

# The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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## TV's Own 'Great Debate'— Can Webs Ever Make Money?

### Separate AM, TV, Station Firms Due in CBS Overhaul

By JERRY FRANKEN

NEW YORK, June 16.—Columbia Broadcasting System this week was reported completing its plans for a corporate reorganization whereby separate companies will be set up for every major CBS operation. In effect, the new CBS pattern is said to call for a set-up somewhat comparable to that of its major competitor, Radio Corporation of America, except that CBS will go RCA one step further, re-

portedly, with separate companies for both AM and TV. RCA's subsidiary, the National Broadcasting Company, still houses its radio and TV activities under the same roof.

Information is that following approval in separate meetings Wednesday (13) by stockholders of CBS and Hytron Radio & Electronics Corporation, the CBS board of directors began a series of meetings designed to complete the CBS reorganization. No official comment was forthcoming at the conclusion of yesterday's (Friday) CBS directors' meeting.

Authoritative sources state that the CBS AM-TV split will involve every single department in the company. Earlier it was stated that CBS would follow the NBC pattern of AM-TV separation, with certain department, i.e., press information and other service department's continuing to function as one department for both AM and TV. Now, however, insiders say that CBS will have duplicate departments right down the line.

### Army-Navy in Grid-TV Revolt

NEW YORK, June 16.—A new and possibly crushing blow to plans to restrict telecasts of college football may result from "passive acquiescence" of Army and Navy to TV pick-ups of their away-from-home games. On the heels of Notre Dame's open challenge of the National Collegiate Athletic Association's limited TV plan Friday (15), insiders look for new defections from the NCAA bloc by the end of this month, probably headed by Notre Dame itself.

Refusal of the U. S. military and naval academies to line up with schools threatening to cancel scheduled games with Pennsylvania, which has rejected the NCAA plan, gave heart this week to other schools. The feeling is that Army and Navy, with considerable congressional pressure on them to televise, have two courses open. One is to announce publicly for televising of home games, which they might do following a definite move by Notre Dame. The other is to back in by permitting other schools to televise games in which Army or Navy are the visiting teams.

Either way, should these two join Penn and Notre Dame, it

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### Bing Into TV But Film Only

HOLLYWOOD, June 16.—Bing Crosby will go on TV sometime next year, but it will be definitely on film. Der Bingle, who pioneered use of magnetic tape and was responsible for nets lowering the ban on transcribed shows, will hold out similarly for TV films. Crosby is free to be telefilmed as a result of his latest Paramount pact.

Groaner will test various formats on film this summer. Writer-producer Bill Morrow said Crosby has assigned him to script a number of program ideas which will be filmed in an effort to find his best tele pattern. Morrow said the general idea is to keep the show light but to avoid variety shows with painted sets so prevalent in New York originations.

### 24 Bankroll CBS Tint Debut

NEW YORK, June 16.—Some two dozen advertisers will sponsor the initial Columbia Broadcasting System network color telecast, *Premiere*, when it debuts Monday (25), 4:30-5:30 p.m. The program lines up as sponsored by all the Arthur Godfrey advertisers—Chesterfield, Toni, Monarch, Lever Bros., Pillsbury and National Biscuit; all the Garry Moore advertisers—Standard Brands, Procter & Gamble, Cavalier Cigarettes and Quaker Oats, as well as Pepsi-Cola, Tintair and Lincoln-Mercury. General Mills will also participate because it was promised sponsorship of the initial telecast back in November. This is by no means the final list of advertisers.

On the talent side *Premiere* will star Arthur Godfrey, Sam Levenson, Faye Emerson, Robert Alda, Isabel Bigley and the New York City Ballet. CBS Board Chairman William S. Paley, Prexy Frank Stanton and Federal Communications Commission head Wayne Coy will also be on hand. Supporting acts will include Bill Baird's Marionettes, Patti Painter and Archie Bleyer ork. The program is to be networked to Washington, Boston, Philadelphia and Baltimore.

The schedule after the initial telecast will be 4:30-5 p.m. Tuesday (26) and then 10:30-11 a.m. and 4:30-5 p.m. the Wednesday, Thursday and Friday following. The races from Aqueduct will probably be shown in color Saturday.

HOLLYWOOD, June 16.—Columbia Broadcasting System's KTSL here will start beaming color on a regular schedule by October 1, according to net's present plans, voiced by CBS Veepee Howard Meighan.

The new CBS blueprint is said to call for separate companies for AM, TV, owned-and-operated stations, records (Columbia Records, Inc., already in existence), and continuation of Hytron and Air King products, the last named being a Hytron subsid acquired by CBS in buying Hytron. Lloyd H. Coffin, Bruce A. Coffin and David H. Cogan, respectively, Hytron chairman and president and Air King president, became CBS v.p.'s effective with the deal being closed via stock exchange. James B. Conkling, president, also has been named a CBS director.

Jack Van Volkenburg, CBS v.-p. in charge of AM and TV sales, will become president of the new CBS-

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### NOT TOO LITTLE BUT TOO LATE

NEW YORK, June 16.—Henry Dunn, American Guild of Variety Artists topper, returned to his desk from the Detroit convention, read his mail and proceeded to blow his top. There were two wires, one addressed to Dunn, the other to Gus Van, AGVA prexy, reading, "The American Federation of Musicians wishes you a happy convention and reaffirms the cordiality and warm feelings existing between the two organizations. We congratulate you on your fine leadership. James C. Petrillo." The reason for the explosion was that Dunn had hoped to read the wires at the convention. But they came to the New York national office where a secretary took them and carefully laid them aside.

### Experts Guess Pro & Con But Miss No Bets

Some See Profits  
Far Beyond Radio;  
All Still in Red

By JOE CSIDA

NEW YORK, June 16.—The extremely fluid state of the television industry is probably best demonstrated by the wide divergence of opinion on the part of top network executives on the vital question of whether national video networks as such will ever be profitable enterprises. Estimates range all the way from those of web toppers who are convinced that it will be tougher to earn substantial net profits from TV network operations than it ever was in radio, to others who say national video webs will rack up earnings undreamed of in AM.

Pointing up the uncertainty of the situation is the fact that both camps are putting a foot in every possible TV earning door aside from web operation itself. All webs, for example, now engage in such activities as film syndication, program sales and repping stations. The National Broadcasting Company this week originated the Louis-Savold exclusively theater telecast, and probably will continue such a service as an additional, tho presently insignificant, source of income.

Web toppers who doubt there will be TV web profits point to in support of their theory:

(1) Much video programming is already, and more will be, on film,

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### AM-TV in Million \$ Education Slugfest

Foundation Windfalls for Non-Profit  
Outlets More Than Met by Industry

By SAUL CARSON

NEW YORK, June 16.—Philanthropic foundations have kicked in just under \$1 million in the past three months in grants for educational programs in both radio and television. However, commercial broadcasters are right in there battling for cultural kudos. The National Broadcasting Company alone—plus its owned-and-operated New York TV outlet, WNBC—is spending as much as the highly publicized philanthropic contributions put together. When the expenditures of other leading networks and stations are added—including such advanced educational TV vanguard leaders as WWJ-TV, Detroit, and WCAU-TV, Philadelphia—the do-good outfits begin to look like pikers.

In one instance—that of a television program scheduled to start Sunday, July 1, 8-8:30 p. m., un-

der the title of *American Inventory*—the Alfred P. Sloane Foundation has contributed \$75,000 for 26 shows. The total cost, however, will run to \$5,500 a week, the difference to be paid by NBC. That will cost NBC \$68,000, only \$7,000 less than the Foundation is tossing into the pot.

The philanthropic outfits, led by the Fund for Adult Education

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### BERLE-NBC GIMMIX

### 10 Years for Free, Guest Fees to Web

NEW YORK, June 16.—The National Broadcasting Company-Milton Berle 30-year deal, first revealed in *The Billboard*, and subsequently widely and incorrectly reported in many publications, has provisions previously unknown to show business, which make it one of the most unique and advantageous for both parties ever transacted.

Early reports had the comic receiving \$1,000 per week, each week, for the three-decade span, for a grand total of \$1,660,000. The facts, revealed here for the first time, are:

(1) Berle gets nothing at all during the first 10 years of the contract, even tho he is under exclusive contract for TV and radio to NBC during that period.

(2) For the next 15 years, beginning September 1, 1961, the comic gets \$66,000 per year, for a total of \$990,000.

(3) For the last 5 years of the 30-year stretch, Berle gets \$55,000 per annum, for a total for that period of \$275,000.

(4) Grand total, payable to Berle, consequently during the last

20 years of the deal is \$1,265,000.

(5) However (and this is a key clause in the contract), Berle is committed to do 62 guest shots on any shows NBC designates, whenever NBC wants him to do such shots (and provided he is available). And NBC collects whatever

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### Dean-Jerry Set 30 One-Nighters

NEW YORK, June 19.—The team of Dean Martin and Jerry Lewis is being set for a series of 30 one-nighters to start next September and run to November. Deals now in the talking stage will call for a \$10,000 guarantee against a \$50,000 gross.

The plan is to use auditoriums, arenas and other spots capable of holding large audiences. With Martin and Lewis will go a show of standard acts plus a band.



# Billboard Backstage

By JOE CSIDA

An open letter to David Sarnoff and William Paley, to Frank Folsom and Frank Stanton:

Gentlemen:

It is hardly necessary for *The Billboard* to recall to you the heyday of the recent and hardly lamented record industry evolution, during which you folks at Columbia, and you at Radio Corporation of America respectively firmly established the 33 1/2 and 45-r.p.m. record speeds. That both of these new speed records constituted substantial improvements over the 78-r.p.m. disks and consequently will prove of great long-range benefit to all members of the record industry can certainly not be disputed. For developing these improvements, and for displaying the intestinal fortitude required to introduce them and prosecute their acceptance on the market, each of you individually, and all the members of your organizations, is to be lauded. At the moment you are engaged in a strikingly similar situation in the television industry. You both have color television systems. Your CBS system, Messrs. Paley and Stanton, has been given Federal Communications Commission's approval, and the Supreme Court has ruled that the FCC had the right to make the decision in your favor. You have announced that you would aggressively promote your FCC-approved system. Which, of course, is as it should be. And you, General Sarnoff and Mr. Folsom, have stanchly insisted that your compatible color system, when, as and if it is perfected, and also given FCC approval, will introduce color TV into American homes with a minimum of dislocation. Many writers have pointed out to you, and you yourselves have publicly admitted,

that there is already great confusion in the public mind over the color television question.

### Millions Wasted

This same type of confusion on a far lesser scale dislocated the record industry for an unconscionably long time during the 33 1/2-45 evolution. Distributors, thousands of dealers and indeed your own organizations spent, lost and/or wasted literally millions of dollars before the smoke of the battle even began to clear. It is conceded, of course, that introducing and merchandising a new system or product in any industry must be costly. But you will agree, we believe, that there is a difference between necessary, productive expenditures (however substantial) and a competitive squandering of corporate dollars which achieves or contributes to consumer confusion. You will admit, we hope, that much of the money spent in promulgating your respective 33 1/2 and 45-r.p.m. stands served only to add to the public bewilderment.

To this day thousands of record dealers are hampered in their efforts to conduct a profitable business by the problems of properly maintaining and balancing inventories in three speeds. Many of these same dealers, and thousands of others, are experiencing great difficulty in selling monochrome television sets. They are all looking to the fall for a substantial improvement in both their record and monochrome TV receiver sales.

But in the fall, you gents at Columbia will have your color demonstrations and promotions in full swing. You RCA leaders have stated that you will hold public demonstrations of your own color TV system. In short, the public will

be deluged with color demonstrations and claims and counterclaims regarding the merits of compatible versus non-compatible tint TV systems.

### Will They Buy?

Do you think a prospective consumer who has seen a color demonstration, who has been told by both the major networks in the industry that color is here, but this system is better than that or vice versa... do you think such a consumer is going to buy a monochrome receiver? In the fog of confusion over whether the CBS or the RCA color system is better, and in view of the high price of the earliest color receivers, do you think the consumer is going to buy a color set?

Our guess is that Jane and Joe Doakes are going to do just what they did during the peak of the record speed situation. They're going to buy no receiver at all! And if no new receivers are sold, that's obviously bad for CBS, for NBC, for all video broadcasters and for the entire industry. It's terrifying for thousands upon thousands of small and medium-sized dealers who can take just so long a period of sales stoppage on either records or TV sets.

We don't know the answer to holding this imminent and growing consumer confusion over color video to a minimum. We pleaded during the disk situation that everyone in the industry make every effort to hold consumer confusion to a minimum. We don't think you, nor your organizations, did too good a job of avoiding wasteful confusion during the record speed evolution. We hope you'll be able, individually and collectively, to do a better job of minimizing color television confusion.

## EDDIE CANTOR: DOC HUMANITAS

PHILADELPHIA, June 16.

Citation presented by Radio Corporation of America President Frank Folsom to Eddie Cantor, marking honorary degree the comic received from Temple University here this week, represents one of the finest accolades ever given a performer. It reads:

"A great American, endowed with high personal ideals and generosity of spirit, whose innate talents as an entertainer have made him a national institution; whose comedy and songs have enlivened the theater, brightened the screen, made the radio vibrant and captivated television; a doctor of morale who helps to sustain sanity and happiness in a hectic and harried world; a gentle critic who punctures our pretenses and keeps us laughing at our foibles; a great comic artist whose intuitive understanding of the tender, the ludicrous and the universal traits of his fellow man might well be the envy of philosophers. His great use of life is to spend it for something that outlasts life itself, for his humane activities in bringing pleasure to mankind do not end at the footlights or before the cameras."

## SWITCH-KICK

# TV Once Drew On Disk Talent, But Now Look!

By JOE MARTIN

NEW YORK, June 16.—Television as a source of disk talent is being extensively explored by a. and r. men at the various record companies. This is, in a sense, a switch on TV's early dip into diskery talent rosters for video performers. Record companies have, for many years, been considered as a major source of talent for all segments of the entertainment industry. Now, the power of TV is apparently such that the record companies are signing video artists in hopes of coming up with strong disk sellers.

Tho the a. and r. toppers' perusal of TV is not new, a recent flock (Continued on page 14)

## AGVA Blast Just a Dud

NEW YORK, June 16.—The question of organizing circus and outdoor performers was a potentially explosive one at the recent convention of the American Guild of Variety Artists (AGVA) which began in Detroit, Thursday (7) and ended Monday night (11). But the threatened explosion never happened.

Dewey Barto, board member and former AGVA head, had let it be known he was primed for bear when the circus question (Continued on page 52)

## London Dispatch

By LEIGH VANCE

LONDON, June 16.—The motion picture bosses' campaign to thwart the tax increase on cinema seats may pay off yet. The up, scheduled to start August 5, has been the focal point of an all-out attack by the picture industry, claiming it singles them out unfairly. Tax was to add 2 cents to the lower bracket prices.

Leader of the fight against Chancellor Hugh Gaitskill's budget was Socialist Member of Parliament Tom O'Brien, secretary of the Theatrical and Kine Employees. Said he: "Already the production end of the (motion picture) industry has become an object of pity and ridicule thruout the world. If patronage falls below the 1939 level the film industry will go bankrupt over night."

### BBC Snubs D. Dennis, Bands Kicking, Too . . .

Spare a tear for throbb-throated Denny Dennis. One-time fourth in *The Billboard* popularity poll, Denny was making \$420 a week with Tommy Dorsey and made over 300 broadcasts while in the States. Now back in his native Britain, Denny has been cold-shouldered by the British Broadcasting Corporation, given two spots in 12 months. What has he done to upset the all-powerful BBC boys? He doesn't know. Nor do I. So expect him back in New York come Michaelmas.

There's a sad new tune being played down London's Archer Street—center of the danceband world. They call it the TV blues.

In 1946-'47 TV used to screen nearly one band a day, but for two and a half years only three bands have managed to ease past the barrier. Says Bill Sensier, general secretary of the Music Directors' Association: "We have been snubbed by the BBC too long. . . . Millions of people enjoy dance music. We have a right to be televised."

Counters TV variety chief Ronnie Waldman: "Dance bands just (Continued on page 42)

## Paris Peek

By ART ROSETT

PARIS, June 16.—Henry Dunn, topper of the American Guild of Variety Artists, recently sent a flurry of "I-told-you-so" letters to the French consul in Los Angeles, representatives of the French government in New York, the management of the Cirque Medrano, and lastly, to one of the members of the chorus of the ill-fated Hollywood *Rhythm Extravaganza*—the show that closed June 4 at Cirque Medrano. The troupe, when it formed last fall, became a controversial issue because, at the time, Jerome Medrano refused to post a bond with AGVA on the grounds that his impeccable reputation was a guarantee that the performers would be paid and that all members of the company would receive transportation to the points where they joined the company. The contract with the seven remaining members of the company is scheduled to run until June 14. At this writing, several members of the company haven't been paid for the past four weeks.

Medrano, when interviewed by *The Billboard*, stated that he intends to fulfill every clause in the contract. Some members of the company already have their transportation to New York, but they live on the West Coast. Other developments in this case include an offer secured by Medrano for the seven girls to tour Italy and Southern France for the next two months with a ballet company. Indications are that this last proposition will not jell. Girls of the troupe told *The Billboard* that they will not do any more business with the Cirque until they are paid in full. Medrano, apparently, is making a serious effort to meet his obligations. Paradoxically, with the girls waiting around for their money, the Cirque has reopened with circus acts, running three days a week. Immediate future of the American performers is hazy. One thing is sure. Henry Dunn is right, and no member of AGVA should be permitted to come (Continued on page 42)

# Washington Once-Over

By BEN ATLAS

WASHINGTON, June 16.—Don't expect National Production Authority to shout this to the skies, but the July 1 start of the agency's controlled materials plan will be little more than a token ceremony. Altho part of the program will limp into operation next month, NPA bigwigs are privately admitting that a solid footing isn't possible before late fall at the earliest. Log jam of paper work is getting chief blame for the delay which will have a wide impact on controls affecting most of the amusement industry.

