Gen. Chicago**, is featuring **Sherry Shannon**. Vol-

Muggles Charge Nets Lucille Lazon 2 Years

MIAMI, July 7.—The recent round-up by local and federal authorities was concluded this week when **Lucille Platt**, 27, known burlesque audience as **Lucille Lazon**, was sentenced to two years in prison for possession and sale of marijuana. The girl was arrested last week when three former addicts, picked up by Miami Beach authorities, reportedly bought narcotics from her.

Follow-Up

COPACABANA, New York: **Donald Richards**, spot's new singer, gave a display of singing and showmanship seldom seen here in male singers. Working smoothly but with intensity he belted out a series of numbers that included pop, standards and show tunes to a house that listened raptly. Looking smart in a well-tailored dinner jacket, **Richards** (doubling from the TV-er, **Brooklyn Open House**) started off with a bright, fast number, followed by a softly phrased **Too Young**. Then came a **Flavian's Rainbow** melody followed by **Sound Off** and a highly skilled **Gloria Road**. His next was the **Air Force** version of **The Whiffenpoof Song** and ended with a bouncy **Manhattan's My Home**. **Richards** has been around for some time. Seldom, however, has he worked as well as he's working today. His hand movements are a masterpiece of showmanship motion. His strong burly voice is smooth, and his selling, sharp. The full house at the show caught applauded long and loud.

Miami Beach

Five o'Clock Club opened on the 34th with **Billie Vine** and **Buddy Lester**. **Paddock Club**, under new management, had **Ginger Britton** and vocalist **Leonard Conner**, plus a line of can-can girls. **Driftwood Room** has been featuring **Mr. Ballantine** and **thru Kay Lande**. **Dave Fisher** and **Johnny Stewart** recently played their fourth stanza at the **Sherry Frontenac**. **John Edwards** recently vacationed at the **Sans Souci**.

Volume 1, Number 1 of "Cavaladee of Burlesque," priced at 50 cents, has been issued by **Jay J. Hornick** and **Jess Mack**, with sketches by **Frédère**. **Burlesque Historical Company**, Philadelphia, are the publishers. Book, profusely illustrated with burly headlines and brimful of burly history edited by **George Nonemaker**, is dedicated to the memory of **Isadore Hirst**. **Al Striker**, for 43 years a contortionist, is now general sales manager of **Anafla Products** in **Newark, N. J.** **Madama DuVernoy's "Burlesque Blackouts of 1951"** headlined the show at the **Sterling Palmair Theater**, Seattle, week of July 2. **Talent** included **Louis Mei Lan**, **Edith Dahl**, **Karl Wayne**, **Cass Owens**, **Harry Todd** and **Hal Darby**. **Muriel Ives**, of "Okla-homa," and **Margie Morris** were part of a show **Frédère Fulton** put on for the vets at the **Northport (L. I.) Hospital** July 1. **Angiewood, Calif.**, chief of police has forced operators of the **Trade Winds** there to change policy from burly to a revue-type show. Club features **Lynn Johnson**, the **Four Soil Dancers** and the **Don Rattell** quartet.

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JULY 14, 1951

Off-Broadway Review

GLAD TIDINGS

(Opened Monday, July 3)

Sea Cliff Summer Theater, New York

Directed by Edward Mabley. Starring Melvyn Douglas, Signe Hasso, Maud Abbott, Claire Abbot, Terry Abbott.

Glad Tidings, originally titled Sacred and Profane, arrived at the Sea Cliff (L.I., N.Y.) summer theater last week. It is a comedy by Edward Mabley and stars Melvyn Douglas and Signe Hasso, both of whom develop personal appeal.

As it stands now, Tidings is amusing summer fare. It is exceedingly well acted, and is the sort of nonsense that clicks with large theater customers.

However, there is much to be done if Tidings is to make a serious Stem bid. Mabley has come up with a cute idea and some amusing

(Continued on page 29)

SOLID CLICK

'Prince' Does 14G in Three Seattle Dates

SEATTLE, July 7.—Greater Seattle, Inc., went into high attendance-gross gear with its Aquo Theater run of Romberg's The Student Prince, June 28-30.

The local production of Prince was far superior to the weary Shubert road entourage which have dragged into Seattle in the past. Tom Herbert's direction of the production was solid and better than well paced Herbert continued to use a narrator technique to move the show along and added the gimmick of staging non-musical scenes in the cubicles set within the high diving towers.

Weather, a tricky problem in the Northwest was perfect for all three slanzas. Greater Seattle, Inc. officials, scheduling Blazon Time for July 12-14 and H. M. S. on August 15, 16 and 18, may well take a look at the healthy b. o. and increase the number of performances. Will Stevens.

AGMA Reopens 'Fledermaus' Control Row

NEW YORK, July 7.—The dispute over jurisdiction of Fledermaus, presumably settled last week when the International Board of Associated Actors and Artists of America reaffirmed Actors' and Chorus Equity's control of the operetta, flared again yesterday.

The move provoked a major storm at both 4 A's and Equity headquarters. A telegram signed by International Prexy Paul Dullzell and V. P. Dewey Barker went to AGMA charging flagrant violation of the parent org's ruling and ordering the union to stop its interference.

Evidently the next move is up to AGMA. Falne's stand is that the Metopera agreed, prior to the 4 A's decision, that the touring operation came under the head of its basic agreement, and that it was set up on this premise.

Out of Town Review

THREE WISHES FOR JAMIE

(Opened Monday, July 3, 1951)

Philharmonic Auditorium, Los Angeles

A new musical play in three acts. Based upon the novel, 'Three Wishes of Jamie McBain' by Charles O'Neal. Book by Charles O'Neal and Charles Lederer. Music and lyrics by Ralph Blane. Special lyrics designed and lighted by George Jenkins. Costumes designed by Miss Willie. Musical direction and choral arrangements by Pembroke Dawson. Choreography by Robert Russell Bennett. Costume direction by Walter Israel. Technical direction by Richard Rodda. Assistant conductor, William Eliff. Production supervised by Edwin Lester. Stage directed by Albert Lewis. Presented by Albert and Arthur Lewis.

Choreography was bright in spots. Hayride was the best of the production numbers.

Highlight Reviews

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

ANTA CASE HISTORY (III)

Pros and Cons Battle, Pride Vs. Prejudice

Continued from page 3

the theater? Why does this organization conduct a fund raising campaign to pay off (among other things) the mortgage of its playhouse, when every other legit producer who owns a theater prefers to use the capital for play investment rather than sink his money into a building? Wouldn't it be better to use the dough on more worthwhile projects?

A. Yes. The mortgage was included in the over-all scheme, but actually comes last in importance for money allocation. Most important is the Academy and the expansion of service and membership. ANTA does expect to have money left over for reducing the mortgage, whether or not there will be enough to wipe it out.

Q. Since the mortgage has had rather big play, isn't that a misrepresentation?

A. Not exactly. Something concrete must be offered to pin a campaign on.

Outside N. Y.

Q. What has ANTA really done to help theater organization outside New York? Is it all simply a matter of labels pasted? Has there been anything concrete contributed?

A. ANTA has about 300 members who have received assistance from time to time, but aid is not limited to members only. Concrete examples can be cited. Financially, ANTA has made loans to the Barter Theater, made gifts to the Equity Library Theater, and other actor showcases. In the case of Mary Rose, one of the Play Series, ANTA worked out all the operational problems with the Ann Arbor (Mich.) Drama Festival and construction plans of sets for their Getting Married production were supervised by ANTA to meet union regulations. Those sets were later transferred to the Playhouse for its production.

In the case of the Utah Festival, managers turned a deaf ear to their pleas for really professional shows. ANTA made it possible for them to have Katharine Cornell in Bennett's of Wimpole Street, Judith Evelyn in Jodel of Lorraine, and Orson Welles in MacBeth. They have now become well enough established so that they rarely call on ANTA for help.

As for the Dallas Theater, it is true there was no financial assistance, the money having been raised locally. But ANTA feels that its efforts helped put the group on the map. Besides supplying talent and show suggestions, ANTA flew President Vinson Freedley and critic Brooks Atkinson to the opening, and has continued to ex-

exploit the theater in professional circles.

One of ANTA's services to groups outside New York is an actor placement bureau, which helps these organizations to get technical personnel and the stars they want.

Q. An. Do these stars take cuts? A. No. Salaries range pretty much as on Broadway, some getting over their usual amount, a fact which often seems necessary to lure them away from Broadway.

About Pros

Q. What has ANTA done for the professional theater, which apparently has done so much for it?

A. ANTA has helped only in a service capacity. During the past season ANTA sent out mailings to over 1,000 clubs in the New York area, suggesting shows to see and giving information as to how they could get tickets. Also ANTA has contacted members and leaders in drama in communities where road companies were to play, urging them to see the show. Cases in point were the tour of Katharine Cornell's That Lady and of Death of a Salesman—in both instances managers of the companies reported that the towns ANTA contacted showed a definite increase at the b. o. This is a service which ANTA would like to extend.

Whether or not the above answers are satisfactory is a matter of personal acceptance. Whether or not the group's activities

(Continued on page 29)

Solution Near On Ticket Code

NEW YORK, July 7.—Apparently a solution to the months-old hassle over theater ticket distribution is in sight. Members of the Ticket Code Authority and the committee of producers which has been seeking a formula which will be acceptable to all parties concerned, met at the offices of the League of New York Theaters Friday (8) and, according to informed sources, came up with a format covering brokers, subscription clubs and theater party clubs. Since the Code Authority sat in on the deliberations, it may be assumed that, if and when adopted, the format will become a part of the ticket code.

Arthur Schwartz, chairman of the producers' committee, would make no statement as to details of the plan, but said he believed that it would be completed within two weeks.

Whatever the committee's final solution may be, it will need the approval of the ticket brokers in order to get their signatures on a contract for its support. A call to their attorney, Jesse Moss, brought the information that he is completely in the dark as to the committee's deliberations, which have been extremely hush-hush. Moss said that he had put his lawyer in writing for each committee member a week ago and that he profoundly hopes that they have been adopted in the drafting of the plan.

K. C. to Resume Legit Schedule

KANSAS CITY, Mo., July 7.—Coinciding with the celebration of the 200th year of living theater in America, the Theater Guild and the American Theater Society will resume their activities in Kansas City this season after several years' absence. Topping agenda are Sidney Kingsley's Darkness at Noon, and Tennessee Williams' Rose Tattoo.

Other selections will be made from such items as Member of the Wedding, The Country Girl, the new Margaret Webster production of Shaw's Saint Joan, Cocktail Party and a musical yet to be announced.

Local productions will be under management of John Antonello.

Sides and Asides

Janis Paige will play the female lead in 'Remains to Be Seen,' the new Howard Lindsay-Russell Crouse comedy due October 3. This will be Miss Paige's Broadway debut, though she has appeared in films many times. Under Bar Winstad's direction, the show goes into rehearsal next month. Jackie Cooper is also in the cast. 'Make a Wish' closes Saturday night (14) after 102 performances. Richard Whorf has been signed to stage 'The Philon Complex,' by L. Bush-Fekete which Richard Kraker will produce in the fall. Paul Vincent Carroll's 'Chuckeyhead Story' is due to open at the Royale week of September 10. Louis Vernau's new play starring Ginger Rogers will bow at the Plymouth September 25. Still title-less, show is due to break in at New Haven, Conn., Philadelphia and Washington. Anthony Farrell and Chandler Cowley are now thinking of taking over sponsorship of the proposed revival of 'O' Thee I Sing.

Helen Hayes stated last week that she would not appear in any production this season other than a limited engagement for the American National Theater and Academy. That will probably be 'Much Ado About Nothing.' Miss Hayes also said she would not run for re-election as ANTA's president. Reason is that she wants to be free to travel with husband Charles MacArthur. H. C. Potter, who will be responsible for the staging of 'Point of No Return' when it opens in December with Henry Fonda starring, arrived in New York last week from Hollywood to confer with Producer Leland Hayward. Paul Osborn, who made the dramatization of John P. Marquand's novel, and Jo Mielainer, who will design the sets for the show. 'Top Bu-

mana' will go into rehearsal August 8. Harry Zevin, general manager for producers Paula Stone and Michael Sioane, is currently in the show in which Phil Silvers will star. Fred Herbert will be stage manager and Joe Roth company manager. Robert C. Schnitzer has been appointed by ANTA as general manager of the program it will present at the Berlin Arts Festival in September. Judith Anderson will appear there in Robinson Jeffers' adaptation of 'Medea.' The Sudlers Welk ballet and the Old Vic are due to make contributions to the festival on behalf of Great Britain, and Louis Jouvet's troupe (Continued on page 20)

Library Adds Legit Section

PHILADELPHIA, July 7.—The Free Library of Philadelphia announced plans this week for the building of a whole wing devoted to the legitimate theater. Section will be built under the Mark Wilson Memorial Collection, and others are being asked to donate their respective collections under their own names. Wilson was press agent for the Shubert theaters here for many years and his widow, Maud L. Wilson, donated his comprehensive collection to the library last year. Plans for a complete library wing resulted from the arrival here of the collection of Agnes Dean, of New York. Altho she is unknown to Mrs. Wilson, who doesn't even know how to trace her to express thanks, the collection came to the local library with specific instructions that it be added to the Wilson Memorial Collection.

BROADWAY SHOWLOG

Performances thru July 7, 1951

DRAMAS

Table with 3 columns: Title, Performances, and Gross. Includes titles like Affairs of State, Greenwich Guest, Season in the Sun, Sliding 37, The Hallelujahs, The Moon is Blue, The Rose Tattoo.

MUSICALS

Table with 3 columns: Title, Performances, and Gross. Includes titles like A Tree Grows in Brooklyn, Call Me Madam, Courier's Tragedy, Gentlemen Prefer Blondes, Guys and Dolls, Kiss Me, Kate, Make a Wish, Othello, Sweethearts, South Pacific, The King and I.

RSROA All Prepped For Contests, Meet

Rollercoaster Ops Have Arena in Shape; Board Huddle, Convention July 8-9

CLEVELAND, July 7.—Preparations were virtually completed this week-end at the huge Rollercoaster here by operators Jack Dalton and Clarence and D. J. Reynolds for kick-off of the 1951 skating championships and convention of the Roller Skating Rink Operators' Association, July 8-14.

On Sunday (8) the RSROA board of control will meet in the rink at noon for a conference. The following day the association meets in convention at the Rollercoaster, starting at 1 p. m. The convention meeting was advanced one day so that operator-members will have an opportunity to watch the competitions which get under way the following morning. During the remainder of the week brief association meetings will be scheduled for dinner hours.

Among business matters expected to be brought before the association are new services for the membership, broadening of the

association's judging system, further constitutional amendments which were instigated at last year's Denver meeting, a finance committee-prepared plan which is expected to eliminate multiple dues plans and advance planning for 1952 championships at all levels. Rollercoaster officials have stated that a large section of the arena's permanent seating facilities have been reserved for several thousand out-of-town visitors expected to take in the championships. In addition, it has enlarged dressing room facilities since Dalton and the Reynolds brothers hosted the 1948 championships.

Skaters who placed one, two, three in regional contests are eligible for participation in the nationals. In the case of speed skating, the three highest contestants in each division will participate, while entries in relay racing will be limited to the winning team from each regional contest.

PRESS AGENCY THE HARD WAY

SPRINGFIELD, O., July 7.—Tom Reay, a roller skating enthusiast who calls the Wichita (Kan.) Roll-O-Rena, operated by L. E. and S. G. Leodler Jr., his home rink this week was in the midst of a 1,028-mile journey on skates to the July 9-14 Cleveland national championships of the Roller Skating Rink Operators' Association.

Reay, who layed over here Wednesday (4) to avoid holiday traffic after traveling 850 miles, said he is making the trip as a publicity stunt to advance the skating sport. He expects to complete the remaining 150 miles to Cleveland in time for the start of the skating contests and will remain there for their duration. Reay said that he sent out letters in advance to herald his trip.

16 Coast Gals In Precision Skating Team

SANTA PAULA, Calif., July 7.—Sixteen teen-age girls have formed what they believe is an unusual amateur roller skating precision drill team. Since February the Rhythmic Rollerettes, formed by Mrs. Patsy Wood, have drilled and exhibited their skill before skating enthusiasts in Southern California.

Average age of the girls is 14. Most of them have been skating for about two years and some of them started only last winter. From their ranks JoRita Smith and Sue Stafford won honors in recent competition with other skaters from Ventura County.

When the Fiesta Ranchera was held here recently the Rollerettes were one of the highlights of the festivities, and a list of girls wanting to join the team is growing.

Members are Wilma Rogers, Dorothy Rains, Loydell Stewart, Kathleen Harborth, Carol Olein, Karen West, JoRita Smith, Sue Stafford, Madeline Burleson, Glenn Anlauf, Joanne Brinley, Allie Ann Driver, Diane Rieger, Ronda Fisher, Donna Hollenbeck and Mrs. Wood's daughter, Sandra.

Sides and Asides

Continued from page 19

will probably represent France. Schnitzer was general manager of the Ballet Theater tour of Europe last year under ANTA sponsorship. The festival originated by the Berlin city government, has allied high commission endorsement.

The Jamaica Theater in the borough of Queens will become the fourth theater in George Brandt's subway circuit next week (17) when Mae West opens there in "Diamond Lil." The other three theaters are the Flatbush and Brighton Beach in Brooklyn and the Windsor in the Bronx. Besides "Lil," "Death of a Salesman" and "Lend an Ear" are currently touring the circuit, with "Black Chiffon" and "Season in the Sun" possibilities for later in the summer.

On the West Coast, Pasadena Playhouse's second George M. Cohan play in the current Mid-Summer Drama Festival, "A Prince There Was," bows Thursday (12) with William Leslie, Lois Kimbrell, Susan Seatorff, Elizabeth Harrower, Denny Hawkins and Florence McAfee in the cast. Play will run thru Sunday (22).

Mae Williams, formerly of the Coast niter circuit, has a featured role in "Girl Crazy" at the Greek Theater, Hollywood. Deauville Club's theater in the round in Hollywood wound up operations last week with Gladys George in "Rain." Spot has had a time getting customers to pay the high tariff. Price was formerly \$6.75 for the show and dinner, but recently was dropped to \$3.60 to \$1.50 plus food tab.

The Young Ireland Theater Company arrived in the U. S. last week to tour the East and Midwest in Irish plays.

\$3 1/2 Mil Convention Hall Set in Mexico

ATLANTIC CITY, July 7.—A millionaire Mexican businessman, here last week for the Lions International convention, described a \$3 1/2 million convention hall under construction in his county. The structure, costing 30 million pesos, is modeled in design and purpose after Atlantic City's Convention Hall and is being readied for the Lions International convention in July, 1952.

Announcement of the Mexican auditorium was made here by Miguel E. Abed, who holds a high position in Mexican industry and finance. He said the auditorium there will house a capacity audience of 25,000. It will be a good deal smaller than the local convention hall, but is designed for compactness, he said. Ornate facades, planned to make the building one of architectural beauty, will highlight the chief departure from the Atlantic City structure's

simple design, Abed explained. The patron's comfort will be well taken care of, with thousands of dollars spent to design seats and refreshment stands, according to Abed. The wealthy industrialist produced a picture of himself taken in the company of Miguel Aleman, president of Mexico, who was instrumental in starting the convention hall project there.

The building will be located next to the Casino Militar, in colorful Chapultepec, according to Abed, and is the center of a beautiful wooded area. Thousands of workmen are laboring day and night to insure completion of the project for next year's convention. The building will play host to international conventions and serve as a sports palace.

Abed is slated to become national president of the Lions of Mexico at a convention near La Paz next month.

ANTA Case History (III)

Continued from page 19

represent concrete efforts or simply look good on paper is again a personal matter. Many will agree that it represents a really active picture, and many will conversely dub the claims so much hog wash. One thing is certain—an organization taking such positive steps there can be no noncommittal attitude. You're either for or agin it.

True, according to the Breen-Porterfield Foundation Plan there seems to be a lot left undone: To aid promotion and organization of annual tours of great plays enacted by America's most distinguished players; to aid theater expansion by implementing secondary route or off-the-beaten-track professional touring units. But according to Col. C. Lawton Campbell, acting exec-sec., the group needs time. "I see it as a 50-year program," he said. "I think we have accomplished a good deal so far, but there is much we have yet to do and will do."

"The work we have done throughout the country is not always something one can put his finger on. But we have begun to stimulate interest in the drama of professional caliber, and in time this must all pay off for the theater." Being a non-profit organization chartered by the federal government, it is compulsory that the org make public its financial statement for each year, so that anyone may examine the books. But, tho the books may be open for public scrutiny, the modus operandi of the org has still concealed the trade. Reports in the dailies signpost what seems to many to be almost open warfare within the org, battle lines forming in camps headed by Campbell and Breen. And the trade is asking, "If they can't get together inside, how can anyone outside work with them?"

Two Camps
Breen's recent resignation as exec secretary, with the duties assumed by Campbell, marked to

Glad Tidings

Continued from page 19

lines and situations. But at least one certain tag is dull, and the finale is overdone, and there is a distinct tendency to emphasize inuendo which is totally unnecessary. However, with the author touring with the show, and making weekly twists and shifts in the dialog, it is more than possible a potential Stem bow-in may get all the breaks.

Along with the previous mention of the stars, it should be noted that Douglas' personal direction of the piece is excellent. There is likewise sound assistance from Patrick Benoit, Virginia Dwyer, Ann Sturgis and Henry Garrard. Stu Cliff's resident company offers competent help via George Mitchell and Charlotte Burhans. Background-wise, it should be reported that a certain William F. Cope has quite a flair for set designing. His ocean-front cottage—or it could be mansion—is something to remember in summer. It was designed by Bob Francis.

many the throwing down of the gauntlet. In a comparatively new organization (actively so) a certain amount of ruckus might be expected, but here the division seems to be over a matter of the group's entire policy, which seems skeddled for review.

Breen feels that if ANTA changes its policies now, such changes should be announced to avoid public deception. "It is not a question of personality clashes," he said, "but an issue which involves, perhaps, a departure from our whole method of operation."

Campbell has stated there has not been and there will not be curtailment of ANTA's activities, to which Breen has replied publicly that there must be curtailment because of gradual cutting down of paid help. Much of the ANTA work has fallen to volunteer assistance, and many in the trade have complained that it is impossible to deal satisfactorily with them because they are not either fully informed or have no authority to issue statements. A fully paid, organized complement of employees seems to be what the organization needs. To cut down the paid staff and call in more volunteer help could obviously become progressively disastrous.

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'Voice' Criticism Spurs Probe

Continued from page 2

proposed supplemental outlay, is encouraging a broader inquiry in the pattern of the recent five-weeks' probe.

The hitherto unpublicized investigators' report showed, for instance, that, at a time when several layers of Voice's operations were already over-stuffed, the agency went into a 44-hour-week with overtime pay about 40 hours. Investigators reported they were unable to find any record of work in arrears or work produced. Furthermore, they found that Voice staffers were given a choice of when they wanted to put in their overtime—whether for four hours on a Saturday or on a Wednesday night. While catering to the whims of employee desires may have had some effect on morale, stated the investigators' report, "it would obviously be more productive to have all of the employees in the organization work the same hours."

The report went on to point out that the overtime apparently wasn't installed "on a businesslike

basis" and didn't produce additional output equivalent to the cost. The practice of overtime hours was quietly abandoned recently.

High Salaries
The report showed nearly half of the information service employees drawing down salaries of \$5,000 a year and up, altho other government agencies hire fewer than 13 per cent in those salary brackets. Half of some 86 jobs in the Voice's office of the general manager alone were earning salaries of \$7,000 and up despite a warning from the House Appropriation Committee that there were too many brass hats in the program.

Especially irksome to congressmen is the Voice's persistence in spending big gobs of money for self-praise and for pressuring Congress for more funds. Meanwhile, the Voice, in a seven-month period, sent scores of its staffers on speaking junkets around the nation, with Uncle Sam footing the bill for salaries and the bulk of travel expenses. The speech-making has been for the purpose of praising the Voice.

Hodges in Springfield Set Wedding on Skates

SPRINGFIELD, O. July 7.—Officials of Hodges Bros., Roller Rink here report plans to stage a wedding on skates at the rink Monday (16) at 7:30 p. m.

Doors of the rink will open at 7 and the regular skating session gets under way at 8 and runs thru 10:30. Admission will be 50 cents.

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AN EDITORIAL

The Changing Retail Market

THE entire music business in late years has been in a continual state of flux. The retail market has been ever changing, presenting new challenges to the dealer and demanding from him the utmost in alertness and merchandising skill.

This persistent growth and change is reflected in the pages of *The Billboard's* Fourth Annual Trade Show and Convention Section, whose special articles and studies mirror conditions being brought about by major developments in the entertainment business.

On an over-all level, the greatest impact on home entertainment is being made by television. Pressures and tensions in the electronics industry are not yet resolved. Some of these forces, as the development of color television, are just getting into high gear. The resolution of these forces will ultimately affect the dealer just as major engineering developments in the record business several years ago called for wide reorientation on the part of dealers everywhere.

An Open Mind

The time is one which calls for an open mind, one which is receptive to new ideas. It calls for initiative, for aggressive merchandising. The dealer, as never before, is a part of show business. To function to best advantage he must understand, on a broad level, not

only what is happening in records, sheet music and instruments, but also the changing patterns in motion pictures, radio and television. These changing patterns are ultimately being felt on the retail level inasmuch as they have a bearing on the social habits and customs of families and individuals.

It is pertinent at this point to note that these changes and challenges, when courageously and intelligently met, ultimately redound to the good of the industry. The truth of this will be realized by any dealer who surveys the history of the record business since the advent of the new speeds. As we go into midsummer and the fall of this year, the disk business presents an ever-widening sales picture, not only on the pop level but also in the classical LP field and children's disks. It is logical to assume that television, when it finally progresses beyond the current period of uncertainty and travail, will present great new areas for the dealer in home entertainment.

As we go into the new season it is perhaps well to note that one phase of the music business—sheet music—has remained fairly static. Survey returns indicate that all too many dealers lack the initiative to more aggressively merchandise an item which many dealers still find profitable. We are fully cognizant of the philosophy of some

dealers, to the effect that merchandising efforts can more profitably be devoted to big ticket items. We think, however, that this is an extreme point of view, that many dealers can turn a good profit in sheet sales. The evidence pointing to the close correlation between big selling disks and a demand for the music via sheets is too great to ignore. However, we realize that the fault rests not solely with the merchant. The publishing fraternity can still do much to push the sale of their product. According to survey returns, many dealers still claim they are not contacted by publishers or jobbers.

Knowledge to Guide

The music business is notoriously lacking in organized statistics and research. This has been one of the motivations behind *The Billboard's* preparation of the annual NAMM Trade Show and Convention Section and the annual Retail Record Store Survey. They represent the most exhaustive effort to give dealers an over-all picture of what is happening in their industry, in the belief that such knowledge will prove a constructive guide.

At the present time such knowledge is especially called for, in view of the changing times and the emergency situation in which the nation finds itself. Apropos the latter, and as we go to press, international diplomats are endeavoring to effect a truce in Korea. It is well to bear in mind, however, that government spokesman Charles E. Wilson has prognosticated that even should the war terminate, there will be no change in defense production for some time to come. Just what the certainties and uncertainties are, and what the dealer may expect, are outlined in a special article.

For the music dealer, the times are by no means out of joint—as they seemed several years ago. They are developing on a scale and at a pace which calls for the utmost in skillful merchandising.

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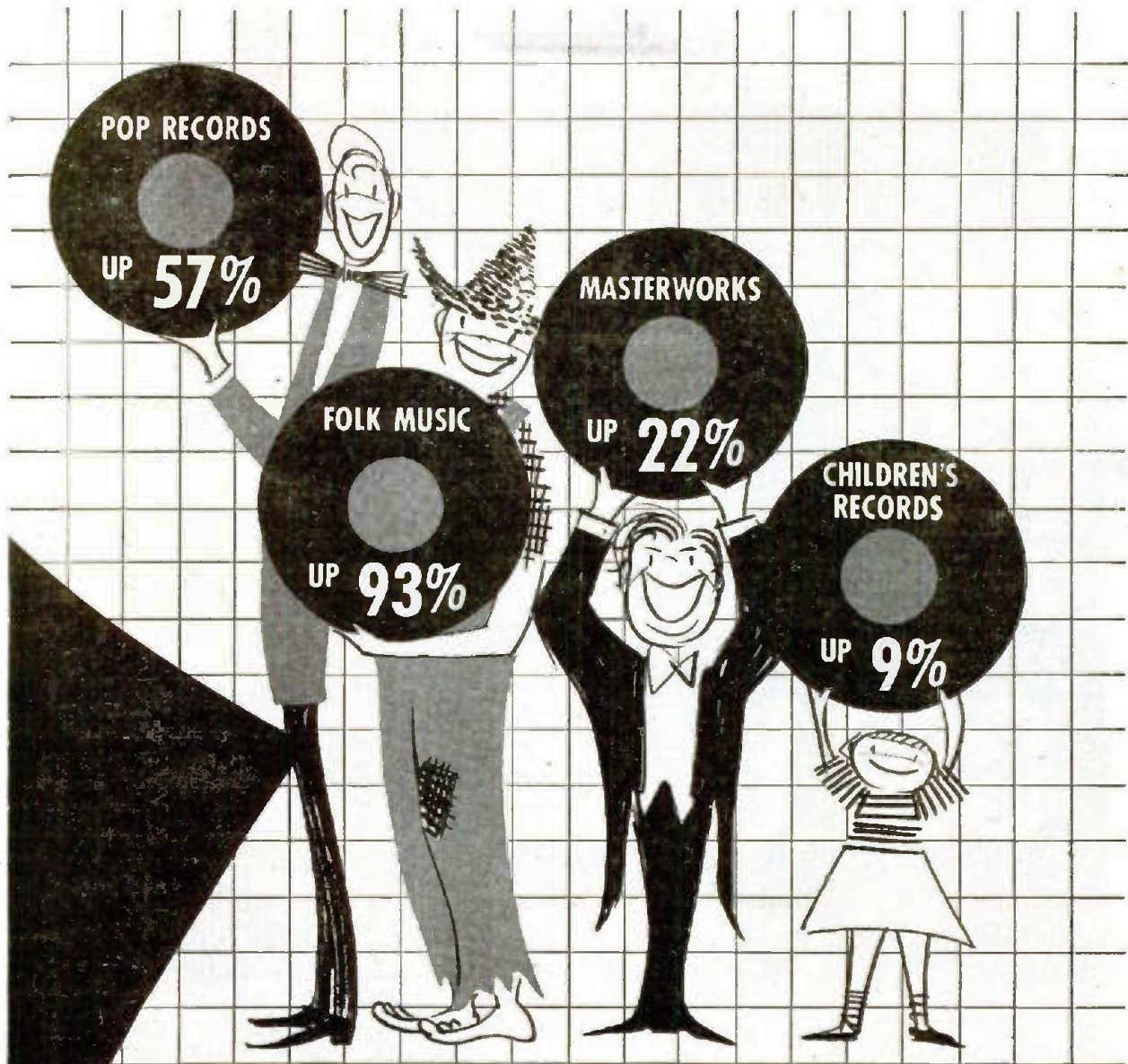
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SYLVANIA TV

LOOK WHAT'S HAPPENING TO COLUMBIA'S SALES

...and your profits!





Last spring we made you a great big promise!

We said Columbia was going to turn out the best records in the business, back 'em up with hard hitting promotions, and boost sales right across the board!

Did we keep that promise? Just look at the figures! (They compare Columbia's 1951 second quarter sales against the same quarter of 1950.)

In fact, Columbia's total sales for the second quarter were up 40%!

No two ways about it, Columbia is the hottest label in the business today. AND—

Here's what we promise you for fall:

- The **GREATEST** list of merchandise ever released!
- The **GREATEST** Ad and Promotion ever scheduled!
- The **GREATEST** Dealer Aid Program ever offered!

Columbia's Fall Merchandising Plan will be unfolded to the entire Columbia Sales Organization in regional meetings to be held throughout the country during the next two weeks.

YOUR COLUMBIA SALESMAN WILL CALL ON YOU WITH COMPLETE DETAILS—WATCH FOR HIM!

COLUMBIA RECORDS

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

Materiale protetto da copyright



sales

Just Released -
SURPRISING

THERE'S A BIG BLUE CLOUD
(NEXT TO HEAVEN)

HELLO, YOUNG LOVERS
From "THE KING AND I"

Just Released -
CARA CARA BELLA BELLA



Division -
GENERAL ARTISTS CORPORATION
THOMAS G. DOCHWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

are

going

higher

and

higher

There's No Boat Like A Rowboat

WE KISS IN A SHADOW
From "THE KING AND I"

with

PERRY COMO

ROCA VICTOR Records

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Consistent Money Makers Thru the Years—Available All 3 Speeds—33 $\frac{1}{3}$, 45, 78 rpm

SWEETEST MUSIC THIS SIDE OF HEAVEN

SOUVENIRS

LOMBARDOLAND (Volume 1 and 2)

WALTZLAND

SQUARE DANCES

WALTZES

TWIN PIANOS (Volume 1 and 2)

HAWAIIAN SONGS

LATIN RHYTHMS



Guy LOMBARDO

and his Royal Canadians

NEWEST RELEASE
CURRENTLY RIDING HIGH

"TIN PAN ALLEY RAG"
"THE LITTLE FERRY WALTZ"
45 and 78 rpm 27669

"BECAUSE OF YOU"
"OUT OF BREATH"
with GLORIA DE HAVEN
45 and 78 rpm 27666

"THERE WAS A NIGHT ON THE WATER"
"DIMPLES AND CHERRY CHEEKS"
with THE ANDREWS SISTERS
45 and 78 rpm 27652

"WONDER WHY"
"DARK IS THE NIGHT"
45 and 78 rpm 27640





We grew up on **DECCA Records** . . .

Remember?

BEI MIR BIST DU SCHOEN • TI - PI - TIN
 BEER BARREL POLKA • JOSEPH JOSEPH
 IN APPLE BLOSSOM TIME • RHUMBOOGIE
 BEAT ME DADDY, EIGHT TO THE BAR
 DOWN IN THE VALLEY • SHOO-SHOO BABY
 MISTER FIVE BY FIVE • ONE MEAT BALL
 SCRUB ME MAMA, WITH A BOOGIE BEAT
 RUM AND COCA COLA • WELL, ALL RIGHT
 PENNSYLVANIA POLKA • GOOD, GOOD, GOOD
 I WANNA BE LOVED • RAINY DAY REFRAIN
 I CAN DREAM CAN'T I? • SABRE DANCE
 ORANGE COLORED SKY • WEDDING SAMBA
 CAN'T WE TALK IT OVER? • TICO TICO
 IF I WERE A BELL • LIFE IS SO PECULIAR
 PENNY A KISS, PENNY A HUG • JACK, JACK, JACK
 SPARROW IN THE TREE TOP • TOO YOUNG



. . . and are still growing . . .

Our latest releases—

DIMPLES AND CHERRY CHEEKS
NIGHT ON THE WATER
 with GUY LOMBARDO

BLACK BALL FERRY LINE
THE YODELING GHOST
 with BING CROSBY

SATINS AND LACE
I WANT TO BE WITH YOU ALWAYS
 with RED FOLEY

I'M IN LOVE AGAIN
IT NEVER ENTERED MY MIND
 with GORDON JENKINS

IT IS NO SECRET
HE BOUGHT MY SOUL AT CALVARY
 with RED FOLEY



. . . and in 1975 . . .

. . . we'll probably be recording on
 Decca's 8-day 1/2 rpm tele-discs,
 such hits of the future as: **THE**
JET WITH THE FRINGE ON TOP; **22nd**
CENTURY STOMP; **BEAT ME DADDY**,
THIRTY TO THE BAR (with special
 harpsichord background); **IN MY**
MERRY GYRO-BILE; and a 35th
 anniversary revival of our first hit
 record . . . **BEI MIR BIST DU SCHOEN**

The ANDREWS SISTERS

ON  RECORDS

BOB CROSBY

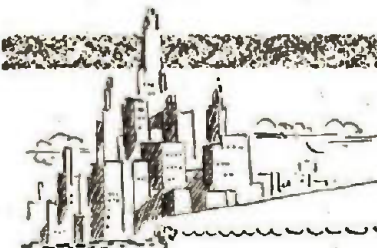


THREE TOP RELEASES ON CAPITOL

"I'M WAITING JUST FOR YOU"—"LONESOME AND SORRY" 78 rpm No. 1595 · 45 rpm No. F1595

"L'AMOUR TOUJOURS (TONIGHT FOR SURE)"—"I DON'T MIND" 78 rpm No. 1576 · 45 rpm No. F1576

"SHANGHAI"—"THAT NAUGHTY WALTZ" 78 rpm No. 1525 · 45 rpm No. F1525



RETURNING AUGUST 27 ON CBS

"CLUB 15" FOR CAMPBELL'S SOUP

"see"
Spinning To the TOP!...

"I'M A FOOL TO WANT YOU"

Columbia 39425



Frank Sinatra

Record Promotion

JIM McCARTHY

Columbia Records

First, Finest, Foremost in Recorded Music
Originator of 33 1/3 LP Records for Uninterrupted Listening Pleasure

Never has a Recording
 Personality taken so fast
 and so firm a hold on the
 Heart of all America



MARIO LANZA

EXCLUSIVELY ON
RCA VICTOR RECORDS
 ★
MGM PICTURES
"The Great Caruso"
 ★
RADIO

The Mario Lanza Show

Sponsored by Coca-Cola • C. B. S. Sunday Evening

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LEADS THE RHYTHM & BLUES FIELD by a mile!

and

Thanks to this great roster of HIT MAKERS!



• **RUTH BROWN**
 Hits: #919 Teardrops From My Eyes
 Hit: #930 I'll Wait for You
 Hit: #941 I Know



• **JOE MORRIS and his ORCH.**
 Hit: #814 Anytime, Anyplace, Anywhere
 Hit: #923 Don't Take Your Love Away
 Hit: #942 You're Mine, Darling



• **LAURIE TATE**



• **AL HIBBLER**
 Hit: #911 Danny Boy



• **JOE TURNER**
 Hit: #935 Chorus of Love



• **STICK MCGHEE**
 Hits: #916 Tom, Walks Boss
 Hit: #937 One Monkey Don't Stop



• **JIMMY LEWIS**
 Hit: #918 All the Fun's on Me



• **THE CLOVERS**
 Hit: #934 Don't You Know I Love You



• **THE CARDINALS**
 Hit: #924 Shouldn't I Know

- ★ WILLIS JACKSON
- ★ YAN "PIANO MAN" WALLS
- ★ ERROLL GARNER
- ★ FRANK CULLEY
- ★ LUCKY DAVIS
- ★ BILLY MITCHELL
- ★ TINY GRIMES
- ★ BILLY TAYLOR

ATLANTIC IS CONSISTENTLY BUILDING A SOLID REPUTATION FOR QUALITY PRODUCTION OF SURE SELLING ITEMS THAT ARE NON-COMPETITIVE, AND OFF THE BEATEN TRACK.

ALBUMS AND SETS

THIS IS MY BELOVED	#312
THE MAGIC RECORD ALBUMS	
"AMAZING ADVENTURES OF JOHNNY"	#311
"THE ADVENTURES OF BRONCO BOB"	#313
SQUARE DANCE PARTY	#310
ROMEO AND JULIET—Complete Play	LP401

LONG PLAYING RECORDS

JOE BUSHKIN—I Love a Piano	LP108	EARL HINES—Famous Piano	
ERROLL GARNER—Rhapsody	LP109	Solos	LP120
THIS IS MY BELOVED	LP110	BARNEY BIGARD—Fantasy for	
MARIE POWERS—Heart Songs	LP111	Clarinet and Strings	LP121
ERROLL GARNER—Piano Solos	LP112	SQUARE DANCE PARTY	LP122
BILLY TAYLOR—Piano Pastels	LP113	DRUMS OF HAITI	LP123
MARY LOU WILLIAMS—All the		WALTZES OF VIENNA	LP124
Piano	LP114	PEE WEE BUSSELL	LP126
RUTH BROWN FAVORITES	LP115	JIMMY HONES—Piano Solos	LP127
SARAH VAUGHAN SINGS	LP116	ERROLL GARNER—Passport to	
DON BYAS—Saxophone Moods	LP117	Fame	LP128
SIDNEY BECHET—Solos	LP118	HOWARD MCGHEE—Bobop	LP129
DIANGO RENSHARDT—Jazz		SIDNEY BECHET & MUGGSY	
Guitar	LP119	SPANIER—Duets	LP1206
		MARIE POWERS—Song Recital	LP1207

*to be released Sept. 1, 1951

ATLANTIC RECORDING CORP.

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 NEW YORK 19, NEW YORK

AMERICA'S FAVORITE *Folk Singers*



the **WEAVERS**

On Top of the Retailers Best Selling Lists

Now going strong...

"ON TOP OF OLD SMOKY"
"ACROSS THE WIDE MISSOURI"
Decca 27515

"THE ROVING KIND"
"THE WRECK OF THE JOHN B"
Decca 27332

"SO LONG
(It's Been Good To Know You)"
"LONESOME TRAVELLER"
Decca 27376

"GOODNIGHT, IRENE"
"TZENA, TZENA, TZENA"
Decca 27077



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Red Foley



Star of Prince Albert's
NBC "Grand Ole Opry"
WSM, Nashville, Tenn.

Hear his latest smash hits . . .

"PEACE IN THE VALLEY"

DECCA RECORD NO. (78) 14573; (45) 9-14573

b/w

"Where Could I Go But To Thee, Lord?"

"TENNESSEE HILLBILLY GHOST"

DECCA RECORD NO. (78) 46317; (45) 9-46317

b/w

"GILES COUNTY, PULASKI, POST OFFICE"



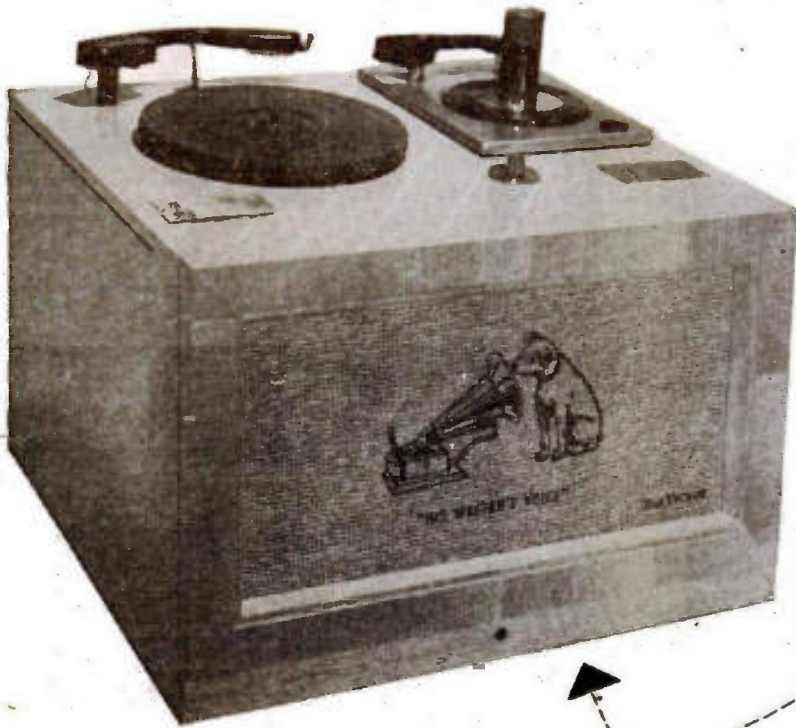
and . . . COMING UP *The Billboard*, June 30, 1951

"OCEANS OF TEARS"

DECCA RECORD NO. (78) 46304; (45) 9-46304 prolato da copyright

IT'S HERE!

The Table Model 3 speed demonstrator that you have been waiting for.....



**Be sure to stop at the
RCA VICTOR Records'
exhibit and see
this great new
demonstrator that
will be a pleasure to
have and to work
with . . .**

SPECIFICATIONS OF NEW BOOTH DEMONSTRATOR

Table model 3 speed demonstrator. 2 players. 1 for manual playing of 78 and 33½ and 1 for automatic playing of 45. Compares in performance with the 66E. Cabinet is of limed oak without lid. Height including spindle 17½" less spindle 14". Width 21¼". Depth 20". Back of cabinet is closed to prevent tampering. Customer operating instructions are provided on plates mounted in front of respective turntables. 78-33½ pickup incorporates a turn-over cartridge with separate osmium stylus. 45 player takes 14 records and has a sapphire stylus. Motor, turntable and correct speed controlled by single selector knob. Two operations to play 1 set speed selector. 2 set stylus lever, on two speed or actuate start switch on 45. Plastic dust hood provided to protect when not in use. Victor dog and logo silk screened on grille cloth. Jewel light on center of front lower rail to show when instrument is turned on. Output is push-pull with 11 watts maximum and 10 watts undistorted. Five RCA Victor preferred type tube including rectifier. Two continuously variable tone controls, one for bass, one for treble and off/on. Volume control has two points of compensation for improved tone balance at different volume levels and features a concealed locking device so dealer can pre-set. 12" high efficiency type permanent magnet electro-dynamic speaker. Controls recessed on the lower right hand side of cabinet. Golden Throat Tone system. Underwriters Laboratories approved. Operates 105 to 115 volts, 60 cycle AC only. Power cord has outlet type plug. Dealer instruction book incorporates detailed instructions for stopping off. 78 r.p.m. speed and for changing selector and customer operating instructions.

RCA • **RCA VICTOR Records** 

The Billboard's

4th Annual Retail Record Store Survey

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NOTE — This survey was taken by mailing questionnaires to 2,224 Billboard subscribers who are classified as music-record stores. Completed questionnaires received from 891 stores were used in compiling the results.



BEHIND THE SCENES
WITH THE QUEEN OF THE
JUKE BOXES

Her Latest Mercury Release!

"I'M A FOOL TO WANT YOU"

backed by

"IF YOU DON'T THINK I'M LEAVING"

And a Long List of Mercury Hits!

"I WON'T CRY ANYMORE"

"I APOLOGIZE"

"PLEASE SEND ME SOMEONE TO LOVE"

"AIN'T NOBODY'S BUSINESS BUT MY OWN"

"DON'T SAY YOU'RE SORRY AGAIN"

and many others



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The Billboard's 4th Annual Retail Record Store Survey

QUESTION 1 Of the record companies, which **THREE** labels gave you the best all-around service? (Please list label in order of "best service").

(1) _____ (2) _____ (3) _____

ANSWER 1

Names of Labels	Towns OVER 100,000	Towns UNDER 100,000	Total *Votes
RCA Victor	393	1012	1405
Decca	313	884	1197
Capitol	302	880	1182
Columbia	289	603	892
Mercury	83	209	292
MGM	50	105	155
King	15	50	65
Coral	6	24	30
London	19	8	27
All Others	20	45	65
TOTAL	1490	3820	5310

*Votes: 3 points for first choice; 2 points for second; 1 point for third.

QUESTION 2 Of the record companies, which **THREE** labels give you the best and fastest delivery service? (Please list label in order of fastest delivery.)

(1) _____ (2) _____ (3) _____

ANSWER 2

Names of Labels	Towns OVER 100,000	Towns UNDER 100,000	Total *Votes
Decca	317	918	1235
RCA Victor	317	801	1118
Capitol	281	809	1090
Columbia	294	572	866
Mercury	111	276	387
MGM	64	148	212
King	6	80	86
Coral	6	48	54
London	30	6	36
All Others	17	38	55
TOTAL	1443	3696	5139

*Votes: 3 points for first choice; 2 points for second; 1 point for third.

QUESTION 3 Of the record companies, which **THREE** labels send you the most helpful salesmen? (Please list label in order of helpfulness of salesmen.)

(1) _____ (2) _____ (3) _____

ANSWER 3

Names of Labels	Towns OVER 100,000	Towns UNDER 100,000	Total *Votes
RCA Victor	349	868	1217
Columbia	292	609	901
Decca	206	636	842
Capitol	233	579	812
Mercury	90	208	298
MGM	71	134	205
King	9	91	100
Coral	17	47	64
London	11	8	19
All Others	29	48	77
TOTAL	1325	3266	4591

*Votes: 3 points for first choice; 2 points for second; 1 point for third.

QUESTION 4 Of the record companies, which **THREE** labels have the most helpful and informative release sheets and direct mail? (Please list label in order of the most helpful information.)

(1) _____ (2) _____ (3) _____

ANSWER 4

Names of Labels	Towns OVER 100,000	Towns UNDER 100,000	Total *Votes
RCA Victor	525	1256	1781
Decca	310	783	1093
Capitol	297	782	1079
Columbia	245	463	708
MGM	25	76	101
Mercury	16	56	72
Coral	3	24	27
King	8	13	21
London	11	8	19
All Others	8	16	24
TOTAL	1448	3477	4925

*Votes: 3 points for first choice; 2 points for second; 1 point for third.

RCA Victor Leads in Service, Scoring Three Firsts; Decca Takes "Fastest" Category; Mercury Leads Indies

RCA VICTOR easily takes the nod as the diskery giving the best service to dealers, according to returns on *The Billboard's* Fourth Annual Record Store Survey. Questions one thru four deal with various aspects of the service problem. Victor wins in three categories, being named tops for best all-round service, sending the

most helpful salesman and having the most helpful and informative release sheets and direct mail. It is to be noted that in these categories, Victor leads both in large and small cities. For best all-round service the diskery scored a total of 1,485 points as against a total of 1,197 for Decca. Latter was last year's winner in all-

round service. Capitol follows Decca closely in large and small cities, with Columbia in fourth slot.

Decca first as having the fastest delivery, with a total of 1,235 votes. Last year Decca also won this slot, with Victor second. This year Victor scored 1,118. It is to be noted that in large cities Victor tied Decca's score of 317. Capitol is third in total points on this question, with Columbia fourth.

On question three Victor repeats its win of last year. Columbia, too, retains second position, with Decca third and Capitol fourth.

Question four repeats the standing of the majors last year.

Among the Indies Mercury is tops in all-round service, with MGM second, as was the case last year. Same is true for fastest delivery and most helpful salesman—Mercury licking indie competitors. On question four, however, MGM beats out Mercury as having the most helpful and informative release sheets and direct mail.

Points scored by all diskeries may be seen in accompanying charts, with scoring broken down into large and small cities.

QUESTION 5 How often do you order current hit pop records? (Please check the frequency listed below that best describes your answer.)

() Daily () About twice a month
() About twice weekly () About once a week
() About once a month

ANSWER 5

Frequency	Towns OVER 100,000	Towns UNDER 100,000	Total *Votes
Once a week	115	373	488
Twice a week	86	108	194
Twice a month	15	107	122
Daily	20	14	34
Once a month	3	4	7
Total	239	606	845

Most Dealers Order Pop Hits Weekly, But Wide Variation In Buying Habits Exists

RETURNS on question five are particularly significant for two reasons. They illustrate the wide variation among dealers in the ordering of current hit pop records. The returns also imply a great variation in dealer initiative, and similar variation in the degree of service a dealer gets from manufacturers and distributors. A pop hit, of course, must be merchandised while it is hot. The majority of dealers, accord-

ing to the survey, order current hits about once a week. Out of a total of 845 answering, 488 so stated. A considerably lesser number of dealers answering, 194, order about twice weekly. About 122 order twice monthly. A small number of dealers fall into either extreme—that is, very alert merchandising or very slow merchandising. Thirty-four, for instance, are sharp enough to order disks daily. As against this extreme are seven who order once a month.

The Billboard's 4th Annual Retail Record Store Survey

QUESTION 6

Do you believe the record industry will eventually come down to a one or two speed industry from the present three? (Check the answer below that best describes what you think will eventually occur. Base your opinion on present sales trends in your shop. Check one answer only.)

- () Remain a three speed industry () End up two speeds—33 and 45
- () End up two speeds—33 and 78 () End up two speeds—45 and 78
- () Go back to 78 only () End up at 45 only () End up at 33 only

ANSWER 6

RPM SPEEDS	Towns OVER 100,000	Towns UNDER 100,000	Total Votes
End up 2 speeds—33 & 45	103	305	408
Remain a 3 speed industry	98	202	300
End up 2 speeds—45 & 78	22	51	73
End up 2 speeds—33 & 78	16	26	42
End up 45 only	5	29	34
End up 78 only	—	9	9
End up 33 only	4	4	8
Total	248	626	874

Trend of Dealer Thought: Disk Biz Will End Up 45 and 33, Altho 78 Is Still Largest In Dollar Volume

ALTHO the greatest dollar volume business is still being done in 78 disks, the trend of dealer thought is that the record business will come down to two speeds—33 and 45. In other words, it is increasingly believed, 45 will ultimately replace 78 for singles. Of the 874 dealers answering question six, 408 state the business will end up at 33 and 45. A total of 300 believe it will remain a

three-speed industry. Only a small number of those answering, 42, believe the two ultimate speeds will be 33 and 78. A total of 73 believe the two speeds will be 45 and 78. Dealers believe the possibilities of returning to 78 are very slim, as are the possibilities of ending up at 33, the scores on these queries being respectively nine and eight. Thirty-four dealers believe the business will wind up at 45.

QUESTION 7

Does the same person who supervises your purchasing and selling of records also buy and supervise the sale of equipment as listed in Question 12?

- () Yes () No

ANSWER 7

	Towns OVER 100,000	Towns UNDER 100,000	TOTAL
Yes. Same person buys records also buys equipment listed in question #12.	86	467	553
No. Person that buys records does NOT buy equipment listed in question #12.	50	127	177
Total	136	594	830

Increasing Trend Toward Transfer of Record Playing Equipment From Set to Record Department

SURVEY result this year shows that dealers are continuing to transfer the purchase and sale of record-playing equipment from the set department to the record department. Last year's survey disclosed that nearly 63 per cent of the dealers had the same individual supervising the sale and purchase of record-playing units. This year the figure went up to more than 75 per cent of the 830 dealers replying to this question. Statistics also show that the

large city dealers were at about the same position this year as last. Not many additional stores had handed the responsibility of record-player merchandising to the disk department. It was in the smaller cities that the dealers combined record and record player activities under a single department. Size of the large city stores must, of course, be considered a factor. At the same time it was the large city dealer group which first realized the advantages of making the change and moved quickly.

QUESTION 8

If you do not sell any of the items (listed in Question 12), have you recently contemplated adding at least small players and attachments?

- () Yes () No

ANSWER 8

	Towns OVER 100,000		Towns UNDER 100,000		TOTAL	%
	Stores	%	Stores	%		
Yes. Dealers that have recently contemplated adding at least small players and attachments.	26	60.47	78	67.24	104	65.41
No. Dealers that have NOT recently contemplated adding at least small players and attachments.	17	39.53	38	32.76	55	34.59
Total	43	100%	116	100%	159	100%

Big Upsurge in Number of Dealers Contemplating Addition Of Record Playing Equipment

LAST year only 21 per cent of the dealers replying to this question had any thoughts of expanding their stock to include at least small record players and attachments. This year more than 65 per cent of the dealers have contemplated the addition of some record-playing items. A year ago the small-town record retailers were somewhat worried about finding space in their shops for the addition of record players and attachments. Now, it is apparent, the space problem is not as im-

portant a factor. It is also apparent that record retailers are becoming more and more aware of the necessity to place record-playing units in homes, to be consistent with the types of record-playing equipment owned by their customers and also to widen the merchandise stock carried in order to increase traffic and unit purchases. It may also be inferred that these same dealers believe they have the cash necessary to add new lines of merchandise.

QUESTION 9

Which of the three speed records are selling the highest gross dollar volume for you now?

- () 33 LP records () 45 RPM records () 78 RPM records

ANSWER 9

RPM SPEEDS	Towns OVER 100,000		Towns UNDER 100,000		TOTAL	
	Stores	%	Stores	%	Stores	%
78 RPM records	152	63.33	380	61.89	532	62.30
45 RPM records	29	12.08	164	26.71	193	22.60
33 LP records	59	24.59	70	11.40	129	15.10
Total	240	100%	614	100%	854	100%

New Speeds Making Inroads, But 78 RPM Still Accounts For Highest Gross Volume

IT IS difficult to make any direct comparison here with last year's results because the question has been expanded by the addition of the 78 r.p.m. speed. A year ago dealers were asked only to signify which of the two new speeds accounted for the highest gross volume. Results last year showed that 33 1/2 r.p.m. and 45 r.p.m. speeds were running neck and neck with the 45's slightly in the lead. Results this year were almost the

same in that 45 is only slightly ahead of the LP speed. Despite the inroads consistently being made by the two newer speeds, the highest gross volume is still accounted for by the standard 78 r.p.m. disks. The combined total of both 45 and 33 1/2 does not equal that of the 78 r.p.m.—532 dealers still report that 78's account for the highest gross against 322 dealers who give the nod to either of the two new speeds.

QUESTION 10

What is the average record purchase per customer in terms of dollar value?

ANSWER 10

	Towns OVER 100,000	Towns UNDER 100,000
Average record purchase per customer	\$2.67	\$2.28

Average Disk Sale Per Customer Is \$2.67 in Large Cities; \$2.28 in Smaller Areas

FOR THE first time, The Billboard this year asked the dealers to name the average record purchase per customer in terms of dollar value. The result may be very surprising to many people in the disk business. Rather than a figure close to the price of a single 78-cent disk, the dealers report that the customer in the large city makes an average purchase of \$2.67 while the small city dealer's aver-

age sale is \$2.28. Projecting the possible breakdown of units which totaled the more than \$2 rung up on the cash register it appears as tho there are innumerable album buyers or that the purchaser of single disks buys about three at a time. It may be that the results of this question will have an important effect on the dealer thinking concerning unit sales and merchandising.

The Billboard's 4th Annual Retail Record Store Survey

QUESTION 11 Do you lose sales because of a shortage of salespeople that are adequately trained?

ANSWER 11

	Towns OVER 100,000		Towns UNDER 100,000	TOTAL
	Yes	No		
YES, lose sales because of shortage of adequately trained salespeople	63	150	213	
NO, Do NOT lose sales because of shortage of adequately trained salespeople	178	438	616	
Total	241	588	829	

Many Sales Lost Thru Inadequately Trained Sales Personnel

THE FOURTH annual retail record store survey taken by The Billboard added a question concerned with the adequacy of sales training. Results are not too gratifying to the industry, altho 75 per cent of the dealers in both large and small cities report that they do not lose any sales because of a shortage of adequately trained sales people.

There are 213 dealers who admit that some sales are being lost because of the inadequacies of

sales personnel. It is certainly a problem that should be faced by the industry on all levels. If 25 per cent of the dealers need more and/or better trained salespeople, it could follow that one out of every four sales may be lost for the same reason. Whether it be industry, manufacturer, distributor or retailer, such a loss is sufficiently great to call for concerted action on any and all levels of the record business to correct the inadequacies.

QUESTION 12 Besides records, which of the following items does your store also sell?

ANSWER 12

Records Records Items Sold	Towns OVER 100,000		Towns UNDER 100,000		TOTAL	
	Yes	No	Yes	No	Yes	No
	45 RPM attachments (no amplifier)	197	15	523	33	720
33 RPM attachments (no amplifier)	160	32	401	104	561	136
Kiddie phonographs	157	32	417	102	574	134
Wire, tape, disk recorders	80	90	290	190	370	280
Radio-phonograph consoles	98	70	379	124	477	194
Television sets	98	73	233	228	331	311
45 RPM phonographs (with amplifier)	176	21	487	42	663	63
3-speed manual phonographs (with amplifier)	153	29	432	89	585	118
3-speed automatic phonographs (with amplifier)	155	30	429	84	584	114
3-speed changers for replacement (no amplifier)	123	52	341	136	464	188
TOTAL	1397	444	3932	1142	5329	1586

Statistics Analyze Disk Dealers' Stocking of Radio-TV-Phono Equip't; Variations in Large, Small Cities

THAT the record-music dealer carries radio-TV-phono equipment is forcefully pointed out in the results obtained from the dealers answering this question. Also quite evident are such general patterns as: (1) 45 r.p.m. attachments have the widest distribution; (2) larger city dealers are more apt to carry 33 1/2 r.p.m. attachments; (3) small city dealers are more apt to carry manually operated phonographs, and (4) wire, tape or disk recorders have not yet attained very wide distribution.

In both large and small towns the 45 r.p.m. attachments and self-contained players rank one and two respectively. The LP attachments are in third place in the large cities, but rank only sixth in smaller towns. Kiddie phones rank fourth or fifth as reported by dealers in general. Radio-phono consoles rank seventh in the small towns and eighth in the big cities in reference to dealer replies on the items they sell in addition to disks.

It should be pointed out that while television sets appear to be carried only by a small group of dealers, this question was answered by dealers in both TV and

non-TV areas. That every dealer carrying the radio-phono consoles also carries TV sets when telecasting begins in his city is proven by the results of the statistics compiled from among the large city dealers. The frequency with which the dealers stated they carried radio-phono sets and television sets ranks both products as tied for eighth place as "carried by most dealers."

One of the lessons to be learned from these results is that many dealers are ignoring the sales potential of such items as three-speed replacement changers, and recording equipment using either wire, tape or disks. That 370 dealers carry wire, tape and/or disk recorders and that 477 dealers carry radio-phono consoles should be proof enough that the stocking and selling of these items must be lucrative.

A word of caution must be given concerning the interpretation of the statistics herewith presented. Among the record dealers replying in these questions are chain and syndicate store departments which do not stock "bug-licker" items or stock them only in separate appliance or radio-TV departments.

QUESTION 13 Do you sell kiddie records?

ANSWER 13

	Towns OVER 100,000		Towns UNDER 100,000	TOTAL
	Yes	No		
YES, Sell kiddie records	238	603	841	
NO, Do NOT sell kiddie records	6	14	20	
Total	244	617	861	

Kidisks a Growing Factor In Record Field; Majors Dominate But Indies Impressive

FOR THE first time since The Billboard has been surveying retail record stores, specific questions concerning the market for children's records have been included. Dealers were asked which kiddie lines they carry, whether they intend to add kidisks if not now selling them and whether the intention is to add low-priced kidisks or the standard priced lines. There was a certain amount of confusion evident in the replies. In any case, the slight errors had little or no effect on the final standings of the labels.

First of all, it is quite evident from the tabulations that very few dealers do not carry children's records. Percentage-wise the figure is extremely minute. The average dealer learned long ago that the kidisk lines are profitable to handle.

Indies Impressive

As expected, the major companies showed up best in the listing of which lines of children's records are carried in most disk shops.

Yet it is obvious that the independent kidiskeries have made definite and strong impressions on the average disk dealer. Particularly highlighted are the low-priced kidisk lines such as Golden, Peter Pan, Lincoln. On the other hand the higher priced subscription-club labels, Children's Record Guild and Young People's Records, have stepped into the retail picture. Since this year's survey results cannot be interpreted in the light of the previous year's tabulations, it must be assumed that the children's record business in general has become a more important factor in the industry than it has been for many years.

Survey results also show that the few dealers who do not now carry kidisks are not apt to take on such lines in the near future. It is probably in these instances that the shops cater to a classical-music buying clan almost exclusively and therefore feel that the investment required to stock kidisks adequately would not pay off in sales volume.

Many dealers who now carry

QUESTION 14 Which kiddie labels do you carry?

ANSWER 14

	Towns OVER 100,000		Towns UNDER 100,000	TOTAL
	Yes	No		
Capitol	173	420	593	
Victor	171	377	548	
Decca	140	316	456	
Columbia	150	298	448	
Peter Pan	82	225	307	
Golden	64	148	212	
Caravan	39	80	119	
Children's Record Guild	36	71	107	
Lincoln	27	69	96	
Young People's Records	31	40	71	
MGM	17	39	56	
Westminster	20	29	49	
Mercury	17	26	43	
Kiddie Land	10	31	41	
Playtime	5	33	38	
Mayfair	13	27	38	
Voco	2	29	31	
Star Brite	—	19	19	
Teddy Bear	3	13	16	
Allegra	4	10	14	
Adventura	3	8	11	
Junior	—	8	8	
All Others	18	63	81	
Totals	1023	2379	3402	

only a limited stock of kidisks appear to be ready to add lines. Among this group the addition of low-priced traffic item lines takes precedence over the standard-priced kidisks. Again this may be interpreted as some sound business thinking on the part of the dealers.

There is a growing cognizance of the need for building store traffic by any and all legitimate means. The widening of stocks and the widening of price ranges seem to be two popular methods for increasing current business and building customers for the future.

The Billboard's 4th Annual Retail Record Store Survey

QUESTION

15

If you do not now carry kiddie records, do you intend to add kiddie lines?

ANSWER

15

Do NOT carry kiddie records but intend to do so	TOWNS OVER 100,000	TOWNS UNDER 100,000	TOTAL
Yes	4	24	28
No	7	24	31
Total	11	48	59

QUESTION

16

Which kiddie lines do you intend to add?

ANSWER

16

	TOWNS OVER 100,000	TOWNS UNDER 100,000	TOTAL
Low Priced Lines	30	62	92
Standard Price	16	39	55
Total	46	101	147

QUESTION

17

Please check **JUST TWO** of the following sources of information that are the biggest help to you when buying records. Check only the **TWO** that are the most important to you:

ANSWER

17

SOURCES OF INFORMATION	TOWNS OVER 100,000		TOWNS UNDER 100,000		TOTAL	
		%		%		%
Customer requests	124	25.46	289	29.65	413	24.17
Trade paper editorial features	84	17.25	253	26.70	337	19.72
Distributor and/or manufacturer release sheets and direct mail	59	12.12	195	15.96	254	14.86
Trade paper advertisements	47	9.65	159	13.01	206	12.05
Record salesman's advice	60	12.32	128	10.47	188	11.00
Your own personal opinion	62	12.73	114	9.33	176	10.30
Your local disk jockey shows	44	9.03	58	4.75	102	5.97
Local juke box operator advice and suggestions	7	1.44	26	2.13	33	1.93
Total	487	100	1222	100	1709	100

Trade Papers Most Valuable Aid In Helping Dealers Buy Records; Customers' Requests 2d

THE ROLE of trade papers (and we believe the term "Trade Papers" in the music business means *The Billboard* preponderantly) play a highly important role in helping the dealer buy records. Out of the total answering this question, 543 stated that trade paper editorial features and trade paper ads constituted the biggest help in buying disks. A number even specifically identified *The Billboard*. In last year's survey trade paper editorial and ads also

constituted the greatest aid to dealers. Customers' requests make up the second largest source of aid to dealers, a total of 413 so stating. Next in order are distributor and/or manufacturer release sheets and direct mail, with a score of 254. Record salesmen advice, mentioned by 188 dealers, and "own personal opinion", mentioned by 176, follow in that order. Disk jocks and local juke box operator advice are next in line as source of aid.

QUESTION

18

In your opinion, which single record company runs the most helpful trade advertising? List label.

ANSWER

18

Names of labels	TOWNS OVER 100,000		TOWNS UNDER 100,000		Total	
		%		%		%
RCA Victor	111	56.35	258	54.32	369	54.91
Decca	28	14.21	101	21.27	129	19.19
Capitol	27	13.71	73	15.37	100	14.88
Columbia	24	12.18	26	5.47	50	7.44
Mercury	4	2.03	6	1.26	10	1.49
MGM	2	1.01	1	.21	3	.45
London	1	.51	2	.42	3	.45
Little Golden			3	.63	3	.45
All Others			5	1.05	5	.74
Total	197	100%	475	100%	672	100%

RCA Victor Wins in a Walk With "Most Helpful" Trade Advertising

RCA VICTOR in the current survey scores an easy win as the company which runs the most helpful trade advertising. A total of 369 dealers voted the RCA diskery tops in this regard. Last year Victor scored a decisive win also. The standing of the majors remains the same as last year. Decca is in second slot, getting the nod from 129 dealers; Capitol third, named by 100 dealers, and Columbia fourth, 50 dealers. Among the Indies, Mercury leads, scoring 10. Most evident in RCA Victor's

trade paper advertising is the element of consistency. Copy keeps the dealer continually up to date on new releases and best selling disks. Ads carry additional copy promoting specific hot items which the diskery and/or publishers are giving a ride. It is interesting to note that returns on this question mention four children's record diskeries as having most helpful trade advertising. These are Children's Record Guild, Voco, Little Golden Records and Peter Pan.

QUESTION

19

Do you sell sheet music? (Check below which answer is correct.)

ANSWER

19

	TOWNS OVER 100,000		TOWNS UNDER 100,000		TOTAL	
		%		%		%
We NEVER sold sheet music	112	46.67	262	42.81	374	43.90
We USED to sell sheet music but GAVE IT UP	24	10.00	34	5.56	58	6.81
We NOW SELL sheet music of the following type:	104	43.33	316	51.63	420	49.29
Total	240	100	612	100	852	100
TYPES SOLD						
Popular	97	93.26	312	98.73	409	97.38
Classical	42	40.38	197	62.34	239	56.50
Instructional	51	49.03	220	69.62	271	64.52
Standard	65	62.49	237	74.99	302	71.90

QUESTION

20

If you DO sell sheet music, has it become more or less profitable during the past year (May 1, 1950 to April 30, 1951). Indicate how much more or less by percentage.

ANSWER

20

	TOWNS OVER 100,000	TOWNS UNDER 100,000
More Profitable	22%	21%
Less Profitable	19%	70%

QUESTION

21

If sheet music has become more profitable, is it due to higher price, greater point of sale promotion, record popularity? (Check only one.)

ANSWER

21

	TOWNS OVER 100,000	TOWNS UNDER 100,000	TOTAL
Record Popularity	31	124	155
Greater Promotion	14	61	75
Higher Price	18	36	54

The Billboard's 4th Annual Retail Record Store Survey

QUESTION 22

If you do NOT sell sheet music, when was the last time a sheet music jobber or publisher tried to sell you on the idea of starting a sheet music sales department? Write approximately month and year.

ANSWER 22

APPROXIMATION OF POSSIBLE ANSWERS	Towns OVER 100,000		Towns UNDER 100,000		TOTAL	
		%		%		%
Since Jan. 1, 1951	11	15.28	13	7.39	24	9.68
Before Jan. 1, 1951, but probably within 1950	7	9.72	9	5.11	16	6.45
Before Jan. 1, 1950, or can't remember	12	16.67	14	7.95	26	10.48
NEVER APPROACHED	42	58.33	140	79.55	182	73.39
TOTALS	72	100%	176	100%	248	100%

QUESTION 23

If you do NOT currently handle sheet music, have you ever seriously considered selling sheet music.

ANSWER 23

	Towns OVER 100,000		Towns UNDER 100,000		TOTAL	
		%		%		%
Yes	45	39.82	100	39.22	145	39.40
No	68	60.18	155	60.78	223	60.60
Totals	113	100%	255	100%	368	100%

QUESTIONS 24 THRU 27 WERE ASKED ONLY OF DEALERS IN TELEVISION AREAS

QUESTION 24

If you sell TV, how has it affected the sale of other merchandise?

ANSWER 24

	Towns OVER 100,000	Towns UNDER 100,000	TOTAL
Helped Other Sales	26	44	70
Hurt Other Sales	22	44	77
No Effect	43	116	159
Total	91	215	306

No Appreciable Increase in Pubber-Jobber Attempts to Add New Sheet Music Outlets

ACCORDING to the tabulations of questions 19-23, dealing with the merchandising of sheet music, whatever efforts music publishers and music jobbers were reported to have exerted to push this type of merchandise is hardly reflected in the results as compared to the state of sheet selling in last year's poll. Percentage-wise, there has been but the slightest variation in the number of dealers who are engaged in selling sheet music and those who don't. There is a 1 per cent decrease this year in the number of dealers who at one time sold sheet music but who gave it up.

Tho there is evidence of slight increase in the amount of attention publishers and jobbers have been giving dealers in the first six months of this year as opposed to all of last year and previous years, the poll reflects that these efforts are of a limited and uninterested variety. The greatest majority of the dealers who do not sell sheets in reply to this question (number 22) said that they never had been contacted either by pubber or jobber. These numbered 182 dealer replies of a total of 852 dealers who responded to this series of questions.

To point up the potential being missed by the publisher and jobber, question 23 shows that 145 merchants, those not currently selling sheets, have considered selling copies at one time or another. It is logical to conclude that one of the prime reasons why they currently are without a sheet department is because they have not been completely sold on the idea, primarily because they have not had contact with the merchandising machinery of sheet music business.

Of the 852 replies, 374 dealers do not sell sheet music; 58 had sold copies but have now given up on sheets; 420 maintain a sheet music department. In the latter group, 409 sell pop music, 302 handle standards, 271 carry instruction publications and 239 have a classical copy line.

Those dealers who found added profits in sheets and those who found a decrease in profits from selling the copies reported similar percentages. Those who claimed that sheet profits have increased attributed the greatest portion of the responsibility for this state to the popularity of recordings as a merchandising medium for the sheets.

TV Does Not Adversely Affect Other Merchandise; Often Helps, Say Dealers

BY FAR the largest number of dealers report that the selling of television sets has no effect on their sales of other merchandise. Of the dealers who reported that they sell TV sets nearly three-quarters stated that the selling of such sets either had no effect on other sales or actually helped the sale of other merchandise. Only 77 dealers felt that handling televisions hurt sales of other items carried.

Obvious reasoning here is the well-known fact that television has been an excellent traffic builder for almost every dealer. There are a few retailers who

believe that the money that went into the purchase of television was money that the consumer would have spent for other merchandise carried in the store. Yet innumerable statistics have been presented which show that the great majority of television sets are purchased on time and leave the consumer with some cash for the purchase of other items. It has also been generally believed in the trade that television has made home life much more important in the social scheme and consequently has in many cases increased the demand for home entertainment merchandise such as phonographs, records, radios, etc.

QUESTION 25

Do you sell TV receivers?

ANSWER 25

	Towns OVER 100,000	Towns UNDER 100,000	TOTAL
Yes	93	206	299
No	53	146	199
Total	146	352	498

Disk Dealers Are TV Dealers In Large Majority of Cases

REPLYING to this question were 498 dealers, 146 in the larger cities and 352 in the smaller towns. Without a doubt, the large majority of the record retailers do stock and sell television sets. In the smaller cities 208 out of 352 dealers handle TV. In the bigger cities,

93 out of 146 dealers also carry television merchandise.

The over-all results make quite evident the fact that record dealers are also television dealers, believing that home entertainment in any form should be sold in the same stores.

QUESTION 26

Do local and network programs carried in your city help you sell TV sets?

ANSWER 26

	Towns OVER 100,000	Towns UNDER 100,000	TOTAL
Yes	58	83	141
No	14	55	69
Total	72	138	210

Dealers Tell Which TV Programs, Sports, Special Events Are Aids In Selling Sets

RETURNS on questions 26 and 27 are very revealing. They indicate that TV programming is regarded by about two-thirds of the dealers as an aid in selling sets, and that certain specific programs and program categories are of prime importance in this respect. Implicit in the returns are the following points: (1) Variety pro-

graming, dramatic programming, sports of many kinds and special events are strong selling aids; (2) some TV shows—even tho they are expensive variety and dramatic production jobs—are virtual failures from the standpoint of moving TV sets; (3) it is obvious that dealers who are familiar with TV

(Continued on page 34)

The Billboard's 4th Annual Retail Record Store Survey

QUESTION 27 Name the five programs, including those regularly telecast and/or special events, which in the past year helped you sell most TV-sets. (Points include towns OVER 100,000 and towns UNDER 100,000 population).

ANSWER

27

POINTS	SHOW	POINTS	SHOW
173	Milton Berle	6	Kate Smith
151	Baseball Games	5	Lone Ranger
146	Wrestling	5	Pulitzer Prize Playhouse
137	Boxing	5	Sooner Shindig
134	Kelauer Investigation	5	Tennessee Jamboree
100	Football	4	500 Mile Race
79	Philco Hour	4	Full Length Movies
78	Arthur Godfrey	4	Harpo Marx
70	Sports	4	Meal the Press
69	MacArthur	4	Suspense
63	Show of Shows	3	Broadway Open House
58	Colgate Comedy Hour	3	Fireside Theater
57	World Series	3	Hit Parade
39	News	3	Martin Kane
34	Ken Murray	3	Private Eye
33	Toast of the Town	3	We, the People
24	Kukla, Fran and Ollie	3	Westerns for Kids
20	Fred Waring	3	Paul Whiteman
18	Studio One	3	Ford Show
16	Basketball	2	Druggists of America
16	Fireside	2	Molly Goldberg
16	Hopalong Cassidy	2	Hockey
16	Howdy Doodie	2	Kraft TV Theater
14	Four Star Revue	2	Ruth Lyons
14	Lights Out	2	Sing It Again
13	Don McNeil Breakfast Club	2	Strauss Playhouse
12	Groucho Marx	2	Sunshine Playhouse
12	Stop the Music	2	Buffalo City Council
10	Children's Programs	1	Perry Como
9	Amateur Hour	1	Dave Garraway
9	What's My Line	1	Hoffman Hayride
7	Break the Bank	1	Lux Program
6	Deal the Clock	1	Special Events
		1	UN Session
		1	Veiled Prophet

Dealers Tell Which TV Programs, Sports, Special Events Are Aids In Selling Sets

Continued from page 43

programs have a strong competitive advantage over those who are not; (4) the returns are of interest not only to dealers, but to the entire TV industry, inasmuch as they indicate what programs have an appeal sufficiently strong to lead a dealer to say they are definite factors in the sale of sets.

That sports constitute one of TV's strongest programming points is scarcely news. But the extent to which this is true is an eye-opener. For instance, 208 dealers mentioned baseball and the World Series; 100 mentioned football; 146 mentioned wrestling (albeit here the element of comedy is present); 127 stated boxing; 70 mentioned sports generally; and another 10 mentioned the Gillette fight series on NBC; other sports events, such as hockey, also receive specific mentions.

The survey returns on the variety and dramatic programs are very revealing, particularly inasmuch as some very expensive programs, according to dealers, apparently do not mean much from the standpoint of helping to move sets. For instance, the James Melton show, sponsored by Ford, received only a total of three votes—two dealers mentioning Ford and one Melton. Hit Parade received only three, Jack Carter three, Kate Smith (formerly five a week and now three a week) 6. On the other hand, certain expensive production jobs have really caught the dealers' attention and supply the latter with sales ammunition. NBC's Milton Berle, for instance, is mentioned by 173 dealers; the Philco hour dramatic show on NBC gets the nod from 78 dealers; NBC's Colgate Comedy Hour, which has run a series of comics (Eddie Cantor, Martin and Lewis, Abbott and Costello, etc.), scores 58; the NBC Imogene Coca-Sid Caesar opus, Show of Shows, scores

60; the Ken Murray and Ed Sullivan shows on CBS score 34 and 33 respectively.

Further analysis of the returns on Question 27 indicates how all-embracing TV is in its appeal to all members of the family and to varied social groups. Special events, for instance, shape up as dynamic program fodder. Outstanding illustration, of course, is the Kelauer Committee Crime Investigation, which was named by 134 dealers. General Douglas MacArthur's speech stands out as another highlight. On a strictly local level the appeal of special events is also noticeable—for instance two dealers mentioned the telecasts of the Buffalo City Council.

Kiddie programs help many dealers sell sets, according to the survey returns. NBC's Kukla, Fran and Ollie and Howdy Doodie were mentioned by 24 and 15 dealers respectively. The network's Western kiddie thriller, Hopalong Cassidy, also polled 16. Dealers, numbering 10, also mentioned "children's programs" generally, three mentioned "Westerns for kids."

The lesson to be drawn from the foregoing is clear. Dealers who do not use TV programming as a strong selling point are making a mistake. Returns on Question 26 indicate that there are still a good number of dealers who do not use TV programs as sales aids. These dealers are obviously losing an advantage. In a special article elsewhere in this Supplement, dealers are given pointers as to how they may obtain advance program information and how this information may be put to use.

TONY MARTIN

with His Biggest direct **Hit** since—

"There's No Tomorrow" ..

TELL ME

DO YOU REALLY LOVE ME

RCA VICTOR RECORD 20-4169—(47-4169)



EXHIBITORS

COMPANY	ROOM OR BOOTH
Accordion Cooperative of U. S.	Room 906
Accordian World	Room 902
Admiral Corp.	Red Lacquer, Rm.-Sec. "B"
Aeolian American Corp.	Rooms 833, 834, 835
Affiliated Musicians Service of America, Inc.	Booth 47
Air King Products Co., Inc.	Rooms 649, 650
Allen Organ Co., Inc.	Room 893
All State Piano Co.	Room 865
Aluminum Company of America	Room 806
American Music Conference	Room 801
American Plating & Mfg. Co., Inc.	Room 775
American Rawhide Mfg. Co.	Room 799
American Society of Piano Technicians	Room 855
The Ampex Bassamp Co.	Room 937
Arthur Anney Mfg. Co.	Room 645
W. T. Armstrong Co.	Room 759
Artistic Products Co.	Room 719
Atlas Accordions, Inc.	Room 903
Atlas Piano Co.	Room 809
Vincent Bach Corp.	Room 730
A-V Tape Libraries	Booth 51
Baldwin Piano Co.	Room 816
Barlit-Feinberg, Inc.	Room 724
Herb C. Barger Mfg. Co., Inc.	Room 707
Beach Instrument Corp.	Room 887
The Billboard Publishing Company	Booth 62
Bomar Musical Instruments, Inc.	Booth 46
Bonvicini Accordions	Room 950
Boosey & Hawes, Inc.	Room 713
Brason Associates, Inc.	Booths 93, 96
Bremen Piano Corp.	Rooms 817, 818
Buegeleisen & Jacobson, Inc.	Rooms 760, 761
Buescher Band Instrument Co.	Room 744
Capitol Records, Inc.	Booths 54, 55
Carbonari Bros.	Room 901
Castiglione Accordion Co.	Room 960
Central Commercial Industries, Inc.	Rooms 876, 877, 878
Charl Music Publishing House, Inc.	Room 708
Chris-Kraft Instrument Co., and C. Meisel Music Co.	Room 747
E. Chlassarini	Room 701
Chicago Album & Specialty Co.	Booth 21
Chicago Musical Instrument Co.	Rooms 728, 729
Chris-Kraft Instrument Co., Inc.	Room 747
Cole Corp.	Booths 93, 94
Columbia Records, Inc.	Booths 10, 11, 12
Conn Band Instrument Division (C. G. Conn, Ltd.)	Room 732
Consonata (Div. of C. G. Conn, Ltd.)	Rooms 889, 890
Conover-Cable Piano Co.	Room 839
Continental Music (Div. of C. G. Conn, Ltd.)	Rooms 740, 741, 820
Coral Records, Inc. Subsidiary of Decca Records, Inc.	Room 84
Crosley Division Avco Manufacturing	Room 632
Dampff-Chaser, Inc.	Booth 44
The Danelectro Corp.	Room 745
J. C. Deagan, Inc.	Rooms 705, 888
Dean Electronic Co.	Room 635
Decca Records, Inc.	Booths 85, 86
Pietro Deiro Accordion Hdqrs.	Room 971
Duotone Co., Inc.	Room 716
Olynvox Corp.	Room 662
Eden Toys, Inc.	Booth 81
Electro-Music Accessories Co.	Room 891
Electronic Creations Co., Inc.	Room 605
Electrovox Co., Inc. (Walco Products, Inc.)	Booth 77
L. A. Elkington	Room 756
Epiphone, Inc.	Room 778
Estey Organ Corp.	Rooms 894, 895
Estey Piano Corp.	Room 805
Everett Piano Co.	Rooms 831, 832
Excelsior Accordions, Inc.	Rooms 742, 743
Carl Fischer Musical Instrument Co., Inc.	Rooms 702, 703
Fisher Radio Corp.	Room 638
Folkways Records & Service Co.	Booth 42
French American Reed Mfg. Co., Inc.	Rooms 720, 721
Jesse French & Son Piano Div., H. & A. Selmer, Inc.	Room 844
R. Galanti & Bros., Inc.	Room 718
General Electric Co.	Red Lacquer, Rm.-Sec. "A"
Fidelity Amplifier Co.	Room 663
Fred Gretsch Mfg. Co.	Rooms 781, 782, 783
Freedman Aircraft Engineering Corp.	Booth 42
Grossman Music Corp.	Room 705
Gulbransen Co.	Rooms 847, 848, 849, 850
Haddorff Pianos (Div. of C. G. Conn, Ltd.)	Rooms 820, 825, 826
Hall Drum Co.	Room 700
Hammond Instrument Co.	Rooms 882, 883, 884
Hardman Peck & Co.	Room 864
Harmony Co.	Room 736
Hershey Musical Instrument Co., Inc.	Rooms 785, 868
Guy Hobbs, Inc.	Booth 83
Hoffman Radio Corp.	Rooms 681, 682, 683
Frank Holton & Co.	Rooms 750, 751
House Beautiful Magazine	Booth 19
Hudson Electronics Corp.	Room 804
Humes & Berg Mfg. Co., Inc.	Booth 82
Imperial Accordion Mfg. Co.	Room 905
International Accordion Mfg. Co.	Rooms 973, 974
Ivers & Pond Piano Co.	Room 840
Jackson Industries, Inc.	Booth 80
Janssen Piano Co., Inc.	Rooms 810, 811
G. C. Jenkins Co.	Room 796, Booth 60
Jenkins Music Co.	Room 758
Jensen Industries, Inc.	Booth 73
Jewel Radio Corp.	Room 644
Kay Musical Instrument Co.	Room 722
W. W. Kimball Co.	Room 836
King Records, Inc.	Booth 18
Kishel School of Music	Booth 20
Kohler & Campbell, Inc.	Rooms 802, 803
Krak Bros.	Room 657
Krakauer Bros.	Room 820
Wm. Kratt Co.	Room 791
Kranich & Bach	Room 822
Krauth & Benninghofen	Room 739
G. Leblanc Co.	Rooms 725, 726
Leedy & Ludwig Drums (Div. of C. G. Conn, Ltd.)	Room 731
Lester Piano Mfg. Co., Inc.	Rooms 812, 813, 814, 815
William Lewis & Son	Room 704
Lincoln Records, Inc.	Booth 76
Linton Mfg. Co., Inc.	Room 793
Maurice Lipsky Music Co.	Room 765
Lasten Magazine, Record Retailing	Booth 92
La Duca Bros. Accordion Co.	Room 959
London Gramophone Corp.	Booth 1
M.G.M. Records	Booth 91
Maas Organ Co.	Rooms 897, 898
Magnatone Distributors, Inc.	Room 717
The Magnavox Co.	P.D.R. 18
Majestic Radio & Television (Div. of Wilcox-Gay Corp.)	Rooms 684, 685
Major Accordion Co.	Room 975
Manual Arts Culture Co.	Room 819
E. & O. Marl, Inc.	Room 797
Martin Band Instrument Co.	Room 789
C. F. Martin & Co., Inc.	Room 757

(Continued on page 90)

Music Industry

Trade Show and Exposition

July 15-19, Palmer House, Chicago

SCHEDULE OF EVENTS

Sunday, July 15th

TIME	EVENT	PLACE
10:00 A. M.	Registration.	Fourth Floor Foyer
2:00 P. M.	NAMM Annual Meeting Board of Directors.	Private Dining Room #11
3:00 P. M.	National Association of Musical Merchandise Wholesalers' Executive Committee Meeting.	Private Dining Room #2
4:00 P. M.	National Piano Travelers' Association Annual Meeting.	Private Dining Room #6
6:00 P. M.	National Association of Musical Merchandise Wholesalers' Annual Meeting.	Crystal Room

Monday, July 16th

10:00 A. M.	NAMM Press Conference.	Private Dining Room #9
12:00 Noon	Golden Anniversary Luncheon.	Grand Ballroom
3:00 P. M.	Trade Practice Committee Meeting.	Private Dining Room #3
3:30 P. M.	NAMM Ladies' Tea and Entertainment.	Crystal Room
6:00 P. M.	National Piano Travelers' Association Annual Jamboree.	Grand Ballroom

Tuesday, July 17th

8:00 A. M.	National Association of Musical Merchandise Wholesalers' Salesmen's Breakfast.	Crystal Room
10:00 A. M.	NAMM Annual Meeting of Members.	Grand Ballroom
2:00 P. M.	Record Merchandising Forum.	Grand Ballroom

Wednesday, July 18th

8:30 A. M.	NAMM Top Management Session.	Grand Ballroom
10:00 A. M.	Accessory Merchandising Forum.	Crystal Room
11:30 A. M.	Operating Sheet Music Department.	Crystal Room
12:00 Noon	NAMM Board of Directors Meeting.	Private Dining Room #11
2:00 P. M.	Instrument Repair Forum.	Crystal Room
7:00 P. M.	Golden Anniversary Banquet.	Grand Ballroom Suite, Hotel Stevens

Thursday, July 19th

10:00 A. M.	Retail Salesmanship Forum.	Grand Ballroom
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TENTATIVE SCHEDULE OF MANUFACTURERS' EVENTS

DATE & TIME	COMPANY & EVENT	PLACE
July 18 4:30 to 6:00 P. M.	Chicago Musical Instrument Company Open House.	30 East Adams Street
July 17 5:00 P. M.	The Magnavox Company Reception.	Grand Ballroom
July 18 5:00 P. M.	Winter and Associated Companies Reception.	North Ballroom, Hotel Stevens

2 GREAT RECORDS!

BY

2 GREAT ARTISTS!

ANNE SHELTON

**"THE WORLD
IS MINE TONIGHT"**

"LOVE TIME"

With Vocal Group and Orchestral Accompaniment
1087-78 R.P.M. 45-1087-45 R.P.M.

