

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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National Ratings Mislead Television's Big Spenders

"A&A" POLL CONCENSUS

NAACP Heat Leaves Most Negro Viewers Cold

NEW YORK, Aug. 11.—Despite the protests over the video version of *Amos 'n' Andy*, spearheaded by the National Association for the Advancement of Colored People, the show scored strongly in initial ratings. In addition, a special survey made among Negro people by Advertest Research of New Brunswick, N. J., indicates that an overwhelming proportion of Negroes find the show inoffensive and entertaining.

First Nielsen, Hooper and American Research Bureau ratings of the show, which airs at 8:30 p.m. Thursdays via the Columbia Broadcasting System seem to have the show on the way to hit status. Nielsen's first July report, for the two weeks ended July 7, ranks the show fifth in number of homes reached (3,315,000) and sixth in per cent of TV homes reached in program station areas (31.4 per cent). It likewise is placed seventh in the July

Hooperating pocketpiece, covering the first two weeks of July with a 20.7 rating for the 10 cities covered ARB TV-national ratings place the show seventh with 29.1, and seventh also in homes reached with 3,340,000.

The Advertest study, made in the New York metropolitan area, had a base of 365 Negro persons questioned. Of these, 244, or 66.8 per cent, indicate they had seen

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Guy Lombardo On 'Hit Parade'

NEW YORK, Aug. 11.—Guy Lombardo's orchestra will replace Raymond Scott and the studio orchestra on the AM radio broadcast of the *Lucky Strike Hit Parade*, teeing off the first week in September, it was reliably learned by *The Billboard* this week.

The Scott ork will continue on the TV *Hit Parade*.

There is a good chance that the AM version will be in a new time slot, most likely on a weekday. There is also a possibility that the National Broadcasting Company will get the show for only the first 13 weeks of the season, having a contract thru that period.

(Continued on page 10)

West Canada Boom Gives Lift to Fairs

By BRUCE PEACOCK

REGINA, Sask., Aug. 11.—Encouraging reports of record-breaking attendances and heavy spending at Western Canadian fairs, large and small, serve to reflect the current economic expansion of Canada as a whole and the West in particular.

Home of the Class A and Class B fair circuits, the prairie lands of Manitoba, Saskatchewan and Alberta have made considerable progress from the bleak days of the '30s, when drought, dust and depression held sway.

Oil Boom

Now an oil boom is under way, wheat crop prospects are the brightest in years, tourist biz is on the upswing, salaries have kept

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U. S. Name Bands Dropped at Toronto

TORONTO, Aug. 11.—The Canadian National Exhibition, formerly a lush booking for top U. S. orks, this year cut its musical budget of \$50,000 by two-thirds, and booked Canadian orgs for the August 24 thru September 9 event. Aggregations set were those headed by Ellis McClintock, Bert Niosi, A. P. Halloran, Norman Harris and Stanley St. John.

ONE this year has set Jimmy Durante and the Spike Jones revue. Event last year featured Danny Kaye.

FROM WAGE SYRACUSE, N. Y., TO THE BILLBOARD—Our music department completely reverts around the music department of your invaluable assistance of show-biz. See announcement page 12.

RIVALS TO PLUG NBC-TV PRODUCT

NEW YORK, Aug. 11.—The National Association of Manufacturers this week set a 15-minute film on one station in each of the present 63 TV markets for showing once sometime between August 15-31. The film, titled *The Story of "Kip" Van Winkle*, deals with the "sound dollar" campaign of the NAM.

Altho most of the stations airing the film are National Broadcasting affiliates, the New York, Chicago and Hollywood outlets are o. & o. stations of the American Broadcasting Company. Despite protests of these outlets, the film's wind-up credit line was kept intact. It reads: "Produced by the NBC Television News Department."

Park Ops Chalk Up Increases to 25%

By JIM McHUGH

ATLANTIC CITY, Aug. 11.—North and South, East and West, it's been a great year for the park folks. While the season has a full three weeks to go for all, and more for some, the net results are virtually assured—barring a hurricane or tornado.

Members attending the annual summer meetings of the National Association of Amusement Parks, Pools and Beaches (NAAPP&B) here Wednesday (8) were unan-

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NBC Launching Gala Band Show at \$50,000 Per Week

HOLLYWOOD, Aug. 11.—National Broadcasting Company is currently putting finishing touches on a two-hour band show, *Saturday Night Dance Party*, featuring a name ork, a Dixieland group and Latin band, with a name personality serving as emcee. Pat Weaver, NBC's TV programing chief, says show's talent budget will be around \$20,000 per week which brings the

two-hour show in at a \$50,000 net, including time charges. Weaver said show will kick off around November 1, will originate as a remote from a New York dance spot and will be carried via microwave across country.

Show will take the 11 p.m. to 1 a.m. time slot, immediately following *Hit Parade*. Coast will receive the show live but kine it for later telecasting that night. Reason for delayed airing is that show designed for late viewing would hit here at 8 p.m.

Among personalities being considered for the emcee spot are Frank Sinatra, Jerry Lester and Jack Carter. Program will also include a "stageshow" consisting of good but medium-budget acts. Idea of program is to give Saturday night audience a type of show that would not demand concentrated attention. Weaver feels that a late Saturday program designed with the idea of fitting into a viewer's house party would command a sizable audience.

In using three bands, show will provide audience with a choice of dance music for terp-minded guests. "Stageshow" part, along with emcee, will serve as change

Ford's Expensive Festival 1 Example

Melton Show Bats 20 Countrywide But Only 8 in Cleveland, 9 in Baltimore

NEW YORK, Aug. 11.—The true value of national television ratings, utilized as single statistics, are being questioned more and more seriously by industry researchers, and many an advertiser is becoming aware that a seemingly healthy national point score for his show doesn't necessarily mean that the show is doing well in all important local markets.

To explore this vital question, on which hinges the real selling effectiveness of millions of dollars' worth of video programming, Videodex and *The Billboard* present here the first of a series of studies, breaking down local ratings and effectiveness of network shows, as opposed to such shows' over-all national ratings. First study considers and draws comparisons between two adjacent programs on the National Broadcasting Company TV web: *Treasury Men in Action*, sponsored by Borden's, and the *Ford Festival*.

National Rating (June Videodex)	Treas. Men In Action 8:30-9 p.m.	Ford Festival 9-10 p.m.
	18.9%	20.0%

The national ratings suggest that the Ford show reaches a slightly larger proportion of television homes in those markets that could have seen the program than does *T-Men*. Data such as these would indicate that *Ford Festival* inherits a large share of the *Treasury Men in Action* audience. This inference would be particularly significant.

(Continued on page 4)

Politicos, Webs Set Conv. Talks

NEW YORK, Aug. 11.—Representatives of the four TV networks and the five (including Liberty) radio webs have skedded a meeting for next Wednesday (15) with executives of the Republican and Democratic national parties for exploratory talks on commercial sale of the 1952 national conventions. The initial session will go over proposed limitations and regulations covering AM and TV handling of the Chicago meets and

(Continued on page 6)

W'house Faces Sked Problems In Football TV

NEW YORK, Aug. 11.—With Westinghouse setting its TV coverage of college football on the National Broadcasting Company, as expected, the question this week was how the final schedule would shape up. The status of Army, Notre Dame and Penn in the schedule was very much in doubt as the bankroller inked the pact with NBC-TV, calling for use of some 50 stations. The tentative sked, yet to be negotiated with the individual colleges, calls for each of those three schools to be televised twice.

The revelation this week that Army had only two varsity squad members left after the "cribbing" expulsions makes that institution a doubtful-quality for major TV coverage. Notre Dame and Penn

(Continued on page 4)

CBS Plans Hour Video Newscast

NEW YORK, Aug. 11.—Probably the most ambitious news show ever to go on TV, *See It Now*, the video version of *Hear It Now*, will be budgeted at around \$25,000 a week when it debuts on the Columbia Broadcasting System's TV web this fall. The hour radio counterpart of the video show will be killed.

Fred Friendly and Edward P. Murrow will produce. The show will be Murrow's first as a video news analyst. The program will probably be slotted on Sunday afternoons.

"House" Boosts Dagmar Income

NEW YORK, Aug. 11.—At least two graduates of *Broadway Open House* have increased their salaries in the personal-appearance field, with at least one of them having video alone to thank for the chance.

The biggest gainer is Dagmar, who will get \$6,500 a week from Milton Berle when she goes on with him at the Roxy Wednesday (15). Her salary will be net. Berle will pay the commission. A year or so ago Berle had Jennie Lewis, since named Dagmar, on his Tuesday night Texaco

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John Carroll Set For N.Y. Cafe Date

NEW YORK, Aug. 11.—John Carroll of the flickers will do his first New York cafe date September 5 when he opens at the Versailles. Carroll has worked clubs before, mostly on the West Coast so he could be near film lots. The date was set by Charlie Yates.

Following the Carroll date, the Versailles will do a George Hale revue. It's a package show with young people, similar to small tab shows that have played some of the hotels.

FROM A RECORD DISTRIBUTOR, JONKOPPING SUPPLY CO., INC.—Billboard adds our salesmen tremendously in sales to dealers and operators and contacts with disc jockeys. See announcement, page 12.

FROM KECK, ODESSA, TEX.—Billboard is rendering a wonderful service for disc jockeys. See announcement, page 12.

Billboard Backstage

By JOE CSIDA

Nice response to our Backstage of several weeks ago about the scarcity of out-in-the-open consideration of which type radio fare will stand up best against video's inroads. Bill Fineshriber, Mutual Broadcasting System's veepee in charge of programing, you may recall, made out quite a case for drama. But one reader who takes exception to Bill's calculations, and ups with facts to substantiate such exception, is Murray Harris, director of public relations for researcher A. C. Nielsen Company. Says Murray:

"Your Backstage feature in the August 4 issue was a pertinent and interesting look into a subject which the trade certainly needs to examine closely.

"I thought you'd be interested

to hear about a comparison we recently made in which we investigated the subject of how various radio program types have withstood TV competition. We compared the average ratings, on an average-audience basis for several different categories of radio shows, April, 1950, versus April, 1951.

"We found that it was the concert music shows which came out with the smallest drop—only 3 per cent. At the other end of the scale, the quiz and audience participation programs suffered an average loss of 32 per cent.

"As for dramatic shows, which you mention in your article, the average for all general drama was off 17 per cent. Mystery shows as a group had a drop of 28 per cent.

"While it's true, of course, that

there aren't many concert music shows on the air in comparison with other types, I think it's interesting to see that they have been hurt the least by TV. And while it may be true that considerations of ease of production and ease of listening may affect trade thinking, as your article states, nevertheless dramatic shows have suffered in popularity as TV has grown. It would certainly seem as the actual listening habits are what really count when sponsors make decisions as to type of radio show to use for the coming season."

I'll run other comments already received on this interesting and important subject in upcoming Backstages. In the meantime, any experiences or opinions from other radio-TV men will be welcome.

Washington Once-Over

By REN ATLAS

WASHINGTON, Aug. 11.—Box-office TV issue will get plenty of attention on Capitol Hill in waning weeks of current session. But don't look for anything decisive. Congressional bigwigs are content to let Federal Communications Commission handle dynamite-packed question of legal status of closed circuit telecasts. FCC, which will face the issue head on at up-coming November hearing on theater-TV, may toss the question back to Congress. According to Commission insiders, FCC is likely to appeal to Congress for clarification on communications act on common carriers on relationship of theater-TV and common carriers.

UNESCO Strives for Copyright Code Approval . . .

Gigantic campaign to sell global copyright pact is quietly in the making almost a year ahead of earliest possible approval of a model proposed treaty. United Nations Education, Scientific and Cultural Organization (UNESCO) is laying the groundwork for a build-up drive to speed ratification among individual nations even tho UNESCO is far from agreed on several key provisions. State Department dopesters expect fall conference of copyright experts in New York to settle most of the differences. UNESCO timetable calls for adoption of a final model version of the proposed Treaty at Geneva next spring. Diplomats figure that unless steps are taken now to grease the way for international acceptance of the pact, the proposed treaty is likely to be a scrap of

paper ignored by legislative bodies in and out of UNESCO member-nations

NARTB Plots Strategy On TV Program Plan . . .

There's clever strategy behind the autumn goal set for adoption of the nation's first industry-wide TV programing code. If National Association of Radio and Television Broadcasters can meet its timetable, the code will be in force at least four months before Federal Communication Commission lifts the TV freeze. Still more important, the industry will be putting its best foot forward programwise while FCC is still in throes of determining final number of channels to be reserved for non-commercial educational TV stations. NARTB nabobs are making no secret of their aims. Their speedy action is direct result or recent counsel from Chairman Edwin C. Johnson (D., Colo.) of the Senate Interstate and Foreign Commerce Committee and FCC Chairman Wayne Coy. Johnson and Coy advised the industry to set up its own program regulations lest the government be forced to step in. Johnson and Coy are giving full encouragement to the industry. Fact is that Coy doesn't want to see FCC get embroiled in another Blue Book controversy. Nor does Senator Johnson.

West Point Scandals Affect Justice Department . . .

West Point exam-cribbing scandal is having repercussions

in Justice Department where anti-trusters are still probing sports telecasts and broadcasts. Academy's over-emphasis on football is spurring anti-trusters to reach formal findings on question of legality of nationwide collegiate pact for telecasting games. Impact is being felt also in House Judiciary Sub-Committee investigating sports monopoly. Rep. Emanuel Celler (D., N. J.), Sub-Committee chairman, has asked investigators to gather "full details."

TV World Copyrights Are New Problem . . .

Big question unanswered by newly completed first draft of proposed international copyright treaty is how TV will get worldwide copyright protection. U. S. delegates to UNESCO, who helped write the treaty draft, will feel out TV interests on this question September 14 at New York conference of U. S. experts. Effect on TV of proposed treaty is left unclear under present draft because TV is not mentioned specifically. The draft does mention "writings, musical, dramatic, and cinematographic works, and works of painting and sculpture." Architects of draft acted on theory that if such general works are given protection, TV will receive protection where it is related to these general works. They felt that if copyright protections is spelled out for each work specifically, new rights or combinations of rights would be left out. Issue is how will this theory pan out in actual operation.

Ridgeway Asks More USO Units At Korean Front

HOLLYWOOD, August 11.—Gen. Matthew B. Ridgeway, United Nations commander in Korea, feels troops there are starved for entertainment, and he personally would welcome more showbiz names as well as USO shows to perform before fighting men as well as those hospitalized in the Orient. This word was brought back from the fighting front this week by Jack Benny, back after a heavy schedule of appearances thruout that theater of operations. Benny headed a troupe of entertainers consisting of *Marionne Reynolds*, *Donay Venuta*, *Frank Remely*, *Dolores Gay*, *Harry Kahane* and *Errol Flynn*. Company played "wherever we could get a crowd of boys together," touring both troop installations and hospitals with travels taking the troupe thru the front's fighting zones. Group also played hospitals and camps in Tokyo and Okinawa.

Need for entertainment will be even greater, Benny quoted Ridgeway, should current cease fire talks develop into a truce. In that event, soldiers will be bored by inactivity and waiting and the need for performers will be more vital than ever. Benny said he found morale to be amazingly high among the troops, but after touring thruout the area, personally feels that a rising tide of shows will assure us that morale remains high.

Benny asked that *The Billboard* call upon all performers to do their part. Names, "especially the younger ones," Benny said, will find a trip to Korea "pays you off inside with a warm feeling." While travel conditions are poor, Benny said that performers are only over there for a few weeks. "After all, the troops are the ones that remain there, and if they can take it for all the time they've been there, we can take it for a few weeks."

Names can pay their own way. To defray costs for those performers who need the dough, more money must be poured into USO, Benny said.

House Group Will Probe Sportscasts

WASHINGTON, Aug. 11.—Restrictive agreements on sports telecasts and broadcasts will formally be probed at a hearing this fall of the House Monopoly Subcommittee. Chairman Emanuel Celler (D., N.Y.) announced yesterday (10) that his Subcommittee's investigation is being broadened to cover all sports broadcasting angles.

Celler said that when hearings resume in the fall, witnesses will be called from television, radio, newsreels and the Federal Communication Commission. The issue came up yesterday when several members of the Celler Subcommittee had protested that proposed bills to help baseball could kill some of the nation's small stations and deprive millions of fans of watching the World Series on television. Celler's Subcommittee has been staging hearings for several days on anti-trust aspects in the sports world.

London Dispatch

By LEIGH VANCE

LONDON, Aug. 11.—King of the film quickies, Robert Lippert, has been taking a look at the first film being made for him over here.

Produced by James Carreras, who made a fortune out of filming radio thrillers with titles like *Dick Barton and P. C. 49* (*Police Constable 49*), the film is being shot in a converted country house near London to avoid crushing costs.

Lippert, who claims to make six films at once in the States, says modestly, "They win no Oscars and you would probably call the stories corny, but they do make money."

Trick is simple "I figured all Westerns had the same story at bottom and the same sort of people. So while the sheriff's posse raced after the villain I shot it several different ways. Why build a different saloon for six different films? I built one for the lot and shot the scenes for each of the six, one after the other. The actors were the same. We just made them come in from different doors."

Lippert owns 62 cinemas, says customers want action rather than classy camera angles. Tips he passed on to up and coming Carreras: "Choose titles you think people are going to like, then get writers to turn out stories to match them. Make an hour-long detective film containing two separate stories of half an hour each. Show it in the cinemas, then cut it up and sell it to TV in the half-hour versions. Get a film into the cinemas six weeks after shooting. The big studios spend six months. By the time their films get to the public us little fellas have skimmed the cream with that subject."

London Musicians' Union Opposes N. Y. Phil. Broadcast . . .

Tangles still continue about the New York Philharmonic's projected visit to the Edinburgh Festival. (Continued on page 38)

Paris Peek

By ANNE MICHAEL

PARIS, Aug. 11.—Paris is going thru its usual summer shift of population. Last week 600,000 Parisians left for the country and seashore. Those still in town are mainly American, English and Scandinavian tourists. Hotels are doing a brisk business and regular habitants are finding signs in their own apartments advising them that they will have no hot water until September. The majority of neighborhood stores are closed and it becomes a search to find a bakery that has remained open during this rainy, hot August. Legitimate theaters are suffering badly. This past week more theaters closed for the summer, including Myer Levin's English-speaking play after a two-week run. This leaves a mere eight dramatic shows playing.

The night clubs hurt mostly are small, intimate places that count on regulars for their main customers. The Lido, Nouvelle Eve and Bal Tabarin, as well as other large cabarets drawing from tourist crowds, are still going strong. The main film houses along the Avenue de Champs-Elysees are reviving old films, and the Max Ophuls picture, *La Ronde*, which during the winter played in a cinema house off the avenue, has been revived, given English subtitles and put into one of the biggest houses in Paris—supposedly because it is one of those movies one imagines the French would make.

The United Nations is preparing for its coming session and erecting prefabricated buildings behind the Palais de Chaillot to house its staff. Screams are going up from the natives, as it is a rather sore spot on one of the prettiest portions of this city.

Sidney Bechet to Wed In Riviera Ceremony . . .

Jazz musician Sidney Bechet is to marry German-born Elizabeth. (Continued on page 38)

Picture Business

By LEE ZHITO

HOLLYWOOD, Aug. 11.—Here's one of those man-bites-dog stories. Television, long hissed by exhibitors as chief foe of the box office, will be directly responsible for providing theater men with an estimated \$50,000,000 additional revenue during the forthcoming year. The windfall will come from screen advertising which has been mushrooming in importance during the past few years, thanks to TV.

Advertising in theaters dates back before the days when local merchants plugged wares on the vaude house asbestos. When movies came, advertising followed into the new medium, and later was quick to take to sound and color. Ads moved into the nickelodeon in 1908, acquired sound in 1929 and developed into animated color productions by the mid-'30's. Tho advertising on the screen is as old as the motion picture medium, it took television to sell sponsor, exhibitor and patron on its value.

First important national screen ad was the color animated short produced by Shell Oil Company in the mid-'30's. Plug was so tastefully sugar coated that patrons were loud in their praise, and exhibitors called for bookings. Other major advertisers — Dr. Pepper, Ford Motor Company, Coca-Cola — soon followed into the screen ad medium. Widespread use of TV, however, is throwing new impetus into a field that had never fully developed.

According to Harry McMahan, whose Five Star Production firm devotes itself exclusively to the

commercial (TV and theatrical) film field, studies have shown that TV has trained audiences to accept screen commercials provided they are made entertaining and informative. People for years have turned to newspaper and magazine ads for information. McMahan says, and now are learning how to put filmed commercials to similar use.

Running time of filmed commercials ranges from 20 to 90 seconds. Nearly all are in color. Some are live action, others are animated, while some combine both live and animation.

TV Films Are Used in Theaters . . .

Television is also to be credited with selling advertisers on the theatrical film commercial as a potent selling medium. Many who have reaped the benefits of visual selling via TV found it profitable to use the same film in theaters. Advertisers employ theaters in TV areas to supplement their video campaign. Others use the screen in areas where TV is not available. Still others who are eager for full color presentation of their message find the theater superior to the TV screen. A majority of Five Star's accounts are shooting their commercials for the dual TV-theater purpose.

A noteworthy example of what can be done with screen advertising is the triple-pronged theater campaign now being filmed by Five Star for Carnation. Film con-

sists of three series, each of five commercial films. One series is aimed at Negro audiences, featuring Freda de Knaf, food editor of *Ebony* magazine. The second series is produced for showing in Spanish language houses, both in this country and across the border, and uses Spanish-speaking Elena Salinas, who handles a Mexican home economy show on local Station KOWL. Third series also features Miss Salinas, who voices plugs in Spanish-flavored English. This series will be shown in border-town houses.

Sponsors Can Tailor Their Screen Messages . . .

Thru screen advertising sponsors can tailor their message directly at the audience type, race and means. Movie Advertising Bureau, which with General Screen Advertising is the biggest distributor of advertising films, has completed a \$100,000 survey of theaters, and thru IBM machines can offer advertisers a complete breakdown of audiences reached thru theaters. Advertisers thereby can pick the desired audience type.

Distributors line up theaters for the advertisers. Exhibitors receive an average of \$4 per audience thousand. This adds up to a tidy sum for theatermen. One 60-house Coast circuit is asking a \$75,000 advance before making its chain available to a screen ad distributing firm.

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MOVIE OPS WARY OF TESTING THEATER TV

BB Poll Reveals Reluctance to Install Costly Novelty Until Programs Improve

NEW YORK, Aug. 11.—Theater operators who currently have no plans for installing big-screen TV equipment voice two outstanding reasons for their reluctance to embrace the new medium. These are the irregularity and limited nature of programming, and the high cost of surveying, equipping and maintaining theater TV service. This is one of the basic conclusions drawn from a nationwide survey of exhibitors concluded by *The Billboard*.

A large percentage of indie exhibitors indicated they will sit out the pioneering stage of the theater television, on the basis that they can't afford to experiment the way the large chains can, and that by the time the medium has proved itself, the cost of equipment will have dropped sharply. Comparison was made frequently with the advent of sound. When "talkies" first came in, the old style sound-on-record equipment averaged about \$17,000 in pre-inflation dollars and ran as high as \$25,000. Now, the much improved sound-on-film system runs around \$2,200. By comparison, the RCA theater TV equipment already has been cut from over \$25,000 per order to \$15,800. The exhibitors, however, view TV as good for only a small part of their programming for the foreseeable future, while sound constitutes the entire show. Yet many believe that every house ultimately will have TV equipment and that it will be more important than air conditioning, which many houses do not have, while there is not one house now without sound.

On the programming side, the operators feel that a prime requisite to growth of theater TV is the development of regular showings, possibly on a weekly basis. As to content, many voiced objections to overemphasis on sports. Some felt that Hollywood interests should take the initiative to provide TV programming, others felt the exhibitors would have to band together to produce their own specially packaged shows. Another point of view favored pickup of major Broadway productions.

Representing this last-mentioned viewpoint was an exec of the Louis Bernheimer chain of seven houses in Washington, D. C., who hopes the medium will offer "big stage performances such as *South Pacific*." Jack Matlack, manager of J. J. Parker chain of nine houses in Oregon, also expects Broadway shows and other stage events to augment the regular run of theater TV pickups of news and sports.

While most operators still regard big sports events as basic programming, some operators voiced objections to heavy emphasis on sports, particularly boxing, Irving Goldberg, partner in Com-

munity Theaters, which operates a dozen houses in the Detroit area, urged turning to legit for material, stating that sports, though excellent now, probably will give way to entertainment tailored for the film house. Even stronger was the view of Max Gealer, supervisor of Associated Theaters, Detroit-Flint operators. Gealer feels the use of sporadic sports events now is slowing down smaller houses from installing TV equipment, because they are too irregular. Also, he said, "sports events on the screen will tend to drive the average woman — probably the most steady movie patron—away from the theater, while a good variety show, to be seen exclusively in theaters, would be a good draw."

The Opposite View

Representative of the opposite point of view, generally held, is Frank J. Storty, who operates five houses for Negroes in the Washington, D. C., area. Storty says that apart from the sports events of major interest, theater TV programming won't compare with motion pictures in entertainment value for several years to come.

One of those plumping for greater initiative by Hollywood in building programs for theater TV is Eph Charninsky, head of Southern Theaters Company operating houses in San Antonio. He believes the picture industry must awake to the fact that big-screen TV is an entertainment factor that will give it plenty of competition unless the Hollywood boys themselves move in. He says that Hollywood should produce its own full-hour TV show for the houses, and the entire motion picture industry, could present all the top stars of all media under Hollywood sponsorship. A broadcast sponsor, he adds, could not compete with the price paid a star by all theaters throughout the nation. The film industry, too, he says, should further the development of big-screen's own stars and techniques.

Meyer Keilsohn, district manager of the Roth Theater Circuit in Washington, holds that the cost of equipment, meeting union demands for special TV technicians, paying for telephone lines and contributing to charges for rights to shows all make for medium impractical for smaller houses. "We'll let the big boys do the pioneering," he says.

The smaller exhibitor also is concerned with the cost of surveying his house for TV, which in most cases costs about \$2,300.

SPADE COPS TV LAURELS IN L. A.

HOLLYWOOD, Aug. 11.—A novel twist in radio show packaging, Spade Cooley is carrying over his TV show format to his newly launched Columbia Broadcasting System air show. Rather than attempt to offer another hillbilly type show similar to National Broadcasting Company's *Grand Ole Opry*, Cooley is using his Western varieties format which has paid off handsomely rating-wise via TV (Paramount's KTLA).

Show consists of Cooley, batoning his own band (crew which he has led for the past six years at his Santa Monica Ballroom and on his weekly TV hour-long show), plus members of his band who double in comedy, in addition to guest acts. During the past three years the Cooley show has been on TV 'ts ratings topped Milton Berle and were second only to *Hopalong Cassidy*. This summer, Cooley finally unseated *Hoppy* to lasso the top rating (Tele-Que) spot for himself and his band.

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Highlight Reviews

FILM MUSICAL

Music Strong in MGM's "Strip" But Plot an Average Whodunit

By LEE ZHITO

The Strip bears the Metro-Goldwyn-Mayer trademark and boasts Joe Pasternak as producer but the hybrid musical-whodunit is little credit to either. Only the musical numbers presented by Louis Armstrong with Earl Hines, Barney Bigard and Jack Teagarden, and Vic Damone, Monica Lewis and Kay Brown hold interest. Whether this combination of musical talent can save an otherwise trite, unconvincing murder yarn, remains for the box office to answer, but exhibitors would do well not to bank on it.

Film attempts to utilize Hollywood's *Sunset Strip* as the scene of action. Mickey Rooney, a band

drummer back from Korea, is lured by quick dough into working for a gambling syndicate. Attracted by Sally Forest who works as a dancer at a nitery on the Strip, he soon quits his high-paying bookmaking job to return to the band biz, getting a job as drummer at the same nitery. Little dancer, eager to meet the right people, is introed to Rooney's former gambler boss. Rooney's mounting jealousy results in his being forced out of town by the gambler's henchmen. Sally Forest is killed in trying to intervene for Rooney, who can now find solace for his sorrowed soul only at the tubs of Armstrong's combo.

Rooney's solo drum breaks bring greater response than his futile effort to portray the misguided musician. Other bright spots include Kay Brown's screen work, which promises Mercury Records' little singing lady a healthy picture future. Vic Damone, in a scene at the Mocambo, throws sincerity into his version of *Don't Blame Me*. Louis Armstrong's rhythmically contagious *Shadrack* and Teagarden's *Basin Street*, along with Miss Lewis' *LaBota*, complete the musical highlights. The remainder is dull cops and robbers.

GRANDSTAND

Lavish Production Highlights Barnes-Carruthers Fair Revue

By HERB DOTTEN

In the Midwest and thru parts of the South, the Barnes-Carruthers No. 1 Revue long has been noted as the largest, most spectacular outdoor production to play major fairs. The new edition, unfolded last week at the Ionia, (Mich.) Free Fair, is every bit as king-sized, cast and scenerywise, as its predecessors. But it is more spectacular than previous editions due largely to its even more lavish costuming. And that is going some, for the B-C. unit has always been the front-runner in that department.

The production numbers, of which there are four, are outstanding, not alone because of the glamor treatment and staging but because of the contrast between

the presentations, which serves to emphasize the effect of each and impress patrons that they are looking at a large, economy-sized package of entertainment.

Gay Opening

First of the production numbers is gay, built around a trip to a vacation resort, and brings out 20 gals wearing vari-pastel-shaded swagger coats and carrying Pullman cases. Also on for the opening are four men dancers, arrayed in blazers. Spotted at center for the opening is a scaled-down streamliner locomotive that revolves to become a hotel registration desk. Gals doff their coats revealing dresses of pastel shades, and go into dance on top of their individual luggage, leading up to

Tip, Tap, Toe, Negro dancers, dressed as Redcaps, who take over the stage.

Risko and Nina follow, with Risko juggling, and Nina getting in some tumbling.

A striking production number, featuring the line in a mass puppet presentation, leading into Stan Kramer and Company, puppeteers, in string-pulling specialties, follows. Puppet number is regarded as quite daring for an outdoor show, due to the distance from the stage to the remote corners of the

(Continued on page 40)

Barnes-Carruthers' No. 1 Revue; reviewed at the Ionia (Mich.) Free Fair, Thursday night, August 9.

NIGHT CLUB

Harvey Stone a Cinch at Copa; Anne Shelton Exciting Surprise

By BILL SMITH

Harvey Stone came in with material tailor-made for the New York Copacabana trade and proceeded to belt it out to giggles, laughs and finally full-blown yocks. His stuff was replete with sharp lines which undoubtedly will be "borrowed" by other comics. A few weeks ago this reviewer caught Stone at the Los Angeles Coconut Grove, a big room, where he worked far from the audience. Here at the Copa, he worked to an audience virtually on the floor with him. But both audiences yocked it up.

Anne Shelton's preem was anticipated with mingled feelings of doubt and plain disbelief. Long a big singer in England, but virtually unknown here except thru her London records, few expected her to live up to advance notices. But Miss Shelton wasn't half way thru her opening number when she proved she could sing. She also proved that she has one of the best voices around today, equally skillful with ballad or rhythm tune.

Gal opened fast with the rhythmic *Shanghai* and hadn't gone

beyond the first eight bars when she was in. Then a change-of-pacer, *Too Young*, showing she knew what to do with a ballad—and the crowd was hers. Then in rapid-fire succession came *Begin the Beguine*, *Mister and Mississipp*, *Be My Love*, *Some of These Days* and *Tipperary Samba*, winding up with *Yiddish Momma*. Miss Shelton is a big blonde with a

(Continued on page 35)

Harvey Stone, reviewed at the Copacabana, New York, Thursday, August 9.

ARENA

"Ice Capades" Ranks With Best; Excellent Over-All Talent, Sets

By JIM McHUGH

Arena Managers' Association, owners of *Ice Capades*, have a rink extravaganza that ranks with the best, without emphasis on name personalities. The 1951 edition, produced by John H. Harris and showing nightly at Atlantic City Convention Hall thru Labor Day, is a fast-moving and spectacular iceer spotlighting talent and production on a fairly even basis.

The emphasis is on over-all accomplishment and talent en masse, show still builds its biggest punches thru the spectacular blade work of the personable Donna Atwood and her partner, Bobby Specht. Show caught Wednesday night

(8) played to a sizable house. Nightly turnouts have been hefty thruout the run and promise to remain that way thru Labor Day closing. Result is that a new five-year contract is being negotiated. Price range: \$1.25-\$3.00.

Featured extra-long production number is a whittled version of Sigmund Romberg's *The Student Prince*. Mostly, performers skate-walk on and off, principals do pygmatome and vocals and lines come from off-stage. While novel, and fairly well received, the attempt at breaking up the rigid iceer format falls short. While skating shows, both ice and roller, have long been faced with tight

are trite limitations, the operetta take-off is hardly the answer to more flexible programming.

Outstanding production numbers in the three-hour presentation were *Kittens on the Blades* and the finale, *The South American Way*. *Kittens* number features 32 precision skaters trained by Olympic champs Robert Dench and Rosemarie Stewart. Skaters maneuvered skillfully in feline fashion and wowed the audience.

(Continued on page 38)

"Ice Capades", reviewed at Convention Hall, Atlantic City, Wednesday, August 8.

The Billboard

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Fancy National TV Ratings Fool Ford and Other Sponsors

"Festival" Bats 20 Countrywide But 8 in Cleveland, 9 in Baltimore

Continued from page 1

nificant in view of the fact it would lead to the further belief that Ford had little to worry about from, or in the form of, competition from *Ellery Queen* on DuMont, or from Alan Young on CBS.

In fact, the above figures would suggest that Ford was quite successful in reaching a good audience with a variety-music type program on an evening that is normally devoted to mysteries.

However, a glance at individual city Videodex shows how these inferences would lead to gross errors at the policy-making level when making decisions about the Ford program.

Here are the individual city ratings for both programs in 10 multi-channel cities:

	Treas. Men In Action 8:30-9 p.m.	Ford Festival 9-10 p.m.
Baltimore	24.6%	9.1%
Chicago	21.2	16.0
Cincinnati	20.5	15.8
Cleveland	10.4	8.2
Columbus	23.9	10.9
Dayton, O.	17.0	17.3
Detroit	19.2	11.3
New York	21.0	13.9
Philadelphia	23.5	15.3
Washington	24.0	13.0
Average All Cities	20.5	13.1

Altho the Ford program has a higher national rating than the Borden show, the above ratings show that in those markets in which a competitive situation ex-

ists, the Ford program reaches only 64 per cent as many homes as the Borden show. The individual city data shows quite vividly that Ford must give considerable attention to program competition in multi-channel cities.

The fact that the success of *Treasury Men in Action* is not reflected by the network rating is due the placing of the kinescope version of the program. For example, in Boston the Borden program is telecast at 11 p.m. on Sunday night. This is opposite a film on WNAC, and local films represent strong competition on Sunday nights in any city.

In Buffalo, a single-channel city, *Treasury Men in Action*, reaches 12.0 per cent of the television homes. However, this is kinesioped at 3:30 on Thursday afternoon. Thus, the kinescope versions of the Borden program have pulled down the national average while the non-cable telecasts of the Ford program have served to enhance the national rating.

The above figures also illustrate the influence of local factors upon the size of audience of network programs. For example, in Cleveland both programs had a lower-than-average rating; but this was due to the baseball telecast on WXEL. In Dayton, *Ford Festival* had a slight edge over the previous program but this is due to the fact that *Ellery Queen* is not carried in Dayton, nor is Alan Young in that time slot. The impact of *Ellery Queen* can be measured in Dayton by observing that as high as 10 per cent of TV homes turn to view *Ellery Queen* on the Cincinnati station.

The concept of a single rating representing a network becomes more useless when one takes into

account the variation in popularity of many programs in different regions and localities. Frequently, the sponsor is able to act in such a way that he reduces this variation by eliminating the sore spot and thereby enhancing the over-all picture.

Regional variation is generally due to:

(1) Differences in likes and dislikes between regions for a particular program largely due to the "narrowness" of appeal for certain actors and/or acts.

(2) Factors affecting the audience to the particular station which is generally the result of loyalty built-up by station, station policy and promotion, reception, and the astuteness of the local station management in general.

Alan Young, another Thursday network program, illustrates how a program can be quite popular in one section of the country, and yet not be as successful in other regions. Alan Young is very popular in Los Angeles, and the filmed network telecasts are also very popular in New York and Philadelphia. However, this same network time period is not nearly as successful in Baltimore, Washington and the Middle West TV markets, many of which contain strong CBS outlets. In fact the program reaches only 23.1 per cent of the TV homes in St. Louis at 10 at night. St. Louis is a single-channel city.

Here are Alan Young ratings which demonstrate this point:

	Alan Young June Videodex
Los Angeles	28.5%
New York	24.2
Philadelphia	27.8
Baltimore	15.1
Chicago	9.2
Columbus	10.0
Washington	11.2

Dozier Second Film Topper to CBS-TV

Web's Video Program Dept. Build-Up Continues; Pic Men Lend New Strength

NEW YORK, Aug. 11. — When former film executive William Dozier joins the Columbia Broadcasting System's TV division on October 1 in a top programming capacity it will mark still another step in the reshuffling in the organization's video wing which has been going on during the last year.

The acquisition of the movie exec also has significance in that it marks the second such heavy-duty filmmaker to cast his lot with the web, exec veepee Daniel O'Shea being the first. They will constitute a strong, experienced team to carry the CBS ball into filmmaking, if and when the web decides it wishes to film dramatic programs, a talked-about and expected step when the new CBS Hollywood studios are completed on the site of the Gilmore Stadium.

Of the old CBS-TV programming unit — Charles Underhill, Jerry

Horwin, Lester Gottlieb and Irving Mansfield—not one is today functioning in a top CBS-TV program capacity. Underhill has now joined the American Broadcasting Company as national TV programming director. Horwin leaves CBS at the end of this month because of disagreements with Hubbell Robinson Jr., veepee in charge of TV programming. He will probably go into packaging. Gottlieb has moved over into CBS radio as head of the programming operation. And Mansfield operates as a producer.

(Continued on page 3)

KLAC-TV Inks 302G Pix Deal

HOLLYWOOD, Aug. 11.—KLAC-TV's General Manager Don Federson this week closed what is believed to be the largest single-outlet feature film deal in TV history by agreeing to pay \$302,500 for one-year tele rights to 52 films. Deal was made with Charles Weintraub, proxy of Quality Films. Weintraub recently joined in partnership with Nate Wallach, board chairman of Standard Capitol, and bought films from indie producers and some from the Chemical Bank & Trust Company.

Included in the package are *The Moon and Six Pence*, *The Southerner*, *Tomorrow the World*, *So Ends Our Night* and *The Gladiator* from Producer David Loew; *And Then There Were None*, obtained from Harry Popkin, and Charles Rogers' *Angel on My Shoulder*, *The Powers Girl* and *Song of the Open Road*.

Also included are *Texas*, *Brook-*
(Continued on page 3)

FIRST GRADE RAP AT RIVALS

DALLAS, Aug. 11.—Radio Station KIXL, 1,000-watter here, is using this plug to explain to listeners why it specializes in better music as mainstay of programming: "Most radio stations have first-grade soap operas and first-grade comedians—but we think that most people have graduated from first grade."

"Aunt Jenny" May Get Fall CBS-TV Bow

NEW YORK, Aug. 11.—*Aunt Jenny*, the long-established Lever Bros.' daytime radio serial, is expected to make its debut as a video soap opera this fall, probably on the same network, the Columbia Broadcasting System. Ruthrauff & Ryan, the agency for Lever on this show, has been experimenting with kines for the TV plunge. No time has been selected. It will be the first radio soap opera to go TV on a regular basis.

Three other soap operas are to be slotted, from 12-12:45, on CBS-TV this fall. They are *The Egg and I*, *Love of Life* and *Search for Tomorrow*. Procter & Gamble will sponsor the second, and Whitehall the third soaper in the three-quarter-hour block.

WPIX Sales Set-Up Follows Paper Pattern

NEW YORK, Aug. 11.—The sales operation of WPIX here is shaping up structurally much more like a newspaper space-selling organization than a radio time-peddling operation, according to Jack Noone, sales director of the station. Noone recently hired four more salesmen, Karl Klimcheck, Howard Hayward, Ben Skolnik and George Finley, whose background is in selling newspaper and magazine space.

WPIX salesmen must cover an area of 50 miles surrounding New York City in order to contact retailers who are one of the largest buyers of newspaper space and potential source of great TV revenue, Noone pointed out. The station now has 45 retail sponsors. There are now nine salesmen on the WPIX staff. Noone expects that the station's sales staff will ultimately total 18.

Meanwhile, Leavitt T. Pope becomes assistant to G. Bennett Larson, veepee and general manager of the station. He will take over many of the duties previously handled by Operations Manager John McClay, who resigned recently to join WCAU-TV, Philadelphia.

Army Mess, ND, Penn Peeves Complicate Westinghouse Plans

Sponsor Sets Games for NBC-TV But Must Negotiate With Schools

Continued from page 1

both are reported reluctant to go along with the National Collegiate Athletic Association plan, which forced them to forego full-scale televising of their own games. They may ultimately decide to sell the rights to the two games desired from each, but a powerful argument, in terms of cash, will have to be offered. Each school will negotiate individually in sale of its rights to Westinghouse.

Planned Schedule

The planned schedule, which the sponsor now will attempt to line up, was as follows at the week-end:

- September 22—Michigan State-Oregon State (limited web), and Georgia Tech-S.M.U. (3 stations).
- September 29—Pitt-Duke (Eastern game to Midwestern stations), and Purdue-Texas or Illinois-UCLA (Midwest game to Eastern stations).
- October 6—Blackout, except for California-Minnesota on three stations.
- October 13—Notre Dame-S.M.U. (full network).
- October 20—Five games, regionally; Yale-Cornell, Maryland-

North Carolina, Ohio State-Indiana, Iowa State-Missouri, UCLA-Oregon.

October 27—Army-Columbia and a Midwestern game not yet set.

November 3—Navy-Notre Dame (regional) and Illinois-Michigan (regional).

November 10—Franklin & Marshall-Washington & Jefferson, to be shown in Lancaster, Pa., only.

November 17—Penn-Army (full network).

November 24 — Five games, regionally: Minnesota-Wisconsin, Princeton-Dartmouth, Nebraska-Oklahoma, Stanford-California, Michigan-Ohio State.

It must be emphasized that altho this is the schedule which Westinghouse is definitely aiming to get, the final sited may turn out differently. The Penn-Army game, for example, is unlikely to get the full web treatment, and some other major tilt likely will be substituted. Army games, where used, are apt to be on a minor regional basis. The other tilts await purchase of rights from the schools involved, and not all may be willing to go along.

Navy Attacked For Theater-TV Pact on Games

WASHINGTON, Aug. 11.—Amid the ruckus over the West Point football scandal, the U. S. Naval Academy came under attack this week for contracting to permit exclusive telecasting of three Navy football games by theater-TV.

Jerome W. Marks, chairman of the Fair Television Practices Committee, stated in a letter to Academy Superintendent Vice Admiral Harry W. Hill that thousands of hospitalized veterans soldiers and sailors will be deprived of the opportunity to witness telecasts of Navy football games. Marks added that his committee believes that in view of the present criticism of increasing professionalism and commercialism in college football, the Academy's arrangement with box-office television interests is an example of bad policy.

Garroway Up For NBC-TV Daytime Strip

NEW YORK, Aug. 11.—Dave Garroway this week was headed for a daytime TV strip on the National Broadcasting Company, and probably will take over part or all of the 11 a.m. to noon strip hitherto ticketed for Rudy Vallee. *Armour*, which last week turned thumbs down on the 10:30 p.m. Wednesday time on NBC-TV, is said to be interested in at least a portion of the morning strip, with station clearances not expected to present a problem as it did in the evening slot.

Garroway is under a pay-or-play contract with NBC-TV, with the web thus faced with the job of putting him on a paying basis quickly. The Vallee package, on the other hand, has NBC under no financial obligation to Music Corporation of America, the package, unless it can get some sponsors first. These have proved scarce thus far, with none having turned up to date.

Admiral Shopping For New Agency; Eyes Other Shows

NEW YORK, Aug. 11.—Reports are that Admiral is once again on the prowl for a new agency. Account, now held by Erwin-Wasey, has only been with the agency for a year. Previously, Admiral was with Kudner.

Admiral is also said to be dissatisfied with its two TV properties—*Stop the Music* (half of which it owns) and *Lights Out*. Music Corporation of America has been pitching one large prestige package, said to be *Shottime U. S. A.*, and the client is interested. The switch, however, would be so costly as to make cancellation of the two current Admiral video packages a necessity.

FCC Holds Up Para, DuMont TV Permits

WASHINGTON, Aug. 11.—Federal Communications Commission this week held up the granting of licenses to Paramount Television Productions, Inc.; Allen B. DuMont Laboratories, Inc., and Balaban & Katz Corporation for the operation of certain of their TV stations until FCC can hold hearings to determine that these companies, or companies associated with them, operate within anti-trust laws. The FCC order mentioned that Paramount Pictures, Inc.; Paramount Television Productions, Inc., and Balaban & Katz have been found guilty in the past of anti-trust violations. DuMont's license was withheld pending the hearing because of its association with Paramount interests.

This latest step by FCC raises the question as to whether the Commission can stick to a speedy timetable in acting on pending application by United Paramount Theaters, Inc., to merge with the American Broadcasting Company. A high FCC spokesman explained that for the present the proposed merger and the hearings on the licenses are regarded as separate proceedings. He indicated that FCC will follow one of two possible actions:

(1) Incorporate the question of the proposed merger into the hearings on licenses.

(2) Defer action on the ABC-Paramount merger until after hearings are completed on the licenses.

A third possibility, ruled out by the spokesman, would be to dis-

(Continued on page 2)

Your Lucky Strike Hit Parade

presents to all our friends during our 8 week hiatus
a special summer service!

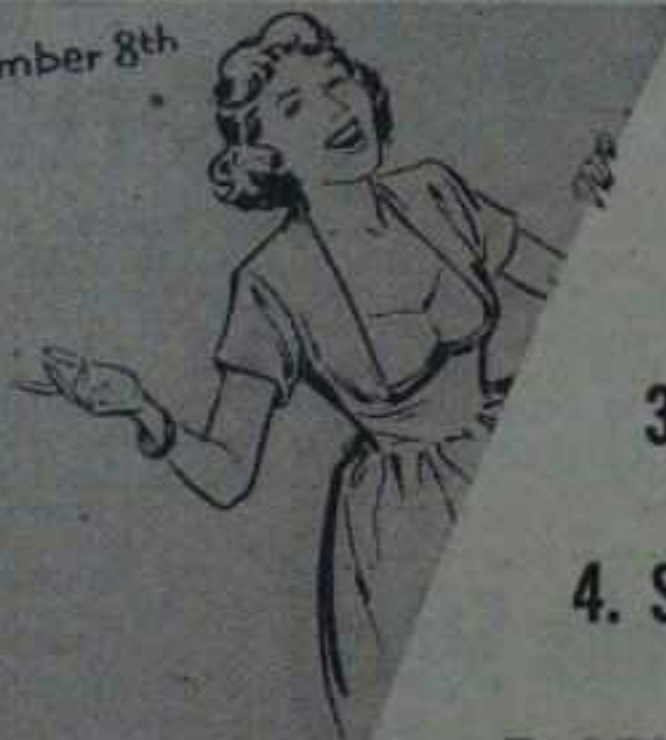
SNOOKY LANSON SAYS:
Look for this listing
every week



Your Lucky 7 Tunes that you would have heard last Saturday

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

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



DOROTHY COLLINS SAYS:

**Be Happy-
Go Lucky!**



1. TOO YOUNG

2. COME ON-A MY HOUSE

3. MY TRULY, TRULY FAIR

4. SHANGHAI

5. BECAUSE OF YOU

6. SWEET VIOLETS

7. THE LOVELIEST NIGHT OF THE YEAR

RAYMOND SCOTT SAYS:
Have a Happy
Go Lucky Summer!



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



See your
Lucky Strike Hit Parade
Summer TV replacement

**"ASSIGNMENT:
MAN HUNT"**

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

SAG, TVA Jurisdiction Set; Want 100% Pay on Reissues

NEW YORK, Aug. 11.—The confused television jurisdictional picture this week became considerably clarified when Television Authority and the Screen Actors' Guild in essence agreed that the Eastern union would have jurisdiction over all network TV and that the Hollywood labor organization would have jurisdiction over all film TV.

SAG stated that if the National Labor Relations Board decided all performers employed by the networks are in one unit, it would not contest TVA's election as their representative. Similarly TVA agreed that it will withdraw from the ballot in an NLRB election to be held September 15 to decide the labor representative for performers on film.

This would mean that kinescoped TV programs made by the networks would be in TVA's jurisdiction, a much debated point previously between SAG and the former union. TVA is also expected to confer with SAG on its demands for film performer scales in TV so that both the wages and working conditions demanded by the Hollywood union are in line with demands of the Eastern union.

Murine News Brings Mutual Spots to Four

NEW YORK, Aug. 11.—Murine Company, Inc., this week signed to sponsor a five-minute Sunday night news commentary by Cedric Foster over the Mutual Broadcasting System, beginning September 9 at 6:55 p.m. The buy marks the [\(Continued on page 8\)](#)

Politicos and Webs Hold 1st Meet Wed.

• [Continued from page 1](#)

type of sponsors which will be acceptable (*The Billboard*, August 4).

The meeting will be held in the office of Guy Gabrielson, chairman of the Republican National Committee. Representing the G. O. P. will be Edward T. Ingle, radio and TV director of the Republican National Committee, and William H. Mylander, assistant to the chairman in charge of public relations. The Democrats will be represented by Charles Van Devander, director of public relations, and Kenneth Frye, radio and TV director. Execs from the networks had not been named at the week-end.

Negotiations for a joint meeting to establish rules and procedures were initiated by web representatives. This was accepted by the two parties in the form of a letter sent jointly by the national committee to the networks inviting them to Wednesday's session. It is

NBC Affiliates Don't Chime In; Web Out \$6 Mil

NEW YORK, Aug. 11.—Second recent instance of the National Broadcasting Company backing down on a plan in the face of disagreement by affiliates was shaping up this week, with the web seen likely to pigeon-hole its scheme to sell six-second chain breaks built around its chime identification. Some months ago NBC temporarily dropped a plan to cut radio time rates when the affiliates squawked, but events later forced the stations into line. It is considered entirely possible that the chain-break plan also might come alive again in the future.

The plan itself, altho conceived by the Foote, Cone & Belding Agency, was seized upon by NBC execs as a means of propping up AM web income in the current period of AM-TV reorientation. Web execs this week said that four

NY-WEST COAST TV UNION PIC

NEW YORK, Aug. 11.—Respective jurisdictional positions of the Screen Actors' Guild and the Television Authority were clarified, and the first demands the SAG would make on Hollywood film producers became known this week. Full details of both situations are in the flanking stories.

General Foods Buys 3 Shows, Renews Others

NEW YORK, Aug. 11.—General Foods this week bought three daytime radio shows and renewed two other web stanzas. When a Girl Marries, soap it once bankrolled on the National Broadcasting Company, was bought on the American Broadcasting Company in the 11:15 a.m. slot thru Benton & Bowles. Starting date is October 1, with Maxwell House the product.

On the Columbia Broadcasting System, on behalf of Log Cabin Syrup, GF bought a news strip in the 9:25 to 9:30 a.m. slot over 150 stations, starting September 22. Also on CBS, GF set the Grady Cole hillbilly show over a 55-station Southern web thru Foote, Cone & Belding. Show, airing for Calumet, goes into the 2 to 2:15 p.m. period Mondays, Wednesdays and Fridays. The sponsor also renewed the Hopalong Cassidy and Gangbusters radio shows on CBS.

Colgate May Keep "Rich"

NEW YORK, Aug. 11.—Colgate, which originally slotted *Strike It Rich* in the Wednesday night 9-9:30 spot on the Columbia Broadcasting System as a summer filler, is likely to stay with the program this fall. Program has two prime virtues: it is cheap and it gets ratings.

The advertiser has kined several mystery shows for possible slotting this fall, *Strike It Rich* has been so successful that Colgate has virtually had its mind made up by results. *Rich* is on the video web three times a week in the daytime hours and is a half-hour radio strip, also on CBS. The radio shows use the audio of the video presentations, thus cutting costs tremendously.

RE AMOS 'N' ANDY

Survey Shows Negroes Like Show; Ratings Say So, Too

• [Continued from page 1](#)

the show. Those who had seen the show were asked whether there was anything they particularly liked and anything they particularly disliked about the show. Also, whether they thought the program is a good or bad thing for people to see. Favorable comment about the show was offered by 72.5 per cent of viewer respondents, while 18.8 per cent offered an unfavorable comment. Total of 80.8 per cent said they

HOLLYWOOD, Aug. 11.—Screen Actors' Guild will demand 100 per cent of original payment for reissues of films produced for TV when the Guild opens its collective bargaining negotiations for a new basic contract with motion picture producers. Guild will also outlaw release to TV sans compensation for all theatrical films produced since August 1, 1948, effective date of SAG's existing pact with the producers. John Dales Jr., SAG's exec secretary, sent a request to the three producer associations (Association of Motion Picture Producers, Society of Independent Motion Picture Producers, and Independent Motion Picture Producers' Association) to open negotiations for new contracts, suggesting August 27 as starting date for the talks. Dales also suggested that talks first be held with the major group (AMPP) before starting negotiations with the larger and smaller indie associations. In addition to theatrical producers, contract negotiations will be carried on with TV film makers.

SAG will also ask complete repayment to actors of original fees for all subsequent showing of a TV film, contending that actors are paid only for one showing per TV area, and therefore must receive equal payment for additional showings of their work. Altho no contract specifies payment for reissues, SAG has been collecting 50 per cent of original fee from Young & Rubicam for reissues of the Jerry Fairbanks-produced *Bigelow Theater* series. Similarly Screen Extras' Guild has been collecting reissue fees for its members appearing in the same series.

Guild will demand that actors employed in filmed series where their services are on an exclusive basis be classified as term contract players, and in cases where their work in series films is not on an exclusive basis, that they be classed as multiple players.

Guild indicated that it will some day permit release to TV of pix produced since August 1, 1948, but this will only happen after producers and Guild execs meet to cover specific points covering additional pay. This will affect TV availability of films produced by Robert Lippert, Republic Pictures and some by David O. Selznick, which he had intended to release to TV (*The Billboard*, August 11).

Ziv Inks Stars To AM Series

NEW YORK, Aug. 11.—The Frederic Ziv Company this week signed Irene Dunne and Fred MacMurray to do a new syndicated situation comedy, *Bright Star*, which is to be budgeted at \$12,500 weekly, about \$2,500 per week more than the Bogart-Bacall series. *Bold Venture*, which has already been sold in 500 markets, Dunne and MacMurray have signed 10-year contracts which are expected to bring them \$300,000 each.

In addition to the stars, announcer Harry Von Zell will be a regular member of the cast. Writers will be Milton Geiger, Richard Powell and Carl Gass. The program will tee off from Hollywood September 24.

DAYTIMERS PULL 7 IN TOP 10 RADIO FAVORITES—NIELSEN

NEW YORK, Aug. 11.—A ranking of all network radio shows, regardless of the hour of broadcast, shows that seven of the top 10 stanzas air during the daytime hours. The study, prepared by the A. C. Nielsen Company, is based on ratings and homes reached per show during the week of July 1-7, 1951.

Standing of the top-10 shows follows:

RANK	SHOW	NET	PERIOD	HOMES (000)	NIELSEN RATING
1.	Walter Winchell	ABC	Evening	3,939	9.4
2.	Dragnet	NBC	Evening	3,604	8.6
3.	Armstrong Theater	CBS	Sat., Day	3,520	8.4
4.	Arthur Godfrey	CBS	11-11:30 a.m.	3,059	7.3
5.	Grand Central Station	CBS	Sat., Day	3,017	7.2
6.	Helen Trent	CBS	Weekday	2,975	7.1
7.	Mr. Keen	CBS	Evening	2,849	6.8
7.	Our Gal Sunday	CBS	Weekday	2,849	6.6
7.	Ma Perkins	CBS	Weekday	2,849	6.8
10.	Stars Over Hollywood	CBS	Sat., Day	2,808	6.7

DAYTIME BOOM

64 Stations to Start Programing at 10

NEW YORK, Aug. 11.—More than half the TV stations in America will be on the air as early as 10 a.m. this fall, according to presentation on daytime television issued by the Columbia Broadcasting System this week. The statistical breakdown shows that 64 outlets will begin programing by 10 a.m., 70 by 12 noon and 104 by 2 p.m. The last figure is only three short of the total number of stations programing.

The presentation's most significant theme, otherwise, is the complete acceptance of daytime TV by the nation's housewives. Its facts and figures controvert sharply the charge, still heard in some circles, that early-hour video won't get viewers. The most important advertisers, the presentation states, also have become convinced of daytime TV's impact. In June, 1950, there was only one sponsor using 10 quarter hours of network time before 5 p.m.; in June, 1951,

21 advertisers were using 81 quarter hours of daytime TV. By September of this year Procter & Gamble alone will be sponsoring 22 quarter hours of daytime programs.

In one year the average percentage of TV sets tuned in between 1 and 5 p.m. has just about doubled, from 8.3 per cent to 15.6 per cent. Thirty-nine per cent of the viewers watch TV sometime between 9 a.m. and 5 p.m., according to an Advertest survey quoted in the booklet. And these females view the medium 2 hours and 52 minutes a day, 3.5 days per week.

Altho station clearances have been considered a problem in daytime video, CBS-TV says that P.&G., R. J. Reynolds, Best Foods, Junket and Hudson Paper all are on live networks of more than 25 stations, with P.&G. having the largest web—37 stations—for its portion of the *Garry Moore Show*.

NBC, CBS Reject TV Crime Hearings

NEW YORK, Aug. 11.—Television coverage of next week's hearings of the Senate Crime Investigating Committee still was uncertain at the week's end, with indications that American Broadcasting Company might originate pooled coverage from Washington, starting Wednesday (15). The committee agreed to permit commercial TV coverage, altho Senator Cain (R., Wash.) said past TV airing of the hearings constituted a "vaudeville show."

The National Broadcasting Com-

pany and Columbia Broadcasting System indicated Friday (10) that they would not join the pool because it would necessitate bumping regular commercial shows off the air. DuMont was doubtful as to whether, without CBS and NBC, it would share the costs, which would run about \$10,000 daily for the three days. New York indies WPIX, WATV and WOR-TV were interested, depending upon how much their share of the bill would be, with WOR-TV already having sold its coverage to *The New York World Telegram* and Sun. It was considered a good bet, however, that ABC, DuMont and the indies might finally band together before the deadline.

Lower Mid-Class Goes for Vaude TV, SRI Survey Reveals

CHICAGO, Aug. 11.—A study of 400 television families by Social Research, Inc., shows that variety and talent shows attract mainly lower middle-class audiences. Upper middle-class viewers don't take these shows seriously because of their standards of artistry, style and taste. These findings were told by Dr. [\(Continued on page 8\)](#)

Knickerbocker Films Theater Vaude for TV

CHICAGO, Aug. 11.—A novel experiment in producing TV film packages in a vaude house will start August 24 when Knickerbocker Productions, a Cleveland firm makes its first TV film of a vaude variety show in that city. Jack Fine, veteran personal rep and booker, and Sam C. Johns, director of the Cleveland 500, a firm which has been producing summer operettas at the local Music Hall, formed KP to test the vaude-TV-film idea.

Fine, owner of the Knickerbocker Theater in Cleveland, will open it as a vaude-picture house late in August. He intends to run his vaude budget between \$5,000-\$10,000 weekly, including the cost of a big pit band and a chorus of 15 voices. Bill will include four or five top priced straight vaude acts. On the second night of each week's bill, the 1,100-seat house will be turned into a TV studio, with the audience admitted free via invitation. Entire show will be filmed for quarter, half and full-hour TV film segs. Fine told *The Billboard* the house will have a top 50-cent admission during the week, as the firm intends to run, if necessary, in the red on [\(Continued on page 8\)](#)

AFRA VOTES TO MERGE WITH TVA

Nix Change in Anti-Red Provision; Probe E.T. Biz; Crimps L. A. Plan

MINNEAPOLIS, Aug. 13.—The American Federation of Radio Artists, which has been the behind-the-scenes biggie in the development of Television Authority, stepped out openly here Sunday (12) morning as the new TVA power. The radio talent union voted, as was predicted (*The Billboard*, August 11), to merge with TVA thru meetings to start immediately and culminate late this fall at the TVA convention in New York. Merger recommendation was the highlight of the first three days of AFRA's national conclave here. AFRA's move changes the plan of the Associated Actors and Artists of America, who originally intended to jointly pool membership into one over-all talent union. AFRA's change of plans may cause other Four A members to take emergency action to get into TVA as soon as possible.

A proposed amendment to the new anti-Communist provision of the AFRA constitution, which would have made membership in the Communist party after the current AFRA convention reason for being barred by the union, instead of anytime after December 31, 1945, the date specified in the new provision, was defeated. A subsidiary clause in this proposed amendment, which would have allowed only membership in the Communist party as basis for this bar, was also defeated. The new AFRA rule now bases the barring on "membership after December 31, 1945, in any organization listed by the U. S. Attorney General's Office or other authorized federal agency as subversion." Frank Reel, executive secretary of AFRA, said the new anti-Commie amendment was passed 2,118 to 457 in a mail referendum.

Ogle Illegal Practices

The AFRA convention passed an important amendment recommending closer scrutiny of what the union terms illegal practices on the part of transcription companies. This amendment may have repercussions, ending in a serious inter-union fight between the American Federation of Musicians and AFRA. AFRA reps, by the amendment, are ordered to crack down on e-t. firms which are engaging instrumentalists under AFM contracts and then assigning speaking or singing roles to those persons, thus committing two violations: (1) non-payment of AFRA minimum rates for such spot e. t.'s and (2) circumvention of the AFRA code providing for reuse payments. The order also urges AFRA reps to check closely on e-t. firms who issue transcriptions for use period after period without repaying talent at each three-month reissuance period. The stipulation citing the use of instrumentalists under AFM pacts may occasion a loud roar from James C. Petrillo, AFM prexy, who did a similar burn when the American Guild of Variety Artists and the AFM hassled over jurisdiction of band leaders who doubled as emcees.

L. A. Plan Thwarted

The attempt by the Los Angeles AFRA to take from the national board the power to maintain picket lines was thwarted when the convention voted against an amendment which would have given the national board the right only if three-quarters of the delegates of a national AFRA conclave, two-thirds of a national mail referendum or a majority of the members of the locals in local meetings would okay such a procedure in a specific case. Feeling was that any of these methods of gaining membership approval required too much time and were therefore im-

practical. Another correlated amendment, which would have given the national board the power to restrain AFRA-ites from crossing another union's picket line, with the proviso that any local might petition for exemption from the blanket usage because of a local hardship, was tabled.

Because of "rapidly changing situations in radio and TV," the convention tabled an amendment for biennial conventions and two-year terms for officers, while a proposal to provide one delegate for every 50 AFRA members instead of every 25 was withdrawn.

Fort Industry In Bid to Buy San Antonio TV

WASHINGTON, Aug. 11.—The FCC was asked today to approve sale of a San Antonio television station for \$1,050,000. The station would be sold by the San Antonio Television Company to the Fort Industry Company, Birmingham, Mich.

Under the proposal, Fort Industry would buy all 5,000 shares of the San Antonio Company at \$210 a share. Fort Industry now owns seven standard and six frequency modulation radio stations and three television stations in Ohio, West Virginia, Georgia, Florida and Michigan.

Frigidaire TV Still on Ice

NEW YORK, Aug. 11.—Frigidaire this week canceled its purchase of the Sunday evening 6-8:30 time on the Columbia Broadcasting System's TV network this fall. The period is already believed to be under option to a new client. Reason for Frigidaire's move is said to be the difficulty in clearing time for a slot which last season was programed locally by CBS-TV affiliates.

The advertisers, who last season sponsored several top comedy hours is still interested in bankrolling a similar presentation and will undoubtedly wait for a cancellation and move into the TV network picture.

NBC Allots 720G For Radio Bally

NEW YORK, Aug. 11.—The National Broadcasting Company this week became the third major TV-AM web to set new advertising promotion plans to boost its radio shows and facilities, following similar drives mapped out by the American Broadcasting Company and the Columbia Broadcasting System. The Mutual Broadcasting System has been working on a consistent campaign for some time.

The NBC blueprint calls for an expenditure of \$720,200 and will utilize 14 national and trade papers as well as five radio shows on its own facilities. Theme of the drive, "People Sell Better Than Paper," will be plugged on NBC's *You Can't Take It With You*, *Boston Pops*, *American Portraits*, *Screen Directors' Playhouse* and *Al Goodman's Musical Album* programs.

Kling Expanding Production Of TV Film; Preps 3 Series

CHICAGO, Aug. 11.—Kling Studios, major visual advertising firm with home offices here, is expanding its TV film production and sales department. Fred Niles, director of TV activity for Kling, last week revealed that three major TV film series are now in production, with more coming by November 1. Firm, in a deal completed recently with Bill Klein, of United Broadcasting Studios here, took first call on Klein's extensive studios facilities. With the addition of UBS, Kling now has the

largest TV film studio facilities in the Midwest, covering almost two city blocks. Klein is keeping his studios open to outside clients, but is giving Kling first crack. Kling has already completed five of 13 half-hour TV film packages, labelled *The American Barn Dance*, featuring nationally known names in the Western and h.b. fields. Remainder of the series will be finished before September 15. Using a barn dance or jamboree format, the first programs (Continued on page 35)

DAYTIMERS COP AM

Chalk Up 7 Among Top 10; Audiences Par With Nighttime---Nielsen Poll

NEW YORK, Aug. 11.—Seven of the 10 top-rated radio shows currently are daytime stanzas. This is revealed in a special study of all network radio programs, including daytime, prepared for *The Billboard* by the A. C. Nielsen Company, based on the week of July 1-7. A chart on the opposite page shows the exact standings.

The results of this study further bear out the findings of a previous Nielsen study (*The Billboard*, July 14) indicating that

radio currently has a daytime audience which is virtually on a par with that reached during the prime evening hours.

It is important to note, of course, that the current standings are based upon the summer schedules, with many major evening radio stanzas on hiatus. However, the previous Nielsen study, which first indicated the trend toward equalization of radio audiences regardless of time period, surveyed the peak month of April against April, 1948.

A direct day vs. evening comparison is possible in the present study in the case of Arthur Godfrey, who airs both in the mornings, across the board, and in an evening show, *Talent Scouts*, via the Columbia Broadcasting System. The 11 to 11:30 a.m. segment of Godfrey's show (which airs from 10 to 11:30) ranks fourth in rating and in total homes reached. Godfrey's *Talent Scouts*, however, is not even in the top 10 shows, and scored a 6.6 rating as against the 7.3 racked up by the morning stanza.

It is likewise significant to

that all seven of the daytime stanzas which hit the total top 10 air prior to 1:30 p.m., New York time. This, too, bears out the earlier Nielsen study which indicated that morning radio shows, in view of their comparatively dirt-cheap cost-per-thousand listeners, now make top value buys.

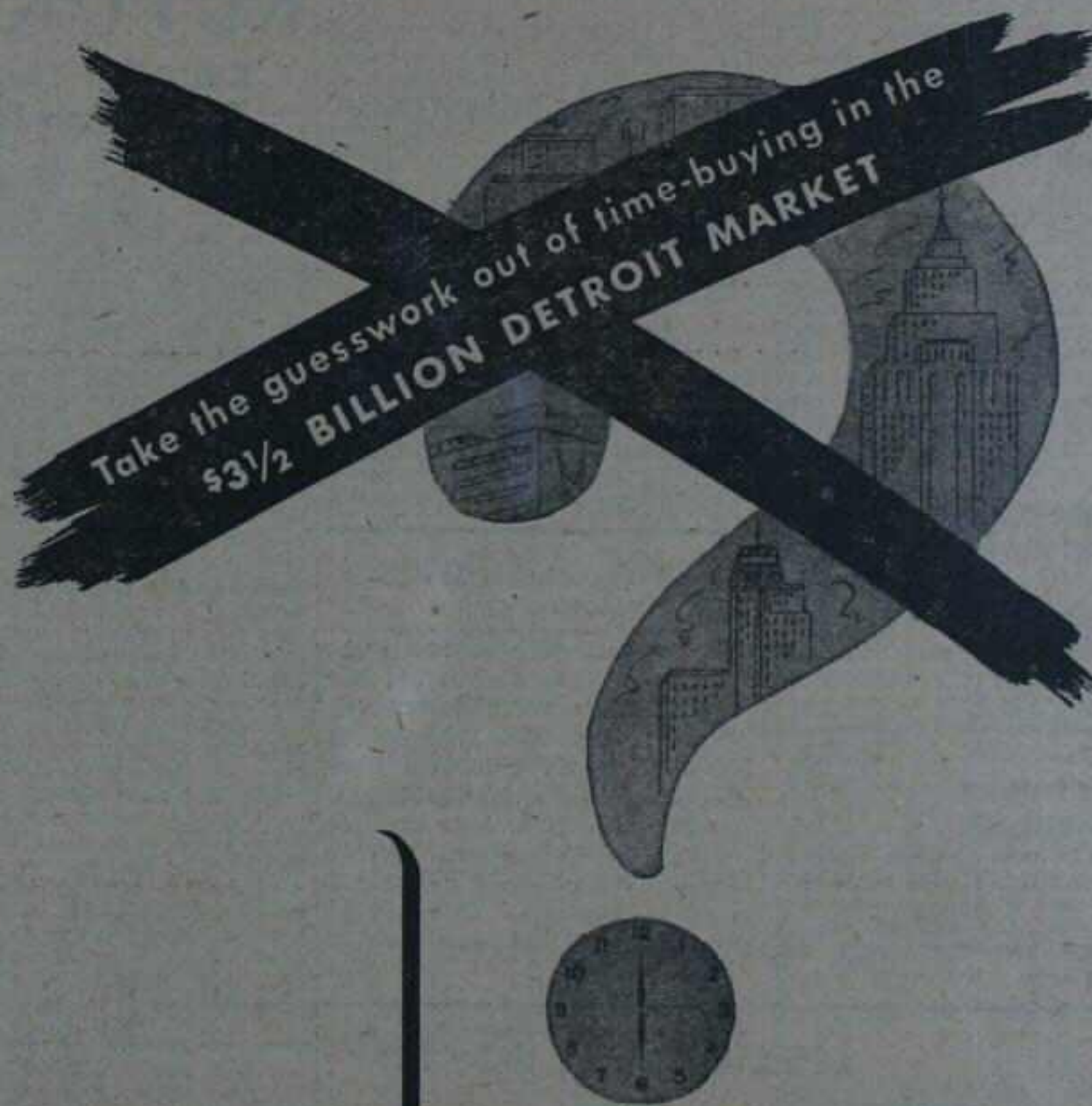
CBS Shares Off to \$1.29

NEW YORK, Aug. 11.—The Columbia Broadcasting System statement for the six months ended June 30, 1951, reveals that the earnings per share are off from \$1.45 to \$1.29 when compared with the same period last year. This is in spite of a gross income which rose from \$60,276,582 to \$77,369,615. In that period the web has voted a 40-cent dividend payable to its stockholders on record as of September 7.

41 Stations Get KW Boosts

WASHINGTON, Aug. 11.—Forty-one out of the nation's 107 television stations got authorization from Federal Communications Commission this week to increase their power.

The Commission is slated to act similarly on four other station bids shortly.



These are the Facts:

From 6:00 P.M. to midnight, Monday through Friday, WWJ delivers MORE Detroit listeners than any other station.

WWJ's average cost-per-thousand nighttime listeners* in the Detroit Metropolitan Area (828,720 families) is 28% lower than the average cost-per-thousand listeners for nighttime radio in Detroit

That's why WWJ takes the guesswork out of buying time to sell Detroit. Ask for figures.

*based on March-April 1951 Pulse Ratings



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National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 249—37.1 MEGACYCLES

Air Checks

Brief but important radio news

Robert O.'s Hot Wax Set for Fall Run . . .

Robert O. Lewis, network disk jockey show, "Waxworks," clicked so big this summer that the Columbia Broadcasting System has decided to carry the show as a fall sustainer. Series will be aired in the same 7-7:45 p.m. time spot, across-the-board.

ABC Pacts 2 Sponsors For Races, News . . .

The American Broadcasting Company landed two new network sponsors this week. Reynolds Metals inked a pact to sponsor top harness trotting races in the 5:30 p.m. slot Thursday on alternate weeks. Hazel Bishop Lipstick bought the 8:55-9 a.m. period across-the-board, starting September 10, using 270 stations. Show will be a feature-type newscast with Tom Slater reportedly lined up for commentator role.

Damren Health Talks Get Sunday Spot . . .

Character Products, Inc. is sponsoring "Dr. Damren's Health Talk," a weekly 15-minute ailer, over WOR, New York, at 10:30 p.m. Show kicked off Sunday (12).

Ky. Station Hurls Ball; Liberty Hits Back . . .

Newport, Ky., Station WNOP filed suit last week (8) against the Liberty Broadcasting System, Dallas, for alleged failure to provide baseball "Game of the Day" broadcasts. The station recently sued organized baseball for \$300,000, alleging restraint of trade thru failure to sanction the baseball broadcasts. On the other hand, Liberty is suing WNOP for \$2,175 allegedly for three months of service.

RCA Football Series Sold in 60 Markets . . .

Now in its 10th season as a transcribed feature, RCA's syndicated football series, "Touchdown Tips with Sam Hayes," has been sold in over 60 radio markets this year. Starting date for the weekly 15-minute series is September 14.

6-Station Evergreen Web for Wash. State . . .

A six-station network, designed to cover all principal markets in the State of Washington, has been formed by Elroy McCaw, Seattle. Evergreen Network station lineup includes KRSC, Seattle-

Tacoma; KYAK, Yakima; KALE, Richland - Pasco - Kennewick; KELA, Centralia - Chehalis; KAPA, Raymond, and a yet-to-announced outlet in Spokane.

Cross-Country Trade Talk . . .

Charlotte Corbet, and Hilda De Hart, ex-Young & Rubicam staffer, appointed time buyers at Cecil & Presbrey, Inc. Mutual Veepee Bill Fineshruber and Earl Johnson vacationing last week, the former in the Adirondacks, the latter in the Carolinas. WSYD, Mount Airy, N. C., joins Mutual as an affiliate September 1.

Veepee-General Manager Hugh B. Terry, KLZ, Denver, named senior adviser to the newly formed Executives' Club, of Denver. Philadelphia Station WFIL is offering at cost to all stations in the country a specially packaged e.t. series of its prize-winning "What America Means to Me" programs. H. R. Cullen, Texas oilman, has acquired a part interest in Liberty Broadcasting System. Amount was not disclosed. Columbia University Press is making a series of transcribed documentaries on alcoholism, "The Lonesome Road," available to stations across the country for local and regional use. WNAT, Natchez, Miss., last week signed as ABC's 295th radio affiliate.

Mrs. John Crosby Files for Divorce

HARTFORD, Conn., Aug. 11. — Charging intolerable cruelty, Mrs. Mary W. Crosby, a Stamford, Conn., resident for the past year, has filed suit for divorce in Bridgeport, Conn., Superior Court against John C. Crosby, radio columnist of *The New York Herald Tribune*.

NBC Affiliates

Continued from page 6
top 50-kw. affiliates had been asked to react to the idea and had responded favorably. However, objections by other outlets plus an outcry from the National Association of Radio Station Representatives seem to have put the quietus on the operation for the nonce. Web toppers estimate a possible \$6,000,000 annual take thus, at least temporarily, goes by the boards.

Dozier to CBS-TV

Continued from page 4

ducer packaging his own shows for submission to the network.

Robinson, instead, has surrounded himself with Harry Omerle, who is his assistant, and two executive producers, Marlo Lewis and Donald Davis Jr. Lewis is in charge of variety shows and Davis oversees the dramatic programs for CBS. Both report directly to Robinson.

The CBS-TV programing operation, according to insiders, has consistently lost ground to the National Broadcasting Company in the field of comedy. The NBC-TV All Star Revues have won out rating-wise and this season, indications are, will do even better. CBS-TV, nevertheless, still maintains a supremacy in the field of dramatic programing.

The programing pressure on CBS-TV, however, has not been too strong because of s.r.o. nighttime conditions created largely by the FCC freeze. CBS-TV will probably be sold out come fall, with the possible exception of the hour slot opposite Berle's *Texaco Star Theater*. The question in the trade, however, is whether CBS-TV will be able to catch up with its biggest rival in video once the sponsors decide to buy programs, not time. This is where Dozier is expected to figure. His experience with film talent may mean a concentration on Hollywood names as against yock comedy. Trade estimates are that the web has two, perhaps three, seasons, to produce the combination that will move out in front of NBC-TV.

Knickerbocker

Continued from page 6

its admission with the profit to come from sale of the TV films.

Films will be shipped to New York for immediate processing. If all or a portion of the film is not okay when returned on the fourth day of the run, that portion will be refilled before a similar invitation audience.

Jack Irving, Midwest chief of American Guild of Variety Artists, huddled with Fine and Johns, but thus far has set up only scale for the live vaude showings. Irving said KP has set up a bond, adequate to cover the first week of live vaude, and that chorines will get a basic \$75 per week, with principals getting \$125 basic for their vaude stints. Fine and Johns have made a deal whereby 5 per cent of their total AGVA payroll each week will go into the union welfare fund.

Fine said KP has not decided whether it will market the films or turn them over to an outside sales agency. Irving is still awaiting confirmation of a definite scale for the TV performances of AGVA members.

Magazine Outfit Seeks Expanded TV Pitch . . .

Curtis Publishing Company, which has been bankrolling "Meet the Press" on the National Broadcasting Company, last week was considering an expansion of its TV sponsorship, on behalf of Satevepost. Firm was looking into picking up one of the 11-11:30 p.m. periods on NBC-TV, probably for a whodunit. Batten, Barton, Durstine & Osborn is the agency.

Strauss Stores Buy DuMont Wrestling . . .

Strauss Stores, New York, will shell out \$100,000 for its 26 weeks of sponsorship of Saturday night wrestling matches over DuMont's Manhattan outlet, WABD, the first time an automotive chain

Short Scannings

Brief but important video news

has used TV as a major advertising medium. Co-operating are Car-Hop, Inc., an auto accessory outfit; Susquehanna Mills (plastic seat covers) and Simoniz as participating sponsors. Video matches will be backed with strong merchandising tie-in promotions in all 158 local Strauss stores. Deal was set thru Products Service, Inc., by account execs Les Persky and Nat Lorman.

Sunday News Slot

Goes to Manville . . .

Johns Manville last week bought the 3 p.m. Sunday time on the National Broadcasting Company for a TV news show. Exact program and format had not been set at the week-end. J. Walter Thompson is the agency.

Maine Radio Station

Files for TV-ers . . .

Radio Station WABI, Portland, Me., has filed applications with Communications Commission for TV stations in Portland and Bangor. Merle Jones, Pacific Coast Columbia Broadcasting System topper, planes into New York early this week to take over his duties as veepee in charge of CBS-TV o. and o.'s and legal, budget, accounting and film syndications in the web's newly constituted TV division. Loren S. Meyer, formerly with NBC-TV's sales promotion department, joins CBS-TV's market research counsel.

Agency Hunts TV Show For Champion Plugs . . .

Champion Spark Plug, thru J. Walter Thompson, is looking for a video program. The same agency is moving its 50-employee video department in with its radio and TV department. General Electric's appliance division will invite 150 of its leading distributors and salesmen to view the company's newly acquired Bill Goodwin show at a closed-circuit showing via NBC-TV to its sales convention in Chicago. Anderson & Cairns has resigned the Alexander Smith Carpet account, which is to be combined with the company's linoleum division in one large agency. Roger Greene has been named assistant advertising manager of Philip Morris Cigarettes. Wynn Nathan has resigned from United Television Programs to return to the Coast. Sandy Stronek, veepee in charge of TV for ABC, to Long Island for a two-week vacation.

Beer Sponsor Adds Full Film Hour on WPTZ . . .

Old Reading Beer, thru Aitkin-Kynett agency, adds another full hour of films to the half-hour presented on WPTZ, Philadelphia. Cecil Barker has been named TV program and production director of the ABC Western division and KECA, Los Angeles. MCA's TV film activity is expanding with the firm last week moving from its California studios roost to increased elbow room on the Eagle-Lion lot. Sterling Television takes over distribution of Telenevs Productions' short subject films.

CBS-TV SNARES RETURN RING GO

Beats Out Theater-TV for Rights To Robinson-Turpin Championship

NEW YORK, Aug. 11.—The latest battle over TV rights between broadcast and theater television was won this week by the broadcasters, with the Columbia Broadcasting System snaring the return match between Ray Robinson and Randy Turpin for the middleweight crown. Pabst will sponsor the September 12 bout on its Wednesday night series, and is believed to have shelled out about \$200,000 for rights, highest ever for a fight in this weight division.

Pabst previously had acquired the light-heavy title tilt between Joey Maxim and Bob Murphy August 22, and the welterweight championship match between Kid Gavilan and Billy Graham August 29. However, next Wednesday's (15) heavyweight go between Joe Louis and Jimmy Bivins at Baltimore was grabbed for the theaters with close to 20 houses expected to be set by the opening gong, the largest theater web yet.

The 15 houses already set at the week's end included five in the New York area, first time local houses have joined in on exclusive theatercasts. Past fights originated in New York, with no coverage here to avoid conflict with the gate. Baltimore houses will not show the Louis fight. Theaters already inked include Warner's

Warner, RKO Fordham, Fabian Fox, Century Marine and Century Queens in the Metropolitan area; Fabian Palace, Albany, N. Y.; Warner's Stanley, Philadelphia; RKO Keith, Washington; Fabian National, Richmond, and Shea's Fulton, Pittsburgh; RKO Palace, Cleveland; United Paramount Tivoli, Chicago, and American Theaters' Pilgrim, Boston.

Murine News

Continued from page 6

web's fourth five-minute news sale this year. Others were Bill Henry for Johns-Manville, Inc.; Frank Singiser for Bab-O, and Les Higbie for Lucky Strike.

A big increase in sports and news sponsorships this year has upped the web's coverage in both fields. More than 40 per cent of the network's current programing is devoted to sports or news, and 80 per cent of these shows are under sponsorship. The agency for Murine is Batten, Barton, Durstine & Osborn, Inc.

Lower Mid-Class

Continued from page 6

Burleigh B. Gardner, executive director of the organization. The study covered the Berle, Ken Murray and Sid Caesar shows, plus Talent Scouts, Original Amateur Hour and Horace Heidt.

Dr. Gardner said that the upper middle-class viewers feel that commercial programs should be staffed by the best professionals obtainable and feel it is not their duty to watch amateurs. The lower middle classes identify themselves with the amateurs, he said.

KLAC-TV Inks

Continued from page 4

lyn and Heaven; The Crooked Way, Inner Sanctum, Blond Ice, Daughter of the West, For You I Die and Sofia, all acquired from the Chemical Bank & Trust Company. Others are Babes in Toyland, Girl From Manhattan and Linda Be Good, which belonged to Stan-Cap.

FCC Holds Up TV Permits

Continued from page 4

pose of the merger case first. The Commission, it was pointed out, is making an effort to set a date for the license hearings sometime next month. A press of business within the Commission, however, may delay proceedings until late fall. The FCC spokesman also indicated that FCC's order for license hearings does not imply any change in the FCC policy set last March. At that time FCC declared its intention to give a thoro look-see into all applicants previously convicted of anti-trust violations.

Quote FCC Order

The FCC order of hearings on license applications stated that "on the basis of information available to the Commission, that Paramount Pictures, Inc.; Paramount Television Productions, Inc.; and Balaban & Katz Corporation have, in the past, engaged in violation of the federal anti-trust laws and have either been finally adjudicated guilty of such violations by courts of competent jurisdiction or have entered into consent decrees relating to such violations. . . . The order continued to say that FCC would investigate

the participation, if any, of these companies' stockholders, directors, officers, employees or agents in violations of State or federal anti-trust laws either willfully or inadvertently, recently or in the past.

The hearings will concern Paramount's application for licenses to operate TV Station KTLA, Hollywood, and certain pick-up stations. DuMont applied for a renewal of license to operate TV stations WDTV in Pittsburgh; WTTG in Washington, and various pick-up stations. DuMont also asked for a license renewal for TV Station WABD in New York. Balaban's application was for TV Station WBKB in Chicago.

Meanwhile, American Broadcasting Company, Inc., this week filed a petition in its merger case with United Paramount Theaters, Inc. ABC petition before FCC opposed a petition filed by four California and St. Louis theater companies protesting the merger on the grounds that Paramount interests engaged in "monopolizations." The ABC petition declared that there is "no basis for the petition to intervene" filed by the four theater companies.

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Tam O'Shanter Golf Tournament

TELEVISION—Reviewed Sunday (5) 5:30-6 p.m. CDT. Sponsored by George S. May Company via DuMont network. Directors, Don Cook, Dick Liesendahl. Announcer, Harry Wismer.

George S. May demonstrated his flair for management by having Dr. Cary Middlecoff and Fred Hawkins, who finished 1-2 in the Tam tournament, playing in the same threesome and teeing off for the final hole two minutes after the half-hour telecast started. Middlecoff dropped his final, winning putt in the middle of the program, leaving 15 minutes for presentations and speeches. Better timing would have been impossible.

WGN-TV, which fed the show to DuMont, made elaborate arrangements for the pick-up. Announcer Harry Wismer was stationed beside the 18th green with one camera. A second camera was at the 18th tee, 400 yards away, and a third was in the middle of the 18th fairway, where all three golfers obligingly plunked their drives. The set-up made for some excellent shots of the players driving and selecting clubs. The major flaw, as usual in golf, was the failure of the camera to follow the ball in flight. An attempt was made to follow one brassie shot, but viewers saw nothing but trees and grass whizzing by.

The view of the 18th green and the climactical putts was excellent. Wismer, with the aid of three pro golfers, handled the announcing adequately. Where there could have been a clumsy gap in the show after Middlecoff holed out, May filled in by immediately making the presentation of cups and checks to all the winners. Golf is probably the worst of all sports for televising. Considering how slow this half hour might have been, it was an amazing piece of timing, and added up to a first-rate sports show. Jack Mabley.

The Rayburn and Finch Show

RADIO—Reviewed Friday (3), 9-10 p.m., EDT. Sustaining via the Columbia Broadcasting System. Director, Bruno Zirato Jr. Vocalists, Peggy Ann Ellis and Stuart Foster. Music, Johnny Guarneri and quintet. Guests, Lynn Duddy and his choir. Features, Gene Rayburn and Dee Finch. Special material, Bob Corcoran. Engineer, Larry Racies.

The weirdly gimmicked, madcap Rayburn and Finch stanza has the makings of a radio click, if more work is done to level off some of its zany quality to the point where the audience is aware of what's occurring at least half the time. Current effort shapes up as a rib-tickler for the sharp types in the trade, but is too off-beat for the average radio dialer. In short, the program needs to be directed toward its greatest audience potential.

The deejay team, for example, interrupts some of its platters by dubbing in voices of other entertainers who say something humorously contradictory to the lyric. This is good for a laugh the first time. By the fourth time, however, the initial shock is gone, and the reaction is likely to be ennui. The boys have a couple segments—psychiatry time, pre-tested vacations, job clinics, sports talk—which need further development. They have a tendency to begin humorously and be satisfied with a few laughs instead of milking the ideas. More effort also should be made to establish Rayburn and Finch themselves as characters types, so that situation comedy can occasionally be played for.

Solid Yocks

In spite of these negative factors, the boys work very well together and deliver a solid number of yocks. Their scene from Shakespeare, the play-by-play of the tiddy-winks championship from the Harvard field house, the Hollywood number interlaced with a satire on movie columnists, were all on the strong side.

The vocal and musical end of this show is well put together. Both vocalists, Stuart Foster and Peggy Ann Ellis, are top artists and potential disk material. Foster, of course, has been plattered. Foster's *I Have Dreamed* from the King and I was a sock interpretation of the tune. On for a guest appearance, Lynn Duddy and his choir helped enhance the musical and vocal quality manifest thru-out. Johnny Guarneri and his quintet solidly backed the vocalists. Leon Morse.

Television Radio Reviews

Nick Kenny Show

TELEVISION — Reviewed Wednesday (8), 11-11:15 p.m. EDT. Sustaining via the National Broadcasting Company. Director-producer, Robert Wilbur. Assistant producer, Nick Kenny. Cast: Nick Kenny, Milton Berle, Donald Richards, Phil Baker, Martha Holmes.

For a 15-minute seg., this one has a lot of motion, getting a good deal of the latter thru excellent direction and camera work. There are long shots, close-ups, and never is the camera long enough on one subject to generate ennui.

The format is Nick Kenny's well-personally-publicized rhymes full of those little philosophies that take just a little thinking. The chief epic of the show, the brainchild of the barrel-chested Kenny, who likes to be referred to as the Old Sailor, was devoted to mothers-in-laws. There won't be a single mother-in-law who'll take offense at the Old Sailor's jingle. In fact, there may even be a couple who'll send in for copies to pass on to their newly acquired relations. "See, see what Uncle Nick says? Now, will you be a good son (or daughter)?"

But, deliberately or accidentally, not too much time was spent on Kenny's flowery efforts. A couple of people came on, led by Uncle Milty Berle, who dropped in to see what was happening. "Because I own NBC and, besides, I saw in your column I was a big hit last night. So I came up," he explained.

Milty's Mots

After a few of Uncle Milty's bon mots he brought on Don Richards, who belted out a handsome *Gloccamorra*. The show finally ended with an off-camera announcer sonorously splicing, "So as the typewriter clatters we take our leave, etc., etc., followed by Kenny in a massive close-up wishing everybody "God Bless You."

Each guest was brought on via a secretary who announced herself by interrupting our Masefield while he dashed off his undying lines, by saying so-and-so is here. The first guest was Martha Holmes, a lady who takes pix for Life. She aimed the camera at our Old Sailor then displayed some of her more deft work, a growly John L. Lewis, a moppet phoning Santa, and an Episcopal prayer meeting somewhere in Arizona.

Baker On

When she finished, Phil Baker came on, right on the heels of Uncle Nick's delivery of his ode to mother-in-law. "That hit me," said Baker. "I'm suffering from split emotions. I feel like the guy who was watching his mother-in-law drive over a cliff in his new Cadillac." Our Old Sailor received this with equally "split emotions." He grinned and frowned, thereby being safe on both counts. Baker then went to the "pianner where I and my brudder Charley knocked out all dose hits," and played. "I'm playing the scale now. Everybody on this show gets scale. I understand," remarked Baker. A statement that made our Uncle Nick flinch.

But the lyrical gob covered up very nicely. Leaning over the piano, he said, "Gee, Phil, that wuz be-ootiful. Why doncha come up tomorra and you and I and my brudder Charley will spend an hour or so and knock out a hit."

Still and all the show is a lot better than first efforts of this kind usually are. The guests knew their way around, the direction and lensing was good and Kenny's contrived coyishness is kept to a minimum. The trouble of getting guests shouldn't worry Kenny. After all, with a daily column in a paper like *The New York Mirror*... well, what's ya gonna do? Bill Smith.

Wendell Hall

TELEVISION—Reviewed Thursday (2), 11:15-11:30 p.m. CDT. Sustaining via WBKB, Chicago. Directors, Jim Hareison, Bill Taylor. Cast: Wendell Hall, John Dunham.

This is a 15-minute across-the-board sustainer looking for a sponsor, capitalizing on the nostalgia connected with the red-headed music maker, Wendell Hall. Hall has the same verve and sock which put him on top in the *Yes, We Have No Bananas* days, but whether this style is suited to today's relaxed singing is debatable. The asset of Hall's sparkling personality was nullified greatly by his parking a music stand in front of his knees and reading the words

Tales of Tomorrow

TELEVISION — Reviewed Friday, 9:30-10 p.m. EDT. Sponsored by Jacques Kreisler Manufacturing Corporation via ABC-TV, New York. Producers, Foley and Gordon. Executive producer, Mort Abrahams. Director, Len Valenta. Writer, Theodore Sturgeon. Cast: Lon McCallister, Martin Brandt, others. Original music, Clark McClellan.

Tales of Tomorrow is a commendable attempt to integrate mystery and science fiction — aim being to produce a show with the former's fast pace and the latter's suspense. The idea has prolific possibilities audience-wise, since mystery fans are legion and science fiction devotees form the current wonder market of the publishing and movie industry.

Unfortunately, tho, a major mis-casting error marred the effectiveness of the initial story, *Verdict From Space*. Ex-flicker star Lon McCallister is a competent actor, but he was completely unconvincing in a role calling for a virile-type electrician. The secret of good adult science fiction (and Howard Hawk's hit flicker, *The Thing*, is a vivid example) rests in surrounding an out-of-this-world subject with complete authenticity and down to earth characterizations. Any kind of off-beat treatment is apt to push it over into the Buck Rogers-Superman kid category.

As the inventor of a super-atomic blow torch accused of murdering a professor for \$5,000, McCallister's performance was lightweight and unbelievable thru-out. Martin Brandt turned in an acceptable portrayal of the professor, but he would have carried more conviction if McCallister's performance had been sturdy enough to provide balance and contrast for the archeologist's madness.

End of World

The plot centered about McCallister's murder trial, with flash backs sketching in his meeting with Brandt and their subsequent trek to an out-of-the-way cave, where the inventor was persuaded to use his blow torch to open up a sealed passageway. Inside they found a recording machine, supposedly left there millions of years ago by a race from space, so they could keep track of our advancement—the idea being that when we discovered the H bomb, they'd just hop in their space ships and give up the business.

Displaying remarkable deductive powers, McCallister immediately arrived at that conclusion and destroyed the machine. The impact killed the professor, too, tho, and the jury found McCallister guilty of his murder. The climax, which seemed unlikely, also it evidently passed the technical advisory board of the Science-Fiction League of America, was reached when the inventor spotted a fleet of space ships from the courthouse window and announced that the world was doomed.

Clark McClellan's eerie, original music was the best thing in the show, and the futuristic machine scene in the cave was quite effective. Script-wise the show was necessarily technical and wordy at times. However, these sequences would have been acceptable if McCallister and Brandt hadn't raced thru them with throw-away deliveries. The average viewer still needs a program to tell a space ship from a time machine, and deliberate speech would help do the trick.

Sponsor Kreisler had a clever copy gimmick at the beginning—"You can have the watch styles of tomorrow, today"—but they dropped it immediately and threw in mood-shattering film clips of cover girls and boys singing tender little ditties about the merits of a Kreisler time piece. It's too bad, because they could have a lot of fun with plugs about time machines and their like. June Bundy.

or music, or both, during his numbers.

He sang five numbers, *Rhythm of State Street*, *For Me and My Gal*, *Let the Bumble-Bee Be*, *On the Beach at Besame*, which he has just written, and some new verses of *Ain't Gonna Rain*.

Between songs he talked about the '20's and the songwriting business with staff announcer John Dunham. Hall was at his best in this reminiscing, at ease and thoroly enjoying recalling the glories of two decades ago. Hall supplied his own guitar accompaniment. The set was drab. Jack Mabley.

Ghost Stories

RADIO — Reviewed Monday (30), 9:30-10 p.m., EDT. Sustaining via ABC, Toronto, Can. Director, Esae Ljungh. Writer, Alan King.

Ghost Stories, aired from the Canadian Broadcasting Corporation, Toronto, is far too tame to have any hair-raising effect on the average American crew-cut. The series is slickly produced and directed, but the over-all impression is one of neatness rather than eerie excitement and suspense. Altho the show supposedly centers about "weird creatures that go bump in the night," the "ghost" on the show caught was quite mundane about it all; so much so, indeed, that the fact he didn't scare his victim in the beginning was thoroly understandable.

The plot spotted the accidental death of a hitch-hiker "on a lonely road in Indiana" (foreign background, don't cha know). Following the run-down, two other motorists (in separate cars) compared notes and were pained to find that they had both picked up the hitch-hiker on the road at the same time. They tried to warn the unfortunate driver of the death car that the ghost of the slain pedestrian was looking to tumble another ride in his "murderer's auto with an eye toward avenging his recent demise.

British and Blase

However, our hero was unbelievably blase and British about it all, so nobody was very surprised later when police reported his death in an auto accident on the identical spot where the hitch-hiker was killed. Altho the motorists both reported seeing the hitch-hiking zombie enter the dead man's car before the accident, the police were deaf to all implications of dirty work at the crossroads, and even rejected a statement from a backseat passenger in the wrecked car itself, who remembered hearing two men talking as he recovered consciousness.

The story's chief fault as a spine-chiller was that the scripter consistently had characters tell what happened instead of letting dialers actually hear it happen; thus, the big murder scene climax was little more than a rehash accounting by witnesses. In striving to make *Ghost Stories* subtle, the producers have completely by-passed their announced intent of "projecting lurking and nameless terrors into the recesses of the human imagination." In fact, writer Alan King's spooks are so well-mannered that chances are an authentic, Edgar Allen Poe-type ghost wouldn't even give them house haunting room. June Bundy.

250th Birthday Parade

TELEVISION — Reviewed Saturday (28), 2-4:30 p.m., EST, over WXYZ-TV, Detroit, sponsored by Federal Department Stores thru W. B. Doner & Company, Producer, John Pival. Directors, Peter Strand, Don Hallman and Rube Weiss. Commentators, John Slagle, Tom Waber and Bob Mabry. Commercial announcer, George Hunter. Panel moderator, Dr. Milo Quaife. Guests, M. Wolsey Campau, Mrs. Charles Rudick, William Pitt, Oliver Barthel and Walter Griffith.

This 150-minute show used eight cameras, paired at four locations, to cover half of the colorful parade climaxing Detroit's 250th Birthday Festival. It was the most ambitious presentation yet tried in local video. A crew of 65, including scouts, spotters and writers, was utilized.

Avoiding conventional coverage from the official City Hall reviewing stand, WXYZ-TV opened with a human-interest hour panel, including descendants from first settlers. Two automobile mechanics of 1894-'95 gave personal and family reminiscences of recent and ancient local history. Dr. Quaife, erudite editor of the *American Lakes Series*, appeared as a very human moderator, deftly gathering interesting historic data from his interviews while the parade was forming.

Long crowd shots from the roof, a quarter of a mile above the starting line, were followed by coverage from a special sidewalk midpoint, with two more cameras at the City Hall. Bulk of show was carried by Slagle at the midpoint, assisted briefly by June McKee, slanted for the feminine touch. She didn't get much chance to talk in the rush. Working from script proved difficult when the order of units was occasionally scrambled. Slagle also was handicapped by a jeep monitor that persistently went out, causing him to work blind.

Dr. Quaife at the studio was a stand-by commentator with brief, authoritative information about specific historic floats or marching units that passed in front of the cameras.

Tom Waber covered the special activity at City Hall, with Bob Mabry interviewing celebrities between the more interesting parade segments.

Over-all, it was a job of excellent co-ordination. Haviland F. Reves.

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Performance Trust Collects \$927,000

NEW YORK, Aug. 11.—The Music Performance Trust Fund, Samuel R. Rosenbaum, trustee, received \$927,000 in contributions from the disk and transcription industries between January 1 and June 30, for sales made during the last half of 1950. This compares with contributions of \$746,000 for sales

made during the last half of 1949, and \$733,000 for the first half of 1950.