### N. Y. Bar Assn. Blast Threat To Henneck Confirmation . . .

White House insiders are insisting that President Truman took a careful canvas of the Senate Judiciary Committee before announcing his bench nomination for Commissioner Frieda Henneck, of the Federal Communications Commission. Nevertheless, palace guardsmen are plenty worried about the fate of the judgeship nomination when the Senate Judiciary Committee takes its official vote. Altho Truman's intimates are hoping that

Miss Henneck will squeak thru, they're not underestimating the damage done by this week's anti-Henneck blast from the Association of the Bar of the City of New York, which formally went on record with the committee against confirmation. Accepting the uncertainty with good humor, the lady commissioner quipped to a friend: "It's harder to get off this commission than it is to get on."

### Congress Criticizes Census'

#### Radio-TV Canvass . . .

Congressional economy hounds are sniffing hard at the Census Bureau's door. Census' multi-million dollar survey of radio-TV sets is the cause. Census' preliminary reports showing 12 per cent of U. S. homes as having TV sets and 96 per cent with radio is being criticized as not worth the survey. Say Capitol Hill critics: The TV figures based on Census' 1950 sampling are too "transitory and stale" to be of value, and the radio count is nothing new. . . . Office of Price Stabilization came forth with a reminder this week that public relations experts and publicity counsel

are required to post ceiling prices just like beauty parlors and disk shops do. . . . Peter H. Cousins moves up to information director at Radio-Television Manufacturers' Association from assistantship. . . . Kefauver bill to rewrite Copyright Act is in for some rewriting itself even before it gets a hearing. July 1 effective date specified by the bill will have to be stricken and a substitute date inserted. Senate judiciary subcommittee is showing no disposition for early action.

### Inventor of Radio

#### Wondered Why It Worked . . .

D. C. oldtimers who knew the late Guglielmo Marconi are getting a bang out of a new booklet by Orrin Dunlap, Jr., RCA veepee and author of Marconi's definitive biography. Booklet uncorks fresh stories about the inventor of radio. Best yarn tells of Marconi and his friend, David Sarnoff, now RCA board chairman, making an all-night test of the invention after which Marconi remarked to Sarnoff: "There is one thing I would like to know before I die—why this thing works."

# Picture Business

By LEE ZHITO

HOLLYWOOD, June 16.—The day is not too far off when exhibitors will be able to harness the TV medium to collect in the homes for pictures they are showing in their theaters. This unique ramification of the continuing TV-theater battle was explained to us by Carl Lesserman, one of the co-founders of Telemeter. If you recall, that's the pay-as-you-see device which a few weeks ago attracted Paramount Pictures as a 50 per cent partner.

According to Lesserman, the Telemeter system will be made available for use to theater men, and for that matter, to promoters of any entertainment event seeking to collect from viewers via the home box-office device. The way it works is simple. An exhibitor showing a feature film seeking to supplement his theater attendance by throwing the film open to TV

would be able to multiply his take considerably.

He need only acquire time on a TV station and turn the film over to viewers via Telemeter. That portion of the tele audience that wants to see the film on TV would deposit a specified amount in the Telemeter's slot and the film automatically would come on. Those who do not make the necessary deposit, get a scrambled picture which clears up only when the proper amount is collected. Device has a couple interesting gimmicks which would help in handling the bookkeeping.

First of all, viewers turning to the Telemetered channel at a time when an event is being made available will see the amount needed for deposit automatically registered on the collection box. A single slot will be able to collect amounts ranging from 5 cents to \$2. Slot will take nickels, dimes,

quarters and half dollars. As each coin is deposited, amount shown on the box will automatically decrease continuing to show sum still needed before the show goes on.

### Art for Whose Sake!

#### Zanuck Won't Buy . . .

In unveiling 20th Century Fox's new production plan, Darryl Zanuck said he'll stress more action and color and less gab in forthcoming films. Zanuck turned thumbs down on arty films and whipped up the morale of those attending the studio's sales convention here by pointing to a definite course to be followed hereafter. Films will fall in the following categories: Technicolor musicals, action pictures, human-interest pix or productions whose very subject matter lend themselves to spectacular pictorial treatment.

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# Showbiz X's Fingers Waiting Tax Bill OK

WASHINGTON, June 16.—House floor action is expected next week on the final version of the House Ways and Means Committee's new tax bill sharply trimming down President Truman's proposed stiff hikes in amusement excises. The final version which was sent to the floor late this week incorporated all previous tentative agreements on giving wide admissions tax exemptions to numerous showbiz activities, including ballrooms, non-profit orks and fairs.

The new tax bill's sole major innovation affecting showbiz is a provision—the first in history—for a withholding tax on all copyright royalties (see separate story). No previous agreement had been reached on this one, and the provision was installed this week along with a new requirement for withholding tax on various classes of dividends. As sent to the floor, the final version of the committee's bill provides the following:

1. Exempts ballrooms and dance halls from paying the 20 per cent cabaret tax.
2. Limits the admissions tax to the actual price of an admission ticket, rather than to the stated price, when a discount is given; also exempts free tickets from the tax.
3. Continues the 10 per cent tax on disks, phonographs, TV sets and musical instruments (Treasury Department had asked for a boost to 25 per cent).
4. Exempts the Metropolitan Opera Company and all other non-profit music groups from the admissions tax.
5. Raises the tax on cigarettes from 7 to 8 cents a pack (Treasury had asked for a boost to 10 cents).
6. Exempts from the admission tax all agricultural fairs run by non-profit civic groups, but continues tax coverage of outdoor amusements operated for profit.
7. Requires a withholding tax for copyright royalties.
8. Raises the federal excise on coin-operated amusement devices from \$150 to \$250 a year.
9. Hikes the levy on whiskey and other hard liquor from \$9 a hundred-proof gallon to \$10.50.
10. Raises wine taxes an average of 12 1/2 per cent.

The amusement industry is figured as having received a highly favorable break from the House Ways and Means Committee's final version, especially in view of the Treasury Department's original recommendations for stiff hikes. Also, Treasury has fought in the courts the provision written into the bill exempting ballrooms and dance halls from payment of the 20 per cent admission tax (where serving of food and the like are incidental to furnishing music and dancing privileges). The committee in authorizing the exemption has followed the theory that this exemption was originally intended by Congress.

The proposed withholding tax on copyright royalties is a completely new feature. The provision stipu-

lates that the tax be withheld at the source, just as the present withholding tax operates in connection with personal incomes.

The bill is expected to be subjected to considerable debate. The committee's final product was more than seven weeks in the making. Fate of tax legislation on the Senate side is uncertain. The Senate Finance Committee is due to begin deliberations as soon as House action is completed, and there is some conjecture here that the Senate committee may drastically revise the House-passed version.

## Credit TV With 70% Park Boost

CINCINNATI, June 16.—The promotional impact of WLW-Television has been credited by Edward L. Schott, president and general manager of Coney Island here, with an attendance increase on May 19, opening day of the amusement park, of about 70 per cent.

Stating that this year's 14,521 patrons numbered almost twice as many as on opening day of 1950, when the weather was much the same, Schott attributed the gain to what he called the greatest promotional tie-up yet made between a park and TV station in the Midwest. Under 'he plan announced in April, personal appearances at the park by WLW-T performers during the summer are scheduled, with accompanying fanfare such as renaming the pony track after WLW-T's folk singer, Neal Burris.

In a letter to John T. Murphy, TV director for Crosley Broadcasting Corporation, Schott said: "We at Coney believe that the WLW-T promotion plus the personal appearance of Mel Martin and his *Breakfast Party* cast was responsible for our excellent showing this year." The promotion included spots, integrated commercials and plugs on many of the station's live programs, including *Breakfast Party*, *Morning Matinee* and *TV Rangers*.

## RTDG Weighs DuMont Strike

NEW YORK, June 16.—The national executive board of the Radio and Television Directors' Guild will meet next week to consider the voting of a strike against the DuMont network. The video meggers' union claims that the web is reneging on its pledge to sign a contract with the RTDG.

DuMont, however, asserts that two recent National Labor Relations Board decisions maintain that TV directors are supervisory employees and consequently it might run afoul of the Taft-Hartley Law were it to sign with the RTDG. Its counter-offer is to agree to a pact covering associate directors. This the RTDG finds unacceptable and thus the council of war.

## Reservists Honor Hope for Contribs

HOLLYWOOD, June 16.—Entertainment orgs will be honored Friday (22) by the national convention of Reserve Officers' Association at the Armory, Long Beach, Calif. Comic Bob Hope will receive a special award for his numerous camp shows in this country and overseas. Top military figures will be present.

Hope is recipient of the only individual award, other honors going in behalf of the various orgs. Stan Richardson, Hollywood coordinating committee topper, is lining up entertainment for the celebration.

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# Highlight Reviews

## THEATER-TV

### Movie Mobs Cheer Like Ringsiders Over Bigger, Clearer Fight B'dcast

By JACK MABLEY

Review of theater telecast of Louis-Savold fight, 10-10:45 p.m., Friday (15), State Lake Theater, Chicago.

Everything was right about the theater telecast of the Louis-Savold fight. From the standpoint of picture quality, the crowd, enthusiasm, announcing and a good fight, the experiment was as great a success as could be hoped for.

The State-Lake was sold out an hour and a half before the fight started. When the cartoon was cut and the picture switched to the telecast from Madison Square Garden, not a single person in the audience left. Obviously all had come to see the fight.

The State-Lake uses Paramount TV film equipment which trans-

fers the picture to film and flashes it on the screen about 65 seconds behind the action. The quality of the picture was far superior to that usually obtained on home sets. It was a shade below newsreel quality. The ring was empty for the first five minutes of the telecast, and the camera panned the crowd, showing far greater detail than commercial telecasts. At one time there were approximately 40 faces on the screen, all clearly discernible.

Corum Slick

Bill Corum did a slick announcing job. He opened by explaining the closed circuit telecast and where it was going. "Sit back in your comfortable theater seats and

relax," he told the audience. "The manager won't mind if you yell a little. And if you don't like the decision, let us hear it here in New York."

When the fight got under way, the crowd reaction among the 2,700 in the State-Lake was almost identical and simultaneous to that of the crowd on the screen. The customers were strongly pro-Louis and cheered right along with those at ringside. Between rounds there was hefty applause, largely for Louis, who carried the fight all the way.

Corum wisely said little during the fighting. Between rounds he commented on the fight and described the condition of the boxers. (Continued on page 8)

## BOOKS (RADIO-TV)

### Shaw's "Troubled Air" Gives Vivid, Twisted View of Critical Problems

By JOE CSIDA

It is lamentable that Irwin Shaw is so clever, powerful and engrossing a writer as he again demonstrates himself to be in *The Troubled Air* (Random House). For despite critical hemming and hawing over this novel in which he tackles the issue of so-called blacklist practices in radio and television, the book is sure to get wide readership. And, unfortunately, Shaw sharply and effectively dramatizes all but two of the major points which must be considered in any intelligent analysis of this complex problem.

He fails completely to establish the fact (too frequently proved in recent years) that home-grown Communists make meaningful con-

tributions to a cause whose objective is to disrupt, if not destroy, this country as it now exists. To the contrary, his key Commies never come thru as much of a threat to anything except the comfort and peace of mind of hero Clement Archer, who directs the radio show on which they work. Cell-leader Vic Herres emerges strictly as a super-egotist of the Dr. Fuchs stripe, who believes he knows better than God what's best for that poor jerk, the average man. His worst characteristic seems his unnatural lack of loyalty to, or consideration for, as good a friend as Archer. And indeed Herres' monogamous devotion to his nice wife, Nancy, makes

him, for most of the book, an admirable young man in this Kinsey kind of world. Frances Motherwell is a neurotic, cruel, tho ravishingly lovely babe who adopted the Red irreligion because a young flier with whom she slept regularly was a half-baked Bolshevik. She deserts the local Stalinists simply because the faithful (to his frau) Herres refused to climb into the hay with her.

Clear Danger

The truth is that a Communist, whether wife-lover or nymphomaniac, constitutes an active part of what adds up to a clear and present danger to this country's welfare. And some way must be (Continued on page 9)

## RADIO

### Lanza Stanza Reaches Fortissimo Heights as Coke's Bergen Sub

By JERRY FRANKEN

According to the June 16 issue of *The Billboard*, Mario Lanza had the best selling pop albums in both the LP and 45 r.p.m. speeds; the best selling classical titles in both speeds, and after 27 weeks on the best selling pop singles list, his *Be My Love* was still relatively high—14th. His recent concert tour was a sellout from start to finish. All of which makes it fairly obvious that Coke has got itself one of the strongest possible buys as its summer AM replacement for Edgar Bergen.

The show will not disappoint Lanza fans, and will probably

make converts of others. He sings every song as tho it were his last and belts his pops and semi-pops across as tho they were especially and exclusively composed for him by Bach, Beethoven, Rodgers, Hammerstein and Ernie Tubbs.

Fine Support

Lanza got notable support from Gisele McKenzie, the French Canadian singer of the Campbell Soup Club 15, and Ray Sinatra's fine orchestra and its well-tailored, lush arrangements. Miss McKenzie projects a warm and engaging personality and gave outstanding

treatment to *Hello, Young Lover* and the French folk tune, *Le Fiacre*. To the latter type of song she brings charm and understanding, without the annoying nasology that characterizes so much Gallic gargling.

Coke commercials, as is traditional with this sponsor, are the final word in restraint and brevity.

RADIO—Reviewed Sunday (10) 8-8:30 p.m. over CBS network. Sponsor, Coca-Cola. Agency, D'Arcy. Producer-director, Frank Gil Jr. Cast, Mario Lanza, Gisele McKenzie, Ray Sinatra orchestra.

## LEGIT

### "Courtin' Time" Ain't Quite Happy Time; More Lively Than Musical

By BOB FRANCIS

If the last half of *Courtin' Time* kept pace with the first, a pew-sitter could make a happy report of events at the National. Sad to say, 90 per cent of the charm of the new song-and-dancer is packed into its first stanza, and the final segment is a serious let-down. Balance-wise, therefore, it is moderate summer musical entertainment, but hardly has the punch for hardy competition.

It is too bad, since seldom has a cast worked so friskily and so hard to make such a matter tick. Joe E. Brown, heartily welcomed back to a Stem musical after 25

years, works wonders with the role of a Maine farmer, by turns glib, arrogant and pathetic, who searches for a second romance with three candidates, while neglecting to notice the charms of a housekeeper who is nearer at hand. When the book lets him be his wide-mouthed, flavorsome self, as when he mentally fights John L. Sullivan or careers thru the throes of a titanic hang-over, all is well with the comic department of *Time*.

But William Roos' book, based on the old play, *The Farmer's Wife*, by Eden Phillips, has little wit to

help him, which puts Brown's comic talents for the most part over a barrel. Nor is *Time* either tunelessly or lyrically distinguished. In fact, its ebb is exceedingly low on the latter count. There is a good specialty number, *The Wishbone Song*; a fine ballad, *I Do, He Doesn't*, and an amusing operetta satire, *Golden Moment*, in the first act. After-intermission items, such as *Masculinity* and *Maine Will Remember* the Maine should be tossed out on the score of both melodies and words, altho a ballad (Continued on page 41)

## The Billboard

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## NET-REP WAR TURNS HOT; CBS, KATZ TO SELL TELE

### Snyder Peddles for Web, Kearney For Agency in Big Sales Campaign

NEW YORK, June 16. — The smoldering, but continuing, fight between station representatives and the national networks is becoming grimmer, with two developments this week highlighting the increasing competition and persistent advances by either side on the other's territory. The two developments were respectively the appointment by the Columbia Broadcasting System's TV network of Clarke (Fritz) Snyder as field representative and by the Katz agency, station reps, of Don Kearney as TV program manager.

The meaning behind these two steps is unmistakable. As "field representative" Snyder will try to clear time on TV stations for CBS-TV commercials. That means, in effect, he'll be trying to wrest away TV time not only from other networks but to clear time in station option time—that is the time station reps sell—and on which both the reps and the stations make most.

#### Katz's Move

By the same token, Kearney's appointment means that Katz is now really out to sell video programs, a sales angle never touched by station reps in radio. Katz had been active in this field before via a program sales deal with John Blair & Company and Free & Peters, but the Kearney designation now means that Katz is mak-

ing its most direct attack on network television. The move is doubly significant, since the Katz agency has been and continues to be the No. 1 station rep in the business not only via the best list of stations but via the largest TV billings of any rep.

Katz will sell on the theory that, with film placements increasing steadily, there's no need to get involved with network placements and time-clearance problems. This is especially appealing to stations, which get only around 30 per cent

of card rate on web business, against 72 per cent on station replaced business.

Snyder, via activities with the Biow company, is well known in the station field, having worked on the Bulova account, a large spot buyer. He was also in station relations with National Broadcasting Company. CBS-TV has lost out on several important web shows because of its inability to clear network time, with Snyder now called in to help remedy that situation.

## "THE NORTHS" TURNED SOUTH

NEW YORK, June 16.—Reports this week were that the Columbia Broadcasting System's TV programing department had turned down Mr. and Mrs. North, which Colgate had ticketed to go into its recently acquired Wednesday 9-9:30 slot. The rejection was said to be based on the web's desire to put a variety or comedy stanza into the slot to follow Arthur Godfrey.

The Kraft Television Theater is the National Broadcasting Company video opposition in the time period, and the CBS-TV belief is that a vaude show would produce larger audiences. Colgate is now looking at the Sam Levenson show for the slot but the price may be too high.

## CBS Planning Separate Major Units Companies

Continued from page 1

TV company, it is reported, with Howard Meighan, CBS v.-p. and general executive, mentioned most prominently as CBS-AM head. J. Kelly Smith is reported slated to head the Columbia owned-and-operated company—he is now vicepee for station administration. It's also reported that CBS may have another company for its real estate holdings.