PRIMO SCALA

and his Banjo and Accordion Band—Vocal by the Keynotes

"LOVE ME FOREVER"

"WHISPER WHILE YOU WALTZ"

929-78 R.P.M.

LONDON
RECORDS

The Billboard Music Popularity Charts

... What Makes 'em Tick

By BERNIE BRUNS

IF YOU'VE ever talked with any of the many recording artists, record manufacturer executives, record distributors, disk jockeys, operators or dealers who visited The Billboard Pop Chart operation, this is the story they would tell you.

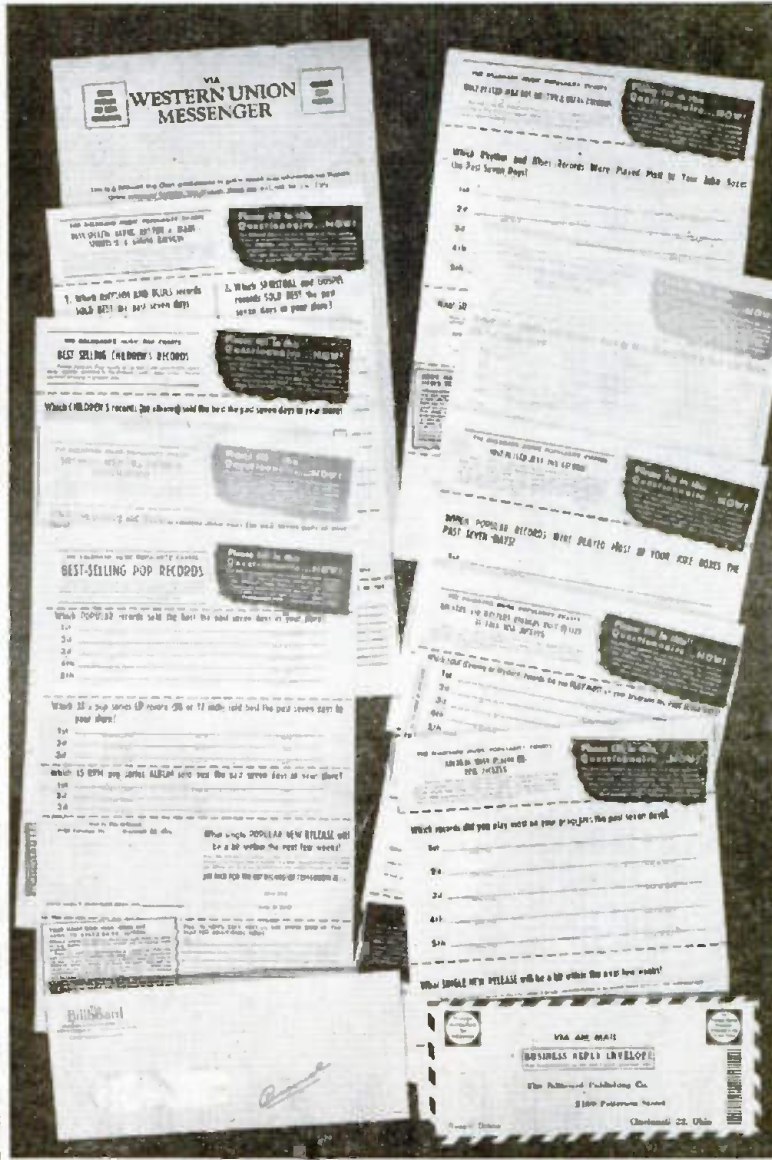
Hand Not Quicker Than the Eye
The hand may be quicker than the eye in ledgerdom but not in The Billboard Pop Chart operation. Tabulating cards representing song titles, recording artists, individual disk jockeys, record dealer and juke operators are processed quicker with mechanically operated tabulating equipment than by either hand or eye. Visitors are impressed with the tremendous speed, scientific analysis and proved accuracy of the checked and double-checked Pop Chart tabulations. Remington Rand tabulating equipment does the job with mechanical precision and speed of electricity which practically eliminates the element of human error.

To demonstrate the speed and accuracy of this remarkable equipment a mixed deck of 450 color cards is used. The tabulating cards measure 3 1/4 x 7 1/4 inches and are of 10 different colors. Assume for a moment that each color represents a particular recording; the song title and recording artists has been written in on a Billboard questionnaire; the questionnaire has been returned to The Billboard by a disk jockey, record dealer or juke operator. The 450 cards are placed in the sorter machine. In less than a minute the 450 cards are sorted into separate groups according to color. Each group is counted at the same time. ASCAP, BMI, the large record manufacturers and some record distributors use similar equipment for inventory, sales and other records.

Who Participates

The Billboard panel is made up of popular and folk jockeys, record dealers and juke operators. Only "A" record dealers are used. Each dealer must be recommended by at least two record manufacturers. Dealers selling pop records receive a pop questionnaire. Those specializing in Country and Western trade receive folk tune questionnaires. Rhythm and Blues dealers receive their particular type questionnaire. Some dealers are tabbed to receive all three types plus Children's Record questionnaire and also figure in the classical record sales and territorial charts. Operators receive the types of questionnaires fitted to their particular operation. Top dealers in 14 key cities representing the major record markets use Western Union services in dispatching questionnaires which are tabulated to compile the Territorial Charts in The Billboard. Questionnaires are not included with The Billboard. To do so, would limit the panel to Billboard readers only. No one need be a subscriber nor even read The Billboard to participate in Pop Chart tabulations.

Eleven different questionnaires are used. Each is identified by color. Popular Song questionnaires are sent to disk jockeys, record dealers and operators. Questions ask which tunes were played most on the air, sold best over the



counter or received the, most play in juke boxes respectively. Three folk tune questionnaires printed in brown ink are mailed to folk disk jockeys, folk dealers and folk operators. Rhythm and Blues questionnaires are purple. These are mailed to dealers and operators specializing in Rhythm and Blues trade. Children's Record questionnaires are in black, etc. Disk jockeys may receive two types of questionnaires. Record dealers may receive as many as six different types and

operators three different questionnaires. The Billboard questionnaires were designed by top C. E. Hooper research experts. Questionnaires ask for five tunes to be listed in order of "most sale" or "most played." A "pick" or tune most likely to become a hit also is requested. Questionnaires are addressed, dated, coded and mailed every week from Cincinnati office.

Code Number Identification. Every song recording artist, record label, disk jockey, dealer and operator is assigned an identifying Billboard Pop Chart number. This number, like a Social Security number, serves as identification throughout the operation. For instance, supposing that Nelson King's, WCKY disk jockey, questionnaire this week listed his No. 1 choice for "most played" tune as Mister and Mississippi by Patti Page. Here's what happens according to numbers. The business reply envelope arrives (air mail business reply envelopes are used in far-away States). The envelope is opened with an electrically operated letter opener. The questionnaire is removed, dated and counted. A blank tabulating card is punched with the date and the disk jockey identification number.

This card tells us later on who, when and what questionnaires were returned.

A "tab file," made up of cards representing recordings that have been mentioned on questionnaires, is maintained. A supply of cards is pre-punched for such recordings. The pre-punching consists of song title, artist, label, classification whether male, female, etc. One of these pre-punched cards will be "pulled" for the first choice listing mentioned above. The tabulating card will be pre-punched number 2423 for Mister and Mississippi, No. 3010 for Patti Page, No. 600 for Mercury; and No. 2 for female singer the card is then placed in the first choice vote box for additional punching. First choice vote cards are then punched with first choice evaluation, date received, marketing area, etc.

A pre-punched card representing song, artist and label is pulled for the song listed as second choice. The same procedure (as above) follows, giving appropriate ratings for second choice records, third choice records, etc., that were most played.

The tabulating card then becomes one of thousands of similar cards which represent all the recordings listed on all of the disk jockey questionnaires. These cards

are then sorted according to artists number. All Patti Page cards numbered 3010 will be together.

Cards are then sorted according to song number. All cards numbered 2423 for Mister and Mississippi will be together. Cards are then run thru the tabulating machine which counts the number of cards returned for each record. The vote value for each recording mentioned on questionnaires also is totaled mechanically. A summary card is punched automatically for the totals of each recording. The information on summary card consists of date, song title and artist, total vote value, classification, etc. for each record. In other words, if a particular recording were listed on 1,000 different disk jockey questionnaires, 1,000 detail cards would be pulled, sorted and tabulated. The total vote value would be computed by the tabulating machine and a summary card carrying the totals would be punched automatically. The summary cards are then placed in the tabulating machine which lists the total evaluations of each recording in descending order according to total points which becomes the records most played by disk jockeys chart.

Hundreds Charted

Only the top 30 recordings most played by disk jockeys are listed in The Billboard chart. However, the tabulation sheet provides a record of all recordings of all tunes that received even a single mention by any disk jockey. The balance of the tunes tabulated provide the information for additional tunes coming up.

The process mentioned above is repeated on nine different types of questionnaires which are returned by record dealers, operators and folk disk jockeys from which the Best Selling Pop Singles, Country and Western, Rhythm and Blues, Children's Records and Best Selling Albums charts are tabulated. The Best Selling Pops by Territories charts are compiled from special questionnaires delivered and returned by Western Union messengers from top dealers in 14 largest cities representing principal record markets. Territorial charts give first indication on where sales of new tunes begin to reach hit-tune proportions.

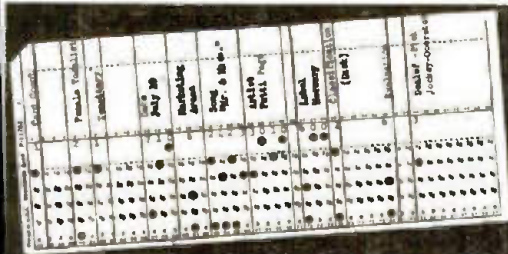
Similar tabulations made from questionnaires returned by juke operators are the source of information from which are compiled the Pop, Country and Western and Rhythm and Blues recordings most played on the nation's juke boxes.

Songs With Greatest Radio Audiences (ACI) chart are tunes that have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. The list, alphabetically arranged, is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by Accurate Reporting Service, New York; Radio Checking Service, Chicago, and Radio Checking Service, Los Angeles. Alphabetic symbols indicate which tunes are from film, legitimate and musical and if they are available on records. The licensing agency controlling performance rights on the tune also is indicated.

Songs with Most TV Performances (RH Tele-Log) chart is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Point values are: Vocally on commercial show, 20 points, and instrumentally, 15 points. Sustaining show performances rate 10 points for vocal and 5 for instrumental.

Best Selling Music chart is based on reports received from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; name of publisher is included, also whether tune is in a film, legit musical and if available on records.

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 Music Popularity Chart. It includes record sales, sheet music, radio and TV performances, juke box plays, legit and motion pictures. It is accepted



SAMPLE tabulating card showing holes punched to indicate code numbers assigned to song, artist, label, classification, etc.

in the trade as the criterion of tune popularity.

No Opinions, Just Facts

The charts previously mentioned are all based on facts. Information is tabulated from questionnaires and reports based on actual sales, plays on juke boxes, radio, TV performances. The Billboard charts are not opinion polls based upon what is expected to happen. They are essentially a tabulation of facts that have taken place which are on record and can be proved. It is hit-tune history in the making.

The only Billboard charts based on opinion are the "Picks" by The Billboard, Disk Jockeys, Retailers, Operators and Country and Western Disk Jockeys. Here again, however, the same expensive modern tabulating equipment that is used to tabulate the "facts" of the other pop charts is used to tabulate the "Picks." "Picks" charts carry the line that the tunes listed are what The Billboard, Disk Jockeys, Retailers, Operators and Country and Western Disk Jockeys "think tomorrow's hits will be."

Record Reviews, purposely conservative, point up potential hits in the disk jockey, operator and retail fields as well as provide an over-all rating. Record manufacturers, particularly the small indie, sometimes take issue violently with the review ratings on a particular song but the passing of time proves the validity of any low ratings that appear. Simply take a list of the top 10 tunes of today and check the record review ratings that appeared in The Billboard. That's the way to prove to yourself the high batting average of The Billboard record reviewers in rating the hits and non-hits.

Advance Record Releases, two weeks in advance of release date, are referred to by many, including distributors, for first mention of new releases.

The Honor Roll of Popular Song Writers, by Jack Burton, is eagerly clipped for future reference, especially by disk jockeys and program directors and continuity writers. Jack Burton's Blue Book of Tin Pan Alley is off the press. It is published by Century House. Edition is limited.

An invisible but close association



in spirit has been built up between The Billboard and the more than 10,000 dealers, disk jockeys and operators who participate in Pop Chart tabulations by answering and returning The Billboard Pop Chart questionnaires. For instance, we happened to see a subscription order come thru for Red Foley which was ordered by his secretary

as a birthday present for Red. Just for a gag, a note was inclosed with pop chart questionnaires that week asking dealers, operators and disk jockeys to mail Red Foley a birthday card. We requested the cards be mailed to Foley's home address so the birthday greeting wouldn't be confused with fan mail going to Radio Station WSM. About 2,500 birthday cards were received by Foley.

On another occasion we asked disk jockeys, dealers and operators to send a congratulatory note to Tennessee Ernie Ford upon the arrival of a son, Jeffrey Buckner Ford. Between four and five thousand congratulatory notes were received, writes Betty Ford.

Surprises

When the Children's Pop Chart was first published back in the June 12, 1948 issue eight out of 10 of the top 10 listings on the first chart were Capitol recordings. Until then, few industry leaders had realized Capitol had established such a lead in this field.

Songs like Beer Barrel Polka and Rum and Coca Cola were way up in The Billboard Pop Charts long before many radio stations and radio chain programs dared mention song titles that smacked of liquor on the air. Juke Box Charts sensed other hits in taverns which never quite reached general national hit proportions such as Who Threw the Whiskey in the Well?

Check and Double Check

When Al Morgan's Jealous Heart hit the Pop Single Chart for the first time in seventh place out of a top 30 on July 30, 1948, the trade couldn't believe it. Original questionnaires, which are kept on file three months to substantiate ratings, were double checked. The

1. AUTOMATIC Addressing Equipment used to address eleven different type Billboard Pop Charts. Questionnaires represent popular, country and Western, rhythm and blues, children's, classical and territories. Questionnaires are returned each week by disk jockeys, record dealers and juke operators.

2. MOST MODERN "stuffing" equipment inserts questionnaires, return envelopes, letters, etc., in window envelope for mailing, seals flap and prints postage indicia on envelope. Envelopes tied in bundles with tying machine.

3. CLERKS "pulling" pre-punched tabulated cards from "tub" file representing tunes and artists listed on returned questionnaires. File is changed constantly. Contained cards representing 1,122 recordings and 2,742 recording artists when picture was taken.

4. CARD punch, sorting and tabulating equipment sorts cards at rate of 450 a minute, also counts cards. Tabulator lists information from cards, also counts cards, adds vote value and tabulates totals for positive accuracy check.

Tennessee Ernie
430 North Florence, Monterey Park, California

Mr. B. A. Bruns
Circulation Manager
Billboard Magazine

How for the amount of notes received, I think it was between four and five thousand. I never did know the exact amount because at that time I was too busy baby setting.

Sincerely,
Betty Ford
Betty Ford



PATTI PAGE inspects The Billboard Pop Chart operation. Reading from left to right: Jack Rael, Miss Page's manager; Sam Klayman, Cincinnati Mercury Record distributor; Miss Page; E. Walter Evans, president, The Billboard; Kathleen Austing, Pop Chart supervisor.

rating was proved. The story of Jealous Heart's meteoric rise to the top is history. When The Thing showed up in second place in the Disk Jockey Chart for the first time on November 25, 1950, no one questioned the listing.

Questions and Answers

Jack Rael, Patti Page's manager, on a visit to The Billboard plant recently asked some logical questions. For instance: Why does The Billboard ask dealers, operators and disk jockeys to list only five songs and one tune most likely to be the "Hit of Tomorrow on Billboard questionnaires?" The answer is that top C. E. Hooper research experts recommended that only five songs be listed when they designed the questionnaire. Did you ever try making up a list of 15 or 20 top tunes? It's a difficult and unconvincing job after the first five are listed, especially if you make up a second such list and then compare the sequence with the first list.

A Miami disk jockey recently asked us to send a supply of questionnaires so that he could mail them from his home instead of his office at the station. The answer

was no because only one coded and dated questionnaire is mailed each week to each disk jockey, dealer or operator. Reason: Only one questionnaire return from each week is permitted to be tabulated.

Judge by Comparison

The Billboard Pop Chart compilation is as scientific as the latest knowledge and most modern equipment can make it. Perfect. No. But always striving for perfection. Now that you know what makes The Billboard Pop Chart tick, why not check into other similar services. Ask questions. Compare methods and equipment used by other hit tune prognosticators. Then judge the validity of The Billboard Pop Chart by comparison.

Now that we've told everything—doesn't The Billboard fear competition. Kipling had a word for it from the Mary Gloster.

And they asked me how I did it, and I gave 'em the Scripture text "You keep your light so shining a little in front of the next!"

They copied all they could follow but they couldn't copy my mind. And I left 'em sweating and stealing a year and a half behind.

**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

78 45

rpm rpm

- "BECAUSE OF YOU," "UNLESS" Les Baxter1493 F1493
- "I LOVE THE SUNSHINE OF YOUR SMILE," "SENTIMENTAL FOOL" The Four Knights1587 F1587
- "I'LL NEVER DO A THING TO HURT YOU," "DON'T BE LONELY" Jimmy Wakely1554 F1554

HOT SELLERS!

POPULAR

- "TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole1449 F1449
- "I WISH I HAD NEVER SEEN SUNSHINE," "JOSEPHINE" Les Paul and Mary Ford1592 F1592
- "NOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford1451 F1451
- "OCEAN OF TEARS," "YOU'RE MY SUGAR" Kay Starr and Tennessee Ernie1567 F1567
- "MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul and Mary Ford1373 F1373
- "SEPTEMBER SONG," "ARTISTRY IN TANGO" Stan Kenton1480 F1480
- "BECAUSE OF RAIN," "SONG OF DELILAH" Nat "King" Cole1501 F1501
- "MR. AND MISSISSIPPI," "SHE'S MY BABY" Tennessee Ernie1521 F1521
- "DREAM," "WALLS OF IVY" The Voices of Walter Schumann1505 F1505

WESTERN & FOLK

- "I AIN'T CRYIN' OVER YOU," "HANGOVER HEART" Hank Thompson1528 F1528
- "NO PARKING HERE," "BOOGIE WOOGIE FEVER" Gene O'Quin1508 F1508
- "A MILLION YEARS AGO," "LONELY AND BLUE OVER SOMEONE" Leon Payne1580 F1580
- "WEARIN' OUT YOUR WALKIN' SHOES," "COFFEE POT" Tex Ritter1581 F1581
- "WHERE IS YOUR HEART TONIGHT," "THOSE THINGS MONEY CAN'T BUY" Hank Thompson1444 F1444
- "DRIFTIN' TEXAS SAND," "ALONE IN A TAVERN" Eddie Kirk1591 F1591
- "THE SHOT GUN BOOGIE," "I AIN'T GONNA LET IT HAPPEN NO MORE" Tennessee Ernie1295 F1295
- "HONKY TONK HARWOOD FLOOR," "HANG ON THE BALL AND CHAIN" Jess Willard1562 F1562
- "GOODNIGHT CINCINNATI, GOOD MORNING TENNESSEE," "SUGAR COATED LOVE" Tex Williams1540 F1540



Week Ending
JULY 14, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

a perfect "Starr special"

Kay Starr

gives a rousing rendition of



"COME ON-A MY HOUSE"

BACKED BY

78 rpm No. 1710 - 45 rpm No. F1710 **"HOLD ME, HOLD ME, HOLD ME"**

NEW RELEASES ON Capitol

		78 rpm	45 rpm
MARGARET WHITING <small>with Les Paul and The Orchestra</small>	GOOD MORNING, MR. ECHO RIVER ROAD TWO-STEP	1702	F1702
KAY STARR <small>with Tennessee Ernie and Gene Kempner</small>	COME ON-A MY HOUSE HOLD ME, HOLD ME, HOLD ME NEW RELEASE	1710	F1710
DEAN MARTIN <small>with The Orchestra Conducted by Bob Hite</small>	IN THE COOL, COOL OF THE EVENING BONNE NUIT <small>with the Tennessee Ernie Trio</small>	1703	F1703
STAN KENTON <small>and His Orchestra</small>	JUMP FOR JOE <small>with Tennessee Ernie and Peggy</small> LAURA <small>with the Tennessee Ernie Trio</small>	1704	F1704
GORDON MACRAE <small>with The Nashville Foundation for Country Music</small>	OL' MAN RIVER <small>from the Hit Film "Shane"</small> ON A SUNDAY AT CONEY ISLAND <small>with the Orchestra</small>	1705	F1705
LOU ELLA ROBERTSON <small>with DON ROBERTSON'S WANDERERS</small>	IN THE PINES <small>with</small> CHICKASAW MOUNTAIN	1706	F1706
THE FOUR KNIGHTS	WALKIN' AND WHISTLIN' BLUES WHO AM I?	1707	F1707
GENE O'QUIN	TEXAS BOOGIE TRIFLIN' WOMAN (YOU'RE GONNA HAVE TO SETTLE DOWN)	1708	F1708
JIMMY LEE	KNOCKING ON YOUR FRONT DOOR <small>(POUNDED ON YOUR BACK)</small> GO HEAD AND GO	1709	F1709

Paul Weston



America's BEST-SELLING
Popular Albums

plus
Current Columbia "Pop" Hits

★
MORNING SIDE OF THE MOUNTAIN
WHAT WILL I TELL MY HEART 39424

★
MAYBE IT'S BECAUSE (I LOVE YOU TOO MUCH)
BONNE NUIT 39465

★

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 July 9, 9 and 8.

Last
Week

This
Week

1. 1. Too Young

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

RECORDS AVAILABLE: F. Affron, V 20-4105; P. Anders, Dec 27549; T. Arden, Cal 19271; M. 18189; Cole, Cap 1449; J. Desmond, MGM 10490; R. Hayes, Mer 5599; D. Vaughan, Coral 68393; V. Young Ors, Dec 27368; C. Weeds, King 972.

ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dick Jensen, Ori, Associated; Bob Eberly, World; Tony Pastor, Long-Worth.

2. 2. How High the Moon

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

RECORDS AVAILABLE: C. Brown, Aladdin 3071; Errol Garner, Cal 39145; Les Paul, Cap 14517; S. Keenan, Cap 15817; D. Ellington Ors, Cal 38150; E. Fitzgerald, Dec 24387; D. New Ors, MGM 30622; MGM 10322; D. Brubeck Trio, Fantasy 515; D. Peterson, Mer 6963.

ELECTRICAL TRANSCRIPTION LIBRARIES: Hank O'Neale, Associated; Al Star Sarette, Standard; Les Paul, Standard; Al Sels, Standard; Ray McKinley Ors, Thesaurus; Jack Christy Johnny Guarneri Quartet, Thesaurus; Helen Forest, World.

3. 3. On Top of Old Smoky

By Pete Seeger—Published by Folkways (BMI)

RECORDS AVAILABLE: E. Carter, Coral 40436; V. Moore, V 20-4114; The Weavers, Dec 27515; P. Faith-B. Les, Cal 39328; Terred Les, Intro 6014; G. Sabao Ors, Mer 5632; Ash White, London 1028; B. Johnson, Merit 303; M. Pearl, King 978.

ELECTRICAL TRANSCRIPTION LIBRARIES: Billy Mills Ors, Standard; Eddy Howard, World.

5. 4. My Truly, Truly Fair

By Bob Merrill—Published by Santity-Jay (ASCAP)

RECORDS AVAILABLE: V. Garano-G. Barzman Ors, Mer 4646; F. Martin Ors, V 20-4150; C. Winters, Cal 39418; A. Moore, MGM 10984; R. Anthony, Cap 13821; D. James, 1036; G. Auld, Coral 40515; R. Morgan, Dec 27438.

ELECTRICAL TRANSCRIPTION LIBRARIES: Tommy Dorsey, Standard.

4. 5. Jezebel

By Waver Shamel—Published by Broadcast Music (BMI)

RECORDS AVAILABLE: Alexander Bros., Mer 5620; A. Greene, Mer 5632; F. Laine, Cal 39367; B. Hart, Merit 307.

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

6. 6. Mister and Mississippi

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

RECORDS AVAILABLE: R. Allen, Mer 5647; G. Aury, Cal 29331; D. Day, V 20-4140; J. Desmond, MGM 10874; Milt Brothers, Dec 27575; F. Page, Mer 5645; Tennessee Ernie, Cap 1501.

ELECTRICAL TRANSCRIPTION LIBRARIES: Larry Folmer, World; Hank Perry, Standard.

8. 7. Loveliest Night of the Year

By Paul Francis Webster and Irving Abrahams—Published by Robbin (ASCAP)
From the MGM film, "The Great Caruso"

RECORDS AVAILABLE: A. Blyth, MGM 30332; P. Faith Ors, Cal 39192; M. Lane, V 18-3500; H. O'Connell, Cap 1408; A. Shelton, London 937; E. Smith, Dec 27503; F. Walsh, Dec 27507; B. Hart, Merit 307.

ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Danian, Standard; Bill Mills Ors, Standard; Shep Fields, Long-Worth; Monica Lewis, World.

9. 8. Mockin' Bird Hill

By Vaughn Monroe—Published by Southern (ASCAP)

RECORDS AVAILABLE: R. Allen-E. Bird, VE45148-0396, (78)73-0396; Martin Sisters-D. Miles, London 851; A. Miller, Carmax CRS 3168; R. Morgan, Dec 27444; La Paul-M. Ford, Cap 1323; Pinetoplers; Coral 4041; P. Page, Mer 5595; (49)5595X45; Clark and McMullen, R.F.D. 5075; T. Hill Ors, Mer 5552; Saddle Kings, MacGregor 493.

ELECTRICAL TRANSCRIPTION LIBRARIES: Eddy Howard, World; Henry Jerome, Long-Worth.

9. 9. Come On-A My House

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

RECORDS AVAILABLE: R. Clayton, Cal 39467; R. Hayes, Mer 5633; E. Armen, Federal 3400; E. Fitzgerald, Dec 81214; D. Hayes-G. Coonan Quintette, Savoy 793; L. Pyra, Robin Hood 111; K. Starr, Cap 1710.

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

7. 10. Rose, Rose, I Love You

By Wilfrid Thomas—Published by Chappell (ASCAP)

RECORDS AVAILABLE: Lnu. Blenkins, Cap 1532; G. Jenkins, Dec 27596; F. Lane, Cal 39367; A. Luv, MGM 10876; B. Carroll, 20-4135; Ema Ella Robertson, Cap 1527; M. Mitchell, Eddy, 48164; Eray Lee, London 1029; Miss Inez Lee, Cal 39420.

ELECTRICAL TRANSCRIPTION LIBRARIES: R. Morgan, World.

America's Fastest Selling Records

DECCA RECORDS

THE SMASH VERSION!

ELLA FITZGERALD



COME ON-A MY HOUSE
and
MIXED EMOTIONS (with the RAY CHARLES SINGERS)

Decca 27680 (78 RPM) and 9-27680 (45 RPM)



JACKIE GLEASON

AS PERFORMED ON TV!

WHAT IS A BOY? and **WHAT IS A GIRL?**

Decca 27684 (78 RPM) and 9-27684 (45 RPM)

A TUBB SMASH!

ERNEST TUBB



HEY LA LA

(with the ANITA KERR SINGERS)

and
PRECIOUS LITTLE BABY

Decca 46338 (78 RPM) and 9-46338 (45 RPM)

NEW RELEASES—SINGLES

- Come On-A My House **ELLA FITZGERALD**
Mixed Emotions Decca 27680 and 9-27680
(With The RAY CHARLES SINGERS)
- The Wondrous Word (O! The Lord) **THE KING'S MEN**
Keep A Prayer In Your Heart Decca 14579 and 9-14579
- Hey La La **ERNEST TUBB**
(With The ANITA KERR SINGERS)
Precious Little Baby Decca 46338 and 9-46338
- Hinkey Hinkey **SPADE COOLEY**
Lucky Leather Britches Decca 46339 and 9-46339
- Tebebe! **LORENZO AND OSCAR**
It Must'a Been Something I Et Decca 48340 and 9-48340
- He Put In A Bar In The Back Of His Car **GEORGIE'S TAVERN BAND**
(And He's Driving Himself To Drink)
I Love To Play The Glockenspiel Decca 48144 and 9-48144

*Indicates 45 RPM Version

NEW RELEASES—ALBUMS

COUNTRY STYLE

A Group of Country Songs Sung by **BING CROSBY**

Selections include: Country Style—Home Cookin'—I Only Want A Buddy—Not A Sweetheart—When The White Asteles Start Blooming—Some-Thing-Sue—You Sang My Love Song To Somebody Else—Weddin' Day—Betsy

Decca Album A-304 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-329 • Four 45 RPM Unbreakable Records • Price \$3.25
DL 5281 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

WALTZLAND

GUY LOMBARDO
and His Royal Canadians

Selections include: The Blue Skirt Waltz—Homecoming—Anniversary Song—Together—Missouri—Waltz—That Naughty Waltz—Meet Me In St. Louis, Louis—Dreamy Old New England Moon

Decca Album A-309 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-329 • Four 45 RPM Unbreakable Records • Price \$3.25
DL 5285 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

GO LATIN with

ENRIG MADRIGUERA and **DESI ARNAZ**
and His Orchestra and His Latinas

Selections include: El Cumbanchero—Jungle Rumba—Taka It Away (Tamao Tu)—Maria From Bahia—Un Poquito De Tu Amor—Similam—Xochimilco (Would You Do It Again)—Jingull, Jangalo

Decca Album A-373 • Four 10-inch 78 RPM Records • Price \$4.15
Decca Album 9-329 • Four 45 RPM Unbreakable Records • Price \$3.25
DL 5286 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

New on 33 1/2 RPM!

TAHITIAN RHYTHMS

AUGIE GOUPIL
and His Royal Tahitiens

Selections include: O Tahiti—Tupaha—Papa—Tahiti Apia—Mitira (Oh Tahiti)—Tiere Tahiti—Tata Hu'a (Little Man)—My Ahiti (Tahitian Love Song)

DL 5276 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00
Also on 78 RPM
Decca Album A-577 • Four 10-inch 78 RPM Records • Price \$4.15

TOP TUNES

By America's Favorite Artists

- Good Morning Mister Echo **JANE TURZY TRIO** 27622*
- Sweet Violets **JANE TURZY** 27668*
- Satins And Lace **ANDREWS SISTERS** and **RED FOLEY** 27609*
- Vanity **DON CHERRY** 27610*
- Too Young **PATTY ANDREWS** With **VICTOR YOUNG** and His Orch. 27569*
VICTOR YOUNG and His Orch. 27366*
- How High The Moon **ELLA FITZGERALD** 24387*
- My Truly, Truly Fair **RUSS MORGAN** and His Orch. 27630*
- Mister And Mississippi **MILLS BROTHERS** and **SONNY BURKE** and His Orch. 27579*
- The Loveliest Night Of The Year **FRED WARING** AND HIS **PENNSYLVANIANS** 27507*
ETHEL SMITH 27583*
- Sound Off **JERRY GRAY** and His Orch. 27608*

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

NAMM SHOW
SEE DECCA BOOTHS 85 AND 86
PALMER HOUSE, CHICAGO

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received July 4, 5 and 6

Records listed here in numerical order are played over the greatest number of record shows...

Table with columns: POSITION, Weeks Last This to date, Weeks (Weeks), Artist, Title, Label, and other details. Includes entries like 'TOO YOUNG' by Nat (King) Cole and 'HOW HIGH THE MOON' by L. Paul M. Ford.

England's Top Twenty

Table with columns: POSITION, Weeks Last This to date, Weeks (Weeks), English Artist, Title, American Artist, and other details. Includes entries like 'WITH THESE HANDS' by Edward Krassner, Ltd.

VOX JOX

Diskin' Data

Fred Rawlinson, WGAP, Maryville, Tenn., sends a frantic S.O.S. to record distributors for 'new releases, please, please!'

Cab Bag

John (Guslie) Dmytro, RCA Victor Detroit sales promotion head, says "I believe we have the best talent in the disk jockey field right here in Detroit."

Ad Lib Cuttings

Tommy Edwards, formerly with KIOD, Spencer, Ia., and WOKY, Milwaukee, has switched to WERE, Cleveland.

Gleason Cuts Two Sides for Decca

NEW YORK, July 7.—Comic Jackie Gleason last week turned his thespian talents to wax. He cut for Decca his own reading of 'What Is a Boy?'

For the flip side, Gleason did a sequel piece to the original, 'What Is a Girl?' Sunny Spears wrote and conducted the background music for the Gleason diskings.

Best Selling Sheet Music

Based on reports received July 4, 5 and 6

Tunes listed are the national best sheet music sellers. List is based on orders received each week from all the nation's sheet music jobbers.

Table with columns: POSITION, Weeks Last This to date, Weeks (Weeks), Title, Artist, and other details. Includes entries like 'TOO YOUNG (R)' by Jefferson and 'ON TOP OF OLD SMOKY (R)' by Folkways.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audience on programs heard on regular stations in New York, Chicago and Los Angeles. List is based upon John G. Prentiss's Audience Coverage Index.

The feature is copyrighted 1942 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y.

Because of Year (R) (R) indicates time from 5 legitimate musical; (R) indicates time from 5 legitimate musical; (R) indicates time from 5 legitimate musical.

Table with columns: Title, Artist, and other details. Includes entries like 'Because of Year (R) (R)', 'Cherry Lips (R)', and 'Come On-A My House (R)'.

Songs With Most TV Performances (RH Tele-Log)

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

Table with columns: Title, Artist, and other details. Includes entries like 'Be My Love', 'Getting to Know You', and 'Hello Young Lovers'.

A One Woman Hit Parade
ON COLUMBIA RECORDS

**SARAH
VAUGHAN**

Sings

**"THESE THINGS
I OFFER YOU"**

Coupled with

"DEEP PURPLE"

Columbia 39370

and

"VANITY"

Coupled with

"MY REVERIE"

Columbia 39446

Coming soon

"OUT OF BREATH"

and

"AFTER HOURS"

Publicity:
JIM MCCARTHY

Personal Manager:
GEORGE TREADWELL

Direction:
GALE AGENCY, INC.
40 WEST 48TH ST., NEW YORK CITY



THE BILLBOARD

Music Popularity Charts

Best Selling Pop Singles

Based on reports received July 4, 5 and 6

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

Table with columns: Position, Weeks Last In, Title, Artist, Label, and other details for Best Selling Pop Singles.

Best Selling Classical Titles

Table with columns: Last Week, This Week, Title, Composer, and other details for Best Selling Classical Titles.

Advance Classical Releases

Table with columns: Media, Title, Composer, and other details for Advance Classical Releases.

DEALER DOINGS

News and Chatter

Adrian's Record Shop, Hutchinson, Kan., tied in with local theater showing "The Great Caruso" and ran ads offering two tickets to the movie with every purchase of Mario Lanza's "Great Caruso" album...

Displays That Sell

In the belief that an eye-catching window display will sell records, Viola M. Bess, owner of the Roanoke Record Shop, Roanoke, Va., has developed much thought and effort to setting up attractive windows...

Best Selling Children's Records

Based on reports received July 4, 5 and 6

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

Table with columns: Position, Weeks Last In, Title, Artist, Label, and other details for Best Selling Children's Records.

Best Selling Pop Albums

Based on reports received July 4, 5 and 6

Because all labels are not listed 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 questionnaire on a comparison basis...

Table with columns: Last Week, This Week, Title, Artist, Label, and other details for Best Selling Pop Albums.

Classical Reviews

CHAIKOVSKY: SYMPHONY NO. 5

Phonodisc Records, Eugene Oregon, Columbia (C) 12-140 Columbia (C) ML-4400 This is apparently the LP replacement for Columbia's standard version of the Fifth, which was a triumph. It is an eminently satisfactory recording, well recorded and to be kept with the accepted interpretation of the recording score...

"MEET THE COMPOSER"—FRANCIS POULENC PLAYS HIS OWN WORKS

Warner Columbia Records' find enough Poulenec playing Poulenec in 20 (and 10) low sides of an LP we can't be sure just how much music by half marketing the "Meet the Composer" title for an one-piece plays here of his own works. "Mouvements Perpetuels," "Nocturne in the D Major" and "Suite Française," and on the other hand a program of six short works by Satie. But none the less, it is an enjoyable program of modern French piano—stylish, unassuming and interesting. Poulenec's own words are the more notable here: "Satie's" including such as all best known things as selections from his "Capricieux" and "Gymnopédies," are characteristically happy, humorous and full of oddball turns and surprises. Poulenec, who has an affinity for Satie, plays him enthusiastically, as he does his own works. Piano recording is very good.

ORGAN REVERIES BY VIRGIL FOX

Virgil Fox, of the Organ of Riverside Church, New York (12-12) Here's a considerably light area program that seems to fit a sensitive and fresh take. Organ music has been finding more and more favor since the advent of LP, but most recordings have been confined to Bach, with an occasional French and other staple organ composers. The album at hand is a frank bid for the general, uncommitted market for those buyers who would like to get a top organ and party at a prelude. The program included some contemporary familiar items as Brahms' "Waltz in A Flat," Debussy's "Songs My Mother Taught Me," and Satie's "The Heir of the Supreme Being" and several other "Kamelion-Organ" and some other transcriptions of well-known melodies. Fox plays them with respect, admiration and fine technical acuity. The organ sound is excellently captured.

SCHUBERT: SYMPHONY NO. 4 IN C MINOR, "THE TRAGIC"—Vienna Symphony Orchestra, Paul Sacher, Cond. (12-12) Program (3) MLP 704

Conductor Sacher offers a great, four-square reading of this early manifestation of the Schubert symphonic talent. Write me when the composer was 19, the Fourth, a superb work, begins to list at the grand finale. The Vienna Philharmonic's "Kamelion-Organ" and some other transcriptions of well-known melodies. Fox plays them with respect, admiration and fine technical acuity. The organ sound is excellently captured.



another "Piano Concerto"
freddy Martin
"CLAIR DE LUNE"

"THE GANG THAT SANG HEART OF MY HEART"

RCA Victor 20-4193 47-4193

FLASH!

RCA VICTOR SUMMER POP DRIVE A SUCCESS!!

* This space, usually reserved for RCA Victor Records release info, is being devoted to highlight the top 15 Best Selling records (according to RCA's Best Selling List).

Sweet Violets

DIMAH SHORE . . . 20-4174 (47-4174)*

The Loveliest Night of the Year

MARIO LANZA . . . 10-3300 (49-3300)*

I'll Hold You in My Heart

EDDIE FISHER 20-4191 (47-4191)*

I'm in Love Again

HENRI BENE with APRIL STEVENS 20-4148 (47-4148)*

Sound Off

VAUGHN MONROE 20-4113 (47-4113)*

I Get Ideas

T. MARTIN 20-4141 (47-4141)*

Because

MARIO LANZA 10-3207 (49-3207)*

On Top of Old Smoky

VAUGHN MONROE 20-4114 (47-4114)*

Mister and Mississippi

DENNIS DAY 20-4140 (47-4140)*

I Wanna Play House With You

E. ARNOLD 21-0476 (48-0476)*

Vesti La Guibba

MARIO LANZA 10-3228 (49-3228)*

Tell Me

T. MARTIN 20-4169 (47-4169)*

Be My Love

MARIO LANZA 10-1561 (49-1561)*

What Is a Boy?

JAN PEERCE 10-3425 (49-3425)*

Cryin' Heart Blues

JOHNNIE & JACK 21-0478 (48-0478)*

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

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



Federal RECORDS

FOLK-WESTERN

HAWKSHAW HAWKINS I'M WAITING JUST FOR YOU A HEARTACHE TO RECALL

WAYNE RANEY I AINT NOTHIN' BUT A TOMCAT'S KITTEN I'M ON MY WAY

ROB NEWMAN TURTLE DOVIN' QUARANTINED LOVE

ZEB TURNER BACK, BACK, BACK TO BALTIMORE I GOT A LOT OF TIME FOR A LOT OF THINGS

YORK BROTHERS SIXTY MINUTE MAN LOOKIN' FOR SOMEBODY NEW

CLYDE MOODY TOO YOUNG TEND TO YOUR BUSINESS

SEPIA-BLUES

LUCKY MILLINDER I'M WAITING JUST FOR YOU BONGO BOOGIE

TINY BRADSHAW WALKIN' THE CHALK LINE BRADSHAW BOOGIE

EARL HOSTIC SLEEP SEPTEMBER SON

WYNONIE HARRIS BLOODSHOT EYES CONFESSION 'THE BLUES

POPULAR

MOOSE JACKSON UNLESS END THIS MISERY



THE DOMINES SIXTY MINUTE MAN I CAN'T ESCAPE FROM YOU

DO SOMETHING FOR ME CHICKEN BLUES

DELUXE

ROY BROWN WRONG WOMAN BLUES BEAUTICIAN BLUES

King Records logo.

RECORDS INC.

Best Selling Pops by Territories

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

Each week, The Billboard in cooperation with Western Union, secures late minute sales reports from key dealers in the nation's largest record markets...

NEW YORK

- 1. TOO YOUNG Nat (King) Cole, Cap/7811449, (45)F-1449 ASCAP (That's My Girl)

Best Selling Albums

- 1. KING AND I Original Cast, Dec/7810A-876, (45)F-240, (33)DL-9008

CHICAGO

- 1. LOVELIEST NIGHT OF THE YEAR M. Lanza, V78120-3300, (45)F-3300 ASCAP (La Donna E Mobile)

Best Selling Albums

- 1. VOICE OF THE ITABAY Vma Sumac, Cap/7810C-244, (45)CDF-244, (33)M-244

DALLAS-FORT WORTH

- 1. TOO YOUNG Nat (King) Cole, Cap/7811449, (45)F-1449 ASCAP (That's My Girl)

Best Selling Albums

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor DR. M. Lanza-C. Callahan, V7810M-1506, (45) WDM-1506, (33)LM-1127

ST LOUIS

- 1. I GET IDEAS T. Martin, V78122-6143, (45)47-4141 BMI (Thank My Heart)

Best Selling Albums

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor DR. M. Lanza-C. Callahan, V7810M-1506, (45) WDM-1506, (33)LM-1127

DETROIT

- 1. COME ON A-MY HOUSE R. Clooney, Cap/78139467, (45)4-39467, (33) 3-39467 BMI (Rose of the Mountain)

Best Selling Albums

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor DR. M. Lanza-C. Callahan, V7810M-1506, (45) WDM-1506, (33)LM-1127

LOS ANGELES

- 1. TOO YOUNG Nat (King) Cole, Cap/7811449, (45)F-1449 ASCAP (That's My Girl)

Best Selling Albums

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor DR. M. Lanza-C. Callahan, V7810M-1506, (45) WDM-1506, (33)LM-1127

DENVER

- 1. ROSE, ROSE, I LOVE YOU F. Laine, Cap/78139367, (45)4-39367, (33) 3-39367 BMI (Rose, Rose, I Love You)

Best Selling Albums

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor DR. M. Lanza-C. Callahan, V7810M-1506, (45) WDM-1506, (33)LM-1127

PHILADELPHIA

- 1. TOO YOUNG Nat (King) Cole, Cap/7811449, (45)F-1449 ASCAP (That's My Girl)

Best Selling Albums

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor DR. M. Lanza-C. Callahan, V7810M-1506, (45) WDM-1506, (33)LM-1127

PITTSBURGH

- 1. COME ON A-MY HOUSE R. Clooney, Cap/78139467, (45)4-39467, (33) 3-39467 BMI (Rose of the Mountain)

Best Selling Albums

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor DR. M. Lanza-C. Callahan, V7810M-1506, (45) WDM-1506, (33)LM-1127

NEW ORLEANS

- 1. JEZEBEL F. Laine, Cap/78139367, (45)4-39367, (33) 3-39367 BMI (Rose, Rose, I Love You)

Best Selling Albums

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor DR. M. Lanza-C. Callahan, V7810M-1506, (45) WDM-1506, (33)LM-1127

SEATTLE

- 1. HOW HIGH THE MOON L. Paul-M. Ford, Cap/7811451, (45)F-1451 ASCAP (Walker and Whittier Blues)

Best Selling Albums

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor DR. M. Lanza-C. Callahan, V7810M-1506, (45) WDM-1506, (33)LM-1127

WASHINGTON, D. C.

- 1. COME ON A-MY HOUSE R. Clooney, Cap/78139467, (45)4-39467, (33) 3-39467 BMI (Rose of the Mountain)

Best Selling Albums

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor DR. M. Lanza-C. Callahan, V7810M-1506, (45) WDM-1506, (33)LM-1127

BOSTON

- 1. TOO YOUNG Nat (King) Cole, Cap/7811449, (45)F-1449 ASCAP (That's My Girl)

Best Selling Selections

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor DR. M. Lanza-C. Callahan, V7810M-1506, (45) WDM-1506, (33)LM-1127

ATLANTA

- 1. TOO YOUNG Nat (King) Cole, Cap/7811449, (45)F-1449 ASCAP (That's My Girl)

Best Selling Albums

- 1. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor DR. M. Lanza-C. Callahan, V7810M-1506, (45) WDM-1506, (33)LM-1127

RHYTHM AND BLUES NOTES

Jerry Blaine is giving up the manufacturing end of the disk business. He sold his Jubilee disk line, including the contracts he holds on the Oriole and several other r. and b. titles, to the Atlantic diskery. Blaine will expand his distribution set-up by opening a branch of his Cosmat firm in Philadelphia.

Circle Records has issued a pair of sides by the late Fats Waller which heretofore have not been available in this country. Sides were cut in England in the mid-'30s during Waller's tour there with Spencer Williams.

Blues-houser Joe Turner will join Joe Morris' "Cavalcade of Blues" package as a special attraction to play a series of 31 one-nighters in the Texas-Louisiana area for promoter Howard Lewis.

A new r. and b. and jazz mitery is opening July 13 in Baltimore. Spot, known as Gamby's, will open with Paul Gayten's r. and b. warbler Earl Williams, new Okel recording crooner, as the featured attractions for the first two weeks.

(Continued on page 65)

"SLIPPIN' AROUND"

"EACH NIGHT AT NINE"

"I LOVE YOU SO MUCH
IT HURTS"



"I GOTTA HAVE
MY BABY BACK"

POPULAR ANYWHERE

"IT MAKES NO DIFFERENCE
NOW"

"I'LL KEEP ON LOVING YOU"

"I'LL NEVER SLIP
AROUND AGAIN"

"I DON'T CARE
ANY MORE"

FLOYD TILLMAN

SINGING SONGWRITER



Exclusive on
COLUMBIA RECORDS

A NATIONWIDE ATTRACTION

Watch for Floyd's Next Columbia Release

"GUESS I'LL BE PLAYIN' THE FIELD"

WHILE IN HOUSTON—VISIT FLOYD TILLMAN'S
NEW RECORDING STUDIOS

310 ROBERT LEE STREET • Phone: Mulberry 0444 • HOUSTON, TEXAS

The Center of Attraction

JOHNNY



DESMOND

ABC

RADIO
DON McNEILL'S
"BREAKFAST CLUB"
2 HAPPY YEARS

TV
DON McNEILL'S
"TV CLUB"

MGM

"BECAUSE OF YOU"
MGM Record No. 10947

"OUT O' BREATH"
b/w

"I'M GLAD I GAVE IT UP FOR YOU"
Duet with Monica Lewis
MGM Record No. 10992

"I FALL IN LOVE WITH YOU EVERY DAY"
MGM Record No. 10974

And Now Johnny's Latest . . .
"AMERICA'S PRAYER"
b/w

"I SEE GOD"
MGM Record No. 11003

Personal Mgmt. **AL LEVY** Press Relations and Record Promotion: Milton Karle, N.Y. Jerry Johnson, Calif. Paul Montague, Chicago. Direction **MCA**

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

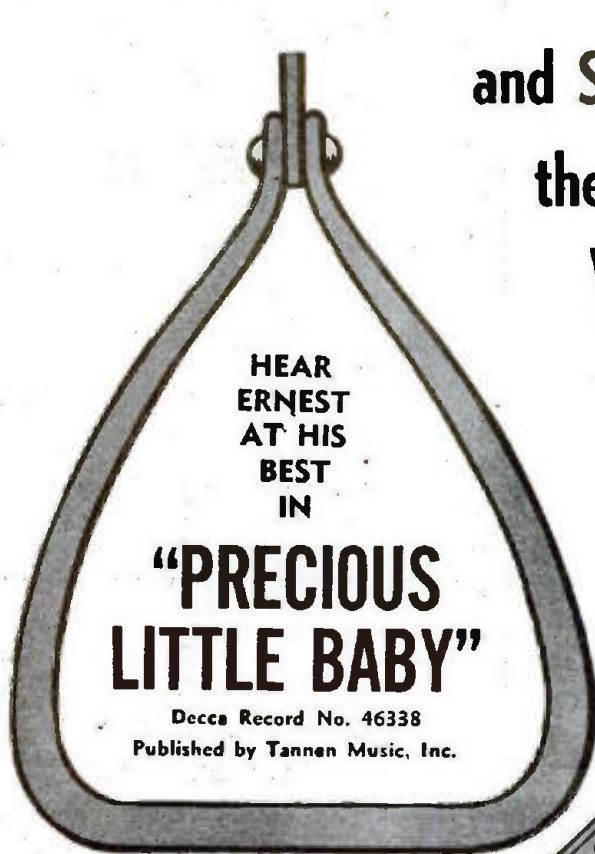
Based on reports received July 4, 5 and 6

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 3,550 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 2.

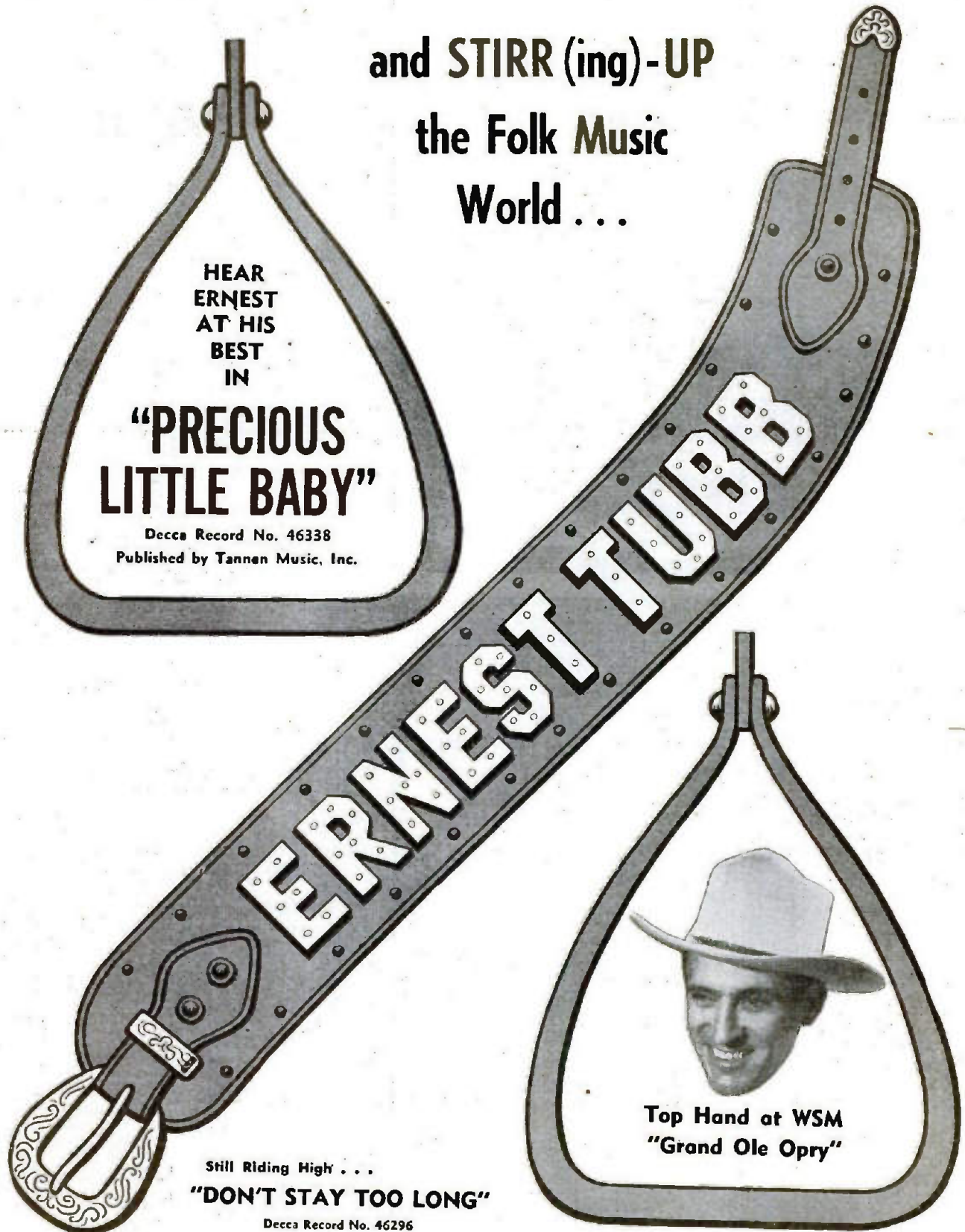
POSITION	Weeks in Chart	Title	Artist	Label
13	1	TOO YOUNG	Nat (King) Cole	Capitol
15	2	HOW HIGH THE MOON	L. Paul-M. Ford	Capitol
9	3	JEZEBEL	F. Laine	Capitol
15	4	ON TOP OF OLD SMOKY	T. Gilyson-Weavers	Decca
10	5	ROSE, ROSE, I LOVE YOU	F. Laine	Capitol
6	7	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Capitol
11	6	SOUND OFF	V. Monroe	Mercury
8	8	MISTER AND MISSISSIPPI	P. Page	Mercury
2	17	COME ON-A MY HOUSE	R. Clooney	Capitol
2	28	SWEET VIOLETS	D. Shore	Mercury
17	12	I APOLOGIZE	B. Erskine	MGM
8	11	LOVELIEST NIGHT OF THE YEAR	M. Lanza	Mercury
11	9	ON TOP OF OLD SMOKY	V. Monroe	Mercury
3	17	I'M IN LOVE AGAIN	A. Stevens-H. Rene	Mercury
5	13	MY TRULY, TRULY FAIR	V. Damone	Mercury
3	15	SHANGHAI	D. Day-P. Weston	Capitol
3	21	OCEANS OF TEARS	K. Starr-Tennessee Ernie	Capitol
6	16	PRETTY EYED BABY	F. Laine-J. Stafford	Capitol
4	17	BECAUSE OF RAIN	Nat (King) Cole	Capitol
3	25	I GET IDEAS	T. Martin	Mercury
21	10	MOCKIN' BIRD HILL	L. Paul-M. Ford	Capitol
25	23	MISTER AND MISSISSIPPI	Tennessee Ernie	Capitol
3	17	BECAUSE OF YOU	T. Bennett	Capitol
7	21	PRETTY EYED BABY	A. Trace	Mercury
1	—	THERE'S NO BOAT LIKE A ROWBOAT	P. Como	Mercury
21	13	MOCKIN' BIRD HILL	P. Page	Mercury
4	25	TOO YOUNG	Patty Andrews & V. Young	Decca
9	—	JOSEPHINE	L. Paul-M. Ford	Capitol
3	23	MISTER AND MISSISSIPPI	D. Day	Mercury
1	—	BECAUSE OF YOU	L. Baxter	Capitol
1	—	LONELY LITTLE ROBIN	Pinetoppers	Capitol

STILL RIDIN' THE HITS . . .

and STIRR (ing)-UP
the Folk Music
World . . .



HEAR
ERNEST
AT HIS
BEST
IN
"PRECIOUS
LITTLE BABY"
Decca Record No. 46338
Published by Tannen Music, Inc.



Top Hand at WSM
"Grand Ole Opry"

Still Riding High . . .
"DON'T STAY TOO LONG"
Decca Record No. 46296

BOOKING PERSONAL APPEARANCES THRUOUT THE USA AND CANADA

JAMES DENNY . . . FOR OPEN DATES CONTACT . . . Nashville, Tenn.
WSM Artists Service Bureau

GEORGE MORGAN

(Writer of 'Candy Kisses')
 America's Favorite Folk Balladier
 Brings You the 'HIT' Version of
"TENNESSEE HILLBILLY GHOST"

and
"MY HEART KEEPS TELLING ME"

Columbia Record No. 20822

Exclusive!

George Morgan Now Transcribing
EXCLUSIVELY for ROBIN HOOD FLOUR

(International Milling Co.)

A New Series Covering Both
NORTH and SOUTH

Thanks to
ROBIN HOOD FLOUR
 (International Milling Co.)

H. W. KASTOR & SONS ADVERTISING CO.
 (Chicago)

RADIOZARK ENTERPRISES
 Springfield, Mo.



Star of
WSM
"GRAND OLE OPRY"
 and
WSM-TV

Personal Manager Robert Ross, WSM, Nashville, Tenn.
 Affiliated With **HILL and RANGE** Songs

Exclusive on **Columbia Records** Originators of 33 1/3 LP Records

THE BILLBOARD Music Popularity Charts

• Best Selling Retail Folk (Country & Western) Records

Based on reports received July 4, 5 and 6

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	Title	Artist	Label
1	2	3	4	5	6
11	1	1	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Capitol
			My Baby's Just Like Money	Capitol	(45)4-20799; (33)3-20799-BMI
3	2	2	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	Capitol
			Something Old, Something New	Capitol	(45)4B-0476; (45)4B-0476-ASCAP
19	5	2	RHUMBA BOOGIE	Hank Snow	Capitol
			You Passed Me By	Capitol	(45)4B-0431; (45)4B-0431-BMI
4	3	4	LET'S LIVE A LITTLE	C. Smith	Capitol
			Nothing As Sweet As My Baby	Capitol	(45)4B-0476; (45)4B-0476-BMI
3	4	5	MISTER AND MISSISSIPPI	Tennessee Ernie	Capitol
			Kentucky Waltz	Capitol	(45)4B-0444; (45)4B-0444-ASCAP
8	—	6	BLUEBIRD ISLAND	H. Snow	Capitol
			Does the Trail of Aches	Capitol	(45)4B-0441; (45)4B-0441-BMI
7	7	7	DOWN THE TRAIL OF ACHIN' HEARTS	H. Snow	Capitol
			Bluebird Island	Capitol	(45)4B-0441; (45)4B-0441-ASCAP
8	9	8	HOWLIN' AT THE MOON	Mank Williams	MGM
			I Can't Help It	MGM	(45)4B-1096; (45)4B-1096-BMI
14	7	9	KENTUCKY WALTZ	E. Arnold	Capitol
			Million Miles From Your Heart	Capitol	(45)4B-0444; (45)4B-0444-BMI
18	10	10	COLD, COLD HEART	Mank Williams	MGM
			Dear John	MGM	(45)4B-1096; (45)4B-1096-BMI

Coming Up

Records listed here to commercial under 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.	OCEANS OF TEARS	K. Starr-Tennessee Ernie	Capitol	(45)4B-1567; (45)4B-1567
2.	HEY, GOOD LOOKIN'	Mank Williams	MGM	(45)4B-11000; (45)4B-11000
3.	IT MAY BE SILLY	"Little" Jimmie Dickens	Capitol	(45)4B-20809; (45)4B-20809; (33)3-20809

• Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.	TUNES A COMMENT	HILL	RANGE
ROY KING & ORK Sweat Face But a Cold Heart MERCURY 6338—King injects feeling into an okay ballad of material.	75--75--72--77		
Yadelle's Way Up There Yodling exercise by King is preceded by an innocuous and lengthy introductory chorus.	70--70--68--71		
CHUCK SECRET (Earl Moore, Jay Stuman, Jack Wiggins) Love, Laughter and Tears SUNSET TRAIL RECORD EL-80-1897—Okay waltz in warmly sung by Secret with the string group supplying a good tap beat.	70--74--66--70		
Love'n Blues Both Secret and the ark are less effective on this blues chant.	65--69--61--65		
MATTIE O'NEIL-SALTY HOLMES The Moccasin Song KING 465—O'Neil delivers a finely vocal on an innocuous little jugle, with potent harmonica and banjo work in back.	75--75--75--75		
My Little Son's Plea Gal does a most effective job with this tearjerker about a little boy who staves an erring mama away from whiskey and cigars.	79--79--79--79		
WAYNE RANEY I Ain't Nuthin' But a Tomcat's Kitten KING 465—Raney chants strongly on a little rhythm with down-home flavor.	73--73--72--74		
I'm on My Way When Raneys' Ted Roney showed back with his own voice makes an effective item of a time country ballad.	78--78--78--78		
THE HAYSTACKERS Sourwood Mountain LONDON 15068—English fiddle-guitar combo sneaks out an acceptable roadman for square-dancing.	62--62--66--58		
Oh, Susanna Like the title.	62--62--66--58		
BILL CARLISLE Lost on a Sea of Sorrow FEDERAL 15015—Carlisle chants an up-tempo phonograph with honey piano and strings free-wheeling in back. Routine effort.	60--60--60--60		
Wheels of Destiny Medium-beat tearjerker about parents dreaming of their son killed in a highway wreck.	66--66--66--66		
EDDIE KIRK Drifting Texas Sand CAPITOL 1591—Kirk does a Western blues with echo yodel effects in a boogie coat set by harmonica and strings. Effective job.	76--76--76--76		
Alone in a Tavern Shifts of mood here, as Kirk chants a sentimental country-pop item, with a routine piano featured in back.	72--72--70--74		
EDDIE DEAN I Married the Girl CAPITOL 1590—Dean warbles warmly on a variation of the "Wedding Bath" theme—"I married the girl who caught the bouquet at the wedding of the girl who broke my heart." Organ and strings on a good background job.	77--77--77--77		
Let Me Hold You When You're Blue Dean gets off a strictly routine tearjerker.	67--67--67--67		

(Continued on page 131)



.... and his
BLUE GRASS BOYS play

PRISONER'S SONG

DECCA RECORD NO. 46314

The Greatest Rendition You've Ever Heard!

Picked to be "TOMORROW'S HIT" by The Billboard

STILL THE "BIG"
BOX OFFICE
ATTRACTION



Featured Star
WSM
"Grand Ole Opry"



TOURS AND
APPEARANCES ALL
OVER THE U. S. A.

For Open Dates Contact

FRANK MORE, Personal Rep., WSM, Nashville, Tenn.

The Latest Copas Smash . . .

"TENNESSEE FLAT GUITAR"

A Duet with Kathy Copas

"I LOVE YOU"

(My Darling, I Love You)

KING RECORD No. 964



COWBOY COPAS

and his Oklahoma Cowboys

Still a Hit

"STRANGE LITTLE GIRL"

KING RECORD No. 951

Thanks to the Dealers, Operators
and Disk Jockeys

Star of WSM "GRAND OLE OPRY"

and the Cowboy Copas CedarCrest Shoe Show over regional network
NBC—Saturday, 5:45 to 6:15 p.m.

For Personal Appearance Dates Contact

WSM ARTIST SERVICE BUREAU

NASHVILLE, TENNESSEE

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

. . . Based on reports received July 4, 5 and 6

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

Weeks Last / This to date / Week / Weeks	POSITION	Artist	Label
3 2 1	1	I WANT TO PLAY HOUSE WITH YOU	E. Arnold V78121-0476; (45)48-0476—ASCAP
11 1 2	2	I WANT TO BE WITH YOU ALWAYS	L. Frizzell Cal(78)20799; (45)4-20799; 3333-20799—BMI
5 5 3	3	LET'S LIVE A LITTLE	Carl Smith Cal(78)20796; (45)4-20796; 3333-20796—BMI
6 3 4	4	I CAN'T HELP IT	H. Williams MGM(78)10961; (45)K-10961
2 8 5	5	SOMETHING OLD, SOMETHING NEW	E. Arnold V78121-0476; (45)48-0476—ASCAP
17 7 6	6	COLD, COLD HEART	H. Williams MGM(78)10904; (45)K-10904—BMI
8 5 7	7	HOWLIN' AT THE MOON	H. Williams MGM(78)10961; (45)K-10961
19 3 8	8	RHUMBA BOOGIE	Hank Snow V78121-0491; (45)48-0491—BMI
13 — 9	9	KENTUCKY WALTZ	E. Arnold V78121-0444; (45)48-0444—BMI
9 9 10	10	DOWN THE TRAIL OF ACHIN' HEARTS	H. Snow-A. Carter V78121-0441; (45)48-0441—ASCAP

Coming Up

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

1.	HEY, GOOD LOOKIN'	Hank Williams MGM(78)11000; (45)K-11000
2.	IF TEARDROPS WERE PENNIES	Carl Smith Cal(78)20825; (45)4-20825; 3333-20825
3.	PEACE IN THE VALLEY	R. Foley De(78)46319 & 14573; (45)9-46319 & 9-34573

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Disk Jockey Doings

Betty Gribben, WMTW, Portland, Me., reports a heavy mail pull from hospitalized vets from her area whose address she gives to listeners, asking them to write the Korean warriors. Miss Gribben continues to work at George and Dixie's Indian Ranch near Portland as emcee on week-ends.

Ford Mitchell, WACA, Waco, Tex., reports that the new Columbia warbler, Ray Price, went over big on a recent Big State Jubilee show there. Hank Carl, Oxford, N. C., reports that a new singing group, the Clark Sisters, Jean, Joyce and Shirley, teen-agers, have joined the station cast. . . . Ari Barrett, WSAP, Portsmouth, Va., recorded a memorial show to the late Jimmy Rodgers and sent it to the Victor diskers' widow. In appreciation, Mrs. Rodgers sent him a disk from her own collection of Rodgers' hits as recorded originally back in the '30s. . . . Johnny Deane, Don Whitney, Pappy Steward, all of KLCN, Blytheville, Ark., and Johnny Rion, WIBW, Belleville, Ill., are promoting a Johnny Bond one-nighter at the Arena, Cape Girardeau, Mo.

Don Larkin, WAAT, Newark, reports that Montana Slim (WLF Carter) is appearing at the Capitol Lounge, South River, N. J., operated by Al Duitkin, manager of Eddie Marshall (Victor). Carl Mann, formerly at KFGO, Fargo, N. D., until recalled into service last year, has left the khaki and is working at KDIX, Dickinson, N. D. . . . Al Morris, WONE, Dayton, O., writes that Red Perkins (King), the railroad fireman, is doing a new TV show over WLW's Dayton video outlet. . . . Bob Byrd and the Texas Drifters are now at KULP, El Campo, Tex., where Dick Jones spins the wax. . . . Frank Page, KWKH, Shreveport, La., reports that Ex-Governor Jimmy Davis is doing a Sunday afternoon show over the station. Clyde Woody (King) is also working the station. . . . Carl (Mr. Sunshine) Swanson, WRUN, Utica, N. Y., will direct an outdoor show each Sunday at Baker's Point, Richfield Springs, N. Y.

George Duck has replaced Bruce Wilson at WWPF, Palatka, Fla. . . . Jack Markham has replaced George Perry at WFMV, Greensboro, N. C. . . . Frank Lokey, WBIG, Greensboro, N. C., has skedded two all night sings for his city July 11 and August 9, working with a local fraternal org. He has enlisted the aid of the area's other jockeys, who will boost the charity show.

Woody Johnson, who does two d.i. shows at KFYN, Bonham, Tex., doubles as business manager of the station. . . . Lloyd Hart, WTYS, Marianna, Fla., has reorganized the Rhythm Ramblers and is currently working dance dates in the territory. He is still doing 90 minutes of wax-works per day in the country field.

Artists' Activities

Jimmy Kish's Country Musickers, WKBN, Youngstown, O., are playing Monday nights from Idora Park's Pavilion there. Kish is also working Saturdays at Joyland, Meadville, Pa. . . . Ray Price (Columbia) and His Kings of Strings are working Bob Wills' Ranchhouse, Dallas, for six weeks while the MGM recorder and his band do a Coast tour. . . . Marty Landau, operator, Riverside Ranch, Los Angeles, is using Lefty Frizzell for 10 days and will follow up with 11 days on Hank Snow beginning July 29. Landau is taking the two on tours of the Coast same as he did with Ernest Tubb recently. . . . Hank Snow and his manager, Norm Riley, have just inked a new three-year pact. Snow worked Shady Arres Park, Mulberry, Ind., operated by Carly Myers, July 1, drawing 7,000, second only to the throng attracted last August by Roy Acuff. Snow has just cut a 15-minute e.t. for the National Foundation for Infantile Paralysis, in which he explains the dangers of polio and what steps to follow to avoid the ailment. Disk will be peddled free to all radio stations by the foundation.

Elron Britt (Victor) has returned to the U. S. after 33 days of entertaining troops in Korea. . . . G. E. Hammond is now managing Hank Locklin (4-Star). . . . Tex Clarke and His Coctus Hillbillies, formerly at WHK, Cleveland, are now working Southern Ohio dates. . . . Floyd Tillman (Columbia) is operating his own recording studio in Houston. Tillman, an electronic hobbyist, has converted his home studio into a commercial cutting center. It has been used for several dinking sessions in the past few weeks. . . .

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.

NEY LA LA	Decca 46338
Ernest Tubb	
ALWAYS LATE	
MOM AND DAD'S WALTZ	
Lefty Frizzell	Columbia 20837

THE BILLBOARD Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received July 4, 5 and 6

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

14	1	1. I WANT TO BE WITH YOU ALWAYS	L. Frizzell Cap(78)20799; (45)4-20799; (3)33-20799—BM1
3	—	2. MISTER AND MISSISSIPPI	Tennessee Ernie Cap(78)1521; (45)1-1521—ASCAP
4	4	3. I WANT TO PLAY HOUSE WITH YOU	E. Arnold V(78)21-0476; (45)46-0476—ASCAP
5	2	4. I CAN'T HELP IT	H. Williams MGM(78)10961; (45)K-10961
20	4	5. RHUMBA BOOGIE	Hank Snow V(78)21-0431; (45)46-0431—BM1
7	8	6. HOWLIN' AT THE MOON	Hank Williams MGM(78)10961; (45)K-10961
6	3	7. LET'S LIVE A LITTLE	Carl Smith Cap(78)20799; (45)4-20799; (3)33-20796—BM1
18	6	8. COLD, COLD HEART	H. Williams MGM(78)10904; (45)K-10904—BM1
11	—	9. STRANGE LITTLE GIRL	Cowboy Copas Knox(78)951; (45)45-951—ASCAP
1	—	10. HEY, GOOD LOOKIN'	H. Williams MGM(78)11000; (45)K-11000

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.	IF TEARDROPS WERE PENNIES	C. Smith Cap(78)20825; (45)4-20825; (3)33-20825
2.	MR. MOON	C. Smith Cap(78)20825; (45)4-20825; (3)33-20825
3.	CRYIN' HEART BLUES	Johnnie and Jack V(78)21-0476; (45)46-0476

Folk Record Releases

All I Like Being a Monkey—Allen Flint (The Darrin) Tennessee 783
 Another World Ago—Sheets Yancy (Candy Coated) MGM 11011
 Black Strap Millasse—Tex Williams (Love and Cap) 1700
 Blues Won't Ever Leave Me—The Al Rogers (Blue Trail) MGM 11012
 California Blues—Webb Pierce (You Scared) De 46332
 Cherokee Bessie—Moon Mullican (Love Is) King 965
 Childhood Dreams—S. Grayson (Pray that) V 21-0488
 Chinchee Hotel—Bob Dickerson (Money Talks) De 46329
 Clouds Will Soon Roll By—E. Zack (You Remind Me) 46330
 Dog MacArthur—R. Acuff (In the) Col 20822
 Down on My Knees—E. Callahan (On the) Folk Star 603
 Everyone Is Welcome in the House of the Lord—J. Holden-F. Kay (Beer, Whiskey) V 21-0483
 Heartache to Recall—A. B. Hawkins (I'm Waiting) King 949
 Hey Lil La—Ray Price (I Saw) Col 20833
 Monkey-Talk—Mae—L. Irwin (Stomp That) Mer 6335
 How Can It Be Wrong—J. Johnson (Mother Wears) Folk Star 604
 I Saw My Castles Fall Today—Ray Price (Hey Lil La) Col 20833
 If Teardrops Were Pennies—Meris Shiner (Let's Love) De 46337
 I'm Poppin' for the Day—R. Hawkins (An Angel) Mer 6337
 I'm Waiting Just for You—H. Hawkins (Heartache) (a) King 969
 In the Shadow of the Pine—M. Peel (On Top) King 978
 In the Shadow of the Smokies—B. Acuff (Doug MacArthur) Col 20828
 I've Been Worried by Davlin—Boyer Valley—Sun Records (Penny Pinch) V 21-0481
 Let's Live a Little—Meris Shiner (If Teardrops) De 46337
 Linda Lee—Carl Butler (No Trepassing) Cap 1701
 Lonesome—Gene of the Pioneers (Wonderous World) V 21-0486
 Love and Devotion—Tex Williams (Black Strap) Cap 1700
 Love Is the Light That Leads Me Home—Moon Mullican (Cheerful) King 965
 Love, Lusheter and Tears—C. Secret (Love's Blue) Sunset Trail ET-08-1556
 Love's Blues—C. Secret (Love, Laughing) Sunset Trail ET-08-1556
 Lovin' Overtime—S. Williams (Everlasting Love) Coral 64099
 Meet Me at the Station—Eddie Crosby (Six Feet) De 46333
 Money Talks—Bob Dickerson (Chinchee) De 46329
 Mother, the Queen of My Heart—D. Ritter (Yesterday) Coral 64093
 Mother Wears a Purple Heart—Jerry & Peggy (How Can) Folk Star 604
 My Lord's Gonna Move This Wicked Race—C. Moore (Jesus) V 21-0485

(Continued on page 62)

RED SOVINE



Exclusive Recording Star
MGM RECORDS

Newest Release
"FOUR FLUSHER"

MGM Record 10981
booked with
"Farewell, So Long, Goodbye"

★
Featured Star on
KWKH LOUISIANA HAYRIDE

For Information Contact
JIM BULLIET
KWKH Artist Service Bureau
Phone 2-8711 or 5-4813
Shreveport, La.

SOLD

BOOKED SOLID THRU OCT. 15, 1951

"LITTLE"
(Old Cold Tater)



JIMMY DICKENS

and his COUNTRY BOYS

"THE GALVANIZED WASHING TUB"
booked with
"THE SIGN ON THE HIGHWAY"
Columbia Record No. 20835, 33 1/2, 3-20835, 45, 4-20835

Featured Star on **WSM GRAND OLE OPRY**

THANKS
RETAILERS, FOR PUSHING
THESE HITS . . .

"SLEEPIN' AT THE FOOT OF THE BED"

"HILLBILLY FEVER"

"WALK, CHICKEN, WALK"

"I'M LITTLE BUT I'M LOUD"

"BESSIE THE HEIFER"

Still Climbing
High . . .

"IT MAY BE SILLY BUT AIN'T IT FUN"

Columbia Record No. 20809

Personal Manager **DEWEY MOUSSON** WSM Nashville, Tenn.

Aladdin's

Big League

STARS AND HITS



AMOS MILBURN
Just One More Drink AL 3093



CHARLES BROWN
I'll Always Be In Love With You AL 3091



FLOYD DIXON
Pleasure Days AL 3083



CALVIN BOZE
I Can't Stop Crying AL 3100



FRANK HAYWOOD
If You Don't Love Me Any More AL 3098



"PEPPERMINT" HARRIS
I Got Loded AL 3097



THE TRUMPETEERS
Lord In My Soul Sc 5031



BILLIE HOLIDAY
Be Fair To Me AL 3094



LYNN HOPE
Blue Moon AL 3095



JOHNNY MOORE
Walkin' and Talkin' Blues AL 3069



JIMMY WILSON
Honey Bee AL 3087



THE FIVE KEYS
Hucklebuck With Jimmy AL 3099

MESNER SALES, Inc.

Aladdin RECORDS

BEVERLY HILLS CALIFORNIA

THE BILLBOARD

Music Popularity Charts

RHYTHM AND BLUES NOTES

By HAL WERMAN

Continued from page 56

Goldie Boots. . . . Arnett Cobb, who returned to action last week with a couple of break-in one-nighters, is being set by Universal Attractions for location dates. He opens in Philadelphia at the Club Harlem the week of July 2. Cobb also is set for the week of July 8 at the Celebrity Club, Providence, R. I., as well as a stanza at Gleason's in Cleveland opening July 23. He goes into New York's Birdland the week of August 9 and is set for the Apollo Theater in New York the week of August 17.

The Dominoes, currently hot via their discing of "Sixty Minute Man," rounded off a one-nighter tour to work the Midwestern one-and-two-day theater route beginning July 7 at the State Theater, Cincinnati. Tour winds up at the W. C. Handy Theater, Memphis, July 29. Group will be packaged with Freddie Mitchell's band for the tour.

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.

ALL NIGHT LONG Savoy 788
 JAMES OTIS O.K.
 TRAIN TIME BLUES
 Roy Brown DeLuxe 3318
 FEVIE TO FIND A GIRL
 JIMMO PARTNER
 James Weldon Sittin' In 607

Rhythm & Blues Record Releases

Am's Meeting Shaving—A. Milburn (Last One) Atlantic 3093
 Blue "Knacker" At My Door—Carolina Slim (Worry "You" Again) 323
 Boogie "Man" With the Blues—M. Johnson (Odelette) (Vee-Jay) New 8223
 Catch "Em Young, Treat 'Em Rough, Till 'Em Methan"—M. Scott (No More) Cavell 65057
 Come On a My Horse—B. Keyes-E. Combs Quintette (Permap) Savoy 793
 4 A. M.—Red Saunders (Stop, Pretty) Okeh 6801
 Get Happy—Four Clefs (Swanee River) Savoy 792
 G. G. G.—Fredders (Pretty of) Okeh 6804
 Heart to Heart—Little Esther (London) Federal 12036
 I Have News for You—R. Milton (T-Tone Jump) Specialty 59-407
 I Want a Lover Cadillac—Markee King (Sailors) Vee-Jay 5000
 If You Don't Think I'm Leaving—Dean Washington (I'm a) New 5665

GAC to Book Buddy Morrow

NEW YORK, July 7.—After many months of deliberation Buddy Morrow this week signed a booking paper with General Artists Corporation. Morrow, who has been receiving the benefit of a disk build-up by RCA Victor in the Ralph Flanagan manner, had been approached for several months by each of the major agencies in anticipation of his going out to work. He is being personally guided by the Flanagan, Hendler & Woods office.

Current plans for Morrow are being based on a September personal appearance program. He likely will knock off in the East and break in, as Flanagan did, at the key band spots in this area.

Doretta To Leave 'King' for MGM Pic

NEW YORK, July 7.—Doretta Morrow, recent RCA Victor talent acquisition and featured ingenue in The King and I, leaves the musical this summer for a one-picture Metro-Goldwyn-Mayer deal. She will be featured in a new Mario Lanza film.

Songbird will be gone for 10 weeks, but will return early in September. She is contracted to remain with the Rodgers and Hammerstein show until March, 1953.

Best Selling Retail Rhythm & Blues Records

Based on reports received July 4, 5 and 6

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

POSITION	Weeks (Last) This to date/Weeks/Weeks	ARTIST	TITLE	Label
7	1	1.	60 MINUTE MAN	Dominoes
			I Can't Escape From You	Federal 12023-BMI
4	4	2.	I'M WAITING JUST FOR YOU	Lucky Millinder
			Bossa Nova	King 6453-BMI
10	2	3.	ROCKET 88	J. Brenston
			Come Back Where You Belong	Okeh 1450-BMI
6	3	4.	DON'T YOU KNOW I LOVE YOU	The Clovers
			Stylaris	Atlantic 934
2	9	5.	CHICA BOO	J. Glenn
			Jungle Town Jubilee	Savoy 794-BMI
8	8	6.	I WILL WAIT	Four Buddies
			Just to See You Smile Again	Savoy 769-BMI
16	—	6.	BLACK NIGHT	C. Brown
			Once There Lived a Fool	Atlantic 3076-BMI
8	5	8.	TOO YOUNG	Nat (King) Cole
			That's My Girl	Cas 781449; (45)7-1449-ASCAP
5	—	8.	HOW HIGH THE MOON	L. Paul-M. Ford
			Walkin' and Whirlin' Blues	Cas 781451; (45)1-451-ASCAP
2	—	10.	CHAINS OF LOVE	J. Turner
			After My Laughter Came Tears	Atlantic 939-BMI

Most Played Juke Box Rhythm & Blues Records

Based on reports received July 4, 5 and 6

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/Weeks/Weeks	ARTIST	TITLE	Label
10	1	1.	ROCKET 88	J. Brenston
			I Can't Escape From You	Okeh 1450-BMI
3	2	2.	I'M WAITING JUST FOR YOU	Lucky Millinder
			Bossa Nova	King 6453-BMI
8	4	3.	60 MINUTE MAN	Dominoes
			I Can't Escape From You	Federal 12023-BMI
14	3	4.	CHICA BOO	J. Glenn
			Jungle Town Jubilee	Savoy 794-BMI
2	5	5.	CASTLE ROCK	J. Hodges
			Mercury 178189-4; (45)9944x45-BMI	
6	7	6.	TEND TO YOUR BUSINESS	J. Wayne
			Sittin' In 588-BMI	
23	9	7.	BLACK NIGHT	C. Brown
			Atlantic 3076-BMI	
5	6	8.	TOO YOUNG	King Cole
			Cas 781449; (45)7-1449-ASCAP	
1	—	9.	STACKED DECK	B. Wright
			Savoy 781	
2	8	10.	I WON'T CRY ANYMORE	D. Washington
			Mercury 178182-1; (45)8211x45-ASCAP	
1	—	10.	HONEY BEE	Muddy Waters
			Chess 1460	

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.

LABEL AND NO. ARTIST	COMMENT TUNES	STYLING	COMPOSITION	PERFORMANCE	RECORDING
NATE BROWN Swanee River SAVOY 792—Brown, warm and intimate, carries the Foster classic with a Cole-influenced approach. Has a fetching quality.					79--80--78--78
Get Happy (The Four Clefs) A fully-banded effort shows the way this pleasant instrumental number of the standard.					62--62--62--62
RED SAUNDERS ORK (Joe Williams) Stop, Pretty Baby, Stop Okeh 6801—The Saunders crew cuts some hard hitting figures to distinguish a fine medium blues novelty.					74--75--73--75
4 A.M. A busy sax and pianist split the solo honors all the way thru an interesting, not particularly appealing, instrumental try.					69--70--66--70
LITTLE ESTHER-THE DOMINOES (Earle Warren Ork) Heart to Heart FEDERAL 12036—Little Esther is paired happily with the Dominoes for a winning reading of a fine slice. It's the group's passing lead voice who steals the show. Has a money-making feel.					84--84--84--84
Lookin' for a Man (To Satisfy My Soul) Esther goes it herself on a fairly routine blues and does it pleasantly.					75--75--75--75
BIXIE CRAWFORD (Ernie Freeman Ork) My Man's a Devil VICTOR 23-0133—Miss Crawford shows a persuasive style as she reels off a rather convoluted torchair.					69--72--66--68
Waitin' Around The throat again doesn't get a chance to do much on an opus which wanders all over the place.					64--65--63--65
RAY-O-VACS My Baby's Cong DECCA 45221—This group's ever-flowing trick beat is used most effectively on this light blues. A nickel-graber.					81--80--80--83
Let's Not so effective in this effort. Blame it on the flimsy ditty.					73--73--72--73

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Chess No. 1465

CHESS

RECORD CORP.

750 E. 49th Street
Chicago 15, Illinois

THE BILLBOARD Music Popularity Charts

Classical Reviews

Continued from page 54

"MEET THE COMPOSER"—IGOR STRAVINSKY CONDUCTING AND PLAYING HIS OWN WORKS—With the Philadelphia Symphony Orchestra of New York, Woody Herman Ork. and Joseph Schlegel, Violin (12-12) Columbia (533) ML-4398

One of a number of diskings in Columbia's project of presenting the composer conducting and performing his own works, this Stravinsky packaging is a hearty, enjoyable assortment on the floppy side but with stimulating. The separate commentaries are re-issues, largely of single diskings, of Stravinsky's shorter works, ranging from his "Five Exercises" written in 1908, thru his jazz catalogue, "Jazz Concerto," written for and performed by Woody Herman's orchestra in 1945. Other selections are "Norwegian Rhapsody," designed for a Broadway revue in 1942, but subsequently put in concert form; "Circus Polka," the ballet for elephants and ballerinas, a satire on the Scherzo "Marche Militaire"; "Duo," a "Duo for orchestra," commissioned by the Konzevitzky Foundation and first performed in 1943; and his "Danish Maiden's Song," his violin and piano transcription of a soprano aria from his opera "Mavra." The pressing job is first class, and these shorter sides, most of them first or extra added sides in albums or single shellac disks, get a deserved new lease on life for the edification of fans, old and new.

Record Reviews

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

How Ratings Are Determined

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

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface etc.), 5; music publisher's sale performance potential, 10; exploitation (release adv'ts.—promotion firm, legit and other "blow" ads), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
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ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
BING CROSBY-JANE WYMAN (Metty Mallock Ork.)		
In the Cool, Cool, Cool of the Evening DECCA 21678—A Carnation-Bleed rhythm duet with the flavor of "Swinging on a Star" and/or "Buttons and Bows" from Bing's recent Wick is done by Crosby and co-star Jane Wyman with a winning happy smile. Should be a leader on this fine song.	88--88--88--88	
Mido Criabato Colombo	14 Hits and a lead	79--81--78--78
The co-stars turn in another fine go on a material ditty from the flick. Song's not as effective as that on the top-side.		