Of the \$927,000, \$900,000 has been allocated for expenditure during the first half of 1952 in payments to musicians in 654 designated areas of the country for free public performances.

The average contribution being 1 per cent of the retail price, it may be roughly figured that the diskeries reported total sales of some \$90,000,000 for the last half of 1950. According to American Federation of Musicians Prexy James C. Petrillo's report to the recent AFM convention, the total disk sales for 1950 were \$151,040,513.

The trust fund also reported that as of June 30 of this year, some 923 disk manufacturers and 117 electrical transcription manufacturers are signatories to the trust agreement. However, 560 of these signatories reported no sales during the last half of 1950, and 53 diskers and 5 e.t. outfits had their labor agreements with the AFM canceled for failure to pay their contributions.

For the first half of 1951, 3,192 separate free music performance projects were approved by the trustee. This included 5,483 performances participated in by 46,600 instrumental performers.

Since the inception of the fund in December, 1948, \$3,451,471.94 has been paid in, of which \$1,903,294.92 was paid for musical performances, and \$257,104.96 expended for administrative expenses. Current cash on deposit is \$1,302,265.64.

Midwest Terp Ops Do Okay, NBOA Reports

27 of 44 Owners Winners in July; 10 Even, 7 Lose

CHICAGO, Aug. 11.—The ballroom dance band business, which normally takes a decided drop in the summer because many ballrooms are without air-conditioning, continues good, according to the July name band reporting service, as released by the National Ballroom Operators' Association. The July report approximates closely reports filed by ops with the association's secretary, Otto Weber, since April.

Of 44 dates reported by terp owners, 11, or 25 per cent, went into percentage; 16, or 36 per cent, made money; 10, or 23 per cent, broke even, while the remaining seven, or 16 per cent, lost money. Of the ops who reported losses, most pointed to extremely hot weather or the recent Midwest flood as primary reasons. In the June report, 27 per cent of the dates went into percentage, 40 per cent made money, 21 per cent broke even, and 12 per cent lost money.

UNSANITARY

NBC Bans 2: "Kiss" Okay; "Strap" Not

NEW YORK, Aug. 11.—NBC banned three tunes for its air this week, relenting late in the week and clearing one. Still on the don't-play list are *Rotation Blues* and *Black-Strap Molasses*. Free and clear is the oldie *Gimme a Little Kiss, Will Ya Huh?*

Kiss was nixed for the sultry, whispered treatment April Stevens gives it on her Victor dinking with Henri Rene, but NBC's censors finally decided it wasn't as sexy as all that.

Black-Strap, cut by Tex Williams on Capitol and Tommy Dorsey on Decca, got the heave-ho because it mentions too many products which might be in competition with the net's sponsors. Tune (Continued on page 33)

Horowitz Sues Carnegie Hall

NEW YORK, Aug. 11.—Concert pianist Vladimir Horowitz filed suit in New York Supreme Court recently against Carnegie Hall Corporation and its topper, Robert E. Simon, for his recital there last April 23. Claiming that \$10,279 is due him, Horowitz asked for an accounting from Simon.

Complaint indicates that prior to the concert Horowitz had to make an agreement with the Heck Bros., the firm which then controlled the box office and concessions at Carnegie. But April 12, according to the complaint, Carnegie terminated its contract with the Hecks. Defendants yesterday moved for a dismissal alleging failure to state sufficient cause of action.

TRADE AIR TIME FOR PLANE TIME

CHICAGO, Aug. 11.—Deals made with band leaders to get plugs for new tunes via remote air time run the gamut, but Ray Pearl, batoning his crew at the Trianon Ballroom here, came up with a new one. Pearl used an arrangement of a new tune, *Anytime, Anytime*, written by Harry Reese of American Sky Advertising here, in return for which Reese had one of his planes, equipped with powerful p.a. system, fly across the Chicago shore line five times daily the past two week-ends advertising Pearl at the Karzas ballroom.

GAC Continues To Reshuffle National Org

NEW YORK, Aug. 11.—General Artists Corporation's bid to tighten and clean up its cross-country operation, pegged on the revitalization of its Midwestern and Texas sales territories (*The Billboard*, August 11), continued this week when Bill Polk, Chi office one-night booker, resigned his post in favor of Chuck Suber.

Jack Whittemore, who was appointed general sales manager of the Midwest for the agency and who will also supervise the operation of the agency's Dallas office, moved into the Chi area this week and will take over his post Monday (13). Whittemore will work under instructions from Prexy Tom Rockwell. The Chi office remains under the direction of Russ Fachine.

Polk had been with GAC for four years and, like Whittemore, joined the agency after a stint with the short-lived Mus-Art Agency. He hasn't formulated definite future plans but said that he will not entertain bids to work for any of the other three key agencies in the (Continued on page 33)

Decca Pacts Two New Folk Singers

NEW YORK, Aug. 11.—Decca Records, already eminently successful with the Weavers, as with pure folk talent and tunes in the pop field, inked another couple of artists of a similar genre. The newly pacted talents are Cisco Houston and Woody Guthrie. Both are writers as well as singers and, like the Weavers, feature their own adaptations of folk material.

TV and ASCAP Okay Goddard

NEW YORK, Aug. 11.—By consent of both parties, the petition of the 56 indie TV stations to the court to set a per-program rate for American Society of Composers, Authors and Publishers music has been referred to Judge Goddard, of Southern District Court, New York. The naming of Judge Goddard to sit on the case was done at a preliminary hearing Tuesday (7).

Judge Goddard had presided over the consent decree proceedings, which ASCAP is now seeking to reopen, asking that it should not be required to offer a per-program rate to stations with blanket licenses from Broadcast Music, Inc. (*The Billboard*, August 11). It is expected that hearings will begin in October.

One-Stop Sub-Distribs Flower; See Biz With Dealers Growing

By JOE MARTIN

NEW YORK, Aug. 11.—A fourth level in the record industry's distribution chain, the One-Stop Record Shop, is taking on increasing importance. The One-Stop, at which all labels can be purchased for 5 cents over dealer price, operates between the retailer and distributor levels, having little or no contact with the manufacturing level.

There are at least 60 One-Stop jobbers in operation in key cities. New York, for example, has six in action at the moment. While most One-Stops depend upon juke box operators for the bulk of their business, many report that disk retailers now account for 15 to 20 per cent of the sales. Just a year ago operators accounted for more than 90 per cent of the One-Stop sales.

A few years ago One-Stop started in business on a shoe-string. At present, however, cost of setting up such an operation can be \$20,000 to \$25,000. Typical One-Stop stock calls for the handling of all disks

on any label which may be of interest to juke box operators. Most One-Stops stay clear of handling albums, tho a few have set up additional mail-order operations selling to both retailers and consumers. The One-Stop operator buys his records from the local distributor at the regular price and then

'BUTTONS' GETS ANOTHER SHOT

HOLLYWOOD, Aug. 11.—Buttons and Bows gets another chance at becoming a smash hit again. The Academy Award-winning tune, by Jay Livingston and Ray Evans, will be revived in Paramount's *Son of Paleface*, however, with a complete new set of lyrics. Ditty gets a working over by Bob Hope, Jane Russell and Roy Rogers.

Hope and Miss Russell introduced the song in *The Paleface*.

Lombardo Gets AM "Hit Parade" in Fall

Replacement of Scott's Studio Ork May Add Life to Old Format; TV Stays Out

• Continued from page 1

The show may then go to the Columbia Broadcasting System.

Lombardo was tabbed for the spot in good measure because the American Tobacco Company has been so satisfied with his work as Jack Benny's summer replacement on CBS the past two summer seasons. Plans call for the ork to do the show remote while on tour.

About Face

The selection of Lombardo represents an attempt to put new life into a waning, tired format. Lombardo is a musical about face from the rather impersonal styling of the *Hit Parade* orks of recent years. In the past, the large, studio type orks with their stress on the blary and strongly accented rhythms, kept the tunes rather than their own orchestral personalities in the forefront. The comparatively much smaller Lombardo ork will adhere to its own traditional style, of course, with the tunes arranged for the orchestra rather than vice versa.

Tho the band will be picked up in remotes where necessary, the problem for the broadcasters and the cigger firm will be minimal, since the orkster will shortly be returning to his six-month habitat, the Grill of the Hotel Roosevelt. This will mark his 21st season at the hotel.

In view of the *Hit Parade* assignment, it appears unlikely that

TD's Terperery 2 Days a Wk. Thru the Fall

HOLLYWOOD, Aug. 11.—Tommy Dorsey will extend operation of his Ocean Park terperery thru the fall months on a Friday-Saturday only policy beginning the first week in September. Ballroom has been running on a six-nights-a-week set-up since it reopened June 1 with maestro Dorsey on the podium. Tom Cavanaugh, who has been managing the ballroom, will return East after Labor Day; his replacement has not been picked.

Ina Ray Hutton's ork winds up Sunday (12), with either Charlie Barnet or Benny Goodman bowing Tuesday (14). Prior to Miss Hutton, dancery featured Ted Fio Ritta's band.

Lombardo will split up his season at the hotel as he did last year. Instead, he probably will remain there for as long a consecutive run as possible to make broadcasting problems as simple as possible. That would mean that Lombardo would emanate from New York most of the year.

Two More Pubs Resist Audit Effort by SPA

Agency Sees Small Guys Stalling, Big Firms Co-Operative

NEW YORK, Aug. 11.—The industry-wide audit of publishers' books by Songwriters' Protective Association agents Dave Blau and Eddie Traubner encountered fresh resistance from two more publishers this week.

Howard Richmond informed SPA that he had no objections to an examination of his books, but that he did object to the auditors. Traubner, he feels, being a personal agent for a number of songwriters as well as for the Hub music firm, is to all intents and purposes, a competitor in the music business. Giving Traubner access to private business information, Richmond points out, could be tantamount to placing useful information on various types of deals in the hands of rival publishers. It might also expose for Traubner's songwriter clients private contractual information with other writers.

Bobby Mellin also stated this (Continued on page 33)

802 Pickets 2 Taxi Terperies

NEW YORK, Aug. 11.—Local 802, American Federation of Musicians, this week began picketing two Stern taxi dance halls using canned music. Sam Suber, 802 prexy, said that the local had been in negotiation with the operators of the two halls, the Varsity and the Honeymoon Lane, for some time, and that they refused to reinstate live orks.

Three of the Broadway taxi terperies continue to use flesh musicians—the Tango, Palace and Orpheum. The local has been negotiating with the fourth. If it makes no headway it will throw a picket line in front of this one also.

Stadium Hits 12-Yr. Record

NEW YORK, Aug. 11.—The Lewisohn Stadium season, which came to an end Wednesday night, broke a 12-year attendance record with a total of 314,000. In its 34 seasons of operation, this year's record was exceeded only in 1939, at which time 65 concerts were given, whereas there were only 29 this season.

Closing concert, with Ezio Pinza, pulled an astounding 25,000, with spectators hanging from pillars and fences. Rodgers and Hammerstein program of last week also hit capacity.

The Stadium issues no financial statement to the public.

Jim Murray Out As Cap Veepee; Joining GPEC

To Be Consultant For Diskery From New York Location

HOLLYWOOD, Aug. 11 — Jim Murray will resign as veepee of Capitol Records, a post he's held for the past 18 months, to take an executive position with General Precision Equipment Corporation, parent firm of a dozen various industrial corporations. Murray, who came to the Coast major after serving as head of the RCA Victor division of Radio Corporation of America, will remain with Capitol as a consultant after assuming his new duties August 20. Murray will headquarter his operations at General Precision's New York offices. By continuing as a consultant for Capitol, Murray's presence in New York will help to further bolster its Eastern administrative strength.

Murray has been associated with various factors of the recording industry for many years, and save for his consultant's link with Capitol, his switch to General Precision marks his exit from the industry. *(Continued on page 33)*

IN THE ROUGH

Ork Offices Ogle MCA Properties

CHICAGO, Aug. 11. — Competition between band booking offices for major properties was highlighted during past couple weeks by four of the major agencies, which are pitching at Music Corporation of America properties, whose pacts are coming up. It was learned this week that Dick Jurgens, whose pact ran out with MCA in June, is already booked up until April with that office.

GAC, Associated Booking and McConkey Artists' Corporation are making offers to Eddy Howard, whose MCA pact expires next month. Howard it was learned, is stalling all offers until the return of Bessie Levin, his personal manager, who is currently in Europe with Dave Garroway whom he also handles.

The three competing offices are already pitching strong offers to Blue Burron, whose pact doesn't run out until late in the year.

Heflin Raps Hampton Show

HOLLYWOOD, Aug. 11. — Cavalcade of Jazz promoter Leon Heflin is readying charges against Lionel Hampton and will press them via the American Federation of Musicians national office.

Hampton thru Associated Booking Corporation, played the jazz concert July 8 at Wrigley Field to a throng estimated at well over 17,000.

Heflin claims Hampton played only four numbers, failed to present several of his artists and came late. "He didn't follow the program thru," Heflin told *The Billboard* Friday (10) Hampton, currently at Balboa's Rendezvous Ballroom for two weeks, could not be reached at press time.

Victor Signs April Stevens

NEW YORK, Aug. 11. — RCA Victor this week exercised its option to sign thru April Stevens to a long-term recording pact. Her initial sides, *I'm in Love Again* followed by *Gimmie a Little Kiss* and *Dreamy Melody*, both with Henri Rene's ork, sparked considerable attention. These disks were cut on a single-date basis.

Victor also pacted four rhythm and blues artists and one country warbler. The first r. & b. talent includes thrushes Savannah Churchill and Terry Timmons and warbler Gene Parish. The Red Callender Sextet was also signed.

SPADE OFF BEAT AS NAVIGATOR

HOLLYWOOD, Aug. 11 — Spade Cooley may be a popular orkster, but he obviously is off his course when it comes to navigation. Cooley, with his manager, Charlie Beuley left for Catalina a few weeks-ends ago on the batoner's boat. The Idler. On the way back, they set their course for Santa Monica harbor. However, several hours later the pair realized the harbor they were approaching was not the Santa Monica one but Port Hueneme.

Cooley was off his course about 25 miles and to top it, he ran out of gas as they were approaching Hueneme. They were towed into port.

Ashby Leaving Cole; Trio's Future in Air

HOLLYWOOD, Aug. 11. — Irving Ashby guitar-playing member of the famed King Cole Trio, is reportedly leaving the group following their current Cal-Vada, Lake Tahoe, engagement. Ashby has been with Cole for almost four years.

Whether Cole will break up his threesome, as reported in *The Billboard* of July 7 or take on another musician and continue with his bookings has not been determined. Cole's manager Carlos Gastel, left town late this week and was believed to be conferring with the American Federation of Musicians' Negro Local 767 confirmed reports that Ashby was leaving.

THE CHICAGO FIRE WAS BETTER

One Diskers' Opinion Of the NAMM Meeting

NEW YORK, Aug. 11. — An open letter from Henry LaPridus, president of Peter Pan Records, to the NAMM.

"Gentlemen, I lost 11 pounds I spent \$5,700. I booked almost no orders from dealers. But even at that I did better I believe than most exhibitors at the recent National Association of Music Merchants show in Chicago.

"That's only because my doctor had told me I couldn't afford to lose 11 pounds except over a three-month period.

"And it's only because Peter Pan orders elsewhere have been so gratifying that my banker tells me we can afford to lose the \$5,700 as easily as the excess weight.

"But one thing I know for sure! We got almost no orders from dealers at the show—only from our own distributors. And the reason is that there had been almost no inducement for dealers to attend—and yet there were almost no dealers there! All we did get for our six days at the Palmer House was intense heat and intense aggravation.

"Why didn't anyone get sales? Simply because when after a miserably hot week-end of preparation the show opened its doors Monday we had about as many people as the embalmers' convention would—and after all, who buys embalming supplies in Chicago in mid-summer?

Dealers Not Wood

"The reasons? Simply because whoever staged the NAMM show hired a hotel but did very little more. There were absolutely no incentives for dealers to attend—unless you can call the heat, the confusion, music blasting wildly from every corner and an occasional free Coca-Cola incentives.

"Here in a prosperous industry, one of the greatest in the world, where entertainment and talent are provided in every possible form for American and foreign consumption did the NAMM have the good sense to provide entertainment in any form to induce buyers to attend? Not on your life!

"Why couldn't the NAMM provide a simple, effective ball for all dealers and their wives, with a show using talent from our own companies? Why were the forums so drab and limited? Why couldn't there have been a cocktail party? A band for dancing? Why was the public relations and information set-up so bad that not only did no

Repertoire Running Out; Longhair Diskers Create Artist Competition

"Definitive Performance" the Peg; American Composers Get a Break, Too

By HAL WERMAN

NEW YORK, Aug. 11.—The nature of the longhair disk business, thriving in the wake of the development of the long-play platter, is approaching a major repertoire

evolution. The anticipated changes focus on three points:

1 With a long-expected exhaustion of potentially salable longhair material coming close at hand, the more important of the independent classic diskeries have begun quietly and slowly to cut and market standard works. This they are doing on the theory that in the several years of operation they have built artists of sufficient stature and following to compete and come out with profits on certain standard works.

2 Coincidentally with the independent diskeries moving into standard repertoire, the type of repertoire to which the major producers in the field have been turning has taken on the nature of a pop song type of competition. The diskers on anything from major full-length opera recordings to piano sonatas and chamber works, are gunning for the "definitive" performance.

3 The saturation of repertoire has eaten up the greatest portion of European compositions, known or found in research, by composers from the pre-baroque period to the

present. Consequently, the longhair diskers have turned to American composers as a new source of repertoire supply.

Three-Major Battle

The "definitive" interpretation is the key to the current sharp competition between the three biggies, RCA Victor, Columbia and London. The three-cornered battle has waged since the battle of *Die Fledermaus*. All three firms had *Fledermaus* on the market almost simultaneously. The three are shaping another three-cornered battle on a major opera, *Carmen*. Columbia already has issued its version, with London and Victor due to hit in the fall with their newly recorded interpretations. In addition, all three have been issuing *(Continued on page 33)*

Signature Files In Bankruptcy

NEW YORK, Aug. 11.—The Signature Recording Corporation, for the past couple of years subject to Chapter XI of the Chandler Act, this week put a final to the firm by filing a petition of bankruptcy. Petition was filed August 1 in the Connecticut District Federal Court in Bridgeport. Notices of the bankruptcy were being sent to creditors at press time.

The bankruptcy schedules show no assets cash or material. This is explained by Halsey Cowan, attorney for the bankruptcy firm, and Bob Thiele, its topper as follows:

On March 12 the Collector of Internal Revenue Hartford Conn., seized all the personal belongings of the Signature firm, including the masters, for unpaid taxes totaling about \$90,000. On March 22 the Tax Department ran a public auction and disposed of these properties for an income of \$58,000. It was sold to the highest bidder, Samuel C. Rudolph. The holdings sold were the firm's only assets.

Prado Booked For 1-Nighters

HOLLYWOOD, Aug. 11.—A series of Coast one-nighters has been mapped by Billy MacDonald, of the Molina-Dega agency for mambo orkster Perez Prado, who is making farewell appearances in this area. Prado will use American Federation of Musicians, Local 47, toolsters (16) and kick off his tour Saturday (18) at Zenda Ballroom.

Other one-nighters are Riverside Park, Phoenix, Ariz., August 17; Pasadena Civic Auditorium, August 20; Melody Bowl, Bakersfield, August 21; Municipal Auditorium, Stockton, August 22; Auditorium Sacramento, August 23; Rainbow Ballroom, Fresno, August 24; Sweets Ballroom, Oakland, August 26; and Palomar Ballroom, San Jose, August 26 (evening). From here Prado returns to Mexico City.

Top date in the junket is at Oakland where the orkster will get \$3,000 against a 50-50 split. The San Jose stand is the next best price, \$2,500 against a 60 per cent divvy MacDonald, who has exclusive rights to the batoneer in territory west of Denver will book him again in 1952.

Victor Fall Push Offers \$6 in 45's for Set Buy

NEW YORK, Aug. 11.—RCA Victor is unveiling to distributors a new fall promotional push on 45 r.p.m. sets whereby purchasers will get free \$6 worth of a selected list of 45 r.p.m. disks for each set purchased.

The offer will apply to all instruments equipped with a 45 turntable only shipped out between now and the end of the year, as well as to all such instruments currently in dealers' inventories. An inventory survey has been made to ascertain the number of 45 players in dealers' stocks. For each player the dealer gets one "selection" card. When the customer purchases a set, he fills in the card with the album set or sets he desires, which the dealer gives him on the spot. The cards are then turned in to the distributor who credits the dealer for the merchandise. Victor, in turn, credits the dealer.

Ad Campaign

A national ad campaign, scheduled to break September 10 will

Flagstad Oslo Concert

OSLO, Norway, Aug. 11.—Kirsten Flagstad, Norwegian operatic soprano, will give her first concert here since the war on September 5, when she will sing at a benefit concert for the pension fund of Oslo's Philharmonic Orchestra.

Gabor Launches High-Priced LP

NEW YORK, Aug. 11. — Don Gabor, Remington Records prexy who recently made news with the 79-cent Pontiac LP line, this week announces the formation of a new diskery which will issue what may be the highest-priced LP disks on the market. New label will sell at \$6.45 for a 12-inch LP and \$5.45 for a 10-inch disk. Discount structure on the line was described as "unusual" by Gabor who he declined to elaborate further on this topic.

All International Masterworks disks will be packaged in leather covers with an extra book-type flap and embossed photos. First release will consist of 10 12-inch disks featuring such European talent as conductors Dr. Fritz Busch, Dr. Volkmar Andreae, Vittorio Gui, Oscar Strauss, Wilhelm Loibner and Erich Wolfgang Korngold, baritone Paul Schoeffler, cellist Gaspar Cassado and soprano Hilde Konetzni and Hilde Zadek. Managerial setup of the new firm has Gabor as president, Dr. Marcel Prawy as veepee in charge of artists and repertory, and Dr. Hans Wolf as veepee in charge of musical production. Last named two will make headquarters in Europe.

24 Loew Movies Book Bozo Film

NEW YORK, Aug. 11.—Twenty-four Loew theaters in this area this week booked the Capitol Records' package of a 35-minute film featurette, *Bozo the Clown*, along with in-person appearances of the kidisk clown. Deal is for two weeks with an option for a third. Diskery originally produced the film at a cost of \$50,000 to promote the label's kidisk creation.

Film and personal appearance will be staged at two Loew theaters each day from Monday thru Saturday beginning August 20 and running thru September 1. Package calls for moppets attending the theater to receive free Bozo masks and balloons. Each theater is also offering special prizes for winners of Bozo coloring contests.

Coast R&B Labels Map Hefty Promotion Campaigns for Fall

HOLLYWOOD, Aug. 11.—Rhythm and blues indies here are mapping extensive plans for fall promotion with action centering around field trips by labels execs and a flock of new distings. A *Billboard* survey shows that leading r. & b. indies will begin hitting the road as early as next month, with one even releasing waxings for the yuletide market.

Modern Records will send Jutes, Saul and Joe Bihari in all territories early in September with diskery's initial fall batch. Such artists as Jimmy Neilson, Roy Hawkins, Jimmy Witherspoon, Little Willie Littlefield, B. B. King, Joe Hill Louis, Mumboer and disk

tyros Willie Nix and Alexander Moore will be included in Modern's hyped promotion. Second fall releases are sked for November 1. Label will issue several Lloyd Glenn masters. Bihari threesome will utilize disk sockey contacts as well as trade paper ads.

Specialty topper Art Rupe will leave next month for several weeks of visits to distributors and deejays. At the same time, label rep in the East Cy House will get under way a similar jaunt. Platery will continue its release sked of four etchings a month. Specialty's top talent, Joe Liggins, Roy Milton and Percy Mayfield, will *(Continued on page 33)*

GRANZ LOSES JATP CASE

Master Disks Include Speed, Cutting Rights

NEW YORK, Aug. 11.—Norman Granz lost his suit against Herbert Harris, doing business as Stinson Records, this week, when Judge John F. X. McGohey, Southern District Court, New York, found that the defendant was within his rights in cutting the JATP, Vol. 1, 12-inch records to 10-inch size and in putting the disks on LP.

Granz had turned over the masters of the JATP disks to Moe Asch in 1945, who subsequently assigned them to Harris. Granz later brought suit against Harris for royalties due, the case being settled when Harris bought the masters outright. Later on, Harris put the

Morgan Pacts Hwd. Palladium

CHICAGO, Aug. 11.—Russ Morgan, currently at the Edgewater Beach Hotel here, this week set his band into the Palladium in Hollywood starting November 27 and running thru December 24. Morgan will vacation over the holiday period, then go into a San Francisco hotel, where he will remain thru April 28.

Move is in line with the new booking policy being followed by Morgan, wherein he is farming out his one-nighters to various booking agencies and handling some location bookings on his own (*The Billboard*, August 11). The report that Morgan had talked with Bill Polk, General Amusement Corporation booker who resigned that org this week, about a deal was confirmed by the former, who added that the deal had been called off.

With the setting of the West Coast bookings, the Morgan org is now skedded to go into the Statler Hotel, New York, for a stand which will end September 29, then hit the road for a series of one-nighters booked by three Southern agencies, Monk Arnold, Atlanta; Chic Scoggins, Dallas, and Larry Lawrence, arriving in L. A. by November 27 for the Palladium date.

Morgan Stays With London

CHICAGO, Aug. 11.—Al Morgan this week was renewed by London Records, the firm picking up a three-year option on the pianist-singer, Morgan, in addition, notified GAC, his booking office, that present plans call for the diminutive warbler to do his forthcoming CBS TV show from either New York or Pittsburgh. CBS execs are attempting to find a New York emanation point for the new Morgan show, but if no such opening can be found, they intend to shoot it from Pittsburgh. This would be the only CBS web show emanating from Pittsburgh.

Morgan will continue to work Midwest theaters in TV covered cities until mid-September. Morgan is working on a guarantee against a 50 per cent privilege.

Mercury Sets Hill Promotion

CHICAGO, Aug. 11.—Mercury Records, taking advantage of the successes garnered during the past three months by orkster Tiny Hill on Midwest one-nighters (*The Billboard*, July 14) is preparing to supply ballroom ops, who buy Hill, with free window showcards. The showcards will carry Hill's picture and promotion on the band and Mercury Records for use in record stores and other places where showcards are used.

Art Talmadge, Mercury v.-p. in charge of flackery, said Mercury will supply from 10 to 15 of the free cards to each op. The Mercury giveaway is important, for the cost of showcards has been a controversial point between ballroom ops, booking agencies and orksters. In order to avoid mounting costs, the National Ballroom Operators' Association last year set up a printing house in Iowa where showcards could be purchased at about 40 per cent less than agencies were offering them.

session on 10-inch 78 r.p.m.'s and on LP, upon which Granz brought suit, claiming that he had a property right in the performance of the records. Harris violated that right, he maintained, by cutting the size of the records and by putting them out in a long-playing version.

Decision Judgment

Judge McGohey found that in buying the masters, Harris acquired all rights. The trade had been watching this case with interest, because if Granz's thesis had been borne out, then every diskery which cut the length of a record or put on LP sides what had been originally waxed for 78 r.p.m. release might have had to get some clearance from interested parties, perhaps the artists involved.

Granz was represented by Joseph Calderon, of Bergman & Hourwich. Warren Troob was counsel for Harris.

Calderon told *The Billboard* that he was preparing an appeal.

Pastor Goes To 1-Nighters

HOLLYWOOD, Aug. 11.—Tony Pastor winds up at Catalina Isle's Casino Ballroom tonight and kicks off a Western one-nighter junket which will take the group thru October and possibly November.

General Artists Corporation's Henry Miller is setting up the dates.

Dates skedded so far are Harmony Park, Anaheim, Sunday (12); Auditorium, Hanford, Monday (13); VFW Hall, Santa Maria, Tuesday (14); Rainbow Ballroom, Fresno, Wednesday (15); Memorial Hall, San Luis Obispo, Thursday (16); Auditorium, Richmond, Friday (17); Auditorium, Sacramento, Saturday (18); Fairground Pavillion, Antioch, August 19; Sweets Ballroom, Oakland, August 20; Bijou Lodge, Lake Tahoe, 21; Armory, Klamath Falls, Ore., 22; Myrtle Creek Ballroom, Myrtle Creek, Ore., 23; Jantzen Beach Ballroom, Portland, Ore., 24-26; Evergreen Ballroom, Olympia, Wash., 28; Trianon, Seattle, 29; Playland Park Ballroom, Yakima, Wash., 30; Natatorium Park Ballroom, Spokane, 31-September 1; NCO Club, McCord Air Force Base, Wash., 2, and three weeks at the Thunderbird Hotel, Las Vegas, Nev., beginning September 20. GAC is routing Pastor thru Montana and Idaho from Sept. 3-17 and will book him in the Northwest following the Thunderbird date.

Laine Forced Into Lay-Off

HOLLYWOOD, Aug. 11.—Frankie Laine's recent leg operation has caused him to cancel his August 29 booking at New York's Paramount Theater with Stan Kenton's ork. Laine will rest until September 12, at which time he can continue his Eastern dates. Failure to find a suitable act to work the theater will result in the orkster playing the spot at a later date.

Laine will rest at his Malibu, Calif., home, taking time off to do the Walter Winchell radio broadcast September 2 from Hollywood. Laine is tentatively set for the Paramount October 10 for two weeks, followed by theater dates in Buffalo and Pittsburgh. He kicks off his Columbia Broadcasting System web show October 7 in New York, in the 7-7:30 p.m. slot.

Mercury Codes To Aid Selling

CHICAGO, Aug. 11.—In a move to help salesmen and record store personnel demonstrate Mercury LP platters, firm is now coding each new side added to the catalog. Code, appearing in the lower right hand corner of the liner copy, indicates the portion of the disk best suited for demonstration. The code has been made as simple as possible, following these lines: (A-3) indicating band three of the A side of the platter should be demonstrated.

PROGRAM TIPS FOR TV SALES

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

Daytime TV Boom

A survey taken by Columbia Broadcasting System shows that more than half the TV stations in the country will start telecasting at 10 a.m. this fall. Only three of all the TV stations won't be on before 2 p.m.

Crime Hearings

A reprise on the Kefauver Committee crime hearings will be telecast next week, with the possibility that two networks will carry the high news-interest proceedings.

WOT AGAIN?

New Issue Is Third Of Old Tune

NEW YORK, Aug. 11.—Southern Music has brought out the third reincarnation of *Les Tres Cloches*, in its present guise as *Jimmy Brown*. Tune was a hit in France several years back via an Edith Piaf disking as *Cloches*. Two years ago, the pubbery brought the tune out here as *When the Angels Was Ringing*, but it rang no bells.

More recently, a new English lyric was added, under the *Jimmy Brown* title, and was recorded on French Columbia by Les Compagnons de Chanson, group which has worked and waxed with Miss Piaf. The disk has aroused action in Canada and around Utica, N. Y., and the pubbery is now setting major disks.

Bloch Signs Betty Clooney

NEW YORK, Aug. 11.—Thrush Betty Clooney this week signed a personal representation deal with Ray Bloch Associates. Latter office will concentrate on spotting the former band singer on TV shows. Guest shots have already been set for the Steve Allen Show and *This Is Show Business*, both CBS-TV network video segs. Deal was signed thru George Guilfoyle, who remains Miss Clooney's business manager.

The singer is the sister of Columbia Records' Rosemary Clooney. Both gals formerly sang with Tony Pastor ork. Betty Clooney is currently recording on the King label.

Reshuffle at Coast Aragon

HOLLYWOOD, Aug. 11.—Reorganization of Aragon Ballroom took on a new aspect this week when it was learned the Ocean Pier terper's liquor license was being transferred. Present licensees, Horace Dunn, Pop Gordon and Joe Jordan, are expected to give way to Lick Pier Company Prexy Charles Lick when he is ready to assume the ballroom's management (*The Billboard*, August 4). The trio leases the ballroom on a month-to-month basis.

A rumor has it that Colonnades Corporation may take over the Aragon's liquor license. Colonnades is a Tommy Dorsey corporation.

Revue Productions Converting to Color

HOLLYWOOD, Aug. 11.—Revue Productions, Music Corporation of America's TV film producing subsidiary, will gradually convert to color film stock. Leon Fromkess, in charge of MCA's film production activities, told *The Billboard* that he will use color on those pix which lend themselves to tinted stock.

These undoubtedly will be films calling for majority exterior footage, thereby saving costs on more expensive interior color shooting. Exterior color work is cheaper than interior inasmuch as producer dodges costly increase in set lighting required by interior color shooting. Revue is currently producing a series for Gruen Watch Company.

King Records Goes Overtime To Cut Backlog

CINCINNATI, Aug. 11.—Despite the usual summer biz slow-downs reported by many indie diskeries, King Records Thursday (9) added a second shift to its press room, and reported it was taking the step because of a 300,000 backlog of orders for its current r.&b. and hillbilly toppers.

Firm execs said that while its three-year-old policy of coming up with strong releases during the slack summer to hold sales has been successful, this is the first time in years that a second shift has been added to push platter output.

Three tunes being pressed on the double-time are *60-Minute Men*, by the Dominos, on the Federal label; *I'm Waiting Just for You*, by Lucky Millinder, and *Cherokee Boogie*, by Moon Mullican.

NAMM Bases Dues Scales On Net Sales

NEW YORK, Aug. 11.—The National Association of Music Merchants membership unanimously approved an amendment to the organization constitution which changes the classifications of member stores according to sales volume and affects the NAMM dues schedule. The new schedule of dues and classification is effective August 1 and applicable only to those NAMM dealers whose membership renewal falls due on that date and the first of the month thereafter.

The new schedule of dues ranges from \$50 for a store with net retail sales of \$90,000 or less up to \$2,700 for a shop with net retail sales over \$6,000,000. The total number of classifications now reaches 13. Dues are scaled according to sales.

Conn. Symp Orch Boff With Rodgers, Hammerstein Night

BRIDGEPORT, Conn., Aug. 11.—The Connecticut Symphony Orchestra's fourth pops concert of the season, held at Fairfield University Field Friday (3) and consisting of an all-Rodgers and Hammerstein program, broke all records for the five-year history of the organization, when approximately 11,000 persons attended. This was 1,000 more than the turnout last year for a Rodgers and Hammerstein night.

The highlight of the evening was the conducting of the orchestra during the last half of the second portion of the program by Richard Rodgers, who is a resident of Fairfield, when he featured *The March of the Siamese Children* from *The King and I*.

Rodgers, who has a great affection for the local symphony, recently donated \$500 into their treasury and for this concert reduced his music fee from \$750 to \$500.

Corpus Christi Sets Concert Program

CORPUS CHRISTI, Tex., Aug. 11.—The Corpus Christi Symphony Orchestra season is scheduled to open October 8 with Leonard Warren as guest soloist. Concerts will be held at the Del Mar Auditorium, C. Burdette Wolfe is musical director of the orchestra.

Other soloists thru the season will include Ervin Laszlo, pianist, October 29; Carroll Glenn, violinist, November 19; Margaret Roberts, soprano, January 28; First Piano Quartet, February 18, and *The Telephone and The Secrets of Suzanne* on March 17.

Hampton Racks 66C In 2 Coast Dates

HOLLYWOOD, Aug. 11.—Lionel Hampton broke attendance records Saturday (4) in Bakersfield's (Calif.) *Mejody Bowl*, when he played to 2,209 paid admissions. Orkster drew 1,100 Friday (3) at the Fairgrounds in Tulare, Calif., grossing a hefty \$6,618 for the two local one-nighters. Price was a flat \$2.

Ork began a two-week stand at the *Rendezvous Ballroom*, Balboa, Tuesday (7).

WANT MUSCLES, NOT THE VOICE

HOLLYWOOD, Aug. 11.—Concert singer Bill Carle is wanted to portray John McCormick in the Warner Bros.' forthcoming *Gus Kahn* biopic, *I'll See You in My Dreams*, but the studio wants only the singer's physical attributes. Carle, who gives a concert Saturday (11) at Chicago's Orchestra Hall, has been asked by studio execs to appear in the film. Singer was honored until he learned someone else would be doing the singing.

WB feels that as Carle is a bary, his pipes wouldn't give full effect to a portrayal of McCormick, who was a tenor.

SPEECHLESS

Bandsmen in Toronto Find It's the Law

TORONTO, Aug. 11.—Musicians hereabouts would like to be able to talk without the niteries having a 12½ per cent tax slapped on. Traps have become something musicians either play or keep shut but not both.

Walter Murdoch, president of the Toronto Musical Protective Association, would like to have his boys say a few words now and then, and has requested that the government allow musical groups to at least tell audiences what they are playing.

The situation now is that a band may play all night and, as long as nobody on the stand says anything or sings, or otherwise uses his voice, patrons pay no entertainment tax. But should one of the musicians be unwise enough to open his mouth, everyone in the room is walloped for the tax.

Chi Jazz Spots On Talent Beat

CHICAGO, Aug. 11.—The jazz bistro situation here, which has been showing signs of breaking into full bloom, took another big step forward this week with two more spots making the swing. Most important was Helsing's *Vodvil Lounge*, which dropped its live act policy a month ago. Frank J. (Tweet) Hogan, exclusive booker for the spot, this week inked Art Hodges and a Dixieland sextet to open the spot sometime late in August. Spot will continue to use top Dixieland names.

The *Streamliner*, Loop bistro which experimented with names, using Fats Pichon, local TV New Orleans pianist some time back, is returning to live talent with a newcomer policy. Booker Freddy Williamson, of Associated Booking here is lining up an opening cast which will probably include chirps Lucille Reed, formerly with Charley Ventura, and Lurlean Hunter, with organist Les Strand and several other instrumentalists on the bill. Spot will concentrate on budding names as a policy. Budget will be around \$750-\$1,000.

WA Joins Tonkins In Coast Ork Loop

HOLLYWOOD, Aug. 11.—Western Amusements of Vancouver, B. C. has joined Van Tonkins' Coast band loop and will promote in Western Canada. WA prexy Darryl Thompson will pick up Lionel Hampton's outfit September 4 at Memorial Auditorium, Victoria; Forum, Vancouver, September 5; Cominco Arena, Trail, September 7; and Armory, Spokane, September 8.

Other Hampton bookings on Tonkins' circuit include Seaside Resort, Seaside, Ore., September 1-2; Evergreen Ballroom, Olympia, September 3, and Rogue Valley Ballroom, Medford, Ore., September 10. Tonkins is setting up one-nighters for Les Brown, Stan Kenton, Ray Anthony and Ralph Flanagan in the small Coast cities between here and San Francisco.

Fire Guts Foster Shop

McALLEN, Tex., Aug. 11.—Foster's Record Shop was gutted by fire here this week with loss estimated at \$15,000. Foster Ervinger is owner and operator of the shop.

America's Fastest Selling Records

DECCA
RECORDS

the
ANDREWS SISTERS
and
GUY LOMBARDO
and His Royal Canadians

DIMPLES AND CHERRY CHEEKS

and
(THERE WAS A)
NIGHT ON THE WATER

Decca 27652 (78 RPM) and 9-27652 (45 RPM)

HOT ON THE HEELS OF "THE HOT CANARY"

FLORIAN ZABACH



THE WALTZING CAT

and
THE WHISTLER AND HIS DOG

Decca 27729 (78 RPM) and 9-27729 (45 RPM)

THE MADCAPS

(Harmonica Duet)

JOSEPHINE

and

CASA LOMA STOMP

Decca 27702 (78 RPM) and 9-27702 (45 RPM)

NEW RELEASES - SINGLES

Who Am I Doll Dance	RUSS MORGAN AND HIS ORCHESTRA Decca 27704 and *9-27704
David And Bathsheba Just One Of Those Things With Victor Young and His Singing Strings	DICK HAYMES Decca 27737 and *9-27737
Deep Night It's All In The Game	CARMEN CAVALLARO AND HIS ORCHESTRA Decca 27735 and *9-27735
Bing Bang Bing I've Got Those Summer Blues Again	JANE TURZY Decca 27701 and *9-27701
Stringin' Along Twilight Nocturne	VICTOR YOUNG Decca 27705 and *9-27705
The World Is Waiting For The Sunrise Bolkin's Banjo Band	PERRY BOTKIN Decca 27730 and *9-27730
Clarinet Polka Hot Guitar Polka	GEORGE BARNES Decca 27706 and *9-27706
Hear Me Lord O Lord, I Am Not Worthy	MORTON DOWNEY Decca 14581 and *9-14581
Angel Of Peace Each Day I Live I Love You More	PORTER JOHNS Decca 46341 and *9-46341
Should I Come Back I've Been Lonesome Before	JOHNNY HELMS Decca 46346 and *9-46346
Rock All The Babies To Sleep You're My Sweetheart	MACK McCRAY Decca 46354 and *9-46354
Gonna Rock This Mornin' Wontcha Tell Me Where She Went (When She Left Me)	DOLES DICKENS QUINTET Decca 48229 and *9-48229
Sin Is To Blame I Thank God For My Song	SISTER ROSETTA THARPE with SAM PRICE TRIO Decca 48230 and *9-48230

*Indicates 45 RPM Version

NEW RELEASES - ALBUMS

MOONLIGHT ON THE CAMPUS ELLIOT LAWRENCE and His Orchestra		
A-871 \$4.15	9-264 \$3.75	DL 5353 \$3.00
SWEETHEARTS DICK HAYMES		
A-857 \$4.15	9-237 \$3.75	DL 5335 \$3.00

TOP TUNES

By America's Favorite Artists

While You Danced, Danced, Danced GORDON JENKINS	27712*
Cara Cara Bella Bella Belle, Belle, My Liberty Belle DON CHERRY and SONNY BURKE	27717*
When The Saints Go Marching In Kisses Sweeter Than Wine THE WEAVERS	27670*
Castle Rock SY OLIVER	27718*
In The Cool, Cool, Cool Of The Evening BING CROSBY and JANE WYMAN	27678*
Shanghai BING CROSBY	27653*
Peace In The Valley RED FOLEY with the SUNSHINE BOYS QUARTET	14573*
Out O' Breath Because Of You GLORIA DE HAVEN and GUY LOMBARDO	27666*
How Many Times (Can I Fall In Love?) PATTY ANDREWS and TOMMY DORSEY	27700*
I'm With A Crowd But So Alone Rose Of The Mountain ERNEST TUBB	46343*
Hey La La Precious Little Baby ERNEST TUBB	46338*
Come On-A My House ELLA FITZGERALD	27680*
Too Young PATTY ANDREWS VICTOR YOUNG	27569* 27366*
Jezebel LONZO AND OSCAR	46340*
The Loveliest Night Of The Year FRED WARING ETHEL SMITH	27507* 27583*
My Truly, Truly Fair RUSS MORGAN	27630*
(When We Are Dancing) I Got Ideas LOUIS ARMSTRONG	27720*
I'm In Love Again ANDREWS SISTERS and GORDON JENKINS	27635*
Josephine RUSS MORGAN THE MADCAPS	27702* 27703*
Mister And Mississippi MILLS BROTHERS and SONNY BURKE	27579*
What Is A Boy? JACKIE GLEASON	27684*
The Girl In The Wood TERRY GILEYSON	27708*

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

NEW
AND
DIFFERENT

Fred Raphael Mending At Cedars of Lebanon . . .

Fred Raphael, head of Walt Disney's music firms, is resting at Cedars of Lebanon Hospital, Hollywood, after a siege of virus pneumonia. Raphael was stricken a week ago. Attack came just as the music pubber was to start his vacation. He recently added Keystone Music, the Mario Lanza publishing company, to Disney Music and Wonderland Music, all firms part of Disney's music interests.

MGM "Show Boat" Wax Builds Up Sales Steam . . .

First month sales of MGM's "Show Boat" album, (best selling 45 r.p.m. album and LP album on The Billboard's charts.) are topping "Annie Get Your Gun" and "Three Little Words" by close to 40 per cent, over a comparable period. MGM's local distributor, Sunland Distributing, says that while no actual figures are available, the albums are moving well in all speeds. Sales are equally as hefty in the San Francisco area, with United Music Sales in charge of distribution.

Southern Music Hops Onto New Baiao Rhythm . . .

Newest Latin-American terp rhythm craze is the baiao, originating in the Baia region of Brazil. Southern Music and a firm called Autobar are both bringing out tunes set in this rhythm, the

"STAR OF HOPE" By Harry Tobias and Phil Bouletic Recorded by JO STAFFORD with Paul Weston's Orchestra COLUMBIA JIMMY WAKELY and MARGARET WHITING Capitol DON CHERRY and EILEEN WILSON Decca TOBEY MUSIC CORP. 1450 Broadway, New York 19, N. Y.

PUNKY PUNKIN Fran ALLISON Victor Ray CHARLES MGM Rosemary CLOONEY Columbia Teresa BREWER London Roberta QUINLAN Mercury Roy ROGERS Victor GEORGE PAXTON, Inc.

ERNEST TUBB at his best "PRECIOUS LITTLE BABY" Decca 46338

TANNEN MUSIC, INC. 146 West 54 St., New York 19

Bob Merrill's Latest Novelty "BELLE, BELLE MY LIBERTY BELLE" OXFORD MUSIC CORPORATION 1619 Broadway New York 19

The Hit Ballad from M-G-M's "THE GREAT CARUSO" THE LOVELIEST NIGHT OF THE YEAR ROBBINS MUSIC CORPORATION

Music as Written

former pubbery offering a complete folio in addition to single tunes. The rhythm is described as characterized by "dotted quarter, eight and half notes on the bass clef against two quarters on the second and fourth beat of the treble."

Ray Barron has joined the New York staff of the McConkey Artists Corporation. He's an active music businessman in the New England area and is also in the personal management business.

The Buddy Morris pubbery's Broadcast Music, Inc., affiliate, Meridian Music, acquired rights to a ditty titled "Plaid and Calico," which has caused some small stir in the Coast area via a Cor-mac recording by Johnny Horton. Decca Veepee Leonard Schneider and Mercury Veepee Joe Carlton both departed for two-week vacations, the latter due back for a Patti Page recording session on August 18.

New York

The Bernie Witkowski polka ork signed with Dana Records after 16 years on the RCA Victor label. . . . Chanter Dorothy Loudon cut her first disk for Abbey Records, with a mickledoon supplying the background music. . . . Remington Records issuing a 12-inch LP by Astrid Varnay, who got big European notices following her performance at the Bayreuth Festival.

August 29 issue of People Today magazine is running a two-page layout on Mario Lanza. Newest label in the pop field is Victoria Records, Philadelphia firm headed by Mel Korn, Larry Pleet and Albert Albertini. Recording director is Jimmy Myers.

Chicago

Cantor Moses G. Silverman, of Anshe Amet Synagogue, cut an eight-sided album which Budd Bernbaum, of Zenith Distributors, has turned over to MGM diskery. Album will be released within 14 days. Silverman was brought to Hollywood several years ago to teach Danny Thomas, who was then preparing for a role in "Big City," the proper method of Hebrew hymn warbling. . . . Ralph Mitchell & Associates, the Mill Schwartz firm, purchased the Prevue Lounge, important Loop bistro, and is looking for jazz names. Locally, jazz picture is brightest since the war, with the Blue Note, Hi Note, Capitol, Silhouette and Band Box bidding for top names.

Archie Levington, Alton and Midway Music, taking two weeks to cover the Coast for his firms.

Dinah Shore makes her first p. a. locally in years when she opens at the Chicago Theater August 31.

Detroit

Bobby Stevenson Trio, "vacationing" for a month from the Brass Rail with a month's engagement at the Theatrical Grill, Cleveland, has signed to record with Gotham Records, which has bought up all the trios old masters. . . . Frank Yankovic, the polka king, was headliner for the past week at the Elmwood Hotel, Windsor, Ont.

Ted Wardman's Tophatters and Eddy Jermone, vocalist, are new at the Killarney Tavern. . . . Tony Fernandez, current at the Club 509, is returning to his native Cuba for a short visit.

Toronto

Among those set at Colonial Tavern are pianist Errol Garner, backed by drummer Shadow Wilson and bassist John Simmons. June Christy follows August 20. She is followed by Muggsy Spanier, Jimmy McPartland, Wingy Manone, Johnny Hodges, Pee Wee Hunt, and a chance that Louis Armstrong will come in for October 8 to 13. . . . A string quintet was tried for a week at the Colonial, often referred to as Canada's home of jazz. The idea was unique, but didn't go over with hep-cats. . . . Doris Morgan and Bill Deans are the song and piano team at Bassel's. . . . Cab Calloway is at the Casino, preceded by the Mills Brothers and followed by Bob Crosby.

Jack Earthy, of Capitol Records, did a bang-up job of promotion on Stan Kenton at Palace Pier. Some 3,500 persons turned out to hear the advocate of progressive jazz, despite the fact no news-

paper advertising was used. Earthy went after the disk jockeys in town. . . . Jose Melis Trio is pleasing the crowds at the Club One Two. . . . Charlie Ventura, Buddy Rich, Chubby Jackson and Marty Napoleon combined to present the packed houses their interpretations of jazz at the Elliott Hotel. . . . Visitor to these parts was Roy Roberts, vocalist, formerly with Wally Wicken and Mari Kenney bands. Paul Firman and orchestra are at the Riverdale Terrace for the summer.

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Philadelphia

Paul Judge gets his first break for his new band in taking over the bandstand chores at Wagner's Ballroom for the remainder of the summer. . . . Kensington String Band introduces on the local Holiday label "My Sweet Julia," song effort of Joseph Charles, Julia Charles and Eddie Salecto.

Steel Pier, Atlantic City is staging a "Steel Pier Waltz" song-writing contest, with the writer of the selected song to get \$100 in advance royalties, printed copies of the song, and a three-day vacation at a resort beach-front hotel. . . . Pianist Bernie Lowenthal, already heard on WFIL-TV and WCAU-TV, plans to complete the local video circuits by doing a piano instruction series of his own Bernie Lowenthal Method of Popular Piano Playing on the city's remaining channel—WPTZ.

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Hartford, Conn.

Xavier Cugat and his orchestra will play the Coronation Ball to be held in honor of the girl named Queen of the Tobacco Harvest Festival slated for September 11-13 in Hartford. . . . As a good will gesture, Art DuBrow, whose Artones provide music for dancing at Schaub's, East Windsor, Conn., distributes small programs to each table nightly, with request that lady patrons fill out their choices for tunes of the evening.

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Austin Symphony Lines Up Events

AUSTIN, Tex., Aug. 11. — Nine concert soloists and a concert version of Tosca have been announced by Austin Symphony Orchestra for its 1951-'52 season. Musical director of the group is Ezra Rachlin.

The season will open with Tosca October 15 and will feature Carolyn Long, Louis Roney, Michael Rhodes and a chorus conducted by Conrad Fath.

Other soloists include Monte Hill Davis, pianist, November 5; Sigi Weissenberg, pianist, December 10; Yehudi Menuhin, violinist, January 14; Walter Cassell, baritone, February 25; Ezra Rachlin both as piano soloist and conductor, March 17, and Dorothy Kirsten, March 31.

There will be orchestra concerts on November 19 and February 4 to complete the season.

BMI Sues Terpery For Using Tunes

NEW YORK, Aug. 11.—Continuing its crackdown on unlicensed performances of its tunes, Broadcast Music, Inc., this week filed suit against Majestic Dancehall, Inc., in federal court here.

Tunes involved, allegedly infringed April 12 this year and other times, were Amapola, published by E. B. Marks; Marcheta, published by M. M. Cole, and Peer International's Perfidia and Tres Palabras. With the publishers as coplaintiffs, the complaint asks at least \$250 for each claim.

Page Eyes Masters For Paradise Firm

HOLLYWOOD, Aug. 11.—Paradise Music Corporation Prexy Paul Page is negotiating to purchase 52 masters from Crystal Record Company and Enterprise Record Company. Majority of the sides are sizzles by Page's ork. Deal is being worked thru Chrysalis' Henry Shelb and Howard Krause of Enterprise. Latter diskery is now out of business.

Page, who last month set up a corporation to produce a series of transcriptions, will release the masters on his Paradise label, a Broadcast Music, Inc., affiliate.

Hollywood

Clark Dennis takes over for Johnny Desmond Monday (13) for two weeks on the "Breakfast Club." . . . Local 47, AFM, executive board has Dan Dailey-Wingy Manone salary charge under consideration. . . . Ellis Thornbrooke is at Ewing's Restaurant and Cocktail Lounge, San Diego. . . . The Chansonaires (3) are at the Miramar Hotel, Santa Monica. . . . Dave LeWinter is set to wax for Standard Transcriptions in Chicago. . . . Frank Monte, Harry James ork p.m. will wed Viola Paulich in the fall.

Harms, Inc., will publish Max Steiner's new tune, "Close to My Heart." Lyrics are by Carl Sigman. . . . Score for "Come Fill the Cup" is being cut by Ray Heindorf at Warners. . . . Bronislau Kaper will clef score for MGM's "The Wild North."

Dimitri Tiomkin does his sixth scoring for King Bros. on "Mutiny." . . . Lead sheets and orchestrations for "After Hours," "Nobody Wants Me" and "Show Me You Love Me," from Maurice Duke's film, "Disc Jockey," have been mailed to leading orksters. . . . "Sound Off," Army marching ditty, will be the title song for the Mickey Rooney pic at Columbia.

All bookings for the Hollywood Palladium will have to be approved by Jonie Taps, who along with Eddie Small and Irving Epstein recently acquired control of the dancery. Sterling Way, spot's new manager, will handle booking details. . . . Louis Jordan will not work the Coast until Easter. . . . Kay Brown cut four sides for Mercury, with Pete Ruggolo conducting. . . . Mills Music is reviving "Ghost of a Chance" which gets hefty background plugging in 20th Century-Fox's "Millionaire for Christy." Score is being penned by Victor

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"FROSTY" MINT Licenses to Kidisk Hit At 60 Mark

NEW YORK, Aug. 11. — That a pop hit can be a highly profitable item is a well-established fact. But a hit kidisk can often become a near-fabulous money maker. Latest example of the way in which kidditties can pyramid is the Hill & Range song, Frosty the Snowman. In addition to the thousands of platters sold in the 15 different recorded versions, the publishers have thus far licensed 60 manufacturers to make various products using the Frosty name or cartooned character.

List of Frosty products includes such items as socks, soap, boots, wallpaper, bathroom cabinets, ear muffs, toys, balloons, lamps, story displays, caps, books, overalls, motion pictures and greeting cards. Also licensed are a children's play, candy and bathrobes.

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Texas A&M Group Skeds Concert Season

COLLEGE STATION, Tex., Aug. 11.—The Town Hall, a campus organization of the Texas A & M College here, will present Rise Stevens in the opening of their 1951-'52 concert season October 16.

Other musical attractions to be presented include the Houston Symphony Orchestra, December 11, under direction of Efrem Kurt. On January 17, the Revelers Quartet will be presented, and the series closes February 14 with the duo piano team of Morley and Gearhart.

Kidisk Co. Steps Up Bally Campaign

NEW YORK, Aug. 11.—Young People's Records has set a special promotional and merchandising campaign to hype sales on its series of kidisks designed for one and two-year-olds. Special group of records are issued on the Pram label. Covers have been redesigned and three new titles have been released. According to the diskery's veepee, Mark J. Appleman, increased disk jockey servicing is also being set for the entire YPR line.

Young, who clefted "Ghost" with Bing Crosby and Ned Washington in 1932. . . . Palladium is considering Frankie Carle to fill its November date after the orkster exits the Coconut Grove. . . . Miklos Rozsa and Hugh Gray are working on Metro's "The Light Touch." . . . Mario Lanza does four songs in "Because You're Mine." . . . Bobby Mack replaces Dick Williams as singer with Harry James. Formerly sang under moniker of Johnny April. . . . Central Songs, Inc., mailed record reminders to the disk jockeys with Tennessee Ernie's photo on top. . . . Academy Award clefter Ray Gilbert goes to work on "Drums in the Deep South" for King Brothers. . . . Jerry Jones has proposed a plan for instructions in retail record selling which he submitted to Capitol, Decca, Leo J. Meyberg Company, Mercury Distributors, Ray Thomas Company and Sunland Music. . . . Erroll Garner's "Just Gene" is dedicated to KFWB's spinner Gene Norman. . . . Spade Cooley, Doye O'Dell and Cindy Walker set for guestings on Redd Harper's Armed Forces Radio Service shows. . . . Chirp Bonnie Lou Williams makes her film debut in "I'll See You in My Dreams." . . . "The Bachelor Dinner" has been added to the score of "Belle of New York" at MGM. . . . Mills Music has signed "I Tried Not to Love You," penned by Anthony Misuraca, Sid Flick and Dave Kenner. Demo platter was cut by Val Anthony. . . . Deejay Bill Anson clefted "When It's Christmas in the Valley," pubbed by Criterion Music.

A BRIGHT, EXCITING NOVELTY "JUG OF WINE" Recorded by TONY FONTANE . . . MERCURY "HOT LIPS" JOHNSON . . . DECCA Lincoln Music Corp. 1619 Broadway, New York 19, N. Y.

Another BMI Pin-Up Hit! GOOD MORNING, MR. ECHO Published by Forrest Recorded by Jane Turley (Decca) Georgia Gibbs (Mercury) Margaret Whiting (Capitol) Buddy Morrow (Victor) Licensed Exclusively by BROADCAST MUSIC, INC.

MUSIC BOURNE TO LIVE THERE'S NO BOAT LIKE A ROW BOAT PERRY COMO Lic. #20-4158 BOURNE, Inc., 101-10 Ave. N. Forest

"THE GIRL IN THE WOOD" FRANKIE LANE (COLUMBIA) TERRY GILKYNSON-KATIE LEE (DECCA) AMERICAN MUSIC, INC. 1574 Broadway, N. Y. • 9105 Sunset Blvd. Hollywood CO. 3-7888 CR 3-1234

A Top Corn (tune) GONE POP! COLD, COLD HEART Tony Bennett COLUMBIA 30445

Once again!
the trumpet and the voice
are everybody's choice!



frank

SINATRA

harry

JAMES

team up to do the

"CASTLE ROCK"

ditto "DEEP NIGHT"

78 rpm 39527

33 1/3 rpm 3-39527

45 rpm 4-39527

here's one that's all James

**"YOU BLEW OUT
THE FLAME"**

backed by "DREAMY MELODY"

78 rpm 39495

33 1/3 rpm 3-39495

45 rpm 4-39495



COLUMBIA  RECORDS

For Music that sends them to you!

FIRST

he
gave you,

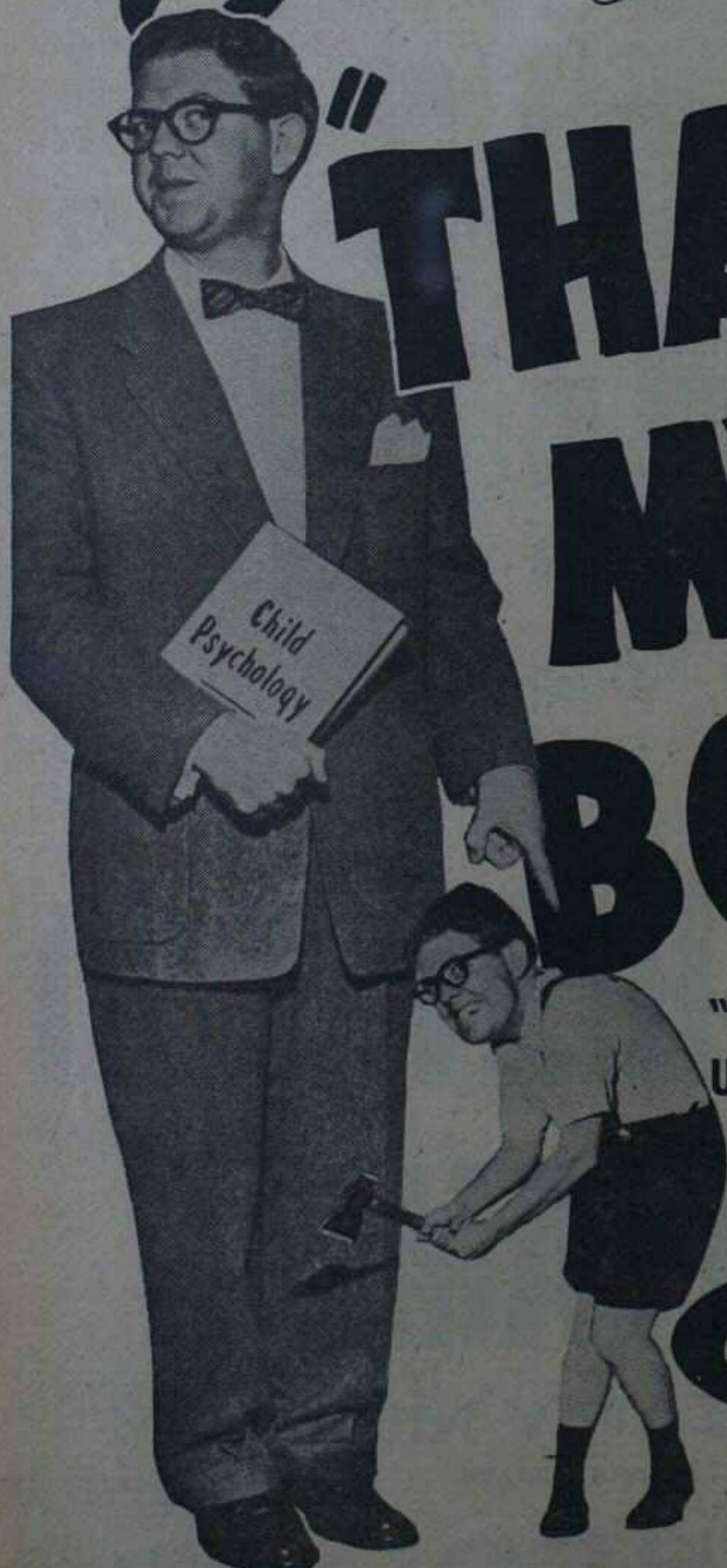
"JOHN and MARSHA"

NOW

Stan Freberg
gives you

"THAT'S
MY
BOY"

backed with
"I'VE GOT YOU
UNDER MY SKIN"
Capitol #1711



CENTRAL SONGS INC.
4527 Sunset Blvd., Hollywood 27, Calif.

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received August 8, 9 and 10.

Last
Week

This
Week

1. 1. Come On-A My House

By William Saroyan and Ross Bagdasarian—Published by Duchess (BMI)
RECORDS AVAILABLE: R. Cloney, Col 39467; R. Hayes, Mer 5671; K. Arden, Federal 14001; E. Fitzgerald, Dec 81216; B. Keyes-F. Coombs Quintette, Savoy 793; L. Prima, Robin Hood 111; K. Starr, Cap 17,0; The Three Suns, V 20-4199; W. Saroyan-R. Bagdasarian, Coral 60544
ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus.

2. 2. Too Young

By Sid Lippman and Sylvia Dee—Published by Jefferson (ASCAP)
RECORDS AVAILABLE: F. Allison, V 20-4105; P. Andrews, Dec 27564; T. Arden, Col 39271; N. (King) Cole, Cap 1449; J. Desmond, MGM 10930; R. Hayes, Mer 5595; D. Vaughan, Coral 60393; V. Young Ork, Rec 27384; C. Moody, King 977; L. Arcaez Ork, V(45151-5480); S. Jones, V 20-4209.
ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dick Jurem Ork, Associated; Bob Eberly, World; Tony Pastor, Lang-Worth; Guild and Silas, Lang-Worth.

4. 3. Sweet Violets

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

3. 4. My Truly, Truly Fair

By Bob Merrill—Published by Santly-Jay (ASCAP)
RECORDS AVAILABLE: V. Damone-G. Bassman Ork, Mer 4646; F. Martin Ork, V 20-4159; G. Mitchell, Col 39415; A. Mooney, MGM 10984; R. Anthony, Cap 1583; D. James, 1050; G. Auld, Coral 60515; R. Morgan, Dec 27630.
ELECTRICAL TRANSCRIPTION LIBRARIES: Tommy Dorsey, Standard; Vincent Lopez, Thesaurus.

9. 5. Because of You

By Arthur Hammerstein and Dudley Wilkinson—Published by Broadcast Music (BMI)
RECORDS AVAILABLE: L. Baxter, Cap 1493; I. Bennett, Col 39362; Bob Crosby, Coral 60440; G. De Haven-G. Lombardi, Dec 27666; J. Desmond, MGM 10947; J. Feece, V 10-3426; R. Barber, Mercury 5643.
ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus; Mindy Carson, Associated.

5. 6. Loveliest Night of the Year

By Paul Francis Webster and Irving Aaronson—Published by Robbins (ASCAP)
From the MGM film "The Great Caruso."
RECORDS AVAILABLE: A. Blyth, MGM 10352; P. Faith Ork, Col 39192; M. Lanza, V 10-3300; H. O'Connell, Cap 1408; A. Shelton, London 637; E. Smith, Dec 27583; F. Waring, Dec 27507; B. Hart, Merit 307.
ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Darian, Standard; Bill Mills Ork, Standard; Shep Fields, Lang-Worth; Monica Lewis, World; Chuck Foster, Lang-Worth.

7. 7. Shanghai

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

8. 8. Jezebel

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

10. 9. On Top of Old Smoky

By Pete Seeger—Published by Folkways (BMI)
RECORDS AVAILABLE: C. Cates, Coral 60436; V. Monroe, V 20-4114; The Weavers, Dec 27515; P. Faith-B. Ives, Col 39328; Teresa Lea, Intra 4014; C. Suazo Ork, Mer 5612; Josh White, London 1028; B. Johnson, Merit 303; M. Pearl, King 978.
ELECTRICAL TRANSCRIPTION LIBRARIES: Billy Mills Ork, Standard; Edie Howard, World.

7. 10. Mister and Mississippi

By Irving Gordon—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: R. Allen, Mer 5647; G. Aulry, Col 39371; D. Day, V 20-4140; J. Desmond, MGM 10974; Mills Brothers, Dec 27574; P. Page, Mer 5645; Tennessee Ernie, Cap 1523.
ELECTRICAL TRANSCRIPTION LIBRARIES: Larry Fatone, World; Hank Penn-Standard; Chuck Foster, Lang-Worth.

WARNING — The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyers's Guide

COMING UP FAST!

	78	45
	<small>rpm</small>	<small>rpm</small>
"BECAUSE OF YOU," "SOMEWHERE, SOMEHOW, SOMEDAY" Les Baxter	1760	F1760
"I'VE GOT YOU UNDER MY SKIN," "THAT'S MY BOY" Stan Freberg	1711	F1711
"JUMP FOR JOE," "LAURA" Stan Kenton	1704	F1704

HOT SELLERS!

POPULAR

"TOO YOUNG," "THAT'S MY GIRL" Nat "King" Cole	1449	F1449
"HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford	1451	F1451
"I WISH I HAD NEVER SEEN SUNSHINE," "JOSEPHINE" Les Paul and Mary Ford	1592	F1592
"COME ON-A MY HOUSE," "HOLD ME, HOLD ME, HOLD ME" Kay Starr	1710	F1710
"I LOVE THE SUNSHINE OF YOUR SMILE," "SENTIMENTAL FOOL" The Four Knights	1587	F1587
"MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul and Mary Ford	1373	F1373
"SEPTEMBER SONG," "ARTISTRY IN TANGO" Stan Kenton	1480	F1480
"PRETTY EYED BABY," "MY TRULY, TRULY FAIR" Ray Anthony	1583	F1583
"BECAUSE OF RAIN," "SONG OF DELILAH" Nat "King" Cole	1501	F1501
"THE MORNINGSIDE OF THE MOUNTAIN," "MOON, JUNE, SPOON" Jan Garber	1594	F1594

WESTERN & FOLK

"JUKE BOX BOOGIE," "SAILOR'S BLUES" Ramblin' Jimmie Dolan	1720	F1720
"I AIN'T CRYIN' OVER YOU," "HANGOVER HEART" Hank Thompson	1528	F1528
"R C COLA AND MOON PIE," "BEER DRINKING BLUES" "Big Bill" Lister	1488	F1488
"FREE SAMPLES," "I WISH I WUZ" Roy Hogsed	1721	F1721
"LOST JOHN BOOGIE," "LET'S SETTLE DOWN" Merle Travis	1737	F1737
"LOVIN' COUNTRY STYLE," "HELP WANTED" "Big Bill" Lister	1736	F1736
"I'M NOT IN LOVE, JUST INVOLVED," "ROSES REMIND ME OF YOU" Eddie Dean	1729	F1729
"EMPTY HANDS, EMPTY HEART, EMPTY POCKETS," "THE PLAYER PIANO BOOGIE" Deuce Spriggs	1730	F1730
"BLACK STRAP MOLASSES," "LOVE AND DEVOTION" Tex Williams	1700	F1700



Week Ending
AUGUST 18, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

Les
PAUL

Mary
FORD

**THE WORLD IS WAITING
FOR THE SUNRISE
and
WHISPERING**

78 rpm No. 1748 45 rpm No. F1748

COUNTRY AND FOLK



RAMBLIN'
JIMMIE DOLAN

SINGS TWO TOP-SELLING HITS

"JUKE BOX BOOGIE" "SAILOR'S BLUES" 78 rpm 1720 45 rpm F1720

NEW RELEASES ON Capitol

A NEW ALBUM OF FAMILIAR MELODIES
the romantic music of *Fritz Kreisler*

ORCHESTRE DES CONCERTS *Paris*
SERGE DUPRE conducting
GEORGES ALES violonist

CAPRICE VIENNOIS
L'EXPOSITION HIZZY'S SOUVENIR
SONNE ROSSARINE
45 (RCA) 507 370 25% (RCA) 1 1773

POPULAR		78 rpm	45 rpm
NAT "KING" COLE <small>with Chorus and Orchestra Conducted by Pete Seeger</small>	MAKE BELIEVE LAND I'LL ALWAYS REMEMBER YOU	1747	F1747
LES PAUL and MARY FORD	THE WORLD IS WAITING FOR THE SUNRISE WHISPERING <small>Instrumental</small>	1748	F1748
PEGGY LEE <small>with Orchestra Conducted by Billy May</small>	WANDERING SWALLOW I LOVE YOU BUT I DON'T LIKE YOU	1749	F1749
GORDON MacRAE	CUDDLE UP A LITTLE CLOSER <small>with Orchestra Conducted by Gordon MacRae</small>	1750	F1750
BOB CROSBY <small>and His Orchestra</small>	DOWN THE OLD OX ROAD <small>with Orchestra Conducted by Carlisle Hall</small>	1751	F1751
THE VOICES OF WALTER SCHUMANN	HOBO BOOGIE <small>with Bob Crosby</small>	1751	F1751
PETE KELLY'S BIG 7 <small>Featuring DICK CATHCART, CORNET Vocal by MAGGIE JACKSON</small>	TALES OF HOFFMAN (BARCAROLE) <small>Instrumental</small>	1751	F1751
JOHNNY PECON <small>and His Orchestra Ray Toback, Arranger</small>	FAR ABOVE CAYUGA'S WATERS <small>Trumpet Solo by Bobby Sherman</small>	1752	F1752
	I'M ALWAYS CHASING RAINBOWS <small>Trumpet Solo by Bobby Sherman</small>	1752	F1752
	LOUISIANA <small>DICK CATHCART, CORNET, with Arthur Healey, Harmonica, George Newell, guitar, Stan Lebanon, bass, Ray Sherman, drums</small>	1753	F1753
	FUNNY MAN <small>Vocal by MAGGIE JACKSON with DICK CATHCART, CORNET, Chicago Nat Eye, guitar, Mary Carl, bass, Ray Sherman, drums</small>	1753	F1753
	SOON WE'LL BE MARRIED—POLKA <small>Vocal by Johnny Pecon and Maria Pecon</small>	1754	F1754
	DARLENE—WALTZ <small>Instrumental</small>	1754	F1754
WESTERN & COUNTRY			
JESS WILLARD	JAVA JUNCTION	1755	F1755
	OIL THE HINGES ON YOUR DOOR	1755	F1755
LEON CHAPPEL	I'M A DO-RIGHT DADDY	1756	F1756
	TAKE YOUR TIME MAMA	1756	F1756

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received August 8, 9 and 10

Records listed here in numerical order are played over the greatest number of record shows...

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, and Record Label. Includes songs like 'Come On-A My House', 'Too Young', 'Sweet Violets', etc.

VOX JOX

Preems
Bill Hightower, KXOL, Fort Worth, has added an early morning "Across the Breakfast Table" airtel to his schedule.
Stew McDonnell, WIMS, Michigan City, Ind., is starting an "early bird club," with "dues of one airable joke."

Gab 'n Gripe Bag
In a cynical mood, Don LeFebre, WINA, Charlottesville Va., asks, "Ever notice how many publicity boys are mighty free with the records to small town deejays at one time of the year—just before The Billboard's Disk Jockey Supplement is published? It would be good material for a Jimmy Hatlo "They'll do it everytime" cartoon.

Best Selling Sheet Music

Based on reports received August 8, 9 and 10

Tunes listed are the national best selling sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers.

Table with columns: POSITION, Weeks Last, This to date, Record Title, and Artist. Includes songs like 'Too Young', 'Loveliest Night of the Year', 'Because of You', etc.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index.

Table with columns: Record Title, Artist, and Audience Index. Includes songs like 'Be My Love', 'Because of Rain', 'Because of You', etc.

Songs With Most TV Performances (RH Tele-Log)

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

Table with columns: Record Title, Artist, and TV Performance Points. Includes songs like 'Because of You', 'My Truly, Truly Fair', 'Shanghai', etc.

England's Top Twenty

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, and Record Label. Includes songs like 'M. Resistance is Low', 'With These Hands', 'Ivory Rag', etc.

RCA on the Pan
"Boos and Bronx cheers to RCA Victor's current campaign of sponsoring shows on (Continued on page 29)

WHY

... an annual edition of The Billboard for Disk Jockeys

... when The Billboard serves Disk Jockeys and the entire Music-Record Industry every week and all year around?

1

... to expand on regular weekly services to all the trade and to serve the special needs of disk jockeys, record librarians and musical directors of radio stations with programing data and ideas that would not be practical to carry in regular weekly editions.

2

To pay special tribute to disk jockeys for their invaluable service to the music-record industry.

3

To give the Disk Jockey an opportunity to tell other branches of the music-record industry of his feelings on song, record and artist popularity, and on trade practices that affect his services (The Disk Jockey Popularity and Trade Aspects Survey).

4

To round out The Billboard supplementary services to the Big Three of the Music-Record Industry via its three big annual editions: The Juke Box Operator Supplement (March 17, 1951); The NAMM Convention Supplement (July 14, 1951), and now, The Disk Jockey Programing Guide.



Disk Jockeys cover a major share of radio and TV's

**AUDIENCE OF
49,030,000
U. S. FAMILIES!**



Disk Jockeys have an estimated total broadcast time of

**15,150 HOURS
A DAY!**



Disk Jockeys are estimated to play a total of

**181,000
RECORDINGS
A DAY!**



Disk Jockeys have a tremendous influence on

**CONSUMER
RECORD BUYING!**



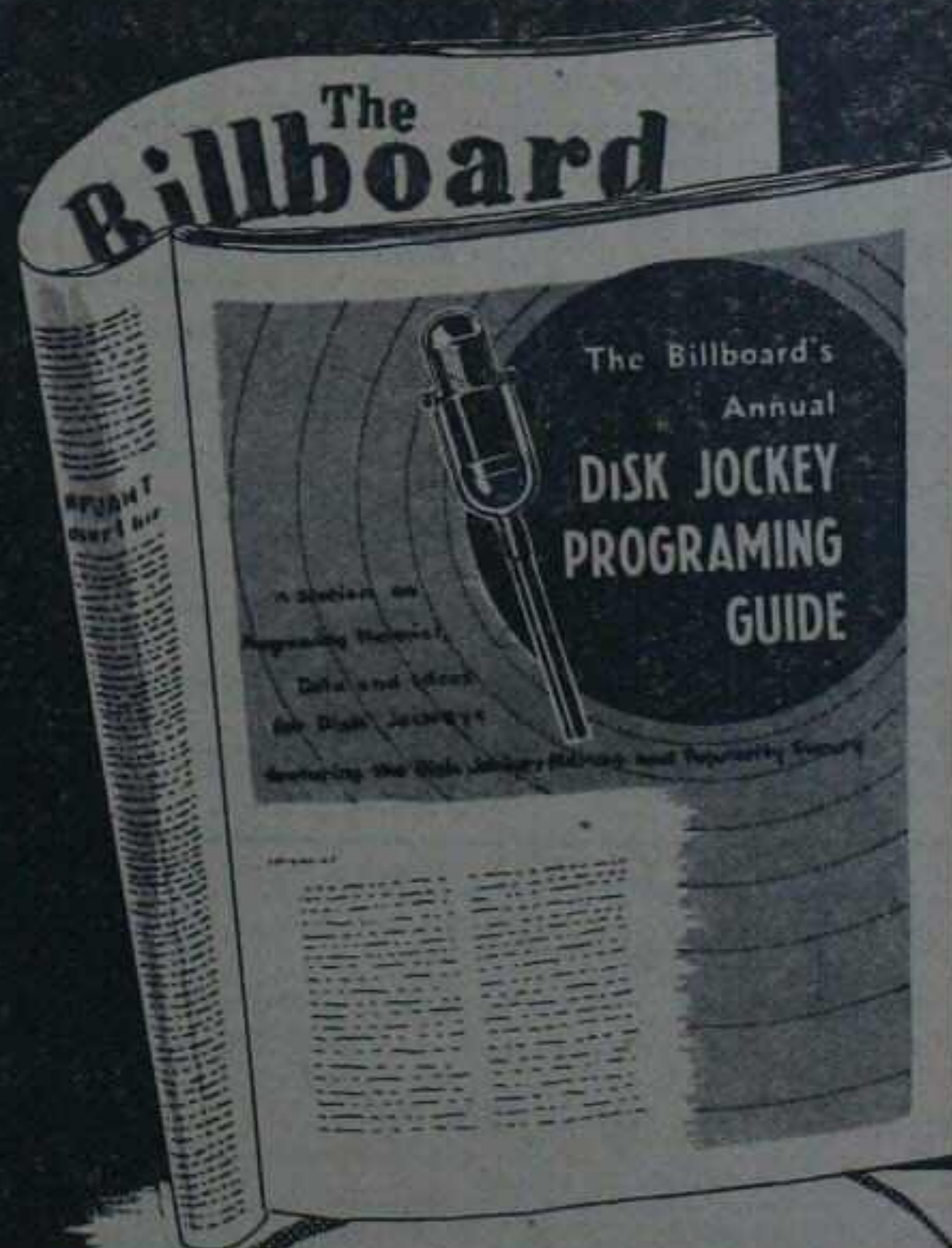
Disk Jockeys have an important bearing on

**DEALER AND
OPERATOR
RECORD BUYING!**



Disk Jockeys play a vital role in

**MUSIC-RECORD-
ARTIST
EXPLOITATION!**



A supplementary section of the
SEPTEMBER 15TH ISSUE
... out September 11

Readers . . . Advertisers . . .

PREPARE NOW to put this valuable
issue to work for **YOU!**

THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

Based on reports received August 8, 9 and 10

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

POSITION	Weeks Last	This Week	Title	Artist	Label
7	1	1	COME ON-A MY HOUSE Rose of the Mountain	R. Clooney	Capitol
19	2	2	TOO YOUNG That's My Girl	Nat (King) Cole	Capitol
7	3	3	SWEET VIOLETS If You Turn Me Down	D. Shore	Capitol
9	6	4	BFFAISE OF YOU I Won't Cry Anymore	T. Bennett	Capitol
19	5	5	LOVEIEST NIGHT OF THE YEAR La Finna E Mobile	M. Lanza	Capitol
16	4	6	JEFEBEL Rose, Rose, I Love You	F. Laine	Capitol
12	7	7	MY TRULY, TRULY FAIR Who Knows Love	G. Mitchell-M. Miller	Capitol
12	8	8	I GET IDEAS Tahiti My Island	T. Martin	Capitol
7	11	9	SHANGHAI My Life's Desire	D. Day-P. Weston	Capitol
21	9	10	HOW HIGH THE MOON Walkin' and Whistlin' Blues	L. Paul-M. Ford	Capitol
1	—	11	BELLE, BELLE, MY LIBERTY Sweetheart of Yesterday	G. Mitchell-M. Miller	Capitol
11	10	12	I'M IN LOVE AGAIN Roller Coaster	A. Stevens-H. Rene	Capitol
4	15	13	COLD, COLD HEART While We're Young	T. Bennett	Capitol
8	20	14	I WON'T CRY ANYMORE Because of You	T. Bennett	Capitol
3	24	14	BFFAISE OF YOU Unless	L. Baxter	Capitol
7	12	16	JOSEPHINE I Wish I Had Never Seen Sunshine	L. Paul	Capitol
2	—	17	LAIIRA Jump for Joy	S. Kenton	Capitol
21	13	18	ON TOP OF OLD SMOKY Across the Wide Missouri	Weavers	Decca
3	17	19	VANITY Powder Blue	D. Cherry	Decca
3	14	20	DETOUR What's Gonna Shoe My Pretty Little Feet	P. Paine	Mercury
1	—	21	KISSES SWEETER THAN WINE When the Saints Go Marching In	Weavers	Decca
5	29	22	BFFAISE OF YOU What Is a Boy	J. Pearce	Capitol
1	—	22	WOOD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford	Capitol
15	19	24	ROSE, ROSE, I LOVE YOU Jezabel	F. Laine	Capitol
11	24	24	MISTER AND MISSISSIPPI Trinlet of Shine Gold	D. Day	Capitol
3	17	26	COME ON-A MY HOUSE Hold Me, Hold Me, Hold Me	K. Starr	Capitol
8	22	27	BECAUSE For You Alone	M. Lanza	Capitol
1	—	27	GIMME A LITTLE KISS Dreams Melody	A. Stevens-H. Rene Ork	Capitol
1	—	29	WHISPERING Whirl Is Waiting for the Sunrise	L. Paul-M. Ford	Capitol
1	—	30	SHANGHAI Wonderous Word (Of The Lord)	B. Williams Quartet	MGM

DEALER DOINGS

Trade Talk

"The cellophane covers for LP disks are a perfect Godsend for stock use—they even fit the three-record LP sets."—King & Folk, Port Angeles, Wash. "Would appreciate it very much if someone could tell me where to get some of the better known records of World War II like 'Johnny Doughboy Found a Rose in Ireland.' I have a customer who is collecting them."—Gene Highland, Richmond Record Shop, Richmond, Ky. "MGM's Kansas City distributor has made for faster and much better record service. Hope they stay on the ball."—Adrian's, Hutchinson, Kan. "Dealers who need a shot in the arm during the slack season might try giving away \$5 worth of records with every phonograph sold. You can't lose and have everything to gain by getting a new customer. You'd be surprised at the results."—Altone Music, West Allis, Wis. "We sold out two different Hank Snow records in a single day—most unusual."—W. N. C. Book Store, Canton, N. C. "There is no way to find college songs in any catalog except by artist or title. We should be able to find them by school."—Index Radio & Appliance Company, Los Angeles. "The action of price-cutting retail dealers will put the whole business on the rocks."—Manuel Silver, Grove Hall Record Shop, Dorchester, Mass. "When are the RCA Victor people going to realize that 90 per cent of the business is still on 78 r.p.m. records?"—Best Music Company, Oakland, Calif. "Let me add my gripe to the rest. There are too many releases and no attempt to remedy the situation. Neither we nor the distributors can be expected to buy them in the bunches in which they are released. Only way we might even have a chance is with twice the return privilege—and that goes for the distributors, too."—Crawford Priest Music Shop, Shreveport, La.

News and Chatter

Aaron Applebaum, Bergenfield Music, Bergenfield, N. J., concludes that the only weapon a small dealer has to combat the price-cutting retailers is to offer more service and courtesy. It can be effective, says Applebaum, who adds that a good stock helps, too. Ferguson Record Shop, Memphis, reports that Capitol service in that territory is very bad. Willis H. Ford, Record Rack, Buffalo, claims that the industry can not stabilize itself so long as manufacturers encourage price-cutting via three-for-one or deferred payment plans. Louise Jacobs, disk department of Coastal Furniture Company, Brunswick, Ga., returned to the hospital to have a cast removed from her foot. Lawrence Beyer, Pemberton Plumbing Company, Mineral Wells, Tex., reports that customers are still asking for box-type storage albums for 45 r.p.m. disks. Many don't buy open storage albums or record racks because they collect dust. Cosden & Evans, Dover, Del., points out that the 5 per cent return is not enough for dealers who are not in daily contact with distributors. An added 5 per cent, says the shop, would enable small-town dealers to buy "borderline" artists' disks and experiment with them. The long-planned Music House branch store in South Buffalo, N. Y., is set to open in September, making the fifth unit in the chain.

Best Selling Children's Records

Based on reports received August 8, 9 and 10

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

POSITION	Weeks Last	This Week	Title	Artist	Label
3	5	1	ALICE IN WONDERLAND (One Record)	K. Beaumont-E. Wynn	Vocalion
36	1	2	TWEETY PIE (One Record)	M. Blanc-B. May	Capitol
79	3	3	CINDERELLA (Two Records)	I. Woods and Others	Vocalion
13	2	4	LOVE RANGER, Vol I (He Becomes the Lone Ranger) (One Record)	G. Trendle	Decca
13	4	5	LOVE RANGER, Vol II (He Finds Silver) (One Record)	G. Trendle	Decca
13	6	6	LITTLE RED CABOOSE (One Record)	Sparky-Ray Carter and CBS Ork	Capitol
159	8	7	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance Pinto Coisig	Capitol
44	7	8	BOZO ON THE FARM (Two Records)	F. Colvig-B. May	Capitol
46	11	9	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Capitol
26	13	10	I TAUT I TAW A PUDDY TAT (One Record)	Mel Blanc	Capitol
25	10	11	LITTLE WHITE DUCK (One Record)	B. Ives-P. Falch Ork	Capitol
163	15	12	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Capitol
21	15	12	DAFFY DUCK MEETS YOSEMITE SAM (One Record)	M. Blanc-B. May	Capitol
5	14	14	LOVE RANGER, Vol III (He Finds Dan Reid) (One Record)	G. Trendle	Capitol
24	15	15	PETER AND THE WOLF (Two Records)	Sterling Holloway	Vocalion

Best Selling Pop Albums

Based on reports received August 8, 9 and 10

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

Last Week	This Week	Title	Artist	Label
2	1	SHOW BOAT (Original Cast)	K. Grayson-A. Gardner-H. Keel	MGM
1	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"	M. Lanza-RCA-Victor Ork	Vocalion
3	3	KING AND I	Original Cast	Decca
4	4	VOICE OF THE XTABAY	Yma Sumac	Capitol
5	5	SOUTH PACIFIC	Mary Martin-Elin Pinza	Capitol
9	6	ON MOONLIGHT BAY	D. Day-J. Smith-P. Weston	Capitol
6	7	GUYS AND DOLLS	Original Cast	Decca
7	8	LULLABY OF BROADWAY	Doris Day	Capitol
8	9	CARNegie HALL JAZZ CONCERT, Vol I and II	B. Goodman	Capitol
9	10	COCKTAIL TIME WITH FRANKIE CARLE	F. Carle	Vocalion

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

Best Selling Classical Titles

Last Week	This Week	Title	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA-Victor Ork., C. Callinicos, conductor	Vocalion	
2	2	Caruso (Treasury Of Immortal Performances) E. Caruso	Vocalion	
5	3	Ballet, Carmen Paris Opera Comique Soloists, Clayton, conductor	Capitol	
4	4	Rachmaninoff, Concerto for Piano and Ork., No. 2 In C Minor, A. Rubenstein, NBC Symphony Ork., V. Goltzman	Vocalion	
3	5	Rachmaninoff, Concerto for Piano and Ork No. 2 In C Minor, S. Rachmaninoff, Piano L. Stokowski, conductor	Vocalion	

Last Week	This Week	Title	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA-Victor Ork., C. Callinicos, conductor	Vocalion	
2	2	That Midnight Kiss M. Lanza, RCA-Victor Ork.	Vocalion	
3	3	Toast Of New Orleans, M. Lanza, RCA-Victor Ork., C. Callinicos, conductor	Vocalion	
4	3	Rachmaninoff, Concerto for Piano and Ork No. 2	Vocalion	
4	5	Rubinstein, St. Louis Symphony Ork.	Vocalion	
4	5	Puccini, Highlights From Madame Butterfly, L. Abanes, J. Mellon, L. Brownino, RCA-Victor Ork.	Vocalion	

Advance Classical Releases

Anderson, Fiddle Fiddle—First Piano Quartet (Foster-Medley) V(45)49-3306	Infante: Guadalquivir — Amparo Itarbi (Faure; Impromptu) V(45)49-3309
J. S. Bach: Air—A. Toscanini (Gluck: Dance of V(45)49-3301)	Kern: Of Man River—Leonard Warren (Speaks: On the) V(45)49-3307
Ork: Orientale—Mischa Elman (Ork: Souvenir) V(45)49-3299	Smalls: On the Road to Mandalay—Leonard Warren (Kern: Of Man) V(45)49-3307
Ork: Souvenir—Witold Lutoski (Ork: Orientale) V(45)49-3299	Cyrano de Bergerac Album—Jose Ferrer (G-12") Cap (33) 5-283
Faure: Impromptu No. 3—Amparo Itarbi (Infante: Quodlibet) V(45)49-3309	Muzio Operatic Recital Album—Claudia Muzio-Cav. Lorenzo Molonoli, cond. (1-12") Cap (33) NL-4404
Foster, Medley—First Piano Quartet (Anderson: Fiddle) V(45)49-3306	Tchaikovsky: Nutcracker Suite and Swan Lake Album — French Nat'l Symphony Ork-Roger Decormiere, cond (1-12") Cap (33) P-8140
Gluck: Dance of the Spirits—A. Toscanini (J. S. Bach: Air) V(45)49-3301	

Classical Reviews

78 PROKOFIEV: Suite from "Love for Three Oranges" and Suite from "Lieutenant Kije"—French National Orchestra conducted by Roger Desormiere (1-12") Capitol (33) P-8140

Capitol has come up with a couple of LP firsts backed up. "Oranges," an opera in a light vein, has been acquiring some following in recent years after successful performance of it in community groups. Here it recorded half-dozen of the primary orchestral themes in the opera's score. They have been recorded as excerpts before but never has the entire suite been put into the groove. This is witty and refreshing music. Similarly tongue-in-cheek is the suite taken from the composer's movie scoring for a film, "Lieutenant Kije." It was last heard on wax in a Kozlovsky reading. The reading at hand is no match for the original, but it's a conscientious and thoughtful conception. Recordings are good. Desormiere, a rising young conductor, can only add to his reputation here with these esthings. Should be popular with moderns and buyers of music for entertainment.

73 MARTIN-WILDER—Grandma Moses Suite—Ork conducted by Daniel Saidenberg (1-10") Cap (33) ML-2185

Written originally by Hugh Martin as background music for a movie short based on the paintings and life of the celebrated housewife artist, Grandma Moses, this suite is the result of further development and arrangement by Alec Wilder. The music falls somewhere between high-grade show stuff and middle-grade classic tyroisim. It's pleasurable to listen to, light and melodic, but there's little of a lasting quality here. Wilder has made much of some fairly thin themes and has

particularly lent them many a charming display with his clever use of woodwinds. The market for this item would normally be quite limited, but it is due to be on the receiving end of some publicity, thus lending its commercial aspects a considerable boost. The work is played with an engaging spirit by a studio orchestra conducted by Daniel Saidenberg.

85 GOUNOD: FAUST. Eleanor Sieber, Eugene Conley, Cesare Siepi, Frank Cuarrera, Margaret Rogers, Thelma Votipa, Lawrence Davidson with Met Opera Association chorus and ork, under Fausto Cleva; Kurt Adler, chorus master. (3-12") Cap (33) SL-112

Columbia's series of full-length Met Opera productions has come up with a stand-out reading of one of the most popular operas in the repertoire, a real warhorse, Gounod's "Faust." What makes this so noteworthy an effort is its successful attempt to project the theatrical values of the work in addition to solidly interpreting its familiar musical merits. The theatrical values of the recording makes it a more desirable listening experience than the Bestman reading of the opera, which is being issued on LP in apposition to this set. Granted that some of the musical virtues of the Bestman version are not present here, nevertheless the tone, vision, spirit and projection of mood in the Met Opera reading places it head-and-shoulders over the competitive reading. Miss Sieber has put some of her finest work into this reading of Marguerite. Conley is a fine Faust and Cesare Siepi's Mephistopheles is a delight. The full libretto in French with English translation is included in the package. Recording emphasizes vocal presence and is excellent. Should prove a sturdy selling unit.

(Continued on page 22)

TWO SENSATIONAL NOVELTIES WITH AN ALL-STAR CAST!!!

Dinah Shore
Betty Hutton
Tony Martin
Phil Harris
Henri Rene
& his orchestra

sing
and
play

"THE MUSICIANS"

RCA Victor 20-4225—(47-4225)*

and...

Betty Hutton
Dinah Shore
Phil Harris
Tony Martin
Henri Rene
& his orchestra

sing
and
play

"HOW D'YE DO AND SHAKE HANDS"

RCA Victor 20-4225—(47-4225)*

This week's

New Releases ... on RCA Victor

Release 51-33

Ships Coast to Coast, Week of August 19

POPULAR

THE THREE SUNS

At the End of the Day
Bird of Paradise

20-4221—(47-4221)*

FREDDY MARTIN

Mediterranean Concerto
The Gang That Sang "Heart of My Heart"

20-4223—(47-4223)*

PHIL HARRIS

Golden Train
Tennessee Hillbilly Ghost

20-4224—(47-4224)*

DINAH SHORE, BETTY HUTTON, TONY MARTIN, PHIL HARRIS, WITH HENRI RENE AND HIS ORCHESTRA

The Musicians
Ho D'Ye Do and Shake Hands

20-4225—(47-4225)*

COUNTRY—WESTERN

CHET ATKINS AND THE BEAVER VALLEY SWEETHEARTS

Crazy Rhythm

21-0500—(48-0500)*

WADE RAY

Are You Fer It?
Walk Softly

20-4226—(47-4226)*

EDDIE MARSHALL AND ROSALIE ALLEN

Playhouse of Love
If You Don't Believe I'm Leavin'
Just Count the Days I'm Gone

20-4227—(47-4227)*

BLUES

TERRY TIMMONS

You Foolish Thing
Ain't Supposed to Be Like That

20-4228—(47-4228)*

Eating My Heart Out for You
Worried Woman Blues

20-4229—(47-4229)*

POP—SPECIALTY

SIX FAT DUTCHMEN

Eeny-Meeny Polka
Cobbler's Waltz

25-1206—(51-1206)*

RED SEAL SPECIAL

JAN PEECE

What Is a Girl?
The Rose I Bring You

10-3468—(49-3468)*

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

Going Strong...

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

- \$** Your Locket Is My Broken Heart
Hank Snow 21-0498—(48-0498)*
- \$** The Loveliest Night of the Year
Mario Lanza 10-3300—(49-3300)*
- \$** Sweet Violets
Dinah Shore 20-4174—(47-4174)*
- \$** I Get Ideas
Tony Martin 20-4141—(47-4141)*
- \$** Because
Mario Lanza 10-3207—(49-3207)*
- \$** Surprising/Cara Cara Bella Bella
Perry Como 20-4203—(47-4203)*
- \$** Rotation Blues
Elton Britt 21-0494—(48-0494)*
- \$** Jesus and the Atheist
Eddy Arnold 21-0495—(48-0495)*
- \$** I Wanna Play House With You
Eddy Arnold 21-0476—(48-0476)*
- \$** I'm in Love Again
April Stevens—Henri Rene's Orchestra 24-4148—(47-4148)*
- \$** Vesti La Guibba
Mario Lanza 10-3228—(49-3228)*
- \$** Marechiarè/A Vucchella
Mario Lanza 10-3435—(49-3435)*
- \$** Because of You/What Is a Boy?
Jan Peerce 10-3425—(49-3425)*
- \$** Be My Love
Mario Lanza 10-1561—(49-1351)*
- \$** Dreamy Melody/Gimme a Little Kiss
April Stevens—Henri Rene's Orchestra 20-4208—(47-4208)*

Coming Up...

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

- ★** Dreamy Melody
April Stevens—Henri Rene Ork. 20-4208—(47-4208)*
Disk Jockeys Pick, Billboard, August 11 issue
- ★** Blow, Blow, Winds of the Sea
Hugo Winterhalter Ork and Chords. 20-4212—(47-4212)*
Billboard Picks, August 11th issue.
- ★** Do You Really Love Me
Tony Martin 20-4169—(47-4169)*
Retailers Pick, Billboard, August 11th issue.
- ★** Gimme a Little Kiss, Will Ya, Huh?
April Stevens—Henri Rene Ork. 20-4208—(47-4208)*
Records Most Played by Disk Jockeys, Billboard, August 11th issue.

THE MUSICIANS

TIPS

Dinah Shore, Betty Hutton, Tony Martin, Phil Harris with Henri Rene and His Orchestra 20-4225—(47-4225)*

THIS WEEK'S MAILBAG

This seems like old times being asked by Dave Finn, RCA Victor advertising and sales promotion manager, to write a column for the "Mailbag."

You see, Dave Finn and I have been associated in business for 27 years. Back in the days when the record industry was not selling more than 10,000,000 records a year, and Dave and I were in the RCA Victor Advertising Department, there were a lot of prophets of doom who were forecasting the eventual burial of the business. Dave was the optimist that he is today. Events have amply justified his belief.

When I attended the ably conducted RCA Victor Record Distributors' meeting in New York on August 8th I could not help but reflect upon the tremendous strides that had been made in record merchandising since those days. The new Fall RCA Victor Record Merchandising Plans were presented by Joe Elliott (who, by the way, got his training in the record business back in the old Brunswick days), Russ Little and Bill Bullock. These RCA Execs presented alert distributor and dealer organizations everything for which they could ask. It's a sales-making, cash register-ringing program in every way.

Take the "101 Best Sellers" deal as an example: This September the new issue of "Music America Loves Best" catalog will list the 101 selections on which no dealer can afford to be out of stock. They will be listed in a special four-page "pink" section in the front of the new catalog, making it as easy to see the time and sales-tested cream of the world's greatest music on records as it is to see the cream on a bottle of milk.

On these numbers RCA Victor is offering dealers 100% exchange privilege on a speed-for-speed basis if the dealer agrees to, at all times keep these numbers in stock.

While, offhand, it looks like a very generous gesture on Victor's part, the RCA Execs know that they are not taking any undue risk with this 100% exchange plan. They know that if a dealer maintains the "101 Best Sellers" in stock at all times the public will buy the merchandise. More goods will be sold. What profits will roll into RCA's till, as well as into the till of dealers and distributors.

So good is the risk, I am sure that if RCA wanted to get Lloyd's of London to underwrite it the premium would not be in excess of 1/2 of 1%! But why pay even that small premium when there is no risk?

Unfortunately there are some dealers who do not understand this basic merchandising principle: that in order to do business you have to have in stock the merchandise the public wants, when it wants it. By offering the 100% exchange plan RCA Victor is dramatizing the fact that as sure as night follows day, when you have the right goods in stock you are surely going to sell them.