Over-all, of course, would be the parent CBS company—even as RCA is topdog in its corporate layout—with William S. Paley, Frank Stanton and Joseph H. Ream serving in their present capacities as board chairman, president, and exec vicepee, respectively.

Oddly enough, when NBC went into its AM-TV separation, CBS went the other way, integrating both functions on the ground of greater economy. Since then, however, CBS has gradually separated, and now appears to be taking the final plunge.

## Turn-Aways, Patron Boos, Cheers Mark Big Success for Theater TV

NEW YORK, June 16.—Theater television received a boost at least as great and certainly more significant than that gained by Joe Louis in his six-round knockout of Lee Savold Friday night (15). Coverage of the bout in nine houses spread over six cities was received by the public with far more enthusiasm than the promoters had dared hope. The result is not only that two additional bouts definitely are earmarked for exclusive theater TV coverage, as revealed last week in *The Billboard*, but that sports promoters in general have been jolted into realization of the medium's potentialities when a string of 100 theaters or more are lined up—as well may be done by this fall.

Turnaway crowds and standing room sales—something most film houses haven't experienced too consistently of late—were the major achievement of the hook-up. Even tho the fight itself was rated a third-class attraction, and even tho the flickeries were, for the most part, carrying second rate film bills, business zoomed while competing houses continued in the usual rut.

With reports indicating perfect reception, clear pictures and a maximum of crowd reaction in the theaters, the event is likely to make itself felt in two ways. On the one hand, it should encourage exhibitors to order theater TV equipment, and on the other, it should encourage sports promoters and others to turn over exclusive rights to events to film houses video circuits.

#### DC in Air

Terrific reaction was noted at the 1,595-seat Lincoln Theater, Washington, with 2,000 jamming

the house and over 1,000 turned away. Tickets were raised from 50 cents to 74 cents and the box office was forced to close one hour and forty-five minutes before fight time. Sales for the event started at 5:30 with the longest line-up of patrons in the theater's history. Audience reaction was tremendous and the announcement of the projected Murphy-LaMotta tilt brought down the house.

At the 1,850-seat RKO Keith, the other Washington theater carrying the fight, audience reaction was similar. The house was filled with 300 standees, and the box office was forced to close at 9 p.m. Over 1,000 were turned away, which set a new record for the house at that hour of the day.

#### Pitt Over Top

In Pittsburgh, the Fulton Theater, seating 1,700, was filled, with over 1,500 turned away. Prices were hiked from 85 cents to \$1.30, and business equalled the full gross for an entire opening day of a top picture, with the evening gross quadrupled by the fight. Candy and popcorn butchers sold in the aisles, and the entire atmosphere in the house was that of being at the ring-side.

Tho theater TV was nothing new to the State-Lake and the Tivoli theaters in Chicago, both having screened football games before, turnouts for the Louis-Savold

battle was tremendous. The 2,700-seat State-Lake was sold out at 7:30, and the Tivoli closed its doors at 7 p.m. Usual prices of 74 cents at the Tivoli and 98 cents at the State-Lake were retained, but the upsurge in the normally fair Friday night business came as a direct result of the fight immediately after the house was cleared following the knockout, in order to appease the crowd jamming the sidewalks outside.

Baltimoreans, too, jammed the 3,100-seat Loew's Century, with 3,600 taken in and over 2,000 left outside. Two lines formed at the box office at 6 p.m., running to the ends of the street by 8. At 8:55 s.r.o. tickets were sold, and at 9 p.m. the box office had to call it quits. The regular 65-cents admission stayed, and business was 150 per cent over the Friday night the week before. Competitors did usual business.

#### Capacity Before Start

In Albany, N. Y., the Fabian Palace Theater was filled well before the fight started. Raking in the usual 70 cents a head, the 3,660-seat house admitted 4,000, including more than 400 standees. Showing a double bill of *My Forbidden Past* and *The Fighting Coast Guard* since Wednesday, the house sold about 1,500 seats more Friday than the previous night. Competitors did regular, mediocre business, with the Strand, the biggest Fabian competitor, doing only so-so with *Up Front*. Tho here, too, as in Chicago, theater TV was not new, capacity crowds for two previous basketball games were topped by the Louis-Savold clash. Audience reaction was thunderous, with cheers and boos drowning out the sound of the fight.

Not so much at the RKO Palace Theater in Cleveland, however. Capacity business was recorded,

## NAM Wants Net Time for Truman Reply

NEW YORK, June 16. — The four major radio networks and the National Association of Manufacturers were yapping at each other this week-end, as a result of President Truman's broadcast Thursday (14) night. During the course of his address the President, by name, criticized the NAM for its position on anti-inflation measures. The President declared the NAM wanted no controls at all.

The day after Truman's address, the four networks received formal requests from the NAM for time to reply, in line with the broadcasting industry's "equal time" tradition. Altho not set, it's believed most webs will accede to the request.

## Further DuMont Changes Due As Witting Takes Top Spot

NEW YORK, June 16.—Changes among top departmental execs are expected at the DuMont video network following designation this week of Chris J. Witting as director of the web. Witting, who had been general manager, succeeds Mortimer Loewi, who reverts to his former position as executive assistant to Allen B. DuMont, boss of both the network and manufacturing divisions.

It was also reported this week that Carlos Franco, a top ad agency figure for years, may move into the DuMont organization in a top sales post. Franco, who resigned recently from the Kudner agency, was previously with Young & Rubicam.

Loewi's retirement ends weeks

## THIS IS NO POULTRY SUM

NEW YORK, June 16.—The TV version of *The Egg and I* will cost some loot-happy bank-roller \$22,000 a week, if present Columbia Broadcasting System budgetary plans are maintained. Expected to be kined shortly, the poultry show will feature Eddie Albert and Diana Lynn.

of rumors of impending changes at DuMont. Last Friday (8), top DuMont execs forcefully denied that such changes were due. The switches, however, were confirmed at a board meeting Thursday (14).

Witting's main assignments, it is held in the trade, are to put the video network on a sustaining basis, whereby even if it doesn't show a profit, it breaks even, and at the same time to effect such exec changes he figures may be required to do that job. The DuMont web ranks behind its three competitors in terms of commercial sales and program ratings, altho the latter fact stems largely from a program budget that's only a fraction of those of other webs.

#### Long Association

Loewi has been closely associated with Allen B. DuMont since the latter's early days as an inventor and is reported to have considerable financial interest in the operation. Witting joined DuMont in 1947, having previously served with Price, Waterhouse Company, Camp Shows and his accounting firm.

Chances are there will be no replacement for Witting as DuMont general manager, since he will hold on to most of those same responsibilities and shift others in his organizational revamp.

## AC, ANA Meet In Harmony on AM's Problems

NEW YORK, June 16.—Results of the first meeting between the Affiliates' Committee and the Association of National Advertisers, held this week, were described as most encouraging by a radio spokesman. At the same time the AC, which met with execs of the National Association of Radio Station Representatives, reached an understanding to work with the rep group in a continuing effort to stabilize radio and hold off further rate depression.

Both ANA and AC officials were described as "agreeably impressed" with each other's attitude. This was held to mean that the groups appreciate the problems each face and the need to work them out, if at all possible, on a mutual basis.

Most encouraging from the AC point of view was ANA's reaffirmation of faith in radio as an advertising medium and the belief that radio will retain that status permanently. The advertisers are also understood to have declared they intend to continue to use radio and under no circumstances do they want to impair its serviceability.

While this week's meeting was necessarily almost entirely exploratory, it is hoped that it will lead ultimately to a meeting in which both sides will be represented at all industry levels—agencies and advertisers on the one side and all elements of broadcasting on the other.

## NEW NBC AM-TV CODE BY NARTB SESSION?

NEW YORK, June 16. — The National Broadcasting Company is expected to reveal shortly details of a new code covering both radio and television programs, it was learned this week. Completion by NBC of its new standards of practices may coincide with Friday's (22) meeting of a National Association of Radio and Television Broadcasters' Association committee, charged with drafting an NARTB-TV code. The NARTB now has a radio code but none for television.

NBC will not divulge any of the details of its new code, the first it will have written specifically for both media. NBC's present code was put into effect about three years ago, and its provisions have been extended, broadly, to television. Timing of the code's disclosure for the NARTB meeting is viewed as good public relations for the web.

WASHINGTON, June 16. — The biggest meeting of its kind is anticipated for the TV programing conference here Friday (22) under sponsorship of the NARTB. A turnout of well over 250 is forecast, with at least one representative having registered from each

with standees accounting for seats left vacant down front. The box office remained open thruout the evening, and the usual price of 75 cents was upped to 90 cents from 5 p.m. on. According to assistant manager, Richard Leathers, the Friday night business was much better than usual, but would probably have gone higher had not the fight been postponed. Audience reaction was high, as in all the other theaters, but only turn-away the theater experienced was an older couple who didn't want to see the fight.

of the going 107 TV stations in the nation and with several of them making reservations for representation of several staffers.

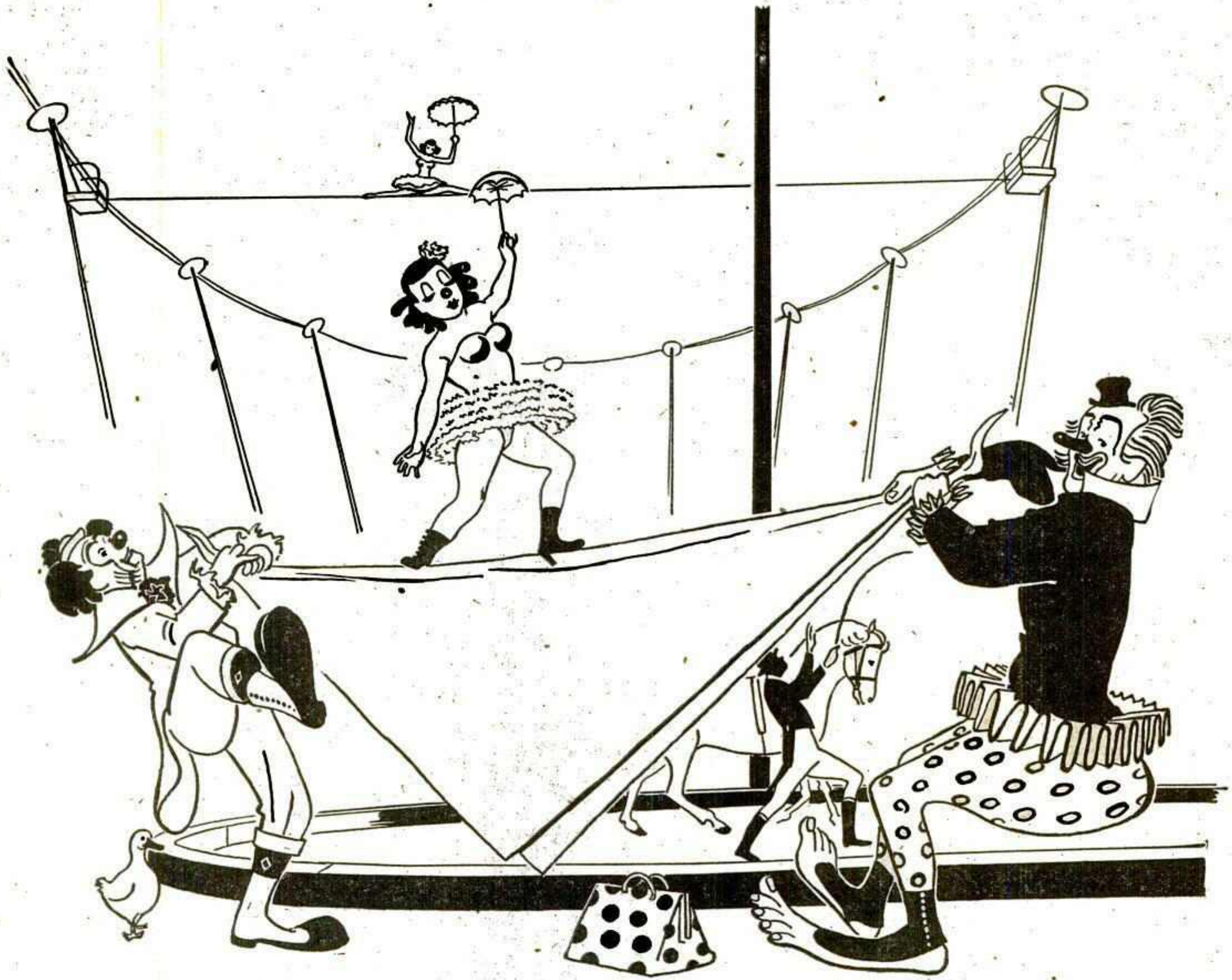
The general feeling is that the group will tee off toward a possible TV code of fair standards for programing. Expectations are that a working committee will be organized with instructions to report back with a blueprint in a few months.

#### Coy To Speak

Chairman Wayne Coy, of the Federal Communications Commission, in one of the main talks to the session is expected to voice his encouragement along with a warning that programing standards should be raised lest the FCC feel compelled to make an examination. Sen. Edwin C. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, will also be a principal speaker.

A sampling of TV programing logs from the nation's stations is being compiled and prepared for analysis at NARTB in readiness for the session. At NARTB, tho, some doubt is felt as to whether anything more than a "preliminary" analysis can be given at the session.





# Don't Stretch a Good Thing Too Far!

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1951 The Springs Cotton Mills

**The Springs Cotton Mills** Lancaster, South Carolina

This One



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# Challenge Legality Of Allocations Plan

WASHINGTON, June 16.—In a move which may have a major impact on the Federal Communications Commission's time-table for the lifting of the TV freeze and on the future of educational TV, the FCC will hold a hearing here June 28 on the question of whether its proposed city-by-city TV allocations plan is legal and whether educational TV channels can be legally reserved.

The commission late yesterday announced the hearing as an aftermath of a series of challenges from the broadcast industry as well as from Sen. Edwin C. Johnson (D., Colo.) chairman of the Senate Interstate and Foreign Commerce Committee. The legality hearing, slated to be held little more than a week in advance of the much-deferred July 9 start of the city-by-city TV allocations hearing, is

viewed likely to determine the course of the entire allocations proceeding. In announcing the June 28 hearing, the FCC made no reference to Johnson's letter which requested that the legality question be immediately clarified lest the FCC's final TV plan be challenged later in court. The commission is expected to send Johnson a reply calling his attention to the upcoming June 28 hearing.

Chiefly under question is whether the FCC has legal authority to issue blanket allocations on a city-by-city basis. The FCC Bar Association for example, has charged that the commission's plan would result in waste and unfair loss of frequencies due to the fact that so many of the proposed channel allocations would go to pint-sized communities which wouldn't use the channels because of lack of economic support. It has been pointed out that the commission is under obligation instead to allot channels where economic demand is demonstrated.

One of several groups to challenge the proposed allocations plan, the FCCBA has as its main purpose a desire to lift the freeze as soon as possible without threat of a subsequent tie-up in the courts. The FCC bar case will be argued at the hearing by Leonard H. Marks, D. C. radio lawyer.

# US Army Buys Stern; ABC's Football Sked

NEW YORK, June 16.—The U. S. Army this week bought two network radio sports schedules, the Bill Stern show on National Broadcasting Company, and the fall football schedule on American Broadcasting Company. Purchase of the Stern show, which airs at 10:30 p.m. Fridays, was regarded as interesting because the stanza had just been canceled a few days before by Colgate and was snapped up almost before the NBC sales force had time to get around on the show.

In picking up the ABC airing of the grid games, the Army and Air Force was continuing a deal which it has bankrolled over the past few seasons. The Grant agency in Chicago placed the business.

# Kaye In for Big Splurge Over 3 Nets

NEW YORK, June 16.—Sammy Kaye, bought this week by Listerine for a fall TV series, is in for one of the widest network plays around. Kaye will be getting exposure on three different webs, with the pacting of *So You Want To Lead a Band*, which goes into the Sam Levenson time slot of 7 p.m. Saturdays on the Columbia Broadcasting System.

Kaye also signed recently for a radio series on the American Broadcasting Company. During the summer his band is booked for five performances on the DuMont TV network's show, *Cavalcade of Bands*. The agency on the Listerine deal is Lambert & Feasley.

## WLW

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# LEGISLATORS OR JUST HAMS?

WASHINGTON, June 16.—Congressmen will be sending TV film strips free to local video stations if a program outlined here Friday (15) before a congressional committee is fulfilled by Robert Coar, superintendent of the Capitol's radio-TV room.

Testifying before a House appropriations sub-committee, Coar said he hopes to make it possible for congressmen to be filmed so that the film can be sent to local TV stations without charge. Coar said that the equipment he is planning to use would make it possible to produce the film at a cost of \$5 a minute.

# After 7 Years WSB Inks AFRA Pact

ATLANTA, June 16.—After seven years of negotiations the American Federation of Radio Artists this week signed a contract with WSB here and its TV affiliate, WSB-TV. The agreement covers 15 AM-TV announcers working for the broadcasting stations.

AFRA originally tried to sign a pact with the radio outlet in 1944. From then on there was a continual struggle, marked by litigation both in the courts and before the National Labor Relations Board.

# Pro-Education Stance Seen Fading As FCC Revamps Point to New Era

By BEN ATLAS

WASHINGTON, June 16.—An important new era is due at Federal Communications Commission which is in the throes of its biggest overhauling in years. To seasoned observers inside and outside the commission, events appear to spell out a new middle-of-the-roadism veering further than ever from the FCC's once-vaunted Blue Bookism, and possibly putting restraints for the first time on all-out educational TV channel reservations.

This trend, perceptible in recent weeks, was thrown into sharp focus by the timing of two long-expected moves this week—President Truman's Federal District Court bench appointment for Commissioner Frieda B. Henneck, arch crusader for educational TV channels, and the resignation of Assistant General Counsel Harry M. Plotkin, perhaps the ablest and most forceful liberal on the commission staff.