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
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ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
MONTE CEASAR (Elmo Russ)	You're Laughing While I'm Crying Over You PYRAMID E-197—Chatter (Ceasar and co-writer) Russ combine for so-so reading of an amateurish ditty.	45--45--45--45
If the Moon Could Tell All It Knew	Quip love ditty with a beat gets a prosaic performance from Eastar and Russ.	60--63--58--60
MART KENNEY ORK (Norma Lacke-Walley Koster)	Down in Nashville, Tennessee DOMINION 12—Miss Lacke and vocal group hand the ditty a typical dance ork reading. Band displays a clean sound. Could do okay in Canadian market.	67--70--65--67
When I Got Back to Calgary	Lickie get also gets credit for writing this beat-all little ditty. Chatter-ing by Miss Lacke, Koster and the group is bright.	67--70--65--67
BRUCE HUDSON ORK (Three Huffs & a Puff)	Shiver My Liver THEME P-152—Both the vocal group and the Hudson ork show promise, but the involved mystery is why call any tune by this little—even a "dittie" as this is.	61--63--60--61
Just Dreaming	Minimal here is much better and the group and ork band an attractive ballad a neat interpretation.	68--70--67--68
SLICK SLAVIN	Stranger in Paris PICTURE RECORDS 563—The Dublin-Warren side doesn't come off too well as Slavin does an imitation of Danny Kaye imitating Chevalier. Being in okay.	57--60--55--57
Music in Romance	Tenor Slavin's attempt at love-smithing here is on the level of his charming—99-99.	55--58--54--56
LOUIS PRIMA	Come On—o My House RCA 4000-111—Fast coverage on job Cleary hit. Prima bands it a powerful reading, substituting some Italian phrases for the original lyric. Should get a share of the action in many spots.	83--83--82--84
Bring Forth Oe Light	First-rate Calypso material here, the Louis fails to tell so strongly as on the top-side.	79--81--77--79
TED BROOKS' ENSEMBLE (Henry Kimbrell)	The Parole Broke SABA 210—Kimbrell handles the verses with clarity as the group gang-sing the choruses on a blues rocker with some over-blue lyrics. Owing is just fair.	71--85--70--72
After Hours	Group makes the Avery Parrish standard with the result a disk that could draw coin territorially.	67--67--65--70
FATS WALLER	You Can't Have Your Cake and Eat It CIRCLE R-3005—Paper recording limits the market potential of this Waller ditty played and sung by the master. As it is—collectors should go for it. Previously unissued.	62--62--64--60
Not There Right There	None of the same here.	62--62--64--60
JOHNNY LONG ORK (The Longshots-Glee Club)	Nobody's Sweetheart KING 35509—Another fine old standard gets a typical Long ork and glee club reading. Good follow-up disk for Long's other platters in this style.	75--78--83--85
The Night Was Made for Love	Ork leads the Jerome Kern-Della Harkness standard a terser reading that's night's danceable.	72--74--70--73
KAY ARMEN (Ray Charles Singers-John Carr Ork)	Come On—o My House FEDERAL 14003—This is the original version which started all the fun. Mr. Armen handles it a fine rhythm reading that should get action.	75--77--73--75
Just in Case	The velvet-voiced Miss Armen chants a first-rate waltz here with the Ray Charles group and Carr ork assisting.	73--73--70--75
FRANKIE CARLE ORK (Joan House-The Satisfiers)	In the Cool, Cool, Cool of the Evening VICTOR 28-6189—Ditty from the new Bing Crosby flick gets a nappy reading from the Carle group, ork and Satisfiers quartet. Could get some of the action on the tune.	75--76--74--75
Lullaby Train	Chore Joan House teams with the Satisfiers on another attractive new piece of material.	72--73--71--71
BUDDY MORROW ORK (Frankie Lestat & Quartet)	Good Morning, Mister Echo VICTOR 28-6192—Quip covered by the Morrow ork on the active pop ditty. Register with the echo effect.	72--75--70--71
Shanghai	More coverage here. More good dance music.	72--75--70--71
CLIFF AYERS (Balladiers & Glee Tone Trio)	It's You! It's You! It's You! JUBILEE 45066—New quartet, vocal group and small combo do a sparkling arrangement on a traditional ballad item. Big chorus effects are inconspicuous.	60--60--60--60
I'll Wait for You	Ayers chants uncertainty on this routine waltz. Again, arrangement doesn't hit.	60--60--60--60
GENE WILLIAMS ORK	I've Got That Lonesome Feeling (For that Old Sweetheart of Mine) KING 35108—Williams chants with presence and vibrance on this old-time sentimentalizer, takes all a brisk tempo. Band is keen, playing with a few scams.	75--74--74--76
Now I Lay Me Down to Dream	Williams and ork brace again on a love ballad item.	70--70--70--70
DICK PAIGE (Herman Clebanoff Ork)	If I Love Again ARBY 5647—Paige enters a neat whistler near rendition of the story with full cast, including flutes.	57--59--57--55
All I Need is You	Paige sings much more strongly on an above-average torcher.	67--69--67--65
HARMONATONES (Spotty Lickie)	Honeymoon BELVEDERE 4003—Waltzer and small combo drag ditty thro side. Recording is weak.	40--40--40--40
Uptown Jump (Glee Tone Trio)	Flippant attempt at a jump boogie by combo falls flat.	30--30--30--30
DEAN MARTIN	Bonne Nuit CAPITOL 1703—Martin unmakes a tidy crowd job on a pretty new ballad from the coming Crosby flicker. Should get a slice of the big market if the song should catch.	84--84--84--84
In the Cool, Cool, Cool of the Evening	Backed by a neat dance ork, Martin does a pleasing job with the clever and meandering rhythm spun from the same flick.	82--83--81--82
BOB EBERRY (Harold Mooney Ork)	The Beat o' My Heart CAPITOL 1597—Eberty turns in a convincing warble on this fine oldie. The singer comes on strong to carve another plus into his comeback trail.	77--80--75--77
You'll Never Know How It Feels (To Be Lonely)	The warbler does a fine job with an attractive new schmaltzer. The backing spots team in unison with Eberty's vocal a "11 Understood" and J. Dorsey. There's "sliver" potential here.	82--85--80--80



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NAMM Convention • Space 604 • Palmer House

(Continued on page 91)

• **Album and LP Reviews**

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

SHOW BOAT — Kathryn Grayson-Ava Gardner-Henard Keel (3-10") **90**
MGM E-529

Continuing in its new well-ground pattern of highly merchandiseable musical six albums, MGM has what appears as a big item in these extracts from the forthcoming "Showboat". The songs are, of course, inspired lyrics and are presented with flourish and stage know-how. Ava Gardner furnishes a pleasant surprise with some seductive and professionally excellent torch singing. Another surprise is the great rendition by Kathryn Grayson and Genevieve "I Might Fall Back On You". Henard Keel, fast-moving MGM star, does a robust job in the "big" numbers, and Kathryn Grayson's solo song, is, as usual, romantically dreary and limiting.

THE THREE SUNS IN THREE-QUARTER TIME (3-7") **80**
Victrol (53) WP-313

Waltz Serenade; Rosemarie; Waltz; Sleeping Beauty Waltz; Coppelia Waltz; Two Hearts in Three-Quarter Time; Waltz in A-flat.
A strong item here combining the familiar Three Suns sound with Larry Green's piano style. Making of the smooth instrumental trio with some first rate waltzes should assure this package of steady sales. Recording and packaging are excellent. Fine catalog material.

PIANO MOODS — EADIE AND RACK (3-10") **75**
Columbia (33) CL-6176

Why Can't You Behave; Waltz in Swingtime; When and Why; What Is There to Say; I'm in the Dark; Carols; My Funny Valentine; Sophisticated Lady; Slaughter on Tenth Avenue. This brilliant two-piece team, famous among supporting New Yorkers for their work at the Blue Angel, have an album of distinction and much pleasurable listening here. Each song has been specially set and thoughtfully arranged for four hands, and each is a work of imagination, exploiting fully the possibilities of combining two keyboards. Racket is an orchestral feeling, with the performers complementing each other with a series of constantly changing bass figures, bits and melody lines. There's sophistication here for the education of the chi chi, but there's not a note that can't be digested with ease and savor by any level of piano fans.

PIANO MOODS — NAT BRANDWYNNE (3-10") **60**
Col (33) CL-6174

Theme From the Swedish Rhapsody; If I Could Be With You; I Only Have Eyes for You; Nice Work if You Can Get It; Pretty Baby; Sleepy Time Gal; La Petite Valse; The Object of My Affection. Brandwynne ambles thru eight numbers without special stylistic style or distinction. In the tradition of the bloodless "sacred" 30's, he plays in a neutral, sloppy style that might pass as front of a military band, not in too inferior for the glare of the solo spotlight.

PEEK SONGS BY RICHARD DYER BENNET (3-12") **70**
Remington (33) RLP 100-34

Lord Randall; The White Lily; Kitty My Love; The Riving of the Moon; The Wife Wept in Sleep; My Good Old Man; Lowlands; John Henry; The Golden Vanity; Grasshopper; Bonnie Dundee; Pull Off Your Old Coat; Bitters; The Lark of Coopers; The Lonesome Dove; The Merry Recruit. This is certainly one of the better collections of English, Irish, Scottish and early American folk songs. Many of the selections are quite familiar in either lyric content or melody. A few have even been found as pop tunes. Bennett, well known as folk singer, is at his best here as he accompanies himself on guitar. His more, more minor is perfectly suited to the work. Most of these selections were previously issued on shellac. Recording sound here is first rate.

GUY LOMBARDO SOLVEKIRS—Guy Lombardo (3-10") **80**
Decca (33) DL-5322

Once in a While; Sassy; Singin' in the Rain; My Extraordinary Gal; I Love You; I'll Walk Alone; Confessin'; Somebody Loves Me. This is the 10th Guy Lombardo LP issued by Decca. That, and the fact that Lombardo has sold over 25 million phonograph records in the past 25 years, is all that need be said about the sales potential of this 10-inch disk. Some of the songs are, of course, familiar pop of their day. Vocalists on the right sides are Stuart Foster, Cliff Gray, Tony Craig, Jimmy Brown; Rose Marie Lombardo and the ever-present Lombardo Trio. These specific tunes are not listed in the Decca catalog of singles, tho they were obviously recorded over a period of years. As both catalog and current material this is tops.



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RECORDS

Pee Wee KING
"SLOW POKE"

and
"Whisper Waltz"

Vocals by Redd Stewart
RCA-Victor Record No. 21-0489

"CHEW TOBACCO RAG"

and
"STRANGE LITTLE GARD"

Vocal accompaniment by
DICKENS SISTERS

RCA-Victor Record No. 21-0457

"BONAPARTE'S RETREAT"

and
"WALTZ OF REGRET"

RCA-Victor Record No. 21-0111

"MOP RAG BOOGIE"

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and
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Vocals by
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- 60513 The Moon Of Manakoa
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- Tell Me (Tell Me Why)
- 60518 You Foo
- I'm Forever Blowing Bubbles
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- Till We Meet Again

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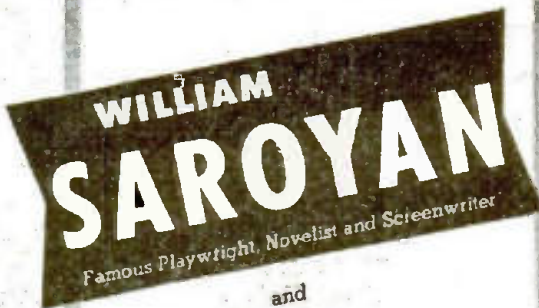
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Music Popularity Charts

Advance Record Releases

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

POPULAR

- Angelo Mia-Charlie Spivak (Paul Renner) Las...
Bessie-Les Baxter (How Many) Cap 1596
Bessie-Les Baxter (How Many) Cap 1596
Bessie-Les Baxter (How Many) Cap 1596

POPULAR ALBUMS

- Herman's Christmas Trio Album (1-10") Col 531 CL
6182-Sensational My Blue Heaven: Just a Memory: I've Had My Moments: On the Alamo: The Continental: Ain't Misbehavin': Should I
Alec Wilder: Great Album (1-10") Col 533 CL
6181-Japanese Sandstone: Concerning Edith: Sweet Sea: Walking Home in Spring: Blue Room: Delicate's Diary: See Fugue Near: New World: Gopak

INTERNATIONAL

- Die Ozean-Georg Wittenberg (Dreppel) Ozeanial
Danz 734
Dream Valley-Ray Henry (Play Ball) Dana 3059
Groceries-Dreppel-Georg Wittenberg (Die Ozean)
Danz 734
Canderville Landlord-L. Dushoff Ork (Give Me)
V45951-1199
Guy Me a Cal and a Waltz-L. Dushoff Ork
(Canderville Landlord) V45951-1199
Jis to Bat Wopce Ladies-Frank Wojnarowski
(Pink) Jay Dana 733
Kachan Lader Panonki - Frank Wojnarowski
(Costume Sam) Dana 732
Lal-Lala-Puka-T. Zamecki Ork (Sweetheart)
Betedwee 206
Play Ball Polka-Ray Henry (Dream Valley) Dana
3059
Podaj Aj Racze-Frank Wojnarowski (Lak) Lak
Dana 733
Sweetheart Polka-T. Zamecki Ork (La-La-La)
Betedwee 206
Zaklatem Sam-Frank Wojnarowski (Kachan Lader)
Dana 732

CHILDREN

- Alto: No Wonderland - Roycemary Chocery-Percy
Falk Ork (Parts 1 & 2) Col M.V.-112
Jimmy Cricket and the Sandman-C. H. Edwards
James Peterson Ork (Parts 1 & 2) Col M.V.-107

LATIN AMERICAN

- Mambo a la Saver-Machito (Que Me) Col 39455
Que Me Falta-Machito (Mambo a la) Col 39453

CLASSICAL

- Darius Milhaud: Two Sketches-Madrigal and
Pastoral Album-New Art Wind Quintet (1-12")
(Grove): Suite and Film: PARADISE Classic
Edition (33) CE-1003
Mozart: La Folia Gardiniera, K. 196-Album-
M. Gottlieb & E. Janner-Grove-G. Janner-N.
Plancher-W. Holzman-A. Pirvi-G. Neidinger-
ton-Studio Ork of Stuttgart-R. Reinhardt, Cond
(1-12") Period (33) S.P.L.P.-531
Mozart: Six Trios for Piano, Violin and Cello
Album-A. Janner-V. Arty-J. Starck (1-12")
Period (33) S.P.L.P.-526
Mozart: Symphony No. 27 G Major K. 199 and
Symphony No. 30 D Major K. 202-Album-
Bamberg Symphony Dir: G. L. Jochum, Cond.
(1-12") L'Oiseau-Lyre (33) OLLD-4
Nicola: The Merry Wives of Windsor-Album-
K. Bohm-Orchestra of the Mitteleutsche
Rundfunk, Leipzig-R. Klemm, Cond. (2-12")
Beneduc (33) OCLP-303
Orpheus Revisited by Varig Fox Album (1-12") Col
533 ML-6601. Brakes, Walks in A: Rubin-
stein, Kammerl: Ostrow: Saint Sern: My Heart
at Thy Sweet Voice: Sack: Jews Joy of Man's
Destiny: Brahms: Cradle Song
Eino Puro: I Love You! Album (1-10") V445:
WOM-1524-I Love Thee, Dancing in the

HOT JAZZ

- Brevier' Along-A. Nap R. Baudez (Little Rock)
Ork 4802
Harmony Ray-P. Dally's Chicagoans (Taber Me)
Cap 1598
It Could Happen to You-B. Powell (On Poca)
Blue Note 1577
Little Rock Getaway-A. Nap R. Baudez (Brevier'
Along) Ork 4802
New in Tonka-A.B. Powell Trio (Over the)
Blue Note 1576
Over the Rainbow-B. Powell (Night in) Blue
Note 1576
Fable Me Out to the Ball Game-P. Dally's
Chicagoans (Harmony) Cap 1598
Up Poca Leap-B. Powell Trio (It Could) Blue
Note 1577

RELIGIOUS

- Anchor Day Will Surely Come-Starlight Spiritual
Singers (God Will) V 22-0133
Day With Surely Come, This-Prof. J. Earle Hires
(The Old Specialty) 804
God Will Bring Things Out Alright-Starlight
Spiritual Singers (Awful Day) V 22-0133
Interest One There-Battery Gospel Singers (Journey
to) Deut 6003
Journey to the Shilo-Battery Gospel Singers
(Interv) Deut 6003
Oh Ship of Zion, The-Prof. J. Earle Hires (The
Day Specialty) 804
Peace in the Valley-Red Foley (Where Could)
Dec 14573
Where Could I Go But to the Lord-Red Foley
(Peace in) Dec 14573

- Dark: One Night of Love; With a Song to My
Heart: Falling in Love With Love; For You Alone
Popular Cassette by Lili Post Album (1-10")
Kestonette-Abbott-Camara Ork Col 133
ML-2181-Shakespeare, Delfi Acqua; Rach-
maninoff; Rimsky-Korsakov; Cushing-Felst; Scott;
Fields; Kern; Back-Gained
Pencil: P. Luciani by Stella-F. Topoliner-RCA
Victor Ork; P. Hery, Cond. (Pencil: Ac-
condita) V45144-3295
Pencil: Record to Armenia-F. Tallier-RCA
Victor Ork; J. P. Mirel, Cond. (Pencil: E
Luciani) V 45144-3295
Jean-Phillippe Rameau; Hupolite et Aricle Album
-C. Vernet-G. Muzan F. Wood R. Amador
R. Desormier, Cond. (1-12") L'Oiseau-Lyre
(33) OLLD-10
Ravi: Chanters: Mademoiselle Album-2, Cond
(Dresser: Trois Chantiers) (1-10") Col 133
ML-2184
Schubert: Woodwind Quintet, Op. 26 Album-
Metropolitan Wind Quintet (1-12") Dial (33)
3
Schumann: Dickschichte, Op. 48 Album-Lotte
Lehmann-Bruno Walter (1-10") Col (33) ML-
2183
Schubert: Franzlischer Liedes, Op. 42 Album-
Lotte Lehmann-Bruno Walter (1-10") Col
(33) ML-2182
Songs for Everyone Album-L. Warren F. Black,
Cond. (1-10") V (33) ML-94-American (the
Singing); Battle Hymn of the Republic; Home
on the Range; Little Bit of Heaven; A. Loe's
Old Sweet Song; Mother-Machre; O! My Love;
On the Road to Mandalay
Johann Strauss: Die Fledermaus Overture-RCA
Victor Ork; F. Reiser, Cond. (Parts 1 & 2)
V45144-3296
Sweet and Low Album-B. Shaw Choral (1-10")
V (33) ML-96-Ave Maria; All Through the
Night; In the Evening; Lullaby; Nomp But the
Lovely Heart; The Rosary; Sweet and Low;
Through the Years
Tchaikovsky: Symphony No. 5 in E Minor, Op. 64
Album-Philadelphia Ork-E. Ormandy, Cond.
(1-12") Col (33) ML-8400
Viola Favorites Album-T. Spinkulsky (1-12")
(Bethlehem: Sonata No. 10) Col (33) ML-4402
Wrapping of the Green, The-Boisson Pops Ork-A
Feiler, Cond. (Irish Watermelon) V45144-
3298
Wagner: Concerto No. 1 in F Minor, Op. 73 and
Concerto No. 2 in E Flat Major, Op. 74 for
Clarinet and Orchestra Album-Salzberg Mo-
nartium Ork-A. Henz-Paul Walter, Cond.
(1-12") Period (33) S.P.L.P.-529

RHYTHM & BLUES

- I'll Get by Somehow-Carolina Siam (Ray Man)
Ago A 323
I'm a Fool to Want You-Dinah Washington (If
You'll Mar) 5645
Juice Partner-James Wynn (Tyla) (al) Sittler
in 607
Just One More Dream-A. Wilburn (Airt) Morning)
Aladdin 3093
Leader for a Man-Little Esther (Heart) (al) Fed
eral 12036
Lover's Prayer-L. Lugin (Washboard Special)
Specialty 206
No More Crying Blues-B. Scott (Catch) (Em) Coral
65057
Prings-B. Hayes-E. Coombs Quintette (Come De
al) Soap 793
Pier of Honey-Turkians (G) Col Orb 4804
Push and Pull Bangle-B. Nettles (When) (Mer)
6330
Ray Mona-Carolina Siam (I'll Get) Coral A-324
Spirits, We-Maurice King (I Want) (A. M.)
Ork 4803
Step Pretty Baby, Step-Rev. Saunders (A. M.)
Ork 6801
Strong River-N. Brown (Get Happy) Savoy 762
T-Tama Jump-R. Milton (I Want) Specialty SP-
407
Tyla to Find a Girl-James Wynn (Juice
Partner) Sittler in 607
Voodoo-P. Lane Ork (Wandering) Federal 12036
Washboard Special-L. Lugin (Lover's Prayer)
Specialty SP-406
When I Pick Another Wife-B. Nettles (Push and)
Mer 6330
Wandering-N. Lane Ork (Voodoo) Federal 12036
Werry Vix Ork My Head-Carolina Siam (Blues
Keeble) Acorn 323
You'll Always Love the Best-M. K. Johnson
Quintette-D. Gibson (Boogie) (Round) Mer 8223

COUNTRY & WESTERN

- No Darling-Allen Fall (All) (I) Tennessee 783
No More Treasoning-Carl Butler (Linda) Cap
3701
Oh, Dear, Where Can My Honey Be-E. Marshall
(There's No) V 21-0467
On the Banks of the Honda-Sunset Westerners
(You Kneared) Folk-Star 607
On the Jericho Road-E. Galbraith (Down on)
Folk-Star 603
On Top of Old Smoky-M. Pearl (In the) King
978
Our True Love-All Rogers (The Blues) MGM
111212
Pennsylvania-Beverly Sorehearts (The
Bevel) V 21-0481
Please Excuse My Manners-N. Harris (I'll
Beet) King 96
Prez the Cowboy-Away-S. Grayson (Childhood
Dream) V 21-0486
See Lones to Dry-J. Carter-Homer & Jethro
(Knock) Knott Serry V 21-0484
So Far Deep-Edith Crosby (Beet) (al) Dec 46333
So I Laid Down-Laura Lee & Dottie McBride
(Waitin' Just) MGM 11014
Somebody Else That Loves You-Texas Siam
Dorety (In the) Folk-Star 609
Stamps the Thing-L. Lewis (Healy-Ton) Man
Mer 6335
Sugar-Coated Love-R. Kirk (Mad) (al) Mer 6332
Sweet Face But a Cold Heart-N. King (You'll)
Wey) Mer 6338
Tend to Your Business-C. Moody (The You)
King 977
There's No Escape -E. Marshall (Oh, Dear)
V 21-0487
Too Young-C. Moody (Tend to) King 977
Waitin' Just for You-Laura Lee & Dottie Mc
Bride (So) (MGM) 11014

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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.

- I'LL HOLD YOU IN MY HEART..... Eddie Fisher-Hugo Winterhalter
Ork..... RCA Victor 20-4191
- Appealing threeter, a recent country click via Eddy Arnold's wailer, proves attractive pop fare under Fisher's torch ministrations. Flip, a plaintive yippy tune titled "I Hear a Song," also emerges a highly appealing item, with Winterhalter turning in a high-grade ballad stunner.
- I LOVE THE SUNSHINE OF YOUR SMILE..... The Four Knights..... Capitol 1587
- New multi vocal group punches this breezy novelty with a "Sound Off" flavor. Another worthy interpretation of this ditty is Steve Griffin, with Hugo Winterhalter's aid, RCA Victor 20-4181.

• 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. ROSE OF THE MOUNTAIN..... Rosemary Clooney..... Capitol 6312
2. JOSEPHINE..... Les Paul..... Capitol 6312
3. TELL ME..... Tony Martin..... Victor 20-4169
4. VANITY..... Don Cherry..... Decca 27610
5. GO, GO, GO, GO..... Barbara Hayes..... Mercury 57671
6. PANDORA..... Billy Eckstine..... MGM 10996
7. THEM THERE EYES..... Chuck Butler..... Columbia 39434

• 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. DEADLY WEAPON..... Edie Howard..... Mercury 5676
2. I WISH I HAD NEVER SEEN SUNSHINE..... Les Paul-Mary Ford..... Capitol 6312
3. VANITY..... Sarah Vaughan..... Columbia 39446
4. TEN THOUSAND MILES..... Dinah Shore..... Victor 20-4175
5. GOOD MORNING, MR. ECHO..... Georgia Cline..... Mercury 5662
6. LONELY LITTLE ROBIN..... Mandy Patinkin..... Victor 20-4151

• The Operators Pick

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

1. I WISH I HAD NEVER SEEN SUNSHINE..... Les Paul-Mary Ford..... Capitol 6312
2. TELL ME..... Tony Martin..... Victor 20-4169
3. I WON'T CRY ANYMORE..... Tony Bennett..... Columbia 39362
4. WONDER WHY..... Billy Eckstine..... MGM 10996

• 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. CRYING HEART BLUES..... Johnny and Jack..... Victor(45)48-047B
2. CROSSROADS..... Johnny Wick..... Columbia 20826
3. WHY AM I LOSING YOU..... Margaret Whiting-Jimmy Wakely..... Capitol 1555
4. LONELY LITTLE ROBIN..... Pats Rogers..... Coral 80508
5. MISTER MOON..... Carl Smith..... Columbia 20825
6. MY HEART WOULD KNOW..... Hank Williams..... MGM 11000
7. OUR OLD CAPTAIN..... Stuart Hamblen..... Columbia 20827

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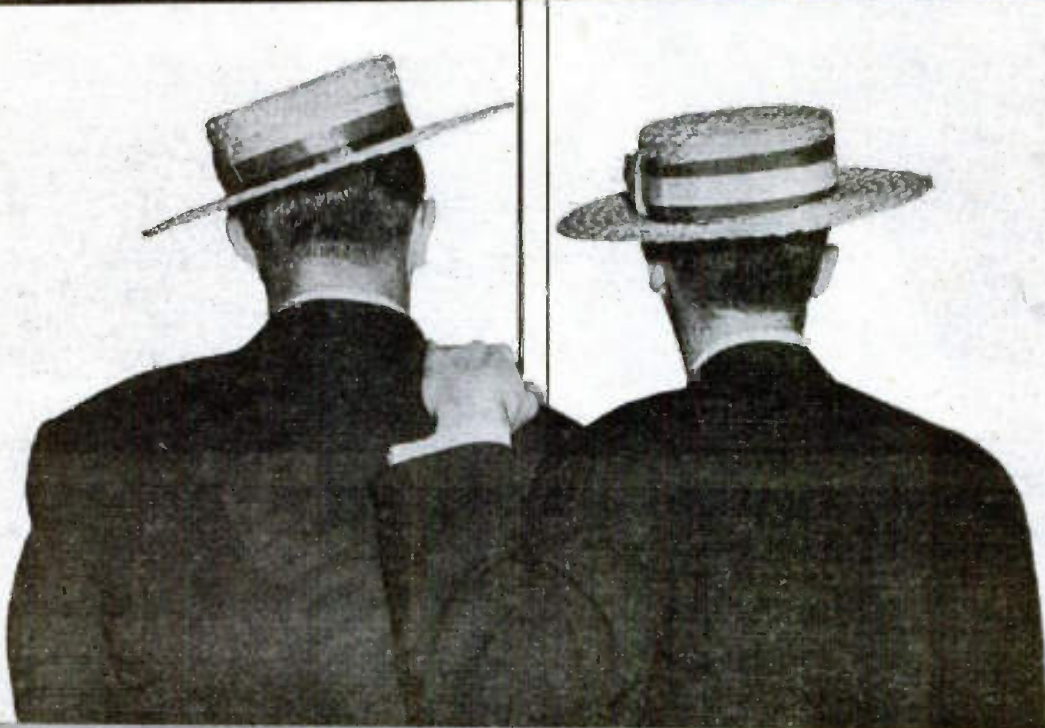


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THE BILLBOARD

Music Popularity Charts

The Honor Roll of Popular Songwriters

By Jack Burton

No. 99—SAM COSLOW

Lyracist, composer and music publisher... radio, recording and vaudeville artist with six bookings at the Palace... screen play writer and motion picture producer... creator of 200 musical shorts now screened on television network shows but originally made for Jimmy Roosevelt's movie juke boxes—"put them all together, they spell" Coslow, the Mister Dux of Tin Pan Alley, for as everybody knows, "Dux does everything."

A belated Christmas present from the stork, Sam Coslow was born December 27, 1902, in New York's borough of Manhattan, but shortly after the blessed event, his parents moved to Brooklyn where Sam came under the spell of the muse that hovers over the Gowanus Canal. While still in high school he wrote the lyrics for his first published song, Grieving for You, that sold better than a half million copies, with a healthy plug from Al Jolson in Bombo.

As a result of that achievement, Sam became a protegee of the late Charles K. Harris after finishing high school, and wrote several songs with another Tin Pan Alley neophyte, Peter De Rose. He also added some long-forgotten words to Zee Zee's Kitten on the Keys before coming thru with his second

big hit, Bebe, Be Mine, composed by Abner Silver, introduced by Al Jolson in Big Boy and dedicated to Sam's favorite screen star, Bebe Daniels.

With two hits to his credit at the age of 24, Sam Coslow cast his lot with Waterson, Berlin & Snyder in 1928. One year later, when he had mastered the art of adding musical notes to the words he found in his rhyming dictionary, he entered the music publishing business with Larry Spier as his partner. Two smash hits, One Summer's Night and Wax It a Dream, prompted Paramount Pictures to purchase the firm for a tie-in with its first-screen musicals with Sam included in the deal as a studio composer-lyricist.

The opening chapter in Sam Coslow's Hollywood story covers 10 consecutive years with Paramount, the longest term ever served by any songwriter at a single studio. During this period he collaborated with Richard Whiting and Arthur Johnston on the music for films that developed such outstanding screen personalities as Bing Crosby, Maurice Chevalier, Martha Raye, Nancy Carroll, Carl Brisson, Milzi Green, Jessie Matthews and Mae West. Left without a col-

laborator in 1935, when Arthur Johnston left the sunshine of California for the fog of London, Sam Coslow switched from doubles to singles, and as a solo songwriter added A Little White Gardenia, If You Can't Sing It You Gotta Swing It, Mr. Foghorn, In the Middle of a Kiss and Good Mornin' to such earlier film hits as Sing, You Sinners; Just One More Chance; Down the Old Ox Road; Cocktails for Two and My Old Flame.

At the expiration of his Paramount contract in 1938, Sam Coslow returned to New York where he wrote Have You Forgotten So Soon? and A New Moon and an Old Serenade. Returning to Hollywood he formed a partnership with Jimmy Roosevelt to bring sight as well as sound to the nation's juke boxes—an industrial casualty of World War II but salvaged with the advent of television and the demand for TV shorts.

After winning an Oscar for his MGM musical short, Heavenly Music, in 1943, Sam Coslow returned in 1945 to the Paramount studios where he produced Out of This World in addition to collaborating on the original story and score. One year later he entered the free-lance field to produce One Touch of Venus and Copacabana for United Artists and provide songs for Carnegie Hall, Song of the South, Sleep, My Love, and His Kind of Woman.

Sam Coslow now celebrates his 32d year in show business as the writer-producer of Off the Record, an Eagle-Lion musical film based on the recording industry, and as the composer of the score for Here We Go Again, a musical version of the play Out of the Frying Pan scheduled for an early Broadway premiere by Jean Dufrymple.

SAM COSLOW'S BEST KNOWN SONGS AND AVAILABLE RECORDINGS

- Popular**
- 1920—**GRIEVING FOR YOU**
With Joe Gold. Leo Feld, Inc.
 - 1922—**BITTEN ON THE KISS**
Music by Zee Confrey. Billy Music, Inc.
 - 1923—**WANNA EAT, WANNA EAT? WANNA EAT?**
Music by Al Sherman.
BEBE (BE MINE)
With Abner Silver, M. Wilmark & Son, Inc.
 - 1928—**HELLO, SWANEE, HELLO**
Lyrics by Andy Britt. Billy Music, Inc.
ANIMAL CRACKERS
With Harry Lub and Freddie Rich.
 - 1927—**POSITIVELY, ABSOLUTELY**
With Joe Gold.
ONE SUMMER NIGHT
With Larry Spier. Paramount Music Corporation.
 - 1928—**WAS IT A DREAM?**
With Larry Spier and Andy Britt. Harms, Inc.
 - 1931—**IS THIS THE MUSIC OF LOVE?**
With Ralph Rainger. Famous Music Corporation.
 - YOU DIDN'T KNOW THE MUSIC
With Ralph Rainger. Famous Music Corporation.
 - 1930—**TEA ON THE TERRACE**
Famous Music Corporation.
 - 1935—**BESTLESS**
With Tom Satterfield. Famous Music Corporation.
 - 1938—**HAVE YOU FORGOTTEN SO SOON?**
With Abner Silver and Ed Herman. Bourne, Inc.
 - YOU WERE ONLY ROMANCING
Famous Music Corporation.
 - 1936—**A NEW MOON AND AN OLD SERENADE**
With Abner Silver and Martin Block. Bourne, Inc.
 - I'M IN LOVE WITH THE HONORABLE MR. SO-AND-SO
Leo Feld, Inc.
 - TOMORROW NIGHT
With Will Green. Bourne, Inc.
 - A TABLE IN THE CORNER
With Dana Sussno. Robson Music Corporation.
 - 1940—**LAST NIGHT'S GARDENIA**
Robson Music Corporation, Inc.
 - 1950—**PUMPERNICKEE**
Atone Music, Inc.
(Available on Columbia record No. Dona Day)

- Stage Musicals**
- 1922—**TOPSY AND EVA**
Starring the Danza Sisters
SWEET ORION TIME IN BERNUDA
With Vivian Duques
 - 1924—**ARTISTS AND MODELS**
In collaboration with Sigismund Romberg and A. Fred Cocks and presented by a cast headed by Toot and Frank Gary
TOMORROW'S ANOTHER DAY
THE MODEL TIDDLE
PULL YOUR STRINGS
 - Film Songs and Scores**
 - 1929—**DANCE OF LIFE**
A Paramount picture with Hal Skelly and

- Nancy Carroll. Music by Richard Whiting. Leo Jolin co-lyricist. Famous Music Corporation.
- TRUE BLUE LNU
THE FLIPPITY FLOP
LADIES OF THE DANCE
- 1930—**HOKEY**
A Paramount picture with Nancy Carroll and Mildred Green. Music by W. Franke Harlan. Famous Music Corporation.
- SING YOUR SINNERS
(Available on Columbia record 39897, Tony Bennett.)
- PARAMOUNT ON PARADE
A Paramount picture starring Marjorie Channing. Famous Music Corporation.
- SWEETENING THE CLOUDS AWAY
IF I WERE KING
A Paramount picture starring Donald King. Newell Chase composer. Lyrics by Leo Robin. Famous Music Corporation.
- IF I WERE KING
- 1932—**COLLEGE COACH**
A Warner Bros. picture with Dixie Powell, Andy Devine and Pat O'Brien. Music by Arthur Johnston. Famous Music Corporation.
- JUST ONE MORE CHANCE
(Available on the following records: Capitol B12, Garden of Eatin' Capitol 40028 in AD 52, Eddy Miller Brunswick 6551 LA 1037, Bing Crosby.)
- 1933—**COLLEGE HONOR**
A Paramount picture with Bing Crosby, Jack Dale, Richard A. Long, Mary Carlisle, Burns and Allen and Eddie Howard. With Arthur Johnston. Famous Music Corporation.
- LEARN TO CROON
DOWN THE OLD OX ROAD
HOOR STRUCK
ALMA MATER
COLLEEN OF KILLARNEY
PLAY BALL
I'M THE BACHELOR OF THE ART OF HA-CHA-CHA
CLASS ROOM NUMBER
- 1933—**HER BODYGUARD**
A Paramount picture with Edmund Lowe, Wynn Cooper, Frank Arnold and Alan Dinehart. Music by Arthur Johnston. Famous Music Corporation.
- WHERE HAVE I HEARD THAT MELODY?
TOO MUCH HARMONY
A Paramount picture with Bing Crosby, Jack Dale, Shari Galtagher, Judith Allen, Lillian Fishman and Ned Sparks. With Arthur Johnston. Famous Music Corporation.
- THANKS
THE DAY YOU CAME ALONG
BLACK MOONLIGHT
BOO, BOO, BOO
SUCKIN' THE MIND
I GUESS IT HAD TO BE THAT WAY
TWO ARISTOCRATS
CRADLE ME WITH A HA-CHA LULLABY
- 1933—**THE WAY TO LOVE**
A Paramount picture with Maurice Chevalier, Ann Dvorak and Edward Everett Horton. Music by Arthur Johnston. Famous Music Corporation.
- PULL YOUR STRINGS
HELL, EVERYBODY
A Paramount picture with Kate Smith, Randolph Scott and Sally Blane. Music by Arthur Johnston. Famous Music Cor-

- poration.
- MOON SONG
GREAT OPEN SPACES
QUEEN OF LULLABY LAND
TWENTY MILLION PEOPLE
PICKANINIES' HEAVEN
EIGHT GIRLS IN A BOAT
A Paramount picture with Kay Johnson, Dorothy Wilson and Douglas Montgomery. With Harold "Lefty" Lewis. Crawford Music Corporation.
- THIS LITTLE PIGSIE WENT TO MARKET
- 1934—**MARY HAPPY RETURNS**
A Paramount picture with Guy Lombardo, Burns and Allen, Jean Marsh, Red Millard and Vera and Yolande. Famous Music Corporation.
- FARE THEE WELL
THE BOOGIE MAN
- 1934—**LINEHOUSE BLUES**
A Paramount picture with Anna May Wong, George Raft and Jean Parker. Famous Music Corporation.
- LINEHOUSE NIGHTS
YOU BELONG TO ME
A Paramount picture with Lee Tracy, Helen Mack, Helen Morgan and Lynn Overman. Leo Robin co-lyricist. Famous Music Corporation.
- WHEN HE COMES HOME TO ME
MURDER AT THE MANHATTAN
A Paramount picture with Carl Brisson, Victor McLaglen, Jack Dale, Kitty Carlisle, Dorothy Siskony, Gail Patrick, Donald Mich and Duke Ellington. With Arthur Johnston. Johnny Burke co-lyricist. Famous Music Corporation.
- LOVELY ONE
WHERE DO THEY COME FROM
MARIJUANA
LIVE AND LOVE TONIGHT
EBONY RHAPSODY
DECKERS FOR TWO
(Available on the following records: Decca 24184 in A-662, Carmen Cavallaro; Decca 25202 in A-585, Art Tatum; Decca 48050, Slim Gaillard; Decca 27071 in A-1934, Bob Grant; Brunswick 27805, Newark Warmen orchestra; Victor 20-1628 Solie Jones and His City Slickers.)
BELLE OF THE MINNETTES
A Paramount picture with Mae West, Roger Pryor, Jerry Mac Brown and Duke Ellington. With Arthur Johnston. Famous Music Corporation.
- MY OLD FLAME
(Available on the following records: Columbia 36754, Brany Goodson; MGM 10606, Billy Eckstine.)
TROUBLED WATERS
MY AMERICAN BEAUTY
WHEN A ST. LOUIS WOMAN GOES DOWN TO NEW ORLEANS
- 1935—**ONE HOUR LATE**
A Paramount picture with Helen Twelvetree, Conrad Nagel and Arline Judge. Famous Music Corporation.
- A LITTLE ANGEL TOLD ME SO
CORONADO
A Paramount picture with Johnny Downs, Betty Burgess, Jack Hall, Leon Errol and Gaby Deslys. Music by Richard Whiting. Famous Music Corporation.
- PULL YOUR STRINGS
ALL'S WELL IN CORONADO BY THE SEA
YOU TOOK MY BREATH AWAY
HOW DO I RATE WITH YOU?



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(Continued on page 91)

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HILside 5171



Expanding Classical Sales

CLASSICAL recordings have unquestionably become a leading source of potential dealer revenue. There's no reason why the dealer shouldn't be realizing that potential to the fullest.

The case is clear: The established major companies are dipping deeper into the classical repertory for a growing stream of longhair releases; a host of indies has sprung into existence, specializing in the more esoteric repertories. The gamut of Western music is now represented on wax, from Paganini to Villa-Lobos. Plain chant, symphonies, operas, piano music, chamber music, oratorios—every conceivable type of classical music from every period since the Renaissance is represented.

The sale of a pop single puts 85 cents in the till. A classical LP, with the same expenditure of energy, means \$4.85 or better.

The Problem

The problem is a basic two-part exercise in salesmanship: (1) Learn the product. (2) Devise ways and means of making the product desirable to the customer.

The first task is a matter of application, of keeping abreast of the catalog information, old and new, of steady perusal of reviews and ads in trade and consumer publications. Obviously, a clerk with a schooling in classical music is an asset here.

The second job, that of making the merchandise desirable to the customer, is a more subtle task. In general, there are two areas to be explored here. One is selling the already converted longhair buyer on filling out and amplifying his already existing library. Knowledge of his needs and your stock is the answer here. The second is converting pop buyers to the classical idiom. Here is the dealer's greatest untapped sales potential.

Ways and Means

The possibilities are numerous. Take the case of Mario Lanza, who made his first mark with a Victor Red Seal recording of a pop tune, *Be My Love*. Since that time, Victor has released an album of Lanza singing familiar Caruso arias. That album is a leading seller. Doubtless much of its sale owes to the curiosity of pop buyers who liked Lanza and, with the memory of the old Caruso records still in their minds, decided they'd see how he sounded on those familiar opera tunes. Other artists from the legit music world have been dabbling in pops with some success: Jan Peerce, Robert Merrill, Dorothy Kirsten and Helen Traubel, to name only a few. Recently five records on the classical (\$1.18) labels appeared on the best-selling popular recording charts—two by Lanza, one by the Boston Pops Orchestra, one by Leroy Anderson and one by Jan Peerce. Lanza's *Great Caruso* album leads both the pop and classical album charts in *The Billboard* at this writing.

Another wedge may be found in buyers' preferences in the specialty fields. A steady purchaser of hymns and sacred music is a possible convert to the masses and oratorios of Bach, Handel and Mendelssohn. Polka and waltz fanciers are potential customers for the

symphonic polka and waltz recordings of Strauss. Record fans who fancy tunes derived from the classics should be oriented to the famous piano and violin concertos and symphonies whence they derive. An easy entry to classical music exists via the romantic composers, where readily understood melodies prevail—Schubert, Tchaikovsky, Liszt, etc. One of the famous funeral marches comes entirely from a Chopin piano sonata.

Another attractive bait for buyers is the many complete opera recordings on the market, brought within buyers' reach by LP. London Records, for example, has disposed of more than 25,000 sets of its *Fledermaus* at \$18 per copy. The few record buyers throughout the country have ever attended an opera performance, dozens of opera-derived melodies are familiar to every family from school days on up.

Another open sesame exists in disposal sales of surplus shellac albums. The public will always respond to a genuine bargain, as proved by the historic buying spree touched off by the recent anti-Fair Trade edict by the Supreme Court. One dealer recently wrote *The Billboard* of the success of his "penny" sale—offering one album of shellac for 1 cent for each album purchased at list, the customer paying the price of the more expensive of the two albums plus 1 cent. By hammering home a buying opportunity such as this, many pop buyers may be persuaded to take home a Beethoven *Fifth* or a Rimsky-Korsakov *Scheherazade*.

Equipment Sales

Another avenue exists in equipment sales. A great majority of the record players recently and currently bought are equipped for three speeds. The pop buyer may well be curious as to what he can buy that's especially good to try on his LP or 45 r.p.m. speeds. Why not suggest a Chopin piano concerto for the former, the Ladowska Bach preludes and fugues for the latter, to name just two possibilities?

One clue to the potential longhair disk buyer lies in purchases of FM radios or tuners. FM fans are very likely to be classical music conscious, if not at the outset, after a few months of exposure to classical FM programming. Another possible market exists with purchasers of TV sets equipped for phono jacks. A sure sign of interest in classical music is the high-fidelity fad. The buyer who engages you in a discussion of *ffrr*, tweeters and 16,000 cycles is a set-up for especially well-recorded longhair stuff.

Remember, a judiciously purchased and indefatigably merchandised stock of classical recordings is not only a high mark-up investment, but a relatively safe one. *La Mer* will roll along long after *Manny's Aunt Fanny's Blues* is removed from the juke boxes.

Certainties and Uncertainties

During the Emergency Period

AS UNCLE SAM moves into a new phase of the defense-borne austerity era, no let-up is seen immediately ahead in the government's program of controls affecting the music industry. Despite the toughness of the era, however, the industry is managing to gear itself to the uncertainties. Substitutions are cropping up to replace some of the scarcer materials and a relatively smooth adjustment is being made particularly by the radio-TV-phonograph producing industry.

The outlook for production of TV sets, radio receivers and phonograph combinations is a mixed one. TV sets output for 1951 is not expected to exceed 6,000,000. Total production of TV sets in the first five months of this year was slightly over 3,000,000. Although the month-by-month pace showed a steady decline, the number of sets produced in the first five months was more than 400,000 greater than in the corresponding period of the previous year.

TV Production

It is recalled that prior to the Korean outbreak last year, predictions for 1951's output of TV sets ranged as high as 10,000,000. Despite the fact that the actual figure may turn out to be just about half of that or even less, the situation

is not regarded as serious, inasmuch as restraints are felt necessary not only because of shortages of defense materials but also because of market limitations imposed by an inventory pile-up and the Federal Communications Commission's continuing freeze on processing of TV applications for TV stations. The freeze must await FCC's final TV allocations and it is expected that several more months must elapse before a final plan is okayed.

AM Production

As for production of radio sets, current predictions envision a 1951 output of about 10,000,000 at the most. Here, too, production pace has been declining weekly, according to Radio-Television Manufacturers' Association figures, but the situation is regarded as relatively okay for the industry. It is estimated roughly that about 10 per cent of the total TV sets produced this year will have phonograph combinations, while about 15 per cent of the radio sets will have phonograph combos.

A factor favorable to the industry is that the TV sets output decline has come at a time when dealer inventories have piled high. Trade inventories in mid-June were estimated up to 2,000,000. Bunched heavily for the sales slump

was Federal Reserve Board's credit Regulation W.

Shortages are expected to continue in virtually all vital materials such as aluminum, steel, cobalt, nickel and tungsten. However, set manufacturers have been making strides with substitutes.

RTMA points out that talk of "conservation models" is stronger than ever, with the industry making especially fast progress in the use of selenium for rectifiers. The National Production Authority's Controlled Materials Plan, which was supposed to start rolling July 1, is not expected to alter the situation to any extent. The CMP is actually getting under way in a piecemeal manner, and authorities here don't expect it to be fully in operation until October. Set manufacturers are not under the CMP, but parts manufacturers are included under it.

The disk-making industry, like the radio-TV-phonograph sets makers, is making a relatively good adjustment. No relaxation is in sight for the tight situation in supplies of sulfuric acid used in vinyl-making, but the NPA is encouraging use of substitutes. Disk production is figured likely to be maintained, even though critical materials are allocated for defense use. Continued high sales volume has been evidenced in the month-by-month reports of Uncle Sam's take from the excise tax on disks.

Instruments

In the musical instruments field, the NPA has been considering industry problems on an individual basis. Recently the NPA got an appeal from the Musical Instruments Industry Advisory Committee to keep the industry operating at 80 per cent of normal production. It was pointed out that five tons of nickel silver for fret wire would be needed to maintain output for the calendar year at the break-even rate. The industry is trying a substitution for nickel silver.

Control of Three Speed Inventory

THOUGH it's been a long time now since the 45 and 33 1/2 r.p.m. speeds made their respective bows as factors in the record industry, there is still much dealer talk about the problems of maintaining an inventory in all three speeds. Actually, most of the problems have pretty much resolved themselves. The various segments of the disk buying public have made known their wishes and many dealers have taken stock of the public desires with the result that these dealers are capable of ordering new releases without overloading. Yet the inventory problem remains a knotty one for a number of record retailers. This is evident from the observations being made daily by the nationwide Billboard staff. This same staff, however, has also made numerous observations of the methods being used by the successful group of disk dealers who are no longer confronted with the inventory bogey.

There are a number of generalizations that apply in every instance where a dealer has licked the problem of carrying a heavy inventory because of the various speeds. While any one dealer may have put into practice one or two of the thoughts herewith presented, the dealer who covers every

angle is fairly certain of maintaining a clean stock.

(1) Know your customers. A careful record kept on disk sales over a six-month period enables the dealer to simply but effectively categorize the various types of music which sell best in his own shop and the speed or speeds in which they turn over most often. In other words, in a specific instance, it may be that a single shop will sell 20 Strauss waltz albums on 45 r.p.m. to every five on long-play records and only one on the 78 r.p.m. speed. It is now quite evident that Strauss waltzes in this mythical shop sell on 45 three-to-one over LP and 15-to-one over 78. Only from constant perusal and study of sales checks over a good period of time can such ratios be discovered. Odds are that the same ratio will continue to hold up for a long time to come. Yet it is worth the effort to make spot checks periodically in order to find out whether the customers have changed in favor of one speed or another.

(2) Buy light, but buy often. This is most important, it has been discovered, in the early stages when a dealer is first learning the values of each of three speeds as they pertain to his own clientele. There is, of course, the

danger of buying too light and losing the spot sales of people who can be classed as impulse buyers—people who must have a certain album now. Here, too, the so-called problem is lightened by maintaining good sales records and checking them periodically. Know the turnover rate of every type of music, record label, artist and speed; you can hardly make a mistake by buying too light, too heavy, too often or not often enough. In the final analysis, it's a choice between a good inventory which is liquid or a small inventory which is almost stagnant. It is pertinent, perhaps, to point out that one of the secrets of the success of department and chain store operations is quick turnover—not large profits or safe inventory investments.

(3) Don't hide your inventory—show it. It should be obvious that your inventory, whether liquid-like or not, will become stagnant unless the customer can easily see what you have for sale. Again, it is the department and chain stores to which one must look for both guidance and proof of the validity of the preceding statement. The supermarket technique of displaying everything, putting it in easy reach of the potential buyer and looking clean and bright—that is the technique which can be applied in its proper proportions to the operations of even a small disk department. The old bromide about money being nearly worthless unless it works for you is of particular importance in its relationship to inventory control. Display the item you want to sell or need to sell—and you will sell plenty of these slow-moving items. Obviously, too, if you can display the hot items—and you should—you will sell more of them, too. Every sale means cash which can be used to reinvest in fast-moving merchandise.

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Thanks everyone for making this Cowboy Happy Rex Allen "Ho Ho"

REX ALLEN

RADIO..... CBS every Friday for my good friends, the *Phelps Girls* - starting musical again

PICTURES..... Starting third year with the grand old family, at Republic Studios

RECORDS..... Beginning third year with my pals at Mercury - Thanks Art

PERSONAL MANAGEMENT..... *She's still as pretty as my daddy, and I like her too. The next is Bo Fox at 410 N. Lincoln Drive in Emeryville, California. Bonnie and our two little boys also will be there.*

Love,
Rex Allen

Sheet Music ...are You Getting Your Share of Sales?

ALTHO the summer is a traditionally slack period in the sheet music business, dealers should be aware that the past year indicates a resurgence of sheet music sales. Larry Richmond, of Music Dealers' Service, and other jobbers and publishers, estimate sales during the past year were between 20 and 25 per cent above the previous year. A pertinent observation is that this hike in business was accomplished despite any appreciable promotion on the part of the dealer.

Some figures illustrate the story. The outstanding pop hit of the year, *Tennessee Waltz*, published by Acuff-Rose, is close to the 1,250,000 figure in sheet sales. *Waltz*, of course, is the biggest song in modern music business history, and proves that a tune can have a phenomenal sale without the usual publisher saturation exploitation. It proves, as so many songs the past year have proven, that the consumer will continue to buy sheet music of tunes which strike his fancy.

Big Sellers
The examples are numerous. *Mockin' Bird Hill*, published by Southern Music, has already hit a sales figure of over 650,000. *Be My Love*, published by the Big Three, has hit the 400,000 mark—a notable figure for a tune that is regarded as not an "easy" sheet music seller. *Mona Lisa*, the Famous Music tune which broke earlier in the year, is estimated as selling 650,000.

Mussey Music's *My Heart Cries for You* has now racked up over 300,000. *Words and Music's It Isn't Fair*, an oldie, hit 250,000 sales this year in addition to a previous run of 100,000. The flock of hits published by the Howard S. Richmond pubbery are additional indications of the continued consumer demand. *On Top of Old Smoky* has shipped over 300,000 and is still selling well. *Irene* has shipped over 250,000, the *Roving Kind* and *So Long*, each over 200,000.

Seasonal items, too, have continued to sell strongly. St. Nicholas Music's *Rudolph, the Red-Nosed Reindeer*, for example, has sold over 500,000 copies of straight sheet music in the past two years. If all the editions are counted, such as chorals, children's editions, accordion arrangements etc., the figure is over 1,000,000.

A study of these sheet music sellers proves conclusively that the big sales are sparked by disks. *Tennessee Waltz* rode to the heights with Patti Page's Mercury disk. The total disk sale on all labels has hit about 5,000,000. *My Heart Cries for You* got a terrific upsurge via the Columbia Guy Mitchell disk, which sold 1,200,000. Other records hiked the total to over 2,000,000.

Rudolph, of course, is another instance. Tune has sold over 6,000,000 during two seasons of which the Gene Autry disk accounted for 3,000,000. Seventeen disks in all were made.

Mona Lisa hit via the Nat (King) Cole dinking on Capitol. *Be My Love* has racked up over 1,000,000 for Victor—and so on down the line.

It's not only pops. Standard, educational and religious and other categories have been selling well. Leeds Music's *May the Good Lord Bless and Keep You*, penned by Meredith Willson and used as a theme for *The Big Show*, which

returns to the National Broadcasting Company in the fall, has been recorded by a flock of artists ranging from country to classical.

Leeds' *It Is No Secret* is another interesting item. Tho not strong on radio performances, the Stu Hamblin composition has scored amazing sheet sales figures. Both tunes combined have sold about 500,000.

Other recent standouts are Shapiro Bernstein's *If* and Redd Evans' *Too Young*.

Demand
For the retailer, the significance of the above is clear. The demand for sheet music is there. The potential has not been fully exploited. One of the chief reasons why the potential has not been fully exploited is understandable. For many dealers, for instance, the profit on other items, such as television, instruments, etc., is so much greater than sheet music that these dealers naturally devote most of their efforts to merchandising these big ticket items. However, all dealers, were they to devote more time to properly merchandising sheets, could realize a better profit. It's a matter of proper display and proper selling. And what can be lost? Sheet music is fully returnable; the piano and ukulele business has been good; the American Music Conference, an arm of the National Association of Music Merchants, has been effectively spreading the gospel of music through the schools of the nation—all of which has contributed toward a happier outlook for sheet music.

Today, the dealer who shows enough initiative to work up a window display on sheet music is rare—even tho such a display can be done in conjunction with records. The situation boils down to the fact that such exploitation as is done on sheet music originates with the publisher. He it is who spends the money for initial exploitation, takes the trouble to get records, and he, together with the diskery, sets up the entire plugging procedure which puts the tune across. It's been said that the publishers have been remiss in failing to keep alive retail areas. In a sense this is true. But there's also no doubt that many dealers haven't been pulling their share of the load.

As of now, the biggest area for the sale of sheet music is that between Pennsylvania and the Southwest. When a smash hit really breaks thru, however, sales are good all over the country. What the dealer must learn, however, is to place his orders with timeliness. This is necessary because songs "happen" with such rapidity. Anyone who is an alert record dealer knows this, and it is equally true of the sheet music business.

It's interesting to note that the hike in sheet music prices during the past year has in no way been a deterrent to sales. People who want a tune will pay 40 cents for pops, 50 cents and 60 cents for standards and up to \$1.25 for orchestrations.

Another point is worthy of mention. In the over-all resurgence of the sheet music business, it has been noted that in addition to pops, the educational material has been regular from a sales standpoint. Jobbers verify this. Teaching methods, ensemble material for schools, arrangements for choral groups etc., have become steady business.

There's Money in Accessories

RECORD retailers can look for some of the healthiest receipts in history from accessory sales during the next 12 months. While other commodities are being affected by critical material shortages, it appears that the two most important platter accessories, phonograph needles and storage albums, both requiring the use of some critical materials in their productions, will not be the least affected by the shortages. A survey of important producers of both items indicated that supplies of raw materials, enough for from one to, in some cases, five years will be available.

Needles, which require metals high on the priority list, will be available because of some shrewd planning on the part of the manufacturers. Latter, it is reported, were able to lay aside some good-sized stockpiles, which will make it possible to produce the various types of needles for a long time.

Because of the vast numbers of record players now in the hands of consumers, there is no indication of a let-up in the demand for replacement needles, which have provided disk shops with the largest profit of any accessory on the shelves. In fact, it appears that there will be an unprecedented market for replacement needles, for all manufacturers are going all-out in an effort to show the consumer that today, he or his dealer can replace a needle, with exactly the needle requirement necessary to the perfect performance of his phonograph.

This is a sharp reversal from the days of 1947-49, when the influx of hundreds of new types of phono-playing equipment left the consumer, trying to make a needle replacement, in a fog. Most of his doubt as to what needle to make the replacement with stemmed

from his repairman, store op or clerk, who was not able to wade thru the long list of available needles to find the one needed to make his particular phono arm perform properly. The need for such an exacting needle requirement stemmed from the fact that with the advent of the micro-grooved 45 and 33 r.p.m. disks, a needle with a more minute point and a tone arm that carried less pressure than the old 78 r.p.m. tone arm was introduced. Where with the prewar 78 r.p.m. player any replacement or permanent needle could be used and a good performance could be obtained from the player, the numerous different types of cartridges and tone arms made it necessary to design a specific needle requirement.

Solutions

After two years of research the needle makers are coming up with their own solutions.

Two weeks ago Jensen Industries, Chicago, introduced a three-question system to clarify the needle replacement problem. The sales person who waits on the customer seeking a replacement needle asks three simple questions: (1) Is your player a single, two or three-speed type; (2) what type player is it, i.e., Philco, Victor, etc.; (3) If it's a duo-needle tone arm, such as those on many vari-speed players, where is the tiny knob located, whereby you turn the needle to either the 78 or the micro-grooved needle? Utilizing this simple information, the clerk refers to a small cardboard card to find the exact needle replacement. Previously, Carl Jensen of the firm said they had asked the customer to look up the number of his cartridge. They found, however, that this meant a return

trip to the store, which often wasn't made, thus the store lost its sale.

Fidelitone, a Chicago manufacturer, has just released the first of a series of loose-leaf-bound folders, which attack the problem from the standpoint of what model radio or TV receiver the customer has. The store patron need bring in only his radio or TV model number and the clerk is able to produce the proper needle replacement from the Fidelitone chart. Thus far, Gall Carter, sales manager of Fidelitone, has issued only folders on Admiral and Philco, but three more major radio manufacturers will be completed within six months. RCA Victor and Motorola will definitely be released next. In addition, Fidelitone has been preparing a similar folder on the needle requirements of the portable changers and players on the market. This book will be available some time this fall. Fidelitone is readying a loose-leaf folder into which this series of folders can be placed for easy reference.

Duo-tone, Keyport, N. J., is offering dealers a complete replacement catalog guide which lists all standard makes of record players and the correct needle for each. Needles and cartridges are illustrated. Walco, East Orange, N. J., and Recoton, New York City, each have simplified methods for making the dealer's job easy in selecting the proper needle for the record player needing the replacement.

M. A. Miller, another Chi concern, got a shot in the arm approximately six months ago when a quartet of veteran needle sales execs entered the picture. Gene Steffens, ex-Permo; Bill Hemminger, ex-Aero Needle; Andy Beck, and P. M. Spink, ex-Jensen, took over the sales helm in different posts. Since that time Miller needle has taken the slant that to simplify the picture would mean getting only the code number from the cartridge in the phono arm to ascertain the correct needle required. As a result, their manuals show the consumer how to find the cartridge in the phono arm and take off the code number and other lettering. With this information

on hand the retailer or his serviceman can supply the correct needle from the Miller line. Since the first of the year Miller has started supplying diamond needles and are also licensed to handle the General Electric needle.

Pfanstiel, the Waukegan, Ill., needle supplier, is rushing out a full series of replacement needles and by early next year anticipates a full line. They are already supplying home replacement kits for approximately six different models, widely in use, and will continue to produce more types as dies are manufactured.

Other Products

In the storage album field, makers like Peerless and Album Corporation of America, Brooklyn; Chicago Album and Specialty, M. M. Cole and Globe Replogle, Chicago, and Globe Album and United Looseleaf, New York, report that the consumer generally is sticking to the standard seven, 10 and 12-inch storage album, in preference to albums, designed specifically for LP and 45 use. A number of these specialized holders, which make it possible to fit the LP album in its jacket, right into a

folder, have been produced, but the public continues to buy standard carriers.

Liquid static eliminators, especially useful in producing a static-free quality to LP reproduction, are still findings a good market in retail outlets, but retailers indicate that clerks must be educated to its full potential before it can be marketed widely. Store ops, who have demonstrated it for customers report a good sale with plenty of repeat business. Walco Stationery, East Orange, N. J.; Goodell Record Life, Minneapolis, and Merix Electrochemical Preparation, Chicago, are products in this line.

In general, disk shops have found that the sale of accessories is predicated upon proper suggestion upon the part of the salespeople and proper display and demonstration. Several store ops reported that sending informative literature, prepared by accessories makers, thru the mail to customers made it easier than demonstrating this equipment in the store. This is because the customer was primarily interested in buying disks while in the store and after looking over the material at leisure in his home was more prone to ask for the accessory.

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Development of the Kidisk Market

IT IS no secret that the children's record business has been on the upgrade for a considerable period. In addition, it is generally agreed that this segment of the record industry is needed for even better times. As educators have learned the value of audio and visual teaching techniques, parents and children, too, have learned the entertainment values. Many record retailers, too, have of late become more attentive to the stocking, displaying and selling of kidisks.

Only recently, The Billboard carried some dramatic proof of the influence of television on children's records and vice versa. The proof came in an article in the Television-Radio Department which disclosed the ratings of the various once-a-week children's programs offered by the television networks. In order, the three shows with the greatest moppet audience were *Hopalong Cassidy*, *Lone Ranger* and *Gena Aury*. All are available to the children on records. In addition, *Mir J. Magination* was in the top 10 listings and also available on disks. That the kids will want to hear more of the favorites they see on TV is perhaps best proven by the age-old fact that a youngster can never get enough of whatever it is he likes. TV, in this instance, is certainly a boom to disk sales.

Of particular interest to parents and record people is the wide variety of material available on kidisks and the wide variety of

prices. The kidisk catalogs made available by the various manufacturers offer something of interest to every child, every parent—no matter their financial status. Kidisks can be purchased for as little as 25 cents and as much as \$3. Kidisk material ranges all the way from the well-known street songs to classical music, from Mother Goose to Tin Pan Alley, from standard fairytales to original dramatic works.

Other factors credited for the continued expansion of the business are the amount of advertising and promotion done by the children's records subscription clubs. It is obvious that any form of promotion which creates interest in children's records will benefit the retailer in the long run. The appetite-whetting done by the subscription clubs must result in additional sales for the dealer. The varied selection of inexpensive phonographs available to the consumer also creates a wider disk market for the retailer. Hollywood productions of kid cartoons and full-length children's movies further add to the interest in children's records. Any and all these factors are part and parcel of the continued growth of the market for children's records.

Traders are not only greater things for the kidisk field, despite the near-phenomenal rise experienced by this segment of the record industry during the past two years.

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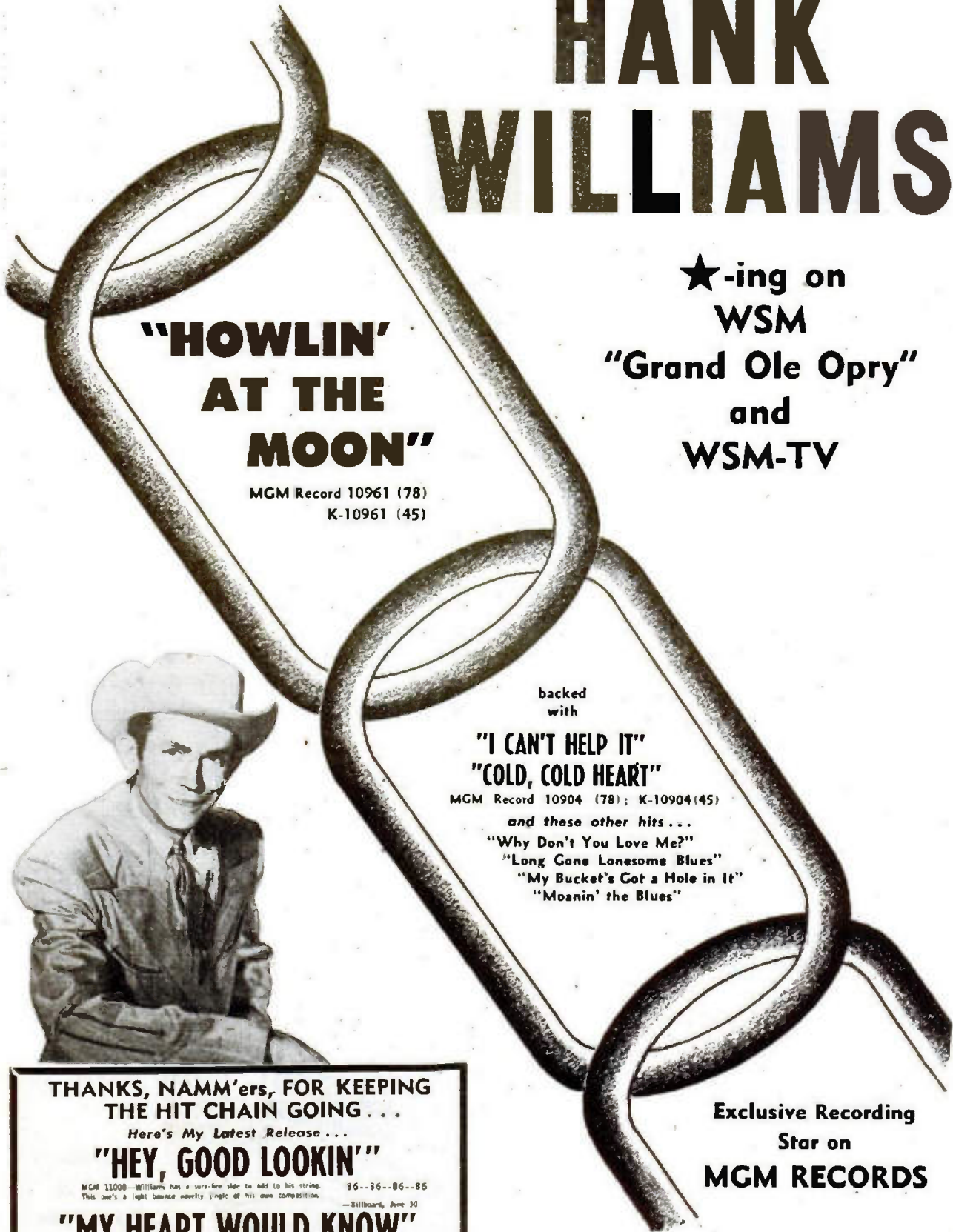
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Here's My Latest Release...

"HEY, GOOD LOOKIN'"

MGM 11000—Williams has a sure-fire shot to add to his string. This one's a light bounce waltz jingle of his own composition. —Billboard, June 30

"MY HEART WOULD KNOW"

Williams offers another original, a marvelous torch with a touching message. —Billboard, June 30

MGM Record 11000 (78); K-11000 (45)

Personal Manager

WM. R. ENGLAND

1950 Richard Jones Road, Nashville, Tennessee

The Use of TV Programming to Help Sell Sets

IN THE last analysis, an entertainment medium stands or falls on the quality of entertainment offered over that medium. This is particularly true when the medium—in this case television—reaches the stage of technical excellence. TV has now reached that stage. Technical advances will continue to be made, but by and large everybody accepts TV as an accomplished fact. Therefore, TV's greatest growth will now depend upon the appeal of its programs. Networks, sponsors and stations fully realize this—for the pattern was repeated years ago in radio and motion pictures.

Fully alerted to the fact that the basic growth of the industry is dependent upon high quality programming, TV producers are spending vast sums to bring to the public the greatest names in the theater—encompassing the different fields of drama, comedy, serious and popular music, variety, etc. Great sums are being spent, too, to bring the viewer outstanding special events—championship boxing bouts, football and basketball games, congressional investigations, civic functions and what not. Here are some program costs.

The Milton Berle stanza over NBC costs in the neighborhood of \$40,000 per show; *Colgate Comedy Hour*, also NBC, \$50,000 and sometimes above that figure. *Four Star Review* on NBC, which soon changes to the *All Star Review*, has a production cost of \$50,000; *Jack Benny* program on CBS, which is telecast four or five times a season, is in the neighborhood of \$45,000. The Ken Murray show on CBS totals about \$25,000 per program. The *Kate Smith* program over NBC also hits a figure of approximately \$45,000. The singer's nighttime show, scheduled for a debut in September, also will cost that much. NBC's *Hit Parade* hovers around \$20,000. *Amos 'n' Andy* on CBS cost \$40,000. *Pulitzer Playhouse*, on ABC, \$30,000. Obviously, these costs generally are much greater than the cost of top radio programs. Not to take advantage of the sales appeal in these figures is unwise, to put it mildly.

Sales Ammunition

In other words—programming is TV's greatest sales ammunition. Yet, it is too often true that the dealer, for one reason or another, makes little use of this vast sales potential. Sometimes a customer enters his shop with just a vague idea of the many remarkable things that can be seen on TV—from *Eddie Cantor* to *Kefuover*. Sometimes the customer has a pretty good idea. Sometimes he has none at all.

The dealer who is armed with program information—what is carried locally and via the networks—is in a much better position to conclude the sale. This information is available in various ways. Obviously, the dealer who is also a serious television viewer, has not much of a problem. He knows what's going on. The dealer who watches TV only haphazardly, however, can improve his store of program information by several devices.

Firstly, careful study of the logs carried in daily newspapers will provide information. Second, networks and stations will be able to supply the enterprising dealer with advance information on upcoming

programs. Such sources already have been queried and indicate they would be glad to co-operate in providing such information for the dealer. Thirdly, the dealer in his perusal of the sports and other pages of the newspapers should spot likely TV attractions so that when these are set for TV he can plan his promotional campaigns in advance. Fourthly, much information on advance programs can be obtained from the trade papers.

In his study of programming, the dealer should bear one paramount fact in mind. That is, TV caters to all members of the family group. Is the dealer trying to sell a set to a couple with a growing family? If so, he can make his sales pitch forceful by pointing to such outstanding kiddie shows as *Kukla, Fran and Ollie*; *Hopalong Cassidy*; *Houdy Doodo*; *Gene Autry* and *Love Ranger*. Are the buyers interested in variety programming or education. TV offers the top names in these fields? The dealer should be able to rattle them off with their networks, time of programs, etc.

In earlier TV days, the more alert dealers would hold television parties. Chairs were set up in the shop and invitations were issued to watch Milton Berle, a boxing bout or whatever attraction was available. This is still a good idea, particularly in those cities where TV is new and the people have not had much time to become accustomed to available programming.

Use of Information

Once the dealer acquaints himself with TV programs, both network and local, and with upcoming special events and sports which are to be televised, he should use this information in several ways. Obviously, it should be used in the day-to-day selling right in the store. It can also be used to advantage in mailed promotional pieces, the copy pointing out the excellence of the talent, its high price from a production point of view, the advantages of seeing and hearing such talent right in your home, the appeal of the different programs to all members of the family.

Finally, this program information should be used to brighten up the displays in the store. The displays may be topical and general. That is, copy and promotional material may be gotten up relative to scheduled sports events. This part of the promotion would be ever-changing, for to do a good job the dealer would have to be continually on the alert. Not so demanding would be the maintenance of more general programing displays showing the top stars, program costs, stations. Copy here would duplicate some of the points of the mail pieces.

A dealer in a good area can sell TV even if he has only an inadequate knowledge of programs; but the man who is really sharp in that respect will have a strong edge.

There's one point about which to be careful—for if you are not it can prove embarrassing. Various TV manufacturers sponsor TV programs. Admiral, for instance, picks up the tab on *Lights Out*; Motorola sponsors *Four Star Review*; Westinghouse, *Studio 1*. So if you are trying to sell an Admiral, don't tune in to a Motorola or Westinghouse program, and vice-versa.



INTRO'S IN

with
TOMMY DUNCAN



"There's Not a Cow in Texas"
"See Who's Sorry Now" Intro #0018

"Sick, Sober and Sorry"
"Mississippi River Blues" Intro #0013

ANDY PARKER (and The Plainsmen)

"You Gotta Get Good"
"When It's Prayer Meetin' Time in the Hollow" Intro #0020

"Hangman's Guns"
"Dust of a Rose" Intro #0015



TERREA LEA

"He Only Came Back To Say Goodbye"
"The Eagle's Heart" Intro #0023

"On Top of Old Smoky"
"Jesse James" Intro #0014

EDDIE HAZELWOOD

"Truck Drivin' Woman"
"Come a Little Closer, Please" Intro #0019



CURLY WIGGINS

"My Ship of Dreams"
"I Wish You All the Luck in the World" Intro #0021



FLEMING ALLAN A & R REP.

intro RECORDS
Beverly Hills

MESNER SALES, INC.
ALADDIN-SCORE-INTRO

The Blue Ridge Sweethearts of Folk Music

LULU BELLE & SCOTTY

with their Newest
MERCURY RELEASE

"ALL NIGHT LONG"

backed with

"SATURDAY NIGHT WALTZ"

PLAYING PARKS
THROUGHOUT
THE U. S. A. FOR
THE ENTIRE
SUMMER SEASON

FEATURED
STARS ON
WLS NATIONAL
BARN DANCE





ONLY Today's TOP TUNES Gives Dealers ALL of These Important Advantages

- Today's Top Tunes gives you **MORE TUNES . . .** as many as 30 tunes per issue.
- Today's Top Tunes gives you **BEST SELLING RECORDS . . .** of each tune arranged according to popularity.
- Today's Top Tunes is **ISSUED WEEKLY . . .** permits you to order on a weekly, twice-a-month or monthly basis.
- Today's Top Tunes is the **MOST AUTHENTIC . . .** service of its kind
- Today's Top Tunes is **IMPRINTED** with name, address and phone number.

Today's Top Tunes
Help You To
**SELL MORE AND
MORE RECORDS**

Use the **ORDER BLANK TODAY!**

The Billboard	633
2160 Patterson St., Cincinnati 22, Ohio	
Quantity	Price
50	\$ 1.00
250	3.50
500	5.50
1000	9.50
2000	18.00
5000	42.00
PLUS POSTAGE	

Weekly Twice Monthly Monthly
 Send cash and we pay postage.

IMPRINT AS FOLLOWS
 NAME
 ADDRESS
 CITY AND STATE PHONE
 Ordered by

Friends Are Where You Should Expect Them

IT IS no secret that ingenuity is a key to good salesmanship. It is unfortunate that many music merchants, who they have been in business for many years, have never really created a maximum traffic simply by failing to put into use the many hidden salesmen they have at hand. Opening the front door is not the simple answer in the music trade. Making the big local noise is closer to the answer.

Music is a universal product. The potential of music merchandising extends into many highways. Certainly, at this point, the local dealer has found that his neighborhood disk jockey is a potent factor in his business. He, too, has found that the record salesman and distributor is a great aid in determining the mode of his disk inventories as well as in keeping the dealer up to date on upcoming hits and/or manufacturer "drive" records. But this is the sort of help which a dealer going into business would expect to come naturally.

But what does the dealer do for himself? How does he create additional traffic? How does he compete with the mail order catalog or the department store? What does he do to build a regular clientele and how does he keep them? Above all, what does he do to cultivate a local community interest in his product?

The answer to these questions could likely determine the extent and nature of business which a dealer has been able to build. Those dealers, and they are few, who have explored the greatest number of music merchandising highways are the merchants who are doing the greatest volume.

The primary goal of the music merchant is to open as wide a market as can be developed. It is not the dealer's function to assume that music is a universal product

and let it go at that. Music, basically, still must be considered luxury merchandise. People can live without owning music or records or instruments, but it is unlikely that they would be content without it at all.

Social Aspects

Therefore, the imaginative dealer will help to build his business by attempting to cultivate a full appreciation of music in the area of his market. He must gear himself to become as much a member of the merchandising community as is the local grocer or butcher or baker. To accomplish this, the music merchant can't count solely on himself. There are very few aspects of community life which he can't make use of to spread his propaganda. The alert music man will adjust himself to indirectly employ all those facets of his area which can sell music culturally and ultimately over the counter as well.

For instance, the local schools would be most important points of contact. High schools and colleges provide the dealer with his most likely sources of record sales. Children in the lower school grades provide the dealer with an opportunity to reach tomorrow's customers. It is not often that a local merchant is in a position to work with the school system. It cannot be denied that no matter how small the aid, the school systems welcome any sort of community assistance whether it be in the form of actual material or in the form of suggestion.

The dealer should strive to help in whatever way he can to see to it that music and/or music appreciation is part of the lower grade curriculum in his area. Likewise, he should see to it that music plays a prominent role in the upper grades both for educational and social purposes. In the upper

grades, he can help himself in several ways: he can arrange personal appearance "lectures" from time to time by name performers who are passing thru his area, he can provide some free recordings for school use, etc.

Outside of the big cities where it would be impractical to attempt this sort of thing, the local merchant will find his town newspaper an important aid to his business. Music names make news and the dealer should see to it that the local newspaper is kept as informed as is possible about music news and activities in the area both of the moment and of the future.

Probably the most important aid for merchandising handed the dealer is a local personal appearance by a music talent. Such an appearance not only can provide a springboard for sales but it can provide the dealer with an added crutch to corner his bit of the community's social life. The personal appearance should stir the dealer to his maximum effort. He should be certain he has stocked recordings by the particular artists. He should attempt to learn in advance what the program of the visiting performer will be.

Brown Snares

Continued from page 11

stand at the Palladium here starting August 7.

Top grosser of the recent trek was at Atlantic City's Steel Pier, June 15-17, where Brown took out \$3,000. On June 27, orkstar's take was \$2,151 at Westview Park, Pittsburgh.

Brown itinerary on the 24 dates includes Edgewater Park, Celina, O.; Idora Park, Youngstown, O.; Wapler Lake, Jackson, Mich.; Buckeye Lake (O.) Park; Joyland Park, Lexington, Ky.; Lakeside Park, Dayton, O.; Devine's Ballroom, Milwaukee; Riverview Ballroom, Sauk City, Wis.; Nightengale Ballroom, Kaukauna, Wis.; Surf Ballroom, Clear Lake, Ia.; Terp Ballroom, Austin, Minn.; Prom Ballroom, St. Paul; Tro-Mar Ballroom, Des Moines; Tomba Ballroom, Sioux City; Cobblestone Ballroom, Storm Lake, Ia.; Starline Ballroom, Carroll, Ia.; Electric Park, Waterloo, Ia.; Arkola Ballroom, Sioux Falls, S. D.; Peony Park, Omaha, Neb.; Pla-Mor Ballroom, Kansas City, Mo.; New Moon Ballroom, Wichita; Club 36, Marysville, Kan.; Armory, North Platte, Neb., and Legion Hall, Hutchinson, Kan.

JIMMIE OSBORNE

The Kentucky Folk Singer

SINGS HIS GREATEST . . .
ON

JIMMIE OSBORNE

Tel Me Daily if You Know
KING 058—Osborne has a real 'tougher here in a baby's query
about a faithful mother and wife.
I Hate To Be Jealous
The checker gives a "Slippery Around" type of ballad a heartfelt go.

83--86--84--80

75--76--74--75

—Billboard—June 30, 1951

**DON'T FORGET THESE IMMORTAL
JIMMIE OSBORNE STANDARDS:
"THE DEATH OF LITTLE KATHIE FISCUS"**

King Record No. 788

"GOD, PLEASE PROTECT AMERICA"

King Record No. 893

ELECTRICAL TRANSCRIPTIONS
Over 18 Station Network



FEATURED STAR
WKLO
Louisville, Ky.
4 Hours Daily

FOR PERSONAL APPEARANCES CONTACT:
TOM UNDERWOOD, RADIO STATION WKLO, LOUISVILLE, KY.

Take Advantage of the Foreign Language Disk Market

IT IS already bromidic that "there are more Italian speaking people in New York than in Rome and more Yiddish speaking people in Chicago than in Tel Aviv." Whether these statements are true is actually of little import. It is true that there exists in the United States a tremendous market for foreign-language phonograph records. And these disks can be sold in cities, towns and villages of any size, anywhere in the United States. This has been proven, but in all too few instances, by disk dealers who take full advantage of every facet of the business.

While it is quite natural that foreign-language speaking peoples will naturally congregate into living areas within the larger metropolitan centers, it is also quite true that there are French, Spanish or Polish speaking peoples in thousands of smaller cities. Further, the market for foreign-language disks is not solely among peoples who speak the language. There are, in other words, the two basic markets — foreign-language speaking people and those who buy such disks for other reasons.

Language Group

Language groups such as Polish, French, Italian, Yiddish and Spanish constitute fairly large segments of the population in many geographical areas. Certainly, it behooves a dealer to know where in his market area such people live. Simple methods for locating these groups are: (1) Check newspapers carrying foreign-language news; (2) check the telephone directory for foreign language societies; (3) check federal, State and municipal agencies for the location of such groups in your community. Obviously, too, just striking up a conversation with one buyer of foreign-language records will give the clue to the location of other such people.

As for the buyers of foreign-language records other than those who speak the language or have nationalistic reasons for their interest, here are only a few such secondary groups:

- (1) Those interested in such dances as rumbas, polkas, sambas, waltzes, schottisches.
- (2) High school and college students studying a foreign language should be particularly interested in hearing the language as it sounds on records.
- (3) Many people in your com-

munity should be interested in buying disks recorded by such theater and night club stars as Edith Piaf, Charles Trenet, Jean Sablon and others.

(4) Classical music buyers can find untold wealth hidden among foreign-language catalogs. Many of the top classical artists have recorded pop-like material for issue in the language categories.

(5) A somewhat minor, yet fairly important, market for foreign-language recordings lies in the group interested in writing songs. Some of the biggest pop disks of this year or any year are actually adaptations of foreign-language material, either public domain or published.

A glance back at the suggested markets for foreign-language disks should, if nothing else, point up the fact that there are untapped selling areas for the dealer who is interested in making those extra sales while carrying a very limited stock. Fact is, most foreign-language business can be done on an order basis. Certainly this is true after the customer becomes familiar with the artists' work on records.

A final note on the foreign-language disk market should point out that a number of independent record companies exist solely for the purpose of recording this type of selection. In addition, almost every major or large independent disk manufacturer makes available a substantial catalog of foreign-language material. That both type of manufacturers can find it profitable to record and issue such disks must prove that a dealer,

can make a profit in handling these same platters.

Your local distributors can easily supply you with a list of more than 35 foreign languages available on records pressed by the manufacturers.

High-Gear Music

Continued from page 11

Ad budgets will be keyed to supply. It is to be borne in mind, however, that Charles E. Wilson, director of mobilization, this week pointed out that even should hostilities end, defense production would necessarily have to be maintained. It is felt that some controls might be lifted, but a good many would remain.

In general, the phono business has suffered somewhat, as has the entire electronics business. Phono business, tho, has not been as hard hit as TV, and dealer inventory is in fair shape. In order to stimulate trade, many manufacturers are putting out leaders at prices below those of last year. Many manufacturers are expected to show as many as 10 to 20 different models of all types, sizes and prices at the NAMM convention. Here's what's expected from some manufacturers:

V-M Industries will have a new low-priced changer attachment; Webster Chicago will show phono, changer, disk and tape and wire recorders; Electronic Creations will debut a new line of tape-disk recorders; Hudson will have about 11 models, including three kiddie players; Dynavox will have six models, plus six held over from last year. The leader will be a three-speed automatic portable priced at \$79.95; the private label line of one chain will use a three-speed manual portable at \$19.95 as a stimulant. Most kiddie manufacturers will have new models ranging from \$10.95 to \$39.95, many with radio-phonos, portable combos or radio-phonos table model combos.

Decca Records will show a new carrying case and a new singles rack. Mike Ross, Coral Records exec, who is also in charge of the Decca phonograph and accessories line, stated: "If the electronics situation clears up—and it should—this may be the biggest phono selling season in years."

Needle manufacturers now have available a needle for every type of phono cartridge on the market. They have devised a system of charts to aid dealers in matching the correct needle to the specific machine. Dealer aids in this line also include display cards and cases. Many manufacturers plan extra consumer advertising and promotion campaigns in order to acquaint people with the need for changing needles in order to get the best reproduction.

We gave you...

"JEZEBEL"

NOW... We Give You

"I'M NOT IN LOVE, JUST INVOLVED"

Eddie Dean—Capitol 1729

"PLEASE DON'T CRY"

MARTHA TILTON with The Modernaires
Coral 60522 (78 rpm)—9-60522 (45 rpm)
EDDIE DEAN Capitol 1424

"YOU GOTTA GET GOOD"

ANDY PARKER (and The Plainsmen)
Intro 6020

We Do Not Sell Records... SHEET MUSIC—ONLY



Folk Songs

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"WHO DO YOU THINK YOU'RE FOOLIN'"

b/w

"YOUR HOUSE OF LOVE WON'T STAND"

4-STAR NO. 1584

.. Still Going Strong

- "Send Me the Pillow You Dream On"
- "Knocking at Your Door"
- "Some Sweet Cheri"
- "We One is Sweeter Than You"
- "I Could Love You, Darling"



Plays Every Monday Night
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For information contact **R. D. HENDON, Mgr.** 105 1/2 Main Street Houston, Tex. Ph. BU 6661 or PR 1161



Breaking Big!!!

JIMMIE SKINNER'S

* * * * *

* I CAN'T TELL MY HEART THAT *
* IT'S BARGAIN DAY (In Broken Hearts) *
* ON CAPITOL RECORD 1563 and F1563 (45 RPM) *
* * * * *

STILL GOING STRONG

- FALLING RAIN BLUES 78 45
- IT'S ALL THE SAME TO ME Cap. 1476—F 1476
- HEM OF HIS GARMENT
- DAD, TOO, IS LONELY Cap. 1220—F 1220

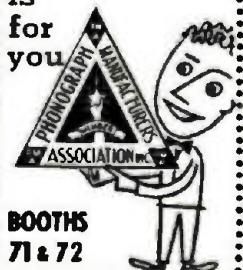
Broadcasting Daily WNOP, Newport, Ky., From

JIMMIE SKINNER'S RECORD SHOP

31 E. Court St. Cincinnati, Ohio
Personal Management LOU EPSTEIN
c/o Jimmie Skinner's Record Shop

PMA

is for you



BOOTHS 71 & 72

Be Happy—Buy DEAN

The Dependable PHONO Line for Top Quality at PROMOTION Prices



- Rigid Inspection
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- Available in UL

Welcome

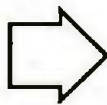
To Room 635 and SEE OUR PROFIT LINE

Write for Free Catalog

DEAN 35 Fifth Avenue Brooklyn 17, N. Y.

LEFTY FRIZZELL

AND HIS TUNE TOPPERS BAND



No. 1 ACROSS THE BOARD...

• Country & Western Records Most Played by Folk Disk Jockeys
 • Most Played Juke Box Folk (Country & Western) Records
 • Best Selling Retail Folk (Country & Western) Records

Based on reports received May 30, 31 and June 1
Records listed in Country and Western Record that help give an artist standing in the Billboard charts are based on a special weekly survey among a selected group of retail stores, the majority of which calculate purchases by country and western records.