The "101 Best Sellers" are right in every way. Not because RCA picked them, but because the great American public picked them. And that is good enough for me.

That is all, Dave, and thanks.

Thomas F. Joyce,
V.P. & Gen. Mgr.,
Raymond Rosen & Co., Inc.

The stars who make the hits
are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY





the girl with the honey-blonde voice

DORIS DAY

sings her newest hit

"ASK ME"

plus a fine flip

"LONESOME and SORRY"



COLUMBIA RECORDS

FOR MUSIC THAT SENDS THEM . . . TO YOU!

78 rpm 39490
33 1/3 rpm 3-39490
45 rpm 4-39490

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

THE BILLBOARD Music Popularity Charts

Best Selling Pops by Territories

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

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

NEW YORK

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

PHILADELPHIA

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

CHICAGO

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

DETROIT

1. COME ON-A MY HOUSE
R. Clooney—Columbia
2. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
3. TOO YOUNG
Nat (King) Cole—Capitol
4. I GET IDEAS
T. Martin—Victor
5. WHAT IS A BOY?
J. Pearce—Victor

ATLANTA

1. COME ON-A MY HOUSE
R. Clooney—Columbia
2. SWEET VIOLETS
D. Shore—Victor
3. TOO YOUNG
Nat (King) Cole—Capitol
4. GIMME A LITTLE KISS
A. Stevens-H. Rene Ork—Victor
5. I GET IDEAS
P. Lee—Capitol

DALLAS-FORT WORTH

1. COME ON-A MY HOUSE
R. Clooney—Columbia
2. TOO YOUNG
Nat (King) Cole—Capitol
3. JEZEBEL
F. Laine—Columbia
4. MY TRULY, TRULY FAIR
G. Mitchell-M. Miller—Columbia
5. SWEET VIOLETS
D. Shore—Columbia

ST. LOUIS

1. COME ON-A MY HOUSE
R. Clooney—Columbia
2. BECAUSE OF YOU
T. Bennett—Columbia
3. LAURA
S. Keaton—Capitol
4. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
5. GIMME A LITTLE KISS
A. Stevens-H. Rene Ork—Victor

WASHINGTON, D. C.

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

PITTSBURGH

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. DETOUR
P. Page—Mercury
4. KISSES SWEETER THAN WINE
Weavers—Decca
5. I WANT TO BE WITH YOU ALWAYS
R. Foley-Andrews Sisters—Decca

DENVER

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

BOSTON

1. COME ON-A MY HOUSE
R. Clooney—Columbia
2. BECAUSE OF YOU
T. Bennett—Columbia
3. I WON'T CRY ANYMORE
T. Bennett—Columbia
4. COLD, COLD HEART
T. Bennett—Columbia
5. I GET IDEAS
T. Martin—Victor

NEW ORLEANS

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

SEATTLE

1. COME ON-A MY HOUSE
R. Clooney—Columbia
2. MY TRULY, TRULY FAIR
G. Mitchell-M. Miller—Columbia
3. JEZEBEL
F. Laine—Columbia
4. SWEET VIOLETS
D. Shore—Victor
5. TOO YOUNG
Nat (King) Cole—Capitol

LOS ANGELES

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

Classical Reviews

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

Continued from page 30

80 CYRANO DE BERGERAC—Jose Ferrer with Patricia Wheel, Edmund Trzcinski, Robert Carroll, Fran Leffton, Vincent Donahue, Ralph Clanton. Music by Paul Bowles. (1-12") Capitol (33) S-283

Ballad of Duel, Nose Speech, No Thank You Speech, Ballyhoo Scene, Death Scene. In recreating five of the best and best-known scenes from the motion picture, on wax, Capitol has done a sock job. Edmund Trzcinski's narration ties together the five scenes so that the complete story is easily followed. Music by Paul Bowles adds greatly to each scene and the assembled cast for the dishing is first-rate. Ferrer's Cyrano, of course, is a lesson in great dramatic reading. It was in this role that Ferrer earned the Oscar for 1950. In every way this is a great addition to recording catalogs.

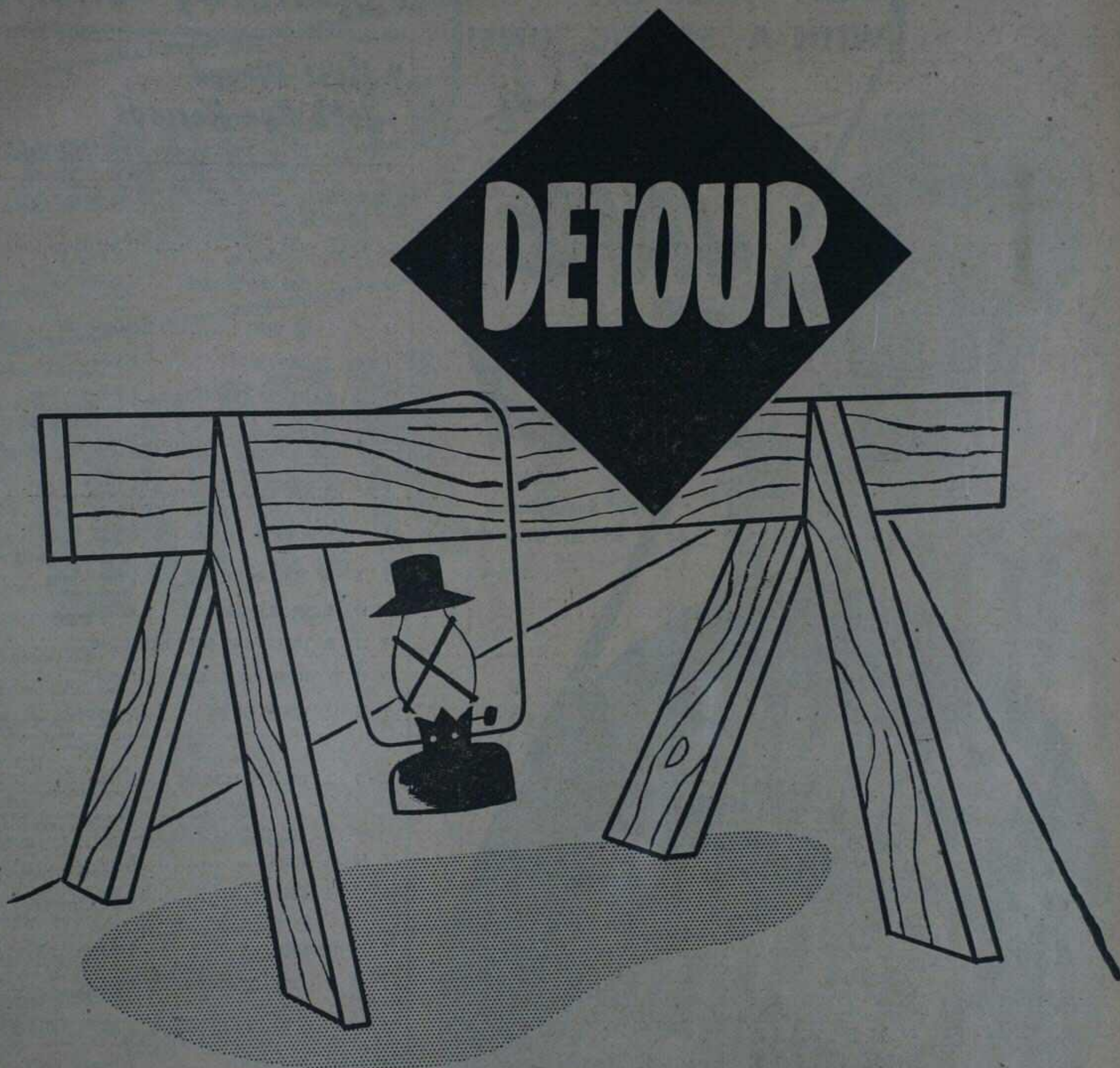
83 STRAUSS WALTZES, Vol. 2—Boston Pops Ork.; Arthur Fiedler, Cond. (1-10") Victor (33) LM-68

On the Beautiful Blue Danube Waltz, Tales From the Vienna Woods, Treasure Waltz. The all diskery catalogs are heavily laden with Strauss waltz performances, this reading of three

of the master's selections is still tops sales-wise. And while the performances and recordings are excellent, it's the combined sales appeal of the works, the composer and the Boston Pops which make this the fine catalog item it is. Of the three waltzes, "Trenure Waltz," from "The Gypsy Baron," is the least known, but on a melody par with the more familiar works.

68 HANSON: Concerto in G Major for Piano and Orchestra Op. 36 and GRIEG—Halberg Suite Op. 40. (1-12") Capitol (33) ML-4403.

Eastman-Rochester Symphony under Howard Hanson, Rudolf "Irving" piano. Hanson, a major teacher but a minor value composer, here puts on display what probably will rank as one of his standout writing efforts. It's a sturdily constructed open loaded with jazz influences and appropriate moderate modern influences. The performance of it is quite excellent with Rudolph Firkusny carrying the solo role splendidly. The companion piece, Grieg's "Waltz Suite" is a charming collection of pieces written in the older manner. They are played well and with rich sound by the Eastman group.



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TURZY**

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**Remo Biondi
and His Orchestra**

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BONG
BING**

and
GOT THOSE SUMMER BLUES AGAIN

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and 9-27701 (45 RPM)

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Selling Records*



**THE BILLBOARD Music
Popularity Charts**

**• Most Played
Juke Box Records**

Based on reports received August 8, 9 and 10

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,533 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. Titles shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part I.

POSITION	Weeks	Last	This	to date	Week	Week	Record	Label
7	1	1.	1.	1.	1.	1.	COME ON-A MY HOUSE	R. Clooney Col(78)39467; (45)4-39467; (33)3-39467—BMI
18	2	2.	2.	2.	2.	2.	TOO YOUNG	Nat (King) Cole Cap(78)1449; (45)F-1449—ASCAP
7	4	3.	3.	3.	3.	3.	SWEET VIOLETS	D. Shore V(78)20-4174; (45)47-4174—ASCAP
11	5	4.	4.	4.	4.	4.	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller Col(78)39415; (45)4-39415; (33)3-39415—ASCAP
14	3	5.	5.	5.	5.	5.	JEZEBEL	F. Laine Col(78)39367; (45)4-39367; (33)3-39367—BMI
8	6	6.	6.	6.	6.	6.	BECAUSE OF YOU	T. Bennett Col(78)39362; (45)4-39362; (33)3-39362—BMI
8	9	7.	7.	7.	7.	7.	SHANGHAI	D. Day-P. Weston Col(78)39423; (45)4-39423; (33)3-39423—ASCAP
20	8	8.	8.	8.	8.	8.	HOW HIGH THE MOON	L. Paul-M. Ford Cap(78)1451; (45)F-1451—ASCAP
20	10	9.	9.	9.	9.	9.	ON TOP OF OLD SMOKY	Weavers Dec(78)27515; (45)9-27515—BMI
13	12	9.	9.	9.	9.	9.	LOVELIEST NIGHT OF THE YEAR	M. Lanza V(78)10-3300; (45)49-3300—ASCAP
13	11	11.	11.	11.	11.	11.	MISTER AND MISSISSIPPI	P. Page Mercury(78)5645; (45)5645X45—ASCAP
2	23	12.	12.	12.	12.	12.	LONGING FOR YOU	V. Damone Mercury(78)5655; (45)5655X45—BMI (George Cates, Coral 60546; Russ Morgan, Dec 27703; C. Mastice-M. Ayers Ork, V 20-4219; Les Baxter, Cap 1731; L. Clinton, Broadway 1060, T. Tucker Ork, MGM 11021)
15	7	13.	13.	13.	13.	13.	ROSE, ROSE, I LOVE YOU	F. Laine Col(78)39367; (45)4-39367; (33)3-39367—ASCAP (Miss Hue Lee, Col 39420; Lou Dinning, Cap(1-12)31532; Gordon Jenkins, Dec 27594; Buddy Morrow, V 20-4135; Benny Lee, London 1029; Lou Elia Robertson, Cap 1532; Art Luna, MGM 10970)
3	13	13.	13.	13.	13.	13.	DETOUR	P. Page Mercury(78)5682; (45)5682X45—BMI
6	13	15.	15.	15.	15.	15.	JOSEPHINE	L. Paul Cap(78)1592; (45)F-1592—ASCAP (K. Griffin, Col 36889; J. Baby Face Lewis-F. Campbell Ork, Aladdin 3064; Madcap, Dec 27702; Russ Morgan, Dec 27703)
7	13	15.	15.	15.	15.	15.	I GET IDEAS	T. Martin V(78)20-4141; (45)47-4141—BMI
5	17	17.	17.	17.	17.	17.	I WON'T CRY ANYMORE	T. Bennett Col(78)39362; (45)4-39362; (33)3-49362—ASCAP (Georgie Auld, Coral 60484; Billy Williams Quartet, MGM 10928; Ernie William, Dec 27546; Dick Brown, Jubilee 4023; Dinah Washington, Mer 8211; Little Jimmy Scott, Roost 6151)
4	19	17.	17.	17.	17.	17.	SWEET VIOLETS	J. Turzy Dec(78)27668; (45)9-27668—ASCAP
1	—	17.	17.	17.	17.	17.	COLD, COLD HEART	T. Bennett Col(78)39449; (45)4-39449; (33)3-39449—BMI (Hank Williams, MGM 10904)
10	16	20.	20.	20.	20.	20.	MY TRULY, TRULY FAIR	V. Damone Mercury(78)5646; (45)5646X45—ASCAP
6	22	21.	21.	21.	21.	21.	LONELY LITTLE ROBIN	Pinetoppers Coral(78)60503; (45)9-60503—ASCAP (Marron Morgan, MGM 10999; Elton Britt, V 21-0473; M. Carson-R. Layton Ork, V 20-4153; Rex Allen, Mer 5647; Hot Lips Johnson Ork, Dec 27651)
2	28	22.	22.	22.	22.	22.	SWEET VIOLETS	D. Drew Mercury(78)5673; (45)5673X45—ASCAP
2	—	22.	22.	22.	22.	22.	I'M WAITING JUST FOR YOU	L. Millinder King(78)4453; (45)45-4453—BMI (Bob Crosby, Cap 1595; H. Hawkins, King 9691)
8	23	24.	24.	24.	24.	24.	I'M IN LOVE AGAIN	A. Stevens-H. Rene V(78)20-4140; (45)47-4140—ASCAP (Andrew Sisters, Dec 27635; E. Howard, Mer 5065; Jett Southern, Sharp 5 32)
1	—	24.	24.	24.	24.	24.	DEADLY WEAPON	E. Howard Mercury(78)5663; (45)5663X45—BMI (Texas Jim Robertson, V 21-0492)
10	—	24.	24.	24.	24.	24.	PRETTY EYED BABY	A. Trace Mercury(78)5609; (45)5609X45—ASCAP (F. Laine-J. Stafford, Col 39380; Billy Williams Quartet, MGM 10993; J. Turzy Trio, Dec 27429; Gene Williams, King 15107; Ray Anthony, Cap 1583; Juan Shaw-Billy Ford, Regal 3326)
4	19	27.	27.	27.	27.	27.	I'LL HOLD YOU IN MY HEART	E. Fisher-H. Winterhalter V(78)20-4191; (45)47-4191—BMI (Tony Arden-Percy Faith, Col 39323)
1	—	27.	27.	27.	27.	27.	KISSES SWEETER THAN WINE	Weavers Dec(78)27670; (45)9-27670—BMI
16	18	29.	29.	29.	29.	29.	ON TOP OF OLD SMOKY	V. Monroe V(78)20-4114; (45)47-4114—ASCAP
4	25	29.	29.	29.	29.	29.	I WISH I HAD NEVER SEEN SUNSHINE	L. Paul-M. Ford Cap(78)1592; (45)F-1592
6	28	29.	29.	29.	29.	29.	OCEANS OF TEARS	K. Starr-Tennessee Ernie Cap(78)3967; (45)F-3967
1	—	29.	29.	29.	29.	29.	LONGING FOR YOU	S. Kaye Col(78)39499; (45)4-39499; (33)3-39499—ASCAP

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THE BILLBOARD Music Popularity Charts

Best Selling Retail Folk (Country & Western) Records

Based on reports received August 8, 9 and 10

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

POSITION	Weeks Last	This to date	Record	Artist	Label
8	1	1	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476-ASCAP
16	2	2	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799-BMI
2	5	3	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837-BMI
5	3	4	HEY, GOOD LOOKIN'	H. Williams	MGM(78)11000; (45)K-11000
9	4	5	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796-BMI
24	7	6	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431-BMI
20	8	7	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904-BMI
1	—	8	PEACE IN THE VALLEY	R. Foley	Dec(78)46319; (45)9-46319; (78)14573; (45)9-14573-BMI
2	—	9	IF TEARDROPS WERE PENNIES	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825-BMI
1	—	10	MR. MOON	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825-BMI

Coming Up

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

1.	MOM AND DAD'S WALTZ	L. Frizzell	Col(78)20837; (45)4-20837; (33)3-20837
2.	CRYIN' HEART BLUES	Johnnie & Jack	V(78)21-0478; (45)48-0478
3.	HEY, LA LA	E. Tubb	Dec(78)46338; (45)9-46338

FOLK TALENT AND TUNES

By Johnny Sippel

Artists' Activities

Most ambitious program yet conceived to put h. b. and Western entertainers on TV film is being undertaken by Kling Studios, Chicago (see separate story in Radio-TV section). Thus far, Bill Bailey, former emcee on the National Barn Dance, WLS, Chicago, now doing the character, Cactus Jim, on NBC TV web segs, and Fred Niles, of Kling, have packaged three half-hour shows and intend to complete the first 13 shows before October 30.

So far the studios have used Kenny Roberts, Johnny Bond, Lulubelle and Scotty, Grace Wilson, Uncle Tom Corwin, Cousin Tilford, the Candy Mountain Girls, Bob Shaeffer and His Saddle Pals, Patsy Montana, Salty Holmes, Dolph Hewitt and the Sage Riders, Reggie Cross and Cousin Alvin. For the next three films they are dickering with Hank Thompson, Roberts, PeeWee King and his band, Homer and Jethro, Chet Atkins and others.

The Beep Robertses (he's the flack for Cliffie Stone and Tennessee Ernie's activities) are parents of a son, Adrian K. Jr., born August 4 in Hollywood. Joe Taylor, who wrote "The Cowboy Auctioneer," is doing a d. j. shot at WGL, Fort Wayne, Ind. In addition, his band is doing one-night dance dates in the area. . . . Allen Erwin, who formerly worked as a trick rider under the name, the Calgary Kid, reports that he is responsible for the inking of newcomer Johnny Lane to an MGM recording pact. Erwin caught Lane working at KEYL, San Antonio TV station, and had Hill and Range Songs and MGM ink the lad. . . . Murray Nash, of Acuff-Rose, reports that George Morgan and his p. m., Bob Ross, are making Pennsylvania parks during August.

Molly O'Day and her hubby, Linn Davis (Columbia), are doing evangelistic work and have set up headquarters in Asheville, N. C. They formerly operated a drive-in in Huntington, W. Va. . . . Robert Lunn, who has become popular for his news-singing skits over WSM, Nashville, will record some of this material for King, King Records is cutting Cowboy Copas on one side of Elliott Lawrence's first release. Copas will warble with the big pop band. . . . Mel Foree, Acuff-Rose rep, is traveling the East Coast and New England during August. . . . Chet Atkins was slated to undergo a delicate bone operation last week in Nashville.

Shug Fisher, of the Sons of the Pioneers, reports that the group will do the Arkansas Livestock Show and Rodeo, Little Rock, October 1-6. . . . Tex Ritter (Capitol) reports that he will be out on tour again starting in September. He'll make either New England or the Dakotas. He will rejoin the auto-thrill show as extra added attraction September 30. . . . Roy Acuff hosted an Acuff family reunion which drew 250 of his relatives at his Dunbar Cave Park, Clarksville, Tenn., July 29. . . . Helen Carter, of the Carter Sisters, with Mother Maybelle, WSM, Nashville, is recording on her own with Tennessee label. . . . Zeb Turner (King) is doing three hours daily over WEAM, Arlington, Va., mixing disks with his live singing.

Disk Jockey Doings

Dick Jones, KULP, El Campo, Tex., reports that he is getting requests for old tunes which he gives a one-play revival on his shows. . . . Peanut Faircloth, WNEK, Macon, Ga., reports that the Mercer Brothers, Wallace and Charlie, have inked with Columbia Records. They do a daily show on WNEK. Faircloth has left Decca and is dickering for another pact. . . . Robin Bright, WIRE, Indianapolis, reports that Bernie Herman has joined the staff. . . . C. V. (Red) Jones ran a benefit dance for Harry (Jole Blon) Choates' family, with Jesse James, Hub Sateer, Jimmy Heap and their bands working the date

Most Played Juke Box Folk (Country & Western) Records

Based on reports received August 8, 9 and 10

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

POSITION	Weeks Last	This to date	Record	Artist	Label
8	1	1	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476-ASCAP
5	2	2	HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)11000
16	4	3	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799-BMI
10	3	4	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796-BMI
2	8	4	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837-BMI
10	10	6	I CAN'T HELP IT	H. Williams	MGM(78)10961; (45)K-10961
3	5	7	CRYIN' HEART BLUES	Johnnie & Jack	V(78)21-0478; (45)48-0478-BMI
3	7	8	SICK, SOBER AND SORRY	J. Bond	Col(78)20808; (45)4-20808; (33)3-20808-BMI
6	8	8	SOMETHING OLD, SOMETHING NEW	E. Arnold	V(78)21-0476; (45)48-0476-ASCAP
14	5	10	DOWN THE TRAIL OF ACHIN' HEARTS	H. Snow-A. Carter	V(78)21-0441; (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.	MR. MOON	Carl Smith	Col(78)20825; (45)4-20825-BMI
2.	HEY, LA LA	E. Tubb	Dec(78)46338; (45)9-46338
3.	YOU'RE MY SUGAR	K. Starr-Tennessee Ernie	Cap(78)1567; (45)F-1567

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received August 8, 9 and 10

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

POSITION	Weeks Last	This to date	Record	Artist	Label
6	1	1	HEY, GOOD LOOKIN'	H. Williams	MGM(78)11000; (45)K-11000
19	2	2	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799-BMI
9	3	3	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476-ASCAP
3	5	4	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837-BMI
11	4	5	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796-BMI
1	—	6	MOM AND DAD'S WALTZ	L. Frizzell	Col(78)20837; (45)4-20837; (33)3-20837-BMI
2	8	7	MR. MOON	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825-BMI
10	6	8	I CAN'T HELP IT	H. Williams	MGM(78)10961; (45)K-10961
4	—	9	PEACE IN THE VALLEY	R. Foley	Dec(78)14573; (45)9-14573; (78)46319; (45)9-46319-BMI
5	6	10	CRYIN' HEART BLUES	Johnnie & Jack	V(78)21-0412; (45)48-0412

Coming Up

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

1.	SEND ME A PENNY POSTCARD	O. Jones	Col(78)20812; (45)4-20812; (33)3-20812-BMI
2.	CHEROKEE BOOGIE	M. Mullican	King(78)965; (45)45-965-BMI
3.	DOWN YONDER	D. Woods	Tennessee 775

July 30 at a hall in Austin, Tex. Choates died in Austin two weeks ago. Johnny Hicks, KRLD, Dallas, is conducting a show for Columbia on which he is asking listeners to select their favorite artists. . . . Mae Jones, WAPP, McComb, Miss., is asking listeners to select two artists daily for her half-hour show. . . . Frank Lokey, WBIG, Greensboro, N. C., is preparing for an all-night sing, featuring Wally Fowler, September 16 at the local hall. Working with a local org. (Continued on page 78)

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.

UNWANTED SIGN UPON YOUR HEART	Hank Snow	RCA Victor 21-5498
JESUS AND THE ATHEIST	Edny Arnold	RCA Victor 21-5495
JESUS AND THE ATHEIST	Red Foley	Decca 46357

RCA VICTOR'S SENSATIONAL NEW COUNTRY & WESTERN ARTIST

WADE RAY

with his SMASH FIRST RELEASE

"ARE YOU FER IT?"

The Theme on his Station KXLA Show

backed by

"WALK SOFTLY"

20-4226

47-4226

RCA Victor Records

THE BILLBOARD Music Popularity Charts

Country & Western (Folk) Record Reviews

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

LABEL AND NO. ARTIST	COMMENT TUNES	POPULARITY	RECORDING	REVIEW	CHART
JOHNNY LANE & THE SPINNERS Seven Hills to Home MGM 11030—Group attempts a filler in The Weavers vein, but lack the attraction and drive to put it over. Tune has some charm.		62--62--62--62			
Toodle-OO An attractive verse-chorus waltzer doesn't get the steam needed to bring it home, as group does a rather lackluster job.		66--66--66--66			
BOOD & FILEECE BRYANT I Dreamed of a Wedding MGM 11031—Amusing little bit of material in the form of song dialogue between the preacher and the bride, outlining the hard lot of the wife-to-be.		72--74--72--70			
Overweight Blues Boy-gal duet on the perils of too much eating is set in a novelty boogie blues format.		63--63--62--64			
BUD HOBBS (His Trail Herders) Brimstone Beauty MGM 11032—Hobbs projects in a strong bary voice on a jump novelty, Western style, with combo knocking out a swingy beat.		72--72--70--74			
First, Last and Always Pleasant country love ballad in waltz time is done to neat effect by Hobbs.		70--70--70--70			
MR. SUNSHINE (His Guitar Pickers) Marijuana, the Devil's Flower R. F. D. 5082—Recent headlines make this a fairly timely hunk of material! Sunshine's chanting, however, leaves something to be desired.		60--63--58--60			
There's Something Nice About You Routine rhythmic ditty is handed a wanted reading.		60--63--58--61			
LEON McAULIFFE (G Western Swing Band) Blue Guitar Stomp COLUMBIA 20845—The Western lerp crowd could take to this relaxed steady blues instrumental with steel, fiddle and saxophone solos.		72--74--70--72			
I Didn't Know How Much I Loved You (Roy Terry) Clutter Terry and the ark hand this a Western pop reading complete with the vocal guitar, fiddle and guitar solos.		72--74--70--72			
ELTON BRITT (The Skytoppers) Rotation Blues VICTOR 21-0493—Britt chants the new Korea blues in an easy, sophisticated fashion, with fine combo work underneath.		76--77--75--75			
Cowpoke Tune by Stan Jones, a stickout Western pop in 3/4 time, has a "Riders in the Sky" flavor, with Britt doing a sock job of presentation.		79--79--79--79			
EDDY ARNOLD (Tennessee Plowboy) Jesus and the Atheist VICTOR 21-0495—Arnold chants a powerful story of barroom evangelism, with an interpolated recitation to bring home the message. Could get strong reaction.		86--86--86--86			
He Knows Arnold gets off a straightforward sacred item in slow, drifting tempo.		82--82--81--80			
ROY ROGERS (Frank Worth Ork) Good Luck, Good Health, God Bless You VICTOR 21-0496—Rogers, ark and male chorus get off a satisfactorily performed version of the sentimentalizer.		70--70--70--70			
The Lamp of Faith Same forces offer a simple semi-sacred item.		68--68--68--68			

Advance Folk (Country & Western) Record Releases

Alarm Clock Boogie—B. Briggs (Chew Tobacco) Col 20846	First Last and Always—Bud Hobbs (Brimstone Beauty) MGM 11032
Blue Guitar Stomp—Leon McAuliffe (I Didn't) Col 20845	How Do You Feel—Hank Thompson (Love Thief) Cap 1745
Brimstone Beauty—Bud Hobbs (First Last) MGM 11032	I Ain't Done Nuthin' To You—Smiley Burnette (Can't Go) Cap 1746
Can't Go On—Smiley Burnette (I Ain't) Cap 1746	I Didn't Know How Much I Loved You—Leon McAuliffe (Blue Guitar) Col 20845
Chew Tobacco Rag No. 2—B. Briggs (Alarm Clock) Col 20846	I Dreamed of a Wedding—Bood and Fileece Bryant (Overweight Blues) MGM 11031
Don't Leave Your Mother—Homer Briarhopper (Somebody Loves) Mer 6344	

(Continued on page 24)



ELTON BRITT trying on "A" frame before going into his act with "Camel Korean Caravan."

THE NO. 1 SONG WITH THE GI'S in KOREA AND HEADED FOR THE NO. 1 SONG WITH ALL THE FOLKS AT HOME...

"ROTATION BLUES"

Introduced and Recorded by

ELTON BRITT

Written by LT. STEWART POWELL

From the Battlefields of Korea

backed by

ANOTHER GREAT STAN JONES SONG

"COW POKE"

RCA Victor Record No. 21-0494—(48-0494)



RCA VICTOR Records



Dear Mr. "Red" Foley:

We hope this will make

"PEACE IN THE VALLEY"

over the mistake in your July 14th NAMM ad. Even if you didn't record "Oceans of Tears" we know you would have done a bang-up job on it.

The Billboard Publishing Co.

P.S.: We're glad that "Peace in the Valley" (Decca #14573) is showing on The Billboard popularity charts.

THE BILLBOARD Music Popularity Charts

Rhythm & Blues Record Releases

Anything But Love—Thomas Ridgley (Once in) Dec 40226
 Baby I'm Alone—Paul Gayten (Little Girl) Regal 3329
 Beware—E. Williams (This Love) Okeh 6612
 Catch 'em Young, Treat 'em Rough, Tell Them Nothin'—Bill Davis Trio (Eyesight to) Okeh 6808
 Darkness Blues—George Vann (Inflation Blues) Savoy 811
 Double Facit Deacon—Tommy Brown (V-B Baby) Savoy 813
 Eyesight to the Blind—Bill Davis Trio (Catch 'em) Okeh 6808
 Gin, Gin, Gin—T. Rhodes Ork (I Shouldn't) King 4469
 Gotta Find My Baby—Billy Wright (Heh Little) Savoy 810

(Continued on page 28)

Most Played Juke Box Rhythm & Blues Records

Based on reports received August 8, 9 and 10

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	Title	Artist	Label
13	1	1	60 MINUTE MAN	Dominoes	Federal 12022-BMI
8	2	2	I'M WAITING JUST FOR YOU	Lucky Millinder	King(76)4453; (45)45-4453-BMI
15	5	3	ROCKET 88	J. Brenston	Chest 1458-BMI
4	6	3	CHAINS OF LOVE	J. Turner	Atlantic 939-BMI
3	3	5	"T" 99 BLUES	J. Nelson	RPM 325-BMI
5	4	6	DON'T YOU KNOW I LOVE YOU	The Clovers	Atlantic 934
2	—	7	I HAVE NEWS FOR YOU	R. Milton	Specialty 407-BMI
4	7	8	I'LL ALWAYS BE IN LOVE WITH YOU	C. Brown	Aladdin 3091
11	9	9	TEND TO YOUR BUSINESS	J. Wayne	Sittin' in 508
2	10	10	THRILL IS GONE	R. Hawkins	Modern 826-BMI

Best Selling Retail Rhythm & Blues Records

Based on reports received August 8, 9 and 10

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

POSITION	Weeks Last	This to date	Title	Artist	Label
12	1	1	60 MINUTE MAN	Dominoes	Federal 12022-BMI
6	5	2	CHAINS OF LOVE	J. Turner	Atlantic 939-BMI
11	2	3	DON'T YOU KNOW I LOVE YOU	The Clovers	Atlantic 934
9	3	4	I'M WAITING JUST FOR YOU	Lucky Millinder	King(76)4453; (45)45-4453-BMI
15	4	5	ROCKET 88	J. Brenston	Chest 1458-BMI
1	—	6	BLOODSHOT EYES	W. Harris	King 4461-BMI
2	—	7	I KNOW	Ruth Brown	Atlantic 941-BMI
4	7	8	TRA LA LA	T. Brown-Griffin Brothers	Dot 1060-BMI
3	7	9	"T" 99 BLUES	J. Nelson	RPM 325-BMI
12	—	10	I APOLOGIZE	B. Eckstine	MGM(76)10903; (45)K-10903-ASCAP
1	—	10	GLORY OF LOVE	Five Keys	Aladdin 3099

Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEW
JOE LIGGINS (His Honeydrippers) Louisiana Woman	SPECIALTY SP 409—Liggins chants a medium tempo blues about those bayou babies, with the combo turning in a very high-grade backing.	83--83--83--83
Trying to Lose the Blues	Another good medium blues offering, with lesser material.	75--75--75--75
JOE BAILEY & ORK Would You Like To Know About Heaven?	Federal 12035—Syrupy tenor vocalizing on a slow and uninteresting ballad.	55--55--55--55
I Can't Stop Loving You	Another dul' effort, here on a loosely chanted and played slow blues.	55--55--55--55
FREDDIE MITCHELL ORK (Joyce Davis) He's Got To Go	DERBY 767—Jk punches hard on this medium jump blues, but thrush's vocal is overpowered by the combo.	68--68--68--68
Please Come to Mama	Miss Davis pipes in a thin, high voice with feeling on this slow blues.	68--68--68--68

(Continued on page 74)

RHYTHM AND BLUES NOTES

By HAL WEBMAN

RCA Victor, continuing its effort to invigorate its rhythm and blues department, last week signed a batch of new talent. Most important acquisition in name power was veteran thrush Savannah Churchill, who had an important dishing in "I Want to Be Loved" a couple of years ago and who last recorded several sides for the Regal diskery. Victor inked a second thrush, Terry Timmons, a Chicago product who shouts in the Digah Washington style and who received some attention some months ago via several Premium label waxings. Gene Parrish, blues singer, and the Red Callendar sextet, the leader a well-known jazz bassist, rounded out the talent inking activity (see music editorial columns for other details).

Marie Knight and Sister Rosetta Tharpe, who have been working as a team, have split and will work singly in the future. Dave Tapp is booking Miss Knight, and Sister Tharpe is being sold thru her husband, Russell Morrison. Ella Fitzgerald is slated to play a two-week date at the Bandbox nitery in Chicago beginning August 30 prior to taking off for the forthcoming "Jazz at the Philharmonic" concert tour which begins in mid-September.

JATP impresario Norman Granz was in New York last week to straighten out details of the coming tour and managed to sneak in a couple of new Mercury jazz recording sessions, one of them with Charlie Parker. . . . Lennie Tristano's sextet will play at Birdland, New York, the week of August 16.

The Orioles are booked almost solidly to the first of the year. (Continued on page 32)

MR. OPERATOR DEALER
MAKE SURE YOU GET THE RIGHT RECORD!
 SAVOY #810 by **BILLY WRIGHT**
"HEY LITTLE GIRL"



UNFORTUNATELY A TITLE CANNOT BE COPYRIGHTED. INSIST ON THIS ORIGINAL RENDITION . . . OUTSELLING ALL OTHERS COAST TO COAST. ONLY ON SAVOY #810!

FLASH! BOTH OF THESE RECORDS WERE PICKED BY BILLBOARD!
 A SENSATION OVERNIGHT! NEW DOUBLE-SIDED SMASH!

by PAUL WILLIAMS SAVOY #814 ("MR. HUCKLEBUCK")

"ROCKIN' CHAIR BLUES"
 VOCAL BY DANNY COBBS
 backed by

"SINNER'S HOP"

ANOTHER "HUCKLEBUCK" . . . ORDER NOW!

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

Modern IS RECORDS hollywood **HOT**

RPM IS RECORDS hollywood **HOT**

★ "THE THRILL IS GONE"

By Roy Hawkins

MOD. 826

★ "T-99 BLUES"

By Jimmy Nelson

R.P.M. 325



Come-On-A Aladdin . . . Here's the GRAVY!

THE FIVE KEYS

"Glory of Love"

AL 3099

"PEPPERMINT" HARRIS

"I Got Loaded"

AL 3097

AMOS MILBURN

"Just One More Drink"

AL 3093

LYNN HOPE

"Blue Moon"

AL 3095



"HEY, LITTLE GIRL"
 Backed With
"BOOGIN' THE BLUES"
 by John Godfrey Trio
 CHESS #1478

Flyin' High!

CHESS RECORD CORP.
 750 E. 49th Street
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LOUISIANA WOMAN
 by JOE LIGGINS #409
 Specialty records

Dot RECORDS, INC.
 Madison, Tennessee Phone 800-881
 2 HITS—BACK TO BACK!
"TRA-LA-LA"
 and
"HOPPIN'"
 DOT 1060
 GRIFFIN BROS.

THE NEW SENSATION THAT'S SWEEPING THE COUNTRY
TERRY TIMMONS
YOU FOOLISH THING
 and
 Ain't Supposed To Be Like That
 RCA Victor 20-4228
EATING MY HEART OUT FOR YOU
 and
 Worried Woman Blues
 RCA Victor 20-4229

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

PLATTERS WITH THAT OLD

SALES PUNCH!



BILLY ECKSTINE

EVERYTHING I HAVE IS YOURS
I'LL BE FAITHFUL

78 RPM—MGM 10259 • 45 RPM—MGM K10259

WONDER WHY
PANDORA

78 RPM—MGM 10996 • 45 RPM—MGM K10996



JOHNNY DESMOND

I WANT TO BE NEAR YOU
I WILL NEVER CHANGE

78 RPM—MGM 11027
45 RPM—MGM K11027

TOMMY EDWARDS

THE MORNINGSIDE OF THE MOUNTAIN • F'R INSTANCE

78 RPM—MGM 10989 • 45 RPM—MGM K10989

A BEGGAR IN LOVE • I'LL NEVER KNOW WHY

78 RPM—MGM 10973 • 45 RPM—MGM K10973



BILLY WILLIAMS QUARTET

SHANGHAI
THE WONDROUS WORD

78 RPM—MGM 10998 • 45 RPM—MGM K10998

I WON'T CRY ANYMORE
THE GAUCHO SERENADE

78 RPM—MGM 10928 • 45 RPM—MGM K10928

HANK WILLIAMS

HEY, GOOD LOOKIN'
MY HEART WOULD KNOW

78 RPM—MGM 11000 • 45 RPM—MGM K11000

COLD, COLD HEART
DEAR JOHN

78 RPM—MGM 10904 • 45 RPM—MGM K10904



SHOW BOAT

KATHRYN GRAYSON • AVA GARDNER • HOWARD KEEL

78 RPM—Album MGM 84

33 1/3 RPM

MGM Long-Playing Record E-559

45 RPM—Album MGM K84



RICH, YOUNG and PRETTY

JANE POWELL • DANIELLE DARRIEUX • FERNANDO LAMAS

78 RPM—Album MGM 86

33 1/3 RPM—MGM Long-Playing Record E86

45 RPM—Album MGM K86

M-G-M RECORDS

THE GREATEST NAME



IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N. Y.

THE BILLBOARD Music Popularity Charts

The Billboard Picks

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

- ENCHANTED LAND** Billy Eckstine **MGM 11028**
Eckstine belts out in big style a poetic new lyric set to the familiar strains of "Song of India." Coupling is a neat group vocal dance duet, "I've Got My Mind on You."
- THE MUSICIANS** Dinah Shore, Betty Hutton, Tony Martin, Phil Harris **Victor 20-4225**
A batch of Vietnam's prize talents hand together for a feathering sketch of recording chief Charlie Green's latest novelty, a catchy rounderish arrangement of a hit from Haydn.
- I WANT TO BE NEAR YOU** Johnny Desmond **MGM 11027**
A really rousing, spirited 8/8 novelty in the mode of the day is delivered with gusto by Johnny with sock aid from Tony Martin's band and the Big Chorus Singers. Perry Faith's ark and chorus treatment of the title should also be watched.
- MAKE BELIEVE LAND** Nat (King) Cole **Capitol 3747**
Cole projects warm and strong on an easy-flowing new ballad.

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. DREAMY MELODY April Stevens-Henri Rene Ork Victor 20-4208
2. WORLD IS WAITING FOR THE SUNRISE Les Paul-Mary Ford Capitol 3748
3. BLOW, BLOW, WINDS OF THE SEA Hugo Winterhalter Ork Victor 20-4212
4. DON'T FAN THE FLAME Peggy Lee-Mel Tormé Capitol 3738
5. BELLE BELLE, MY LIBERTY BELLE Guy Mitchell-Mitch Miller Ork Columbia 39512
6. SURPRISING Perry Como Victor 20-4203
7. IF YOU'RE GONNA LOVE ME, LOVE ME Helen O'Connell-Bob Eberle Capitol 3725

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. GIRL IN THE WOOD Frankie Laine Columbia 39489
2. LONGING FOR YOU Sammy Kaye Ork Columbia 39499
3. WHEN THE SAINTS GO MARCHING IN The Weavers Decca 27670
4. WONDER WHY Billy Eckstine MGM 10996
5. OH, HOW I LOVE YOU Gloria Hart Sharp 5-36
6. CARA, CARA, BELLA, BELLA Perry Como Victor 20-4203
7. SWEETHEART OF YESTERDAY Guy Mitchell-Mitch Miller Ork Columbia 39512

The Operators Pick

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

1. GIRL IN THE WOOD Frankie Laine Columbia 39489
2. IN THE COOL, COOL, COOL OF THE EVENING Bing Crosby-Jane Wymen Decca 27678
3. WONDERFUL, WASN'T IT Frankie Laine Columbia 39489
4. BELLE, BELLE, MY LIBERTY BELLE Guy Mitchell-Mitch Miller Ork Columbia 39512
5. HOW MANY TIMES Andrews Sisters-Tommy Dorsey Decca 27708

The Country and Western Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. HOT GUITAR Eddie Hill Mercury 6347
2. ROTATION BLUES Elton Britt Victor 45148-6464
3. SLOW POKE Pee Wee King Victor 45148-0489
4. DETOUR Patti Page Mercury 5682
5. HEY LA LA Ernest Tubbs Decca 46338

Let Today's TOP TUNES

HELP YOU SELL!

The top 20 tunes each week from The Billboard

THE BILLBOARD
2160 Patterson St., Cincinnati 22, Ohio 653

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Weekly Twice Monthly Monthly
Send cash and we pay postage.

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Quantity	Price
50	\$ 1.00
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500	5.50
1000	9.50
2000	18.00
5000	42.00

PLUS POSTAGE



"GETTING TERRIFIC REACTION"

Paul Knowles, RCA Victor Distributor, Raymond Rosen & Co., Philadelphia.

AMERICA'S NO. 1 BAND...

FLANAGAN



The Next No. 1
Waltz Hit ...

"WHILE YOU DANCED, DANCED, DANCED, DANCED"

RCA VICTOR 20-4222 (47-4222)



The New Harlem
Dance Craze ...

"THE WINKY DINK"

RCA VICTOR
20-4222
(47-4222)



RCA VICTOR RECORDS



THE BILLBOARD

Music Popularity Charts

Record Reviews

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

How Ratings Are Determined
Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators.

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 air performance potential, 10; exploitation (record ads)—promotion firms, legit and other "plug" aids, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, POPULAR. Includes entries for Jan Garber Ork, Jerry Lewis, Peggy Lee & Mel Tormé, Tommy Edwards, Marion Morgan, Woody Herman, Johnny Desmond, Dennis Day, Hugo Winterhalter, Tony Martin.

RHYTHM AND BLUES NOTES

Continued from page 28

The group is slated for four days at the Farm Dell nitery, Dayton, O., beginning August 16 and will follow that with a week at Gleason's, Cleveland night spot, opening August 20.

Savoy also inked a new blues shouting thrush, Little Sylvia, who is being touted as the label's successor to Little Esther. The new Paterson, N. J. canary will record with the Heywood Henry band.

Erroll Garner, who has been on the West Coast for the past four months, is on his way back into the Eastern territory. The shuttering of Cafe Society Downtown in New York last week upset his future booking schedule.

Bull Moose Jackson will henceforth be known as Moose Jackson. He is giving up the "Bull" at the behest of King Records' topper Syd Nathan.

The Honor Roll of Popular Songwriters

By Jack Burton

No. 104—ISHAM JONES

Keeping up with the Joneses during the 1920's was next to impossible in certain fields of endeavor.

Bobby Jones ruled the golfing world with four United States amateur titles and three national open championships. Tad Jones' Southern California Trojans scored the first of their Rose Bowl victories, and Isham Jones had four smash song hits in the year of 1924 alone.

Born in Ccaltown, O., on the last day of January, 1894, Isham Jones as a boy had musical aspirations, studied piano and saxophone while in grade and high school, and at the age of 20 formed his own orchestra that played for dances in Saginaw, Bay City and other nearby Michigan towns.

After a year of advanced musical study in Chicago and working as a saxophonist with several local dance bands, Jones decided he was ready to crack the big time in a restless era when restless feet

danced the restless hours away and the excellence of a restaurant was judged by its music rather than its menu.

Band Leader

For the next decade, Jones provided his own musical background of violins and clarinets, saxophones and muled brass for his Tin Pan Alley success story, since the songs he wrote and popularized were closely allied to the band he directed.

He and his orchestra, the pride of Chicago, packed 'em in at the Green Mill, opened the million-dollar Rainbow Gardens, played the College Inn for six years, and then duplicated their Chicago triumphs on a transcontinental vaudeville tour and at New York's Rue de la Paix and London's swank Kit Kat Club.

When the depression made the covert charge prohibitive and emptied the country's dance floors, Jones was ready and able to retire to his California ranch. Like Bobby Jones' putter, "Calamity Jane," his baton and songs had made history.

ISHAM JONES' BEST KNOWN SONGS AND AVAILABLE RECORDINGS

Popular Songs

- 1919—MEET ME IN BUBBLE LAND
1922—ON THE ALAMO
1923—INDIANA MOON
1924—"IT HAD TO BE YOU"

(Available on the following records: Decca 25349, Dick Haymes; Decca 23079, Django Reinhardt and Stephano Grappelli; Decca 24254, Jimmy Lunceford; Decca 25302, Henry Busse orchestra; Capitol 155, Betty Hutton; Columbia 38040, Buddy Clark; Columbia 36744 in C-105, Eddy Duchin; Victor 27536, Artie Shaw.)

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, POPULAR. Includes entries for Ezio Pinza, Tex Beneke Ork, Billy Eckstine, Florian Zabach, Lawrence (Piano Roll) Cook, Tamara Hayes.

- 1925—IDA I DO
1932—THE WOODEN SOLDIER AND THE CHINA DOLL
1933—YOU'VE GOT ME CRYING AGAIN
1936—THERE'S NO GREATER LOVE
1942—MY BEST TO YOU
1949—HOW MANY TEARS MUST FALL?

WANTED! Record Salesmen who want to make more money. To sell Billboard Subscriptions and TODAY'S TOP TUNES to the trade. Easy additional earnings—"for the asking."

Circulation Department, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. I would like to sell Billboard Subscriptions and TODAY'S TOP TUNES. Please send more information. Name, Address, City, Zone, State, Distributor, Territory.

SONGWRITERS COMING UP! ARTHUR JOHNSTON In Subsequent Issues The Billboard Will Present VERNON DUKE HARRY AKST

Repertoire Running Out

Continued from page 11

On a regular basis new recordings of the standard symphonies, chamber works and keyboard pieces. Victor, in particular, now that the diskery has accepted the LP medium as a profitable venture, is casting its top name power in performances of trios, quartets and piano works which received previous LP attention either on the other two majors or were brought to light by the lesser diskeries.

Big Indie Artists

The movement of the smaller diskeries in the field toward standard works will put further accent on the "definitive" interpretation pitch. But this is not the base reason for the turn of the indies to standards. The contention is that the indies, now flourishing for a period of two years since LP began, have built artists who in turn have built followings. Vox, which originally aimed at building a non-competitive catalog, has, for instance, pianist Guilomar Novaes and conductor Otto Klemperer in a state of familiarity with dealers and customers and with them is making its most important stabs at the standard works. Miss Novaes, for instance, just had a coupling which highlighted Schumann's *Kinderszenen*, a standard keyboard repertoire piece which only a few months ago was issued by Victor with its major keyboard star, Vladimir Horowitz. She also has done standard Chopin and Beethoven. Klemperer recently has had two Beethoven symphonies, the Fifth and Sixth, issued to kick off his bid in the standard field. The Westminster diskery, which set out in business to record only previously unrecorded pieces, currently is working out a project to record all of the Beethoven piano sonatas, most of which are standard and readily available in big-name versions, with Kurt Applegate. This diskery also has been doing a group of Haydn symphonies heard before on wax and has had a couple of chamber works out in competition to majors, for instance, the Schubert Trout quintet and *Death and the Maiden* quartet. Three major diskers, Capitol, Decca and Mercury, whose long-hair activity is still at a second-rate level to Victor, Columbia, London and possibly Vox, currently are operating on long-range repertoire plans. Equal attention is being paid to standard and selective non-competitive or unique material.

Americans, Too

As the result of the rapid exhaustion of both market and material for the "lost" works of the masters and recorded "firsts" of the second and third-rate works of these masters and their contemporaries, the diskeries have begun to turn to American composers and

compositions as a fresh source of material. Charles Ives, Walter Piston, Howard Hanson, Edward MacDowell, Samuel Barber, etc., have been and are being scheduled to get their most extensive and ballyhooed representation on wax in the coming months. London Records has an American composer project going and already has issued three LP's of works by Barber to kick it off. Columbia has been issuing on the average of one LP each month of American composition ranging from MacDowell to Ives, Alex Wilder, George Gershwin and Howard Hanson. In the offing is a new all-American composer diskery, the American Recording Society, which will explore exclusively the domestic longhair product.

Two More Pubs

Continued from page 10

week that he would not give SPA access to his books.

This makes four firms which have taken a flat stand against the audit as it is currently being conducted, the other two being the Buddy Morris and Famous-Paramount groups.

John Schulman, SPA counsel, said that as far as he is concerned, nobody has yet come up with a valid objection to the audit.

Meanwhile, a number of publishers continue to hold off the SPA reps with stalling and delaying tactics. Most of the larger firms, however, have been cooperating in the fullest.

GAC Continues

Continued from page 10

Chicago area. He did admit that he had discussed the possibility of his taking over the management of the Russ Morgan band and agency with the maestro. Morgan confirmed these discussions.

His replacement, Suber, was graduated to the key one-night booking slot from the Chi GAC office sales ranks. His appointment was made yesterday (10) by Rockwell.

NBC Bans Two

Continued from page 10

is published by Carlos Gastel's Bradshaw Music.

The third forbidden fruit is *Rotation Blues*, the Korean ditty published by Nat Tannen, recorded by Elton Britt on Victor and Bill Monroe on Decca. NBC, it seems, is not moved by a reference in the lyric to "Honey Pots," a G. I. term for certain sanitary engineering features.

One-Stop

Continued from page 10

Stops' advice, avoid getting promotional hype from distrib salesmen and are able to pick up all their disk needs in one location—usually out of the heavy traffic area.

Retailers using the One-Stops for their disks are usually those who do not have or want distributor franchises or shops which handle only pop singles. Many One-Stop operators cater to the retail trade by offering to pick up any albums which the dealer may want to order. Additional charge for this service varies from shop to shop. One typical such nickel-over operator here claims that about 10 per cent of his business is now mail orders from out-of-town disk dealers, 10 per cent from local dealers who pick up their records, and the remaining 80 per cent from juke box operators.

Gala Band Show

Continued from page 1

coanut Grove did some years ago, an overnight name-maker for bands. Shows of this sort may well bring back the power that radio dance remotes once held in building bands.

Show will be offered first to American Tobacco Company, which holds the preceding time slot with *Hit Parade*, and will then be offered to advertisers seeking to reach adolescent audiences. According to present plans, show will be peddled to three bank-rollers who will share the two-hour time period. George McGarret, head of NBC's Saturday night unit, is currently at work preparing show and seeking origination for remote.

Peerless Fold Laid to H.C.L.

HOLLYWOOD, Aug. 11. — High cost of living was blamed for Peerless of California shuttering this week. Outfit has been one of the chief suppliers of albums, fillers and sleeves on the Coast and reportedly was bought out by Cal-Craft. Peerless will maintain its New York office.

Demise of Peerless leaves Golden States as the Coast's main album company. Folding was foreseen several months ago as the company advised its clients to stock up before they went out of business.

Portland Plea Asks Taxes for Music

PORTLAND, Ore., Aug. 11. — Petitions were being circulated last week as a first step toward obtaining a city tax to help support the Portland Symphony Orchestra, Junior Symphony Orchestra and Summer Concert Band.

The last State Legislature enacted a law permitting Portland to tax itself for these purposes, but 15,000 signatures are required to place the issue on the ballot in May, 1952. Petition work has been taken over by the Music for Portland Council headed by Judge J. R. Mears.

Signatures are being rapidly obtained at Tuesday, Thursday and Sunday performances by the Summer Concert Band, financed by the city treasury and the American Federation of Musicians. The tax, which would amount to 25 cents annually for each home owner, would provide \$80,000 toward the \$210,000 annual budgets of the three music groups.

Closer Tie Set Up By ISR-Rodeheaver

HOLLYWOOD, Aug. 11. — Another move toward consolidation between International Sacred Recordings and Rodeheaver Hall-Mack Company was made this week when ISR began plans to move its Kansas City, Mo., office to Rodeheaver's Winona Lake, Ind., headquarters. Winona Lake will serve as ISR's Midwest branch with Merle Horst in charge. More than 60,000 disks in stock will be transferred. Diskery will ship 65 per cent of its presaleings from the Lake office.

International Prexy Paul Hewitt is currently mulling plans for a branch in New York, which would complete ISR's distributional set-up. New York would handle the area east of the Ohio River, with the Lake site working the territory from the Ohio River to the Rockies. Hollywood will remain ISR headquarters.

Chicago Fire Was Better

Continued from page 11

facturer purchase a block of tickets and invite dealers from all over the country? We at Peter Pan, for example, brought our ad manager, sales manager, district sales heads, Chicago chief, salesman—certainly we'd have paid for tickets for dealers as well. As a matter of good substantial fact, it cost so much for the average exhibitor that it would have been more economical to send half a dozen salesmen to show the new lines coast to coast. And there were so many limitations at booths on 'don't do this' and 'don't do that' that exhibitors felt more like convicts than conscientious businessmen. I know for a fact that there were much less severe restrictions on

the furniture show, underwear shows and others in the past. Why pick on us?

"I ask these 'whys' not to be a 'shy's-guy,' but because they, in substance, answer why every exhibitor we met disgruntledly vowed: 'This is the last time I'll exhibit here!'"

"As for the few dealers who showed up, they felt they'd traveled for days from New York, Los Angeles and the South at an average of \$400 to attend the worst fiasco since the Chicago fire!"

"Sincerely,

"Henry La Pidus,
"President, Peter Pan Records Company."

Coast R. & B. Labels

Continued from page 11

all have new works. Aladdin artists getting plug work are Five Keys, Lynn Hope, Billie Holiday, Peppermint Harris, Amos Milburn, Charles Brown and Calvin Boze. Leo Mesner will take the Eastern fling. Eddie Mesner remaining here. Fleming Allen is handling the label's subsid. Intro, with such Western talent as Terrea Lea, Tommy Duncan and Andy Parker and the Plainsmen.

Franklin Kort, Swing Time official, is seeking fem warblers to supplement Mabel Scott and Francis Fay Thomas. Diskery is solid with Lloyd Glenn, Lowell Fulson, Ray Thomas and Jimmy McCracklin available for fall exploitation. Kort is processing

masters acquired from Exclusive and Supreme. While titles are not definitely set, Kort is selecting material for Christmas sales. Imperial Records will put out three disks each of r.&b., Western and Latin-American fare a month, besides a pair of LP's. Lou Chudd says Imperial's folk, square dance and Latin standard catalog will serve as a basis for fall activity. Chudd will be on the road two weeks out of every month until January 1, kicking off the end of this month with a Gotham visit. Chudd will huddle with A. G. Greenacre, Bonnier Records of Paris prexy, on Imperial's classic sized (*The Billboard*, August 11),

Album and LP Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-39 POOR

POPULAR

COUNTRY STYLE—BING CROSBY (1-10") 81

Decca (33) DL-5331
Country Style; Home Cookin'; I Only Want a Buddy—Not a Sweetheart; When the White Azaleas Start Blooming; Sioux City Sue; You Sang My Love Song to Somebody Else; Weddin' Day; Betsy.

This makes about the 30th LP disk featuring Der Bingle which has been issued by Decca. That in itself is the best tip-off to the catalog and sales potential of the man. This package contains eight tunes previously released as singles. Some attained the hit class; some never really happened. Two sides, "Weddin' Day" and "Betsy" also feature the Andrews Sisters and the Vic Schoen ork. Others who sing with Bing are the Jesters, Calico Kids, Jud Conlon Rhythmairs. Orks featured are the John Scott Trotter, Perry Botkin, Victor Young and Bob Haggart groups. In short, this is Crosby appealing to everyone who owns an LP phonograph.

GEMS FROM SIGMUND ROMBERG (Vol. 4) 78

Sigmund Romberg Disk.—The Robert Shaw Chorale, Jean Carlton, Lois Hunt, Jo Cameron, Stuart Churchill, William Diehl, Larry Douglas (1-10")
Victor (33) LM-93

Serenade, Something New Is In My Heart, Just Once Around the Clock, Close As Pages in a Book, April Snow, Big Back Yard.

Presenting the combination of some fine Sigmund show tunes, the composer himself conducting a lush studio ork, the Robert Shaw Chorale and six first-rate vocal soloists, this disk has high sales appeal and is musically excellent. The six selections are from such Romberg shows as "Up in Central Park," "The Student Prince," and "May Wine." Best estimate of the actual sales potential can be made by checking back on sales of the previous three "Romberg Gems" sets.

WALTZLAND — GUY LOMBARDO ORK 85

Decca (33) DL-5325
Blue Skirt Waltz; Homecoming; Anniversary Song; Together; Missouri Waltz; That Naughty Waltz; Meet Me in St. Louis, Louis; Dreamy Old New England Moon.

Few, if any, popular orchestras can handle a modern-day waltz as well as can the Guy Lombardo ork. This is exactly the type of music dispensed by the ork these many years and which has made it the important music business factor it is. Each of the eight sides on this disk was previously issued on a single, 78 r.p.m. disk, and each attained popularity. Featured with the ork here are the Lombardo Quartet, Kenny Gardner and Tony Craig. Both "Missouri Waltz" and "Naughty Waltz" are instrumentals. This is first-rate Lombardo which should sell immediately and forever after.

Pubs Awarded In Performance Suit

NEW YORK, Aug. 11. — The Chappell and Remick pubberies this week were each awarded \$250 in damages in the United States District Court, Northern District of Ohio. The judgment was rendered against Americo Pisegne, proprietor of Moxie's Mayfair Gardens, Warren, O.

The firms had brought suit for alleged unlicensed public performance for profits on the tunes *Where Or When* and *Time Waits for No One* at Mayfair Gardens. Plaintiffs were also awarded costs and attorneys' fees plus an injunction restraining the defendant from performing the plaintiffs' tunes at Mayfair Gardens or any other place conducted by him.

Jim Murray Out

Continued from page 11

record industry. In confirming Murray's resignation, Capitol prexy Glenn Wallichs lauded Murray's contribution to Capitol. Wallichs praised Murray's rich background in the record industry and said the firm benefited considerably from his serving it as an officer. Murray joined Capitol in March, 1950.

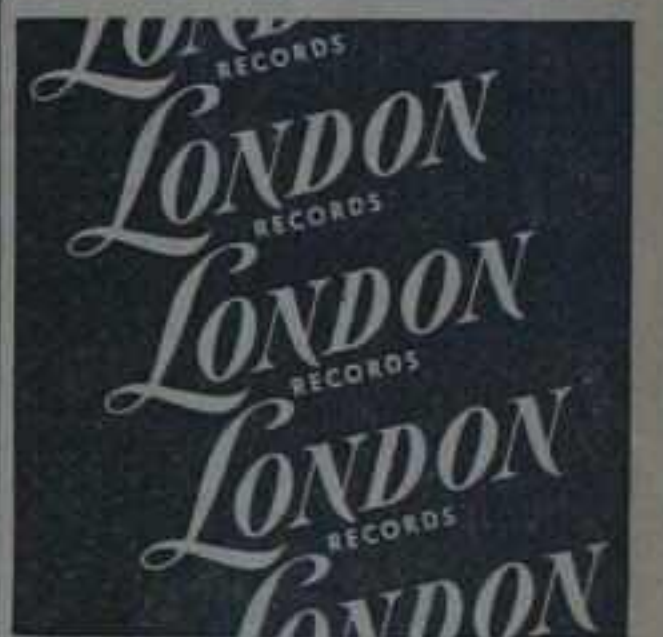
He first entered the record biz in 1928 as controller of Columbia Records. He later spent eight years in Japan, serving as head of both Columbia and Victor records, and while representing Japanese moneyed interests, was instrumental in the purchase of both firms and their merger under Japanese control, then known as Japan Industries Company, Ltd. In 1937, Murray, while representing the Japanese interests, acquired for them EMI television patents.

General Precision Equipment Company has for its subsidiaries, Ampro Corporation, manufacturers of 16mm. film projectors; Askania Regulator Company, producers of regulating equipment; Bladsworth division of National Simplex-Bladsworth, Inc.; General Precision Laboratories; Hertwer Electric Company, manufacturers of batteries; International Projector Corporation; Librascope, Inc.; J. E. McAuley Manufacturing Company, National Theater Supply division of National-Simplex-Bladsworth, Inc.; Sec-o-Matic Corporation, Strong Electric Corporation and Theater Equipment Corporation.

Philly's Club Harlem Skeds Band Dates

PHILADELPHIA, Aug. 11.—The recording bands and instrumentalists will hold sway again at Club Harlem for the coming season, with proprietor Stan Cooper already buying up enough attractions to keep the room going into 1952. Club policy calls for weekly change of bandstand attractions who give out for listening only and not for dancing at this large room. Buying from the field, new season will get under way September 10, with Duke Ellington making his first nitery appearance in this town. With the Labor Day week still to be set, Harlem has Charles (Yardbird) Parker opening Monday (13) and Lucky Millinder for the August 20 week.

Already set to follow Ellington are Buddy Johnson, September 17; Paul Gayten band, Larry Darnell and Chubby Newsome, September 24; Earl Bostic, October 8; Dinah Washington, October 15; Erskine Hawkins, October 29; Bullmoose Jackson, November 5; Louis Jordan, November 19; George Shearing, December 3; Gene Ammons, December 17, and Nat (King) Cole for the January 28 week.



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"OPEN-HOUSE" GRADS

TV Fattens Dagmar's, Leonard's Purses for Cafe, Stage Bookings

Continued from page 1

Show. She did a small bit and got \$50.

In addition to Berle's paying Dagmar's commission, he will also have to supply the material. To make it still more interesting, Dagmar has been offered \$3,500 to go on Berle's first Texaco telecast of the season. The gal recently turned down a three-day-er at the Atlantic City Steel Pier

for \$3,500. If she goes to Chicago with Berle, she'll get \$10,000.

The day she agreed to go into the Roxy, the Paramount offered her \$7,500 to go in with Jan Murray.

Jack E. Leonard has also done well in the theater, club date and cafe field. He attributes it entirely to *Broadway Open House*. Before he got the show, his top theater salary was \$1,750. He has since turned down \$2,000. He was offered \$2,000 for a four-day date at Atlantic City and \$1,000 a day for two days in Reading, Pa.

While on the *Broadway Open House* he was offered \$2,500 for a guest shot on the James Melton show. Before *Open House*, his club date salary was \$250. It's now \$500 a shot.

Leonard went on originally for *House* on a 26-week deal. With

the show going off after 13 weeks because of sponsor objection to the 33 1/2 rate rise plus not enough outlets, the National Broadcasting Company owes Leonard 13 weeks or \$26,000. Leonard is now dickering for a new show, a 30-minute stanza, which will have a variety format.

WHAT'S A PACT

AGVA Poser-- Is an Okay A Contract?

NEW YORK, Aug. 11.—Is an okay good enough or must there be a written contract signed by both parties in the problem over which the American Guild of Variety Artists is now wrinkling its forehead.

In the past, AGVA had insisted that before any claim could be made (salary or commission) a written contract must be produced. No contract, no claim. Then along came two cases, both in one week.

The first was Buddy Lester, who was supposed to have opened at El Rancho Vegas, Las Vegas, Nev., on an okay but no written contracts (see separate story, this section). The second involved Rod Alexander and Bambi who had okayed a date at the Chicago Palmer House, held the contracts for six weeks, during which time the hotel bought costumes for them, only to notify the hotel they couldn't play the date.

Under AGVA custom neither Buddy Lester nor the Palmer House has any claim. But custom was thrown to the winds in both cases. In the case of Alexander-Bambi against the Palmer House, AGVA said "we are investigating." In the matter of Lester against El Rancho, AGVA has notified all agents not to book the room without a written contract. An okay is not enough to make its case against El Rancho still stronger, it notified the spot that henceforth it would have to put up a \$7,000 bond. Its present bond is \$2,000.

Rancho Vegas Op Threatened By AGVA Action

NEW YORK, Aug. 11.—El Rancho Vegas, Las Vegas, Nev., has been ordered to pay Buddy Lester \$4,000 on a play or pay deal, or face action by the American Guild of Variety Artists for failure to abide by its verbal contract.

Lester was to have opened Wednesday (1) with Beatrice Kay and a June Taylor line. Both Lester's date and the Taylor line were set by Charlie Yates. When Lester appeared in Vegas two days ahead of his opening, he claimed that Belden Kettleman, El Rancho op, brushed him on billing. Lester further charged that, tho Miss Kay's name was up in lights and on table cards, his wasn't mentioned.

Kettleman denied having any contract with Lester. Actually there was no written contract but a verbal agreement, because Kettleman insisted that the contracts go thru the William Morris office. Subsequently these did go thru that office, but when opening day came around Lester wasn't permitted to open.

The June Taylor line was mixed up in a similar hassle. Girls were sent out on an eight-out-of-10-week contract. Deal was also started by Yates. But as in the Lester case, Kettleman refused to sign unless the deal was made thru the Morris office. In the Taylor case, however, a contract was signed by Kettleman. But on the day the line arrived Kettleman gave the kids a four-week notice and, according to AGVA's Henry Dunn, insisted they sign a release or he wouldn't pay their return fare.

The Morris office denied having any exclusive with Kettleman. Dunn consulted with Eddie Rio, AGVA's West Coast chief, and then ordered Kettleman to pay Lester's salary.

In the case of the line, Miss Taylor will be held responsible, said Dunn, because she issued contracts to each of the girls and they were therefore in her employ.

Kilby-Green Form Agency

NEW YORK, Aug. 11.—Harry Kilby will join the Leonard Green agency which in turn will change its name to Mercury Artists Corporation. Kilby will become a vice-pee and general manager, splitting his time between the New York and Miami offices.

Leonard Green will become the president of the new set-up. No other changes are planned for the office. Art Gordon, Kilby's assistant in Miami, will stay on with the new set-up, as head of the office.

A year or so ago, Kilby resigned

from General Artists Corporation as a vice-president in charge of the act department. He moved to Miami and opened offices there. Talks between him and Green were started in Miami and developed into the new org last week when Kilby came to New York.

DE WOLFE BITES LAZAR'S MITT

HOLLYWOOD, Aug. 11.—Years ago when Billy DeWolfe was brought into Music Corporation of America he was assigned to Irving Lazar. Lazar, at a loss what to do with him, asked, "What do you do?" DeWolfe asked that he be given a club date so Lazar could see for himself. Subsequently, Lazar arranged a date and saw DeWolfe work. The next day the latter called on Lazar at his office and asked him what he thought. Lazar looked at DeWolfe and said, "I saw your act, but tell me, what do you do?" A short time ago DeWolfe was in a local restaurant when Lazar entered. "Hello, Billy," he said, extending his hand, "Remember me? The old days at MCA . . . ?" DeWolfe feigned unrecognition. "MCA? What do you do?"

AGVA Hangs 'Keep Out' Sign In TA Hassle

Nat'l Office Warns Agents Stay Clear Or Face Revocation

NEW YORK, Aug. 11.—The American Guild of Variety Artists' national office entered the rhubarb between Theater Authority and AGVA's West Coast director, Eddie Rio, by ordering all talent agencies to keep out of the shindig or face possible revocation of their franchise.

Henry Dunn, AGVA topper, sent a letter to Bill Kent, head of the Artists' Representatives' Association, dated August 8, reading: "We have been informed that members of your organization have been taking it upon themselves to defy the edict of AGVA by instructing members of AGVA to perform at benefit shows on the West Coast without first having the show cleared thru AGVA. . . . We deem it highly improper for any agent or agency operating under an AGVA franchise to advise our members to disregard the instructions of AGVA. Aside from subjecting our members to disciplinary measures by AGVA, we wish you to advise your membership that any conduct by them in defiance of AGVA's rules will subject them to loss of franchise."

The battle had its start in the East about a year ago when Dunn and AGVA's national board pulled out of TA, charging too many benefits and unequitable splits in the take.

Confab Advice

The divorce did not extend to TA on the West Coast. However, Eddie Rio charged in the recent convention that situations which resulted in AGVA's pulling out of TA in the East were occurring on the West Coast. The convention, thereupon, authorized Rio to pull out of TA when he and the Coast executive board thought such move advisable.

Various statements were issued by TA and West Coast AGVA, all brought about by TA's plan to have a show between halves of a Rams-Redskin football game skedded for the Coliseum August 15. Rio said no show without a contract. TA said, in effect, "Let's see you try," and then the national entered the picture.

The national's entrance was made when it was claimed that one of the top talent offices had instructed three of its acts to play the show. Subsequently, Dunn phoned Morris Schrier, Music Corporation of America exec; Nat Lefkowitz, Morris office, and Art Weems, General Artists Corporation. They all denied knowing anything about the controversy and promised to take steps to see that none of their representatives entered the hassle. Dunn's letter followed, making Rio's action official.

Earl Carroll's Sets Musical

HOLLYWOOD, Aug. 11.—A corporation to be known as Show Enterprises is being set up to produce an original musical revue titled *Holiday for Love*, skedded to reopen Earl Carroll's Theater Restaurant August 30. Niteries has been dark since April. Producing group is comprised of Harley Hardman, Francis (Bunny) Weldon, Carter Wright and Gerald Dolin. Foursome is leasing the spot from Owner Frank S. Hofues. A minimum of \$65,000 will be spent to open the revue which is in for a 12-week run.

Holiday will be in two acts, split into 35 scenes and utilizing a cast of 50. Music and lyrics are by Wright, with Dolin fronting a 14-piece pit ork. Band will play for dancing before, between and after the show. Rehearsal gets underway Wednesday (15), with bonds totaling close to \$7,000 posted with American Guild of Variety Artists and American Federation of Musicians.

Show Enterprises is negotiating to televise selected scenes and numbers for release on local TV stations. Video plans are in the early stages.

Plan Negro Vaude Loop In Florida

MIAMI, Aug. 11.—A Negro vaude circuit in South Florida is being planned by Wometco Theaters, which operates nearly 40 houses in this area.

Altho Negro acts have played one Wometco house—the Grand Theater in West Palm Beach—during the past three years, at least two additional theaters may be made available by next winter. One is the new Bunche Theater in Opalocka, near Miami; the other is the Ace Theater in Coconut Grove, within the confines of Greater Miami. Latter, however, will require the construction of a stage.

Vaude units, name bands and road shows are being sought for the three-house circuit, with nine days playing time guaranteed. In past years, the Grand Theater played such units as Charlie Taylor's Brown Minstrel Models, Irving Miller's Brown Mannequins, and the Dark Town Scandals, on three-day dates.

As in the past, acts would be combined with screen features, according to Elmer Hecht, district manager in charge of Wometco's Negro houses. He stressed that no acts have been booked as yet and none will be booked until the circuit plans are sewed up.

L. A. INNS, NITERIES FACE TALENT BATTLE

New Statler, Competing With Other Hotels and Clubs, Tightens Pressure

NEW YORK, Aug. 11.—A struggle for position in the talent race is expected to break out among three Los Angeles hotels, with the battle lines drawn in New York. The fracas is expected to be joined when the new Statler starts running next June.

The participants in the race for attractions and available talent will be the Schine chain's massive Ambassador, the Biltmore and the new Statler. Each Hotel will maneuver for position with such shows it hopes will take the competitive play away from the others.

The battle started when the Ambassador turned over its show problems to Tony Cabot and Dave Michlin. The Biltmore, heretofore going along in easy fashion, promptly countered with an increased talent budget in its Biltmore Bowl. It has since become an open secret that Biltmore wheel, Barron Long, doesn't intend to be squeezed out of the talent race and that the talent budget for the Bowl will be in-

creased, perhaps even doubled in the near future.

The Statler, now in the process of building on Wilshire Boulevard, near Figueroa, in the downtown section of L. A., has had its ups and downs. Construction has had many setbacks. First it was scarcity of materials; then it was government restrictions. It now is planning to open in June. But despite the fact that the opening is many months away, the Statler has already asked the major booking offices for bands and attractions.

In this coming competitive race the Ambassador seems to have the inside track. Having already played some big names, it has established itself to some extent and has deals in the fire for future attractions.

The hotel race will be more intensified because the two clubs on the Strip, Herman Hovser's Ciro and Charlie Morrison's Mocambo, are also angling for the same attractions. With the clubs and the hotels bidding against one another, attractions will be that much harder to come by.

Talent agencies claim that this race will boost salaries, tho they claim they'd rather book their names on an orderly basis without the contemplated heavy competition. But whoever gains, it looks like a free-for-all in the coming months.

PLEDGE ACTION

AGVA Sets Up Committee on Racial Bias

NEW YORK, Aug. 11.—Machinery has been set up by the New York branch of the American Guild of Variety Artists to handle grievances on racial discrimination particularly those concerning Negro performers.

The newly appointed committee, headed by Elaine Ravel, promised that all complaints will be treated confidentially. Prompt and vigorous action was promised in each case. Specific complaints should be addressed to the Committee Against Discrimination of Negro Variety Artists, care of Jimmy Lyons, AGVA, N. Y.

New Act Policy At Queens Cafe

NEW YORK, Aug. 11.—The Queens Terrace on Long Island will go into a mass-class cocktail lounge policy starting September 10 with Walter Bloom as the exclusive booker.

Spot, a long time nabe cafe with about 600 seating capacity, has been running for many years using semi-names, acts and occasional names if available at a price. The cafe will continue to operate as a banquet hall except Saturday nights when a small show will be added.

The chief change will be in the upstairs room which is now being renovated with a stage at one end, a center bar and leather lounges at an estimated cost, according to Lou Vullo, op, of \$60,000 to \$70,000.

Show policy will call for three units plus a couple of singles. The opening show will have Len Carrie and His Krackerjacks, Sins and Lee, Don Herman; Jud Marlow, singer, and another canary to be added.

Combo Houses Hold Up Okay

NEW YORK, Aug. 11.—The Radio City Music Hall was still up there last week with the Paramount, running it a close second. The rest of the combo houses held up okay but nothing like the two front-runners.

Radio City Music Hall (6,200 seats) counted another lusty \$160,000 for its third frame with *Show Boat*, plus the Myrons and Marilyn Murphy. Bill started with \$167,000 followed by \$163,000.

Roxy (6,000 seats) did \$66,000 for its preem week with Mr. Belvedere Rings the Bell, the ice show, Hurricanes and Florian Zabach.

Paramount (3,654 seats) ran the Music Hall a close second with a terrific \$94,000 opener brought in by *That's My Boy*, the Modernaires, Helene and Howard, and the Bob Chester ork.

Palace (1,700 seats) did \$19,500 as against \$20,000 the previous week. New bill has Dusty Fletcher, Larry Nixon and Best of the Red Men.

Extra Added

New York

Some of the big talent offices are doing a burn about their acts going on disk jock shows and complaining that their offices don't give them work. Acts who make this claim via the air will be called in and given their releases. Smaller acts, naturally.

Penny Morgan, Columbia Broadcasting System talent buyer, is now in Europe trying to get some foreign talent. . . . Samoa Club performers have the easiest jobs. In testifying before an unemployment insurance referee, they swore they run their own shows, come in whenever they like, can take time off whenever it suits them and when they work do as little or as much time as it suits them. They weren't asked if they share in the cash register.

Maxie Rosenbloom, current with the national company of "Guys and Dolls" showed his pay envelope—98 cents. All the judgment holders are taking pieces. "It's downright embarrassing," said Rosenbloom, counting the loot.

Arthur Wirtz and Sonja Henie are a 'feudin' over who'll do the ice shows next season. . . . The George Hamid—American Guild of Variety Artists talk last week-end blew up. Hamid was given 90 days notice by union. . . . Leo Fuld is doing 40 concerts in Israel.

Larry Adler heads this month's bill at the China Theater, Stockholm, Sweden. He is reported to be drawing a weekly salary of \$824.50, which is considerably higher than usual top rate at this spot. . . . The Delta Rhythm Boys and the Six Scandal Beauties are at the Nojesfaltet Amusement Park.

Charliet Brett, Boston, and Russ Wright, Detroit, were nominees for AGVA's national board, but due to an error their names were omitted from the ballot. However, both helped keep the record straight by withdrawing their candidacy.

Tony Canzoneri and Lou Nelson are doing a new two-act. Mark Plant, the third man in the act, is now in TV. . . . Rod Alexander and Bambi, set for the Palmer House, Chi, okayed the date and later canceled. . . . Evelyn Knight due at the Palmer House August 23, fell out and Mary McCarthy will go in instead. Miss Knight will lay off for a time to undergo an operation.

Philadelphia

Herb Kenny, who was until recently the talking voice with the Ink Spots, won a \$25 reduction in the \$75 weekly support order the local courts last year decreed he must pay his estranged wife, Gloria, a local girl. Superior Court ordered the reduction when Kenny proved his total net income for 1950 was only \$5,055. . . . Big Bill's closed for a fortnight to give the service staff a vacation and is skedded to re-light August 6 with Peggy Clark making for an "Alligator Girl" bally attraction.

Dave Harris is the new operator of the midtown Drury Lane Inn, taking over the musical spot from Lou Berg. . . . Kay Gayle's making her first local appearance at the Celebrity Room. . . . Pat Terry is first-timing it at Chubby's, New Jersey, starting July 30,

when Rosemary Clooney comes in to head the mid-summer revue. . . . Weber's Hofbrau, Camden, N. J., nitery which was razed by fire recently, will be rebuilt by John Weber in the same style.

Latin Casino set September 18 as the date for reopening, with all following shows to start on a Thursday night to make for regular weekly changes. . . . Al Antonio makes his out-of-town debut at the Show Bar, Boston. . . . Adolph Marks, identified with the management of the Embassy Club for many years and prior to that operating his own Colony Club here, left the city to take over the operation of the dining room, cocktail lounge and cabana club at the new Warwick, Atlantic City. . . . Lew Tendler's will be the originating point for Steve Allison's late evening disk jockey gabfests via WPEN.

Hollywood

Felice Shaw has auditioned for an important role in the revue, "Spice of Life," which bows next month at the Las Palmas Theater. Show already has Johnny Downs. . . . The Musicloans (3) now at the Trade Winds, Inglewood, Calif. . . . Associated Booking Corporation has a 90-day option with comedienne Stella Brooks. . . . Arthur Blake is set for the Bar of Music August 30. . . . Following his role in Columbia's "Thief of Damascus," Robert Clary is negotiating for a third film at the flickery. . . . Billy Williams Quartet bows August 17 at the Tiffany Club. . . . Harry Ranch troupe (two gals, seven guys) open a four-week stand at the Paris Inn, San Diego, August 21.

American Guild of Variety Artists has warned the Del Mar and Deauville clubs, Santa Monica, Calif., that any acts participating in their proposed TV talent preview nights must get AGVA scale in addition to TV salary. Gloria Coombs is producing the shows along with clubs' owner, Roger J. Cunningham. . . . France Fay is at Charley Foy's Supper Club in the San Fernando Valley. . . . Victor Marchese currently at Mocambo, is being set by Associated Booking Corporation. . . . Oasis is negotiating for Lionel Hampton, Louis Armstrong, Duke Ellington, Les Brown and Louis Prima. . . . Stella Brooks bowed at the Hague Thursday (2).

Miami Beach, Fla.

Lenny Kent followed Dorothy Claire into the Blue Sails Room of the Sans Souci Hotel Friday (10). . . . Alan Gale reopened his Celebrity Club after adding a kitchen to the premises. . . . Henny Youngman looking for a publisher for a Yiddish version of "Come On-A My House," which he did with double-talker Al Kelly. . . . Zorita made a return appearance at the Gaiety Club August 9. . . . Buddy Freed, pianist in Les Rohde's Olympia Theater band, offered job as accompanist for Rosemary Clooney. . . . Comedy team of Bob Stoner and Ellen Dennis (warbler Beverly Dennis' sister) topped the recent bill at Saxony Hotel's Shell-i-Mar Room. . . . Joyce Bryant replaced Juanita Hall at the Five o'Clock Club. . . . Cafe thrush Cindy Heller recently vacationed at the Roney Plaza. . . . Colonial Inn, one-time plush

spot, will operate next season as a Swedish-type eatery.

Miami

Dave Fisher and Larry Stewart are still at the Sherry-Frontenac, racking up a full 10 weeks. . . . Bill Jordan shutters his Bar of Music August 18 for a couple of months abroad. . . . Pianist Henri Rose, originally in for a week at the Saxony's Bamboo-La-Lounge, is now in his 17th month. . . . The Five o'Clock Club's Norman Schuyler has purchased the Sky-Line Room of the Bayshore Royal Hotel, Tampa. In association with Sam Barken, former Miami Beach night club owner, he will operate the new spot with a name-act policy. . . . Mercury recording vocalist Richard Hayes has been held over at the Nautilus Hotel's Driftwood Room. . . . Plans are drawn to convert Mother Kelly's long-time intimate Beach bistro, into a drive-in, but no date set yet for transformation. . . . Comedian Joey Bishop followed Ben Blue into the Casablanca's Morocco Room.

Here and There

The Three Craddocks, zanie French comics, head the vaude bill at the Casino Theater, Oslo, Norway. Other acts are Sid Plummer English comedy xylophonist; Rosy Baron, ventriloquist, and Laly Patrick, dancer. . . . George and Tim Dormonde, screw-ball English unicyclists; Henry Wilson, mimic; Colani and Colani, whistling novelty; Two Evellos, foot jugglers, and the Splendid Trio, roller-skaters, are at the China Theater, Stockholm, Sweden.

Kling Expanding

Continued from page 7

featured Kenny Roberts, (Coral recording artist); Karl and Harty (Capitol); Lulu Belle and Scotty (Mercury); Johnny Bond, of the Gene Autry cast (Columbia); Salty Holmes (London); Grace Wilson, Wade Ray (Capitol), and others. Niles sold the series in seven Southern markets to a tobacco sponsor and to a drug outlet for four Eastern markets. The Barn Dance series is being produced and written by Bill Bailey, local country music promoter who does Cactus Jim on the National Broadcasting Company TV moppet show of the same name.

Orkster Vaughn Monroe will be featured on the second series, called Vaughn Monroe's Wonderful Toy Shop. Format will feature Monroe singing and acting, is pointed toward moppets, and is built around a toy character belonging to Monroe, who has an enterprise called Stories for Young America, which has marketed several novelty toys. The show will feature animated cartoons, sandwiched between Monroe's appearances. The 13-week series will be ready October 1. Three episodes are already completed. Featured cartoon character is Mr. Puff Puff a Young America toy.

Kling, with sales and production offices in Detroit and New York, in building its TV sales department, has appointed Al Berg sales manager.

Niles recently picked up 150 10-minute sound comedies from Hollywood Film Enterprises. Featured use names such as Marie Dressler, Buster Keaton, Wheeler and Woolsey and Charley Chase.

Niles is in the process of shooting the first five of a series of half-hour shows, based on the life of Yellow Kid Weill, which will be emceed a la Somerset Maugham by Weill. Series is patterned after the Weill book, *The Master Con Man*.

Burlesque Bits

By UNO

Due to illness Charley Uno turns this week's column over to a pinch hitter, Charley should be back next week.

WINNIE GARRETT returned to Club Samoa, New York, Monday (13) for an indefinite engagement. . . . Bobb Lang and Gayle Page, after a 10 days' vacation with Bobb's parents in Indianapolis, open Thursday (16) at the Gaiety, Detroit, for two weeks.

Jack Birmingham, former Columbia Wheel, circus and carnival advertising agent, recently returned to work after a year's layoff due to a heart attack. He billed King Bros' Circus and the B. Ward Beam auto thrill show in Portland, Me., in addition to

laboring nights at the local harness racing track. Jack will leave Maine September 15 for his home in New Orleans. . . . Jack Montgomery writes from Chicago that his protegee, Bobbi Bruce, is being held over at Minsky's Rialto for a fourth week, and that Jin Jan Jones is working Club 19 in the Windy City. Under Jack's direction, Gensie Marr will work as a producer in Milwaukee for Charlie Fox. . . . Danny Jacobs was forced to leave Toledo and return to Wilkes-Barre, Pa., for surgery July 28. Following a successful operation, Danny was discharged from the hospital August 7 and is resting up at home. —TOM O'CONNELL.

Hocus-Pocus

By BILL SACHS

BILL BAIRD and Florine, now playing in Los Angeles, postal that Mardoni and Louise are at the Biltmore Hotel there, with Dell O'Dell originating a weekly television show from there. . . . The Haskells are playing in and around New York. . . . The magical Johnstones are back in Chicago after squeezing in a fast seven-day vacation at Ware, Mass., where, George says, he gave lobster and fried clams a heavy play. . . . Milbourne Christopher, who played a return on the Garry Moore show over CBS-TV July 30, followed with the "Family Hour" over ABC-TV August 5, and the Arthur Murray show over NBC-TV August 6. . . . Doc Weiss, escapologist, was a visitor to Hubert's Museum on New York's 42d Street one day last week where he says he found Prince Julian giving a solid performance with card and billiard ball manipulations and comedy magic. . . . Seymour, comedy magician, infos from his Little Rock headquarters that he will play a number of county fair dates thru that sector prior to ushering in his school and theater season late in September. . . . Thomas A. Henricks (Thomas the Magician) has been inked for three performances at the International Typographical Union Convention to be held in Atlanta August 18-24. . . . Fred Landrus (Landrus the Magician) throws a rave via the typewriter on the bang-up time he had at the Magicians' State Picnic held at Rocky Springs Park, Lancaster, Pa., August 5. Magicians were present from New York, Ohio, New Jersey, Maryland and Pennsylvania. Landrus says, with a number of dealers also showing their wares. Heading up the picnic show were Reidel and Company, Hertzler, Ames and Rettew.

BLACKSTONE hopped into Pueblo, Colo., for a single performance Sunday, July 22. A skedded matinee performance was called off when Blackstone failed to make it in time, due to heavy rains. Notably a dull Sunday town, Pueblo gave the master rabbit-hider only a half a house. Those who caught the show, however, heaped much praise upon Blackstone's performance. Among magi present at the Pueblo showing were Weldon the Magician, who has been doing shows in Oklahoma, and Robert L. Johnson, who has been working clubs in and around Pueblo. From Pueblo Blackstone jumped to Camp Carson at Colorado Springs, Colo., and then back to Denver to play Fort Logan. . . . Russell Swann was a feature of General Electric's "Guest

Neighbors No Like

ATLANTIC CITY, Aug. 11.—An injunction designed to compel the new Warwick Apartments and Cabana Club in the resort's exclusive Chelsea neighborhood to discontinue operation of its bar and supper room, parking lot and swimming pool was filed this week in State Superior Court, Trenton. Action was filed against operators of the Warwick by eight residents in the vicinity. It charged that operation of the commercial projects is in violation of deed restrictions and a 1938 municipal zoning ordinance.

New San Antonio Club

SAN ANTONIO, Aug. 11.—Andy Rice, night club emcee and comic who has worked in this area for several seasons, has opened his own night club here to be known as the Circus Club. Rice, who owns, operates and manages the club, will also work in the show. Also on the bill are Rose Marie Conlon, singer and accordionist, and Emile Parra, acrobatic dancer and singer.

House" TV show Sunday night (12). . . . Frank Garcia is vacationing at a dude ranch in Connecticut. . . . Joe Zinman, attorney-magician, is back in New York after a two-week visit in Miami Beach, Fla., where he presented afternoon kiddie shows on the terrace of the Versailles Hotel. . . . Andy Furlong and Gardini are reportedly putting the finishing touches to a new rising-card mechanism. . . . George Schindler, Brooklyn baffle, continues to divide his time between writing gag material and playing an occasional date on the Borscht Belt. His sister, Eleanor, is due back in New York Tuesday (14) after a month's tour of Hollywood. George's ex-partner, Lea Kane, is reported catching on nicely on her own as a pop singer. . . . D. Robbins & Company, New York, shoot us a copy of Robert Orben's 40-page booklet labeled "One-Liners," containing over 600 short gags for comics. Robbins is the exclusive distributor for the works. Orben plans to follow his first edition with others at regular intervals. The initial publication, which bears no price tag, is loaded with sharp material for the comic or emcee.



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Riviera, Fort Lee, N. J.
(Thursday, August 9)

Capacity, 1,025. Price policy, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Seth Babits. Estimated budget current show, \$10,000.

Two new acts are keeping the big room filled to capacity for the first show and satisfactory business the second. The headliners are Peter Lind Hayes and Mary Healy, who haven't worked a New York club for years. Their absence from the local cafe field, however, hasn't dimmed their abilities. They're still the classiest two-act in the business. They work extremely well, have some excellent new material, and radiate charm like few performers do. In fact, they were so good on show caught that even the agents who don't book them grudgingly admitted they were something special.

Hayes' acting ability was highlighted in a torch carrier's drunk routine. His combination of tragedy and comedy was blended with a rare skill that is the hallmark of a prime performer. Miss Healy's excited little contrived flutterings were equally funny and made doubly hilarious by Hayes' contributions. Her rapt lyricism of *Star Dust* while Hayes is out front making like a customer, tho not new with the team, was funnier than ever. One of the high spots was caricature duet, with Miss Healy doing an Ethel Merman and Hayes doing a Russell type. Another walloper was a two-act bit with Hayes as Mario Lanza and Mary as Judy Holliday. The contrast of a Lanza's booming and Holliday's piping was side splitting.

The Blackburn twins, with Pam Cavan, started off with backstage handicaps. Material had to be dropped and shifted because of its similarity to that in the Hayes-Healy catalog. But despite this drawback, the act was a solid hit. The close-order, three-part dancing was fine, the singing was well done and the performance, generally, was of a high order. On any other bill the Blackburns and their new partner, would have been show-stoppers. As a matter of fact, they did just that in the second show.

The rest of the bill is basically a holdover, with the line still the best in town. *Bill Smith.*

Night Club-Vaude Reviews

National-Scala, Copenhagen
(Wednesday, August 14)

Capacity, 1,500. One show nightly. Price policy, no cover, no minimum. Booked by Ernest Sahlstrom.

The first half opens with a dance number by the Hoffenstahl (2) Sisters and Karl Rath. The girls, in crinoline, use a huge mirror frame as background for graceful waltz routines with male partner. A neat but slow opener. Norma Berendtsen, a stunning brunette operatic vocalist, in strapless gown, clicks solidly with a medley of operatic and light opera airs in French and German. She has splendid, powerful voice and knows how to sell.

Ken Flandrake, excellent pianist, is on for 20 minutes of good music, but the audience put in the time polishing off their dinners. Flandrake plays the regular show, the midnight show in the Scala-Salon and a session with his songstress-wife, Eva Dreyer, in the Scala Bar. The Hoffenstahl girls and Rath return and go thru a series of mechanical doll routines.

Second Half

After 20 minutes of peppy dance music by the Aage Jule Thomsens orchestra, the second half starts with the appearance of Carl Ames and his harp. Ames is extremely popular in England and on this, his second tour of Scandinavia, is equally big. He actually stops the show after romping thru a diversified lot of tunes, including his own arrangement of *Lieberstraum*—sans accompaniment—*Donkey Serenade*, *Easter Parade* and *Tipperary*. He was obliged to beg off after two encores, for which he played *Annie Laurie*, with violin accompaniment by leader Thomsens, and *Auld Lang Syne*. This chap is a natural for New York and video, and is equally good for plush clubs, vaude or outdoors.

Maintaining the stepped-up tempo, the Six Rays a husky fem and five males, burn up the stage with whirlwind tumbling. To catch their breath they interpolate a few pyramids and balancing stunts, but their main dish is top-bracket tumbling. A very nifty looking troupe—good for any spot. The Hoffenstahl-Rath trio spring their best number, a socko can-can burlesque. This must be seen to be appreciated. Facing front the girls are sexy French danseuses—when they turn their backs they are prim, black-gowned Quakeresses, with grim-featured masks attached to the backs of their heads. The effect is grotesque but amusing. It could be used effectively on video.

Top Balancing

The closing act, the Two Brunos, is the best hand-to-hand duo of the present generation. The top-mounter formerly was a member of the Two Manginis, also a top-bracket act. The two boys perform the most difficult of lifting and balancing feats with an ease and smoothness that makes the act outstanding. They bowed off to a big hand.

The National-Scala continues to draw packed houses despite stiff competition from the Tivoli amusement park, Schumann Circus and other big play spots surrounding it. *Ted Wolfram.*

Palace, New York
(Thursday, August 9)

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

While no one act on this week's 10-act bill was outstanding, the whole layout ran off as a good 80-odd minutes of solid entertainment. June and Martin Barrett opened with a neat tap and soft-shoe turn and impressed with nice timing and effective use of hands. Just a little more flash would have made this a stronger turn.

Dolly Barr, in the deuce, ran thru roller-skate terping interspersed with some baton twirling and acrobatic bits. Gal's looks and personality added enough to get her off to a good mitt. Ben Yost's Mimic Men (3) came with a special material intro, some stale gags and a couple of slapstick bits. They didn't get rolling until they went into a series of satirical impressions. Despite a take-off on Mrs. Eleanor Roosevelt, which was in bad taste, the boys finished strongly with a *South Pacific* tumult medley.

Jimmy Jimae and Company drew big mits for some slick sleight-of-hand work with cards, cigarettes, cigars and pipes. Jimae worked in tails, with a blonde dressing up the act. The standard torn paper trick got him off to a solid hand. Al Norman's eccentric terping sold well, drawing yocks. With some stronger patter, he could have been a sock act. Soprano Lorraine Bridges, despite a somewhat strident pair of pipes, walked off to sustained applause after three light classical selections. Gal looks good and filled the house with a big voice.

Dusty Fletcher, in for a repeat, added some new material to his *Open the Door*, Richard routine. He still throws lines in the same expert manner. Finishing with a fast terp bit with a male partner, the standard act went off strong. Yvonne, Clavel and Farrar, also repeating, were particularly strong with their male-and-two fems ballroom routine. Costuming, timing and all were sparkling. Larry K. Nixon showed as an above-average stand-up-and-throw-'em comic with some okay patter delivered well, and a good characterization of a guy making his first plane trip.

Layout closed with the standard Edwards Brothers acro turn. The three boys wound up as one of the strongest acts on the bill. *Pic: Best of the Badmen. Joe Martin.*

Blue Sails Room, Sans Souci Hotel, Miami Beach
(Tuesday, August 7)

Capacity, 300. Show at 11:30. Price policy, \$2.50 minimum. Booking, non-exclusive. Publicity, Irving Mandell and Stu Newman. Estimated budget this show, \$750.

Playing to a bigger box office than any attraction in this room since George Price's date last year, Lenny Kent kept the crowd howling for an hour and 15 minutes on opening night, and he didn't even punch out his well-known resume.

Altho basically the same act he's been using in California and Eastern spots during the past year, he's added a flock of topical gags, spiked with an abundance of blue material. On top of that he sneaks in a bundle of Yiddishisms—some of which, particularly an entire routine based on the Star of David, are in bad taste.

His Texas bit, of course, still has a prominent place in his repertory, as does his very funny Jack Cole satire and a new impression of Billy Daniels which had the people screaming. In addition, he's generous with references to other performers, most of which are the butt of gags which even the squares in the crowd could fathom.

The sourest note of all was his introduction by the emcee: "Lenny Kent, America's greatest comedian." *Herb Rau.*

NEW YORK, Aug. 11.—In last week's review of the Paramount show, Helene and Howard were mistakenly listed as Lee and Howard. Sorry, kids. But what with the hot, muggy weather, things can happen.

Oriental, Chicago
(Thursday, August 9)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Six shows daily. House booker, Charley Hogan. Show played by Sherman Hayes' house band.

House is banking on a big four-week pull for Martin and Lewis' latest flicker, *That's My Boy*, with the stagershow merely as filler. Because of too many novelty acts on the bill, Peg-Leg Bates does third spot, and his successors, Ross and La Pierre, are pretty much anticlimactic.

Bates easily drew the biggest hand of the show. Went thru his standard one-pin tapping, with his encore bit, the tap across the stage on one pin, drawing salvos. Ross does a terrific job of doing instrumental impresoes, sans hands even on the wah-wah trumpet effects. He also runs the gamut of general music, with Anita La Pierre walking on near the end to do an okay French number. Wind up to good mitt with her piping while he does the trumpet impress obligato.

Dolinoff and the Raya Sisters did their entire 15-minute standard act, opening with their fine costumed toy dance and then going into the stage blackout, while Dolinoff does the trick lifts. Got swell hand for an opening act.

Bill Hughes put his controversial crow, Blackie, thru its paces. Crowd is at all times puzzled as to whether the bird is real and guy gets rapt attention. Hughes, who has worked local cafe and TV, should mix up the lines a little, for it's getting to sound like he's using a phonograph record for the bird's repartee. *Johnny Sippel.*

Olympia, Miami

(Wednesday, August 8)

Capacity, 2,170. Four shows daily. House booker, Harry Levine. Price range 62 cents-\$1.03. Show played by Les Rhode's house band.

Just about par for the course is the current show headlined by Art Lund, with comedian George DeWitt as the extra-added. But it remained for the blind marimba player, Pierce Knox, a Horace Heidt winner, to cop the biggest hand.

Lund and DeWitt

Lund sang everything from the oldie *Blue Skies* to the theme of Bing Crosby's new pic, *Here Comes the Groom*. DeWitt kept the laughs coming with impressions of TV, movie and public personalities.

The show opened with the Olympia Duo, a roller skating team specializing in fast swivels on a small round platform. Midway in the program are the Albins, comedy dance team, who also clicked here. Les Rhode's band cuts the show in its usual fine style. *Pic: Hard, Fast and Beautiful. Herb Rau.*

Copacabana, New York
(Thursday, August 9)

Capacity, 610. Price policy, \$3-\$4 minimum. Shows at 8:30, 12:30 and 2:15. Operators, Jules Podell, Jack Entratter. Booking, non-exclusive. Publicity, George Evans Associates. Estimated talent budget, \$5,000.

Continued from page 3

baby face. It was obvious that she needed coaching on what to do with her hands and a better appreciation of getting off when ahead. Her Yiddish *Momma* may have been advised by somebody who told her the Copa crowd goes for it. Maybe it does, but Miss Shelton is too good a singer to need something maudlin to get them, even tho it was a big record in England. Indidentally, a few Dixieland arrangements for the band on *Some of These Days* and *Mississippi* might add still more zest to an already outstanding singing performance.

Miss Shelton should go places in this country on voice alone. There's hardly a fem singer in the pop field today that can touch her.

The Clark Brothers, a standard theater act, almost killed themselves trying to impress. The two boys are a solid theater act; they're not for the Copa.