To the TV industry, the new order taking shape at FCC is of top importance. A re-examination of the issue of educational TV channels appears about to be taken by FCC which yesterday announced a June 28 hearing on the question of not only whether the commission has legal authority for its proposed city-by-city TV channel assignments, but also whether the commission has overstepped its authority by reserving chan-

nels for use by non-commercial educational TV stations. Further significance is attached to the timing of this series of moves in view of next Friday's (22) TV programming conference here, sponsored by the National Association of Radio and Television Broadcasters. The upcoming session, which will be addressed by FCC Chairman Wayne Coy and Chairman Edwin C. Johnson (D., Col.) of the Senate Interstate and Foreign Commerce Committee, represents the industry's initiative to set up programming standards rather than foster a recurrence for TV of the FCC's Blue Book.

## Who'll Succeed

Question of successors to Miss Henneck and Plotkin is holding top speculative interest here, although there is some uncertainty whether the Senate Judiciary Committee will confirm Miss Henneck's nomination to the Federal District Court judgeship in New York City in view of the opposition voiced by the Association of the Bar of the City of New York.

More than a score of names are being mentioned as Miss Henneck's possible successor should she be confirmed. Among these are Neville Miller, former president of the National Association of Broadcasters; Benedict Cottone, general counsel to the FCC; General Telford Taylor, spearhead of the joint committee on educational television; Edward Cooper, admin-

# Last-Min. Plea Halts Richards Wind-Up

WASHINGTON, June 16.—The three-year-old G. A. Richards case before the Federal Communications Commission took a new turn late yesterday (15) when the FCC Broadcast Bureau and general counsel petitioned the Commission to set aside a hearing examiner's initial decision that had sought to write finis to the case a few days earlier.

Yesterday's petition strongly questioned the propriety of the initial decision filed by Hearing Examiner James D. Cunningham, who based his proposed dismissal of the proceedings on the premise that Richards' death late last month had rendered "moot all the questions presented under the issues of the proceedings." The petition opposing Cunningham's action declared that Cunningham's decision was issued even in advance of an application for involuntary transfer of ownership, and went on to state: "It is firmly established in Commission policy that a proposed transfer, whether voluntary or involuntary, does not render moot the issues in any pending proceeding for renewal of licenses, notwithstanding the fact that the transfer would remove from the affairs of the licensee the person or persons whose conduct is involved under the issues in the proceeding."

The petition went on to state that, on the contrary, the Commission's firm policy as stated in an earlier memorandum and order in the case and as affirmed by Examiner Cunningham in an earlier report specifies that the FCC "will not consider transfer applications until it has disposed of the issues in the pending proceedings." The petition, which places the issue squarely in the lap of the Commission, was signed by Curtis B. Plummer, chief of the FCC's Broadcast Bureau, General Counsel Benedict P. Cottone and Counsel Frederick W. Ford.

The Plummer-Cottone-Ford petition questioned the hearing examiner's authority to issue a "purported initial decision" at the present stage of the case based on complaints that Richards allegedly had ordered news slanting in programs over his three stations—KMPC, Hollywood; WJR, Detroit, and WGAR, Cleveland. The petition stated that Cunningham's action leaves in suspension the status (Continued on page 9)

# KFI Program Hype to Buck Video's Power

HOLLYWOOD, June 16.—To fight tele's inroads into radio's audience, KFI has reshuffled its programming sked and added new shows in an effort to offer listeners at certain time periods type of material unavailable on TV. Shifts were made only after station executives studied rating charts to see what AM shows are holding up face of TV competition. Station has also leveled heavy promotional campaigns on behalf of its nighttime net (National Broadcasting Company) shows to combat video's pull.

Station, for example, has found gab paying off rating-wise. Burritt Wheeler's 4:30-5 p.m. daily patter period has been going up in ratings, while general trend during that period has been downward. Feeling is TV doesn't give audience general interest patter material, hence radio's filling the need is welcomed. As a result of this thinking, KFI added ex-WLW (Cincinnati) commentator Michael Hinn to its evening line-up, putting him in the 10:15-10:30 slot, following 10 o'clock news.

Station bought Music Corporation of America's MGM transcription series, Lionel Barrymore and John Nesbitt programs, filling the 10:30 and 10:45 slots, thus filling a full hour of straight gab.

KFI similarly follows block programming, principal in the AM hours, (Continued on page 9)

## 1-SHOT SOLID

# Bakers Try ABC Once; Want More

NEW YORK, June 16.—Results achieved by a one-shot radio network show proved so satisfactory to the Quality Bakers of America Co-Operative, Inc., that the outfit is mulling plans to enter the medium on a more regular basis, possibly starting early next year. Chances are the first step will be the airing of some six shows next season.

The first stanza, a semi-documentary drama on the 10th anniversary of the incorporation of thiamin into bread, was an industry promotion job costing the co-op about \$25,000 for airing on some 75 outlets of the American Broadcasting Company June 7. It featured Frederic March and Deborah Kerr. The web carried it sustaining on many additional outlets, since the co-op only reaches into about 40 States. Reaction from listeners and dealers has convinced the co-op that radio can do an educational and selling job for the industry and additional use of the medium now is projected. Jack Coffee is radio director for the co-op.

# P&G, Philip Morris Review Commitments

NEW YORK, June 16.—A re-examination of their radio commitments was under way this week by Procter & Gamble and Philip Morris, with the former dropping three newscasts on the Columbia Broadcasting System and winding up its 13-week run on six stanzas at the American Broadcasting Company, while the cigarette firm is due to make a decision next week on an ABC show and is considering buying *The Shadow* on the Mutual Broadcasting System.

P&G, which recently dropped a veteran soap opera, *Lorenzo Jones*, this week also exited from three five-minute newscasts by Larry LeSuer on CBS. These were aired at 10-30 p.m. Tuesdays and Thursdays, and at 7:25 p.m. Saturdays. The soap outfit's short-term deal with ABC also is running out on the Dick Haymes five-minute daytime strip, the *David Amity* soap, its participation in *Stop the Music* and *The Sheriff*, and five-minute newscasts at 8 p.m. Thursday and at 8:25 p.m. Wednesday.

Philip Morris next Wednesday (23) will reach a decision on re-

newal of its morning *Walter Kierna* strip on ABC. The sponsor also is weighing buying into *The Shadow* on MBS, and the possibility of switching from its Johnny Olsen 15-minute show at noon on ABC to a soap, *When a Girl Marries*, to tie into the web's new morning soap opera line-up.

# Nielsen Finds Pre-Noon Radio Liveliest in Television Homes

NEW YORK, June 16.—Considerably more television homes use their radios between 9 a.m. and noon than do radio-only homes. This anomaly came to light this week in a study deriving from the April, 1951, reports of the A. C. Nielsen Company. The reports analyze the average audience per minute. The comparison of radio use in AM-only and in TV homes would seem to indicate that there is more activity, both AM and

TV, in video homes than in non-TV homes.

Between the hours of 9 and 10 a.m., according to the report, radio only homes show an average audience of 17.9 per minute listening. In video homes during the same hour, the figure is 22.0.

Between 10 and 11 a.m., the figure is 18.6 in radio homes, as compared with 28.0 in TV homes. Between 11 a.m. and noon, the radio-only figure is 20.1 as against 28.3 in television homes.

# Gen. Foods Renews "Father" on NBC

NEW YORK, June 16.—General Foods this week renewed *Father Knows Best* on the National Broadcasting Company, after a period of considerable doubt about the future of the show. *Father*, which features Robert Young, airs in the 8:30 p.m. period Thursdays.

Pitching for the business was the American Broadcasting Company, which had offered the sponsor *The Sheriff*, its 9:30 p.m. Friday stanza which Procter & Gamble is due to relinquish shortly. General Foods had an option on *The Sheriff*, but renewal of *Father* put the quietus on the ABC deal.

# Ryan WPTR Gen. Mgr.; Grabhorn to NARTSR

ALBANY, N. Y., June 16.—Morgan Ryan this week was named general manager of Station WPTR, Albany, while Murray Grabhorn, previously designated for the post, became managing director of the National Association of Radio and Television Station Representatives. Ryan is former national sales manager of the American Broadcasting Company.

Grabhorn, who also was with American Broadcasting Company as a veepee in charge of owned-and-operated stations, replaced Tom Flanagan, who headed NARTSR since its formation in 1948. Flanagan recently resigned because of ill health.



# AM-Television In Million \$ Education Tilt

Continued from page 1

(Ford Foundation) are far from stingy in meeting the ante. The Ford grants to date total \$700,000, almost half of it for radio rather than television. The latest of the big grants has just been announced by Seymour N. Seigel, president of the National Association of Educational Broadcasters, which got \$245,350 from the W. K. Kellogg Foundation. That money, too, is for radio, and will finance the NAEB's tape network, covering at present 52 educational stations.

### "Frontal Lobe"

Against these sizable sums are stacked the monies being spent by commercial broadcasters, with NBC and WNBT being a case in point. NBC's "Operation Frontal Lobe" is just getting going. In addition to doing *American Inventory*, Davidson Taylor, who heads "Lobe" for NBC, is working with the United States Navy, the U. S. Marine Corps and the British Admiralty on a series of film-TV shows that will trace the history of the American Navy from the beginning of World War II to the present. It is known that the tab will run well into six figures, totaling probably between \$150,000 and \$200,000 a year. It will also cost NBC revenue by preempting commercial time.

### Upcoming Shows

Upcoming, also, are audition shots for two more television shows, one to be done in co-operation with the New York County Medical Society. The other will be a network version of WNBT's weekly *Treasures of New York*. The web version will be called *Treasures of America* and, like the local Gotham package, will have John Kiernan as emcee.

*Treasures*, incidentally, is one of the items on which WNBT is spending a nice sock of dough, running to \$1,450 per week—and even educators agree that it is a program worthy of the tag "educational." Tomorrow (17) WNBT starts airing *Author Meets the Critics*, costing \$900 per week. Next week (24) the same station prems the television version of *Mind Your Manners*, costing \$1,100 a week.

### NBC, WNBT Sock

WNBT, under General Manager Ted Cott, has spent sums ranging from \$7,300 to upward of \$10,000 per week for shows rightly called "educational." Among these have been the "Freedom Is Everybody's Business" film-TV spots, that ran for three months at \$2,600 a week; *Uncle Sam's Story*, a documentary on United Nations personalities, which went on two months, December to February, at \$254 a week; *Unfinished Business, U.S.A.*, being aired in co-operation with the New York City Young Men's Christian Association and American Jewish Committee, at a cost of \$254 a week; *Pal Show*, illustrating the work of the Police Athletic League, at \$1,305 a week; the *UN Stamp Club*, which ran all season, at \$865 a week; *Musical Playtime*, \$555 a week; *Headquarters New York*, \$350 a week; *Bringing Up Mother*, across-the-board, 20-minute show mornings, during "soap opera" time, at 10:40, costing \$1,250 a week, and *Wages and Prices*, which nicks Cott's operation for \$300 a week.

NBC's and WNBT's examples are being repeated by responsible stations across the country. All the costs are being tabulated and will be presented to the Federal Communications Commission to back the contention of commercial broadcasters that they are not only capable but willing to put on educational programs.

## Camels Near on Caesar Show Buy

NEW YORK, June 16.—Camel Cigarettes this week was reported virtually set to buy the 9 to 9:30 p.m. period of the Sid Caesar show on the National Broadcasting Company TV web next fall. This period formerly was occupied by Crosley, which is shifting into the 10 p.m. segment next season, on the Saturday night show.

Camel's agency is William Esty. The sponsor has just dropped the Vaughn Monroe TV show on the Columbia Broadcasting System.

## MAYBE HE CAN USE ANALYSIS

HARTFORD, Conn., June 16.—Don't bother asking Jack Brooks, WCCC announcer, about analysis. Brooks, WCCC's *Man About Mason*, interviews women shoppers at a downtown store, Mason's, with quizzes on work, etc. One lady shopper turned the tables the other day by starting to analyze him. Line that topped the interview just before Brooks managed to switch to music was: "If we had a sofa here I could really analyze you!"

## Lilli Palmer May Wipe Off Ponds Cream

NEW YORK, June 16.—Indications this week were that Lilli Palmer may not be back on TV next season for Ponds. It had been planned to make the 15-minute local show on WCBS-TV here into a network program, but stage star has signed to do a film beginning in September. She will be featured in Stanley Kramer's production of *Fourposter*.

Meanwhile, Ponds thru its advertising agency, J. Walter Thompson, is trying to ascertain whether the video stanza can be filmed without costing too much. In the event that no arrangement can be devised with Miss Palmer, Ponds will probably look for another female headliner to replace her in a similar show.

## CAN WEBS EVER MAKE MONEY?

# Experts Guess Pro and Con on TV's "Great Debate" But Miss No Bets

Continued from page 1

thus minimizing the necessity for a station to pick up live network shows. Network radio, it is pointed out, went along for most of its life with a strictly enforced ban against broadcasting disks or transcriptions. TV has never had this natural web advantage.

(2) There are no 50,000-watt video stations, and consequently there is a need for many more web TV stations to reach the same number of people as radio. Thus, proportionately, income per affiliate and dough left for the web is cut down.

(3) Interconnection costs, as well as all other costs in video are far greater than in radio. Time rates charged can go just so high before many advertisers are priced right out of network TV purchases.

(4) Stations today are making much tougher affiliation deals than they ever did in radio. Webs must have stations or they can't deliver key markets to advertisers, and consequently unhealthy (from a web profit standpoint) patterns are being set today in affiliation deals. This situation was further aggravated by the stations' tougher attitude brought on by recent radio web rate cuts.

The network executives who feel TV web operations will be great money-makers have answers to all the above positions. They say:

### The Answers

(1) Most TV programming will not be done on film, but will be live for the simple reason that live

programming is far less expensive than film show producing. But even live program costs for shows which will attract and hold audiences are so great that stations cannot afford to do any substantial amount of programming locally. Thus they will need webs more than ever before.

(2) Conceded that there are no 50,000 watters in television and more stations will be needed to reach the same audience, the answer is simply that video webs will concentrate on heavily populated markets, skip sparsely settled areas. Thus, while they won't be able to deliver 100 per cent of all markets, they will be able to deliver major portions of all key markets.

(3) Conceding, too, that costs are great, TV's impact has already proved itself so much greater than any other medium that tremendous rates will be justified. Rates will be so great that, despite high costs, there will still be a good profit margin for both web and stations. Advertisers won't necessarily require full webs in video; they will be able to afford such portions of the web as they need.

(4) While stations are making some tough deals today, this situation is purely temporary. When the freeze ends, more stations will come on the air and affiliation deals will automatically straighten out. Stations in video will find network affiliations far more valuable on many counts than they ever found their AM affiliations.

## ABC Soapers Near Set For Early July Kick-Off

NEW YORK, June 16.—The new soap opera radio line-up on the American Broadcasting Company was nearing completion this week, with a couple of spots still uncertain and awaiting sponsor action. The shows, which probably will kick off the first week of July, are slated to run from 10:45 a.m. to 12:15 p.m.

First of the line-up is *Modern Romances*, which remains in its 10:45 period. It will be followed by *The Romance of Evelyn Winters* (which ran on the Columbia Broadcasting System a couple of seasons back). At 11:15 *David Amity* would stay put. The 11:30 to noon time slot, currently occupied by the departing *Quick as a Flash*, will be filled by one show

yet to be set, and by a soaper titled *Lone Journey*. The concluding period, noon to 12:15 p.m., also is not firm yet.

### Slots Not Yet Set

The unsettled 11:30 slot is being pitched at General Foods for *Portia Faces Life*, which the bankroller recently yanked from the National Broadcasting Company. A decision is due early next week. The noon to 12:15 p.m. period is likely to get *When a Girl Marries*, which once also ran under the General Foods banner at NBC and racked up top soap ratings. This may be picked up by Philip Morris in place of its current Johnny Olsen opus, which is now in the noon period.

## Dues From All Members Is Top On Agenda for TVA Meeting

NEW YORK, June 16.—Dues will be the primary subject on the agenda of the next membership meeting of Television Authority here Thursday (21) at the Hotel Astor. Most vital is the raising of funds from TVA members who also belong to sister Associated Actors and Artistes of America union and who pay their dues

there, but who, as yet, do not financially support the video organization.

The plan most favored, by TVA execs and most likely to be adopted is to have these members pay \$9 each quarter they work on video, even if it consists only of a single assignment. Members who do not belong to other 4A unions now only pay a nominal sum to TVA, but it is far from enough, according to insiders, to keep the union healthy.

Since the overwhelming majority of work on video is done by TVA members who are dues payers in other 4A unions, TVA has found that the initial \$230,000 contributed by the other unions

has been rapidly eaten up for administrative expense. Thus faced with the problem of finding a more constant income, all the members of the union will have to ante up.

## Kate Signs Up Night Sponsor

NEW YORK, June 16.—Congoleum-Nairn this week became the first sponsor to sign for the new hour-long nighttime Kate Smith TV show to debut in September on National Broadcasting Company. Congoleum is winding up sponsorship of the Dave Garroway show on NBC-TV this season, with Armour taking over the program in the fall.

NBC is selling the new Smith program in alternate weekly half hours, with Congoleum taking the first half hour every other week. The show is to start September 19.

Meanwhile, plans to air *Kate Smith Speaks* on NBC's AM network appear to have been abandoned because of Miss Smith's busy schedule with five daily hour telecasts and the one weekly nighttime hour. No one has yet figured out how she'll manage to rehearse the two hour shows on Wednesdays.

## Coax Boosts WLW-T Bally

CINCINNATI, June 16.—Three major cities were tied together by coaxial cable this week, in one of the first closed-circuit sales meetings held via TV. Sessions were transmitted from studios of WLW-T, Cincinnati, to salesmen gathered at National Broadcasting Company studios in New York and Chicago. Purpose of the unique cable conclave was to tell salesmen about AM and TV sales plans for Crosley stations in Cincinnati, Dayton and Columbus, O., and to explain a sales incentive plan

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## Pitt Pirates OK Games on Road for TV

PITTSBURGH, June 16.—Pittsburgh was a step nearer major league baseball television this week when the Pittsburgh Pirates gave an undisclosed advertising agency the go-ahead sign to sell seven Saturday and Sunday remaining road games on the 1951 schedule. Permission now must be obtained from each opposing team and then a sponsor found to pick up the tab, reportedly very high.