POSITION: 1
 WEEK'S IN CHART: 6
 DATE: 6/3

I WANT TO BE WITH YOU
 ALWAYS
 My Baby's Just Like Mary

L. Frizzell
 COLUMBIA
 1634 20772 1315 20770



Starting July 21, 1951
Newest Featured Star on
WSM "GRAND OLE OPRY"

Recording Exclusively for

Columbia Records

FOR OPEN DATES CONTACT
JACK STARNES, Jr., Mgr.
P. O. BOX 2204, LONGVIEW, TEXAS

Thanks,

Music Merchants, for

"If You've Got the Money I've Got the Time"
Columbia Record No. 20739

"I Love You a Thousand Ways"
Columbia Record No. 20739

"Look What Thoughts Will Do"
Columbia Record No. 20772

And Now, Watch for:

"ALWAYS LATE (With Your Kisses)"

"MOM AND DAD'S WALTZ"
Columbia Record No. 20837

ALL RECORDS AVAILABLE ON 33 AND 45

Record Labels and Manufacturers

ABC Records
Division of Artists Band Com-
posers, Ltd.
1123 Van Ness Ave.
Fresno, Calif.

A-1 Records of America
1650 Broadway, Suite 709
New York 19, N. Y.

Abbey
418 W. 49th St.
New York, N. Y.

Acordia Record Co.
718 Mission St.
San Francisco 3, Calif.

Acme
Acme Recording Studios
Box 226
Campbellville, Ky.

Acme Records
747 St. Nicholas
New York, N. Y.

Acorns
Satoy Record Co.
68 Market St.
Newark 1, N. J.

Adam Record, Inc.
553 Water St.
New York 2, N. Y.

Adelphi Records
Songcraft, Inc.
1650 Broadway
New York 19, N. Y.

Adventure
Adventure Record Co.
1674 Broadway
New York 19, N. Y.

Aladdin
Aladdin Records
451 North Canon Dr.
Beverly Hills, Calif.

Alba Records
922 East 183rd St.
Bronx 59, N. Y.

Alben
Alben Record Co.
19 Selden
Detroit 1, Mich.

Alberti
Alberti Record Mfg. Co.
1808 Grand Vista Ave.
Los Angeles 29, Calif.

Alco
Musart Record Co.
8379 Melrose Ave.
Hollywood 46, Calif.
Alex Records
6150 Broadway
Suite 301
New York 19, N. Y.

Alpens
Alpens Sound & Radio Co.
1615 Walnut St.
Philadelphia, Pa.

Allegro
Allegro Music, Inc.
8 Columbia Circle
New York 19, N. Y.

Allied Record Mfg. Co.
1041 North Lee Avenue
Los Angeles 38, Calif.

Alpha
Alpha Records, Inc.
501 Madison Ave.
New York 22, N. Y.

Alpine Record Co.
P. O. Box 198
San Mateo, Calif.

Alvin
Alvin Music Corp.
1850 Broadway
New York 19, N. Y.

American Elite
American Elite Record Co.
778 10th Ave.
New York 19, N. Y.

**American Record Manu-
facturing Co.**
221 West Venice Blvd.
Los Angeles 15, Calif.

American Recording Co.
1 N. LaSalle St.
Chicago 2, Ill.

Amuka
270 E. 10th St.
New York 3, N. Y.

A Natural Hill
A Natural Hill Record Co.
11842 Success Ave.
Los Angeles 59, Calif.

Animal Records
Stapleton Industries, Inc.
182 The Arcade
Cleveland 14, O.

Ansa
Amigo Music Pub. Co.
892 Fifth Ave.
New York 19, N. Y.

Apex Records
Care Bullen Record Co.
1416 Wood St.
Philadelphia, Pa.

Apollo
Apollo Records, Inc.
457 W. 45th St.
New York 19, N. Y.

Aqua Records
1452 Overbrook Ave.
Philadelphia 31, Pa.

Aquila Records
478 North Bernard
Chicago 25, Ill.

ARC
Artists Relations Corp.
890 Second Ave.
New York 22, N. Y.

Aragon Recordings
816 Hastings St. West
Vancouver, B. C. Canada

Arcadia
Echoes Music Pub. Co.
8432 One
Detroit 2, Mich.

Aristocrat
Aristocrat Record Corp.
6249 Cottage Groves
Chicago 15, Ill.

Ari Records
American Recording & Tran-
scription Service
2183 NW 79th St.
Miami, Fla.

Artist
Nordiska Musikforlaget
Bergsgatan 33
Stockholm 6, Sweden

Aristal Records
1583 N. Argyle Ave.
Hollywood 28, Calif.

Artists Records
Artists Recording Studio
15 W. 10th St.
Kansas City, Mo.

Ass. Records
70 Pine St.
New York, N. Y.

Athenian Record Co.
847 Oulle St.
Athens, Tenn.

Atlantic
Atlantic Records
301 W. 54th St.
New York 19, N. Y.

Atlantia
Melin-Strain Records, Ltd.
1658 Broadway, Room 304
New York 19, N. Y.

Atomic
Atomic Record Co.
1522 N. Mariposa
Hollywood 27, Calif.

Autograph Records
200 W. 57th St.
New York 19, N. Y.

Avia Records
964 South Federal St.
Los Angeles 6, Calif.

Bacchanal Recording, Inc.
103 East 129th St.
New York, N. Y.

B. & B. Products Co.
Box 367, Niagara Sq. Sta.
Buffalo, N. Y.

Bach Guild
80 East 11th St.
New York 3, N. Y.

Back Bay Music Co.
Little Building
Boston, Mass.

Bama Record Co.
119 Palmont Dr.
Birmingham 9, Ala.

Bandwagon
Bandwagon Records
7 W. 46th St.
New York 10, N. Y.

Banner
Banner Records, Inc.
33 Union Square
New York, N. Y.

Bantam
Bantam Records
301 West 56th St.
New York, N. Y.

Bari Laboratories, Inc.
277 Main St.
Belleville, N. J.

Barthel Records
1428 W. Augusta Blvd.
Chicago 22, Ill.

Bartok
Bartok Recording Studio
309 West 57th St.
New York, N. Y.

Beacon
Beacon Record Corp.
1619 Broadway
New York 19

Belda
Belda Record & Pub. Co.
33 W. Union St.
Pasadena 1, Calif.

Bell Records
P. O. Box 85
Brooklyn 8, N. Y.

Bell Records
P. O. Box 196
Honolulu 10, Hawaii

Belmont Records
1607 Broadway
New York 19, N. Y.

Bellona
London Gramophone Corp.
16 W. 22nd St.
New York 10, N. Y.

Belvedere
Belvedere Music Co.
336 South Patterson Park
Ave.
Baltimore 31, Md.

Bess
Bess Records
163 West 23d St.
New York 11, N. Y.

Bibletones
50 E. 11th St.
New York 3, N. Y.

Big Nickel Records
192 Nassau St.
New York 7, N. Y.

Bliss
Bliss Records
1518 North Ave. 48
Los Angeles 41, Calif.

Blue Bonnet
Blue Bonnet Music Co.
3235 Ross Ave.
Dallas 1, Tex.

Bluebird
RCA Victor Division of RCA
Mfg. Co., Inc.
Camden, N. J.

Blue Debutle
19194 Montevista
Detroit 21, Mich.

Blue Note
Blue Note Records
787 Lexington Ave.
New York 21, N. Y.

Blue Records
Blue Record Co.
912 South Central Ave.
Los Angeles 2, Calif.

Blue Ribbon Records
Blue Ribbon Records
Stanton, Ill.

Blue White Record Co., Ltd.
21 Main
Sackansack, M. J.

Bobolink Records
Lincoln Records, Inc.
8 W. 40th St.
New York 19, N. Y.

Boney
Boney Records
1104 North Queen St.
Elmston, N. C.

Bonnie Records
Highland Road
Harrison, N. Y.

**Bornand Music Box Record
Company**
139 Fourth Ave.
Peñham 65, N. Y.

Bows Record Co.
310 Convent Ave.
New York, N. Y.

Braille
40 Braille St.
Cambridge, Mass.

Broadway
Dana Music Co.
120-55 83d Ave.
Kew Gardens, N. Y.

Bronco Records
2261 East St.
Los Angeles 39, Calif.

Brunswick
Decca Records, Inc.
50 West 57th St.
New York 19, N. Y.

Bubkeye Recording Co.
Box 743
Toledo, Ohio

Bullet
Bullet Recording & Tran-
scription Co.
421 Broad St.
Nashville 3, Tenn.

Cadillac
Park Avenue Music Publishers
P. O. Box 126, Northwestern
Detroit 4, Mich.

Calama
San Nicolas 360
Havana, Cuba

Candelario Records
P. O. Box 198
Santa Fe, N. M.

Capitol
Capitol Records, Inc.
1507 N. Vine
Hollywood 28, Calif.

Caravan Records
Caravan Records, Inc.
113 W. 37th St.
New York 19, N. Y.

Carnival
Banner Records, Inc.
33 Union Square
New York 3, N. Y.

Carol Records
Relax Records
47 Norfolk St.
New York 2, N. Y.

Carousel Records
1650 Broadway
New York, N. Y.

Cast Discos Mexicanos
845 F.
Fresno, Calif.

Castle Records
8129 South East 37th Ave.
Portland 2, Ore.

Castle Records
5621 Sunset Blvd.
Hollywood 28, Calif.

**Catholic Children's
Record Club**
P. O. Box 333, Tuckahoe
Staten
Tuckahoe, N. Y.

Celebrity
Davis Record Corp.
1619 Broadway
New York 19, N. Y.

Celpe
Celpe Record Co.
2212 San Pedro
Los Angeles 11, Calif.

Celtic
Celtic Record Co.
152 West 43d St.
New York 18, N. Y.

Century Records
Century Record Co.
231 Fos St.
Bronx 55, N. Y.

Cetra-Soria
Razor Corp.
38 W. 42nd St.
New York 19, N. Y.

Challenge Records
322 North Howard St.
DuQuoin, Ill.

Champion
Show Tunes, Inc.
1270 Sixth Ave.
New York, N. Y.

Chance Record Co.
2011 South Michigan Ave.
Chicago 16, Ill.

Chapel Records
Mig. Co., Inc.
Glendale, Calif.

Cherokee Records Co.
1878 Broadway, Suite 214
New York 19, N. Y.

Children's Record Guild
27 Thompson St.
New York 13, N. Y.

Cinderella
1659 Cornelia St.
Saginaw, Mich.

Circle
Circle Sound, Inc.
778 10th Ave.
New York 19, N. Y.

Citation Records
Midwest Music Co.
101 Music Hall
Detroit 26, Mich.

Claremont
c/o Herbert's
221 Yale Ave.
Claremont, Calif.

Clarion
Clarion Record Mfg. Co., Inc.
1310 Callowhill St.
Philadelphia 7, Pa.

Classic Editions
Relax Records
47 Norfolk St.
New York 2, N. Y.

Click Records
7318 Fitzville Ave.
Philadelphia 26, Pa.

Climax
Blue Note Records
767 Lexington Ave.
New York 21, N. Y.

Clipper
Star Song
34 Hillside Ave.
New York 34, N. Y.

Clover
Clover Records
944 S. Federal St.
Los Angeles 6, Calif.

Coast
Coast Record Mfg. Co.
2534 West Pico Blvd.
Los Angeles 6, Calif.

Cocktail Hour
Chas. Easton Co.
4830 Santa Monica Blvd.
Los Angeles 27, Calif.

Coda
Coda Record Co.
1291 Sixth St.
New York 19, N. Y.

Co-Ed
Sorority Fraternity Record &
Club of America
12 W. 117th St., Suite B
New York 26, N. Y.

Collegiate
Collegiate Recording Co.
432 Broadway
New York, N. Y.

Colossal Records
Green Bay, Wis.
1242 Main St.

Colosseum Record Co.
27 William St.
New York 5, N. Y.

Columbia
Columbia Records, Inc.
1478 Barnum Ave.
Bridgeport, Conn.

Columbine Records
Earl Zomer
8130 Federal Blvd.
Denver 1, Colo.

Commanders
Commanders Record Co., Inc.
289 Neppertan Ave.
Yonkers, N. Y.

Commodore
Commodore Record Co., Inc.
259 Neppertan Ave.
Yonkers, N. Y.

Concert Hall
Concert Hall Society, Inc.
250 West 57th St.
New York 19, N. Y.

Constellation Records
Ryder Record Co.
22 Main St., Room 8
Amesbury, Mass.

Continental
Continental Record Co., Inc.
263 West 54th St.
New York 19, N. Y.

Co-Op Records
Griffin Music Publishers
Shubert Theater Bldg.
Philadelphia, Pa.

Coral
Coral Records, Inc.
48 W. 87th St.
New York 19, N. Y.

Cordian
Scandinavian Music House
635 Arlington Ave.
New York 23, N. Y.

Cornac Records
1853 No. Argyle Ave.
Hollywood 28, Calif.

Cornell
Cornell Alumni Assoc.
18 East Ave.
Ithaca, N. Y.

Coronet Recordings
2212 Clay St.
San Francisco, Calif.

Courtney
Courtney Records
1140 E. 80th St.
Los Angeles 1, Calif.

Cowboy
Cowboy Record Co.
122 North 12th St.
Philadelphia 7, Pa.

Covey Records
P. O. Box 48
Fairmount W. Va.

Craft Record Pressing Co.
345 Bergen St.
Brooklyn 19, N. Y.

Crescendo Record Co.
340 E. 20th St.
New York 3, N. Y.

Crescent
Crescent Records
6420 Santa Monica Blvd.
Hollywood 38, Calif.

Criterion
Capitol Records, Inc.
1507 North Vine St.
Hollywood 28, Calif.

CRS
C. R. S. Historical Records
2060 First Ave.
New York 29, N. Y.

Crystal
Crystal Record Studio
5536 Duria Place
Los Angeles 31, Calif.

Crystalis Records of Calif.
800 East 2nd St.
Long Beach, Calif.

Cupol
Cupol Gramofon and
Musikaliskbolag
Katarina Bangata 17
Stockholm, Sweden

Cub Records
Folkways
117 West 46th St.
New York, N. Y.

Damon Records
Damon Recording Studios, Inc.
1221 Baltimore Ave.
Kansas City 6, Mo.

Dana
Dana Music Co.
120-55 83d Ave.
Kew Gardens, N. Y.

Danceland Record Co.
8346 Linwood
Detroit 6, Mich.

Dance-Tone
Dance-Tone Records
1 Boulevard
Savere 61, Mass.

Danaris Records
1522 East Jefferson
Detroit 7, Mich.

Dart
Main Stem Records
1683 Broadway
New York 19, N. Y.

DC Records
4021 Ninth St. N. W.
Washington 11, D. C.

Decas
Decas Records, Inc.
50 West 57th St.
New York 19, N. Y.

Dee Gee Records
6015 Louis St.
Detroit 7, Mich.

De Luxe
De Luxe Record Co., Inc.
Linden N. J.

Derby Records
787 10th Ave.
New York, N. Y.

Dial
Dial Records, Inc.
520 W. 50th St.
New York 19, N. Y.

Disc-Co Record Co.
Box 410
Burlington, Ia.

Discoff
Katarina Bangata 17
Stockholm 5, Sweden

Discophiles
236 West 55th St.
New York, N. Y.

Discos Allegro
Columbus Circle
New York 16, N. Y.

Discovery
Discovery Records
6207 Santa Monica Blvd.
Los Angeles 38, Calif.

Discolrade
Discolrade Record Co.
83 Rue Gallati
Brussels, Belgium

Disk Journey Records
2414 South 10th St.
Sheboygan, Wis.

Dixie
Associated Distributors, Inc.
213 1/2 Second St.
Marietta, O.

Jixie Jamboree
Tennessee Records
307 Ash St.
Nashville 10, Tenn.

Dome
Dome Records
Country Music Co. of
Chicago

Down Town
Down Town Recording, Inc.
8254 San Pablo Ave.
Oakland, Calif.

Dudley Records
801 17th
Denver, Colo.

Dunn Records
Music Enterprises, Inc.
3439 College Ave.
Indianapolis 2, Ind.

Dutch Hop Records
K. Klumbel Music Co.
838-40 Ninth Ave.
Greely, Colo.

Dynamic Records
747 St. Nicholas
New York, N. Y.

Eastly Records
Sonorous Music Co., Inc.
1858 Broadway
New York 19, N. Y.

Educational Services
1702 K St. NW
Washington, D. C.

Elite
American Elite, Inc.
778 10th Ave.
New York 19, N. Y.

Elite Records
Europa Import Co., Inc.
6207 East 4th St.
New York 6, N. Y.

Emanon
Emanon Record Co.
4013 East 5th St.
Detroit 4, Mich.

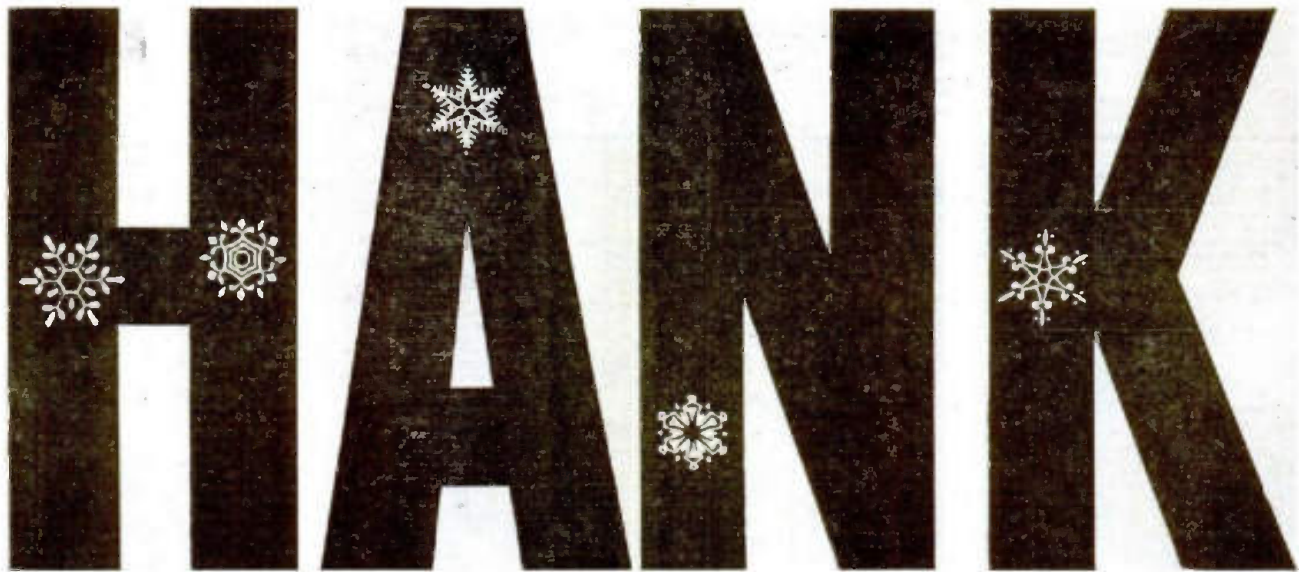
Empoy
Empoy Records, Inc.
118 West 53d St.
New York 19, N. Y.

Empire
450 Chestnut St.
San Carlos, Calif.

EMS Recordings
East 44th St.
New York, N. Y.

(Continued on page 86)

Six in a row for...



1. "I'M MOVING ON"

RCA-Victor Record No. 21-0328 (78); 48-0328 (45)

2. "THE RHUMBA BOOGIE"

RCA-Victor Record No. 21-0431 (78); 48-0431 (45)

3. "GOLDEN ROCKET"

RCA-Victor Record No. 21-0400 (78); 48-0400 (45)

4. "BLUEBIRD ISLAND"

and

5. "DOWN THE TRAIL OF ACHIN' HEARTS"

with Anita Carter

RCA-Victor Record No. 21-0441 (78); 48-0441 (45)

And Now.... No. 6.... **"ONE MORE RIDE"** RCA-VICTOR RECORD
20-4097 (78)
47-4097 (45)

Continued from page 85

Englewood
Englewood Records
516 Englewood Ave.
Chicago 21 Ill.

Esoteric Records
75 Greenwich Ave.
New York N. Y.

Esquire Records
1958 Broadway, Suite 408
New York 19, N. Y.

Eterna
778 Tenth Ave.
New York, N. Y.

Ethnic Folkways
117 W. 46th St.
New York, N. Y.

Etna
Etna Records
59 W. 42d St.
New York 18, N. Y.

Everstate Records
128 North St.
San Antonio, Tex.

Excelsior
Excelsior Records Co.
3961 S. Grandway Pl.
Los Angeles 7, Calif.

Exilio
Exilio Records, Inc.
1393 Flit Ave.
New York 18, N. Y.

FBC Records
2521 Avenue B
Rosenberg, Tex.

F. J. C. Artist Records
424 Macabee' Bldg.
Detroit 2, Mich.

FM Records
Chas. M. Redman & Assoc.
48 S. 7th St., Suite 726
Minneapolis Minn.

Fan Fare Records
1317 North Orange Dr.
Los Angeles 26, Calif.

Fantasy Records
489 Fifth Ave.
New York 17, N. Y.

Fantasy Records
Circle Record Co.
654 Natoma St.
San Francisco, Calif.

Featherweight
c/o Soria Sales, Inc.
39 W. 48th St.
New York 19, N. Y.

Federal
King Record Co.
1340 Brewster Ave.
Cincinnati 7, Ohio

Fenix
Fabrico DeDisco Perless
& de R. L.
Calisado Mariano Escobedo
236
Mexico, D. F.

Festival Records
126 Mt. Vernon St.
Boston, Mass.

Filsco
Bernard & Fuson, Inc.
240 Broadway
New York 7, N. Y.

Fine
Fine Recording Co.
35 Madison St.
Rochester 8, N. Y.

Fireside Records
17 Locust St.
Mantoloking, N. Y.

Florida
Florida Records
Box 131
New York 90, N. Y.

Folkcraft
K. W. Recording Co.
7 Outer St.
Newark 2, N. J.

Folk Dancer
P. O. Box 201
Flushing, L. I., N. Y.

Folk-Star
Rich-R-Tone Record Co.
113 West Main St.
Johnson City, Tenn.

Folk-Star Records
Oakland Record Co.
712 Front St.
Lake Charles, La.

Folkways Records
117 West 46th St.
New York, N. Y.

Fortune
Fortune Record Distr.
11829 Linwood
Detroit, Mich.

Four Star
4 Star Record Co., Inc.
305 South Fair Oaks
Pasadena, Calif.

49th State Hawaii Records
49th State Hawaii Record Co.
1121 Bethel St.
Honolulu 1 H

Franklin Records
Music Enterprises, Inc.
2439 College Ave.
Indianapolis, Ind.

Franwil
Franwil Records
12 Fountain St.
New Haven, Conn.

Freedom Records
Freedom Recording Co.
739 M & M Bldg.
Houston 2, Tex.

Frontier Records
395 Guilford St.
Buffalo 11, N. Y.

Futura
Main 5666 Records
1003 Broadway
New York 19, N. Y.

Gala
Gala Record Corp.
805 W. 47th St.
New York 19, N. Y.

Gallery Records
7 West 46th St.
New York 19, N. Y.

Gavotte
Gordon V. Thompson, Ltd.
902 Yonge St.
Toronto 5, Ont. Canada

Garzell
Garzell Record Co.
Tomtebogatan 6
Stockholm, Sweden

Gem Records
Gem Records, Inc.
34 Hillside Ave.
New York 94, N. Y.

Gregorian
Bobby Gregory Records
1905 Broadway
New York, N. Y.

Gill-Edge Records
305 South Fair Oaks
Pasadena, Calif.

Globe
Globe Record Co., Inc.
2501 W. Pico Blvd.
Los Angeles 1, Calif.

Goldband Record Co.
712 Front St.
Lake Charles, La.

Golden Age
9 East 44th St.
New York, N. Y.

Gold Medal
Gold Medal Record, Inc.
140 Boylston St.
Boston 18, Mass.

Gold-Rain
Gold-Rain Recording Co.
17367 Burwood
Oakland 31, Mich.

Gold Star
Quinn Recording Co.
2104 Telephone Bld.
Houston, Tex.

Gold-Tone Record Co.
1274 W. Seventh St.
Hollywood 5, Calif.

Goldan Records
Simon & Schuster
699 Madison Ave.
New York 21, N. Y.

Good Time Jazz
707 N. Irving Blvd.
Los Angeles 38, Calif.

Gospel Records
801 Artich St.
Terre Haute, Ind.

Gotham
Ballen Record Co.
1418 Wood St.
Philadelphia 21, Pa.

Grand
Standard Photo Corp.
183 W. 23d St.
New York 11, N. Y.

Graphic
Graphic Educational-Record
Co.
1108 Lillian Way
Hollywood 38, Calif.

GraySonic
GraySonic Record Co.
709 E. Walnut St.
Freeland, Pa.

Greenfield Village Memoir
Clayton Perry
7337 Kipling Ave.
Detroit 8, Mich.

Greenbel Records
Box 821
Hilltop Station
Columbus 4, Ohio

Griffon Records
7 West 46th St.
New York 19, N. Y.

Grotte Records
Volpe's Guitar Center
115 West 49th St.
New York 19, N. Y.

Guitarist
317 South Lorraine Blvd.
Los Angeles 5, Calif.

Gypsy Records
1015 Grant St.
Charleston, W. Va.

Happiness Records
1818 Broadway
New York 19, N. Y.

Hargall
Hargall Records
130 West 54th St.
New York 19, N. Y.

Harlem Records
Saccharal Recordings, Inc.
103 East 126th St.
New York, N. Y.

Harmonia
Harmonia Record Corp.
1826 Broadway
New York 1, N. Y.

Harmonic Music Pub. Co.
341 Madison Ave.
New York 17, N. Y.

Hart-Van
Hart-Van Recording Co.
P. O. Box 749
La Grange, Ill.

Harvard
Lowell House Musical Society
Cambridge, Mass.

Harvard Band
Paine Music Bldg.
Cambridge, Mass.

Harvard Vocarium
Prof. Packard Editor
Harvard University
Cambridge, Mass.

Haydn Society Records
30 Huntington Ave.
Boston 18, Mass.

High Time Records
Clock Pub. Co., Inc.
1514 1/2 Seventh St.
Santa Monica, Calif.

Highway
2134 Clinton St.
Los Angeles 26, Calif.

Hilarity
Willida Records
1595 Broadway
New York 19, N. Y.

Hi Lite
Hi-Lite Recording Co.
1938 Market St.
Philadelphia 3, Pa.

Hill & Country
Apollo Records, Inc.
457 West 46th St.
New York 19, N. Y.

Hillbilly & Gregory
Gregory Record Co.
1095 Broadway
New York 19, N. Y.

Hilliart Record Co.
4126 Agnes St.
Kansas City, Mo.

Hillcraft Records, Inc.
307-9 West Baltimore St.
Baltimore 1, Md.

His Master's Voice
RCA Victor Div.
Radio Corp. of America
Camden, N. J.

Hi-Tone
Signatures Recording Corp.
P. O. Box 393
Shelton, Conn.

HL
Harry Lim Recordings
185 Avenue C
New York, N. Y.

Holmes
Grimes Music Publishers
Shubert Theater Bldg.
Philadelphia, Pa.

Hollywood International
Hollywood International Records
905 Menlo Ave.
Los Angeles 6, Calif.

Hollywood Rhythms
Hollywood Rhythms Records
Co.
P. O. Box 163
Culver City, Calif.

Holmes Royal Records
Holmes Royal Records Co.
1110 S. 10th St.
Wilmington, N. C.

Hoosier
Lowery-Newman Enterprises
803 N. Delaware St.
Indianapolis, Ind.

Hoosier Record Co.
6405 Havertown Ave.
Indianapolis, Ind.

Hoosternan Records
People's Artists, Inc.
13 Astor Place
New York 17, N. Y.

Horace Heldt Records
100 Park Ave.
New York, N. Y.

Humphry Dumpty
Synthetic Plastics Sales Corp.
461 Eighth Ave.
New York, N. Y.

Hush Kush
Hayland-Derard, Inc.
1009 Fox Blvd.
Detroit 1, Mich.

Hy-Tone
Hy-Tone Manufacturing &
Distributing Co.
118 East 30th St.
Chicago 16, Ill.

Ideal
Rio Grande Music Co.
P. O. Box 651
San Brando, Tex.

Imperial
5425 Hollywood Blvd.
184 318
Hollywood, Calif.

International Sacred Record
6404 Hollywood Blvd.
Hollywood 28, Calif.

Intro Records
4 Aladdin Records
651 North Canon Dr.
Beverly Hills, Calif.

Island Records
Island Music & Recording Co.
2339 Franklin St.
Toledo 10, O.

SNOW

Don't Miss
HANK'S GREAT SELLING ALBUM
"HANK SNOW GOES
RAILROADING"
 RCA-Victor Album No. P-310 (78); WP-310 (45)

BOOKED SOLID
UNTIL
OCTOBER, 1951

VOTED No. 1 FOLK BALLAD
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COUNTRY SONG MAGAZINE
 and
SOUTHERN FARMER



"There's No Business Like 'SNOW' Business"

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BEA TERRY
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 WSM, Nashville, Tenn.

- Israel**
 Israel Record Co.
 1850 Broadway
 Room 304
 New York 10, N. Y.
- Jade Records**
 733 11th Ave.
 New York 19, N. Y.
- Jamboree Records**
 415 Ash St.
 Nashville, Tenn.
- Jamboree Records, Inc.**
 50 East 11th St.
 New York 3, N. Y.
- Jansen**
 86 Sherman Ave.
 Teaneck, N. J.
- J. A. T. P.**
 Mercury Record Corp.
 439 South Wabash Ave.
 Chicago 6 Ill.
- Jazz Information**
 Commodore Record Co.
 289 Neppethan Ave.
 Yonkers, N. Y.
- Jazz Man**
 Jazz Man Records
 6420 S. de Molen B-
 Hollywood 38, Calif.
- Jester Music & Record Co.**
 1874 Broadway
 New York, N. Y.
- Joco Records**
 406 South Division St.
 Northfield, Minn.
- Jolly Recording Co.**
 A. Zagajewski Jr.
 274 Second St.
 Rochelle Park, N. J.
- Jolly Roger**
 55 W. 42nd St.
 New York, N. Y.
- Jubilee Records**
 Jubilee Record Co.
 704 10th Ave.
 New York 19, N. Y.
- Jump**
 The Turntable
 P. O. Box 622
 Hollywood 28, Calif.
- Junior**
 Remington Records, Inc.
 263 W. 84th St.
 New York 19, N. Y.
- Jupiter**
 Jupiter Records
 P. O. Box 225
 Los Angeles 28, Calif.
- Kappa Records**
 Kappa Records, Inc.
 640 N. Serrano Ave.
 Hollywood 20, Calif.
- Kenart**
 c/o Christian Science
 Publishing Society
 1 Norway St.
 Boston, Mass.
- Kenart**
 3553 Lake Glen Dr.
 Beverly Hills, Calif.
- Keyboard Records**
 Box 587
 Wallace, Idaho
- Key Records**
 187 Broadway
 New York 18, N. Y.

- Keystones**
 Keystones Records
 1418 Lonest St.
 Philadelphia 3, Pa.
- Kiddie Land**
 Kiddie Land Records
 1505 Broadway
 New York, N. Y.
- Kiddie Tunes**
 Murry Singer Records
 1874 Broadway
 New York 19, N. Y.
- Kinder-Vell**
 Beza Records
 703 West 23d St.
 New York 11, N. Y.
- King**
 King Record Co.
 1840 Brewster Ave.
 Cincinnati 7, Ohio
- King Solomon**
 Savoy Record Co.
 58 Market St.
 Newark 1, N. J.
- Kirman Music Co.**
 1 East Madison
 Toia, Kans.
- Kismet**
 Kismet Record Co.
 227 East 14th St.
 New York 3, N. Y.
- Klio-Pee Records**
 Shalting Rhythms Recording
 Co.
 P. O. Box 1565
 Santa Ana, Calif.
- Knights Records**
 9100 National Blvd.
 Los Angeles 34, Calif.
- Laf**
 Songcraft, Inc.
 1850 Broadway
 New York 19, N. Y.
- Latin American**
 Latin American
 15319 Vaughan
 Detroit 25 Mich.
- L'Echo Records Corp.**
 101 W. 57th St.
 New York 19, N. Y.
- Lee Records**
 c/o Lee Sales Company
 731 11th Ave.
 New York, N. Y.
- Lenox**
 Remington Records, Inc.
 263 W. 84th St.
 New York 19, N. Y.
- Leslie Records, Inc.**
 2091 Broadway
 New York 23, N. Y.
- Lewis Records**
 Paul C. Richardson
 502 62d Place N. E.
 Washington 19, D. C.
- Liberty**
 Liberty Music Shops
 450 Madison Ave.
 New York 22, N. Y.
- Liberty Records**
 Liberty Recording Co.
 Henry, Va.
- Lido Records**
 218 West 47th St.
 New York, N. Y.

- Life Records**
 64 W. Randolph St.
 Chicago 1, Ill.
- Lina Records**
 1543 President St.
 Brooklyn, N. Y.
- Lincoln Records**
 Lincoln Records, Inc.
 1420 Walnut St.
 Philadelphia 3, Pa.
- Linden Vinylite Records**
 Linden Record Corp.
 2417 Second Ave.
 Seattle 1, Wash.
- Linguaphone**
 Linguaphone Institute
 30 Rockefeller Plaza
 New York, N. Y.
- London**
 London Gramophone Corp.
 18-18 W. 23d St.
 New York 10, N. Y.
- Lone Star**
 Lone Star Publishing & Re-
 cording Co.
 2210 Pacific Ave.
 Dallas 1, Tex.
- Loop Records**
 4021 Ninth St. N. W.
 Washington 11, D. C.
- Lucky 7 Recording Co.**
 1201 Chensvert St.
 Houston 3, Tex.
- Luxury Records**
 RCA Building
 1816 North Vine St. Rm 206
 Hollywood 28, Calif.
- Lyric**
 Empire Record Corp.
 2080 First Ave.
 New York 10, N. Y.
- Lyrichord Records**
 454 West 51st St.
 New York 19, N. Y.
- Mac Gregor Records**
 729 South Western Ave.
 Los Angeles 5, Calif.
- Macy's Records**
 1913 Leonard
 Houston 3, Tex.
- Madison**
 Bell Records, Inc.
 P. O. Box 55
 Brooklyn 8, N. Y.
- Magic**
 Discotrade
 81 Rue Gallait
 Brussels, Belgium
- Magic Records**
 International Music Enter-
 prises
 8294 St. Denis St.
 Montreal, Quebec, Canada
- Magic Tones**
 615 Fifth Ave.
 New York, N. Y.
- Magna**
 Empire Recording Studios
 1144 Madison Ave.
 Redwood City, Calif.
- Magnolia**
 Hincze Held Agency, Inc.
 100 Park Ave.
 New York, N. Y.

- Main Stem**
 Main Stem Records
 1693 Broadway
 New York 19, N. Y.
- Main Street Records**
 1619 Broadway
 New York 19, N. Y.
- Majestic Records**
 2550 West Figueroa Blvd.
 Los Angeles 6, Calif.
- Manhattan Records**
 Title Guaranty Blvd.
 706 Chestnut
 St. Louis 1, Mo.
- Maple Leaf Records**
 Maple Leaf Records, Ltd.
 455 Craig St.
 W. Montreal, Canada
- Mareco, Inc.**
 c/o P. L. Thomas & Co.
 122 West 80th St.
 New York 1, N. Y.
- Marvel Records**
 852 Elm St.
 Manchester, N. H.
- Masque**
 255 West 84th St.
 New York, N. Y.
- Master Music Co.**
 5947 Albany St.
 Huntington Park, Calif.
- Masterstone Records**
 2883 Sunset Blvd.
 Hollywood, Calif.
- Maunay Records**
 513 North West Nevada St.
 Portland, N. Mex.
- Mayfair**
 Mayfair Record & Recording
 Corp.
 1650 Broadway
 New York 19, N. Y.
- Melford Records**
 430 W. 80th St.
 New York, N. Y.
- Mello Records**
 13217 East Jefferson
 Detroit 16, Mich.
- Mello-Strain**
 Mello-Strain Records, Ltd.
 1638 Broadway, Room 804
 New York 19, N. Y.
- Melodee**
 Melodee Records, Inc.
 819 10th Ave.
 New York 19, N. Y.
- Melody Trail Records**
 1001 Beach Ave.
 Lancaster, Calif.
- Mercer Records**
 1778 Broadway
 New York, N. Y.
- Mercury**
 Mercury Record Corp.
 839 South Wabash Ave.
 Chicago 5, Ill.
- Merit Records**
 Royal Record Corp.
 Lintea, N. J.
- Mertone**
 Mertone Recording Co.
 1005 N. Sixth Ave.
 Pensacola, Fla.
- Moi Records**
 3227 Kensington Ave.
 Philadelphia, Pa.

- Metropolitan**
 1456 Whipple Walk
 Camden, N. J.
- MGM**
 MGM Records
 701 Seventh Ave.
 New York 19, N. Y.
- Micor**
 Micor Musical Services
 608 Washington Ave.
 Albany, N. Y.
- Miltons**
 Day Distributing Co.
 709 E. 20th St.
 Los Angeles 11, Calif.
- Miracle Music**
 P. O. Box 204
 Vancouver, Wash.
- Mirror Tones**
 Murray Singer Records
 1874 Broadway
 New York 19, N. Y.
- Modern Records**
 244 N. Canton Dr.
 Beverly Hills, Calif.
- Mondi Records**
 1810 Jericho Turnpike
 New Hyde Park, L. I., N. Y.
- Monogram**
 Monogram Records
 P. O. Box 304
 Toronto, Ont., Canada
- Mood Records**
 1303 Prospect Ave.
 Room 200
 Cleveland 15, Ohio
- Motif Records**
 Motif Record Manufacturing
 Co.
 25 Huntington Ave.
 Boston, Mass.
- Movieland Record Co.**
 6561 Barton Ave.
 Hollywood, Calif.
- Mummers**
 Allied Record Co.
 310 East Thompson St.
 Philadelphia 25, Pa.
- Murray Singer**
 Murray Singer Records
 1874 Broadway
 New York 19, N. Y.
- Musette Records**
 113 West 87th St.
 New York 19, N. Y.
- Musica**
 Svenska AB Tradis Telegraf
 Svanagatan 29
 Stockholm C, Sweden
- Music-Mart Records**
 Suite 410A
 1019 Broadway
 New York 19, N. Y.
- Music Master**
 Gotham Record Co.
 1418 Wood St.
 Philadelphia 21, Pa.
- Music for Society**
 Music for Society Record Co.
 1585 Broadway
 New York 19, N. Y.
- Musicians**
 Musicians Record Co.
 492 Hill St.
 London, Ont., Canada

(Continued on page 68)

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Musicaert Records
1715 Chestnut St.
Philadelphia 3, Pa.

Mutual Recording Co.
Bassett, Va.

Mutual Records
107 North Second St.
Chillicothe, Ill.

Mystic Records
Chelsea, Mass.

National Record Co., Inc.
1841 Broadway
New York 23, N. Y.

Neal-Morgan
Neal-Morgan, Inc.
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Detroit 26, Mich.

Neptune Records
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Jersey City, N. J.

New Editions
7 E. 78th St.
New York, N. Y.

New Jazz
New Jazz Records
784 10th Ave.
New York 19, N. Y.

New Orleans Record Shop
439 Barons St.
New Orleans 13, La.

New Records
141 E. 64th St.
New York, N. Y.

Newtons Records
1850 Broadway
New York, N. Y.

Noma Records
6744 Chas. Ave.
Mt. Airy
Philadelphia 19, Pa.

North-American Recording Co.
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Chicago 11, Ill.

Personal Record Co.
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Cincinnati 14, Ohio

Peter Pan Records
Synthetic Plastic Sales Corp.
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Milwaukee, Wis.

Philharmonic
778 Tenth St.
New York, N. Y.

Quinn Recording Co.
3104 Telephone Bld.
Houston 3, Tex.

Rachmaninoff Society
7 East 78th St.
New York, N. Y.

Radiant Records, Inc.
30 West Jackson Blvd.
Chicago, Ill.

Radio Artia Records
811 Race St.
Cincinnati 2, Ohio

BMI record report

AND FORECAST OF TOMORROW'S SONG HITS

BILLBOARD "PICK"

***COME ON-A MY HOUSE (Duchess) —** *Billboard* gives the Rosemary Clooney (Col. 39467) version a resounding "PICK," citing it as "an exciting performance . . . rousing, live sound . . . a sock item." *Variety* hails it "one of the brightest novelties in recent months." Co-authored by William Saroyan, tune was started off by Kay Armen (King 14001) whose version is equally flavorful. Other top releases are by Richard Hayes (Mer. 5671) and Louis Prima (Robin Hood 111).

"EXCELLENT"

***I WISH I HAD NEVER SEEN SUNSHINE (Pepp) —** A strong "excellent" rating is given by *Billboard* to Les and Mary Paul (Cap. 1592) for "a sock follow-up disking to the team's previous hits. Could be a big one."

RISING DITTY

***I LOVE THE SUNSHINE OF YOUR SMILE (Johnstone-Monte) —** Another "sunshine" ditty that has what it takes. Four Knights (Cap. 1687) and Merv Griffin (Vic. 20-4181) should rise with this number.

PLEASING WALTZ

***GIVE ME A GIRL AND A WALTZ (Regent) —** A light-hearted, nostalgic waltz that may catch public fancy. Released to date by Georgie's Tavern Band (Dec. 45152), Norby and Gilly (Col. 12542) and Lawrence Duchow (Vic. 25-1199).

FETCHING TUNE

***ROSE OF THE MOUNTAIN (Hill & Range) —** Rosemary Clooney (Col. 39467) rates an "excellent" from *Billboard*. Review claims, "Thrush and small combo get off a fetching hillbilly, with yodel effects and double-dubbed vocal." Louella Robertson - Wanderers (Cap. 1559) version commands attention.

TOP RATE

***EVEN AS YOU AND I (Spitzer) —** Ella Fitzgerald and the Sy Oliver Orch. (Dec. 27634) come through with a slow ballad in top-rate style, well suited to deejays and ops. *Billboard* lists it in the "good" category.

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- And a Brand New One
- Balls, Banquets and Parties 177
- The Right Kind of Entertainment for Parties

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Odeon
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Opera Record Co.
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Song Writers' Co-Operative, Inc.
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Orchid Record Corp.
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Orion Records Corp.
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Page Recording Co.
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Johnstown, Pa.

Paida
Paida Record Co.
8406 Lyons Ave.
Philadelphia, Pa.

Pan
Pan Recording Co.
4818 W. E. Campaign St.
Portland 12, Ore.

Pan American Records
217 East Market St.
Los Angeles 13, Calif.

Panart Records
Cuban Plastic & Record Corp.
San Miguel 410
Savana Cuba

Parade Record Co.
177 Lorimer St.
Brooklyn 7, N. Y.

Paradise Records Co.
Stannard Music Co.
25 Main St., Room 8
Ambury, Mass.

Paradox Records
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New York 17, N. Y.

Paramount
Paramount Record Mfg. Co.
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Philadelphia 4, Pa.

Paramount Records
New York Recording Lab
New York, N. Y.

Parkway Records
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Chicago 6, Ill.

Partophone
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Party
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Redwood City, Calif.

Pastel Records Co.
220 Spruce St.
Oil City, Pa.

Pastel Records
9813 Quincey Ave.
Cleveland 6, Ohio

Pavilion Record Co.
75 Old Broadway
New York, N. Y.

Peacock Records
4104 Lyons Ave.
Houston 10, Tex.

Peak Records, Inc.
11 West 42d St.
New York 19, N. Y.

Pearl
Pearl Records
Box 229
Covington, Ky.

Peerless
Fabricio De Disco Peerless
S. de R. L.
Caldado Mariano Escobedo
225
Mexico, D.F.

Penguin
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New York 7, N. Y.

Period Record
Period Music Co.
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New York, N. Y.

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- "PORK CROPS AND MUSTARD GREENS"
- **RAY LEWIS AND THE 4 BARS** RECORD NO. 5136 "JEALOUS BLUES"
- "WHEN YOU WERE MINE"
- **LIL' SON JACKSON** RECORD NO. 5137 "WONDERING BLUES"
- "RESTLESS BLUES"
- **FATS DOMINO** RECORD NO. 5138 "BLOW UP RIGHT FROM WRONG"
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Rem Records
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American Elite Record Co.
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Research Craft Co.
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Bowland Crossroads Record Co.
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Munilla
Philippine Islands

Savoy
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Stak Record Co.
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- Treasure Chest**
1595 Broadway
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- Trell Records**
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Houston, Tex.

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Los Angeles 28
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New York 3, N. Y.
- Trope**
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- Trophy Records**
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- Tru-Blue**
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- Trumpet Records**
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- TruTone**
TruTone Records
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Anderson, Ind.
- Tune Disk Records**
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- 20th Century**
Ballon Record Co.
1416 Wood St.
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Chicago, Ill.
- United**
United Sound System
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- Universal Record Mfg. Corp.**
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- Universal Recording Corp.**
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- Urania**
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- Venus Record Co.**
201 West 49th St.
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- Verna Recording Corp.**
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- Vernon Records**
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88 Rue Gallait
Brussels, Belgium
- Vinatone Records**
M & M Bink Supply
4831 Woodward
Detroit 1, Mich.
- Vita Records**
33 West Union St.
Pasadena 1, Calif.
- Vocallon**
Vocallon Records, Inc.
90 W. 57th St.
New York 19, N. Y.
- Voco, Inc.**
1874 Broadway
New York 21, N. Y.
- Vod-Vil Records**
Grimes Music Publishers
Shubert Theater Bldg.
Philadelphia, Pa.
- Vox**
Vox Productions, Inc.
236 West 85th St.
New York 19, N. Y.
- Waldorf Records**
Bell Song Publishing Co.
6122 DeLongpre Ave.
Hollywood 28, Calif.
- Wallis Records**
Wallis Original Record Co.
103 N. Wood Ave.
Linden, N. J.
- WCFM**
1120 Connecticut Ave. NW.
Washington, D. C.
- Webster Records**
1638 1/2 North Wilcox Ave.
Hollywood, Calif.
- Westminster Recording Co.**
235 West 42d St.
New York, N. Y.
- Whimsy, Ltd.**
6118 Selma Ave.
Hollywood 28, Calif.
- White Eagle**
Continental Record Co., Inc.
263 W. 84th St.
New York 19, N. Y.
- White Owl**
Cecile Schinus Publications
P. O. Box 697
Greenfield, Mass.
- White Swan**
Cecile Schinus Publications
P. O. Box 697
Greenfield, Mass.
- Willids**
Willids Records
1885 Broadway, Suite 808
New York 19, N. Y.
- Winchester**
Sound-Chicago
6919 South Winchester Ave.
Chicago 20, Ill.
- Wonder Records**
1810 S. Rampart St.
New Orleans, La.
- World Records**
218 Warner Bldg.
Nashville, Tenn.
- Wright**
8 Elm St.
Meriden, Conn.
- Wrightman**
Neal Wrightman
6911 Hollywood Blvd.
Scottswood 28, Calif.
- Young People's Records**
40 West 46th St.
New York 19, N. Y.
- Your**
Your Record Co.
910 Alberta St.
Detroit 20, Mich.
- Zee Gee**
55 W. 42d St.
New York, N. Y.
- Zenith Recording Co.**
1674 Broadway, Rm. 608
New York, N. Y.
- Zion Records**
Zion Records, Inc.
P. O. Box 55
Brooklyn 8, N. Y.
- Zora**
Zora Record Co.
1600 E. Outer Drive
Detroit 12, Mich.

EXHIBITORS

Continued from page 45

COMPANY ROOM OR BOOTH

Paul G. Mehlin & Sons	Room 841
Melody Record Supply	Booths 69, 70
Merchandising Displays, Inc.	Booth 81
Mercury Records	Booths 87, 88
Midwest Piano Co.	Room 856
Miller Music Table, Inc.	Room 830
M. A. Miller Mfg. Co.	Booth 52
Mills Music, Inc.	Booth 88
Minshall-Estey Organ, Inc.	Rooms 885, 886
Musette	Room 838
Music Dealer	Booth 12
Music Dealer	Booth 13
Music Educators National Conference	Room 857
Music Journal	Room 896
Music Publishers' Association of the United States	Booth 50
Music Section, Copyright Cataloging Division, Library of Congress	Booth 49
Music Trades Corp.	Room 858
Music Trade Review (Kolbe Publications, Inc.)	Room 875
Musical Merchandise Magazine	Room 763
National Piano Corporation	Rooms 807, 808
National Sales Co.	Room 762
Oahu Publishing Co.	Room 905
O. Pagani & Bros., Inc.	Room 970
Pan-American Band Instruments (Div. of C. G. Conn, Ltd.)	Room 746
Palhe Television Corp.	Booths 39, 40, 41
Pedler Company	Room 790
Peculiar Album Co., Inc.	Booth 53
Pentron Corp.	Room 640
Penzel, Mueller & Co., Inc.	Room 787
Peripole Products, Inc.	Room 749
Permo, Inc.	Booth 43
Phileo Corp.	Booths 3, 4, 5, 6, 7, 8
Phonograph Mfrs. Ass'n, Inc.	Booths 71, 72
Piano Trade Magazine	Room 804
Piedmont Importing Co.	Room 951
Polina Accordion Mfg. Co.	Room 700 1/4
Pratt, Read & Co., Inc.	Rooms 800, 801
RCA Victor Division, Radio Corp. of America, P.D.R.	14 Booths 89, 90
Radio & Television Equip. Co.	Room 785
Record Retailing	Booth 92
Recoton Corp.	Booth 74
Regal Electronics Corp.	Room 641
Regal Musical Instrument Co.	Room 792
Revere Camera Co.	Booths 14, 15, 16
Rexford Record Corp.	Booth 9
F. A. Reynolds, Inc.	Room 780
Ridgeway Division, Gravely Novelty Furniture Co., Inc.	Room 856
Rowe Industries	Room 755
Russi Musical Instruments, Inc.	Room 958
St. Louis Music Supply Co., Inc.	Rooms 715, 716
Scherl & Roth, Inc.	Room 779
Scott Radio Laboratories, Inc.	Rooms 660, 661
H. & A. Selmer, Inc.	Rooms 752, 754
Joseph Shale	Room 845
Sheraton Television Corp. (Affiliate of Video Products Corp.)	Room 655
Simon and Schuster, Inc.	Booth 66
Slingerland Drum Co.	Room 784
H. Royer Smith	Room 846
Sohmer & Co., Inc.	Room 824
Sonic Industries, Inc.	Room 601
Sonola Accordion Co.	Room 727
Sorkin Music Co., Inc.	Rooms 755, 776, 777
Southern Music Co.	Room 712
Spartan Radio-Television	Rooms 679, 680
Steelman Phonograph & Radio Co., Inc.	Room 659
Steinway & Sons	Rooms 821, 822
Story & Clark Piano Co.	Rooms 851, 852, 854
Stromberg-Carlson Co.	P.D.R. 17
Swiderski Music Co.	Room 968
Sylvania Electric Products, Inc., Radio & Television Div., Sec. "C" Red Lacquer Rm.	Room 603, Booth 2
Symphonic Radio & Electronic Corp.	Booth 79
Synthetic Plastics Sales Co.	Booth 79
Targ & Dinner, Inc.	Rooms 733, 734
Tele King Corp.	Rooms 678, 677, 678
Henry Teller & Son	Room 798
The Tilben Co.	Room 748
Time Magazine	Room 658
Tonk Manufacturing Co.	Room 859
Trad Television Corp.	Room 651
Traficante	Room 907
U. S. Musical Mds. Corp.	Room 709
Universal Co.	Rooms 642, 643
V-M Corp.	Room 68
V-M Corp.	Room 648, Booth 68
Valco Manufacturing Co.	Room 764
The Vanity Fair Co.	Booth 67
The Vega Co.	Room 714
Vivona Accordion Co.	Room 955
Voco, Inc.	Booth 59
W. F. L. Drum Co.	Room 738
Waters Canley Co.	Booths 63, 64
Weaver Piano Co., Inc.	Room 843
Webster-Chicago Corp.	Rooms 638, 639
Webster Electric Co.	Booths 56, 57
Westinghouse Electric Corp., Television-Radio Division	Rooms 632, 633, 634, Booth 75
David Wexler & Co.	Rooms 710, 711
The H. N. White Co.	Rooms 908, 944
Winter & Co.	Room 838
Wolf's Play-by-Color, Piano Sales Promotion	Room 846
World-Wide Record Corp., Jay-Gee Record Co., Inc.	Booth 85
The Rudolph Wurlitzer Co.	Room 862
W. R. Yerke, Inc.	Booth 17
Zenith Radio Corp.	P.D.R. 15, P.D.R. 16
Avedis Zildjian Co.	Room 788

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Exclusive Sales Agents for U.S., Canada, Central and South America

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-59 POOR

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

ARTIST LABEL AND NO. TUNES COMMENT



Continued from page 68

POPULAR

MARGARET WHITING (Lou Busch Ork) River Road Two-Step CAPITOL 3702—Margie with vocal group aid, hands a persuasive charm to a lanky, catchy two-beat novelty. A fine effort.	84--85--83--85
Good Morning, Mr. Echo Margie and her echoes and a menial trumpet trio provide a strong counterpoint of the Jane Turgeon-style novelty hit.	84--84--84--85
BOB CROSBY ORK Lonesome and Sorry CAPITOL 3745—The Crosby crew punches hard in the best chorus of this record. Bob marks a personal chorus.	71--72--70--70
I'm Waiting Just for You Bob and three young girls team for a fine pop try with this r. and b. ballad, which is sort of a sequel to "I'll Never Be Free." Crosby's earnest try for Capitol is dicit.	82--84--80--82
ETHEL MERMAN (Ove Terry Ork) Love Is the Reason DECCA 2747—Miss Merman's straightforward show style cuts strongly thru this "Three Girls in Brooklyn" material ditty. Telly backs up vocally.	76--78--75--75
Make the Man Love Me The three girls sing sell this "best-seller" ballad croon.	70--70--70--70
BING CROSBY (John Scott Trotter Ork) Bonnie Nell DECCA 2767—Bing croons this quite intricate and plaintive ballad from his coming flicker with his casual warmth. A pretty effort which could score if the song does.	86--86--86--86
Your Own Little House Another great ballad entry from the Crosby flicker is done with characteristic charm by Bing.	79--80--80--78
LOUIS JORDAN ORK Now Blue Can You Get DECCA 2748—Jordan, a master blues shouter, could have a winning w. and b. effort in this fine shout of a smart blues. He's backed by a hard-hitting big band.	82--83--81--82
It You're So Smart How Come You Ain't Rich Jordan has another fine performance here but a good deal of it is wasted on a contrived novelty wop.	75--77--73--75
OWEN BRADLEY & SEXTET (Don Erbe-The Alcyone Beasley Choir) The Girls We Never Did Wed CORAL 5078—Setting a metropolitan beat, Bradley does a tasty job with this "Whitford"-ish item.	74--75--72--75
Dreamy Melody Bradley applies his skill and taste in reading down a neat new Larry Lincoln ballad. A real pleasant spin.	71--71--70--71
THE MARLIN SISTERS I'm Trusting in You CORAL 5082—The Marlin put zest into their try with hips, bounce.	68--68--68--68
Who am I The sari sari on a nice job with a low tempo reading of a pleasant schmalzer.	64--64--64--64
LES BROWN ORK (Lucy Ann Polk) In the Cool, Cool, Cool of the Evening CORAL 5072—Brown occupies the splendid new Carmichael-Mercer rhythm item with a handsome dance treatment. Lucy Ann Polk sings it vibrantly. Should catch a sizable share of the action on the song.	82--84--81--81
If You Turn Me Down The sheep Brown crew bites handsomely into another bright new rhythm ditty. Again Miss Polk charms with her rhyme, sounding over the Bern Day is spots. A fine caustic for dancers and campers alike.	82--84--81--81
TONI ARDEN (Percy Faith Ork) If You Turn Me Down CORAL 5084—The Thrush turns a fully persuasive all-right self-conscious effort on this breezy new number. She sells it for all it's worth with a lady assist from Faith's crew.	78--80--76--78
Invitation to a Broken Heart Toni is at the height of her torching ability as she pours her heart into this lovely lament.	76--80--74--74
BILL FARRELL (Ray Charles Singers-Rues Case Ork) Go, Go, Go, Go MCA 1102—Farrell does a pleasant turn with this lively new Latin novelty.	75--75--75--75
Sunshine Kisses The full-throated warbler finds in a neat effort on a pleasant new ballad.	71--72--70--71
ETHEL SMITH Pretty Polly Polka DECCA 2769—With a vocal group reading off the lyric, Miss Smith presents a wacky reading of a bright little polka novelty.	67--67--66--68
Tom's Tune Such tale is this rather unimpaired reading of this roving boogie.	60--60--60--60

SAM COSLAW'S BEST KNOWN SONGS AND AVAILABLE RECORDINGS

Continued from page 75

KEEP YOUR FINGERS CROSSED MIDSUMMER MADNESS WASHED POTATOES THE GLIDED LILY A Paramount picture with Claudette Colbert, Fred MacMurray and Roger Pryor. Music by Arthur Johnston. Famous Music Corporation.	1937—TURN OFF THE MOON A Paramount picture with Johnny Devere. Paramount Music Corporation. TURN OFF THE MOON
SOMETHING ABOUT ROMANCE ALL THE KING'S HORSES A Paramount picture with Carl Brisson, Mary Ellis, Edward Everett Horton and Eugene Palette. Famous Music Corporation.	1937—MOUNTAIN MUSIC A Paramount picture with Marjorie Payne and Bob Green. Famous Music Corporation. GOOD MORNING MAM ABOUT TOWN A Paramount picture starring Jack Palance. Music by Victor Hollander. Famous Music Corporation. TRUE CONFESSION EVERY DAY'S A HOLIDAY A Paramount picture starring Mae West. Famous Music Corporation. FIFI EVERY DAY'S A HOLIDAY
A LITTLE WHITE GARDENIA BE CAREFUL YOUNG LADY DANCING THE VIENNESE THE KING CAN DO NO WRONG WHEN MY PRINCE CHARMING COMES ALONG COLLEGE SCANDAL A Paramount picture with Artie Johnson, Kern Taylor, Wendy Barrie and Mary Nash. Famous Music Corporation.	1940—DREAMING OUT LOUD An RKO picture with Lee and Abner. Phil Harris and Frances Langford. Nathaniel Shulzert Music Company, Inc. DREAMING OUT LOUD
RHYTHM ON THE RANGE A Paramount picture with Bing Crosby, Frances Farmer, Bob Burns and Martha Raye. Famous Music Corporation. IF YOU CAN'T SING IT YOU GOT TO SWING IT, MR. PASCARINI DOUBLE OR NOTHING A Paramount picture starring Bing Crosby. Music by Al Siegal. Paramount Music Corporation.	1943—HEAVENLY MUSIC An MGM short with Fred Astaire and Mary Ellott and an Oscar winner, Leo Feist, Inc. HEAVENLY MUSIC
IT'S OFF, IT'S ON AFTER YOU HEART OF THE WEST A Paramount picture starring William Bend Sinister by Victor Young. HEART OF THE WEST	1945—PRACTICALLY YOURS A Paramount picture with Claudette Colbert and Fred MacMurray. Famous Music Corporation. I KNEW IT WOULD BE THIS WAY OUT OF THIS WORLD A Paramount picture with Eddie Bracken, Veronica Lake and Diana Lynn. Produced by Sam Coslow, Eddie H. Morris & Company. I'D RATHER BE ME WITH Felix Brnoce

IT TAKES A LITTLE BIT MORE
ALL I DO IS BEAT THAT OLD DARN DRUM

1947—SLEEP, MY LOVE

A United Artists' picture with Claudette Colbert and Don Ameche
SLEEP MY LOVE
Available on Victor record 20-2654, Wayne King
CARNegie HALL
A United Artists' picture with Mervyn Frank, William Prince and Frank McHugh. Leo Feist, Inc.

REWARD MY HEART
(Available on the following records: Capitol 350, Margaret Whiting; Victor 20-2894, Vaughn Monroe.)

COUPACABANA
A United Artists' picture with "Groceries" Mark, Carmen Miranda and Andy Russell. Produced by Sam Coslow. Crawford Music Corporation.

JE VOUS AIME
(Available on the following records: Capitol 417, Andy Russell; Columbia 37389, Hank Clark with Eddy Duchin; Victor 20-2299, Wayne King.)

STRANGER THINGS HAVE HAPPENED
SONG OF THE SOUTH
A Walt Disney-RKO picture with Ruth Warrick, Lucille Watson, Mollie McDaniel, James Baskette, Laura Patton and Betty Driscoll. Music by Arthur Johnston. Samaly-Jay.

1950—THIS KIND OF WOMAN

An RKO picture with Jane Russell and Robert Mitchell
KISS AND RUM
FIVE LITTLE MILES FROM SAM
BEDOOD
OFF THE RECORD
An Eagle-Lion picture with Eddie Bracken. Produced by Sam Coslow.
WRAPPED AROUND YOUR LITTLE
FINGER
WHITE PALOMINO
SYMPHONY UNDER THE STARS
CRAZY AS A BEDBOG

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Featured Guest Artist

ARTHUR GODFREY
CBS-TV SHOW

April 11, 1951



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SUSIE #138TR BY CLAYTON LOVE AND HIS SHUFFLERS
FLIP—SHUFFLE WITH LOVE

BULLDOG BLUES #141TR BY LUTHER HUFF
FLIP—ROSALEE

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Roadshow Rep

ARTHUR LOCKE, who has had some articles published in Eastern newspapers recently, wants some information on Tim Flinn and Craig Brothers shows, both of which operated out of towns in New York. He also would like to see a roster of the L. W. Marshall Minstrels which went out of Gloucester, Mass., early in the century, and the roster of the John W. Arnam Minstrels, which hailed from Syracuse. . . . Clifton Forbes is piloting his vaude-pie attraction into camps and resorts in Quebec. He reports business fair and weather poor. . . . J. B. and Frank Childs report a good season around Gunnison, Utah, with a feature pie. They'll move into Montana soon where they plan to operate a platform show. . . . Wall Goss reports good business for his platform show playing Sheridan, Wyo. Goss has had a museum-vaude hall show the past winter and reports good business and much merchandising.

CHRIS TATE writes from Heppner, Ore., that he has been playing to good business in that sector and will move to the East and North to get back into Canada, where he played the past year to good returns. "I have a three-act show and a strong bill

which has been getting more attention than any I have yet played," Tate writes. "My wife and daughter make the show and my nephew handles the advance with the result that we have few disappointments in talent. Left my tent in Sarnia, Ont., and probably won't even see it because obtaining help in Canada is even more difficult than it is in the U. S. Met the Turgeon Show recently. It's a smart outfit and gets money. Jumps in the Far East are long, which is bad for anything but small units. I met Doc Arnold Richards in Klamath Falls, Ore. He has had two years of solid solo show work. He's a clever hypnotist and entertainer and fits in anywhere. Also met the Doss & Mae Show and it looked prosperous. Why don't some of the old-timers drop a line to the column? Where is the Tyler-Varnor Show and what has become of Billy (Toby) Young?"

DOC ARTHUR LOCKE has finished his season of sponsor dates and after a brief lay-off at Old Orchard, Me., will return to Canada. Mercer's vaude-pie unit is reported to be playing Ontario spots to good business. Show has added a museum and will show in stores at some future dates.

Drivin' 'Round the Drive-Ins

THE name of the Blue Bonnet Drive-In, San Antonio, has been changed to the El Capitlan. Spot is owned and operated by Hiram Parks and the Lutzer Brothers, Dallas. A double feature policy has been instituted, with one Spanish language and one English picture being shown. A coupon is appearing in San Antonio dailies which admits two adults for 58 cents. Children are admitted free with parents and also are given free popcorn. . . . Eagle Drive-In, Eagle Pass, Tex., has been sold by P. N. Andrews and his partners to W. L. Wallier and Tom H. Hardeman and associates. Hardeman will manage the spot. . . . L. W. Crim, Jr., and Bob Harigrove, owners of the Cowtown Drive-In, Fort Worth, report improvements in the way of 200 speakers, a second box office and a big new double drive-way entrance.

WILLARD B. ROGERS, president of the Will Rogers

Drive-In Theater Corporation, Manchester, Conn., has been elected vice president of the Hartford Chamber of Commerce. . . . Ryan-Dexter Enterprises, Inc., new Vermont firm, has filed a certificate of incorporation at Montpelier, listing as incorporators, Harold J. and Gertrude M. Ryan, and Ralph W. and June V. Dexter, all of St. Albans, Vt. Org was formed to build and operate a drive-in theater. . . . Paul W. Amadon, general manager of the Pike Drive-In, Newington, Conn., has a weekly tie-up with The Record Shop, downtown Hartford retail record store, to play records, also at the Record Shop, and the drive-in's public address system each night prior to show time and also during intermission. "We don't pay anything for this service," Amadon disclosed. "We give the record store some plugs over the p.a. system from time to time and as a result we get some good music for our patrons."

Parks Do Big On Fourth

Continued from page 1

Philadelphia, for the holiday and had 200,000 on the preceding weekend. Further inland rain limited attendance. . . . Six parks in the metropolitan New York area varied from a bit below last year to the best day in the spot's history. Olympic was one which showed a slight decline, while Rockaway's Playland and Indian Point reported the new records. Steeplechase reported one of its best days in 10 years and both Rye's Playland and Palisades approximated their good 1950 scores.

Intermittent rain crabbled attendance in Ohio, but even so parkmen were optimistic and cited the upped rate of per capita spending. Some Indiana operators showed increases up to 20 per cent over 1950. In Chicago and Minneapolis,

rain on Tuesday (3) ruined pre-holiday business and at Chicago's Riverview it cut attendance in half on the holiday. St. Louis spots reported good takes, while in Omaha attendance and grosses showed a marked increase over last year.

New Orleans' Pontchartrain Beach played to one of its biggest crowds and recorded a 10 per cent increase in gross. Dallas topped its record by attracting 150,000 to the State fairsgrounds for midway and Cotton Bowl events.

In the Los Angeles area fog slowed early business at most spots, but customers came later and stayed later than usual. Operators there said business was up about a third over last year's Independence Day. (For further details see the Outdoor section.)

London Dispatch

By LEIGH VANCE

Continued from page 2
 tury. Fox Flicks, The Frogmen, Taken from a British book of that name by James Gleason and Tom Waldron, the critics say: "It shows only American frogmen in action against the Japs. Yet, in fact, no American took part in that particular branch of warfare so that area, The Admiralty and a firm of underwater equipment manufacturers have been asked by Fox to lend them equipment for publicity. Say they heatedly: 'Certainly not.'
 Replies Fox: 'The film is purely fictional.'"

"Lady Godiva" Pleased It Didn't Rain During Ride . . .

Celebrating that old tale about Lady Godiva riding thru her streets naked to appease her brutal husband, Coventry hired 28-year-old actress Ann Wrigg to represent the lady in a carnival to promote the city. In the old days there was only one Freezing Tony to peer at her charms, but Miss Wrigg had to parade before half a million, 50,000 of them with a close-up view from the sidewalks.

To cover her, she wore a long blond wig which snaked down one side of her body, leaving the other plinky bare. Or so it looked. The city fathers put out a story that she was wearing a flesh-colored leotard, but blown-up pictures and eagle-eyed Toms along the route support a claim that she was only shielded by a slushion of paste gunned over her front.

Said Miss Wrigg—whose reason for taking the job was given out as, "because I so love horses . . ."—when the parade ended: "All the essentials were covered, but if it had rained it might have been embarrassing."

Television Notes

From Several Fronts . . .

Recent ructions over TV screening of big fights set film producer Michael Goodman thinking. Maker of over 300 flicks, he specializes in filming big bouts for the motion picture circuits. Now he plans to sell his films to the BBC. They were refused live telecasts, jumped at the idea of taking Goodman's pictures. Now Wardour Street, home of the motion picture magnates, is fuming, say they will ban all of Goodman's future epics from the circuits, even a 2-hour late big fight screening would keep customers out of the cinemas. . . . Expected here shortly on TV—'What's My Line?' If it clicks, more American TV shows are expected here. Daily Express TV critic blamed Moseley, just back from viewing on NBC, for being too busy lashing out at British complacency over their "technically good but out-dated programs." Neglected by TV here, Tessie O'Shea has been signed for her own video series in the States, with Dickson and Johnson, starting in September. . . . The Music Directors' Association, representing 200 dance bands, not BBC variety boss Ronnie Waldman to promise them a better screen deal.

Sterling to Handle

Continued from page 4

However, Sherman's pact with CBS expired last April, at which time the films had been sold in less than half the video markets across the country, with very few reruns.

Sterling Prexy Saul Turell expects to reap maximum returns from the films by lining them up in new packages, with each group including a few big-name movies. Flickers feature some high-power stars (George Sanders, Vivien Leigh, etc.), but under the CBS set-up, some of the packages were packed with name movies, while others were strictly no-draw line-ups.

Sterling has received bids for rerun rights in Manhattan from WJZ-TV, WCBS-TV and WOR-TV. Latter station has already screened the series once.

The distributor outfit closed another deal this week with George Richfield to handle 10 Western features, 26 half-hour puppet films and a new 30-minute musical series featuring Italy's famed Rome Symphonic Orchestra.

Paris Peek

By ART ROSETT

Continued from page 2
 works' first publication are enough to insure the rights for the author throughout the world. The specialists that have met at UNESCO house after four years of studies, with a fortnight's meeting in Washington last autumn, include from the United States such distinguished people as Luther M. Evans, of the Library of Congress; John Shulman, New York attorney, and Abraham Kaminstein, of the U. S. Copyright Office.

Under the basic principle of the universal copyright committee, all foreign works, books, films, music, paintings, plays, etc., will receive in each contracting country the same protection as that country gives to the literary and artistic works of its own nationals. A major advancement to the uniting of the culture of the world.

UNESCO to Organize International Theater . . .

The outcome of the conference held by the International Theater Institute (theater offspring of UNESCO) this year in Oslo, seems to promise an extraordinary amount of happenings that may have widespread effects on the theatrical scene. It seems that ITI has come out of its planning stage into the working phase and is becoming an influencing factor on theater here. Plans call for a theater in Paris producing eight months of plays in French and the remainder of the year devoted to importation of other language plays. The plays done in French will include translation of other countries, and especially commissioned originals.

One of the special features of such a venture will be the original director will also be the French director, or at least act in a consultative capacity, thereby avoiding the misrepresentation of many authors' plays, common happenings when a play comes under translation. The important factor will be not only limited to straight drama and comedy but will include ballet and musicals as well, with the theater acting as a sort of depot for all worthy foreign presentations. M. A. Jasset, secretary general of the ITI and also a well-known French playwright, stresses the fact that this is the beginning and the running structure of the theater and will be subject to change as experience warrants it. If all goes well the world will see the first real international theater in Paris at the beginning of 1952.

Children's Theater

Also Will Be Formed . . .

The other major program that ITI is taking on with the support of its parent UNESCO will be the establishment thruout the world of a children's theater, to be by, with, as well as for, the children themselves. Each group will be run by a board consisting of a professional actor, director and playwright, as well as a psychologist determining the basic work of each individual country. This educational theater will be subdivided into two, those for children of 7 to 11 years and the adolescents of 11 to 16. The aim is a general integration thru the medium of the theater, not only of theater itself, but as a means, and a vital one, of education along the principles of UNESCO as seen thru young eyes.

ITI is also at work on the task of trying to reduce the amount of authors' agents, to simplify the negotiation between the authors and producers. It is also concerned with broadening copyright laws of plays to "murder the frontiers between the playwrights and various foreign countries," as Mr. Jasset told *The Billboard*.

As for publishing useful books on theater, ITI has to its credit *World Theater*, a magazine giving the various theatrical happenings thruout the world; a bulletin issued quarterly with a short review of important plays, information regarding number of characters, sets, etc., in all the member countries, and a book on theater architectural debates. It is also in the process of issuing a dictionary in five or six languages containing theatrical terms as well as a book of technical information on the

theaters thruout the world. A committee is being formed to study translations, and a genuine attempt is being made to encourage amateur theaters to join in the ITI work. On the positive side it has already succeeded in eliminating taxes on theatrical sets brought into the countries of its member states.

Charles Delaunay Quits

Issuing 'Swing' Label . . .

Charles Delaunay, leader of the jazz movement of France and owner of the jazz label, Swing, told *The Billboard* that he had severed connections with his label and Electrical Musical Industries (Pathé, Marcond, Victor, RCA, Columbia and MGM). Delaunay founded his label in 1937 and was the first to operate exclusively in the jazz field. Some of the original masters were released in the States (Colman Hawkins, Dicky Wells, Benny Carter, Django Reinhardt String Quintet and Eddie South, along with Ladinier, Mezzrow and Newton, whom Panessee recorded for Swing in 1939, and Louis Armstrong and Kenny Clarke). For many years Swing has been the leading jazz label, but since war's end many other jazz firms have flooded the French market with hundreds of American masters. Delaunay's association with EMI did not permit him to release fresh U. S. recordings, therefore Swing was not able to compete with the many new companies.

NCAA Control

Continued from page 4

with the NCAA plan. On three Saturdays each section will be blacked out. Originally it was planned to black out the whole country on one Saturday, but that was changed to make blackouts sectional.

Here are the seven kinds of games that will be seen in an individual locality. On two Saturdays there will be national games, one from the Midwest, one from the East. On two Saturdays there will be regional games, which a Midwest game is seen in the East, with the Midwest blacked out; an Eastern game is piped West, with the East blacked out for its own game. On two Saturdays there will be regional telecasts of local interest games, and on the seventh Saturday the regions will be world wide down into smaller sections for local telecasts. No school may be televised more than twice—once at home and once away.

Viewing Plan

The committee also talked to representatives of Sidiatron, and said they will ask colleges to participate in the Sidiatron experimental telecasts this fall.

The committee is not concerned with any football telecasts at any times other than the 10 Saturday afternoons. This leaves colleges free to schedule and televise games on Friday and Saturday evenings and on Sunday or on other day or night of the week. Also wide open for telecasts are games before September 22 and after November 24, which includes the Army-Navy game December 2, and games on Thanksgiving and Armistice Day.

Lowest Rates on 16MM. FILM . . . Rental more than 100 Westerns and Easterns to choose from. One low price—some higher.
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OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from 75¢ to 10¢. Free delivery available to responsible parties. Write, giving location and number of cars. **SPECIAL OFFER!** Tompedon Microcassette & Magazine set for \$14.95. 10" 10" 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

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We supply you complete . . . Sound Processor and Films. Everything ready for showing. Be your own boss. **EARN BIG MONEY.** Write Southern Visual Films 48 Monroe (Dept. 88) Memphis, Tenn.

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TO OUR IRVING J. POLACK

Passed away
July 13, 1949

Even though you
are gone
You will always
be in our hearts.

NATE & HARRIET
LEWIS

IN CHERISHED MEMORY OF IRVING J. POLACK WHO PASSED AWAY JULY 13, 1949

So many things you did for
me,
No single day goes by
That memory fails to hold
its mirror
Before my grateful eye.

ETHEL ROBINSON

IN FOND MEMORY Of Our PAL and PARTNER DENNY PUGH

Who Passed Away
July 10, 1949

"Always in Our Hearts"
JOE and SALLY
MURPHY

IN MEMORY OF DENNY PUGH Who passed on July 10, 1949 SIMMY and INEZ CARROLL.

In Fond Memory of Our PAL and PARTNER DENNY PUGH Who Passed Away July 10, 1949 JACK and KETTA LINDSEY

The Final Curtain

ARMED—William Patrick, 50, pianist at the Civic Theater, Manchester, Conn., during the silent movie era, June 23 in that city. At one time he was a magician under the name of Mulligan the Magi.

BENTLEY—Allen (Alice D. Cooley), for many years with the Mutual Brothers and later a member of the Bradley Trio, recently of a heart ailment. Survived by her husband, Ben, and a daughter, Evelyn. Burial in San Francisco.

BERRY—John P., 64, stage and film thesp, July 6 in Los Angeles. He played featured roles in "The Key and the Ring" and "Ace in the Hole." Survived by his widow, Elizabeth G., and daughter, Mrs. Dolores Hancock. Interment in Holy Cross Cemetery, Los Angeles.

BERMAN—Harold (Harry Kingsley), stage and television actor, July 8 in North Hollywood, Calif. A New Yorker, he met on the West Coast for a part in a 1941-Century-Fox movie.

BURN—Frank E., 64, president and general manager of the Burr Theater, which includes the Burr Theater in Ludlow, Mass., recently in Springfield, Mass. He had been active as manager of the theater until a recent illness.

CARSON—George F., trouper with the Yeager Dinked and Rogers Bros. shows and Sunset Amusement Company, June 11 of injuries sustained in an auto accident, June 11. Survived by his widow, Fern. Burial in Rugby, N. D.

FENTANNI—Michael, 71, outdoor showman for many years and once owner of a carnival, July 2 in Newark, N. J. Survived by his widow, a daughter, two brothers and four sisters.

GOODWILL—Philip Padonok, 60, manager of the Robby Theater, Sennett, W. Va., July 2 in that city at a heart attack. Survived by his mother and two brothers. Burial in Blufffield, W. Va.

GRINOW—William, 38, co-founder in 1923 of the Origby-Grunow Company, makers of Majestic Radio, July 6 in Chicago of a heart attack. At the time Majestic was formed he was an accountant, and G. Grinow was head of an electrical appliance firm. Grinow dropped out as president of the organization in 1931, and the company went bankrupt in 1936. He also formed General Household Utilities in 1933 to produce radios and refrigerators, but the firm failed in 1939. He later prospered as a poultry raiser in Wisconsin. His widow, a son and a daughter survive.

KINGSTON—Harry, 37, stage actor and TV actor, July 4 in Redlands, Calif. He was under contract at 20th Century-Fox Studios. Survived by his widow, Gladys, mother, Mrs. Esther Berman, and sister, Mrs. Edith F. Perry. Burial in Forest Lawn Cemetery, Glendale, Calif.

KNOX—Mrs. Magdalen M., 57, former stage and radio actress known as Marguerite Elliott, June 28 in Fort Lauderdale, Fla. She and her husband appeared in vaude as Elliott and LaRue.

LONG—John, 46, former band leader, July 6 in Sunland, Calif. Burial in Pacific Coast Showmen's Rest, Los Angeles, July 16.

MARTIN—Dr. Harry W., 57, former medical director for 20th Century-Fox Film Studios in Hollywood and husband of Louella O. Parsons, radio commentator, June 24 in Cedars of

Lebanon Hospital, Los Angeles. He had been associated with the film company since Jan. 17, 1937.

SAULSON—Fanny, mother of Sammy Stone, carnival concessionaire and stagehand, and former partner in the Royal Empire Shows July 1 in Boston. Three other sons also survive. Interment in Boston.

STEPHENSON—Marion Gardner, character actress, July 2 in New York. She made her debut in "Country Boy" and was in the original production of "The Traveling Salesman," both managed by Henry E. Harris. She later appeared in the Theater Guild production of "Miracle at Verdun" and supported Marjorie Rambeau in several plays.

THOMAS—Melvin E., 67, known also as John H. Melner, of the Flying Melners, Saginaw, Mich., June 29 in 1946 he was an apprentice of the Metro Brothers and was with Barnum & Bailey. In 1941 he was part owner of the Melner & Dumont wagon circus. He formed a flying return act in 1945 and it continued thru 1947, when it was reorganized as a double act and called the Flying Melners. The act divided in 1932, and he had the Columbian act until his death. Surviving are his widow, Pauline, three sons, Raymond (deceased), Melner A., and William, a daughter, Mrs. Charles Ford, and a sister, Mrs. Harry Grinnell of Kent, O. The sons and his former wife, Jane, now have the Flying Melner act.

TRUETT—Max, 64, former medical director for 20th Century-Fox Film Studios in Hollywood and husband of Louella O. Parsons, radio commentator, June 24 in Cedars of

Marriages

BEATTY-ARIEL—Clyde Beatty, manager of the circus bearing his name, and Lorraine Ariel June 30 in Nottingham, Wash.

FRANK-MIRY—Sherman Frank, director of the Lambertville (N. J.) Musical Circus, and Lillian Miley, singer, who has appeared with various circus companies throughout the country, June 24 in Wynonco, Pa.

LANDBERMAN-LEWIS—Robert Landerman, Hartford, Conn., musician, and Iraman Lebowitz June 24 in that city.

WELLS-CAMPBELL—E. W. (Bim) Wells, manager of Hennessey Shows, and Grace Campbell, Grosse Pointe, Mich., July 5 at Macomb, Mich.

Births

ANDERSON—A daughter, Cheryl, to Mr. and Mrs. Arthur Anderson June 24 in Hollywood. Mother is Gloria Wanner, understudy to Gertrude Niesen in "Queen of Pheasant"; father is a vocal coach and composer.

BENNETT—A daughter, Beatrice Gay, to Mr. and Mrs. Walter V. Bennett, Jr. June 2 in Mount Escal, N. Y. Father is trade news editor in the publicity department of Station WOR, New York.

DENTON—A son, Grant Benson, recently to Mr. and Mrs. John Denton. Parents are with the Gold Medal Shows.

GEARS—A son to Mr. and Mrs. Shelly Gears June 21 in University Hospital, Philadelphia. Father is news commentator on Station WFIL, Philadelphia, and conducts his own interview show on WFIL-TV.

HODGINS—A son to Mr. and Mrs. Tom Hodgins June 20 in Peru, Ind. Parents are performers with the Ringling Bros. and Barnum & Bailey Circus.

HOROWITZ—A son, Robert Aaron, to Mr. and Mrs. Israel Horowitz July 1 in New York. Father is a staffer with The Billboard in that city.

LANCASTER—A daughter to Mr. and Mrs. Burr Lancaster July 2 in Santa Monica, Calif. Father is the film actor.

McDONALD—A son, James to Mr. and Mrs. J. Travis McDonald June 25 in New Orleans. Mother is Metopera soprano Marguerite Phelan.

PHILLIPS—A son to Mr. and Mrs. Bob Phillips June 10 in Santa Monica, Calif. Father is Coast chief of Associated Booking Corporation.

SHAYER—A daughter, Ellen Marie, to Mr. and Mrs. Ralph G. Shaver, Jr. June 16 in Albany, N. Y. Father is a band leader; mother is the daughter of Michael Garmonne, juke box operator in Albany.

IN MEMORY Of My Husband Harry (Happy) Winters Who passed away July 12, 1948. Sadly missed by RUTH, DICK and ELMER WINTERS

MEMORY

Is One Gift of God That
Death Cannot Destroy.



Loving tribute to

IRVING J. POLACK

Called to His Heavenly Home
July 13, 1949

Devoted Husband of

Mrs. Irving J. Polack

In Cherished Memory of My Dear Husband Denny Pugh



Who Passed Away
July 10, 1949
MARGARET PUGH

IN MEMORY IRVING J. POLACK

Founder Polack Bros. Circus
Who passed away July 13, 1949

JOSH & LILLIAN
KITCHENS

In Memory of DENNY PUGH A friend we shall never forget Passed away July 10, 1949 NOBLE C. & VIOLA FAIRLY

Divorces

GARVIN—Virginia Garvin from Ray Amy, magistrate and mentalist, June 5 in St. Louis.

GREEN—Patricia Medina from Richard Green, well known film player, June 26 in Los Angeles.

STREET—Frances Charles, actress, from Robert A. Street, radio ad salesman, June 25 in Los Angeles.

TURNER—Mrs. Foraythe, pie actress, from James Farnell Turner June 24 in Los Angeles.

Hocus Pocus

Continued from page 18
string of dates around the Big Town last week. . . Lou Tannen is back in New York and looking great after his recent trip to Bermuda. . . Bobbie Jean hopped into New York last week to pick up some new equipment for her magic turn. . . George Schindler, while filling in the week-ends along the Jersey Coast and in the Borsht Belt, is keeping busy writing gag material for comics working the New York sector. He was quoted recently by the saloon columnist, Earl Wilson. . . Larry Lawrence, until recently promotional director with the Mills Bros. Circus, has taken under his wing Dr. Franz Polgar, mentalist and hypnotist, for a series of promotional dates under auspices starting at Grand Rapids, Mich., early in September. Partnered with Lawrence in the venture is Jamie Maissie, of Cincinnati. Promotion on the Grand Rapids stand has already started, with the Citizens sponsoring. Lawrence is dickering for several other attractions. Dr. Polgar bills his turn as "Fun With the Mind."

Canada Cafes

Continued from page 16
new arrangements for the supply of background music. They want the agreement to work both ways and are seeking more co-operation from the union in the current problem.

In near-by Hamilton, seven lounge owners have already decided to drop all live entertainment, falling back on piped-in background music.

Background music is providing a top-drawer headache for the lounge owners. They just don't understand what that means. For instance, supposing they put in a big-name musician, does that mean more than background music, even if that artist keeps his mouth shut?

It is thought that most of the lounges will drop the live entertainers until they see what the public will do. Thus far the entertainers have been able to keep their jobs.

IN MEMORY of DENNY PUGH JULY 10, 1949

Two Years Have Passed
Since You Went Away.
You are sadly missed,
but you will never be
forgotten.

YOUR FRIENDS
OF THE MIDWAY
Dallas Fair Park
and
State Fair of Texas

Brandon Exhibition In Record Opening; Gate Soars 1st 3 Days

Holiday-Kids' Day Tee-Off Gets Good Weather, Whopping Turn-Out

BRANDON, Man., July 7.—With opening day attendance up 50 per cent over the same day in 1950, Manitoba Provincial Exhibition here this week got away to a flying start. The happy coincidence of Dominion Day, a national holiday, and Kiddies Day, brought crowds flocking to the show.

The first three days saw attendance soar over that of the previous year, while the opening day crowd was announced as the largest in history for the exhibition, the first on the Western Canadian Class A Fair Circuit.

Secretary-Manager Syd McLennan and President Alex McPhail announced at the break provided by the weather man plus generally good crop conditions in this area had combined to start the Bran-

Int'l Stages 40 Holiday Pyro Shows

NEW YORK, July 7.—A total of 40 holiday shows were fired by International Fireworks Company, Fred C. Murray, general manager, reported. Thirty-four shows were staged July 4 and six the night before.

Murray said his firm had turned down more holiday shows this year than ever before. The scarcity of trained personnel to set off the pyro displays limited the business that could be accepted, he said.

Principal shows were staged at Washington, Baltimore, Rockaway Beach and Coney Island, N. Y. All but two of the shows featured sizable displays, Murray said.

At Baltimore, where a show was staged in the Municipal Stadium before 25,000 people, a new twist was injected in the staging of a mock atomic bomb explosion as part of a civil defense demonstration.

Smoke and flame of the special bomb mushroomed, two faked houses collapsed and water and gas mains burst. Civilian defense and Red Cross workers restored order as firemen and utility workers came to the rescue.

Danish Annual Ups Biz for All Fun Segs

COPENHAGEN, July 7.—Annual fair here at the Bellahøj grounds Thursday (28) thru Sunday (1) drew attendance of 177,000. Sunday's turnout of 66,000 set a new record for the event.

The fair boomed business at local parks, beaches, circuses, playhouses and cabarets. Biggest biz was chalked up over the week-end when all fun spots and restaurants drew capacity crowds. Circus Schumann, indoor arena in the center of town, was sold out in advance, matinee and night, on both Saturday (30) and Sunday (31).

Tivoli, Copenhagen's amusement park, played up the stock show thru special posters and by putting on special features and elaborate fireworks display every night during the run of the fair. In addition to its usual illumination the park management strung clusters of colored lights in the branches of hundreds of shade trees throughout the park and installed floodlights around flower beds and rock gardens.