A little girl singer, Jane Lothian, working the productions, also displayed potentials. A pretty girl, she sang competently. *Bill Smith.*

Cocoanut Grove, Ambassador Hotel, Los Angeles
(Tuesday, August 7)

Capacity, 960. Price policy, \$1.50 cover. Shows at 10:30 p.m. Owner, Schine chain. Manager, Ashton Stanley. House bookers, Tony Cabot-Dave Michlin, Press, Tommy MacLeod. Estimated budget, this show, \$4,000. Estimated budget, last show, \$7,000.

Salute to Latin America, with Tito Guizar, Lina Romay, Lola Montes and Carlos Molina ork, could pack plenty of zing but unfortunately misses fire. Individually, each participant delivers but the package as a whole lacks pace, organization or a sense of direction. Revue fails to build in interest, and seems far too long. On opening night, it was further weakened by the fact that the show immediately followed the regular Tuesday night Hawaiian festivities, Ruth Roman, hula girls and all. Combination of the Hawaiian and Latin shows stretched the entertainment far beyond proper measure and tended to tire the patrons.

Lina Romay, a dynamic bundle of song and personality, clicked solidly with her tobasco stylings, changing pace easily from *Not for Me*, to *Tico Tico*, *I Get Ideas*, *Gay Ranchero*, *I'm Glad There's You* and *Chiu-Chiu*. Lola Montes, flanked by Carolina Lopez and Maria Vasquez, pleased with her Spanish dance routines, registering particularly well with a spirited version of *The Fire Dance*. Tito Guizar suffered from having to double as warbler-emcee, but song-wise he was in good form. His anxiety to please the opening night's crowd caused him to be a little overly generous with encores which helped extend the show beyond proportion.

Molina ork delivered a solid Latin beat for the dance-minded patrons, and was equally at home in playing straight pop tunes. For the most part, the band was in good form in cutting the show, but in DeFalla's *Fire Dance*, sidemen buckled under the strain of the comparably intricate score. *Lee Zhito.*

Charley Foy's Supper Club
Sherman Oaks, Calif.
(Sunday, August 5)

Capacity, 300. Price policy, no cover or minimum. Owner-operator, Charley Foy. Shows at 9:30 and 12:30. Booking, non-exclusive. Publicity, Charlotte Rogers. Estimated budget this show, \$2,500. Estimated budget last show, \$3,000.

Showbiz nostalgia is parlayed thru the majority of the acts for results ranging from fair to socko. Draw here is Frances Faye, who with songs and patter shouted and joked her way thru an enjoyable 20 minutes. Miss Faye warmed with a lively version of *Dig, Dig, Dig* and switched to a torchy *I'll Be Seeing You*. Showed rapid keyboarding and pulled solid mits with *Black Magic* and *Get Happy*. She used special material well, finally begging off.

Newcomer Russell Evans displayed a tremendous amount of rhythm and vocal technique, and promises to build as a bistro act. He did well with a calypso ditty, finishing with a cavalcade of dance crazes, hep material particularly suited to video.

Roberto and his marionettes were fair, showing a new wrinkle in manipulation with one of the puppets drawing a caricature of Bob Hope. Charley and Mary Foy joined with comic Cully Richards for some old-time style warbling and hoofing. Show was cut by the Abbey Browne Trio. *Joe Bleeden.*

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CHICAGO, ILL.

Out of Town Reviews

SUSAN

(Opened Wednesday, July 25)
Circle Theater, Hollywood

A comedy by Steve Fisher and Alex Gottlieb. Directed and produced by Mabel Albertson. Setting, Sidney Rushkoff. Lighting, David Greene. Sound, Sidney Levit. Press, Dave Epstein.

Georgella Pischella Smith
Maude Mabel Albertson
Virgil Joel Marston
Sergeant Hanlon Bob Rockwell
Sergeant Matzel Frank Kreis
Susan Beverly Long
Isabella Alia Talton

Preem performance of Susan met with enthusiastic response. Play must undergo script surgery if any Eastern run is planned as too many gag lines are topical, centering around the film industry. Actors in most cases are convincing and give a more professional touch than have other small theater groups here in recent months.

Story, at times incredible, concerns a teen-age delinquent gal who is brought to a writer's apartment on Christmas Eve by two policemen. She is about to be sent to jail, but cops don't want to put her away on this holy night and suggest the writer do a play about her. During the evening, the writer decides to marry her and keep her from prison. He finally writes a play, with the gal in the lead, and it is a success. The writer realizes that he loves her, and in spite of a jealous ex-girl friend all works out well.

Joel Marston as the writer's sidekick does well. Beverly Long, the teen-ager, and Bob Rockwell as the writer, impress. Gal, however, at times is not convincing. Mabel Albertson and Alia Talton work well. Miss Albertson's direction keeps a fast pace. Central staging prove adequate, but at times a full stage would create better effects. Joe Bleeden.

GUYS AND DOLLS

(Reviewed Wednesday, August 1)

Philharmonic Auditorium, Los Angeles

A musical fable of Broadway based on a story and characters by Damon Runyon. Music and lyrics by Frank Loesser. Book by Jo Swerling and Abe Burrows. Dances and musical numbers staged by Michael Kidd. Settings and lighting by Jo Mielziner. Costumes by Alvin Colt. Staged by George S. Kaufman. Presented by Cy Feuer and Ernie Martin thru the Los Angeles Civic Light Opera Association.

Nicely-Nicely Johnson Jack Prince
Benny Southstreet Sid Melton
Rusty Charlie Carl Eberle
Sarah Brown Jan Clayton
Aryle Abernathy Ralph Riggs
Milton Band: Eddie Herm, Jane Judge, Dorothy Tennant,
Harry the Horse Dave Starr
Lieutenant Brannigan Paul Reed
Nathan Detroit Julie Oshins
Angie the Ox Chet Gale
Miss Adelaide Pamela Britton
Sky Masterson Allan Jones
Joey Blumiere Chester Williams
Mimi Shellah
Gen. Matilda B. Cartwright Kate Tomlinson
Big Jule Maxie Rosenbloom
Drunk Philip Nasta
Walker Ralph Beaumont

DANCERS: Merrit Thompson, Roy Wilson, Carl Eberle, Philip Nasta, Paul Rees, Alvin Beam, Ralph Beaumont, Tom Panka, Anthony Ross, Seliah Hackett, Jean Lussin, Alice Cliff, Olga Epifanovich, Deeda Wood, Nollie Miller, Antia Romaine, Sonya Besant, Jewel Diehl.

SINGERS: Ray Shaw, Chet Gale, Richard Humphrey, Bill Jones, Tom Bennett, Louis Vask.

Light opera association winds up its current season with a smash presentation of *Guys and Dolls*, due to compare favorably with the record b.o. attracted last year by *South Pacific*. Castwise the Coast company's leads appear equal in strength to those in the Broadway original. Allan Jones, Jan Clayton, Pamela Britton, Julie Oshins and Maxie Rosenbloom pace a competent cast that milks the Swerling-Burrows book for all its laughs. Frank Loesser's music and lyrics sparkle brightly and the score brims with such clever novelties as *If I Were a Bell*, *Take Back Your Mink*, *Rockin' the Boat*, and the show's top tune, *Bushel and a Peck*.

Allan Jones delivers a solid performance, both as vocalist and actor, in the role of Sky Masterson, the gambler. Jan Clayton, as the winsome mission sarge, fills the bill quite neatly, tho her pipes are overshadowed when pitted against the Jones voice. Damon Runyon set to music keeps them rolling in the aisles. Burrows' brand of satire is also captured and further developed in the dance creations which pull enthusiastic applause through the show.

Settings are outstanding and pro-

Brandt Mulling Mayfair Switch To Legit House

NEW YORK, Aug. 11.—A spokesman for Brandt Theaters this week denied that plans were definite to convert the Mayfair into a legit house. It's still being discussed, he said. If the conversion does take place, it would mean a complete renovation of the house costing in the neighborhood of \$50,000. Some 80 seats would be removed, leaving a capacity of about 1,650. That would make the Mayfair the fifth largest legit house on the Stem, following the City Center, Broadway, Majestic and Century, in that order. The St. James, with a capacity of 1,505, is now fifth largest. The Mayfair would be the 33d house currently available for legit attractions.

First tenant at the converted Mayfair would be the Yiddish revue (in English), *Bagels and Yox*, which Harry Brandt, picture theater chain topper, is producing in association with Lou Brandt, Al Beckman and John Pransky. Show is currently playing the Million Dollar Pier Theater, Atlantic City. With six weeks already behind it, bringing in about \$4,000 a week profit, the show would linger there until after Labor Day. Known investment in the show is less than \$25,000. Since *Bagels* is actually a series of vaude segments, there are no author royalties to dole out.

Cast includes the Three Barton Brothers, Marty Drake, Larry Alpert, Lou Saxon, Rickie Layne, Mary Forrest, and Laurette and Clymas.

Bagels may show a week in Philadelphia before being brought to New York, or have a week of previews before the regular Stem opening. Before Atlantic City, *Bagels* put in seven hefty weeks at a Brandt theater in Miami Beach.

"Soldier" Sets K. C. Records

KANSAS CITY, Mo., Aug. 11.—Starlight Theater Association's production of *Chocolate Soldier*, July 30-August 5, set several records at the new alfresco playhouse. Show premed to largest opening night crowd of season (6,000), had more s.r.o. nights than any other show (4), closed to largest Sunday night audience (7,200) and racked up an attendance of 50,800 for the seven-night stand. It grossed a hefty \$70,000.

Despite high caliber of the entire cast, show was literally wrapped up and taken home by comedian Billy Gilbert. He integrated his sneeze routine into the "Tale of a Coat" song for hilarious results. Climax, as far as comedy is concerned, was Gilbert's "Connoisseur" number midway in the third act. Lasting 10 minutes, act brought down the house and necessitated encores.

Unique Deal for Free Prop Usage

SPRING VALLEY, N. Y., Aug. 11.—Valley Playhouse here gets its props and furnishings free. Local auctioneer Jim Jackson outfits each show for the privilege of auctioning off the stuff from the stage at the end of the week's run.

Programs carry complete catalog of the merchandise, and audiences are permitted on stage after each performance to inspect the stuff. Hawking sessions are held Sunday nights, but bids are accepted at box office from those attending during the week.

Idea allegedly originated with Jackson, who operates the Red Barn Auction Rooms in Congers. Current attraction is *Claudia*, and producer is John Kibbee, son of comic Guy Kibbee.

vide a clever backdrop for one of the season's funniest presentations. L.A. theatergoers seem to go all out for productions still blooming on the Stem. Heavy local turnout for these should prompt more of the same in the future. Lee Zhitto.

BROADWAY SHOWLOG

Performances Thru August 11, 1951

DRAMAS

Affairs of State 9-25, '50 367
(Music Box)
Stalag 17 5-8, '51 111
(48th Street)
The Moon Is Blue 3-8, '51 179
(Henry Miller's)
The Rose Tattoo 2-3, '51 217
(Martin Beck)

MUSICALS

A Tree Grows in Brooklyn 4-9, '51 131
(Alvin)
Call Me Madam 10-12, '50 348
(Imperial)
Gentlemen Prefer Blondes 12-8, '50 700
(Ziegfeld)
Guys and Dolls 11-24, '50 297
(46th Street)
Seventeen 6-21, '51 60
(Broadhurst)
South Pacific 4-7, '48 896
(Majestic)
The King and I 3-19, '51 156
(St. James)
Two on the Aisle 7-18, '51 28
(Mark Hellinger)

CLOSED

Season in the Sun 8-11, '51 367
(Booth)
(Opened 9-28, '50)

Strawhat Review

THE PLAYBOY OF THE WESTERN WORLD

(Reviewed Tuesday, August 7)

Provincetown Playhouse

A comedy by John M. Synge. Staged by Percy Compton Freer. Produced by Joyce Slone and Percy C. Freer. Stage manager, Joseph Garrett. Press representative, Ted Warner. Presented by the Victoria Players.

Christopher Mahon Dermot McNamara
Peegen Mike Flaherty Dara O'Gavin
Michael James Flaherty Monroe Linden
Old Mahon Stephen Wolfson
The Widow Quinn Murray Sturton
Shawn Keogh Av Roman
Susan Brady Vickie Symonds
Sara Tansey Teddy Shepard
Honor Blake Shirley Moore
Philly Cullen Alan Metz
Jimmy Farrell Joseph Garrett

John M. Synge's *The Playboy of the Western World* is the second offering presented by Joyce Slone and Percy Compton Freer, current tenants of the Provincetown Playhouse. It is pleasant to report that the group, called the Victoria Players, now occupying the theater, makes a trip to Greenwich Village worthwhile. So often, in the case of by-the-month occupants, an audience can never pre-determine the quality of production he might see, and there have been during the past season some unfortunate groups on the premises. But not this one.

Like many another off-Broadway organization, this group, too, seems strapped for cash. The result is that not the best actors in town have been lured into the production and, scenic-wise, makeshift has to serve. But *Playboy* is read well, and the beauty of the Irish playwright's pen is allowed to shine.

Credit Entries

Definite entries on the credit side are Freer's direction and Dermot McNamara's, Christopher Mahon, the playboy. Freer's movements and pacing are excellent. McNamara, from the old sod himself it is, plays the title role with fine technique and great sincerity, never overacting a part which can so easily be overdone. Dara O'Gavin's Peegen is much too shrewish, rather than a sweet girl with plenty of spunk, which mars an otherwise good job. Stephen Wolfson and Murray Sturton carry the character chores, and a group of "local collets" is ably led by Ted Shepard. One minor point, which becomes major with McNamara's authenticity, is the wide range of Irish "accents." It would have been far better to have struck an easy happy medium, one which all would be capable of imitating.

But *Playboy* is worth seeing. The Victoria Players are on a par with the better off-Broadway groups, and there's Synge, McNamara and Freer for extra measure. Dennis McDonald.

Dramatic & Musical Routes

Guys and Dolls (Curran) San Francisco.
Mr. Roberts (Biltmore) Los Angeles.
Moon Is Blue (Barrie) Chicago.
South Pacific (Shubert) Chicago.
Three Wishes for Jamie (Philharmonic) Los Angeles.

Equity Library Theater Wins Federal Income Tax Exemption

NEW YORK, Aug. 11.—Donors wishing to make contributions to the Equity Library Theater, Inc., project may now write off their gifts on their income taxes. After over a year and a half of waiting, the ELT was recently granted tax exemption by the federal government as an educational, non-profit organization.

An average season's operation costs the ELT some \$14,000 to present about 25 plays. This represents payment for three staff members on an eight-month basis, theater equipment, etc., as well as budgets for the shows. Tho the new season, opening October 4, will include only 17 plays, many of the costs will remain constant, and the coming year will be only about \$600 less than previous years.

The ELT is considerably shy of the \$14,000, or \$13,400, needed for operation this year. Their fund-raising campaign started late with collections during intermissions for their last six productions—and a repeat benefit showing of *Road to Rome*. Also the org was hampered by a delay in receiving the tax exemption papers from the government.

The ELT was incorporated in February, 1950, and corporation papers were filed in Albany, N. Y., as a non-profit membership org. The State, therefore, granted them tax exemption, but according to ruling, books had to be kept for a year and papers filed at the end of that period before the federal government would

do likewise. The papers submitted were lost in the shuffle in Washington, and second papers had to be filed. Thus, a major inducement in collecting larger donations was scotched by the delay.

It is hoped by the corporation that larger donations can still be collected, even tho the campaign is over. If such come thru, in addition to money already promised during the campaign but yet outstanding, the org can kick off its season on October 4 with a stable till to carry it thru. There is at present some doubt in the trade that the planned season can be carried out in full, as matters financially now stand.

'My L. A.' Sure For This Year

HOLLYWOOD, Aug. 11.—Harold Maresch, co-producer of *My L.A.* said this week that the musical would not go into rehearsal before the beginning of September and would definitely open before the end of the year. No contracts have been inked with actors, and Maresch and William Trenk have not yet posted bond with Actors' Equity. Bond is expected to total \$18,000.

Forum Theater, an 1,800-nabe house, was leased this week by *My L.A.*, Ltd., confirming a story in *The Billboard* of August 11. The corporation has leased the theater for 10 years.

Sides and Asides

Dennis King has been approached to take the role of Tullio Carminati in the revival of "Music in the Air," which Reginald Hammerstein has slated to open at the Ziegfeld October 6. Rehearsals are to begin September 3 under direction of Oscar Hammerstein II. Cheryl Crawford's forthcoming production of the Alan Jay Lerner-Fredrick Loewe musical, "Paint Your Wagon," will be shown to Theater Guild subscribers during the first two weeks of its three-week engagement at Philadelphia's Shubert Theater. Opening there September 17, *Wagon* will be first musical to be viewed by Guild out-of-town subscribers this season. Sarah Churchill has been signed to star in "Gramercy Ghost" at the Niagara Falls (Ontario) Summer Theater week of August 20.

Phenix Theater, newly formed off-Broadway group, will present Walter Woods' "Billy the Kid" at the Carnegie Recital Hall week of August 20. Founded by Elizabeth McCormick, who will act as director and Stanley Cobleigh, who will be general manager, in association with Miriam Morton, group had planned to show F. Scott Fitzgerald's only play, "The Vegetable," as its second attraction. But a tangle arose last week over just which literary agent held rights to the script. So Somerset Maugham's "The Letter" will probably be substituted. Phenix intends to specialize in "plays from the past which have an unusual interest in the present." Tom Dash will henceforth have sole charge of legit reviewing for "Women's Wear" and "Daily News Record." Legit advertising for Fairchild will be handled by night club editor Ben Schneider. Danish versions of "The Rose Tattoo" and "The Country Girl" will be presented in Copenhagen this season. Chapel Theater, North Hollywood, relights August 20 with "Highly Improptu," a revue. "Three Bags Full," a musical with book, lyrics and music by Roy Jordan, is due to go into rehearsal in early November, and open on the Stem in January. Producers Leon Bronesky and Anthony Parella would like Donald O'Conner to lead the cast of 50.

The Lakes Region Playhouse at Laconia-Guilford, N. H., will try out "So Help Me Jackson," a new play by Michael Brown and Alton Wilkes week of August 20. "Remains To Be Seen," the new Lindsay-Crouse comedy, already has an advance sale of over \$100,000. The Shuberts will present Agatha Christie's "The

Hollow" this fall. Show is currently at Fortune Theater, London, from whence Leo Shubert returned last week. He also brought plans to present Jose Greco and his Spanish ballet company at the Shubert Theater next month. The Theater Guild intends to produce Peter Ustinov's "The Love of Four Colonels" this season, with the author in a leading role. Show is now at London's Wyndham Theater. Gilbert Miller's presentation of "Gigi" will open at the Fulton November 21. Jay Robinson's production of *Summer Locke Elliot's* comedy, "Buy Me Blue Ribbons," is set to try out in New Haven week of October 10 and open at the Empire October 17. Screen director John Cromwell will return to Broadway to take a leading role in Leland Hayward's production of "Point of No Return."

"Top Banana" will open in New York October 11 after Philadelphia and Boston break-ins.

Henry Brandon and Douglas Watson have been added to the cast of "Medea" to be presented at the Berlin Arts Festival September 10-15. Former, playing the part of Jason, had that role during the road tour, and latter was last seen here in "Romeo and Juliet." "Medea" will be directed at the Hebbel Theater in Berlin by Guthrie McClintic and will star Judith Anderson.

WANTED

Three Dancing Girls for Hawaiian Show, on Royal American Shows.

Ten weeks' work, opening at Superior, Wis., Aug. 14th, and Minneapolis, Minn., Aug. 20th.

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NAT D. RODGERS

Royal American Shows as per route.
Regina, Sask., Canada, July 30-Aug. 4;
St. William, Ont., Canada, Aug. 7-11;
Superior, Wis., Aug. 25-Sept. 3; Minneapolis, Minn., care Dykeman Hotel, Aug. 20 through Sept. 3

ARSA Skating Confab Goes To Frankfort

NEW YORK, Aug. 11.—The fourth annual Skating Conference of the U. S. Amateur Roller Skating Association was announced this week for Saturday and Sunday, September 1 and 2, at Hoosierland Rink, Frankfort, Ind. According to USARSA Secretary-Treasurer Ozzie Nelson, sessions will start at 10 a.m. on both days and will be open to all skaters, professional as well as amateur.

In announcing the conclave, Nelson stated: "The officers of the USARSA have always felt a great desire to create closer co-operation and understanding between the professionals and the amateurs. We feel that our annual Skating Conference serves this purpose. It provides a meeting where differences of opinion may be ironed out amicably, a clearing house for ideas on doubtful subjects in skating techniques and judging, and an outlet for all forms of skating knowledge."

Nelson said that hotel reservations may be obtained by writing to Roy H. Seibert, Hoosierland Roller Rink, North of T.P.A. Park, Frankfort.

Set Carman Rink Club

PHILADELPHIA, Aug. 11.—Raymond Jackson was listed as sole owner of the new Carman Roller Skating Club in a petition for a certificate of authority to conduct the business as required by State business laws. The club operates on the site of the new Carman Roller Rink. The petition was filed with the courts by Albert H. Friedman, attorney.

St. Mary's to Plastic

SAN ANTONIO, Aug. 11.—North St. Mary's Skating Rink has announced installation of the only plastic skating floor in the city. Two organists are featured nightly on the Hammond. Rate at the spot is 50 cents for three hours.

RINKMEN'S ANALYST CONDUCTS AUTOPSY, GIVES THE ANSWERS

CINCINNATI, Aug. 11.—"Why did my rink fail?" a question that has been answered many times during the past year via mail by Perry B. Rawson, of the Rawson Skating Laboratory, Asbury Park, N. J., is answered publicly by the roller skating analyst in an article of three installments starting in the August 25 issue of *The Billboard*.

From his Whitefield, N. H., summer retreat Rawson, in unvarnished language, lays it on the line for those operators who have failed and those who are feeling the box-office pinch, in a letter addressed to an anonymous "Dear Bill." He gives the reasons for the high number of operator failures in a period of unparalleled prosperity for the general business economy and then spells out the answers for operators needing a fresh injection of box-office plasma.

The outlook is not entirely dark, however, Rawson says in the article. He reports that he personally conducted box-office drive over the past couple of years has been showing encouraging progress. Rink operators who have used the Rawson system sufficiently long to give it a thorough trial have been unanimous in reporting success, Rawson relates. Moreover, Rawson's mail in increasing quantity deals with the subject of the Rawson movement, indicating that operators are beginning to realize that something more than a few high-jumping exhibition skaters are necessary for box-office success.

Don't miss this article: *Sheriff Spector Fades as Drive Gains Tempo.*

ARENAS AND AUDITORIA

New 3,400-Seat Kingston Aud Sets Full Fall Sked

By DEE POLI

KINGSTON, Ont., Aug. 11.—New Community Memorial Center at the fairgrounds here will open its fall season September 18 with a three-day run of *Skating Vanities*. Basketball, wrestling and hockey schedules are planned for the winter.

The spot opened in March with the George Taggart Canadian stageliner, followed by an amateur ice show with Barbara Ann Scott as guest. Iceer was sponsored by the Kiwanis Club and grossed \$18,000 in two performances. Subsequent attractions included the *Grand Ole Opry* and several Canadian shows.

Manager of the building is Jim McCormick, formerly of the Memorial Auditorium, Waterloo, Ont., and a veteran of 20 years in recre-

ation and theatrical business.

Portable Floor

Building is arena shaped and has 3,400 permanent seats. Floor space is 200 by 90. There is a portable floor which may be put over ice to allow staging of any attractions during the hockey season. Hockey starts about November 1, but Mondays and Tuesdays will be open for other entertainment.

Adjacent to the building are a half-mile race track and a grandstand with 1,200 seats. Agricultural fair will be held October 1-6, using the building for exhibits, the track and the grandstand.

Building was constructed by the provincial and dominion departments of agriculture at a cost of about \$300,000. Funds were raised by bond issues.

Additional fall attractions will include Guy Lombardo, Spike Jones, Gene Autry, Harlem Globe Trotters and Garden Bros.' Circus. *Ice Cycles* will come in March.

St. Paul Aud Opens Pop Concert Series; Herz Is Director

ST. PAUL, Aug. 11.—The 50th annual pop concert season was unveiled Wednesday night (11) in the Municipal Auditorium here, with 24 shows scheduled between now and September 1, Ed Furni, manager, said.

Concerts will be presented Wednesday, Friday and Saturday nights under auspices of St. Paul Musicians' Association, St. Paul Figure Skating Club, St. Paul Civic Opera Association and the auditorium.

Herman Herz, conductor of Duluth's Symphony Orchestra, is handling the baton this season with a 65-piece orchestra under his direction.

The Figure Skating Club is in charge of the ice shows presented at each concert, while the Civic Opera group handles the vocal portion of each program.

Proceeds for the season are divided between the sponsoring organizations on a ratio established some years ago. Opener was in the traditional Old Vienna theme which has opened every concert series since their inception.

Paris Peek

By ANNE MICHAELS

Continued from page 2

Ziegler, a naturalized French citizen, on the French Riviera next Friday. The wedding will be held to the accompaniment of 12 bands that will play in a jazz session after the ceremony. Bechet has been playing at the left bank cellar night club, Le Vieux Colombier. . . . Singer Inez Cavanaugh getting lonesome for New York and talking about returning home. . . . A Texas colonel has bought up the dress house of Alwynn and is "theatricalizing it."

Orson Welles having finished up *Othello*, is resting in Paris and recovering from a loss of voice. . . . Merle Oberon was in town last week. . . . French record shops are selling quantities of English-made, "for export only" long-playing records. Chiefly symphonic, the disks sell upwards from a minimum of \$10. The record player itself costs \$120, although most of the French are buying adapters for their sets priced at about \$24.

Josephine Baker Signed For Biarritz Casino Run . . .

Agent Harry Bloom has signed Josephine Baker for an engagement at Biarritz's Casino Bellevue, opening on the 19th. He also has the second act on the bill, a tap dancing American quartet, the Four Step Brothers. The act is just back from Rome where they were playing at the Belvedere Bella Rosa. After the Biarritz job they go on tour to Spain, Egypt, England, Germany and a revue in the Scandinavian countries. Agent Bloom has set an American act for a revue here in the fall. It's called *Musical Stairs* and is made up of two girls and a boy who dance on a set of stairs that play music.

London Dispatch

By LEIGH VANCE

Continued from page 2

Say the Musician's Union here: "There will be no broadcast of the ork's performance, or else. . ." But the BBC and Edinburgh Festival Society say they know nothing of a ban on broadcasting the ork. Nor does Neil Aitken, Scottish organizer of the MU. "London opposition to the plan is news to me," he says. "I've had no official word about it yet."

In London, fiery Hardie Ratcliffe, general secretary of the MU said: "The New York Philharmonic is slated for some seven broadcasts during its 14-day visit. Four of them run on successive days. We have British orchestras that could take those spots. And, anyway, foreign orchestras are not allowed to broadcast in the States."

No one knows what will happen next. The matter is being discussed between the Ministry of Labor, (which grants working permits), the BBC and Hardie Ratcliffe.

Ice Capades

Continued from page 3

Costuming is all white with only a touch of crimson.

South American Way features the entire cast and has a distinct rum and Coke flavor. No effort was spared here to give the sequence the benefit of every trick of the trade. Number pointed up the excellent skating qualifications of every member of the cast.

Lights and Shadows, featuring Miss Atwood and Specht, highlighted the top talent of these principals. Supported by the "Ice Capades" and the Ice Cadets, they executed a long series of the most difficult ice maneuvers. Speed was combined with skill and gracefulness. Despite the capabilities of her partners, Miss Atwood rates the most audience attention. Her stamina and talents are equal to her charm and youthful appearance.

Opening *East Indian Fantasy* featured Shirley Winter and Bill Knapp with the boy and girl choruses. *Basin Street Blues*, featuring Yvonne Broders, followed and scored solidly.

Comedy bit followed with Jeanne Sook, Roman Teddy and Marjorie Taylor. Sook phonies a magazine photog and antics with the serious duo minus skates. Pratfalls and bellylaughs come fast.

A comely miss, Trixie, handled a juggling bit nicely. Charles Slagle does a nifty stunt on elevated skates, hurdling numerous suit cases and trunks. The Maxwells, comedy duo on skates, working in exaggerated slow rhythm, held the audience and provided plenty of laughs.

In a lightning fast number Alan Konrad proved himself one of the best skaters in the company. Graceful speed and a personable appearance sold well. Joe Jackson Jr., did his usual bicycle pantomime stunt. Offering drags with too few laughs set in the lengthy routine.

Raggedy Rhythm had the cast sporting eye-filling doll costumes. Three bears (Paul Castle, Freddie Eyman and Joseph Setta) were spotlighted and did an excellent job.

Waltz Wins Honors

In contrast to the fast-paced novelty numbers, the Old Smoothies, Orrin Markhus and Irma Thomas, came on with a waltz routine that won top honors with the audience. Markhus, portly, bald and wearing white tails, bubbled his personality right into the stands. Their grace and ease of performance was a pleasure to behold.

Costuming and lighting reflect the maximum in effort and expense.

Principals are Miss Atwood, Specht, the Old Smoothies, Esco Larue, Jeanne Sook, Teddy Roman, Joe Jackson Jr., Shirley Winter, Larry Jackson, Patti Philippi, Trixie, Mary Lou Landerly, Charles Slagle, Freddie Eyman, Bernie Lyman, Alan Konrad, Paul Castle, Joseph Setta,

Ft. Worth Aud Fall Rentals Set New High

FORT WORTH, Aug. 11.—Advance rentals for special events at North Side Coliseum are greater than in any previous year, Ken Moore, building manager for the R. G. McElyea enterprise, reported.

These include conventions, dances and exposition-conventions, skedded for the fall indoor season.

Coliseum has been completely renovated, including a roof overhaul, repaint job inside and out and new light riggings for night events. Special enclosures have been constructed to house television camera crews, producers and actors. New lighting system was designed especially for TV.

Joe Lynch, head of McElyea's concessions operation, says activities resulting from recent expansion are all flourishing and show substantial attendance increases. These include baseball parks, race tracks and rodeos thruout the Southwest, and the Sportatorium in Wichita Falls. New rolling stock and modern mobile vending equipment have been acquired. Coliseum wrestling attendance has topped all previous seasons this summer and has largest TV audience in Southwest.

Balky Appendix Lays Up Milam

DETROIT, Aug. 11.—Cecil Milam, operator of the Arena Recreation Center, Washington, Pa., and former president of the Pennsylvania chapter, Roller Skating Rink Operators' Association, was stricken by acute appendicitis during the national RSRQA meet at the RollerCade, Cleveland.

He was taken to Berea Memorial Hospital and later removed to Washington for eventual operation.

the Maxwells and Bill Knapp. Choreography is by Chester Hale, assisted by Rosemarie Stewart and Robert Dench; costumes by Billy Livingston; scenery and properties by Richard N. Jackson; props by Floyd G. Parrish; musical score by Henri Mayhall, assisted by Fran Frey and Leon Rosebook.

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Roadshow Rep

DENVER was the location of a recent get-together of three oldtime minstrel men of the *Lasses White Show*—Chill Wills, who was appearing there in connection with the premiere of Universal Pictures' "Cattle Drive"; Hi-Brown Bobby Burns, who is with The Denver Post's six-weeks of summer opera, and Ronald O'Donnell, former clarinetist, now a salesman with the Gano-Downs department store in Denver.

Sammy Green's Minstrel Show, playing under canvas, was scheduled to play Giles County Colored Fair, Pulaski, Tenn., August 9-11. The Silas Green Show also was set to play Pulaski August 11. Comic Lighting Johnson left the latter show at Keystone, W. Va., to play an Atlanta theater, reports Leon Long.

Diamond Tooth Billy Arnte, operator of "Carolina Follies," reports his bus was wrecked and burned July 4 en route from Sumter, S. C., to his home in Columbia. None of the company members was injured, altho some equipment was lost.

JACK MILLS, KSID, Creston, La., disk jockey, was a nightly visitor on the lot of the Sun Players, operated by Dot and Jess Sund, when that show played Greenfield, Ia., recently to good business. Mills started his career as a teen-ager on the chautauqua circuits with his grandfather, then with the Schaffner Players. During one of his visits a 45-minute taping of interviews with

cast members was made by Mills for later broadcast. He also made guest appearances with the show, doing comedy routines, and is completing details to sponsor the Sun show himself in Creston. Sund was enthusiastic in his praise of Mills as a promoter of the rep business.

HENRI LAVINE writes from Ottawa: "Have been laid up with rheumatism but am on my feet again and will get my small trick started shortly. Saw Doc Howard Ryan here. He is working a solo show and came from Western Canada where, he reported, he struck cold and floods that were bad for biz."

Walter Tibbetts, old-time scrobat, has a one-man busking show in Eastern Washington. Tibbetts, who came originally from Portland, Me., and had been with various minstrel shows, would like to locate Vic or John Delmar.

Eugene Doucet writes from Lawrence, Mass., to ask whether George LaBarre, who had the old Dewey Theater in Gloucester, Mass., is still in the ring.

Butler's Show has been playing camp dates in Northern New York. It treks southward soon and will spend some time in Florida in the winter.

Chester Cobb is laying out a route for his solo show for an East to West trek. This will be his third annual tour. Most of the dates will be repeaters.

Doc A. L. Monate, hypnotist, has been playing sponsored dates around Caldwell, Idaho, to good returns.

Drivin' 'Round the Drive-Ins

THE CRACK-DOWN on bingo games in Atlantic City has now hit the movies. Atlantic Drive-In in suburban Pleasantville was instructed by Prosecutor Scott to eliminate a game called Screeno. However, while the order is being studied by lawyers for the Walter Reade drive-in chain, which operates the theater, a new device was introduced to lure patronage. The drive-in now features "Pay Night." As patrons drive in they are given "pay" envelopes. Inside is a cash gift in amounts varying from 1 cent to \$50. Prosecutor Scott tried to stop the promotion, but company officials, after conferring with lawyers, believe the gifts are legal. Purchase of a \$2,500 Todd insecticidal fogging applicator to maintain control over

mosquitoes was announced by M. A. Sargent, manager of the theater. The trailer-mounted, truck-drawn machine, will be kept there to spray the theater and adjoining areas to keep it insect free. In the interest of public relations, Sargent added, the machine will be made available to communities in the area. Sargent said the theater had been receiving regular spraying service from commercial firms, but that changes in wind or a few hours of rain could develop a mosquito problem overnight.

Harry Dill, assistant manager of the Reading (Pa.) Drive-In, is listed as a candidate for civil service examinations for the Reading postmastership, which carries a yearly salary of \$7,500.

A full-fashioned birthday party was staged at the Mount Penn Drive-In, Reading, Pa., recently to mark its first anniversary.

Charles Goldfine incorporated his South City Drive-In Theater and Amusement Center operation in Philadelphia. His petition stated that it is intended to stage outdoor and indoor musical and theatrical attractions, including carnival shows and exhibitions, in addition to the showing of films.

NEWEST open air movie in Springfield, Mass., is the Round Hill, Plainfield Street and Birnie Avenue, which opens Wednesday (8), according to Joseph Levine, president of the operating firm. Equipment includes 400 speaker posts with two sets of speaker boxes for 800 cars. The screen rises 86 feet in the air. The concession building is equipped to serve several hundred patrons in a few minutes. A picket fence surrounds the tract. Space has been set aside for persons who may walk in. There are 150 garden seats

ADAM—Arnold, 55, contact man for the Sam Parks Music Publishing Company, recently in New York. He was connected with the firm for more than 25 years, working both in the Cleveland and New York offices. Services were held in both cities, with burial in Mount Olive Cemetery, Cleveland, N. Y.

AGOSTINI—Giuseppe, 78, widely known operatic tenor, July 27 at his home in Abington, Pa. He made his operatic debut at Novi Ligure, near Genoa, Italy, and toured Europe, South America, Mexico and Canada with various opera groups. He was the first to sing the role of Rodolfo in Puccini's opera, "La Boheme," in this country. He also served as head of the operatic music department at Temple University, Philadelphia, in 1933, and held that post for 10 years. Survived by his widow, Mrs. Mary Schell Agostini. Services July 31 in Jenkintown, Pa., with burial in Holy Sepulchre Cemetery, Philadelphia.

BENDER—Edward, 30, production director for Station WINS, New York, recently in Hyannis, Mass. He was associated with WINS since 1948. Survivors include his widow, his parents and two brothers.

BERNSTEIN—Mrs. Russ, mother of Sid Shalit, radio-TV editor of The New York Daily News, August 10 in that city. Her husband and a brother also survive.

FRIEDEL—Cecil (Scotty), burlesque and vaude comedian, recently in Camden, N. J., after a long illness. Survivors include his widow, a son and three sisters.

GAUDIO—Gaetano (Tony), 68, winner of an Academy Award for his photography in the movie, "Anthony Adverse," August 9 at his home in Burlingame, Calif. Born in Italy, he came to America at 22 and his first film here was "Madame Nocturne." An early scenario of his, "Four to the Queen's Honor," was bought by Mary Pickford for \$75, and he made the initial underwater feature, "Submarine," at Newport News, Va. He first won attention with his work on the Italian version of "Quo Vadis" and was the first Hollywood photographer to make use of the montage, in a Douglas Fairbanks' film, "Mark of Zorro." His award was won for the best work done during the preceding year, and in 1937 he filmed "Green Pastures" and "The Story of Louis Pasteur." He was cameraman for John Bunny, Florence Turner, King Baggot, Norma Talmadge, Maurice Costello, Fairbanks, Pickford, Jean Harlow in "Hell's Angels" and for Greta Garbo's first two movies. Pictures for which he received Academy Award nominations included "The Letter," "Song to Remember" and "Juarez." He was the first president of the American Society of Cinematographers and for the past several years was a commercial photographer in South San Mateo, Calif. His widow, Marie, survives.

GRAHAM—Frank, 70, an employee of the Velare Brothers, August 4 of a heart attack in Long Beach, Calif. Survived by a sister, Mrs. Elmer Velare, that city, and two brothers. Services August 8 at Angelus Abbey, Long Beach.

In Memory of Our Dearly Beloved
LIEUTENANT Billee L. Hamilton
(BILLEE GARNEAU)
who was killed in action in Sicily August 23, 1943
Wife, NANCY
Brother, TOMMY
Mother, MIMI GARNEAU
He either fears his fate too much or his desserts are small, who dare not put it to the touch to win or lose it all.

HALL—Mrs. Clara Alice, 85, retired actress, August 8 at her home in Modena, Ill. After her marriage 63 years ago to Col. Don C. Hall, the couple toured in such plays as "East Lynne," "Ten Nights in a Bar Room" and Shakespeare's "King Richard III." During the Columbia Exposition of 1893 in Chicago their company staged "Rudolph the Crippled," and she also appeared in Chicago in the Century of Progress Exposition in 1933-34.

with colored canvass canopy and a playground for youngsters. It is Levine's intention to open this play area free of charge to youngsters on Saturday and Sunday afternoons. Another feature is a stage for organizations desiring to present entertainment at times when the pictures are not shown.

MEAD and Murphy's new Paramount Autovue Theater preemed Friday night (3) to a capacity house with the flick "Christopher Columbus" and Vic Ross playing requests on the Hammond organ in the snack bar. Built at a cost of \$125,000, the Paramount has a 500-car capacity which can be increased if business warrants. The owners-ops were former projectionists with the Paramount Theater chain which operates across Canada under the moniker of Famous Players Theaters. Other drive-ins, to combat advance publicity of this new house, either booked acts or offered special promotions. The Cascades featured the Great Johansson from the Circus Schumann, Copenhagen on the tightrope at 8:30 each night. The Lions Drive-In advertised double bills. The summer has set a record for business enjoyed by drive-ins—three months of warm weather without a drop of rain.

HASKELL—Elizabeth W., 73, former singer and actress who toured the country with many shows, recently in Dallas, Tex. In 1898 she married William Haskell, a lawyer, who became her manager. They moved to Dallas in 1918, where they did shows for social activities near that city for several years before retiring.

LEVINE—Harry, 77, legit actor specializing in ecclesiastical roles, August 7 at his home in Nyack, N. Y. Born in India and educated in England, his first stage appearance was in 1905 in London as a spear carrier in Herbert Beerbohm Tree's production of "Richard II." He remained with the Tree company several years, playing supporting parts to top English actors and later taking part in Max Reinhardt's original London production of "The Miracle." He came to America in 1915 with Sir Johnston Forbes-Robertson and both played in and directed stock companies for Jess Beardslee, joining Walter Handberg, he spent the last three years of a four-year association directing productions for Hampden. Plays in which he took clerical parts included "Murder in the Cathedral," "Class of '29," "Life With Father," "Arsenic and Old Lace," "Joan of Lorraine," "Trin," "Dear Judas," "Skipper Next to God," "Anne of the Thousand Days" and "Anthony and Cleopatra." He lectured on Shakespeare for many years, operated a summer theater in Maine for 12 years and ran a school in New York.

KENNEDY—Thomas J., 64, talent manager and originator of radio's "Break the Bank" show, August 9 at Seabright, N. J. He was personal manager for Red Skelton, George M. Cohan Jr. and Beatrice Kay. He formulated the giveaway show about six years ago and it was developed with Ed Wolf, president of Wolf Associates. His widow survives.

LEFFLER—George, 77, booking manager and associate theatrical producer, August 5 at his home in New York. He entered the theater as a boy, working in the box office of the Casino Theater in New York and later managed Della Fox, musical comedy star. He became booking manager for Al H. Woods and then was engaged by A. L. Erlanger. With R. Victor Leighton he established a joint booking office in New York in 1921, arranging for road shows of many top productions. He also was associated at various times with the Shuberts, William Harris and Sam Hartz. Plays with which he was connected included "Outward Bound," "Abraham Lincoln," "This Is Love" and "Another Language." He was company manager for Olsen and Johnson productions and as his last job he held the same post with "Anna Lucasta." He was a member of The Lambs and the Association of Theatrical Agents and Managers. His widow and a daughter survive.

PHYSIOC—Joseph Allen, 86, former theater set designer, August 3 at Columbia, S. C. He started his career in small Alabama theaters and went to New York as a young man, where he was an understudy in set designing at the Metropolitan Opera. At 27 he was chosen to stage Shaw's "Arms and the Man" for Richard Mansfield in New York, and for the next 25 years he worked on top productions, including "Lightnin'," "Bird of Paradise," "Peg o' My Heart," "Fair and Warmer," "With in the Law," "Seventh Heaven" and "Lion and the Mouse."

POMETTI—Vincenzo R., 56, manager of the Los Angeles Philharmonic Orchestra, August 4 in Los Angeles. Survived by his widow, Inez; brother, Ernest, and three sisters, Mrs. John Searcella, Mrs. Louis Mausini and Mrs. Vincent Schipillitti. Interment in Calvary Cemetery, Los Angeles.

SPARKS—Carl, 76, for many years a mechanic with the Mighty Haag Shows, recently in St. Elizabeth Hospital, Danville, Ill.

STARK—Peter, 76, last of the Stark Brothers, acrobast-troupe, August 7 in New York. The group appeared in vaude and with outdoor shows before 1909.

STEINMETZ—Bruce L., 65, secretary-treasurer of District 1, International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators, August 5 at Great Falls, Mont.

STOREY—W. Howard, 49, violinist with Cincinnati night club and radio orchestras, August 8 at his home in Cincinnati after a brief illness. Surviving are his widow, Mrs. Thelma Beaudoin Storey, and two sisters, Mrs. Grace Summers and Mrs. Hazel Weber, both of Cincinnati. Burial in Miami town (O.) Cemetery.

WESCOTT—Ralph E., 87, at Shawano, Wis., August 1 after a lengthy illness. He became a patrolman at the Wisconsin State fairsgrounds in 1928 and was promoted to chief of the force the following year. He left the fair in 1946.

WESTOVER—Clyde, 77, theatrical agent, novelist and scenarist, August 6 in Los Angeles. Survived by a niece, Lottie Horner. Entombment in Forest Lawn Mausoleum, Glendale, Calif.

WHEELER—Frederick J., 73, retired singer, August 7 in Yonkers, N. Y. He toured with Victor Herbert operettas and sang with the Oratoria Society of New York and in Gilbert and Sullivan works. He also toured the

Redpath Chautauqua Circuit. A daughter and sister survive.

WOODS—William D. (Doc), 54, of a heart attack in Detroit August 4. He was branch manager for Warner Bros. in Detroit, and formerly served in the same capacity in Milwaukee and Dallas. Survived by his widow, Edith, and a brother, Claire Woods, executive of the Durwood Theater Circuit in Kansas City, Mo. Body temporarily placed in a vault in Detroit.

WYGANT—Charles R., owner-operator of the Heights Theater, Houston, for 26 years, recently in that city.

YESKE—William, 71, master wagon builder for Ringling Bros. and Barnum & Bailey Circus for 46 years, at Sarasota, Fla., August 4 following a heart attack. Survived by his widow, two sons, a daughter and one sister. (Details in Circus Section.)

Marriages

BECKHAM-HANEY—Joe Beckham and Mary Haney, both with Columbia Pictures Exchange, Dallas, recently in Cleburne, Tex. Beckham also owns and operates a theater in Grandview, Tex.

COOK-KAHLER—Phil Cook, with Bob Parker's Diggers unit on World of Mirth Shows, chaplain of the Miami Showmen's Association and a member of the board of governors of the National Showmen's Association, New York, and Belle Kahler July 29 in Miami.

ENDERS-HURT—Frank Enders, manager of the Philadelphia branch of the Richard J. Enders Advertising Agency and formerly director of publicity for Station WFEN, that city, and Jo Hurt, Broadway musical show singer, August 11 in Philadelphia.

FALLON-TRITT—Frank Edward Fallon and June Tritt July 27 in San Antonio. He was a former staff announcer on KITE, that city, and was recently called by the Army.

FLORIAN-ABELING—Donald R. Florian and Janet Abeling recently in Torrington, Conn. He is the son of Mrs. Hazel R. Florian, manager of the Strand Theater, Winsted, Conn.

FRANK-FORREST—Milo Frank Jr., agent, and Sally Forrest, film actress, August 5 in Los Angeles.

KOHN-LYMPANY—Benit Kohn, New York radio ad man, and Moura Lympany, English concert pianist, August 18 in London.

LOYD-LOYD—Nick Lloyd, nonpro, and Peggy Lloyd, night club singer who has been appearing at Jack Lynch's Zodiac Room, Philadelphia, July 29 in that city.

SWENSON-COLLIER—Richard Swenson and LeAlcie Maxine Collier recently in San Antonio. Bride was a member of the office staff of Station KITE there.

Births

AROUH—A daughter to Mr. and Mrs. Harry Arouh recently in Houston. Father is a newscaster at KPRC, that city.

CARROW—A daughter, Peggy Lee, to Mr. and Mrs. Eddie Carrow July 28. Father is owner of the Lee Theater, Whitmore Lake, Mich., and the mother is the former Ruth McGregor, for years with National Theater Supply Company, Detroit.

DAVIS—A son, Byron McKay, to Mr. and Mrs. Dick Davis in Chicago July 29. Father is radio-TV director of Foots, Cone & Beiding, Chicago, while mother is Ann Davis, TV actress.

JAMES—A daughter, Diane Lynn, at St. Ann Hospital, Cleveland, July 27 to Mr. and Mrs. John Chester James, better known in carnival and burlesque circles as Sam and Diane James.

LIVINGSTON—A daughter to Mr. and Mrs. Alan Livingston July 25 in Los Angeles. Father is vicepe in charge of artist and repertoires at Capitol Records, that city.

MARISSIO—A daughter to Mr. and Mrs. Hank Marissio August 1 in Philadelphia. Father is a drummer and mother is a television singer known as Eileen Byrne.

O'DONNELL—A son, Danny Clark, to Mr. and Mrs. Tom O'Donnell August 1 in St. Louis. Father is in the technical department of KXOK-FM, that city.

PIERCE—A son, Kirk, to Mr. and Mrs. Barrett Pierce in Corpus Christi, Tex. Father is a disk jockey on KWBU, that city.

PIERSON—A son to Mr. and Mrs. Arthur Pierson August 1 in Hollywood. Father is film director and former KTTV traffic manager.

ROBERTS—A son to Mr. and Mrs. Adrian (Beep) Roberts August 3 in Burbank, Calif. Father is promotion manager of Century Songs.

STALEY—A son to Mr. and Mrs. Jack Staley July 21. Father is with Cinema Service, Detroit.

WEISS—A son, Gary Ira, to Mr. and Mrs. Norman Weiss July 28 in New York. Father is with the Roy Geiser & Norman Weiss Agency, that city.

WOODLAND—A daughter, Margaret Elizabeth, to Mr. and Mrs. Paul Woodland July 30 in Philadelphia. Father is promotion manager of Station KYW, that city.

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FUN CENTERS COUNT BIG PROFITS COAST TO COAST

Increases Up to 25% Reported by Ops Attending NAAPPB Confab

Continued from page 1

imous in reporting a lucrative season. The reports, in general paralleled those gathered at the summer sessions staged by the New England Association of Amusement Parks at Playland, Rye, N. Y., two weeks ago.

Reported increases ranged up to 25 per cent, or better, and in no instance did business fall below the levels established last year. While some funspot owners were reluctant to go on record as enjoying sizable increases, there was little to hide from non-competitive associates. Business fortunately, has been very good, and the hope was expressed that it would remain that way.

Defense \$\$ Lacking

Operators found it hard to pinpoint the reasons for their good fortune. Most denied the exist-

ence of any considerable amount of defense dollars in their localities. The Korean conflict was neither credited nor discredited with a substantial effect on results to date. Fun centers located near military or naval installations readily acknowledged the cushioning of armed forces money, but these were few.

The weather earned no bouquets. Many spots were hurt badly by rain or generally inclement weather on the Fourth of July. Import of the holiday was pointed up by one operator who said the gross potential represented five or more per cent of the season's earnings. Immune were the New England owners who start the cannon crackers the night before and keep them popping thru the next day and well into the third.

NAAPPB summer session, originated only three years ago, was staged jointly with the annual meeting of the Pennsylvania Amusement Parks Association (PAPA) for the first time. With approximately 140 registrants, both meetings were termed highly successful. Conflicting was lacking and it is highly possible that the New England Association of Amusement Parks and Beaches (NEAAPB) might join in a three-way session at some future date.

No Formal Sessions

In accordance with the formula established by the New England group, the NAAPPB dispensed with business meetings. Gathering was entirely social with individual members availing themselves of the opportunity to study the operations of Host George A. Hamid at his Steel Pier, Max Tubis' Million Dollar Pier operation and the Tilyou's Steeplechase Pier, principal boardwalk fun centers. The Pennsy group elected George Har-

Continued on page 44

J. Charles Yule Resigns As Calgary Manager

CALGARY, Alta., Aug. 11. — Resignation of J. Charles Yule as managing director of the Calgary Exhibition and Stampede, Ltd., effective September 30, has been accepted by the directors, it was announced by James B. Cross, president.

Yule, who has been in poor health for some time, tendered his

resignation had been accepted with deep regret, President Cross said:

"The board desires to express its appreciation of the outstanding services rendered by the managing director during his term of office extending over 11 years, and his long and active support of the exhibition and stampede as a director, a president and as a recognized livestock judge and producer.

"It is the hope of the board that as a past-president and life director, Mr. Yule will continue to interest himself in the affairs of the institution, and give the board the benefit of his wide experience and ability."

Hadacol Star Caravan To Play Tulsa Fair

TULSA, Okla., Aug. 11. — The name-studded Hadacol All-Star Caravan, mighty medicine show, will make its fair debut here September 15 as opening night attraction at Tulsa State Fair. Negotiations were closed this week between Richard Lloyd Jones Jr., fair's chairman of special events, and the LeBlanc Corporation, Lafayette, La., manufacturers of the publicized tonic.

Names attractions will include Carmen Miranda, Dick Haymes, Jack Dempsey, Minnie Pearl, Hank Williams, Candy Candido and

JERSEY JOE ANSWERS GONG AT IOWA FAIR

MARSHALLTOWN, Ia., Aug. 11.—Jersey Joe Walcott, recently crowned world's heavy-weight champion, will make his first appearance at an agricultural fair August 17 when he boxes a three-round exhibition bout at Central Iowa Fair here.

Walcott has agreed to the date and the champ's business office in Camden, N. J., also, has confirmed the agreement, fair officials said.

Tony Martin. Musical aggregations will include an orchestra fronted by Martin, Hank Williams and His Drifting Cowboys, and Sharkey and His Kings of Dixieland.

Others will be Lee Marks, juggler; 14-gal Dorothy Dorben line; Los Gatos, acrobats, and at least 12 clowns. Night's program will be capped with Thearle-Duffield fireworks.

Admission to the show will be by Hadacol box top, according to Jones.

PROVINCES WELL HEELED

Record-Smashing Fairs Reflect W. Canadian Boom

Continued from page 1

pace with the times and, despite high living costs, people are willing and able to spend for entertainment.

The late Sid W. Johns, who managed the Saskatoon (Sask.) Industrial Exhibition for 21 years, used to claim each year that his show was "bigger and better than ever." With Western Canadian fairs maintaining the pace of other development as they are doing now, the slogan is applicable to all of them.

This year, gate, grandstand and midway figures were strong all over the five-city Class A circuit, with previous highs shattered or threatened in many instances. And the story has been much the same at the Class B fairs of the smaller cities and towns.

RAS Up 15%

Royal American Shows on the A circuit finished 15 per cent ahead of last year and Wallace

Bros.' Shows, on the B loop, found patrons generous with their cash at practically every stand.

Indicative of loosened purse strings in the West is the phenomenal pari-mutuel play at the big shows.

At Edmonton, a new all-time wagering mark for one day, \$224,500, was set, and the week's take totaled \$764,288 with one day's program cancelled because of a dangerously muddy track.

Calgary racked up its biggest one-day pari-mutuel play in history when \$155,147 went thru the wickets and the \$711,904 total for the week was well above the previous high set in 1949.

The Saskatoon race meet was the greatest ever, with a new high total of \$434,730 wagered and a record day's take of \$105,121. Regina hit an all-time high of \$533,249, with a one-day record of \$125,270.

PRODUCTION NUMBERS SCORE

Lavish Costumes Highlight Barnes-Carruthers Revue

Continued from page 3

grandstand, but the massive effect reaches the distant patrons.

Striking Number

Girls in this are arrayed in all black, from stockings up, excepting a red flower in their hats. In the mass puppet presentation, each uses a knee-high puppet, the latter costumed largely in shadings of red. This portion of the number is worked to black-light and the effect is striking, drawing strong applause.

Stan Kramer, with his puppet specialties, particularly of a Carmen Miranda-type doing Latin-American dancing, and of an inebriated dancer, scores heavily, as does one in which Kramer, working with his parents, presents five brightly costumed three-foot-high Latin-American dancers to close the number.

Marian Spellman, striking long-tressed blonde, and Selden Reed follow to register strongly with vocal selections from Show Boat. The duo has what it takes, voice-wise and in appearance, and the fem member, a powerful sales gal, doesn't miss a trick.

Bike Act Clicks

The Shyrettos, two men and a gal, come on next in a fast-paced, comedy-punctuated bicycle act that clicks solidly. Gal, who is easy to look at, points up the comedy with her timing and pert air.

The generous costuming is pointed up in the rose number which follows. Steppers are gorgeously attired in all-rose and their whirling in wide-flared skirts rings the bell. Sock finish has stage blacked out with the set, a garlanded rose arbor, set aglow by hundreds of tiny lights.

Strongest comedy of the revue is served up next by Elsa and Waldo, zany girl and boy team, who delight with their wooing in dance.

Three sock circus-type acts follow. First, the Bokaro Troupe, six men and two girls, spark much applause with their teeterboard routine which they climax with a triple mid-air somersault into a chair. Then, Rob Cimse' and Company (Cimse plus three girls) present their sure-fire thriller, aerial motorcycle gymnastics. Emil

Pallenberg's Bears close the circus-type offerings with their crowd-pleasing roller-skating, bike-riding, row-boating, ball-rolling, scooter-riding, ball-throwing, dancing and motorcycle-riding routines.

For the finale, Sam J. Levy, head man of the Barnes-Carruthers office pulled out all the stops with a military number that is believed to top anything ever served up by a revue at fairs in the Midwest or South.

Titled *Drums On Parade*, the number offers drum-carrying-and-playing girls in brilliant costumes, wearing featured headdresses, long-flowing, red star-spangled capes lined in blue, and knee-high silver boots.

The Seven Song Stylists, vocal chorus, which work in other production numbers, and Marian Spellman join in singing in this, as orchestra leader Izzy Cervone leads thru a medley of military numbers, with the closing timed with the start of the fireworks show.

Dorothy Hild, of Chicago Edge-water Beach Hotel note, collaborated with Ainslie Lambert in staging the production numbers.

Joe Wallace handles the emcee chores. Happy Kellems, clown, works the come-ins.

The revue as presented here constitutes the form it will follow for its full fair route, which will carry it to Shreveport, La., in mid-October. At some fairs, however, other acts will be added.

CNE Contracts Canadian Orks

TORONTO, Aug. 11.—The Canadian National Exhibition will this year replace American orchestras with Canadian bands in a move that will cut down its music budget by two-thirds, officials announced.

American orks, which last year cost the annual nearly \$50,000, will be replaced by aggregations banded by Ellis McClintock, Bert Niosi, Art Hallman, Norman Harris and Stanley St. John.

RAILWAYS TO HIKE SHOW MOVE RATES

New Charges Apply to Contracts Made In Advance; Effective Date Not Set

CHICAGO, Aug. 11. — Railroad sources said here this week that the effective date for new increases in rates for moving shows

had not been determined but that the date was to be set soon. Effective date will be 15 days after the revised tariffs are filed, and filing may be completed by Monday (20).

The Interstate Commerce Commission this week authorized a 9 per cent increase for Eastern roads

Continued on page 54

WCPO Day Big At Cincy Coney

CINCINNATI, Aug. 11.—WCPO Day at Coney Island here Thursday (9) proved the pulling power of personal appearances of radio and TV personalities by drawing about 12,000 people to the park to see 13 consecutive hours of broadcasting via TV, AM and FM.

All the station's well known personalities were featured in the 27 programs which aired from the park's Moonlite Gardens, and there was a full house for every show. Numerous prizes, contributed by 35 sponsors, were given away during the day. Top prize was a TV set, given to the first person entering the park. It went to a lad who spent 36 hours outside the gate, including a rainy stretch of four hours.

Mort C. Watters, WCPO general manager, said he plans to make the production an annual event.

Purcell Joins Skating Vanities

NEW YORK, Aug. 11. — Pat Purcell assumed the duties of general representative for Skating Vanities this week after completing a spring and summer engagement as publicity director for co-promoters Irv Fried and Al

Continued on page 54

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CLOSE-UPS: MILLS BROTHERS

Team's Auspices Plan Builds Winning Circus

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By **TOM PARKINSON**

THE MILLS BROTHERS—Jack, Jake and Harry—pioneers in operation of outdoor circuses under auspices, not only comprise the brass for a genuine "Bros." show but also fit together as a balanced team for circus management.

They parlayed minimum equipment and a promotion idea into a prosperous organization. It's likely that their success inspired the rush by several other circuses to get on the auspices bandwagon.

Jack and Jake are co-owners and Jack is manager of Mills Bros.' Circus. Jake is assistant

press agent back and ticket man. Hitches with Rice Bros. of 1934, Lewis Bros. of 1935 and Orange Bros. followed. Then Jack talked Zack Terrell into taking him on as bannerman for the Cole Bros.-Clyde Beatty Circus.

Jake, Harry Follow

Jake followed Jack's footsteps in 1930. Six weeks before he was to be graduated, he blew his high school diploma in favor of blowing a trumpet for the Cole Bros.' Circus band. Next came a turn with Snyder Bros.' Circus and for 1932 he was one of Rodney Harris' music makers on Downie Bros. Jake stayed with Downie until 1938, when he moved to Robbins Bros., and in 1939 he tooted for Parker & Watts.

Harry Mills put off his share of the 3-way shock to their father by delaying his trouping two years. During that time he was a coal passer on Great Lakes ships. But Harry joined his brothers on the Downie show in 1932. Since Jack was in the promotion phase and Jake took the performance end, it was logical for Harry to head for the concessions department. He hawked novelties on



HARRY MILLS

Downie, and had the outside novelties on Russell Bros. in 1933. For the next season he worked merchant tickets for Paul M. Lewis' outfit. Then he went with Cole Bros. for four years, working the menagerie stand and seats. He was back on Lewis Bros. with novelties in 1939.

The trio tried a show of their own in the winter of 1935. With one truck they opened the *Down-in-Dixie* Minstrel Show. It folded twice in a few weeks. But in the winter of 1939-'40, they were ready to try again, and this time they had the formula.

When Jack lost his job with the Cole show, he had a bankroll of \$1,200. With that, the brothers

(Continued on page 67)

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JAKE MILLS

manager and centers his attention on the performance. Harry is superintendent of concessions. The brothers put in long years with other shows to gain the experience that's now behind their own outfit.

Jack Joins Ringling

Jack was brought to this country from Russia in 1909, when he was 3 years old. His parents settled in Cleveland, where his father set up a tailor shop. The other brothers were born in Cleveland.

When Ringling Bros. and Barnum & Bailey pulled out of the Mills' home town in 1919, Jack went along as cookhouse helper. After 10 days he switched to Jack Cousins' Doris One-Ring Show as workingman and butcher, but the outfit folded. After a hitch as concession wheel operator at a Cranston, R. I., park, he joined the Lombard & Hathaway two-car show for what proved to be its final 10 days.

He was a big top hand on Howes Great London and a workingman on Andrew Downie's Walter L. Main Circus, and then he returned home at his father's insistence to work on a fruit peddler's wagon. This job was interrupted by a turn with Harry LeRoy's truck show and it was ended when Jack signed with Al G. Barnes. In the ensuing years, he drifted from one show to another including Sell-Floto and John Robinson. In 1924 he was on the King brothers' Walter L. Main show and he returned to them in 1927 for a stretch with their Gentry Bros.' Circus.

Jack began as a candy butcher with Gentry but soon wrangled a ticket job from Frank Orman and later added concert announcements, banner collections and short banner sales to his activities. He was on the Main advance for 1928. That show was called Cole Bros. in 1929 and 1930, and Jack went along as banner man.

Early depression years found Jack on Downie Bros.' Circus as



JACK MILLS

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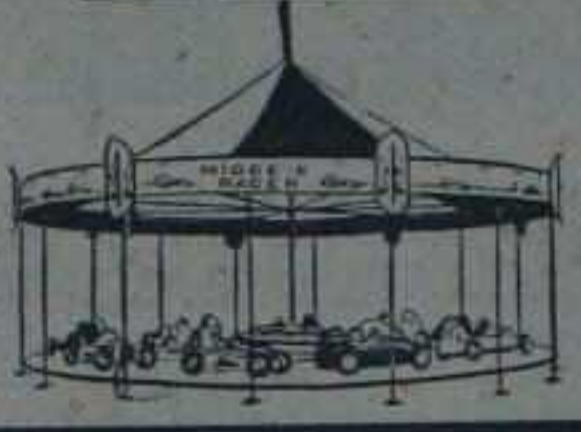
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Talent Topics

The Four Ryles, roller skating, headed for Chicago following their engagement at the Roxy Theater, New York, and will play a number of fair dates for the Boyle Woolfolk Agency. . . . Les Juvellys, balancing and roly poly, are on the Chicago (Ill.) Theater stage bill along with the premiere of "Little Egypt," movie on the Chicago '93 world's fair. . . . Freddie Waltheim, unicycle-juggler, recently came to the Midwest from New York and is playing club dates in Chicago and Milwaukee.

Vaudeville show line-up at the Cambridge, Ill. fair included Faith and Ray, Royal Chefs, Will Wright, Royal Rockets, Valdare, Ted and Art Miller, Quallmans, and Jean Colin as emcee. One-night revue in the same fair will feature the Victoria Troupe, unicycles; Barons, balancing and Risley; MacFarland and Brown, comedy; Mel Marcus, table rock; Roxeyettes, 16-gal line, and Capt. Ferguson's Circus. . . . Lang Troupe, teeterboard, will play the Cortland, N. Y., fair, following their Sunday (12) close at the Providence Shrine Circus.

The Leo Couture high diving act came in for a good publicity break in the August issue of Mark Trail Magazine with a three-page story complete with 10 photos of the performers. Act recently wound up its 12th date in the U. S. and after five more will head back to Canada. . . . George Ventre, who is in his 26th year of handling the baton for Hamid grandstand shows had the following in his aggregation at the Presque Isle, Me., fair: Samuel Blake, Bernard O'Donnell and Eddie Fagan, trumpets; Mike Carapezza, alto sax; Ted Kirke and Allan Gardner, trombones; Harry Millen, bass; Harold (Dinga) Melden, drums, and Charles Chaplin, organ. John Hook plays trumpet and assists Ventre.

Leo DeMers, formerly with the DeVirtel Brothers, comedy-acro, (Continued on page 58)

1951 WINNERS
39th Annual BIG ELI Fourth of July Contests

(Contest No. 1 for BIG ELI Wheels)

Rank	Entrant	State	Wheel Receipts
1	Clement Smith	Iowa	No. 5 \$924.00
2	Otto Stephen	Iowa	No. 5 \$817.75
3	F. G. Mattingly	Ky.	No. 15 749.22
4	H. L. Schrader	Mo.	No. 5 648.25
5	O. & H. Smith	W. Va.	No. 5 583.80
6	F. E. Gooding	Ind.	No. 12 571.46
			Total \$4,348.58

Average per wheel for the day \$724.76.

★ BIG ELI Wheel continues to be a sure profit earner.

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No. 1 Cards, heavy white, black back, 3 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 75 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000—\$5 per 100. Fibre Calling Numbers, 75; Wood Calling Numbers, 51; Printed Tally Card, 15; Colored Heavy Cards, 23, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 Size, 5 1/2 x 11 1/2, 104 ea.

3000 KENO
Made in 30 sets of 100 cards each. Played in 2 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

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White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100 \$1.25. In lots of 1,000, \$1 per 100. Calling Markers, extra, 75¢.

Set Numbered Ping Pong Balls... \$12.00
Replacements, Numbered Balls, ea. .30
3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000 .125
Middleweight Cards, 5 1/2 x 7 1/2, White, Green, Red, Salmon, Yellow, 100 ea. Per 100 .200
3,000 Small, Thin, "Brownie" Bingo Sheets, 3 colors, loose only, no pads, size 4x5. M .150
Plastic Markers, Red or Green, round or square, 3/4" diameter, M .250
Scalloped Edge, Green only, M. .200
Smaller Size, 3/4" diam, Red or Green Plastics, M .150
Adv. Display Posters, size 2 1/2 x 3 1/2, Ea. .15
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cages with Chute, Wood Ball Markers, Marker Board, 2-piece layout for... 15.00
Thin, Transparent Plastic Markers, Brown, 3/4 inch, Per M. .100
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M. .235
Round White M. Cardboard Markers, 2 sizes: 1 1/2 inch diam., 1800 to lb.; larger size, 3/4 diam., 1000 to lb. Either size, lb. .45
Airtite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 50¢. Send for illustrated circular. For 125.00
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MATERIALS A PROBLEM

Ride Builders Shun New Major Units as Sales Continue Brisk

ATLANTIC CITY, Aug. 11.—It looks very much as tho fun unit operators will be presenting the same major thrill attractions a year from now.

most serious threat to the continued production of high-grade equipment, it was said. Another bugaboo is the fact that moulded synthetic rubber is not an adequate substitute for the natural product for many purposes.

roundabouts and up-and-downers for a number of reasons. To begin with, 10 or more kiddie units can be constructed from the material required for the major rides.

Planning, building and trial test— (Continued on page 54)

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

- A. C. of A. (Hennies): Springfield, Ill. All Expo: Sidney, Ia. All Fair: Rosenberg, Tex. All Valley: Mission, Tex. 14-26. A-1 Am. Co.: Northwood, Ia. American Beauty: (Fair) Bloomfield, Ia. 13-17; (Fair) Eldon 19-23. American Eagle: (Fair) Sidel, Ill.; Ridge Farm 29-35. American Midway: Ness City, Kan.; Emporia 29-35. A.M.P.: Farmville, Va. Anderson Am.: Erie, Mich. 17-19. Badger State: (Fair) Brainerd, Minn.; (Fair) Windom Falls 29-35. Baker United: (Fair) Hartford City, Ind.; (Fair) Martinsville 29-35. Beam's Attr.: (Fair) Moundville, W. Va.; (Fair) Dayton, Pa. 29-35. B. & C. Expo.: (Fair) Henrietta, N. Y.; Vernon 29-35. Becht, Lee.: (Fair) Owensville, O.; (Fair) West Union 21-24. Bee's Old Reliable: (Fair) Brodhead, Ky.; (Fair) Lebanon 29-35. Bernard & Barry: Valleyfield, Que., Can., 15-19; Peterborough, Ont., 21-25. B. & H. Am. Co.: Bingham, S. C.; Loris 29-35. Big For: Momence, Ill.; Strasburg 21-25. Big State: Rush Springs, Okla.; Ada 29-35. Bluff City: Clayton, Ill.; LaBelle, Mo., 21-25. Blue Grass: (Fair) Princeton, Ind.; (Fair) DuQuoin, Ill., 25-Sept. 3. Bodart's: Rhineland, Wis., 13-15; Nellisville 16-19. Boone Valley: Rock Rapids, Ia.; Sac City 29-35; Toledo 24-25. Brodbeck: Russell, Kan.; Cheney 22-25. Brodbeck-Schrader Rides: Rush Center, Kan., 13-15; (State Fair) Pueblo, Colo., 18-25. Buck, O. C.: (Fair) Elmira, N. Y.; (Fair) Malone 29-35. Buffalo: (Fair) Caledonia, N. Y.; (Fair) Angelica 29-35. Burdick's: Cameron, Tex. Burkhardt: Farmington, Ill. Burke, Harry: Delcambre, La. Capital City: (Fair) Manchester, Ky.; (Fair) Harboursville 29-35. Carpenter Bros.: Bloomville, O.; Jackson Center 29-35. Casey, E. J.: Clear Lake, Man., Can., 14-15; (Fair) St. Vital 17-18; (Fair) Emo, Ont., 29-35; (Fair) Kenora 22-25. (Continued on page 59)

The Canadian National Exhibition, which last year featured the Velare Bros.' Double Wheel, is likely to be without a major new attraction this year for the first time in the postwar-era, the manufacturers group said.

Stimulus Lacking

Actually, the stimulus for creation has been lacking in the manufacturing field. Business has been excellent while nearing the saturation point in production for some concerns.

Manufacturers have shied away from the creation of new major units in favor of the juvenile

Autry Kicks Off Springfield, Ill., Grandstand Bill

SPRINGFIELD, Ill., Aug. 11.—Gene Autry, headlining the opening night show Friday (10) at the Illinois State Fair here, played to an excellent grandstand turnout.

Appearing on the bill besides Autry were Ad Buttram, the Cass County Boys and three variety acts. Opening day's gate was announced at 42,000, down 5,000 from last year.

Today's attendance up to 4 p.m. was estimated at 52,000. Harness horse races confined to Illinois horses were raced before 7,800 persons.

Kochman Org Sets Pa. Mark

CLEARFIELD, Pa., Aug. 11.—Presenting an afternoon show here Saturday (4), wind-up of the Clearfield Fair, Jack Kochman's Hell Drivers broke the thrill show attendance record for the date for the second year in a row, drawing a crowd of 10,000 persons.

George A. Hamid's grandstand revue and James E. Strates Shows, midway occupant, also got record crowds.

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FOR SALE 30 ft. Merry-Go-Round with 20 jumping horses and 2 chariots. Anchor top and sidewall. Pulled by gasoline motor or an electric motor for \$3,500. FOR SALE 16 ft. Merry-Go-Round with 20 jumping horses and 2 chariots. Anchor top and sidewall. Pulled by gasoline motor for \$7,500. FOR SALE One 40 ft. Ferris Wheel used 6 weeks. Will take \$3,500 cash. Delivered to you within 500 miles. FOR SALE Kelley's Mighty Minstrels Frank Sloan, Gen. Mgr. Care Carolina Theatre, Sanford, N. C.

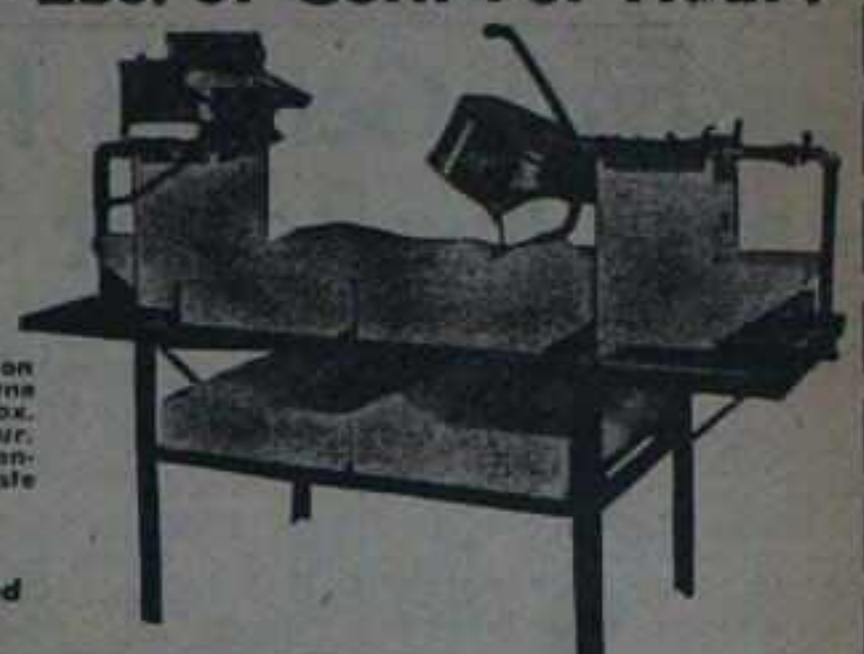
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The Multiplex ROOT BEER BARREL

IN THREE SIZES: 17 GAL. 45 GAL. 60 GAL.

It Advertisises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

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- Balley Bros.: Marysville, Pa., 15; Columbus 16; York 17; Hanover 18. Beaty, Clyde: Munising, Mich., 14; Sault Ste. Marie 15; St. Ignace 16; Petoskey 17; Traverse City 18; Cadillac 19. Biller Bros.: Gravenhurst, Ont., Can., 16; Midland 17; Barrie 18; Oshawa 20; Brampton 21; Guelph 22; Brantford 23. Campa Bros.: White Sulphur Springs, W. Va., 15; Clifton Forge, Va., 17; Bedford 16; South Boston 20. Capell Bros.: Sargent, Neb., 17; Arnold 18. Cole & Walters: Reinbeck, Ia., 13; Parkersburg 14; Clarksville 15; Sumner 16; Strawberry Point 17. Gould, Jay: Atlantic, Ia., 13-15; Gladbrook 16-18; Davenport 19-21; Red Oak 22-25. Hagan-Wallace: Brunswick, Ga., 14; Jeap 15; Waycross 16; Valdosta 17. Kelly-Miller: Xenia, O., 13; Middletown, 14; Miamisburg 15; Eaton 16; Union City, Ind., 17; Bluffton 18; Delphos, O., 19. Kelly-Morris: Ludington, Mich., 14; Saugatuck 15. King Bros.: Torrington, Conn., 14; Wilimantic 15; New Britain 16; Waterbury 17; Newburgh, N. Y., 18; Annapolis, Md., 20; Alexandria, Va., 21; Charlottesville 22; Richmond 23; Emporia 24; Newport News 25. Mills Bros.: Talmadge, O., 14; Canton 15; Uhrichville 16; Youngstown 17; Warren 18; Sewickley, Pa., 20; Woodsfield, O., 21; Monessen, Pa., 22; Greensburg 23; Indiana 24; Dubois 25. Plunket's: Faulkton, S. D., 14; Redfield 15; Wessington 16; Woonsocket 17; Plankinton 18. Potack Bros.: Eastern: (Stadium) Quincy, Ill., 14-18; (Stadium) Rockford 22-25. Polack Bros.: Western: (Redwood Acres) Eureka, Calif., 15-18; (Fair) Vancouver, B. C., Can., 22-Sept. 3. Ringling Bros. and Barnum & Bailey: Spokane, Wash., 14-15; Kennewick 16; Seattle 17-19; Centralia 20; Portland, Ore., 21-22; Salem 23; Eugene 24; Klamath Falls 25. Wallace & Clark: Rifle, Colo., 17.

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Funspots Getting Heavy Play; Some Ops Report Takes Up 25%

Continued from page 40

ton. West View, Pittsburgh, president.

Majority of the registrants arrived Tuesday (7). Total attendance failed to come up to expectations resulting from the heavy sign-in on Tuesday. However, Paul H. Huedepohl, NAAPPB executive secretary, said he was well pleased with the turnout. Reservations were received well in advance, Huedepohl said. Registrants were quartered at Haddon-Hall within a 100 yards of the Steel Pier.

The weather, which was cold and rainy on Tuesday and cloudy and humid on Wednesday, perhaps kept many operators located within easy driving distance from attending.

Full Program

The program was a full one. Open house at Steel Pier on Tuesday was followed by a cocktail party and buffet at Hamid's ocean-front home at night. Luncheon on Wednesday was followed by the PAPA business meeting, a cocktail party on the Steel Pier, lobster dinner at Hackney's, famed boardwalk eatery, and attendance at the Ice Capades in Convention Hall, the latter thru the courtesy of John Harris.

Numerous small, informal dinner parties were staged, and many a corner of this famous and massive shore resort escaped the scrutiny and pleasure of the park folk in attendance.

George A. Hamid, representing Mayor Altman, presented Edward Carroll, NAAPPB prexy, with the key to Atlantic City.

Registrants Listed

Registered were: Mr. and Mrs. Paul H. Huedepohl, Chicago; Mrs. Belle Cohen, Chicago; Mrs. Emma Jantzen, Portland, Ore.; C. Melvin Sharpe, Washington; Dr. L. H. Firestone, Flint, Mich.; James T. Mitchell, Crystal Beach, Ont.; Harry J. Batt, New Orleans; Mr. and Mrs. H. W. Larnet, Mr. and Mrs. Edgar Rubright, Muncy, Pa.; John L. Coleman, Indianapolis; Mr. and Mrs. James W. McHugh, New York; Harry C. Batten, Philadelphia; Bert Nevins, New York; Sol Abrams, New York; John J. Carlin, Mr. and Mrs. William Fischer, Baltimore; Raymond Lusse, Philadelphia; Mr. and Mrs. Carl Sinclair, Ellen Sinclair, Canton, O.; E. F. Strunk, W. S. Alexander, R. F. Irwin Jr., Austin F. Platt, Philadelphia; Mr. and Mrs. Carl E. Henninger, Robert F. Hen-

ninger, Mrs. Rogert F. Henninger, Pittsburgh; William J. Tarr, Mrs. Tarr, Conneaut Lake, Pa.; E. E. Foehl, Philadelphia.

Also, R. M. Spangler, Sunbury, Pa.; William P. Donlon, Utica, N. Y.; Ida Cohen, Chicago; Mr. and Mrs. George W. Bartels, Hershey, Pa.; Richard McCrone and Mrs. McCrone, Jack Williams, William Marquette, Hershey, Pa.; Mr. and Mrs. William Rabkin, Norman and Martin Rabkin, Long Island City; Mr. and Mrs. T. E. Spackman, Mr. and Mrs. David Owen, Monticello, Ind.; Mr. and Mrs. Edward J. Carroll, Agawam, Mass.; Karl Strohl, Mrs. Strohl, Mr. and Mrs. A. D. Goodman, Besie and Jean Goodman, Maxine, Rae Ellen and Bonnie Fay Strohl, Mrs. Esther Arnovits, Scranton; G. P. Price, Glen Echo; Fred L. Mackey and J. A. Carpio, Exeter, N. H.; Robert L. Plarr, Allentown; Joseph L. Barnes, Philadelphia; Mr. and Mrs. William F. Cassidy, Bridgeton, N. J.; Mr. and Mrs. W. B. Schmidt, Chicago; Mr. and Mrs. Larry Stone, Nantasket Beach, Mass.; Mr. and Mrs. Robert A. Guenther, Andrew Peteri, Irvington, N. J.

Also, Gene P. Otto, Mt. Gretna, Pa.; C. G. Addison, Lexington, Mass.; William de L'horbe, Dayton, O.; John Logan Campbell,

Baltimore; Ben S. Allen, Philadelphia; Mr. and Mrs. A. B. McSwigan, A. S. McSwigan, Pittsburgh; Harry L. Rose, Harry Cooke, Lancaster, Pa.; B. A. Schiff, Miami; Jack L. Greenspoon, Virginia Beach, Va.; Albert Miller, Norfolk; Jack Rosenthal, Palisades (N. J.) Park; Mr. and Mrs. J. R. Singhiser, Mrs. Marie D. Singhiser, Brinkman Singhiser, Louisville; Henry Bowen, Fitchburg; Mr. and Mrs. Elmer Mason, Miami; David Gillian, Ocean City, N. J.; Mr. and Mrs. Vernon Platt, Somertown, Pa.; E. A. Arneith, Somerton, Pa.; Leon Cassidy, Bridgeton, N. J.; Holmes Cook, New London, Conn.; Walter Jones, Miami; Fred T. Lauerman, Chicago.

Also, Mr. and Mrs. H. P. Schmeck, Philadelphia; George A. Hamid, Atlantic City; Dorothy Packman, New York; Bernard Berkley, Marshall Williams, Elmhurst, N. Y.; Mr. and Mrs. Charles Hubbs, Mr. and Mrs. H. Reese, Miami; G. M. Horton, Dick Newman, James W. Walsh, Jack Stoll, Harry Hobel, Pittsburgh; George Faraguhar, Baltimore; John T. Gibbs, Beverly Hills, Calif.; William Wendler, North Tonawanda; Mr. and Mrs. David Sternbergh, York, Pa.; W. D. Acton, Pennsville, N. J.; Mr. and Mrs. Chris-

Steel Pier Topping 1950 by Hefty 18%

Name Features Keep Gate Clicking; 20,000 Paid Sets New Tuesday Mark

ATLANTIC CITY, Aug. 11. — Steel Pier, this resort's principal fun center, has been having a fifty year. Grosses have been running consistently ahead of last year with increases averaging around 18 per cent. Indications are that the remainder of the season will at least hold, if not exceed the current pace.

Lengthy structure, with its four theaters, featuring motion pictures and top name talent, ballroom harboring the nation's leading bands, circus thrill presentations over the water all offered for the \$1.25 tax included adult admission is a solid bargain that has a sizeable number of resort visitors bucking the ticket windows at 9:30 a.m., opening hour.

Wet, cold weather Tuesday (7) prodded some 20,000 customers thru the turnstiles by late afternoon. Owner George A. Hamid said the crowd was probably a record for the day. An over-the-water presentation of circus thrill acts presented at 5 p.m. when the weather cleared sufficiently, was viewed by a capacity crowd that jammed the 4,500 grandstand seats and overflowed on to the roof of the ballroom. Offering was vital to continuing good relations with patrons who were lined up before all theaters thruout the day.

Ripley Believe It or Not Odditorium, presented by John Arthur Exhibitions, Inc., played to hefty crowds thruout the day, as did all other attractions. Concessionaires and eating stands did a land-office business.

Principal lure, other than the novelty of the nationally known structure to most visitors, is the lavish use of name talent. Principals this week were the Mills Brothers, vocal quartet, and Ralph Flannagan and his ork.

Biz Jump Laid To Radio Time At Steeplechase

NEW YORK, Aug. 11. — With the radio advertising campaign staged this year by Steeplechase Park due to wind up Friday (10), Manager James J. Onorato opined that the air-waves pitch was largely responsible for a 12 per cent rise in business as of July 31 over the same period last year.

The direct effects of the drive naturally were difficult to gauge exactly, Onorato said that faces he had not seen in many years at the park had reappeared. Steeplechase business has been up over 1950 all the way, and with a few breaks in the weather Onorato looks for the margin to last thru the homestretch.

Park did only a quarter of normal business Saturday (28) in the face of rain, but Sunday (29) proved excellent despite overcast skies.

RAIN POURS \$\$ INTO STEEL PIER

ATLANTIC CITY, Aug. 11. — The worst possible weather combination, wet and cold, greeted early arrivals at the joint meeting of the National Association of Amusement Parks, Pools and Beaches and the Pennsylvania Amusement Parks Association here Tuesday (7). Host George A. Hamid, operator of the Steel Pier, whose many other outdoor show business interests normally tag him as a principal foe of the rainmakers, was gleeful. The murky atmosphere made for a perfect pier day and by late afternoon nearly 20,000 resort visitors had jammed the funspots' four theaters and numerous other amusements. It was the first good (?) weather enjoyed this year, Hamid said. Rain on other days, either because of its torrential volume or timing, has hindered rather than helped the gate.

Warm Weather Ups Business For L. A. Spots

LOS ANGELES, Aug. 11. — An extended spell of hot weather that hit the area early in July and stayed on has increased business at amusement areas in Long Beach and Ocean Park.

Roy C. Troeger, head of Ocean Park Pier Company, said that July business was well ahead of the same period in 1950.

In Long Beach at Long Beach Amusement Company's Nu-Pike, July figures for this year surpassed those of 1950 by at least 25 per cent, L. P. (Pat) Murphy, manager, said. Murphy reported kiddies' day pulling exceptionally well each Wednesday. Hot weather cut daytime ride patronage, but evenings saw a spurt on the devices.

Elmer Velare, operator of the Sky Wheel and other rides and attractions at Nu-Pike, said that all Velare Bros. operations were well ahead of last year.

Nu-Pike, Murphy stated, is planning to demolish the area behind the pool where 4,000 lockers are located in order to install a recreational area for bathers. A lawn will be put in and equipped with ping-pong and an area for dancing to juke box music. Additional parking facilities are to be established with a large sports center under the lot.

Million \$ Pier \$ Pace Loses Momentum

ATLANTIC CITY, Aug. 11. — Operations on the revised and revitalized Million Dollar Pier have slowed down to a dog trot after a fast start at the beginning of the season solely as the result of the games hassle that has been going on in this State, county and city. The sanctioned early season operation of wheels gave way to flashers before deteriorating to the current improvisation of darts, slow moving and unattractive to the thousands of boardwalk strollers who detour to take in the sparkling allure of this year-old funspot.

General manager Max Tubis and

Kid Train Placed In Public Park

BURLINGTON, N. C., Aug. 11. — A Miniature Train built by Miniature Train Company of Rensselaer, Ind., was put into service here recently in a city park. It is being sponsored by the Burlington Kiwanis Club.

W. C. Elder, Elder Hosiery Mills, presented the train to the city manager and the director of city recreation. The device includes two 40-foot steel trestles and a 100-foot tunnel.

George Harton Named Head Of Pa. Group

Dave Sternbergh Veepee, Bill Tarr Sect'y-Treas.

ATLANTIC CITY, Aug. 11. — George Harton, West View Park, Pittsburgh, was elected president of the Pennsylvania Amusement Parks Association at the annual business session of that organization here Wednesday (8). He succeeds Carl Henninger, Kentywood Park, Pittsburgh.

David H. Sternbergh, Playland, York, was elected vice-president, and Bill Tarr, Conneaut Lake, secretary-treasurer.

Elected directors were A. B. McSwigan, Kentywood Park, Pittsburgh; Raymond Lusse, Lusse Bros., Philadelphia; Harton and Sternbergh.

Nominating committee, headed by H. P. Schmeck, Philadelphia Toboggan Company, included Elmer Foehl, Willow Grove Park, Willow Grove, Pa.; Norman Alexander, Woodside Park, Philadelphia, and R. M. Spangler, Rolling Green Park, Sunbury, Pa.

Very little business was discussed at the meeting as a result of the absence of Sternbergh, chairman of the legislative committee. Owners whose operations included pools were asked to join with Philadelphia area operators in combating possible legislation that would be detrimental to the continued successful operation of the swim spots.

Regatta Slated At Rocks' Spot

NEW YORK, Aug. 11. — Regatta will be staged in the waters off Rockaways' Playland here tomorrow, with band leader Guy Lombardo officiating and 17 trophies slated for the winners. Park management is presenting the event in conjunction with the Long Island Boat Racing Association.

Business over last week-end at the park was excellent, with the weather clear and temperatures comfortably warm. The Wilson Line, excursion boat firm servicing Rockaways, has enjoyed sufficient business during the season to add a second day to its schedule between the park and Elizabeth, N. J. Boats will run on Wednesdays, as before, plus Thursdays.

Conn. Concessh Men Organize

NEW LONDON, Conn., Aug. 11. — Concessionaires at city-owned and-operated Ocean Beach Park here have formed the Ocean Beach Park Concessionaires' Association, primary purpose of which will be to boost promotional activities at the spot.

Chairman is Harry Picazio Jr., of the Gam Restaurant; assistant chairman, Paul Nassetta, CNF Amusement, Inc.; secretary, Joseph Pusateri, Joe's Stand; treasurer, Leon N. St. Germaine, Gam Cafeteria, and corresponding secretary, Holmes Cook, miniature golf course.



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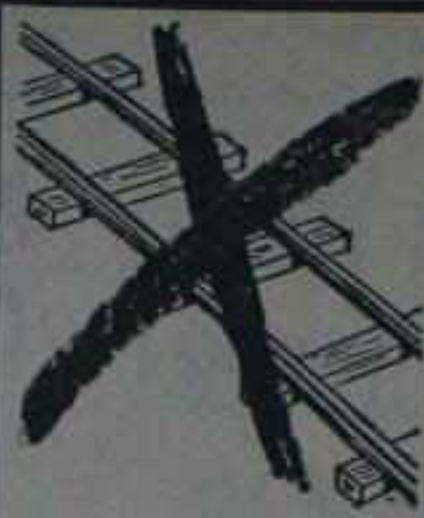
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Velares Plan New Funhouse At Long Beach

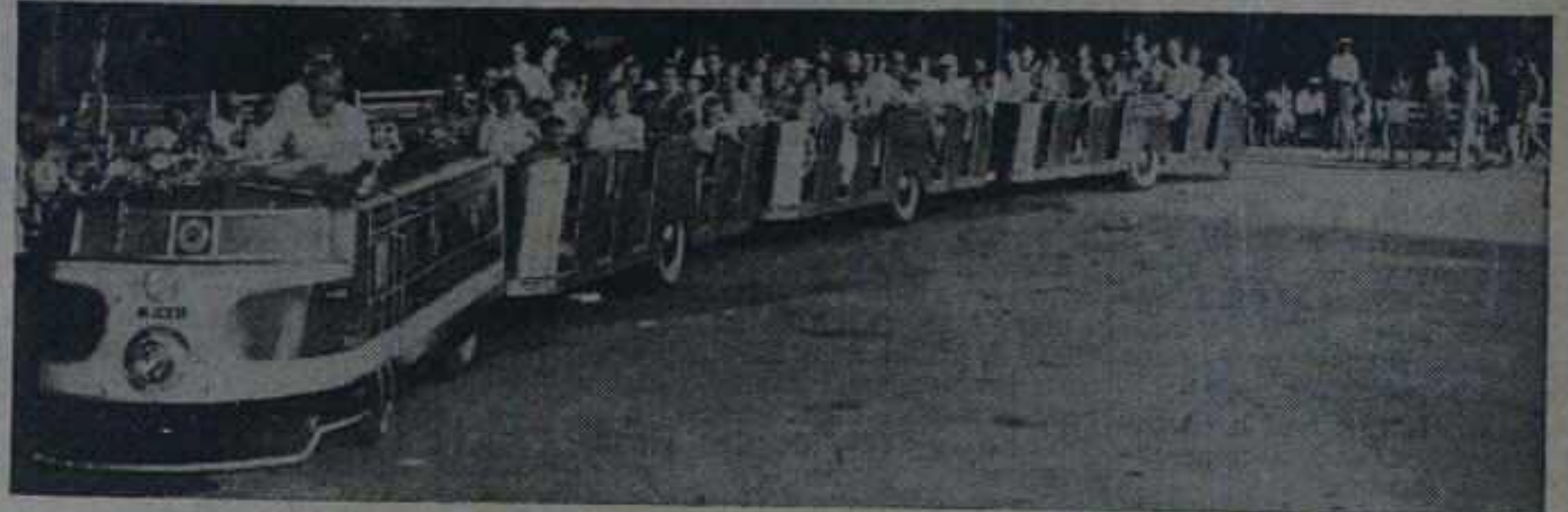
LONG BEACH, Calif., Aug. 11.—Velare Bros., builders of the Sky Wheel and operators of rides and attractions on the Nu-Pike here, plan to extend their operations in the Long Beach Amusement Company's area after the first of the year, Elmer Velare, a partner in the firm with his brother, Curtis, said.

A long-time lease has been signed by the Velares with L. P. Murphy, Nu-Pike manager, on a building near the pool. Front is to be removed and improvements made to the structure to convert it into a large fun show. Velare said the proposed work would take three months with the new attraction being readied in time for spring business.

At present, the Velares are on the road with their Sky Wheel to play Illinois State Fair, Canadian National Exhibition, Tennessee State Fair, Georgia State Fair and State Fair of Texas. Curtis Velare accompanied the ride when it left here a few days ago for Springfield, Ill. Elmer Velare, detained by the death of his brother-in-law, Frank Graham, left late this week for Illinois.



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Executive Director
Zoological Society of Cincinnati

This new National Trackless Train proved its exceptionally money-making possibilities when installed at the Cincinnati Zoological Gardens. Now available for city parks, amusement parks, kiddie lands, zoos, boardwalks, fairs, etc.

This popular, easily handled ride climbs grades too steep for miniature trains, travels where tracks are prohibited and saves cost of track and bed.

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CIRCUSES

King Business Dips At Some NE Stands

Long Hop South Scheduled August 19; Mills to Follow on Yankee Circuit

NORTH ADAMS, Mass., Aug. 11.—King Bros.' Circus continued good business in New England this week but in general the turnouts were smaller than those of a week ago. The show played to a near-capacity night house and a three-quarter matinee here Tuesday (7). Hot weather hurt in the afternoon while a cooling rain helped at night. The show moved slowly from Greenfield, Mass., because of fog in the mountains.

Greenfield, where the show played Monday (6), gave the King show a half house for the matinee and a one-quarter turnout at night.

At Brattleboro, Vt. (3), King had a one-quarter matinee and half house at night. The show played under Kiwanis Club auspices, and Mills Bros.' Circus will play there September 8 under Rotary Club auspices.

Keene, N. H. (2), had a three-quarter matinee and a near-capacity house at night.

Coming up for the King caravan is a 275-mile jump as the aggregation ends its extensive tour of New England and heads for the South. The jump will be from Newburgh, N. Y., to Annapolis,

Md., over Sunday (19) and will follow a week in New York and Connecticut towns. King's New England dates have brought big business with few exceptions. Mills Bros. also plans a lengthy trek thru Yankeeeland and will move in shortly after King leaves.

Kelly-Miller Night Houses Hold Strong

KENTON, O., Aug. 11.—Al G. Kelly & Miller Bros' Circus played to a three-quarter matinee and a near-capacity night house here Tuesday (7) despite cloudy weather.

The show's Sunday (5) matinee-only stand, Port Clinton, O., drew a near-capacity audience. Both performances in Bellevue, O., Saturday (4) were to full houses.

In Willard, O. (3), Kelly-Miller attracted a better than half house for the matinee and another near-capacity at night. There were showers in the morning.

Next week the show continues its lengthy tour of Ohio but will dip into Indiana for two towns, Union City (17) and Bluffton (18),

Rogers Wins Good Crowds; Follows H-W

POCOMOKE, Md., Aug. 11.—Rogers Bros.' Circus won a near-capacity night house and better than half-house for the matinee here Tuesday (7) under American Legion auspices.

The date followed big business at Cape Charles, Va., Monday (6) where the show had a matinee just short of the full mark and an overflow at night. Lions Club was auspices.

Earlier, Rogers had a half-house for the matinee and near-capacity for the evening performance at Suffolk, Va. (2), under Kiwanis auspices. The show was nine days behind Hagan-Wallace Circus there.

In Petersburg, Va. (1), a half-house for the matinee and a full house at night were registered by St. Rubens' Rogers show. The show also followed Hagan-Wallace into Norfolk, Va., where both played two-day stands.

Shell May Frame 1952 Truck Show

FARMINGTON, Mo., Aug. 11.—Harry Shell, long-time circus trouper, said last week he is planning to frame a show for next season. He and a partner, Frank DeGuire, lumber dealer, have acquired seats and two tents. DeGuire also has several trucks. Shell said the tents and seats will be rented for special events this fall.

Hagan-Wallace Changes Route, Agents, Talent

NEW BERN, N. C., Aug. 11.—Dub Duggan's Hagan-Wallace Circus has moved southward into tobacco territory after canceling the route it had planned northward from Richmond, Va. Paul Forrester and Hank Carlile joined

at Richmond with five phone crews and are booking all dates under auspices.

Al Porter, business manager, took over the advance temporarily to succeed Charles Campbell when the show jumped from Oklahoma to North Carolina several weeks ago. Porter now has returned to the show.

The DeRiskie and Sparton families were replaced at Jacksonville, N. C., by Swede Johnson's Liberty horses and Ann Teeter's aerial acts. Herta Gillette, traps, is working the elephant act. Matt Laurish Troupe has added a new routine to the dog and pony number. Dorothy Hill's horses and George Geddis, horizontal bars, continue in the performance. Lucille Gillette's leap from a platform to a trapeze over the grandstand is the show's feature. There are 11 clowns and a band of seven pieces.

Norfolk and Richmond, Va., were two-day stands and turnouts were fair. Smaller spots have been producing strong business for night shows. Edenton, N. C., first stop on the new southern route, had a half house for the matinee and a full house at night. Washington and New Bern, N. C., both played under Shrine auspices, gave light matinees and straw houses at night. New Bern was a two-day stand.

R-B IN LONG JUMP; SALT LAKE STRAW

SALT LAKE CITY, Aug. 11.—Ringling Bros. and Barnum & Bailey Circus completed a 613-mile Wednesday jump here and played to a strong matinee and straw night house Thursday (9). A series of storms ended shortly before the playing date.

Frank McClosky, assistant manager, said business so far this season compares favorably with that of 1949 and 1950.

The long jump followed a two-day stand in Denver (6-7) where business was okay.

At Cheyenne, Wyo., Sunday (5) the Ringling show had a near-capacity matinee and a two-thirds night house. Playing only a week after closing of the Cheyenne Frontiers Days Celebration may

NORTHERN STANDS OKAY FOR BEATTY

3 Duluth Shows Pull Well; Bismarck, Jamestown Produce Strong Turnouts

DULUTH, Minn., Aug. 11.—Two days here gave the Clyde Beatty Circus a trio of three-quarter houses and an opening matinee with about one-quarter of capacity. Late arrival Wednesday (7) delayed the first show 90 minutes, and that, together with heavy rain cut the turnout.

At Valley City, N. D., Saturday (4), Beatty had a 60 per cent house in the afternoon and a three-quarter house at night. Show

moved on time and weather was good, but farmers, busy with the harvest, tended to stay in the fields.

Jamestown, N. D., the Friday (3) stand, turned in a full house for the matinee and the night show drew another three-quarters.