Two sponsors, Atlantic Refining and Sealtest, have first refusal rights, but neither has indicated a desire to take the games due to the big cost. Donovan Faust, assistant general manager of WDTV, sole TV outlet here, said the station has been trying to get the games on for two years and that baseball television here is now almost a certainty. A definite announcement should be due next week, he added.

## Ennds Move to CBS Helps Fill TV Sked

NEW YORK, June 16.—Reports were this week that *Stars Over Hollywood* will be moved into the 10:30-11 p.m. Friday night slot on the Columbia Broadcasting System TV network by Ennds Chlorophyl Pill. Sponsored by Armour, the film show is now on the National Broadcasting Company but has been canceled in favor of Dave Garroway next fall.

If Ennds goes to Friday, it will leave CBS-TV with only Tuesdays 8-9:30; alternate half hours Thursday at 10:30, and Saturdays from 10:15 to 11 p.m. for sale. Indications are that it will be completely sold out next fall, except for its Tuesday evening 8-9 slot opposite Milton Berle and even that may go, as a deal is currently hanging fire with Food Store Products. Harry B. Cohn is the agency.

## OUCH! 35,000 BERLES

# TV-Propelled MacLevy Does It at 85 Smackers a Year

NEW YORK, June 16.—Already a household name among women fighting the battle of the bulge, Montague MacLevy has become equally prominent in the child talent school business in the short space of 18 months, thru concentrated use of TV. Beginning with a single amusement of that kind, he has expanded to 39. Six more are building, and expectations are that 50 will be operating by the end of the year. MacLevy plans to go national by the spring of 1952.

The gimmick is simple; MacLevy has two current local TV shows, one on WJZ-TV, and one on WPIX. Two more are ready to debut in July on WOR-TV and WATV. This insures that mother's little Willie won't have to look far if he can entertain—MacLevy can

showcase him. These schools currently tutor 30,000 to 35,000 youngsters for \$85 for a year's course of one lesson weekly. Seventy-five MacLevy "talent scouts" ring doorbells to uncover the Milton Berles of the future.

MacLevy spends \$4,000 a week for video time, but by fall his budget will be between \$8,000 and 10G weekly.

Six of the heads of his talent departments at the schools, after intensive TV courses, now produce his video shows.

MacLevy's newest enterprise is a video packaging operation, headed by ex-public relations exec Clyde Matthews. He intends to specialize in programs featuring kids, but has the jump on other packagers because he can televise

(Continued on page 9)

### Your Top TV Sales Opportunity

# WDEL-TV

CHANNEL 7

Wilmington, Delaware

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

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

A STEINMAN STATION





# Television—Radio Reviews

# Another Look

Brief criticism and comment re tv shows previously reviewed in detail

## TV Teen Club

**TELEVISION—Reviewed Saturday (9) 8-9 p.m. EDT over ABC-TV.** Presented by Nash for its various divisions thru Geyer, Newell & Ganger. Producer Walter Wagenhurst. Director, Chuck Bishop. Script, Skipper Dawes Stage manager, Nat Elkitz. Announcer, Bob Sherry. Cast: Junie Keegan and Cheerleaders. Co-emcees, Paul Whiteman and Nancy Lewis.

The two alternatives open to this program are either to remain an amateur combination of hit or miss kid acts or to whip together a teen-age variety show which has enough polish, production and entertainment to rate its spot in the big time Saturday night programming picture. From its current entertainment values, the show might readily be shifted to perhaps, a Monday or Tuesday night with still better audience results.

Aside from its amusement content, the program's production needs tightening badly. An applause-meter which was always out of whack, contestants not ready for reprises and several camera fluffs did not help to project many of the positive aspects of the stanza. Of the eight acts, two were bands, but instead of slotting them in different half hours, they were skedded in the same segment. This obvious error, by making the last 30 minutes top heavy with music, smacked of careless pacing.

### Competitors

Billy Tregressor, a terrible tot with the sticks in his tiny mitts, won the evening's competition by giving the skins a workout. Among his talented cohorts were a young weight lifter who seemingly could have spotted Joe Bonomo a handi-cap in spite of the fact all you saw as he made his lifts and jerks were ribs; Niles Rogers and Company, a six-piece combo which relied too much on rhythm; Jerry Hartley, amazingly adept with his puppets, and Pat Adams, a concert pianist, who took off on the inevitable *Flight of the Bumblebee*.

There are several bobby-sox entertainers used as regulars. A production number featuring Junie Keegan doing *It Might As Well Be Spring* had plenty of movement and was well done, even if it ran too long. In a search for a "groaner" *Teen Club* came up with Bob Snyder whose *Be My Love* brought combined groans of female appreciation and howls of laughter from the males. The youngster needs more individuality. The Cheerleaders, six-girl dancing unit, uses three of the females for well handled singing.

### Emseeing Split

The emseeing work was split between Paul Whiteman and Nancy Lewis. Pops is ideal because of his smooth way with kids, but Miss Lewis has to learn what to do during the minor crises; in other words to ad lib. She also sings, but her *Too Young* was paced too slow for comfort. Among the other so-called attractions was a contest by aspiring teen-age-announcers. There may be some entertainment in this feature, but it won't sell cars, and, as may be guessed, there's precious little entertainment.

Nash loses no opportunity to plug like mad, but with indifferent results. Instead of firing several rounds of heavy gauge shot, the commercials scatter their messages with piddling pellets. The usual announcer-handled plug was well done. Whiteman also speled for the product and was most effective. He should be featured.

Leon Morse.

## The Longines-Wittnauer Chronoscope

**TELEVISION—Reviewed Monday (11), 11-11:15 p.m. Sponsored by Longines-Wittnauer Watch Company, Inc., via CBS-TV.** Agency, Victor A. Bennett Company, Inc. Producer-director, Alan R. Cartoun. Cost, Frank W. Taylor and Henry Hazlitt regularly. Guest, Admiral Blandy. Announcer, Frank Knight.

The *Chronoscope* is a dignified discussion program, giving thoughtful treatment of topical themes. The format presents a panel of experts. These are Frank W. Taylor, journalist, and Henry Hazlitt, business affairs consultant. A third party, a guest, fills the panel and brings to the discussion specific

## Nose for News

**TELEVISION—Reviewed Monday (11), 10:45-11 p.m. EDT. Sponsored by Lathercap via WOR-TV.** Produced by Sid Robbins. Cast: Fred Darwin, master of ceremonies.

The most interesting—and inexplicable—part of this show is the commercial plugging Lathercap, a shaving aid which screws onto tubes of shaving cream. Illustrating the product is a beauteous model, Jackie Joyce. Miss Joyce certainly doesn't need a shave, but she certainly attracts the male eye. C'est la vie. Anyway, she shows how Lathercap works by lathering the palm of her hand. Meanwhile, an offstage male voice tells what the product will do for the male shruubery. It's all indirect and somewhat sexy in a devious way.

The program itself? Well, Darwin shows photos which grabbed front page space in metropolitan dailies. The photogs were in some instances staffers and in others free lancers. They all had a "nose for news," as was apparently evident by their being in the right place at the right time to snap the news pictures. The photogs appear as guests on the show and discuss the circumstances attached to the pictures. Shutter speeds, exposures, film, etc.—all undoubtedly of interest to camera bugs—are matters of conversation.

### Kenny Cut

Nick Kenny guested on the show and attempted to explain the news aspects of photography. Before he could finish he was cut off, owing to bad timing.

Photogs appearing on the show get some Lathercap, a subscription to *Modern Photography* and \$10 worth of equipment from the Peerless camera stores.

Methinks this program stresses too heavily the news aspect of photography. It strains to get the point over. Why not make it more general, less forced, and retain news photography as one facet of the over-all subject?

I believe Miss Joyce was due for one more appearance but couldn't make it. Paul Ackerman.

## Curtain Call

**TELEVISION—Reviewed Sunday (10), 10:45-11 p.m. EST. Sponsored by Regent Lighter Corporation via WOR-TV, New York.** Agency Silverstein and Goldsmith. Producers, Vernon Becker and Milton Schwartz. Director, Vernon Becker. Cast: Ethel Colby and Jack Pearl.

WOR's new late-Sunday-night seg features Ethel Colby, drama critic for *The N. Y. Journal of Commerce*, in a news review of the stem theatrical scene. Format is familiar, comprising comments on local legit happenings, highlighted with a guest interview. Miss Colby has had long experience on radio, and registers as soundly at home before a TV camera.

Tee-off program guested Jack Pearl. Pearl elected to play the interview straight, and could have perked up the proceedings via the injection of a little of his familiar dialect. He let it be known that he is shortly to touch off a new radio series of his own. He will be assisted by his old straight man of *Baron Munchausen* era, Cliff Hall, as well as by Russ Emory and Mimi Benzell.

Miss Colby took the curse off the usual interview routine by singing a number of her own, *If I Were a Bell*, from *Guys and Dolls*. It came over splendidly and is a twist to be encouraged permanently on the program.

Plugs for Regent Lighters were crisp and to the point without undue interruption of a short seg. Bob Francis.

knowledge of the subject scheduled for discussion.

The guest this trip was Admiral Blandy, who outlines his views on Russia's naval strength, her aspirations and techniques, and ways and means of defeating her policy. The men held to sensible levels, presenting their points with clarity and logic.

Frank Knight, doing the commercials, was excellent. The copy emphasizes the aspects of accuracy, elegance, usage of the product by governmental observatories, and awards at world's fairs. Knight used some stills to illustrate. His presentation was dignified, in keeping with the program. Paul Ackerman.

## NBC Theater

**RADIO—Reviewed Sunday (10), 7:30-8:30 p.m. EST. Sustaining via NBC-AM Network, New York.** Director, Ed King. Produced by Hugh Kent. Writer, Ernest Kinoy. Cast: Eva Le Gallienne, Wendell Holmes, Joan Alexander, Norman Rose, Bill Griffis, James Stevenson and Joseph Boland.

*NBC Theater* went back on the air Sunday (10) for a weekly summer sustaining series presented by Eva Le Gallienne. *The Disenchanted* was skedded as bow-in production, but reported scripting difficulties caused a switch to an adaptation of the old Ernest Hemingway yarn *The Short, Happy Life of Francis McComber*. The substitution wasn't too happy. The story line seemed frequently blurred and the dialog soap-operaish.

As far as the script permitted, however, it was exceedingly well-acted, and Ed King's direction gave it good pace and atmosphere. Norman Rose got across admirably the pitiful contradictions of the coward who eventually finds himself, and Joan Alexander was properly waspish and hard as the wife who finally kills him, either by accident or design. Wendell Holmes gave a fine account of himself as the he-man African big game hunter, hired to wet-nurse a rank amateur, and thereby bringing about an emotional impasse. Suitable native background was provided by Bill Griffis, James Stevenson and Joseph Boland.

It seems unfortunate in these days of hot competition, that *NBC Theater* found it necessary to go back to a real oldie, which is pretty sticky melo at best, for its summer opener. The saga of the unfortunate safari of poor Mr. McComber hardly registers up to the series' announced policy of presenting "highly dramatic plays adapted from contemporary books which face the issues of current living squarely." Bob Francis.

## Down You Go

**TELEVISION—Reviewed Wednesday (13) 9-9:30 p.m. over DuMont TV Network.** Producer—Louis G. Cowan. Director, Barry McKinley. Writers—Gail Compton, Jay Sheridan. Cast—Bergen Evans, Francis Coughlin, Toni Gilman, Carmelita Pope, Robert Breen. Announcer, John Mallow.

Altho it's one of the simplest of current TV panel games, *Down You Go* is also one of the most engaging. The reason is not so much the device, which is elemental and may, after a while, tend to become repetitious, but because it has an excellent moderator-emcee. Bergen Evans, and a panel of quick and perceptive people. The five of them contrive to give the show a large portion of entertainment, altho in the very nature of things, scarcely any of it is visual. Actually, this is no drawback, since the show's enjoyment is on the cerebral rather than sight side.

The gimmick is simple: A series of dashes, representing the letters in the words of a saying, title, etc., are flashed on a screen. Dr. Evans gives the panel an elusive and usually completely oblique clue—and the word clue is used in its loosest form. After each panelist asks one question in pursuit of the words, they guess as to letters which belong in the unidentified phrase. If a panelist calls a letter that doesn't belong, he or she is eliminated. There are prizes, of course, for those submitting phrases used. Viewers are tipped off as to the words sought.

Panelists are Francis Coughlin, Toni (Miss) Gilman—a particularly attractive woman, Carmelita Pope and Robert Breen. They, as well as Dr. Evans, give the show a good fast pace. Show sums up as a superior entry in its field. Jerry Franken.

## Doodles Weaver Show

**TELEVISION—Reviewed Saturday (9), 10 to 10:30 p.m. Sponsored on participating basis by Lysol and Etiquet Deodorant, 10 to 10:15 p.m., via NBC.** Producer, Mort Werner; director, Warren Jacober. Writers, Fred Fox and Bob Quigley. Cast, Doodles Weaver, Peanuts Mann, Dick Dana, Red Marshall, Marion Colby, Milton De Lugg Trio.

This stanza is filling in the last 30 minutes regularly occupied by

## Alan Young

Thursday (14) CBS-TV

Unquestionably, Alan Young remains one of the brighter young stars of television with scarcely a sign of wear after more than a year of service. His excessively pre-occupied air, his clever way of understating a laugh line, and his sympathetically clownish dumbness add up to a performer of stature who ranks with the craftsmen of comedy.

One of the skits featured him as a father whose huge brood of children stubbornly refused to recognize the fact it was Father's Day in spite of his numerous hints. It was good TV fun. The program was additionally interesting because it featured the TV debut of Nelson Eddy whose intention may be to work in the medium. Eddy always has been a competent singer, but his voice seems to have faded slightly. His performance was not helped by the distortion of the kine which made him look like he had a bad rash. But the singer's acting was first rate in a sketch with Young, and he showed a geniality and humor in his playing that should make him successful as the emcee of a daytime video stanza.

Regardless of the talk of kine's improvements, it still remains a far from acceptable way to present TV. There seems to be too much lighting, with the result that faces are washed out. And there is a disturbing continuous flicker on the grain of the kine.

The filmed Esso commercials are something for other sponsors to shoot at. The singing plug which opens the show is good listening plus succinct handling of the sales message. The middle commercial with its elaboration of the merits of the Esso service stations point up, as they should, the way the product concerns itself with the problems of motorists. Incidentally these 35mm. films make invidious comparison obvious with the shoddy kine immediately following. Leon Morse.

## Meet the Press

(NBC, Sunday (10) 4-4:30 p.m.)

Could be that the average viewer was enchanted by the information unveiled during newly appointed District Court Judge (ex-Federal Communication Commissioner) Frieda Henock's appearance on *Press*. To a trade observer, anticipating some choice fireworks, the show represented one of the gaudiest omelets concocted all season. The obviously meaty educational TV question got the most fleeting kind of treatment, and that only thanks to the fact that Martha Rountree permitted *Broadcasting* Editor and Publisher Sol

the Sid Caesar show. Its preem, even allowing for all the usual problems confronting a debut, was something of a canine.

The show obviously is striving to be a rambling, guess-what's-next, madcap type of thing. It succeeded only in being rambling and boring. Its entertainment value was virtually nil, with most of the material being so sad as to make one sorry for all connected with the proceedings.

All concerned tried hard, but the efforts just did not come off. Even Doodles Weaver's classic interpretation of the Indianapolis Speedway races and the horse-race call, which have been a stock in trade for well over a dozen years, did not register socko, being cut down to just a couple of bits. Attempts at sight gags generally flopped because they were too obvious or too old.

### Material Sorry

Weaver is a zany who can do much better, but as with all comics, he is helpless when hoisted by his own material. His assistance from comics, Peanuts Mann, Dick Dana and Red Marshall, was likewise handicapped. Warbler Marion Colby did well with two numbers, *How About You?* and *I'm Late, I'm Late, I'm Late* and had the added advantage of a good appearance. Milton De Lugg supplied the musical background. A funny guy in his own right, he was utilized almost not at all visually.

What this show needs, is some strong skit material for the ex-burly comics, smooth integration of the music with the sketches and some fresh solo material for Weaver. In toto, a new production. The cast can't be slugged too hard off this show; they never could get it off the ground. Sam Chase.

Taishoff to move in on the questioning.

When Taishoff, one of the best informed and most knowledgeable gents in the industry, asked Miss Henock how long she thought the 209 channels the FCC proposed for educational purposes should be held, the lady hastily hid behind the skirts of the "people." When he asked her ideas on educational programing, she said: "... Oh, geography, history, and things like that."

To Taishoff's query as to why the educators and Miss Henock didn't prefer movies, for example, to TV for educational purposes, the judge-to-be said, "Why Mr. Taishoff, you know it would cost a fortune." Good TV programing is cheap, Judge?

The other newsmen, Larry Spivak, Jim Warner (*Herald Tribune*) and Frank McNaughton (*Times*) were really responsible for lousing up the show from a trader's viewpoint. Bright newspapermen all, they displayed a woeful lack of knowledge on TV. Spivak beat Miss Henock over the head on the FCC's color decision, expressing great concern over what he seemed to feel was the imminent obsolescence of the 12,500,000 TV sets now in use. McNaughton, still under the influence of his work on the Kefauver shows, wanted to know why the FCC had ducked the job of supervising wire service which transmit horse race and other betting information. Miss Henock pleaded understaff and overwork, which the trade sadly realizes is too true. Warner wanted to know Miss Henock's opinion of TV's coverage of such events as the Kefauver hearings on other media. Stimulating, said Miss H.