While Tivoli pulled the biggest crowds during the stock show, the big park of Bakken, on the outskirts of Copenhagen and adjoining Bellevue beach resort, chalked up big attendances on Saturday (30) and Sunday (31). Bakken staged special kiddie events while Bellevue put on big fireworks displays.

dar show off to a record-shattering week.

Opening day, Monday (2), is the perennial Kiddies' Day at this exhibition and youngsters from all parts of the province flocked here to see the sights. Admission was free until 6 p. m. for the kiddies, admission passes having been distributed to all those attending city and district schools.

Machinery Display Heavy
Machinery displays got particularly heavy play from the crowd the first couple of days, with nearly \$2 million worth of farm equipment on machinery row.

Patrons lined up two hours in advance of opening time for opening ceremonies Monday night. Provincial Premier Douglas Campbell declared the show officially opened and the more than 4,000 in the grandstand witnessed the opening performance of Eric Young's *Caucasoid of His*.

After the first performance exhibition officials were quoted as saying that this entertainment promised to outdo all previous Western Canada grandstand programs.

In the first Canadian showing of the Zaccchini cannon act the crowd was thrilled by the performance of Egie Zaccchini. Her
(Continued on page 98)

Dallas Aims Flack At Crowd Segments

DALLAS, July 7.—State Fair of Texas publicity this year will be aimed at getting the so-called one-interest fair-goers to spend more time on the grounds and take in events they normally might overlook.

Fair executives figure that with a wide variety of events going on, the audience must be considered in segments rather than as a single unit. This year's pitch will be for more coin as well as for attendance, they stated.

Football fans arrive at the fair at noon and leave after the game, usually about 4 p. m. It was pointed out while auditorium ducal-holders arrive at 7 p. m. and leave at 11:30 p. m., and many livestock exhibitors never get away from the barns. Fair will attempt to sell them on taking in other parts of the program.

Since the fair has a major football game on each of three Saturdays of this year's expo, giving a potential grid attendance of 200,000 and with the auditorium show, Gus and Dolls, expected to come close to last year's South Pacific draw of 105,000, the potential in-

New Bedford Doings Draw Top Crowds

NEW BEDFORD, Mass., July 7.—Third annual Fire Fighters Charity Circus with talent booked thru Stanley W. Watton played to near-capacity crowds Saturday (30) thru Tuesday (3). Top attendance was registered on the night before the holiday when 6,115 paid admission to Sargent Field.

Talent included Marcelle and Janlee, tight-wire; Billy Rice Troupe, clowns; Ernie and Dolly Burke, whip cracking; the Vagabounders, trampolines; Gautier's Steeplechase, dogs; Pete Carr and Eve, comedy balancing; Aerial Ballet; Skating Carters; Eve Walker, aerialist, and the Bruno Family, high wire.

Four-day doings also featured a fur, zone with concessions and Ferris Wheel, Merry-Go-Round, Airplane, Kiddie Fire Engine and Octopus.

KNIFE ACT CUTS PUBLICITY PIE

NEW YORK, July 7.—The Sensational Denvers, a knife-throwing act being imported by agent Stanley W. Watton for dates in the United States and Canada, are as sharp as the blades they throw. Slugging in May of this year the act has carved its way into no less than seven internationally circulated periodicals with the play, for the most part, consisting of two pages of exciting pictures plus text.

Hits have been registered in the May 8 issue of *Look*, *Le Soir Illustré*, Paris; *Amsterdam Illustrated*, Holland; *Sie & Er*, Zurich, Switzerland; *The Montreal Standard Magazine*, The Eagle, London, and *The New Munich Illustrated*. Other stories are reportedly scheduled for publication in Australia, Belgium and Denmark.

Act opens July 26 at Bellevue Casino, Montreal, with U. S. fair dates to follow.

Faulkner Wins At Darlington

DARLINGTON, S. C., July 7.—Walt Faulkner won first place and prize money of about \$5,000 in the 250-mile big-car grid at the Darlington International Raceway here Wednesday (4). Tony Bettenhausen was second. Only 18 of the 28 cars in the field finished. Mike Nazaruk moved into first place in the American Automobile Association standing with an eighth-place finish that gave him a total of 1,003 points.

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Four-day doings also featured a fur, zone with concessions and Ferris Wheel, Merry-Go-Round, Airplane, Kiddie Fire Engine and Octopus.

Midwest Park Ops Score Hefty Fourth

CHICAGO, July 7.—Only the weather limited park business in most Midwest spots as July 4 crowds with fat purses turned out in force. Where sunshine marked the holiday, park ops scored big business. And in several spots where thunder outcropped the fireworks, takes were good. In the South and South-west, clear weather produced top-ranking turnouts.

A holiday survey made by *The Billboard* revealed that rain and cool weather hurt in Illinois, Indiana, Ohio and Minnesota. Spots South and West of the Great Lakes region basked in warm sunshine.

Summit Beach, Akron, had alternating rain and sunshine so the gross was less than 1950's. But the rate of spending during clear periods was well ahead of Independence Day last year. General air of optimism was reflected in the feeling at Summit Beach that, with better weather, this year's holiday gross would have been 40 per cent better than last year's.

Ideal's Grosses Climb
Tom Spackeman's Ideal Beach Resort, Monticello, Ind., showed a 10 to 20 per cent increase over 1950 for concessions and ride grosses, with Hoosiers ignoring

Rain Drenches Dominion Day Biz in Canada

TORONTO, July 7.—Weather over the Dominion Day holiday week-end was not generous to most of the parks in this area. Business was off due to the rain despite an increased potentiality in customers who sought to take advantage of the holiday.

Rain was prevalent almost everywhere Saturday, while Monday the weather was considerably better. Clear skies helped business boom.

Aquashow Skeds Henny Youngman

NEW YORK, July 7.—Henny Youngman, comedian, will headline the variety bill at Elliott Murphy's Aquashow at Flushing Meadow Park the week of July 10.

On the same bill are the Pitchmen, musical novelty; Gautier's Steeplechase, dog act; Leoune Hall, vocalist, and Dippy Diers & Company, clowns.

TV, Radio Talent Set For Minn. Aquatennial

MINNEAPOLIS, July 7.—Annual Minnesota Aquatennial is set for Friday (13) with the start of the 450-mile Mississippi River Aquatennial Paul Bunyan Canoe Derby from Benndel, Minn., to Minneapolis.

The winning team, due to arrive in Minneapolis July 20, will take top prize money of \$1,000. Second place winners get \$1,500.

Actual opening of the Aquatennial with a big afternoon parade thru downtown Minneapolis is scheduled for July 21, although the *Arise Follies*, produced in Theodore Wirth Park pool by Al Sweeney, preem July 18.

Throughout the State 40 preliminary queen contests have been decided with the winners coming to Minneapolis July 20 for a week of activity to be culminated July 27, with selection of Queen of the Lakes in Minneapolis Auditorium. Winner will preside over next year's festival and will receive a one-week vacation in Hawaii immediately after this year's Aquatennial.

WCCO, Columbia Broadcasting System outlet here, is bringing in

cool, rainy weather. But his ballroom lake was slightly under 1950. Spackeman pointed out that Al Cassidy's orchestra this year was bucking the spot's 1950 record-breaking man-underwater tax protest stunt.

Chicago had more than an hour of rain on the Fourth, plus a real drrencher on the night before. Riverview, consequently, suffered a 50 per cent slash in attendance Wednesday (4) and lost the pre-holiday business and fireworks show entirely. William A. Schmidt, Riverview president, said business for the season is on a par with
(Continued on page 101)

Gov. Lodge Vetoes Conn. Games Bill

HARTFORD, Conn., July 7.—Gov. John A. Lodge this week vetoed the gambling bill which would have permitted religious, educational and charitable organizations to conduct raffles and operate games of chance. The measure, which was passed by a large majority in both houses of the Legislature, in the recent legislative session, was one of the most controversial of the year.

In a veto message addressed to Secretary of State Alice K. Leopold, Governor Lodge said that he was disapproving the bill because he felt it was not in the public interest.

The governor said that he had conferred with State Police Commissioner Edward J. Hickey and other law enforcement officers on the subject and that they had agreed with his course of action.

The veto of the bill came as a great disappointment to many groups, especially volunteer fire departments, who maintained that raffles and games of chance provided their only means of financing operations.

The veto will also have a widespread effect on the operation of short resorts, amusement parks, carnivals and fairs.

MCA Awarded Show Pact At Sacramento

SACRAMENTO, July 7.—For the second consecutive year, the grandstand shows at California State Fair here will be produced by Music Corporation of America, Beverly Hills.

MCA will offer three different shows during the 11-day run with the first opening August 30 for five days; the second September 4 for two days and the third September 7 for four days.

Shows will be produced on a two-level stage with a circus opening the event. Headlined by Jerry Colonna, line-up will include Mark Smith's Liberty horses, Adolph Delboag, Ted DeWayne Troupe, Ed Learmont and his elephant and a line of 18 girls and four boys. Choreography will be directed by Carlos Romero.

The second segment, for two days, will be a Western-type show headlined by the Sons of the Pioneers, with Harry (Woo Woo) Stevens, Jimmy and Mildred Mulcahy and others.

The third and closing show will be titled *A Night in Bagdad*, with Dennis Day featured the first two days. Also on the show will be the Will Mastin Trio, with Sammy Davis and the Continentals. A star is yet to be selected for the last two days.

Stewart Allen, of MCA, will serve as producer and Eddie Gamble, stage manager. Al Lyons is musical director for the three shows.

J. J. FREDERICK SAYS:
Believe it or not, my No. 5 BIG BEL Wheel is still leading all my other wheels. It looks and operates just like new.
"In the way of upkeep my BIG BEL has cost me exactly the price of the new packing rope. In the Drive bearings. For three years service this is not had at all."
"You may rest assured that this is one BIG BEL Wheel (inventor that this is one BIG BEL Wheel) which appreciates a very fine piece of machinery and equipment."
Write for prices list A-63 today. A limited number of BIG BEL Wheels are still available for this shipment.
ELI BRIDGE COMPANY
Builders of Dependable Products
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SEARCHLIGHTS CARBONS REPAIR PARTS

To keep your 60-inch Sperry and G. E. searchlights on the job you need supplies and spare parts. Get 'em from us . . . prompt shipment at low prices. On rush orders, telephone M. G. Irving at Norwood 7-2620.

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New Chevrolet CARS AND TRUCKS

SPECIAL FINANCE PLAN FOR SHOWMEN
GET OUR PRICES FIRST
WILLIAM (BILL) TAYLOR
REPRESENTATIVE

Hauss Chevrolet Co.
1325 STATE ST.
LAST ST. LOUIS, ILL.

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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Clint Barnes, father of and assistant to Harold Barnes, wire performer, is recovering in Chicago from an operation. The surgery was to correct an injury received a year ago, while with "Skating Vanities." His hospitalization cancels European bookings set for the act, but they expect to open July 12 at the Olympic Theater, Miami. Harold's wife, Elaine Myer, currently is with the New York musical, "Gentlemen Prefer Blondes." Miss Luxon, high act performer, and her manager, Harvey Earlin, were in Chicago recently to line up additional dates. The Seplair Family (4), high wire, had been booked into the fair at Manitowish, Wis., August 24-26, by Ernie Young, Chicago. Young, who left Friday (28) for the Canadian Circuit fairs, also reported he had been awarded the grandstand contract for Madison County Fair, Huntsville, Ala., the week of September 24.

Wayne (Duke) Mayfield, a member of the Parrott Trio, reports from Elmira, N. Y., that he is engaged to Lillian Zuest, of Irvington, N. J., and that they plan to be married in September. After a two-week engagement at Ocean View Park, Norfolk, for Dudley Cooper, Art and Marie Henry, dog and pony act, went to Hanover, Pa., to play an event for the Lions Club there. The Norfolk date was booked thru the Cooke and Rose agency. Harry Lamar and members of his flying act visited for several days with members of the Freddie Valentine Troupe at Idlewild Park, Ligonier, Pa., while en route to Pittsburgh to play the J. C. Hazlackar date there.

Herman Cepler, of the Great Cepler Family, high wire, who played the July 4th Celebration at Dyche Stadium, Evanston, Ill., is in Chicago getting ready for his fair dates. Don Adams, clown and breakaway bike, opened a week's stand in Ferrisale, Mich., Monday (9). He'll play Michigan and Ohio fair dates August 3-September 6 and then open for E. R. Braly Enterprises at Southern fairs September 10. He again will be teamed with Billy Rice. Tour will mark their second for the Braly office. Sensational Ortons played the Cache, Okla., Fourth of July celebration after a 700-mile jump from Des Moines. Their recent dates included a stand in Syracuse, June 8-10 for Larry Sunbrook; Detroit, June 11-15 for J. C. Hazlackar and "Super Circus," network TV show aired from Chicago June 17. They followed with Shrine circus dates in Davenport, Cedar Rapids and Des Moines. After picking up their house trailer in Ohio, the Ortons will head for scheduled engagements in New England.

Jaquelin Teeter, high sway pole, and her mother were dinner guests of John Carlin, owner of Carlin's Park, Baltimore, during her appearance there. Capt. Eddie Allen, balloonist and parachute jumper, of Batavia, N. Y., and Bert Deoro, slack wire, renewed their acquaintance during the Western Illinois Fair, Griggsville. Sonny and Pat Moore, dog act, after playing Hoopstent, Ill. Fair, passed thru Peru, Ind., where they were guests of the Dearos.

Dallas L. McLean, one-man symphony, is in New York preparing for radio and television appearances which are scheduled for late summer. Betty and Benny Fox, arriving in Peru, Ind., to present their high acts, were greeted at the depot by Max George Wolf, two bands and a crowd of well-wishers. Betty was given a key to the city. Lang and Lee have returned to Kansas City, Mo., after playing the two-day Frontier Days celebration at Sidney, Neb., for J. C. Michael's agency. Eddie Jester and Conrad and Simmons also were on the bill. Long and Lee will play fairs for Michaels.

Corinne and Bert Deoro jumped from Kitchener, Ont., where they played the Shrine Circus for George Hamid & Son, to Griggsville, Ill., for a July 2-3 date. Their fair season for the Gus Sun office starts at Logansport, Ind., the last week in July.

Klara and Eugene Hoffman, wire act, were the subject of a picture and a story in The Chicago Tribune Sunday (1). Mrs.

Hoffman formerly a member of the Berosini high wire act, is a granddaughter of Blondin, who crossed Niagara Falls on a high wire. Her husband was with the Six Willies, juggling act, and once had a bear act. He is working on importation of six camels for a new act, according to the story.

Allegheny County Fair, Pittsburgh, has signed five acts for its August 30-September 3 run, according to Director John L. Herndon. They are Sam Howard's "Aqua Thrills", 12-gir high diving display; Three Reddingtons; Five Tilans, teeterboard act; Rollins Brothers, balancing, making their first appearance at a fair; and Ray-Mond, magicians, who will give four-a-day at the children's theater.

Joining the Rockaways' (N.Y.) Playland staff last week as Roll-o-Plane operator was Russell Minnarity, who was connected with Skylight Park, the Bronx, N. Y., in past years.

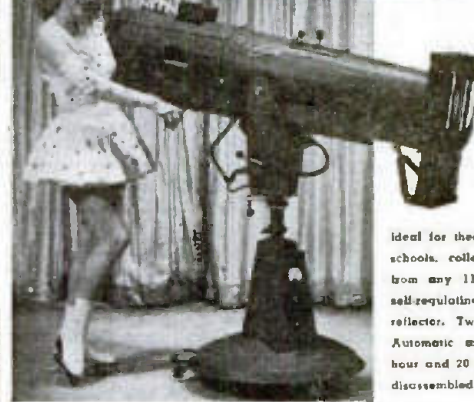
Walter Nilsson has moved his funnycircus from Hopyland in Venice, Calif., temporarily and is now playing the San Diego County Fair in Del Mar. Nilsson is using 40 vehicles there and used 28 in the Venice Park. He did not play the fair in 1949 or 1950, being in the East those years.

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Dressing Room Gossip

Mills Bros.

A flock of birthdays this week included those of June Garlick, Beryl Smith and Lilly Blakeman, all of the Wallabies; Mrs. Jake Mills, Kirk Taylor and Little Bradley Tharp, who is now decked out in a Hopalong Cassidy suit.

Ralph Spidell, Chambersburg, Pa., is spending his vacation with us. Announcer Proctor Baughman is sporting a snappy new outfit with a top hat. Tom Gizard joined Bob Mills' band and is on snare drums. Bert and Jeannette Wallace entertained Duke Keller and party at Columbia. Kirk Taylor's mother and brother visited. CFA Marvin Busch, Moberly bowling alley king, made us feel at home there. Fans John Thiele and Jim McRoberts visited at Topeka and Independence. Mr. and Mrs. Jimmy O'Dell, horse trainers, and Frank Thompson also visited at Independence.

The Rev. Frank Jennings from England spent three days with us, gathering book and lecture material. Virginia Mann was visited by her father, Floyd Hancock, and sister, Donna, in Kansas. Harry Baker has added a walkaround. Mr. and Mrs. Paul Van Pool visited at Topeka.

Jack LaPearl was a luncheon guest of the Rev. Paul Showers at Independence. Cliff Allen, of the Russ Morgan band, spent some time with his aunt, Reta LaPearl, at Topeka. Slym (Ky.) Sagraves and his elephant men kept bustling.

Steward Mark Roe served a humdinger of a July 4 dinner. Many of the Tom Packs gang playing the St. Louis Shrine date caught our holiday matinee and ate in the cookhouse. Included were the George Hanneford Family, Harold Voice Troupe, several of the Wallendas, Four Angels, Four Phillips, Zaechinis, Cyclind Sidneys and Colbert and La Pearl, Jimmy O'Neill, St. Louis booker, Jules Jacot, of the St. Louis Zoo, and fans Willard Crowson and John Zimmerman also celebrated the day with us at Kirkwood, Mo. Jake Mills caught the Packs-Shrine night show. Ed Roberson, CFA, visited at Columbia.

Doc Waddell had a long chat with Alf Landon, one-time presidential nominee and governor, at Topeka. Albert Haas, insurance man, and Mrs. Haas, insurance man, and Mrs. Haas entertained the Mills family and Fred Stafford at their Kansas City home.

In the back yard: Signor Aurelio Beggio practicing his saxophone; the Antonette youngsters talking to German with a DP child, who recently arrived here from Germany and who was seeing his first American circus as a guest of Albert Haas, and the Reverend Jennings giving the latest English news to the Bakers and the Wallabes.—**JACK LA PEARL.**

Tom Packs

Org played a return at Wood River, Ill., due to being rained out earlier. Was a big success. Show went at St. Louis for the Shrine, June 30-July 4. The Vesses closed at Wood River to fill fall dates for Al Martin. Acts joining in St. Louis for rest of season were Four Phillips, balancing; the Simrus, 12-girl sky revue; Jimmy Jamson, fire-diving water turn; Dorcia Kuyot and her dancing horse. Clowns engaged were Bill Bentlage, Paul Rasche, Jack Klippel, Charlie Eberle, Al Griffin, Van Wells, clown, and wife left for Houston due to illness of the Missus.

George Hanneford and Harold Voice talking of a new org, the Tom Lotts Show. Clown bride number has been revived with a 1977 Buck entry. At the Shrine Hospital performance were Franklin & Astrid; Hugu's chimps; Zachintini Trio, trampoline; Freddy, juggler, assisted by Charles & Kay; the Martells, rola-bola; Loretta LaPearl and Her Fals; Bill Bentlage and Bill O'Dell, clown; Gus; Jack Harrison and elephant dog; Vern Colbert; Al Griffin, Jack LeClair, Grover O'Day, cyclist; the writer, emcee. Irish, boss props, and assistants were present.

Visitors: Jimmy O'Neill, John Bundy, Mrs. Bentlage and mother, Ted Tidwell, Joe Smith, Billy Senior, Casting Valentines, and Corky Frazier, of the air force. —**JO JO LEWIS.**

Cole & Walters

Mr. and Mrs. Joe Wright have a 20-foot trailer. Mrs. Bertha Conner received word of death of her mother, Mrs. J. E. Henry, at El Monte, Calif. The other children are Glen Henry, on G. Gray show; Clifford Henry, Siebrand show; Tod Henry, Wallace & Clark Circus; Robert (Happy) Henry, carnival man; Henry and Marie, playing indoor dates. At one time the Henrys owned a wagon show.

Billie and Ancil Reynolds have a new car. Charles Rex, boss prop man, and Wayne Newman observed birthdays. Joe Wright Jr. celebrated his fourth birthday with a party. Mr. and Mrs. Billie Lazella and family left for fairs. Jack Lewis' father died at Harrison, Ark. Norman Aulay left for Chula Vista, Calif., to attend funeral of his brother, LeRoy, killed while racing. Chief Keys never knew he lost his trailer door until he arrived at his destination. The Wayne Newmans and daughter, Phyllis, joined. The writer returned from Fairmount, Ind.; my mother is much improved. Jack Bell was engaged as bandmaster and George Bell has joined the band. Their trailers are working on concessions. The sons of Neal Walters, also Mr. and Mrs. Plunkett visited.—**MILDRED WELBES.**

Clyde Beatty

Here we are on the Canadian tour. The crossing into the Dominion was a pleasant one without any strict regulations or any trouble. It was our first Sunday off of the season. The paint brushes were used on everything available. The big event of the week was the wedding of Clyde Beatty and Miss Able in Bellingham, Wash., between shows on Saturday. When the bridal couple returned to the lot, Vic Robbins and his band played *Here Comes the Bride* and all the performers greeted them with rice. Joe Walsh has joined to assist with the cats. Ted Hausmann and Larry Henry are new members of clown alley. Joan Lewis is now working one of the big elephant acts. Conchita Erickson celebrated her birthday. Marjorie Guzy came on from Long Beach to assist her husband, Mike Guzy, in the midway diner during the Canadian tour.

Dave Cavagnaro has been spending a few days with the show. Harold Hall is taking advantage of his week's vacation in Vancouver by seeing the sights and shopping. Ted DeWayne is sporting a new gilly car. Weather up here has turned cool and topeka, who appeared on the scene again. Recent visitors were Doc Hurley, Paul Carroll, Wallace Winters and family, Mrs. Norman Anderson and children, Susan and Clinton.—**LAURENCE CROSS.**

Plunkett's

Many members saw the Northern Lights for the first time while in the Dakotas. One of Captain Fuzzy's seals died in Onepida, S. D., on way to do the act. Org bought a new truck in Pierre, S. D. Show added a new sidewall, new banners, and a case of animals will be coming on. Noel Beggs and Bob Wegner are studying music, and trapeze class is held daily by Billie Plunkett. Improved lighting effects and full line of girls adds much to the outfit.

The Fred Groulx, Appleton, Minn., visited their daughter, Mrs. Rusty Howard and family, and John O'Connell visited in Gordon, Neb. Mr. and Mrs. Tom McLaughlin, agents for Cole & Walters, visited in Selby, S. D. Larry Cardin did a good job of getting top up and down while Corey Plunkett was under the weather. Larry Plunkett, 11, does 31 swing-backs daily on tramp.—**SNOOKS PLUNKETT.**

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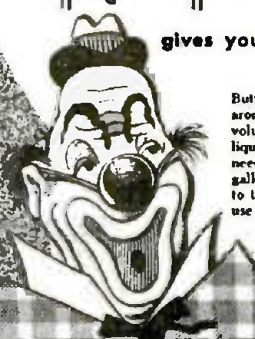
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CIRCUS-MIDWAY-PARADE

Jay Gould Offering Draws Business in Chicago Area

CHICAGO, July 7.—Jay Gould Circus moved into Chicago for a four-day stand Thursday-Sunday (5-8) to climax a 20-day stay in the metropolitan area.

Playing two and three-day stands for still-date auspicious as well as for celebrations and fairs, Gould is using show lots rather than its previous on-the-street arrangement. The show moves on 15 trucks. No big top is carried.

On the lot, Gould's show has the general appearance of a carnival, but he stresses his free circus performance and parade.

Carries Only Parade

It's the only show on the road carrying parade equipment and staging a full downtown march in each town. Included are a semi-trailer band shell, two engine wagons, a float, two pony carts, a truck with an air callopp and several other show trucks.

In the parade as well as at concession stands, Gould uses a maximum number of local auspicious members. A local band, often from a school, rides the band truck. Private automobiles are used to pull the cages and float. Local bands, floats and beauty queens frequently are added to the line-up.

For the circus performance, Gould has a folding stage mounted on a truck. A built-in callopp and drum provide the music. In front of the stage is a ring for horse, pony and elephant acts, and around the ring are several hundred chairs. The entire layout is out in the open.

The chairs go for 25 cents, but for those who stand there's no tariff. Apart from the income from the seats and from show-owned concessions, there's no income for the show, but Gould's contracts call for substantial guarantee from the auspices.

Owner Announces

Gould launches the show with an announcement from the stage and a folksy chat which develops into a prayer. Then his grandson, Peter Stibal, comes in with a pony and flag and his granddaughter, Gloria Stibal, sings. Ernie and Gloria Stibal, the latter Gould's daughter, play the drums and callopp.

Sonny (Burdette) Conroy offers a slack wire turn and Clown Bill Alcott does a talking bit. Then Gloria Ann Stibal presents a ladder routine. Leo Albright and his son, David, use the ring for their dog and pny act, flashed with good looking dogs and props. Albright also acts as show's parade marshal.

Tex Allen's rope spinning, whip cracking and sharp shooting pleases would-be cowboys in the crowd. Arlene Alcott follows with an acrobatic turn, and Sonny Conroy comes back with a brief juggling set.

Kanerva, Cole Bull

Gus Kanerva mounts the stage trapeze for his headstand. Albright brings on a dog for a high dive into a net, and before he returns with 12 canines for a foot juggling turn. Pointing up the program are the James M. Cole Elephants (3), worked by young Jimmie, assisted by his parents. A riding mechanic winds up the regular show with a comedy twist and an added attraction for recent stands has been Eddie Geyer's high act.

Gould's neighborly patter boosts the performances, and the program, not over-long, apparently pleases the substantial crowds, especially small fry.

At Oak Lawn, Ill., June 29-30, the midway had a Merry-Go-Round, Ferris Wheel, Looper, Split-Fire, live ponies, Kiddie Train, Kiddie Planes, Kiddie Autos and a small Funhouse. Line-up of midway shows was in the process of changing and several new ones were expected this week. At Oak Lawn the shows included Wild Life and the LaSalle County Mystery Animal. Shows are booked and rides are leased and show-owned.

Midway opens for afternoons and evenings and the circus starts at 2 and 8 p.m. daily. Parade is given on the second day of each stand, and in the traditional style, activity at the lot starts as soon as parade followers come on.

Out in the Open

Running on the Liberal party ticket, J. W. Grant MacEwan was defeated in a recent federal by-election in Manitoba. MacEwan is honorary president of the Western Canada Fairs Association (Class B circuit) and author of a book on Canadian fairs.

He resigned as dean of agriculture at the University of Manitoba to contest the federal seat. Speculation is that he may be asked to manage the Calgary Exhibition and Stampede if rumors that Manager Charlie Yule will retire become a fact.

Agnes and Pat Purcell celebrated their 25th wedding anniversary June 30 in Philadelphia where Pat is connected with the Langhorne Speedway. Frank Brookhouser of the Philadelphia Inquirer, noted the occasion in his column.

Art Briese, Chicago pyro expert, had the experts on the "What's My Line" stumped Sunday night (1) when they missed getting a line on his occupation after searching with a dozen questions. Briese's appearance, which was shapely up as the most interesting of the trio of guests, was short as time ran out.

After the show, Bill Powell, globe-trotting showman, is back in Copenhagen after a tour thru Sweden and a jaunt into Lappland that took him 165 miles above the arctic circle. Dick Sullivan, tub-hulling show, was a New York visitor Tuesday (3), stopping over long enough to confab with Fred Pittner, indoor-outdoor show producer with whom he was associated in the staging of the successful Home Show in Boston recently.

Buster Crabbe, television name who instructs in swimming and callisthenics thrice weekly at Palisades (N.J.) Park, and his family were visitors Thursday (5) at Steeplechase (N.Y.) Park.

Bill Powell, globe-trotting outdoor showman, left Copenhagen, Denmark, Tuesday (3) on the final lap of his latest round-the-world tour. Powell will stop at Hamburg, Amsterdam and London en route to New York.

July 4 weather, excepting for the Chicago and for Philadelphia areas, was generally good for Theatrical-Duffield Fireworks Company. Chicago. The show for The Philadelphia Bulletin was rained out and was rescheduled for Saturday night (7). Three shows—Evanston, Waukegan and at the Edgewater Beach Hotel in Chicago—were washed out, but others in the Chi sector, including the always big one in Soldier Field for Cook County Council of the American Legion, were staged. Those rained out in the Chicago area were rescheduled, with two being held Thursday night (5) and the other, the one at Edgewater Beach Hotel, set back for a week. The Soldier Field show, which was preceded by rain, was presented before a crowd estimated by newspapers at 25,000.

Dallas Aims Its Flack

Continued from page 94

Frank, who has been handling flack for State fair musicals, Bill Sherrill is handling publicity for the iceer.

Ray Beall is advertising agent for both musicals and fair. Thad Ricks is fair publicity director. By September the publicity staff will include a general news writer, livestock publicity writer, radio-and-merchandising man and clerical staff. Publicity department has a deal in the works with Texas A&M to send senior journalism students versed in animal husbandry to the fair to assist the livestock publicity department.

Fair again will use every radio station in Texas and almost every weekly and daily newspaper, along with selected papers in Oklahoma, Louisiana and Arkansas. This includes about 600 Texas weeklies, 90 Texas dailies and 13 out-of-State papers. Schedule also includes Negro papers, college papers and about 25 livestock breed publications and miscellaneous publications.

Fair will continue to depend principally on publicity releases to get word out, considering much of small daily and weekly advertising as a public relations gesture rather than a selling gimmick.

Both Dallas newspapers print special editions on opening day of fair and have started soliciting advertisers already. Last year The Dallas News had a 184-page edition and The Times-Herald had 160 pages.

Mailing of publicity stories and mats on the fair October 6-21, has begun. Fair has discovered that cartoons are especially effective with weekly newspapers since they reproduce much better than half-tone mats.

At Press and Radio Day on opening day of the fair this year, the expo will entertain about 2,000 newspaper and radio people offering them tickets free except for federal tax. To Guys and Dolls, Ice Circus, Aut Swenson Theatre, midway rides and the SMU-Missouri football game. Fair considers the extremely high acceptance of publicity among weeklies and dailies thruout the State due in a large part to this traditional gathering, as well as to the attempt to keep all releases high in news value.

Fair has cut down on literature this year, except for pieces aimed at specific groups. Polley is to have mailing list figured out to the last name before printing is ordered. Biggest printing will be 250,000 stentent stuffers. Most ambitious piece will be a 20-page book in the same size and format as Quick magazine, with title to be A Quick Preview of 1951 State Fair of Texas, with permission of magazine already received for use of logo.

This will go to Cotton Bowl board and option holders, auditorium season ticket buyers, several other lists and barbershops and doctors' offices.

Guys and Dolls has its own promotion and advertising budget and will try to duplicate the feat of South Pacific, which raked up the biggest indoor gross in history last year. Auditorium will have its own press agent, Rose

Frank, who has been handling flack for State fair musicals, Bill Sherrill is handling publicity for the iceer.

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Nights Okay For Rogers Despite Rain

TELL CITY, Ind., July 7.—Rain dogged Rogers Bros. Circus at Jasper and Tell City, Ind., but night business held up satisfactorily. At Jasper (28) the matinee was less than a quarter house and the night house was three-quarters.

Muddy lots at both places slowed the jump and a heavy rain hit the show at 7 p.m. in Tell City. Matinee there was close to half filled and the night house had three-quarters of capacity.

Capell Bros. Circus had played Tell City for a Sunday matinee—only 12 days earlier.

Fay Collapses In Tennessee

RUTLEDGE, Tenn., July 7.—Fay Bros. Circus, owned by James DeForest and Eddie Billelet, folded here Saturday (30) after moving from Maynardville, Tenn. George (Slim) Griffin, agent, reported that some of the personnel remained in Rutledge.

Griffin stated that Howard Ingram, co-owner of Don Robinson Circus, took over the canvas and seats. Ingram and Billelet formerly were partners with the Robinson show and divided the equipment when they closed their outfit in May. Ingram subsequently put out another show and Billelet joined DeForest in operation of Fay Bros.

Crabbe Unit Set At Freeport, L. I.

FREEPORT, N. Y., July 7.—Television name Buster Crabbe and his Wild West Show are set for two shows Wednesday and Thursday nights (25-26) at Municipal Stadium here, which usually features side car racing.

Crabbe troupe features male and female trick riders, bronk busters, steer wrestlers, calf ropers and comedy riders. Many of the group have appeared on TV and in movies with Crabbe. The show drew a reported 8,000 persons playing an afternoon performance July 4 in New Jersey.

Brandon in Record Bow

Continued from page 24

tour on the Western Canada A Circuit is under personal supervision of her father, the act's originator, Edmundo Zaccchini.

A 10-girl line does four numbers, Spanish, Indian, soft shoe and military reviews. Acts are Marcus Troupe, five jugglers; Hollywood Scandals, dogs; Buster West and Lucille Page, novelty dancers; Reddingtons, trampoline;

Marimba Co-Eds (5); Curry, Boyd and Leroy, comedy; Chuck Brown and Rita, comedy act on the high parallel bars; Noval and Faye, hand-balancing; Dennis Kelly and Daneyre, singing duo, with Kelly doubling as emcee; Frank Furllette is musical conductor.

Young's Cavalcade of Hits is scheduled for seven shows, with two performances Wednesday and Thursday nights. Afternoon entertainment for the grandstand crowd was three days of harness racing, stock car racing on the fourth day, and big car racing on the fifth and final day.

On the midway Royal American Shows were reporting grosses up considerably over previous years. Getting particularly good attention from the crowds were the two main features of the RAS, the Leon Miller-produced Moulin Rouge, and Harlem in Havana under Leon Claxton.

Chitwood Pulls Capacity

VANCOUVER, B. C., July 7.—Joie Chitwood's Auto Daredevil played to a capacity crowd at Dingway Speedway here June 29. A heavy advance sale for Saturday that looked like another capacity.

NEW YORK, July 7.—Five special holiday shows in as many New Jersey communities were staged July 4 by the George A. Hamid & Son talent agency.

Shows were scheduled for both morning and afternoon presentations. Herman Blumenfeld, agency exec, said the morning shows went off without a hitch and showers in the afternoon threatened for a while to cancel out at least one event.

TV, Radio Talent

Continued from page 24

luncheons, dinners and entertainments. Meetings of the Antique Automobile Club of America, Veteran Motor Car Club of America, Horseless Carriage Club and Sports Car Club of America will be held July 24-26.

Evald C. Bank is Aquatennial commodore in charge of general arrangements which end July 29 with a parade of illuminated water craft around Lake Calhoun, Minneapolis. A fireworks display is planned.

Ringling Bros. and Barnum & Bailey Circus is skedded for an appearance in town in connection with the festival.

Keep Rides Paying

WITH DEPENDABLE



Cash in while the Crowds are there!

TRACTOR-SERVICE STAMINA

Rugged Allis-Chalmers Power Units were designed for tough tractor use—have built a reputation for reliability in all types of service. High in torque for hanging onto overloads.

NATIONWIDE SERVICE

Wherever you find people to patronize rides you'll find an A-C Dealer — to give you prompt service, genuine parts. Thousands of authorized dealers across the country.

LOW COST

Production-line built, along with tractor engines by the thousands, their first cost is low—so are operating cost and upkeep.

RIGHT SIZE AND MODEL

Five sizes, 15 to 110 hp., can be used singly or together to economically fill any power requirement. Choice of fuels. Open and enclosed models. Electric starting and other accessories as desired. Substantial steel base makes setup and moving easy.

Act Now See the A-C dealer nearest you or send for complete information. Immediate delivery from dealer stocks.

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Please send literature on A-C Power Units — also name and address of the nearest A-C dealer to:

Name, address, city and state form.

ROLL OR FOLDED TICKETS

DAY & NIGHT SERVICE SPECIALLY PRINTED CASH WITH ORDER PRICES... 100, \$10.50... ADDITIONAL 100's AT SAME ORDER, \$2.50

STOCK TICKETS 100's \$1.50 EACH ANNUAL BILL \$1.50 ORDER AT 100 PER ROLL

WELDON, WILLIAMS & LICK PORT SMITH, ARKANSAS

Mighty Hard To Get—but We've Got Em! While they last—all sizes of copper batteries and fuses for candy apples! Also—supplies and equipment for rides suitable for popcorn, floss, peanut and snowball later if you act now!

DISTRIBUTORS FOR GOLD MEDAL PRODUCTS POPPERS SUPPLY CO., INC., Phila., Pa. 1211 NORTH 2ND ST. GARFIELD 6-1636

Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended July 8.

The complete list of Fair Dates was published in the issue dated June 26. A copy of that issue may be had by mailing 15 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

ARKANSAS

- Clarksville-Johnson Co. Fair, Sept. 10-15.
- Virgil Smith.
- Clinton-Van Buren Co. Fair Assn. Sept. 12-15. Owen R. Ellis.
- Danville-Yell Co. Fair Assn. Oct. 10-13. Oliver McNew.
- Fayetteville-Washington Co. Fair Assn. Sept. 17-22. J. A. Parsh.
- Fort-Smith Miller Co. Fair. Sept. 13-14. J. D. Cook.
- Oceolwood-Sebastian Co. Fair Assn. Sept. 7-8. Earl Fryer.
- Havana-Phillip Co. Fair. Sept. 20-22. Raymond Farish.
- Huntsville-Madison Co. Fair Assn. Sept. 8-9. A. C. Mowry.
- Big Village-Critt Co. Fair Assn. Sept. 19-22. Alvin Meyer.
- Malvern-Hot Springs Co. Fair Assn. Sept. 1-4. E. B. Moore.
- Mulberry-Crawford Co. Fair Assn. Sept. 20-22. Mark C. Poyner.
- Pleasant May Co. Fair Assn. Last week in Sept. Ira Hartman.
- Spartanburg-Lincoln. Livestock Show. Aug. 10 Sept. 1. R. R. Fry.
- Swain-Dallas Co. Fair Assn. Sept. 8-7. James Taylor.

GEORGIA

- Keston-Dodge Co. Legion Fair. Oct. 1-6. R. T. Raman.
- Salisbury-Habers Community Fair. Oct. 8-13. C. V. Schrage.

MINNESOTA

- Anoka-Anoka Co. Agril. Soc. Aug. 16-18. HARRY BARNUM.
- Albion-Albion Co. Agril. Soc. Aug. 10-13. F. C. Kaplan.
- Barnum-Carlton Co. Agril. Assn. Aug. 24-26. Claude B. Poston. Moose Lake, Minn. Clinton-Big Stone Co. Agril. Soc. Aug. 2-8. Robert L. Wall.
- Grand Garden City-Bloomer Co. Fair. Aug. 26-27. Daniel J. Humberly.
- Hibbing-St. Louis Co. Fair Assn. Aug. 10-12. J. J. McChano.
- Litelle-LeSueur Co. Fair. Sept. 15-16. R. D. Evans.
- Lauderdale-Northern Minn. Dist. Fair. Assn. Aug. 18-19. Margaret Larin.
- Mitche-Morrison Co. Agril. Assn. Aug. 6-8. Arnold Sanborn.
- Pin River-Cass Co. Agril. Assn. Aug. 20-22. Homer Praser.
- Pigeon Lake-Pigeon Co. Agril. Soc. Aug. 26-27. R. B. Orvina.
- Red Lake Falls-Red Lake Co. Agril. Soc. July 26-28. Mrs. Jean Casey, Mentor. St. Vincent-St. Vincent Union Indust. Assn. Sept. 16-21. L. C. Ward.
- Shakopee-Scott Co. Agril. Soc. Aug. 10-22. R. T. Schumacher.
- Wabasha-Wabasha Co. Free Fair. July 27-29. Herbert Feldman.

NEW HAMPSHIRE

- Sunapee-Lake Umbagog Fair. Aug. 25. Mrs. M. B. Sanborn.

NORTH CAROLINA

- Goldboro-Wayne Co. Agril. Fair. Sept. 17-20. Olan P. Preiss.
- Jacksonville-Dawson Co. Fair. Oct. 8-11. Charlie Clark.

TEXAS

- Borner-Rendall Co. Fair & Berry Days. Aug. 24-28. Al Gray.
- Bridgeport-Wise Co. Agril. Soc. Sept. 12-14. Z. Tindal.

KEENE, N. H., July 7.—O. C. Buck Shows played to big business here this week, with Tuesday (3) and Wednesday turning out strong holiday crowds. A parade, fireworks and bonfire celebration marked the holiday. Shows were sponsored by the American Legion.

WANNA BET YOU CAN'T RUN A FLOSS MACHINE!

With our new Whirlwind and our choice-made cotton candy cones, anyone can run a floss stand. Write for circular.

MAKE MONEY THIS YEAR—BUY A WHIRLWIND

GOLD MEDAL PRODUCTS CO.
316 S. Third St. Cincinnati 2, O.

FOR SALE

ALLAN HERSHELL LOOPER

This ride is absolutely like new. Would consider trading for Short-Avion OCTOPUS LOOPER can be seen in operation at Pleasant Park, Council Bluffs, Iowa.

J. W. BYERS

3303 W. Broadway, Council Bluffs, Iowa

MIKE PICARONI

WANTS GIRLS

for Girl Show. Best working conditions. Wire care Beam's Attractions, Johnstown, Pa.

BLUFFTON FREE STREET FAIR

SEPTEMBER 18-22 INCL. BLUFFTON, INDIANA

CONCESSIONS WANTED

Science and Skill Games, Mechanicals, Prizes. 15¢ play limit. No Money or Percentage Games. Indiana's Greatest Fair. Write for circular.

Contact: CURTIS O. ELLIS, Secretary

A. C. Curtails '54 Cele Plans

ATLANTIC CITY, July 7.—Long-range planning for Atlantic City's centennial celebration in 1954 has been curtailed and the City Commission has decided to do most of the work after 1952. It was announced by Mayor Joseph Altman this week.

"I think two years will give us plenty time to arrange for the celebration," the mayor declared. While the City Commission had appropriated \$25,000 to start a lighting program for the celebration, Mayor Altman said that it is not likely that most of the fund will be used.

It had been proposed that purchase be made of searchlights such as used by Steel Pier and Ice-Capades at Convention Hall for night advertising. Mayor Altman said that while the city had been advised to purchase the lights now because production may be curbed, it was felt that they might suffer damage if purchased too far in advance.

Ezra C. Bell, beachfront hotel operator, has been leading the movement for the celebration. However, he is reported as discouraged by a lack of support.

Norwalk Cele Set By Rogers Firm

NORWALK, Conn., July 7.—John B. Rogers Company, Fosteria, O., will direct Norwalk Tercentenary Celebration August 5-11. Planned features include a historical pageant on five nights, parades, amusement rides and a number of athletic events.

Lester P. Gilman is chairman; John Cunzio, vice-chairman; and H. R. Pitts, business manager.

Islip Skeds Meets Without Fords

ISLIP, N. Y., July 7.—Non-Ford auto racing shows will make their bow at the Speedway here Wednesday night (11) and continue indefinitely promoter Jake Kedonburg announced this week. Similar shows at Dexter Park and Freeport Stadium reportedly have drawn well.

Main events will be 25 laps. The meets will include all makes of cars except those manufactured by Ford.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Shows are for current week when no dates are given. In some instances possibly mailing points are listed.

Alamo Expo: Colorado Springs, Colo.

American Bazaar: 1864 Pleasant, Md.; Washington, D. C.

American Eagle: Christian, Ind.

A. M. P. C. Clayburg, Pa.

Baker United: Venedburg, Ind.

B. & C. Expo: Andale, Mo.

Bram's Attr.: Johnstown, Pa.

Bechtel Lee, Am.: Shaver, O. 18-18; Spring Grove & Colerain Cincinnati 17-22.

Bro's Old Reliable: Winchester, Ky. (Fair) Lawrenceburg 18-21.

Bernard & Barry: Toronto, Ont., Can., 18-20.

B. & R. Am. Co.: Starkburg, S. C.

Big Four Am.: Monroe Park, Ill.

Big State: (Fair) Durant, Okla.

Bluff City: Princeton, Mo.

Blue Grass: Paducah, Ky.

Bodart: Stevens Point, Wis.

Boggs, F. C.: Lebanon, Mo.; Eldorado Springs, Mo. 18-21.

Borden: Mountain, N. M.

Brook-Schneider, No. 1: Mangum, Okla.; Wetzelton, Kan. 18-21.

Brook-Schneider, No. 2: Attila, Kan.; Solis 17-18; Sublette 20-21.

Buck, O. C.: Fort Edward, N. Y.

Bullfinch: Orlin, N. Y.

Bullfinch: Great Valley Mills, Tex.

Burke, Harry: Kaplan, La.

Bushley: Ottawa, Ill.

Capitol City: Albany, Ky.

Casey, E. J.: (Fair) Carberry, Man., Can., 12-15; Morden 16; Shoal Lake 19-20; (Fair) Russell 19-21.

Cavalede of Amusements: Erie, Pa.

Cavalede of Fun: Capron, Ill., 12-14; Rockford 18-21.

Central American: Emporia, Kan.; Anthony 18-21.

Central States: South River, Neb.; Linn, Kan., 18-21.

Civilian & Wilson: (Fair) Ft. Wayne, Ind.; Elkhart 18-21.

Chambers: Jamestown, N. Y.

Colman Bros.: Oneonta, N. Y.

Collins, Wm. T.: (Fair) Frederick, N. D.; (Fair) Moorhead, Minn., 18-21.

Columbia: Eastport, Me.

Continent: Island, N. Y.

Continental: Pooksville, N. Y.

County Fair: Broke, Colo., 8-11.

Crafts Expo: (Fair) Erie, Pa., 8-11.

Crafts 20 Big: Gal, Calif., 13-18.

Cumberland Valley: Tullahoma, Tenn.

Day-Louis: (Fair) Columbia, Ky., Ind.; St. Matthews, Ky., 16-21.

Debbos United: Colfax, Wis.

Decker: Greater: Kirk, Wash.; Auburn 16-21.

Down River Am. Co.: Rockwood, Mich., 9-15.

Drago Am.: Cleve, Ind.

Dumont: Rochester, Pa.

Drew James H.: (Fair) Hill, Ky.; Addison, O., 16-21.

Drew's Greater: Amber, Ill.

Eaton Am. Co.: Elmwood, Pa., 16-21.

Eddie's Expo: Warren, Pa.; Kane 16-21.

Embsforth: Lake Mills, Wis., 13-15; Watertown 18-21.

Eras United: Burlington, Kan. (Fair) Pomona 18-20.

Ferris: Carl D. Cortland, N. Y.

Ferris: Greater: Montebelle, Calif., 11-18.

Fiedler: Jacksonville, Fla.; Virdeon, Ill., 16-21.

Fleming: Mad Cuddy: Atlanta, Ga.

Francis John: West Bend, Wis.

G. & K. Rieder: (Fair) W. Va.

Oem City: Springfield, Ill.

Gentach: J. A. Hamilton, Tenn.

Georgia Am. Co.: Dalton, Ga.

Glendale Expo: Danville, Ky.

Gold Bond: Green Bay, Wis., 9-18; Starbuck 18-21.

Gold Medal: Ironville, Ky.

Gooding Am. Co., No. 1: Port Recovery, O.

Gooding Am. Co., No. 2: Elkhart, Ind.

Gooding Am. Co., No. 3: Alloupa, Pa.

Gooding Am. Co., No. 4: Cleveland, O.

Gooding Am. Co., No. 5: (Fair) North Vernon, Ind.

Gooding Am. Co., No. 6: "Hies" O. Gooding American Expo, Atabasco, Ind.

Gooding Greater: Bloomington, Ind.

Gooding Park Attr.: Elkhart, Pa.

Grand American: Waterloo, Ia.

Grand State: Rockport, Mo.

Great Lakes: Hamburg, Mich.

Great Dixieland: Comicha, Tex.; Eonia 18-21.

Groves Greater: Rockland, La.

Hammond: Bob Grand Prairie, Tex.; Conington, Tex., 16-21.

Hansen, Morris: (Fair) Coshohocken, Pa., 12-21.

Happy Attr.: Blair, O.; Wellston 18-21.

Harmon: (Fair) Elkhart, Pa., 16-21.

Harrison Greater: Oondoville, Pa.

Heiler's Am. Hammon, N. J., 9-16; Elkhart 18-21.

Hennrich: Milwaukee, Wis.

Hehl, L. J.: Washington, Ind.; Sturgis, Ky., 18-21.

Hilwa: Whitehouse, O.

Hills Greater: Huron, S. D.; Aberdeen 16-21.

Home State: Bemidji, Minn.

Hotell, Buff.: Zeigler, Ill. (Fair) Marion 18-20.

Howard Bros.: Rides: Fredericktown, Pa.

Imperial: Wood River, Ill.

Intervale: Woodhull, Va.; Covington 18-21.

J. & B. Lively: Vva, 18-21.

Johnston: Park Monitions, Ind.; Marquetteville, Ill., 18-21.

Joyland Midway Attrs.: (Livermoris & Michigan) Detroit, Mich., 18-21.

Karras: Oult, Greater: Oregon, Mo.; Fairfax 18-22.

Kentucky: O. Danice, La.; Nathtiches 16-21.

Kirkc Am. Co.: Baroda, Mich.; Whitmore 18-21.

Knox: St. Johnburg, Vt.

Lagane Am. Co.: Bidderdale, Pa.

Lane, George: Jeter, N. C.

Lawrence Greater: Alpha, N. J.

Lee United: Boyce City, Minn.

Long Star: Hill Top, N. C.

Madox Bros.: Clifton, Kan., 12-14; (Fair) Anthony 16-20.

Magic Valley: Watauga, Ill.

Magic Valley: Ballinger, Tex., 11-22.

Manning Road: Bristol, Pa.

Marion Greater: (Fair) C. C. Markle, John H. Easton, Pa.; Plainfield, N. J., 18-21.

Merlin Midway: Northfield, Minn.; Pine Island 18-19; Blooming Prairie 20-22.

Merritt: Cadillac, Mich.; Montevue 18-21.

Midway of Mirth: Burlington, Ill.

Mighty Banamont: Elkhart, Ind. (Fair) Bremen 16-24.

Model: Montreal, Que. Can.

Moderistic: Easton, Md., 17-21.

Motor City: Hamilton, Ont., Can.

Motor State: Pauiding, O.; Bradner 16-21.

Mound City: Penton Mo.

Mod City: No. 2: Penna, Ill.; Morrisonville 17-20.

Nelson, George W.: New Richmond, Minn., 11-12; Elkhart 18-21.

Nessler Greater: Bowling Green, Mo.

Northern Expo: Coebody, Mont., 11-17; Wolf Point 12-15.

Pan American: Hawthorne, Calif., 11-18; Taramount 18-22.

Page Bros.: Arlington, Ky.

Palmetto Expo: Clifton, S. C.

Papa Am. Co.: Colcord, Okla.; Stillwell, Okla., 16-21.

Peck Am. Co.: Deane, Ill.; Chicago Heights 16-21.

Peter Premier: Lake Haven, Pa. (Fair) Bellingrove 16-21.

Pioneer: Athens, Pa.

Playtime: Susquehanna Bay, Mass.; Chatham 16-21.

Portland Expo: New Washington, O., 11-14; Shaver 18-21.

Porton Greater: Reynoldsburg, O.; Cuyet 11-21.

Porton: (Fair) Hartford, Ark.

Reid, John: White River Junction, Vt.

Rockwell: Mangum, Okla.

Rogers Bros.: Ironston, Minn., 9-11; Cambridge 12-14.

Rose City Attr.: Ellington, Mo., 10-18.

Royal: (Fair) Elkhart, Pa.; Calgary, Alta., Can. (Fair) Edmonton 16-21.

Royal Crown: Jacksonville, Ill.

Royal Electric: Aberdeen, S. D.

Royal Midway: Medaryville, Ind.; Betsville, O., 16-21.

Rumblers: Rades, Losport, Ind.; Hymers 16-21.

Sao Valley: Randolph, Kan., 12-15.

Schultz: (Fair) Fair, Louisiana, Tex.

Schwarz Bros.: Kalspell, Mont.

Smith, George Clyde: Central City, Pa.; Moxieville 18-21.

Southern Valley: Jonesboro, Ark.

Star Am. Co.: Wrasheam, Mo.

Starlight: Blue Springs, Mo., 13-14.

Star-Lite: Newell, Ia., 9-11; Atlantic 12-10.

Stephens: Mt. Airy, N. C.

Stephens C. & Richmond, Ky.

Strates, James E.: Utica, N. Y.; Hornell 18-21.

Sunset Am. Co.: (Fair) Barnsville, Minn., 8-11; Mahanoma 13-15; (Fair) Warren 16-18.

Tatham Expo: Havana, Del.; Cuba 18-21.

Tennessee Valley Amusements: Camden, Tenn.

Three United: Cherry, Ill.

Thomas Joyland: Logan, W. Va.

Thovell, T. J.: Bozeman, Mont.; Miles City 18-21.

Tinsley, Johnny T.: Atlanta, Ga.

Tip Top: (Western) Tomahawk, Wis., 13-18.

Tivoli Expo: (Fair) Mt. Vernon, Ill.; Tualoia 16-21.

Tri-State: Fairplay, Mo.; Everton 16-21.

Turner Bros.: Danville, Ill. (Fair) Taylorville 23-27.

26th Century: E. Grand Forks, Minn., 9-12; Langdon, N. D., 13-19; Hamilton 19-21.

Team City: Cabool, Mo.

United States: Man-Kintler, W. Va.

Veterans United: Larimore, N. C.; Marysville 17-14.

Virginia Greater: Mansville, N. J.; Dover, Del., 18-21.

Vienna Bros.: Verona, N. J.

Wade, W. O.: Ironwood, Mich.

Wade Expo: Detroit, Mich.; Praser 16-22.

Wade: (Fair) Camden, O.

Wallace Bros.: (Fair) Fortage in Prairie, Man., Can., 8-11; (Fair) Carman 12-16; (Fair) Toronto, Can., 16-18.

Wallace Bros.: (Fair) Newton, Ill.

Wallace & Murray: Waynesburg, Pa.; Washington 15-22.

West Coast Expo: Petaluma, Calif., 16-18.

West Coast: Bend, Ore.; Roseburg 16-21.

Wilcox, Dick: Jonesport, Me.; Boothbay Harbor 16-21.

Willis & Ceter: Macon, Ga.

Wilson Famous: Wyoming, Ill., 11-14; Bristolville 16-21.

Wilson Greater: Rhinocor, N. M.

Wolfe: Bella Prairie, Minn., 11-12.

Wolfe Am. Treadco, Pa.

Wolf Greater: Sleepy Eye, Minn., 13-15.

Robbinsdale: 17-18; Norwood 20-22.

World of Mirth: Boston, Mass.

World of Pleasure: Kalamazoo, Mich.

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Bailey Bros.: Houtsdale, Pa.; 8; MIdesburg 16; Milliford 11; Lewisburg 12.

Baker, Clyde Courtney B. C. Can., 10; Victoria 11-13; Manama 16; Penitentiary 14; Tread 11-18; Newton 18; Cranbrook 30; Fern 21.

Barnes-Barber: Union City, Mich.; 8; Eaton Rapids 10; Mason 11; Williamson 11.

Bella: Rockton, N. B. Can., 14.

Capell Bros.: Redwood Falls, Minn.; 11.

Cole & Walters: Cooperstown, N. D., 10; Haggerty 12; Grand Island 13; Haggerty 14; River Grove, Ill., 9-10; Chilliouk 11-12; Alpha 12-14; Mt. Olive 16-18; Falmouth 18-19.

Hagren Bros.: Carlisle, N. Y., 11; Ogdensburg 12.

Hagan-Walker: Saltburg, N. C., 10; High Point 11; Bessemer 12; Hillsboro 13; Yaneyville 14; Oxford 16; Henderson 17; Warrington 18; Linton 19; Weldon 20; Murfreesboro 21; Franklin, Va., 21; Suffolk 24; Norfolk 25-26; Newport News 27-28.

Hunt Bros.: Newport, N. J., 12; Warrham, Mass., 13.

Kelly-Miller: Bucyrus, O., 9; Shelby 10; Ashland 11; Medina 12; Wooster 13; Dover 14; Minerva 15.

Kelly-Miller: (Fair) Paul, Minn., 10.

Aboka 11; St. Louis Park, 12; 8; 16; Cloud 13; Little Falls 14; Brainerd 16.

Langley: (Fair) Minn., 16; Rockland 11; Ranger 12; Waterville 13; Augusta 14; Rumbold 18; Berlin, N. H., 19; St. Johnsbury 18; Madison 17; Portage 18; Waupun 19; Oshkosh 20; Green Bay 21.

Mills Bros.: Lincoln, Ill., 10; Peoria 13; 18-21; 24; (Fairgrounds) 12; Rockford 13; Janesville, Wis., 18; Madison 17; Portage 18; Waupun 19; Oshkosh 20; Green Bay 21.

Packe, Tom: (Forbes Field) Pittsburgh, Pa., 11-14; (Stadium) Wheeling, W. Va., 14-18; (Civic Stadium) Buffalo, N. Y., 20-23.

Polack Bros.: Eastern: (Ball Park) Fargo, N. D., 12-14; (Fairgrounds) Bixa Falls, S. D., 14-17; (Ball Park) Bend, Ore., 18-21, 19-21.

Polack Bros.: Western: (Fairgrounds) Vallejo, Calif., 10-11; Chico 11-14; (Fairgrounds) Watsonville 17-18; (Auditorium) San Jose 19-21.

Rigging Bros. and Barnum & Bailey: Dayton, O.; Lima 10; Toledo 11-12; Detroit, Mich. 13-15; Dallas Creek 16; South Bend, Ind., 17; Chicago, Ill., 16-22.

Rouillon, Don: Madison, N. C., 18; Cherryville 11; Lenoire 12; Bowling Springs 13; Rogers Bros.: Somerset, Ky., 9; Williamsport 10; Middletown 11; Oak Ridge, Tenn., 12; Marysville 13; Knoxville 14; Newport 18.

Wallace & Clark: Collee City, Wash., 13.

Misc. Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Banks: Alfred Rabbit Pool Show: Okolona, Miss., 12; Cortland 14.

Bink Bros.: Brownsville, Minn. Show: South Pittsburg, Tenn., 9-11; Cowan 12-14; Tullahoma 16-18.

Boys of 1921: (Winterland) San Francisco, Calif., 9-16.

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KLENKE AMUSEMENTS

July 9-14, Baroda, Mich.; Whitmore, July 16-21.

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PARKS-RESORTS-POOLS

Eastern Spots Bag Solid Holiday Takes

Shore and Inland Spots Do Well; Showers Nip Attendance at Many Resorts

NEW YORK, July 7. — Although showers struck at several places along the East Coast, reports from amusement operators in the region indicated that weather was no great deterrent to solid July 4 business.

Majority of parks reported increases despite the fact that they were working a single day as opposed to the three-day week-end available last year. This year's holiday lacked the chance to build a free-spendng spirit nurtured by 1950's long holiday. Also, there was no opportunity this year as last to await better weather should one or two days be lost to rain.

Coney Island here pulled 1,500,000 persons, some 50,000 under last year's holiday figure. However, the

drop in patronage plus some rain failed to prevent Steeplechase Park there from scoring one of its biggest days. The spot worked straight thru from noon until midnight.

Rocks' Spot Scores

Rockaways' area on Long Island drew its largest throng in 30 years, 1,500,000 persons. Snap showers thru the day kept bathers running from the beach to Rockaways Playland, where the Geist clan was heaping over their claim of the biggest day in the park's history. Capacity business held thru the day and night hours.

From Palisades (N. J.) Park came word that business possibly was a bit better than last July 4, which in turn was up sizably from the preceding year. The well satisfied with this year's holiday, park management was a bit miffed over the rain, which they claimed kept the day from being a record-breaker.

Smaller Indian Point Park at Peekskill, N. Y., coped the best day in its short history, with 22,000 persons on hand. Rye's Playland, also in commuter territory above this city, was in the same boat with Palisades, but once again the big gain in last year's holiday gross over the 1949 sum kept Rye management from feeling any pain. Olympic (N. J.) Park's take for the day was down a bit from last year's mark due to showers.

A. C. Draws Big

Atlantic City officials estimated a crowd of 275,000 persons for July 4 at the resort, with almost three-quarters of the total coming from Philadelphia. This week saw a number of industries in the latter city shuttering for employee vacations. There also was some thought that talk of peace in Korea helped engender a more festive spirit.

Further north, Fred L. Markey, secretary of the New England Association of Amusement Parks and Beaches, said that business at Salisbury (Mass.) Beach rose about 10 per cent above the 1950 level for the holiday. Hampton (N. H.) Beach also was reported as enjoying an excellent day.

Walter W. Warner for the holiday in New England was mostly overcast, with some late rain. However, the eve of July 4 is traditionally the money-making time in the region, and for that period the weather was ideal, Markey said. At Salisbury the play continued into the small hours of the morning.

Fourth Best Day Ever for Rocks' Spot

NEW YORK, July 7. — "Best day in the history of the park" was the flat statement of Rockaways' Playland management concerning the Fourth of July.

Police estimated 1,500,000 persons in the Rockaway area, but park spokesmen claimed that the law's check ended at 4 o'clock, and another 800,000 persons thronged the area before night ended. Rides operated at capacity from the 10 a.m. opening until midnight closing, and concessionaires were well satisfied with the day.

Rain was the explanation offered for the phenomenon. Rockaways possesses no swim pool, but is adjacent to the beach. Showers on the hour thru the afternoon sent the monstrous beach throng to the midway. Day's added attractions were a fireworks display and the Barrette, aerialists.

Conist-conscious Rockaways lacked one Saturday, June 30, for the first time in some months. Despite rain Saturday night and Sunday morning (1), business was satisfactory. Planned for today at the park was children's pet contest, with Lee Sullivan, WBTV television personality, acting as judge.

Jersey Shore Resorts Get Big Holiday Biz

Atlantic City, Wildwood Top 200,000; Rain Curtails Crowds at Inland Units

ATLANTIC CITY, July 7. — Although the July Fourth holiday came in the middle of the week, it made it still inviting for the throngs to overflow the resort's facilities.

For the Fourth an estimated 275,000 persons were at the resort, with 85 per cent of the people coming from the Philadelphia

area. Richard Hughes, superintendent of the Beach Patrol, estimated that some 170,000 persons were on the beaches. The week-end previous saw a crowd estimated at in excess of 200,000, and all signs point to another crowd of at least 200,000 this week-end. Apart from the holiday date, crowds were swelled by the fact that the week saw a large number of industries in the Philadelphia area closing for employee vacations. In addition, talk of peace on the war front helped stimulate holiday and vacation spirit.

All the resort's attractions were in full swing. Leading the way was George A. Ham's Strand Pier where Frankie Laine and Ray Anthony's band headed the attraction list. Million Dollar Pier and Steeplechase Pier, with kiddie rides, concession stands, etc., also were operating in full force, with a Hopel and Yoz reze added at the latter still remaining on the site of the Million Dollar Pier, now an open midway.

Near-by resorts, particularly Wildwood, where crowds of 200,000 were reported for the Fourth, also did bumper business. At inland beach cities, pools and lake beaches did not fare as well because of early rains either driving or keeping the crowds home at early hours.

Ramogosas Buy Wildwood, N. J., Bus Company

WILDWOOD, N. J., July 7. — S. B. Ramogosa, who has been operating Boardwalk concessions and amusements here for the past 35 years, has taken over operation of the Five Mile Beach Traction Company, operating the only local buses. Ownership went to Ramogosa and his sons, James, William and Gilbert.

Purchase price was not disclosed, but Ramogosa said plans call for the purchasing of three new \$11,000 buses to be placed in operation before the end of the month. Included in the sale was the franchise to continue operation of buses in Cape May, Villas, North Wildwood and Wildwood Crest.

SAD REFRAIN TELLS OF RAIN

MONTREAL, July 7. — "We have been singing in the rain too long," Rex D. Billings, manager of Belmont Park, said this week. Weather Bureau reports show that the Montreal area, from which the sunspot draws the bulk of its patronage, has had only two good week-ends so far this season. The spot started off with a bang, registering hefty increases over last season, and the outlook was for a heap of new records. Inclement weather, however, makes it difficult now to gauge the future.

Weather Raps Most Week-Ends At Excelsior

Rains Nip Gross After Show Halts Refurbishing Plan

EXCELSIOR, Minn., July 7. — Continued rainy weather has hurt the 27th annual operation of Excelsior Amusement Park here thru far this season. Joe Colihan, marking his 22d year as park manager, said that bad weather has plagued the park since it opened its pre-season activities April 27. Park went on a seven-day week May 18.

"Practically every week-end has been hit by rain and we have lost either one day or the other because of it," Colihan said.

Holiday Rained Out

Decoration Day night fell victim to the weather, and on Sunday (1) Colihan said that the fingers crossed that July 4, for which he had two nights of fireworks scheduled, would not be hit.

The park's big draw, picnic business, has been on a par with 1950. Colihan said and there was a heavy draw for school picnics. Fred Clapp is co-manager with Colihan, while Rudy Shoren is public relations chief and ballroom manager. Property is owned by Fred W. Pearce, Detroit.

Only addition to this year's operation was a new parking lot with a 600-car capacity, because of heavy snows last winter, the management was unable to refurbish its rides. In operation are 12 major rides, 2 kiddie rides, 11 games and novelty stands, 5 refreshment stands, 1 restaurant, Funhouse, Mystery House, Arcade and ballroom all management owned.

Mrs. Anna Rose has taken over the popcorn and candy concession run for many years by John Roma. Holden and Jensen still have the speedboats while V. G. Leitl has the photgraphs.

Radio Promotion Strong

Top promotion is the organization every Friday and Saturday night of programs over WCCO, Columbia Broadcasting System outlet from the park pavilion. On Friday nights four half-hour (Continued on page 101)

Mike Doolan Adds 4 Rides, New Lighting

OAK LAWN, Ill., July 7. — M. J. Doolan, owner of Green Oaks Kiddieland here, has added an Ell Baby Ferris Wheel, a Kiddie Fire Truck built on a jeep chassis, a Kiddie Train from Miniature Train Company, and a Hodge Kiddie Handcar.

The rides are part of an expansion program which includes construction of a new train shed and replacement of the lighting system. New lights will be 14 feet high and 10 feet apart and will circle the Kiddieland. Four hundred fluorescent lights will be used, Doolan reported.

A Kiddie Fire Engine and a Ferris Wheel used earlier have been sold, he said.

Robert Zizow, manager, reported business ahead of last year when weather permits. Mrs. Doolan and children, Kathleen and Margaret, with Kathryn Doolan, returned recently from California,

LOS ANGELES PLAY HYPED 33% ON 4TH

Big Day Follows Late Start; Kiddielands Keep Long Hours

LOS ANGELES, July 7. — Parks and amusement areas in this section had a big July 4 attendance, with business generally reported up one-third. Early morning fog got the zones off to a late start, but crowds stayed longer and spent more than in 1950.

Long Beach Amusement Company's Nu-Pike had its parking lot filled at 10:30 a.m., with cars being admitted only as others moved off for the remainder of the day. While adult rides were reported filled thruout the day, the Kiddieland kept open until after 11 p.m., ending up with three times the business of any former day.

Nu-Pike got the bulk of the night business because of its fireworks program, staged by Patrick Lizza of the Golden State Fireworks Manufacturing Company. The pyro display went at 8 p.m., but did not detract from business. Also featured were a balloon ascension and parachute jump by Ralph Wiggins.

Kiddies Stay Up

At Virginia Park, David Bradley, new manager, said business had exceeded all expectations on both rides and concessions. Here too, the crowd came late because of the weather, with the area getting its best play from 3 to 9 p.m. Kiddie rides were open until near midnight with the other rides and

concessions going, as in Nu-Pike until 2 a.m. A report from Cyclone Racer, located near Nu-Pike, gave the total riders for the day as 14,980.

Ocean Park Amusement Ple managed by Roy C. Troeggen went over its 1950 Fourth by more than three times. The pier staged two fireworks displays, both by Lizza with one at 8:30 p.m. and the other at 10 p.m. The latter was for the benefit of a television show City at Night over KTLA. Television Productions Company.

At William (Hoping Cassidy) Boyd's Hoppyland in Venice, an old Fourth of July Celebration was staged with games for youths and adults under direction of the Los Angeles Recreation Department. Here, too, crowds arrived in the mid-afternoon but remained far after the dinner hour. Attendance was estimated at 50,000.

Drug Chain Ties-In

Hoppyland's Fourth celebration followed on the heels of a big Saturday (30) when the park tied-in with the 30 Thrifty Drug Stores in the area from Long Beach to (Continued on page 101)

PLAYLAND HOST

Program Set For New Eng. Confab at Rye

RYE, N. Y., July 7. — Reservations for the 22d annual meeting of the New England Association of Amusement Parks and Beaches, Tuesday (24) at Playland here, have been going fast, with a large turnout expected, according to Fred L. Markey, secretary of the group.

Program for the day includes: Registration, 10 a.m.; lunch, 1 p.m.; general inspection of the park thru the rest of the afternoon; cocktails, 5-8 p.m., followed by dinner, free acts, fireworks and another look at the park under illumination for the remainder of the evening.

With Playland's proximity to New York and its travel facilities a large representation from this State, New Jersey and Pennsylvania is seen.

McKEE KID SPOT HOLDS EVEN PACE TO PAR '50

OCEANSIDE, N. Y., July 7. — Business at the kiddie park operated here by Al McKee has been jogging along steadily on practically a year-round basis. Decoration Day and the Fourth of July have provided him with takes equal to those made last year, with the former date a bit better. McKee's regular season to date about equals 1950.

Spot did not close until December 17 last year and was reopened March 15 this year. Only one day has been lost to weather so far this season. Plant remains the same as last year, with rides including Ring Whip, Circle Swing, Miniature Train, Auto and Water Boat for Kiddies and a major Merry-Go-Round.

He continues to depend on neighborhood trade for the bulk of the business. Because of the spot's location on a highway leading to beach areas there is not a great deal of stop-off customers.

Cloudy Day Best

He used July 4 as an illustration of his paradoxical position. With most parkmen hoping for fair weather, McKee was content with the intermittent showers that hit most of the metropolitan region. A clear day means that potential patrons head straight for beaches or parks with pools. The day for McKee was a cloudy one that sends swim trade elsewhere. His best business this year came during April and May before the bathing season started strong.

Kennywood Ops Foresee Hefty Picnic Grosses

PITTSBURGH, July 7. — A hotly picnic schedule at Kennywood Park is expected to maintain business at a high level for the remainder of the season, was reported this week. Nationality and Pennsylvania picnics come after July 4, Carl Hughes, press rep, pointed out.

He said concession business has picked up sharply in recent weeks. Park continues to draw trade from Ohio, West Virginia and Pennsylvania. Swim pool business has been hyped by hot weather. Appearance of name bands are being plugged with radio spots.

Vancouver Crowds Build for Beatty

Dominion Day Gives Good Attendance; Capacities Start on Third of Six Days

VANCOUVER, B. C., July 7.—Bright prospects for sellouts on the Clyde Beatty Circus loomed for Friday and Saturday performances

(6-7) to wind up a six-day stand on the Pacific National Exhibition grounds here. Attendance built during the week and reached the full-house level Wednesday (4).

Moving in Sunday (1) after a 75-mile jump from Bellingham, Wash., the show cleared customs and set up for Monday business. With Dominion Day (1) coming on Sunday, it was observed this year on Monday. Two three-quarter houses turned out for the circus.

The Tuesday (3) matinee, a half house, was the weak spot of the run. That day's night show drew a three-quarter crowd. Both Wednesday shows were full and while the Thursday (5) matinee was three-quarters, the night house was another capacity crowd.

Weather was clear and warm for the first four days.

In Bellingham Saturday (30), the Beatty aggregation recked up two near-capacity houses in hot weather. Knights of Pythias lodge was the auspices.

CFA Schedules '52 Convention At Gainesville

EVANSVILLE, Ind. June 7.—The 1952 convention of the Circus Fans' Association will be held in conjunction with the opening stand of the Gainesville Community Circus at Gainesville, Tex. Dates of the opening have not been set, but are expected to be in late April or early May. Convention runs three days.

Announcement of convention plans was made here by Karl K. Knecht, recently elected president of CFA and one of the org's founders. CFA's 25th annual convention was held this spring in Washington, with the Ringling-Barnum showing there.

Knecht, now in his 45th year as page 1 cartoonist for *The Evansville Courier*, is dean of American newspaper editorial cartoonists.

Ind. Dampens Beers-Barnes

ELWOOD, Ind., July 7.—Beers-Barnes Circus played to full matinee here Saturday (30) but found business in Indiana only fair. The show played Callaway Park in Elwood, but rain closed the swimming pool there and kept away the usual park crowd. Night show was light.

At Knightstown, Ind. (27), the show played Sunset Park to fair business in rain. Elephants were required to move the show off the lots at Knightstown and Pendleton, Ind. (28). Two seals arrived from California and will be broken to an act.

Polack Wait Ads Confront Beatty

VANCOUVER, B. C., July 7.—Newspapers carried large wait ads placed against Clyde Beatty Circus by the Pacific National Exhibition and Gizeh Shrine, sponsors of the Polack Bros. show here. Beatty opened here Monday (2) for a week and used the PNE grounds. Polack's Western Unit comes in August 25 thru September 4. The ads appeared on June 28 and 30 in three newspapers.

CAN'T CALL THESE DANES MELANCHOLY

COPENHAGEN, July 7.—American circus operators worried over weather and attendance are wasting their time as far as the publishers of *Echo*, Denmark's equivalent of *The Billboard*, are concerned. The Danes have revealed in their latest issue that Yankee shows "all register full house every evening but it is not surprising when we see the kind of programmes they present."

Magazine insists there is no American circus of less than three-ring size. It seems puzzled over the "crazy" girding the rings of shows in this country and concludes that it is "not intended for races, but for large people and animal shows."

Returning to the main theme, the publication states that "Americans are very fond of the circus and it is not surprising therefore that the many giant circuses are able to do good business in the United States."

BEATTY MARRIED AT BELLINGHAM

BELLINGHAM, Wash., July 7.—Clyde Beatty and Lorraine Abel were married Saturday (30) in a late-afternoon ceremony at the Hotel Leopold here. The Rev. Charles W. Muir, of the First Presbyterian Church officiated, and Mr. and Mrs. Harry Galob were present.

The Clyde Beatty Circus was playing here and moved into Canada the next day.

New England Stands Solid For Hunt Org

Owners Will Sell Equipment, Title If Price Is Right

NEW LONDON, Conn., July 7.—Business continued excellent for Hunt Bros.' Circus this week as it played the first of a long string of New England dates.

Most of the towns booked have not had a circus this year and the Hunt dates are the only big top stands scheduled. Katanah, N. Y., gave the org two good houses July 4. Milford and Branford, Conn., also were good.

Harry Hunt said here that a deal to sell the show to a New York-Boston combine, as reported previously by *The Billboard*, was still in the works, with promise of fulfillment. Only agreement on financial terms is needed since the Hunts have decided to peddle the outfit which they have directed for more than 50 years, if the price is right.

As in the past, the show will work its way into Rhode Island and then Massachusetts, where it plays a number of resort towns in the Cape Cod Area.

Moberly Off, Rayton, Mo., Big for Mills

MOBERLY, Mo., July 7.—Poor advance promotion by auspices was blamed for weak attendance at Mills Bros.' Circus here Monday (2). Each performance drew less than a quarter house. The show had been forced to take a detour from Independence, Mo., because of flood waters, but the Sunday layover provided more than enough time. The Booster Club was the auspices in Moberly.

Raytown, Mo. (28), where the show played on the first clear day in a week, attendance was three-quarters of capacity at the matinee and near-capacity at night. Kilwanis Club sponsored.

King Hits Off-Day, Bounces Back Fast

LYNN, Mass., July 7.—King Bros.' Circus attendance took a dive at Haverhill, Mass., Monday (2) despite excellent weather and a boost from the mayor in staging an elephant march thru the business area. Show execs said the quarter matinee and half night houses were the weakest experienced by the show in 13 weeks.

Other stands for the show continued to produce big turnouts, however. The show came from Haverhill to Lynn for Tuesday (3) and in the latter spot it won two near-capacities.

Earlier, Framingham, Mass. (29), gave a near-capacity matinee and good three-quarters at night. Taunton, Mass. (28), came thru with two near-capacities. In Taunton press co-operation was good and the bulls made the downtown trip.

Exchange clubs were auspices at Framingham and Taunton, American Legion had the Haverhill date and the Junior Chamber of Commerce sponsored the Lynn stand.

At Haverhill, Shiek Lawrence, wrestler, was struck on the chin

Copenhagen Big For Schumann

COPENHAGEN, July 7.—Circus Schumann continues to play to full houses at the end of the second month of its annual indoor season. Although business is okay, advance sales are not up to those of preceding years when house was usually sold out at least a week in advance. Sell-outs are still the rule but seats are usually available from day to day excepting on week-ends.

Circus Moreno is winding up a series of stands in and around Copenhagen. Moreno reports good business on the road and for his local dates.

PITTSBURGH CROWDS FALL SHORT FOR RB

Rain, Traffic Tie-Ups Hit Business; Other Stands Maintain Strong Pace

PITTSBURGH, July 7.—Rain rapped Ringling Bros. and Barnum & Bailey Circus during its three days on a traffic-jammed lot here, dealing the show its first weak takes in some time. Business at subsequent stands in Ohio and West Virginia put the show back in the win column.

Opening in Pittsburgh with a late matinee, the show had a weak afternoon and three-quarter night house Thursday (28). Friday (29) produced at about the same rate, and the Saturday (30) finale showed two skimpy half houses.

In Zanesville, O., Monday (2), R-B tabbed a full night house after a strong matinee. At Parkersburg, W. Va., Tuesday (3), the show made its first appearance in 12 years and attracted a full night house but about a half-house for the matinee.

The Pittsburgh lot actually is in Heidelberg, Pa., 10 miles from downtown Pittsburgh and about 15 miles via heavily traveled streets from homes of many potential Ringling customers.

To speed handling of the show

Two More Bulls Added by K-M; Business Okay

VAN WERT, O., July 7.—Two infant elephants were delivered to the Al G. Kelly & Miller Bros. Circus here Monday (2), bringing the number on the show to 18, including five other young ones. The newcomers were purchased from Henry Trefflich, New York.

In Van Wert the show attracted a three-quarter matinee and near-capacity night house, and at St. Marys, O. (1), Kelly-Miller had a capacity crowd for the matinee-only stop. The show is making its second trip into Ohio and has more than two weeks in the State.

A week in Indiana included good business at Marion (29), where the circus pulled a three-quarter matinee and near-capacity night house, but only mediocre business at Hartford City (29), where the tally showed a quarter matinee and two-thirds at night. For Hartford City the lot was nearly two miles from town.

Cloudy weather marred the Indiana time while both Ohio spots were played in good weather.

City Denies Request By Fair for Circus

LETHBRIDGE, Alta., July 7.—City Council has denied the Lethbridge and District Exhibition permission to rent its grounds to the Clyde Beatty Circus. An agreement between the fair and city provides that no circus may use the grounds unless it is part of a rodeo or fair exhibition.

The fair board had requested approval of a \$100 ground rental and had asked that \$100 of the \$300 city circus license be turned over to the fair. Beatty's show has contracted Calgary, Alta., for July 23.

New Beatty Tops Due Soon; King, K-M Orders Pending

CHICAGO, July 7.—Mid-season changes in circus topus means one not expected by Clyde Beatty, King Bros. and Kelly-Miller circuses.

First of Beatty's new spread to be shipped will be the menagerie top, scheduled to go out of the United States Tent & Awning plant soon. Show also has a 150-foot big top, bookhouse, marquee and Side Show on order. When the show's 1950 top was damaged recently, it put its 1948 canvas into use and requested that the new top be rushed. However, delivery is not expected before August on the big top.

King Bros.' Circus has received new menagerie and Side Show

canvas and was preparing to order a new big top. The larger tent probably will be a 140 with three 50's. Both of the other tents are 60's with four 30's.

New poles also have been received by King Bros., including aluminum big top center poles. The show previously had used metal quarter poles and now is equipped with aluminum models throughout the top.

Kelly-Miller's long push-pole big top received numerous punctures in a recent storm and it was reported that the show has placed an order for new canvas. However, Obert Miller, president and general manager, declined comment on the report.

train at Heidelberg sidings, the Pennsylvania Railroad installed special telephone by which train men reported on loading and unloading progress.

Meanwhile, it was learned that the circus is scheduled to arrive at the West Coast late in August and that eight stops in California are planned.

Packs to Drop Sunday in N. Y., St. Louis Big

ST. LOUIS, July 7.—Tom Packs Circus, playing under Shrine auspices at Public School Stadium here, topped the seven previous Shrine annuals for opening day June 30, and built steadily thru the finale Wednesday (4). On Tuesday (3) the show had people sitting on the ground in numbers sufficient to interfere with staging the performance, it was reported.

Taking notice of Ringling-Barnum's recent loss of two Sunday stands in New York State, the Packs office announced its Buffalo run would omit Sunday shows. It opens at Civic Stadium there July 20, skips the 21st and completes the date with Monday (22) performances.

Business reportedly was strong for the show at Evansville, Ind., and Carbondale, Ill. June 29. Publicity for the Indianapolis date first to be sponsored by police there in a number of years, has been widespread, and the mayor has proclaimed Police Circus Week. Packs moved to Indianapolis for a Thursday (6) opening and continues thru Sunday (8).

Fratellini Rites Attract 500

PARIS, June 30.—Over 500 friends and co-workers assisted funeral services for Francois Fratellini, noted clown, at the Fratellini home in Le Perreux and Saint Jean-Baptiste Church June 22.

In attendance were the clown's three sons, Henri, Paul and Francois, who are well known in America as the Three Cradlocks. Cutting short an engagement in Gothenberg, Sweden, the Cradlocks arrived by plane a few days prior to their father's death Tuesday (19). Also present was Victor Fratellini, son of the late Paul Fratellini, who with Albert and Francois Fratellini formed the clown trio known all over Europe as the Fratellini.

Also at the services were circus directors Gaston Despres, Jean Houcke and Theodor Tancy; the clowns Bouillot, Mylos, Pepe, Avellino, Poupas, Agusta, Loriot and Charles; and the circus artists, the Clerans, Nobad, Fred Iles and M. Loyal.

Plunketts Please Rep Show Patrons

TRENTON, Neb. July 7.—Plunketts Stage Show and Circus, which played here recently to light houses because of rain, on covered good business at most Nebraska spots where weather permitted.

The show is well-known in the Nebraska area as a rep outfit and this year made a good impression as a circus. Unusual arrangements in the top has a stage at one side of the ring in the center, and chairs on three sides of the ring. General admission seats are at one end of the tent.

Highlights in the program include talking clowns, bareback riding, trampoline, a pick-out pony, aerial and other circus features as well as stage numbers and Capt. Furr, Plunkett's champion Congo, which works alone on the stage. Wardrobe and equipment are in good condition.

GRANDSTAND SHOWS BACK

Headliners, Combo Stand; Gate Ducat at 85c Click at Del Mar

DEL MAR, Calif., July 7.—After an absence of two years, grandstand attractions have returned to San Diego County Fair. Opening afternoon and night (June 29) was the Spade Cooley Show. *Hollywood on Parade*, headlined by Les Paul and Mary Ford, bowed Saturday (30) for five days. Cooley returned for his second appearance last night (6) with new line-ups set for tonight and tomorrow, when the event closes.

With the return of attractions, a new admission charge was inaugurated. Gate was hiked from 60 to 85 cents, with the new figure including admission to all events plus the grandstand shows.

The one-price idea paid off. On opening day the Cooley show

packed the grandstand at matinee and night performances. Les Paul and Mary Ford followed suit Saturday. The attractions pulled nearly 25,000 for four performances in two days. While no charge was made, the estimate was made on the basis of seating capacity. The Paul-Ford shows opening day figured about 60 per cent of the total day's attendance.

Attractions were booked by Newton (Carolina) Brunson, of Hollywood Theatrical Agency. Cooley's show, featuring Cooley and his Western Gang, is well paced. Cooley emcees and teeing off to Billy Wright on a *Bite That Cabbage* Down head-down. Cooley augments the sideman's fiddle with his own. Ginny Jackson, a looker, socks with *How High the Moon*. Noel Boggs, electric guitarist, wins a beg off hand with *Steel Guitar Rag*.

Band's participation continues, with Freddie (Careless) Love knocking out the vocals to *Bonaparte's Retreat* to win a big hand. After a novelty clarinet and sax job by Johnny Schmidt on *12th Street Rag*, Phil Gray tonsils *River Road Two Step* to click. Boggs socks over *Alabama Bound* on his guitar, as does Wright on *Hot Canary*.

Other numbers include Love's vocals of *Keep Them Cold* *icy Fingers Off Me* and Gray with *If Entire group is in for Boggs's Boogie* and Miss Jackson is joined by Gray for a duet on *A Penny a Kiss*. Returning near closing, Miss Jackson pleases on *Honky Tonkin*.

Show is augmented by Diana, who combines a rolling glove routine with contortion and acrobatics to win a hand. The Serenaders take over at the half-way mark for vocals on *At the Del Mar County Fair* and an a cappella tune. The Knight Sisters break in with a Mexican hat dance before going into their top-flight balancing act. Pert Virginia Lee, aided by an audience stooze and her partner, of-

fers topnotch comedy balancing. The Rio Brothers do comedy in the near closing spot.

Hollywood on Parade features Les Paul and Mary Ford. Al Lyons and his orchestra (12) play for the show, with Lyons emceeing. On show caught Saturday (30), running time was over the 90 minutes allotted because of the show stops rung up by the Paul-Ford duo.

Marian Rankin Dancers (11) open with an Indian number, with Johnson and Diehl, offering club and hat juggling to good hands. Dolores and Don's dances sell well. Their overhead spins and acrobatic sequences are exceptionally good. Hector and His Pals, outstanding dog act, uses about 10 canines of all descriptions, with Hector putting them thru their paces smoothly.

The Rankin Dancers return in a parade number, *A Pretty Girl Is Like a Melody*, before the Kramers sock with table and chair balancing. Act builds well and got a beg-off hand.

Hide 'Oop Crest

Les Paul and Mary Ford, playing their first fair date here, are assisted by Wally Kamin, bass. Trio opens with a fast tune, ending with a few bars of *The Billboard March*. There's a quick move into *Mockin' Bird Hill* and a medley bull around and oldie, *Caravan*. Paul effectively clowns thru the latter. Miss Ford show stops with her guitar and vocalizing of *Summertime*, before moving into *Tennessee Waltz*.

Their *How High the Moon* accounted for another show stop. They followed with *Walking and Whistlin' Blues*, *There's No Place Like Home*, with Paul singing: *Goodbye, I Can't Give You Anything But Love, Jealous and San Antonio Rose*.

Pecky Bates, spotted next to closing, walked up his dances. Rankin Dancers and entire show come on for the finale.

San Abbott.

SNOW IN JUNE

Lethbridge Ex Hit By Three-Inch Fall

LETHBRIDGE, Alta., July 7.—A blizzard that left three inches of snow in its wake knocked Lethbridge's annual exhibition and rodeo for a loop. Financial flop of the show is expected to curtail further improvements planned for the exhibition plant.