Bismarck, N. D. (2), had a half house for the matinee and a near-capacity at night. Matinee was delayed 45 minutes because the show train was slowed by a faulty engine on a freight train ahead of it.

Barbara Weir, aerialist, received a back injury when she fell 10 feet from a trapeze while practicing at Duluth. Hospital attendants said the injury was not serious.

Two Gainesville Acts Work Fair

SPRINGFIELD, Mo., Aug. 11.—Acts from the Gainesville Community Circus will make one of their first appearances away from that show when the Ozark Empire District Fair opens a three-day rug Sunday (12).

Verne Brewer will work the Gainesville Liberty horses and Betty Ward will present the Gainesville show's young elephant in a grandstand circus booked by the Boyle Woolfolk Agency of Chicago.

Also on the program will be the Four Angels, Victoria Troupe, Wells Brothers Trio, Two Freddys, Flying Zaccinis, Lewis' ponies, May's dogs, Three Bounding Wizards and the Roxettes 16-girl line.

Copenhagen Units Enjoy Solid Takes

COPENHAGEN, Aug. 11.—Circus Schumann swings into the fourth month of its summer season in its big indoor arena in the center of the city. Circus has played to capacity most of the time since it opened here May 11. Advance sales continue heavy, with house usually sold out several days ahead.

Several changes have been made in the program. New acts added this month are the Reverbos, the jugglers on the slack wire who recently toured America with the Ringling-Barnum circus, and Dschapur and Rutha, in a series of sensational handstands, including ascent and descent of long staircase.

Circus Miede, under canvas, opened a two-week stand here Wednesday (1). Opener was sold out in advance. Among those present were several members of the royal family of Greece; Ernest Schumann, director of Circus Schumann, and Mrs. Claire Williams, widow of the late Harry Williams, former owner of the Circus Williams of Germany. Circus Bruun, small tent circus, also played here over the week-end.

Charley Wood, comedy unicyclist, has been added to the cast of the Circus Revue at Dyrehavsbakken Amusement Park.

R-B Contracts New Lot in L.A.

LOS ANGELES, Aug. 11.—Ringling Bros. and Barnum & Bailey Circus has contracted for a lot here after a search which began last winter and threatened for a time to jeopardize the seven-day stand starting September 10. The site, not previously used by the show, is at the intersection of Rodeo Road and Jefferson.

General Agent F. A. Boudinot and Promotional Manager Paul Eagles are working out of Los Angeles.

Under the Marquee

Bill (Rathbone) De St. Cyr, who trouped with the Carl Hagenbeck, Kit Carson and Al G. Barnes shows as well as in vaude and rodeos, is with the Imperial Gem Stone Company, Chicago.

Jake (Clown Cop Corrigan) Disch clowning the Kane County Fair, Elgin, Ill., and a company picnic in Milwaukee recently. It was his eighth annual appearance at the picnic.

The historic old homestead of John Robinson, whose name was familiar to circus-goers for three generations, was recently sold.

Located at Terrace Park, near Cincinnati, the Robinson show wintered there for years. . . . John Robinson IV recently accepted a position with the Office of Price Stabilization in Cincinnati.

Ringling band members John Horak, Gene Morse, Fred Geni, Frank Simaner and Lew Bader were entertained at the Fort Dodge, Ia., American Legion Club by W. L. Engelbart, manager of the Karl King Band, and G. W. Tremain. Karl King, former circus bandmaster, entertained Merle Evans, R-B bandmaster, at his home in Fort Dodge.

George Werner, boss canvasman on Ringling, and Frank Shortridge, Des Moines booking agent, met when Ringling played Des Moines. It was the first time their paths had crossed since 1924 when Werner was boss canvasman for Shortridge's Lockery Bros. "Uncle Tom's Cabin" company. Harry L. (Cookhouse) Kelly was manager and W. H. Bruno was agent for the show.

The Malko Troupe, en route to the Shude Gap (Pa.) Celebration, stopped off in their home town of Bloomington, Ill., to visit the Eastern unit of Polack Bros.' Circus. While there they helped Slivers and Jo Madison move into their new Elcar trailer. They also visited Dick Clemens, Loof Rio and Kayletta in Creve Couer, Ill. . . . George F. Duvall, former circus agent, is at his Denver home re-

(Continued on page 67)

William Yeske, Wagon Builder For R-B, Dies

SARASOTA, Fla., Aug. 11.—William Yeske, master wagon builder and mechanic for Ringling Bros. and Barnum & Bailey Circus, died here Saturday (4) after a long illness. He was 71.

Yeske had been building wagons for the show since 1905 and had constructed many of the well-known vehicles used by the circus. He was regarded as one of the old-school Ringling veterans. For many years he was superintendent of the show's mechanical department. During some recent years he remained at winter quarters during the season. He had not gone on the road this season because of his health.

Surviving are his widow, Mrs. Mary Nell Yeske; two sons, Edwin W. and Henry J.; one daughter, Mrs. G. G. Kindschi, Baltimore; a sister, Mrs. I. E. Wilcox, Wisconsin Rapids, Wis., and two grandchildren.

The sons have been with the Ringling show in recent years as assistant superintendents.

Mills Turnouts Small in Ohio

SANDUSKY, O., Aug. 11.—Weak advance sale and competing attractions slimmed Mills Bros.' Circus attendance here Thursday (9) under auspices of the Erie County Conservation League. Both houses drew about one-third capacity. In the vicinity at the same time were Kelly-Miller Circus, Jimmy Lynch Death Dodgers and the White Horse Troupe.

At Defiance, O., Monday (6), the Mills show played to twin one-quarter houses. Chamber of Commerce was the auspices, and rain marred most of the day.

Tuesday (7) at Bowling Green, O., gave Mills a half matinee and one-quarter night house. Kelly-Miller had been in a month earlier and was 12 miles away on the same day.

William Lindsay and M. F. (Alabama) Campbell received minor injuries when the sleeper they were driving was forced off the highway en route to Bowling Green. They were pinned under the vehicle for several minutes. Lindsay remained in a Bowling Green hospital, and Campbell moved with the show.

BOOK REVIEW

Fiction Piece Built Around European Unit

NEW YORK, Aug. 11.—Edward Bass went heavy on nostalgia and sentiment in giving readers Umberto's Circus (Farrar, Straus & Young, New York, \$3), but the full-blooded nature of his novel's material—the European family circus in the grand tradition—lends itself to such treatment. It would be a readable book at any time of the year but is hand-tailored for summer fare.

Mainly, the novel's 19th Century action is seen thru the eyes of Vasek Karas, a Czech boy whose widower father, Antonin, joins the one-ring circus of the title as a musician and roustabout when he fails to secure work as a mason. Since both son and father are grass-green to show business, the author has the chance to unfold the circus world in fresh, bright hues.

Vasek has a typical boy's ambition first to be one thing and then another but he also has an intensity that points toward success. His instruction as a tumbler and horseman is supplied in detail, complete with the abrasions he endures for his art. Vasek's desire to be top dog also leads him to conflict with other children on the show, resolved when his opponents, a family of tumblers, leave the circus.

Example Followed

The father frequently speculates on the right and wrong involved in abandoning his trade and having his son mature in the circus atmosphere. In a neat pay-off scene, Antonin returns to his native village to find that others have been so impressed by his show

(Continued on page 67)

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10 PHONEMEN 10

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Phonemen, Boss Canvasman, Workingmen, Sailmaker.

BAILEY BROS.' CIRCUS

Marysville, Pa., 15th; Columbus, 16th; York, 17th; Hanover, 18th.

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Ward—To join on wire, Billposter with car or truck, Cook for Cookhouse, Boss Canvasman, Covington, Ga., Tuesday. McDonough, Wednesday; Lawrenceville, Thursday; Buford, Friday.

FRED BRAD

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Dressing Room Gossip

Ringling-Barnum

Our Western tour began this week and we have been enjoying good business, excursion trips and beautiful scenery. In Council Bluffs we had a thunder storm between shows along with big hail stones which cooled us off after the heat of the day. The Palace Theater in Cheyenne gave the showfolks a special treat, when as their guests we saw a midnight movie, *The Fat Man*, featuring Emmett Kelly. Kelly joined the show the following day in Denver. Marian Hill celebrated her birthday, and Dolly and Tex celebrated their wedding anniversary. Deloros Murphy and Jimmy Crocker were married in Denver. Merle Evans and the band serenaded the newlyweds as they arrived on the lot. Jeannie and Willie Krause were attendants at the wedding.

Show bus made an excursion trip to Buffalo Bill's grave when we played Denver. Mary Castle and children, Hal and Jan, have returned to their home in Dallas. We were sorry to hear of the death of Bill Yesky in Sarasota. Mary (Mike) Kovar, our nurse, is one of the busiest people on the lot. Ditto Bob Dover. George Blood outdoes himself with those delicious pies we have so often. Theol Marlowe has joined. Visitors: Mr. and Mrs. Richard Frey and daughter, Janice, and Frey's father; Mr. and Mrs. Bill Turner and baby, Walter Guice's sister and husband; Raleigh Wilson, Babs Graham's brother.—**MARY JANE MILLER**.

Clyde Beatty

After the wind, dust and rocks of the Western country, Minnesota territory is a pleasing sight. However, the rains have come. In Moorehead, Minn., we had the first rain since San Diego last spring. The lots have been grassy, so we haven't suffered too much. In Jamestown, N. D., we had a large clown alley as 18 members of the Shrine clown club worked with us for the day. Jerry Pierce is spending his vacation on the show with his sister, Joan Lewis. Harry Soble's wife and children, Marty and Barbara, are spending a few weeks with him on the show. We were honored with a visit from Bruce Peacock, *The Billboard* representative; Bob Lohmar, general agent of the Royal American Shows, and Jack Swain, of Regina.

Johnny Cline now has his dog act working in the show. Yvonne Moxey has arrived to make acquaintance with the family of Richey Spencer. Miss Moxey and Richey are to be married in Detroit soon. Harry Chesterfield, Emilio Esquida and Verne Sump celebrated birthdays. Recent visitors were Fuzzy Plunkett and family, Roy Barrett, Art Thomas, Tommy Debois, Mickey McDonald and Jack LeClaire.—**LAURENCE CROSS**.

Kelly-Miller

Eddie Pucci joined the big show band to beat the drums for Charley Cuthbert after Cliff Anderson left. Victor Murrillo is back in the casting-flying act after a layoff of several days because of an injury. Dutch Narfski visited with his family in Cleveland. He hadn't seen them in 15 years. Art McCall, Sandusky, O., newspaperman and fan, clowned the matinee at North Baltimore, O.

Tedd Meyers, Iola, Kan., recently joined. Ben Thomas still is demonstrating trailers on the midway for Dick Scatterday. Pete Lindemann lays out the lots daily, and Tiger Bill Snyder spots the trailers and wagons in the back yard.

Recent visitors included Bev Kelly; Don F. Smith, Detroit; Bob King, Richmond, Ind.; M. W. Organ, Wilmington, O.; Bert and Corrine Dearo, Hod Smith, George Hanlon, Adrian Fox, Mr. and Mrs. L. E. Nicholson, Mr. and Mrs. Dutch Schiff; Mr. and Mrs. Bob Pfeiffer; P. M. McClintock, Franklin, Pa.; Pierre and Julie Villenave, son-in-law and daughter of James and Kay O'Donnell, and Bert and Jeanette Wallace, Margie Butcher, Hard-Times Leonard, Fat Brazon, Bluuie Howlett and Mr. and Mrs. Charles R. Carl, all from Mills Bros.' Circus.—**EDDIE DULLUM**.

Polack Eastern

Bloomington and Peoria, Ill., were promoted by Henry and Claire Barrett, and grosses were the biggest in 11 years. Visitors in Peoria included personnel of the Chicago office of the Polack shows, Dwight Pepple, Ethel Robinson and Viola McLeod. Jack Crippen spent a few days as guest of Kenneth Waite. Willie Brown is readying to return to school. Nick Arturo, high-wire, has recovered from a fall and will return to act soon. St. Leon Troupe has joined.

Izzy Cervone visited on route to Ionia, Mich., and was guest conductor with the writer's band on some of his compositions. Frans Burger has returned from Philly, flying there to visit his wife. Some old troupers in band at Peoria included Rusty Benson, Roy Cairns, Ben Scanlon, Red Howard and Chet Hamilton. Ernie Paulson, former cornet soloist with concert bands, is working in Peoria for a blueprint company. The Orantos have left to play fairs. Dick Clemens visited. Ye scribe is now doubling in clown band. Jackson Kyes is in the Army at Travis Field, Calif., returning to his old job as tech sergeant. He was formerly leader of Cole Bros.' band. Mr. and Mrs. Herb George and Dr. Mark Foutch visited.—**HENRY KYES**.

King Bros.

Holyoke, Mass., was like old home week, it being the home town of lots of showfolk. Harold and Eileen Voise, Arden Larry, Rose Behee, George and Millie Shamberty and Sam Stratton spent the day on the lot. The Tumbling Dodos were visitors in Lowell, as was Mrs. Hall, mother of the Circus Halls.

Eva Davenport is visiting the Pete Cristianis, and Mrs. Oscar (continued on page 67)

Rogers Bros.

Pauline Penny took a bad spill off her wire but no damage was done. Olga Sanches fell from her bounding rope and was shaken up. Ann Conway was out of manage display several days, her horse having a bad leg from a fall. George Penny joined for a few days, replacing Jackie Johnson, who injured his knee. Lloyd Senter was visited by his brother. Skinning Goe has added Frenchy LaBeuf and Charley Wauford to his band. In Salem, Va., Al Harris met Bennie Waters, old-time bandsman, who was with Al in World War I. Bennie threw a party and attending were Skinny Goe, Frenchy LaBeuf, Eddy Hartly, Jackie Tolliver, Al and Mazie Harris, Bill Swirheart and Frank Balleau.

Arizona Jack Campbell celebrated his birthday by taking a fall off his horse in concert announcement, injuring his hip. Donna Wilson, 3, is riding a pony in spec. At Norfolk, visits were changed with Larry Sunbrock's Rodeo. Jimmy and Kitty Owen, former troupers, visited in Norfolk. Jimmy is in the civil service of the aircraft. Floyd Crouch, Mr. and Mrs. Jerry Lee and daughter, Bob Russell and Dr. L. C. Holland (clowning), also visited.—**HARRY VILLEPON, TEAUX**.

Polack Western

At Santa Cruz, Calif., Soldier Longsdorf and his crew did a good job of fitting the show into the auditorium where space was at a premium. Dennis Stevens and Harry Dann received new wardrobe from Dorothy (Jo Jo) Barnett, Los Angeles. The hike from dressing rooms to stadium in Salinas gave us plenty of exercise. Johnny Joyce now assists in his dad's camel act. Joyce Shawgo is the junior chanteuse of our show. Gus Bell planned to Dallas on business. The girls gave Dorothy Ward and Peggy McDonald a double-header birthday party. Frieda Wiswell provided her delicious cakes.

Francis Brunn was out of several shows, due to leg injury. All clowns made a hospital show, with Gene Randow as emcee. Tom Upton showed his latest color movies of the show. Vivian Nelson Randow planned to Reno, Nev., from New York after returning from her London engagements. Flo Newbury and son joined in Reno. Recent visitors included Tom Upton, Harry Springer, Virginia Powell, Mr. and Mrs. W. J. Dann.—**HARRY DANN**.

Biller Bros.

Business has been good in Canada, but the roads bad. Johnnie Sobal is doing well with his hamburger stand, likewise Jackie Lynn with his stand. Tommy Bentley, in addition to performing, also does announcing. Extra performances were given at LaSarre and Rouyn, Que.—**IRA GASKILL**.

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Address all replies per route:

BILLER BROS.' CIRCUS

Gravenhurst, Aug. 16; Midland, 17; Barrie, 18; Oshawa, 20; Brampton, 21; Guelph, 22; Brantford, 23; all Ontario, Canada.

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Six or eight-piece Colored Band; Bonnie Welch, answer boss Canvasman for Side Show, Reserve Seat Ticket Seller, Electrician. Good sleeping accommodations.

FOR BIG SHOW

Musicians, Calliope and Organ Player. Joe Baker wants Renault, also Marchette, answer; also three Roll Down Agents. Address as per route.

Clifton Forge, Aug. 17; Bedford, 18; South Boston 20; all Virginia.

— 4 PHONEMEN —

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Regina Attendance Hits 23-Year High

Grandstand Crowds Beat '50 by 15,081; Pari-Mutuel Handle Tops Half Million

REGINA, Sask., Aug. 11.—Favored with hot, dry weather, the six-day 1951 Provincial Exhibition which closed here Saturday (4) attracted 165,171 paying customers to make the event the second largest in history.

The highest gate ever recorded in Regina was in 1928 when more than 167,000 attended. Last year, with rain holding attendance down on the second last day, a total of 137,819 paid admissions was recorded.

Pari-mutuel play for the six days hit an all-time high of \$533,249, as against the previous high of \$477,538 in 1949 and last year's total of \$324,179.

Grandstand Up

Grandstand attendance was 80,027 for the week, an increase of 15,081 over last year, with the figures up every day. Main gate attendance was up every day but two, being down 10 on Wednesday and down 782 on Saturday.

The grandstand total includes the turnout at a free grandstand show for children on the morning of the opening day when 7,384 attended as compared with 6,000 in '50 when the show was initiated.

Comparative attendance figures for the week were:

GATE		1951		1950	
Monday (30)	29,926	29,926	27,375	Monday (30)	27,375
Tuesday (31)	15,560	15,560	15,022	Tuesday (31)	15,022
Wednesday (1)	30,138	30,138	30,148	Wednesday (1)	30,148
Thursday (2)	24,923	24,923	23,030	Thursday (2)	23,030
Friday (3)	35,167	35,167	12,095	Friday (3)	12,095
Saturday (4)	29,457	29,457	30,239	Saturday (4)	30,239
TOTAL	165,171	165,171	137,819	TOTAL	137,819

Attendance at the daily late afternoon baseball tournament was down considerably from last year, the first year of such an event; professional ball clubs were unable

to compete due to schedule commitments.

Biggest evening grandstand crowd was Thursday when 11,204 were on hand, as against 9,318 last year.

Evening grandstand figures, with 1950 in brackets, were: Monday, 7,313 (4,483); Tuesday, 4,465 (3,978); Wednesday, 7,938 (7,294); Thursday, 11,204 (9,318); Friday, 9,860 (5,736); Saturday, 7,959 (7,994).

Big afternoons in front of the grandstand were Wednesday, with 6,555 customers, and Saturday, with 5,083.

Record Wagers

Wednesday (1), a civic half-holiday, saw \$125,270 bet on seven races to exceed the record high of \$113,953 set on the same day last year with eight races.

Betting was well up every day as compared with last year as follows: Monday, \$49,512 (\$44,865); Tuesday, \$60,224 (\$53,132); Wednesday, \$125,270 (\$113,953); Thursday, \$85,867 (\$70,851); Friday, \$89,887 (\$35,539); Saturday, \$122,489 (\$105,839).

Royal American Shows concluded a successful tour of the Western Canadian Class "A" circuit by winding up its Regina stand 22 per cent ahead of last year.

Ernie Young's *Cavalcade of Hits* was in front of the grandstand for the week, with the show's climax, the Egle Zacchini cannon act, drawing plenty of plaudits from the customers. Nightly fireworks displays were staged by the T. W. Hand Company, Cooksville, Ont.

Parade Pulls

Farm boys' and girls' camp winners were introduced in front of the grandstand on Thursday night and the annual parade of livestock entries was a feature. On Friday morning, the fair got its usual downtown bally via the *Travelers' Day* parade which attracted the largest crowds in its history. Saturday night, champions were chosen from the finalists of the week-long square dancing competition in front of the grandstand and two cars were given away. Car draw was on the basis of tickets sold on the grounds by the Kinsmen Club, local service org.

Manager T. H. (Tommy) McLeod termed the fair an unqualified success. Temperatures during the week were in the mid-eighties.

Allegan, Mich., To Rebuild Grandstand

ALLEGAN, Mich., Aug. 11.—Allegan County Fair has launched a rebuilding program in preparation for its 1952 centennial fair. The annual will spend \$12,000 to re-roof and rebuild its grandstand. The new roof will have floodlights, a spotlight booth and photo-finish booths built under the roof.

This year's fair program will include two children's days. Front gate admission has been upped to 60 cents, a dime higher than in '50.

The fair will open with Irish Horan's auto thrill show September 10, with a second performance the following evening. Grandstand revue, booked thru the Ernie Young Agency, Chicago, will play the rest of the nights. Acts to be included are Frisco's seals, Marcus Troupe, Three Hoffmans, Marimba Co-Eds, Farias Duo, Great Smetona, the Glorians, Gisela and Nemeth, and Curry, Byrd and Leroy. Frank Fulett's ork will provide the music and Dennis Kelly will emcee. CSRA big car races will provide one matinee show.

The annual has increased its parking facilities this year to care for 300 more cars.

Conn. Event Sets Dates

WETHERSFIELD, Conn., Aug. 11.—Local Grange will hold its annual fair September 14-15 at Grange Hall, with Earl W. Parkes and E. Chester Andrews serving as co-chairman.

Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended August 10. The complete list of Fair Dates was published in the issue dated July 23. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2169 Patterson Street, Cincinnati 21, O. See each issue of The Billboard for corrections and additions.

- ALABAMA**
Alexander City—Piedmont Fair & Expo. Oct. 22-27. Frank Penton.
- ARKANSAS**
Payetteville—Washington Co. Fair. Sept. 18-21. John Smith.
- GEORGIA**
Elberton—Elberton Fair. Sept. 10-15. I. V. Hulme.
Griffin—Spalding Co. Fair. Sept. 17-22. Otis Weaver.
Hogansville—Troup Co. Fair. Oct. 1-6. Fred Redmond.
Newnan—Coweta Co. Fair. Sept. 24-29. Dr. A. B. White Jr.
- NEW MEXICO**
Clayton—Union Co. Fair. Sept. 24-26. Dick Snyder.
Lovington—Lea Co. Fair Assn. Sept. 25-27. T. C. Perkins.
Socorro—Socorro Co. Fair. Sept. 2-3. George Vigil.
Taos—Taos Co. Fair. Sept. 28-29. Ernest N. Gutierrez.
Tucuman—Quay Co. Fair. Sept. 17-29. Roy H. Smith.
- NORTH CAROLINA**
Elizabeth City—Seven-County Fair. Sept. 10-15. Norman Y. Chambliss, Rocky Mount.
- TEXAS**
Bonham—Fannin Co. Fair Assn. Sept. 25-29. Fred Brown.
Corsicana—Corsicana Livestock Show & Rodeo. Oct. 2-7. R. W. Knight.

Dallas Event Sets Free Gate For One Night

DALLAS, Aug. 11.—State Fair of Texas will operate behind a free gate for the first time in its history this fall—but only for a few hours October 21, last day of the fair.

That night, a Sunday, the *Dallas Morning News* will present an address in the Cotton Bowl by Dr. Norman Vincent Peale, whose articles on religion appear in the *News*.

Fair will throw open gates for service in the bowl about 6 p.m., an hour before the program starts. Peale's drawing power was demonstrated last winter when the *News* presented him for a lecture in the 4,301-seat State Fair auditorium. Twice as many people were turned away as were admitted.

Another speaker who will be at the fair October 19 and will stay for the religious service is Grove Patterson, president of the Toledo Blade Company, and a prominent newspaperman. He will speak on Rotary Day, October 19, being built up on State-wide basis as one of the fair's most important special days.

St. Paul Sets Horse Show For New Aud

ST. PAUL, Aug. 11.—Minnesota State Fair will hold a six-night horse show in its new Hippodrome, which will be completed for the opening day of the fair.

The new building, which will seat 7,600, is 410-feet long, 265-feet wide and 94-feet high. The judging ring is 120-feet wide and 270-feet long.

A total of \$30,000 in prizes will be offered at the saddle horse show, which will draw entries from leading stables throughout the country.

Mineola Sets Med Exhibit

MINEOLA, N. Y., Aug. 11.—Exhibit of the medical organizations of Nassau County at the Mineola Fair, September 11-16, is expected to be the biggest since J. Alfred Valentine, annual president, started the display.

Exhibit will be housed in three tents, one of which will offer free X-ray examinations for tuberculosis.

Weather Hits Gate At Lakehead Expo

Big Advance Ticket Sale Insures Run; Chitwood Loses Two Shows to Rain

PORT ARTHUR, Ont., Aug. 11.—The Canadian Lakehead Exhibition got off to a rainy start here this week and thru Wednesday (8), its third day, was down approximately 8,000 admissions from a year ago.

Monday was a virtual washout. A steady downpour began early that day and continued thru the night. Opening day's attendance was held down to 10,214, compared with 19,666 in '50. Tuesday was more normal with a gate of 23,551, slightly ahead of last year's 23,247. Gate count on Wednesday was 24,341, against 23,465 a year ago, and this hike was registered despite cool weather and intermittent showers.

Altho off to a comparatively weak start, exhibition officials were optimistic for the balance of run, basing their predictions on an unprecedented advance sale of 53,000 admission tickets sold on a strip-deal, four for a dollar. Another factor is the nightly automobile giveaway, always a popular feature here.

Chitwood Washed Out

The Joie Chitwood Auto Thrill Show lost both of its skedded matinee performances in front of the grandstand, Monday's show to the rain and Tuesday's to a muddy track. Altho the opening day's grandstand attractions were all blanked, Tuesday and Wednesday figures of 4,711 and 4,624 were up from last year's 4,227 and 3,625, most of the increase being chalked up to the Barnes-Carruthers night grandstand revue.

The show, which is drawing rave notices here, includes Stu McClellan wire; Billy and Idylle Shaw, unicycle; Tatali Sisters, acro; Hap Hazard, juggler; Hank Seiman, emcee and ventriloquist; Tien Tse Lui, balancing; Rex Ramer, imitations; Moon Rodgers, high act; Ming and Ling, Chinese hillbillies, and the Zacchini cannon act, featuring Egle Zacchini. Interstate Fireworks Company provided the pyro displays two nights.

Host U. S. Officials

Biggest single event of the exhibition was International Day, held Thursday (2) prior to the

Bangor Gate Bids to Equal 1950 Turnout

BANGOR, Me., Aug. 11.—Partial reports on the Bangor State Fair, which opened Monday (6) and closes today, indicated that attendance probably would approach or meet the good turnout of last year.

Opener this year drew 10,000 persons and last year 9,000. The Wednesday (8) through this year was 15,000 and last year 20,000. Altho Tuesday (7) statistics were not available, fair officials claimed it was 40 per cent ahead of the 1950 Children's Day.

Pari-mutuel handles for the first three days were \$18,027 this year and \$15,590 last year for the opener; \$26,259 this year and \$23,298 last year for Tuesday, and \$32,493 this year against \$29,215 last year for Wednesday. Money bet indicates that crowds are coming back even stronger than last year, when patrons visited the annual after missing a 1949 edition due to a grandstand fire.

George A. Hamid talent provided the grandstand show, with 1,325 catching the show opening night in the 3,400-seat stand. Line-up includes the Sandys, trapeze and bar; Paul and Ginnie Kohler, novelty xylophone act; Mara and Maurice, acrobatic dancers; Three Rays, comic acros; the Adamsons, perch act; Mia and Mattie, contortionists; Baudy's dogs and monkeys, and the Idaly's, high wire.

George Ventre's orchestra furnished the music, Barney George was emcee and vocal soloist and Charlie Chaplin was at the organ. The Royettes were featured in five numbers, and Joe Hughes was again unit director.

expo's opening. Guests entertained from the U. S. included Senator and Mrs. Arthur A. Lenroot Jr., of Minnesota; Mayor and Mrs. Eric Hoyer, of Minneapolis; Mayor George Johnson, of Duluth, and Frank Aar, assistant secretary of the St. Paul Association of Commerce.

Kid promotions hit a new high this year with hordes of the mop-pets entering various contests. All Lakehead orphans were skedded to be guests of the exhibition and the Royal American Shows on Thursday.

Livestock Entries Up

Livestock entries are up 10 per cent over previous year and record number of dogs are entered in the two-day canine show under auspices of the Lakehead Kennel Club.

The new exhibition auditorium, opened last year, is filled to capacity with industrial exhibits as well as government displays. The building, claimed by some exhibitors as the best in Western Canada, has been built with laminated arched beams to eliminate pillars and its acoustical-tiled walls and ceilings keep noise to a minimum. The aud is completely equipped with modern tile rest rooms. Seating capacity is 1,400.

Gouverneur Gate High Despite Rain

GOVERNEUR, N. Y., Aug. 11.—The Tuesday night's (7) grandstand show was lost to rain, Secretary Bligh Dodds, of the Gouverneur and St. Lawrence County Fair, which opened Monday (6) and ended today, predicted that attendance would go well above last year's estimated figure of 60,000 persons.

Loss of the night show marked a first at this annual. A drizzle Wednesday (8) forced cancellation of non-pari-mutuel harness horse racing, scheduled for Tuesday thru yesterday (10). Wednesday's card plus Thursday's (9) were both presented the latter day, and attendance hit 16,000. For Wednesday afternoon, Dodds offered 10 high school bands massed in front of the grandstand and George A. Hamid talent. Stand tickets were offered at half price, and Dodds was satisfied with the 1,500 persons drawn in the face of the weather.

Joie Chitwood's auto thriller led off with an afternoon show for the opener, pulling 5,000, and Irish Horan's unit was slated for today. Chitwood's appearance here was his first.

Children's Day, staged Tuesday during daylight hours, proved solid, Dodds said. The Curtiss Candy Company's six-pony hitch was presented every afternoon before the grandstand successfully. Hamid line-up, presented every afternoon and evening, included Two Adams, cyclists; Madcaps, harmonica players; Five Lamarettas, acro and trampoline, and Watkins' chimps. Joe Basile and His Madison Square Garden Band played the show, the Roxettes were featured in production numbers and Elsie Gross was at the Hammond organ.

ESE Records Animal Mark

WEST SPRINGFIELD, Mass., Aug. 11.—New livestock show entry record was registered by the Eastern States Exposition, to be held here September 16 thru 22, with the largest reservation for stalling accommodations ever sent by one entrant coming from Forsgate Farms, Jamesburg, N. J.

Reservation sought stalls for 25 Holsteins and 25 Guernseys. The farm has shown at the exposition in the past. Other entries from farms and breeders throuout the country assure the event of a large livestock show.

Ferndale, Calif., Gets Away Strong At Gate, Wickets

FERNDALE, Calif., Aug. 11.—Running six instead of five days, as in the past, the Humboldt County Fair, which ends its run tomorrow, got off to a good start, with both attendance and pari-mutuels surpassing 1950. The fair, managed by Dr. J. N. D. Hindley, opened Tuesday with 2,600 attendance and followed it Wednesday with 5,950. Its Wednesday debut last year pulled 2,900.

Fair featured nine races, seven thoroughbred and two quarter-horse runs, Tuesday thru Friday, with eight thoroughbred and three quarter-horse segments on Saturday. Last year the pari-mutuel handle for four days was \$153,433. This year the opening day handle was \$35,818, and \$49,436 on Wednesday, the latter about \$14,000 over the comparative day in 1950. Wagering was said to be up 15 per cent.

Ferndale is following the same admission set-up as last year. Afternoon gate is \$1.50, including 25 cents tax, which provides admission to the grounds and grandstand for the races. Evening charge is 60 cents to the grounds and 90 cents to the grandstand for the Hippodrome Circus, a John Billingsburg production appearing here for the first time. As an added attraction, the fair booked Mel Venter and his KFRC (San Francisco) show. They played 30 minutes in the afternoon and a like time before the night show.

Frock & Meyer Combined Shows are again featured on the midway. This marks the second year for this attraction, headed by William Meyer.

One of the event's features is a log-rolling contest. A lake 40 feet wide, 80 feet long and 9 feet deep was constructed in the race track infield for the events. Cecil Jo Hindley, assistant manager, said the competitions, in the heart of the redwood area, were claiming much interest.

CANADIAN "A" CIRCUIT SETS 1952 FAIR DATES

REGINA, Sask., Aug. 11.—Delegates from fair associations of the five cities which make up the Canadian Class "A" Fair Circuit attended the semi-annual meeting of the Western Canada Association of Exhibitions in the grandstand at the fairgrounds here Thursday (2) and agreed on tentative dates for next year.

The dates set are: Brandon, June 30-July 4; Calgary, July 7-12; Edmonton, July 14-19; Saskatoon, July 21-26, and Regina, July 28-August 2. Dates will be ratified at the organization's annual meeting in Winnipeg next January.

The delegates also proposed that the federal government exempt agricultural fairs from paying musical royalties under terms of the copyright act. Delegates expressed the opinion that the act was never meant to include these exhibitions and asked "immediate action" to have the wording amended.

Favor Coin Gates

All delegates spoke in favor of the coin-operated automatic turnstiles which were tried on the main gates around the circuit for the first time this year. Five such

devices were purchased by the five fairs in the association earlier in the year and they have been transported from fair to fair. It was suggested more be bought next year.

The Regina Exhibition Association played host to delegates at a noon luncheon following the meeting.

Guests at the exhibition included William Carsky, Casey Concessions Company, Inc., Chicago, and Herb Dotten, outdoor editor of The Billboard.

Charleston Sets Opening Day Records

CHARLESTON, Ill., Aug. 11.—At least two records of long standing fell the first day of the Coles County Fair here, with front-gate attendance setting a new opening day high, and the Joie Chitwood auto thrill show chalking up a new grandstand mark in the evening.

The Chitwood show was sold out well before the performance started and hundreds of thrill fans were turned out to stand in the infield. Following the show, the crowd spilled out onto the midway of the Blue Glass Shows. Rides, shows and concessions were kept busy up to a late hour. The Groscurth org, which opened Sunday (29), a day ahead of the fair, did a first day's business which topped the same day a year ago.

Attractions

Other attractions during the week included a revue booked thru Barnes-Carruthers Theatrical Enterprises, Tuesday and Wednesday evenings; daily harness racing, dog races and a Western horse show two nights.

Entries in the fair's various departments were generally ahead of '50. Cattle, hog and poultry exhibits were well ahead of a year ago and the number of race horses on hand were close to a record.

Sports Shrine Set for Dallas

DALLAS, Aug. 11.—Texas Sports Writers Association has voted to locate the permanent Texas Sports Hall of Fame on the grounds of State Fair of Texas here.

The hall of fame will be located off the lobby of the Foods Building. The site was offered by James H. Stewart, executive vice-president and general manager of the annual. Stewart formerly was executive secretary of the Southwest Athletic Conference and has been in sports for a quarter of a century. He was a star athlete at Southern Methodist University and later was athletic director and head coach of the Mustangs.

Bill Rives, sports editor of the Dallas Morning News, is chairman of the hall of fame committee. The hall cannot be established in the Foods Building in time for this year's fair, but will be placed there next year.

The sports writers have decided to enshrine one deceased athlete in the hall the first six months of each year and select one who is alive the second six months. Athletes who have brought glory and honor to Texas will be chosen. Tris Speaker, baseball immortal of Hubbard, Tex., was the first selection.

Phoenix Sets Paul, Ford

PHOENIX, Ariz., Aug. 11.—The grandstand show at Arizona State Fair here, November 3-12, will be produced by Newton (Carolina) Brunson of the Hollywood Theatrical Agency. Brunson will present Hollywood on Parade, with Les Paul and Mary Ford, Capitol recording artists, among the headliners.

This marks the first time the agency will produce the show here. California fairs booked by the agency include San Diego County Fair, Del Mar, Riverside County Fair and National Date Festival, Indio, and Orange County Fair, Santa Ana.

Great Falls Gate Count Off 6 Per Cent

Mid-Week Rains Hit Attendance Count; Grandstand \$ Up

GREAT FALLS, Mont., Aug. 11.—The North Montana State Fair, which closes its six-day run today, was thrown off its pace mid-week when rain pelted the fairgrounds both Wednesday and Thursday. Attendance, thru Thursday (9), its fourth day, was 6 per cent down from a year ago. Grandstand receipts the first four days were up \$1,770 but this hike was mostly attributed to higher admission rates. Running races got their usual big play and thru Thursday the pari-mutuel handle was 20 per cent ahead of 1950.

The Barnes-Carruthers revue, the night attraction, is getting rave notices and good crowds. Talent line-up included Johnny Burke, comedy; Excess Baggage, dogs; Keaton and Armfield, comedy; Arren and Broderick, comedy; Nita and Peppi, hand balancing; Antaleks, perch; Adrianna and Charley, trampoline; Johnny Mack, dancer; Stuart Singers, songs; Martellie and Mignon, adagio, and Betty and Benny Fox, high-pole. Thearle-Duffield Fireworks, repped here by Art Brieser, presented the nightly pyro displays.

Space sales hit record highs here, with all industrial and concession real estate sold out two weeks before the fair's gates opened.

Cigar Exhibit Set at Dallas

DALLAS, Aug. 11.—Hav-a-Tampa Cigar Company will set up a cigar factory as an exhibit at State Fair of Texas October 6-21. The Florida firm will sell gift boxes of cigars for mailing. Plans are to make approximately 12,500 cigars daily.

L. T. Hayman, firm executive, was here recently to complete arrangements with Fred Tennant, midway and concessions superintendent of fair.

Arrangements also had to be made with the Internal Revenue Collector to set up a new factory number for tax purposes. About \$30,000 worth of machinery will be used in the exhibit in the Foods Building. About 15 people will be required to operate exhibit.

Firm plans to give cigars to publishers and radio station men attending Press Day at the fair October 6, with the approval of fair publicity department.

Hav-a-Tampa has had outstanding success with a similar exhibit at the Florida State Fair and the Gasparilla Festival in Tampa.

Paulsboro Sets Program

PAULSBORO, N. J., Aug. 11.—Radio and television personalities plus the Cherokee Ranch-Oklahoma Rodeo will be among the attractions of the Gloucester County Fair which will be staged here thru the week starting Labor Day.

Rodeo will be presented by John Baldwin, and shows will be given Thursday afternoon and afternoon and evening Friday and Saturday (Sept. 6, 7 and 8). Area radio and TV names to be featured include Pete Taylor of WKDN, Camden, N. J., Monday night (3); Bill Hart, WCAU-TV, Philadelphia, Wednesday night (5); Bill Haley, WPWA, Chester, Pa., Tuesday night (4), and Mac McGuire and His Harmony Rangers, WIP, Philadelphia, Wednesday night (5).

Fair program also includes horse trotting races Monday and Wednesday afternoons, a country Boy Scout circus Tuesday night and Family Day schedule Tuesday afternoon. Hopalong Cassidy's saddle will be on display, as will a Rube Goldberg machine known as the freckle counter.

Austin Sets One-Day Record After Losing Opener to Rain

AUSTIN, Minn., Aug. 11.—The Mower County Fair got off to a bad start Tuesday (7) when 2½ inches of rain poured down within an hour to wash out the event's opening day. The fair snapped back the following day, however, to rack up a new one-day record at both the outside gate and the grandstand.

Wednesday's front gate count was 18,600, according to P. J. (Pete) Holand, fair manager. Attendance both Thursday and Friday failed to reach that of the record day but were satisfactory, he said.

After losing its first show to the deluge, the Barnes-Carruthers' night grandstand revue pulled capacity houses its next three nights. Aut Swenson's Thrill Show drew a full house at the Wednesday (8) matinee and a half house the following afternoon. Big-car races, staged by National Speedways (Al Sweeney-Gaylord White) drew a large and enthusiastic crowd Friday afternoon.

Fair Wind-Up

Fair will wind up its attraction program with today's Horse Show and the hot-rod races Sunday afternoon, the latter booked thru the Minnesota Roadster Racing Association.

The 20th Century Shows, this year's midway attraction, ran up a big gross Wednesday, when a record crowd poured into the grounds, and with good weather over the week-end expected to top last year's carnival business. Org is here for its first time, the spot being previously played by a railroad show.

Another record breaker this year is the exhibit department where all previous marks went by the board. Sheep and beef cattle are well ahead of a year ago and the fair's impressive display of farm machinery is also much larger than 1950.

Over 100 fairmen from other

annuals visited here Wednesday, including Bill Woods and a party from the Spencer, Ia., fair. Others included Minnesota execs from fairs in Jackson, Owatonna, Albert Lea and Caledonia.

Talent in the Barnes-Carruthers grandstand revue included Lottie Mayer's Disappearing Water Ballet; Willie West and McGinty, comedy; Lane Brothers, acro; Woolford's Dachshunds; Bo-Bo Barnett, clown; the Rudenkos, jugglers; the Mar-Vels, teeterboard; the Martinis, songs; Lucine and Ashour, dance team, and a 16-gal line. Billy Senior and Sam J. Levy Jr. repped the Chicago bookers here.

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Tasley, Accomack County, Virginia, August 21-25 inclusive. Concessions wanted for independent Midway. No grill, no mitt camps, no Gypsies. Write or phone

J. Edgar Thomas, Mgr.
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Central Agricultural Fair Association

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WANTED

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Agent: **NORBERT DESROCHER**
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Escanaba, Mich., Fences Racetrack

ESCANABA, Mich., Aug. 11.—Upper Peninsula State Fair here has fenced its half-mile race track, finishing a project that was started several years ago. Completion of the 8-foot enclosure makes it possible to more adequately control crowds and increases the safety factor at race events.

The fair's model milk house is also being enlarged and when completed will handle twice as much milk.

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29 WASHINGTON ST. Tel. MO 4-0273—Alexis L. Clark, Mgr. MORRISTOWN, N. J.

Competition, Dates Hurt Doylestown

DOYLESTOWN, Pa., Aug. 11.—Opposition on the part of potential customers to moved-up dates and the proximity of other amusement operations were offered this week as reasons for slim attendance at Bucks County Agricultural Fair, which closed a six-day run here Saturday (4).

Attendance statistics were: Monday, 1,200; Tuesday, 1,325; Wednesday, 1,420; Thursday, 1,550; Friday, 2,200, and Saturday about 2,200. Harry C. Grafton, executive director, reported that the dates were moved forward at the request of Lawrence Greater Shows, midway org, but local citizenry balked at the switch from the customary late September time.

Competing events and their distance from this operation included the Flourtown Fair, eight miles, and four carnivals spotted within a radius of seven miles. Features for closing day were Jimmy Jamison, high diver, and a Palomino horse show.

Mineola Sets School Bands

MINEOLA, N. Y., Aug. 11.—Two high school bands daily for the first four days and a single group on the fifth day, all from Nassau County, will present concerts at Mineola Fair, September 11-16.

Concerts will be arranged by Harry W. Gross, chairman of the annual's music committee. It will mark the first time in several years that a school band will be presented on Saturday, the change caused by the fact that the fair will operate on Sunday for the first time.

Spring Hope, Builds, Sets Attractions

SPRING HOPE, N. C., Aug. 11.—Work has been started on construction of a 40 by 100-foot exhibit building on Nash County Fairgrounds here. Dates of the 1951 annual are September 17-22, and the Virginia Greater Shows have been booked as midway attraction, according to William C. Murray, Virginia Greater general agent.

Telesco, high pole free act supplied by George A. Hamid & Son office, New York, also will play the fair.

Woodland, Calif., Sets Special Days

WOODLAND, Calif., Aug. 11.—Opening day of the Yolo County Fair August 18 will be designated as Service Club Day and the local Kiwanis Club is making arrangements for the event. Stuart Waite, secretary-manager, announced. The second day will be Kids' Day, the third for the farmers and the fourth and final for Yuba, Sutter, Colusa and Solano counties.

W. Canada Up 15% For Royal American

Regina Wind-Up Scores 22% Increase; Moulin Rouge, Claxton Shows Set Pace

REGINA, Sask., Aug. 11.—Given a nifty assist by a co-operative weather man, Royal American Shows wound up its six-day stand at the Provincial Exhibition here Saturday (4) 22 per cent ahead of last year to top off a tour of the five-city Western Canadian Class "A" circuit that was up by about 15 per cent, according to show officials.

Friday (3) saw the carnival rack up the biggest single day's gross it has ever had in Regina and one that was termed "away ahead of anything we have ever had before." Attendance on the grounds Friday was 35,167 as against a low last year of 12,005 due to heavy rain.

By Friday night, Royal American was on the winning side, with Saturday's heavy midway play helping to make the result brighter.

Good Weather

Weather over the circuit was good, on the whole, with rain interfering only during the Calgary and Edmonton dates.

Brandon provided a surprising send-off for RAS, with grosses up 16 per cent; Calgary was up 19 per cent from last year and 5 per cent ahead of the previous high set in 1949; Edmonton showed a 4 per cent increase and Saskatoon was well ahead.

At Edmonton, a record for a single day's business on the Class "A" circuit was established this year by Royal American.

Thruout the Canadian trek, the featured show on the midway, the

Leon Miller-produced *Moulin Rouge*, made a remarkable showing. Biz for the 75-cent revue was reported to have far surpassed last year's Bonnie Baker show on several days, as well as the Gypsy Rose Lee and Sally Rand shows of other years, all of which retailed for \$1.

Shows Vie

Leon Claxton's *Harlem in Havana*, a perennial favorite on the circuit, particularly in Calgary, Edmonton and Regina, was drawing nip and tuck with *Moulin Rouge* on many occasions over the route. In Regina, Claxton's show played to hefty biz and finished ahead of previous years.

The Lorow brothers' Side Show and Bill Kemp's Motordrome continued to be consistent winners on the circuit, with the Lorows' exhibit of the Jones Siamese twins doing particularly well in Regina.

Much favorable comment was heard in Regina concerning the lack of offensive material in the midway shows and of the considerable amount of concession stock being carried about the grounds. Front end biz was reported up in Regina, as well as around the circuit.

As usual, *The Leader-Post* was generous in its coverage of the midway, with stories and pictures appearing until the end of the week.

Siebrand Org Up 11 Per Cent At Great Falls

Early Takes Point To Big Potential Week-End Grosses

GREAT FALLS, Mont., Aug. 11.—Siebrand Bros.' Circus and Carnival, on the midway at the North Montana State Fair here, was 11 per cent ahead of a year ago thru Thursday (9) and still had potentially big week-end business to come.

Org moved here from Helena, Mont., where it operated with a paid front gate and pulled in an average of 2,500 nightly, according to P. W. (Pete) Siebrand. Local talent contests helped build the gate as did the appearance of the show's two-year-old bull.

The stand there compared favorably with others in the State and showed a big improvement over spots in Arizona, Texas, New Mexico and Utah, where wind, dust, rain and in Arizona, snow, plagued the organization. Kalispell and Butte, Mont., were high points, each drawing around 3,000 nightly. Kalispell was helped by a boom resulting from near-by construction of a multi-million-dollar power and irrigation dam, and Butte, by a big July 4 celebration.

Other Montana stands included Anaconda and Missoula both of which ended up as winners.

Ionia Gross Zooms 25% for C&W Unit

IONIA, Mich., Aug. 11.—With all units getting a heavy play, business during the first three days of the Ionia Free Fair, which opened Monday (6) and closes today, for Cetlin & Wilson Shows was up 25 per cent over the comparable period for the same date in 1950.

Added for the stand were a Crime Show, Pigmy Horse Show and an Earl Purtle kiddie Merry-Go-Round. The show now has a total of 12 moppet devices. Show execs looked for the date to wind up 30 per cent ahead of last year's mark.

Fair opened with a parade, in which the show's sound truck and some of its personnel took part. The opener was Children's Day, with a packed midway resulting.

An entertainment wagon, designed and furnished by Mrs. John W. Wilson and Issy Cetlin, was put into use here.

Stand prior to this date was in Detroit at Eight-Mile and MacArthur roads, where business was good. The show will mark its first trip west of the Mississippi River when it next goes to the Missouri State Fair at Sedalia.

O. C. Buck Gathers Steam At Gouverneur

GOVERNEUR, N. Y., Aug. 11.—Despite the loss of Tuesday night (7) to rain, O. C. Buck Expositions gathered steam thru the run of the Gouverneur and St. Lawrence County Fair, which opened Monday (6) and closed today, and Owner Oscar Buck expected the show to wind up with a gross up 20 per cent over last year's stand here.

Stellar attraction of the org here were Singer's Midgets. Drizzle fell Wednesday (8), but the show managed to garner a fair take.

Date here was the first of the fair season for the Buck unit. He characterized the show's still dates as spotty, with four or five stands up considerably from 1950 but others only fair. The latter dates, Buck felt, were due to territory played where the defense effort was not yet in high gear and extra money was not present. Weather also was none too good, Buck said. He recalled Fourth of July week as the only one during which the show got a break. With it all, he estimated the show's business to be up 10 per cent over last year's still date season.

Added to the org for the fair route were a Kiddie Jeep, Pony Cart and Train.

Wolfe Amusement Inks Royston, Ga., Livestock Show

SHENANDOAH, Va., Aug. 11.—The Wolfe Amusement Company signed this week to provide the midway attractions at the North-east Georgia Livestock Show and Fair, Royston, October 15-20, Ben Wolfe, org's owner, announces.

Stand here is above expectations, Wolfe said, with the midway packed nightly and spending good. Octopus is topping the rides, with Kitty Kelly's bingo having one of the best week's of the season.

Org's fair route starts in Martinsville, Va., Labor Day week and eight fairs and celebrations will follow, winding up at Elberton, Ga., November 10. A free-act will be added for fairs and 10 rides will be carried, seven major and three kid devices.

Owner Wolfe is enjoying his new aluminum house trailer which was delivered last week. Mrs. Wolfe and the children will leave next week for Landrum, S. C., to get ready for the opening of school.

Bill Nunweiler is managing the new cookhouse. Red Jurnagan is due to join with two concessions. Mr. and Mrs. Reader came on with a lead gallery and fishpond and are framing one more concession plus a new show.

WOM Bangor Take Up 30% Over 1950

BANGOR, Me., Aug. 11.—As of Thursday night (9) Frank Bergen's World of Mirth Shows were 30 per cent ahead of the 1950 gross and had equalled the take scored last year for the entire run of the Bangor State Fair here, which opened Monday (6) and ends today.

Bergen reported that weather was only fair, with rain striking Wednesday night (8) and continuing into Thursday morning. Yesterday was cloudy, but the forecast was for clear skies for the closer. Large crowd was expected on hand for the final day, when three refrigerators were to be given away on drawings from midway, gate and grandstand tickets.

Fair officials termed the Children's Day staged Wednesday 40 per cent over the same event in 1950; Bergen said it was up \$3,500 from the same day during last year's fair run and was the best moppet day the show had enjoyed

in Maine.

New 60-foot wide entrance front was dispatched by truck this week to Ottawa, together with two carpenters. Front features a middle bearing the name Playland and is flanked by side panels reading Welcome, with the whole done up in neon tubing. A four-legged girl will join the Side Show at Ottawa, and two extra painters are helping ready all units for the date.

Show goes into Portland for five days next week before the Ottawa stand.

MANY MORE NEEDED

Red One Now and Then Bolsters Manning Folks

PEEKSKILL, N. Y., Aug. 11.—It only takes a red one now and then to keep the personnel happy and the wolf from the door, Ross Manning, owner of the shows bearing his name, reported here this week after counting up the gross of a winning stand last week at Newburgh, N. Y. Only trouble is, Ross said, the red ones haven't cropped up frequently enough during the current trek to make the season a substantial one.

Fair dates start next week at Plattsburgh, N. Y., and hopes are high that the annuals will pay off handsomely, in keeping with the reported experiences of favored shows playing earlier fair dates. Ross is well prepared to handle the volume expected at his string of annuals, many of which are new to his route this year.

Newburgh, like the stand here, was a rehash spot on the shows' route. Previous try there was hit hard by weather, and while it wasn't blanked out, the second attempt involved a lot of wishful thinking. Luckily for the Manning org, the town this season was not routed by as many other units as it has been in the past. As a result Ross scored first-in advantages.

Weather was fair and attendance hefty thruout the week. Spending was brisk from the start and the earnings for all units were sizable.

Periskill Okay

Date here will pan out all right, if it holds true to form, with a big finale tonight topping a good

matinee. Monday (6) opening was slow, due in part to cool weather. A spring date here was okay, altho the weather was far from perfect. Show is the only carnival to have played here this year and this advantage is expected to pay off.

After Plattsburgh, Ross will play annuals at Sandy Creek and Ballston Spa, N. Y., and Mount Holly, N. J., before heading south for a full-fledged junket in Dixieland. Willie Lewis, business manager, hasn't been doing too badly in the territory played to date. Prospects, however, are better for the latter part of the season.

Manning said he would add some shows and rides as they become available for his string of fairs. Units carried by the show are ample, however, he said.

Rain Hits RAS Gross At Port Arthur Expo

PORT ARTHUR, Ont., Aug. 11.—The Royal American Shows, thru Wednesday (8), third day of The Canadian Lakehead Exhibition was running slightly behind a year ago, due to rain that virtually washed out the first day and that chased a big crowd away from the rides and shows.

A good turnout was registered Wednesday, however, despite cool weather and some intermittent

rain and given clear skies the balance of the week, RAS officials expected to ring up big grosses.

The RAS three-section show train made a record run here from Regina and for the first time unloaded here before dark. The 986 mile run would have been completed on regular passenger schedule but was held up four hours by thru trains. Sections arrived here at noon 2 p.m. and 4 p.m.

Hannum Gets Big Opening At Flourtown

FLOURTOWN, Pa., Aug. 11.—Opening Wednesday (1) of the Flourtown Fair, due to run thru today, provided Morris Hannum Shows holding down the midway, with plenty of people who spent freely, and attendance for the first four days of the run was about 20 per cent ahead of any previous year.

New Motordrome did capacity business, with Le-Ola's Side Show running a close second. Whale Show was not opened until Friday (3) but went over well when it did. Owner Morris Hannum is shopping for Diesel plants. Frank Allegretti closed with the show here.

Aussie Unit Takes Steady

JOHANNESBURG, -South Africa, Aug. 11.—James Christie's Wonderland Shows are now playing Malvern in the Transvaal section of this country and having fair business, tho nights are cool.

Date here is of four weeks' duration and was booked mainly to mark time until the beginning of the spring season this week. Transvaal is the main area for the show, which has winter quarters in Rosettenville just outside this city.

Wonderland Shows is a family unit, with father James as owner, son David, manager, and daughter Phyllis, treasurer. Another son, Archie, controls the largest show in Rhodesia, and his parents recently returned from a visit there with him.

Rides on the show include Merry-Go-Round, Chairplanes and big swings. Concessions are artful dodger, fish pond, bomber, candy and hardware wheels, Spanish darts, feed the ducks, ring the coins, under or over, touch 'ems, wheel 'ems and Bunty Pulls the String.

All show equipment is in good condition. Music is supplied by records and an amplifier and transportation by hired trucks. Lighting is drawn from local sources. As is the general rule in this country, the show plays only to Europeans. Christie at present is seeking an organ for the Merry-Go-Round.

Georgia Off For Fleming

LEXINGTON, Ga., Aug. 11.—Mad Cody Fleming Shows, here this week in the next-to-its-final still date, has been running into more than its share of bad luck this season, according to Owner Fleming.

Jack McCarty has been seriously ill with a heart ailment, help situation has been a problem, breakage another and, to top it all, spending is just so-so, he said. Athens and Lawrenceville, Ga., were okay but the five weeks in Atlanta yielded small grosses despite large crowds.

Mrs. Fleming is in charge of the Turtle Show. Dad Dawley recently added several animals to his show. John Berg is doing well with the Side Show.

Ride help includes Grady Welch, Bill Briggs, Bill Ramsey, Cannuck Mink, James Padgett, Len Black, George Johnson, Bill Burns and Charley Dawley. Tickets are handled by Mrs. Bill Briggs, Mrs. Hughes, Frankie Shelton, Wanda Sorrow, Mrs. Nation and Mae McCarty.

Concession row has Guest with three; Dowdy, one; Tiger Mack, three; C. D. Dean, two; Bill Knox, three; Bill Collins, four; Jack Allen, one; L. Hughes, one; Doris Welch, one; McMinn, three, and Mrs. Fleming, one.

Midway Confab

Otis LaBerta, veteran carnival worker and father of **Kittie Harrison**, is confined in Memorial Hospital, Cleburne, Tex., with injuries sustained in an automobile crash. LaBerta has a broken leg in addition to cuts and bruises. . . . **Frank Babcock**, owner of Babcock Greater Shows, who recently returned to his home in Los Angeles following a tour of seven European countries, is now on a trip to Alaska. He pens from Petersburg, Alaska: "Made this spot 53 years ago and am bound for Dawson. Then down the river to Dawson but will fly to Whitehorse from Fairbanks. Will take the steamer to Seward. If I were a young man, I'd get with it again." . . . Crafts' 20 Big Shows, owned and operated by **Orville N. Crafts**, got a solid publicity break in the Country Gentleman for August. The story, "Everybody's State Fair," by **Frank J. Taylor**, was illustrated with color photographs, with the arch entrance to the carnival coming in for a strip across the second page of the article. The piece was on the California State Fair in Sacramento. Photo was made last year when Crafts played the event.

Starr DeBelle, nimble-witted press agent for the James E. Strates Shows, credits outdoor showbiz for introducing the audience-participation idea long before radio or television ever thought of it. "If the old three-shell or tossin'-the-brods games don't call for audience participation, then what does?" Starr asks. . . . **Charles Stanley**, Crime Show expert, left Cincinnati last Thursday (2) for Ionia, Mich., to join the Cetlin & Wilson Shows at the Ionia Free Fair. Stanley will make the fairs with the Cetlin & Wilson org with his new crime opy built around the recent Moser family massacre.

C. W. Childs is a patient in Ward 58E, Veterans' Hospital, Danville, Ill., as the result of a light stroke which has paralyzed his left side. His son will finish out the season with Johnny's United Shows. . . . **Johnny Anderson**, of the Enquirer Printing Company, Cincinnati, was a visitor on the Cavalcade of Amusements at Muncie, Ind., Thursday (2), and reports that he found the organization enjoying a healthy play in all departments. Cavalcade manager **Al Wagner** has taken on a new men and is more optimistic since business of the last three weeks has taken a decided upward climb, Anderson says. . . . **Pop Sorenson**, following the death of **Harry Craig**, owner-manager of the Heart of Texas Shows, has moved over to the Maddox Bros.' Shows.

Jackie Bost is working the annex on Harrison's Greater Shows and doing good business. Zada is handling the snakes inside. . . . **Jack Adams**, wrestler, and **Kate Adams**, manager, have been topping the Drago Amusements' midway with their Athletic Show, reports **B. Birchman**. Owner-Manager **Paul Drago** said he plans to add rides and some new tops next season.

When the James E. Strates Shows recently played Binghamton, N. Y., **James E. Strates, Mr. and Mrs. Terrell Jacobs, Louis Redd, the Great Maximo, Gene Lewis, George Barnaby and Ken Amadon**, the latter of the Jacobs circus unit, were guests at a buffet supper staged by restaurant operator **Dan E. Fox**. Hosts were members of the **Pat Valdo Tent of the Circus Fans' Association of America**, the **James M. Cole Ring of Circus Model Builders and Owners Association**.

Jimmie Young, son of Mr. and Mrs. **Jack Young**, operators of Sportland on the A. C. of A. Shows, celebrated his fifth birthday Sunday (5) with a party at the Chippewa Falls, Wis., Fair. Invited to the event were **Wayne, Ronnie and Diane Kuntz; Bobby and Linda Purvia, Pat Gordon, Arnold and Selina Charneski; Vicki, Mike and Toni Scott; Rita Wilson, Lavone and Billy Wagner, and Marilyn and Bobby Engles**. . . . **Constance Gallagher**, daughter of Mrs. **L. J. Gallagher**, who has her animals in the United Exposition Shows' Side Show, was hurt when she tumbled off a barn roof at the Mansfield, Mo., fairgrounds. Four stitches were necessary to close a gash in the youngster's hip.

Robi Del Mar recently con-

cluded a seven-week stand with his singing and dancing at the C-Note Club, Providence.

Manager **Rocco Masucci**, of Virginia Greater Shows, was a visitor to Lawrence Greater Shows recently while the latter org was playing Kent & Sussex County Fair, Harrington, Del. Masucci's unit was at Cambridge, Md.

Helen Morgan, while en route to Chicago recently, stopped off at Paris, Ill., for a visit with **Joe Mooney**, Girl Show operator on the Blue Grass Shows. Joe generates a wealth of flash with his new wagon show front, Helen reports. With the Mooney unit are **Rita Rays, Rusty Roland and Penny Mack**, dancers; **Joe Mack**, tickets; **Lee Esmore**, candy and front, and **Joe Mooney** himself, who, incidentally is sporting a '51 Cadillac. . . . **Marian Burns**, who has been residing with her parents in Erie, Pa., due to her father's illness, visited on Bee's Old Reliable at Russell Springs, Ky., where she worked the single for the lad who has the shows on Bee's. **Miss Burns (Tina)** was formerly with **Clarence and Madge Thames**.

Arthur E. Bitters, veteran tent show agent, formerly for many years with the **Christy Obrecht Show** thru Wisconsin and Minnesota, visited the James E. Strates Shows at Utica, N. Y. "Spent three days on the lot with the one-and-only **Starr DeBelle**," typewrites Bitters, "and to say that I enjoyed a million laughs in putting it mildly. Also renewed acquaintances on the Strates lot with my old friends **Nate Eagles, Terrell Jacobs and Noel Lester**. Business very good for Strates in Utica." Bitters for the last several years has been on the advance of "Music With Girls," entertainment unit made up of 70 girls and sponsored by the Hormel Packing Company of Austin, Minn.

Hobert (Tex) Keaton, formerly with Cetlin & Wilson Shows and more recently with the Crafts Shows on the West Coast, is back in the hospital at Stockton, Calif., and says it is likely that he will be off the road the rest of the season. Keaton spent considerable time in the hospital last season. Mail will reach him at P.O. Box 1170, Stockton. . . . **Jack Lamp-ton**, veteran carnival and circus trouper, this season managing the Hotel Madison, London, O., postals that he had as recent visitors **Berney Smuckler, Daisy Fair and Al Jones**, of the Al Jones Circus and Rodeo; **Raymond Duke**, agent for the Jones org; **Duke and Peggy Hall**, promotion managers for King Bros.' Circus, and **Buck Saunders**, manager of the W. G. Wade Shows. . . . **Mary Lubin**, daughter of the late **Frank (Kid) Miller and May Lewis**, Athletic Show performers and promoters, visited **Joe and Maxine Hollander** on Prell's Broadway Shows at Elmhurst, Queens, Long Island, N. Y., July 26. Hollander is wrestler and boxer on Prell's Athletic Show and also is in charge of the shows' mechanical department. **Miss Lubin** now makes her home in New York.

Mrs. Flo Long, with Prell's Broadway Shows last fair season and on the early spring Florida trek, has left the Somerville (N. J.) Hospital in a cast to recuperate at her home there from a broken back sustained in a recent bus accident that nearly cost her life. She must remain in the cast at least eight months. . . . **Seanol Lydick** postals that he's been discharged from the army and that he's taken over the **Rozlyn Ross** attraction on the **George Clyde Smith Shows**. . . . **Albert Buchanan and Peggy Ewell** report that they have returned to the **George Clyde Smith Shows** after getting in a banner week with the **Lawrence Greater Shows** at Harrington, Del.

Baro (Whitey) Bunnell is asked to contact **Lil Schafer** at 2509 N. Haskell Street, Dallas, due to a death in his family. . . . **Mickey Percell**, of the Pioneer Shows, postals that **Stretch Rice** is framing a number of new concessions for the fair circuit. Percell also advises that the Pioneer org has the ex on everything at the **Carbondale, Pa., Centennial** to be held the third week in September. . . . **Mike Lane** joined the Pioneer Shows recently at **Honesdale, Pa.** . . . **Mickey La Marche**. (Continued on page 52)

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9 BIG DAYS, STARTING SUNDAY, AUGUST 26 AND INCLUDING LABOR DAY

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Can book several Major Rides for Du Quoin. Scooter, Spitfire, Rocket, Caterpillar, Rock-o-Plane. Also can place Kiddie Rides—Boat, Little Auto, Dipper.

SHOWS

Can place Grind Shows of all kinds—Motordrome, Midget, Fat People, Big Snake, Arnold Ray Buck, can place your 2 Headed Bull and Life Show, liberal terms. Wild Life, Iron Lung.

CONCESSIONS

Legitimate Stock Concessions and Hanky Panks of all kinds, Short Range, Derby, Have several choice locations open for Age and Scales. We have fence to fence on all Games. Space limited, make reservations now, time is getting short.

HELP

Can place Octopus Foreman, Second Men for Wheels, Second Man for Tilt, Second and Third Men for all Rides. Must be licensed drivers. Top salaries and bonus.

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NITES

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DAYS

6

NITES

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Can place Glass Pitches, Fish Ponds, Hoopla, Hi-Striker, all kinds of Eating and Drinking Stands, Age, Scales, Novelties, Gadget Workers, Demonstrators, Derby Racer and any other kind of legitimate Concession that work for stock.

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Can place Arcade, Wild Life, Animal Show or any other kind of Shows not conflicting. WANT IMMEDIATELY, MANAGER WITH RIDERS TO TAKE OVER MOTORDROME. We have everything complete. This is a small drome easy to handle. Prefer man who has a few machines of his own. Good proposition with plenty of Fairs in the heart of the tobacco belt. Out until Armistice Day.

HELP

Can place good reliable Ride Men. Want Foreman for Merry-Go-Round and Ferris Wheel. Can also place good sober, reliable Second Men on all rides who drive. Positively no drunks tolerated or agitators.

Address all mail and wires to **LLOYD D. SERFASS** General Manager, Meyersdale, Pa., Fair, this week, followed by Huntingdon, Pa., Fair Aug. 20-25; Port Royal Fair, Labor Day Week, followed by the Mecklenburg Co. Fair, Charlottesville, Va., and 11 more to follow.

INTERSTATE Shows

Want for Wise County Fair, Wise, Virginia, Aug. 20-25, with 12 more fairs to follow.

Shows: Glass House, Funhouse, any worthwhile Grind Shows. Want for addition to our Colored Minstrel Show—Musicians, Comedians, Chorus Girls. Salary, no percentage. Johnnie Temple, Lightning and Mollie Johnson, Gilbert Scott, Smiley Walker, answer. Rides: Will book any non-conflicting Flat Rides for the balance of the season. Ride Help: Want Foremen for Rolloplanes and Chairplane. Concessions: All Legitimate Concessions open. Will book High Striker, Long Range Gallery, Short Range Gallery, Hoop-La, Heart Patch, Penny Arcade.

Want A-1 Scenic Artist and Painter to join on wire. Want Builder who knows how to build show fronts to join on wire. Want Lady or Man Trick Rider for Motordrome. Want A-1 Billposter to join on wire. All replies to

H. B. ROSEN, Tazewell Fair, Tazewell, Va., this week.

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We consider it a distinct privilege to present the 1951 edition of our shows on the midway of one of America's outstanding agricultural fairs.

We appreciate the confidence vested in our organization by the officials of this great fair, and strong in the knowledge of our ability to present a magnificent modern midway for this occasion we shall not betray this confidence in us.

Supplementing our own complete roster of attractions we will contact a limited number of additional

RIDING DEVICES, legitimate CONCESSIONS and truly worth-while SHOWS.

Only those attractions in keeping with the very highest standards of the KING REID SHOWS and the BLOOMSBURG FAIR will be considered.

Show people interested in this date kindly contact us immediately as routed in The Billboard.

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FULTON COUNTY FAIR, DAY AND NIGHT, AUGUST 27 TO SEPTEMBER 3
THEN McCLURE BEAN SOUP FAIR, FOLLOWED BY
CARBONDALE, PA., CENTENNIAL, OLDEST TOWN IN THE COAL REGION

Want legitimate Concessions of all kinds, Cookhouse, Grab, Custard, French Fries, Photos, Age, Scales, Jewelry Pitchmen, Short-Range, Buckets, High Striker, Arcade. What have you? Shows of merit.

Want Ride Help, Bingo Clerks, "Stretch" Rice wants Agents for Wheel, Razzle, Buddy Bernstel needs Dancers. All replies Williamsport, Pa., this week.

STRETCH RICE, Bus. Mgr.; MICKEY PERCELL, Gen. Mgr.

MISSOURI STATE FAIR

Sedalia, Mo., August 17 to 26 inclusive

INDIANA STATE FAIR

Indianapolis, Ind., August 29 to September 7 inclusive

With circuit of State Fairs ending middle of November
TO JOIN IMMEDIATELY

WANT—Foremen for Chairplane, Roll-a-Plane and Octopus.

WANT—General Ride Help; must be experienced. Will sell exclusive scales and age at Indianapolis.

CAN PLACE Fly-o-Plane, Little Dipper or any ride that doesn't conflict.

WANT—One Mule Driver and One Cat Skinner. Johnny Brooks wants several Train Hands.

Earl Chambers wants Monkey Show Talker.

CAN PLACE ALL HANKY PANKS and EATING and DRINKING STANDS

Will sell exclusive Scales and Age at Indianapolis

All address, this week, Sedalia, Mo.

CETLIN & WILSON SHOWS

BUFF HOTTLE SHOWS

WANT

For Heart of Illinois Fair—Peoria, Aug. 21-26

Legitimate Concessions of all kinds, especially String Game, (Jewelry) Sales, Short Range, Bowling Alley, Penny Arcade; also Grab Stand, Cookhouse, Pronto Pup, J. H. (Curley) Webster, call me. Especially want Legitimate Concessions at Thibodaux, La., Fair, starting September 19th and balance of season. Will sell ex on Novelties at Peoria and Jackson, Mo., and next four Fairs to follow. Can place Ten-in-One or any Show of merit not conflicting. J. Robert Ward, contact as to your Shows and Pony Ride in Peoria and balance of season. Mechanical City that called from Charleston, Ill., please contact. Want to buy, book or lease 2 abreast Merry-Go-Round starting September 10th and balance of season. Want Little Dipper, Scooter, Dark Ride, Rolloplane to start September 10th and balance of season until November 11th for outstanding Mississippi and Louisiana Fairs including Donaldsonville and Franklinton.

ATTENTION COMMITTEES IN TENNESSEE AND MISSISSIPPI;
Due to disappointment, have Labor Day week open, Sept. 3rd-8th.

Show now playing Chillicothe, Illinois.

All replies: B. W. HOTTLE, Mgr., c/o Western Union or Exposition Gardens, Peoria, Illinois.

GOLD MEDAL shows

Want for Keokuk, Iowa, Annual Chamber of Commerce Celebration,
on the main streets in the middle of town, the following:

CONCESSIONS—Custard, Snow Cone, Popcorn, Candy Floss, Pronto Pups, Novelties, French Fries, Jewelry, High Striker, Wonder Bar, Taffy Candy, etc.

WILL BOOK all legitimate Hanky Panks. Want one American Mitt Camp.

ALL EATING AND DRINKING STANDS OPEN.

RIDES—Will pay to owners of the following rides \$100.00 cash bonus on set-up in Keokuk: Rolloplane, Flyoplane, Spitfire, Scooter, Little Dipper, Kiddie Whip or any ride not conflicting.

SHOWS—Will pay to owners of the following shows \$100.00 cash bonus on set-up in Keokuk: Wild Life, Fat Show, Mechanical City, Midget, Big Snake, Crime Show, Wax Figures and Penny Arcade.

This railroad spot will fully support any and all of these shows.

WANT A-1 Billposter who can and will put up paper. Prefer one with own transportation.
Top salary to producer.

HELP—Can place Canvasman and Second Man for 14 office-owned rides and 12 office-owned shows. Need two A-1 Foremen; prefer semi drivers. Can place A-1 Ride Superintendent. Do not misrepresent. Top salary.

Show holds contracts for 15 bona fide fairs. Join now for the next three BIG ones as follow: Keokuk, Ia.; Northeast Missouri State Fair, Kirksville; Northwest Missouri State Fair, Bethany.
Wire J. J. DENTON, Fairgrounds, Davenport, Iowa, this week.

Midway Confab

Continued from page 51

of Pioneer Shows, has taken delivery on a new car and house trailer. . . . George Percell infers that Mickey Percell, Pioneer manager, has purchased a new Beachcraft plane. . . . From Passaic, N. J., comes word that Frederick John Lange, known in carnival circles as Capt. Fred Munn, will be married this week to Mrs. Florence Dunsheath, of Paterson, N. J. Captain Munn is now in the fruit and vegetable business in Passaic.

Joe Branham, forced by illness to give up his Side Show on the Clyde Smith Shows, is recuperating at Monroe, Mich. He plans to make the forthcoming Indiana State Fair at Indianapolis. . . . Flo Jones, on the sick list since 1946, is anxious to read a line from old show friends. Her address is R. 5, Box 3665, Mount Clemens, Mich. . . . While playing the Flourtown (Pa.) Fair, Harry E. Wilson, of Morris Hannum Shows, renewed acquaintances with Lou Riley, of the Dumont Shows, and Harry Heller, of Heller's Acme Shows.

Mrs. Ann Detwiler, of the Mighty Page Shows, is in Room 232, Rockingham Memorial Hospital, Harrisonburg, Va., mending from two recent sessions under the knife.

Carlton Coe, with the John H. Marks Shows last season, was in New York last week after visiting the Marks org in Washington. Carlton, who has been having trouble with his legs, since last winter has been touring the country, mostly by car. His plans call for a jaunt to France and Germany and a return to America before settling down.

Tom Flanagan, formerly with the Mighty Sheesley Midway, Johnny J. Jones Exposition, World of Today and other shows, is in St. Mary's Hospital, Kansas City, Mo., with a leg broken in four places. . . . Billy Kamp, singer, infos from Dayton, O., that he has purchased an Afghan hound which he plans to incorporate into his act this winter.

While Cetlin & Wilson Shows played the Ionia (Mich.) Free Fair, Mr. and Mrs. R. C. McCarter staged a party at a cottage they occupied during the date. Those attending included Allan Williams, Rose and Mary Sarlow from the fair staff; Mr. and Mrs. Sam Levy, Issy Cervone, Eddie Allen from the

Barnes-Carruthers office, who have the fair grandstand show; Mr. and Mrs. John W. Wilson, have the fair grandstand show; Izzy Cellin, Mr. and Mrs. Bill Moore, Mr. and Mrs. Al Dorso, Milse Dorso, Nellie Golden, Lara Manos, Richmond Cox, Dorothy Anderson and Lew Stratton. The host showed color movies taken of the show during the session. The show also staged a jamboree Wednesday night (1) in Detroit and raised about \$1,500 for the Michigan Showmen's Club.

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American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 11.—Recent visit included those to Russell Bros. rides at West Webster, N. Y.; Holman's rides and Boxall Concessions, Brockport, N. Y., and to Lancaster, N. Y., where B & C Exposition Shows, Gaiety Shows and Boxall Concessions operated jointly.

James E. Strates' Shows arrived here Sunday (5). Membership cards have been issued to personnel on the B & C Exposition and W. G. Wade shows. Scheduled visits include one to the Carl Ferris Shows at Ithaca, N. Y.

C-W Jamboree Earns \$1,500 For Mich. Club

DETROIT, Aug. 11.—The Michigan Showmen's Association was enriched close to \$1,500 as the result of a jamboree held on the Cetlin & Wilson Shows midway here Wednesday (1).

The event, held in the Raynell girl show top, pulled an estimated 400 showfolk and was emceed by Jack Wilson, co-owner of the organization.

Performers included Renee and Renny, Mitzi, Nanette Parker, Peter Gary, Madelin, Monah Kay and Billy Reed. Bill Moore, Izzy Cetlin and Claude Secrest assisted. Harry Stahl, Bernhard Robbins, Marvin Keyes and Sam Burd represented the club, with the latter handling tickets.

W. Coast Org Benefit Show Nets PCSA 2G

VANCOUVER, Wash., Aug. 11.—The annual show-within-a-show on the West Coast Shows here Thursday (2) netted the Pacific Coast Showmen's Association of Los Angeles more than \$2,000, Al Flint, PCSA executive secretary announced. The festivities were emceed by Harry Myers, manager of the show.

The fund-raising celebration brought showmen from the entire section. Gladys and Jerry Mackey, Earle Swanson, Helen and Paul All attended from Jantzen Beach; Doris and Earl Stolze and Frank Nelson represented Browning Bros. Shows out of Salem, and Mr. and Mrs. Bill Scott and Mr. and Mrs. Oscar Scarborough, the Pacific United Shows, San Francisco.

Hunter Farmer of the West Coast was chairman of the event with Sam Dolman, Ruth Korte and Virg Lattiker selling the tickets. Margaret Farmer, Isabel Meyers and Leona Cook handled the refreshment bar and Johnnie Miller was in charge of the food. Entertainment was under the direction of Buster and Penny Odle, assisted by Ruby Brown and others.

Brief talks were made by Flint Mackey, who served as honorary chairman; E. W. (George) Coe, Al Rodin, and Lillian Schue, a past president, of the PCSA Ladies' Auxiliary. A cable, wishing the group success in the venture, was read from Mike Krekos, general manager of West Coast who is now in Greece with his wife, Lola. Louis Leos, show's treasurer, served in this capacity for the sponsored event.

Va. Greater Gross Sags At Salisbury

SALISBURY, Md., Aug. 11.—Business for Virginia Greater Shows here for the week ending Saturday (4) was just fair due to bad weather, with the opener lost to rain and Friday (3) hurt considerably by more of the same.

Weather for the closer turned cool, and a children's matinee and evening play were affected slightly. Veterans of Foreign Wars were the sponsors. Carroll Miller and his son are now operating the Side Show and getting results with a good line-up of acts.

Leo Matina has been added to the show's cookhouse staff. J. Castimore and H. Whisker have been put on the Merry-Go-Round crew. Bob Millikin, in charge of the show's light plant, is supervising repairs on the Whip foundation.

Lincoln Beats '50 for Hottle

LINCOLN, Ill., Aug. 11.—Buff Hottle Shows moved ahead of last year's gross with two more days yet to go here and anticipated a good take if weather continued good. Several new light towers have been added.

Paul Nicely, secretary of the Illinois Fair, Peoria; Bufford W. Hottle Jr., Monmouth, Ill., attorney; several persons from the A. C. of A. Shows at Springfield and members of several committees visited here.

Buck and Mary McClanahan, kiddie ride ops, went to Rochester, Minn., where Buck was admitted to St. Mary's Hospital. John Galagan and Vic Ferguson received delivery of new autorgobles.

N. S. Takes Off For Elliott Org

SHELburne, N. S., Aug. 11.—Frank Elliott Shows wound up an eight-day stand here Tuesday (7) that was good from the attendance and weather standpoint but was marked by low per capita spending, according to Ronald R. Elliott, org's manager.

The stand here and in Digby, N. S., were two of the best weather-wise but due to heavy taxes and higher living costs, spending was below that of the past two years, he said.

WADE GREATER SHOWS

SANILAC CO. 4-H FREE FAIR
August 21-25, Sandusky, Mich.

* CAN PLACE *

AGE AND SCALE NOVELTIES, JEWELRY, CUSTARD, GLASS PITCH, BALL GAMES, and Other Merchandising Concessions.

FOREMEN AND SECOND MEN for Tiltawhirl and Rolloplane Wanted.

WILDLIFE AND FREAK ANIMAL SHOW—Will do very well on our route.

HARRY LEE JOHNSON—Get in Touch.

WADE GREATER SHOWS

Buck Saunders, Mgr.

Mason, Mich. (Fair). All This Week. (Telephone in Office—Ask operator for Wade Shows.)

P.S.: Marne, Mich., Fair follows Sandusky.

W.G. WADE SHOWS

ISABELLA CO. FAIR
Mt. Pleasant, Mich., August 21-25

→ CONCESSIONS ←

BALL GAMES, FISH PONDS, PHOTOS, ICE CREAM, GLASS PITCH, NOVELTIES, and all other types of Merchandise Concessions. Selling Privileges, Catering, and cut-and-cut Sales.

WANTED DARK RIDE & GLASS HOUSE

COL. LEW ALTER wants for Side Show for long season (salary no object)—Freaks to feature, Magician who pitches and lectures, Fire Eater, Sword Swallower, Girl to handle snakes, Tattoo Man (Good Territory for You), Second Man for front, Ticket Sellers and Grinders, SID ANDERSON—You can come back home.

W. G. WADE SHOWS

Escanaba, Mich. (Fair). All This Week.

P.S.: Western Mich. Fair, Ludington, follows Mt. Pleasant.

W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

FRANKFORT, IND., AUG. 19-25—CLINTON COUNTY FAIR

This fair starts Sunday, Aug. 19

CONCESSIONS: Want Hanky Panks, Ball Games, Basket Ball, Pitch-Till-U-Win, Fish Pond, Hi-Striker and Custard. NOTICE! Kenny Ritchie, foreman for Rolloplane, open for you. SHOWS: Can use 2 Girl Shows and others. What have you? After Frankfort, week Aug. 27 through Sept. 1, sneak spot, La Fayette, Ind., at Speedway Stadium, sponsored by Auxiliary Firemen. First show in La Fayette in 4 years. Then the big one, Sept. 3-8, Gas City Glass Festival, on the main street. Finish the season that has the choice spots in Indiana. All replies, wire

BILL GEREN

Spencer, Ind., Owen County Fair, this week.

VIVONA BROS. Combined SHOWS

Want for Christiansburg, Va., and 12 more fairs to follow:

OPEN MIDWAY. Popcorn, Snow Balls, Glass Pitch, Candy Floss, Cat Rack, Buckets, Jewelry, Short Range, Derby, Rotaries, Hanky Panks of all descriptions and Eating and Drinking Stands, American Palmistry—positively no gypsies.

RIDES—Tilt, Caterpillar or any Flat Ride not conflicting with what we have. Can place Train Ride for balance of season.

SHOWS—Walk Thru, Monkey, Unborn and Motordrome.

Prof. Vidalia wants Musicians and Performers for Minstrel Show.

HELP—Ferris Wheel Foreman, Second Men on all rides, Semi Drivers preferred. Contact this week at Marlinton, W. Va.; next week Christiansburg, Va.

DAVISON, MICH., ANNUAL HOMECOMING & FESTIVAL

Sponsored by Chamber of Commerce, Aug. 14-18

- Big Street Dance
- Soap Box Derby

ANNUAL LAPEER DAYS—ON THE STREETS

3 City Blocks!—Lapeer, Mich., Aug. 22-23

- HUGE PARADE—Takes 2 Hours to Pass
- 15 Bands
- Numerous Floats

WANTED FOR THESE BIG ONES—

LEGITIMATE CONCESSIONS of All Kinds
No Exclusives

KIDDIE RIDES OCTOPUS ROLLOPLANE
Any feature Ride that doesn't conflict.

SMALL PLATFORM SHOW or FUNHOUSE

N.B. All Concessioners who have been with me before, please get in touch immediately. You can't miss on these spots.

Elmer F. Cote, Mgr., Cote Amusement Co.

KIDDIELAND PARK FOR SALE

Situated 2 blocks from big shopping center. All Rides only 2 years old. Train, Merry-Go-Round made by Allan Herschell, Sky Fighter, Auto Ride, Horse and Buggy Ride all made by Allan Herschell, Airplane Ride made by Bisch-Rocco Co., Whip made by Mangels Co.

B. G. L. AMUSEMENT CO.

2730 W. Leemis Rd., Milwaukee, Wis.

WANT TO BOOK

A Cockhouse for week of Oct. 2-6. Total attendance for 5-day show, 75,000. One of the best rodeos in Southwest.

Corsicana Livestock Show & Rodeo
Box 426, Corsicana, Texas

I. K. WALLACE

Contact by phone

M. L. WHITAKER

TAZEWELL, VA.
Phone: 9011

SAM LIEBERWITZ

HAS FOR SALE AT SACRIFICE

84 Seat Corn Game and 1948 5-Ton G.M.C. Truck and Trailer, excellent condition; 2 sets of speakers, lights, background. Will sell Corn Game or Truck separate. Address: 538 N. E. 22nd St., Miami, Fla. Phone: 78-0304

ORANGE BOWL SHOWS

WANT FOR MOULTRIE, GA.

Few more Hanky Panks. Want Ride Help, Ferris Wheel and Chairplane.

P.S.: Ed Terry wants Hanky Pank Agents.

DYER'S LOTTA HOOEY-

Unit 2 Wade Shows, Rides, Concessions. Wire or call Ellenworth McAtee, Mgr., Mt. Airy, Iowa, Aug. 14 thru 18; Greenfield, Aug. 20-22. Unit 1—Wants Lead Galleries, Cookhouse, Grab, Coke Bottles, Banky Panks, Hoop-La, Custard, Dark Ride, Ferris, Train, Shows, Athletic Talent, Fairfield, Ia., Aug. 15-18; Boone, Lancaster, Mineral Point, Wis., follow. Contact DYER'S GREATER SHOWS.

WANTED

Good Carnival for September set in Boise, Idaho. Write

JIM TAYLOR

Commander, Capital Post #126, American Legion, P.O. Box 2781, Boise, Idaho. Phone 7875-M.

ANCHOR TENTS



CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDOMES, SHOW TENTS
ANYTHING IN CANVAS
 California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations.
NO CHANGE IN MANAGEMENT FOR FIFTY YEARS.
 5 DAYS SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

MIAMI COUNTY FAIR CONVERSE, INDIANA

AUGUST 28 TO SEPTEMBER 1
INDIANA'S MOST PROGRESSIVE FREE FAIR
 CAN PLACE ALL TYPES OF LEGITIMATE CONCESSIONS AND SHOWS

No Exclusives
 Can also use one major ride not conflicting. All space in charge of
Tom L. Baker, Baker United Shows
 Hartford City, Ind., this week; Martinsville, Ind., week August 20.
 Can use all of above at Martinsville.

TURNER BROS. Shows

Want for the Greater Terre Haute, Indiana, Fair, 7 Big Days, starting Sunday, Aug. 19; Otney, Ill., Fair to follow.
 SHOWS: Want Side Show, Glass House, Fun House, Motordrome or any worth-while Grind Shows. CONCESSIONS: Snow Cone, Lemonade Shake-Up, String Game, Bumper and all kinds of Hanky Panks. No exclusives. RIDES: Dark Ride, Scooter, Roll-a-Whirl, Pony Ride. Address:
CECIL TURNER, Mgr.
 CRAWFORDSVILLE, INDIANA, THIS WEEK.

WANT ORGANIZED CARNIVAL

That is now playing in Kentucky, Tennessee, Indiana or Illinois with not less than 10 or 12 Rides, 8 Shows; Free Act, for large Fair, Sept. 3-8. Formerly played by Railroad Shows. Curiosity seekers, lay off, as we have fence to fence contract, \$500.00 cash deposit and 16 twenty-four sheet boards now showing. All replies to
R. E. "BOB" STEWART
 c/o WESTERN UNION BLUEFIELD, WEST VIRGINIA

WOOD COUNTY FAIR PARKERSBURG, W. VA., WEEK AUGUST 20th

Followed by the GREAT PENNSBORO FAIR
 Want any Major Ride that does not conflict with our own. Can place Grind Shows with own equipment. Note, long season, we are going South. All legitimate Concessions and Eating and Drinking Stands are open at the Fairs. Address
JAMES H. DREW SHOWS
 RENSSLAER, IND., FAIR THIS WEEK; PARKERSBURG, W. VA., FAIR NEXT WEEK.

TIMONIUM STATE FAIR TIMONIUM, MARYLAND

August 29th through September 8th. Want Girl Show. Mechanical Show. Ten-in-One, Wild Life, etc. Grandstand Show nightly. Last year's attendance 250,000. Contact
LES SPONSLER
 328 NORTH CHARLES STREET BALTIMORE, MARYLAND

Available After August 18 LEGAL ADJUSTER AND CONCESSION MANAGER

Have some of my own Concessions and Crew. Contact
MAX SHARP
 Care VIVONA BROS. SHOWS MARLINTON, WEST VIRGINIA

SUNSET AMUSEMENT CO.

Have a few \$35.00 and \$40.00 jobs open on Rides for ones who drive. No drunks. Can place Ice Cream or Custard, Short Range, Ball Games and Hanky Panks. Exclusive open on Derby and Rat Game. Will book Fun House, Arcade, Wild Life, Animal or Monkey Show, Mechanical Lung or Glass House.
 Jackson, Minn., Fair, this week; Monticello, Iowa, Fair, next.

TALKER WANTED FOR REVUE LADY BALL GAME AGENTS WANTED

JOIN AT ELMIRA, N. Y.
JAMES QUINN, O. C. Buck Shows

WANT FOR FAIR SEASON

Agents for Pin Store, Count Store, Slum Skills and Line Up. Outside Men and Working Men for Stores, also P.C. Agents. Ten Fairs beginning next week, Luray, Va.
 All replies to
GEORGE B. YANCEY
 In Care GEORGE CLYDE SMITH SHOWS, SAXTON, PA.

PAGE BROS.' #2 SHOWS

Want for Marshall County Fair, Lewisburg, Tenn., Next Week and Nine Fairs to Follow. Electrician, Wheel and Tire Foreman, Second Men on all Rides, Book Popcorn, Custard, Cookhouse, Diggers, Photos, Bingo, Glass Pitch and Hanky Panks of all kinds. Shows with own outfit: Snake, Girl, Slide Show or Funhouse. Nice proposition for Sound Car. Benny Acers, answer. Gallatin, Tenn., new Lewisburg next week, Jim Moran, Mar. P.S.: Benny Hansen, can book your stores.

Provinces Well Heeled

Continued from page 40

friends and to cast a critical eye at the other fellow's livestock.

More Travel

Farm families that once were content to hitch up and travel to a near-by regional agricultural show now have trucks and cars and, in ever increasing numbers, they are patronizing the larger outdoor events — and spending money.

More than ever, roads are being improved in the West. In Saskatchewan alone, the biggest one-season road program is under way with 223 miles to be black-topped, 826 to be graveled and 749 to be graded.

For those without cars, bus services link most points on the prairies, and railways offer reduced rates for persons attending the larger exhibitions.

Statistics show that farm income on the prairies, particularly where there has been a trend to diversified farming, is well ahead of last year. Manitoba's increase is 11 per cent and in Saskatchewan, where prospects are for a 20-bushel-per-acre wheat crop, farm income is already up 7 per cent. The buoyancy in prairie buying power was reflected in figures for department store sales in June and which showed Saskatchewan up 16 per cent over the same month in 1950, Alberta up 11 per cent and Manitoba up 4 per cent.

Income Up 16%

In the Dominion as a whole, Canada's labor income rose to new levels in the first quarter of the year, showing a gain of 16 per cent, and unemployment insurance benefit claims were down 6 per cent.

Also important to the box-office success of Western Canadian fairs, observers feel, has been the trend

to better quality of entertainment in the attractions.

Royal American Shows, for example, with its policy of continually trying to better its previous year's features, has done much by way of pouring folding stuff into the coffers of the various exhibition orgs.

And the fairs, in turn, are channeling the money back into plant improvements, increased prize money and higher entertainment budgets.

Improvements Mount

The Calgary Exhibition and Stampede has built a \$1,250,000 sports arena; the Edmonton Exhibition boasts a newly completed \$880,000 grandstand; Saskatoon has added a new livestock arena; the Regina Exhibition is building a \$350,000 livestock sales arena as part of long-term, \$2,000,000 renovation program, and Brandon has plans for remodeling its fairgrounds.

On a smaller scale, the situation on the Class B circuit is much the same, with new buildings and plant renovations already under way or being planned.

Convinced that industrial exhibits, agricultural displays and large attendances have definite beneficial effects on the trading areas, newspapers in Western Canada continue to give exhibitions splendid support by way of devoting much space to pre-fair build-ups.

Even at that, The Yorkton (Sask.) Enterprise has given newspapers something to aim at. In a tremendous burst of exhibition enthusiasm, the weekly came out recently with a one-pound, 54-page special edition to herald the city's three-day Class B fair.

Railroads to Hike Rates

Continued from page 40

and a 6 per cent increase on Western and Southern lines. Cost of jumps between regions will be increased at the 6 per cent rate.

These increases replace the temporary hikes granted in March. At that time, Eastern lines were allowed to charge 4 per cent more and others were permitted 2 per cent raises.

While ICC rules are for general freight rates, the same percentages always are applied by the railroads to circus and carnival rates.

Rates Up 82-87%

The pending increases will put show move costs on Eastern lines 87 per cent higher than they were in 1946. Other rates will have gone up about 82 per cent since January, 1947, when the first of the present series of increases began.

Thus, a show move which cost \$1,000 prior to January, 1947, now will cost about \$1,820 in most States or about \$1,870 in Eastern States. To this is added the 3 per cent federal tax.

Most railroad contracts provide that new rates may be changed if the tariff is changed between the time the contract is signed and the time the show is moved. Therefore, railroad carnivals and circuses which have contracted moves for several weeks in advance will

be required to pay the new rate on moves after the effective date regardless of when the contract was made.

Shows Hard Hit

The rate boosts represents another blow to railroad shows, which already have found move prices nearing the prohibitive stage. Because of earlier increases some shows reduced size of their trains, others began use of trucks for some purposes and others have switched entirely to motor transportation. Some railroad showmen have complained that otherwise profitable time has been cut to the break-even point by the rail rate increases.

An indication that the ICC may act slower in making future increases was seen in its provision this time that the increase is to be reviewed in 1952. Heretofore, no date has been set for automatic reconsideration.

The temporary rate increases granted in March followed the railroads' plea for 6 per cent boosts. The 2 and 4 per cent hikes were allowed while the problem was being studied by ICC. During that time the lines changed their request to call for a 15 per cent increase. The final ruling allows approximately what the railroads first requested.

Ride Sales Continue Brisk

Continued from page 43

ing of a major unit can run into multiple bucks, with a resultant high unit cost, while potential sales are limited to first grade totals. The Hurricane of recent vintage and its \$30,000 price tag is an example. Moppet conveyances and the wider market to absorb them are ideally fitted for the cost-cut-

ting assembly line production.

Another, and perhaps paramount factor in the present and future production of amusement riding devices, is the participation of manufacturers in defense work. Allan Herschell Company, North Tonawanda, N. Y., and other plants thruout the country, are already at work for Uncle Sam, and happy in the partnership, both for patriotic reasons and the cash-on-the-line involved.

Maintenance and gear replacement faced by the operators continues, highly important, as usual, and builder's representatives in attendance here were kept busy supplying advice and quotations. The availability of parts apparently is okay.

Manufacturers representatives included Bill Wendler, Allan Herschell Company; Fred L. Markey, Dodgem Corporation; Herb Schmeck, Philadelphia Toboggan Company; Raymond Lusse, Lusse Bros.; Bill de L'horbe, National Amusement Device Company; Leon Cassidy, Pretzel Amusement Ride Company; Charley Addison, Overland Amusement Company, and B. A. Schief, Miami.

Purcell to Skater

Continued from page 40

Gerber at Langhorne (Pa.) Speedway.

Purcell will be marking his third turn with the roller skating revue in the troupe's 10-year history. Harry Miller, executive director of Vanities, announced that George Poli will continue as promotion director and Daphne (Dee) Poli as publicity director.

Sherry O'Brien, vet Philadelphia publicist and sportscaster, will handle Langhorne tub-thumping for the rest of the season. Fried and Gerber will take a more active part in general promotions.

Gooding Amusement Co.

WANT SHOWS

FOR FOLLOWING SOLID ROUTE OF RED HOT FAIRS:

KENTUCKY STATE FAIR
 LOUISVILLE, KY.

MID-SOUTH FAIR
 MEMPHIS, TENN.

MISSISSIPPI-ALABAMA FAIR
 TUPELO, MISS.

CHATTAHOOCHEE VALLEY EXPO.
 COLUMBUS, GA.

AND OTHERS

FAT SHOW—All., Blackhalls
 MIDGET SHOW—All., Mrs. Singer
 ILLUSION SHOW—All., McAskill
 HILLBILLY SHOW OR WESTERN
 CRIME SHOW—All., Stanley
 WAR SHOW—All., Eliz. Meyers
 ANIMAL SHOW, WILD WEST, ETC.
 Also Place Shows for Other Dates.

ALSO WANT

FUN HOUSE—Beginning at Louisville. Attention, Tio Zacchini, Youngblood, etc.

WRITE—WIRE—PHONE

1300 Norton Ave. Columbus, O.
 UNiversity 1193

GIRLS

To open at once for PEEK SHOW starring DIANNE ROSS, with HONEY LEE WALKER on front. State your age, type dance you do and salary expected.

Also want MAN and WIFE to handle well-framed "SINGLE-O." Would consider good single girl and man for front. Don't want any "drunks" or "no-counts." We've had enough of that.

CAN USE GOOD PEOPLE for GEEK SHOW.
 Front Worker and Pit Worker. WORKING MEN WHO DRIVE.
 Here's Our Route:
 Now, Princeton, Terre Haute, Ind.; Du Quoin, Ill.; Frederick, and then Anadarko, Okla.; Iowa Park, Texas, and the Great State Fair of Texas, Dallas. All reply Now to
RAY E. THOMAS

Jolly Jaiilet Shows

WANTED

Pine Creek Sportsman 2nd Annual Fair, Aug. 21-25; Brookville, Pa., Concessions: Photos, High Striker, Heart Pitch, Hoop-La, Short Range or what have you? All playing this Fair can play Stoneboro Fair on Labor Day. All wires New Castle, Pa.

WANT

For Cleveland's Largest Colored Celebration at 5th and Woodland, August 31 thru 26.
 Monkey Show or Motordrome, Rides (only for this one week); Any Rides not conflicting with what we have. Can place legitimate Concessions of all kinds. This lot is in the heart of the colored district. This is one you cannot miss. Contact
A. J. SUNNY AMUSEMENTS
 3804 East 130th St., Cleveland 20, Ohio
 Phone WA 1-4279

WANTED

Darkroom Boy for balance of season; must be well experienced.

BOB WICKS

ROYAL AMERICAN SHOWS
 Superior, Wis., or as per route.

WANTED

OPERATORS FOR PHOTOS AND CLASS PITCH.

O. G. OAKLEAF
 GEO. CLYDE SMITH SHOWS
 This week, Saxton, Pa.; next week, Luray, Va.

BILL CHALKIAS WANTS

Side Show Acts of all kinds. Work till Thanksgiving. Freaks to feature. Men to make second openings. Novelty Acts; Good wages and pay every week.
 Depere, Wis., this week, and Sturgeon Bay following week.

GEORGE CLYDE SMITH shows

PAGE COUNTY FAIR

Luray, Va., week August 20th

WANTED—Ball Games, High Striker, Candy Floss, Pitch Till U Win, Fish Pond, All Hanky Panks open. WANTED—Girl Show, Minstrel Show, Mechanical City, Illusion Show. WANTED—Tilt, Octopus, Pony Ride, Train. WANTED—Hanky Pank Agents, Ferris Wheel Foreman, General Ride Help, Truck and Tractor Drivers. All replies to

GEORGE CLYDE SMITH SHOWS

Saxton, Pa., this week; Luray, Va., next week.