If Miss Rountree had had the good sense to let Taishoff take the lead on the questioning, and staged it for the other reporters to follow his cues, this could have been one of *Press*'s best. As it was it was one of this generally excellent show's all-time lows. Joe Csida.

## Kathi Norris Show

WNBT, New York, daily  
Fem video commentators come and go, but Kathi Norris is still the top darling of the daytime participation sponsor field. In appearance the petite brunette is deceptively fragile, but she puts in a work week comparable to that of an Arthur Godfrey, with a daily hour-long TV show, plus innumerable extra-curricular promotions to plug various sponsor items.

The grind seems to agree with her, tho. At any rate, on the show caught (6) she looked even better than she did a year ago. However, the gal has developed an irritating tendency to act cute during interviews. Her chatter session with a men's fashion expert Wednesday bordered dangerously close to coyness and her breathless comments were often inaudible.

Fortunately for her sponsor appeal, Miss Norris dropped the girlish patter during the commercials and turned in a sound, sincere selling job for Drano, bobby pins, hair nets, kitchen sponges and wrinkle-resistance suits. On the last named she received a mild assist from husband-producer, Wilbur Stark, who modeled the article of clothing in question. Stark seemed like a pleasant enough fellow, but we'd like him a lot better if frau Kathi would stop calling him "sweetie." Stark just "ain't" the type. June Bundy.

## Louis-Savold Fight

Continued from page 3

the absence of razor blades and beer plugs between rounds brought a distinctly different atmosphere to the telecast.

The camera work was outstanding. The cameras caught all the action, and the large screen carried detail never seen on small screens. The expressions on both fighters were sharp and clear. Between rounds the camera once panned the crowd and other times caught the seconds working on Louis and Savold. Twice they picked up huge close-ups of Savold's bloated face and pained expression.

When Savold started going down, the crowd sensed the end and raised a tremendous fuss. There was cheering, shouting and whistling, and 20 or 30 people jumped out of their seats and waved their arms. It was completely spontaneous, almost identical to what is seen in a fight arena. The crowd quickly cleared the theater when the scrap ended. No complaints were heard.

Copyrighted material



# Army-Navy Grid TV Revolt

Continued from page 1

could mean the finishing touches to limited telecast planning. The entire issue may explode before June 28, when the NCAA's TV committee is slated to meet again. At that time, the National Broadcasting Company may come forward with its new "compromise plan." That session may also lead to fireworks between Edward (Moose) Krause, Notre Dame's representative on the committee, and the remainder of the group, and result in the Irish taking a final step.

In speaking for Notre Dame, the Rev. Father John J. Cavanaugh, president of the university, stated that, altho the school would like to co-operate with NCAA, "... a somewhat careful reading of the (NCAA) constitution fails to reveal that this constitution sanctions the exercise of power exemplified by the plan for control of live television this fall." He also criticized NCAA's plan to retain 60 per cent of the take accruing from TV rights this year, saying that the group's constitution does not give it such prerogative.

### No Go

Father Cavanaugh indicated that, in any event, Notre Dame would not go along with the NCAA one-selected-game-per-week plan. He said the school has made no firm decision on TV yet, altho some \$500,000 is at stake, but that rather than comply with the NCAA's policies, it would refuse to televise altogether, or telecast at no fee.

Adm Tom Hamilton, head of the NCAA's video committee, this week admitted to *The Billboard* that Father Cavanaugh's statement "certainly can affect us and our plan, in view of the school's great popularity and influence, and probably will have great weight in the college community." Asked what his group would do should Notre Dame join Penn's bolt, Hamilton said, "I won't guess on that. Make your own guess."

Hamilton parried the charge that NCAA's constitutional authority had been exceeded, saying that his TV group "had been given a mandate by the NCAA to accomplish certain things in the best possible way." He said that if Notre Dame or any other school or any network or sponsor had an alternative plan, it would be welcomed by his group. The present plan "has not been implemented at all," he noted, stating that it merely chalks out "ground rules within which any plans can be studied." He said NCAA would, however, stick to its one-game-weekly limit, no matter what Penn or other schools do.

### Ga. & Ohio, Too?

Two other major colleges also would bolt the NCAA plan if they can get by restrictions of their own conferences. A high official of Georgia Tech this week said that with the cable now reaching Atlanta, the college would gladly feed its games to a network if it could get the okay of the Southeastern Conference. That group, shortly be-

# Berle-NBC Gimmix

Continued from page 1

monies sponsors pay for Berle's services on such spots. Estimating Berle's guest price at \$5,000, this means that NBC stands to recoup, in cash, somewhere in the neighborhood of \$310,000 via Millicent's guest appearances.

(6) This would bring the cash cost to NBC down to \$955,000, spread over the 30-year period, for a weekly payment to Berle averaging \$612.18.

From Berle's viewpoint, the deal is everything the doctor ordered because he has an accumulation of dough from Texaco, and his earning power for the next 10 years is such that he doesn't need any loot out of the NBC deal. In the ensuing 20 years, however, when his earning power may not, under ordinary circumstances, continue what it is today, he is well set. In the meantime he is tied up, during the entire contract, only for TV, and is free to make pictures, work clubs, theaters or bar mitzvahs.

From NBC's standpoint, the deal is equally attractive, because in addition to giving it TV's No. 1 draw, for what must be considered his lifetime, it puts the network in a position to utilize him most effectively on guest shots for any and all of the shows in which it is now or may in the future be interested. And at the same time, it enables the web to recoup some of the contract's over-all dough. Buying Berle for \$612 is good by any reckoning.

fore the NCAA ban, limited telecasts to post-game film showings. The Tech exec said that if the conference changes its mind "we certainly would be belching forth our defiance of NCAA, along with Penn." Georgia Tech has been telecasting basketball for two seasons, and secured heavy contributions for a new fieldhouse from appreciative alumni and friends of the school as the result of its TV pitches.

Similarly, Ohio State University, it was learned, also would line up for telecasts of its home games despite NCAA. Here, too, a no-TV rule of the Big Ten is holding back the school. With the board of trustees on record against the TV ban, it is considered possible in some circles that O.S.U. may even flout the Big Ten ruling and strike out with a TV deal of its own soon.

# Last-Minute Plea

Continued from page 6

of applications for renewal of Richards' three stations and the petition indicated that renewal of those licenses should await clarification of whether the new owners of the Richards station intend to stick to or depart from the alleged policy of the late owner.

The petition cited testimony given during the hearing by John Patt, current president of the three corporation licensees, on the Richards policy, particularly the following:

Q. "Do you know of any policies which Mr. Richards has established in the past which you will not follow?"

Mr. Patt: "No. We are going to continue to have a policy of good broadcasting."

The situation created by the counteractions is unique in the FCC's history. The Plummer-Cottone-Ford document requested that "the purported 'initial decision' be set aside and remanded to the examiner as not being an initial decision within the meaning of the Administrative Procedure Act or the Commission's rules, and that he be directed to prepare an initial decision in accordance with the Administrative Procedure Act, the Commission's rules and the Commission's order of September 28, 1949, determining whether a grant of the applications would serve the public interest, convenience or necessity."

# KFI Programs

Continued from page 6

opening with news by Sam Hayes, who holds a 5.7. Hooper, at 7:45 a.m., followed by Pat Bishop (8 a.m.) and Johnny Murray (8:15 a.m.). Two hours of recorded music follows, which lead to a solid hour and half of NBC audience participation shows.

In addition, station each week focuses its attention to two NBC shows, giving each show saturation plug campaigns on the air as well as heavy newspaper ads.

# Shaw's "Troubled Air"

Continued from page 3

found to stop the anti-American efforts of such people. Shaw leaves the impression that "Blueprint," the story's equivalent of the anti-Commie newsletter, *Counterattack*, and its *Red Channels* book, specializes in naming as Communists people who gave a dollar to the International Brigade in Spain 15 years ago. There is no indication that the real-life *Channels*' preface made it clear that not all people listed were Commies, or even sympathizers, but merely that they had lent their names to anywhere from a few to many known pro-Communist organizations.

There is no slightest hint, either, in the story, that some of the people first spot-lighted by such publications as *Red Channels* have since testified before congressional committees that they were indeed Commies, and that they plotted to contribute to the overthrow of the United States.

### Revolution a Must

Nor does Shaw show that, long before the much-reviled Commie blacklist achieved its present prominence, radio and television were living thru a Commie-operated blacklisting of anti-Communist performers, producers, et al. The reader of Shaw's *Air* must certainly experience a revulsion for the vile crackpots who make

# Air Checks

Brief but important radio news

### National Business Sales

Show 67% Gain for KXO . . .

National biz for the first four months this year over the same period last year was hiked close to 67 per cent at KXO (El Centro, Calif.). Greatest ad increase was in beer, autos and soaps. Current figure hit \$10,101 as compared to \$6,081 for 1950. Breaking the amount into categories, with 1951 and 1950 comparisons, shows Old Fashioned Revival Hour, \$435, \$488; medical and dentifrice, \$1,181, \$1,380; beer, \$3,067, \$460; credit dentist, \$601, \$459; food products, \$1,363, \$1,230; auto, \$1,535, \$610; soaps and detergents, \$1,050; \$580; gas and oil, \$269, \$316; transportation, \$220, \$232; army, \$42, none, and miscellaneous, \$311, \$326.

### WCPO, Cincy, Dedicates

New Studios and Offices . . .

Mort C. Watters, general manager of WCPO, Cincinnati; Harry LeBrun, head of WCPO-TV operations, and Glenn Clark Miller, director of the station's AM and FM broadcasting, played host to the press, clients and agency men Wednesday (13) at the dedication of the Scripps-Howard station's new studios and offices atop Radio Hill, Cincinnati. Among those on deck for the event were Jack Howard, Scripps-Howard Radio president, and James Hanrahan, WEWS, Cleveland, and Richard Westergaard, WNOX, Knoxville, both Scripps-Howard Radio vice-presidents.

### Tooke Named Manager

Of Fort Wayne's WOWO . . .

Franklin Tooke, program chief at Westinghouse's KYW, Philadelphia, for the past year, left to become station manager of the Westinghouse WOWO outlet in Fort Wayne, Ind. Gordon W. Davis moves up in the program post here.

### ABC Integrates AM, TV

Research, Splits Sales . . .

American Broadcasting Company, in combining the research department with the sales presentation division of the web, last week moved to integrate AM and TV research, while splitting sales development sections into separate AM and TV entities. All will be headed by Oliver Treyz, under the administrative supervision of web Veepee Robert Saudek. Officials to head the three sections under Treyz are due to be named this week. It's understood that an exec of National Broadcasting Company is slated to shift over to assume one spot.

### CIO Withdraws Plea for

WORZ Certification . . .

Congress of Industrial Organizations last week withdrew its petition for employee certification of the union as bargaining representative at WORZ, Orlando, Fla.,

# Short Scannings

Brief but important video news

### KNBH's Chef Milani Takes

Men in Hand on Night Seg . . .

Chef Milani, one of the most successful daytime personalities at KNBH, Hollywood, will start spouting recipes for men when he kicks off a nighttime series Friday (22). Idea of the show is to give male viewers the know-how on barbecuing and summer patio meals. Show is purposely skedded at beginning of week-end to catch viewers prior to parties. Milani, who was sold out on KNBH's morning sked when other shows remained sustaining is expected to retain his sales record, with food sponsors coming in for participating spots.

### Gil W. Kingsbury Heads Up

WLW-WLW-T Public Relations . . .

Gilbert W. Kingsbury, Washington correspondent for WLW, Cincinnati, and WINS, New York, and administrative assistant to Sen. Earle C. Clements (D., Ky.), has been named public relations director for WLW and WLW-T. The post has been vacant since last November, when James J. Cassidy left the Crosley-operated stations to become associated with Hill & Knowlton, Inc., public relations consultants in New York. Kingsbury takes over his new duties July 2. He joined WLW in 1941 as news editor and in 1945 moved to his present Washington post.

### WCPO-TV, Cincinnati, Maps

Penn, Notre Dame Grid Casts . . .

WCPO-TV, Cincinnati, has an ambitious football sked mapped for the fall. Mort C. Watters, WCPO general manager, announces that the station will telecast eight home games of the University of Pennsylvania. On the same afternoons the station will picture the Notre Dame home games, if and when Notre Dame permits DuMont to telecast its home games, which is anticipated. The double-headers will be possible because of the difference in Eastern and Central time. Tentative plans call for WCPO-TV to carry the Penn game until conclusion each Saturday and then switch to the Notre Dame game; occasionally missing part of the latter contest.

### WHIO-TV, Dayton, Gets

Film Ex on Jet Crashes . . .

WHIO-TV, Dayton, O., scored over competitors in obtaining exclusive permission at 10:30 Saturday night (9) from Wright Patterson Air Force Base, Dayton, to

affiliate of the National Broadcasting Company. The National Labor Relations Board notified the outlet, as a result, that an election, skedded to be held prior to June 15, was called off and all proceedings nullified. The petition, filed last fall by the CIO, requested bargaining right certification covering announcers and engineers, with continuity writers also included subsequently. Bargaining rights then were sought by the American Federation of Labor, and the NLRB ordered the election.

film wreckage of the eight Thunder jets which crashed Friday (8) at Richmond, Ind. News Director Stuart Strand rushed newsreel men to the scene, shot 250 feet of film which was aired for five minutes Sunday night at 10:15 over WHIO-TV. Films were also rushed via TWA Constellation to International News Service Tele-news, New York, where it was used Sunday night on Doug Edwards' Columbia Broadcasting System news cast. WHIO-TV's field crew consisted of Oscar Baker, camera man; Homer Hacker, special events advisor, and Don Stotter, studio director.

### Coast Jr. College Grid

Games Sold to Hoffman . . .

Hoffman Radio & Television Corporation, which last year bankrolled Pacific Coast Conference football games, has bought 23 junior college grid games to be carried on KFI-TV, Hollywood. Package was peddled by Music Corporation of America, repping metropolitan and Western State conferences. Games will be played Friday and Saturday night for 11 weeks, with one game skedded for Thanksgiving. Price was not disclosed, altho it was learned that the gate guarantee set-up used in last year's PCC games will not be used for the junior pigskinners.

# 35,000 Berles

Continued from page 7

them under his sponsorship for client consideration. Talks also have been held with Music Corporation of America for MacLevy to supply them with teen-age talent.

Among MacLevy's other activities are 150 slenderizing salons, 32 of which he owns; a milk farm for females; a muscle-building equipment company. Where the impresario does not own or operate the schools, he has a tight royalty set-up which takes care of his financial problems. Another MacLevy project is nighttime conversion of his child talent schools to ballroom dancing parlors. This will get under way shortly. If MacLevy has his way, Arthur Murray won't be able to rest on his laurels.

# WLW-T Bally

Continued from page 7

which offers \$10,000 in prizes.

Titled "operation sunburst," the sales plan is operative thru September 30, and calls for presentations to over 3,000 advertisers, as well as direct mail pieces and trade press advertising. Describing the plans via the cameras were Robert E. Dunville, Crosley president; Harry Mason Smith, sales veepee; John T. Murphy, director of TV operations; James Leonard, manager of WLW-C. Columbus; H. P. Lasker, manager of WLW-D, Dayton; Bernard Barth, assistant TV director; Lin Mason, program director, WLW-T, and Frederick Gregg, director of TV promotion.

# MIMI WARREN

and her PIANO

FIFTY-TWO WEEKS

at the

PARK SHERATON  
MERMAID ROOM

and

HELD OVER

Thanks to NEIL LANG, BOB NEALE, ARKIE YAVENSONNE, AL BANKS . . . AND ALL THE WONDERFUL PATRONS AND PERSONNEL AT THE MERMAID ROOM Park Sheraton Hotel New York

management  
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## MEANING "BUYER BEWARE!"

# Only Two of 119 Show Disks Are Hits, A. & R. Men Leery

NEW YORK, June 16.—The folding of Flahooley today points up a growing caveat emptor attitude upon the part of a. & r. men insofar as recording show tunes is concerned. As the pop a. & r. chief at one major phrased it: "It's not that we're getting leery of show tunes as such; it's only that we're going to be very picky about what we record in today's slow market."

A rundown of the three leading musicals of the season to date shows a total of 119 recordings—of which only two may be construed as attaining hit status. The two are Perry Como's waxing of *You're Just In Love* from *Call Me Madam*, and his duet with Betty Hutton on *Bushel and a Peck* from *Guys and Dolls*.

Leader in recordings this season

## Lee Decca, Ltd., Pop A.&R. Chief

NEW YORK, June 16.—Decca Records, Ltd., English parent company of London Records here, this week named Frank Lee as pop a. and r. chief, headquartering in England. Lee takes over on August 8 as replacement for Harry Sarton, Decca's a. and r. topper who died a few months ago. Pop a. and r. activities for the London firm here will continue to be handled by Tawny Neilson.

Before World War II, Lee was in English Decca's a. and r. department. After wartime service in the Royal Air Force, he joined Radio Luxembourg. He leaves the post of general manager for the English branch of Radio Luxembourg to go with English Decca.

Meanwhile, the London diskery continued to effect economies here by laying off two additional salesmen with London Record Sales, distributing firm. Summer layoffs hit Ernie Coleman and Matty Meyers, both long-time employees of the diskery.

## New TV Scale Interpreted By Petrillo

NEW YORK, June 16.—Locals of the American Federation of Musicians this week were notified by James C. Petrillo, AFM president, as to the handling of the new wage scale pertaining to TV films. The new scale of \$50 per man per three-hour session is a 25 per cent hike over the old scale of \$39.10.

Locals are to collect the full scale on all engagements. The men, however, are to receive the old scale plus 10 per cent of the hike of 25 per cent. The remaining 15 per cent is to be held in escrow pending a decision by the Wage Stabilization Board.

In the event of an adverse decision the 15 per cent will go to the music performance trust fund.