Event, tied in with the city's 60th anniversary, closed its three-day run Wednesday, June 27. It was the tee-off on the Western Canadian Class B fairs circuit and another in a series of bad weather dates for Jimmy Sullivan's Wallace Bros.' Shows.

A 2.73-inch week-end rain left the grounds a quagmire for opening day and forced postponement of the fair's downtown parade until the second day when it went on despite another rain.

Blizzard, which struck at the parade's end, forced cancellation of rodeo events for Tuesday and Wednesday and drove Irving Grossman's grandstand revue, *International Capers of 1951*, into the Lethbridge Arena Tuesday night. With fireworks canceled, exhibition directors slashed admission prices for the attraction in the arena. Move inside, itself, was reported to be quite costly.

Paid gate admissions opening day were approximately 7,000, far short

of the 12,628 for last year's opener. Rodeo's only run drew 1,642, and night grandstand, which closed in rain, attracted 1,412, against a 4,000 last year. Arena show drew close to 2,500. On the closing day, gate attendance was 9,500; 650 saw the grandstand acts in the afternoon and 3,900 were in the stands at night. Fireworks, presented by Joe Godin, of Interstate Fireworks Company, New York, were seen Monday and Wednesday nights.

Free square dancing under exhibition auspices was provided on the Saturday prior to the fair's opening, and a religious service was held on Sunday.

Org had spent more than \$10,000 in the past year, readying for its show. Improvements included a \$50,000 show and sales arena; a concession building to house eight booths, \$3,000; new horse show ring, improved restroom facilities, extended parking area and addition of lights for the parking space.

"We will have to curtail our program of improvement a little now," said Charles A. Parry, secretary-manager, when it was all over. He reported livestock entries were larger than last year and other exhibit space well-filled.

Arena director for the rodeo was Gordon Hall and announcer was Blair Ehlhoff. Rodeo winners were: Saddle bronk, Joe Keeler, Calgary; barback, Reg Kessler, Rosemary, Alta.; calf roping, Jim Cochlan, Stavey, Alta.; steer decorating, Fudgett Berry, Albuquerque; steer riding, Joe Webster, Penticton, B. C.

Hess Florida Named Gainesville, Fla., Pres.

GAINESVILLE, Fla., July 7.—The Community Fair, Inc., here has elected Hess G. Florida as president. Florida is area supervisor for the State comptroller's office. George Barber is the retiring president of the fair association.

Tighter Gate, Combo Tickets Hike Paid Count at Del Mar

Spending Reported Topping '50 During First Six Days of Run

DEL MAR, Calif., July 7.—Tighter pass policy, plus the introduction of a combination ticket, good for gate and grandstand admission at 85 cents, sent paid attendance up for the first six days of the current 10-day San Diego County Fair here.

Total count, consisting of far more paid admissions than last year, pulled 124,891, only slightly under the corresponding period of '50, when passes were more numerous. Daily increases in the paid gate thru the first six days ranged from 62 per cent to 45 per cent over the same days last year.

Gate, both free and paid last year, aggregated 184,488 for the full run.

Spending on the grounds was reported topping 1950 during the first six days.

The fair opened Friday (29) with Spade Cooley and his orchestra show, featured in front of the grandstand that afternoon and evening. A show, *Hollywood on Parade*, headlined by Les Paul and Mary Ford opened Saturday (30) for five days. Cooley played the two performances again yesterday, with Jerry Colonna starring in the

show tonight and tomorrow, the closer.

Today's show, in addition to Colonna, includes Ed Unger, balloon ascension; the Vincentees, Johnson Brothers, Wally Blair, Navarre, and San Diego Serenaders. Tomorrow's line-up has, in addition to today's acts, Dale Sisters, Vaughn and Wright and Knight and Day, Al Lyons and his orchestra and Marian Rankin Dancers opened with the *Hollywood on Parade* show, also played the last two shows. Show was booked by Newton (Carolina) Brunson of the Hollywood Theatrical Agency.

Paul T. Mannen, secretary-manager, is confident that attendance will pass last year's. Since Wednesday (4) the weather has been favorable after morning fogs.

William Shoeb has the novelty concessions on both the independent and carnival midways. Cal Swalm has his kiddie fire truck on the independent.

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HARRY B. TANNER, Secretary

Special Days Are Scheduled At Sacramento

SACRAMENTO, July 7.—Special days will be feature of California State Fair, opening August 30, with each marked by entertainment programs. Ned Green, secretary-manager, announced this week.

The 100 oldest firms in the State will be honored opening day, with Gov. Earl Warren taking a leading part in the ceremonies. He will convene a luncheon for representatives of the companies.

Eight of the special days have been set, with Eagles Day and Scouts Day scheduled for September 2. On September 6, Governor's Day, Elks Day, Garden Club Day and Rotary Day will be observed.

Admission Day Cele

Plans for an Admission Day celebration on the fair's closing day, September 9, are underway. Each person attending will be presented a corsage and children will receive ice cream cones. Coincidental with the State's Admission anniversary will be Newspaper Day, with 10,000 carriers from throughout the State as the fair's guests. Contests in paper folding, boxing and throwing will be held in the horse show arena. A house will be constructed with the boys throwing papers on the porch to hit a bull's-eye from a distance of 35 feet. Winners will receive \$100, \$50 and \$25 government bonds.

Mary Taylor Retires From Concession Field

DEL MAR, Calif., July 7.—Mary Taylor, veteran ice cream concessionaire, is retiring from business. She announced at the San Diego County Fair, a date she's playing for the fourth year, that she had sold her equipment to Dick Lane, ice cream operator on the Santa Cruz Boardwalk.

Mrs. Taylor, who assumed full direction of the business upon the death of her husband, Harry Taylor, over a year ago, said the sale included a mobile unit as well as the second store, such as the Taylors had used at California State Fair, Sacramento, on past dates. The Taylors started in the field in 1934, operating at Venice Pier for several years before playing fairs and celebrations.

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Three Cavalcade Flats Derailed; Wagons Pile Up

Two Vans, Their Loads Destroyed; Nine Are Damaged

EAST LIVERPOOL, O., July 7.—Five show wagons were destroyed or damaged Sunday night (1) when three flat cars of the Cavalcade of Amusements show train were derailed at Steubenville, O., on the move here from Wheeling, W. Va.

Two wagons and concession lumber and part of Everett Fillingham's Motordrome they carried were destroyed when the nine wagons piled up.

A great part of the loss, it was reported, would be borne by the Pennsylvania Railroad, on which system the move was made.

The derailment delayed the arrival of the show here. That, together with the need to do much new building and rebuilding cost the show its scheduled Monday night's (2) opening. Tuesday yielded good business but July 7 was lost to heavy afternoon and night rain.

Lot Requires Work

George Harr, special agent, was kept busy working the lot into condition. Much shavings were used to get it in readiness for Thursday.

Mrs. Hattie Wagner is in charge of the show here and is assisted by O. J. (Whitely) Weiss while her husband, Al Wagner, remains in Wheeling, where he is recovering from chimpanzee bites suffered in Terre Haute, Ind. Personnel and friends of the Cavalcade owner-manager were delighted when news was flashed here that it would not be necessary to have his hand amputated. Wagner has been released from the Ohio Valley Hospital, Wheeling, but reports there twice daily for treatment. He is expected to rejoin the show in the near future.

WEDDING BELLS FOR SLIM WELLS

MENOMINEE, Mich., July 7.—E. W. (Slim) Wells, manager of Hennes Shows, and Grace Campbell, of Grosse Pointe, Mich., were married here Thursday. The ceremony was held at the beach home of Sheriff Ed Riendel.

Evelyn West, Bosom Gal, Set By Hennies Unit

CHICAGO, July 7.—Evelyn West, the gal with "the \$50,000 bosom," has been pacted to head a revue on the Hennies Shows, starting with the stand at Illinois State Fair, Springfield.

Al Charler, manager of Miss West, closed with J. C. McCaffery, general agent and co-owner of the Hennies org. The revue will have 10 gals, plus some specialties. Unit, which will be the feature of the Hennies back-end, will be presented in a former Sally Rand top.

Miss West has been the source of much news copy almost everywhere she appeared since reports that she had her bosom insured for \$0G.

Kellrose Takes Honors In Blue Goose Tourney

DELAVAN, Wis., July 7.—Ed Kellrose, Milwaukee, copied first honors in the Blue Goose Golf Tournament here July 4. The event, an annual one between outdoor show people, was named after the putter of the late Mike Wright.

Ned Torti took second place, which gives him a record of two wins and one second in six of the annual tournaments. Bernie Mendels, Ed Wall and Bill Townsend were among the also rans.

C&W Heads for Annuals With 25% Hike in Still Date \$\$\$

Org in Excellent Shape to Rack Up Best Season in Several Years

BRIDGEPORT, O., July 7.—With increases in still date business averaging 25 per cent over 1950, the C&W Wilson Shows will begin its fair dates next week at Ft. Wayne, Ind., in excellent shape and with the prospect of corraling its best season in several years.

Considerable inclement weather has curtailed grosses, but attendance and spending at nearly all spots played to date have been excellent when the weather was favorable. Front end units, under the direction of William Moore this year for the first time, have clicked consistently with the result that all departments have shared in the earnings. Consistently good

kiddie matinee promotions aided considerably.

Co-Owners Izzy Cellin and Jack Wilson and the show's personnel are optimistically looking forward to the fair season. With concession earnings running heavily and consistently ahead of last year, Moore predicts that the fair season will be a banner one.

Clarksburg Okay

Last week at Clarksburg, W. Va., the gross was a little short of that registered last year, but even so the take was reported good. Stand was affected by rain in midweek. Last year the date included the Fourth of July and the loss of the holiday stimulant this year was noticeable. Kiddie matinee, promoted by Richmond Cox, was good. Date here, across the river from Wheeling, W. Va., started well and promised to build into a strong run before today's closing sessions. Today's moppel matinee has been plugged thruout the week. Cox has been successful in obtaining bicycles from local merchants for giveaway purposes at each stand played.

General refurbishing for fairs has hit a hectic pace in recent weeks. Jerry Moore, who recently joined as scenic artist, has redecorated several fronts. Two new fronts are near completion with one slated for the Dixie unit. Front of Jerry Jackson's Hi Steppers of '51 has been completely redecorated and considerable neon added. Unit continues to do solid business.

Drome Overhauled

Earl Purtle's Motordrome has undergone complete overhauling and repainting under the direction of Peoples Egbert, manager. Purtle's kiddie rides have also been redecorated.

Johnny Brooks, trainmaster, has the cars in excellent shape. Train

made a fast run in here from Clarksburg and all units were unloaded by midnight Sunday (1).

Jack Pink's cookhouse has been doing excellent business thruout the season. Show personnel patronage alone has been heavy enough to keep the entry busy.

Joining for fairs will be Die Dillon's Mechanical City, a Crime Show, Dark Ride and Kiddie Merry-Go-Round.

Royal Crown's Olney, Ill., Cele Clicks on 4th

OLNEY, Ill., July 7.—The Royal Crown Shows, playing Olney's annual American Legion July 4 celebration this week, enjoyed good business with rides and shows and outstanding business for concessions. Ideal weather brought out a huge crowd Wednesday (4).

Jimmy Clavane's Side Show got top gross in the back end, with Joe Sciortino's girl revue running second. Top ride was the Auto Scooter, which packed them in day and night. Numerous additional concessions were in the line-up here.

After one more still date, Jacksonville, Ill., next week, Royal Crown goes into its route of 15 consecutive weeks of fairs.

Ernie Young's grandstand show was the nightly attraction here. Joe Chitwood's Hell Drivers performed July 4 in the afternoon. Harless racing and fireworks were other daily attractions.

RAS Gets Whopping Business, Fast Runs In Western Canada

Manitoba Opener Breaks Record; Winnipeg Grosses Top '50 Takes

BRANDON, Man., July 7.—Big crowds and fast runs have marked Western Canadian operations of Royal American Shows, here this week in the second stand of a tour of the provinces.

Business at Manitoba Provincial Exhibition here thru Wednesday (4), third day of a five-day run, has been excellent, with show grosses reporting grosses substantially ahead of last year.

Monday (2), fair's opening day, was a public holiday and Kids' Day, giving the exhibition its largest opening day turnout in history. Tuesday fell off a little, but was ahead of the corresponding day in 1950, while Wednesday saw more records tumble. Thursday (5), Farmers' Day, a half-

holiday in stores in surrounding towns, was expected to give the exhibition another record day.

At Winnipeg, played previous to the local engagement, RAS had a successful 10-day engagement under a local sponsorship. One cloudburst, numerous small showers, and temperatures ranging from the high 80's to the low 30's were encountered at West Kildonan showgrounds. The turnouts, however, were reported as the best ever.

RAS's big crowd-pleaser in Western Canada is the featured attraction, Moulin Rouge. The Leon Miller-produced unit is running.

(Continued on page 106)

Penny Date Gives Hannum Solid Takes

LA MOTTE Pa., July 7.—Morris Hannum Shows did another big week's business for their date ending here June 30. Spending was high, rides got the best play of the season so far and shows did well.

Local fire company sponsored the date. Lehman Moor did a good job of laying out a tough lot, but mud on closing night made winches necessary to move equipment. However, the 120-mile jump to Hawley, Pa., was made on time.

Nightly drawings and a car giveaway the last night held crowds. Suede Simon, free act, also proved a strong lure.

Upper Michigan, Wisconsin Okay For Hennies Org

MENOMINEE, Mich., July 7.—Hennes Shows winds up its tour of Michigan's Upper Peninsula here tonight, moving next into Milwaukee, after experiencing generally good business in Upper Michigan and Upper Wisconsin. Two other still dates, Kenosha and Sheboygan, Wis., will follow before the show moves into its first fair, the Northern Wisconsin District Fair, Chippewa Falls.

Of the stands in Wisconsin and Michigan, only Green Bay, Wis., fell below expectations, with local conditions getting the blame. Keith Chapman has had the concession department in continuous operation since the show left Illinois.

Both here and at Negaunee, Mich., the show blew its opening night to bad weather. At Negaunee, played last week, show did not get open until

(Continued on page 106)

Potter Signs N. Y. Annual

DE RUYTER, N. Y., July 7.—Howard Potter's Buffalo Shows have been awarded a fence-to-fence contract for the annual Firemen's Fair which will be held on the old Four County Fairgrounds here July 26-29.

For the first time the midway this year will be laid out to extend from the main entrance to the grandstand. New flood lighting has been added.

Other show features scheduled for the event include a rodeo, horse pulling and athletic contests and drills. Budget for attractions and prizes was doubled this year.

George Handy & Sons will supply the sound system and fireworks.

A big parade, culminating at the fairgrounds, is scheduled for Saturday night.

Star-Lite Shines At Humbolt, Ia., Over July 10.

MASON CITY, Ia., July 7.—Star-Lite Shows, now owned by M. R. (Spot) Mason, played to big holiday business at Humbolt, Ia., Tuesday and Wednesday (3-4) and moved here for a three-day stand starting Thursday (5). Newell, Ia., follows next week for three days.

Show is booked practically solid for fairs and celebrations in Iowa for the next two months. F. M. Jutton Sr., former owner of the Gulf Coast Shows and now operating a night club in Osceola, Ark., is booking fairs for the Star-Lite Shows in Missouri, Arkansas and Mississippi. Jutton plans to book several fairs he formerly played.

Del Mar Fair Gives Ferris Brisk Play

Org, in First Time Since '49, Racks Up Big Ride, Kiddieland Increases

DEL MAR, Calif., July 7.—Returning here to play San Diego County Fair after a year's absence, Ferris Greater Shows, headed by Rose and Larry Ferris, reported top business. The 10-day event closes tomorrow (8). The fair opened strong with ride revenue for the starter 50 per cent and the Kiddieland 110 per cent over 1949, the last time played.

The Ferris Shows moved into this spot after 15 weeks on the road during which six fairs and celebrations were played. These included Riverside County Fair and Dale Festival, Ind., and the California Mid-Winter Fair, Imperial, the 1952 contracts which have already been signed.

Ferris brought in six major rides for the carnival area, this year for the end of the Avenue of Flags, giving fairgoers a straight shot down the promenade to the amusement area. In addition to the show-owned equipment, Velare Brothers' Sky Wheel is spotted right at the front. Altho Ferris carries two Ferris Wheels, one is used in the

Kiddieland at the main fairground entrance. The other was not installed because of the Velare device.

The fair again followed the plan of having a Kiddieland near the main entrance. Rose Ferris handled this section with the following rides: Merry-Go-Round, adult; No. 5 BM Ferris Wheel, Sky Fighter, Little Dipper, Car Ride, Train, Air-

(Continued on page 106)

New Britain Holiday Play OK for Strates

NEW BRITAIN, Conn., July 7.—Business was good for the James E. Strates Shows for the week ending here today. Attendance on the Fourth of July hit about 5,000 and all departments got money. Fireworks were an added attraction and served to boost the gate on the holiday.

Show grounds are actually located in suburban Berlin, altho the pitch is to New Britain where the bulk of the area population is centered.

Season to date is reported as being okay, with many units set to enter fairs in a good position to hold on to first winnings. Back end is loaded with potentially heavy grossing units, including Terrell Jacob's Wild Animal Circus.

Show reportedly garnered fair business last week in Norwich, Conn. Unit turns around here and heads back to New York for a date at Utica.

Penny Dates Give Vivona Fair Takes

LEBANON, Pa., July 7.—Several weeks of Pennsylvania dates have given Vivona Bros.' Shows fair business. Business here was okay. Harrisburg opened light but the play on Friday and closing Saturday took up the slack. Latte spot also contributed a good kiddie matinee.

Show will head back to its native New Jersey for a couple of weeks. Herb Shive, general agent, worked out of Newark, N. J., this week to ballyhoo the Verona date which starts Monday.

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WANT RIDES, SHOWS AND CONCESSIONS

No Exclusives — 7 Days, 7 Nights — July 16-22
 Free gate. Lake City, Wash., Pioneer Days. 150,000 attendance last year. Biggest celebration in the Northwest; Seattle, Wash., Seafair Celebration to follow. Contact American United Shows, Port Orchard, Wash., July 9-14, or Wilhard Hotel, 7th and Union, Seattle, Wash.

JOHN LORMAN, GEN. MGR.
AMERICAN UNITED SHOWS

WADE EXPOSITION Shows

LIONS' CLUB HOMECOMING, Fraser, Mich., July 13-22
REED CITY, MICH., ANNUAL HOMECOMING, July 25-28—Right on the Streets
GRAND HAVEN, MICH., ANNUAL COAST GUARD BIRTHDAY CELEBRATION
 JULY 31-AUG. 6—THIS IS THE BIG ONE! PARADES, FREE ACTS, LEGITIMATE CONCESSIONS WANTED that work for WADE HELP WANTED—Ferry West Ferryman. Must be able to drive boats. Must be sober. 91 WADE ST., 1928 ROWS, DETROIT 8, MICH. Phone: VErbic 9437.

WANTED

First class Man or Lady who can handle promotions; can use for three months, interesting salary and bonus. We are now looking summer attractions.

THE PETERSBURG FAIR, INC.
 Petersburg, Virginia

BAKER'S GAME SHOP

THE BEST, NOT THE CHEAPEST

Wholes at once, both flat and upright. Billiard, Pool, 12, 15 & 24 inch. Cue, Club and P. C. Whoola, Basket Ball, Tennis, Table, Football, also new style and Fashion Billiards, new Six Balls and Big Tom's, Razzle, Roll Haven, Charlie and Marbles, Wheel and Atomium, Billiards, 3019 Pista, Cue Balls, Penny Pitcher, Free Post End Board Outfits, Wheel Laid-down, Tables and Over Cloth, Real Live Theater Chairs, new Eastern Stone Blue Spindle, new 1848 tables, new Ping Pong Tables, also all mentioned new Royal American State Waterbed Showers. Many other Games and Inventions ONLY

CATALOG TO PROFESSIONAL OPERATORS ONLY
 8108 DESOY DETROIT, MICHIGAN

BROWN NOVELTY RIDES & SHOWS

Want Concessions for Gallatin County Fair, Warren, Ky., July 18 to 21; also Carroll County Fair, Carrollton, Ky., Aug. 8 to 11, Coca-Cola, Country Store (Louisville, write), Bart Concessions, etc. Can place two shows of movie and Flat Ride or Chairlift at Carrollton. Must be first class. Address: Dates of Carroll Co. Fair as given above are correct. Dates shown in last weeks ad were incorrect.

BROWN NOVELTY RIDES & SHOWS
 5720 ESTE AVE. CINCINNATI 15, OHIO

WANTED—RIDES AND SHOWS OR SMALL CARNIVAL LABOR DAY WEEK-END CELEBRATION

September 1, 2 and 3 — North Iowa Fair Grounds
 Sponsored by Mason City Labor & Trade Assembly.
 Address: J. W. GRIBBLING, 1150 E. STATE, MASON CITY, IOWA

ONLY CIVIC CELES PAY Eastern Units Grope For Top July 4 Spots

NEW YORK, July 7.—Traveling show units continue on the outside looking in come the Fourth of July each year, a day that ranks and should promise dollar for dollar with Labor Day in the North-east. The days of starting off a season with a proven holiday spot inked in have long since gone, and with them the promise of earnings that ought to take most orgs over the hump and into fairs.

The railroading biggies in the East are in the same spot as the pneumatic tire brigade. It's been a hit or miss proposition for the past decade with misses, when stacked up against the stature of the day, more frequent than the wins. A tolerable date one year holds no promise for repeating and frequently fizzles out far short of gaining the all-important institutional status with its assurance of big crowds.

To be lucrative a July 4 date has to have annual status and feature enough competitive events bolstered with innumerable prizes for moppets so that the small fry are content to remain in their familiar home community. To hold the interest of parents, a parade and fireworks are mandatory.

Successes Numerous
 Well-rounded events of this kind, sponsored by the communities themselves and civic organizations are numerous and have been showing a vigorous growth both in numbers and size in recent years. Towns with an attractive holiday program frequently have as many people turn out for the parade of culminating pyro program as the community boasts in total population.

Independence Day is widely celebrated in this manner and pyro companies and talent agencies

and peddlers do right well. But the carnival children are mostly in the deep freeze. For one thing, they failed to gauge and keep pace with the trend which took the town's July 4 celebration out of the river picnic grove and jazzed it up in the heart of town.

Not Invited In
 Local business men turned show producers for a day have turned in some highly creditable performances. In the process they've discovered they get along nicely, and the lure of revenue from carnival attractions holds small appeal. It's sometimes possible to book in town on the fringes, but many ops have discovered that unless invited in and an actual part of the festivities, they would have been better off had they left the trappings in the wagons.

The annual event supported by the institutional status that it earns can successfully buck the strongest competition. There are a number of grove crowd-drawing July Fourth events within shouting distance of New York, its beaches and ball games, and every other kind of attraction there is.

It's too much to expect the community that has long sponsored a civic celebration to invite the traveling show in. The carnival broturers are not partial to long-range planning, but considering what they have been missing in July 4 potential it would make sense if they individually hunted themselves out a community that has been as unlucky as they have been, and work up a legit celebration with the aid of local biggies. Promoted right, and the success pattern is readily available to all interested parties, a date will have gained salure inside of three years. And it could pay off handsomely the first year.

RAS Gets Whopping Biz

• Continued from page 105

ning ahead of the 1950 Bonnie Baker show by a country mile, gross-wise.

Miller predicted here Thursday (5) that the success of Moulin Rouge is going to result in more and more star acts turning toward carnivals where long-term engagements can be guaranteed.

Miller, who has produced shows all over the world in the past 25 years, points to some of his feature attractions. This year he has Yvette Dare and her saucy, an apache troupe, which is getting rave notices in Canadian papers; Tanglefoot, comedian (former partner of Finky Lee); Connie Shearer, acrobatic contortionist, and Joe Palani, emcee and singer.

Top-Level Acts
 Miller said his success in getting feature acts such as these was proof of talent turning to carnivals for summer work. On the Moulin Rouge, the Royal American Shows and Miller turned their backs on the former practice of hiring big name attractions and featured instead a number of top-level acts. Their decision is paying off.

For the sixth straight year, Duke Wilson is first talker on the RAS feature attraction. Duke is pitching the show to the women knowing that if he gets them the family will come at the same time.

Hennies Take OK

• Continued from page 105

Wednesday, but business thru Sunday (1), closing day, built steadily and was rated excellent for the spot. Banner kids matinee, with an estimated 4,500 thronging the lot, topped the stand. Sunday (1) brought out more than 4,000 who paid at the outside gates.

Show had its opening night Monday (2) rained out here. Overcast skies and some showers marred July 4, but business for the day was rated fair.

Lash La Rue, with his Western show, has experienced increased business almost every week since he joined at Decatur, Ill. La Rue is proving a good publicity-getter, with his draw best in the smaller towns where his motion picture are best known. His most profitable week to date was at Negawane. Recent additions to the back-end line-up is a Fat Show, operated by Charles Hodges, who has the Side Show.

RAS Gets Whopping Biz

The A-B Universal airbrakes, installed when shows were in winter quarters, have allowed the show train to cut as much as eight hours off previous running time. The 854-mile run from Dayton, Ill., to Winnipeg, was completed in 40 hours, including time spent in customs and immigration inspection. Arrival in Winnipeg was eight hours earlier than previous records.

A second fast run was made between Winnipeg and here. Despite the fact that show wagons had to be trucked six miles from the West Kildonan showgrounds to the railway depot, the first of the three sections of the show train left Winnipeg at 8 a.m. Sunday, traveling 142 miles to Brandon in five hours.

Visitors on shows lot here included Steven MacEachern, secretary-manager, Saskatoon Industrial Exhibition; J. H. Warren, director, and W. J. Bradley, president, of the Saskatoon show. Visitors from Regina were Roy McCannell, Mr. and Mrs. Leyton Robinson, Fred England and Tom Neiland.

Ferris Scores

• Continued from page 105

plane, two boat rides and ponies. In the main amusement zone Ferris has 44 concessions compared with 62 in 1949. Approximately the same area is used this year with the front moved about 80 feet forward.

Yesterday (6) Ferris was host to the Society of Crippled Children of San Diego County, Inc. for the fifth year. He entertained 62 children with the faster rides being slowed down so that they could have the run of the place. Following their riding spree, the children were treated to food and ice cream.

Ferris has seven more fairs to play in the 1951 season. These include events at Merced, Santa Maria, Antioch, Hanford, Paso Robles and Sacramento. Contract for the last-named fairs has not definitely been let, however. Ferris is high bidder with 15 cents per capita.

FOR SALE IN CANADA

3 Monkey Show, 3 Juckle Show Banners, 200 Clowns, 1000 Girls, 1000 Boys, etc. 3 Zombie Castle Banners suitable for Fun Shows or Park Rides. Banners 18' by 12' with Entrance Banners 12'x18'. All used parts of one season and in very good shape.
ARTIE STEINHARDT
 c/o Model Shows, Montreal, P. Q., Can.

'America's Finest Show Cover'

TENTS—SHOWS—SNOW BANNERS
USED CONCESSION TENTS
 10x16, 10x18, 10x20, in stock for **IMMEDIATE DELIVERY**
 Flameproof Material.
 All Excellent Condition.
 Bernie Mandelsohn—Charles Driver
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 4927 N. OLIVE ST. CHICAGO 40

CIGARETTE WHEELS



NEW
 30" Diameter, 60" Diameter, 66" Diameter, 61 1/2" Diameter.
 All Removable Wheels, Motor Wheels, Lawn Mowers.
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 We have stock in Menasha & Co. San Francisco 3, Calif.
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WANT GIRL SHOW TALKER

10% with guarantee. Also want Ticket Seller and Grinder. Can use good Girl Show Operator to manage small unit on percentage. Write

F. W. MILLER
 c/o World of Pleasure Show
 Kalamazoo, Mich. July 9 to 14

Shrader, Heald, Dev Child, Staged Habits, Age Boy, Flat Girl, Wolf Bay, many others. We make up your ideas, think of it, we can make it. Write for free literature. **Tate's Curiosity Show** 1928 E. Vandenberg St. Phoenix, Arizona

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 Complete line of Trailer Parts and Accessories available at all times. Mail orders, our specialty. Inventory made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave. W., on Highway 61 going south, Atlanta, Georgia. Fairfax 2626

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 Tells fortunes by Magic
 Still only \$7.00 per 1000 postpaid
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 728 W. 42nd St. New York, N. Y.
 Open all year round
 Want Prints and Novelties Act. State salary and all particulars in first letter.

WANTED AT ONCE
 Foreman, Second Man to Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl. Wages, \$75 per week. Second Man, \$50 per week. No drinks. Pay your own. **PREWITT'S AMUSEMENT SHOWS**
 Patuxent, Md. Phone 315

MAGIC VALLEY SHOW
 Wants Lumber and Bone Machine contact George Young at once
WANTED
 Married Couples—Man for Music Office for Concession. Can use Handy Prints such as Bumper, Fish Pond, Mug Coffee Operator. No drinks or peddlers. Please use West Texas. Will both Ferris Wheel, low percentage, for balance of season. Galveston, Texas.

TWIN CITY SHOWS WANT

Ferris Wheel Foreman and Second Man. Merry-Go-Round Second Man, must be able to drive. Agents for office owned Crib Stand and Peddler.
 Cabot, Me., July 11 to 16.

WANTED BINGO COUNTER CLERK
 R. S. BUFFINGTON
INTERSTATE SHOWS
 WYTHVILLE, VA.

WOLF GREATER SHOWS WANT
 Ferris Wheel Foreman also Help on other Rides. Truck Drivers preferred. Concessions that work for stock, also Shows of all kinds, 27 bona fide Celebrations and Fairs looked.
 Sleepy Eye, Minn., July 13-15; Robbinsdale, Minn., July 17-19; Newwood, Minn., July 20-22; then for resale.

Midway Confab

A joint birthday for **Luzy Collins** and **Hoody Ridings**, of the **Celtin & Wilson Shows**, was held Tuesday night (3) at a night spot in Wheeling, W. Va. Practically the entire show personnel attended the event which featured bands from the **Jerry Jackson Minstrel Show** and the "Hi-Frenchie" girl revue, plus **Billy (Zoot) Reed**, emcee, and **Peter Grey**, vocalist. . . . **Richmond Cox**, show publicist, renewed acquaintances with **Frank Carpenter**, former trouper and now managing editor of a daily newspaper in Clarksburg, W. Va.

Recent visitors to **Mike J. Doolan's** Green Oaks Kiddieland, Oak Lawn, Ill., included the **Earl Bunting's**, **Milt Morris**, the **J. C. McCafferty**, **Dave Picard** and **John Morton**. . . . The **William Duns** have joined **Turner Bros' Shows**. **Bill Herrington**, of the **Turner org.** was hospitalized for two days recently in Waukegan, Ill., and **Dennis O'Leary** expects to be released soon from **Veterans' Hospital**, Dwight, Ill.

Mr. and Mrs. Happy Ankrum, concessionaires with the **Motor State Shows**, have taken delivery on a new **Palace house trailer**, and **Mr. and Mrs. Nale Fryon** on a **Chevrolet**. **Mr. and Mrs. Ace Rame** have joined the show with three concessions, **Shaler** and **Simmonds** with novelties, and **Neil Carlin** with five concessions. **Mr. and Mrs. Denis O'Leary**, of **Turner Bros' Shows** recently bought a **Dodge tractor** and **Chrysler sedan**.

Frank Babcock, owner of **Babcock United Shows**, has returned to **Los Angeles** following a tour of **Europe**. He visited 11 countries in seven weeks. He is contemplating a return to the **Continent**.

Sam Goldstein, former partner in the **Majestic Greater Shows**, has returned to **Detroit**, his home town, opening with a show at **Livernois** and **Warren Avenues**.

"Not only did **Bob (Diggers) Parker** miss the annual **July 4 Blue Goose Golf Tournament** at **Lake Delavan, Wis.**, but we missed him," **Ned Torii**, who placed second, advises. "Bob generally lays down the rule and furnishes the refreshments on the 19th hole." **Ned explained**, **Parker** continues in **Mayo Clinic**, **Rochester, Minn.**, undergoing a physical checkup. . . . **Sam Gordon**, concession manager of **Royal American Shows**, was on the receiving end of many wires, letters and gifts at **Brandon, Man.** July 4, his birthday.

John T. Hutchens reports his **Modern Museum** has been doing well with the **World of Pleasure Shows**. In **Muskegon, Mich.**, he had a good Monday and nearly doubled the gross on Tuesday. However, **July 4** was lost to rain. He has his show repainted in readiness for the fair season starting **July 23**. . . . **Chief Little Wolf** joined the **Star-Lite Shows** in **Mason City, Ia.**, with his **Girl Show**, **Athletic Show** and two concessions.

Howard and May Parker, Seattle, have returned home after a 5,000-mile trip thru the **Midwest carnivals** and parks.

Geraldine Gaughn, secretary of the **Clover Circle Garden Club**, Tampa, and wife of **Harry (Irish) Gaughn**, concession manager of **Royal Crown Shows**, has rejoined her husband on the org following her release from an **Akron hospital** where she underwent major surgery. She will remain on the shows for the balance of the season. . . . **Harry Heller**, **Ted Lewis**, **Anthony Lange** and **A. Belloniti** visited **Virginia Greater Shows** at **Riverdale, N. J.**. . . . **Fred Bates Jr.**, manager of **Edwards' Shee Shows**, Atlanta, spent the **Fourth of July** with his mother, **Lucille Maserang**, owner-operator of **Temple Gardens**, Mobile, Ala. Both are well known in carnival circles.

Eileen Edwards, president, and **Polly Falak**, treasurer of **Clover Circle Garden Club**, Tampa, have landscaped the patio of the **Greater Tampa Showmen's Club**

and report that flowers will be in full bloom when members return to **Tampa** in **November**. . . . **Belle Evans**, candy floss concessionaire on **Madrox Bros' Shows**, has had her sister, **Della Sanchez**, of **San Francisco**, as guest on the org. . . . **Swazette**, annex attraction of **World of Pleasure Shows**, sailed on the **S. S. Clipper** with **Tex** and **Betty Yates** and their daughter, **Freda**, to **Milwaukee** while the shows were playing **Muskegon, Mich.** **J. R. (Jack) Hutchinson**, former carnival general and special agent, who quit the road in favor of operating a service station and the **301 Diner** in **Claxton, Ga.**, sustained an estimated \$1,000 damage to his eatery when it was struck by lightning recently.

Harry Head, carnival concessionaire, is still in **Burnham City Hospital**, **Champaign, Ill.**, where he has been confined for more than a month. He'd like to read letters from friends. . . . **James Lee Williams**, 3-year-old son of **James** and **Billy Williams**, won the recent **Greenbelt Baby Contest** at **Vernon, Tex.**, over 300 competitors. **Jimmy's godmother** is **Mrs. Kitty Harrison** of **Alamo Exposition Shows**, and he was born while his parents were at **Bill Hames Shows**. He makes his home in **Fort Worth** with his mother. His father is with **Schafer's Just For Fun Shows**. . . . **Frederick E. Lawley**, son of the late **Fred E. Lawley**, widely known showman, and **Lillian Sokolowsky** were married in **First Presbyterian Church**, **San Diego**, Calif., **June 17**. Ceremony was followed by a reception for 200 persons in the auditorium of the **House of Hospitality** at **Balboa Park**. **Lawley** is the nephew of **Mrs. Clint Nogle**, the former **Lorene Lawley**.

Sammy Stone, concessionaire, formerly a partner in the **Royal Empire Shows**, is being sought by his family because of the death of his mother **July 1**. Anyone knowing his whereabouts is asked to notify him. . . . **Paul Gresley**, secretary of the **Michigan Showmen's Association**, will enter **Grace Hospital**, **Detroit**, **July 12**, for a cataract operation, and is expected to be away from his desk for about two months.

O. C. (Bucky) Buck Jr., son of the other O. C. Buck Shows, celebrated his fourth birthday at a party tendered him by his parents in the **Jones bingo tent** **June 21** while org was playing **Washington**. All members of the shows also were guests at the party. Refreshments were served by the hosts, assisted by **Larry Newman**, **O'Donnell**, **Sidney Goodwalt**, and **Slim Niemce**. **Bucky's gift** ranged from numerous telegrams of congratulations to a tractor large enough for him to ride. His dad was gifted with a pen and pencil set from **O'Donnell**, **Goodwalt**, **James Oulian**, **Larry Maraccio**, and **Richard Tolman**. Guests included **Sidney** and **Helen Goodwalt**, **Eddie** and **Ruth Davis**, **Luke** and **Marie Siefker**, **Gene** and **Julia O'Donnell**, **Mickey McBride**, **Larry Newman**, **Ann** and **Larry Maraccio**, **Harry** and **Mildred Schwartz**, **Lou** and **Zelda Meyers**, **Johnny Watkins**, **William Kirby**, **James Oulian**, **Roxie Lee**, **Dick Tolman**, **Mr. and Mrs. Swanson**, **Jack Burke**, **Les Prime**, **Whitey Sutton**, **Oscar Manning**, **Charles Zucker**, **George** and **Allice Guiler**, **Raymond** and **Ruth Schwartz**, **Roy** and **Dee Meyer**, and **Bernie Mark**, **Mr. and Mrs. C. Campbell**, **Dick Wilson** and **Lucretia Andrews**.

Chi Chi LaVerne, recently with **King Reid Shows**, lost her boat contractor while playing **McGuffey**, O., with **Royal Midwest Shows**. She reports, however, that she will replace the reptile in a few weeks. . . . When **Crescent City Shows** played **Johnson City, Tenn.**, recently, **Johnny Kopf** visited **Jackie Lynn**, a **Bernie Saucier**, manager of **Highland Park, Meridian, Miss.**, stopped off in **Cincinnati** last week while en route from **New York** where he purchased a new **Kiddie Boat** ride for his funspot. . . . **Swazette**, annex attraction on **World of Pleasure Shows**, had **Ted Porter** and **Clayton Rayer** of **Down River Amusements**, as guests while playing **Wyandotte, Mich.**, recently. . . . **Billie Timberlake** will not return to the road this season and has accepted a position as head cook at a resort hotel in **Noel, Missouri**.

WADE GREATER SHOWS

10TH ANNUAL ROTARY FAIR
JULY 17-22, CARLETON, MICH.
11 More Great Fairs to Follow

—SHOWS WANTED—

Excellent Fairs for SIDESHOW, FUNHOUSE and large MONSTER SHOW.

—CONCESSIONS—

HANKY PANKS and all legitimate MERCHANDISE Concessions operate. Can place some of a nominal privilege.

Note—Through past reputation, this Fair and the others following have proved to be excellent money getting apots.

Write—Wire—Phone

O. BUCK SAUNDERS, Mgr.
Waide Greater Shows, Camden, O., all this week.

W.G. WADE SHOWS

DULUTH, MINN.
7 DAYS — JULY 16-22

First show in city limits since we don't know when. Don't miss this big opportunity! Located in the City Municipal All-Sports Stadium.

—CAN PLACE—

3 more money getting Shows. Must have beautiful, flashy fronts—and something on the inside! Particularly want MIDGET FAMILY, FAT SHOW and ILLUSION SHOW.

—CONCESSIONS—

This Show plays Minnesota, Wisconsin and Upper Michigan for the next few weeks. The Fourth of July is now over—so be sure and prepare your winter bank roll now.

W. G. WADE SHOWS
Ironwood, Mich., all this week

VIVONA BROS. Combined SHOWS

IVAN ROCKETTO SHOT OVER FERRIS WHEELS

WANT FOR Washington, N. J., Legion Celebration, July 16 to 21
Mt. Carmel Celebration in Rosetto, Pa., July 23 to 29 inclusive
14 Bona Fide Fairs to Follow

CONCESSIONS—Ball Games, Rotaries, Diggers, Photo, Balloon Dart, Hi-Striker, Long Range, Short Range, Cork Gallery, Novelties and other Hanky Panks.

SHOWS—Will book Motordrome, Curly and Speedy Sayres, contact. Will book Girl Shows with own equipment—crazy type Monkey Shows, Wild Life, Unborn, Arcade or any Grind Show not conflicting.

HELP—Can place sober, reliable Help on all rides.
MAX SHARP WANTS Agent, also P. C. and Pea Pool Dealers.

Contact Johnny or Morris Vivona at Verona, N. J., this week.

JOHNNY J. DENTON'S GOLD MEDAL shows

WANT FOR FOLLOWING BONA FIDE FAIRS:

MISSISSIPPI VALLEY FAIR
Des Moines, Iowa
CHAMBER OF COMMERCE STREET CELEBRATION
Keokuk, Iowa
NORTHEAST MISSOURI STATE FAIR
Kirksville, Missouri
NORTHWEST MISSOURI STATE FAIR
Berthany, Missouri

DYER COUNTY FAIR
Dyersburg, Tenn.
SUMNER COUNTY FAIR
Crittendon, Tenn.
JACKSON COUNTY AGRICULTURAL FAIR
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CHEROKEE COUNTY FAIR
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TIPTON COUNTY FAIR
Covington, Tenn.
MADISON COUNTY FAIR
Huntsville, Ala.
HOUSTON COUNTY FAIR
Oothpa, Ala.
BAY COUNTY FAIR
Panama City, Fla.
DECATUR COUNTY FAIR
Spartanburg, Ga.

HELP: Want A-1 Builder, all round maintenance man, on show fronts, rides, etc. Want A-1 experienced **Lid Man**. Want **Ride Superintendent** for 16-ride show. Top salary to man who can cut it. Must be able to work with and handle men. Can place Second Man on all rides. CONCESSIONS: Sell X on Peas, Soap, Ice Cream, Frozen Custard, Wonder Bar, Hercules, Dairy and Hi-Striker. Will book Ball Game, Buck Pond, String Game and other legitimate Concessions. These jobs now given preference at above fairs. Want large Cookhouse, must be neat and clean. RIDES: Place Fly-a-Plane, Loopier and Scooter. Want Kiddie Boat Ride, Airplanes, Whip and Train. SHOWS: Want Wild Life, Penny Arcade, Unborn, Big Snake and Fat Show.

All wire John J. Denton, Hopkinsville, Ky.

P. S.: DUE TO ILLNESS, WILL BOOK OR BUY MOTORDROME

THE MIGHTY GEM CITY SHOWS

WANT FOR THE FOLLOWING FAIRS BEGINNING WITH SOLDIERS AND SAILORS' REUNION, SALEM, ILL., COMMENCING JULY 22
KANKAKEE ILL.
CHAMPAIGN-UBANA, ILL.
LIMESTONE COUNTY FAIR, ATHINS, ALA.
LAWRENCEBURG, TENN.
NORTH ALABAMA STATE FAIR, FLORENCE, ALA.
CONCESSIONS HANKY PANKS AND LEGITIMATE CONCESSIONS OF ALL TYPES, INCLUDING NOVELTIES, CORK BOTTLES, BUMPER, HIGH STRIKER, LONG RANGE AND ANY OTHER LEGITIMATE CONCESSIONS.
HELP RELIABLE, SOBER, INDUSTRIOUS HELP ON ALL RIDES WHO CAN DRIVE SEMIS CAN USE A-1 MECHANIC. ONE WHO CAN KEEP AND PUT 35 TRUCKS OVER THE ROAD AT ALL TIMES.
SHOWS WILD LIFE, UNBORN OR ANY WORTH-WHILE SHOW NOT CONFLICTING.
ALL REPLY:

THOMAS D. HICKEY, General Manager
SPRINGFIELD, ILL. THIS WEEK: THEN PER ROUTE.
DON GREGG, Concession Manager
P. S.: CAN PLACE GIRLS FOR OFFICE-OWNED POSING SHOW.

THE DIAMOND OF THE SHOW WORLD THE BEST IN THE MIDDLE WEST

WANTED
The Footman; top salary. Second Men who drive.
HOME STATE SHOWS
Bemidji, Minn., this week

WANTED
A good, reliable, Candy Prehman with Helpers, also two Ticket Sellers who will help set up and tear down.
RITA CORTES
Care: James E. Strawn Shows
Utica, N. Y.

Used Everywhere for Over 35 Years
ROLL TICKETS
PRINTED TO YOUR ORDER
Keystone Ticket Co. DEPT. B SHAMONVILLE, PA.
100,000 \$29.00
18,000 . . . \$ 9.50
28,000 . . . 17.75
50,000 . . . 18.25
Send Cash With Order. Stock Tickets \$27.50 per 100,000.

Siebrand Bros.' Circus and Carnival

WANT FOR THE BEST ROUTE OF FAIRS IN THE WEST

Shows with their own outfits or will furnish for money getting Shows. Want single Pitt or Platform Attractions, Dancing and Posing Girls, Talkers, Ticket Sellers, Ride Help who drive trucks come on: good cookhouse and top salaries. Have limited amount of space at all Fairs for concessions, conditions very good, plenty of money on this route.

Kalispell, Mont., July 10 to 15; Missoula, Mont., July 16 to 22; Anaconda, Mont., July 23-29; Helena, Mont., July 30-Aug. 5; Montana State Fair Great Falls, Aug. 6-11; Midland Empire Fair, Billings, Mont., Aug. 13-18; Idaho State Fair, Boise, Idaho, Aug. 21-25; Twin Falls County Fair, Filer, Idaho, Also Eastern Idaho State Fair, Blackfoot; New Mexico State Fair, Albuquerque, New Mexico; Eastern New Mexico State Fair, Roswell, N. M.; Southern Arizona Fair & Exposition, Tucson, Ariz. Season ends in November Wire or write as per route.

P. W. SIEBRAND, Mgr.

EDDIE'S EXPO SHOWS

WANT FOR CELEBRATIONS AND FAIRS

Parades at All Celebrations

KANE, PA., Firemen, July 16. BROCKWAY, PA., Firemen, July 23.
FREEPORT, PA., Old Home Week, CALIFORNIA, PA., Firemen, on the streets, July 30.
DONORA, PA., Golden Jubilee, on WASHINGTON, PA., Fair, Aug. 20, the streets, Aug. 13.
STONEBORO, PA., Fair, Aug. 29.

WANT RIDES—Chairplane, Spit Fire, Octopus or Tilt. CONCESSIONS—Photo, Glass Pitch, Fish Bowl. WANT GIRLS for Girl Show, top pay. GILL wants Agents for 6 Cats.

Address EDDIE DIETZ, Warren, Pa., this week.

John FRANCIS Shows

WANT

WANT

Independent Shows and Rides for Tomah, Wis., Aug. 2, 3, 4 & 5; Independence, Iowa, August 7-10; All Iowa State Fair, Cedar Rapids, Iowa, August 12 thru 19. Can also place legitimate Concessions and Ride Help who drive Semas for the above dates and our entire route of Fairs ending in Mississippi in November.

Address:

JOHN FRANCIS, MGR.

Weol Bend, Wis., this week.

B & C'S EXPO SHOWS

PLAYLAND ON PARADE

LANCASTER, NEW YORK SOUTHWESTERN FIREMEN'S CONVENTION

5 MAJOR PARADES FREE ACTS FIREWORKS
WESTERN NEW YORK'S GREATEST CELEBRATION
3 Firemen's Conventions—4 New York—1 Pennsylvania Week to follow. Want non-conflicting Concessions. Opening for Arcade week of July 16 and for balance of season. Will place set of Rides, mostly Major. Shows with own equipment. Man to handle Roller-Plane, also Chairplane, Pop-Eye, with Grand Storm Agents. Cuts, come home. Heavy Harris and Louis Tucker, contact L Burns.
Contact B & C SHOWS, ALLEGANY COUNTY FIREMEN'S CONVENTION, ANGELICA, N. Y., THIS WEEK.

LAST CALL for the LAST CALL LONG BEACH EXPOSITION

Featuring Home, Appliance, Automotive and Industrial Shows
Veterans' Memorial Stadium, Long Beach, Calif.
18 MG DAYS—JULY 10 TO 29, INCLUSIVE
2,000,000 people within 45 minutes' drive. Expected attendance 100,000
RIDES—Contract to Crafts Shows. SHOWS—Need can get money. CONCESSIONS—All types, including Derby, Jewelry, Handicrafts, Photo Novelties or what have you? Wire—Write—Phone—
JOSEPH ANCKER Midway and Concession Manager.
Veterans' Memorial Stadium, Long Beach, Calif. Phone: Long Beach 5-6406

GLADSTONE EXPOSITION SHOWS

Want for BARRON CO. FAIR, Glasgow, Ky., July 16-21; ADAIR CO. FAIR, Columbia, Ky., July 23-28
Cook House or Sit Down Grub, Menky Banks of all kinds, Penny Peck, Spring, 50¢ Car, Buckets, Sinker, Pan Game, Bad Game and other percentages, also Arcade, SHOWS with own equipment except Girls. Especially want Member, Wild Life, Snake and Tiltion. WANT one more Wild Ride—Pony, Auto, Boat, etc.
F. POOL, Owner
JACK OLIVER, GEN AGENT DANVILLE, KY., ALL THIS WEEK

GEORGE CLYDE SMITH Shows

CLEARFIELD COUNTY FIREMEN'S CONVENTION, HOUTZDALE, PA.
Want Pitch Tilt You Win, Buckets, Swinger, Hoopla, Novelties, Games your Age and Weight, Long and Short Range Lead Gallery, High Striker, Ball Game, String Game, Want Octopus, Tilt and Spit Fire. General Ride Help, Truck and Tractor Drivers, Handicraft Agents. Want Side Show Acts, White Girl Show. All replies to GEORGE CLYDE SMITH SHOWS, Central City, Pa., this week; Houtzdale, Pa., next week.

FOR SALE Allan Herschell LITTLE DIPPER

Just Like New
FROCK & MEYER AMUSEMENT CO.
827 El Camino Real Palo Alto, California

GIVE TO DAMON RUNYON CANCER FUND

From the Lots

James H. Drew

LOUISA, Ky., July 7.—Shows came in here from Loveland, O., where they played the city's annual celebration to good returns. Owner James H. Drew Jr., reports that business on the season thus far is 30 per cent ahead of last year. He added that the Nappanee, Ind., Fair has been added to this year's route and that the fair tour will end November 10.

All equipment has been overhauled and repainted and another ride has been added. Recent visitors included E. Walter Evans, The Billboard; Eddie E. Coe, Marvin Ervin; Mr. and Mrs. George Pence and Ray Gooding, Gooding Amusement company, Lee Becht, Lee Becht Shows; Dave Evans, Gold Medal Products Company; Mr. and Mrs. Freddie Peasley; Al Wallace, Wallace & Murray Shows; Orvil Smith Funland Shows; George Broas and Mr. Normandin, C. & B. Shows, and Mr. and Mrs. Carl Beem.—EULA DREW

Motor State

DURAND, Mich., July 7.—Shows moved here for a Monday night stand after playing three Sundays at Fenton, Mich., where Owner J. J. Frederick reported business ahead of last year's stand. Org. remained here thru July 4. The owner presented his wife with a new Schult house trailer as a 20th wedding anniversary present.

Owner Frederick reports business 75 per cent ahead of last year to date. The 3-V Pony Ranch is sporting a newly painted truck and canopy. Org took delivery on a royal blue marquee for the front. The Orville Woods have added a jewelry spindle. The Ralph Baughmans have acquired two pet ring-tail monkeys. The Fred Singers have joined with photos and slum spindle. Mr. and Mrs. J. Robert Brown have returned after being home two weeks, due to death of the former's mother. Ed Schwab, who had frozen custard, left to play fair dates — J. ROBERT BROWN.

Borderland

VAUGHN, N. M., July 7.—Shows played here to good crowds. Mr. and Mrs. Reed have been off the show now 10 days due to illness of Mrs. Reed. She entered a Lubbock, Tex., hospital for a major operation and is doing as well as could be expected. Dutch Bowden visited in Dallas, Houston and other Texas cities. His rides did big business under supervision of Mrs. Bowden. The women with the org gave Mrs. Tex Owens a stork shower last week. Several more spots will be played in New Mexico and then into Texas — MRS. P. YAHNER

Turner Bros.

N. CHICAGO, Ill., July 7.—Org moved here from South Beloit, Ill., where it did good business. On the move John and Anna Tilly has ordered a hauler, the train ride, was in an accident, damaging two cars and losing another. Ray Marsh Brydon joined with Peep Cleo, Snake and Fat Girl shows. Paul Campbell, R. V. Collins, Charles Kelly and Brydon took deliveries on new house trailers. Anna Tilly has ordered a Fleetwood Cadillac. First benefit bingo was held last week to good results.—D. TURNER

Peck Amusements

IRROQUOIS, Ill., July 7.—Shows were at Piper City, Ill., last week under auspices of American Legion. They were set up on the main streets. Three free acts were presented. Rides topped grosses but some concessions reported a fair week. Clarence Carr joined with four concessions. Mrs. Peck made a trip from Kankakee, Ill., to visit the gang.—FAY CURTIS

WANT MANAGER FOR GIRL SHOW
Must not have less than three Girls and Wardrobe for GRAND OPENING OF PLAYLAND PARK FORT WILSON, ILL.
Right in the heart of the city and near Stein Field. Wire or phone: MANAGER PLAYLAND PARK
Specialties: Girlie Gals, Fair Wilton, Illinois, P.L.; Curley McCann have excellent proposition for you.
Red Owens contact M. M. Rutland

Southern States Shows
Now constructing shows and concessions for the best Hill Dicks and Fairs in the South. We have a large stock of modern, reliable slide help who can drive and have license. Address all communications to:
JOHN B. DAVIS
Long Beach Desert Palms City, Fla. until later date.

BE WITH A POWELSON UNIT

Want Concessions for Following Homecomings and Fairs:

Cygnets, Ohio, July 17 to 21, Homecoming.
Dresden, Ohio, July 25 to 28, Homecoming.
Woodfield, Ohio, July 25 to 27 Fair.
West Lafayette, Ohio, August 1 to 4, Homecoming.
WANT SHOWS—We have 19 Ohio Fairs. We operate 4 Ride Units.
POWELSON AMUSEMENTS
Box 125 Phone 1088M
Coshocton, Ohio

WANTED—INDEPENDENT RIDES, SHOWS, CONCESSIONS GALVESTON COUNTY FAIR, SEPT. 19-22

Livestock, Poultry, Swine and Dairy Cattle Exhibits. Livestock Auction. Finest Quarter Horse Show in Texas. Food Show, Auto Show, Rabbit Show, Future Farmer, Four-H Club, and Home Demonstration Club Exhibits. Call scramble. 200 Commercial Exhibitors. NRA Approved Radio Nightly. Queen Coronation. 2 Big Street Parades. Two Automobiles and Thousands of Dollars in other prizes given away free. Billboards, Newspapers and Radio carrying an avalanche of publicity.

OUR MIDWAY WILL BE COMPLETELY INDEPENDENT

(Organized Carnivals Not Considered)

WOULD LIKE TO CONTACT RIDE OWNER WITH EIGHT CLEAN MAJOR RIDES
NOTE: Do not confuse Galveston County as being primarily a Gulf Coast vacation spot. We have a two million dollar a week pay roll here from our fabulous oil and chemical industries. Several thousand additional concession workers are pouring in here to start this million dollars in new plant construction. They will be here for two years. There is plenty of money here.

LEGITIMATE CONCESSIONS ALL OPEN. EXCLUSIVES WILL BE GIVEN AN UNUSUAL FLOSS, CUSTARD AND GRANDSTAND SALES. FIRST COME—FIRST SERVED. ACT NOW

WRITE—BERNIE SLOANE, MANAGER
Galveston County Fair
518 6th Street North, Texas City, Tex.

LONG BEACH EXPOSITION

July 20-29 Incl. Long Beach, Calif.

WANT WANT WANT

Legitimate Concessions of all kinds. Steam Shows, Ball Games, Short Range, Skee-ball, Hi-Shooter, Hoopla, Wackba, Penny Pinch, Derbies, etc., or what have you?
Very Reasonable Privilege
AGENTS WANTED BY CECCHINI & LEVAGGI
Write or Wire
CECCHINI & LEVAGGI
11131 Penrose St. Phone CHase 7-6301 Sun Valley, Calif.

Percell's PIONEER SHOWS

fall mid attractions

Macon, N. Y., July 16-21, V.F.W. Old Home Week. Big Celebration, Parades, Fireworks. In the mountain resort territory.
Want non-conflicting Concessions—French Fries, Penny Arcade, Jewelry, High Striker, Novelties, Jewelry and Hat Machine. Street file wants concession Help of all kinds. Ride Help must drive semi. Useful Showtills. Want sensation Free Act. Want Shows of merit, what have you?
For Sale—Double Loop-a-Plane, cheap. Want to buy Caterpillar Ride.
All interest this week Address: PERCELL
LOUIS A. RICE, Hqs. Mgr.; MICKY PERCELL, Gen. Mgr.

HELP—NEEDED NOW JACK NORMAN WANTS

The Best BOSS CANYASMAN in the country for Girl Show. Top money for one week for Big Top who can get it up and down. All shows, four boys and 40 miles save your time and mine.
Also need WORKMEN FOR GIRL SHOW. Those who have worked for me before, answer.
Need MAN TO HANDLE FRONT and TICKET BOX. Big Shows, answer and Can also use MAN TO HANDLE UNBORN who will up and down N. (Marry, what happened to you? Answer immediately.)
No time for correspondence, wire, don't write. No collect wires. Tickets 10¢.
ALL ANSWER TO
JACK NORMAN
Care James E. Stratos Shows, Urich, N. Y., this week; Fernox N. Y., next week.

GOLD-BOND SHOWS

WANT WANT WANT
GREEN BAY, WIS., JULY 8 THRU 15; CHERRY FESTIVAL, STURBORN, ILL., JULY 16-21; FAIR MADISON, WIS., JULY 22 THRU 29. ALL FAIRS AND CELEBRATIONS TO FOLLOW FOR BALANCE OF SEASON.
CONCESSIONS: All Handicrafts, Penny Peck, West Photo, Cheapest Shooting Gallery, Cokes, Bottles, Pitch Outfits, Center Hoopla, Custard, French Fries, Bumper, Ball Game, Buckets, Novelties and Jewelry. SHOWS: Want Member, Wild Life, Mechanical, Illumination, Motorcrome, Tilt (can turn complete outfit to reliable operation). Don't miss contact Ray Warrnera RIDES: Tilt, late model Can place Ride Help who drive.
ALL REPLIES BY WIRE: MICKY STARK, MGR., Per Route Above.

LARRY NOLAN SHOW'S

WANT QUICK WANT

Man and Wife to take over office owned Cookhouse on trailmaking trailer. Man and Wife for office owned Pines. Both date 26-30. Will look well. Fresh Papers and Show. Will also book a firm well trained Handy Pans. Can place Ride Men who drive. No Time to Call—Free Gate and 25 weeks to go.
WIRE: LARRY NOLAN, MGR., Montrose, Colo. His week; then the Big Week for The Shrine on downtown lot in Denver. See Mexico and Arizona Fairs until December.

STOCK TICKETS	He who waits long enough for something to turn up may find it's only his loss.	SPECIAL PRINTED
One Roll \$ 1.50	Machine 1.00	each With Order Price:
Five Rolls 7.50	Folder50	1,000 1.00
Ten Rolls 15.00	Roller50	2,000 1.75
Twenty Rolls 30.00	Roller50	5,000 3.50
Forty Rolls 60.00	Roller50	10,000 7.00
Eighty Rolls 120.00	Roller50	20,000 14.00
Rolls 1,000 EACH	Roller50	50,000 35.00
Double Coupon	Roller50	100,000 70.00
Double Price	Roller50	200,000 140.00
No C. O. Orders	Roller50	500,000 350.00
Send Single Tkt. 1c	Roller50	1,000,000 700.00

ONE TOLEDO TICKET COMPANY
1414 Erie St.
Toledo (Ticket City) 3, Ohio

JIMMIE CHANOS SHOWS

WANT

Legitimate Concessions of all kind—Pick 'Till You Win, High Striker, Ball Games, Basketball, Long Range Shooting Gallery. Want Shows with own outfit. Want Side Show and Ten-in-One, Monkey Show for following spots: Next week, Verona, O.; Firemen's Celebration, then Drexell, O.; Big Celebration; Annual New Bremen, O.; Portland, Ind.; Fair; six more Fairs to follow. Lions Club, Winchester, Ind., around Courthouse, last week in September. Want High Aerial Free Act or High Dive. Contact Roy Laughman. This show has X on everything. Want Merry-Go-Round Foreman, Octopus Foreman and any other Side Men who can drive semi.

All Replies to JIMMIE CHANOS, St. Marys, Ohio

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

SCOTTLANDVILLE, LA., JULY 9-14

Can place Fish Pond, Country Store, Pick 'Till You Win, Balloon Dart, High Striker, Cork Gallery, Ball Games or any legitimate Stock Concession. Want Agent for Ball Game and Penny Pitch. Can place Shows with own equipment—Snake Show, Illusion, Fat Show, Mechanical City, Monkey, Midgels, Ten-in-One, Animal. Concessions joining now given privilege consideration for Fairs, beginning with Colored Community Fair, Alexandria, La.; Lafayette County Fair, Stamps, Ark.; Vernon Parish Fair, Leesville, Va.; Jackson Parish Fair, Jonesboro, La.; Avoyelles Parish Fair, Marksville, La.; North Louisiana State Fair, Ruston; Sabine Parish Fair, Many, La.; Union Parish Fair, Farmerville, La. All replies: Scotlandville, La., July 9-14; then per route.

HELLER'S ACME SHOWS

DIGGEST CELEBRATION IN NEW JERSEY, HAMMONTON, N. J., 8 BIG DAYS, INCLUDING SUNDAY, JULY 9 TO 16;

THEN FRANKLIN, N. J., 10 DAYS, JULY 19 TO 28; THEN SOUTH FOR 10 BIG FAIRS
 WANT SHOWS: Will give outstanding proposition to real show fairs, including Girl Shows. Have complete outfit for Nightline Wizard Show. Seats 200 people. Few Concessions open, Hanky Panks open. Photos, Coke Bottles, Batts, Shooting Gallery, Long and Short Range, Popcorn and Candy Apples. No grit on this show. Will book for these dates: Rockland, Ridge-C or Caterpillar and one more Ferris Wheel. Can use sober Help on 10 often-owned Rides. Want Champion Foreman, French, come on. Reliable Ride Operators always welcome. Want Octopus Foreman and Merry-Go-Round Foreman. Scotty, wire where I can phone you.
 All address: HARRY HELLER, HELLER'S ACME SHOWS, 677 ROUTE 1, Hammonton, N. J. Permanent address: Box 5, Camden, N. J. Phone: WYCP 4413-4.

F. C. BOGLE SHOWS

WANT FOR 15 FAIRS AND CELEBRATIONS EL DORADO SPRINGS, MO., BIG PICNIC NEXT WEEK, THEN TIPTON, MO., AND CALIFORNIA, MO., FAIRS TO FOLLOW

CONCESSIONS: Legitimate Concessions of all kinds, Cookhouse and Orb, Novelties, Lumber Show, Range Gallery, Cigarette Gallery, 3rd Strike, Fun Game, Penny Pitch, Ball Games, String Game, Ping Pong, Acorn Us Darts, Coke Bottles and others. Can place P.C. Dealers. SHOWS: We have Tent and Booths. Especially want Mechanical and Girl Shows. Want capable Fun House Operator. RIDES: Will book Kiddie Train and the more Major Rides. FOR SALE: PENNY ARCADE, Complete and cheap. Terms if need on show. New in operation on show.
 All reply: F. C. BOGLE, Mgr., Lebanon, Mo., this week then El Dorado Springs, Mo., next week. P.S. Josephine, no Bill Hays, Animal Show, also "One-Leg" Bitch, wire me collect at once. Very important.

CAN PLACE FOR

Fortuna Rodeo, Fortuna, Calif., July 25 to 28; Humboldt County Fair, Ferndale, Ave. 6 to 12; San Mateo County Fair, San Mateo, Sep. 21 to 28.

A few Concessions and two nice Shows. Can use a few good Ride Men.

FROCK & MEYER AMUSEMENT CO.

821 El Camino Real Palo Alto, Calif.

GIRLS—GIRLS—GIRLS

ENLARGING FOR FAIRS

Want Dancin' Girls for two Girl Shows—Swip, Hula, Oriental etc. We furnish wardrobe. No experience necessary. Top salaries and transportation. Also want Concessions, must drive. Our first Fair is Selinsgrove, Pa., July 18. Season closes December 1. Don't write, wire or come on immediately.

ANDY ZANE

Care of PENN PREMIER SHOWS, Lock Haven, Pa.

STAR-LITE SHOWS

WANT WANT Will give "EX" on two or more Kid Rides. Will also book Octopus, Rattlesnake or any Major Ride not conflicting. Will book Fun House and Animal Shows. Can place Hanky Panks of all kinds. We have complete route of Fair and Celebrations through September 15 then the Cotton Country.

MOTOR STATE SHOWS

Paxiding, Ohio, Court House Square, July 11-13; Braden, Ohio, July 17-23. All Fairs and Celebrations follow.

Want Hanky Panks, Hi-Striker, etc. No P.C. or Gypsies. Want Octopus Foreman other Ride Help. Long season Souths. Whitey Frohlieb, come on.
JOE FREDERICK, Mgr.

WILSON FAMOUS SHOWS

Want Stock Concessions. Shows with own equipment. Foreman on Spiffle, Man who drives. Agents for Stock Concessions. Address Wyoming, Illinois, this week; Beardtown Free Fish Fry week July 18.

BETTSVILLE, OHIO, FIREMEN'S CARNIVAL

JULY 11 TO 31—ON THE STREETS

Want Popcorn, Photos, Apples, Ball Games, Penny Pitch, Darts, Duck Pond, Lead Gallery, Long or Short, Derby Races, Coke Bottles, Hoop-La, Basketball, Stock Concessions of all kinds.
RONIE HARRIS
 General Delivery, Madrasville, Ind.; Petersburg, Mich., to follow.

JIMMIE Shows

Fairs Fairs Fairs Fairs Fairs

Want now and for the following Fairs:

Sturgis, Ky., Fair Week, July 16.	Lebanon, Tenn., Fair Week, Sept. 10.
Fulton, Ky., Fair Week, July 23.	Marietta, Ga., Fair Week, Sept. 17.
Paducah, Ky., Still Week, July 30.	Cartersville, Ga., Fair Week, Sept. 24.
Central City, Ky., Fair Week, Aug. 6.	Carrollton, Ga., Fair Week, Oct. 1.
Mayfield, Ky., Fair Week, Aug. 13.	Monroe, Ga., Fair Week, Oct. 8.
Dickson, Tenn., Fair Week, Aug. 30.	Covington, Ga., Fair Week, Oct. 15.
Oneida, Tenn., Fair Week, Aug. 27.	Cordoba, Ga., Fair Week, Oct. 22.
Jamestown, Tenn., Fair Week, Sept. 3.	Dublin, Ga., Fair Week, Oct. 29.
Brundage, Ala., Fair Week, Nov. 5.	

SHOWS: Big Snake, Monkey Show.
 HELP: Ride Help who drive Semi Trailers. Harry Clark wants Colored Performers and Chorus Girls. Jimmy Johnson wants Girls for Girl Show.
 CONCESSIONS: Diggins (Bob Parker, note), Glass Pitch, Penny Arcade, Long Range Gallery, other Hanky Panks. Exclusive on Bingo open for balance of season.

FOR SALE: Fun House and Crazy Mirror Show, both built on semi trailers, excellent condition. Will book on show balance of season.

All replies Washington, Indiana, now; Sturgis, Kentucky, Fair, next week.

FREE FAIR WASHINGTON, PA. FREE FAIR

AUGUST 21-25

Largest Free Fair in Western Pennsylvania

WANT All kinds of legitimate Concessions. Straight Wheels for Stock; no rackets. Cook Houses, Grab, Ice Cream. Will sell exclusives on Novelties, Hats, Guess Your Age, Scales.

HYMIE . . . Get in touch. Limited amount of good space left. First come given preference.

Address Eddie Dietz or Lew Weinstein, **EDDIE'S EXPO. SHOWS**
 Warren, Pa., July 9 to 14; then as per route.

PENN PREMIER SHOWS

worlds * cleanest * midway

SELINGSGROVE FAIR—July 16-21—SELINGSGROVE FAIR

CONCESSIONS Can place legitimate Concessions of all kinds. Can place Novelties, Hats, Eating and Drinking Stands, Fish Ponds, Hoop-La, Hi Strikers and any other kind of legitimate Concessions. Can also place Hat or Pan game if you have other Concessions. (No Coupon Stores, Gypsies, or Flat Wheels.)

SHOWS Can place Animal Show, Arcade, Wild Life, Working World or any show that does not conflict. Dick Dillon, Carl Thompson, Capt. Munn, answer. This is one of the largest Fairs in the State.

RIDES Can place Spiffle, Caterpillar, Fly-O-Plane or any ride that does not conflict.

HELP Can place sober, reliable Ride Help in all Departments who drive. Want Foreman for Merry-Go-Round, Chair-Plane, and good second man all around.

CAN PLACE IMMEDIATELY GOOD, RELIABLE SECRETARY WHO CAN FURNISH REFERENCES AND WILLING TO BE BONDED.

WANT FERRIS WHEEL FOREMAN, ROLLOPLANE FOREMAN.
REMEMBER—Selinsgrove Fair is one of the largest in the State of Pennsylvania. This is followed by Red Lion Fair with 15 more to go. Address all mail and wires to—

LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows
 Lock Haven, Pennsylvania, this week; followed by Selinsgrove.

BEE'S Old Reliable Shows

CLEAN AMUSEMENTS INC.
 you won't get stung!

FAIRS FAIRS FAIRS FAIRS

WANT CONCESSIONS for Kentucky's Largest and Best Fairs, starting Lawrenceburg, Ky., July 16, followed each week as listed. Harrodsburg, Russell Springs, Nicholasville, Brodhead and Lebanon, then six school fairs following.

Can place Hanky Panks (stock only), Long-Range, Short-Range, Novelty, Custard, Merchandise Concessions. Due to change in Cook House can place at Lawrenceburg Fair, one Cook House or large Grab, one at Brodhead Fair and two at Russell Springs and Lebanon Fairs. We have plenty Shows, Rides and Ride Help. Joe Goodwin wants Pin Show Agents.

FOR SALE—Wurlitzer Merry-Go-Round Organ, needs some repairs, \$300.00; Smith & Smith Chairplane with motor, \$700.00; Airplane Kid Ride with electric motor, \$300.00; Two-Wheel Steel Bed Trailer, perfect, \$150.00; 28-foot Fruehauf Trailer, steel standards, tracks and double-deck, new condition, \$1,700.00; D-40 International Tractor, good, \$500.00; Chevrolet Tractor, fair condition, \$250.00; King Fun House, good condition, used two seasons, \$1,250.00; 24-foot Flat Trailer, \$400.00; some good Concession Frames. If interested in any of above come to Winchester and look it over. All above in winter quarters at Winchester, Ky. Address

DAVID J. HULS, c/o BEE'S OLD RELIABLE SHOWS, INC.
 Winchester, Ky.; then as per above route.

HELP WANTED
 MUST DRIVE SEMI-TRAILER—CANNON ACT—NO PIC IRON—16 WEEKS OF FAIRS.
FEARLESS GREGGS
 PLYMOUTH, WISC.

PECK AMUSEMENTS
WANTED
 RIDE FOREMAN—For THE Merry-Go-Round, Ferris Wheel, Comet, Octopus. Must drive semi-trailer. CONCESSIONS—Can use a few nice Hanky Panks that work for stock, especially want Ball Games and Basketball, none on show. Debus, Ill., this week; Chicago Heights, Ill., next week.
 C. S. PECK

WANT
Electrician, sober and reliable; straight salary, \$75 per week.
Foreman for Fly-o-Plane, also Second Man.
Second Man for Wheels, Fessenden, N. D., this week; Moorhead, Minn., next week.
All replies to
Wm. T. Collins Shows

FROZEN CUSTARD TRUCK FOR SALE
Fully Equipped
Orig. Price \$1500.00
Price \$1,825.00
Real Money Maker
Phone: 2-4664
Bloomfield, N. J.

RIDE HELP WANTED
For Ferris Wheel and Caterpillar; must be semi drivers.
SUNSET AMUSEMENT CO.
Mahnomen, Minn. This week; Warren, Minn., next.

#5 ELI FERRIS WHEEL FOR SALE, \$1,500.00
In First Class Condition
Can be Seen in Des Moines Fair Grounds, Des Moines, Ia.
J. C. McCAFFERY
Chicago, Ill.
203 N. Wabash

KODODEY
Get in touch with me at once.
CARL PARSONS
c/o Jas. E. Strates Shows per route

BIG STATE SHOWS
Want to Book a Bingo for Balance of Season.
Durant, Okla.

WANTED
DERBY RACER HELP AND CALLERS
ENLARGING OUR CREWS FOR FAIR ROUTES
BOB K. PARKER
P. O. BOX 111 DELAVAN, WIS

WANT CARNIVAL
For Labor Day September 3, 1951
UNITED TRADES & LABOR COUNCIL
115 1/2 West Fifth Street
Pittsburg Kansas

FOR SALE
TRAIN, FLYING JENNY and
10 CAR RIDE, \$2,200.00; terms.
3045 Pa. San Diego 2, Calif

8 ROTARYS FOR SALE
Framed for carnival work. Or car use realistic, experience Rotary Agent
J. A. (JOE) BLASH
706 1/2 N First Ave. Arcadia Calif

WANTED-A-1 CARNIVAL
For July or August for a week's stand
Contact
H. M. HANSEN
Commander Disabled American Veterans, Chapter No. 16, R. 4, Stevens Point, Wis

BANNERS
SNAP WYATT STUDIOS
Rt. 3, BOX 1180 TAMPA, FLA.
Phone: Write or Wipe

ROYAL CROWN SHOWS
WANT WANT WANT
Agents for Peak and Crown Shows. Also Outside Men for the only Two Wheels a show. Also General Concession help.
Harry Rubin want; Harry Park Agents and Outside help for Bird Wheel. Will sell "OK" on Age and Scales to 10th or 11th. All address.
ROYAL CROWN SHOWS
Jacksonville, Ill., this week

GIVE TO DAMON RUNYON CANCER FUND

Schenectady Gives WOM Okay Grosses

SCHENECTADY, N. Y., July 7.—This date is working out well for the World of Mirth Shows despite rain Thursday night (5). Frank Bergen, general manager, said that business on the Fourth of July was better than that registered at New England dates for the past several years. There was a minimum of action during the day, but the gate and earnings at night were good.

Org. switched from a New England stand on a week's notice, but the date was well billed under the direction of Gerald Snellens. Good business was indicated from the start on Monday (2). The play on Tuesday night (3) was brisk as patrons swung into the holiday mood.

Bernard (Bucky) Allen, concession manager, who has been undergoing examination and treatment at the Massachusetts General Hospital, Boston, is expected to rejoin the show tomorrow.

Bergen said that new canvas has been ordered for the dark ride and new stage settings for Charlie Jackson's Minstrel Show. The latter unit has been getting top grosses at each stand and is currently rehearsing special production numbers for fairs, Bergen said.

Imperial Gets Midway Contract At Gresham

GRESHAM, Ore., July 7.—Multnomah county commission this week awarded a contract to Imperial Shows for a date at the county fair here August 20-25, but not without a spirited flare-up involving West Coast Shows Inc. Meeting at the court house in Portland, Ore., the commissioners voted 2 to 1 for Imperial Commissioner M. James Gleason said Chairman Frank L. Shull and Commissioner Al Brown let the contract at a lower figure than West Coast, which has had the contract the last few years. He said they also by-passed recommendation of Mrs. Ella Wilson, fair superintendent.

The county commission has taken over operation of the fair as results of recent State legislation banning operation by a private association.

Mrs. Wilson announced larger and more attractive awards are being offered in the 1951 fair thru reorganizing and reclassification. Prizes and awards will total more than \$8,000.

Stanley Crime Opry For Cetlin & Wilson

CINCINNATI, July 7.—Charles Stanley, Crime Show expert, for a number of seasons at Coney Island here as well as with various carnivals, has framed a new blood opry based on the Messer family massacre and Bill Cook, the hitchhiker killer, and will open the attraction on the Cetlin & Wilson Shows at Ionia, Mich., August 6. A new tent has been ordered from O'Hara Tent & Awning Company to house the show.

Stanley, who recently concluded a theater tour with the Messer family crimer, set the show up in time for Fourth of July business at the local Coney Island. The holiday gave the show a healthy \$754 gross, a 25 cents a pop, about \$100 more than Stanley chalked with another crime layout on the Fourth a year ago. He plans to go for 40 cents with Cetlin & Wilson on the fairs.

SALE-BINGO
2618. Seat spread 22x40. Blue Anchor top. Western style inside. red scallop with white fringe. Bears 30 and like new. About 90 individual upholstered seats. Good counter. 6m hinged divided back chairs. \$600. Amplifier system the very best. 41 Chevy tractor, good shape. 28 m. Fruehauf trailer. Jola beautiful and complete. Worked last week. Help gone to army. Will sacrifice. First \$2700.00.
D. W. CHESSER
Franklin, Indiana. R. R. 5, Box 58.

WANTED-WANTED
Concessions: Long Range Shooting Gallery, High Striker, Ball Games, Dart Games. For Sale: One Ball a Place or swap for Kiddie Ride. Best spot in New Jersey. Plenty of people. Holiday Lake, Route 25. Bridgetown, New Jersey. Contact
LEO REILLY, Mgr.

WANTED
OCTOPUS OPERATOR
For late model. Located in new park near Chicago. No ups or downs. Freely mobile speed Max. 1000 ft. road. If you drink or chase don't answer. Address
EARL R. HUNTING
544 South Central Grass Ave
Chicago 15, Ill.

CARNIVAL PASTER
200,000 pieces on hand. Halfway or full back. Open 24 hours a day. This new machine, not just a side line. Contact
DEHLER NOVELTY CO.
Pine St., DuSable, Ill. Phone 278-2
DALE WINK, Owner

Due to disappointment have LABOR DAY WEEK OPEN
Aug. 18-Sept. 3.
Two new experienced Ride Help who drive well. No drinks. Starting Sat. Ill. July 14th. Reserves, July 16-17. Contact
CAVALCADE OF FUN SHOWS

ORANGE BOWL SHOWS
For Ten Tobacco Celebrations in Co. and twenty weeks in Fla. Fairs. Can place Pop Corn, Amuse, Dash, Ball Game, etc. Free Appraisals. Admit fee. Offered Percentage. Risk free. Contact
FRANK ROSS, Mgr.
Gilbert Hotel, Thomasville, Ga.

WANTED
Rides and Concessions of all kinds for two spots—August 20-25 and August 27 September. No Show. For your spot the celebration.
ELMER GOLDEN or HERVET McENDARFER
North Liberty, Ind.

Floyd O. Kile Shows
Have concession, operating for following shows: Concessions—Grab or small Dash Game, Dash, Foreign Spinners, Ball Game, Hat or Fan, Stock Strips of all kind, etc. etc. etc. We operate stand in Fairs in Arkansas and Louisiana. Starting in August. Get us now. No sell. We are coming on.
Bunko, La. 715; Natchitoches, La. 716

FOR SALE
One 8-Tub Octopus and one Ezyrty Super-Rolltop
D. CHUDY
772 Farmington Ave
West Hartford, Conn.

OCTOPUS OPERATOR
Wanted for Park Operation. No ups or downs—Good Pay. Good Conditions. No collect phone calls or wires.
Barr & Sturken, Inc.
Mishawaka City, Indiana

NOTICE
Frenchy Tavernier
Contact in once
CONGO & SIAM
Part Wayne, Ind. this week.

ACE NOVELTY STORE
For Carnival, Fairs, Shows, etc. Part of NEW "IT'S A WINNER" because it gives a prize every play. Big prize use their own skill to play. Beautiful prizes. Great as a top. Many fine prizes—prizes in prizes. Very rare. From your money back in 7 days. Play. Tried tested and approved.
J. CANE
100 Montgomery St. Jersey City 4, N. J.

FOR SALE
All Oakland, California, by owner. 100 lbs. of fuel. Roller skis, complete holding and all equipment. Skates, leotards, sundries.
G. J. CUMMINGS
611 Travis Gl., Red, Oakland 16, Calif.
Telephone 2-9192

Club Activities National Showmen's Association

1564 Broadway, New York
NEW YORK, July 7.—Member Michel Centanni died Monday (2) after a short illness. Funeral services were held Friday (6) in Newark, N. J.
Gerald Snellens, chairman of the ways and means committee, expects to stage a special drive this summer for funds. Word was received that Louis Zuckowitz has been discharged from the hospital after being laid up for several months.

Recent visitors included Raymond Blumberg, David Solomon, Joseph Milana, Max Gruber, Murray Friedman, Lee Lewis, Frank Meyer, Casmer Kosciely, Tom Coffey, Mack Brooks, Charles Lawrence, Saul Seligson, Charles (Doc) Morris, Henry Kaufman, Louis Light, David Brown, Edward Fikins, Saul Wahnish, Casper Sargent, Sam Miller, Sam Bliring and Arthur Sicard.

Buck Saunders Named G.M. of Wade Greater

NORTH WEBSTER, Ind., July 7.—O. Buck Saunders has been named general manager of the Wade Greater Shows, formerly the Wade No. 2 Shows. Saunders, who replaces Cameron D. Murray, is well known in the territory played by the Wade Greater, having served in it as former unit manager and contracting agent for Gooding Amusement Company and for the Thomas Joyland Shows. Murray, who resigned the post on the Wade org. has not announced his plans for the future.

Rival Doings, Weather Hurt Va. Greater

RIVERDALE, N. J., July 7.—Bad weather and opposition in the form of another firemen's celebration two miles away gave Virginia Greater Shows just fair business for the week ending here Saturday, June 30.

Sponsor was the Pompton Volunteer Fire Company, Roster of All Dameron's World's Fair Freak Show includes Filipino Jimmy sharpshooting, knife throwing and inside lecturer; Kennette Klug, glass dancer; Jimmy and June Perez, whipcrack and shooting thru a woman; Diana Moore, electric chair; Flamo, torture board; Tex Estridge, lightning; Mike and Ike, nided magicians; and Bill McCue, tickets.

Local newspapers give two-page space when one of Doc Warner's chumps escaped from its cage and was retrieved from a rooftop. Fletcher Gibson returned to the show here after attending funeral rites for his brother, Arthur, at Charlottesville, Va. Johnny (Red) Underwood, cookhouse employee, closed with the show at Bergenfield, N. J.

Benefit on RAS At Winnipeg Nets Tampa Club \$1,022

WINNIPEG, July 7.—Benefit show held on the Royal American Shows during their recent stand here netted \$1,022 for the Greater Tampa Showmen's Association.
Elks Club, sponsor of the RAS stand, played a big part in making the benefit a success by contributing a silverware service set for eight and by selling close to 300 tickets. Cliff Brennan, exalted ruler of the Elks, made the presentation of the silverware service. Don Mackay and Bruce Wiese headed up the ticket sales for the Elks.

Talent from Leon Claxton's Harlem Herd, Milton Roige Rezac and the Lortov brothers' Side Show participated in the performance.
A crocheted bag, presented by Dolly Young, was auctioned off.

BINGO HELP WANTED
Fire Counterman, one Caller. No drunks.
JACKIE'S BINGO
Care Carnival Shows, Levittown, Long Island, N. Y.

RIDE MEN WANTED
First and Second Man on Merry Go Round. First Man on 75 Ferris Wheel. First Man on Octopus. Pay \$48 to \$50 per week. Must be semi drivers—no drunks. All reply to
TROY F. WILLIAMS
WILLIAMS AMUSEMENT CO.
Canton, N. C.

FIRE ENGINE TRUCK FOR SALE
\$2,000.00
FLY-HARWOOD
Closest Motor Dual Wheels. Chain Driven. Perfect Condition. Wire Phone 88655
A. O. GRANT
Playland, South Bend, Ind.

HUTCHER'S MODERN MUSEUM
WANTS DISCOUNT ATTRACTONS TO BIK AT ONCE
Fire Fairs, Musical Art, Impassioned Art, Mind Reading, Art into BIK, Games on Midway, Puzzler, Napoleon who can lecture. Good preparation for any Frank or Art that can work in at 10-cent, cover my letter. All other people who have worked for me, answer. Long mean South At Address: JOHN T. HUTCHER, c/o World of Pleasure Shows, per route.

DYER'S LOTTA HOOEY
No. 1 Unit with spring in lower arm. New building. Shows, Concessions. What have you? No. 1 Unit wants Concessions, Grab, Lots and Sport Boxes, Cinders, Hanks, Pinks, Westerns, Independent Shows. All items available. Dark Ride, Jony Ride, Contact Amboy, Ill., July 10-15. Greater Till Foreman to Joe Inmanville.
DYER'S ROBERT SHOWS

BOOTS CUTLER WANTS AGENTS
Wheel Man, Count Store, Six Cat, Pin Store, Ballroom, Dart, Cigarette Shooting, Gallery, Ted Leafway come on
BIG STATE SHOWS Durant, Okla.

WANTED
Concessions for Helen Festival on the streets of Joliet, Illinois, July 25th to 29th. Inquiries: Jack Pond, Knoxville, Tenn. Phone: Pittsburgh, Jewell, Scales or other Hobbies. Write to Agents for the
AIDA MCCUE
527 Deming Place Chicago, Illinois
Phone: Lincoln 7-6970

WANTED
Experienced Ride Help for all Rides. Must be sober and reliable.
Belgian Amusement Co.
2303 N. Melrose Chicago, Ill.
Phone: Reserves 7-7064

WANT
For Annual Season, Grand Opera, etc., July 9-16. Fairs & Celebrations to follow. Will book or lease, small, Street, Gas, Roller, Want Concessions that work for stock. Want Agents for Grand Shows, Roller, Wheel, Agents for Grand Shows. Book Shows, not certified. Talker for Grand Shows. Contact
MICKY WACE Prairie Grove, Ark.

WANT MAN AGENT
For Milk Bottle Ball Game. No money. Only Ball Game in the park, working seven days a week. Must be sober and reliable.
J. S. BULLOCK
2513 Central Ave. Charlotte 5, N. C.

Whitey Sutton Wants
To join at once for long season. Will be out until December 31. Then Florida Fair all year. Write to Whitey Sutton for Good Fresh, Novelties, Arts, Radio Acts. State all in first letter. Whitey Sutton
O. C. BUCK SHOWS
Fort Edwards, N. Y.

Wanted for Anthony, Kansas, Fair
July 14: With 13 Fair Following Concessions: Popcorn, 5 Cans, Candy, Skates, Wheel, Street, Street, Street of all kind and any other while Shows. Help Harry-Ton-Wheel Foreman, Ollie and Jerry, etc.
CENTRAL AMERICAN SHOWS
Memphis, Tenn.

INTERSTATE SHOWS

WANT FOR COVINGTON, VA., JULY 16-21 (DOWNTOWN LOCATION)

All joining now will be given preference at our 17 fairs

SHOWS: Manager with Riders for Motordrome, Glass House, Fun House, Midget Show, Fox Show, Crane Show and various other worthwhile Grand Shows. **LOLA CONKLIN** wants Bally Girls, Mexican and Front Men. (No drinks.) **HELP:** Foreman for Twin Wheels and Second Man on all Rides. Carpenter and Painter to join on wire. Mechanic with tools (salary no object if you can produce). **Bilposter:** with truck or car that knows how and will paste paper. Man and Wife to take complete charge of Cook House (must know how and who will cater to show people. **CONCESSIONS:** All Concessions open. Roy Allen no longer connected with this show. Have good opening for Penny Arcade, Diggers, Long Range Grocery, Chocolate Dip, French Fries, Foot-Long Hot Dogs and all Eating and Drinking Stands.

All replies to **H. B. ROSEN, Mgr.**
Wytville, Va., this week; then Covington, Va.