PRELL'S BROADWAY SHOWS

Cumberland, Md., Fair Aug. 20-25 TO Follow Great Indiana, Pa. Fair Aug. 27-Sept. 1

SHOWS—Jig Show, have complete show, join at once; Wild Life, Snake, or any new, novel Show; Monkey Speedway Manager, RIDES—Rocket, Octopus, Flyplane; Ride Help, semi drivers preferred. CONCESSIONS—Arcade, Eat and Drink Stands, Age and Scale, Long and Short Range Gallery, Jewelry, Photos, all kinds of Hanky Panks. This Show is booked solid with Fairs until Nov. 17th. Those booking now have preference for 10 Florida Fairs starting Jan. 14th—Last Florida Fair March 29th. All answer

SAM E. PRELL, Butler, Pa., Fair

BE WITH A POWELSON UNIT

Popcorn, Bingo, Concessions of all kinds

Logan, Ohio, on Streets, August 20 to 25

Forest, Ohio, on Streets, August 21 to 25

Coshocton, Ohio, Labor Day, September 2 and 3

POWELSON AMUSEMENTS

BOX 125, COSHOCTON, OHIO

PHONE 1088-M

CUMBERLAND VALLEY SHOWS WANT

FOR 5 MORE COUNTY FAIRS

Tracy City, Tenn., Aug. 20-25
Crossville, Tenn., Aug. 27-Sept. 1
Cookeville, Tenn., Sept. 3-8
Sparta, Tenn., Sept. 10-15

Manchester, Tenn., Sept. 17-22
Athens, Tenn., Sept. 24-29
Dalton, Ga., Oct. 1-6
Summersville, Ga., Oct. 8-13

Shows with own outfits that don't conflict except Girl Shows. Concessions: Can place a few more Stock Stores. Ride Men Foreman on Merry-Go-Round and Chairplane. Address all mail and wires to

ELLIS WINTON

Winchester, Tenn., this week; then as per route.

KEYSTONE EXPOSITION SHOWS

HEMINGWAY, SOUTH CAROLINA, THIS WEEK

Now playing the cream of the Tobacco Markets, Fairs and Celebrations. Can place Concessions as follows: Photo Gallery, Heart Pitch, Cigarette Gallery, Bingo, Glass Pitch, Hoop-La, High Striker, or any other Concessions that will work for stock. Can place Grand Shows. FOR SALE: ALLAN HERSHELL MERRY-GO-ROUND, just like new with electric motor, new flameproof top and new side wall. Address all wires and mail to KEYSTONE EXPOSITION SHOWS, this week and next week, JOHNSONVILLE, S. C.

CARL O. BARTELS, Owner and Manager

WANTED WANTED WANTED

FOR MOMENCE FESTIVAL

Large Cookhouse. Will book for balance of season Hanky Panks, Jewelry, Scales, Photo, Long Range, also Mechanical Show, Fun House, Glass House, Wild Life, Motor Drome. Can use Ride Help, must drive semi. Long season—going south.

BIG FOUR AMUSEMENTS

MOMENCE, ILL., AUG. 15 TO 18; STRASBURG HOMECOMING, AUG. 21 TO 25.

WANT FOR THREE BIG UNITS

TALKERS FOR SIDE SHOW ON WORLD OF MIRTH SHOWS. LECTURER AND GRINDERS FOR CANADIAN NATIONAL EXHIBITION, TORONTO. WORKING ACTS AND TICKET-SELLERS FOR RIVERVIEW PARK, CHICAGO. All contact

R. E. (DICK) BEST

c/o RIVERVIEW PARK

CHICAGO, ILL.

H. N. (FOOTS) REEVES WANTS

Any Shows Not Conflicting

HANKY PANKS, COKE BOTTLES, BALL GAMES, HOOP-LA. Have Rattle-Dazzle for man who will put up and tear down this Concession, also Count Store Agents. Address:

H. N. REEVES, c/o SRADER SHOWS

Colby, Kan., this week; Goodland, Kan., next week; then Fairs the rest of the season.

FOR SALE

Modern Frozen Custard on '46 Reo Truck. Like new. Hot and cold running water, electric cooler holds five cans of mix. Booked with Coleman Bros.' Shows. Seven good Fairs ahead. \$5,000 cash. Cost \$12,000.00 to build. Can be seen in operation.

PAUL SMITH

COLEMAN BROS. SHOWS, MIDDLETOWN, N. Y.

THIS WEEK . . . PARKE CO. FAIR, ROCKVILLE, IND. NEXT WEEK! GOSHEN INDIANA---THE ELKHART CO. FAIR

RIDES Will book Flat Rides such as Tilt, Octopus, Caterpillar.

RIDE HELP Want Help for Merry-Go-Round, Ferris Wheel, Looper, Spitfire, Chairplane, Kiddie Rides, etc. Positively TOP MONEY. Positively NO DRUNKS. If you can cut it \$80.00 a week. Don't waste time writing. Come on!

CONCESSIONS Everything open. Will sell ex on Popcorn, Apples, Novelties, Custard. Can place Ball Games of all kinds, Water Games, Long Range, Short Range, Cookhouse, Grab Joints, American Palmistry, Snow, Basket Ball, Fish Bowl, Diggers. ANY OTHER CONCESSIONS. WHAT HAVE YOU?

SHOWS Can place Shows of all kinds. Also Arcade, Motor Drome and any Attractions with own equipment. WEATHERBY, answer. H.M.B., answer.

ATTENTION:

Mr. R. F. Judy is no longer an employee of this organization. Further, let it be known that no monies for any reason are due any former employee.

BARON PAUL, Owner

★ THE BIG ONE!
Princeton, Ind., Miners' Picnic
LABOR DAY
followed by HOOPSTON, ILL., National Corn
Festival—Thursday, Friday, Saturday
following Labor Day.
WHAT A WEEK!
★ ★

Capitol City Amusements, Incorporated

P. O. BOX 811 PHONE WA-1010 INDIANAPOLIS, INDIANA

INDEPENDENT SHOWMEN NOTE!

THE MIDWAY

DALLAS, TEXAS

HAS BEEN SO ARRANGED TO ALLOW ME SPACES FOR 5 MORE SHOWS. I want the best available. Write me fully and send Photo of your Show.

RAY MARSH BRYDON

c/o Midway Office, Wisconsin State Fair, Milwaukee, Wis., from now to Aug. 26; Aug. 28 to Sept. 10, c/o Hotel Staffer, Detroit, Mich.; then c/o State Fair of Texas, Dallas, Tex. 2 1/2 MILLION TO PLAY TO THIS YEAR.

WANTED Ride Help and Electrician

Foreman for Tilt-a-Whirl and Octopus. First and Second Men on all Rides.

Capable Electrician who can handle Major Truck Show. (Must understand Sperry Searchlights.) All must be licensed Semi Drivers. Top salaries and bonus.

C. C. GROSCURTH

BLUE GRASS SHOWS

PRINCETON, IND., This Week.

ALLEGANY CO. FAIR

ANGELICA, N. Y.

AUGUST 22-25

Want Octopus, Fly-o-Plane, Spitfire, Tilt, Cat, etc. Want Wild Life, Side Shows, Thrill Attractions. Will book any and all Concessions which work on New York Fairs

BUFFALO SHOWS

Caledonia, N. Y.

JOE ROSEN WANTS

MEN FOR BIRD WHEEL; also AGENTS FOR SET OUTFITS. Jack Luther, Ernie Wade, also "Tony," get in touch with me. Long Season of Fairs. Address c/o

VICTORY EXPOSITION SHOWS

Norton, Kan., this week; Abilene, Kan., next week; then Salina, Kan. (All Fairs).

WANT BINGO

For balance of season. Address

LOU RILEY

Dumont Shows Cambridge, Md.

FOR SALE

LONG RANGE GALLERY Booked with Royal Crown Shows. Built-in living quarters, new motor and tires. 15 rides, plenty of ammunition, \$2,000.00.

DON COULSTON

c/o ROYAL CROWN SHOWS, Springfield, Mo., this week; then per route.

FAIRS 12 STRAIGHT FAIRS FAIRS

Concessions: Can place neat Cookhouse, also Age and Scales. ALL SLUM AND HANKY PANK CONCESSIONS OPEN. AGENTS: COUNT STORE AND SKILL AGENTS. SLUM STORE AND P.C. AGENTS. OUTSIDE HELP and General Help to up and down Concessions. WANTED AT ONCE: BINGO CALLER AND COUNTERMEN. ALL REPLIES: A. R. WHITESIDE. SHOWS: GIRL SHOW with or without equipment (Mickey O'Brien, contact Eddie). Can place Fun House, Big Snake or any well-framed Grand Show. Need Magician and Acts for Side Show. RIDE HELP: FOREMEN FOR TILT AND FLY-O-PLANE, ALSO SOBER RIDE HELP; DRIVERS PREFERRED.

MAGIC EMPIRE Shows

CLOVERPORT, KY., THIS WEEK. This Show will be out all winter.

HURRY—MONSTROUS CELEBRATION—HURRY

4 DAYS STARTING THURSDAY, AUG. 16—NORTH CHICAGO, ILL. (RIGHT DOWNTOWN)

YOU CAN'T MISS—COME ON—DON'T WIRE OR WRITE

ALL HANKY PANKS OPEN (NO EXCLUSIVES). CANDY FLOSS AND GRAB OPEN. ALSO WILL BOOK LARGE COOKHOUSE FOR THIS ONE. RIDE HELP WANTED FOR TILT-A-WHIRL AND FERRIS WHEEL (Must drive Semis. \$60.00 per week plus ride percentage bonus.)

FIDLER UNITED SHOWS

North Chicago, Ill., until Aug. 19; then Salem, Ill., Fair, Aug. 21-25.

WANTED

For Darke Co. Fair, Greenville, Ohio, August 18 to 24.

A few more Concessions—Hi-Striker, Scales, and a few more Games. Also about 10 Agents for Greenville, Detroit, Saginaw, Chattanooga, Nashville, Birmingham, Houston and Beaumont. Contact

EARL FISHER

Greenville, Ohio, Fairgrounds

STOCK TICKETS	Getting up early in the morning is merely a question of mind over mattress.	SPECIAL PRINTED Cash With Order Prices:
One Roll \$ 1.50	Roll	2,000 \$ 6.90
Five Rolls 4.50	Machine	4,000 7.90
Ten Rolls 8.50	Folded	6,000 8.70
Fifty Rolls 22.00	Reserved	8,000 9.40
100 Rolls 40.00	Seat	10,000 10.20
ROLLS 2,000 EACH	Double Coupons	30,000 15.20
Double Coupons	Double Prices	50,000 20.20
No C.O.D. Orders	Size: Single Tkt., 1x2	100,000 25.20
Size: Single Tkt., 1x2		500,000 125.00
		1,000,000 250.00

THE TOLEDO TICKET COMPANY

114-116 Erie St. Toledo (Ticket City) 2, Ohio

For Outstanding **OUTDOOR** Attractions

SEE PAGE 9

GEORGE A. HAMID & SON, Inc. General Amusements

LAST CALL

WASHINGTON, PA.

FREE FAIR, AUGUST 21-25

STONEBORO FAIR ALWAYS ON LABOR DAY

Want Grind Stores, Cook House, Grab, Popcorn, Floss, Apples, Novelties, Shooting Galleries, Scales, Guess Your Age. NO RACKET.

EDDIE DIETZ OR LEW WEINSTEIN

EDDIE'S EXPOSITION SHOWS

DONORA, PA., this week

P.S.—Wheels that work for stock.

LAST CALL

Talent Topics

Continued from page 42

has left show business and joined a Cudahy, Wis., automobile firm. . . . George Binks and his circus dog act has been playing dates in Southern Wisconsin but will head for Illinois spots soon. . . . The Great Jaxon, ventriloquist, recently played at Lake Geneva, Wis. . . . Jake (Clown Cop Corrigan) Disch, was in the grandstand line-up at the Elgin, Ill., fair, August 3. . . . Peggy DeCastro, of the DeCastro Sisters, singing act, gave birth to a nine-pound son, July 26 at the Marimor Clinic, Havana, Cuba. . . . The boy was named Robert John Lilley.

gin a fortnight's stand at the Golden Hotel, Reno. On November 22, they move into the Thunderbird Hotel, Las Vegas, Nev., for a three-week stand.

Chico-Dell and Company, troupe of trained monkeys, close at the Cleveland Zoological Park Labor Day to return to the West Coast to play school assembly dates.

The Cepler Family, high wire, played the July 31 Wayne (Mich.) Homecoming Celebration, replacing the Malzoras high act.

S. B. WEINTROUB

WANT WANT

Agents for Waukon, Decorah, Humboldt; all Iowa. Slum Store Agents and Truck Drivers.

For Missouri and Arkansas—Agents for Count Stores, Skillo, Set Spindles, P. C., Ball Game, Penny Pitch, Slum Stores.

CARE GRAND AMERICAN SHOW This week, Waukon, Iowa.

WANT CONCESSIONS FOR FOLLOWING CELEBRATIONS

Fox Lake, Ill., August 15-16-17-18-19; Williams Bay, Wis., August 23-24-25-26; Grays Lake, Ill., August 31-Sept. 1-2-3; Lena, Ill., Sept. 6-7-8.

Address or Wire RUGGLES CARNIVAL CO. Antioch, Ill. Phone: Antioch 779

BEST CASH OFFER

'49 Model Allan Herschell 10-Car Kiddie Auto Ride; automatic clutch. Top, side-wall, enclosed ticket box. Ride in perfect condition, with or without transportation. '47 Model 3-Ton Dodge Truck; 3-speed axle, 14-foot body, good rubber, A-1 condition.

Wire—write—no phone calls. FRANK ALLEN General Delivery Henderson, Texas

CARNIVAL WANTED

for PERRY COUNTY FAIR Linden, Tenn., September 3-8, 1951. Contact SAM PETTY, Sec., at once or TOM GODWIN, Pres.

WANT

Clown Cyclist or Unicyclist or other balls; streets afternoons, grandstand nights, Sept. 19-21. Can promote. Write Ralph B. Kite, Mgr. Sevier County Fair De Queen, Ark.

FOR SALE

Long Range Gallery—complete. 3 runs amo, 7 rifles. Gallery A-1 condition. Anagnized neon sign. \$1500. If interested call Delavan 1183 MICHAEL KOVAL Delavan Lake, Wis.

MERRY-GO-ROUND FOREMAN WANTED

Top wages for good, sober man Wire to HARRY J. KAHN, Mgr. NEW ENGLAND AMUSEMENT CO Bennington, Vermont, now

WANTED FOREMAN WANTED

For No. 5 Eli Wheel and Allan Herschell Merry-Go-Round. Top wages to sober, reliable help. A. J. SUNNY AMUSEMENTS This week, St. Mary's Church, E. 141st & Harvard. Office: 3006 E. 130 St., Cleveland 20, Ohio. Phone: WA 1-4679.

WANT BINGO COUNTERMEN

Must be semi truck drivers. Wire DOC STEINBECK Central States Shows Hastings, Neb.

FOR SALE

2. Almost Merry-Go-Round, standard size, 30 ft., 20 jumping horses, 2 chariots, khaki top, Allis-Chalmers power unit, all in perfect condition. Warner make, \$2000 cash. Can be seen in operation here. IVY WEST Sandis, Miss.

Look—Wanted—Look

For Downtown Cameron, Texas

D.A.V. Jubilee and Carnival

and six more Texas Fairs Can place Concessions of all kinds, reasonable privilege. Man with talent to take charge Girl Show. Place few more Grind Stores, Grind Store Agents. Place all Hanky Panks, Independent Shows, Major Rides that do not conflict. Can use Ride Help. Place Fun House, Auto Ride Train.

BURDICK'S GREATER SHOWS

Cameron, Texas P.S.: Fair Secretaries, have few open dates.

BIG STATE SHOWS

Want for Fairs and Celebrations Rides: Any Flat Ride that doesn't conflict, any Kiddie except Auto Cars. Shows: Pit Show, Snake, Fun House, Girl Show, Unborn, Wild Life or Animal. Concessions: Candy Floss and Slum Outfits of all kind, \$15.00 still, \$20.00 fairs. Boots Culler wants Pin Store Agents, also Grind Store Agent. John Taylor, contact Jackie Hall, Rush Springs, Okla., Watermelon Celebration, Aug. 13-18 Ada, Okla., Legion Carnival, Aug. 20-25; Henrietta, Okla., Labor Day Celebration, Aug. 27-Sept. 2; Sept. 4-5-6-7-8; Idabel, Okla., Free Fair, Sept. 10-13; Prescott, Ark., Fair, Sept. 17-22; Fannin County Fair, Bonham, Texas, Sept. 24-29. Contact B. M. (BROWNIE) BISHOP

GIRLS WANTED

POSE AND REVUE

Top salaries guaranteed. Patsy, Betty, Libby, Bobby, wire at once.

RED BARRETT

Prel's Broadway Shows, Butler, Pa.

RIDE HELP WANTED

For Boat Ride and Little Dipper.

H. W. ANDERSON

Care Broadbeck-Schrader Shows Fairgrounds, Pueblo, Colo.

CUSTARD TRAILER

FOR SALE

"General Make," good condition, cost \$6500, sell for \$3000. Can see it in operation this week at Oxford, Penna., Firemen's Carnival or write to

MRS. RAYMOND BILLET 106 Elmwood Blvd. York, Penna.

ARCADE FOR SALE

55 Machines, plenty of extra parts; also Photo Outfit goes with arcade. Top 30x60, side walls and poles, also sign to handle same. Must sell at once, have other business. Can be seen at Fairgrounds, Warsaw, Virginia.

CLARENCE CHURCH

Warsaw, Virginia

WARD HALL

HARRY LEONARD

Wants Annex Ticket Sellers, Bally Girls, Mentalist, other Acts. Out till Christmas

Address Care

AMERICAN MIDWAY SHOWS

Ness City, Kansas, now; then Emporia.

WANT TALKER

Guaranteed \$100 per week. Also Magician who can M.C. or just M.C.; Fred Altman and Charlie Herms, wire at once. Also Girls for Ballet and Illusions and useful show people in all departments, contact quick. Salary no object if you are capable.

L. B. MALOTT Illusion Show Manager, care World of Mirrors Show, Portland, Maine, to Aug. 17; then Ottawa, Canada.

NESSLER

GREATER SHOWS

Want now agd for balance of long season—Mechanic with tools who can handle electrical department. Always use Ride Help, must drive.

B. NESSLER

Newport, Indiana

RUMBLE GREATER

Wants SHOWS AND CONCESSIONS for

Lyons, Ind., Fair, Aug. 20 to 25.

Providence, Ky., Fair, Sept. 4 to 8.

Terre Haute (Twelve Points), Ind., Sept. 10 to 15, on the streets.

Denver Rumble, Odon, Indiana, this week; then as per route

NOW BOOKING

ON THE STREETS

20TH ANNUAL

ROMEO PEACH FESTIVAL

Saturday thru Labor Day, Sept. 1-3 (3 big days and nights). 75,000 attendance on Labor Day (Parades, Floats, Governor Williams personal appearance). Want Legitimate Merchandise Concessions of all kinds, Grab Stands, Popcorn, Floss, Apples, etc. Bingo and Cigarette Game sold. No P.C., Gypsies or Hats. All wires and mail to

LEONARD GOULD

1731 LEE PLACE PHONE: TR 20189 DETROIT 4, MICH. (Can Place Several Capable Ride Foremen At Once)

HARRISON GREATER SHOWS

Last call for the Great Tasley Fair, Tasley, Virginia, Aug. 20-25, followed by Franklinton County Fair, Franklinton, N. C., Aug. 27-Sept. 1, with eight more bona fide fairs to follow. Can place Concessions of all kinds. No exclusive. All Eating and Drinking Stands open, Grab, Popcorn, Apples, Floss, Custard, French Fries, Novelties, Scale-Age, Photos, Diggers. A few choice Concessions open. Also some percentage. Want after Tasley Fair, Girl Show. Have complete outfit for party with two or more Girls. Will book any worthwhile Show with or without equipment. Want A-1 Billposter with or without transportation. Want Ride Help on all Rides and Semi Drivers. All mail and wires to Frank Harrison, Salisbury, Md., this week; then as per route.

FITZIE BROWN

WANTS For Balance of Season WANTS

Will give good proposition to reliable Man for Custard. Must drive truck. Sammy Glickman wants two good Agents for Buckets who can work for stock. Marge Glickman wants Agent for Six Cats. Can use couple of P.C. Dealers. Answer c/o WALLACE & MURRAY SHOWS, Frostburg, Md., this week; then as per route.

GREAT LAKES SHOWS

Want for Bluffton, Ind., Fair, Aug. 14-18; and Balance Long Season

Concessions of all kinds—Coke Bottles, Pea Pool, Fish Pond, Novelties, Jewelry, Bumper, Custard or Ice Cream, Ill. Striker, Ball Games, American Palmistry, Hanky Panks. Come on, can place you. Want Shows—Side Shows, Monkey Show, Girl Revue, with or without equipment, good proposition. Ride Help on all Rides who drive semi, top salary. Book Rides not conflicting. Street Fairs—Big Labor Day—Long season south follows. Hoytville, Ohio, Homecoming on the Streets, August 20th to 23th.

SOUTHERN VALLEY SHOWS

WANT FOR OUR STRING OF FALL FAIRS

First-class Cookhouse, Hanky Panks of all kinds and Agents for Grind Stores. Can use Ride Help on all Rides and Man to handle Light Towers. Want to book Octopus and Spiffine. This show stays out till Xmas in the cotton. Contact

EDDIE MORAN, Mgr.

Southern Valley Shows, Stuttgart, Ark., Aug. 13-18.

LAST CALL

AMERICAN LEGION FAIR, WYNDMOOR, PENNSYLVANIA, WEEK AUGUST 20 Want Concessions of all kinds. Shows and Rides not conflicting. All apply:

SAM TASSELL SHOWS

5839 WALNUT ST., PHILADELPHIA, PA. PHONE: GRANITE 2-5852 P.S.: Can use Wheel and Merry-Go-Round Men.

WANT for Watertown, N. Y., Fair

Concessions of all kinds: Grab, Hunky Panks. What have you? This is the best Concession spot in New York State. Shows of all kinds: Mechanical World, Side Show, Grind Show, Jig Show to join following Labor Day for Southern Fairs. Opening for good Shows.

CARL D. FERRIS
Lawville, N. Y.

D. S. DUDLEY SHOW WANT

People for Girl Show—we have complete Show. Stock Store and Ball Game Agents wanted. Second Men for 9 Rides, must drive trucks; Ride Ticket Agents. Want people to take charge of Cook House; have complete Cookhouse and special truck for it. Good proposition. P. C. Reynolds, answer. R. C. "Red" Robinson and Mamie, come on, have opening for you. Cypise Nickie Evans, answer or come on. Odessa, Texas, Aug. 13-15; Kermis, Aug. 20-25; Andrews, Aug. 27-Sept. 1; Midland, Sept. 3-5.

Contact D. S. DUDLEY

DAN DONNINI

A. M. P. SHOWS
Farmville, Md., this week.
WANTS Count Store Agents, also Line-Up Store Agent. Only one on the show. Also want General Help.

WANT AGENTS

For the following Concessions: Raffle, Blower, Pin Stores, Skills, Bowling Alley. Wire **PAT MCGEE** or

Leo Bistany, Bus. Mgr.
Penn Premier Shows, Meyersdale, Penn.

Bingo Available

Starting next week, either for single spots or season.
Nice Bingo, seats 75. Wire or phone

BILL STACY
Fairground, Escanaba, Mich.

ALL FAIR SHOWS

Want for Seven Fairs Merry-Go-Round Foreman, Wheel Foreman, Spitfire Foreman. Book set of Kiddie Rides, Chairplane, Tilt. Concessions: Mus Outfit, Clothes Pin, Juice and Grab, Ball Games, Shooting Galleries, Lens and Short Range, Balloon Darts, Glass Pitch, Slam Spindle, Bowling Alley, Jewelry Spindle, Snow and Pop Corn, Bingo. Agents for Pan Game, Over and Under, Pea Pool. All replies to All Fair Shows, Rosenberg, Texas, this week.

HELP WANTED

Bingo Caller and Countermen. Concession Help and Agents for Balloon Dart, Funk Cat, Six Cal. For 12 weeks Fairs, going south. Jack Martin, please contact—important. All people connected in past get in touch.

DANNY DORSO

Dick Wilcox Shows, Island Falls, Maine

WOODSTOCK FAIR

Woodstock, Conn., Aug. 21-Sept. 1-3-5. Want Concessions: Ball Games, Duck Pond, Fish Pond, Grocery Stores, Pitch, Tilt-U-Win, Hoop-La, Seesaw, Dart Games, Guess Your Age, String Games. No Percentage Games wanted. Will be on Fairgrounds week of August 27 to lease space.

GLOBE AMUSEMENT SHOW
C. E. CHACE, Gen. Mgr.
200 Broadway Fall River, Mass.

GREATER MIDWAY SHOWS

Want for eight Fairs and Tobacco Festival in North Carolina. Few more Stock Concessions; only two of a kind. Have complete outfit for Snake Show or Girl Show. Will book, buy or lease Ferris Wheel. Place Ride Help. Address:

FRANK DICKERSON

Lake View, S. C., this week; then as per route.

Merry Midway Show

Need Stock Concessions such as Pitch Tilt U Win, Dish Pitch, Fish Bowl, Photos, Lens and Short Lead Galleries. Need Ride Help on all Rides. COMMITTEES: L-Kide Show needs Labor Day spot near Indianapolis. Contact at Williamsport, Ind., 4-11 Fair, Aug. 14-17, or Georgetown County Fair, Aug. 20-25.

ALBERT BARKER, Merry Midway Show

COMPLETE CARNIVAL FOR SALE

25 Wheels, 15 ft. Little Beauty Merry-Go-Round, Tilt-a-Whirl, new Williams Train, Kiddie Airplanes, Flashy 75 ft. front Machine Shop Truck, Shows, Concessions, Light Towers. Everything you need for a road show. Rides may be seen in spot. Address:

ROGER WARD

3114 B Ave. Lawton, OKIA

FOR SALE

Complete monkey Show—International Truck, 40 ft. Panel Front, Golden Baboon, Giant Blue Rhinos, Mother and Baby, other Rides, Monks, two 20x30 Tops, Wire, Speakers, Bally Monks, Steel Cases, 2-Wheel Trailer. A total at \$595.00. Booked till Xmas. H. G. HOCKETT, American Eagle Shows, Sibley, Ill., this week; then 698 Farm, Ill.

Club Activities

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Aug. 11. — President Lou Keller has been visiting a number of shows to increase interest in the ways and means committee fund drive. Morris A. Haft, league counsel, has returned from a business trip to Minneapolis, Seattle and Los Angeles and is supervising alterations in the new quarters at 170 W. Washington. League is scheduled to occupy the new rooms by September 1.

An effort is being made to get the nominating committee in session to prepare a report by early October. The group includes Morris Lipsky and Bob Parker, past presidents; William E. Snyder, William Kaplan, Ed Sopenar, Charles Zemater, Elmer Byrnes, and Al Sweeney, board of governors; Mel Harris, Petey Pivor, William T. Collins, Paul Delaney, William H. Green, Manuel Blasco and Al Beck from the body.

Other committees for the fall convention include Ernie A. Young, banquet and ball; Dave Malcolm, William Carsky and Maurice Ohren, president's party; George W. Johnson, convention registration; Jack Hawthorne, official greeter; Albert J. Sweeney, Christmas party; Bernie Mendelson, memorial services. Convention dates are November 27-28, with the president's party and memorial services on the 25th and the banquet and ball the 28th.

Max Brantman has sent an application from Murray Adelman and Ep Glosser one from William B. Jacobs. The body of Jimmy Marks, who was killed at Engelhart, Ont., August 3, will be cremated and the ashes brought to Chicago for burial in Showmen's Rest.

Max Friedman visited many friends in Chicago during his vacation here. Mr. and Mrs. Hum Zolun spent a recent week-end with the Bob Parkers at Delavan, Wis. Harry Mazey was in town after a long absence, with other callers including Rube Liebman, Jack Kaplan, Andre Dumont, Max Brantman and Dave Goldfern.

Lloyd I. Thomas will hold a jamboree for the benefit of the Showmen's League and the Miami Showmen's Association, when his shows play the La Porte, Ind., fair.

Miami Showmen's Association

236 West Flagler Street,

MIAMI, Aug. 11 — H. E. Stahler, executive secretary, returned to the office after a short vacation in Tennessee, North and South Carolina and Georgia. En route he visited the Mighty Page Shows. He stopped at Augusta, Ga., for a visit with Ben Braunstein, who is operating an amusement park there. He also had a visit with Mr. and Mrs. Jean Delmar at Baxley, Ga., where they are staging their med show to good business.

George Barnett is in General Pratt Hospital, Coral Gables, Fla., room N. E. 410. He will be pleased to hear from friends. A reminder that the commitment by members for name on the bronze plaque will be due September 1. A letter is going forward to that effect. Send in your check and receive the gold card that is being issued to each donor.

Membership dues are due and payable by September 1. Ep Glosser advises that he is now associated with the L. I. Thomas Joyland Shows. Letters were received from the following members: Louis A. Rice, Johnny Green, Edward J. McDonnell, Jack Green-spoon, Mrs. Imogene Riley, Mrs. Henry Tarbes, Fred Conti and Joseph A. Rowan, who is at present located in Havana.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Aug. 11. — Congratulations to Phil Cook of World of Mirth Shows, who July 20 married Belle Kahler in Miami. Congratulations also go to Woodrow Jones of the same show on the birth of a son recently.

Club physician Dr. Jacob Cohen is off on a two-week vacation. A letter has been received from Bill Powell stating that he will leave soon on the Mauretania for America after many months abroad. Al Burt, who was badly injured in an auto accident July 21 while on his way here is recovering at Highland Hospital, Beacon, N. Y., and expects to be discharged shortly. Edward Rockefeller, who recently injured his leg in a fall, is on the mend at home.

Recent visitors included Jackie Morris, Casper Sargent, Sam Peterson, Roy B. Jones, Edward Dubin, Sam Miller, Charles Smith, Henry Fein, Joseph Milana, Harry Yeslovsky, Emil Solomon, Charles McIsaac, Steve Libitz, Mitchell Mallette, John J. Conway, Charles Zubiller, Leonard Traube, Jimmy Jamison, Charles Lawrence and Al Horowitz.

Anderson, Calif., Starts 34G Bldgs.

ANDERSON, Calif., Aug. 11.—Ground-breaking ceremonies were held recently for the first of three metal buildings to be constructed at the Shasta District Fairgrounds. The structure will replace the present administration building.

Each of the three buildings will require three weeks to erect and will cost \$34,982. The first will be ready for the fair to be held September 6-9.

Norco, Calif., Annual Names Them Chairman

NORCO, Calif., Aug. 11.—William P. Theim, president of the Norco Chamber of Commerce, has been named general chairman of the Norco Valley Fair to be held August 31 for four days. Committees have been appointed for the event sponsored by the local C. of C. It will be held in the community center with a feature being the selection of a queen.

Prince Albert, Sask., Lets 14G Building Pact

PRINCE ALBERT, Sask., Aug. 11.—Prince Albert Agricultural Society let a \$14,000 contract for a new wing to be built on the Youth Activities' Building at the fairgrounds. The job is expected to be completed by October 1. The building will be used to provide additional dormitory space for youth activities and may house the fair week offices of the org.

From the Lots

Nessler Greater

MARSHALL, Ill., Aug. 11. — All the showfolks welcomed Mr. and Mrs. Jim Nessler back to the show. She had been under a doctor's care since April. There is no complaint about the return on rides, shows and concessions here. Wednesday, kiddies' day, was a big one.

Frank Yaglia, general agent, came in from Indiana and headed for Arkansas. He may also go into Texas and Oklahoma. Manager B. Nessler has been away on several business trips. The show observed a moment in silence in memory of Harry Craig, who died recently.—JACK COOPER.

Big State

MARLOW, Okla., Aug. 11. — Shows had a fair week here. Org will play fairs and celebrations in this State and Arkansas. Boots Cutler and Brownie Bishop are doing well with concessions. Mr. and Mrs. Kidd have snow cone and jewelry. Mr. and Mrs. Brigger joined with bingo. Joe Sima is The Billboard sales agent.—ANNA MOORE.

Peck Amusement Co.

ANTIOCH, Ill., Aug. 11 — Org. sponsored by the Lions Club, was in city park in center of business section. Good crowds all week. Abe Franks put on a new slum spindle roll-down. Louis Boden's family has returned to Mobile, Ala., to place daughter, Nona, in school. D. Curtis' daughter and granddaughter visited here. — FAY CURTIS.

Polio Clips Peterboro

PETERBORO, N. H., Aug. 11.—Community Street Fair has been cancelled due to several cases of polio in Peterboro. Event may be rescheduled sometime after Labor Day, according to Dr. Theodore H. Lee, town's health officer.



WALLACE BROS. SHOWS

"America's Most Spectacular Midway"

WANT

SHOWS: Fun House, Mechanical City, Monkey Show, Motordrome and Snake Show. RIDES: Octopus. ALL STOCK CONCESSIONS OPEN. Help on Little Dipper, Tilt-a-Whirl, Spitfire and Kiddie Rides.

John Hutchens wants Acts to feature in Side Show. Wire at once.

All replies to

E. E. FARROW, Mgr.

Menomonie, Wisc., this week; Manitowoc, Wisc., Aug. 20-26; Elkhorn, Wisc., Aug. 27-Sept. 3.

Punxsutawney Fair

Punxsutawney, Pa., August 27-September 1

Space available for all kinds of Concessions. Legitimate Game Concessions, \$3 per foot.

Attendance last year, 75,000. Write or wire

JACK RISHELL, Secretary, Punxsutawney, Pa.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Pocomoke City, Maryland, this week; Crisfield Legion Fair and Crab Derby, Crisfield, Md., August 20-25; then big Eastern Shore Fair, Keller, Va., August 27-September 1; followed by Labor Day Week Celebration, Princess & Speedway, Norfolk, Va., September 3-8. Want French Fries, Novelties, Photos; all Hunky Panks open. Want Snake Show, Unborn, Wild Life, or any good Grind Show for our Fairs. All mail and wires to

WM. C. (BILL) MURRAY

ROYAL DUKE SHOWS

For best still date route, playing Army and Marine Bases, followed by ten real Fairs. Rides: Will book set of Kiddie Rides or any one Kiddie Ride, also Tilt or Spitfire. Shows: Want Snake Show, Side Show, Monkey Show, A-1 Girl Show, two or more Girls. Concessions: Want Custard, French Fries, Pop Corn, Candy Apples, Age, Scale, Water Game, Hoop-La, Ball Games, Hunky Panks of all kinds. Agents for Pin Stores and Skillo, Man for office-owned Spindle, Man with Agents for Blower. Help: Want Foremen for Octopus, Merry-Go-Round; Second Men who drive. Kirk wants to hear from Queenie and Blackie Carengo. Useful Carnival Help, can always place you.

All Address:

BILL PORTER

CONWAY, S. C., THIS WEEK.

P.S.: Can place Dancing Girls for office-owned Girl Show.

VIVONA BROS. Combined SHOWS

Want Business Manager to join immediately. Make Sharp no longer connected here. Will give head to capable Man with crew for Grind Store and Wheels. Will book limited amount only. Owner-operated Concessions given preference. Contact This week, Martinsburg, W. Va.; next week, Christiansburg, Va.

OZARK MOUNTAIN SHOWS

Want A-1 Ride Superintendent who can supervise and take care of four Major Rides, \$60.00 a week and bonus. Also want Ride Men for Wheel, Merry-Go-Round and Octopus. Top salary. Come on. Want Agents for Pin Store and Count Store. Must be capable and be able to stand prosperity. This is a real opportunity to make money, 40,000 tourists here at all times and Concessions will work. Location right on Highway 54 at Osage Beach, Mo.

DAN-LOUIS SHOWS

WANT CONCESSIONS OF ALL KINDS FOR BALANCE OF SEASON. Salem, Ind., Fair, August 14 to 17; Fairview, Ind., Free Fair, August 14 to 18; Hardinsburg, Ky., Fair, August 22 to 25; Leitchfield, Ky., Fair, August 29 to Sept. 3. LABOR DAY—we work Sunday and Labor Day in Leitchfield; Mumfordsville, Ky., and Bradenburg, Ky., Fairs to follow. We have opening for clean Sit-Down Grab or small Cook House at these Fairs. Legitimate Concessions, come on; we will place you at reasonable privilege. X is split on Bingo, Critter Candy, Pop Corn, Lead Gallery, Hi Striker and Seesaw and Age. Will book one nice Ride for Fair season—would like Tilt-a-Whirl, Train or Boat Ride. Address: LOUIS T. RILEY, Gen. Mgr.; DAN C. STRATMAN, Conc. Mgr., as routed.

Subscribe Now!

ONE YEAR \$10

52 BIG ISSUES

Including 8 Special Issues

THE BILLBOARD

2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name
Address
City Zone State
Occupation



Ionia Grandstand, Midway Grosses Top '50 First Four Days

Carnival Rides, Shows Up 25%; Grandstand Business Rises 10%

IONIA, Mich., Aug. 11.—Ionia Free Fair, first of the succession of major Midwest annuals, was well on its way Friday (10), fifth day of its six-day run, to top last year, gross-wise, even tho a generally tighter amusement dollar was reported thruout Michigan. Grand-

stand receipts, the fair's principal source of revenue, were up 10 per cent at the close of Thursday's business, while rides and show grosses for the Cetlin & Wilson Shows, perennial repeater on the midway, were up 25 per cent from last year. The increased takes were scored in the face of one bad day of weather, as compared to perfect weather in '50. Monday (6), kids' day, was hit by intermittent drizzles. The night grandstand show was presented in an almost steady drizzle, but nevertheless a surprisingly good crowd sat thru the Barnes-Carruthers No. 1 revue. Latter was trimmed because of the drizzle, two of the production numbers being omitted. Space sales for commercial exhibits and for concessions of various types also are greater than last year. The farm machinery show is the biggest in the fair's history, Rose Sarlow, fair secretary, pointed out. Lack of available space caused some would-be exhibitors to be turned down, Miss Sarlow said. Strong turnouts and brisk midway spending are attributed to a revised and stepped-up advertising-publicity campaign. In recent years the fair employed men to put out a herald in advance of its run. But this year the fair shifted to distribution entirely by mail and sent out a total of 120,000 mailing pieces thruout the area. Mailing piece packs strong selling power. Done in two colors, it abounds in pictures of attractions, gives a detailed day-by-day program and lists the price scale for the grandstand. In addition to shifting to mail distribution on these pieces, the fair also upped its radio budget this year. At the same time it maintained its outlay for newspaper advertisements.

Conn. Event Minus Chance Games Flops

DANBURY, Conn., Aug. 11.—Volunteer Firemen's Association members, who last week staged a six-day celebration without using games of chance, reported this week that when anti-gambling laws did not affect their operation profits from similar events were 10 to 20 times greater than the \$300 net experienced.

Governor John Davis Lodge recently vetoed a bill that would have exempted civic and charitable non-profit organizations from the State's anti-gambling laws. The firemen said gross receipts were \$7,000, with one-third of that sum going to the federal government for amusement taxes and each of the four fire companies involved getting \$75. The big complaint was that only one person at a time could play skill games, while several could patronize games of chance at once.

Two local volunteer groups said they probably would have to seek increases in their allocations from the municipal budget next year. The \$1,500 that each of the four companies receives yearly is not enough, they said.

Out in the Open

Sam Burgdorf, of Bucks County Fair, Doylestown, Pa., and Mount Holly (N. J.) Garden State Fair, was hospitalized for surgery recently but was discharged in time to direct operations at the former event.

Mr. and Mrs. Charles Zemater, of the Chicago booking agency, were Detroit visitors Saturday and Sunday (4-5). They caught the Police Circus.

August bookings and promotions by Kyle Productions include the Firemen's Muster, New London, Conn.; Eagles' Field Day, Framingham, Mass.; Knights of Pythias Field Day, Northampton, Mass.; New Haven (Conn.) Police Field Day, and a Democratic affair at West Haven, Conn.

Frank Cook, comedy wire, opened for two weeks at Idlewild Park Monday (13) following dates at High Spire, Pa.

Making a quick tour by car Tuesday (7), Rockaways (N. Y.) Playland factotum Dick Geist and James Meisel, manager, visited Pleasure Beach, Bridgeport, Conn., and Playland, Rye, N. Y. Geist was loud in his praise of the latter spot operated by Westchester County. Bill de L'horbe, of the National Amusement Device Company, Dayton, O., was a visitor to Rockaways Sunday (5).

Len Humphries, Hamid-Morton Circus exec, will again manage and emcee the George A. Hamid grandstand unit at the Canadian National Exhibition, Toronto.

Danbury Operetta Records Capacity

DANBURY, Conn., Aug. 11.—Capacity crowds of 2,700 persons at operettas being given at the Danbury Fairgrounds have made necessary the use of six extra ticket booths. John W. Leahy, fair president, and his assistant, C. Irving Jarvis, are using booths from the Ferris Wheel and Tilt-a-Whirl, repainted to match the theater's color scheme. It is estimated that full houses now can be seated in 45 minutes.

Keene, N. H., Event To Operate 4 Days

KEENE, N. H., Aug. 11.—The Cheshire Fair here has extended its run to four days this year, one more than usual, and will run from August 23 thru 26, fair officials announced.

A reduced family ticket is being offered to build up the annual's front gate.

CONFAB NOTES

Potent Atlantic City Lure Aids Meeting

ATLANTIC CITY, Aug. 11.—This resort was responsible for the sizable turnout at the joint meeting of the National Association of Amusement Parks, Pools & Beaches and the Pennsylvania Association of Amusement Parks here Wednesday (8). Except for Jerseyites and others located near by, most the members and guests said they were lured by the desire to see the resort either for the first time or after a lengthy absence.

R. M. Spangler, of Rolling Green, Sunbury, Pa., reported that Mrs. Spangler is hospitalized with a heart condition. Mrs. Spangler was active in park operations with her husband for a number of years and is well known to execs thruout the country. Roman says a lengthy trip is planned when her convalescence is completed. Rolling Green business, incidentally, has been excellent.

Al Miller, sharing a \$32-a-day suite with Jack Greenspoon, his side-kick from Virginia Beach, was slightly miffed when he failed to gain admittance thru the hotel's main entrance after a Boardwalk stroll because he was minus a coat. Wearing of coats in the humid atmosphere was regarded as a hardship by most males.

Cooke-Rose Sales Up

Harry Cooke, partner in the Cooke & Rose talent agency, Lancaster, Pa., reported his business at least double that of last year. Ben S. Allen, Posters, Inc., also reported good business during the current season.

NAAPPB Prexy Ed Carroll and Mrs. Carroll plan a junket to Europe after shuttering their Riverside Park, Agawam, Mass., and the staging of their Great Barrington (Mass.) Fair. They will be accompanied by Harry Storin, park-fair exploitation chief. Harry missed the meeting here because of the pressure of park business.

Bert Nevins, New York publicist and purveyor of Mrs. America franchises, was on hand to ballyhoo the married lovelies. Franchises are apparently scarce, however, with only remote sections in the hinterlands still open. Nevins and his aid, Sol Abrams, had George A. Hamid quoted in a lengthy Associated Press yarn during the meeting here. Theme of the piece was that broken homes could be avoided by regular attendance at amusement parks. No proof was offered.

Hamid Throws Party

Hamid staged a cocktail-buffet party at his lavish 22-room home on the beach here Tuesday night

(7). About 40 guests were hosted by Dorothy Packtman, Hamid exec secretary, his daughter, Zyne, and her husband, Juan Caloca. Mrs. Hamid phoned in from Maine, where she is vacationing, to check on smoothness of the event she had planned prior to her departure.

Harry Batt, Ponchartrain Beach, New Orleans, ran away with sartorial honors. The Southern gentleman showed up in a lemon yellow jacket and grass green slacks. Ed Carroll vied for honors with a chartreuse sport jacket.

Mrs. Emma Jantzen, of the famed bathing suit clan, accompanied NAAPPB Secretary Paul H. Huedepohl, Mrs. Huedepohl and Belle Cohen east. The Huedepohls planned to return to Chicago thru Canada where they will visit several funspots.

Mystery Solved

Carl Henninger, retiring PAPA prexy, reported that the association's 1950 minutes were missing and asked that a motion be made to dispense with them. The motion was duly made and seconded and the case of the missing minutes was settled in no time at all.

Ida Cohen, Chicago insurance rep, presided over a bountiful spread for a number of friends. Ida was among the early arrivals and kept close tab on all newcomers.

Bad flying weather delayed the arrival of many folks. Henry Bowen, Whalon Park, Fitchburg, Mass., and Mr. and Mrs. Larry Stone, Paragon Park, Nantasket Beach, Mass., were about six hours late. Airport bars provided the essentials, they reported.

Midget Races Return to L. I.

FREEMONT, N. Y., Aug. 11.—An AAA-sanctioned midget auto race will be staged at Freemont Stadium, October 19, under the aegis of Jake Kedenburg, and the 100-lap main event will be the first approved by the group on Long Island since before World War II.

Tony Bettenhausen, Bill Schindler and Troy Ruttman are among the name drivers who will make the event. Kedenburg also plans to stage races for Model T Fords when a sufficient number have been signed up for such contests.

"A 50-CAR RAILROAD SHOW MOTORIZED"

Want for the State Fair of West Virginia at Ronceverte-Lewisburg, Aug. 20-25; the Shenandoah County Fair, Woodstock, Va., Aug. 28-Sept. 1, and our stellar route of Fairs to follow.

CONCESSIONS: All Eating and Drinking Stands, Ice Cream, Chocolate Dips, etc. Stock Wheels, legitimate Concessions of all kinds. ALL CONCESSIONS OPEN. RIDES: Octopus, Little Dipper and Dark Ride. SHOWS: Any good Grind Shows with own outfits. Want Fun House Operator. HELP: Foreman for Roll-a-Plane, also Kiddie Rides. Salary and bonus. Second Men for all Rides. Must drive. Carvasmen, Grinders and Talkers.

All Address: Carlisle, Pa. (Fair), this week; then as per route above.

GEM CITY SHOWS

Want for Champaign-Urbana Fair, Aug. 21-25, and 14 Fairs to follow.

Hanky Pank Concessions of all types. Any worth-while Shows not conflicting.

Capable Ride Help on all Rides. (Must drive Semis.) Address:

THOMAS C. HICKEY, Mgr.

Streator, Ill., this week; then Urbana, Ill.

LONE STAR SHOWS

Playing Greensboro, N. C., all this week; next week, Fairmont, N. C., in the greatest tobacco center in the world. Everything going full blast.

Want Concessions of all kinds. Will book any ride not conflicting with the ten we have. Will book Shows of all kinds. What have you? Want Ride Help who drive Semi Trailers. All mail or wires to

J. R. McSPADEN

GREENSBORO, N. C., THIS WEEK.

ADAMS COUNTY FAIR, WEST UNION, OHIO

AUGUST 21-24

Want Concessions: Ball Games, Photos, Short or Long Range Gallery, High Striker, Age and Weight or any legitimate Concession that works for 15¢ and 25¢ and gives Merchandise. No gypsies or flats wanted. Ed Miller, get in touch with me.

LEE BECHT AMUSEMENTS

Clermont County Fair, Owensville, Ohio, this week; West Union, Ohio, Aug. 21-24. Perm. Address: P. O. Box 92, Mt. Healthy 31, Ohio.

ROYAL MIDWEST SHOWS

Want Popcorn, Candy Apples, Custard, Fish Pond, Ball Games, Long and Short Range Gallery, Age, Scales, Hoop-La, Penny Pitch and Stock Concessions of all kinds. SHOWS: Athletic or Girl Show. Have tops for Shows. RIDES: Kiddie or Major that we don't have. NOTICE: Jack Murphy is no longer connected with this Show. Address: ROXIE HARRIS, General Delivery, North Judson, Indiana, this week.

GIVE TO DAMON RUNYON CANCER FUND

WANT WANT GRIND SHOWS OF MERIT

For

FARGO, HURON AND SPENCER FAIRS

Must be in keeping with our standard

20TH CENTURY SHOWS

Wire or Call

E. D. McCRARY

c/o Dakota Hotel, New Ulm, Minn.

JIMMIE FERRENZI

Wants Girls in dance in revue-type show: Rhumba, Hawaiian and Strip; also Talker with Girls to take over my other show. Want Musicians: Accordion Player, Drummer and Saxophone. Girls' salary \$60.00 a week, paid nightly. Transportation to girls reimbursed on arrival. Wardrobe furnished. Contact

Jimmie Ferrenzi

Carlisle, Pa., Fairgrounds, this week; next week, Rensselaer, W. Va. This is all good Show Girl territory.

WANT TO BUY KID WATER BOAT RIDE

With or without transportation. Will pay cash.

OZARK MOUNTAIN SHOWS

Ozark Beach, Mo.

MARK'S SHOWS

MILE LONG PLEASURE TRAIL

CAN PLACE

CAN PLACE

Galax, Virginia, Fair, week of August 20; Great Roanoke, Virginia, Fair, week of August 27; Fredericksburg, Virginia, Fair, week of September 3, and balance of Fairs until the middle of November.

Concessions: Legitimate Concessions of all kinds. Shows: Fun House, Glass House, Unborn or any other money-making Show. Need Arcade to join at once. Rides: Dark Ride, Octopus, Tilt-a-Whirl and Pony Ride. Can always place sober, reliable Ride Help.

All replies to

MARK'S SHOWS

This week, Lynchburg, Virginia; then per route above.

BARNEY TASSELL

UNIT SHOWS

Want for August 21-5 Big Days and Nights—Montgomery Co. Fair, Gaithersburg, Maryland. Also get in on a real big one, week August 27. Colored Fire Dept. Celebration, Chapel Oaks, Maryland, right on Washington, D. C., line. Very thickly populated. A real hot one. Then to my Tobacco Festivals in South Virginia. Gordonsville, Va., week celebration, with activities all week. Parades, fireworks, hillbilly shows and auto given away on Saturday night. Orange, Va.; Break Vale, Va.; Keyville, Va.; Yanceyville, N. C., and Rockingham, N. C. Don't let size of towns fool you. CAN PLACE RIDES OF ALL KINDS, SHOWS AND STRICTLY LEGITIMATE CONCESSIONS. CAN USE SENSATIONAL FREE ACT. Address:

Barney Tassell, Mgr.; Barney Tassell Unit Shows

This week, Takoma Park, Maryland, New Hampshire Ave. and East-West Highway, or 4501 Madison Ave., Riverdale, Maryland.

J. A. SPARKS SHOWS

Jasper, Tenn., Court House Square this week

Want Bingo, Jewelry Novelties, Pan Game, Six Cat Swinger. SHOWS: Want Snake Show, Monkey, Cook, Side Show, Illusion, Mechanical City. Want Foreman for Tilt; Ferris Wheel, Rolloplane, Swings. Want Secretary at once. Man with Peppers Show last year, lost your letter; contact immediately.

J. A. SPARKS

SPARKS SHOWS, JASPER, TENN., THIS WEEK.

WANTED

Three Dancing Girls for Hawaiian Show, on Royal American Shows.

Ten weeks' work, opening at Superior, Wis., Aug. 14th, and Minneapolis, Minn., Aug. 20th.

Playing all Mid-West State Fairs, closing at Pensacola, Fla., Nov. 5th.

Top salary, clean Show, good treatment, good transportation, pay each week.

CONTACT AT ONCE

NAT D. RODGERS

Royal American Shows as per route. Regina, Sask., Canada July 30-Aug. 4; Ft. William, Ont. Canada, Aug. 7-11; Superior, Wis., Aug. 25-Sept. 3; Minneapolis, Minn., care Dykeman Hotel, Aug. 20 through Sept. 3

WANTED

(For Permanent Location)

FREAK ANIMAL, WILD LIFE OR OTHER UNUSUAL ATTRACTION FOR TOURIST TRADE.

To be located next to an established, popular and high-class gift shop on important New York-Miami Main Highway . . .

FREE RENT OFFERED

Attraction must be legitimate. Contact at Once ARTHUR BAUER WALTERBORO, SOUTH CAROLINA

FOR SALE

Due to sickness must sell my Little Dipper. New this summer. Can be seen in operation before Labor Day at Geneva-on-the-lake, Ohio. Best cash offer.

W. R. HAYES R.D. #1, Geneva, Ohio.

WANTED

MERRY-GO-ROUND

Small portable machine. Send photo and full details. FOR SALE - Late model Caterpillar Ride, \$5,000.00 full price.

W. O. KING

Box 241 Mt. Clemens, Mich.

FRANK ORGAN SERVICE

H. FRANK

4946 Waveland Ave. Chicago 41, Ill. Phone: Pensacola 6-2613

EXPERIENCED COIL WORKER

we willing to learn for SCHAGHTICORE AND MINEOLA (N. Y.) FAIRS, subject to full time. Must have car for personal transportation. Write

R. B. SPENCER United Automotive Mfg. Co. 1775 Broadway, Room 514 New York, N. Y.

AVAILABLE AFTER LABOR DAY

To play North and South Carolina. Ferris Wheel, Kiddie Auto Ride and Kiddie Swings. Good proposition to reliable person who is able to organize and book small show. Have necessary wiring for small show. Pollock Salisbury, answer Write

SCOTLAND RIDES Fayetteville, Pa. Box 13-A

FOR SALE

Complete carnival consisting of 8 Rides and a few other Concessions or as a park. Now operating in year round park doing good business with long lease. Will sell all or any part. Priced to sell. Not broke, just sell.

T. A. S. AMUSEMENT CO. W. R. Johnson, Owner & Manager Hall, Florida

JOE ANSHER

Mother Very Ill Call Des Moines 5-6551 or call me at Northern Hotel, Billings, Mont.

SAM ANSHER

Carnival Routes

Continued from page 43

- Cavalcade of Amusements: Kokomo, Ind. Cavalcade of Fun: Kingston, Ill., 17-19; Reckton 20-22. Central States: (Fair) Hastings, Neb., 13-17; (Fair) Wakeley, Kan., 20-24. Cottin & Wilson: (State Fair) Sedalia, Mo., 16-25. Chano, Jimmie: (Fair) Kendallville, Ind.; (Fair) Hicksville, O., 20-25. Cherokee Am. Co.: (Fair) Osawatimie, Kan.; Neodesha 22-26. Coleman Bros.: (Fair) Middletown, N. Y.; Collins, Wm. T.: (Fair) Owatonna, Minn.; Britt, Ia., 20-21; (Fair) Preston, Minn., 23-26. Cumberland Valley: (Fair) Winchester, Tenn.; (Fair) Tracy City 20-25. Coney Island: Newland, N. C. Conklin: (Fair) Belleville, Ont., Can., (Fair) Three Rivers, Que., 17-23. Continental: Tupper Lake N. Y. Cote Am. Co.: Davison, Mich. County Fair: Geneva, Neb., 14-16; Loup City 18-20; Summit 24-26. Crafts Expo.: (Fair) Woodland, Calif. Crafts Fiesta: Gardena, Calif., 13-19; San Pedro 20-26. Crafts 20 Big: Modesto, Calif. Dan-Louis: (Fair) Fairview, Ind.; (Fair) Hardinsburg, Ky., 20-25. Dickson, H. B.: Red Oak, Okla. Dohsen's United: Spooner, Wis., 13-15; Hayward 17-19. Down River Am. Co.: (Fair) Belleville, Mich. Drago: (Fair) Wabash, Ind. Drew, James H.: (Fair) Reusselaer, Ind.; (Fair) Parkersburg, W. Va., 20-25. Dudley, D. S.: Odessa, Tex. Duke's Bazaar: Philadelphia, Pa.; Lima 20-26. Dumont: (Fair) Cambridge, Md. Dyer's, No. 1: (Fair) Fairfield, Ia.; (Fair) Boone 20-22. Dyer's, No. 2: (Fair) Mt. Airy, Ia.; (Fair) Greenfield 20-23. Eastern Am.: Skowhegan, Me. Eddie's Expo.: Donora, Pa.; (Fair) Washington 20-23. Emhoff: Rockford, Ill., 16-19. Evans: United: (Fair) Effingham, Kan.; (Fair) Osborne 20-25. Ferris, Carl D.: (Fair) Lowville, N. Y.; (Fair) Watertown 20-25. Ferris Greater: Santa Ana, Calif., 15-19. Fidler's United: North Chicago, Ill.; Salem 21-25. Fleming, Mad Cody: (Fair) Jefferson, Ga. Franklin, Don.: (Fair) Fredericksburg, Tex., 17-19; (Fair) Boerne 34-36. Frontier: Montrose, Colo.; Telluride 21-27. G. & B.: (Fair) Rivesville, W. Va. Gem City: Streator, Ill. Genisch, J. A.: Brookhaven, Miss. Georgia Am.: Vidalia, Ga. Gladstone Expo.: (Fair) Russellville, Ky.; (Fair) Burkesville 20-25. Gold Bond: Grand Rapids, Minn., 16-19. Gold Medal: (Fair) Davenport, Ia. Gooding Am. Co., No. 1: (Fair) Troy, O. Gooding Am. Co., No. 2: (Fair) Celina, O. Gooding Am. Co., No. 3: (Fair) Zanesville, Ohio. Gooding Am. Co., No. 4: (Fair) Springfield, O. Gooding Am. Co., No. 5: (Fair) Jefferson, O. Gooding Am. Co., No. 6: (Fair) Napoleon, O. Gooding American Expo.: (Fair) Corunna, Mich. Gooding Greater: (Fair) Connersville, Ind. Gooding Park Attrs.: (Fair) Berra, O. Grand American: (Fair) Waukon, Ia., 12-16; (Fair) Decorah 17-19; (Fair) Humboldt 20-23. Great Lakes: (Fair) Bluffton, Ind. Greater Dixieland: Gilmer, Tex. Greater Midway: Lakeview, S. C. Groves Greater: Ville Platte, La. Hale's: (Fair) Knoxville, Ia.; Weeping Water, Neb., 22-24. Hames, Bill: Sherman, Tex. Hammond, Bob: Anadarko, Okla.; Decatur, Tex., 20-25. Hannum, Morris: Dallasport, Pa. Happy Attrs.: (Fair) Mt. Gilead, O.; Logan 20-25. Harrison Greater: Salisbury, Md.; (Fair) Tazewell, Va., 20-25. Happyland: Bad Axe, Mich. Hawkeye State: (Fair) Alta, Ia., 13-16; (Fair) Ida Grove 20-23. Heller's Acme: Rosedale, Md.; South Hills, Va., 20-25. Hennes: Springfield, Ill. Heth, L. J.: (Fair) Mayfield, Ky.; (Fair) Dickson, Tenn., 20-25. Hawatha: Wauseon, O., 15-16; Millbury 17-19. Hill's Greater: (Fair) Rapid City, S. D.; (Fair) Casper, Wyo., 20-25. Home State: (Fair) Montevideo, Minn., 16-19; (Fair) Pipestone 20-22; (Fair) 20-26. Huff, Chillumbe, Ill., 13-16; (Fair) Peoria 20-25. Howard Bros. Rides: Fomeroy, O. Howard Bros.: (Fair) Hilliards, O. Imperial: Warren, Ill. Inland: Trenton, Mo., 13-17; Skidmore 23-28. Interstate: Tazewell, Va.; Wise 20-25. J. & B.: Capitol Heights, Md. Johnny's United: Lawrence, Ind.; Sellersburg 20-25. Jolly Jalliet: New Castle, Pa. Jollytime: Weirwood, Va. Joyland Midway: Standish, Mich. Karras, Gust. Greater: Cherokee, Ia., 16-18. Onawa 20-25; Little Sioux 25. Keystone Expo.: Hemingway, S. C. LaCrosse: Newport, N. H. LaGrasse Am., No. 1: (Fair) Rehoboth, Mass. LaGrasse Am., No. 2: (Fair) Weymouth, Mass. Lane, Sammy: Owensville, Mo.; Alton 20-25. Lawrence Greater: (Fair) Carlisle, Pa. Lee: United: (Fair) Cheboygan, Mich.; (Fair) Petoskey 21-25. Lone Star: Greensboro, N. C.; Fairmont 20-25. Maddox Bros.: (Fair) Canton, Kan., 15-17; Thron 20-21; (Fair) Cottonwood Falls 23-25. Magic Empire: Cloverport, Ky. Manning, Ross: (Fair) Plattburg, N. Y.; (Fair) Sandy Creek 20-25. Marks, John H.: (Fairgrounds) Lynchburg, Va. Marvel: Tampico, Ill., 15-17; Oglesby 18-19. Meeker: LaGrande, Ore. Merriam's: Midway, Algona, Ia.; Hampton 18-21; Oakland, Neb., 23-25. Merry Midway: Williamsport, Ind. Merryland: Weidman, Mich., 16-18; Big Rapids 21-25. Midway of Mirth: Nashville, Ill. Midwest: (Fair) Logan, Utah; (Fair) Montpelier, Idaho, 21-25. Mighty Hammonree: Ironton, O.; (Fair) Louisa, Ky., 20-25. Mighty Hoosier State: (Fair) Spencer, Ind., 13-17; (Fair) Frankfort 18-22. Mighty Page: (Fair) Rocky Mount, Va. Migothy, Curly: Glendora, Miss. Model: Massena City, Ia. Moore's Modern: (Fair) Carmi, Ill.; (Fair) Alton 20-25. Motor State: (Fair) Woodburn, Ind.; (Fair) Big Rapids, Mich., 20-25. Mound City, No. 2: (Fair) Fulton, Mo. Mound City, No. 1: Boonesville, Mo.; Elmherry 20-25. Murphy's Tri-State: Odessa, Minn., 15-16; Clear Lake, S. D., 17-19; Howard 21-23; Tyler, Minn., 23-26. Nelson, George W.: (Fair) Thompson, Ia., 13-15; (Fair) Mason 16-19; (Fair) Eatherville 20-22. Nessler Greater: Newport, Ind. New York Gaiety: Waterloo, N. Y.

- Northern Expo.: Big Sandy, Mont., 14-18; Chinook 17-19; Forsyth 21-23; Baker 24-26. Orange Bowl: Moultrie, Ga. Ozark Mountain: Osage Beach, Mo. Page Bros.: (Fair) Gallatin, Tenn. Palmer: Sugar Grove, Va.; Chatham Hill 20-25. Palmatio Expo.: Pamplio, S. C. Pan-American: Santa Cruz, Calif., 15-19; Richmond 22-26. Paul's Am.: Wheaton, Mo.; (Fair) Lockwood 20-25. Peck: Am., Amboy, Ill.; Boswell, Ind., 21-24. Penn Premier: (Fair) Meyersdale, Pa.; (Fair) Huntingdon 20-25. Pioneer: Williamsport, Pa.; (Fair) Troy 20-25. Playtime: Holtbrook, Mass.; (Fair) Marshfield 20-25. Powelson Expo.: (Fair) Smithfield, O.; Uhrichsville 20-25. Powelson Greater: Bowling Green, O.; Forest 20-25. Proll's Broadway: (Fair) Butler, Pa.; (Fair) Cumberland, Md., 20-25. Raines Am.: (Fair) Waverly, Kan.; (Fair) Richmond 20-25. Reid, King: (Fair) Skowhegan, Me.; (Fair) Lyndonville, Vt., 20-25. Rockwell: (Fair) Burden, Kan., 15-17. Rogers, A. B.: Corinth, N. Y.; Greenwich 20-25. Rogers Bros.: (Fair) Peinoette, Minn., 13-15; (Fair) Mora 16-18; (Fair) Pine River 20-22; (Fair) Barnum 23-26. Royal American: (Fair) Superior, Wis., 14-18. Royal Crown: (Fair) Springfield, Mo. Royal Duke: Conway, S. C. Royal Expo.: Augusta, Ga. Royal Midwest: North Judson, Ind. Royal United: New Hampton, Ia., 15-16; Mahel, Minn., 17-18; Lake City 19-22; Zumbrota 23-26. Ruggles: Fox Lake, Ill.; Williams Bay, Wis., 23-26. Rumble Greater: Odon, Ind. San Valley: (Fair) Phillipsburg, Kan., 15-17. Schafer's Just for Fun: (Fair) Quilman, Tex. Slebrand Bros.: (Fair) Billings, Mont.; (Fair) Boise, Idaho, 21-25. Smith's Funland: Quinwood, W. Va.; Weston 29-Sept. 1. Smith, George Clyde: Saxton, Pa.; (Fair) Luray, Va., 20-25. Snapp Greater: DePere, Wis. Southern Valley: Stuttgart, Ark. Sparks, J. A.: Jasper, Tenn. Strader, M. A.: (Fair) Colby, Kan.; Goodland 21-24. Star Am. Co.: Melbourne, Ark. Star-Lite: (Fair) Columbus Junction, Ia., 13-16. State Fair: Ellsworth, Kan. Stephen's: North English, Ia., 15-16; (Fair) What Cheer 18-21; Glenwood, Mo., 23-25. Stephens, C. A.: Lake City, Tenn.; Kingsport 21-25. Strates, James E.: (Fair) Cortland, N. Y.; (Fair) Hamburg 20-25. Sunset Am. Co.: (Fair) Jackson, Minn., 15-19; (Fair) Monticello, Ia., 22-25. Tassel, Barney: Takoma Park, Md. Tatham Bros.: Cullom, Ill.; Lacon 20-23. Tennessee Valley: (Fair) Clarksville, Tenn. Texas Kidd's: Runga, Tex. Thomas Am.: Greenfield, Ind.; Lyons 20-25. Thomas Joyland: (Fair) LaPorte, Ind.; (Fair) Crown Point 20-25. Tidwell, T. J.: (Fair) Lusk, Wyo.; (Fair) Torrington 20-25. Tinsley, Johnny T.: (1st One & Wesley) Atlanta, Ga. Tip-Top (Western): Iron River, Wis., 13-16; Phillips 24-26. Tivoli Expo.: Edwardsville, Ill.; (Fair) Anna 20-25. Turner Bros.: Crawfordsville, Ind.; Terre Haute 20-25. 20th Century: Waconia, Minn., 13-15; New Ulm 16-19. Tyler: Britfield, Ill., 16-18. United Expo.: Mammoth Springs, Ark. Veterans United: Slayton, Minn., 13-15; Luverne 16-18. Victory Expo.: (Fair) Norton, Kan.; (Fair) Abilene 20-25. Virginia Greater: Pocomoke City, Md.; Crisfield 20-25. Vivona Bros.: (Fair) Marlinton, W. Va. Wade Greater: (Fair) Mason, Mich.; (Fair) Sandusky 21-25. Wade, W. G.: (Fair) Escanaba, Mich. Wallace Bros.: (Fair) Menomonee, Wis. Wallace Bros.: (Fair) Three Rivers, Que., Can., 13-23. Wallace & Murray: Frostburg, Md. W.B.J.: No. 1: Blissfield, Mich.; Elmore O., 22-25; No. 2: Clinton, Mich., 23-26. West Coast: (Fair) St. Helens, Ore.; (Fair) Gresham 20-26. Wilcox, Dick: Island Falls, Me. Wilson Famous: Sheffield, Ill., 16-17; (Fair) Princeton 21-24. Wilson Greater: Winslow, Ariz., 17-23. Winchester Am. Co.: Hamilton, Va. Wolfe Am. Co.: Scottsville, Va. Wolf's: Anoka, Minn., 16-18. World of Mirth: Portland, Me., 13-17; Ottawa, Ont., Can., 20-25. World of Pleasure: Warsaw, Ind. Young, Monte: Gooding, Idaho.

Heller's Acme Shows, Inc.

Rockingham County Agricultural Exposition and Farmers Fair, Leaksville & Draper Highway, 8 Big Days-8 Nights, August 27 thru Sept. 3, big field day Labor Day. All union members admitted free; then Henry County Fair, Inc., Collinsville, Martinsville Road, Va., 5 days Sept. 4-5-6-7-8; then Madison, N. C., Agricultural Fair, Sept. 10 to 15; then High Point, N. C., Sept. 17 to 22; then Clayton, N. C., Sept. 24 to 29; then Farmville, N. C., Oct. 1 to 6; Beaufort County Agri. Fair, Washington, N. C., Oct. 8 to 12. This is a big Agricultural Fair with horse racing every day and big grand stand acts. Carteret County Fair, Beaufort, N. C., Oct. 14-19. After this live others to be announced in next issue, including Warsaw, N. C. Big Legion Celebration. You all know this one, Nov. 5 to 10, closing here. Want Shows: Monkey Show (Mr. Mun, write), Girl Show, Fun House, Side Show, Motordrome and Grind Show. Want Rolloplane, Octopus, Dark Ride, Caterpillar, Ride-O or Whip. Will book Ferris Wheel for duals. All Concessions open. No exclusives, but will not overload midway. Want Popcorn, Candy Apples and Custard. Few Wheels open. Those joining now will be given preference at Fairs. Live-and-let-live prices to all. All address as per route, Harry Heller, General Manager Rosedale, Md., this week; South Hills, Va., Aug. 20-25; then all Fairs until Nov. 10.

THE GREAT DAYTON FAIR

DAYTON, PA., AUGUST 20-25

Thrill Shows-Racing-Free Acts

Space available for all kinds of Eating and Drinking Stands, Hanky Pank Concessions. Any Shows not conflicting with Motordrome. Write or wire



Fair Grounds, Moundsville, W. Va., this week; Punxsutawney Fair follows. August 27-September 1.

CAVALCADE OF AMUSEMENTS

The Nations Largest and Finest Midway CAN PLACE HIGH-CLASS TALKER FOR BIG GIRL REVUE, opening Muskegon, Mich., Aug. 21, followed by solid route of Fairs, opening Michigan State Fair, Detroit, on Aug. 31. WANT FOREMEN FOR LITTLE DIPPER, H-BALL AND TRAIN. HAVE TWO GRABS OPEN FOR FAIRS. CAN PLACE CAPABLE OPERATORS. MRS. WAGNER WANTS WAITERS AND GRIDDLEMEN FOR COOKHOUSE. All address: AL WAGNER, Mgr. Kokomo, Ind., this week; Muskegon, Mich., next week; then Detroit.



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WFIL, WOODSIDE ADOPT MUTUAL AID PROGRAM

PHILADELPHIA, Aug. 11.—A major blending of indoor and outdoor branches of show business was effected with the creation of a specially-designed promotion package by the WFIL stations, including WFIL-TV, for Woodside Amusement Park here. Based on the station's SRO plan, which in effect provides an exploitation staff for sponsors as a means of boosting attendance at special events, it also calls for WFIL and WFIL-TV, during the remaining weeks of the summer season, to utilize its facilities for daily announcements calling attention to the amusement park's many attractions including amusement rides, swimming pool, picnic grounds and other special features.

Highlights of the promotion, which will continue until Labor Day, will be the personal appearances at the park by three leading

personalities of the WFIL stations—LeRoy Miller, Tom Moorehead and Chief Halftown Miller, early morning disk jockey, will be at Woodside next Friday (17) for the first of three special days to be observed at the park in honor of the air and video personalities. Tom Moorehead, named for the sports director and quizmaster of both stations, is scheduled for Wednesday, August 22, marked by a special one-time audience participation show from the park. Chief Halftown, who conducts the daily "Pony Express" children's show on WFIL-TV, will highlight his day Wednesday, August 29, with a kiddies' show.

As an added inducement to park patrons, Woodside is making available thousands of coupons redeemable for tickets on the various amusement rides at reduced prices. Allows patron a dollar's worth of rides for 30 cents on those three days set aside for Miller, Moorehead and Chief Halftown. In the daily air announcements, radio listeners and TV viewers are instructed to write to the personalities directly for coupons.

On WFIL, Woodside Park announcements will be broadcast principally on the Farmer Jones show, LeRoy Miller Club, Leroy Miller Luncheon Club, Mary Jones Show and Three Hours of Music. WFIL-TV also uses daily announcements on its Pony Express and Backstage programs. Motion picture films of the park amusements, prepared by the station's RCA Victor Television Newsreel, are shown on the screen as back-grounds for the TV announcements.

As part of the joint promotion effort, Woodside Park is displaying posters and streamers advertising various WFIL and WFIL-TV shows, as well as signs telling of the forthcoming appearances of the three station personalities. Features of the plan, besides use of extensive spot announcements, include guest appearances, special programs originating from the scene of action, newspaper advertisements and press releases.

Earlier in the summer, the station staged its fifth annual WFIL Day at the park, playing hosts to thousands of men, women and children with an all-day program of entertainment spotlighting many of the station's most popular personalities.

Copenhagen Spots Buck Bad Weather

COPENHAGEN, Aug. 11.—Heavy rains and a thunder storm almost flooded this city Sunday (5), but week-end attendance at Tivoli appeared unaffected. Usual big crowd turned out Saturday (4) and this was topped Sunday.

Rain tapered off by mid-afternoon Sunday and the crowds began pouring into the big park. None of the park's outdoor shows or special events, excepting an early afternoon series of wrestling matches, were affected by the rain. The park and all its 21 restaurants were jammed by early evening, and the usual elaborate display of fireworks held the throng until midnight. Rides and concessions were jammed.

City's suburban resorts, Bellevue Beach and adjoining Dyrehavsbakken Park, drew big crowds Saturday, with a fireworks display at Bellevue and a mid-night benefit show in the tent of the Circus Revue at Bakken.

Rain killed business at Bellevue Sunday (5) but didn't affect Bakken to any great extent as business there does not get under way until late afternoon.

Meridian, Miss., To Open Oct. 15

MERIDIAN, Miss., Aug. 11.—The Meridian Fair and Cattle Show will officially be held here October 15-20, according to an announcement made by Charles F. Buckwalter and C. B. (Dough) Rawlings.

Altho grandstand attractions have not been set, the Gooding Amusement Company will hold forth on the midway. A new grandstand is being built and several permanent buildings are slated for completion for the opening. Parking facilities for 1,200 cars is available.

Group Game Given Jersey Court Okay

TRENTON, N. J., Aug. 11.—State Superior Judge C. Thomas Schettino on Wednesday (8) ruled that "Skilo," a bingo-type amusement game, was legal. The game requires skill on the part of the players and hence is not affected by the State's gambling laws which bar games of chance, said the judge.

The ruling came in a case brought by two Atlantic City amusement parlor operators, who had been told by police to shut down their "Skilo" game or be arrested. The two operators, William C. O'Brien and Thomas O'Connell, had closed down their games pending outcome of the court action.

As a result of the ruling the judge issued an injunction which prevents the police in Atlantic City from closing down the game with further threats of arrest, but it does not prevent the police from arresting the operators.

Edward I. Fineberg, attorney for the two operators, asked for the injunction. He said his clients either wanted to be arrested or left alone. He said they did not want to be subjected to threats of arrest. Atlantic County Prosecutor Lewis P. Scott, in Atlantic City, said he had not decided whether he would arrest the "Skilo" game operators and bring them into a criminal court on gambling charges.

In bingo, the operator calls out the numbers. In "Skilo," it was explained to the court, the number is determined by the player who throws a ball onto a board that has numbered holes on it.

Shelley Asserts Jacksonville Take 20% Above 1950

JACKSONVILLE, Fla., Aug. 11.—Business for amusement ops on the Boardwalk here is up 20 per cent, according to H. M. Shelley, president of the Boardwalk Association. Shelley took issue with a game operator here who reported recently that his business was off 10 per cent.

Shelley said civilian spending this season is the best in five years. With four weeks yet to go in the season, he said, most concessionaires already are ahead of their entire 1950 receipts. Increase in military personnel in this area has hyped business for most amusements other than games, he added.

Three sets of rides are in operation this season, compared to two layouts last season, Shelley reported, and the number of games has been increased by one-fifth.

Dallastown, Pa., Sets Night Parade

DALLASTOWN, Pa., Aug. 11.—Dallastown Fair, August 13-18, will climax its run with a giant closing night parade. A total of \$1,000 in prizes will be offered, according to Harold Jamison, president. Morris Hannum Shows will provide the midway for the fourth year.



GEORGE HARTON, West View Park, Pittsburgh, exec, and newly elected president of the Pennsylvania Amusement Parks Association, is being congratulated by George A. Hamid, operator of the Steel Pier, Atlantic City, and host to members and guests attending the joint meeting of the National Association of Amusement Parks, Pools and Beaches and the Pennsy group at the resort Wednesday (8). Looking on are Edward J. Carrol, Riverside Park, Agawam, Mass., NAAPPB prexy, and John T. Gibbs, Beverly Hills, Calif., who came the longest distance to attend the sessions.

OP COMPLAINS

Artificial Rains Dilute Arizona Kidspot Takes

TUCSON, Ariz., Aug. 11.—There has been too much rain for fun-spots even in arid Arizona, thanks to artificial rainmakers, according to Samuel H. Cohen, manager of Speedway Kiddyland. An abnormal dosage has diluted earnings this season at the kiddie campus, and he said some of the showers had been precipitated by dry ice dropped into clouds by the "rain makers."

Spending has been only fair in good weather, he said.

Rides in operation this season at the three-acre spot include a three-abreast Merry-Go-Round, Dipper, Airplanes, Whip, Kiddie Ferris Wheel, Autos, Boats, Kiddie Train, Handcar and live ponies. Also on the grounds are a refreshment stand, photo gallery and coin-operated midget movies. For the past two years, the Cohen park has highlighted its season with a Christmas party in December for all underprivileged children in the area. About 600 kids caught last year's party.

Cohen was in Chicago this week to undergo a physical check-up and to look into business matters.

35% Slump Registered at Gruberg Spot

LONG BEACH, N. Y., Aug. 11.—General slump in business plus bad weather at this Long Island resort has brought grosses at his Boardwalk kiddie park down 35 per cent from the corresponding period last year, operator Max Gruberg reported this week.

Gruberg claimed that upped rates on the Long Island Railroad, main travel connection between this city and New York, and a boost of 25 per cent in the amounts charged by apartments and hotels were responsible largely for the slump. Potential customers are bucking the asked price on housing, he said. Resort business has fallen off despite the heavy barrage of outdoor, newspaper and radio advertising laid down by local interests.

As far as his own operation is concerned, Gruberg said his ride ticket prices were the same as last year. This season he also added major Merry-Go-Round, Caterpillar and Ferris Wheel rides, giving him a total of 18 kiddie and major devices. His big foe has been bad weather. Gruberg claimed that since the start of the season the spot has had only three week-ends with clear skies.

Searcy, Ark., Event Names Gilliland Head

SEARCY, Ark., Aug. 11.—J. W. Gilliland has been elected chairman of the White County Fair and Livestock Association. Other officers are C. D. Christian, vice-chairman; Jack Deredeyn, secretary, and E. O. Yancey, treasurer. The 1951 fair will be held here October 10-13.

Vacation Time Hits Olympic

IRVINGTON, N. J., Aug. 11.—Despite the boon of good weather business over last week-end (4-5) was only fair, with Treasurer Robert Guenther explaining that still to be devised was a method to combat a traditional August-September slump.

Letdown during the last two months was charged by Guenther to the many park patrons who customarily take vacations in that period. As yet, he has figured out no scheme to offset the loss. However, to date Guenther said that business at Olympic was a bit better than the 1950 pace.

Free attractions this week at the spot were Bob Parry, trampoline; Naitto's dogs; the King Brothers, acro hand-balancers, and the Wilfred Mae Trio, jugglers. Joe Basile and His Madison Square Garden band presented a program of Sousa marches Sunday (5) at the park.

Navy Carnival Nets \$80,000 In San Diego

SAN DIEGO, Calif., Aug. 11.—With a combination of talent and carnival, the sixth annual Navy Relief Carnival, which ended its four-day run here Sunday (5), stands to make between \$80,000 and \$90,000. No admission was charged to the event or to the show but "gate" was on the basis of donations to the fund. Crafts Fiesta Shows were featured on the midway.

Opening Thursday (2) afternoon, the event was pre-opened the night before with a dance at which Hank Penny and his orchestra, featuring Mary Morgan, played. Ernie Starr and his orchestra played during the run. Starr, a former sandleader in civilian life, led the group of sailor sidemen.

Crafts Fiesta Shows featured 17 rides and 80 concessions, the latter handled by committee members. A girl show, Parisian Follies, featuring Flo Ash, was presented by Kermit Dart. *Vieux Carre* offered a group of local talent can-can dancers in a 35-minute show.

Featured in the main attraction were Jimmy Brown and Steve Cochran, Warner Bros.' stars; Rex Allen, Republic Pictures star; Fred Hallet, one-legged dancer; Jean and Robbe, tap dancers; Jo Purl, vocalist; Billy Passo, roller skater; Vee Page, vocalist; Wallace and Coffee, impersonations; Jeff Jeffries and Marguerite, dancers, and Johnny Ukelele. Jeffries also served as choreographer.

While there was no gate to either the event or shows, money was from donations, take on concessions and percentage of ride money. Lt. Nat Poole handled the arrangements for the Navy. Newton (Carolina) Brunson booked Ukelele and Penny for the stand.

Gilley Heads Bonham

BONHAM, Tex., Aug. 11.—E. C. Gilley has been elected president of the Fannin County Fair to be held here this fall. He succeeds G. G. (Red) Pope, recently resigned.

Race Promoter Beats N. Y. Blue Laws

NAPLES, N. Y., Aug. 11.—In a verdict Friday (10) that may set a precedent in future cases stemming from State blue laws on Sunday entertainment, Don Cleveland, local stock car race promoter, was found innocent of violating the measures, which earlier this year forced cancellation of Ringling-Barnum circus Sunday stands at Poughkeepsie and North Tonawanda, N. Y.

Defense attorney, Albert Hollis, of Hornell, N. Y., held that the laws, which date from 1788, were unconstitutional. He told Justice Stanley Keith that strict enforcement of the measures would make criminals of Sunday golfers and horseshoe pitchers. Hollis pointed out that baseball, basketball, hockey, football, bowling and swimming had been specifically legalized by the Legislature for Sunday play.

In recent weeks many stock car events in the State have been canceled.

Captain Video Draws Throng At Palisades

NEW YORK, Aug. 11.—With television personality Captain Video providing the draw and excellent weather lending assistance 50,000 children were claimed to be on hand during Saturday (4) at Palisades (N. J.) Park, a record for the spot. With clear Sunday (5) the take was high.

Still in the moppet vein, the annual outing for underprivileged children conducted by the Anchor Club of New York Police Department brought 7,500 kids to Palisades Monday (6), with co-owners Jack and Irving Rosenthal and food and transportation firms underwriting it. Mayor Impellitteri and Police Commissioner George P. Monaghan were on hand, resulting in some neat breaks in metropolitan newspapers. Irving reported that enough money was donated so that the outing for next year at the park would be set.

Free attractions at Palisades thru this week were Noro Morales and his rumba band and the Otaris, aerialists.

Houston Inks Pyro Displays

HOUSTON, Aug. 11.—A contract was signed this week with Paramount Fireworks Company, Tulsa, Okla., for nightly displays at the first annual Houston Fair, opening October 27 for a 16-day run at Arrowhead Park.

Fair General Manager Ira W. Curry also announced that arrangements have been completed for an Army Air Force exhibit to be stage under the supervision of Ellington Air Force Base personnel, covering both indoor and outdoor displays. Exhibit sales to date indicate that it may be necessary to expand original plans for building housing displays, said Curry.

Theme of the fair will be Houston's new slogan, officially adopted last week, "Houston: America's Industrial Frontier."

Woodland, Calif., Limits Exhibitors

WOODLAND, Calif., Aug. 11.—Because of insufficient barn space, the exhibition of livestock at the Yolo County Fair will again be limited to entries from Yolo, Colusa, Solano, Yuba and Sutter counties. The fair, headed by Stuart Waite, will open Thursday (16) for a four-day run.

The ruling to limit the livestock exhibitors to residents of the five counties was set down by the fair's board. To date, 225 entries have been received. The fair board also voted to continue its policy of a free gate.

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Crank Handle Chesterfield Cigs	2.00	23.50
Crank Handle Heavy Bamboo Cans	3.00	32.50
Crank Handle Medium Bamboo Cans	1.00	10.50
Whistle Whips	1.25	14.00
15" Shriner Fur Monkey	4.75	
12" Shriner Fur Monkey	3.75	42.00
Box of 2 dozen	4.80	22.50
9" Acrobat Fur Monkey	1.75	19.75
No. 718 Kaszo Slide Trombone	3.15	24.00
Jan Tinelled Flying Birds, Box of 2 dozen	2.40	8.00
Pin Whisk, box of 2 dozen	2.40	9.00
18" Rayon Parasol	3.50	19.00
20" Rayon Parasol, American Flag Design	3.75	42.00
34" Rayon Parasol	5.40	
Silk Fan	1.25	14.50

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ABOUT ALL MAKES POPCORN MACHINES available, from \$95; Candy Corn Machines, Peanut Roasters, Sno-Cone Machines. Stanley Korn 150 S. Halsted Chicago Ill. oc29

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AERIAL RIGGING—130 FEET SWAYING pole; Shelby steel aircraft cables; excellent condition; complete. \$500. Bernice, 2302 Brunswick Ave., Trenton, N. J. au25

ALL 16MM SOUND—10,000 REELS. FEATURING, Shorts, Serials, 45 reels; some \$3; DeVey, Natick Projectors, 8120 Timon, 128 North Court, Memphis 3, Tenn. oc25

ART FILM—SLIDES, PHOTOS, MONTH'S special, from Peck & Boy, Box 24, free list. Price Bros., 64 W. Randolph, Chicago 1, Ill. oc25

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CASH PAID FOR MOVIE FILMS, EQUIPMENT, Posters, Slides, regardless of age or condition. Johnny Allen, 19 Demarest Pl., Maywood, N. J. au18

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FOR SALE—1,000 FEET EXTRA HEAVY used 8-foot Sidelink; blue and silver striped, different lengths, will sell any part. Philip H. Beard, Walkersville, Md. au18

FOR SALE—ORCHESTRA SLEEPER BUS, 1946 model, Wayne body, Dodge motor and chassis; twelve single bunks, lounge with radio, bottle gas heater and running water; tires and motor in good condition. Johnny Gover, Jimmy Burnett Orchestra, Simms Falls, S. D. oc18

FOR SALE—OVER 100 PAIRS CHICAGO clamp-on roller skates, p.a. system, two speakers, 2 microphones, record player, more parts; everything to equip a rink; all for \$250 or will sell separate parts, make offer. Clyde Easter, Sheldon, Ill. oc18

FOR SALE—1948 HOLL A WHIRL, PERFECT condition, \$2,000; other interests, Farmington, Minn., Aug. 9-12; Princeton, Minn., 13-15; booked in Huters Bros.' Shows. oc18

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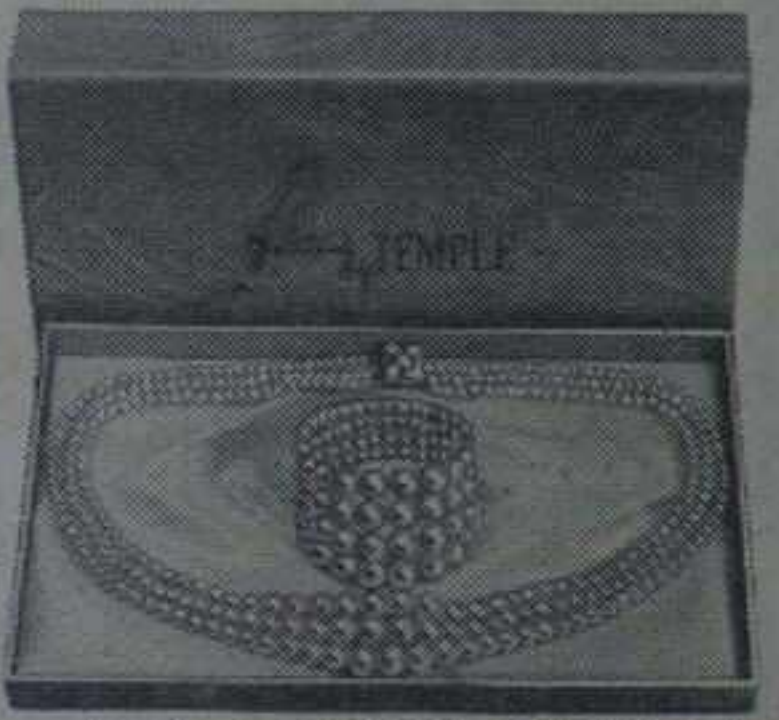
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PALMIST WISHES WORK IN SOUTH, IN Cuba or elsewhere abroad; good status, enchantingly beautiful, weird psychic manner; do half and half; age 23. Rose Davis, Avella, Pa. Phone 9535.

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MISCELLANEOUS

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AVAILABLE SEPT 15—STEEL GUITARist; wants work with Western or hillbilly band; union, sober, reliable; location whiz; no parties, please. Write Mel Beck, Box 73, Colchester, Ill.

COFFEE TIE—EXPERIENCED IN ALL lines. Local 2307, Hard, conscientious worker; will go anywhere; age 45; reference. At Liberty after Sept. 10. Musician, 311 W. Vine, Searcy, Ark. au18

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TENOR AND ALTO SAX FOR REPLACEMENT in four sax section; others, write; state draft status. Box 80, Grand Island, Neb. au18

WANT 2 PROMOTERS—WEEK IN EACH town; 25% and we pay you \$40 per week for collections and phone; prefer man and wife; steady work all winter; UPC and Programs; can place team, novelty. Write J. C. Admire, Mr. Landrus Magician and Company, 21 South Franklin St., Brazil, Ind.

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WANTED—EXPERIENCED PIANO AND accordion player; real appearing attractive girl preferred; we have the equipment; play 8 nights; state price and send photo. Jim Manley, c/o Big "4" Tavern, Anderson, Ind. au25

WANTED—GIRL STEEL GUITARIST OR accordionist; must be professional, sing, willing to travel with reliable organized trio; good salary. Write Box C-420, care Billboard, Cincinnati, O. au25

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MISCELLANEOUS

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GEM SALES 533 Woodward Detroit 26, Mich.

Mdse. Topics

New York

Robert J. Burnham, Inc. is offering its low-cost line of pens and pencils known as Robert's Stars: Fountain pens and ball point pens to retail at 25 cents; visible ink fountain pens, 49 cents, and visible ink ball point pens, 39 cents. . . . **Topps Products Corporation** has introduced a line of low-cost watch bands to retail from 25 cents to \$2. **Ace Toy Manufacturing Company** announces a catalog of real fur and plush stuffed animals retailing at \$1.98. . . . Trick cigars with harmless, non-explosives action are offered the novelty using trade by A. Freeman. . . . A line of Saxony Watch Company time pieces carrying a one-year guarantee is available to users of low-cost prize merchandise. Retail prices run from \$7.50 to \$9.95. . . . **Danvin Associates** is presenting to the trade an assortment of 24 costume jewelry pieces, each of which is priced to retail at 98 cents. The line includes 6 brooches, 12 earring sets, pendants and pearls and 6 necklaces. **Universal Fountain Pen Company, Inc.** announces a line of fountain and ball point pens to retail at \$1. The firm offers one pen free for each 12 purchased. **Trico Watch Time** offers copies of expensive watches to retail from \$12.25 to \$16.50. Latest development at **Imperial Pen & Pencil Company** is the "protected-point" fountain pen, made of highly polished plastic with modern covered point styling, gold plated metal parts and screw-on cap. The attractive seller, fully guaranteed and featuring large ink capacity, is available with display card holding one dozen. It retails at 50 cents.

Chicago

A new line of serving trays, known as snack servers, has been introduced by **Amerline, Inc.** Constructed of tasteless, orderless polystyrene (in sizes 6 by 9 inches and 8 by 13 inches) in varied colors, the manufacturer states that the trays provides greater surface area and more separate sections. The trays are said to be ideal for TV viewers, parties, picnics, baby meals, etc. Called "Home Sweet Home," an electric clock for the prize and premium trade is announced by **Haddon Products, Inc.** The item is made of plastic and is finished in walnut or antique ivory with contrasting color decorations, complete with slate roof and chimney. There are two gables, the one at the left housing a guaranteed Hanson Synchron self-starting, sealed-in-oil motor and movement. Under the right hand gable is a "picture window" thru which may be seen a mother rocking before a fireplace.

From All Around

Loma Plastics, Inc., announces a card shuffler that mixes two full canasta decks in a few seconds. A couple of turns of the crank handle and the job's done. Made of **Monsanto's** lightweight Lustrex styrene plastic, it may be passed around the table easily. Retail price is \$2.98. . . . The **Washburn Company** has available coat and hat hooks having a colorful protective coating of Vinylite (Continued on page 66)



\$6.00 DOZ.
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SAMPLE SET \$1.00

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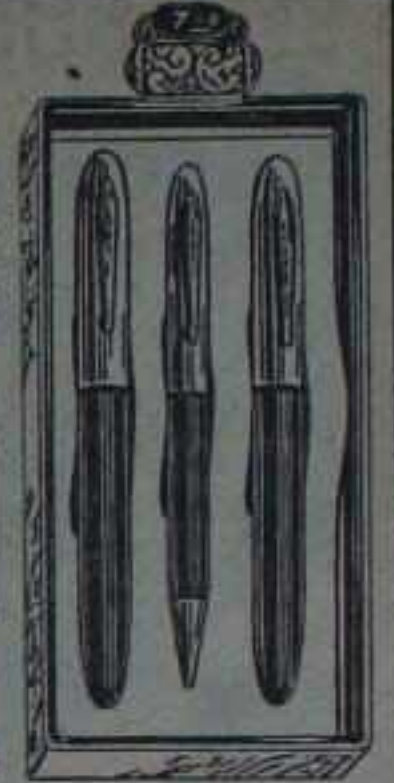
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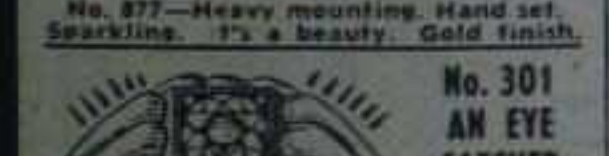
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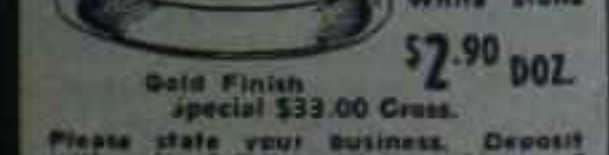
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Pipes for Pitchmen

By BILL BAKER

CHARLIE KUEHL, veteran med pitchman, scribbles from Birmingham that he was able to make it in there recently. **C.O.D.**, after wrecking his car in Jacksonville, Fla., and that he's on the lookout for a spot to work on percentage.

JIM BROWN now handling a mail order business out of Lindenhurst, L. I., N. Y., tells of making the big Firemen's Tournament there Sunday, July 28, together with Jitterbug, Beefsteak Charlie, Joe Duggan; Murphy, the yellow bird artist; Big Slim Hightower and others. The event was originally skedded for Saturday (27), but rained washed it out. "The tournament began with a street parade in the morning and then shifted to Municipal Field," Brown typewrites. "It lasted all day and far into the night. I had the ex on balloons (gas) at the stadium, and biz was good, but the parade vendors took it on the lam. Jim Stutz is still cooking with gas, i.e., gas balloons. He worked the two-day Circus Days Celebration at Monticello, N. Y., recently to good takes. Joey Chitwood Hollywood Hell Drivers showed to over 6,000 patrons at Islip, Long Island, recently. I clowned at the outside gate and handled Sky Gliders. Business was the best ever done by a thrill show at the Islip plant."

JAMES N. WALL who has been making the Ohio fair on sheet to good returns, invites any good paper man in the area to join him, as there's more work in the territory than he can handle. He closes a six-day stand at Wilmington, O., Tuesday (14) and the following day opens at Zanesville, O. Piping from Xenia, O., Wall says: "Would like to read Pipes from Jack Stover, Horace Braziel, Brother Pardee, Bob Williams, Spud Mangum, Ed Brownfield, Heavy Faulkner, Country Boy Hawkins, Earl Patrick, the Heaths, Frenchy Thomas and the other boys down in the rebel country. How're the tobacco markets coming down yonder? This is swell territory and the people are fine."

WALTER B. McINROE, pencils from Veterans' Hospital, Fayetteville, Ark.: "Been in here 15 days now, a good place to be right in the middle of the season for med shows. I worked Texas all winter and saw one pitchman, Murrell Webster. Would like a pipe or card from any of the old

gang, as this could be the end of that long, dusty road for me."

HORACE BRAZIEL, our very capable informer, reports that the South Georgia and Florida tobacco markets, which opened July 19, are proving fertile for the hustling pitch and sheet folk, with prices on the leaf averaging from 55 to 65 cents, which surpasses all averages for the last 10 years. Statesboro, Ga., and Lake City, Fla., have proved to be the best spots to date. Horace reveals. At Tifton, Ga., recently he spotted C. D. Newsome changing a double-saw while working sheet at the tobacco mart. At Waycross, Ga., Braziel bumped into Punk Eller, who is back on sheet collecting postage after being on the retired list the past year. Marshall (Father) Lockey and B. V. (Murphy) Mangum are assisting Eller. At Valdosta, Ga., Braziel says he spotted the society sheet-writing team, the Honorable A. J. Howe and Senator Ben Dixon, collecting the fins and sawbucks. Braziel worked the Lake City tobacco markets with E. A. Burnette, Harry Stringer and George Holliness and he terms Burnette and Stringer two of the fastest collectors in the business. Dave (Pappy) Dunlap is on the sheet at the Vidalia, Ga., tobacco market, and clicking nicely, Braziel says.

NOVELTY WORKERS at the Third Central North Shore Volunteer Firemen's Association Tournament at St. James, L. I., N. Y., August 5 were Dave Murphy, Dinger Dave, Eddie (Peanuts) Hunt and Jim Brown, the last named on balloons with Bill Parker assisting. The parade held in conjunction with the event was a dud, the boys report, but the all-day tournament brought fair business.

HENRY H. VARNER, writing from his Akron headquarters, advises that his son Jim is in the hospital at Burgaw, N. C. He asks that trouper in the territory pay his boy a visit.

Mdse. Topics

Continued from page 65

resins that keep clothing of all kinds from slipping off. The coating will neither chip nor rust, is durable and highly resistant to abrasion and wear. Sharp gimlet points make it easy to screw the hooks into most doors, walls or closet moldings by hand. They sell three for 25 cents. Majestic Enterprises, Ltd., is now in production on a new Counter Model 620 refrigerated juice dispenser. The lucite bowl has capacity of 10 gallons and permits 100 per cent visibility. A circulating pump keeps the juice in constant suspension.

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Fall Shuffleboard Revival Seen; Add Many Locations

CHICAGO, Aug. 11.—Resurgence of shuffleboard play in this area, as well as a definite trend toward placement of new equipment in locations which at one time had boards, then dropped them, was reported by operators and distributors. League play, much slower last season in this city than in the 1949-'50 season,

is already in its formative stages, and operators report there will be more leagues operating this coming winter than at any previous time.

Much of the credit for the current activity in the shuffleboard field is given by operators to the tournaments which were held this spring in Detroit and Madison, Wis., the latter sponsored by American Shuffleboard and the former by the Detroit Shuffleboard Association. Too, regional meets, held under the sponsorship of Leagues, Inc., and Purveyor Shuffleboard served to garner new players thru a well-planned promotional program.

Spearheading the program here will be the Purveyor firm, which last week purchased the SSLI routes and those operated by Peerless Weighing & Vending Company (The Billboard, August 4). The new routes, together with those operated by Purveyor, will hypo their league activities this fall and winter. Herb Perkins, Purveyor president, said new board placements started this week, and at the present time he is adding locations daily.

Start Promotion

League promotion will start within a few weeks, Perkins said, and the initial loop competitions should start later next month.

In Detroit, Fred Chlopan, DSA executive, this week said plans for the start of the 1951-'52 season

are now being completed, and league play will resume next month. One of the most active orgs in the field, the DSA is again pointing toward an open championship tourney to be held in Detroit late next spring.