## Col's Conkling On CBS Board

NEW YORK, June 16.—Jim Conkling, prexy of Columbia Records, Inc., this week was appointed to the board of directors of the Columbia Broadcasting System. His appointment to directorship in the parent company had been anticipated from the time he left Capitol Records to assume the presidency of CRI last February 1.

At 36 he is believed to be the youngest board member in the web's history.

It was also learned this week that CBS is undergoing a considerable corporate reorganization (see story in Radio-TV Department for details).

was the Rodgers-Hammerstein *King and I*, with 54. The line-up here is: *I Whistle a Happy Tune*, 12; *We Kiss in a Shadow*, 10; *Something Wonderful*, 9; *Hello Young Lovers*, 11; *Shall We Dance*, 4; *Getting to Know You*, 4, and *I Have Dreamed*, 4. None has broken for a record hit, altho the score in general is getting hefty TV and radio performances.

Irving Berlin's score for *Call Me Madam* racked up 30 waxings, as follows: *The Best Thing for You*, 6; *Ocarina*, 5; *Marrying for Love*, 4; *It's a Lovely Day Today*, 5; *You're Just in Love*, 8; *Something to Dance About*, 1; *Once Upon a Time Today*, 1. Here again, the tunes have done well performance-wise, with only *You're Just in Love* stepping out on wax.

### Peck o' "Bushel"

The Frank Loesser tunes for *Guys and Dolls* scored 35 cuttings; *Bushel and a Peck*, 7; *Guys and Dolls*, 3; *If I Were a Bell*, 7; *I'll Know*, 7; *I've Never Been in Love*

*Before*, 9; *Sue Me*, 1; *Sit Down You're Rocking the Boat*, 1. *Bushel* did sell a peck of records, with the rest of the numbers earning a satisfying performance total.

As opposed to the impressive number of records obtained by these shows, a fourth successful musical, *A Tree Grows in Brooklyn*, got only 11 recordings out of its Dorothy Fields-Arthur Schwartz score. These were split among *Make the Man Love Me*, *I'll Buy You a Star*, *Love Is the Reason*, and *If You Haven't Got a Sweetheart*. None has made a dent in the wax market.

The question immediately poses itself: Why did the *Tree* score (and other recent productions) do so poorly with the a. & r. men in comparison with the aforementioned three? Some tradesters offer as explanation the strong name power of Rodgers and Hammerstein and Berlin, which induces saturation record coverage if only out of fear that three or

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# Tax Bill To Withhold Royalties at Source

Music Industry Would Be Affected by Proposed House Measure To Be Voted Soon

WASHINGTON, June 16.—A withholding tax "at the source" will be imposed on copyright royalties for the first time in history if the present version of the House Ways and Means Committee's new tax bill is enacted into law. The bill will be up for House floor action next week and will then go to the Senate.

The provision requires withholding of a tax at the rate of 20 per cent on payments of royalties and numerous classes of dividends after next December 31. The proposed bill, as printed Friday (15), is interpreted as giving the American Society of Composers, Authors and Publishers the job of withholding the 20 per cent from members' royalty checks. The bill provides for such authority in connection with "any payment made by an organization to its members in respect to the use of their copyrights, if such organization is authorized to license the use of such copyrights and has control of the receipt, allocation and distribution of the payments made for such use." Music publishers, disk manufacturers and others will handle the withholding in the case of non-ASCAP members.

The tax introduces no new levy but imposes new machinery for payment. Like the withholding tax on personal incomes, provision is made for Uncle Sam to refund any overpayments beyond the computed income tax on the person receiving the royalty check. If the provision is enacted into law, the Treasury Department will issue regulations stipulating precisely how the tax will be paid. The procedure was explained by the House Ways and Means Committee as follows:

"Payers would not be required to keep records of amounts withheld for each individual or to submit receipts to individuals. Tax-exempt organizations would be permitted to claim credit for taxes withheld on payments to them as an offset against their

liability for income and Social Security taxes withheld from wages paid their employees. Payers of royalties would be required to furnish receipts and information returns to the Bureau of Internal Revenue on all payments."

# Court Decish Poser; Should ASCAP Sue?

NEW YORK, June 16.—A decision handed down by Judge Charles A. Dewey, U. S. District Court, Southern District of New York, in the case of Foreign & Domestic Music Corporation versus Martin Light and Astra Pictures, Inc., has created considerable sotto voce rumbles in Tin Pan Alley. Two moot points are raised: The separation of synch and performance rights, and the American Society of Composers, Authors and Publishers' objection to assuming the burden of infringement suits.

The case hinges upon alleged unauthorized use of music in the old Hedy LaMarr motion picture, *Ecstasy*, shown at the Gaiety Theater, a Brandt house, in 1942. Plaintiff, Foreign & Domestic Music Corporation, a member of ASCAP, alleged that four of its tunes were added to the picture in the United States. The picture was produced abroad. In an early phase of the case, tried before Judge Nevins, of U. S. Federal Court, it was held that the use of the tunes was unauthorized. The Brandts, one of the early defendants, took the music out and substituted other music.

## MGM IN 3-WAY PUSH ON "BOAT"

HOLLYWOOD, June 16.—MGM Records will utilize a three-way promotional tie-up, first of its kind for the diskery here, to push *Show Boat*, which opens at the Egyptian and Loew's State theaters July 17. Promotion gets underway July 3 with the label, theaters and Music City music store merging efforts.

Waxery and theaters have purchased air time on the store's evening platter show to feature the pic's sound track album. Window displays will also figure in publicizing the musical. Film stars Kathryn Grayson, Eva Gardner and Howard Keel.

## "LILI" TOP MAY TUNE IN FRANCE

PARIS, June 16.—The most popular tunes in France for May in order of sales volume are as follows:

1. Maria Chapdelaine (Wedding of Lili Marlene)..... Francis-Day
2. Domino..... Arpege
3. Trappeurs de L'Alaska (The Trappers of Alaska)..... Meridian
4. La Petite Diligence (The Little Carriage)..... Arpege
5. Gigi..... Paris-Melodies
6. Bonsoir Lily (Goodnight, Irene)..... Peter Maurice
7. Maria..... Arpege
8. Rose de Chine (Rose of China)..... Francis-Day

## Cleffers Audit Pubbers, But Which First?

NEW YORK, June 16.—Authorizations by members green-lighting Songwriters' Protective Association to go ahead with an industry-wide audit of the music publishers have been pouring into the SPA offices at a rapid rate, with more than a majority already having assented. Under the projected plan, Agent Edward Traubner and an accounting staff headed by David Blau will comb the books of all pubbers for underpayments on writer royalties due thru June 30, 1950 (*The Billboard*, June 9).

Traubner and Blau are currently checking thru the writer authorizations, and are formulating plans for the first audit. It has not been decided which publisher will be audited first. Traubner and Blau are studying a list of 10 among whom they will make the choice.

A new suit in 1949 named as defendant Martin Licht, president of Michael & Wyngate, owner of the *Ecstasy* negative, Astra Pictures, Inc., distributor for Michael & Wyngate and the Brandts. The plaintiff dropped its case against the Brandts, the latter being considered innocent exhibitors. The Brandts were represented by Weisman, Celler, Quinn, Allan & Spetto.

### Case Conclusions

Case against Licht and Astra was concluded lately, the case being dismissed, with these interesting ramifications:

Judge Dewey dismissed the claims of the plaintiff, pointing out that "the real party in interest, if any, should be the society (ASCAP) and not the plaintiff." In the opinion of Dewey, the plaintiff, Domestic & Foreign Music Corporation, in its publisher contract with ASCAP, "gave the

(Continued on page 20)

# 802 Turns Down CBS Canned Symp Bid

NEW YORK, June 16.—Executive board of Local 802, American Federation of Musicians, this week turned down a request of the Philharmonic Symphony Orchestra that it be permitted to tape its performances for broadcast over the Columbia Broadcasting System this fall. Last year CBS carried the Philharmonic via tape, the broadcasts being one week later than the Philharmonic's performances at Carnegie Hall. Last year the request that this be permitted was turned down by the local, but the local was overruled by the AFM.

Action by the local in denying permission this year indicates that 802 is still waging the war against canned music. Technically, the Philharmonic can appeal to James

# Cap Releasing 'Flahooley' Wax Despite Fold

HOLLYWOOD, June 16.—Despite the closing of Flahooley on Broadway, Capitol Records will go ahead with releasing its original cast album recording of the stage musical. Firm claims advance orders for the platter package warrant the green light to the album's release. Furthermore, Cap feels the country at large is not affected by a show's closing and potential buyers still exist whether a show runs or not.

Capitol's ace in the hole in this album is Yma Sumac, whose *Xtabay* album was one of label's top sellers of the year. Diskery is undoubtedly banking on the Sumac name to pull the album sales, feeling that following she created with her initial album release will want the follow-up.

Meanwhile, closing of the Broadway musical will give Yma Sumac the opportunity of returning to Hollywood for the waxing of sufficient material for a second album to follow up Capitol's big-selling *Voice of the Xtabay* package.

# British Rights Net Evans 3G

NEW YORK, June 16.—Redd Evans this week sold the English rights in *Too Young* to Francis Day & Hunter for \$3,000, believed to be one of the top advances for foreign rights in an American tune. Evans had obtained the same figure for English rights on *Ballerina* three years ago.

The *Too Young* deal was negotiated between Evans and Sonny Cox, representative here for the English pubbery. Evans this week also closed a deal with the Albert pubbery of Australia for rights in that territory. The Nat Cole Capitol waxing of the tune this week hit the top as the country's No. 1 disk seller.

Evans is currently weighing foreign offers for *Vanity*, also published in his Jefferson Music firm.

# Monroe Heads For Road Trip

NEW YORK, June 16.—Vaughn Monroe and the ork will take to the road when he winds up his TV airer the end of this month.

The itinerary for the first dates will include Mahanoy City, Pa., July 19; Asbury Park, N. J., July 20-21; Ephrata, Pa., July 22; Norfolk, Va., July 24; Glen Echo, Md., July 25; Atlantic City, July 27-August 2; Carroltown, Pa., August 3; Youngstown, O., August 4; Fremont, O., August 5; Fort Stanley, Ont., August 6; Sarnia, Ont., August 8; Chatham, Ont., August 9; Walled Lake, Mich., August 10; Buckeye Lake, O., August 11; Brooklyn, Mich., August 12; Fruitport, Mich., August 14.

C. Petrillo, AFM chief. In the event of an appeal, it is not known, at this point, what Petrillo's action would be.

Last year was the first season that CBS carried the Philharmonic on tape rather than live. The Philharmonic Society would receive close to \$100,000 from CBS if the tape broadcasts were permitted this season.

Reasoning of 802 is that Columbia has brushed off longhair musicians, replacing many such with jazzmen who can perform on variety programs. The National Broadcasting Company, it is argued, supports a live symphony and so should Columbia. Too, it is pointed out that the tape broadcasts over a network displace local station musicians.



*America's Fastest Selling Records*

**2 GREAT  
VERSIONS**



**OF A SMASH HIT!**



**DICK  
HAYMES**

with VICTOR YOUNG and His Orchestra  
coupled with  
"THERE'S A BIG BLUE CLOUD" (Next To Heaven)  
Decca 27644 (78 RPM) and 9-27644 (45 RPM)

**THESE THINGS  
I OFFER YOU**  
(FOR A LIFETIME)

**A NEW DECCA DISC-OVERY!**

**TAMARA  
HAYES**

and JOEY THOMAS and His Orchestra  
coupled with "Tonight You Belong To Me"  
Decca 27650 (78 RPM) and 9-27650 (45 RPM)



**NEW RELEASES—SINGLES**

- |   |                                      |
|---|--------------------------------------|
| Mine  | GUY LOMBARDO AND HIS ROYAL CANADIANS |
| I've Got To Fall In Love Again              | Decca 27624 and *9-27624             |
| Oh, How I Love You                          | EVELYN KNIGHT                        |
| Good Luck, Good Health, God Bless You       | Decca 27625 and *9-27625             |
| My Life's Desire                            | DON CHERRY                           |
| I Can See You                               | Decca 27626 and *9-27626             |
| (From MGM Picture "Rich, Young and Pretty") |                                      |
| Crossroads                                  | JACK OWENS                           |
| Do The Pines Grow Green In The Valley       | Decca 27628 and *9-27628             |
| I Need You                                  | BUDDY JOHNSON AND HIS ORCHESTRA      |
| We'd Only Start It All Over Again           | Decca 27627 and *9-27627             |
| Evalina                                     | CLAY ALLEN                           |
| I Can't Keep Smiling                        | Decca 46324 and *9-46324             |
| Angels Rock Me To Sleep                     | BILL MONROE                          |
| Swing Low Sweet Chariot                     | Decca 46325 and *9-46325             |
| My Kind Of Rockin'                          | RENE HALL TRIO                       |
| Summertime Blues                            | Decca 48217 and *9-48217             |
| Jolly Musicians Polka                       | BERNIE ROBERTS AND HIS ORCHESTRA     |
| Johnnie's Tune-In Waltz                     | Decca 45140 and *9-45140             |
- \*Indicates 45 RPM Version

**NEW RELEASES—ALBUMS**

- YOURS IS MY HEART ALONE**  
Beautiful Love Songs Sung By  
BING CROSBY
- Selections Include: Yours Is My Heart Alone—Beautiful Love—I Kiss Your Hand, Madame—The Kiss In Your Eyes—Girl Of My Dreams—I'll Remember April—It Must Be True—I Surrender Dear  
Decca Album A-847 • Four 10-inch 78 RPM Records • Price \$4.15  
Decca Album 9-226 • Four 45 RPM Unbreakable Records • Price \$3.75  
DL 5326 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00
- AL JOLSON and BING CROSBY**  
THE ANDREWS SISTERS • MILLS BROTHERS  
GORDON JENKINS
- Selections Include: Alexander's Ragtime Band—The Spaniard That Blighted My Life—The Old Piano Roll Blues—Way Down Yonder In New Orleans—Down Among The Sheltering Palms—Is It True What They Say About Dixie?—Are You Lonesome Tonight—No Sad Songs For Me  
Decca Album A-832 • Four 10-inch 78 RPM Records • Price \$4.30  
Decca Album 9-210 • Four 45 RPM Unbreakable Records • Price \$3.85  
DL 5316 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

- ENJOY YOURSELF**  
GUY LOMBARDO  
And His Royal Canadians
- Selections Include: Enjoy Yourself (It's Later Than You Think)—The Coconut Song—I'm My Own Grandpaw—Frankie And Johnny—Hop Scotch-Palka (Scotch Hot)—Dangerous Dan McGrew—The Music Goes 'Round And Around—Hot Time In The Old Town Tonight  
Decca Album A-845 • Four 10-inch 78 RPM Records • Price \$4.15  
Decca Album 9-225 • Four 45 RPM Unbreakable Records • Price \$3.75  
DL 5329 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

- DIXIELAND JAZZ**  
1934-1935  
THE DORSEY BROTHERS' ORCHESTRA
- Selections Include: St. Louis Blues—Milenberg Joys—Honeysuckle Rose (Two Parts)—Dipper Mouth Blues—By Heck—Weary Blues—Dese Dem Dose  
Decca Album A-889 • Four 10-inch 78 RPM Records • Price \$4.75  
Decca Album 9-255 • Four 45 RPM Unbreakable Records • Price \$4.15  
DL 6016 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.35

- NEW ON 78 RPM**  
Gene Norman presents  
**JUST JAZZ**  
Concert  
**LIONEL HAMPTON ALL STARS**  
and THE ALL STARS
- Selections Include: Star Dust (Four Parts)—The Man I Love (Four Parts)  
Decca Album A-815 • Four 10-inch 78 RPM Records • Price \$4.75  
Also available in Long Play and 45 RPM:  
Decca Album 9-154 • Four 45 RPM Unbreakable Records • Price \$4.15  
DL 7013 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.85

**DECCA BEST BETS**

**THE ORIGINAL SMASH VERSIONS**  
— STILL GOING STRONG!  
**HELEN O'CONNELL**  
**BOB EBERLY**  
**JIMMY DORSEY**  
and His Orchestra

**GREEN EYES**  
(Aquellos Ojos Verdes)  
and  
**THE BREEZE AND I**  
Decca 25119 (78 RPM) and 9-25119 (45 RPM)

**TANGERINE**  
and  
**IT HAPPENED IN HAWAII**  
Decca 25255 (78 RPM) and 9-25255 (45 RPM)



*What we got in the studio . . .*  
*We knew **DINAH** had Toppe*

**SWEET**

**VIOLETS**

*The Novelty  
 Sensation of  
 Tin Pan Alley*



*Backed by*

**"IF YOU TURN ME DOWN"**

RCA VICTOR 20-4174—47-4174

*The Tunes RCA Victor Kept in Secret  
 RCA Execs to Hollywood . . .  
 in closed sessions...and held on ice fo*



*When we heard the playbacks . . .  
everything she ever recorded . . .*



# HOW MANY TIMES CAN I FALL IN LOVE

Backed by  
"TEN THOUSAND MILES"  
RCA VICTOR 20-4175—47-4175

*The Biggest  
Ballad of 1951*

*Song Files . . . Personally Flown by*  
**Recorded by DINAH SHORE**

**RELEASE THIS WEEK . . .**

records now in distributor stack for immediate delivery!



# TV Grows as Disk Talent Source; A. & R. Men Say Search Just Starting

• Continued from page 2

of signings point up the extent of the video thinking being done among record men. Sales-wise, most of the talent thus far signed has not been powerful. Traders, however, are convinced that it's too early to tell whether the video talent already on disks will prove to be important.

## Kiddie Signatures

Among the earliest signings of TV talent to disk contracts were a group of children's video shows. The diskeries have been most successful with this end of the business. RCA Victor's Kukla, Fran

## Chapa in U. S. To Introduce Spanish Music

NEW YORK, June 16.—Xavier Chapa, a director of SGAE, Spanish performing rights society, and managing director of Union Musical Espanola, a leading Spanish pubbery, is in New York negotiating with such American pubberies as Peer, Marks, Duchess and AMP for the introduction and exploitation of more Spanish music here. He is also arranging for distribution here of tape recordings of Spanish singers and orchestras.