ROYAL DUKE SHOWS

Concord, N. C., July 16 to 21 inclusive

You all know what this spot is. Then four weeks in heart of mountain area. Hundred thousand soldiers within radius of twelve miles.

RIDES: Can place set of Kiddie Rides, Bill Jones, wire. **SHOWS:**—Went Snake Show, Side Show, Motor Show, Fox Show, or more, plus our own Sing-a-long Shows. **CONCESSIONS:**—Want Bingo, will give you people and front location. Can place set of Diggers or Rotaries, Poppers, Candy Apples, Age, Seals, Water Jests, Bill Games, any and all front-Operated, no drinks. **HELP:**—No Count Shows or Skills. Can place Raffle and Skills Agents for office-owned stores. **HELP:**—Want Girls for newly framed Girl Show. Foreman for Merry Go-Round. Tex Evans, Bob Blackenship, wire. Also Foreman for Wheel and Flying Scooter. Second Men who drive. Useful Carnival Help. All address:

BILL PORTER

Aberdeen, N. C., this week; then per route.

BLUE GRASS SHOWS

C. C. (SPECK) GROSSCUTH PRESENTS

FEATURING THOROUGHBRED ENTERTAINMENT

WANT WANT

Legitimate Concessions of all kinds. Shows of all kinds that do not conflict with what we show; must have own equipment. Ride Help—Can place Foreman for Merry-Go-Round. Foreman for Octopus. Wheel Foreman for Twin Wheels. Top salaries. Must drive semi and be licensed.

Address **C. C. Grosscuth, Mgr., Paducah, Ky.,** this week

RIDES FOR SALE

- 1949 ALLAN HENSHELL BABY MERRY GO ROUND \$3,500.00
- 1949 MANGELS RIDDY WHIP 900.00
- 1947 JONES FERRIS WHEEL, 25 Ft. 1,000.00
- 1949 KIDDY AIRPLANE RIDE, 8 Tubs 750.00
- 1949 KIDDY CAR RIDE, 8 Cars 450.00
- NATIONAL AMUSEMENT DEVICE TRAIN AND 3 CARS, 1,000 Ft. Track 1,000.00
- 1947 SUPER ROLL-O-PLANE 1,500.00
- 10 FT. SHOOTING GALLERY, SIDE WALLS AND 6 GUNS, AUTOMATICS. 750.00

All of these Rides are A-1 condition and run lightning

CARNIVAL PARK

17 & Jacksonville Highway, Wichita Falls, Texas, P. O. Box 765, or Phone 3-0601. Will sell all the above for \$7,000.00.

WANT WANT WANT VERMILLION COUNTY FAIR

CATYUGA, INDIANA, WISEK JULY 16-21

DAY and NIGHT

Place Grandstand Shows, Exhibits. Conditions the best. Men place available with exp. Photos, Ice Cream, Jewelry, Exquisite and all Concessions working for stock. Also Bingo, Cotton Candy, Sno Cone and Foot-Lone Hot Dogs. Place with 1000 ft. of Fruit and Candy. One main Cookhouse, One Flat Ride, Attractive perambulator.

Wire or call **Craig Jones, Secy., Catyuga, Indiana**
P. O. All those who would of water, contact dealer.

Grace McDaniels and Alzora

(Mule Faced Woman) (Turtle Girl)

CAN OFFER YOU THE BEST ENGAGEMENT OF YOUR CAREERS AT ABSOLUTELY TOP SALARIES

CAN ALSO PLACE OTHER OUTSTANDING FEARS AND ATTRACTIONS AND SEVERAL GOOD TALKERS, GRINDERS AND LECTURERS.

R. E. (DICK) BEST, c/o Riverview Park, Chicago, Ill.

J. A. SPARKS SHOWS

Will sell 'X' on Photos, Guess Your Age, Prizes Put, Novelties, Frozen Custard Will book Six-Cats, Roll-down, Swingers, Skates, Fox Game, Over and Under T, Bear the Dealer, Shows: Snake Show, Monkeys Show, Mechanical City, Penny Arcade, Ride Helps: Tilt Foreman, Kiddie Ride Foreman, Fun House Manager. Salary and percentage

Contact **J. A. SPARKS, Burnsville, N. C.,** this week

BEANS Attractions

Want Glass Pitch, Duck and Fish Toss, Chess, etc. at Showtime. Galleries, Hoop La, Ballon, Darts and other Hanks Panks. **WILL BOOK ONE HOUR SHOW CATERING TO FAMILY TRADE.** This show plays only community sponsored events and fairs with plenty of promotion. Write or wire **STUE DECKER, Franklin Borough Show Lot, Johnstown, Pa.,** this week.

MOTORDROME OPERATOR-MANAGER

Want experienced, capable Operator to take over Drome balance of season. Have plenty of motorcycles and all necessary equipment. Long list of Fairs until November. Write or wire **M. A. REAM, c/o Beans Attractions, JOHNSTOWN, PA.,** this week.

Cleanest Finest James H. DREW SHOWS

- FAIRS**
Nappanee District Fair, Nappanee, Ind.
Covington Street Fair, Covington, Ind.
Porter County Fair, Valparaiso, Ind.
Firemen's Festival, Addyston, Ohio
Fall Fair, Appalachia, Va.
Wood County Fair, Parkersburg, W. Va.
Richie County Fair, Pennsburg, W. Va.
West Virginia Agricultural & Industrial Fair, Charleston, W. Va.
- FAIRS**
Annual Harvest Festival, Middleport, Ohio
Greenup County Fair, Greenup, Ky.
Cocke County Fair, Newport, Tenn.
Franklin County Fair, Landonia, Ga.
Emanuel County Fair, Swainsboro, Ga.
Lauderdale County Fair, Metter, Ga.
Laurens County Fair, Dublin, Ga.
Ocmulgee Fair, McRae, Ga.
Appling County Fair, Basley, Ga.

WILL PLACE Little Dipper, Tilt, Octopus or any ride not conflicting. Want Glass or Fun House, Far Show, Mechanical, Drome, etc. Notice, we are now booking independent Rides, Shows and Legitimate Stock Concessions for the West Virginia Agricultural & Industrial Fair, Charleston, W. Va., Sept. 1st to 9th, 9 big days and nights, including two Saturdays, two Sundays and Labor Day. All address this week:

JAMES H. DREW SHOWS

Olive Hill, Ky.; Addyston, Ohio, week July 16th.

JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

Now booking for balance of still dates, celebrations and 14 weeks of outstanding Southern fairs

FIREMEN'S CELEBRATION AND FAIR

Week of July 23-28th 69th and Marshall, Upper Darby, Pa.

11 DAYS—WASHINGTON, D. C., STARTING AUGUST 1—11 DAYS

Then our circuit of 14 consecutive Southern Fairs, beginning at Lynchburg, Va. Concessions—Can place legitimate Merchandise Concessions of all kinds—no exclusive. Shows—Life Show, Fun House, Glass House, Organized Minstrel Show to open in Washington (Jimmie Simpson, answer). Have beautiful framed Monkey Show and some Monks. Will place with reliable operator who has monks or dog and pony act. Rides—Octopus, Tilt-a-Whirl, Pony Ride. Can place Ride Help at all times. Chester Struthers, get in touch with Al Mercy, Alex Withyehyn, Ronnie Burgess, Slim, contact Ernest Evans, Harry Weiss wants Bingo Countermen. All replies

MARKS SHOWS

This week Easton, Pa., followed by Plainfield, N. J.

EARL MILLER

Want for eight weeks of A-1 Tobacco Markets, all downtown locations and seven bona fide Fairs, closing Florence, S. C., third week in November. Jim Sherwin and Carl Weaver, please contact. Have just what you want. Want Ride Superintendent and Mechanic with tools, good organization. Tiny Johnson, can use you. Earl Dixon and Sam Falco, contact. Immediate. Concessions: Fish Pond, Cake Battles, String Game, Ball Games, 5-Cat, Age, Snake, Novelties, Jewelry. Good opening for Chandler, J. C. Van. If you have Frank's Panks. Those joining now gives preference. Write or call **MURRAY'S CO., Blacksville, S. C.,** this week; then at per route.

W. E. HOBBS

WANTED

ACTORS AND MUSICIANS FOR COLORED PLATFORM MEDICINE SHOW

Whiskey is the reason for this ad. Want strong Trumpet, Trombone, Comedian and Gals. Will consider Teams. Must be sober and reliable. **G. W. "DOC" EDWARDS** Weldon, N. C.

WANTED

BINGO COUNTER MEN that can drive Semi. Also Second and Third Men or ROCK-O-PLANE RIDE Address:

CHARLES CHANEY c/o ROUND CITY SHOWS Fenton Mo. this week

R. A. MacEachern

WANTS HELP

For Positions: Hot Dog, Ice Cream and Popcorn Concessions. Married Couples, with or without transportation. Salary paid in Washington and Michigan Fairs. Address: c/o **STAR-LITE SHOWS** Howell, Iowa, July 18-19. Atlantic, Iowa, July 12-19; then per route.

HELP WANTED

Tilt Foreman wanted at once. Also Men on other Rides. All must be able to drive truck. Contact

H. V. PETERSEN

Tivoli Shows, Mt. Vernon, Ind. Fair, July 8-14; Turkeys Ill. to follow.

FOR SALE

Due in almost foreign to all our equipment. Rubber, Also Motor and Baby Show. Monkeys and two small Electric Plants. Two Solid Systems, other paraphernalia. Write or wire **HARRY LARAY** General Delivery, Worthington, Ohio

HILL'S Greater SHOWS

WANT FOR BALANCE OF SEASON

CAPABLE GIRL SHOW OPERATOR (Must have 3 or more Girls) (We have 10 ft. Wagon Front and 40x60 Top)
WILL BOOK MOTORDROME, FUN HOUSE, GLASS HOUSE, ANIMAL SHOW, SNAKE SHOW, MIDGET SHOW; BIG DOG, LITTLE HORSE AND MIDGET CATTLE
HAVE OPENING FOR LITTLE DIPPER, OCTOPUS, PONY RIDE, LOOPER & CATERPILLAR
WILL BOOK CANDY TLOSS, SMO COMES AND MUG JOINT WITH EXCLUSIVES.
CAN ALSO PLACE MANY PANKS OF ALL KINDS.

All address **H. P. HILL**

Nurem, So. Dak. (Big Redox), this week; Aberdeen, So. Dak. Race Meet, next; then 10 bona fide Fairs, starting at Rapid City, So. Dak.

WANT FOR POUGHKEEPSIE, N. Y.

In Heart of City, and Balance of Season
Custard, Photos, Six Cats or other Concessions. Must be Games of skill. No gypsies or flats.

CONTINENTAL SHOWS

Poughkeepsie, N. Y., this week.

WALLACE & MURRAY SHOWS

WANT FOR WAYNESBURG, PA. JULY 16-21; WASHINGTON, PA., JULY 16-21; FOLLOWS BY WASHINGTON, PA., DOWNTOWN LOCATION, JULY 23-28

Our Fairs start in Steelcase and end sometime week in October. **CONCESSIONS:** Legitimate Concessions of all kinds. Good opening for Age and Beale Shows: Snake Show, Wild Life, Monkey Circus, Penny Arcade, Want Managers with girls and wardrobe for Girl Show. We have complete outfit for same. Frank Zerk wants Tattoo Artin and Blind Reading Act. **HELP:** Experienced Foreman for Merry-Go-Round and Ferris Wheel. Also Second Men for other Rides. Want experienced Show Electrician

All address: **A. WALLACE, Mgr.,** per route above

BODART SHOWS

WANT SIDE SHOW HELP

A good Talker, P.C. or \$75.00 a week. Sward Swallower, Knife Thrower, etc. Salaries paid through the office. Curly Smith wants Grab Stand and Cook House Help. Attention, Fellows, all is forgiven. Come home. Sparta, Wis., July 17-22; Portage, Wis., Four July 25-29.

FIDLER'S UNITED SHOWS

WANT

Foreman for Octopus and Tilt, must drive semi trailers. Can place Stock Concessions of all kinds. 1800 Hoard, come on 1. Address: **Jonesville, Wis.,** this week; **Vincennes, Ill.,** next week; **Jerseyville, Ill.,** 1st fair follows.

CHARACTER LOVING CUP

Ideal For
CARNIVALS PARTY GOODS
JOKER-NOVELTY TRADE
A FIRST PRIZE WINNER/NEW as a
baby's first tooth—and as a treat!

Plastic Loving Cup, 3 1/2" high, with
smarted Blue Ribbon Decals, in-
scribed First Prize Character.

WOLF LOVER LIAR JERK
2 dozen to box, assorted.
25% Deposit, Balance C.O.D.

Mastelite Products Mfg. Co.
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Details:
19¢ each
Dozen—\$1.98
Gross \$18.00
Minimum 1 dozen
JOBBERS
Write for
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JUMBO MEXICAN RINGS

- Gleaming Cold Electroplate Finish
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- And for Mother with Diamond

IMPERIAL MOSE CO.
87 Broadway, New York City 4

\$6.00 Doz.
\$66.00 Gross

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Brighter Than Ever!*

OAK-HYTEX
Gold and Silver
Balloons.

More flash means more Cash Glitter in the
low—can be seen for blocks.

No. 11 Gold, plate **\$8.15**
No. 11 Silver, plate, Gm. **\$9.60**
No. 1 F&G Gold, Shores and Bond
prints in 2 colors, Gm. **\$9.60**
No. 8 F&S Silver, Shores and Bond
prints in 2 colors, Gm. **\$9.60**

Pls. Shipper Charges

OAK RUBBER CO.
Reserve, Ohio.

Oak Balloons
For immediate shipment
write for FREE Catalog

STATE NOVELTY CO.
611 W. St. Clair
Cleveland 13, Ohio

Identification Bracelets!

Aluminum brass and nickel silver at
low prices. Also Men's and Ladies'
Nickel Silver, Bling, Rings, Military
Rings, Men's Cuffs and Hermatic Rings.
Rings for each hand in eight styles, hand
\$5.00 for materials, money refunded
not satisfied. **MILWAUKEE NOVELTY CO.**
1812 N. 2nd St. Room 224, Mil-
waukee 3, Wis.

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NO HALLS, NO
SUCTION CUPS

Both hand, polished
steel, MODERN
design, made of
stainless steel, hand-
made, you use \$7.50
\$12.00 to save 50¢. Lowest sample 75¢.
No C.O.D.

WHEEL APPLIANCES, INC.
13 E. 16th St., Dept. B-2, New York 2, N. Y.

NEW YORK

SOUVENIR & TRAVEL
STATE DECALS

all windshields increase
visibility in storm
in emergency, head
light for emergency
BRISTOL NOVELTY CO.
803 8th Ave.
Oswego, N. Y.

"MOO COW"

Western Noisemaker

Packed 3 doz. in carton
Price: Doz., \$2.75; Gross, \$31.50
25% with order, bal. C.O.D.

MIDWEST MOSE CO.
100E Broadway, Kansas City 6, Missouri
Carnival Catalog Being Mailed Out

BALL POINT PENS...

Full Pen Visible Ink Supply

1/2 GROSS **\$6.10**
1/2 GROSS **3.15**

With Brass Tips
Metal Caps & Clips **\$8.75**
1/2 Gross **4.50**

**DE LUXE
PENS** **\$13.25**
1/2 Gross **5.75**

ALL WITH DISPLAY CARDS
25% Cash with order, Balance C.O.D.

ARTHUR LEE CO., Dept. C
18 COURT ST., BROOKLYN 2, N. Y.

IDENTIFICATION BRACELETS

Nickel Mirror Finish \$3.00 per dozen

GOLD PLATED ITEMS

Nearly 1 1/2 inches with Bow Pin **\$3.00**
1 1/4 inch Cross. Per dozen **9.00**
1 1/2 inch Chain and Cross. Per dozen **3.00**
4 Inch Cross. Per dozen **6.00**
3 1/2 inches Cross with Pin on
Cards. Per gross **14.40**

Sample these for one dollar.
25% deposit, balance C.O.D.

Knickerbocker H'dkfg Co.
1574-57 Street Brooklyn 4, New York

1000 PIECES OF SLUM

ONLY \$675
GROSS

TOYS GIVE AWAY ITEMS
FOR ADULTS AND CHILDREN

SPECIALS

Orders Shipped Same Day Receive

Ball Bearings 1000 GR. \$2.50
Glass Beer Mugs 100 GR. \$2.50
Glass Coasters 100 GR. \$2.50
Mail Order 100 GR. \$2.50
Comic Feathers 100 GR. \$2.50
25% Deposit with Order, Bal. C.O.D.
Send for FREE Catalog Per 1000

OPTICAN BROTHERS

100 W. NINTH ST., KANSAS CITY 6, MO.

\$6 Brings Back \$38.50

640% PROFIT ON ULTRA-BLUE STOCK SIGNS

100 SIGNS, 7" x 11" - \$6
Cash with Order

Make in Order, See
Sample Sign, "Eye
Catcher" Display Sign
Great! Limited stock
of retail stores—large
small-in big towns

Send for 1000 different sign
ideas, General Catalogue
full of more than 1000 money-makers

OR SEND ONLY \$1 FOR 15 SIGNS
THAT SET YOU FOR \$38 EACH!

15 Samples Ultra-Blue Sign Signs \$25 \$1.00
15 Samples Ultra-Blue Bell Signs \$25 \$1.00
15 Samples Ultra-Blue Corner Signs \$25 \$1.00
Advance Samples Mailed Postpaid

L. LOWY
612 Broadway, Dept. 627
New York 2, N. Y.

STATE SOUVENIRS

3 1/2 x 5 UP

Buttons - Coasters -
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15¢ PER COPY FOR
Dealers and Jobbers
National Souvenir Mfg. Co.
127 W. 72nd Street
Chicago 26, Ill.

Pipes for Pitchmen

By BILL BAKER

DUDE MURPHY... has been working Champaign, Ill., spots to good returns.

DAVE BAGLEY... known to pitchfolk as The Lit-wack, reports from New Orleans that Sam Golden, better known as One-Eye Conley, is confined in the Home for Incurables in the Crescent City. He was moved there recently from Charity Hospital where he was confined for eight months. Bagley says that Conley would like to read letters from Barney Kaplan, Morris Mann, Bonny Lang, L. Parker, Red McCoy, Slim McKinlight, Red Penny and Morris Bluestein.

BIG AL WILSON... concluded a successful run at Arnolds Park, Ia., July 7 with ears and then headed for Minnesota and Wisconsin. He'd like to see pipes here from Ronnie Peyton.

JIM LOBAUGH... had a successful run at Arnolds Park, Ia., July 7 with ears and then headed for Minnesota and Wisconsin. He'd like to see pipes here from Ronnie Peyton.

FRANK KELLY... concluded a successful run at Arnolds Park, Ia., July 7 with ears and then headed for Minnesota and Wisconsin. He'd like to see pipes here from Ronnie Peyton.

JIM BROWN... had a successful run at Arnolds Park, Ia., July 7 with ears and then headed for Minnesota and Wisconsin. He'd like to see pipes here from Ronnie Peyton.

LEONARD RUSSELL... had a successful run at Arnolds Park, Ia., July 7 with ears and then headed for Minnesota and Wisconsin. He'd like to see pipes here from Ronnie Peyton.

July date there. Russell adds that all the boys who worked the Gene Autry date in Des Moines earned a good day's pay. They included Harry Jackson, J. C. Cooke, Dick Sedel, Lefty Shapiro and Brecht.

GEORGE LaPLANT... veteran sheetie, is working North Dakota spots to reported good business.

"AFTER BEING... on the sick list for the past 15 months, I'm returning to the hospital again, this time for surgery," letters Speedy Hascal from Cleveland. "I expect to be hospitalized for at least six months and if all goes well Ruth and I should be out working a few fairs next year. We were sorry to learn that our good friend, Bob Toeach, is still on the sick list. J. Lobough and J. E. Clark made it possible for us to get our first direct shipment of monkeys from Capetown, South Africa. Ruth sold out the shipment at two Ohio farm sales and she's awaiting the second shipment, which is scheduled to arrive in New York July 23. The Hascals would like to read pipes from Mr. and Mrs. George Hess Jr., J. B. and Louise Clark, Fred and Millie Hudspeth, Art and Sue Fredette, Eddie and Doris Gaffney, Earl and May Davis, Jerry Hahnner, Joe Colby and family, Walter and Mary Stoffel, Eddie Wahl, Morris Kantoroff, Jim and Toel Lobough, Glen and Marla Hosberg and Mr. and Mrs. George Gunn."

RALPH M. PLANT... who spent the winter in Dallas, writes from Grand Forks, N. D., that he plans to work sheet in Minneapolis and St. Paul this summer. He says that he'd like to read a pipe here from New England Jack Murray.

Under the Marquee

Continued from page 103

ters from friends. Grover Day, cycling comedian, is in his third week with Tom Parks Circus. He's also mail man and The Billboard sales agent on the show.

Lorenz Hagenbeck, head of the German family of animal dealers, circus and zoo operators, was in Cincinnati for several days last week to look over the Cincinnati Zoo. Hagenbeck arrived in the U. S. June 29 for his first visit to America since 1939. He left the Queen City Saturday (7) for Columbus, O.

Bruce M. Souler, of the Hubert Castle Tent, C.F.A., reports the Ulica, N. Y. group entertained Hubert Castle when the Ringling show was there and plans to have Terrell Jacobs as a guest for its July meeting. Jacobs will be in Ulica with the James E. Strates Shows.

Joe Short, midget cowboy, is playing the Detroit zoo. Dr. H. F. Troulman, Logan, W. Va., caught Campa Bros., at Omar, Va., June 25. Omar's southern wife, Florence Walcott of the barbecue riding family, was the subject of a write-up in The Charleston (V. Va.) Gazette when she, a 50-year-old mother, was graduated from Marshall College.

Glenn Jason James, of Postville, Ia., who had James Bros. Circus in 1948, visited the Kelly-Milner Circus in Iowa recently. Bozo, the clown, plugging Bozo records (Capitol), appeared at two Salt Lake City hospitals last week. Harry Burt opened advance sale of Ringling-Barnum tickets in Chicago last week. The bill car also arrived and crews

begin papering the city. Car was spotted at the Illinois Central tracks at 14th Street.

Clowns at Hamid-Morton Shrine Circus, Kitchener, Ont., Can., included Herb Taylor, producing; Dutch Arnold, Don Adams, Chick Yale and Bennis Jackson.

W. S. (Buck) Owens, of the Neil House billiard room, Columbus, O., reports that he enjoyed a visit with Eddie Riley and Jimmie Ringling there. He also visited on the Ringling-Barnum No. 1 car and met John Brazil, Sam Clauson, Eddie Jackson, Joe Branson and Jack Marcus. Casswell's South Seas hippy act finished its circus dates in Los Angeles and is now playing for service men on the West Coast at USO bases.

Ward Hall and **Harry Leonard** have taken delivery on a new truck and have a new tent and new banners for their Slide Show. Carl and Ruth Soultaine completed 18 weeks in the Gil Gray Circus thru the North and Northwest.

Mr. and Mrs. Otto A. Zange, who celebrated their 49th wedding anniversary recently, caught the Ringling show at Heidelberg, Pa., and plan to see the Tom Parks Show at Pittsburgh. Duke and Ruth DeKare have joined King Bros. Circus. He is wrestling under the name of Billy Merit and she head usher. Sam Ward of Polack Bros promotion staff, was in Chicago last week. Vernon L. McReavey, of the Humid-Morton Circus, stopped over in Chicago en route to Mankato, Minn., where he will supervise repairs on his summer home which burned about a year ago. He also visited in Peru, Ind.

Billy Pape and **Renee** closed a 14-week engagement with Clyde Beauty Circus at Spokane, and made a hurried trip to New England to fill contracts with the Al Martin Agency. Zora Blaire has left Cole & Walters Circus and went east to play fairs.

Kirk Adams (Adams' Dog & Pony Show) visited Clayton Hakes at the Hayes Circus headquarters, Castle Creek, N. Y. Adams was en route to Kitchener, Ont., Can., for the Hamid-Morton Indoor Circus.

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Salesboard Sidelights

Jerry Scanlan, Chicago, last week introduced a new counter game line, Lucky Strak. First deliveries of the three-game line went out Monday (2), with step up in production promising good shipment news in succeeding weeks. Jerry describes the line as a refillable pellet game, permitting up to a 75 per cent operating cost because of the pellet replenishment feature. Initial releases are two Lucky Strak games, five and dime play, and Triple Charlie, quarter play. Each is housed in a wooden frame 12 inches square, 1 1/2 inches thick. Game is played in an upright position. Scanlan plans to introduce additional numbers in the new series as they are developed.

Sam Feldman, sales manager of Harlich Corporation, Chicago, reported last week that a series of new boards, of all types, were in the works and scheduled for early release. Harlich is continuing to mail out its revised circulars to operators and jobbers requesting them. Sam set out on a two to three-week vacation

last week. He's driving to Miami Beach with his family.

Consolidated-Container Corporation, St. Louis has an octet of quarter-play boards that officials are reporting top the order crop. They are Get the Bird, Card Wins, Pirate Coins, Big Ben, Little Sidney, Big Count, Treasure Island and 66 Motel. Production continues on the upgrade at Consolidated with the boys hoping to keep volume high to fill order demand.

From Peerless Products, Inc., Chicago, comes word of steady board output. Marshall Maltz says same will be the top goal of the firm during coming months.

Mdse. Topics

Continued from page 113

ing the Lord's Prayer, 10 Commandments, and crucifixion. Marvin Jaraquin, of Crest Neon Company, is putting new two-color car ornaments on the market. It is said to be of genuine neon. Philip Balaban, owner of Perma Products Company, has moved to new quarters at 2481 Leslie Avenue. The firm handles specialty office supplies, and features a wire attachment designed to keep the telephone wires from curling. Mrs. Daisy Walters, widow of the late H. C. Walters, who headed United Novelty & Candy Company for many years, has joined the House of Stapleton in charge of slum merchandise. Charles H. Stapleton, head of the firm, has added a cinder parking lot for use of customers in the new location at 2235 Michigan Avenue. G. Rosenbergs, owner of Gainer Sales Company, is featuring 15-denier 51-gauge ladies' nylon hose to specialty men. New packaging has been adopted, giving 12 pairs to a box in place of the former unit boxes of three only.

Max Steen, of Alfred C. Allen Company, announces he is closing out his stock of pistol lighters and is awaiting shipment of some unique imported novelty sellers. Steen is said to be one of the few director importers in the Midwest. Gem Sales Company has a new atom pistol which is a "surefire seller" for the Fourth of July, according to partner Murray Roth.

Los Angeles

At Lew Rubin's Satisfactory Sales Company a new item is being reached which, it is said, will be on a par with the firm's original telescope key-chain viewer from the standpoint of sales and consumer reaction. The item will soon be out. Dave Russell, of First Aid Fire Extinguisher Company, announces that the company's extinguisher is now available in Southern California. Using a powder, the patented contents is effective against ordinary fires as well as those started by incendiary bombs. The fire-killing compound never loses its power and refills are supplied free. The Field Company is making a complete line of hats that includes crew, commodore and will beanies. Beanies with pompons are also offered. ABC Merchandise Company has come out with a blimp cap. It has a large visor and the cap part is extra large. Where it has been shown, the number has drawn immediate reaction. Color combinations are available. J. R. Browlow, of Olvera Trading Post, has brought out the Mexican crazy hat, a straw item with do-dads attached. Number 2 was recently featured in a well known picture magazine. Browlow also has Mexican swagger coats in assorted colors. Arizona Leathercraft Shop offers a complete line of boots, saddles and hand-carved items. They can be made to order if desired.

Here and There Sport-Oculars, lightweight binoculars that are worn like sun glasses, are announced by Henry Hildebrandt & Associates to retail at \$12.50. The three-ounce, three-power item comes in leather case which may be carried in pocket or handbag. The Temple Company, one of the country's largest distributors of specially packaged, nationally advertised merchandise, with direct deals with a number of the more important manufacturers and working arrangements with others is claiming sales records in the premium trade with a complete line of Benrus watches for men and women, pearl combinations, Parker and Eversharp pens and pencils and wallet and lighter combinations. The firm also handles other lines. All low-priced to give the premium users incentive to buy the merchandise, all of which is claimed to be top grade products. Sam Cohen and Irv Fisher, Temple partners, specialize in preparing these exclusive deals. Bob Pinkus is the Temple sales manager. Two new snack products created by the Adams Corporation, Beloit, Wis., maker of Adams Korn Kuris, are being offered to concessionaires for on-the-spot French frying. They are Kurly Kue Pellets, a chip-like delicacy, and onion flavored strips, which may be cooked in a matter of seconds. Crowds are attracted as the white pellets pop to the surface, and both items are proving to be volume sellers. Adams states. The firm urges that interested parties write for price quotations and details. A safety wrist watch band which, says Miracold, Inc., will not rot, stain or cause skin irritation, is offered the trade at \$1. The band also come with identification tabs.

Continued from page 96

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Found Road Irresistible To get him out of the bad weather, the show's personnel put him on the train to Los Angeles. But within three months he was back on the road as Side Show manager with the Circle D Ranch Wild West & Cooper Bros' Shows, opening in St. Louis. This association lasted thru 1916, when he went with Gollmar Bros. The following year he handled press under H. B. Gentry, of the Sells-Floto Circus, leaving it after a short time to return to Lincoln. Here he joined Acme Amusement Company, which featured Harry Lauder on his farewell appearance. Bert then joined Coop & Gent Motorized Circus. He quit that post to be with Sarah Bernhardt on her tour. When the influenza epidemic hit, Chipman returned to Los Angeles, by now his headquarters. In 1922 he joined Howes Great London Circus, owned by M. E. Golden and Bill Runkle, when it opened in Redwood City, Calif., March 23. When the show closed in Iowa, Chipman jumped to the Hugo Players and returned to Los Angeles at the close of its season with his son, Harry, who also was on the show.

Served as PCSA Secretary Chipman became secretary of PCSA, serving without pay under Sam Haler, J. Sky Clark and Ernest Pickering, club's first three presidents. As a token of appreciation, he was voted a gold life membership card in 1926. In 1925, Chipman led outdoor show business to become manager of the Hollywood Masonic Temple, where he served until 1944. During his 20 years there, he managed the rehearsal hall. He's a life member of this lodge.

Veteran Looks Back Upon 75 Years in Show Business

Continued from page 96

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JAR DEALS and PUNCHBOARDS Write for Circulars GALENTINE NOVELTY CO South Bond 24, Ind.

NEW FEATURE TO DEAL WITH MECHANICAL SERVICE TOPICS

CHICAGO, July 7.—Elsewhere on this page is the first in a series of feature stories under the general heading of The Work Bench. The feature, written by Howard P. Schley, veteran coin machine mechanic, will appear weekly, cover such subjects as soldering, the use of continuity meters, what to do about machines that shock, and how to overcome low voltage in a location.

The series is intended to accomplish two goals: Encourage operators and their employees to keep their equipment in top-notch mechanical condition, and provide helpful material for training new men on the route. This last factor—employee turnover as the military services and industrial defense cut into the available supply of manpower—may pose a continuing problem for operators for many years.

Howard Schley is with the Galveston (Tex.) Novelty Company, a firm which operates a wide variety of coin machines. For the past 17 years Schley has been associated with coin machine firms in New Jersey, West Virginia and Louisiana, joining Galveston Novelty three years ago.

This week's feature deals with lubrication, proper fusing and the need for clean equipment. Next week The Work Bench will outline the basic tools needed for coin machine servicing. Schley's advice: Don't get tool-happy.

Games, Jukes, Premiums Head Summer Biz Drive

CHICAGO, July 7.—Summer business finally got started over the July 4 holiday despite cold and rainy weather which blighted most of the Midwestern resort areas. Operators reported, however, that bookings for the holiday period, and thru the upcoming vacation months, are running considerably ahead of last year, and resort areas in the Illinois, Wisconsin, Michigan and Minnesota areas are now stocked with all types of coin machines to service visitors.

United Intros New 6-Player Shuffle-Alley

CHICAGO, July 7.—United Manufacturing next week will start production on and deliveries of its new Six Player Shuffle-Alley game. It was announced this week by Billy DeSeim, general sales manager.

Six-Player Shuffle-Alley can be played by any combination of one to six persons at 10 cents per game per person. It offers bowling team competition, increased earnings due to the multiple play factor, disappearing pins, 20-30 scoring and rebound weight action. Simplified servicing is also stressed.

Backlogs reports strikes and spares, tabulates each player's score and records the frames completed.

DeSeim stated all United distributors will have samples of Six Player Shuffle-Alley by the end of next week.

THE WORK BENCH

Grease, Right Fuses Add to Machine Life

(Editor's Note: This is the first in a series of features concerning mechanical servicing of coin machines. Clip the series for your files, make certain your mechanics or routemen read each installment.)

By HOWARD P. SCHLEY

With the nation mobilizing for defense and the unpleasant prospects of shortages, it will pay the operator to consider ways and means of keeping his equipment operating. There, no doubt, will be shortages in equipment, parts and manpower, and a little extra care and foresight now will add to the useful life of an operator's machines.

Proper lubrication is the best insurance against wear in moving parts of any kind of machinery. After a good many years as a mechanic, however, I have come to the conclusion that more machines are over-lubricated than under-lubricated. The service manager for a large distributor once told me that one of his small operators regularly oiled the

For the first time in several years the resort areas will be well represented with a museum board is also going into a number of locations in Michigan and Wisconsin, while shuffle games are also moving well. Here distributors report a heavy trend back to premiums in the resort areas—and for the first time, coin machine firms this year are prepared to offer premiums designed for the tourists and the vacationers. These include such items as picnic sets, rods and reels, outdoor barbecue and camper's stoves.

Resort areas are also proving a strong bypo for the counter-model, coin-operated selective jukes which hit the market earlier this year. Chicago Coin, Williams and Ristaurator all report stepped-up orders for units to be used in these spots, as well as in such outdoor locations as drive-in theaters, snackeries and kiddielands.

Iowa Ops Ask Reduced Taxes On Machines

COUNCIL BLUFF, Ia., July 7.—City council here has been asked by six local operators to reduce permit fees on coin-operated amusement devices, juke boxes and distributor licenses. The operators stated their request was due to a recent decision of the attorney general against their equipment, and also to the advent of television in their area and the increased cost of operation.

Reductions requested were: Pinball and shuffleboard units, down to \$5 from present \$30; juke box licenses to \$5 from \$100, and distributor licenses to \$25 from \$100.

Most manufacturers of coin machines furnish lubrication charts for their machines that show by pictorial diagrams just when and where to oil and grease. Most even recommend the type and weight of lubricant to use.

The commutator plates of step switches and selection disks, such as are used in pin tables and similar equipment, require lubrication. They should be coated very thinly with a lubricant of the operator's choice—some use vaseline, others various greases, less likely to get gummy and hard.

The grease acts as protection for the plate from the continual sweep of the brushes over its contacts. Too much grease causes bad contact which results in arcing and burning of the contacts.

Why a Fuse

Another important safety measure is proper fusing. The engineers who design a coin machine include fuses or circuit breakers in the circuit to protect the coils, motors and wiring of the machine, as well as to protect against fire.

(Continued on page 123)

First Kiddie Dude Ranch Set; Opens New Op Vistas

Installations Vary But Moppets' Appeal Big; Expand to New Areas

WYANDOTTE, Mich., July 7.—First package Kiddie Dude Ranch installation, built by Exhibit Supply Company, Chicago, has completed its first week of operation here, and David Brody, of Bennett & Brody, operating the installation, has announced his firm will expand this type operation into eight-State area.

Offering similar appeal to the moppet trade as an outdoor kiddieland, but promoted as a year-round operation because it is located indoors, the Kiddie Dude Ranch package includes Big Bronko Horses, Pony Express Units, Six Shooter guns and Exhibit card venders. Plans call for ops to install the package in one of two types of locations: (1) Department stores where the Dude Ranch is a sales stimulator for other merchandise, and (2) as a separate installation where the operator can supplement the coin-operated equipment with venders, other games and a line

of manually vended merchandise such as Western outfits, toy guns, etc.

When used in a department store, the installation is self-sustaining, as all equipment operates by insertion of a coin. Where operated independently, the installation requires a permanent attendant to make change and handle the sales of merchandise over the counter.

Tested individually, Brody reported grosses on the various individual pieces had been steady, and above expectations. With the opening of the package op here, called the Bar None, the Bennett-Brody combo used two Bronkos, one Pony Express, one Gun Patrol, and one penny card vender. The Bronkos were top grossers, with Gun Patrol, Pony Express and the card vender following. Total income for the first six days of operation was over \$240.

In anticipation of extending the installations into other States, Brody revealed his firm has already purchased additional equipment, and, to augment the original package, has ordered additional Bronkos and Pony Express units.

Ops Make Plans

Because the Kiddie Dude Ranch opens up a completely new avenue to coin machine operators, and, because the package can be placed in an indoor location, thus offering a year-round attraction, operators in other parts of the country are readying installations. Frank Meneuri, exhibit sales manager, reported.

South Carolina Summer Heat Hits Op Biz

COLUMBIA, S. C., July 7.—Coin machines operations in the rental South Carolina section have reached the usual summer level, a survey of operators here reveals. On the coast, beach and holiday traffic is normal for this time of year, but no better. The ops in this section said.

Probably the most stable market for the machines is in the H-bomb plant area on the South Carolina side of the Savannah River near Augusta, Ga. While some ops were afraid that area might get overcrowded, they apparently worked out their own system to regulate this. At any rate, the area with influx of new people is doing well. Many ops in the sections are adding new equipment, dealers report. Meanwhile, dealers say that only "some spare parts" have been hard to get so far. However, some predicting that the next 60 days will find shortages of many machines.

Vancouver Ops Get Reprieve

PORTLAND, Ore., July 7.—Several Portland operators this week were affected by a temporary restraining order issued in Vancouver, Wash. The order restrains Vancouver from enforcing an ordinance banning pinball machines.

Clark County Superior Court Judge Eugene Cushing issued the order upon petition by Lou Dunis and Harold R. McKee of the Clark County Amusement Company.

City Attorney David Hutchinson said he would file an answer to the petition, which is scheduled for hearing August 6. Meantime, the city was forced to leave games eluded as amusement devices.

The ordinance, passed June 20 and effective July 1, covered pinball and other amusement devices except shuffleboard and miniature bowling games. Unanimously passed by Mayor Vern Anderson and Commissioners Earl S. Butler and George Hutton, it was opposed by pinball and tavern operators.

The monthly license fee has been \$2.50 per machine, but commissioners were considering raising it to \$12.50.

Wally Finke III

CHICAGO, July 7.—Wally Finke, partner in First Distributors here, this week was hit by an infection and placed under the physician's care. Finke will be absent from the firm's headquarters for at least a week, Joe Klime stated.

In Chicago, for example, there are at least two such installations scheduled to open within the next few weeks. Other major centers are also ready to intro the dude ranches, with coin machine ops set to handle the majority of the installations.

Chlopan Urges Ops to Hypo Shuffle Play

DETROIT, July 7.—"Shuffleboard is here to stay," Fred Chlopan, executive director of the Detroit Shuffleboard Association (DSA), said this week in issuing a call for extensive preparatory activity during the summer. As a result of the widespread interest aroused in the field thru the recent National Open Tournament held here, Chlopan exhorted operators to get set for fall.

Objectives of a busy summer organizing campaign, in preparation for fall and winter activity, were cited by Chlopan.

1. Organization of teams for league play, to insure more continuity to play and operation.
2. Reduction of inertia in getting teams and leagues reorganized in the fall.
3. Organization of bigger leagues, possible thru more advance planning.
4. Less high-pressure work in the fall to get teams starting playing on time.

Zinkow Takes Over Hankin Distrib Firm

ATLANTA, July 7.—Following the recent death of Morris Hankin, head of Hankin Distributing Company here, the company has been reorganized with N. Zinkow assuming direction. The firm in the future will be known as the Capital Automatic Vending and will remain at the same location, 1307 Spring Street N.W.

Zinkow is widely known in the coin machine field, having worked closely with operators in this area for many years.

Bally, Como Name Siegel Can. Distrib

CHICAGO, July 7.—Jack Nelson, general sales manager of Bally Manufacturing Company, announced the appointment this week of Siegel Distributing Company, Ltd., Toronto, as Canadian distributors for Bally and Como products. Firm, headed by Albert Siegel, president, Sam Siegel, vice-president, and Max Fox, secretary-treasurer, also has offices in Montreal, Winnipeg, Vancouver and Halifax.

Initial sales and promotional activities will center on Bally's Bright Lights and Baseball games, and Como's Holleran and new novelty game, Stadium.

Siegel Distributing at 437 Yonge Street, Toronto, also distributes the Wurlitzer line in Canada.

IT'S KNOW-HOW

Hastings Built Land Of CM Opportunities

By BENN OILMAN

MILWAUKEE, July 7.—Sam Hastings, owner of Hastings Distributing Company, is loud in his praises of the opportunities in the coin machine business. This chance to make good, he emphasizes, however, is available to those willing to put in hard work and long hours. The depression of the '30's was a rough experience for Sam, who was battling it out in the tires and auto supplies business until 1932. In desperation he answered an advertisement offering some coin poker games for sale. He bought six of them and then dithered about trying to make them pay. When he invested in three music machines in the latter part of 1932, things began to brighten up a bit and from then on Sam was in the coin machine business to stay.

What attracted him at that time to the coin machine business? One of the best features, Sam recalls, was, "you are always dealing with cash money. You never have to hound your customers to collect

any money you have coming. Even if the coin box doesn't hold much at times, you don't have to chase or sue for it."

Build Holdings

Another magnet which lured him to the business, and one which he feels is strictly in line with the old American tradition of rugged individualism and free enterprise, is the fact that "a fellow can get in with a comparatively small amount of capital, if necessary, and then gradually build up his holdings." Sam points to a growing list of his colleagues and customers, who, like him, initially ventured into operating games, vending or route equipment with limited amounts of money and now are owners of large and prosperous enterprises.

Almost 20 years of experience in the coin machine business has taught Hastings many money-making fundamentals. One pointer he has always strongly urged is the importance of equipment in clean, tip-top working condition. (Continued on page 120)

DIME PLAY BOOSTS DISK SALES; STRESS PROGRAM

Operators Find Careful Records Buying Helps Draw New Patrons

CHICAGO, July 7.—With dime play tests still too scattered to give an over-all picture of the effect of increased price on record sales, it has, nevertheless, been shown that where a number of operators have or are testing the higher price, record sales at the distributor level have revealed heavy increases.

Basically, two reasons are given for this trend: (1) Operators are giving better service, changing records with more frequency, and offering more variety to attract

patrons to the phonograph; and (2) there is more money, in many cases, for the operator to use to purchase records.

This is the second and final article on dime play. Results of early dime play experiments, and alternate plans now being tested were reported in *The Billboard* July 7. Future dime play tests will be reported as soon as conclusive results are obtained.

Disk Wear

While sales of records to ops testing dime play have, on the whole, shown increases, operators reported that actually they are getting longer wear from their disks under the higher per-play price. This contradiction is explained by the fact that fewer plays are generally recorded on the dime price peg, but the drop is not large enough to overcome the increased money in the coin boxes. Too, patrons are more cautious in their record selections, and a greater number of the platters in a given juke box are getting a play.

Most important factor, however, is the programing of equipment testing dime play. Operators in the experiment are almost unanimous in their reports on this phase of the test. Greater care must be taken in the purchase of new records to assure the greatest possible number of plays once the platter is installed on location. Too, the operator must present an attrac-

tive program, designed for a location, to attract patrons to the juke, then get them to put a dime in, instead of a nickel in the coin chute.

Denver Report

Denver record sales for example have increased remarkably with the advent of 10-cent play. Predominant cause is the fact that it requires better records to maintain individual play, ops report. Most operators find that willingness to invest a large amount in better records with more frequent changes has brought satisfactory 10-cent play.

The adoption of 10-cent play during May and June coincided with the beginning of the tourist season which has broken all records in the Rocky Mountain National Park area. Where the first attempt at conversion to 10-cent play was a failure last winter, the influx of tourist dimes has apparently kept the ball rolling. The Colorado Music Guild will keep close figures on results when tourist visitation ends in late August. By that time it is hoped 10-cent play will be well established.

Other Reports Vary

In Chicago, where the dime play tests are now well along, record distributors reported a pick-up in sales which started in May, when the first 10-cent experiments got underway. The trend seems to be the same in most cities where operators have already started tests, but where the experiments are just getting started, or are in the planning stages, no sales reports are as yet available.

Ristaurat S45 Production Now Started: Cohen

Will Appoint Reps This Month; Set Up 1951-1952 Programs

APPLETON, Wis., July 7.—Ristaurat this week was in production on its S-45 counter-model selective 45 r.p.m. phonograph after completing test runs last week. Joe Cohen, general manager, stated shipments were going out this week and that a complete list of distributors covering the country would be signed over the coming week-end.

Ristaurat's factory here was running at capacity after the Wednesday (4) holiday shutdown, and it was planned to add a second shift shortly to catch up with orders which have been received since the phonograph was introduced (in model form) last March. Cohen stated Ristaurat has now obtained sufficient materials to complete its initial production plans for the balance of 1951.

Movement of the initial production was being made from Appleton via air, rail and truck, and it was planned to have models in every distrib headquarters by the end of next week.

W. Landsheft, 58, Wurlitzer Ad Rep, Dies

BUFFALO, July 7.—A William Landsheft, 58, president of Landsheft, Inc., advertising agency handling the Rudolph Wurlitzer Company account, died here July 5 after an illness of several months. Landsheft was widely known in the music machine trade thru his work for the Wurlitzer Company. His agency has placed advertising for the phonograph division of Wurlitzer since 1934.

Funeral services were held today at Forest Lawn Cemetery. Surviving are his widow, Vera, and two sons, Richard and William.

RMSA Sets July 12 Operator-Rep Cele

CHICAGO, July 7.—The Recorded Music Service Association here this week announced the Second Annual Juke Box Day golf tournament and banquet will be held at Bunker Hill Country Club, on Chicago's Northwest Side, July 12. Ray Curfisse, RMSA president, said the success of last year's celebration, held at the same site, plus numerous requests to return to Bunker Hill, had prompted the change from the previously-announced Glen Eagles Country Club site.

Cunliffe said the program would

Set Dime Play Juke Tests for Portland

PORTLAND, Ore., July 7.—Some Portland juke boxes will go on dime, three-for-a-quarter play September 1, with reservations.

1. Dime play will not be attempted in most locations where old units are operated.
2. Some ops will not join the dime band wagon but will wait until others have sold the public and the location owners on the economic feasibility of the change.

Approximate Date

3. September 1 is only an approximate date, as the changeover will require considerable time for ops with many machines.
4. Dime play already is established in some of the better locations, such as clubs.
5. Some ops will begin the changeover before September 1 in the hope of having most of their machines ready to go by deadline time.

Decision to launch dime play by some ops was taken at a meeting of Portland members of the Oregon Music Association Wednesday (27) in the Colonial Room of the Multnomah Hotel. Thus the Portland ops will follow footsteps of those in other communities in Oregon, who agreed at the last association meeting to launch dime play in up-State locations.

Lee Jones, of Portland, Softone

include a golf tournament, to start in the morning and continue thru the day, a banquet at the Bunker Hill club-house, with prizes to be awarded the winners and those holding winning door prize tickets. Local distributors and manufacturers are assisting in the preparation of this year's event, it was learned. Special committees have been set up to stimulate attendance (which already has surpassed the first outing in tickets sold), and to arrange for prizes and entertainment. Groups are working directly with RMSA committees.

Music Service, as association president, conducted the Wednesday meeting, and the association treasurer, Ted Miller, of Portland, acted as secretary, the association secretary being an out-of-towner, Marshall McKee, of Woodburn.

Name Committee

As a means of breaking the ice on dime play, Jones named a committee headed by Percy Drake to draft a letter to be sent to location owners where dime play is to be tested. The letter will recite the increasing costs of records, equipment

(Continued on page 133)

Fla. City Sets New Juke Rules; Increased Tax

FORT PIERCE, Fla., July 7.—The city commission yesterday (3) enacted an ordinance making two-year residence mandatory for operators of music box machines and fixing a higher schedule of license fees.

The commission also stipulated that operators' permits shall be issued at the rate of one for every 6,000 inhabitants (town has less than 15,000 residents), and that when additional licenses become available as the result of population increase, no person or firm shall be permitted to have more than one such license, or any direct or indirect interest in more than one license.

Fees were increased to \$500 for the master license and \$10 for each machine operated. The old schedule was \$500 and \$5.

The ordinance also gives the city the power to limit the number of machines operated by such company, to prescribe hours of operation, and upon good cause to revoke the permit for any machine. It was not explained at the commission meeting why juke boxes were singled out for special treatment and other coin-operated devices were unaffected.

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:

HIGH-GEAR MERCHANDISING TO SPEARHEAD FALL MUSIC TRADE. Diskeries are crystallizing their fall promotional campaigns (General Department).

CAN JUKES MAKE HITS? AMOA submits six tunes to three diskeries in effort to test value of jukes in creating hits, countering American Society of Composers, Authors and Publishers' endeavor to remove jukes from copyright exemption (Music Department).

LONDON ADDS U. S., BRITISH WAX TALENT. Plan promotional hype on English chirp Pearl Carr (Music Department).

And other informative news stories as well as the *Honor Roll of hits* and *pop charts* in the *NAMM* supplement.

IT'S KNOW-HOW

Hastings Built Land Of CM Opportunities

Continued from page 119

"A clean pin game or juke box attracts players, especially in places where jukes are popular," explains. Each routeman is instructed to make careful checks as he makes his calls and they are taught to keep maintenance work at a high level.

Make Equipment Pay

"Another cardinal rule is to 'make every piece of equipment pay for itself.' The feeling here is that it is better business practice to keep a machine idle in the warehouse than to have it out working in a spot where it is not earning enough nickels or dimes to pay for itself.

At present the big problem facing Sam, as with all other operators in the Milwaukee territory, is the contemplated switch-over from nickel to dime juke box play. "I'm all for it, in theory, and intend to experiment with it to prove to my own satisfaction whether I can get the results being reported elsewhere," he said. "First of all, I think it can be promoted more properly with new equipment than with old. With the skyrocketed price of new music machines, it is necessary to get a dime anyway."

Another stand-by here is the local agreement that on all new equipment, \$15 "first money" is taken from the top of the receipts to take care of the cost of amortizing the juke box.

Adds Space

Two thousand square feet of space has been added to the Hastings Distributing Company building which houses the sales room, office and warehouse. Before the contractor's work was half completed, Sam realized that the addition was still inadequate for the volume of business being done. When regulations governing commercial building restrictions ease up a bit, plans will be made for constructing another wing to the headquarters. This projected work will allow for bringing under one roof the entire Hastings enterprise, which includes the wholesale and retail record shop at 20th and Vliet streets, building restrictions ease up a bit, plans will be made for constructing another wing to the headquarters. This projected work will allow for bringing under one roof the entire Hastings enterprise, which includes the wholesale and retail record shop at 20th and Vliet streets which also makes it

convenient for Hastings routemen to stop in to pick up their records in midtown instead of making a long trip back to the main office.

Twelve Hastings employees service and operate approximately 250 pieces of equipment in locations covering a 40-mile radius around Milwaukee, extending as far west as Watertown.

Promotions

In addition, the firm does a sizable amount of wholesale merchandising of new and used machines and is building a growing volume of sales of premium goods merchandise. The premium department was speculatively begun in the summer of 1949 with only seven or eight items on the shelves, Sam recalls. The latest stock inventory showed over 500 numbers for sale, ranging from wrist watches to household appliances.

Coin machine operators, says Sam, base their premium purchases on seasonal factors. In spring, they can't seem to get enough sporting goods items as prizes for their locations. Leading numbers then are fishing supplies and picnic baskets fully equipped with dishes and utensils. In the fall, housewares and small appliances sales take the fore. During the Christmas holiday season the operator demand shifts heavily toward the personal gift items, with wrist watches finding the most ready buyers.

Promotion

A firm believer in advertising and promotion, Hastings includes among his list of customers dozens of operators out in the State territory and in Upper Michigan.

More and more the Hastings display stands are offering the trade selected nationally advertised items, also some of these lines are becoming more difficult for new jobbers to obtain. Bonus watches rack up good sized orders here, as does the complete line of Dominion home appliances. "Good premium merchandise always builds heavier play at the locations, and is worth paying a bit more for in the long run," is the sales pitch to coin machine operators that has brought success and results for Sam Hastings.

NAPOA Joins MOA; Seek 6-State Meet

LINCOLN, Neb., July 7.—The recently organized Nebraska Automatic Phonograph Operators' Association, Inc., met here Sunday (1) at the Hotel Cornhusker and accomplished the following:

Accepted membership applications from Ray Noble, Petersburg; C. B. Casey, Laurel, and Stephen Gorkis, Lincoln.

Heard a discussion on the Keftauer bill proposing music license fees for juke box operators and voted to help the Music Operators of America in its fight against this legislation.

Voted to join the MOA.

Covered 10-cent play.

Voted to send a delegation to the South Dakota Phonograph Association meeting in Sioux Falls July 8-10. This delegation will also put in a bid for Omaha as site of the six-states convention next

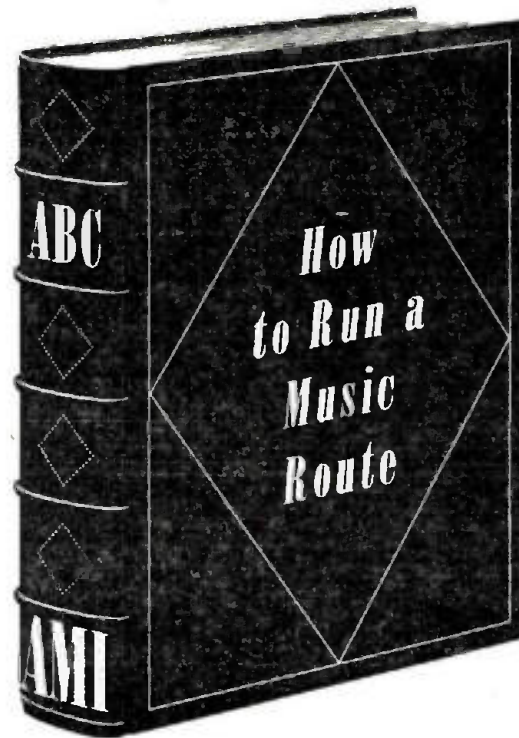
fall. The date and site will be set at the SDPA meet.

Distribute By-Laws

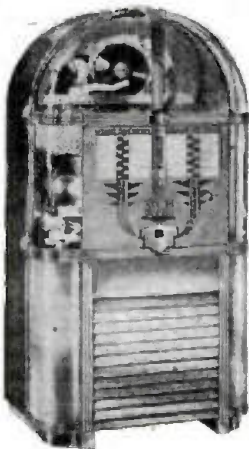
Jerry Witt, NAPOA president, reported the association's constitution and by-laws were printed, and distributed copies to those members in attendance. Decals to go on the phonographs operated by association members, were also distributed. These decals carry the emblem of the org.

Association members voted to hold their next meeting September 8-9 at the Hotel Pawnee in North Platte.

Officers, in addition to Witt, who were in attendance at the meeting included H. W. Marble, vice-president; Howard Ellis, secretary-treasurer, and directors Richard E. Taylor, Ruff Hoop, C. E. McKee and George Milburn.



The Standard



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MENTAL HYGIENE

Dissolve Rex Distrib; Form Rex-Bilotta

SYRACUSE, July 7.—The Rex Coin Machine Distributing Corporation, with headquarters here and branches in Albany and Buffalo, has been dissolved. It was learned this week, and a new corporation, Rex-Bilotta Corporation, has been formed to take over the firm. Distrib handles the Rock-Ola line, and other coin-operated equipment.

Officers of the new corporation are A. N. Delaport, Syracuse, president; John Bilotta, Newark, N. Y., vice-president; Roger Shepard, Watertown, N. Y., treasurer, and Ray F. Daggett, Syracuse, secretary.

Headquarters here will continue at 821-829 South Salina Street.

Omaha Ops Hold Juke Box Play At 5 Cents

OMAHA, July 7.—Juke box play here is still at a nickel and will probably remain at that price for some time to come, a report from Jerry Witt, president of the Nebraska Automatic Phonograph Operators' Association, indicated this week. While some NAPOA members had contemplated testing dime play on their music machines, difficulties in obtaining conversion units stymied those plans, and now most of those who planned the tests have decided to hold the 5-cent line.

A survey of operators in the Omaha area indicated there are no dime play tests in progress at this time, and only a few scattered experiments are being attempted thru the State.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues 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 shown, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time or location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of July 7	Issue of June 30	Issue of June 23	Issue of June 16
AIRCON				
Caravan				585.00
Deluxe	549.00	549.00	549.00	49.00
L200A		64.50	59.79	89.50
L207A		129.50	129.50	
AMI				
Model A	349.00	349.00	349.00	349.00
Model B	499.00	425.00	449.00	425.00
ARLES				
Constellation			175.00	
Empress	39.00	39.00	39.50	39.00
Flower		29.50	19.50	50.00
PACHARD				
Manhattan	79.50	149.00	149.50	149.50
T		79.50(2)	79.50	69.50
ROCK-OLA				
Commander	39.00	39.00	49.50	49.50
Conqueror		21.98		
Deluxe 39		31.50	39.50	
Master 40		39.50	39.50	
Playmaster	64.50		64.50	64.50
Standard 39		39.50		
Super 40	48.50	39.50	44.14	39.50
46				180.50
47				169.50
481B	49.50		49.50	49.50
482	124.50	129.00	124.50	129.00
483		139.50		125.00
484	199.00	199.00	199.50	199.00
SEEBURG				
Chari			39.50	35.00
Caravan			39.50	50.00
Classic	49.50	59.00	49.50(2)	59.00
Colonel		49.50	49.50(2)	59.00
Commander			39.50	59.00
Empire	49.50	79.00	48.00	49.50(2)
48			79.00	59.00
Gold	49.00	39.50	49.00	49.00
Hi-Tone	59.00	48.00	49.50	49.50
		59.00	59.50	

Model 1432—either 78 or 45 RPM

**the old love . . .
still the true love**

of operators all over the
world. Since 1935 most
dependable Phonograph
of them all.

The Heart of the Rocket Phonograph
—the dependable Rock-ola cam.

Holds the secret of
its long life and
efficient operation.

See the new
Rock-ola 51-50 Rocket
at your Rock-ola Distributor Today!

ROCK-OLA MANUFACTURING CORP.

400 N. Kadzievo Ave.
Chicago 31, Illinois

VENDING MACHINES

Venders Vital Food, Morale Factors in Military Camps

PX Officers Ask More Equipment; Regular Commission Placement

CHICAGO, July 7. — Already brimming in their day rooms, PX's shops and theaters with candy, soft drink, ice cream, gum and cookie vending equipment, the nation's expanding military training centers are demanding still other automatic merchandising units. A survey of camps (*The Billboard*, June 30) indicated that

at least three additional types of venders are desired for volume placement: Cold sandwich, milk and hot coffee machines.

In practically all instances, army, navy, marine and air force installations permit placement of venders on a regular commission basis, encourage operator co-operation in placement and servicing of equipment.

Second part of the military camp vending development story, in the next issue of *The Billboard*, will deal with specific camps as examples, cite machines in use, sales averages, etc.

Because Marine PX's operate free of a central supervisory agency, they are held by operators as the easiest branch of the armed forces with which to deal. However, contacts with individual commanding officers of various camps, and PX officers, who must give their okay on type, place of installation and commission arrangements, are not as difficult of arranging as was at first thought likely. Too, although there are only approximately 60 marine exchanges over the country, about half of which are located at navy shore stations, the bulk of vending activity will center in army installations because of the preponderance of the latter.

Vender Advantage
Because availability is the basis upon which products are accepted for camp sale (which sales now total nearly \$1 billion annually) the operator will find he has a flying start with his round-the-clock service and because "availability" is the keystone upon which automatic merchandising is built. Operator contracts with military camps are on a yearly basis, with

options for renewal. Usually, sales and commission reports are made out in triplicate, copies sent to the PX officer weekly. Commission percentages depending upon type of vender, average the same or in some instances lower than comparable civilian locations, operators report. All equipment must be
(Continued on page 127)

Wash. Tobacco Firm Opens Loc. Sale Vend Dept.

WASHINGTON, July 7.—The Washington Tobacco Company has opened a department for the purpose of selling cigarette vending machines directly to location owners. Sales were begun about two months ago. DuGrenier machines are handled.

An official of the vending department, who refused to divulge his name, declared that the firm would release no information whatsoever on the number of machines placed, nor would they disclose the names of any of the buyers.

Estimates given to *The Billboard* by people in the cigarette business locally, however, placed the number of machines sold at no more than a couple of dozen.

Gelfand Comments
Meyer Gelfand, sales manager of the G. B. Macke Corporation, large cigarette operation in the area, reported that his talks with other operators here revealed that only a few locations had been lost to the new enterprise.

Recent cigarette vending, the price of a pack came up for discussion at a recent Region XII NAMA meeting in Baltimore. Gelfand said, if the cent-n-package tax becomes a reality, the vending price in Washington would undoubtedly rise from 20 to 22 cents, the extra penny to pay for the expense of converting machines and to pay for the labor of inserting three pennies in change, he stated.

Can. Vender Firms Feels Steel Pinch

TORONTO, July 7.—Steel shortage has affected the growing list of manufacturers in Canada building coin machines. Latest to be hit is the Polarair Company, Ltd., Montreal.

The company, which had started to build drink and candy vending machines when the steel shortage set in, has had to sharply curtail production plans.

Bowman Moves to End Ice Cream Operation

CHICAGO, July 7.—Bowman Dairy Company, taking an opposite tack than that followed on its milk operation (*The Billboard*, April 7), is moving to liquidate its ice cream machine routes, it was learned this week. Dairy was a large operator of ice cream units prewar, but let this phase of its automatic merchandising activities decline during the past several years.

Bowman currently has approximately 75 Dresko ice cream units on location in this area, with 25 more of the same make machines still in original factory crates. Firm hopes to become the supplier to the purchaser of the equipment. Inversely, Bowman has stepped up its milk operation, with the most recent hypo the purchase of approximately 100 Rowe milk venders from Milk Vending Service, Inc. Latter, which was headed by Max Kowinow, was discontinued following the sale. Addi-

tion of the Rowe equipment brings the Bowman milk operation to about 400 venders, including both bottle and carton units. Former is stocked in Jennings and both type containers in Ideal and Dairy-Mark machines. Rowe units vend cartons.

FTC Ruling

WASHINGTON, July 7.—Companies cited in Federal Trade Commission complaints will no longer be admitting unlawful practices if they consent to an entry of an order to cease and desist, the commission announced this week. Purpose of the commission ruling is to cut down legal entanglements that have complicated and prolonged cases. The new rule spells out in detail procedures for consent settlements. The commission announced that the rule will be effective August 4.

Ore. Bottlers Report Vender Activity Hypo

PORTLAND, Ore., July 7.—Recent changes in management of two big bottled-beverage companies here pointed up sales increases in coin-operated venders in the area.

Most recent entry into the machine-vending field is the Pepsi-Cola Bottling Company, now waging a campaign for locations thru a staff of salesmen in the vending division. Firm is an operation of the parent Pepsi-Cola Company, which bought out Carl Salls and William O'Donnell, who owned the business nearly 10 years. Manager is William Deutsch.

As to likelihood of dime bottles in machines, Deutsch said: "If inflation continues, I shouldn't be surprised to see bottles go to a dime. In fact, there are a lot of dime machines operating in Portland now, mostly in locations such as gas stations where there's heavy bottle loss. At a dime the
(Continued on page 127)

W. Va. Tax Action Ends 5c Soft Drink

CHARLESTON, W. Va., July 7.—Sunday (1) sounded the curfew for both cup and bottled soft drinks at a nickel in West Virginia. State's Legislature imposed a penny tax on soft beverages several months ago, and scheduled it to take effect this week.

Addition of the tax also brings a "lokekel" drink into the first bracket in the State's retail sales tax, automatically raising the price to 7 cents. Another penny tax, a retailer occupational levy, adds another penny which brings the final price of an erstwhile 5-cent soft drink to 8-cents.

With most of the State's soft drink operations already converted to 6-cent pegs, the new triple tax move means that the dime price will be the standard vender fare within a few months, according to operator spokesmen. Cup ma-

chines are also forced to abandon the nickel tab, due to the penny-per-cup tax made necessary by the rise in gallonage sales tax. Currently, the lone holdout for below-dime vending price is Coca-Cola, whose bottle units continue at 7 cents.

Martin Ships 1st DuGrenier Candy Venders

CHICAGO, July 7.—James H. Martin & Company, national distributor for the DuGrenier eight-column candy vender, announced first deliveries of production units were made recently. Final assembly of the initial 250-machine run was currently being made at the Haverhill, Mass., plant, according to Jimmy Martin.

Martin reported he has five field representatives covering the country at present, but that special distributorships may be set up later if conditions warrant.

S. C. Lowers Cig Levy 2c

COLUMBIA, S. C., July 7.—A 2-cent-per-pack reduction in the State tax on cigarettes which took effect Sunday (1) will mean that smokers will only save a penny on each pack purchase. A new 3 cent sales tax became effective the same date, automatically adding a penny to each pack.

The license division of the State tax commission announced it would refund the 2-cent-per-pack tax to all retailers who have cigarettes with nickel tax stamps attached.

A like State tax reduction, sales tax addition applies to beer.

WILL CHICAGO ACT?

Pave Way to Okay Cigarette Units

SPRINGFIELD, Ill., July 7.—Illinois lawmakers, passing new enabling legislation which specifically authorizes cities to license cigarette vending machine equipment, in effect urged Chicago to set aside its 15-year-old prohibition of cigarette vending machines in order to bring in much-needed revenues.

The House passed a Senate measure which extends the powers of Illinois municipalities, giving them authority to license and regulate cigarette machines.

Observers here said the new law was aimed primarily at Chicago where the city administration is admittedly hard pressed to find sufficient revenue to meet the high cost of government. In effect, the Legislature is saying: Here's one way to secure added dollars.

Whether or not the Chicago city council would take advantage of the new law, and set aside its

prohibition, remained to be seen. Tobacco jobbing interests—instrumental in 1936 in securing passage of the anti-cigarette vending ordinance—were understood to be marshaling their forces against any change in the present law.

The jobbers, apparently fearful that cigarette machine operations would cut into their volume, are expected to raise the issue of juvenile delinquency—the official reason given for Chicago's prohibition of cigarette venders.

(Editor's Note: Chicago is the nation's only major city which prohibits the use of cigarette venders. When the city's present ordinance was passed in 1936, its proponents said cigarette machines encouraged minors to smoke. This argument, once a strong weapon for anti-vending machine forces, since has been widely discredited.)

NAMA REG. XII MEETS IN ORE.

Find Dime Bar Sales Poor; Air Industry Problems, Membership

PORTLAND, Ore., July 7.—Machine vending of 10-cent candy bars is encountering poor public acceptance in the Pacific Northwest according to consensus of operators attending a convention of Region XII, National Automatic Merchandising Association, here Saturday (30).

A poll of the operators pushing dime bars found none meeting outstanding success. Discussion brought out that the dime bar sells best in locations not offering any nickel bars and does poorest in machines accommodating both size bars.

Meeting, held in Portland for the first time, was in the Multnomah Hotel and was attended by 31 persons about evenly divided between operators and supply men. In charge was Dewey Estey, of D. A. Estey & Company, Portland, regional chairman and a NAMA director. Estey, who was retained as chairman for next year, was gratified over the turnout in view of the long distances covered by the region; Washington, Oregon, Idaho and Montana. Delegates represented an estimated 60 per cent of the industry in the region.

Member Drive
The meeting agreed to conduct a membership drive on the basis of each member bringing in at least one new member. Pete Malloy, Chicago, NAMA staff member assigned to membership

building and maintenance, said the Chicago office would provide each member a list of operators in the region as membership prospects. In a round-table conducted by Estey after luncheon in the Colonial Room, ideas were exchanged on the following subjects:

Coffee—A plant should have 100 or more employees to make coffee
(Continued on page 127)

DIVERSIFY

4-Phase Op All Season Volume Aid

WASHINGTON, July 7.—Sidney Lotenberg, candy and cigarette operator who last winter branched out into coffee vending, has launched still another route in his Westway Vending Company, with the installation of ice cream machines.

Lotenberg decided to introduce the ice cream units as a warm weather complement to his hot coffee route. Some of his locations include the David Taylor Model Basin and the National Bureau of Standards. He also has some super-market locations, although many of these also have self-service ice cream cabinets. The explanation is that the stores' own cabinets dispense ice cream in larger units for future consumption, whereas the vending machine offers individual servings of ice cream bars at 10 cents apiece. Children, accompanying their mothers on shopping expeditions, are good customers, it was also pointed out.

Lotenberg is using the Atlas Cold Snack Machine with a coin changer. Most machines are serviced once a day and none less than every two days, Lotenberg said.

Cool Days
He added that cool days result in a falling off of business of 40 per cent, but he hoped to compensate for this by adding 24-hour locations such as bus depots or cab stands. Factory or office building locations should pull a brisk trade during the winter as well, he stated.

Westway Vending's coffee units are still vending java for a nickel. Lotenberg expects to install doughnut venders at his coffee route stops next fall. He is experimenting with a candy machine for vending either two round doughnuts or stick doughnuts.

Following up the additions to the coffee route, Lotenberg plans to add in ice cream machines next spring. What is now being operated as one route (coffee and ice cream) will then be split up into two routes, he said.

Juice Bar Sale Office for Chi

CHICAGO, July 7.—Juice Bar Corporation announced the opening of an office here this week under Fred Schuyler. New sales outlet, at 23 South Jefferson Street, will concentrate on placing equipment in military installations in the Chicago area and is now putting together a sales force. Firm produces a six-selection canned juice vender. Unit, 300 six-ounce can capacity, features an automatic can opener and a self-contained empty can disposal bin.

Brach Skeds Car Card Bar Promosh

CHICAGO, July 7.—E. J. Brach & Sons has scheduled a major candy bar promotion to start in September, utilizing car card, periodical, radio and television advertising. Firm will key car card to Chicago, Detroit, St. Louis, Minneapolis and St. Paul to its Mint Bar with a total public transportation audience of some 200 million persons per month.

SANDWICH SNAFU IN CHI

Lunch-O-Mat Quits, Buyer Converts Units to Milk Op

CHICAGO, July 7. — With the sale and subsequent conversion of the Lunch-O-Mat, Inc., sandwich operation here to a straight milk-juice route last week, almost five years of hot and cold snack venders operation in Chicago ground to a virtual halt. Lone exception is the single electronic hot dog machine on test at Riverside Park by its manufacturer, American Citrus Corporation.

Disposal of the Lunch-O-Mat operation was confirmed by a spokesman in Arthur Rubleoff's office. (Rubleoff, with Edward Gold, Wimpy Grills' president, and Robert Long head of Lunch-O-Mat.) Also, Robert Fischer, of Schilling & Fischer Dispensing Company, Chicago, whose firm bought the Lunch-O-Mat equipment, told The Billboard that of the original 55-60 machine sandwich operation, his firm purchased 39 of the combination sandwich, milk machines. Earlier, Lunch-O-Mat had sold 15 units to the Border Company in Detroit for straight milk vending.

Fischer said 29 of the 39 machines were still on location, but that Lunch-O-Mat had already converted 12 to straight milk-juice operation and only 17 continued to vend sandwiches. His company plans immediate conversion to milk and canned juice sale, expanding this type operation it already has in Chicago and Indianapolis. With the exception of those few locations demanding sandwiches, Schilling & Fischer will retain the 29 Lunch-O-Mat installations where equipment is already operating.

According to locations contacted by The Billboard, Lunch-O-Mat

started eliminating sandwich operations gradually over the past several weeks. Reason, according to a typical comment by one location, John Plain Company, was that Lunch-O-Mat officials said sandwich meals were becoming too costly to permit profitable operation when balanced against total sales volume and special packaging. This in spite of the fact that the wide food preparation and purchasing experience of Wimpy Grills was at Lunch-O-Mat's disposal thru the former firm's president, Gold, who was partner in the vending company (The Billboard, December 16, 1950).

History

Lunch-O-Mat itself was the result of a three-part evolution of an earlier cold sandwich operation, Tasty Sandwich, Inc., set up here in 1949 by Florence Vipond and Georgia Shanks, former industrial plant food caterers. Using Alco-Dere refrigerated candy venders which were altered to handle half sandwiches, Tasty Sandwich was, in turn, discontinued in late 1949 when its partners set up Lunch Box, Inc., and switched to Dari-Mart equipment built by Cedar Hill Farms, Cincinnati. This equipment also was specially converted to handle sandwiches.

In December, 1950, Gold, Rubleoff and Long bought out Lunch Box and formed Lunch-O-Mat. The Dari-Mart machine was further refined for food vending, a large glass view section was installed on the front of the sloping face panel for better visual presentation of the contents.

Lunch-O-Mat attempted to set up a franchised operation policy, meanwhile operating its own route in Chicago. Ideas were similar to that devised by Shanks and Vipond under Lunch Box, with the vendor price remaining the same, \$750.

More History

Among other sandwich vending operations initiated in Chicago during the post-war years was that by Automatic Canteen Company, which introduced electronic machines at the Midway Airport but 1946 (then Municipal Airport) but called off when the Health Department pointed out such equipment must furnish a refrigerated storage compartment for sandwich meats prior to their being cooked. Also, Timm Industries installed a few experimental hot sandwich venders for several months in early 1950; two of these were operated in the subway system.

While Stoner Manufacturing Company introduced a refrigerated five-column sandwich vender during the 1950 Automatic Merchandising Association convention, the unit was not placed in regular production for much the same reasons as the Timm stoppage. And still another cold sandwich

vender, manufactured by J. H. Keeney & Company, while continuing to be turned out, is going mainly to East and West Coast operators. Keeney's Paul Huebsch reported there had been no installations of the unit in Chicago to date.

The only other big factor in the cold sandwich field, Row Manufacturing Company, Inc., has targeted its equipment primarily to the East Coast. The Chicago Rowe milk operation, sold to Bowman Dairy Company in April this year, was the only operation using firm's equipment in this city, and it did not include sandwich venders among its machines.

Schilling & Fischer Dispensing Company, prior to absorbing the Lunch-O-Mat operation, had purchased going milk vender routes in Chicago and Indianapolis headed by Paul Derringer (The Billboard, March 18, 1950).

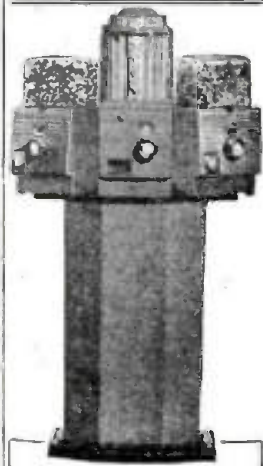
New Wrigley Vender Pack

CHICAGO, July 7.—William Wrigley Jr. Company announced a new 20-count magazine loading vend pack for its nickel stick gum this week. Edward Olsen, head of Wrigley's vending division, said the pack, which permits instantaneous loading, is a cellophane wrapped single piece unit with an open top, flanged sides.

Olsen stated there was no change in price, that the special vend pack is available in firm's Juicy Fruit, Double Mint and Spearmint flavors.

Julius Heide Dies

NEW YORK, July 7.—Julius A. Heide, senior vice-president and a director of Henry Heide, Inc., died Monday (25) after a long illness. He was the son of the company's founder and joined the firm in 1903.



HERE, OPS, IS A MONEY-MAKING COMBINATION YOU CAN'T BEAT

Northwestern Model 49's — 1c, 5c or 10c play — on each side of a new sensational Northwestern Selective Tab Gum Vender with its 10 varieties. . . . All on a beautiful cabinet stand. A merchandise unit bringing unheard of profits in the bulk vending field.

WRITE, WRITE OR PHONE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION 630 Armstrong Street Morris, Illinois

Advertisement for Indian Brand Pistachio Nuts, Agress Nut & Seed Company.

Advertisement for Victor's Topper vending machine, featuring glass or plastic stoppers.

Advertisement for Northwestern Tab Gum Venders, Model 49 Bulk Venders, featuring a Badger Sales Co. logo.

P.M. Readyng Own King-Size Cigarette?

NEW YORK, July 7.—Trade sources here indicated this week that a new king-size cigarette may be in the test stage by Philip Morris & Company, Ltd. Firm, which is the single major U. S. cigarette maker not plugging its own long-style smoke, is making the large size thru a royalty agreement with Alfred Dunhill, Ltd., London, called Dunhill Majors.

Confirmation or denial of any king-size activity was not made by Philip Morris officials, who claimed no knowledge of such a move.

New Clark Gum Flavor Introed

PITTSBURGH, July 7.—Clark Brothers Chewing Gum Company announced it will introduce a new gum flavor to its stick line. Called Freshmint, it will be a spearmint flavor product. Initial distribution will be from the Eastern seaboard to St. Louis starting July 15.

Charles T. Clark, president, said the new flavor will be backed by a series of spot television commercials, window streamer and other special point-of-sale plugs. It will be the third nickel pack offered by the firm; others are Clark's Teaberry and Clark's Tendermint.

Ga. Cig Levy Cut 2 Cents

ATLANTA, July 7.—With the expiration of the Georgia Emergency Tax Act Saturday (30), enacted in 1949 by a special session of the General Assembly, the price of cigarettes will be 2 cents less per pack.

The act placed a nickel levy on each pack, now reduced to a 3-cent per pack tax. Too, the minimum price for cigarette will drop from 22 to 20 cents a pack.

Similar reductions were also made in beer, wine, gasoline taxes with the ending of the emergency measure.

Advertisement for Northwestern 30 Day Money Back Trial, featuring the year's greatest venders and a list of prices for Model 49 and 10-column selective tab gum.

Advertisement for Northwestern Sales and Service Company, featuring a list of products and contact information.

Advertisement for Jumbo Universal vending machine, featuring a special package deal and contact information for Roy Torr.

Advertisement for Charms—Proven Sales Boosters, featuring Karl Guggenheim inc. and contact information for Damon Runyon Cancer Fund.

Large advertisement for Rake Coin Machine Exchange, featuring a list of products, prices, and contact information.

SMOKESHOP '612'

The NATION'S FINEST CIGARETTE VENDOR

For Out And Mail This Ad For Details

AUTOMATIC PRODUCTS CO.
250 B West 37th St., New York 19, N. Y.
Phone 7-3123

Ice Vending Warms Up in Philadelphia

PHILADELPHIA, July 7.—A new type of vending machine operation for this area has been introduced by the Ice-o-Matic Vending Machine Company. For a quarter, its equipment delivers an insulated bag containing 100 ice cubes; for \$1 a bag of 500 cubes.

Machines have been set up outdoors on lots adjoining gasoline stations in the Frankford, Mayfair and West Oak Lane sections of the city. In each case, the units service large apartment house areas where the supply of ice cubes in the individual refrigerator is limited.

The machines are in operation on a 24-hour basis and because of location, allow for pick-ups by automobile. Before the summer season is over, it is expected that more than a dozen such machines will be on location in various sections of the city.

Coin units offering a similar service have been set up by the American Ice Company at its various locations thruout the city.

Charms

Paul A. Price Co.
220 Broadway, New York 38, N. Y.

REDUCED PRICES LIMITED TIME!

CIGARETTE MACHINES

National 930, 270 Pack Cap	\$ 80.00
Rowe Royal 8 Col. 400 Pack Cap	85.00
Rowe Crusader 10 Col. 475 Pack Cap	90.00
Uneda Model 500, 9 Col. 350 Pack Cap	140.00
Uneda Model A, 9 Col. 270 Pack Cap	90.00
Do Grand Model 8, 7 Col. 310 Pack Cap	49.50

CANDY MACHINES

Rowe Candy, 120 Bar Cap	\$15.00
U-Select-It, 54 Bar Cap	35.00
Advance Candy, 40 Bar Cap	35.00
Vendall Candy (New)	35.00

KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

TOP EQUIPMENT UNCONDITIONALLY GUARANTEED.

ONE-THIRD DEPOSIT WITH ORDERS, BALANCE C.O.D.

Parts and Mirrors available for all makes and models.

SPECIAL \$57.50 CANYMAN 79 Bar Cap (Not Stock \$65.00)

SPECIAL \$77.50 ROWE IMPERIAL 8 Col. 340 Pack Cap

CONVERSIONS

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING CANDY MACHINES CONVERTED TO 10c VENDING

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

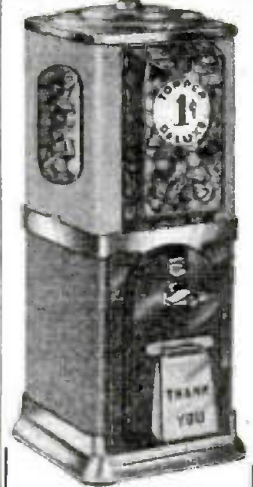
For this week's prices consult the used machine advertisements in this issue.

	Issue of July 7	Issue of June 30	Issue of June 23	Issue of June 16
AS1 Airway Scale			\$125.00
Adam Gum 1c	9.95	9.95	9.95	
Advance Candy	25.00	25.00	25.00	
Advance Stamp Vender, 5c and 10c				19.50
Andrew Nut 10c			12.50	
Auto Hot Nut 5c			12.50	
Atlas Barrow 5c	8.95	8.95		
Bradley Drink Machine				
Model B		500.00		
Candyman 72 Bar	37.50	37.50	37.50	37.50
Cash-Coin Drink Machine	450.00	450.00		
Du-Grauer Model 17 Col.	49.50			
Du-Grauer Model 18	49.50	49.50	49.50	49.50
Electro Serve 5c Pop Can				19.50
Local Card Vender (Exhibit)	19.50			
Jumping Large Head Scale				37.00
King's Airway Scale	95.00	95.00	95.00	95.00
La Boy Scale	50.00	50.00	50.00	50.00
Master's	6.00			
Mills Scale	50.00	50.00		
Microscope Card Vender				
2 Col.	19.50			
Natopac 930	80.00	80.00	80.00	80.00
Norhwestern Deluxe	10.00	24.50	24.50	
Norhwestern Merchandise	3.00			
Norhwestern Fab Gum	25.95	25.95	25.95	25.95
Norhwestern 33 Nut				7.50
Norhwestern 33 Ball Gum	7.50	7.50	7.50	
Norhwestern 39's	5.00			
Norhwestern 49 Ball 1c	6.95			
Pop Can Size	89.50	89.50	89.50	89.50
Rowe Candy	85.00			99.00
Rowe Crusader (10 Col.)	140.00	140.00	140.00	140.00
Rowe St. (6 Col. and 10 Col.)				19.50
Rowe Imperial (8 Col.)	77.50	77.50	77.50	77.50
Rowe Royal (8 Col.)	80.00	80.00	80.00	80.00
Rowe Royal (10 Col.)	85.00	85.00	85.00	85.00
Royal Weighing Scale	39.50	39.50		
Selective Candy 50 Bar 5c				19.50
Shoe Shine Machine (Pat.)				49.50
Silver Brush-Up	75.00	75.00	55.00	75.00
Silver King 1c	7.50	7.50	7.50	
Silver King Hot Nut	17.50	17.50		
Target Hunter (Silver King)	25.00	25.00	25.00	19.50
Target King (Silver King)				19.50
Torco Large Head Scale		80.00	80.00	80.00
Uneda Model A 19 Col.		80.00	80.00	80.00
Uneda (500)	69.50	69.50	69.50	69.50
Uneda (10 Col.) Model 1000	90.00	90.00	90.00	90.00
U-Select-It	35.00	49.50	35.00	35.00
Victor's Topper	5.00	11.25	11.25	
Waiting Scale	12.25			90.00

Candy Sales Up

WASHINGTON, July 7.—Dollar value sales of bar confectionery goods during May of this year climbed 17 per cent above sales of May, 1950, according to preliminary estimates by the Department of Commerce. The May, 1951, dollar value of all confectionery goods sales was about 12 per cent higher than sales during May, 1950.

Package confectionery goods found, sales during May, 1951, about 9 per cent above those of May, 1950.



Victor's TOPPER DELUXE

WITH SIDE DISPLAY WINDOW. Also Available in Double, Triple and Revolving Super Market Units.

VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 39, Ill.

UNEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW... RECONDITIONED LIKE NEW

165 Clymer Street, Brooklyn 11, N. Y. • EVergreen 7-4568

SCHOENBACH STAMP VENDORS

Folder Type

ATTRACTIVE—OUTSTANDING

- Built To Last for Years
- Perfect, Simple Mechanism
- Perfect Slug Detection
- Completely Different
- Reliable Performer
- Mechanism Closes When Empty
- Easy Loading
- FULLY COVERED BY GUARANTEE AGAINST MECHANICAL DEFECTS

1/2 Whn Order, Balance C.O.D. Write for Quantity Prices.

STAMP FOLDERS Available at Very Low Prices.

COMPLETE LINE OF MERCHANDISE AND SUPPLIES FOR VENDING MACHINES. WRITE FOR PRICES

J. SCHOENBACH

1645 BEDFORD AVE. PHOENIX 2-2900 BROOKLYN 25, N. Y.

How are things in BELGIUM?

Find out for yourself by reading the special report on why this country is becoming one of the coin machine industry's best customers.

It will be published in

The Billboard EXPORT SPECIAL

Dated July 28th

Deadline July 19th

Belgium is an important coin machine customer. \$445,289 in automatic phonographs and amusement games were bought by Belgium coinmen last year... \$103,795 in the first quarter of this year.

FRENCH BOY POP CORN Dispenser

keep popcorn warm and flavorful—sells itself—requires no tace. 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

Put your own corn or buy fresh ready-to-put popcorn from us. Write to Sales Dept.

A B C Popcorn Co., Inc.
3440 W. NORTH AVE
CHICAGO 47, ILLINOIS

GIVE TO DAMON RUNYON CANCER FUND

READY FOR DELIVERY NOW!

1c or 5c

ACORN

ALL-PURPOSE BULK MERCHANDISER

Featuring the new **WHITE FLASH** BRUSH HOUSING

Empire

COIN MACHINE EXCHANGE

1012 Milwaukee Ave., Chicago 27, Ill.

BRAND NEW

LUCKY BOY VENDORS

\$9.75 Less 10% \$8.775

EACH Lot of 15 MODEL 87.75

1c or 5c

Not one Charm Vender sold 2 lbs. Mills Ball Gum Vender, 300 Ball Gum with Guarantee

179 Deposit Refund C.O.

FREE

5 LBS NUTS OR BALL GUM WITH EACH MACHINE.

BLVD MFG. CO.
VALLEY STATION, KY.

GET * NEWER CHARMS

Lower prices from America's largest Charm manufacturer

Over 10 new and different series of Charms

Our prices are lower! Send 35c for complete samples

PENNY KING CO.
415 N. Main Street
Pittsburgh 24, Pa.

Vend

"The Magazine of Automatic Merchandising"

"As a small vending machine operator, I find 'VEND' right up to date on news and helpful suggestions which cannot be found in any other magazine."

George F. Kennedy
Mechanicsville, N. Y.

VEND
2140 Patterson St.
Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I enclose \$1.

Name

Address

City

Zone

State

Pistachios

3 SPECIAL GRADES FOR VENDORS

ask for ZALOOM'S

- 4 STAR JUMBO
- VENDORS MIX
- 3 STAR "BUDS"

Perfect. The Finest and Finest Selling Pistachios. Red and White. DELICIOUSLY ROASTED AND SALTED.

Packed 5-Lb. Moisture-Proof Bags 12 5-Lb. Bags to Cartons.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES. WRITE US TODAY



JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachios Nut

8 JAY STREET NEW YORK 13, N. Y. BRoklyn 3-7444

Try VICTOR Once and you will BUY VICTOR ALWAYS ORDER TODAY!