In Wisconsin, operators handling shuffleboards report stepped-up placements of new boards, and a heavy play on those boards located in resort areas. Heavy promotion, which includes radio, television and newspapers will again be used and leagues will resume play immediately after the Labor Day holiday.

Big Stabilizes

Reports from other parts of the country further emphasize the fact that the shuffleboard phase of the coin machine industry, after a meteoric rise, has settled down to a steady money-maker for those who stayed with their operations.

In Miami, for example, it was reported that one operator who had 200 boards on location thru Southern Florida, has maintained his route at that strength, that all boards are now paid for, and are holding their average which leveled off about one year ago. This route will be expanded for the winter tourist season.

There is also a trend toward shuffleboard operation in Canada, while other export markets have also shown interest in the long-boards in recent weeks.

FRENCH KNOW-HOW

Distrib Squeezes Thru Import Gap

NEW YORK, Aug. 11.—Who you know is the important thing if you're a Frenchman and want to import American coin-operated equipment. Import restrictions are tough on luxury items (phonographs and games are so labeled) and the precious permits are doled out only to exporters of merchandise shipped to the United States.

But return privileges are small, according to Marc Montus, president of the Parisian coin machine firm, Franco-Americaine Distribution Automatique. Here on a buying trip this week, Montus said French exporters are now allowed to bring back only 3 per cent of the dollar value of their exports. And this only since May, 1950, when the absolute ban on non-essential dollar purchases, imposed in 1939, was slightly relaxed.

The essential thing, Montus pointed out is to have a wide ac-

quaintance among French exporters. There is a brisk traffic in surplus import permits and only those with first refusal can accumulate enough credits to make coin machine imports pay off.

Op Games-Music

Altho his company was organized just last October, Montus' success in securing the scarce licenses has enabled him to import since that time approximately 1,000 pin games, plus smaller numbers of phonographs, target games and other amusement devices, to

(Continued on page 79)

Used Game Pick-Up Assures Good Fall

CHICAGO, Aug. 11.—All phases of used game sales, which had been in comparative doldrums thru June and most of July, now are showing renewed interest, judged by the increased listings

in The Billboard's index of advertised used-machine prices appearing elsewhere in this issue. Tho the comeback has been led by five-ball units, there is growing evidence that shuffle, rolldowns and novelty games have also started to move fast again.

This over-all spurt in game business probably stems from two sources—the greater emphasis on foreign sales by many firms which had not dealt in exports before and the traditional desire by alert operators to get their routes back in top shape with different equipment in preparation for anticipated strong fall play.

Game Leaders

In amusement games, which in the index includes five-balls, giant pins, rolldowns, counter units and novelty games, proven location units contributed to the increased business. Among them were Genco's Black Gold, Floating Power; Gottlieb's Cinderella and Four Horsemen; United's Oklahoma and Aquacade; Chicago Coin's Bomber and Play Ball; Bally's Citation and Champion; Williams' Boston and Tucson, and Keeney's Texas Leaguer. Meanwhile, the shuffle game re-

CANADA MULLS ODD COINAGE

TORONTO, Aug. 11.—Intermediate coinage, a key topic of discussion the past two years in the U. S., particularly in the coin machine industry, now is being weighed as a possibility in Canada. A New Brunswick senator proposed the government introduce a 7½-cent piece. He said such a move would take care of the odd change people have to carry around to purchase some items.

It would also benefit Canadian coin machine ops who have been caught between the rising cost of doing business and the reluctance to raise the price of play on amusement games and music boxes as well as items sold thru venders. Typical problem is taking place among soft drink operators, who have to provide machines which handle a nickel and two pennies to meet a 7 cent sale price.

New Mass. Bill Fixes Machine, Operator Fees

BOSTON, Aug. 11.—A new House Bill 26688, calling for an annual operator's license and a separate per machine tax, has been substituted for House bills 1499 and 1500, providing for per vending machine taxes of from \$5 to \$20. The new bill has been voted favorably by the Taxation Committee, and is now in the House Ways and Means Committee.

The measure would tax merchandise vending machines from \$2 to \$10, and would require operators' licenses ranging from \$25 to \$100. An operator's tax would be set as follows for these items: Tobacco products, other than cigarettes, \$100; soft drink machines, \$100; food or other merchandise items, candy, gum, etc., \$25; scales, \$25; music machines, \$100.

The per machine tax annually would be: Cigarette machines, \$2; soft drink machines, \$10; food, candy, etc., machines, \$2; scales, \$2.50, and music machines, \$10.

Committee Friday (10) voted 10-5 against the bill. However, the House can overrule the ways and means committee's adverse report.

S. C. Taxes Decline

COLUMBIA, S. C., Aug. 11.—South Carolina's State tax collections declined in July due to the removal of special levies.

According to officials of the State tax commission, cigarette taxes brought in \$514,603 last month, compared with \$758,090 in July, 1950. Beer and wine taxes brought in \$617,290 compared with \$1,159,208.

THE WORK BENCH

How to Keep Relays Performing Properly

By HOWARD P. SCHLEY
Relays are so common in coin machines that their servicing is one of the first things a coin machine mechanic has to learn. Since a large percentage of service calls arise out of relay trouble, especially in amusement machines, the care and adjustment of relays is important.

Altho several types of relays are used in coin machines, all of them can be classed as electrically operated switches. They may open or close a dozen or more circuits

in one operation. Some are energized at all times while the machine is in operation (as for example holding relays, anti-cheat relays); others operate only occasionally to switch in some operation of the game.

Relay Parts

The main parts of a relay are the magnet, armature plate and switches. The magnet may operate on almost any voltage, but most coin machine relays are designed

(Continued on page 81)

Webb Names 4 Moving Target Game Distributors

CHICAGO, Aug. 11.—Irving Webb, president of Webb Corporation, announced the first of a series of distributors for his animated target shuffle game, Shoot That Tiger.

They are:

Gem Novelty Sales, Racine, Wis., headed by Art Vaillancourt.

Stout Novelty Company, New Iberia, La., owned by Mel Stout.

American Shuffleboard Company, San Diego, Calif., managed by Al Koch.

Eastern Novelty Company, Bradley Beach, N. J.

Shoot That Tiger is a straight skill game with third dimensional moving targets. Game is suitable for regular game locations as well as Arcades and carnivals and traveling shows. Webb said more distributors are now under consideration.

First Skeds Open House

CHICAGO, Aug. 11.—Distributors this week started work on its remodeling program, which includes setting up a completely new showroom and office area in an additional 5,000 square feet of space taken over by the firm recently. Joe Kline and Wally Finke, partners, said an open house will be held early next month when the remodeling program is completed.

Included in the new set-up will be separate showrooms for games and music, vending equipment, and an enlarged premium division.

Firm this week added Ben Michaels to its premium staff, headed by Mal Finke. Michaels, after acquainting himself with the First headquarters, will devote his time to outside contact work.

Buffalo Cracks Down On Gambling Charges

BUFFALO, Aug. 11.—Four operators, indicted April 11 in a grand jury investigation of gambling and corruption, were fined \$500 and handed jail sentences this week by Supreme Court Justice George H. Rowe. Commercial Acme Company, Inc., one of two corporations indicted last spring, was fined \$500. Still to be disposed of is the case against Click Amusement Corporation.

As the sentences and fines were being handed out, the grand jury returned indictments against 13

additional persons, charging bribery and corruption among certain Buffalo officials. The grand jury alleged that five instances of corruption in public office had a common origin in the operations of the Western New York Operators' Association.

Indict Association Head

John H. Winfield, president of the Western New York Operators' Association, was indicted along with 57 others last April on charges of conspiracy to violate and actual violation of Section 982, of the New York Penal Law. This law prohibits free plays, but Buffalo's district attorney Gordon Steele, charged machines with free play were common in the city and that free play awards were redeemed in cash. Steele said the great majority of the machines were one-balls.

Indicted with Winfield last April was Alfred Bergman. Bergman was indicted both as an individual and as doing business under the name of Royal Amusement Company, on charges of conspiracy to violate and actual violation of Section 982 of the penal law. Bergman pleaded innocent April 13

(Continued on page 79)

Set Hollycrane Units For Canadian Exhibit

CHICAGO, Aug. 11.—For the third consecutive year Hollycrane will be in operation at the Canadian National Exposition, Toronto, August 24-September 8.

In 1949 the miniature model coin-operated industrial cranes were used to test their popularity and were such a success more had to be added for the same event. Last year 35 units were used.

Hollycranes are made by Como Manufacturing Corporation, Chicago.

Snares Rights To P. O.-Type Stamp Venders

NEW YORK, Aug. 11.—Electric stamp venders, built to government specification and originally designed for exclusive placement in post offices, are forming the base of a growing operation for the Tele-Trip Policy Company. The firm, originally formed to promote a coin-operated insurance plan, has been granted exclusive route privileges by the Commercial Controls Corporation, of Rochester, N. Y., manufacturers of the stamp machine.

Tele-Trip, which closed the national franchise deal with Commercial Controls earlier this year, has already placed 23 machines in New York. Among its prime locations are the Grand Central rail and Greyhound bus terminals, La Guardia Field and other Port of New York Authority installations.

John Shaheen, president, said his company has contracted for an initial order of 270 machines, now being placed at the rate of about two or three weekly. But plans are to accelerate this rate at an early date.

Buffalo Experiment

Most of the stamp machines will be located in spots already housing Tele-Trip's insurance equipment in order to trim service costs, according to Shaheen. Since early last year when the company launched its insurance experiment in Buffalo, its machines have been located in major cities across country.

Commercial's stamp vender was designed by the U. S. Bureau of Standards in collaboration with postal authorities. Post offices have accepted delivery on about 1,500 units in the last 2½ years. Capacity of the vender is 3,000 stamps in each of its three columns. Operation is entirely electrical.

Tele-Trip's insurance machines validate personal accident policies distributed by the firm thru the mail and otherwise. Coverage is short-term. Buyers take the policies to the nearest Tele-Trip coin machine, usually in a Western Union office, for stamping.

Mills Automatic Starts 3-Flavor Cup Machine Op

CHICAGO, Aug. 11.—Mills Automatic Merchandising Company, with its purchase of 19 rebuilt Spacarb drink venders, this week started initial operation of multi-flavor units. Matt O. Blesuis, executive vice-president, stated the machines would be scattered thru firm's various branches.

Eventually, possibly up to 60 per cent of Mills' drink operations would be converted to multi-choice units, it was indicated. Prior to the inclusion of the three-flavor equipment, sole soft drink operation was via non-selective units.

1951 NAMA Convention Chalks Up Three Firsts

CHICAGO, Aug. 11.—With the release this week of names of 11 additional exhibitors contracting for space at the 1951 National Automatic Merchandising Association convention at Cleveland Auditorium, Cleveland, November 12-15, three new "firsts" were chalked up for the annual meet.

Bernard N. Osmond, NAMA convention and exhibit manager, said that for the first time one of the country's largest industrial enterprises, General Electric Company, will participate. GE's Lamp Division will feature a complete line of lamps and other electrical supplies for operators.

Perfumatic of Canada, Ltd., To-

King-Size Vending Trend Due to Pall Mall Growth: Tide

NEW YORK, Aug. 11.—Pall Mall's climb to fifth position in numbers of cigarettes sold by major brands is detailed in the current issue of Tide, advertising magazine. The cover story quotes the brand's ad men as crediting Pall Mall's steady growth in popularity since 1939 with accelerating the trend to king-size columns in cigarette venders.

American Cigarette & Cigar Company sold 23.5 billion Pall Mall's in 1950, the article points out, routing Old Gold (20 billion) from its long-held No. 5 spot and trailing Philip Morris (40.4 billion). Pall Mall's 1950 sales topped 1949 by 38.2 per cent.

Pall Mall's main strength has been along the East Coast and in metropolitan areas, the article states. Yet strong inroads are being made into rural territories. The Tide story points to a current series of ads by American Cigarette & Cigar in Vend, claiming Pall Mall is now "neck and neck for second place" in New York.

OPS Amends Soft Drink Price Regs

WASHINGTON, Aug. 11.—The price ceiling regulation on soft drinks has been amended by the Office of Price Stabilization to make it applicable to bottlers selling thru distributors as well as bottlers selling directly to retailers. Formerly OPS Supplementary Regulation 43 did not provide for bottlers to increase prices to distributors.

The new amendment, which became effective August 6, permits all bottlers to increase the ceiling prices of their 6 to 12-ounce bottles selling below 96 cents for a case of 24 bottles to 96 cents or by 16 cents, which ever is less. Distributors may increase their price to retailers by the same extent.

The amendment also declares that ceiling prices must be reduced by the amount of any tax whenever that tax is removed or decreased since January 25, 1951, and whenever that tax was a part of the ceiling price.

PENNIES FOR HIS THOUGHTS

Bulk Op Tells How Small Start Bloomed to \$\$ Route

SAN JOSE, Calif., Aug. 11.—Leslie Fazekas, who entered the automatic merchandising business some 20 months ago, not only started "small" but got that start from a competitor. Employed at the Lyric Theater, where the established operator serviced lobby venders, Fazekas became interested in operating venders as a livelihood and after a talk with the operator bought 15 bulk machines from him.

Establishing his own placements for the "first 15," Fazekas added new equipment as fast as the old units paid for themselves. He now operates 43 units.

Ops Double-Stack 5c Bars For New Dime Sales Deal

Find Plants Cotton to Idea in Cool Months; Good Camp Biz Year-Round

CHICAGO, Aug. 11.—Two-nickel-bars-for-a-dime programs conducted by two major operating companies in the past year turned up some valuable sales aids. While this off-shoot of straight dime bar vending revealed disadvantages, both operators found answers to some of their problems and offer their findings as a possible guide to other double stacking undertakings.

While one firm, Industrial Candy Vending Company of Cleveland, discontinued the two-bar system for the summer, the second, G. B. Macke Corporation, Washington, continues full tilt on the dual deal. Reason for Industrial's action was a slackening off in sales in its plant sites after an initial dollar volume gain last winter and spring (*The Billboard*, February 3). It was found workers were not so eager for two bars at a time in warmer

weather. Macke's two-bar program, restricted to its military camp operations, has proven a winner as a year-round benefit. Industrial Candy started the plan to help reduce overhead, servicing costs thru more efficient use of machine capacity; Macke adopted the program primarily to keep merchandise continuously available to Army personnel and avoid, or at least greatly reduce, sell-outs between servicings.

Harry Golden, of Industrial, told *The Billboard* his firm's experience is that in factories the plan works out to the operator's benefit as in the cooler months, as witnessed by his firm's 25 per cent savings in cost. While the number of purchases dropped as much as one-third, compared to single bar volume, both unit and dollar volume was up.

G. B. Macke Corporation feels the two-bar idea may not be psychologically practical in other

than military locations. Civilian customers, who want a single bar, would be embarrassed having to find someone to share the purchase and thus many would not buy at all. For this reason, Macke is careful to double-check its two-bar units even in camp spots, where such transient personnel sites as the post office.

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Belvend Boosts Vendall Sales Representation

Names W. Leslie First of Expanded Direct-Sale Team

CHICAGO, Aug. 11.—Belvend Manufacturing Company, in announcing the appointment of Woodie Leslie as factory representative for its Vendall candy vender, ice cream and bulk machine lines, this week stated he was the first of several direct factory representatives to be named to implement the present Vendall sales organization.

Leslie will cover Oregon, Washington, Idaho, Wyoming, Montana, Colorado and Utah. In addition, he will co-operate with O. A. Turman Company, Los Angeles, in sales and distribution of the candy unit thru California, Nevada, Arizona and New Mexico.

Entering the automatic merchandising business in 1934 as an operator of penny bulk machines, Leslie later represented Coan Manufacturing Company in a sales capacity. He resigned his Coan affiliation last spring.

Op Tests New Juice Vender; Mulling Prdn.

NEW YORK, Aug. 11.—Coffee Vending Service completed this week a two-and-a-half-month location test of a new mechanical, canned-juice vender developed under contract for the local operating firm by the Stewart Products Corporation.

Production plans are now being studied, according to Phil Koff, president of Coffee Vending. But the decision of initiating production itself or assigning the machine to an established vending machine manufacturer still remains to be made. Koff stressed that Coffee Vending's prime concern in sponsoring the unit's design was to provide new equipment for route expansion.

The four-column machine has a capacity of 200 six-ounce cans. The tinted beverages are displayed behind glass windows below which are pull-push selector plungers. Purchased cans drop into

(Continued on page 72)

See Coke Venders At Chain Confab

WASHINGTON, Aug. 11.—Among over 60 exhibits of latest ideas in food store and office equipment, supplies etc., at the National Association of Food Chains Convention here September 23-27 will be bottle venders by the Coca-Cola Company.

Move accents the extent of the widening installation trend in soft drink vending, with automatic merchandising of cold beverages an important service feature in the nation's self-service super markets and larger offices.

Ink Telecoin as U.S. Distrib for Aussie Multi-Item Vender

Machines Will Be Leased to Ops; Union News to Place First Unit

NEW YORK, Aug. 11.—Telecoin Corporation has secured exclusive national distribution in the United States for Electric Merchants, giant machine capable of dispensing 25 different items of varying sizes at as many separate prices, Arthur W. Percival, president, announced this week.

Produced by the Australian telephone equipment manufacturer, T. S. Skillman & Company, test units have already been installed in a Sydney factory (*The Bill-*

board, July 21) and the Waterloo Station in London (*The Billboard*, August 4).

Telecoin, which is setting up a special division, Tele-Mart, to handle the versatile machine, has rented its first unit to Union News. The machine is expected to be placed in operation at a prime New York location soon. Percival said 19 additional machines will be shipped here from Australia within the next few months.

Dimension of the non-refrigerated electric merchant, originally tabbed "Elmer" by Skillman, are 81 by 81 by 57 inches. Housed in the large metal cabinet are the many endless belts upon which the merchandise is stocked and fed to the delivery tray. All the items carried may be displayed in an illuminated, glass-enclosed partition in the front panel.

A feature of the machine is the versatility of its coin mechanism. Pennies, nickels, dimes, quarters and half-dollars may all be inserted in any combination and totaled in the vender for single or multiple purchases in one transaction. There is no coin changer and all money

(Continued on page 72)

L. Cavanaugh Leaves NAMA

CHICAGO, Aug. 11.—C. S. Darling, executive director of National Automatic Merchandising Association, announced the resignation this week of Laurie Cavanaugh as director of member and public relations. Cavanaugh, who joined the NAMA staff in May, 1949, will take up new duties effective Wednesday (15) in the promotion department of the Minneapolis Star and Tribune.

Mrs. Vivian A. Peterson, Cavanaugh's assistant since February this year, is tentatively taking over editorial, public relations and promotional responsibilities relative to convention, exhibit and the Buyers' Guide, Darling stated.

As a result of the change, H. F. Maloy, NAMA field membership director, has assumed greater responsibilities with respect to membership activities, meetings, programming, etc. Hence there will be no break in staff planning and organization involving major NAMA projects, Darling pointed out.

New Coke Sales Peak

ATLANTA, Aug. 11.—Coca-Cola Company reported a profit of \$12,815,041 for the six months ended June 30 for the highest sales for comparable periods in firm's history. June quarter profit was \$8,197,404 against \$9,372,281 a year ago.

ronto, is the first firm located outside the U. S. to sign up for the exhibit. Also, with American Chicle, Beech Nut Packing Company and William Wrigley Jr. Company contracts in, all major gum producers will be represented for the first time.

Other firms which have signed contracts to show at the NAMA exhibit include Atlas Tool & Manufacturing Company, St. Louis; Fruit-o-Matic Manufacturing Company, Los Angeles; Hupp Corporation, Cleveland; Independent Hation & Candies, Inc., Brooklyn; Peter Paul, Inc., Nagatuck, Conn.; Service Distributors, Inc., San Francisco, and Williamson Candy Company, Chicago.

A one-man operation, he attributes his initial success to three factors:

1. Willingness to experiment.
2. Evaluating results.
3. Learning by experience.

At first, Fazekas concentrated on grocery stores, with one unit in smaller stores and a gum and candy machine in larger markets. Groceries account for 70 per cent of his locations, ice cream parlors 20 per cent and the remaining 10 per cent are service stations and delicatessens.

Cites Approach

Citing his pre-installation approach, Fazekas says: "I don't waste time trying to get a line on possible turnover in a location before placing a machine. I pick a neighborhood and call at every likely location, leaving a machine if they will accept one. If the machine does not bring a return of at least \$2 in a month, I take it out."

Tips, Fazekas would pass along to the new bulk candy and gum machine owner are (1) don't be talked into placing machines outside store entrances; rain, is the big bug-a-boo to machine maintenance outdoors; (2) place the vender as close to the store counter as possible.

Profit-Making Combination For Wide-Awake Operators

MODEL 49
1¢-5¢-10¢

The record breaking earnings being reported by operators using Model 49 have never before been approached by any bulk vender. It makes no difference what product you use, sales shoot up in locations as soon as a 49 is installed, and they stay there. Why? Sales appeal eye-catching beauty... tempting merchandise display... clean, sanitary globes... all combine to sell the Model 49 and its merchandise to the public. It makes them want to patronize the machine and they do.



1¢ Selective TAB GUM VENDER

The Selective Tab Gum Vender has everything operators want in a gum vender: big capacity... last servicing... simple construction. It has been designed not only for mechanical perfection, but to SELL gum. Its striking appearance and tempting wide-open display of many varieties of gum creates an irresistible urge to patronize this machine. And that's why every time you use a Northwestern Selective Tab Gum Vender for replacement on your route, the sales will jump from two to three times... and stay there!

FREE! You'll enjoy reading "The Northwestern" which contains news, photos and helpful information for the operator of bulk vending machines. Write for your free copy today.

THE NORTHWESTERN CORPORATION

707 Armstrong Street

Morris, Illinois

MARS' ALL-OUT 10c BAR TEST SCORES \$\$ GAINS

CHICAGO, Aug. 11.—Following what it has reported as a successful three-area all-out test of dime bar sales, Mars, Inc., is girding for new emphasis on the 10-cent field.

Recently Mars removed all nickel merchandise thruout Oregon, in Amarillo, Tex., and in Watertown, N. Y. With the sales accent then on dime bars, dollar volume showed an increase in all three test areas. In Oregon, unit sales paced the rise in dollar income, officials report.

In the lowest of three test areas, unit-wise, it is claimed that dime bars showed a 74 per cent replacement against 100 per cent of 5-cent bars.

Coinmen You Know

Detroit

H. F. Blankenship, Chevrolet truck division, confirmed that the company will exhibit at the National Automatic Merchandising Association show. Fredrick E. Turner, head of the Nik-O-Lok Company, returned from a vacation at his cottage in Northern Michigan. Fred Cholpan, executive secretary of the Detroit Shuffleboard Association, is completing organization plans for the fall league activity.

Philadelphia:

Much interest manifest in the newly formed Victoria Records label organized by Mel Korn, Larry Pleet and Albert Albertini. Local and New York distribution of the label has been assigned to the Cosnat Distributing Company. Bill King, one-time president of the Music Machines Association of Philadelphia and now operating the Emerald Show Bar at Wildwood, N. J., is reported as having purchased a major interest in a local recording company. Berlo Vending Company installed a candy department at the Paxtang Theater, Harrisburg, Pa., with Mrs. Mary Shepler in charge of the concession.

Indianapolis

William (Bill) Marmer, Sicking Company, Cincinnati, visited the Indianapolis office on business Monday and Tuesday. Robert (Bob) Charen, son of Mrs. Lottie Berman, Sicking, Inc., and his wife are visiting Jack Simon, his uncle, at the Sicking Los Angeles office.

Milwaukee

Meetings of the Milwaukee Phonograph Operators' Association, ordinarily held each Wednesday at Joe Deutsch's eatery, have been re-scheduled. New timetable will have the ops meeting once a month. Most of the members found business matters kept them from making the weekly sessions. Present at the last confab were Doug Opitz, Red Jacomet, Sam Hastings, Ken Kulow, Joe Pelligrino, Len Casper, Attorney Michael Klein, Mike Rischmann, Clyde Nelson and Nick Da Quisto.

A vacation fishing trip is planned for September by Sam Hastings. Biz, meanwhile, according to Sam, seems to be coming in spurts, altho the total picture is a prosperous one.

All of Melo Curro's Metro Amusement equipment has been shifted from the warehouse formerly maintained in the basement of the Metropolitan Block Building, to the basement of his new quarters.

Harry Jacobs Jr. is winding up a three-week vacation stay at Minocqua with his wife and children. A son was born to Joe Wiedemeyer, Geiger Automatic Sales routeman, and his wife. The new addition arrived July 25.

Dale Fox, Rockwood Candy rep. along with W. A. Rau, Rockwood district manager, Chicago, spent a lot of time at the Candy Carnival selling visiting ops on their dime packages of mint wafers and nonpareils.

Double-Stack 5c Bars

Continued from page 69

theaters, bus depots, etc., are kept on single bar sales.

Two-Bar Key

Aaron Goldman, Macke president, said the key to double bar business was comradeship between the customers. Thus, in camp dayrooms, shops, where soldiers of certain companies gather or work, there is no problem in peddling the second bar, if not wanted by the original purchaser.

Aside from locations, the big difference between the Macke and Industrial Vending programs was in the pairing of bars. While the latter felt that two different types of bars were essential to success of the idea, Macke placed two identical bars on a shelf. Still another variance in Macke's system is that it did not (as did Industrial) double up the entire eight columns in one machine. Usually, only the most popular bars are sold as duos, and from two to four columns are retained for single nickel bar sales. Macke continues to sell single

bars in dayrooms and shops wherever it is possible to service a machine at least once a day and not find it substantially empty; failing this, firm installs a second vender and/or goes to two for a dime.

Flexibility Important

Too, Macke has some machines which are partially converted to two bar operation only over weekends or during the several days immediately following paydays when candy demand is greatest. "Flexibility," according to Goldman, "themes the entire two-bar policy." A good deal of the "correlation of capacity with demand" is left to the judgement of the company's routemen.

At present, Macke reports about 50 per cent of its candy units in military camp service offer two bars for a dime at some time during the month. "There is no question but that it (two-bar stacking) has increased sales and decreased costs... when we see preservice figures of 230 to 240 bars from a machine with a 160-bar capacity" Goldman states.

Mass. Cig Ops Face Problems In Price Hike

BOSTON, Aug. 11.—Massachusetts cigarette smokers may have to pay 3 cents more per package, and operators may face the problem of having to reconvert machines from 25 cents to 27 or 28 cents, if the Massachusetts Legislature goes thru with a much-talked-of 1-cent excise tax on cigarettes and the federal government should increase the excise tax 2 cents, as indicated by reports from Washington. A 1-cent excise tax would increase the State tax on cigarettes from 5 to 6 cents.

The House Ways and Means Committee is expected to come up with an excise tax bill, Lucius F. Foster of Guild associates, associate director of the Cigarette Merchandisers' Association of Massachusetts indicated.

"If this should happen," he said, "Massachusetts cigarette operators would be placed in a position of having to convert their machines. Conversion parts are not available in large quantities, and slug ejectors are short, because of the scarcity of metal parts."

Cigarettes over the counter in Massachusetts now sell at 23 cents per package, and 25 cents in cigarette machines.

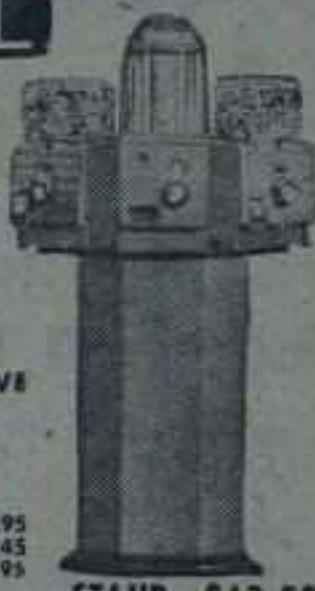
OPS Prices

WASHINGTON, Aug. 11.—Popcorn and plain shelled peanuts are among the commodities to come under new pricing techniques to be made effective by the Office of Price Stabilization. OPS expects to issue before October 1 specific pricing provisions for most commodities listed in Supplementary Regulation 12, CPR 22, which includes popcorn and plain shelled peanuts, so that they may be used on an optional basis until October 1. Manufacturers of popcorn and plain shelled peanuts may, however, continue to price under general ceiling price regulation if they elect not to price under CPR 22.

30 DAY MONEY BACK TRIAL

THE YEAR'S GREATEST VENDORS

Northwestern



OUTSTANDING MODEL 49 1c-5c-10c

SENSATIONAL 10-COLUMN 1c SELECTIVE TAB GUM

PRICES

Less than 25	\$17.35
Less than 100	17.35
100 or more	16.95

PRICES

Less than 25	\$25.95
Less than 100	25.45
100 or more	24.95

1/2 Deposit, Balance C.O.D.

STAND, \$12.50

Complete Line of PARTS, SUPPLIES, STANDS, GLOBES, BRACKETS, CHARMS, Etc.

TIME PAYMENT PLAN AVAILABLE TRADE-INS ACCEPTED

MERCHANDISE

ADAMS, All Flavors, 100 Count	42
WRIGLEY'S, All Flavors, 100 Count	44
FRUIT CHARMS, Assorted, 100 Count	46
SUCHARD, 200 Count	1.20
HERSHEY'S 100 Count	1.30
MINIMUM ORDER 25 Boxes of Any Assortment	

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Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits. Write for full information.

It means BIG PROFITS!

\$51.50

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YOUR BEST BET!—sex Aunt Hat, for restricted areas on charms and winners is

JUMBO UNIVERSAL

Vending 1 5/16" ball gum

SPECIAL PACKAGE DEAL

12 JUMBO UNIVERSALS and 200 Lbs. Jumbo Ball Gum all for **\$239.00** cash

or on 20 weekly payment plan. Small finance charge.

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Subscribe Now!

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52 BIG ISSUES

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Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

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FOR EXTRA PROFITS!



Famous Mills
Model 107—Di-pl
PENNY GUM VENDOR
FACTORY RECONDITIONED and GUARANTEED.
By Special Arrangement With **HAL R. MEEKS**
we now carry this outstanding gum vender in stock for the convenience of Eastern operators... and when necessary can arrange to have direct shipments made from the Mills factory in Chicago.
WRITE FOR PRICES AND DETAILS.
American Chiclé Adams Gum—all flavors, 100 count:
1 to 20 boxes 42¢
50 or more boxes 41¢
Merchandise, Charms—Parts and Accessories for All Make Vending Machines.
J. SCHOENBACH
Distributor of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.
President 2-2900

Give TO CONQUER Cancer
AMERICAN CANCER SOCIETY

BRITISH AUTOMATICS

Few U. S. Imports; Vintage Units Stay

LONDON, Aug. 11.—Because the British government has not allowed imports from America or home manufacture of automatic amusement machines since the war, the average age of equipment now being used in Britain is over 15 years.

Last year there was a partial lifting of the ban, and British manufacturers were allowed to resume, but so far only a few hundred new machines are on the market.

This means many machines which even in prewar days had been stored in cellars as out-dated are being brought out and used again. Some, in fact are so old that the new generation regards them as novelties.

One of these is an old arcade piece with two football teams which are moved by levers operated by opposing players, to score goals.

Costs Rise

Eleven years ago it was estimated Britain was putting pennies into pintables at the rate of something like \$42 million a year. There were then 300,000 machines. Altho now there is estimated to be about the same number of machines and the same gross takings annually, runnings costs have trebled.

Before, where packets of cigarettes were given as prizes for high scores, it was found the cost was 25 per cent of the gross. Proprietors claimed profits were not more than 35 per cent of the takings.

Now they claim that with increased costs they make only 15 per cent of the gross at most. Therefore, prizes given on amusement tables are now almost non-existent.

In the majority of arcades there are no prizes at all. The machines are "for amusement only." In a few arcades the winning score has been made much more difficult, and the prize reduced to three cigarettes.

Maintenance charges have rocketed. In addition it now takes twice as much work to keep old machines in condition.

Renovate Units

Prewar bell machines have been renovated and repainted. But they still retain their original mechanism.

Breakdowns are now frequent. Whereas before the war replacements could be obtained within a few hours it now may take several days or even weeks. This in turn cuts down the earning capacity of each machine.

Seaside operators are still pleased with results. The turnover of each machine has increased 10 per cent since the war.

"Ours is one of the few things that has not increased in price," they say. "People who cannot afford the price of a theater or cinema seat can afford a few coppers for a machine."

Where the proprietor owns the site the biggest part (about 50 per cent) of his returns will go on maintenance. In other cases a substantial amount goes to the location owner who demands a percentage of takings.

Inland arcades are gradually losing their customers and are slowly closing down. The reason is they have regular customers—and to keep them happy there must be something new. The owner cannot produce the new machines—so he loses customers.

Resort Stops

Seaside arcades, with thousands of different customers every month continue to do well.

Blackpool has the largest number of machines in the country—over 5,000—and no sign of them losing interest. Each of these ma-

chines can earn anything between 5d (58 cents) and £15 (\$19) a week.

Most popular of the new British made machines is one which produces a prize every time. A penny is inserted and an elephant moves slowly into an "Aladdin's Cave."

When it comes out it carries a packet on its back—as a prize for the patron.

Vending machines—estimated about 100,000 before the war—are now practically non-existent. Cigarette machines are out of action because of the ever fluctuating prices in England; chocolate machines because of rationing.

Some chocolate machines have operated since the war—during a trial period of non-rationing. With rationing's return however, the machines went back into storage.

Fluctuating prices have meant the downfall of other vending machines also.

Scales

Weighing machines still cost 1d (12 cents) to use. British Automatic Company, with 10,000 all over the country, have about the same number as prewar. Firm officials stress "replacements and serving costs us more now."

Newest machine in London is a self-service electric machine which offers the customer a choice of 25 articles ranging from tobacco, fruit-squash, doughnuts and potato crisps. If it proves popular more may be ordered.

One machine tho is not going to convert all England to machine-buying. Unless a big drive is made to win back lost customers as soon as it is possible to introduce machines, it may be that the habit will be lost and the movement from machines will slide so much that the bottom will be knocked out of the market.

400 Keeney Snack Units Feed Workers

CHICAGO, Aug. 11.—J. H. Keeney & Company reported this week over 400 of its Refrigerated Sandwich Vendors have been placed in operation since their introduction in April of last year. Paul Huebsch, head of firm's sandwich machine division, said plant placement predominates, with an interesting location development being service stations catering to truckers thru the Eastern States.

In industrial plants the vendors are usually installed in the cafeteria proper or adjacent to same; night and swing shifts patronize the units when the cafeterias close. In larger plants the sandwich machines are also spotted thru the working area, saving employees' steps and time by providing convenient snack service.

Individual operations to date range from two to 30 machines. Huebsch stated. While the average sandwich price is 25 cents, many vend for 20 cents. Side columns are often stocked with pastries, such as pie, cake, etc., and operate on a dime.

Bradley's Buffalo Candy Op Expands

BUFFALO, Aug. 11.—Frank J. Bradley, Automatic Equipment Company, announced his firm's purchase of General Vending Service, formerly operated by Gordon A. Graber.

Move marks the second expansion of Automatic during the past year. Firm, formed as a pioneer candy operation here in 1930, absorbed the route of Shirley Todd in 1950.

Peter Paul Dividend

NAUGATUCK, Conn., Aug. 11.—The board of directors of Peter Paul, Inc., declared a regular dividend of 50 cents per share payable September 10, 1951, to stockholders of record August 15.

Life-Savers Earnings

PORT CHESTER, N. Y., Aug. 11.—Life-Savers Corporation reported a net profit for the six months ended June 30 of \$938,809. For corresponding period in 1950 firm netted \$1,172,540.



Victor's TOPPER DELUXE

WITH THE ALL-PLASTIC GLOBE Also Available in Double, Triple and Revolving Super Market Units.

VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill

GET NEWER CHARMS Lower prices from America's largest Charm manufacturer. Over 40 new and different series of Charms. Our prices are lowest! Send 35c for complete samples. PENNY KING CO. 415 Neptune Street Pittsburgh 20, Pa.

VICTOR'S TOPPER With Glass or Plastic Globes \$48.00 CASE OF 4 \$12.25 SINGLE COMPLETE VICTOR LINE IN STOCK! CHAMPION NUT & CHOCOLATE CO. 1194 TREMONT ST., BOSTON, MASS

BRAND NEW LUCKY BOY VENDORS \$9.75 EACH Lots of 25 \$237.50 1c or 5c nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed. \$3 Deposit. Balance C.O.D. FREE 5 LBS. NUTS OR BALL GUM WITH EACH MACHINE. BLOYD MFG. CO. VALLEY STATION, KY.

A NEW VENDOR

Only one of its kind in U.S.A. Has been location tested in many schools and really sells the paper. Every school a potential customer. Machine is absolutely trouble free, having only 2 moving parts. Can be set to sell 5c, 10c, 25c package, in any size up to and including B5x11. Also have a pencil vendor and a plan of operation that sold 1/2 million pencils last school year from 250 vendors. Prices—Paper Vendor—\$29.95 each. Discounts for quantity. Pencil Vendor—\$37.50 each

For information write TEXAS WRITING SERVICE 518 Cliff Drive Austin, Tex.



BOOST PROFITS TO A NEW HIGH!

NEW Northwestern '49 Special

1c, 5c or 10c immediate Delivery! Vends all bulk mtds or Ball Gum & Charms Specify which 1 yr. when ordering.



Single \$17.35 EA. 25 to 100 \$17.15 EA. 100 or More \$16.95 EA.

Northwestern Vendor Merchandise SALTED NUT SELECTIONS

Vic Blanched Juniors 30c Lb. Span Salted Peanuts 25c Lb. Deluxe Salted Mixed Nuts 50c Lb. Salted 450-Count Cashew Butts 10c Lb. Salted 450-Count 55c Lb.

RAKE'S VENDING CANDIES

Licorice Lozenges 23c Lb. Boston Baker Beans 25c Lb. Rainbow Peanuts 25c Lb. Bridge Mix 25c Lb. Burnt Peanuts 25c Lb. Pearled Rainbow Peanuts 23c Lb.

All of above mtds. pkd. in 30 lb. ctns.; also akd. in 10 lb. ctns. 1c extra per lb. Add 5c per lb. over list price to all bulk orders less than 60 lbs.

RAKE'S BALL GUM VARIETIES

Rainbow (Bubble), 144 count 24c Lb. Rainbow (Bubble), 170 count 24c Lb. Rainbow (Bubble), 210 count 24c Lb. Rainbow Bio Gum (Jumbo Size), 15/16" 20 lb. ctns. 24c Lb.

Ball Gum akd. in 25 lb. ctns. Full freight allowed on ball gum orders for 200 lbs. or more, shipped from factory only.

RAKE'S PISTACHIO NUTS

Umbo Queen, Red Lip 63c Lb. Fancy Large Tolins Red Lip 59c Lb. Sheik Brand 47c Lb. Pistachios pkd. in 60 lb. ctns.

FOR N. W. TAB GUM VENDOR

Arden Gum (All Flavors) 42c 100 count Writley Gum (All Flavors), 100 count 48c Fruit Charms (Ass't Flavors), 100 count 40c Suchard, 200 count \$1.20 Hershey, 200 count 1.30 Min. Order 25 Boxes, Any Ass't.

RAKE'S ACCESSORIES & EQUIPMENT

Single Vending Machine Stand \$4.00 Double Vending Machine Stand 5.25 Triple Vending Machine Stand 13.50 Mod. 49 Cab. Stands 1.00 Wall Brackets 1.00 Double Cross Bar for Two Machines 1.25

Triple Cross Bar for Three Machines \$1.75 1c & 5c Comb. Pocket Coin Counter 1.25 1c or 5c Comb. Coin Counting Scale 19.50 Route Cards, Collection Cards. Per 100 1.25 Model 49 Globes \$1.35 Carrying Caps 50

FULL CASH WITH ALL MERCHANDISE UNLESS ORDERED WITH MACHINES WRITE FOR CIRCULARS ON BOTH MACHINES! COMPLETE LINE OF PARTS SUPPLIES—SEND FOR LIST! WE TAKE TRADE-INS—LIBERAL ALLOWANCE! TIME PAYMENTS! 1/3 Down! With All Machine Orders—Advance C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

OUR PRICES ARE STILL LOW! CIGARETTE MACHINES

Rowe Royal, 8 Col., 400 Pack Cap. \$85.00 Rowe Royal, 10 Col., 400 Pack Cap. 90.00 Rowe Crusader, 10 Col., 475 Pack Cap., King Size Included 145.00 Rowe Imperial, 8 Col., 240 Pack Cap. 77.50 Uneeda Model A, 9 Col., 270 Pack Cap. 85.80 DuGrenier Model S, 7 Col., 210 Pack Cap. 69.50 DuGrenier Model W, 9 Col., 300 Pack Cap. 82.50 \$5.00 Additional for Silver Quarter or King Size Vending.

CANDY MACHINES

Rowe Candy, 120 Bar Cap. \$85.00 Uneeda Candy, 102 Bar Cap. 75.00 U-Select-It, 54 Bar Cap. 35.00 Advance Candy, 40 Bar Cap. 35.00 Vendall Candy (New) Write

KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

TOP EQUIPMENT ALL RECONDITIONED & REFINISHED UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS, BALANCE C.O.D. Parts and Mirrors available for all makes and models.

CONVERSIONS ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING—TRADE PRICES—

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" NEW... RECONDITIONED LIKE NEW 166 Clymer Street, Brooklyn 11, N. Y. • EVERGREEN 7-4568

From LITTLE ACORNS mighty INCOMES grow!

ACORN The only completely die-cast aluminum, precision-built ALL-PURPOSE VENDOR Vends all bulk mtds.—nuts, gum balls, candy, charms. Polished, easy-to-clean merchandise chute. Tamperproof! Held by top lock and body clamps only. Guaranteed mechanically—weighs less than 7 lbs.

Featuring the sensational new WHITE FLASH BRUSH HOUSING WAK manufacturing co., inc. 11411 Knightsbridge Ave., Culver City, Calif. DISTRIBUTORS: Choice Territories Still Open—Write, Wire, Phone! East & Midwest M. J. Abelson, gen. sales mgr. 1349 5th Ave., Pittsburgh AT 1-4478 Pacific Coast Distributor Operators Vending Machine Supply 1033 Grand Ave., Los Angeles

CHARMS—Proven Sales Boosters

Write for Complete Price List Karl Guggenheim inc. 33 UNION SQUARE, NEW YORK 3, N. Y.

THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue

	Issue of August 11	Issue of Aug. 4	Issue of July 28	Issue of July 21
Adams Gum 1c.....		9.95	9.95	
Advance Ball Gum, 1c.....	9.95			
Advance Candy.....	25.00	25.00	25.00	25.00
Ajax's Hot Nut.....	39.50	39.50		
Atlas Bantam 5c.....			8.95	
Cardyman 72 Bar.....	50.00	59.50	50.00	59.50
Coca-Cola Drink Machine.....			450.00	
Columbus Ball Gum 1c.....	9.95	9.95		
Columbus Dun, 2 Comb. 5c.....	15.00	15.00	15.00	
Columbus Model A&M.....			3.00	
Columbus 1c Bulk.....	7.50	7.50	7.50	
Columbus 5c Bulk.....	8.00	8.00	8.00	
DuGrenier Model (S) (7 Col.).....	69.50	79.50	69.50	79.50
DuGrenier Model W.....	49.50	82.50	49.50	89.50
Electro Serve Popcorn 5c.....	19.50	19.50	19.50	
Kirk's Astrology Scale.....	95.00	95.00	95.00(2)	95.00
Lo Boy Scale.....	50.00	50.00	50.00	50.00
Master's.....	10.00	10.00	6.00	10.00
Masters 1c Novelty.....	8.50	8.50	8.50	
Match Box Machine, 1c.....	4.95	4.95	4.95	
Mercury Grip Scale.....		49.50	47.50	
National 9 col. 25c.....	89.50	89.50		
National 930.....		85.00	85.00	
New York Stamp.....	12.50	12.50		
Northwestern De Luxe, 1c and 5c.....	15.00	24.50		
Northwestern Merchandiser.....		15.00	10.00	14.50
Northwestern Merchandiser.....			15.00	10.00
Northwestern Merchandiser.....			3.00	3.00
Northwestern Tab Gum.....	24.95	25.95	25.95(2)	25.95(2)
Northwestern 33 Ball Gum.....	7.50(2)	7.50(2)	7.50(2)	7.50
Northwestern 39's.....	7.50	7.50	5.00	7.50
Northwestern 40.....	6.95	6.95	6.95	5.00
Pistachio Nut Vender.....		6.95	6.95	
Pop Corn 5c.....	89.50	89.50	59.50	89.50
Postage Stamp.....	17.50	17.50		
Rowe Candy.....	85.00	85.00	85.00	85.00
Rowe Crusader (10 col.).....	145.00	145.00	145.00	140.00
Rowe Imperial (8 col.).....	69.50	77.50	69.50	77.50
Rowe Royal (8 col.).....	85.00	85.00	85.00	80.00
Rowe Royal (10 col.).....	90.00	90.00	90.00	85.00
Rowe 7 col. Gum & Mint, 5c.....	20.00	20.00	20.00	
Shipman Stamp.....	22.50	22.50		
Siron Brush-Up.....	75.00	75.00	75.00	75.00
Silver King 1c.....	8.00	9.95	8.00	9.95
Silver King Hot Nut.....	12.50	12.50	5.00	12.50
Silver King Target King.....	19.50	19.50	19.50	27.50
Stoner 8 col. 5c.....	125.00	200.00	125.00	200.00
Target Hunter (Silver King).....	19.50	19.50	19.50	25.00
3 col. Cigar Machine.....	29.50	29.50	29.50	29.50
Tom Thumb Jr.....		145.00		145.00
U-Chu Ball Gum, 1c.....	5.00	5.00	5.00	
Uneda Candy 102 Bar.....	75.00	75.00	75.00	80.00
Uneda Model A (9 col.).....	85.00	85.00	85.00	
Uneda Model Pack A (6 col.).....	69.50	69.50	69.50	69.50
Uneda Pack E, (6 col.).....	49.50	49.50	49.50	69.50
Uneda (500).....	69.50	69.50	69.50	95.00
Uneda (9 col.) Model 500.....	95.00	95.00	35.00	49.50
U-Select-It.....	35.00	49.50	19.50	35.00
Victor Model V.....	8.50	9.00	8.50	9.00
Victor's Topper.....				5.00
Watling 200 Fortune.....				165.00

Ink Telecoin

• Continued from page 69

inserted must be used up in purchases.

In operation, the patron looks over the displayed merchandise (each is numbered), adds the cumulative price of all items and inserts the full amount in the coin slot. He then pushes the proper selector buttons (each is numbered and slugged with a description and price) and the order starts feeding to the delivery tray in the lower half of the front panel. As each item is delivered the amount of money inserted but still unused, is flashed to the patron via an indicator.

Articles carried in the machine may vary in size from a pack of razor blades to packaged goods nine inches high and six by six inches in diameter. No special packaging is required, it was said, and bottled or bagged products may be dispensed with equal safety. Depth of an item has no effect on delivery, since each belt set in motion by the appropriate selector button comes to a halt as soon as the merchandise, tipped off the end of the belt, contacts a sensitive trip switch.

From 1 Cent to \$1.99

Each item in the machine may be set to sell at any price from 1 cent to \$1.99, in penny steps. The British model carries products priced up to 5 shillings, 11½ pence, in half-penny steps. A total of \$2.40, or 11 shillings, 11½ pence, may be inserted at one time. To change prices, pins are switched from hole to hole in an internal control mechanism resembling a telephone switchboard.

Products are loaded on the horizontal belt columns thru a door on the right side of the machine. They are fed to left, when the vender is in use, to other belts which carry them to the buyer. All belts work off a single motor and an arrangement of gears, clutches and chain belts.

While plans to promote the Electric Merchant domestically are still not finalized, Percival is known to be surveying several potential types of locations. These include transportation terminals, supermarkets for such items as drugs and sundries, housing developments far from shopping centers and industrial plants.

Machines will not be sold, Percival declared, but will be made available to operators according to a lease plan now being set. Technical service to the equipment will be rendered by A. Lackey, a Skillman engineer, who will occupy offices at Telecoin headquarters here at 12 East 44th Street.

Tests Juice Vender

• Continued from page 69

a hinged delivery tray. The patron places the can in a lift-up receptacle to puncture a straw hole. He may then help himself to a straw, available thru one-at-a-time openings on the front panel.

10c Operation

Set for 10-cent operation, the vender will accept nickels and dimes and return change for silver quarters. The coin changer is mechanical and holds the deposited money "in escrow," accessible to the coin-return chute, until delivery of the purchase is actually made. Loading is from the front. Access to the coin mechanism is via a panel door on the right side of the machine. Dimensions are 15 by 24 by 65 inches.

Koff stated preliminary cost studies indicate the machine can be produced in the present market to sell "at less than \$400 including changer." Standard refrigeration mechanisms will be used in production models.

Coffee Vending Service, headed by Koff and Ed Sahagian, was formed three years ago. It holds the exclusive operating franchise for Rudd-Melikian dual coffee-Coke machines in the metropolitan New York area. The firm now operates about 200 beverage machines.

Amer. Chicle, Bowman Report Net Earnings

NEW YORK, Aug. 11. — American Chicle Company reported a net profit of \$2,244,022 for the six months ended June 30. Firm netted \$2,333,190 for same period a year earlier. Net profit for the June quarter was \$1,150,532, against \$1,240,202 for the like three months of 1950.

Another gum maker, Bowman Gum, Inc., reported a net of \$139,624 on gross sales of \$1,542,473 for the first half of 1951. Earnings compare with firm's \$23,648 net on sales of \$1,108,521 in the corresponding period a year ago.

Perfumatic MEANS PROFITS



THE SENSATIONAL NEW NON-ELECTRICAL PERFUME DISPENSER

THERE'S A LOCATION WHEREVER THERE'S A WOMAN

Write for details

PERFUMATIC OF CANADA LTD.
561 EGLINTON AVE. WEST
TORONTO - CANADA

Northwestern TAB GUM VENDERS

Single \$25.95
35 to 100 \$25.45
100 or More \$24.95

35-Day Money Back Guarantee
We Stock All Mds. for Mach.



Write for Charm and Merchandise List
1/3 Dep. Bal. C.O.D.
NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

Try **VICTOR** Once and you will BUY **VICTOR** ALWAYS ORDER TODAY!

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

READY FOR DELIVERY NOW!

1c or 5c **ACORN** ALL-PURPOSE BULK MERCHANDISER
Featuring the new **WHITE FLASH** BRUSH HOUSING

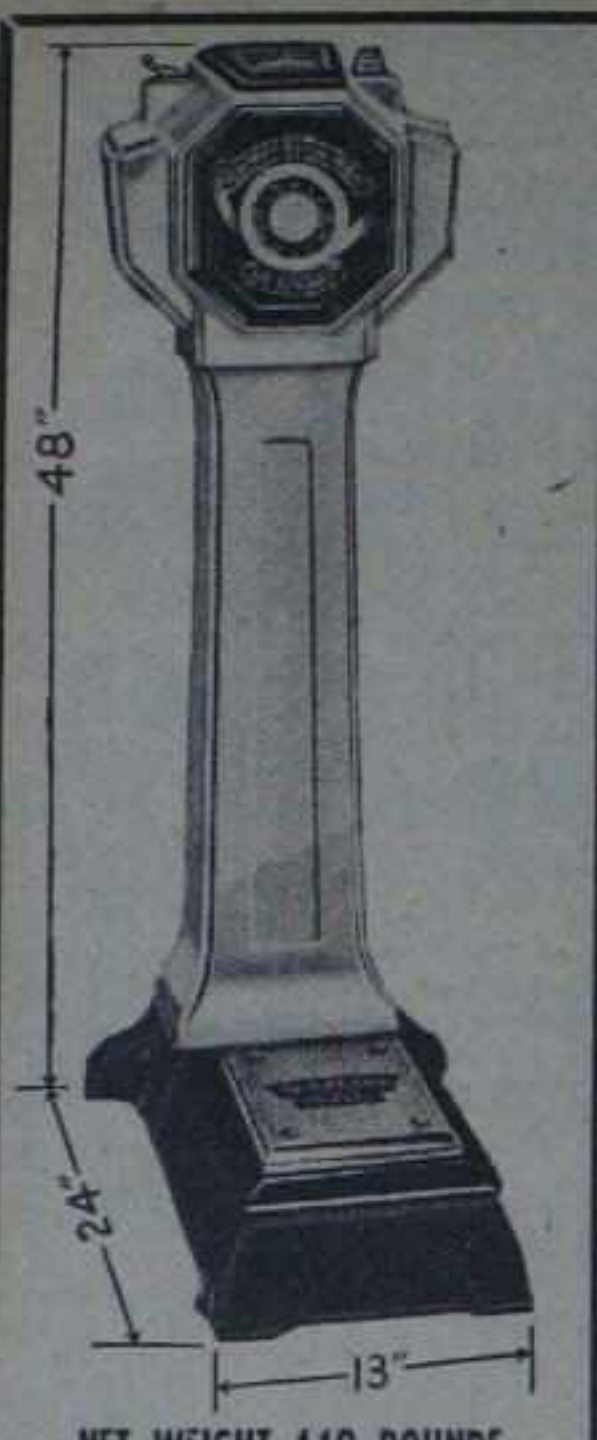
Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.

EPHY CHARMS

Plastic #2 \$ 3.00 per 1,000
Silver Plated #2 4.50 per 1,000
Plastic Wonderful #70 3.75 per 1,000
Silver Plated #70 6.50 per 1,000
Plastic Comic 4.25 per 1,000
Silver Plated Comic 6.50 per 1,000
Grocery Charms 10.00 per 1,000

EPHY
Samuel Ephy & Co., Inc.
91-15 144th Place, Jamaica 7, L.I. N.Y.

Charms
Paul A. Price Co.
720 Broadway, New York 38, N.Y.
GIVE TO THE **RUNYON CANCER FUND**



NET WEIGHT 119 POUNDS
\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE FOR OUTSIDE LOCATIONS
The head and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.
WRITE FOR PRICES
Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

WRITE FOR CATALOG
On Bulk Vendors, Merchandise Games, etc.
COPPER CHARMS
Large size, new series, 1,000 \$3.95
Hand-Painted Imported Charms, per gr. 1.25
Toy Watches, 2 gross 2.50
Stone Set Rings, 1 gross 1.95
"Hee Cat" Buttons, 1,000 5.95
STANDS
All steel—aluminum finish
No need to add sand, gravel, cement, etc. Ready for locations
Weights 17 lbs.
\$3.25 each
We are factory distributors for all leading makers of **VENDING MACHINES**.
One-Third Deposit on All Orders.
PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md.

ATTENTION BALL-GUM OPERATORS
More Profits
Here is the answer to dwindling sales and restricted areas on charms and winners.
7/8 inch 100 count per lb. **BUBBLE BALL GUM**
Asst. colors. Venable in most standard machines.
Min. Ship. 150 lbs. @ 25¢ Lb.
F.O.B. factory. Cash with order.
BALL-GUM, INC.
"Originators of the 'B' Ball"
2410 W. 19th St. Chicago 5, Illinois

SMOKESHOP '612'
The **NATION'S FINEST CIGARETTE VENDOR**
Tear Out And Mail This Ad For Details
AUTOMATIC PRODUCTS CO.
250-B West 57th St., New York 19, N.Y.
PLaza 7-3123

YOUR NAME Registered with us when you buy...
HERCULOCKS*
for New Coin Machines or Replacement
YOUR KEY CODE
Number in our files PROTECTS YOUR KEY
...For Your Own Use!
*T.M. Reg. U. S. Pat. Off.
ILCO
INDEPENDENT LOCK COMPANY
FITCHBURG • MASSACHUSETTS

SDPA to Meet During MCMC Omaha Confab

SIOUX FALLS, S. D., Aug. 11.—The South Dakota Phonograph Association, scheduled to hold its final quarterly meeting of the year in October, this week announced thru Mike Imig, president, that the session will be held during the course of the Midwest coin machine convention in Omaha, October 14-16 (see separate story in this issue).

The October meeting will be held in the SDPA headquarters at the Paxton Hotel, site of the convention, Imig stated. With close to a 100 per cent membership in the State, Imig said the South Dakota delegation to the convention will be the largest in its history.

SPORTS PUSH JUKE BOX PLAY

YANKTON, S. D., Aug. 11.—Mike Imig, president of the South Dakota Phonograph Association and head of Mike's Music Service here, this week was all smiles as his baseball team, the Yankton Terrys, took a commanding lead in the Tri-State League. Team, which plays 29 games each month, including week-end double-headers, has promoted the music machine industry thru-out the Dakotas.

Imig has used his interest in sports to push juke box play in this area on a 12-month basis. In addition to his pro club, which has attracted scouts from all major league teams, Imig sponsors a team of youngsters who have won several State championships, a basketball team, which was a regional finalist in a nationwide tournament, and a bowling team which won honors at the last American Bowling Congress meet.

Rock-Ola Distribs Sked Super-Rocket Op Exhibs

CHICAGO, Aug. 11.—Following the official unveiling of the Super-Rocket '52-50 by the Rock-Ola Manufacturing Company at a special distributor meeting here (*The Billboard*, August 11), firm officials this week reported that shipments of the phonograph have started and a series of individual open house showings are to be held by every Rock-Ola distributor. Initial showings will get underway late this week, and continue thru the rest of the month.

In order to assist distribs with their showings, Art Weinand, vice-president and director of sales; Larry Papen, who assists Weinand, and all field sales representatives will visit as many of the showings as possible.

To further promote the new juke box, Rock-Ola this week started a mailing consisting of a color picture of the Super-Rocket, and pertinent details of the machine, to all music operators in the U. S. This mailing will be augmented by distributor invitations to their open house showings, many of which are being staggered so as to get as many vacationing operators to attend as possible.

Control Output

As was announced to the distributors during the course of their meeting with factory representa-

tives, the production schedule for the Super-Rocket is to be carefully controlled. Weinand this week stated the production lines are now set to meet the proposed figures, and that all distributors would have an adequate stock on hand for their showings. Price of the machine, still not set, will be determined in time for the showings. It will be slightly higher than the 1951 model, Weinand stated.

No new 50-selection wall boxes will be displayed during the showings, Weinand stated. With production on the new item not scheduled for several more months due to tool and die hold-ups, firm is holding up these viewings until a definite production can be determined. At the present time it is hoped models of the box will be available by October 1, and that actual output can start shortly thereafter.

Used Music Field Has Steady Demand

No Summer Slowdown as Trade Girds For Heaviest Activity Since 1946

CHICAGO, Aug. 11.—Tho the peak demand for used music equipment is not expected until after Labor Day, activity in this field continues to remain exceptionally high for this time of the year, according to the latest listings in *The Billboard's* index of advertised used machine prices. As has been the case the past few months, units offered for sale were purchased or traded soon after their initial listing.

One of the changes noted in the used music trade recently is the increased demand for late model equipment. Whereas before, demand centered on comparatively old units, chiefly for export, currently there are few vintage pieces placed on the market and foreign and domestic preference has swung sharply toward one to three-year-old models. Considering the use of and age of some of the prewar models, it appears likely many of them have become inoperable and have been discarded.

Active Models

Among the units which have been most active in the trade in August are Seeburg's 8800, 9800, 146M, 147M and the H-146M Hide-away; Wurlitzer's 500, 1015, 1100, 1250 and 850. AMI's Model B and Rock-Ola's 1422 and 1426.

Prices in general have remained stable thru the summer with few increases or decreases. This also

shows that demand has remained well above the seasonal normal. For in the past two summers there has been a slight summer price decline, brought on by slackened demand, followed by increases in the fall when demand improved.

With expected heavy fall demand just around the corner and factories having a difficult time keeping up with requests for their latest models because of decreasing part supply sources, it looks as tho the struggle to find late model used equipment after this month will be more intense than in any postwar year with the possible exception of 1946.

Milwaukee Ops Set Membership Push, Meetings

MILWAUKEE, Aug. 11.—The Milwaukee Phonograph Operators' Association, which has been holding informal weekly meetings here for the past few months, this week voted to discontinue the Wednesday night gatherings, and, instead, start regular monthly meetings.

Time and place of the first gathering will be designated shortly, and, members stated, a definite attempt will be made to rekindle interest in the group, which has noted a drop in membership during the past year.

Among those who are setting up the new meeting schedule and the program to hypo interest in the org are Doug Opitz, who is also an officer of the Wisconsin Phonograph Operators' Association; Sam Hastings, Red Jacomet, Ken Kulow, Joe Pelligrino, Len Casper; Michael Klein, attorney for the group; Mike Rischmann, Clyde Nelson and Nick DaQuisto.

Ops, Orgs Band Together; Push Ten-Cent Play

CHICAGO, Aug. 11.—Music machine operators in this and surrounding areas extending down-State thru the Missouri border and up to Milwaukee, are using paid advertising space in publications pointed toward locations, and, even more important, three associations in Illinois are now working together to tell their story.

To promote 10-cent play thru-out Illinois, the Recorded Music Service Association, headed by Ray Cunliffe and headquartered in Chicago; Music Operators of Northern Illinois, also headquartered in the Chicago area, and the Rockford Music Operators' Association, are running co-operative ads in such publications as *The Beverage Dealer News*, with a heavy tavern circulation, calling attention to the dime peg. Ads stress simplicity, with a typical wording as follows: "Say it with music. Greater cash returns with 10-cent play."

Indie Program

Pushing jukes, as well as other types of coin-operated equipment, are a number of ops who use papers like *The Beverage Dealer News* to open up new locations for their idle equipment.

Mitchell Novelty Company, the firm which spearheaded the dime-play tests in Milwaukee, is also a leader in the ad program tests. Firm promotes such equipment as shuffle games, pin games, quizzers and guns, in addition to its music, in the ads, and states "installed on a percentage basis" in each of the notices.

Telephone book advertising of jukes, on a placement basis as well as a rental basis, is also increasing in this area.

California Music Guild Asks Ops To Okay Play Price Adjustments

OAKLAND, Calif., Aug. 11.—Operators in Northern California counties are dispatching California Music Guild counsel, Harrison W. Call, to Washington to endeavor to secure Office of Price Stabilization approval for increasing the per-play price of music to a dime, according to George Miller, president of the guild and president of Music Operators of America.

Miller said members of the Guild had received a number of bulletins advising them that the guild's

counsel held the opinion juke box per-play prices were frozen at the highest price prevailing between December 29 and January 25.

Call, Miller said, will go to Washington armed with profit and loss statements from numerous California operators. The statements, he declared, indicate many operators must either raise the per-play price of a phonograph tune or make adjustments in commissions paid locations.

Music operators in the Northern California counties work under that State's fair trade laws. As

such, Miller and Call are of the opinion present OPS regulations likewise affect the commission arrangements between locations and operators, a point Call intends to ask OPS about.

Meetings are scheduled next week in a number of California cities to discuss OPS regulations as they affect the juke box business. The guild meets Monday in Fresno, Tuesday in Bakersfield and Wednesday with the secretary-treasurer of the Los Angeles Tavern Owners' Association, Miller said.

Wurlitzer Reports Net Profit, Defense Pacts

CHICAGO, Aug. 11.—Consolidated operations of the Rudolph Wurlitzer Company for the first quarter of the current fiscal year, covering April, May and June, revealed a net profit of \$166,792.53, equal to 20 cents per share, after provision for income taxes of \$166,000. This compares with a profit of \$280,920.33 for the same period last year. Sales for the first quarter this year reach \$5,413,367.33 compared with \$5,791,235.28 last year.

Firm reported its production on pianos, accordions, electronic organs and juke boxes has been adjusted to comply with government

limitation orders. From present indications, the company reported, all civilian goods manufactured during the balance of the year should be sold without difficulty.

More Defense Work

At the present time, Wurlitzer's president, R. C. Roling, stated, the company has been awarded defense contracts amounting to more than \$16,000,000. Production on these contracts will be in full swing by early fall.

Board of directors of the manufacturer have voted a 20-cent per share dividend payable September 1 to stockholders of record August 15.

State Tax Calendar

Alabama September 10—Tobacco stamp and use tax reports and payment due. September 15—Personal income tax third installment due. September 20—Sales tax reports and payment due.	September 30 —Sales tax reports and payment due.
Arizona September 15—Gross income tax reports and payment due.	Idaho September 15 — Cigarette reports of wholesaler drop shipments due. Corporate income tax second installment due. Personal income tax second installment due.
Arkansas September 10 — Cigarette reports due.	Illinois September 15 — Cigarette reports due. Sales tax reports and payment due.
California September 15 — Corporate income tax second installment due.	Indiana September 10—Cigarette reports from distributors on interstate business due. September 15 — Cigarette reports of distributor drop shipments due.
Colorado September 15—Sales tax reports and payment due.	Kansas September 5 — Cigarette reports from wholesalers due. September 20—Sales tax reports and payment due.
Connecticut September 10 — Cigarette reports from distributors due. September 15—Cigarette vending machine reports from operators due.	Kentucky September 15 — Unmanufactured tobacco, money on hand and foreign bank deposit tax due. September 20 — Cigarette reports from wholesalers due. September 30—Amusement and entertainment tax reports and payment due.
Delaware September 15—Cigarette and cigar reports due.	
District of Columbia September 20—Sales tax reports and payment due. September 30—Property tax semi-annual installment due (last day).	<i>(Continued on page 78)</i>
Florida September 15 — Cigarette reports from carriers due. September 20—Admissions tax reports and payment due. Sales tax reports and payment due.	
Georgia September 10—Cigar and cigarette reports from wholesale-dealers due. September 15—Personal income tax third installment due.	

SOLVE WOES

Experts Give CSOA Group Supplier Pic

PEORIA, Ill., Aug. 11.—In order to get to the source of many of the problems now besetting its membership, the Central States Operator Association here, headed by Les Montooth, has set up a new policy for its monthly meetings.

Under the new set-up, Montooth reports, a representative of a different supplier will be invited to attend each meeting. The supplier (including record manufacturers, needle companies, and in some cases phono distributors) will be told by the members of any problems which exist in connection with their specific firm. Then the supplier will be given an opportunity to explain why the problem exists and what can be done to solve the situation.

Move is intended to get first-hand answers to such matters as late distribution, breakage, scheduling of releases, etc. Montooth said that the membership, instead of discussing these problems among themselves, would now be able to go to the source of the difficulty, and thus work out an actual solution.

Labor Shortage Hits Ristaucrat

APPLETON, Wis., Aug. 11.—Despite labor shortages in this area, the Ristaucrat production schedule is being maintained, Joe Cohen, general manager, announced this week. Skilled help is in extremely short supply, Cohen stated, and the firm is now training its own line workers so that it can step up output as soon as possible.

Cohen also said that he is now lining up additional distributors to augment the 26 firms now representing the Ristaucrat line in this country and abroad. Too, it is planned to set reps for the line during the Midwest Coin Machine Show in Omaha in October. Firm will exhibit at this show, Cohen said, and will have a staff to man the exhibit during the October 14-16 period.

Exporting of the Ristaucrat S-45 is now being done on a regular schedule, Cohen said, with Joe Caidron, head of the export division, making shipments on a daily basis.

WILL LOAN

Up to 50% of equipment value
if located in Southern States.
On well established music routes with
responsible people. Give list of equip-
ment and amount wanted to borrow and
your references in first letter.
BOX D-73
Care The Billboard Cincinnati 22, O

LOS ANGELES, Aug. 11.—
Leutenhagen Record Bar, servicing
juke box operators in this area,
has added three new labels to the
list it now distributes. Bill Leuten-
hagen announced. New labels are
Omega, Skystreak and Movieland.
First two sides on the Omega label
are now available.

**THE GREATEST COMPLIMENT
TO THE MANUFACTURER
IS REPEAT ORDERS!**

Here are the reasons why Operators have faith in Constellation: Quality
original, years-ahead Beauty trouble free Performance. And Constellation
repays that confidence over and over: in more power to attract play lower
maintenance costs more years of operation per standardized unit at
maximum net profits! For proof, see your Evans Distributor or write Factory direct.



EVANS'
20 RECORD
40 SELECTION

CONSTELLATION

Built with **YOUR**
Future in Mind!

H. C. EVANS & CO.

1556 W. CARROLL AVE

CHICAGO 7, ILLINOIS

Evans' New Merchandise Machine Is a Sensation! See Page 89

**TODAY'S SUREST
MUSIC INVESTMENT...**

BIGGER PROFITS, LESS
SERVICE CALLS
SEE THE NEW ROCK-OLA

Super
ROCKET '52-'50



OPERATORS

All Rock-Ola Rocket phonographs
are set at the factory for one play
10c and three plays 25c. Easily
adjusted to any other combination
desired.

MODEL 1434

Now on Display in Our Showrooms

HACOLA DIST. CORP.

265 FRANKLIN

BUFFALO, N. Y.

Rhythm & Blues Record Reviews

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

ARTIST
LABEL AND NO. TUNES
COMMENT

Continued from page 25

PAUL GAYTEN ORK Bab, I'm Alone Regal 3324—Unusual bary warbler delivers an intense, freeling blues chant to a medium beat with combo moving a weaving riff figure underneath.	74--74--73--75
Little Girl, Little Girl Another easy blues, here to a slower tempo and in the old, conventional tradition.	74--74--73--75
EDDIE VINSON Wrong Girl Blues Mercury 8244—Easy moving blues in an old-fashioned format opens with a muted horn solo, follows with a short vocal by Vinson, closes with a few bars of tenor. More in the hot jazz than s. & b. vein.	60--60--60--60
Shavetail Medium-low instrumental is based on a fanciful riff, offering a couple of contemporary sax solos and trumpet bit. On the hip side, and not com- mercial.	50--50--50--50
BLOW TOP LYNN AND HIS HOUSE ROCKERS (Melvin Smith) Real True Gal VICTOR 22-0139—Fine instrumental work sets off Smith's sax chanting on the moodily slow blues, with an after-hours pump featured in front of sax riffs.	75--75--75--75
Rampaging Mama Shuffle brogue rather rains nicely, with Smith chanting a good enough job on the fragmentary vocal.	72--72--72--72
SUNNYLAND SLIM Orphan Boy Blues Regal 3327—Slim punches a piercing Southern blues vocal, intensified by heavy sax effect. Tenor sax and rhythm do the instrumental honors well.	72--72--70--74
When I Was Young Hard-hitting, staccato blues job by Slim, who belts like Joe Turner here. Slim makes much use of the "Near You" bass figure.	75--75--75--75
EDDIE WILCOX ORK (Bette McLaurin) The Masquerade is Over DEBY 749—Trench projects arresting on a standup rendition of the fine old torch ballad. Band enhances her heartfelt shout. This one could be big.	83--83--83--83
Shuffle Express Clean, driving shuffle instrumental at a spanking dance tempo mixes a good hip size.	77--77--77--77
JOHNNIE RAY (Maurice King & His Wolverines) Whiskey and Gin DEBY 8319—Warbler has an extraordinary sound—a cross between Ray Scott and Jimmy Scotts—on this finely constructed rhythm novelty. On arrangement, major in justice.	74--74--74--74
Tell the Lady I Said Goodbye Ray does another sensitive ear-arresting job on an unusual, classy ballad. Some strong listening in the sultry.	74--74--74--74
THE ANTLERS OF MIAMI Just in Case You Change Your Mind ARTISTS 1250—Male group does a neat job on a pretty new ballad, chanting with a subtle restraint and tight beat that make for a catchy item.	72--72--72--72
I Don't Mind Being Alone Okay bohemian rendition of a ballad that was around some months ago.	60--60--60--60
NELLIE HILL (Conrad Frederick Ork) I'm Gonna Copyright Your Kisses ABBY 3127—Hill gal and a male group come up with a good chant on a bright, hard-clapping bounce ditty reminiscent of a "A Little Bird Told Me." Material could make the grade as a pop.	73--74--72--73
When I'm in This Mood Far better r&b wax as this blues belted at long by the tenor chanter and male group. Gal shows some.	77--78--75--77
BILLY WRIGHT (Tiny Grimes Sextet) Hey! Little Girl SAVO 310—Sax jump blues item, with Wright chanting strong as driving combo alternates rumba and swing rhythms in successive chorus.	83--82--83--84
Gotta Find My Baby Okay medium-tempo blues, with Wright singing expressively.	73--73--72--74
PAUL WILLIAMS Sinner's Hop Saxy 814—Romping instrumental blues features an expressive, moving bary sax solo and some driving high-register blowing.	82--82--82--82
Rockin' Chair Blues (Danny Cobbs) Wavvy—Danny Cobbs delivers a good rocker in a standard, sewing blues style. Band socks hard underneath. This one could go.	84--84--84--84

**Folk
Record Releases**

Continued from page 27

Keep Your Cotton Pickin' Hands Off My Gal—J.
Bird (Tax Trip) Cal 20844
Love Thief—Hank Thompson (How Dsl Cab 1745
Marjuna, the Devil's Flower—Mr. Sunshine
(There's Something) R. F. D. 5082
Mother's Voice—Lennie Gosson (That Nigger)
Mer 6345
Overnight Blues—Bowl and Florence Bryant (I
Dreamed) MGM 11071
Playtime Cowboy—R. Scott (Why Wor't) Corfac
CRS-1192
Seven Hills to Home—Johnny Lane (Toodie O!)
MGM 11070
Somebody Loves, Somebody Wants—Homer Brian-
son (Dow) Lane) Mer 6344
Ten Tons to the Atlas—J. Bird (Keep Your) Cal
20844
That Nigger Wife of Mine—Lennie Gosson
(Mother's Voice) Mer 6345
There's Something Nice About You—Mr. Sunshine
(Marjuna the) R. F. D. 5082
Toodie O!—Johnny Lane (Seven Hills) MGM 11070
Unwanted Sign Upon Your Heart—Hank Snow
(Your Luck!) V 21-0493
Who Won't You Love Me—R. Scott (Playtime
-Corfac) CRS-1192
Your Luck! Is My Broken Heart—Hank Snow
(Unwanted Sign) V 21-0493

**COUNTRY & WESTERN
ALBUMS**

Ranch House Favorites Album—Roy Willis (1-10")
MGM (33) E-91—Pax's Jumps, Silver Lark
Blues, Playboy Chimes, Bootleg Digs, Texas
Drummer Boy, Hop Skip and Jump Deer Texas,
I Ain't Got Nobody, Spanish Fandango

**BUY AT
YOUR PRICE!**

**A-1 PHONOGRAPHS
Make Us an Offer**

SEEBURG

(10) 146M
(10) 147M
(10) 148M

ROCK-OLA

(10) 142Z
(10) 142G
(5) 142B

AMI

(10) Model A
(10) Model B

WURLITZER

(10) Model 1015
(5) Model 1100

**WE HAVE 100 PRE-WAR
MACHINES**
Name the Machine and
YOUR PRICE

Subject To Prior Sale
F.O.B. Elizabeth, N. J.

SEACOAST

DISTRIBUTORS, INC.
EXCLUSIVE ROCK-OLA DISTRIBUTOR FOR NEW YORK AND
NEW JERSEY
1200 North Ave., Elizabeth 4, N. J.
Bigelow 8-3524

MONTGOMERY, Ala., Aug. 11.—
The governor signed into law
Wednesday (8) an act, applying to
Jefferson County, which includes
Birmingham, making it unlawful
to transport or convey within the
county, bell equipment or any me-
chanical device, slip, ticket or
paper customarily used in a game
of chance. The act was approved
by the Alabama House June 29
and the Senate August 3.
Penalty provided in the act is
the seizure of transporting vehicle
and its forfeiture to the State.



**ANNOUNCING THE GREATEST
PHONOGRAPH ON THE MARKET!**

BIGGER PROFITS, LESS
SERVICE CALLS
SEE THE NEW ROCK-OLA

Super
ROCKET '52-'50



OPERATORS

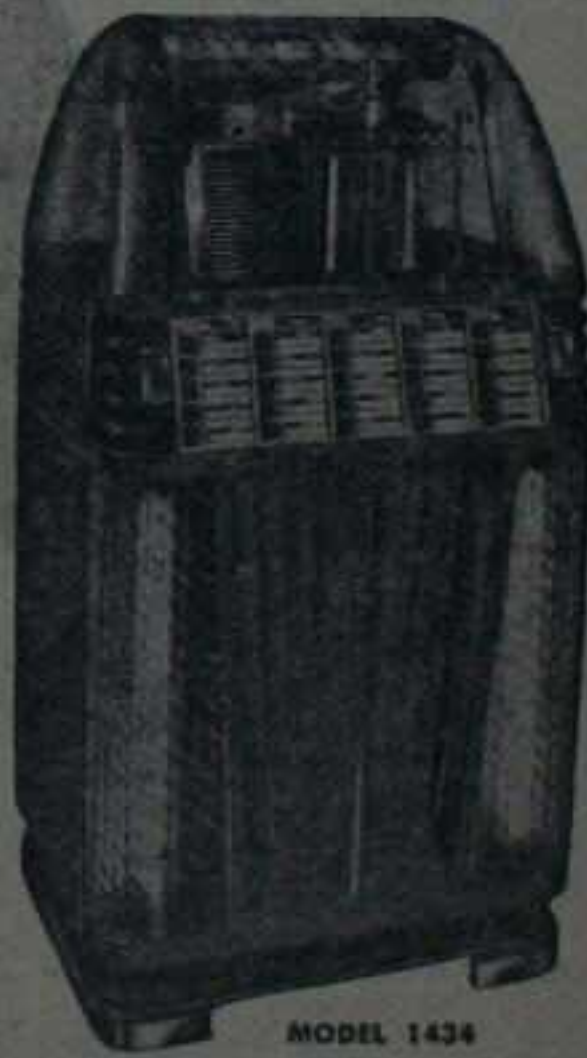
All Rock-Ola Rocket phonographs
are set at the factory for one play
10c and three plays 25c. Easily
adjusted to any other combination
desired.

Now on Display in
Our Showrooms

STEWART NOVELTY CO.

140 E. 2ND, SOUTH

SALT LAKE CITY, UTAH



MODEL 1434

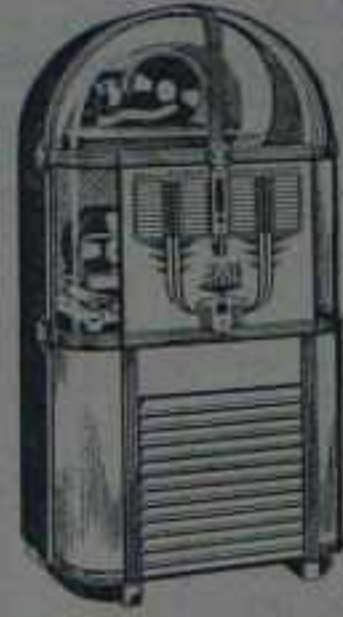
ROCK-OLA
Rocket

To help you make more money

All Rock-Ola Phonographs are set at
the factory for ONE PLAY 10c and
THREE PLAYS 25c. Easily adjusted
to any other combination desired.



ROCK-OLA MFG. CORPORATION
800 North Kedzie Avenue
Chicago 51, Ill.



within arm's reach

Quick Dollars

When you receive your new "C's", you just can't get these machines out fast enough. Patrons in all your spots want to play it. Its phenomenal coin attracting ability is based on its cleancut design, its endearing and enduring character, its flair for life and action.

Service Savings

Money is money in whatever form you pick it up. Save on breakdowns, save on servicemen's time making adjustments and collector's time making collections and changing records. All this healthy reduction of overhead is EXTRA CASH MONEY for you!

Leisure & Satisfaction

Model "C" proves that music operating can be a joy, that business is something which can be forgotten during off hours. A route of "C's" delivers personal freedom—lots of leisure time in which to relax and enjoy yourself, your home and your family.

AMI Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

State Tax Calendar

Continued from page 73

Louisiana
September 1—Soft drinks reports due.
September 15—Soft drinks reports due. Tobacco reports due.
September 20—Sales tax reports and payment due.

Maine
September 15—Tax reports and payment due.

Maryland
September 10—Admissions tax due.
September 15—Personal income tax third installment due. Sales tax reports and payment due.

Massachusetts
September 15—Sales tax reports and payment due.
September 20—Cigarette tax reports and payment due.

Michigan
September 15—Sales tax reports and payment due.
September 20—Cigarette tax reports payment due.

Minnesota
September 15—Corporate income tax second installment due. Corporate income tax third installment due (over \$30). Personal income tax second installment due. Personal income tax third installment due (over \$30).
September 20—Cigarette sales tax reports and payment due. Cigarette use and storage tax reports and payment due.

Mississippi
September 10—Admissions tax reports and payment due.
September 15—Corporate income tax third installment due.

Personal income tax third installment due. Sales tax reports and payment due. Tobacco reports from manufacturers, distributors and wholesalers due.

Missouri
September 30—Soft drinks inspection fee reports and payment due.

Montana
September 10—Cigarette tax stamp payment due.

Nebraska
September 10—Cigarette reports from distributors due.

Nevada
September 15—Cigarette reports from wholesalers due.

New Jersey
September 20—Cigarette tax reports and payment due.

New Mexico
September 20—Cigarette reports from retailers supplying passenger carriers due.

North Carolina
September 15—Corporate income tax third installment due. Personal income tax third installment due. Sales tax reports and payment due.

North Dakota
September 10—Cigarette reports from distributors due.
September 15—Cigarette use tax reports and payments due.
September 20—Tangible and intangible personal property tax

Oklahoma
September 10—Cigarette reports from wholesalers, retailers and vending machine owners due. Sales tax reports and payment due. Tobacco reports from wholesalers, jobbers and warehousemen due.

Rhode Island
September 10—Cigarette reports from distributors and dealers due.
September 20—Sales tax reports and payment due.

South Carolina
September 10—Admissions tax reports and payment due (last day). Soft drinks reports due.
September 15—Corporate income tax third installment due. Personal income tax third installment due. Property tax installment due.
September 20—Sales tax reports and payment due.

Tennessee
September 20—Sales tax reports and payment due.

Texas
September 5—Cigarette reports from solicitors due.
September 10—Cigarette reports from distributors due.
September 25—Prizes and awards of theater tax reports and payment due.

Utah
September 15—Excise (income) tax third installment due. Sales tax reports and payment due.

Vermont
September 15—Corporation income tax third installment due. Personal income tax third installment due.

Washington
September 15—Cigarette wholesalers' report due. Cigarette out of State invoices due. Gross income tax reports and payment due. Sales tax reports and payment due.

West Virginia
September 10—Soft drinks tax reports and payment due.
September 15—Cigarette use tax reports and payment due. Sales tax reports and payment due.

Wisconsin
September 10—Cigarette reports from wholesalers and manufacturers due.

Wyoming
September 15—Sales tax reports and payment due.
September 20—Cigarette reports due.

PROVEN

ON
LOCATION!

The Most
Beautiful
Small Music Box
You Can Buy



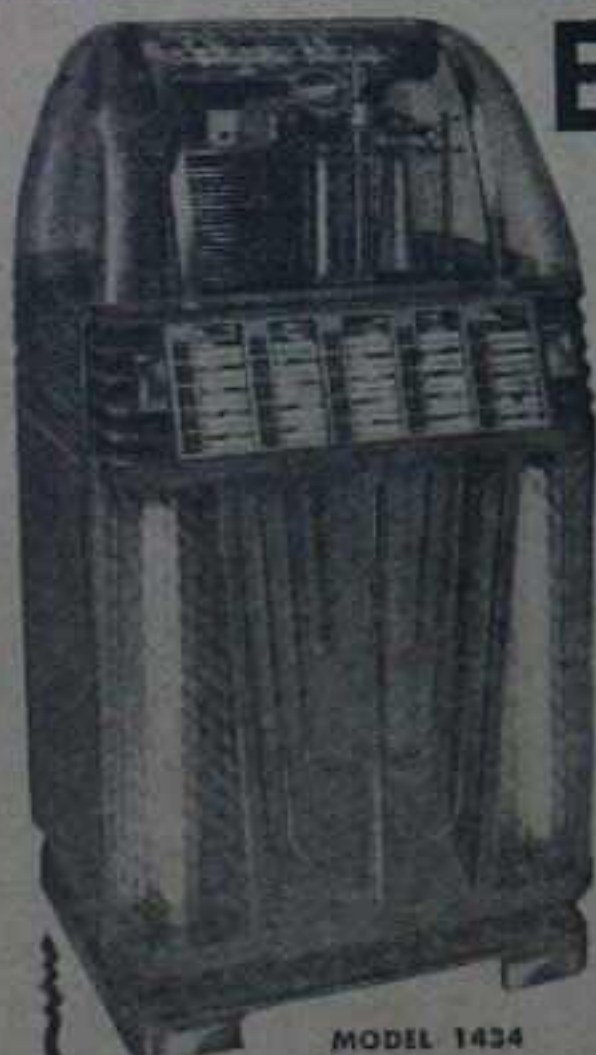
RISTAUCRAT S-45

Here's the winner for hundreds of locations that can't pay out on a large juke box. The smart eye-catching S-45 is LOCATION PROVEN . . . it's making profits right now for smart operators in spots like taverns, restaurants, drug stores, hot dog stands and hundreds of similar locations.

Still making the 2 for 5c non-selective 45.

Contact
Your
Local
Distributor

RISTAUCRAT, Inc.
1216 E. Wisconsin Ave. Appleton, Wis



MODEL 1434

Now on Display in Our Showrooms

FRANCO DISTRIBUTING COMPANY
24 NORTH PERRY, MONTGOMERY, ALA.

ESPECIALLY DESIGNED
FOR THE OPERATORS
WHO KNOW AND WANT
THE BEST
SEE THE NEW ROCK-OLA
Super ROCKET '52-'50

OPERATORS—All Rock-Ola Phonographs are set at the factory for one play 10c and Three plays 25c. Easily adjusted to any other combination desired.



DON'T JUMP! COME IN TODAY FOR



BIGGER PROFITS, LESS
SERVICE CALLS
SEE THE NEW ROCK-OLA
Super
ROCKET '52-'50



OPERATORS

All Rock-Ola Rocket phonographs are set at the factory for one play 10c and three plays 25c. Easily adjusted to any other combination desired.

MODEL 1434

Now on Display in Our Showrooms

SOUTHERN MUSIC DISTRIBUTING CO.

503 W. Central Ave.

Orlando, Fla.



HEY! SEE IT TODAY!

BIGGER PROFITS, LESS
SERVICE CALLS
SEE THE NEW ROCK-OLA
Super
ROCKET '52-'50



OPERATORS

All Rock-Ola Rocket phonographs are set at the factory for one play 10c and three plays 25c. Easily adjusted to any other combination desired.

Now on Display in
Our Showrooms



MODEL 1434

BILL DOYLE & CO.

330 BOND AVE. N.W.

GRAND RAPIDS, MICH.

Money in the Cash Box Proves that

THE **48** SELECTION

WURLITZER

— Pays Best

"I'll take 48 selection, All-Speed Wurlitzers. When a phonograph has more than 48 selections, the 8 or 10 top tunes, which get 75% of the play, lose their pulling power—and that loss in play is not made up by extra play on the other records."

H. A. SCHAFFNER

528 Ridge St.
Alton, Illinois



The Rudolph Wurlitzer

Company • North Tonawanda, New York

**MUSIC SYSTEMS, Inc.
MIDSUMMER
SPECIALS**

SEEBURG
147S--\$169

SEEBURG
147M--\$189

SEEBURG
146M \$159

SEEBURG
146S \$139

WURLITZER
1015--\$195
1250--\$450

ROCK-OLA
1422--\$125
1426--\$159

**WRITE-WIRE
PHONE**

**IMMEDIATE
DELIVERY**

1/3 Deposit
Bal C.O.D.
Crating \$7.50
Extra

MUSIC SYSTEMS, INC.

Detroit, Mich.
10217 Linwood

Grand Rapids, Mich.
245 N. Division

Cleveland, O.
2600 Euclid

Toledo, O.
1302 Jackson

**• Rhythm & Blues
Record Releases**

• Continued from page 28

Grape Vine—L. Millinder (No One) King 447b
 Meh Little Girl—Billy Wright (Gotta Find) Savoy 810
 He's Got to Go—Freddie Mitchell (Please Come) Derby 767
 I Can't Stop Loving You—Joe Bailey (Ward) Federal 12035
 I Rule My House—G. Willis (I Tried) Okeh 6810
 I Shouldn't Cry (But I Do)—T. Rhodes O.K. (Gin, Gin) King 4469
 I Tried—C. Willis (I Rule) Okeh 6810
 Inflation Blues—George Vano (Darkness Blues) Savoy 811
 Little Girl, Little Girl—Paul Gayten (Baby I'm) Regal 3329
 Lonesome—Big Trio (Violent Love) Okeh 6807
 Love Me Pretty Baby—Max Bailey (Sorry Girl) Coral 65060
 Masquerade Is Over—Betty McLaurin (Shuffle Express) Derby 766
 Night You Said Goodbye—Four Deep Tones (When the) Coral 65062
 No One Else Could Be—L. Millinder O.K. (Grape Vine) King 447b
 Once in a Lifetime—Thomas Ridgley (Anything But) Dec 48226
 Orphan Boy Blues—Sunnyland (When I) Regal 3327
 Please Come to Mama—Freddie Mitchell (He's Got) Derby 767
 Rambling Mama—Blow Top Lynn (Real Fruit) V45150-0139
 Real True Girl—Blow Top Lynn (Rambling Mama) V45150-0139
 Rockin' Chair Blues—Paul Williams (Summer's Hop) Savoy 814
 Shuffle Express—Eddie Wilcox (The Masquerade) Derby 766
 Since You've Been Away—The Swallows (Wishing for) King 4466
 Sinners' Hop (Part 1)—Paul Williams (Rockin' Chair) Savoy 814
 Sorry Girl Blues—Max Bailey (Love Me) Coral 65060
 Shavetail—Eddie Vinson (Wrong Girl) Mer 8244
 Tell the Lady I Said Goodbye—Johnnie Ray (Whiskey and Gin) Okeh 6809
 This Love of Mine—E. Williams (Beware) Okeh 6812
 Violet Love—Big Three Trio (Lonesome) Okeh 6807
 V-8 Baby—Tommy Brown (Double Faced) Savoy 813
 When the Saints Go Marching In—Four Deep Tones (The Night) Coral 65062
 When I Was Young—Sunnyland Slim (Orphan Boy) Regal 3327
 Whiskey and Gin—Johnnie Ray (Tell the) Okeh 6809
 Wishing for You—Swallows (Since You've) King 4466
 Would You Like to Know About Heaven—Joe Bailey (I Can't) Federal 12035
 Wrong Girl Blues—Eddie Vinson (Shavetail) Mer 8244

**FOLK TALENT
AND TUNES**

• Continued from page 26

Lokey promoted 10,000 payees at the last event earlier in the summer.

Bill Angel, KFDX, Wichita Falls, Tex., reports that Mike Hervey has taken over one of the station's daily h.b. d.j. slots.

D. M. Dwelley, KSUE, Susanville, Calif., is highlighting one old tune per day and getting good response.

Smokey Smith, KRNT, Des Moines, is working and promoting an appearance by a Grand Ole Opry troupe at a Des Moines drive-in.

Rocky Rauch, KTLN, Denver, is taking phone requests on his morning show and reports big reaction.

Uncle Don Andrews, WSGW, Saginaw, Mich., was honored by his fan club with a big picnic July 22.

Ann Jones, WOAY, Oakhill, W. Va., reports that Lester Flatt and Earl Scruggs (Columbia) are still touring and spent a week at the station late in July.

**THE BILLBOARD Index
of Advertised Used
Machine Prices**

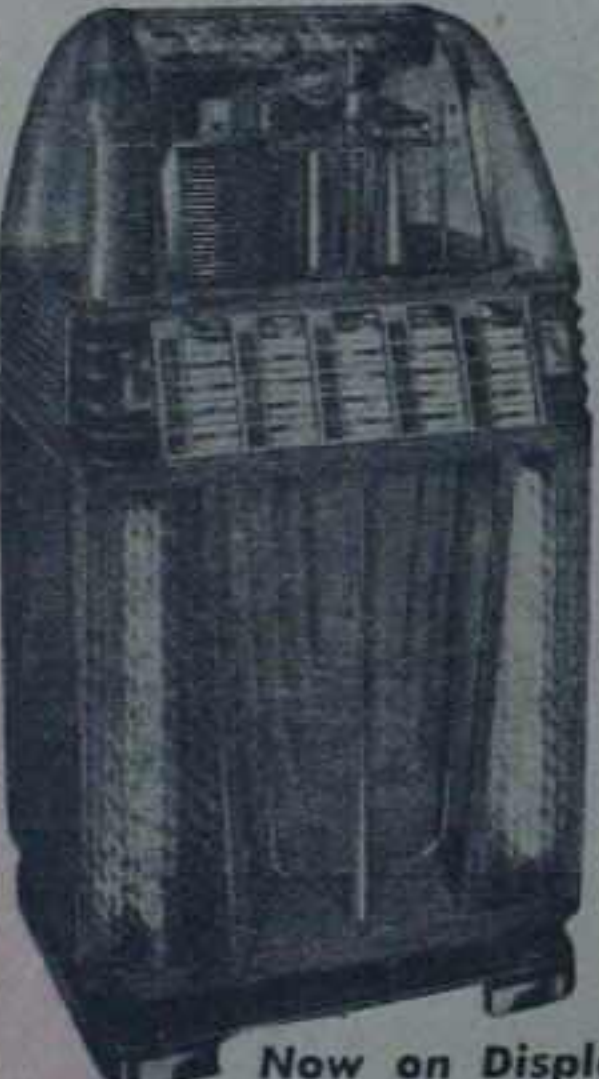
• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of August 11	Issue of August 4	Issue of July 28	Issue of July 21
AIREON				
Blonde Bomber				\$75.00
Coronet	\$150.00	\$150.00	\$150.00	144.50 150.00
Deluxe	49.00	49.00		49.00
Fiesta	125.00	125.00	125.00	75.00 125.00
1200	25.00			
AMI				
Model A	319.00 337.00		319.50 350.00	349.00 350.00
Model B	429.00(2)	399.50(2)	339.50 439.00	339.50 449.00
MILLS				
Constellation	169.50			159.00
Empress	39.00 39.50	39.00	39.00 69.50	39.00 39.50
Throne			59.50	39.50 50.00
PACKARD				
Manhattan	149.00	149.00	149.00	149.00 149.50
Model				49.00
7	79.50	79.50	79.50	79.50
RISTAUCRAT				
45	95.00	95.00	95.00	95.00
ROCK-OLA				
Commando	25.00 39.00	39.00	39.00	39.50 49.50
Deluxe 39	65.00	65.00	65.00	39.50 50.00
Master 40	65.00	65.00	65.00	39.50 50.00
Playmaster	64.50 69.00	64.50 69.00	64.50 69.00	64.00 65.50
Standard 39			79.50	39.50 50.00
Super 40	49.50	49.50	49.50 59.50	39.50 49.50
41	65.00	65.00	65.00	65.00
46	175.00	175.00	175.00	175.00
47	225.00	225.00	225.00	225.00
1418	49.50	49.50	49.50	49.50
1422	125.00 129.00	125.00 129.00	125.00 129.00	124.50
	130.00 149.50			129.50(2)
				129.50 144.50
1424		169.00	169.00	
1426	150.00 159.00	199.00	199.00	175.00 179.00
	189.00			199.00
SEEBURG				
Casino	25.00			39.50
Classic	59.00	59.00	59.00	39.50 45.00
Colonel	25.00 49.50	49.00 59.00	49.50 59.00	45.00 49.50(2)
	59.00		69.50	59.00 64.50
Commander				39.50
Empire	49.50 69.00	49.50 69.00	49.50 79.00	49.50(2) 79.00
Gen	49.00	49.00	49.00	39.50 45.00
				49.00
Hi Tones	49.50	49.50	49.50	49.50
H-146 M Hideaway	159.50 219.00	219.00	189.50 219.00	229.00
H-147 M Hideaway		189.50		
H-148 M Hideaway	219.50 259.00	289.00	239.50 239.00	229.00
H-246 M Hideaway	175.00 259.00	259.00	199.50 259.00	175.00 269.00
Hightone ES	59.00	59.00	49.00	59.00
Letone				65.00 69.50
Major	59.00	59.00	59.00	45.00 59.00
Piazza	25.00			
Regal	49.00	49.00	49.00 49.50	39.50 59.00
Royal				39.50
Vogue	25.00			39.50 45.00
				64.50
47M		319.50	339.50	215.00
M 48 (Blonde)	150.00			339.00
146				150.00 179.50
146 M	159.00 239.00	169.00 219.50	169.00 199.50	219.00 239.00
		239.00	239.00	
146 S	139.00	150.00	150.00(2)	199.00
147				248.50
147 M	189.00 235.00	195.00 279.00	195.00 229.50	249.00 299.00
	279.00			
147 S	169.00	175.00	175.00	224.00
148 M	349.00	349.00	349.00	369.00
148 M1	369.00	369.00		375.00 399.00
148 S	335.00			
1941 RC Special	79.00	79.00	79.00	69.50 89.00
1946 RC Special	249.50	249.50	249.50	249.50
1947 RC Special	274.50	274.50	274.50	274.50
8800	25.00 75.00	75.00	75.00 79.50	75.00
9000	25.00 85.00	85.00	85.00	85.00
WURLITZER				
24	25.00			50.00
61	50.00	50.00	50.00	50.00
71	75.00	75.00	75.00	75.00
500	35.00 45.00	49.00 49.50(2)	49.00 49.50	49.50(2) 50.00
	49.50 65.00	65.00	59.50 65.00	59.00 65.00
500 A	25.00			75.00
600	75.00	49.50 75.00	75.00	50.00 75.00
600K	49.00	49.00	49.00	49.50 59.00
600R	35.00 49.00	49.00	49.00	54.00
616	25.00 79.50	79.50		39.50 79.50
700	70.00 79.50	79.50(2)		69.50 79.50
				85.00
750	109.50 119.00	109.50 119.00	109.50 119.00	89.50 100.00
				119.00 124.50
750E	80.00	75.00 99.50		99.50
760	89.00	89.00	89.00	89.00
780E	89.50		129.50	
800	79.00	79.00	89.00 89.50	69.50 89.00
				100.00
850	25.00 58.00	44.50 59.00	69.00 89.50	44.50 69.00
	59.00 60.00			69.50 85.00
950	25.00 49.50	49.50 75.00	49.50 75.00	49.50 64.50
	75.00		99.50	75.00
1015	195.00(2)	195.00 185.00 195.00(3)		199.50(2)
	199.00 199.50	199.50(2)		209.50 219.50
	219.00 225.00	209.50 219.50	225.00(2) 229.00	229.00(2)
	250.00	225.00 229.00	275.00	275.00
		250.00		
1017	239.50	239.50	239.50	239.50
1080	229.00	229.00	185.00 229.00	219.00 229.00
				249.50
1100	369.00 374.50	339.50 358.00	339.50 349.00	339.50 364.00
	375.00	369.00 374.50	365.00 369.00	374.50 375.00
			374.50 375.00	379.00
1250	450.00 489.00	450.00 489.00	450.00 495.00	459.00 524.00
			525.00	539.50
Victory	39.00	39.00	39.00	39.00

**OPERATORS . . . ARE YOU WORRIED!
THEN YOU'LL WANT**



**BIGGER PROFITS, LESS
SERVICE CALLS
SEE THE NEW ROCK-OLA**

**Super
ROCKET '52-'50**

OPERATORS
All Rock-Ola Rocket phonographs are set at the factory for one play 10c and three plays 25c. Easily adjusted to any other combination desired.