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa. Phone: LOUret 7-1448

WRITE FOR CATALOG On Bulk Vendors, Merchandise, Games, etc.

COPPER CHARMS
Larger size, new series, 5,000 \$3.95
Plastic Charms, new large series, 1,000 4.45
Metal Painted Impresario Charms, 500 per set 5.50
Toy Watches, 3 brands 1.50
Stone Set Rings, 1 gross 1.95
"New Card" Buttons, 1,000 3.75

STANDS
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for location. Weighs 17 lbs.
\$3.25 each
We are factory distributors for all leading makers of VENDING MACHINES. One-third Dealer on All Orders.

PARKWAY MACHINE CORP.
715 Emsw St. Baltimore 7, Md.

USED SPECIALS

50 N.W. 1/4 \$ 5.00
50 TOPPERS 3.00
100 COL. MODEL A & M 3.00
25 MASTERIES 6.00
25 SILVER RINGS 5.00
25 N.W. 1 & 5g DELUXE 10.00
50 N.W. MERCHANDISERS 3.00
10 5c HOT NUT MACHINES 5.00

*MCHS. REQUIRE PAINT.

25 MCH. ORDER OR MORE, DEDUCT 10% DEP. WITH ORDER. BAL. C.O.D.

OPERATORS VENDING MACHINE Supply Company
1023 So. Grand Ave. Los Angeles 15, CALIF.

EPHY CHARMS

Plastic #2 \$ 3.00 per 1,000
Silver Plated #2 4.50 per 1,000
Plastic Wonderful #70 3.75 per 1,000
Silver Plated #70 6.50 per 1,000
Plastic Comic 4.25 per 1,000
Silver Plated Comic 6.50 per 1,000
Grocery Charms 10.00 per 1,000

EPHY
Samuel Ephy & Co., Inc.
91 15 1/2th Place, San Diego 7, CALIF.

Nine Calif. Bills Affecting Venders Die in Committee

SACRAMENTO, July 7.—The 1951 California Legislature adjourned recently after an 18-week session during which it failed to pass nine bills affecting vending and service machines. The bills were: Assembly bill 2339, requiring cigarette machines be located in sight of employees or proprietors of establishments and boosting penalty for selling cigarettes to minors under 18 from the present \$5 to a maximum \$500 fine and six months in jail, and making the operator and location equally responsible.

Assembly bill 2335, imposing an unspecified amount of tax on persons owning or operating cigar or cigarette vendors.

Assembly bill 2338, making it a misdemeanor to install or maintain tobacco vending machines within 800 feet of schools.

Assembly bill 2847, prohibiting cigarette vending machines if they were accessible to the public or not under control of representative of establishments open to the public.

Assembly bill 968, making it possible to buy a cup of milk from a bulk dispensing machine (it received a do pass recommendation from the agricultural committee).

Assembly bill 3298, prohibiting use of parking meters by local authorities except within business district.

Assembly bills 2848, 2849 and Senate bill 1483, which would have imposed an excise tax on the distributing of tobacco products.

Venders Vital

maintained in top sanitary and operating condition; periodic checks by camp health officers will quickly put "out of bounds" on such equipment not meeting rigid requirements.

An important factor in selecting type of vending equipment for camp installation is capacity. This is because military personnel often makes not one but two or three purchases of the same item from one machine during a single visit. And in some early camp installations, a common complaint was the "empty too often and too long" when machines couldn't keep up with demand; answer was stepped-up servicing, more units where space permitted, or "doubling up" such as the G. B. Macke Corporation devised in its military candy installations. Here, two nickel candy bars are placed on each shelf, sold for a dime. Result: greatly increased capacity, less danger of sellouts. Macke, however, stresses that all columns in a single machine are not converted to two-bar sale, thus avoiding the implication of "forcing" merchandise on soldiers.

New camp operations announced by the army and air force recently (The Billboard June 23) indicate the growing potential for vendor placement. The military reported that eight training centers would possibly be reactivated by late summer. In addition to the Bryan Air Force Base in Texas and a second base at Biloxi, Miss., scheduled for full operation by early summer, the others set for probable later reopening include camps at Shelby, Miss.; Gruber, Okla.; Bowie, Tex.; Blanding, Fla.; White, Ore.; McCall, Miss.; Swift, Tex., and Camp Joseph T. Robinson in Arkansas.

Candy Sales

WASHINGTON, July 7.—Manufacturers' sales of confectionery and chocolate products are estimated at \$88 million for April. Commerce Department reported. Although sales ran 14 per cent below March, they were 7 per cent above April, 1950.

Bar goods valuation for the first four months this year was up 14 per cent above a year ago, reaching \$24,339 million, while poundage was up 5 per cent at 51,733 million pounds. Other changes during this period were: Package goods, valuation up 13 per cent to \$167,934 million, poundage up 1 per cent to 498,749 million pounds; bulk goods, valuation up 13 per cent to \$15,461 million, poundage up 2 per cent to 55,638 million pounds; general line, valuation up 7 per cent to \$27,365 million; poundage down 1 per cent to 95,931 million pounds.

Region XII Meets in Oregon

Continued from page 124

vending profitable, and an operation of 10 or 15 machines is about the minimum at which an operator can hope to function economically. An operator can cut costs by using cold cups, but he will have to re-duce temperature of the cups to about 90 degrees instead of the normal 120 degrees. Coffee vending is a complex undertaking, and an operator will avoid mistakes by consulting other operators who have had this experience.

Ice Cream
Ice cream—An operator can reduce costs by getting the supply house to make deliveries to locations instead of the operator investing in a refrigeration truck. However, there is a tendency for supply houses to go into the vending business themselves. Their success has been only moderate in that the companies find they need experienced vending men to handle the operation. So, instead, operators have been buying vending equipment and reselling to operators on time.

Milk—A plant with 175 employees is about a minimum vending for profitable milk vending. Chocolate milk outsells plain 2 to 1, and a coin changer on a machine increases gross about 15 per cent.

Dairies delivering to locations should be induced to keep the same man on the route as much as possible, otherwise the operator is confronted with the necessity of "educating" each relief driver if he is to avoid losses in merchandise. Losses thru souring when an electric cord plug gets pulled can be avoided thru use of a plug that locks in the wall fixture.

Cookies—Some operators have increased their gross by installing cookie machines near drink vendors. Careful selection of brands can result in a wider profit margin than do candy bars.

Candy
Two candy bars—Some operators find two bars for a dime move faster than single dime bars, and service costs are lower than with nickel bars. Combinations—different bars in the same package—have paid some operators.

At the morning session the value to operators of NAMA membership was brought home by Estey,

Oregon Bottlers

Continued from page 124

station operator can afford to see the customers drive away with the bottle.

Machines going into many locations for Pepsi-Cola are without coin changers, Deutsch noted, citing shortages in these units as well as in refrigeration parts and steel. He said the firm has coin changers in shipment and that boxes will be converted when units arrive, but he characterized the coin changer as a headache for the operator.

"Thirty per cent of our trouble calls are because of difficulties in the coin changers," he said. Pepsi-Cola does not operate cup vendors, this phase being handled thru a contract with C. W. Sanborn. Sanborn specializes in theater lobby locations, where price is a dime.

Name Coca-Cola Manager
At Coca-Cola Bottling Company, Al McLain became sales manager Tuesday (26), promoted from route manager. McLain, 38 years old has been with the company since 1941 and in his new position succeeds William Moore, who has been with the firm since 1938.

McLain reports that cup vending is growing fast in Portland, although it still is far behind the company's machine-vended bottle business. Cup locations are being pushed in sites where bottle venders would be a problem or where the location owner would be inconvenienced by the clutter of accumulating bottles.

So far, McLain says, Coca-Cola has not been hampered by material shortages for boxes. As for a date price, Coca-Cola continues to look the other way. "The nickel has bought a Coke since 1886," McLain noted, "and we don't want to change that."

Meed Wins Suit

SPRINGFIELD, Mass., July 7.—James Meed, general manager of the Powers Paper Company, was awarded \$1,000 against the Coca-Cola Company of this city. Claim was paid for injuries suffered when a bottle of the concern's product exploded and cut his hand while he was moving the cap in a Coke machine at the Powers Paper Company plant, June 27, 1949.

Meed had brought suit against the Coca-Cola Company for \$8,000,

who described his activities, as regional chairman, at the recent Oregon legislative session. During the record 111-day session Estey was at Salem from January 8 to May 10. Results agreeable to vendors included passage of a 3-cent cigarette tax tied in with a fair-trade practice law. Another achievement was obtaining a Salem city ordinance providing for a license instead of a machine tax as proposed by the council.

Biz Tax
Also in Portland, Estey reported, a business tax was enacted plus \$1 per machine. He stressed the educational work necessary with tax-making officials, who openly proclaim that taxes on vending machines are the easiest to enact because they are popular with the public.

Tom Hungerford, St. Louis, National Vendors, Inc., spoke on the outlook for government controls. He advised the operators they need feel no concern right now, although NAMA contacts with government are vital to safeguard the industry's interests in the event of sudden policy decisions by agencies.

Insurance
Malloy explained the life and health insurance policy available under NAMA, noting that it was the first insurance where a small employer can obtain group insurance. He said the plan helped employers retain crews in defense-work areas with manpower shortages, enabling them to offer the coverage as fringe benefits where higher wages might be difficult to arrange.

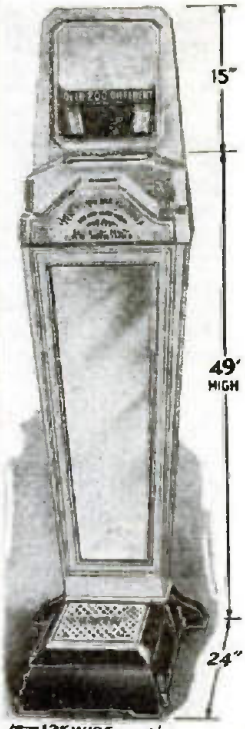
Decision to launch a regional membership drive followed explanation by Malloy of the NAMA campaign to bring its membership to 2,000 this year. He said a drive had opened that week to bring beverage bottler membership to 500 and cited a new dues schedule for them, based on population: \$25 a year under 100,000 and \$100 a year over 750,000. To obtain operator members, dues have been cut to \$15 for those with one employee, \$25 for two and \$35 for three or more.

Hospital Snack Center Serviced By Six Venders

PHILADELPHIA, July 7.—Providing a service to hospital staff and visitors alike, as well as a source of income for the nurse's welfare fund, the recently-opened vending machine center at the Jefferson Hospital makes good use of automatic merchandising receipts.

A half dozen vending firms have installed machines in the hospital's "Alcove," a snack bar located on the ground floor off the lobby. And since the hospital is located in the center of the city and removed from retail shops or quick-order lunch counters, the installation fills a definite need.

The Alcove at present houses six types of vending machines. Automatic Food Service Company has an Atlas Colman ice cream vander; Noble Vending Company services a Norman chilled fruit juices machine, offering six canned juices. Canteen Company has its own 5-cent candy machine with six selections; Unit Vending Corporation has the cigarette machine; Philadelphia Nika Distributors has the Nika cookie machine, and Cup Machine Service Corporation placed the soft drink machine, offering Coke, root beer and lemon-ade.



13" WIDE
WEIGHT, 165 LBS.
\$25 DOWN
Balance \$10 Monthly
400 DE LUXE PENNY FORTUNE SCALE NO SPRINGS
WRITE FOR PRICES
LARGE CASH BOX HOLDS \$25.00 IN PENNIES
Invented and made only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

Northwestern
TAB GUM VENDERS
Sineis
\$25.95
25 to 100
\$25.45
100 to 500
\$24.95
36-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
1114 TREMONT ST., BOSTON, MASS.

From LITTLE ACORNS mighty it COMES GREAT
ACORN
The only completely dustless aluminum, precision-built
ALL-PURPOSE VENDOR
• Vends all bulk media—soft, gum, ball, candy, charms.
• Packaged, easy-to-clean merchandise chute.
• Tamper-proof held by top lock and body clamps only.
• Guaranteed mechanically—weight less than 7 lbs.

Featuring the sensational new **WHITE FLASH BRUSH HOUSING**

WATLING manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

BRAND NEW BUCKLEY CRISS-CROSS JACKPOT BELLS 5c - 10c - 25c - 50c



WRITE OR WIRE BUCKLEY MANUFACTURING CO 2727 West Lake St Chicago 24, Ill. BUCKLEY VENDING COMPANY 817 E. Fourth St. Reno, Nev.

WATCH THIS AD EACH WEEK FOR EXCEPTIONAL BARGAINS This Week Seeburg Model 146 \$199.00 Seeburg Model H146M R. C. Special 199.00 Seeburg Vogue & Classic 50.00 Seeburg Hitone & Latone 45.00 Seeburg Mayfair & Regl. 39.50

W. B. DISTRIBUTORS, INC. 1012 Market St. St. Louis, Mo. SEEBURG DISTRIBUTORS

WE WILL ACCEPT BALLY TURF KINGS, new, low model, in trade on Phonographs or new Pin games UNIVERSAL 5 STAR UNITED ABC BALLY BRIGHT LIGHTS EVANS COALTOWN, greatest free play game ever built, especially adaptable for free play territory Send your list in now. FRANK SWARTZ SALES CO. 513-A Fourth Ave. S., Nashville 10, Tenn. Phone: 4-8571

50 MILLS FOUR BELLS AND 10 THREE BELLS ALSO JENNINGS FAST TIMES MILLS JUMBO'S AND EXTRA MILLS PARTS INCLUDED WITH THE DEAL MAKE AN OFFER WRITE The Billboards, Box 455 Chicago 133 W. Randolph St. Chicago

TEXAS ROUND-UP TURF KINGS \$275.00 CHAMPIONS 135.00 CITATIONS 19.50 PHOTO FINISH 125.00 WINNERS 225.00 All Games Clean-Ready for Location Send by deposit with order. SOUTHWEST AMUSEMENT COMPANY 2016 Main Street Dallas 1, Texas Sherman 5141

A FEW MORE LEFT! C.R. Coin Bankerball \$195.00 C.R. Coin Bankerball \$195.00 Sigsbee's Pick 'Em & Ball \$175.00 Pool War \$100.00 Voice-a-Lot \$75.00 Original Criss-Cross \$75.00 Ten Patter \$75.00 Six Patter \$75.00 Six Shooter \$75.00 Six Shooter \$75.00 New Delecting PEEP SHOW Write 18 Page, 144 Illustrations FREE Mike Munves 877 10th Ave. 1st 43rd St. New York 18, N.Y. Bryant 4-4477

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboards as indicated below. All advertised used machines and prices are listed. Where more than one firm advertized the same equipment at the same price, frequency with which the price occurred, is indicated in parentheses. Where quantity discounts are advertised, as in the case of both vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with columns: Issue of July 7, Issue of June 30, Issue of June 23, Issue of June 16. Lists various amusement games like ABC (roll down), Amusement Ball (General), etc. with their respective prices.

Table with columns: Issue of July 7, Issue of June 30, Issue of June 23, Issue of June 16. Lists various amusement games like King of the Hill, King of the Hill, King of the Hill, etc. with their respective prices.

Tobacco Take WASHINGTON, July 7.—Profits of tobacco manufacturers before taxes in the first quarter of this year fell 16 per cent below the previous quarter, according to latest figures compiled by Federal Trade Commission. The tobacco industry's profits before taxes reached \$68 million in the first quarter. The decline of profits after taxes was 11 per cent below the previous quarter.

State Tax Calendar

Alabama
August 10—Tobacco reports from wholesalers and jobbers due. Tobacco stamp and use tax reports and payment due.
August 20—Sales tax reports and payment due.

Arizona
August 15—Gross income tax reports and payment due.

Arkansas
August 10—Cigarette reports due. Franchise tax due.
August 15—Gross receipts tax reports and payment due.

California
August 15—Personal income tax second installment due.
August 31—Unsecured personal property tax delinquent (5 p.m.).

Colorado
August 15—Sales tax reports and payment due.

Connecticut
August 10—Cigarette reports from distributors due.

August 15—Cigarette vending machine reports from operators due.

Delaware
August 15—Cigarette and cigar reports due.

District of Columbia
August 20—Sales tax reports and payment due.

Florida
August 15—Cigarette reports from carriers due.
August 20—Admissions tax reports and payment due. Rental tax reports and payment due. Sales tax reports and payment due.

Georgia
August 10—Cigar and cigarette reports from wholesale dealers due.
August 31—Sales tax reports and payment due.

Idaho
August 15—Cigarette reports of wholesaler drop shipments due.

Illinois
August 15—Cigarette reports due.

Indiana
August 10—Cigarette reports from distributors on interstate business due.
August 15—Cigarette reports of distributor drop shipments due.

Kansas
August 5—Cigarette reports from wholesalers due.
August 20—Sales tax reports and payment due.

Kentucky
August 20—Cigarette reports from wholesalers due.
August 31—Amusement and entertainment tax reports and payment due.

GUARANTEED USED ONE BALLS AT LOWEST PRICES

CHAMPION \$149.50
CITATION 99.50
GOLD CUP 79.50
MOCKEY SPECIAL 69.50
1/3 deposit with all orders

SICKING, INC.
America's Oldest Distributor
Established 1893
1441 Central Bldg.,
Cincinnati 14, O.

World Wide Your Exclusive Distributor for WILLIAMS, ROCK-OLA, EXHIBIT, KEENEY

KEENEY LITE-A-LINE
61 different scoring combinations. 10 ways to score on each card. Takes from 1 to 5 coins. No dead balls or 9 ball pocket to avoid. Player can score on 3 or 5 balls. It will pay you to operate LITE-A-LINE.

KEENEY BIG LEAGUE BOWLER
New—different, 4 play or shuffle rebound with or without libras plus Super Deluxe cabinet. Player than any game ever made.

WILLIAMS HAYBURNERS 5-Ball Game!
The new racing cliff knockout horse racing game with horses actually running on track. Plenty of Blah! Really funny! See it to believe it! Sure to be a winner for any location.

RECONDITIONED SHUFFLE GAMES

KeeneY LEAGUE BOWLER \$275
United 4 PLAYER 275
Bally HOOR BOWLER 275
United TWIN SHUFFLE ALLEY, pop. 275
KeeneY DOUBLE BOWLER 275
C.N. Coin Bowling Classic 150
Williams DOUBLE HEADS 125
Universal SUPER TWIN BOWLER 125
KeeneY KING PIN 85
Bally SPEED BOWLER 85
Williams DELUXE BOWLER 85
Gottlieb BOWLETTES 75
C.N. Coin Bowling Alley 65
Genie GLIDERS 50
United SHUFFLE ALLEY 35
With Liberty Pin Conversion 45

Late, Reconditioned FIVE BALLS
Free Play and Novelty

MINISTREL MAN \$145
KNOCKOUT 145
ROCKETS, P.J. 145
PIKE 145
NIFTY 145
RAG TOP 125
PIK BOWLER 125
GAS 125
SWEETHEART 125
SWEETHEART 125
SWEETHEART 125
SOUTH PACIFIC 110
TRIGONS 110
TUMBLER 110

Sensational EXHIBIT GUN PATROL
4 games in 1. 3 individual coin chutes. 6-10-25c. Game great on all locations.

ATTENTION! EXPORTERS IMPORTERS
The finest completely reconditioned 5 ball free play games with puppets. Immediate shipment. Packed for export. Quantities and prices as listed.

100 at \$90 ea. 25 at \$40 ea.
50 at 75 ea. 25 at 35 ea.

WILLIAMS NEW MUSIC MITE
40 or 100 play LIMITED AMOUNT AVAILABLE—SEE HOW FUNNY WE WIRE FOR POKER!

NEW TYPE 5-BALL
Free Play & Novelty Games
Immediate Delivery
Bally BRIGHT LIGHTS
Universal & STAR
United A.C.
CONTROL TOWER \$105

WILL BUY OR TRADE
FINE RING SEEBIG M. FOO
S-Ball Flipper Games

MISCELLANEOUS EQUIPMENT

See's SHOOT THE BEAR \$375
Yale Quiz Wm 225
Wm. STAR 225
SERIES 115
CARRY CASE 95
GUN 95
ADVANCE BALL 55
TWIN ROLL 55

WORLD WIDE DISTRIBUTOR
Phone: Chicago 4-2300
Chicago 4-2330 N. Western Ave.

Louisiana
August 1—Soft drinks reports due.
August 15—Personal income tax second installment due. Soft drinks reports due. Tobacco reports due.
August 20—Sales tax reports and payment due.

Maine
August 15—Sales tax reports and payment due.

Maryland
August 10—Admissions tax due.
August 15—Sales tax reports and payment due.

Massachusetts
August 20—Cigarette tax reports and payment due.

Michigan
August 15—Sales tax reports and payment due.
August 20—Cigarette tax reports and payment due.

Minnesota
August 20—Cigarette sales tax reports and payment due. Cigarette use and storage tax reports and payment due.

Mississippi
August 1—Property tax third installment due.
August 10—Admissions tax reports and payment due.
August 15—Sales tax reports and payment due. Tobacco reports from manufacturers, distributors and wholesalers due.

Missouri
August 31—Soft drinks inspection fee reports and payment due.

Montana
August 10—Cigarette tax stamp payment due.

Nebraska
August 10—Cigarette reports from distributors due.

Nevada
August 6—Property tax quarterly installment due.
August 15—Cigarette reports from wholesalers due.

New Jersey
August 1—Property tax quarterly installment due.
August 20—Cigarette tax reports and payment due.

New Mexico
August 15—Occupational gross income tax reports and payment due.
August 20—Cigarette reports from retailers supplying passenger carriers due.

New York
August 1—Property tax due.

North Carolina
August 15—Sales tax reports and payment due.

North Dakota
August 10—Cigarette reports from distributors due.

Ohio
August 10—Cigarette reports from wholesalers due.
August 15—Cigarette use tax reports and payment due.

Oklahoma
August 10—Cigarette reports from wholesalers, retailers and vending machine operators due.
August 15—Sales tax reports and payment due. Tobacco reports from wholesalers, jobbers and warehousemen due.

Oregon
August 15—Property tax delinquent. Property tax quarterly installment due.

Pennsylvania
August 10—Soft drinks reports due.

Rhode Island
August 10—Cigarette reports from distributors and dealers due.
August 20—Sales tax reports and payment due.

South Carolina
August 10—Admissions tax reports and payment due. Soft drinks reports due.
August 20—Sales tax reports and payment due.

Tennessee
August 1—Soft drinks reports and payment of quarterly installment of tax from bottlers due. Theater reports and payment of quarterly installment of tax due.
August 20—Sales tax reports and payment due.

Texas
August 5—Cigarette reports from solicitors due.
August 10—Cigarette reports from distributors due.

Washington
August 15—Cigarette drop shipment reports from wholesalers due. Cigarette duplicate invoices on shipments out of State from wholesalers and retailers due.

West Virginia
August 10—Soft drinks tax reports and payment due.
August 15—Cigarette use tax reports and payment due. Sales tax reports and payment due.

Wisconsin
August 1—Personal income tax last installment due.
August 10—Cigarette reports from wholesalers and manufacturers due.

Wyoming
August 15—Sales tax reports and payment due.
August 20—Cigarette reports due.

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

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For this week's prices consult the used machine advertisements in this issue.

Machine	Issue of July 7	Issue of June 30	Issue of June 23	Issue of June 16
A-B Bowler (KeeneY)	65.00 69.50	54.00 69.50	54.00 69.50	560.00 64.50
A-C Bowler (Chicago Coin)	120.00 150.00	145.00/p	149.00 150.00	149.00 150.00
Barball (General)	99.50	99.50	150.00	99.50
Barball (National)	44.50	49.50	49.50	99.50
Bingo-Roll (Bingo-Roll)	59.50			
Bowl-A-Line Electric	95.00/p			
Bowler (Gottlieb)	34.50(2) 55.00	75.00(2) 34.50	34.50 39.50	34.50 45.00
Bowling Alley (Chicago Coin)	65.00 69.50	65.00 69.50	63.00 69.50	50.00 65.00
Bowling Alley (Chicago Coin)	50.00 64.50	59.50 64.50	75.00	69.50 75.00
Bowling Alley (Chicago Coin)	65.00 97.50/p	75.00/p(2)	64.50/p	64.50 75.00(2)
Bowling Classic (Chicago Coin)	135.00 139.00	130.00 140.00	130.00 140.00	130.00 139.00
Bowling Lanes (General)	34.50 35.00	28.00 35.50	34.50 35.00	34.50 35.00
Deluxe Bowler (Williams)	75.00(2) 79.50	50.00 69.50	75.00(2) 79.50	75.00 80.00
Deluxe Bowler (KeeneY)	149.50 165.00	149.50 165.00	165.00 175.00	99.50
Deluxe Bowler (Williams)	175.00	165.00 175.00	165.00 175.00	175.00(2)
Deluxe Bowler (Williams)	149.50(2)	125.00(2)	134.50	125.00(2)
Double Shuffle Alley (United)	79.50	79.50	79.50	79.50
Duck Pin (KeeneY)	139.50 159.00	139.50 159.00	149.50 155.00	149.50 159.00
Four Pave Shuffle Alley (United)	275.00(2) 295.00	285.00(2)	285.00 295.00	285.00 295.00
Glider (General)	19.50 35.00	44.50	44.50	295.00
Hood Bowler (Bally)	275.00(3)	285.00(2)	285.00	285.00
King Pin (KeeneY)	89.50 95.00	94.50	94.50	94.50(2)
League Bowler (KeeneY)	249.50 275.00	249.50 275.00	275.00	275.00(2)
League Bowler (4-Player)	289.50			
Rebound (KeeneY)	29.50	29.50 34.50	54.50 99.50	50.00 50.00
Lucky Strike (KeeneY)	32.50 34.50	35.00/p	54.50 99.50	50.00 50.00
Pin Ball (KeeneY)	32.50 34.50	35.00/p	54.50 99.50	50.00 50.00
Shuffle Alley (United)	19.50 34.50	20.00 25.00	20.00 34.50	20.00 25.00
Shuffle Alley (United)	39.50(2)	34.50 39.50(2)	39.50(2)	34.50 39.50(2)
Shuffle Alley (United)	55.00/p	59.50/p(3)	49.50/p	49.50(2)
Shuffle Alley (United)	59.50/p		59.50/p	59.50/p
Shuffle Alley Deluxe (United)	69.50 70.00	69.50 74.50	69.50 74.50	69.50 74.50
Shuffle Alley Express (United)	74.50 90.00	79.50/p	85.00/p	85.00 125.00
Shuffle Alley Express (United)	199.50	99.50 140.00	199.50	199.50
Shuffle Bowl (Exhibit)	89.50	89.50	89.50	89.50
Shuffle Bowler (Bally)	34.50 44.50	20.00 29.50	34.50 44.50	29.50 34.50
Shuffle Bowler (Bally)	45.00	44.50 34.50	45.00 75.00	44.50 75.00
Shuffle Bowler (Bally)		44.50 34.50	45.00 75.00	50.00 69.50/p
Shuffle Bowler (Bally)		75.00/p	75.00/p	75.00/p
Shufflecade (United)	95.00	100.00 119.50	195.00	124.50
Shuffle James (Bally)	35.00	35.00	55.00	55.00
Shuffle Lane (KeeneY)	39.50 39.50	29.50 35.00	29.50 34.50	34.50 35.00
Shuffle Pool (KeeneY)	44.50	44.50	44.50	44.50
Shuffle Skill (United)	44.50	44.50	44.50	44.50
Shuffle Skipper (United)	159.00(2)	159.00 165.00	159.50 165.00	159.00 165.00
Simple Shuffle Alley	199.50	199.50	199.50	199.50
Rebound (United)	150.00	150.00	150.00	150.00
Shuffle Alley (United)	65.00 69.50	59.50 60.00	70.00/p	74.00 74.50
Speed Bowler (Bally)	75.00 79.00	75.00(2)	75.00(2)	75.00(2)
Speed Bowler (Bally)	79.50(2) 85.00	79.50(2)	85.00(2)	85.00(2)
Speed Bowler (Bally)	99.50	85.00(2)	139.50	125.00 139.50
Strike (Exhibit)	99.50	60.00 99.50	99.50	99.50 100.00
Super Shuffle Alley (United)	30.00 49.50	39.50 49.50	49.50	49.50 60.00
Super Twin Bowler (Universal)	125.00 135.00	65.00 130.00	125.00	125.00
Super Twin Bowler (Universal)	145.00 164.50	119.50/p	145.00(2)	129.50/p
Super Twin Bowler (Universal)		125.00	164.50	145.00 164.50
Tea Pin (KeeneY)	34.50	34.50	54.50	34.50 75.00
Trophy Bowl (Chicago Coin)	140.00	135.00 150.00	150.00 155.00	150.00 155.00
Trophy Bowl (Chicago Coin)	150.00(2)	155.00	155.00	155.00
Twin Bowler (Universal)	70.00 75.00	49.50 75.00	75.00 85.00	75.00 85.00(2)
Twin Bowler (Universal)	95.00 97.50/p	85.00 95.00	95.00	95.00
Twin Bowler (Universal)	129.00/p	129.50/p	129.50/p	129.50/p
Twin Bowler (Universal)		140.00		
Twin Bowler Alley (Chicago Coin)	49.50			
Twin Shuffle Alley (United)	225.00 229.00	229.50	229.50	229.50 235.00
Twin Shuffle Alley (United)	230.00	235.00(2)	235.00(3)	245.00
Twin Shuffle (Williams)	230.00(2)	230.00	230.00	230.00
Twin Shuffle (Williams)	34.50	35.00 20.00	34.50	35.00 34.50

DISTRIBUTORSHIP FOR SALE
Distributorship of leading coin-operated machines — Rock-Ola, Gottlieb, Williams, Universal for sale. Good location, big shop with lots of storage space. Owner retiring. Parts and machine inventory. \$10,000 will handle. Write: **BOX D-61**
CINCINNATI 22, OHIO

Country & Western (Folk) Record Reviews

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	RECORDING	RECORDING	RECORDING	RECORDING
• Continued from page 60						
COUNTRY & WESTERN						
COWBOY COPAS						
	Tennessee Flat Outstar	KING 904—Jump boogie country blues swings up a storm, as Copas cranks a novelty juke spinning a very catchy nonsense refrain. The one you can't crack this.	85	85	85	85
	I Love You (My Darling, I Love You)	(Kathy Copas) Copas' daughter Kathy joins him for a sweet and touching duet on a real country melody.	75	75	75	75
HAWKSHAW HAWKINS						
	I'm Waiting Just for You	KING 905—Hawking gets harmony support for a few, hardy blues in the old "Haw Long" melody. Lucky Millinder's got it 7 & 8-wise.	74	74	74	74
	A Heartache to Recall	Strictly routine earlier sets a good vibe from Hawkins' solo.	70	70	70	70
BEAVER VALLEY SWEETHEARTS						
	Pensylvania	VICTOR 23-0481—Fun harmonizers hymn the praises of Pennsylvania in a waltz lyric set to a pretty melody. The girls blend well.	64	64	64	64
	I've Been Wonderin' My Darlin'	Taylor, a virtuosic fiddler, introduces the girls as a really sweet-sounding team with a rattling sound.	67	67	67	67
JACK HOLDEN-FRANCES KAY						
	Everyone Is Welcome in the House of the Lord	VICTOR 23-0483—Boy-girl team crank to backwoods style, nasal harmony set off by mountain fiddle and guitar. Tune's an okay piece of religion.	65	65	65	65
	Beer, Whisky and Wine	Back-country version in waltz time gets a plodding rendition.	60	63	60	57
SKEETS YANEY						
	Candy Coated Lies	MEM 1211—Yaney chooses acceptably on the formula novelty, one at a time, lipping neat, with a hard piano and rhythmic backing.	72	72	71	73
	Another World Ago	Trusty Cashie Wilson joins Yaney for a pop duet on a pleasant little waltz-top ballad.	70	70	70	70
LOUIE IHNIS (String Dusters)						
	Stomp That Thing	MERCURY 6575—Boogie jumps novelty set to a traditional fast blues melody has leads chanting vociferously, with a deep-voiced vocal break as an effective climax.	74	74	73	75
	Monkey-Tonk Man	Another fine country blues novelty in same spirit as '74.	74	74	73	75
EDDIE ZACK (His Dude Ranchers)						
	You Remind Me So Much	(Louis Richel) DECCA 46398—Guitar, fiddle, in a distinctive high-pitched tenor, chords & melody. The Pan Alby type sentimentality is a nice waltz tempo set by organ and strings.	76	76	76	76
	The Clouds Will Soon Roll By	Guitar is joined by fiddles, bass and Mellotron for some sweet trio harmony in the old cut by Harry Wood and George Brown.	76	76	76	76
MOON MULLICAN						
	Cherokee Boogie (Eh-Oh-Aleena)	KING 905—Mulligan may have a real big one here—'74's the old "Hey Baby Boogie" set with a country style. Moon's charming and April's rhythmic piano, plus strong work from the string department under this a very strong entry.	86	86	86	86
	Love Is the Light That Leads Me Home	Teaser with a blues feeling at medium dance beat set a good one from Moon and the boys. It's a catchy song.	82	82	82	82
EVERETT CALLAHAN (C. L. Felty Jr.)						
	Down on My Knees	FOLK STAR 405—Refreshing new idea featuring piano and guitar instrumental treatment of a hymn. Fine exuberant playing; solid juke stuff.	72	70	70	75
	On the Jerico Road	More of the same.	72	70	70	75
JERRY AND PEGGY (Carolina Sunshine Girls)						
	Mother Wears a Purple Heart	FOLK STAR 404—Backwoods sister act rows a nasal, close harmony on a topical theme, with nervous organ backing. Strictly for the hills.	60	60	60	60
	How Can It Be Wrong?	(Johnny Johnson) Johnson, with real country flavor, sees a jazzy single, with swing fiddle and guitar accompaniment.	64	64	64	64

Calendar for Coinmen

- July 8—Wisconsin Phonograph Operators' Association, monthly meeting, Commercial Hotel, Eau Claire, Wis.
- July 10—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.
- July 10—California Music Guild, monthly meeting, 311 Club, Oakland.
- July 10, 24—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadwood Hotel, Philadelphia.
- July 11, 25—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.
- July 12—Recorded Music Association, Inc., annual Juke Box Day golf outing and banquet, Glen Eagles Country Club, Chicago.
- July 12—Michigan Automatic Phonograph Owners' Association, Inc., monthly meeting, Macraebes Building, Detroit.
- July 12, 26—Connecticut State Coin Association, Inc., semi-monthly meeting, Hotel Bond, Hartford.
- July 16—Westchester Operators' Guild, Inc., monthly meeting, Moose Hall, White Plains, N. Y.
- July 23—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- July 26—Michigan Self-Service Laundry Association, dinner discussion meeting, Detroit-Leland Hotel, Detroit.
- July 26—California Music Guild, Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
- July 31—Western Vending Machine Operators' Association, monthly meeting, Los Angeles.
- July 31—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
- August 1—Coin Machine Operators' Association of Harris County, monthly meeting, Chamber of Commerce Building, Houston.
- August 2—Summit County Operators' Association, monthly meeting, Akron Hotel, Akron.
- August 2—Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland.
- August 2—Washington Music Guild, Inc., monthly meeting (site varies), Washington.
- August 6—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- August 7-21—Music Operators' Association of Indiana, Inc., semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

Runzel
PUSHBACK WIRE
18 OR 20 STRANDED
NOW AVAILABLE IN
90
COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the cable and vending machine industry. Cut production costs... simplifies wiring diagrams... facilitates field repairs... ensures positive accuracy... saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS: our facilities for building wiring harness to meet your specifications is unequalled. Some of the world's largest manufacturers of cash and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications. We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

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Cord and Wire Co.
4723 W. MONTROSE AVE.
CHICAGO 9, ILL.

Edelco Names Allied Distrib For 5 States

CHICAGO, July 7.—Allied Coin Machine Company this week was appointed exclusive distributor in five Midwestern States by the Edelco Manufacturing Company, Detroit. First Edelco product to be handled by Allied is Star Bowler, a new bowling game which comes in 12 and 14-foot lengths.

Allied has now completed the move to its new headquarters at 788 Milwaukee Avenue here, Vic Weiss, Bill Knapp and Julian Crum, firm execs, reported. A special cabinet refinishing division has been set up, and the new headquarters also house general offices, showrooms, a premium division, and parts and service departments.

Moore Distrib Sells Building

PORTLAND, Ore., July 7.—Jack R. Moore Company, game and music distributor, has sold its two-story building at 1615 S. W. 15th Avenue, to the Portland Rehabilitation Center for \$80,000.

George Miller, manager, said the two-wing structure affords more space than the company requires, but future plans are indefinite but firm may lease warehouse from Rehabilitation Center. Widow of Jack R. Moore has been company president since his death late in 1947.

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THE GREATEST NAME IN
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Cash in on Tradio's New 17" FULL CONSOLE Ideal for the nation's top locations... and... because it is specially designed and engineered (and adapted) for coin-operation... perfect for you.

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FOR SPECIAL OPERATORS' PRICE AND DETAILS... PHONE-WIRE-WRITE

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TUBE
RCA LICENSED
Beautiful Mahogany Cabinet, Cash Box Swivel With Door.

EXCLUSIVE DISTRIBUTOR
FRANCHISES AVAILABLE

What's "current" in VENEZUELA?

Is it AC-DC? What's the voltage? What does the wiring "code" require? Can I ship a juke there "as is" or must it be rewired?

You'll find the answers in

The **Billboard**
EXPORT SPECIAL

Dated July 28th
Deadline July 19th

Venezuela has become one of our largest postwar coin machine customers. \$563,877 in coin-operated equipment was shipped to coinmen there last year... \$216,780 in the first quarter of this year.

N. Y. & N. J. OPERATORS!
WE ARE NOW DELIVERING
GENCO'S
SHUFFLE TARGET
Sensational Rebound Game

UNLESS	DAILY	DAILY
TWIN	SHUFFLE	SPEED
\$200.00	CHAMP	BOWLER
	\$90.00	\$50.00

Write for List of Our Stock:
DAVE LOWY & CO.
Exclusive Distributor for Keweenaw Products in the Metropolitan Area and N. Y. & N. J.
594 Fourth Ave., NEW YORK, N. Y.
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LATEST and BEST MONEY MAKER NAVAJO

Loads of Fun EVERYBODY PLAYS IT

- Small investment
- Excellent return
- Easy to operate
- Today's pennies, tomorrow dimes or foreign coins
- Usually breaks investment each month
- Initial cost - our only expense
- Early business place & location
- Large profit for distributors

DISTRIBUTORS OR OPERATORS—Order a substantial supply for your territory immediately! Sample \$14.50. Cash with orders. 2 or more, \$15.50. 1/2 cash with order balance C.O.D. wire phone or air mail.

Candle & McCrory Mfg. Co.
194 East Van Buren St. Phoenix, Arizona
Phone 2712 or 2498

GETTING READY TO MOVE! WHAT DO YOU WANT IN RECONDITIONED EQUIPMENT—ALL TYPES—AT ROCK-BOTTOM CLEAN-UP PRICES!

CHICAGO COIN HIT PARADE—NEW
No. Indiana Operators—Contact Us for New All New Games Also Available.
EVANS' CONSTELLATION PHONES WRITE—WIRE—PHONE

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE. (PHONE AREA 7-1638) CHICAGO 22, ILL.

HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND

sary promotion came to a close Tuesday (3) night. Both reported the one-month drive had resulted in record sales and production, and they added the firm's Kiddie Dude Ranch package is now going into locations throughout the country. Grouping, Mearcui stated, has been in demand by Kiddie-land ops.

Wally Finkle, First Distributors partner, tanned after spending a week-end on the beach. He had been under the weather physically for several weeks, but found it impossible to get away from the firm's headquarters. His partner, Joe Kline, enthused over the sales of the Chicago Coin Hit Parade unit in the four-State area covered by First, says the photo is going into a number of outdoor spots in the resort areas. Mal Finkle, premium division topper, says his supply is being steadily increased so that any future shortages will not effect their sales program.

Monarch Coin toppers, Clayton Nemeroff and Charley Pieri, are busy readying the move to their new headquarters on Lincoln Avenue here. Both say the new spot will be one of the most modern in the industry. Congratulations on their purchase of Monarch from Roy Bazelon have been pouring in all week they say. Meanwhile Bazelon will spend nine months of each year in Florida running his real estate and building business, and the other three months in Chicago where he owns several public garages.

Paul Mademann, Standard Metal Typewriter, reports business on that type of equipment going strong, especially in areas where there are military personnel. Paul leaves shortly on an extended business trip which will cover Louisiana, Texas and Mississippi.

Herb Perkins, Purveyor head, reports a continuing demand for equipment, despite the advent of summer in the area. Herb reported the sour holiday weather had hurt some local ops, but many who are operating in the resort areas expect a banner summer season. Tom McNeill, road man, says the buying in the resort area continues, and premiums are high on the list of op needs in those areas.

Vic Weiss, Allied Coin Machine exec, returned last week after a business junket thru Wisconsin, and reported good business in used games and premiums. Billy Knapp was out covering Illinois, and also reported excellent business upon his return. Meanwhile, Julian Crum remained at the firm's new headquarters to keep things moving there. Firm has been named distributor in five States for Edelco's new bowling game, Star Bowler.

Ray Qualife, music op association head here, says the annual Juke Box Day celebration, scheduled for July 12, will be a record-breaker. The committee on ticket sales, which includes Harold Saul, Coven Distributing, and Monty West, World-Wide sales manager, has been most effective in rounding up operator and distributor

parties for the event. In addition to golf, the cele will include a banquet and entertainment in the evening.

Dan Maloney, of Bally Manufacturing is on an extensive trip thru Wisconsin, Minnesota and the general Northwestern area. Virgil Christoffer, Chris Nealy Company, Baltimore, was a Bally visitor last week, and a seeker of delivery info on the Bally and Como games. Bally rep Phil Weinberg was in town last week, prior to his going to the West Coast, talking in Salt Lake City, Los Angeles, San Francisco and other cities. Jack Nelson, general sales manager, and assistant Bill O'Donnell, being kept busy expediting production and delivery on Bally's Bright Lights.

Jack Nelson Jr., Logan Distributing, is on the road corraling orders for the Electro cigarette vender. He sends back word that business is good. Logan also handles the entire Victor vender line.

Al Stern, head of World Wide, and his sales manager, Monty West, were all smiles last week as the firm's export business continued to show increases. Influx of orders from foreign buyers grows weekly, Stern reported. Firm has also reorganized its premium division and volume sales of merchandise for use in summer locations have been written daily, West stated.

From Buckley comes word that a new game is about ready to break Jerry Luley is busy working out the final details, and expects to be able to tell operators all about the piece in a week or two.

Joe Caldron, head of Trans-World Trading Corporation, and head of the export division of Ristaurat, reports his first shipments of the new S45 juke will be going out within the week. Caldron also reports that Jack Howard, who heads the Trans-World offices in California, has been receiving an increasing number of foreign orders from as far away as Tokyo.

Portland, Ore. Frank Lee, game and music operator, is in Emanuel Hospital under treatment for pelvis and rib fractures suffered in a highway traffic accident. Flowers were sent to the patient by Oregon Music Association.

Eddie and Helen Cusson, of Cusson Distributing Company, Rock-Ola dealers, have moved into a building constructed for them at 3130 S. E. Division Street. New quarters allow more room and parking space. They recently bought a new home in the country.

Arnold Caplan, of A & B Candy Company, vender distributor and supply house, is branching out into television-set construction. Caplan is first to manufacture TV sets here, Portland being without a station. Caplan's TV business, however, is separate from the candy concern.

Budge Wright, manager for Western Distributors, reports on results of up-State trip to Lebanon and Sweet Home, where he consulted with the trade. He was

especially impressed with the boom in entertainment business at Lebanon, scene of big lumber manufacturing industry.

Mill Halperin, music op, finds himself paying out \$4 to \$6 a week house money on some locations and asks if this wouldn't double on dime play. Lee Jones, Softone Music Service, favors a 10 per cent limit on those few locations that seem to abuse the house-money privilege.

Johnny Welch says he won't change his more than 50 old phones, that, on a \$5 guarantee, bring him some \$300 a week. But he will go to a dime on his better locations. Danny Martin believes dime play can't be general and he intends to pick his spots where he can raise. Portland, he notes, is not a city where there is a lot of loose money from defense production.

Bill Campbell says he is not sold on dime play. "My locations tell me, 'Let's get some action on nickel play before we go to a dime,'" he says.

A committee to draft a letter to locations advising that some music ops are going to introduce dime play comprises Percy Drake, chairman; Barbara Helfrich and Budge Wright.

New York

Maxwell Schneider, executive of Adolph Goldmark & Sons Corporation, importer of candy vending specialties, on vacation for the next two weeks. P. Margarella Company, candymaking firm specializing in vending products, closed down for two weeks for vacation.

William P. Kesel will take over national sales for Silu Bakers & Confectioners, Inc., of Long Island (Continued on page 133)

RELY ON DAVIS

FOR PHONOGRAPH

VALUE	QUALITY	GUARANTEE
WURLITZER		
1250	\$524	
1100	375	
1080	229	
1015	229	
"B"	AMI \$449	
1426	ROCK-OLA \$199	
SEEBURG		
148-ML	\$389	
148M	369	
147M	299	
146M	239	
H148M Hidesaway	299	
H246M Hidesaway	269	
H146M Hidesaway	229	

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Everett	180	Commander
Cadence	200	Commander
Major	250	Empire
Highline	300K	AIRCON
Regal	300K	Deluxe '46
Cam	40 Victor	Manhattan '46

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SFFRURG	WURLITZER
3WS-L56, 5-10-25,	302D, 5/10/15
3-Wire	125, 5/10/25 4-Wire
3W2-L56, 5c. 3-Wire	120, 5c. 4-Wire
W1-L56, 5c. Wireless	
W5-10-12, 1c. 3-Wire	
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Who makes Shuffle Games?

Whatever the language, a complete list of "who make what" will answer the questions of all foreign coinmen wanting to contact American coin machine manufacturers. It will be one of the features of

The Billboard

EXPORT SPECIAL

Dated July 28th
Deadline July 19th
Don't Miss It

The World is becoming more and more coin machine minded. \$3,076,546 in coin operated equipment was sold to foreign coinmen last year . . . \$1,389,621 in the first quarter of this year.

attention NEW YORK and NEW JERSEY operators!

Williams' Sensational New Three Dimensional Five Ball Racing Riot

HAYBURNERS

See this remarkably different 5-ball game that's harvesting more hay than any other 5-ball ever released. **IMMEDIATE DELIVERY**

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America's Finest Novelty Game

- Faster Than Ordinary Games
- New 4-Step Tilt Feature
- New Scoring Ball Traps
- New Plastic Whip Springs
- Competitive or Free Play

... and many other exclusive features that make STADIUM the latest profit-maker in the field. See your distributor or write direct.

COMO MANUFACTURING CORP.

5013-5025 N. KEDZIE AVE.

CHICAGO 25, ILLINOIS

What's the coinage of COLOMBIA?

What kind of coin chute must be used on equipment down there? Will a drop chute work?

You'll find the answer to this and many more questions in

The Billboard EXPORT SPECIAL

Dated July 28th
Deadline July 19th

Colombia is an important coin machine customer. \$66,516 in equipment was bought by coinmen there last year. \$26,741 in the first quarter of this year.

BUY DIRECT FROM FACTORY!

FLY-A-WAY PIN CONVERSION **\$39⁵⁰**

FOR UNIV. TWIN BOWLERS, CHICAGO BOWLING ELECTRIC AND UNITED STATES F. L. ALLEY & Electric Motor Driven Machines. Cabinet Design & Easy to Install & Stripes and Spares. Visible in Center of Unit.

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Coin Operated, Electric. Pins on Shutboards, 8 or 16 play. Center Overhead. \$15.00 Wall Mount. \$8.00

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2815 PULLERTON AVE. CHICAGO 47, ILL. Phone: Dickens 3-2624

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|--------------------|----------|---------------------------------------|
| Turf Kings | \$235.00 | TWIN BOWLING ALLEYS |
| Champion | 100.00 | Good boards—no broken cork |
| Photo Finish | 90.00 | Chicago Coin Lite-Up Pins... \$40.00 |
| Citations | 65.00 | Universal's Twin Bowler... 45.00 |
| | | Universal's Twin Animated Pins \$5.00 |

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Nick Carbajal, General Manager

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- 16 CHAMPIONS BY BALLY, FREE PLAY \$132.50
- 8 CITATIONS BY BALLY, FREE PLAY 84.50
- 2 PHOTO FINISH BY UNIVERSAL, FREE PLAY 104.50
- 2 JOCKEY SPECIAL BY BALLY, FREE PLAY 49.50



T & L DISTRIBUTING CO.

1321 CENTRAL PARKWAY MAIn 9751 CINCINNATI 14, OHIO

Wednesday for his annual vacation. He went to the Northwest with plans to take him into the Midwest. . . . Jack Leonard, head of Badger Sales parts department, taking time off following a weekend of inventory. . . . Jimmy Johnson has joined the Leuenhagen firm as a member of the staff in the Record Bar. Leuenhagen's is also in the inventory stage, closing on Saturday (7) for the work.

Ray Hernandez, Puente operator, left on a vacation that will take him on a tour of the national parks in the West. . . . The many friends of Dan Lufkin, Los Angeles operator, regret to hear of the illness of his wife. . . . Tommy Felkins and Ray Hanlin, of S. & A. Novelty Company in San Bernardino, in town shopping for parts. Stewart Metz, of the firm, is on vacation and traveling an unannounced route. Last heard of, he wrote from Texas. . . . Dick Ray, another San Bernardino operator, in town.

Charlie Daniels, of Paul Laymon Company, took off on his vacation two weeks ago and headed for Indianapolis. He wrote from Kansas just before the flood news broke. No word has been forthcoming since that time. . . . Ralph Richardson, of R. M. Richardson Company, returned to Oakland after a visit with his brother, Don, here. . . . Don McClintock, of Viking Sales Company, San Francisco, returned to the Bay City following business calls here.

Mr. and Mrs. Meyer Starr, of Cleveland, are visiting in Los Angeles. While here, Starr, who handles the Electro cigarette machine in that Ohio area, visited Al Weymouth, of Weymouth Service Company, distributor of the line in the 11 Western States, Hawaiian Islands and Alaska.

Washington

Meyer Gelfand, sales manager of the G. B. Macke Corporation, was named chairman of the Region III division of the National Automatic Merchandising Association. The Macke Corporation has embarked on its second summer in the ice cream vending business and has launched the season with about twice as many machines as were in operation last year. One new location is the Pawtuxent Naval Base.

Bill Schwartz, of Hirsch Coin Company, enjoyed his stay at the Bill Brown Health Farm for men in Garrison, N. Y., so much last summer, that he decided on another two weeks vacation there this year. A post card received from him described the retreat as "200 acres of God's country and wonderful living."

The July 5 meeting of the Washington Music Guild was postponed till July 12 because so many members were planning trips over the July 4 holiday. WMG president, Leonard Abrams, reported.

Meeting of the recently reactivated Washington Coin Machine Association will be held the second Monday of the month.

Pittsburgh

Coin Machine Agency is attempting to diversify its operations so if one operation slows momentarily, another department can take up the slack. Firm currently is stocking ball gum.

George Soptra of Service-Rental CoinMachine Company says mill workers, knowing they can see TV all evening at home, as yet haven't thought of going straight home from the factory and watching the ball game on their own sets.

S. LaScala, Decca distributing head here, is dressing up his place for fall biz. . . . Herbert Cohen reports his Confection Specialties Company has had a complete paint job.

R. J. MacNeil, who constantly reads up on vending machines, left New York by plane June 26 for a 14-hour trans-Atlantic hop to England, in company with a cousin from California, an uncle from Boston, and another relative from Toronto.

Sydney Weinstein, of Sidmor Vending Company, reports his partner has his new crew so well trained they can handle the route themselves, the partner can handle the office work, and Weinstein can get out of town more often on business.

Mozris Vinocur, president, Monarch Music Company, reports supplies coming in a week or 10 days, and are quite adequate. (Continued on page 136)

BIG BIGGER BIGGEST

Exhibit's

GUN PATROL

AND

SIX SHOOTER

Operators' Enthusiasm Big!
Routes Growing Bigger!
Earnings Biggest Ever!

SEE YOUR EXHIBIT DISTRIBUTOR
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CHICAGO 24, ILL.

End Your Coin Chute Worries With HEATH'S DROP CHUTE AND SWITCH

\$3.50
Each



No more service calls from switch trouble. Replaces Drop Chute on any game. Trouble free, easy to install, used by most manufacturers.

Available in 5c-10c or 25c play. (Also two plays for a Dime Model—Write.) Limited stock—Order now for duration of emergency.

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"Central Ohio Coin Quality Buys"

3 Seaburg BEAR GUNS Like New \$369.50

UNIVERSAL'S A-B-C 3-COIN

Keeney's LITE-A-LINE 6-Coin

SHUFFLE ALLEYS NEW
LNL COIN—HORSESHOES
WHEEL—5 PLAYER
UNIVERSAL—SAFE ALLEY
USED

UNIVERSAL'S 5-STAR 3-COIN

ONE BALLS New WINNERS FUTURETY

Keeney—5-UP LEAGUE BOWLER, a Player
Keeney—KING PIN
UNIVERSAL—DOUBLE EXPRESS
UNIVERSAL—ORIGINAL ALLEYS
UNIVERSAL—ORIGINAL W/16 Pin
Keeney—16 PIN
Keeney—PIN BOY
Keeney—GLIDER
Keeney—BOWLING LEAGUE

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STRENGTHEN Your Route With FIRST Class Equipment



SHUFFLE GAMES

COMPLETELY RECONDITIONED
ALL PLAYING FIELDS RESURFACED

United 4 PLAYER SHUFFLE ALLEY 1275	
Bally HOOK BOWLER	775
United Twin SHUFFLE ALLEY	
REBOUND	225
Kesney DOUBLE BOWLER	165
Kesney DUCK PINS	139
Chl. Coin TROPHY BOWL	150
Chl. Coin BOWLING CLASSIC	150
Wm. DOUBLE HEADS	125
Bally SHUFFLE CRAMP	95
Kesney KING PIN	85
Only TWIN BOWLER	85
Bally SPEED BOWLER	75
Chl. Coin BOWLING ALLEY	59
Williams DIXIE BOWLER	75
Kesney ACE BOWLER	75
Chl. BOWLETTIE	55
Bally SHUFFLE BOWLER	45

ARCADE

Exhibit SIX SHOOTER, Write New	
United TEAM HOCKEY, Write New	
ROY LYCRANE	1225
Wm. STAR SERIES	145
DRIVE-MOBILE	145
SQUEEZE W-Film	95
Wm. ALL STARS	85
KEY PILOT	80
Chl. Coin GOALS	80
Kahiri DATE GEN	80
Gene RINGA ROLL	80
RAG-A-BUNNY	25
Keene CHICKEN SHAW	75
Quad TEN STRIKE	75
ART CHALLENGER, New	45

Reconditioned FIVE BALLS

FOUR HORSEMEN	1199	LUCKY INNING	1199	RING COLE	115
HARVEST TIME	145	TAMMITS	109	PUDON ROAD	33
PIN BOWLER	165	DOUBLE SHUFFLE	95	SPEEDWAY	45
BEREDIA	145	SHARPSHOOTER	85	STARBUST	49
SWEETHEART	129	TWILE FEATHERS	75	DEW-D-DITY	49
FLYING SAUCERS	159	BIG TOP	75	SUMMERTIME	49
FLAYLAND	129	CAROLING	45	YERIBAND	45
SOUTH PACIFIC	129	AQUACADE	45	CRATYBALL	45
ARIZONA	129	BABY FACE	45	ALL SABA	45
BANK-A-BALL	125	PINCH HITTER	35	CATALINA ROLL	45
THREE MUS	125	T-3	39	BANJO	45
KETERS	129	RAMONA	25	YANKS	45
SELECT-A-CARD	125	MOONFLOW	55	COVER GIRL	45
SHIRAZI TOWN	125	SCORING	55	RAMBOW	45
TUMBLEWEED	119	MOONSWALL	55	BALLY HOOD	45
TRU-SCORE	125				

Guaranteed

Chl. Coin GOALS	80
Kahiri DATE GEN	80
Gene RINGA ROLL	80
RAG-A-BUNNY	25
Keene CHICKEN SHAW	75
Quad TEN STRIKE	75
ART CHALLENGER, New	45

JUMBO LITE-UP PIN CONVERSIONS

for
Chl. Coin BOWLING ALLEY
Univ. TWIN BOWLER
only \$25

TELEVISION

Chl. Coin's 10 New
Hit Parade
First for beauty, durability and economy.
Exclusive Distributor for Illinois, Wisconsin, Iowa and M. Indiana

FIRST DISTRIBUTORS

Wally Finke & Joe Kline
1748 W. North Avenue Chicago 22, Illinois Dickens 2-0500

Finest Selection in the Nation PIN BALLS

Reconditioned - Ready for Location
WRITE FOR LIST AND PRICES
WE HAVE SATISFIED CUSTOMERS ALL OVER THE WORLD

INTERNATIONAL AMUSEMENT CO.

5 PARKHURST STREET NEWARK 2, NEW JERSEY

Coinmen You Know

Continued from page 135

He doubts individual attempts at publicly will prove fruitful, and believes a war-time attitude during the present resort season may be the same business policy for the moment.

Raymond W. Walls, district manager, Mills Automatic Merchandising Corporation, believes the gum companies may reduce the size of their product until it again will sell for a penny.

We are building up locally more than elsewhere, says Howard White of Automatic Merchandising Company, concentrating in Allegheny County. Competition for good locations is keen.

Sydney Relawasser, general manager, Pittsburgh Coin Machine Exchange, believes music ops would certainly appreciate it if booking corporations would mail out advance postals to 10 of the biggest ops in a city where an artist is appearing for a week. The ops could tip off their locations and get more disks of a particular artist on the boxes before the artist arrived.

M. J. Abelson, sales manager, Oak Manufacturing Company, is planning another charm series on famous generals (viz: Eisenhower, MacArthur, Clark) to add to the four successful series he has in process.

S. P. Moore, district manager, Tri-State Automatic Candy Corporation, is another op stocking enough supplies so that any sudden rush will not find him caught short. He believes operations around drive-ins will pick up soon.

Francis Markowitz and John Conell of Westmoreland County area report things are picking up at their 24-hour location at the western end of the Pennsylvania Turnpike. Gene Reda, music op of Beaver Falls, Pa., reports the Beaver County Memorial Park has helped boost his operations.

Frank Chupini and Angelo Cornella, operating at Jeannette, Pa., had the amplifying systems of three music boxes damaged recently in locations in the "low end" of town, from water from Westmoreland Creek in a 15-minute flash flood.

Bridgeport

Marvin Charles Sparrow, who is associated with his father in United Cigarette Service, Inc., Bridgeport, recently married Dorothy Jane Goldman, of Brookline, Mass.

The Yale & Towne Manufacturing Company, makers of locks for postage meter machines, announced a 50-cent dividend to be paid October 1 to stockholders of record September 10. It is the third dividend declared by Yale & Towne this year, and the 251st since 1899.

The Strand Amusement Circuit has installed Coca-Cola vending machines in all their theaters in Bridgeport.

Detroit

Hurst Wolf is establishing the Service Vending Company, with headquarters at 15000 Rosemont Avenue. Robert D. Rounds of Blake Industries, which make the Leveimatic for keeping coin machines level on sloping floors, is bringing out a couple of new novelty items. A. R. Jacobs has been named a director of F. L. Jacobs Company. Other changes are J. H. Briggs, upped to the executive committee; John F. Jacobs, named assistant treasurer; J. F. Cahill, salesman, named to special assignment duties, with Clark H. Pardec, his assistant, replacing him.

Charles O. and Lucy D. Ramsey have opened the Ramsey Self-Service Laundry as their first independent business venture. Project, which is said to be enjoying good initial business, is located at 1393 Southfield Road.

Saul Herman, who owned the Vend-O-Drink Company here, has switched over to the paper sales business, and moved to Cruse Avenue. Vincent Giuffrida and his stepfather, Sebastiano Fruciano, have teamed up to open the Mack Avenue Self-Serve Laundry at 9397 Mack Avenue. They plan to open July 15.

Frank D. Numemaker, general manager of Detroit Surfacing Machine Company, has returned from an extensive trip thru 14 major markets, where he contacted the pin game trade. He reports the brightest business prospects coming from New Orleans.

Joseph S. Schermack, who took over the presidency of Schermack Products Corporation following the death of his father, Joseph J.

Schermack, last fall, is vacationing at home. Al Schermack and E. L. Proina, secretary of the company, are also away on vacation trips. L. Clyde King, who operates a record business, has formed the Lincoln Music Company, specializing in servicing of juke boxes for operators. Mark B. Linkner, operator and former distributor, has returned from another of his frequent visits to Harrisburg, Pa. This time his daughter made him a grandfather for the fifth time.

Fred Chlopan, executive secretary of the Detroit Shuffleboard Association, back from a trip to Atlantic City, is sailing July 14 for Bermuda on the British liner Ocean Monarch, with his wife, Alberta. Event will be a post-convention cruise for the Shrine, Masonic affiliate, which is holding its national convention in New York City this week.

Salt Lake City

Dan Stewart, owner of Dan Stewart Company, returned last week from a selling trip to Wyoming where, he reports, operators are enthused over Universal's new 5-Star machine. In Wyoming he was invited by Operator Morris Avery to a fishing trip in Yellowstone Park. Dan reports he caught 25 lake trout, incidentally, since moving to his new location at 140 East 2d South. Dan notes business has nearly doubled.

Bob Beaver, Dan Stewart Company salesman, came back from Montana with a stack of orders, said sales were good there on United's ABC and Universal's 5-Star machines.

Many sales and repeat orders on Williams' Super World Series game have been written up by Knudsen Music Company, Inc., according to H. R. Sterling. The games first came into this territory some two months ago and are going strong, he said.

Approximately 20 operators from Utah, Idaho and Wyoming spent two profitable days in Joe Hrdlicka's school hosted by the Knudsen organization last week. Hrdlicka, sales service rep for Rudolph Wurflizer Company, spent the time instructing operators on the fast changing mechanism of the Wurflizer 1400 and 1450. Hrdlicka headed for Draco Sales in Denver and said he expected to continue his way eastward toward his home office.

Fishing for That BIG Catch? Get Your Line on GOTTLIEB

MERMAID

There's **ACTION** in These Features!

- 1 TO 7 RESETTING BUMPER SEQUENCE Advances value of ROLL OVERS. KICK OUT POCKETS and 2 HIGH SCORE BUMPERS
- 9 ROLL-OVER BUTTONS Open and close Gate and score points on control, when lit.
- 4 CYCLONIC BUMPERS
- 3 "POP" BUMPERS -FLIPPERS Develop Super-INTENSIFIED ACTION on the field!

Laugh-getting play-building animation. Comic 3-dimension fisherman in backboard shadow-box pulls up "biggest catch of the year" when points are scored!

There is no substitute for Quality!

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EVANS' PROFIT STIMULATING COUNTER GAMES

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

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Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate! Write for descriptive literature.

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SEE EVANS' CONSTELLATION AD ON PAGE 123

for better buys buy McGinnis

'READY TO GO' PIN GAMES

Number	1700.50	Hawaii	24.50	Monterey	237.5
Canada	72.50	Hawaii	35.50	Star Hockey	47.50
Cover Clng	19.50	Thru	75.50	Thru	75.50
Keene	33.50	Manhattan	79.50	Yards Wins	75.50
		MERRY	79.50	Thru	51.50

SHUFFLE TYPE BOWLING GAMES

9 1/2" Keene Pin Boy (Lite Pins)	32.5
Keene Line Up	72.5
Keene King Pin	87.5
Keene League Bowler (4-Way)	98.5

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LITE-A-LINE, KESNEY'S BIG LEADUS BOWLER, KESNEY'S ELECTRIC CIGARETTES VENDOR, DORNEY-JOHNSON CO "OUNSER, MERMAID, BRIGHT LIGHTS FIFTEEN"

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TURF KINGS
WINNERS
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THESE ARE PRICED TO SELL
PHONE US FOR PRICES

CITATIONS
CHAMPIONS
GOLD CUPS

COUNTER GAMES — NEW
Hit-A-Homer, \$22.50; 10 or More, \$19.50
ABT Model F, \$47.50; 10 or More, \$37.50
ABT Mod. S.G., \$47.50; 10 or More, \$37.50
Kicker & Catcher, \$37.50; 10 or More, \$29
Advance Shocker, \$19.50

ARCADE EQUIPMENT

Chi. Coin Hockey... \$75.00	Acc Bomber... 95.00	Silver Bullets... \$145.00
Evans Ten Strike... 75.00	Heavy Hammer... 65.00	Western Baseball... 85.00
Air Rejager... 125.00	Lo-Bay Setts... 50.00	Rear Gun... 275.00
Photomat, Ltd... 495.00	Photomat, Early... 300.00	Texas Lassur... 50.00
Quizzer & Film... 125.00	X-Ray Pekar... 85.00	Astrocoast, 10... 125.00
Wire Brush Up... 75.00	Wm. All Stars... 125.00	Rocket Buster... 45.00
Star Marks... 145.00	Patience... 125.00	Brans Play Ball... 275.00
Date Gun... 85.00	Vitalizer... 95.00	Bally Big Inn... 100.00
Kirk's Sr. Ap. Scale... 95.00	War. Shoe Ball... 150.00	Pick'n'-Bul'-Em... 295.00
Magic Pen... 125.00	Hi-Ball... 60.00	Mut. Fishing Well... 125.00
Chi. Coin Pistol... 150.00	Atomic Bomber... 150.00	Undersea Rider... 95.00
Phil. Tobacco Sht... 200.00	Pop Corn Ball... 85.00	Panorama... 275.00
Seven 10 Pool... 75.00	Carrot Pistol... 95.00	Chi. Coin Basket... 195.00
Table... 75.00	Boomerang... 45.00	Ball Chain... 95.00
Battling Practice... 75.00	Goatee... 125.00	Suave Bomber... 95.00
Chicken Sam... 65.00	Recordie... 125.00	Lite-League... 95.00
Met. Typar... 375.00	Sky Fighter... 125.00	Quartrback... 95.00

MUSIC

Rock-Ola Wall Boxes \$17.50	Airson Flats... \$75.00
Rock-Ola '29... 45.00	Airson Coronel... 150.00
Rock-Ola '40... 45.00	Sesbury 8000... 75.00
Rock-Ola '41... 65.00	Sesbury 7000... 45.00
Wurlitzer 400... 75.00	
Wurlitzer 500... 75.00	
Wurlitzer 51... 50.00	
Wurlitzer 71... 75.00	
Wurlitzer 900... 75.00	
Wurlitzer 45... 95.00	
Rock-Ola '44... 175.00	
Rock-Ola '47... 125.00	



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A new tonic? A UN delegate?

It's a country in the West Indies that belongs to the Netherlands. About 200,000 people live there. It's one of the many out-of-the-world places that are learning to enjoy the fun that American coin machine equipment can provide.

Read all about how Surinam, Lebanon, Saudi Arabia and many more of the obscure countries of the world are becoming coin machine minded in

The Billboard EXPORT SPECIAL

Dated July 28th
Deadline July 19th

Surinam is a growing coin machine customer. \$1,310 in coin-operated equipment was shipped there in 1950.

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RECONDITIONED 5-BALLS		ONE-BALL CLOSEOUTS
Beaneport... \$45.00	Four Hammers \$145.00	Photo Finish... \$175.00
Alice in Wonderland... 45.00	Knockouts... 150.00	Champion... 300.00
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Sally... 30.00	Bank-a-Ball... 85.00	
Summertime... 30.00	Dev-W-Diffy... 40.00	
Rendezvous... 30.00	Clie Bummy... 100.00	
Wisconsin... 30.00	Madison See... 100.00	
Cinderella... 30.00	Garden... 100.00	
Majors... 35.00	Aquacade... 80.00	
Grand Award... 35.00	Nevada... 25.00	
Yanks... 30.00	Robin Hood... 25.00	

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Write for complete list and prices of Arcade Equipment, Cigarette Vending Machines, Coin Counters and Changers

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AMI WRITE FOR NEW LIST, NOW OUT OF ALL TYPES A-1 USED MACHINES!
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"The House that Confidence Built"
SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
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240 Jefferson St., Lexington 2, Ky. 2011 E. Main Ave., Ft. Wayne 4, Ind.
129 W. North St., Indianapolis, Ind.

Chicago Coin's WINNERS - EACH ONE A BIG MONEY EARNER



NEW SHUFFLE-TYPE GAME

"HORSE-SHOES"

OPERATORS OF TEST LOCATIONS CALL IT TOPS IN SHUFFLE GAMES CAN BE OPERATED IN ALL 48 STATES

- MAKE RINGERS - DOUBLE RINGERS
- 10c & 20c PLAY 1 OR 2 PLAYERS
- COMPETITION SKILL-SPEED
- EASY SERVICE FEATURES
- PLAYER APPEAL

SIZE
2 Ft. Wide
8 Ft. Long

"Hit Parade"

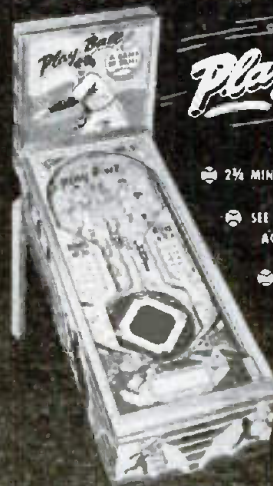
A LOW COST SELECTIVE PHONOGRAPH PLAYING TEN 45 R.P.M. RECORDS USING THE PROVEN RCA MUSIC SYSTEM.



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"THE WORLD'S SMALLEST BAND"
DIMENSIONS: 8 1/2" H. x 11" W. x 11" D.

BAND BOX CAN BE CONNECTED TO EITHER A REGULAR PHONOGRAPH OR A HI-FI AWAY. GETS TOP LOCATIONS



Play Ball

- 2 1/2 MINUTE AVERAGE PLAYING TIME
- SEE THE BALLS ACTUALLY RUN BASES
- ALL HITS - SINGLE, DOUBLE, TRIPLE, HOMER - Plus BALLS AND STRIKES
- NEW "FLASH-ON" LITES IN BACK RACK
- NOVELTY AND REPLAY
- PLAY CONTINUES UNTIL 3 OUTS ARE MADE

5c or 10c PLAY

THING

A 5-BALL HIT!

The Hottest "THING" Since KILROY

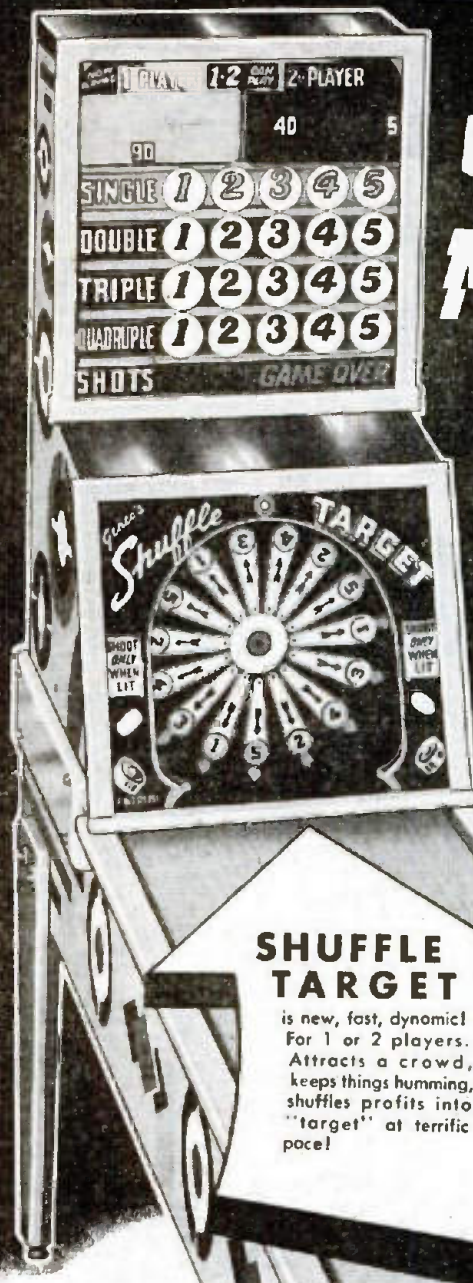
COLORFUL-ILLUMINATED BACKBOARD "THING" FIGURES LITE-UP AS SCORE IS MADE

CHICOINS NEW "BLOCKING GATE" PLAYER ASSURED SCORING OF 300,000 AND OVER ON EACH BALL

"THING" ROLLERS "THING" FLIPPERS "THING" BOOM BUMPERS

5c DROP CHUTE

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It's New! It's Different!
Spectacular
MOVING TARGET

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**Shuffle
 TARGET**

• *Nothing like it in
 Shuffle Tables
 Anywhere!*

**SHUFFLE
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is new, fast, dynamic!
 For 1 or 2 players.
 Attracts a crowd,
 keeps things humming,
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 "target" at terrific
 pace!

**STRIKING DESIGN!
 TROUBLE-FREE OPERATION!**

- Single scoring with first 5 shots
- Double scoring with second 5 shots
- Triple scoring with third 5 shots
- Quadruple scoring with fourth 5 shots

**ONE OR TWO
 CAN PLAY
 10¢ OR 20¢**

NEW PUCK REBOUND

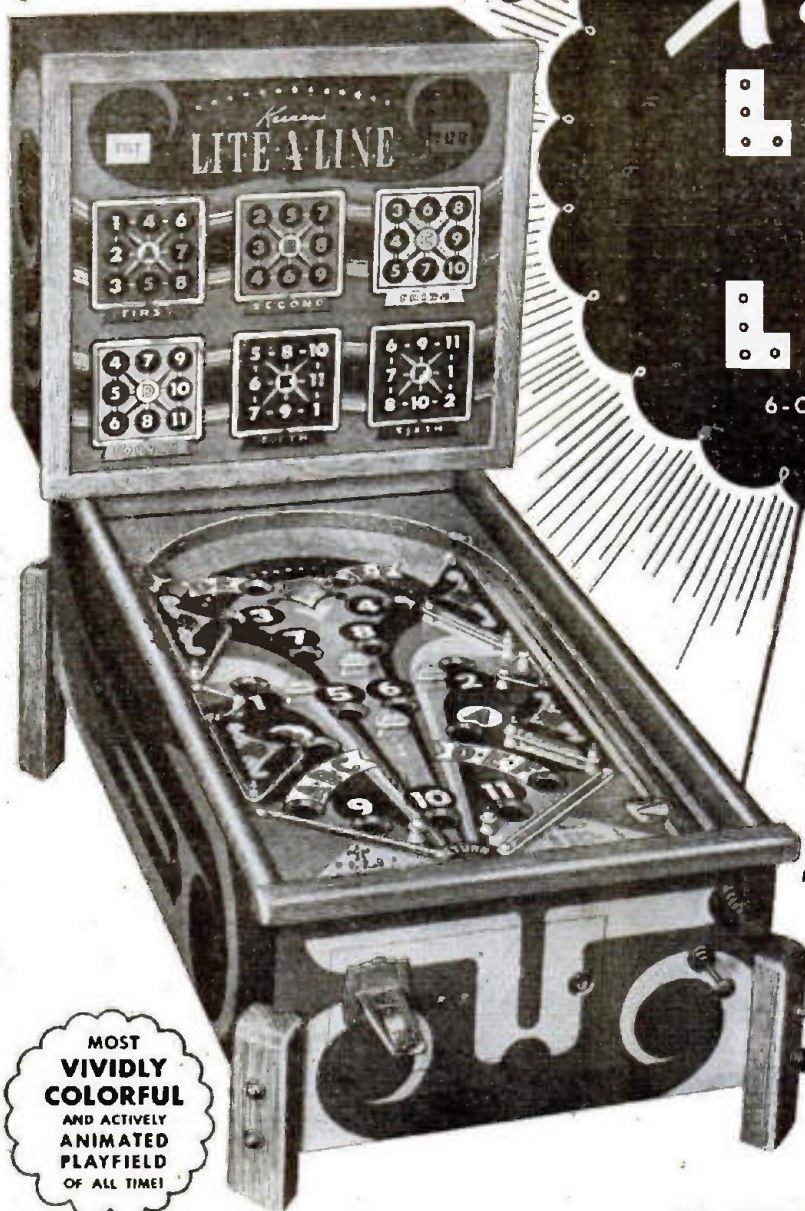
for fast, smooth performance. Adjustable target wheel can be raised or lowered for any location. All operating equipment in back of target.

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 NOW!**

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Revolutionary



**MOST
VIVIDLY
COLORFUL
AND ACTIVELY
ANIMATED
PLAYFIELD
OF ALL TIME!**

Keeney's LITE A LINE

6-COIN • SIX PANEL
5-BALL

Recognized

BY EXPERIENCED OPERATORS EVERYWHERE
AS THE LEADER IN THE 5-BALL FIELD...

LITE-A-LINE FEATURES:

- 1 to 6 coins on each play lite up one to six scoring panels on the lite box in consecutive order to increase player's scoring opportunities. Replays register on the box.
- Ball in pocket on playfield lites up corresponding numbers and letters on all panels in play on the lite box.
- Scoring principle: Lite up any line of 3 horizontally—vertically—diagonally—or lite up all letters, A to F. Lite up four corners or double diagonally on any panel played. SIXTY-ONE DIFFERENT SCORING COMBINATIONS with 10 WAYS TO SCORE ON EACH CARD plus lite up of all letters, A to F!
- No "dead" balls until pocket is scored • Balls re- turn for replay at bottom of playfield • No kickers • Player can score on 3-4- or 5 balls • 4th and 5th balls can boost score higher.

**IT WILL PAY YOU TO SEE AND PLAY
KEENEY'S "LITE-A-LINE" AT ONCE!**

SPECIAL BULLETIN

TO DISTRIBUTORS AND OPERATORS:

Although the growing demand for Keeney's LITE-A-LINE has far exceeded the supply, please be patient. As this notice goes to press, we have doubled production on LITE-A-LINE to insure immediate deliveries, in any quantity, starting July 9.

Remember!

You get all Keeney LITE-A-LINE extra money making features at no extra cost to you. We urge you—place your orders now—don't delay!

Keeney's
LITE-A-LINE

This new 5-ball—6 coin—6 panel game is destined for a long run of profitable operation never before witnessed as proved by exhaustive location tests. It represents the combined knowledge and ideas of expert Keeney designers and men of long experience in actual operating. Keeney's LITE-A-LINE is the game you need to open up rich locations—to revive peak playing interest in your regular shops.

SEE YOUR KEENEY DISTRIBUTOR NOW!

J. H. *Keeney* & CO., INC.

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EVERYONE IS SHOOTING WITH
UNIVERSAL'S **5 STAR**

OUTSTANDING!
DIFFERENT!

UNIVERSAL'S
5-BALL **5** 5-CARD
STAR

TREMENDOUSLY SENSATIONAL!

- * ENTIRELY NEW PLAY PRINCIPLES
- * ENTIRELY NEW PLAYFIELD ACTION!
- * ENTIRELY NEW SCORING FEATURES!

Preferred
BY PLAYERS!



*Super
Deluxe
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OPERATE
UNIVERSAL'S
"WINNER"

ALWAYS
AHEAD!

AS GOOD
TODAY AS
FROM THE
START!

SEE YOUR DISTRIBUTOR!

UNIVERSAL INDUSTRIES, Inc.

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Fastest 5-Ball Game in Years!

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BRIGHT LIGHTS

EARNING-POWER MULTIPLIED

BY NEW 6-SECTION SELECTIVE PLAY

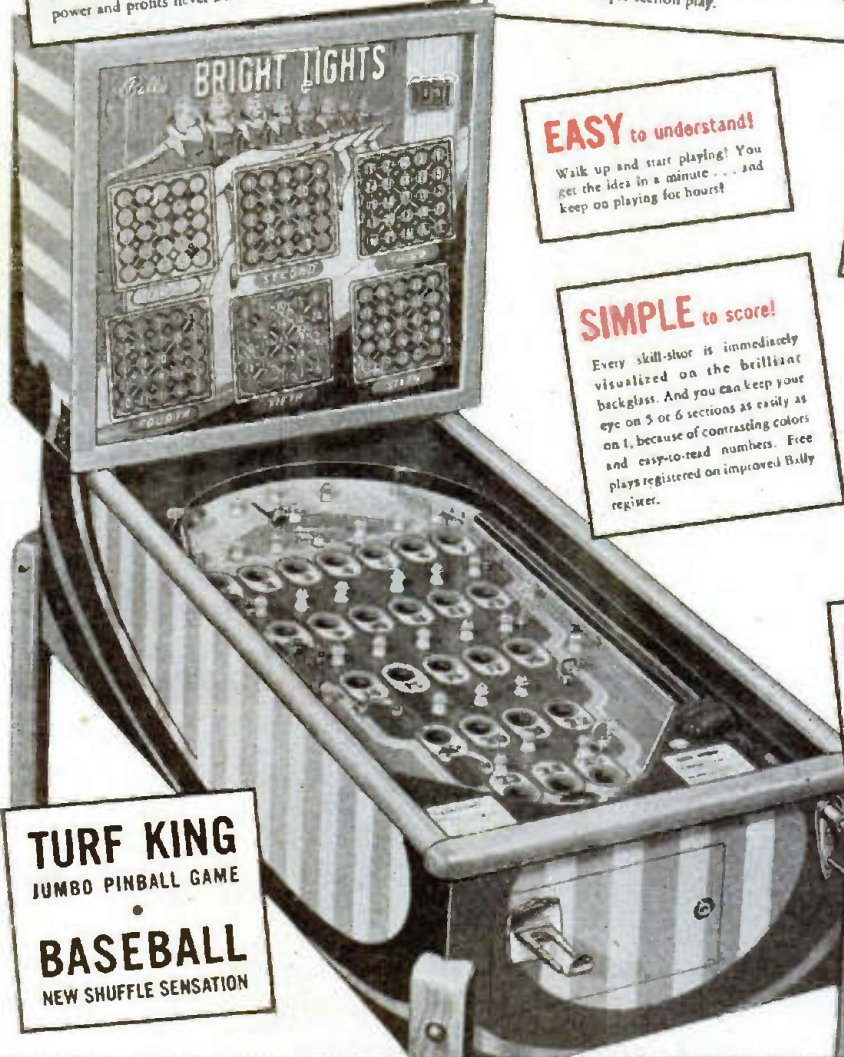
Players can skill-shoot to score in 1, 2, 3, 4, 5 or 6 sections ... a new player's choice feature that insures extra earning-power and profits never before known in the novelty field.

DESIGNED TO STIMULATE CONTINUOUS REPEAT PLAY

Every game played is either a scoring success or a near-miss. "Come-Close" appeal excites the try-again spirit that insures repeat-play. Although player scores only in selected sections, scores light up in all sections, and tantalizing scores in non-selected sections inspire repeat-play and stimulate multiple-section play.

LAST-BALL SUSPENSE

Skillfully shot fifth ball can turn defeat into sudden victory ... or boost a medium score to important totals. And every ball counts, Balls that are not shot into scoring-holes return to player for free shots.



EASY to understand!

Walk up and start playing! You get the idea in a minute ... and keep on playing for hours!

FUN to play!

Play 1 section, 2 sections or all 6 sections! You get big value for every coin you play ... big fun-value in suspense, skill-appeal and fast, exciting action!

SIMPLE to score!

Every skill-shot is immediately visualized on the brilliant backglass. And you can keep your eye on 5 or 6 sections as easily as on 1, because of contrasting colors and easy-to-read numbers. Free plays registered on improved Bally register.

BLAZINGLY COLORFUL EYE-APPEAL

Circus colors in cabinet, backglass and playfield ... and bold modern design ... attract players the play the minute the legs are bolted on!

NOVELTY SIZE

24 in. by 48 in.

Fits into every type of location ... and brings the slowest spot back to life in a hurry!

TURF KING
JUMBO PINBALL GAME

BASEBALL
NEW SHUFFLE SENSATION

See and play BRIGHT LIGHTS today at your Bally distributor. Study the fascinating scoring-system. You will agree that BRIGHT LIGHTS is the answer to the operator's prayer for a money-making 5-ball free-play game. Be bright ... get BRIGHT LIGHTS now!

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S
6 Player Shuffle-Alley
 Larger Group Play for Greater Earnings



1, 2, 3, 4, 5 or 6 Can Play!

10¢ PER GAME... EACH PLAYER

FAST REBOUND ACTION

(ROLL-OVER SWITCH REBOUND)

20-30 Scoring

DISAPPEARING PINS

Easy to Service

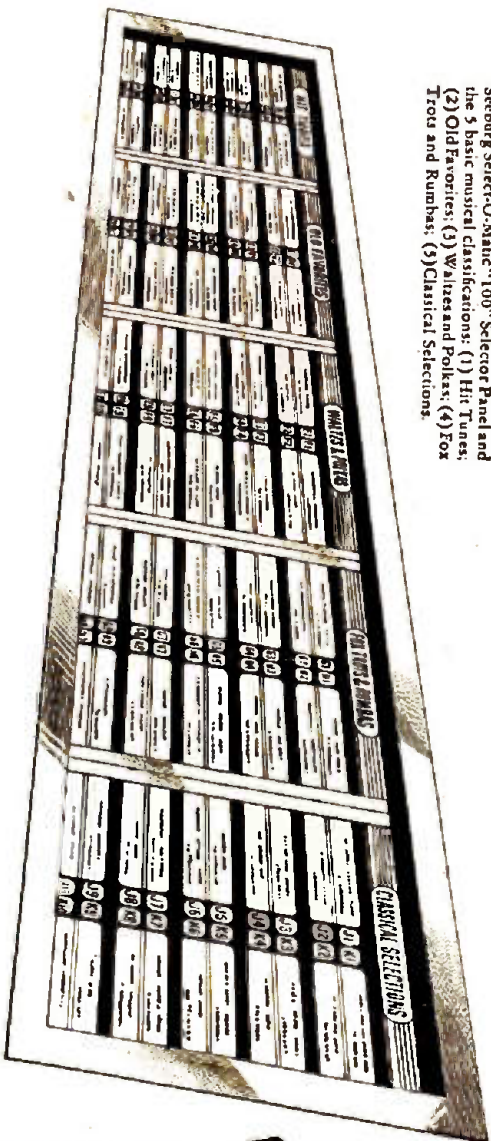
SIZES
 8 FT. BY 2 FT.
 9 FT. BY 2 FT.

UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
 SEE YOUR DISTRIBUTOR



PROPER PROGRAMMING

Seeburg Selector-O-Matic "100" Selector Panel and the 5 basic musical classifications: (1) Hit Tunes; (2) Old Favorites; (3) Waltzes and Polkas; (4) Fox Trots and Rumbas; (5) Classical Selections.

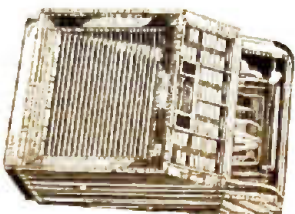


WITH 100 SELECTIONS

ASK YOUR SEEBURG DISTRIBUTOR FOR COMPLETE INFORMATION ON SELECT-O-MATIC "100" MUSIC SYSTEMS AND ASSISTANCE IN PROPER PROGRAMMING



AT 78 RPM
The world's first 100 selection music system, designed for the playing of both 10 and 12-inch 78 RPM records.



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
1500 N. Dayton St.
Chicago 22, Ill.



ANYWHERE IN THE LOCATION
The Wall-O-Matic "100" brings the same 100 selections . . . categorized under the 5 basic musical classifications . . . right to the finger tips of guests.