MODEL 1434

Now on Display in Our Showrooms

MALLORY DISTRIBUTING CO.

630 Baronne St.

New Orleans, La.

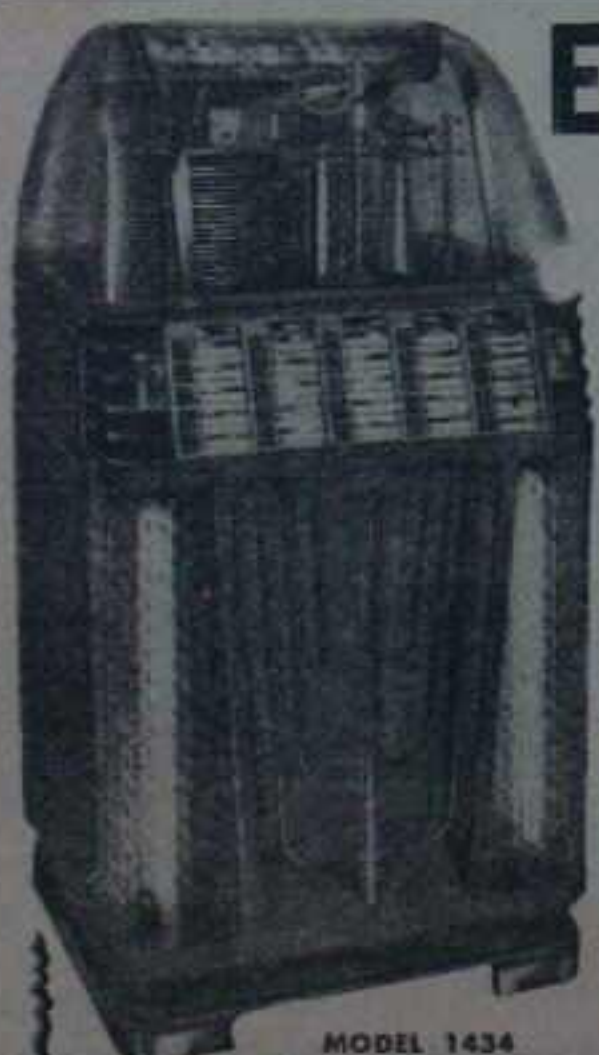
ESPECIALLY DESIGNED

**FOR THE OPERATORS
WHO KNOW AND WANT
THE BEST**

SEE THE NEW ROCK-OLA

Super ROCKET '52-'50

OPERATORS—All Rock-Ola Phonographs are set at the factory for one play 10c and Three plays 25c. Easily adjusted to any other combination desired.



MODEL 1434

Now on Display in Our Showrooms

H. M. BRANSON DISTRIBUTING COMPANY

514 SOUTH SECOND ST.

LOUISVILLE 2, KENTUCKY



"SHOOT THAT TIGER" - New 10c Game!



Brand new and low priced! Coin operated shuffle game WITH MOVING ANIMAL TARGETS. 10c play, for amusement only. 4 1/2 feet long, 2 ft. wide. Immediate delivery.

\$99.50

Anyone in the tavern game business knows that a new 10c game at this price will quickly set off the hot and make some true profits. Beautifully made of quality materials. Automatic puck return. Player slides the puck to hit exactly when the moving target passes the bull's eye. Electric scoreboard goes to 5 million. Electric tiger, lion, etc., across top. Sturdy construction; any into any AC outlet. Entire mechanism in scoreboard section. Newly manufactured, not used or reconditioned.

Webb Corp. 4958 WEST CHICAGO AVENUE CHICAGO 51, ILL. PHONE CO. 1-0740

Buffalo Cracks

Continued from page 68

and was released on \$2,500 cash bail. Winfield was released on \$50,000 bail, reduced from \$100,000.

Name Buffalo Officials

Indicted this week were four members of the city council, the deputy police commissioner, three police captains, the Democratic State committeemen, the present license director and a former license director. The indictments charge conspiracy, bribery, taking of unlawful fees and extortion.

The indictment naming the council members charges that before January, 1950, two of the councilmen conspired with officers and members of the Buffalo Amusement Operators' Association and its successor, the Western New York Operators' Association.

The indictment charged that WNYOA received \$7 per machine per month from its members, but that \$6 of this amount was not entered on the books. (Internal revenue officials announced this week they intended investigating this angle.)

\$10,000 Per Month

An affidavit submitted by Assistant District Attorney Leonard Finkelstein, in connection with the setting of bail for Winfield, charged that Winfield received approximately \$10,000 a month as president of the operators' association. This money came from the per-machine assessments of operator members, the affidavit stated.

None of the defendants sentenced and fined this week were members or officers of the WNYOA. They were Sidney Cohen, who described himself as a theater owner; William Marchese, who described himself as a vending machine operator; Willard Abel, amusement operator, and Joseph Ryan, an amusement operator. Marchese and Abel were indicted individually and as doing business under the name Trio Amusement Company. The men received sentences ranging from four to six months and were fined \$500 each.

Distrib Squeeze

Continued from page 68

achieve a leading position in French distribution circles. The firm has also laid the groundwork for solid operations in games and music.

Franco-Americaine now has almost 200 pins in its own Paris route. With the play rate 10 francs (about 3 1/2 cents), machines gross an over-all average of about \$2 a day. Of this amount half is left with the location, normally a bar or cafe, as commission.

The company has also started a juke box route with placements concentrated among the all-night bistros in the Mont Martre district. Juke grosses are about \$1 daily, Montus said, and commissions paid to locations average 20 per cent.

Royalties

One reason for the relatively low commission rate on music is the royalty requirement on juke disks, Montus noted. Copyright owners get about \$7 a month in royalty payments per machine, he said.

Distribution activities of Franco-Americaine are centered in Paris, with smaller numbers of machines going to operators in Marseille, Lille and Bordeaux. But Montus is mapping expansion into other cities and along the French Riviera. His imports are handled here thru the Ameropa Trading & Shipping Company.



HEY! WE'VE GOT IT!

BIGGER PROFITS, LESS SERVICE CALLS
SEE THE NEW ROCK-OLA

Super
ROCKET '52-'50



OPERATORS

All Rock-Ola Rocket phonographs are set at the factory for one play 10c and three plays 35c. Easily adjusted to any other combination desired.

Now on Display in Our Showrooms



MODEL 1434

SEACOAST DISTRIBUTORS, INC.

1200 NORTH AVE. Bigelow 8-3524 ELIZABETH, N. J.
EXCLUSIVE DISTRIBUTORS FOR NEW YORK AND NEW JERSEY

YOUR RELIABLE DISTRIBUTOR

RECONDITIONED 5-BALLS

- Buccanner \$45.00
- Alice in Wonderland 45.00
- Humpty Dumpty 30.00
- Build Up 35.00
- Sally 30.00
- Summertime 30.00
- Rondeyoo 30.00
- Wisconsin 30.00
- Cinderella 30.00
- Majors 35.00
- Grand Award 55.00
- Yanks 30.00

- Four Horsemen \$145.00
- Knockouts 150.00
- Dreamy 115.00
- Telecard 50.00
- Bank-a-Ball 85.00
- Dew-Wa-Ditty 40.00
- Gin Rummy 100.00
- Madison Sq. Garden 140.00
- Aquacade 50.00
- Nevada 25.00
- Robin Hood 35.00

ONE-BALL CLOSEOUTS

- Photo Finish \$175.00
- Champion 200.00
- Citation 125.00

WILLIAMS MUSIC MITES
with stands
WRITE FOR PRICE

NEW EQUIPMENT

UNITED ABC—UNIVERSAL 3 STAR—NEW KEENEY ELECTRIC CIGARETTE VENDORS.

Write for complete list and prices of Arcade Equipment, Cigarette Vending Machines, Coin Counters and Changers

AMERICAN AUTOMATIC COIN MACHINES & SUPPLY CO.
TELEPHONE: CApitol 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

SEEBURG 146

S, W or M
\$195.00



Exclusive Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

735 S. Brook St., Louisville 3, Ky. 1000 Broadway Cincinnati, Ohio
240 Jefferson St., Lexington 2, Ky. 3011 E. Maunee Ave., Ft. Wayne 4, Ind.
129 W. North St., Indianapolis, Ind.

FOREIGN BUYERS!

NOW DELIVERING

WILLIAMS
HAYBURNERS

OAK
ACORN BALL GUM VENDOR

Great New Pin Game

WRITE TODAY FOR FREE EXPORT PRICE LIST AND HANDY ORDER FORMS.
WE HAVE SATISFIED CUSTOMERS ALL OVER THE WORLD

INTERNATIONAL AMUSEMENT CO.

5 Parkhurst Street, Newark 2, New Jersey
EXPORTERS • Bigelow 8-9707 • IMPORTERS

IN USED PHONOGRAPHS, ATLAS SETS THE STANDARD FOR QUALITY AT REASONABLE PRICES.

WE CHALLENGE THE INDUSTRY TO MATCH THE EXCELLENCE OF OUR PHONOGRAPH RECONDITIONING AND REFINISHING OR TO OFFER AS GOOD EQUIPMENT FOR AS LITTLE AS—OR LESS THAN—OUR PRICES! DON'T BE MISLED.

THE FOLLOWING ARE COMPLETELY RECONDITIONED, REFINISHED AND THOROUGHLY TESTED:

- 5c-10c-25c SEEBURG W.O.M. (Postwar) \$47.50
- SEEBURG 146 \$195.00 WURLITZER A.M.I. "B" \$475.00
- WURLITZER 1015 225.00 1250 \$495.00 A.M.I. "A" 345.00

Above Equipment—AS IS—complete with all parts, but NOT reconditioned or refinished. Available as SPECIAL DISCOUNTS. Write.

ATLAS MUSIC COMPANY

2102 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: ARmitage 6-5005

WANT

Pin Ball, Console, Music Mechanic, \$100.00 per week. Experienced, references, full details.

MERIT MUSIC SERVICE

940 Linden Ave. Baltimore 1, Md.

WANTED

Man or Woman to run new Seeburg and Wurlitzer Pinne Record Route. Must be able to type and drive auto, take complete charge of records. State qualifications. Give reference and salary expected. The route is located in Southern Ohio.

BOX D-71, c/o The Billboard
2140 Patterson St. Cincinnati 22, Ohio

NEW MERCURY ATHLETIC SCALES



This sensational proven Penny Athletic Scale has made a hit throughout the country. Our new model is completely redesigned and is now being offered at a new low price, finished in a variety of colors. Write us for distributors prices and all other information. Place orders now for early delivery.

Write, wire or phone.

GREAT LAKES SYSTEM

Phone: Grand Blanc 275
C-3274 S. Dort Hwy, Flint, Michigan

LOOK AT THESE

ATLANTIC SPECIALS!

SEEBURG 146's
at \$150.00

WURLITZER 1015's
at \$195.00

AMI "A"
at \$325.00

Don't Wait! All Orders Filled in Rotation!

IMMEDIATE DELIVERY!

WRITE, WIRE, PHONE!

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

Crating \$7.50 Extra.

Atlantic New York CORPORATION

Exclusive SEEBURG Distributors

583 10th Avenue New York 18, N. Y.
CHickering 4-0700

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

REAL BUYS
at the
RIGHT PRICE!



All games are cleaned, checked and ready for action. You know you can buy with confidence!

JOE ASH

Banjo	34.50	Majors	44.50
Blue Skies	39.50	Maryland	39.50
Build Up	34.50	Nifty	139.50
Cinderella	34.50	Old Faithful	114.50
College Daze	99.50	Playball	39.50
Dew-Wa-Ditty	39.50	Genco Rocket	109.50
De-Icer	109.50	Robin Hood	34.50
Dallas	69.50	Sally	34.50
Freshie	39.50	Select-a-Card	39.50
4 Horsemen	139.50	St. Louis	89.50
Just 21	59.50	Sweetheart	109.50
Knockout	139.50	Telecard	44.50
Lucky Inning	84.50	Tri Score	109.50

SPECIAL
NEW GAME CLOSEOUTS
WRITE OR CALL FOR PRICE

1/3 Dep., Bal. C.O.D., F.O.B. Phila

ACTIVE
AMUSEMENT MACHINES CO.

666 N. Broad Street, Philadelphia 30, Pa.
Phone: Fremont 7-4495

"You can always depend on Active—ALL WAYS"

METAL TYPER MACHINES



Crutchen or Standard
Rebuilt, Reconditioned Like New
All Work Guaranteed
Write for Prices

We carry in stock all parts and finest Alu-minum Discs.

STANDARD METAL TYPER CO.
1316 N. Western Ave. Chicago 22, Ill

100%
Return privilege within 10 days if not satisfied with our recon-ditioned equip-ment.

WURLITZER 616

Fully repaired. Perfect condition. Ready for location.
\$79.50 crates

1/3 With Order Balance C.O.D. Send for Complete List.

DAVID ROSEN
Exclusive A.M.I. Dist. Ea. Pa.
855 N. BRAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

FOR SALE
NEW MILLS BLUE BELLS
NEW WATLING ROL-A-TOPS
ALSO USED MILLS AND WATLINGS
Make an offer
THE OHIO NOVELTY CO.
ASHLAND, OHIO PHONE 10801

WANTED TO TRADE
Wurlitzer Model 1250 Phonographs for Free Play Turf Kings and Cozi Towns
LIEBERMAN MUSIC COMPANY
257 Plymouth Ave. No. Minneapolis Minnesota

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of August 11	Issue of August 4	Issue of July 28	Issue of July 21
Advance Rolls (Genco) (roll-down)	\$39.50	\$35.00	\$39.50	\$30.00
Alli Babi (Gottlieb)	45.00	49.50	39.50	49.50
Alice in Wonderland (Gottlieb)	39.50	45.00	39.50	45.00
Aquacade (United)	44.50	50.00	59.50	50.00
Arizona (United)	89.50	109.50	100.00	85.00
Baby Face (United)			45.00	50.00
Ballerina (Bally)			29.00	29.00
Bally Ho (Bally)	29.00		29.00	29.00
Band Leader (Keeney)			59.50	59.50
Bango (Chicago Coin)	49.50	49.50	49.50	49.50
Banjo (Exhibit)	34.50	25.00	34.50	34.50
Bank-a-Ball (Gottlieb)	85.00	85.00	85.00	85.00
Barnacle Bill (Gottlieb)			59.50	44.50
Basketball (Gottlieb)	79.50	109.00	99.50	109.00
Be-Bo (Exhibit)	114.50	114.50	114.50	114.50
Beach Club				
Bermuda (Chicago Coin)		20.00	25.00	29.50
Big Top (Genco)	75.00	79.50	79.50	59.50
Black Gold (Genco)	44.50	50.00	69.50(2)	69.00
Blue Skies (United)	69.00	69.50(2)	79.50	85.00
Bomber (Chicago Coin)	199.50		145.00	204.50
Boston (Williams)	95.00	104.50	79.50(2)	104.50
Bowling Champ (Exhibit)	75.00		69.50	75.00
Buccanner (Gottlieb)	45.00	69.50	45.00	54.50
Buffalo Bill (Gottlieb)	95.00		69.50	74.50
Buttons and Bows (Gottlieb)	59.00	79.50	75.00	79.50
Camel Caravan (Genco)	79.50	84.50	123.00	123.00
Canasta (Genco)	59.50	119.50	67.50	75.00
Carnival (Bally)	69.50	69.50(2)	44.50	69.50(2)
Carolina (United)	44.50		54.50	69.00
Catalina (Chicago Coin)	25.00	29.50	25.00	29.50
Champion (Bally)	62.50	79.50	79.00	149.50(2)
Cinderella (Gottlieb)	175.00	200.00	80.00	99.50
Circus (Exhibit)	69.50	69.50	72.50	99.50
Citation (Bally)	60.00	74.50	125.00	134.50
Cleopatra (Marvin)			69.50	69.50
College Daze (Gottlieb)	95.00	99.50(2)	99.50	104.50
Coney Island (Exhibit)			34.50	34.50
Contact (Exhibit)			50.00	50.00
Control Tower (Williams)			169.50	169.50
Cover Girl (Gottlieb)	45.00		45.00	50.00
Cover Girl (Keeney)	24.50		30.50	30.50
Crazy Ball (Chicago Coin)	29.50	39.00	29.50	34.50
Daily Races (Gottlieb)	15.00		74.50	75.00
Dallas (Williams)	79.50(2)		79.00	79.50(3)
De-Icer (Williams)	109.50	114.50	109.50	109.50
Dew-Wa-Ditty (Williams)	39.50(2)	40.00	39.50	40.00
Double Feature (Gottlieb)	75.00	145.00	129.50	145.00
Double Shuffle (Gottlieb)	89.00	94.50	79.50	89.00
Dreamy (Williams)	115.00	115.00	115.00	119.50
El Paso (Williams)	79.50	79.50	69.50	75.00
Fiesta (Chicago Coin)	19.50		79.50	90.00
Fighting Irish (Chicago Coin)	110.00	139.50	125.00	125.00
Fighting Phils			44.50	44.50
Floating Power (Genco)	34.50	69.50(2)	64.50	69.50
Flying Saucers (Genco)	112.50	129.00	125.00	129.00
Four Horsemen (Gottlieb)	139.50	145.00	139.50	145.00
Football (Chicago Coin)	49.50	79.50	79.50(2)	95.00
Freshie (Williams)	74.50	89.50	89.50	99.50
Georgia (Williams)	110.00		125.00	130.00
Git Rummy (Gottlieb)	100.00	100.00	100.00	110.00
Gizmo (Williams)			44.50	44.50
Gold Cup (Bally)	45.00	64.50	79.50	84.50
Golden Gloves (Chicago Coin)			84.50	89.50
Gondola (Exhibit)			110.00	110.00
Grand Award (Chicago Coin)	55.00	59.00	49.50	55.00(2)
Happy Go Lucky (Gottlieb)	69.50	69.50	69.50	69.50
Harvest Moon (Bally)	87.50		125.00	125.00
Harvest Time (Genco)				
Hawaii (United)	19.50		24.50	24.50
Hit Parade (Gottlieb)	29.50	29.50	29.50	39.50
Holiday (Chicago Coin)			75.00	75.00
Hot Rod (Bally)	139.00	149.50	75.00	139.00

	Issue of August 11	Issue of August 4	Issue of July 28	Issue of July 21
Humpty Dumpty (Gottlieb)	\$29.50	\$30.00	\$15.00	\$25.00
Irish Poker	99.00	99.00	99.00	99.00
Jack 'n' Jill (Gottlieb)			49.00	49.50
Jamboree (Exhibit)			25.00	65.00
Jockey Special (Bally)	54.50	64.50	34.50	54.50
Joker (Gottlieb)			150.00	150.00
Jimbo (Bally)			39.50	39.50
Just 21 (Gottlieb)	34.50	59.50	39.50	59.50
K. C. Jones (Gottlieb)	119.50	119.50	119.50	119.50
Kilroy (Chicago Coin)	16.50		17.50	19.50
King Arthur (Gottlieb)	69.50		120.00	120.00
King Cole (Gottlieb)	55.00		55.00	55.00
Knock Out (Gottlieb)	135.00	139.50	100.00	139.50
Lady Robin Hood (Gottlieb)	39.50	39.50	39.50	50.00
Liberator	75.00		75.00	75.00
Lucky Inning (Williams)	75.00	89.50	89.50	99.50
Lucky Star (Gottlieb)	99.50	109.50		109.50
Madison Sq. Garden (Gottlieb)	140.00	140.00	140.00(2)	140.00
Magic (Exhibit)	54.50	54.50	49.50	54.50
Major League Baseball (United)	39.50	39.50	34.50	39.50
Majors of '49 (Chicago Coin)	35.00	79.50	35.00	79.50
Mantolay (Keeney)			44.50	45.00
Manhattan (United)	22.50	25.00	39.50	22.50
Mardi Gras (Genco)	49.00	49.50	49.50	99.50
Maryland (Williams)	79.50(2)	99.50	79.50	99.50
Melody (Bally)			75.00	79.50
Mercury (Bally)	64.50	72.50	74.50	85.00
Merry Widow (Genco)	39.50	39.50	34.50	39.50
Minstrel Man (Gottlieb)	145.00	150.00	165.00	165.00
Monterrey (United)	22.50	45.00	24.50	45.00
Moon Glow (United)	39.50	49.50	39.50	49.50
Morocco (Exhibit)	49.50	35.00	49.50	60.00
Nevada (United)	25.00	25.00	25.00	25.00
Nifty (Williams)	139.50	144.50	144.50	145.00
Oasis (Exhibit)			135.00	149.50
Oklahoma (United)	64.50	95.00	79.50	99.50
Old Faithful (Gottlieb)			114.50	114.50
One, Two, Three (Genco)	59.00	59.50	59.50	59.50
Paradise (Gottlieb)	34.50	49.50	49.50	75.00
Photo Finish (Universal)	75.00	99.50	159.50	175.00
Pin Bowler (Chicago Coin)	135.00		135.00	135.00
Pinch Hitter (United)	34.50		59.00	60.00
Pinky (Williams)	135.00		160.00	160.00
Play Ball (Chicago Coin)	54.50	64.50	59.50	64.50
Playlans (Exhibit)			135.00	135.00
Playtime (Exhibit)			49.50	50.00
Puddin' Head (Genco)	69.50		49.50	50.00
Quarterback (Williams)	59.50	85.00	79.50	95.00
Rag Mop (Williams)	120.00		135.00(2)	135.00
Rainbow (Williams)	45.00		45.00	50.00
Ramona (United)	29.50	54.50	19.50	54.50
Rancho (Bally)			45.00	45.00
Rip Snorter (Genco)	64.50	99.50	99.50	99.50
Robin Hood (Gottlieb)	34.50	35.00	25.00	34.50
Rocket (Bally)	139.50	139.50	34.50(2)	35.00
Rocket (Genco)	114.50	114.50	79.50	99.50
Rockette (Gottlieb)	140.00		100.00	145.00
Rondvoo (United)	25.00	30.00	30.00	39.50
Round Up (Gottlieb)	69.50	79.50	74.50	79.50
St. Louis (Williams)			65.00	74.50(2)
Sally (Chicago Coin)	30.00	54.50	30.00	34.50
Samba (Exhibit)	97.50	97.50	55.00	55.00
Saratoga (Williams)	39.50	39.50	39.50	39.50
Screwball (Genco)	24.50	39.50	34.50	39.50
Select-a-Card (Gottlieb)	49.50	59.50(2)	64.50	69.50
Serenade (United)	65.00	85.00	54.50	60.00
Shanghai (Chicago Coin)	49.50	34.50	49.50	49.50
Shantytown (Exhibit)	109.00	119.50	119.50	109.00
Sharpshooter (Gottlieb)	44.50	99.50	89.00	95.00
Shoe-Shoe (Williams)			129.50	150.00
Shortstop (Exhibit)			25.00	29.50
Show Boat (United)			44.50	60.00
Singapore (United)			39.50	39.50
South Pacific (Genco)	59.50	89.50	89.50	119.50
Special Entry (Bally)			110.00	119.50
Speedway (Gottlieb)			125.00(2)	125.00(2)
Spinball (Chicago Coin)	25.00	29.50	29.50	29.50
Spot Bowler (Gottlieb)			115.00	115.00
Stardust (United)			49.50	49.50
Stormy (Williams)	29.50	25.00	29.50(2)	29.50
Summer Time (Gottlieb)	24.50	30.00	30.00	49.50
Sunny (Williams)	39.50	49.50	29.50	49.50
Super Hockey (Chicago Coin)	39.50	44.50	79.50(2)	79.50
Swanee (Exhibit)	59.50(2)	59.50(2)	79.50(2)	120.00
Sweetheart (Williams)	54.50	109.50	114.50	115.00
Sweepstakes	139.00		135.00	135.00
Tanzy (Chicago Coin)	105.00	109.50	35.00	79.50
Tampon (United)			79.50	105.00
Telecard (Gottlieb)	50.00	69.50	40.00	50.00
Temptation (Chicago Coin)	44.50	64.50	64.50	85.00
Tennessee (Williams)			29.50	29.50
Terry			34.50	34.50
Texas League (Keeney)	50.00	59.50	50.00	59.50
Ting (Chicago Coin)			119.50	119.50
Three Fishers (Genco)	44.50	79.00	79.00	95.00

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of August 11	Issue of August 4	Issue of July 28	Issue of July 21
ABC Bowler (Keeney).....	\$65.00 69.50	\$65.00 69.50	\$65.00 69.50	\$65.00 69.50
Baseball (Genco).....	99.50	99.50	99.50	99.50
Baseball (Nationwide).....	49.50	49.50	49.50	49.50
Bowl-A-Line (Electro-Came).....			85.00	
Bowlette (Gottlieb).....	34.50(2) 35.00	34.50 50.00	30.00 34.50	55.00 60.00
	50.00 55.00	55.00 69.50	58.00 69.50	69.50
Bowling Alley (Chicago Coin)	55.00 64.50	59.00 64.50	59.00 64.50	49.50w/p(2) 59.00 60.00 64.50
Bowling Classic (Chicago Coin)	139.00 139.50	129.50 139.00	139.00 139.50	139.00 139.50 140.00 145.00
Bowling League (Genco)....	34.50 35.00	34.50 35.00	34.50 35.00	
Deluxe Bowler (Williams)...	35.00 65.00	35.00 65.00	59.50w/p 65.00	75.00(2) 79.50
	69.50 75.00	75.00 79.50	79.50	
Double Bowler (Keeney)...	165.00 175.00	165.00 175.00	165.00(2)	165.00 175.00
Double Header (Williams)...	149.50(2)	145.00 149.50	149.50(2)	140.00 149.50(2)
	150.00			
Double Shuffle Alley (United)	79.50	79.50	79.50	79.50 94.50
	85.00w/p			
Double Shuffle Alley Express Rebound (United)...	229.50	229.50	229.50	229.50
Duck Pin (Keeney).....	97.50 155.00	155.00	129.50 155.00	159.00
Four Player Shuffle Alley (United).....	295.00	285.00 295.00	295.00	275.00 295.00
Glider (Genco).....	25.00 30.00	25.00 35.00	35.00 39.50	35.00 39.50
	39.50	39.50 49.50		
Hi Score Bowler (Universal)...	195.00	195.00		
Hook Bowler (Bally).....	250.00 255.00	250.00 265.00	265.00	275.00(3)
	275.00	275.00	275.00(2)	
King Pin (Keeney).....	65.00 69.50	65.00 85.00	74.50 85.00	77.50 85.00(2)
	85.00			
League Bowler (Keeney).....	275.00 285.00	285.00	275.00(2)	279.50 285.00
			279.50	
League Bowler (4-Player Rebound) (Keeney).....	270.00 275.00	275.00(2)	275.00	275.00
Lucky Striker (Keeney).....	85.00	85.00		
Pin Day (Keeney).....	27.50 34.50	34.50 35.00	29.50 34.50	29.50 34.50
	35.00			
Shuffle Alley (United).....	25.00(2) 34.50	19.50 25.00	34.50 39.50(2)	19.50 34.50
	39.50(2)	34.50 39.50(2)	59.50w/p	39.50(4)
	45.00w/p	59.50w/p		40.00w/p 59.50w/p
Shuffle Alley Express (United)	69.00 69.50(2)	69.00 69.50	69.00 69.50	69.50 74.50
	74.50 75.00	74.50 75.00	74.50 85.00	199.50
	199.50	199.50	89.50 119.50	
			199.50	
Shuffle Baseball (Bally)....	195.00			
Shuffle Baseball (Chi. Coin)...	65.00	65.00	65.00	
Shuffle Bowl (Exhibit).....	89.50	89.50	89.50	44.50 59.50 89.50
Shuffle Bowler (Bally).....	34.50 44.50	15.00 34.50	34.50 39.00	15.00 34.50
	45.00	44.50 45.00	44.50	45.00
Shuffle Bowler (United)....	145.00	145.00		
Shufflecade (United).....			170.00	
Shuffle Champs (Bally)....	89.00	89.00 89.50	89.00 99.50	89.50 95.00
Shuffle Jungle (Rock-Ola)....	49.50 55.00	55.00		
Shuffle Lane (Rock-Ola)....	39.50		25.00 34.50	34.50
Shuffle Lane (United).....	34.50	34.50	45.00	
Shuffle Pool (Nationwide)....	44.50	44.50	44.50	
Shuffle Skill (United).....	44.50	44.50	44.50	44.50
Shuffle Skipper (United)....	125.00 145.00	145.00 159.50	145.00 159.50	159.50
	159.50			
Single Shuffle Alley Rebound (United).....	199.50	199.50	199.50	199.50
Speed Bowler (Bally).....	59.00 59.50	55.00 59.00	59.00 69.50(2)	55.00 75.00
	69.50 79.50	75.00 79.50(2)	79.50(2) 99.50	79.50(2) 85.00
	85.00 99.50	89.50		99.50
Strike (Exhibit).....	100.00w/p		99.50	99.50
Silver Shuffle Alley (United).....	49.50	49.50	24.50 49.50	49.50
Super Twin Bowler (Universal)	135.00 145.00	129.50 135.00	135.00(2) 145.00	135.00 145.00
		145.00	145.00	
Ten Pin (Keeney).....	34.50	34.50	34.50	34.50
Trophy Bowl (Chicago Coin)...	149.50 150.00	149.00 150.00	145.00 149.50	149.50 150.00
	155.00	159.00	159.00 214.50	
Twin Bowler (Universal)....	65.00w/p	69.00 89.50	39.50	39.50 49.50w/p
	69.00 69.50		59.50w/p	69.00 89.50
	89.50		129.50w/p	129.50w/p
Twin Bowling Alley (Chicago Coin).....	45.00	45.00	59.50w/p	
	75.00w/p			
Twin Shuffle Alley Rebound (United).....	214.00 215.00	214.50 215.00	214.50 225.00	214.00
	225.00	225.00		225.00(2)
Twin Shuffle (Williams).....	25.00 34.50	34.50 35.00	34.50 35.00	34.50

Relay Performance

• Continued from page 68

to operate at either 6, 20, 24, 50 or 117 volts. Using higher voltage on a coil not designed for it will cause it to overheat and probably burn out. When a high voltage relay, on the other hand, is used at low voltage the coil will not develop enough magnetism to pull in the armature plate.

The armature in an electrical or magnetic circuit usually means the moving part. It is made of soft iron since soft iron is readily attracted to the magnet but does not tend to become a permanent magnet itself.

Switch Care

The switches of a relay are the parts which require the most care and attention. Most common are the springy "leaves" with copper or silver contacts. These are mounted between fiber separators, fastened to the relay frame with bolts which pass thru fiber tubes to properly insulate the switches and prevent shorting.

Contacts on a relay wear out more quickly than any other part. When the circuit thru them is broken, there is always an arc or spark, usually small, which will cause them to blacken and become pitted.

There is much controversy over the correct way to service contacts. Most mechanics use an ignition point file which is very effective but tears away silver from the contact and leaves it rough. The ideal way would be to reshape the contact with a fine file, then re-finish it as smooth as possible and buff it. Naturally this is impossible on the route, but an attempt should be made to get a smoother finish than is possible with a file.

Emery, Crocus Cloth

Very fine emery or crocus cloth will give a smooth surface. A good tool for reshaping is a flexible abrasive known as Flexstone which cuts out the pits in the contacts. For contacts which are only dirty, but not pitted, a burnishing tool is the best bet—but when using the burnishing tool be sure to clean the contact first with solvent or carbon tetrachloride.

Proper contact is the big problem in relay operation. Sometimes it is necessary to adjust the switch leaves to insure contacts making or breaking. A contact point adjuster, a small tool sold by most coin machine houses is ideal. It is a simple steel rod with a slot in both ends. One end has a right angle of about three-quarters of an inch. The slot is slipped over the switch leaf and the adjustment is made. Always make the adjustment as close as possible to the fastened end of the switch leaf to avoid kinks.

Sight-Saving Tip

When adjusting relay contacts it is often hard to see well enough to make the right adjustment. Even with a good light, the job may be difficult. A handy help is a piece of white paper or cardboard held on the far side of the contact being adjusted. When possible, contacts should not only touch each other firmly at the "make" position, they should also move together with a wiping action to insure good contact.

Holding relays are different from relays which operate only occasionally in that the holding relay coil is wound to withstand being energized for long periods of time. Some relays are released by the action of their magnet and re-set by mechanical means or by the action of a motor or solenoid.

Some relay switches are very critical. That is, the gap between the switch points must be set at a certain distance to insure proper operation. A spark plug gap gauge is handy to set these points. But always follow the manufacturer's recommendations.

Kits Available

There are several kits on the market which contain all types of relay parts, contacts, leaves, fiber separators, armature plate springs, etc. They are a great help when a part is needed.

As a relay becomes more complicated, it develops into something called a step-switch. Next week, The Work Bench will take up the step-switch and explain how it works.

15 Masengill Pool Tables, 3 1/2 x 7, with 54 or 106 slots, or both, for sale or will trade for Cigarette Vending Machines. Tables in fairly good condition.
Price \$100.00 to \$125.00
 F.O.B. Macon, Ga.
MACON CIGARETTE SERVICE
 626 Poplar St. Macon, Ga.
 Phone: 2-6258

• Amusement Games

	Issue of August 11	Issue of August 4	Issue of July 28	Issue of July 21
Three Musketeers (Gottlieb)...	119.50	119.50	115.00 119.50	119.50
			125.00	
Thrill (Chicago Coin).....	27.50 39.00	39.50	27.50 34.50	27.50 39.50
			39.00 39.50	
			50.00	
Total Bull (Genco) (roll-down).....	39.50	30.00 39.50	39.50(2)	30.00 39.50
			34.50 36.50	34.50 37.50
Trade Winds (Genco).....	34.50 39.50	39.50 49.50	39.50 44.50	39.50 49.50
	49.50	99.50	49.50 50.00	
Trinidad (Chicago Coin)....	24.50 39.00	29.50 49.50	27.50 29.50	29.50(2) 34.50
	49.50		34.50 39.00	49.50
			49.50 50.00	
Triple Action (Genco).....	25.00 29.50	25.00 29.50	29.50 34.50	29.50 34.50
	34.50	99.50	39.50 50.00	
			135.00(2)	135.00
Triplets (Gottlieb).....	125.00			
Tri-Score (Genco).....	94.50 95.00	109.50 119.50	109.50 110.00	109.50 115.00
	104.50 119.50		119.50 125.00	119.50
			39.50	
Tropicana (United).....		68.50	69.50 79.00	69.50
Tucson (Williams).....	69.50 79.00		95.00	
			109.00 110.00	110.00
Tumbleweed (Exhibit).....	95.00 109.00		210.00 325.00	219.50 249.50
Turf King (Bally).....	210.00 325.00	195.00 210.00	210.00 325.00	325.00 349.50
		249.50 325.00	350.00	
Uran (United).....	59.50 109.50	109.50	95.00 99.00	84.50 99.50
			99.50	
Victory Special (Bally)....	25.00 49.50	49.50	49.50	49.50
Virginia (Williams).....	29.50	29.50 99.50	29.50 34.50	29.50
			39.00	
Whirl-a-Ball.....	19.50	19.50	19.50	
Winnamit (United).....	30.00 34.50	30.00 34.50	30.00 34.50(2)	30.00 34.50
	49.50(2)	49.50	45.00 49.50	49.50
			50.00	
World Series (Rock-Ola)....	39.50			
Wows (Williams).....	30.00 34.50	25.00 30.00	30.00 34.50(2)	30.00 34.50
	49.50	34.50 39.50	45.00 49.50	39.50 49.50
		49.50 75.00	65.00	
		99.50		

OPERATORS! PLACE YOUR ORDERS TODAY!



BIGGER PROFITS, LESS SERVICE CALLS

SEE THE NEW ROCK-OLA

Super
ROCKET '52-'50



OPERATORS

All Rock-Ola Rocket phonographs are set at the factory for one play 10¢ and three plays 25¢. Easily adjusted to any other combination desired.

Now on Display in Our Showrooms



MODEL 1434

BINCO MUSIC DIST. CO.

1329 S. CALHOUN ST. FT. WAYNE, IND.

IT'S HERE!



BIGGER PROFITS, LESS SERVICE CALLS

SEE THE NEW ROCK-OLA

Super
ROCKET '52-'50



OPERATORS

All Rock-Ola Rocket phonographs are set at the factory for one play 10¢ and three plays 25¢. Easily adjusted to any other combination desired.

Now on Display in Our Showrooms



MODEL 1434

PUGET SOUND NOVELTY COMPANY

114 Ellicott Ave., West Seattle 99, Wash.

HEY, OPS... SEE THIS TODAY!



BIGGER PROFITS, LESS SERVICE CALLS

SEE THE NEW ROCK-OLA

Super
ROCKET '52-'50



OPERATORS

All Rock-Ola Rocket phonographs are set at the factory for one play 10¢ and three plays 25¢. Easily adjusted to any other combination desired.

Now on Display in Our Showrooms



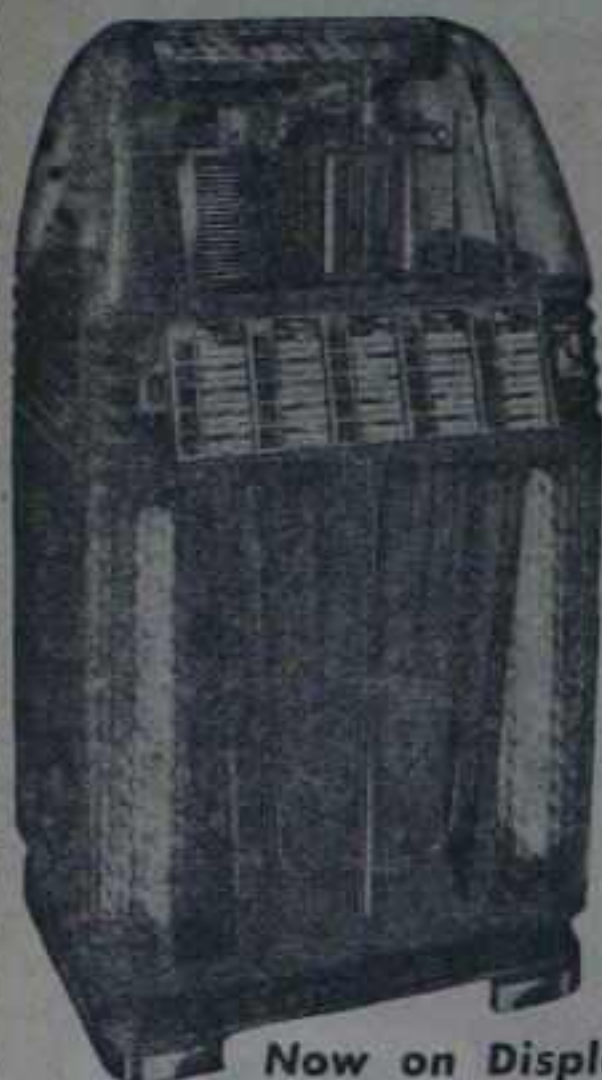
MODEL 1434

PAUL W. HAWKINS

329 East Seventh Tucson, Arizona

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

NO MORE WAITING! IT'S HERE!



BIGGER PROFITS, LESS SERVICE CALLS SEE THE NEW ROCK-OLA

Super ROCKET '52-'50



OPERATORS

All Rock-Ola Rocket phonographs are set at the factory for one play 10c and three plays 25c. Easily adjusted to any other combination desired.

MODEL 1434

Now on Display in Our Showrooms

CONSOLIDATED DISTRIBUTING CO.

1910 Grand Ave

Kansas City, Mo

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with columns for machine names and prices from various issues (August 11, August 4, July 28, July 21). Includes items like Ace Bomber, Air Hockey, Shufflevision, etc.

Coinmen You Know

Los Angeles

E. F. McGlone, of Orange County Music Company, Santa Ana, visits coin row nearly every day before going from his home in the San Fernando Valley to Orange County headquarters. Alphonse Leclerc, who operates vending machines in the San Francisco Valley, is expanding his route, having added Northwest-ern tab gum venders purchased from Badger Sales Company.

Hally Stires and Allaire Bennett are the disstaff members of the firm of Venture Games, a new game company here. They are operating shuffle games in and around Los Angeles. Les Mitchell has joined the O. K. Music Company in San Luis Obispo as a partner. The other partner in the firm is Jack Gutshall, former Los Angeles operator. The firm specializes in music.

New 45 r.p.m. machines are reported going good in San Luis Obispo County. There are now about 50 machines, most of which were recently put on location.

Bob Briggs, salesman for Weymouth Service Company, Los Angeles, back from a trip to the Northwest. Firm handles the Electro cigarette machine in 11 Western States. Hawaiian Islands and Alaska. Jim Kilian, representative of the Circus peanut line, back from a business trip into Central California, where he called on vending machine operators.

Jim Roach, Inglewood vender, is adding to his line of bulk merchandise venders. Western Vending Machine Operators' Association will not meet this month. The association will follow its usual procedure of dispensing with the August meeting. Group also foregoes the December session, meeting 10 times during the year. Jack Leonard, head of the parts department at Badger Sales Company here, leaves on

KICKER and CATCHER

NEW FLASH - NEW BEAUTY NEW SCORING ARRANGEMENT



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE

5 Balls \$49.50 F.O.B. for One Cent CHICAGO

5 BALLS FOR 5 CENTS. \$59.50

ORDER TODAY!

Try it for 10 days! Money back if not satisfied! You keep receipts!

BAKER NOVELTY CO.

1700 WASHINGTON BLVD CHICAGO 12, ILLINOIS

CLOSE OUT

SEEBURG PRE-WAR R.C. SPECIALS \$29.75 each

Best Buy This Week

W1-L56 (S) Wireless Wallomatic \$13.00 W2-L56 (S) 3-Wire Wallomatic 13.00 W32 (S) Wireless Wallomatic 1.00

W. B. DISTRIBUTORS, INC.

1012 MARKET ST. ST. LOUIS, MISSOURI

MIAMI, FLORIDA

100 Machine Music Route, Trucks, Shop. Equipment Long established.

BOX D-76

Care Billboard Cincinnati 21, Ohio

SEE THIS ONE NOW FOR

BIGGER PROFITS, LESS SERVICE CALLS

SEE THE NEW ROCK-OLA

Super ROCKET '52-'50



OPERATORS

All Rock-Ola Rocket phonographs are set at the factory for one play 10c and three plays 25c. Easily adjusted to any other combination desired.

MODEL 1434

Now on Display in Our Showrooms

ROYAL DISTRIBUTING CO.

3800 Glenmore Ave

Cheviot, CINCINNATI, OHIO

COME IN TODAY FOR



BIGGER PROFITS, LESS SERVICE CALLS

SEE THE NEW ROCK-OLA

Super ROCKET '52-'50



OPERATORS

All Rock-Ola Rocket phonographs are set at the factory for one play 10c and three plays 25c. Easily adjusted to any other combination desired.

MODEL 1434

Now on Display in Our Showrooms

B. D. LAZAR COMPANY

1635 Fifth Ave.

Pittsburgh, Pa.

BUY DIRECT from FACTORY DISTRIBUTOR and SAVE \$\$ NEW EQUIPMENT ON OUR FLOOR IMMEDIATE DELIVERIES. Includes contact info for Badger Sales Co and Badger Nov. Co.

HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND



Keeneys
LITE
A
LINE
6-COIN • SIX PANEL
5-BALL

THE LEADER IN THE 5-BALL FIELD

UP TO 6 COINS PER PLAY!

MOST VIVIDLY COLORFUL AND ACTIVELY ANIMATED PLAYFIELD OF ALL TIME!

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!

SEE YOUR KEENEY DISTRIBUTOR

J. H. Keeneys & CO. INC.
2500 W. HATFIELD STREET, CHICAGO 22, ILLINOIS

SEE YOUR KEENEY DISTRIBUTOR

his annual vacation Friday (17). He will visit friends in Chicago for two weeks. Fred Velie will be handling the department while Leonard is away.

E. E. Peterson, of E. E. Peterson & Son, music machine operators, in town on a buying trip from San Diego. Edward Sears, Edward Sears Manufacturing Company, San Francisco, expected in town on business in connection with the new all-coin conversion and change maker for cigarette machines.

New York

Al Denver, president of the Automatic Music Operators' Association, announces that the 14th annual affair of the org has been skedded for November 3. The locale has been shifted from the Waldorf-Astoria to the Grand Ballroom of the Commodore Hotel. All attending will have a good view of the gala show, Denver promises.

Nash Gordon, AMOA manager, reports these recent additions to the association roster: Jerry Basile, operating as the American Cigarette & Music Company, and Mitchel Kopec, of L. & K. Amusement Company. Bill Alberg, of Brooklyn Amusement, has returned from a Miami vacation.

Joe Hirsch, manager of the Associated Amusement Machine Operators of New York, is back on the job after a recent heart attack. Eddie Hanna's new Broadway shooting gallery has added a photo-tint department to snare extra coin from coin photo machine users. Word is that Dorothy Wolk, AMOA secretary, will be married in November.

Barney Schlang, exec of the local jukemen's union, is back from a vacation in Clinton Corners, N. Y., freeing union associate Harold Henry, to take his summer lay-off. Other mid-summer vacationers include Ernie Levine, of Pacific Music. Partner Arthur Gochman is taking care of the photo route in Levine's absence.

Barney Sugerman, Runyon Sales topper, is informing ops that the outlet will run a special service school on Bally amusement equipment at its coin row office Tuesday and Wednesday. (Continued on page 84)

Vital Statistics Births

A boy to Mr. and Mrs. Frank Roth, in Hartford, Conn., recently. Father is associated with General Amusement Game Company.

A joy to Mr. and Mrs. Joe Wiedemeyer July 25 in Milwaukee. Father is associated with Geiger Automatic Sales of that city.



JOE & WALLY

Come on-a Our House We're Gonna Give You Values at FIRST and EVERYTHING

SHUFFLE GAMES
COMPLETELY RECONDITIONED
ALL PLAYING FIELDS RESURFACED

SUPER SPECIALS!
This Week Only

Bally SHUFFLE CHAMP	\$ 75
Univ. HIGHSORE BOWLER	150
Keeneys LEAGUE BOWLER	\$275
Bally HOOK BOWLER	255
Un. TWIN SHUFFLE ALLEY BOND	215
Bally SHUFFLE BASEBALL	175
Keeneys DOUBLE BOWLER	165
Chi. Coin TROPHY BOWL	155
Keeneys DUCK-PINS	155
Chi. Coin ACE BOWLER	145
Univ. SHUFFLE SLUGGER	135
Chi. Coin BOWLING CLASSIC	135
Universal SUPER TWIN BOWLER	135
Keeneys LUCKY STRIKES	75
Keeneys KING PIN	85
Univ. SHUFFLE ALLEY EXPRESS	65
Universal TWIN BOWLER	65
Chi. Coin SHUFFLE BASEBALL	65
Williams DELUXE BOWLER	65
Keeneys ABC BOWLER	65
Bally SPEED BOWLER	55
Chi. Coin BOWLING ALLEY	55
Goetlieb BOWLETTE, 4 Ft.	55
Bally SHUFFLE BOWLER	55
Keeneys PIN BOY	35
Genco BOWLING LEAGUE, 10 Ft.	35
Genco GLIDER	30
Williams TWIN SHUFFLE	25
Univ. SHUFFLE ALLEY	25

BRAND NEW CLOSEOUTS

Univ. TEAM HOCKEY	\$155
Chi. Coin PLAYBALL	Write
IRISH POKER	99
Rock-Ola SHUFFLE JUNGLE	55
ABT CHALLENGER	100
Chi. Coin THUNDER	140
Genco HITS & RUNS	Write

Guaranteed New! In Original Crates! Limited Quantities!

MERCURY 13-Way ATHLETIC SCALE
Like New \$69

FIRST DISTRIBUTORS
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1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

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NEW • LOCATION! • GAMES! • PRICES! • DEALS!

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2257-59 N. LINCOLN AVE., CHICAGO 14, ILL. Phone: Lincoln 9-3996-7-8

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BIGGER PROFITS, LESS SERVICE CALLS
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Super ROCKET '52-'50

OPERATORS
All Rock-Ola Rocket phonographs are set at the factory for one play 10¢ and three plays 35¢. Easily adjusted to any other combination desired.

MODEL 1434
Now on Display in Our Showrooms

IDEAL NOVELTY CO.
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SEE THE NEW ROCK-OLA

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BRILLIANT MUSIC CO.
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HEATH'S PACKAGE DEALS
All New, Never Used Merchandise. Greatest Bargains Ever Offered!

DEAL #1	Value	DEAL #4—Grab Bag Special
100 Assorted Plunger Rods	\$100.00	(Our Loss—Your Gain)
100 Assorted Large Unit Step Up Arms (Univ. Williams & Exhibit)	100.00	\$100.00 value assorted Pin Game Parts, Coils, Springs, Plungers, etc.
1,000 50 Bulbs	100.00	Your Cost Only \$19.95
100 each of 3/8", 3/4", 1", 1 1/2", 2", 3 1/2" and 4" Rubber Rings—a total of 800 Rings	40.50	DEAL #5
50 Bell Locks, 7/8", pin game type	50.00	One-Half of Deal #4—\$50.00 value.
50 Independent Locks, 7/8", pin game type	50.00	Your Cost Only \$9.95
50 Contact Adjusters	12.50	DEAL #6
Total Value	\$463.00	Assorted Wurlitzer Phonograph Parts for 600s through 1015s. If you operate Wurlitzers you can't go wrong on this. Value — \$200.00.
Your Cost Only \$149.95		Your Cost Only \$29.95
DEAL #2		DEAL #7
All Rubber Rings listed above in Deal #1, total of 800.	\$ 40.50	One-half of Deal #6. Value—\$100.00.
1 Versa Tool (Instant Heat Solder Gun)	13.95	Your Cost Only \$14.95
10 Independent Locks	10.00	DEAL #8
100 50 Bulbs	11.00	House clearance sale of all odds and ends. Obsolete stock, etc. All new and in good condition. Consists of Phonograph, Pin Game and Miscellaneous Parts. Original Value—\$200.00.
100 40 Bulbs	11.00	Your Cost Only \$9.95
10 Contact Adjusters	2.50	
10 Assorted Plunger Rods	10.00	
10 Assorted Large Unit Step Up Arms	10.00	
Total Value	\$108.95	
Your Cost Only \$39.50		
DEAL #3—Bulb Special		
100 each of 240, 44, 47, 50 and 51 (500 Bulbs), Total Value, \$53.00, plus tax.		
Your Cost Only \$17.95 Tax Included		

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GENERAL CLEARANCE

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in

Beautiful Shape, Ready for Location

PIN GAMES

Band Leader	\$ 69.50
Banjo	34.50
Be Bop	34.50
Bermuda	34.50
Buccaneer	49.50
Buffalo Bill	69.50
Can Can	39.50
Carnival	44.50
Coney Island	34.50
Crown Jewels	34.50
Crazy Ball	34.50
Dallas	74.50
Dew-Wa-Ditty	44.50
Dreamy	119.50
Fightin' Phils	44.50
Freshie	99.50
Gismo	44.50
Gondola	49.50
Harvest Time	109.50
Holiday	44.50
Jumbo	44.50
Just 21	69.50
Leap Year	39.50
Major League	34.50
Majors '49	39.50
Manhattan	34.50
Mardi Gras	34.50
Merry Widow	34.50
Monterrey	34.50
1-2-3	49.50
Pinch Hitter	74.50
Play Time	59.50
Play Ball	59.50
Puddin' Head	54.50
Robin Hood	34.50
Samba	34.50
Saratoga	64.50
Screw Ball	34.50
Select-A-Card	69.50
Shanghai	34.50
Sharp Shooter	84.50
So, Pacific	99.50
Speedway	44.50
Spin Ball	34.50
St. Louis	69.50
Star Dust	49.50
Stormy	34.50
Summertime	34.50
Sunny	34.50
Super Hockey	64.50
Sweatheart	109.50
Tampico	84.50
Tahiti	99.50
Tennessee	34.50
Terry	34.50
Trade Winds	34.50
Trinidad	34.50
Triple Action	34.50
Tropicana	34.50
Tucson	34.50
Virginia	34.50
Yanks	34.50

SPECIAL!

4 STRIKES 'N SPARES
With New \$400.00 Conversion **\$79.50**

1/3 dep. with orders under \$50.
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GUARANTEED USED ONE BALLS

AT LOWEST PRICES

CHAMPION	\$99.50
PHOTO FINISH	99.50
CITATION	74.50
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JOCKEY SPECIAL	54.50

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America's Oldest Distributor
Established 1895
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COUNTER GAMES

Kicker & Catcher	\$37.50
Hit-a-Hammer	25.00
Touchdown	25.00
Target King or Hunter	27.50
A.B.T. Challenge or Model F. Write	25.75
A.B.T. Skill Gun	27.50
Mercury Grip Scale	27.50
Shipsman Postage, 2 Col.	39.50
Flip Skill	32.50
Pap-Up	18.50
Skill Test, Grootchen	49.50
Ball-Golf Jr.	19.50
Ball Gun—149, 176, 218 Ct.	Lb. 244
55 Lbs. Cannon	Lb. 244

14 Page, 160 Illus. Catalog FREE.

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877 18th Ave. (at 42nd St.)
New York 18, N. Y. BRyant 9-4477

Coinmen You Know

Continued from page 83

day (14-15). Bob Breither, of the Bally engineering department, will be in charge. The following Thursday and Friday the school moves to Runyon's Newark, N. J., shop for the benefit of Jersey ops.

Buddy Rosenthal, head of Col-drix, reports a continuing demand for multi-flavor conversion kits designed for Drink-o-Mat machines. His firm has specialized in developing changeover assemblies. . . . Bill Burke, head of Minute Maid's vending department, was out of town on company biz a few days last week.

The New York State Operators' Guild, headed by Russ Carpenter, Chester, N. Y., has skedded a membership meet in Middletown Wednesday (15). . . . Harry Siskind, of Master Automatic, is back from a three-week Florida vacation. . . . A new paint job has brightened coin equipment in Nat Choderker's Playland Arcade on Broadway.

Chicago

Activity at Exhibit Supply Company continues at a stepped-up pace, with the accent on the big and small horses, Pony Express and Big Bronco. Ford Sebastian, executive vice-president, has been busy keeping up with the steady hunt for key parts to the coin-operated horses, while Sales Manager Frank Mencuri has been active on the sales end.

Over at Purveyor Shuffleboard Company, Herb Perkins has been working overtime to keep up with the demand for games and shuffleboards. Firm recently took over routes of Peerless and Standard in the local shuffleboard situation and the result has been all hands are busy placing them. Tom McNeill has had a lot of success selling one of the firm's hot items, a spot and danger light for auto emergencies.

Irving and Fred Webb, Webb Corporation, have been busy with requests for Shoot That Tiger. Game features three-dimensional moving target action and is a straight skill shuffle game. Firm is now setting up its distributor organization.

At Williams Manufacturing Company Sam Stern and Bill Ryan are all smiles about the reception to the Hayburner game. Among the visitors last week was Irv Blumenfeld, General Vending Sales, Baltimore. . . . S. I. Nieman, publicity director for the National Coin Machine Distributors' Association, expects the fall meeting to be one of the busiest in the organization's history.

At World Wide Distributors Al Stern, Len Micon and Monty West are figuring out a comprehensive sales campaign for the new Rock-Ola music line. Micon adds the new line does not need much push, but the firm is going along with its established policy of showing operators all the features of all its products. Lots of inquiries have come to World Wide from foreign firms in the past few weeks.

Bob Jones, Redd Distributing, Allston, Mass., and Irv Blumenfeld, General Vending Sales, Baltimore, were in for conferences on United Six-Player Shuffle Alley and the new-type five ball, 3-4-5. Sales Manager Billy DeSelm was back from his vacation spent in Drummond Island. DeSelm points out the Six-Player game has suddenly caught on and firm is hard pressed to keep up with orders.

Joe Caldron, head of Trans World Trading, made a quick out of town last week to check in a business proposition. Caldron also heads the Ristaurat export division, which, he says, is now making steady deliveries just as Ristaurat head Joe Cohen promised for August.

With Rock-Ola distributors starting their showings of the new Super-Rocket phonograph, Ari Weinand, vice-president in charge of sales, and Larry Papen are hitting the road to cover as many of the showings as possible. Weinand left Wednesday (8) for Pittsburgh, while Papen left Saturday (11) for Boston.

Over at Como Manufacturing the orders are coming in steadily for the Stadium, the 10-ball game, and Hollycranes, which will be in operation at the Canadian Na-

IT'S HERE

A game that's really different!

TRIMOUNT'S NOW DELIVERING

Gottlieb's Sensational

"WATCH MY LINE"

A RADICAL CHANGE IN 5 BALLS. LOCATION REPORTS ARE SENSATIONAL. SEE IT TODAY AT TRIMOUNT.

ALSO DELIVERING WILLIAMS "HAYBURNERS" AND ALL THE LATEST EQUIPMENT. EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS



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FOR BALLY SHUFFLE BOWLER, UNIV. TWIN BOWLER, CHICAGO BOWLING ALLEY AND UNITED SHUFFLE ALLEY • Electric Motor Driven • Matches Cabinet Design • Easy to Install • Strikes and Spares Visible in Center of Unit.

\$39.50

Coin Operated Electric Fits all Shuffleboards: 3 or 10c play
Center Overhead\$115.00
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IT'S TOPS IN SHUFFLE GAMES!

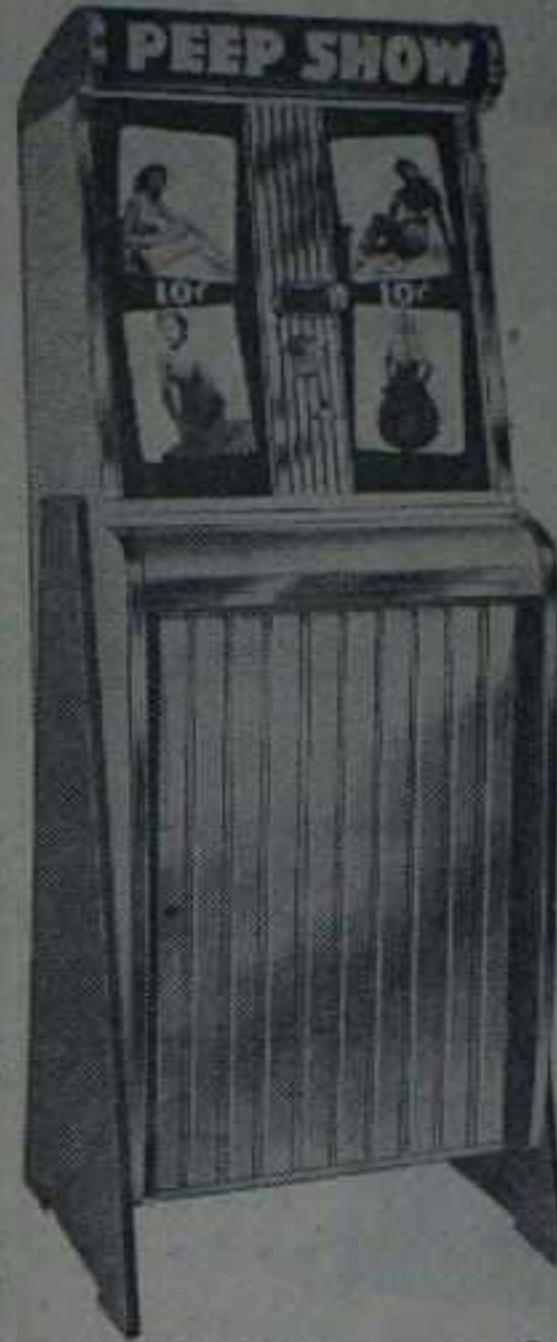
Chicago Coin's

"HORSE-SHOES"

- 10c OR 20c PLAY • 1 OR 2 PLAYERS
- CAN BE OPERATED IN ALL 48 STATES
- EASY SERVICE FEATURES • PLAYER APPEAL

TRADE IN YOUR OLD ANTIQUES NOW MAKE SOME REAL MONEY!

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CAPITOL'S
New
PEEP SHOW



EXCLUSIVE EYE-CATCHING FEATURES:

- Lifetime "life-like" illuminated action full color displays.
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- The simplest, most efficient projector mechanism yet devised.
- One year GUARANTEE against defective parts.
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WRITE DIRECT OR
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YOUR MUSIC PROBLEMS ARE SOLVED!

BIGGER PROFITS, LESS SERVICE CALLS
SEE THE NEW ROCK-OLA

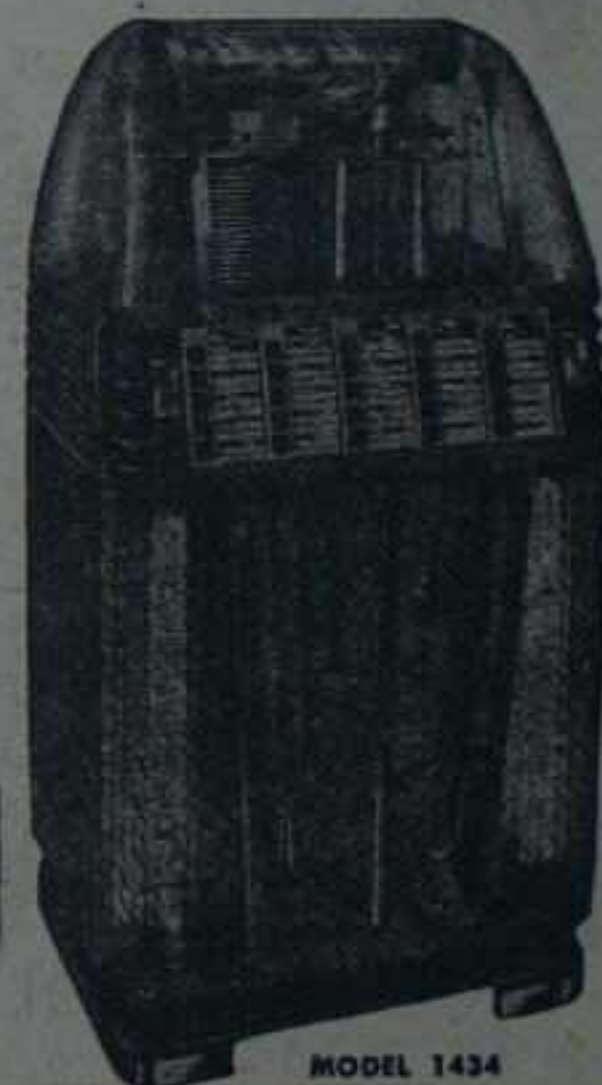
Super
ROCKET '52-'50



OPERATORS

All Rock-Ola Rocket phonographs are set at the factory for one play 10c and three plays 25c. Easily adjusted to any other combination desired.

Now on Display in
Our Showrooms



MODEL 1434

COIN MACHINE SERVICE

1797 Union St.

San Francisco, Calif.



YOU'LL BE HAPPIER WITH

BIGGER PROFITS, LESS SERVICE CALLS
SEE THE NEW ROCK-OLA

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ROCKET '52-'50



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YOUR FUTURE
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THE SEEBURG
Selectomatic



100 SELECTIONS MEANS
MORE BUSINESS FOR YOU...
TODAY... TOMORROW...
AND IN THE YEARS AHEAD!

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tional Exposition for the third consecutive year. Officials report Ralph Nicholson is doing a bang-up job working with distributors. . . . Mike Spagnola, one of the best amateur golfers in this area, has been keeping an eye on the pros at Tam O'Shanter the past two weeks. His firm, Automatic Distributing, reports music and game sales on the upswing.

David C. Rockola, president, and J. Raymond Bacon, executive vice-president, report the reception to the Super-Rocket phonograph is excellent, and shipments are now going out daily to the firm's distributors. Field men who were in for a sales meeting have all returned to their respective territories following the sessions, and are now assisting their respective representatives with their showings.

Joe Kline, partner in First Distributors, is back in town and hard at work after a week's vacation and business trip to Michigan. Joe brought his family, who had been spending a few weeks in Michigan, home with him. Meanwhile, Wally Finke reported the remodeling program is now well advanced, and should be completed by Labor Day. Mal Finke, who heads the steadily expanding premium division, was home sick the early part of the week. Ben Michaels, the newest addition to the staff, starts out on his outside contact work next week. He will specialize in premiums.

Ben Coven, head of Coven Distributing, back from a short vacation with his wife, Trudy, reports Les Montooth, head of the Central States Operators Association, is enthused over that org's new policy of inviting suppliers to attend meetings and discuss mutual problems. Carl Christian, who covers the downstate area for Coven, was in town last week, and Harold Saul and Mac Brier, Chi sales and office manager respectively, also busy with visiting ops who dropped in to say hello and make some purchases this week.

The gift shows held here last week attracted a number of distributors who were shopping for premiums to add to their stocks. Among the visitors, and heavy buyers at the show, were Vic Weiss and Billy Knapp, Allied Coin Machine Company execs. In their absence, Julian Crum held down the fort, making sure shipments of equipment and premiums moved out on schedule. All three report an upswing in business.

Last-minute visitors at United last week included Leo Weinberger, Southern Automatic, Louisville; Fletcher A. Blalok, F. A. B. Distributing Company, New Orleans and Memphis; Ray Williams, Commercial Music, Dallas; Bob Jones, Redd Distributing Company, Allston, Mass., and others. Billy DeSelm and Johnny Casola were busy conferring with distributors and handling a constant run of long-distance calls for six-player Shuffle Alley and the new-type, five-ball, 3-4-5.

At Chicago Coin Machine Company the emphasis remained on the Horseshoes shuffle game which has caught on well with operators the past few weeks. Ed Levin and Sam Lewis feel the appeal of the game is its all-skill and speedy action.

Howie Freer, Empire Coin Machine Exchange, is winding up a Pacific Northwest vacation. Meanwhile, his boss, Gil Kitt, and Stanley Levin have been getting a lot of action on new and used games from domestic and foreign operators. Levin plans one of his special trips thru Illinois and Iowa soon. . . . Ralph Sheffield, head of Ace Premium Sales, reports receiving many news items which are ready for operator inspection.

Watch My Lines, Gottlieb's new-type, five-ball game, has been the subject under discussion in many letters received by the firm from operators who have the game on location. Alvin and Sol Gottlieb have been keeping factory activities shipshape while Dave and Nate Gottlieb conclude their Wisconsin vacations.

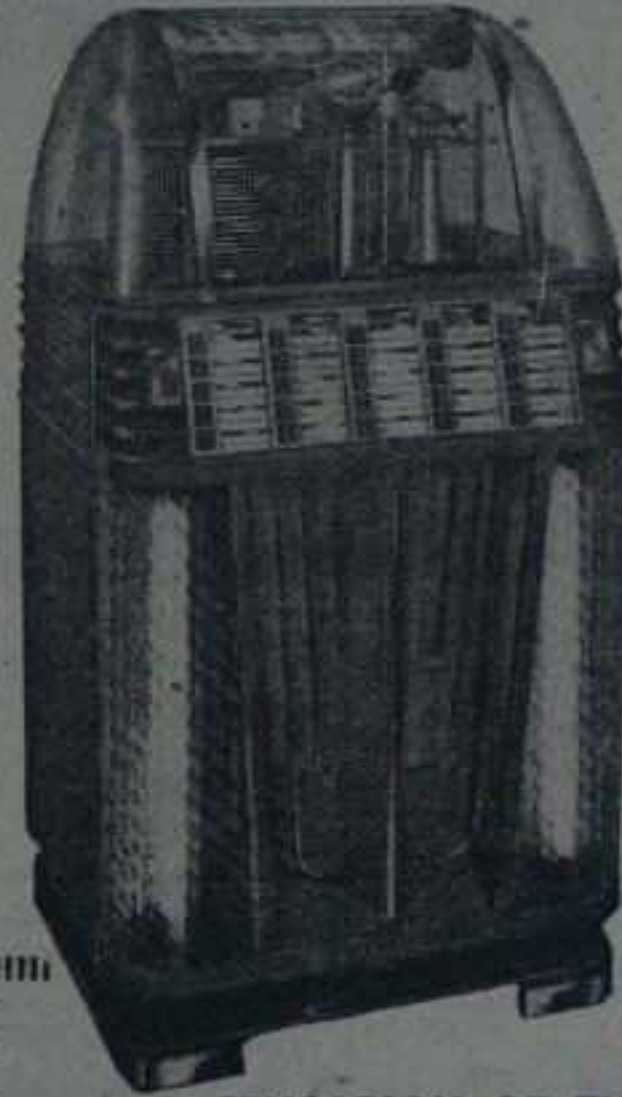
Jack Nelson, Bally general sales manager, made an Eastern trip last week. Meanwhile, Director of Sales George Jenkins was lining up a continued sales campaign for the shuffle line, Bright Lights and Futurity games. . . . National Coin Machine Exchange reports stepped-up interest in the Gottlieb Watch My Line in the Wisconsin territory.

World Wide Your Exclusive Distributor for
WILLIAMS, ROCK-OLA, EXHIBIT, KEENEY

ROCK-OLA
SETS THE PACE WITH THE New
'52-'50 ROCKET
PHONOGRAPH

HEAR IT!

SEE IT!



MOST BEAUTIFUL
PHONOGRAPH
AVAILABLE ANYWHERE!

To help you make more money, the Rock-Ola Super '52-'50 Super Rocket is set at the factory for 1 play, 10c; 3 plays, 25c. On the Super Rocket you can arrange for any combination coin play you desire.

SURPRISE
SENSATION OF THE INDUSTRY

Keeney's
LITE-A-LINE
New 3 ball Free Play and Novelty game that's sweeping the nation. 61 DIFFERENT winning combinations.

Williams
HAYBURNERS
Sensational! 6 horses actually run races. 5, 10 or 25c play. Plenty of action! Plenty of Profit!

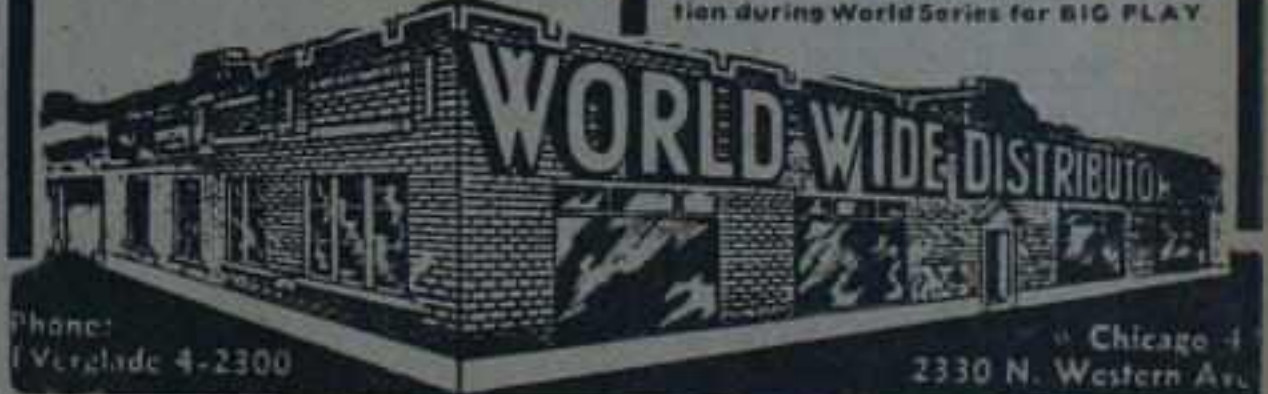
Williams
MUSIC MITE
16 record 45 RPM Phonograph. 3c play. Pedestal stand to match. Proven on location! WRITE.

SPECIAL
CLOSEOUT

Prices on new 3 ball Free Play Games. Phone or write.

Williams
SUPER WORLD SERIES

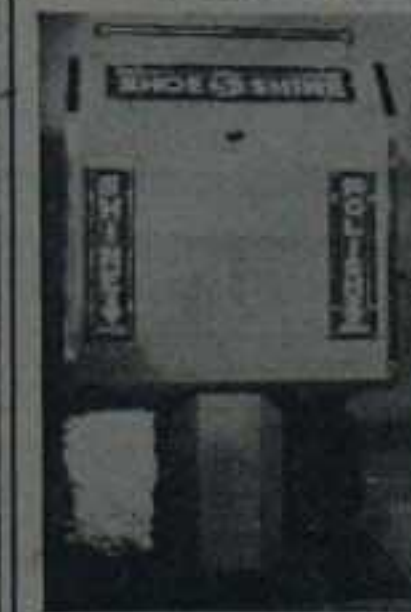
Exciting! Terrific profit earner. All the thrills of baseball. Have these on location during World Series for BIG PLAY



Phone: Vergrade 4-2300

Chicago 4-2330 N. Western Ave.

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DIRECT DISTRIBUTORS FOR ALL LEADING MANUFACTURERS



SHOESHINE MACHINES
Like new \$95.00 Ea.
This is an exceptionally good buy

- COUNTER GAMES — NEW**
- S. K. Duck Hunters \$24.50
 - Hit-A-Homer 22.50
 - A.B.T. Model F 42.50
 - A.B.T. Model S.G. 42.50
 - Kicker and Catcher 34.50
 - Advance Shockers 24.50
 - Shipman's Peek Shows 49.50

ARCADE EQUIPMENT

- Joie Gun \$ 85.00
- Kirk's 5c Ast. Scale 75.00
- Magic Pen 135.00
- Chi. Coin Pistol 150.00
- Phil. Toboggan Ski 350.00
- Seven Hi Pool Table 75.00
- Snapping Practice 75.00
- Chicken Sam 95.00
- Ace Bomber 95.00
- Heavy Hitter 65.00
- O-Boy Scale 30.00
- Photomat, Early 350.00
- X-Ray Poker 95.00
- Wms. All Stars 125.00
- Periscope 125.00
- Wurt. Skee Ball 150.00
- Hi-Ball 40.00
- Atomic Bomber 150.00
- Pop Corn Sex 89.50
- Career Pilot 95.00
- Boomerang \$ 45.00
- Goales 125.00
- Recordio 175.00
- Sky Fighter 125.00
- Silver Bullets 165.00
- Western Baseball 85.00
- Texas Leader 50.00
- Astracope, 10c 125.00
- Rocket Buster 55.00
- Evans Play Ball 275.00
- Bally Big Inn 185.00
- Pitch-Em-Bat'Em 225.00
- Mut. Fishing Well 122.00
- Junderoa Raider 45.00
- Panoram 225.00
- Super Bomber 75.00
- 1-10-Loose 95.00

Cigarette Machines Used

- 8 Col. Monarch \$45.00
- 10 Col. Rows Royal 55.00
- Rowe President 85.00
- 15 Col. Unwads 85.00
- 80 National 85.00
- National TA, no base 75.00

Terms: 1/3 deposit with all orders, balance C.O.D.

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CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE. CLEVELAND 15, OHIO

M.S. GISSER, Prop.

ALL PHONES TOWER 1-6-13

OPERATORS! STOP KNOCKING YOUR BRAINS OUT!

BIGGER PROFITS, LESS SERVICE CALLS
SEE THE NEW ROCK-OLA

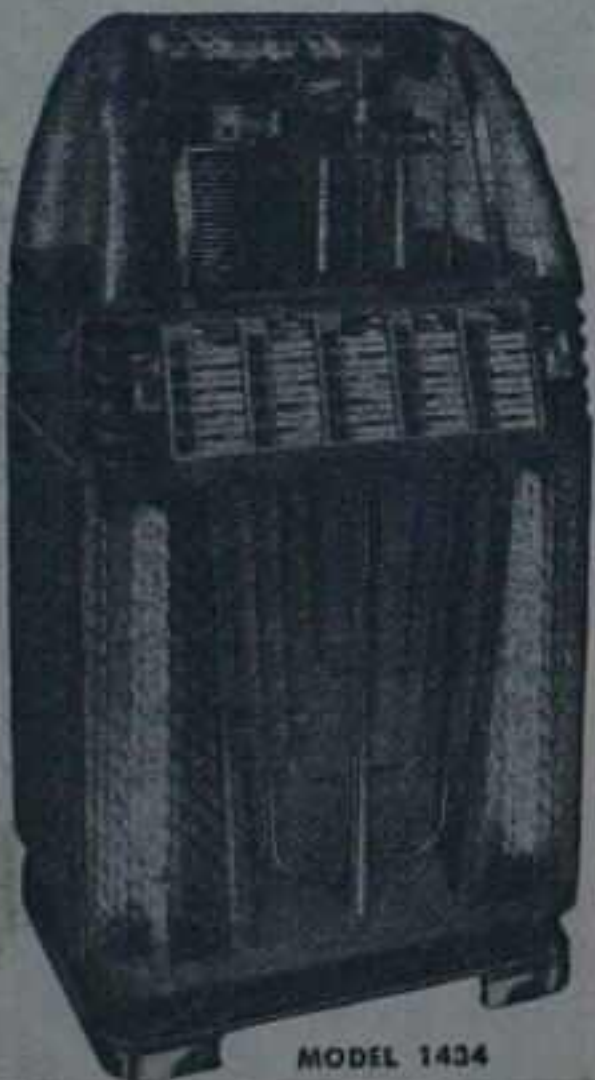
Super ROCKET '52-'50



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Now on Display in Our Showrooms



MODEL 1434

WALBOX SALES CO.

3909 MAIN ST.

DALLAS, TEXAS

IT'S A WISE OPERATOR WHO BUYS THE BEST . . .

BIGGER PROFITS, LESS SERVICE CALLS
SEE THE NEW ROCK-OLA

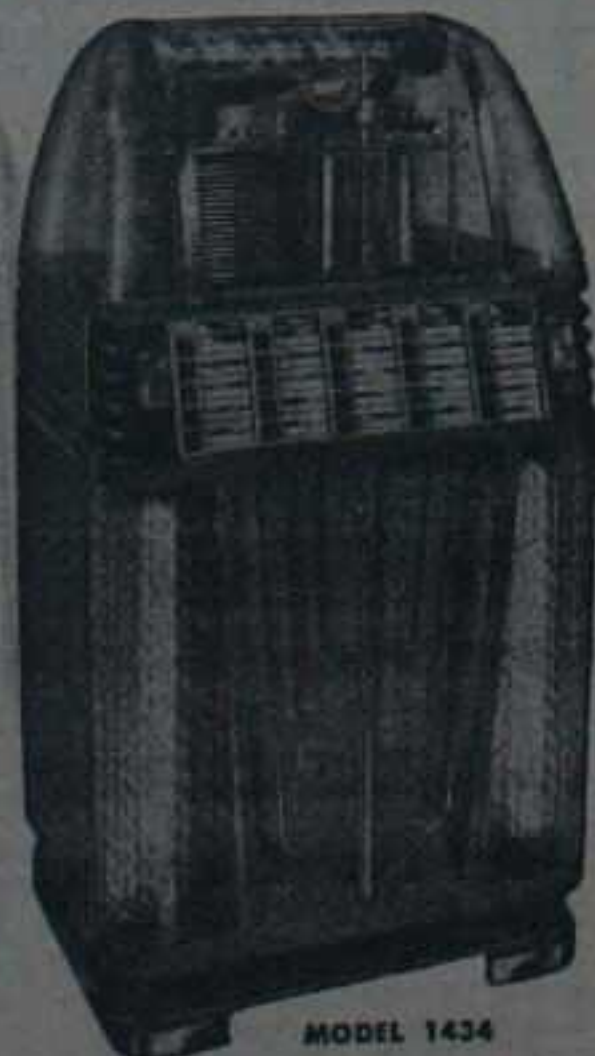
Super ROCKET '52-'50



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MODEL 1434

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DES MOINES, IOWA

SHUFFLE GAMES

NEW

UNITED 6-PLAYER SHUFFLE ALLEY

Univ. Bowl-a-Matic Bally Shuffle Line
Universal High Score Bowler United Shoe Alley
Keeney League Match Bowler Universal Shuffle Tournament

RECONDITIONED

- United 4-Player \$295.00
Un. Double SA Express Rebound, 9 1/2 229.50
United Shuffle Slugger 159.50
United 2-Player SA Express 159.50
United Single SA Rebound 159.50
United Double Shuffle Alley 79.50
UNITED SHUFFLE ALLEY EXPRESS 74.50
United Super Shuffle Alley 49.50
United Shuffle Alley 39.50
With Disappearing Pin Conversion 59.50
Universal Super Twin Bowler 145.00
Chicoin Bowling Alley 64.50
Chicoin Bowling Classic 140.00
Chicoin Trophy Bowl 150.00
UNITED TWIN REBOUND 214.50
Bally Hook Bowler 275.00
Bally Shuffle Bowler 44.50
Bally Speed Bowler, 9 1/2 79.50
Nationwide Shuffle Pool 44.50
Gottlieb Bowletts, 63 69.50
Keeney ABC Bowler 275.00
Wms. Double Header 149.50

ARCADE

- Midget Movies Write Wms. Star \$139.50
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3 Balls in One, Crafts Chicoin "THING" \$149.00
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3-COIN
Greatest 5-ball free-play game ever made! Excl. in Ill. and Mich.

UNIVERSAL'S 5-STAR

5-COIN
9 ways to win on each of 5 cards. It's terrific for free-play territories! In stock!

Chicoin 8 Ft. SHUFFLE HORSESHOES

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Convert your shuffleboards into fast, profitable rebound shuffle game. Official bowling scoring.

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WANTED IN TRADE

Turf King Exh. Rotary Pusher Mdrs. Late 5-Balls

5-BALLS

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LONDON'S Got 'Em For You! A Truly GREAT Selection of Fine Equipment, BIG in Quality, Priced Low for Top VALUES!

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- Tri-Score Stop 'n' Go WRITE

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- Shuffle Express Chicago Coin Bowling Alley Universal Twin Bowler Deluxe Bowler Speed Bowler Dale Gun All Star Baseball \$69.50 EACH \$49.50

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TERMS: 1/3 Deposit, Balance C.O.D.

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A Mechanism Cleaner that you wipe on—wipe off; PRESTO! The cleaning and lubricating job is done for Coin Machines, Pin Ball Machines, Vending Machines, Juke Boxes and other Intricate Mechanisms. It loosens and dissolves oily or gummy films.

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A concentrated Liquid Surface Cleaner that can be applied to Coin-Operated Machines. It cleans any kind of surface. It does not mar. Surfaces are spotlessly cleaned with minimum of labor.

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To manage large coin machine operation. Must be married, have best of references, make bond and be permanent. Great opportunity for right man. Salary and commission.

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3 BRAND NEW POULETTE TABLES

Make offer. R. E. BAILEY

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BIGGER PROFITS, LESS SERVICE CALLS SEE THE NEW ROCK-OLA

Super ROCKET '52-'50



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All Rock-Ola Rocket phonographs are set at the factory for one play 10c and three plays 25c. Easily adjusted to any other combination desired.

MODEL 1434

Now on Display in Our Showrooms

LABEAU NOVELTY SALES CO.

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Keeney KING PIN \$47.50
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WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

Keeney's LITE-A-LINE Keeney's BIG LEAGUE BOWLER LAMOR—BRIGHT LIGHTS—FIVE STAR—FUTURITY—HAYBURNERS Keeney's ELECTRIC CIGARETTE VENDOR Downey-Johnson COIN COUNTER Established 1913 ROY MCGINNIS CORP. 2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

- A PERMANENT GAME BUILT FOR YEARS OF PLAY
- NO COIN SLOT; NO FEDERAL LICENSE REQUIRED



FREE PLAYS • HIGH SCORE • CASH • CIGARETTES

Quick-change cards for all these types of awards come free with each game. Each push of the top button releases a ball which dances erratically down through a glass-covered maze of plastic pegs, landing in one of 9 numbered tubes. EVERY BALL IS A POSSIBLE WINNER. Played balls remain in sight until merchant clears them with a key. All balls then drop into locked compartment accessible only to the operator. Plays and payouts can be checked to the penny. Test locations have proved average profit \$462.70 out of each \$1,000 played.

You Can Order in
1, 5, 10, or 25c Play
SAMPLE PRICE **\$29.75** F.O.B. Chicago

\$10.00 deposit, balance C.O.D. If you send cash in full with order, we ship prepaid.

SECORE & SECORE

725 S. KARLOV CHICAGO 24, ILL.



FELLAS! I'VE SEEN IT! IT'S A WOW!

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SEE THE NEW ROCK-OLA

Super
ROCKET '52-'50



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End Your Coin Chute Worries With HEATH'S DROP CHUTE AND SWITCH

\$3.50
Each



No more service calls from switch trouble.

Replaces Drop Chute on any game. Trouble free, easy to install, used by most manufacturers.

Available in 5c-10c or 25c play. (Also two plays for a Dime Model—Write.) Limited stock—Order now for duration of emergency.

HEATH DISTRIBUTING COMPANY

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FAST SHUFFLE-BOWLING ACTION PLUS "IN-LINE" SCORING

BRIGHT LIGHTS
Fastest 5-Ball Game in pinball history

FUTURITY
all the profit-proved play-appeal of Turf King PLUS NEW FUTURE-PLAY ATTRACTION



10¢ 1 PLAYER
2 PLAYERS... 20¢

AVAILABLE IN 2 MODELS
9 1/2 FT. LONG OR 8 FT. LONG

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DIVISION OF IICOM MANUFACTURING CORPORATION
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LOOK, FELLAS!



UNIV. TWIN BOWLER \$129.50
FLYING PINS.....
Top Condition

WMS. DOUBLE \$149.50
HEADER.....
Floor Sample

18-20-22' FT. ROCK-OLA \$119.50
SHUFFLEBOARDS.....
Good Condition

Write for quantity prices

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Rock-Ola Shuffle Jungle \$49.50
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Exh. Shuffle Bowl Conversion 59.50
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Fast Wax, case (12) \$4.50
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Premiums! Write for List.

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NEW! NEW! NEW! NEW!

Buckley . . . RACE HORSE

Amusement Game



. . . FREE PLAY . . . REMOTE CONTROL . . .

Buckley CRISS-CROSS

Automatic Payout
Jackpot Belle

5c - 10c - 25c 50c - \$1



TALL & BAR BOX

20-24-32 Records
5¢ or 10¢ Play

BUCKLEY

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RENO, NEVADA

MANUFACTURING CO.

1 W LAKE ST., CHICAGO 24, ILL.
CCARELLI CANEBIERE 14 CARSON ST.
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CIGARETT

2 8 Column Eastern Elect
2 16 Column Eastern Elec
1 Largest PX Electric, wry
2 8 Column Rowe Royal,
2 8 Column Rowe Royal,
2 8 Column Royal, cutco
2 8 Column Rowe Imper
Small depa
CIGARETTE SERVICE

SHINE BARGAINS

2 days \$185.00
4 days 345.00
..... 195.00
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..... 55.00
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Free within 200 miles.
19 N. 4TH ST., WILMINGTON, N. C.

"CLOSE-OUT!"

Brand New in Original Cases
Tri-Scores \$115.00

Six Shooters Bowlette
Cyclone Play Ball
United Raboons Bomber
S.A. Hit-Run

Write for Low Priced Special 40 Hot Rods—make offer!
Lehigh Specialty Co.
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WANT TO BUY

Mutoscope
VOICE-O-GRAPHS
State Condition and Lowest Price
PLAYLAND AMUSEMENTS
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MONument 2-7755

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that stops 'em cold!



GENCO'S Shuffle TARGET

• Nothing like it in shuffle tables • Popular as a carnival shooting gallery!

SHUFFLE TARGET

is new, fast, dynamic! For 1 or 2 players. Attracts a crowd, keeps things humming, shuffles profits into "target" at terrific pace!

- Single scoring with first 5 shots
- Double scoring with second 5 shots
- Triple scoring with third 5 shots
- Quadruple scoring with fourth 5 shots

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.

CALL, WIRE, WRITE YOUR DISTRIBUTOR NOW!

GENCO

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

RELY ON DAVIS

VALUE QUALITY GUARANTEE

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1250	\$489	148ML	\$369
1100	369	148M	349
1080	229	147M	279
1015	219	146M	239
AMI		H148M Hideaway	289
"B"	\$429	H246M Hideaway	259
"A"	319	H146M Hideaway	219
ROCK-OLA			
1426	\$189		

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—Or With Davis 6 Point Guarantee for \$35 Additional per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$79	750 \$119	1422 \$129
Envoy 69	780 89	Playmaster 69
Colonel 59	800 79	Commander 39
Major 59	850 59	MILLS
Model Hightone 59	500 49	Empress \$39
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Gem 49	Victor 39	PACKARD
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WALL BOX SPECIALS

Seeburg DS20-1Z, 5c, 3 Wire	\$ 5.95
Seeburg WS-2Z, 5c, Wireless	5.95
Seeburg W1-L56, 5c, Wireless, Refinished	17.50
Seeburg 3W2-L56, 5c, 3 Wire, Refinished	18.95
Wurlitzer 3020, 5/10/25	37.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.

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SEEBURG FACTORY DISTRIBUTORS
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BIGGER PROFITS, LESS SERVICE CALLS
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Super ROCKET '52-'50



OPERATORS

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Now on Display in Our Showrooms



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LATEST and BEST MONEY MAKER NAVAJO

Loads of Fun EVERYBODY PLAYS IT

- Small Investment
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- Easy to Operate
- Takes Pennies, Nickels, Dimes or Foreign Coins
- Usually Repays Investment Each Month
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Large Profits for Distributors
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- 4 BUCKLEY DE LUXE DIGGERS with Base—\$95 EA.
- Have about \$100 spare parts and motors for above.
- 18 DIGGERS and Parts—\$1400.
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Universal—5 STAR
Keenev—LITE-A-LINE
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SHUFFLE ALLEYS
NEW
Chl. Coin—HORSESHOES
United—6 PLAYER
United—SKEE ALLEY
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ONE BALLS
TURF KINGS CITATIONS
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COLLEGE DAZE 99.50
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New WINNERS FUTURITY

Distributors for
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WRITE, WIRE OR PHONE FOR PRICES—ADAMS 7254

CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH—COLUMBUS 15, OHIO

WANTED

UNITED TWIN SHUFFLE ALLEY REBOUNDS

UNIVERSAL SUPER TWINS
BALLY SPEED BOWLERS

Games must be reconditioned and ready for locations.

Write or Phone

STREAMLINER COIN MACHINE CO.
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SCALES FOR SALE

Waiting Tom Thumb \$50.00
Waiting Fortune Head 80.00
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5514 Seventh Ave. Kenosha, Wis.



Williams HAYBURNERS

MORE **PLAY** APPEAL!



TIZZIE LIZ Sez:

No question about it! Number One choice with everybody is HAYBURNERS!

ORDER FROM YOUR DISTRIBUTOR NOW!



CREATORS OF
DEPENDABLE
PLAY APPEAL!

4242 W. FILLMORE ST.

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INTRODUCING --

EVANS' "Push-Over"

The NEW and DIFFERENT
MERCHANDISE MACHINE of
REAL SCIENCE and SKILL!

Push-Over—Modern replacement for old fashion crane diggers—makes "push-overs" of your locations and players with its sensational, colorful, new appeal, plus the greater opportunity to obtain merchandise through skillful play! The Pusher is entirely under player control throughout the operation of the game!

DESIGNED AND QUALITY BUILT FOR

BIG PLAY ATTRACTION

- FULL VISION, EXTRA LARGE MERCHANDISE CHAMBER FOR TOP FLASH AND WIDE RANGE PUSHER ACTION!
- INDIRECT FLUORESCENT LIGHTING!
- BEAUTIFULLY DECORATED CABINET! IDEAL SIZE: 54" HIGH, 21" DEEP, 37" WIDE.

**FOOL PROOF!
BUG PROOF!**
Thoroughly Tested
on Location!

and MONEY SAVING OPERATION!

- SIMPLE MECHANISM, EASILY ACCESSIBLE FROM BACK!
- FOOL-PROOF ANTI-TILT DEVICE LOCKS MERCHANDISE DOOR!
- DROP COIN CHUTE
- FRONT LOADING
- EASY-TO-REACH COIN BOX
- ADAPTABLE FOR BUY BACK!
(CANDY AVAILABLE FOR LOADING)

ALL THIS for
HALF the COST
of ORDINARY
MERCHANDISE
MACHINES!

PRICED RIGHT FOR PROFIT

DOUBLE YOUR OPERATION FOR HALF THE INVESTMENT
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SEE YOUR DISTRIBUTOR OR WRITE DIRECT—NOW!

H. C. EVANS & CO.

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CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 74



IMMEDIATE DELIVERY!

There's a **NEW Slant** on Playboard Action in **GOTTLIEB'S Latest** **Proven** **Innovation!**



An Exciting Game of
SKILL! SPEED!
SIMPLICITY!

RACING BALL ACTION
and **SUSPENSE**
on the **FIGURE-8**
PLAYFIELD!



INDIRECT LIGHTING ON THE
PLAYFIELD . . . Attractive! Practical!
Provides complete Board Visibility in all locations!

SKILL SHOOTING AT ITS GREATEST
—CHALLENGING! FASCINATING!

Player wins Replays by shooting balls into holes and lighting up any 3 consecutive numbers horizontally or vertically on the giant card in the light box! As easy for a beginner as for the expert!

14 WINNING COMBINATIONS!

High Score Awards

Fast, Motorized
Automatic Shuffle

CONFIDENTIALLY:

Test reports show that this game is
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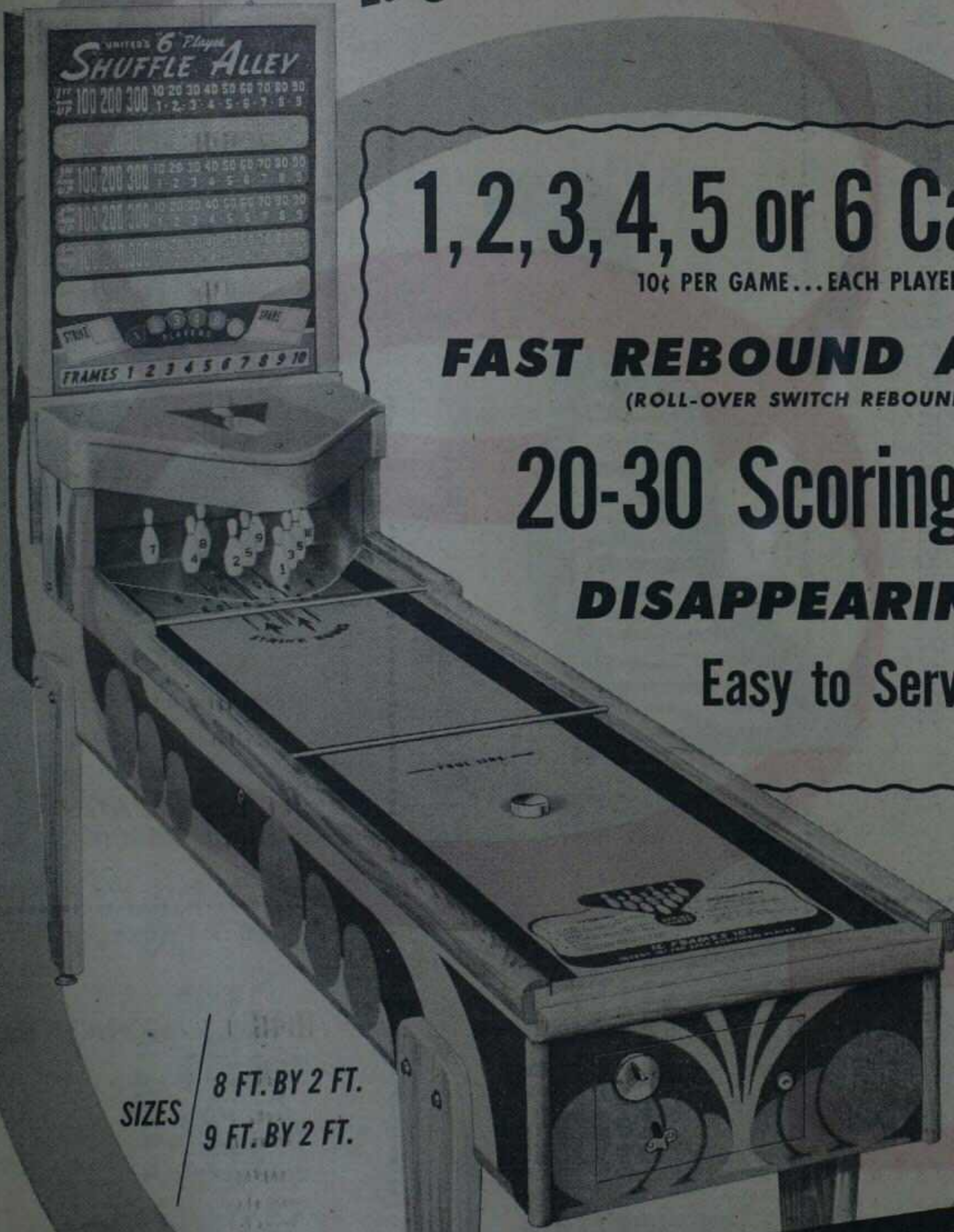
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1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

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



Seeburg Select-O-Matic "100" Music Systems are providing a **GREATER MUSIC SERVICE** in tens of thousands of locations. That's because only these modern music systems have 100 selections . . . all visible at one time . . . cataloged under the five basic musical classifications fast reference and easy selection. See your Seeburg Distributor today about the music system that has "music for everyone"

. . . music for tots, for teen-agers, for old-timers.

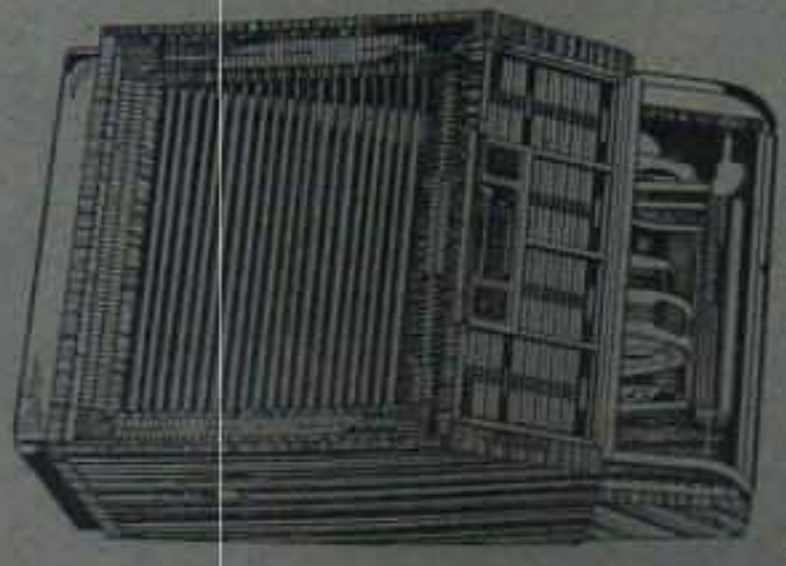
Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 1500 N. Dayton Street
 Chicago 22, Illinois

at 78 rpm
 The world's only 100 selection music system, designed for the playing of both 10 and 12-inch 78 RPM records.



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The world's only 100 selection music system, designed exclusively for the playing of 7-inch 45 RPM records.



Wallo-matic

The most remarkable remote selection system ever developed. Brings 100 selections—grouped under the five basic musical classifications—right to the fingertips of guests.



America's finest and most complete music systems