According to Chapa, record sales are at an ebb in Spain, with only two disk factories in the entire country — those of HMV and Columbia. Records sell at the equivalent of more than a dollar, and there would be little point in trying to introduce more American labels there. On the other hand, Chapa points out, there is a large untapped reservoir of Spanish music, both pop and long-hair, which is available for American consumption.

## Newest Kick; Tape Records For Home Use

NEW YORK, June 16. — Pre-recorded reels of magnetic tape for home use will be introduced at next month's Chicago convention of the National Association of Music Merchants. A-V Tape Libraries, Inc., will introduce its line of 14 half-hour reels offering musical selections ranging from square dances to classical music. Tape reels will retail at \$4.50, \$6.50 and \$8.75, with disk dealers being offered trade discounts comparable to those given by record companies.

The A-V firm is affiliated with Audio-Video Recording and Audio-Video Products companies here. Latter firms are engaged in tape recording, duplications and the world-wide distribution of the Ampex Tape Recorder. Managing the A-V Libraries firm is Joe Hards, formerly topper of London Library Service and also with World Broadcasting and Muzak.

Tapes will be merchandised (Continued on page 20)

## PAINLESS

## Long Beach Dance Curbs Teen-Agers

HOLLYWOOD, June 16.—In a move to curb juvenile delinquency and teen-age post graduation "whooping it up," The Long Beach (Calif.) Independent and Long Beach Board of Education held the second annual post graduation dance Thursday (14) at Municipal Auditorium. Dance was held from 11 p.m.-5:30 a.m., keeping 2,000 Long Beach high school grads off the streets during the hours when most traffic accidents happen. Cost of the affair was underwritten by The Independent.

Grads, from three local high schools, were continuously entertained by KMPC disk jockey Johnny Grant, who emceed Stan Kenton, Les Paul and Mary Ford, Monica Lewis and Champ Butler. Last year's event showed a sharp decrease in auto mishaps as the result of the graduates attending the all-night dance.

and Ollie and Capitol's Hopalong Cassidy disks have been big sellers. In both cases, TV was the motivating force in the signing of disk contracts.

Reasons for signing some of the video talent range all the way from hopes for big sellers to a desire to tie up the talent rather than have another diskery sign them. Some of the talent signed started out on disks, failed to make the grade and then moved into video from which they were once again signed as record artists.

Milton Berle's position as a top TV artist gave him a disk contract with RCA Victor long before he signed a 30-year deal with National Broadcasting Company. Columbia only recently issued a Frank Sinatra-Dagmar disk, with TV's buxom blonde making her disk debut because of her video appearances on Broadway Open House. The same video show gave birth to Jerry Lester's signing with Coral Records and orkster Milton DeLugg's contract with MGM Records.

The hype given I Like the Wide Open Spaces on the Ken Murray TV show saw Columbia sign Laurie Anders for a duet disking of the tune with Arthur Godfrey. Mercury Records signed Roberta Quinlan on the strength of her own show, and Bette Chapel, chanting

regularly on the Dave Garraway show.

## MGM Most Active

MGM Records has thus far been most active in picking up video talent. The diskery has recently added DeLugg, the Billy Williams Quartet, Bill Hayes, Marion Morgan, Dorothy Claire and Dorothy Collins. Such talents as Williams and the Morgan and Claire gals were previously disked, Williams as part of the Charioteers and Marion Morgan and Dorothy Claire as band vocalists. The diskery, however, took another flier with these artists because of the Williams Quartet's spot on the Show of Shows, Miss Claire's work on the Henry Morgan show and the Morgan gal's stint on Stop the Music. The label signed chanter Bill Hayes because of his weekly spot on the Show of Shows and Dorothy Collins on the strength of her Hit Parade appearances and the Lucky Strike spot TV commercials she does.

These are not the only artists picked up from video. Others, like Snooky Lanson and Al Morgan on the London label, had been waxed prior to their TV appearances, but were almost reborn on disks via video work.

According to a. and r. men, the search has only started.

# Disk Prices Drop Lower in N. Y. War

## Macy's Meets Gimbels Cut Rates, Forcing Down Broadway Show Albums to New Lows

NEW YORK, June 16.—Department stores here continued to hack away at disk and phonograph prices this week in a continuance of the price war created by the Supreme Court's upsetting of State fair-trade laws.

While several small disk retailers are attempting to meet the slashed prices, battle is more or less confined to Macy's, Gimbels and Abraham & Straus department stores. Yesterday (15) the stores cut the prices on pop disks, both 45 and 78 speeds, to 54 cents — 1-cent less than the usual cost price to retailers.

Store execs admit that business has been excellent in disk departments. They also appear to show no desire to end the battle. Diskery execs, while admitting to being "upset" over the situation, also claim to be unable to take any action to stop the price war.

Prices for phonographs and record-playing attachments were still dropping this week, tho some items remained at last week's levels.

The RCA Victor 45-r.p.m. attachment is still selling for

\$8.19, the RCA Victor self-contained charger for \$24.37; the Webster-Chicago Model 130-1, three-speed manual portable phono, was marked at \$32.99, and the same company's three-speed automatic replacement charger was down to \$35.33.

On Thursday, this week, Gimbels took a full-page ad in local papers listing a varied group of items at reduced prices. Included in the list were original cast show albums *The King and I*, *Guys and Dolls* and *A Tree Grows in Brooklyn* and RCA Victor's Mario Lanza *Caruso* disking. Yesterday (15) Macy's countered by under-cutting the prices advertised by Gimbels. (Continued on page 20)

## Court Okays Granz Amend In JATP Suit

NEW YORK, June 16. — State Supreme Court Justice Aron Steuer this week gave Norman Granz leave to amend his complaint against George Erlinger and Disc Distributing in Granz's suit over Volumes 2, 3, 4 and 5 of the *Jazz at the Philharmonic* recordings.

Granz, thru counsel Joseph Calderon, of Bergerman & Hourwich, had originally filed for an injunction to restrain Erlinger from distributing the disks. Erlinger subsequently sold the masters to Joseph Corn, since deceased, who in turn assigned them to the Arco, Pioneer and Essex waxeries of New Jersey. These companies instituted suit against Mercury Records, who filed a countersuit. The case has been tried in Federal Court in New Jersey, with Judge Guy L. Fake, since retired, still holding the decision.

The New York suit, originally concerned with an injunction to stop what Granz claims is unauthorized marketing of JATP albums, now seeks a collection of \$100,000 in royalties. Because of the change in purpose, Judge Steuer ruled for the amended complaint by plaintiff.

Erlinger and Disc are represented by Harry Gould, with Murray Eisenberg the trial attorney.

## SAX HANGS HIGH, THAT'S BAD SIGN

LINDENWOLD, N. J., June 16.—Maestro Charlie Ventura, who operates the Open House roadhouse here, hung up a neon sax sign to light the front of his night spot. However, representatives of the H. N. White Company, which makes the King-made saxophone, were most unimpressed when they came down this week to take a look at the outdoor display. As a matter of fact, they're officially registering a beef with the sax-playing roadhouse owner. It seems that the King sax people use Ventura in all their ads to tout their instrument, but the neon horn at Ventura's Open House is a copy of a Selmer—the make of a rival firm.

## Bob Sour BMI Pub Relations Director Now

NEW YORK, June 16. — Bob Sour this week was appointed director of publisher relations for Broadcast Music, Inc. In this capacity he will assume the bulk of the activities in this field formerly carried on by Bob Burton, who is veepee in charge of publisher relations for BMI.

Sour's appointment releases Burton for fuller participation in other areas, particularly in copyright, in which he is a recognized expert. Burton also plans to spend more time on BMI's general writer and pubber situations, new rights and clearance problems engendered by TV films and other technological changes in the industry, development of new sources of tune material, etc.

Sour, who has been a BMI staffer since the organization's inception 11 years ago, had most recently served as director of writer relations, mentoring BMI's plan to corral new clef talent on an exclusive basis. Replacing Sour in that post is George Marlo, veteran music man and former publisher, who had been serving as Burton's assistant in pubber relations. Both Sour and Marlo will continue to report to Burton.

BMI also announced the naming of Harry P. Somerville, for the past eight years director of non-radio licensing for the organization, to the post of veepee of that department.

# NAMM Confab Sets Disk, Sheet Pitch

CHICAGO, June 16. — Record merchandising and sheet music retail selling will get a full airing at the forthcoming convention of the National Association of Music Merchants at the Palmer House here July 16-19. Bill Gard, NAMM's executive secretary, has lined up a power-packed foursome of disk sales execs, including Floyd Bittaker, Capitol; Sid Goldberg, Decca; Morry Price, Mercury, and an as yet unselected rep of Columbia, who will discuss better merchandising Tuesday (July 17). Chairman of the panel confab will be S. H. Galperin, prexy of Galperin Music, Charleston, W. Va.

Arthur M. Hauser, G. Ricordi & Company, New York, prexy of the Music Publishers' Association, will head a panel on more profitable operation of sheet music departments, slated for Wednesday (18). Line-up of this session includes M. H. Cook, Malecki Music House, Grand Rapids, Mich.; Al Niederloh, Paul A. Schmitt Music Company, Minneapolis, prexy of the National Association of Sheet Music Dealers and secretary-treasurer of the association, John J. Bell, Southern Music Company, San Antonio; Leonard Feist, Century and Mercury Publishing Company.

## First Wax Palaver

The 1950 NAMM convention did not include a disk session, but the 1949 conclave, held in New York, had a wax palaver, which developed into a free-for-all between retailers and disk firm rep speakers. This year's sheet music panel is the first entire session given over to that important seg

of retail music stores in NAMM's convention history.

In addition, James R. Lamb, of the Amos Parrish firm, which handled several Victor research jobs in various segs of the disk industry, will talk on the general fall outlook for retail sales. A general retailing session is also slated. Accessory merchandising and instrument repair merchandising will again be the subject of panel sessions.

## GERMAN RECOVERY

# Music Builds Slowly, Faces Big Problems

NEW YORK, June 16. — Music business in Germany is gradually building, but whereas in prewar days the center of activity was Berlin, the industry is now developing areas of activity in far-flung cities, according to Ralph Maria Siegel, German music man now visiting in New York. Siegel, who represents Southern Music in Western Germany, is the top money earner in the German performing rights society. In that org he ranks No. 1 as lyric writer, eighth as composer and third as publisher.

Decentralization of the country's publishing business is illustrated by the fact that four of the largest publishers in the pop field, Gereg, Kuhl, Schaeffers and Siegel, are located respectively in Cologne, Bonn, Berlin and Munich. The popular publishing field, ac-

# Mercury Ships "Longing," But Says Don't Use

## Release Date Aug. 1; Richmond Keeps Watch for Jumping

NEW YORK, June 16.—Mercury Records this week fashioned a new gambit in the battle of the release dates when it shipped the Vic Damone waxing of publisher Howie Richmond's *Longing for You* to distributors and deejays, along with a letter enjoining them neither to send the disk to retailers nor perform it on the air before August 1.

Richmond had put nine diskeries on notice that should any of them jump his August 1 release date, he would bring suit in order to protect the other companies respecting the date (*The Billboard*, June 16).

The Mercury move is purportedly a precautionary measure, designed to have the record ready for immediate public sale and performance should any other company break from the barrier. Mercury's covering letter specified that it had no intentions of abrogating the publisher's plan to have all disks of the tune come out simultaneously.

## Pub Keeps Tab

Richmond's office said that it was cognizant of the Mercury move, and that continuous checks will be maintained in key areas to see if the disk is played or can be bought in a retail store. The publisher reiterated his intention to bring suit should either eventuality occur, pointing out that no (Continued on page 20)

# Mercury, Col Set Promotion On Pic Album

CHICAGO, June 16.—Mercury Records and Columbia Pictures, producers of the forthcoming musical, *Sunny Side of the Street*, this week completed plans for promotion of an album of tunes from the flicker, done by Frankie Laine and Billy Daniels. Album deal is a switch, in that Laine is now contracted to Columbia.

The album, which will be released in August to tie-in with the September release date of the star-studded musical, will include *Sunny Side of the Street*, *I'm Gonna Live Till I Die* and *I May Be Wrong*, all of which are re-releases from Mercury's catalog, while Daniels will do *If I Could Be With You* and *I Get a Kick Out of You*. Three other tunes will be included in the album, which will be available on all three speeds.

Jonie Taps, Columbia musical chief, and Art Talmadge, Mercury exec v.-p., are working on promotional plans which will include the unified efforts of Mercury's four regional d.j. reps, Columbia Pictures' distributors and Irwin Berke, former music contactman here, who is joining Mercury for a short period to plug the album on a traveling basis.

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ording to Siegel, since the war has seen an influx of people new to the music business. With the exception of the standard houses, the older names in the pop field have lost incentive, Siegel points out.

Decentralization

The decentralization has made more difficult the problem of exploiting and plugging tunes. In the old days, for instance, 20 to 25 bands were headquartered in Berlin. This is no longer true and exploitation requires trips all over the country to contact individual stations, cafes, clubs, etc.

In Germany, publishers and writers make most of their money out of performances, which are the basis for the GEMA distribution of money. Band leaders give (Continued on page 20)



*Just Released!*

**I WISH I HAD  
NEVER SEEN SUNSHINE**

and **JOSEPHINE**

**A NEW**

**Les Paul  
Mary Ford  
HIT!**

78 rpm No. **1592**

45 rpm No. **F-1592**

*Order Today*



**COMPLETE YOUR LES PAUL - MARY FORD COLLECTION WITH THESE**

"How High The Moon," "Walkin' And Whistlin' Blues" . . . . .	1451
"Mockin' Bird Hill," "Chicken Reel" . . . . .	1373
"Tennessee Waltz," "Little Rock Getaway" . . . . .	1316

"Nola," "Jealous" . . . . .	1014
"Goofus," "Sugar Sweet" . . . . .	1192
"Dry My Tears," "Cryin'" . . . . .	1088



# TV Ad Code Studied By Industry Group

Ethical Standards to Be Top Issue At AM-TV Trade Conference Before FTC

WASHINGTON, June 16.—Ethics in advertising of TV sets is expected to be a top issue at Thursday's (21) trade conference for the radio-TV industry before the Federal Trade Commission.

## FLACK HAPPY

### Promotional Pot Boiled At Pallad'm

HOLLYWOOD, June 16.—A last-minute decision to hypno summer biz has resulted in a Palladium tie-in with Thrifty Drug Company for a 2 for 1 ticket deal. This, plus a weekly Marine Corps net show, local deejay show, Coast remote and a nationwide bi-weekly aircor combines to give the local terp palace a broad promotion. Ticket gimmick, similar to one formerly used on Fridays only, runs four weeks, thru Jimmy Dorsey's stay.

By getting a ticket at any Thrifty Drug outlet, customer pays 55 cents instead of the regular \$1.10. Half price, however, is good only Tuesdays, Wednesdays or Thursdays, traditionally weak nights. Fridays Jimmy Wallington emcees a Marine Corps program over National Broadcasting Company, airshow continuing 11 weeks.

Johnny Grant airs a nightly remote, 12-1, recently replacing Bill Baldwin. In its 11th month, the broadcast is highly popular with teen-agers who are featured on the show whenever possible. Grant does a similar job 10:30-11 p.m. nightly on Columbia Broadcasting System Coast net, and on Thursday and Sunday beams a coast-to-coaster in the 9:30 slot.

Whether the heavy promotion will continue during Tony Pastor's four-weeker, beginning July 10, depends on the success of the current hoopla.

### Lionel Hampton Unit in Extended West Coast Trek

HOLLYWOOD, June 16.—Lionel Hampton's 22-piece ork and six acts are in the home stretch prior to working the annual Cavalcade of Jazz at Wrigley Field here July 8. Package recently played to 36,230 at a CYO-sponsored affair in Indianapolis.

Hampton sked is Rainbow Rendezvous, Salt Lake City, June 27; Young's Bijou Lodge, Lake Tahoe, Calif., June 29; Auditorium, Sacramento, June 30; ball park, Oakland, Calif., July 1; Marigold Ballroom, Fresno, Calif., July 3; Auditorium, Salinas, Calif., July 4; Rose Garden Ballroom, Pismo Beach, Calif., July 5; Auditorium, Stockton, Calif., July 6, and Auditorium, Capitola, Calif., July 7.

Following the Cavalcade spectacle, Hamp plays the Pacific Square Ballroom, San Diego, July 13-15, and the Los Angeles Paramount July 19 week. Snader Telecriptions are set for July 18. Associated Booking Corporation has skedded Coast dates for the group thru October.

### Wis. Drops Music Tax

MILWAUKEE, June 16.—American Society of Composers, Authors and Publishers and Broadcast Music, Inc., in Wisconsin can breathe easier now that the State Assembly recently concurred with the Senate in a bill knocking out the State tax on music brokers.

Originally placed on the books in 1935 by solons anxious to save small dance halls and taverns from levies by the music licensing organizations, the tax was never enforced, altho its provisions requiring broker's reps to pay \$25 an annual fee was lived up to.

Repeat was finally brought about by study of politics which showed the tax was impractical, and would cost more to collect and enforce than it would bring to the State coffers.

Uniform and "ethical terminology" will be sought for use in ad copy for all types of new TV receivers, converters and adapters preparatory to the expanding era of TV involving introduction of ultra-high-frequency area of the spectrum and of color TV.

Federal Communications Commission will be represented along with FTC at the conference which will be presided over by FTC Chairman James M. Mead. Organizations to be represented include Radio-Television Manufacturers' Association, National Radio and Appliance Dealers' Association and National Television Dealers' Association.

Subjects to be contemplated include misrepresentation that a TV set is not subject to static interference, deception as to picture tube size, deception as to operation, deceptive pricing, warranties or guarantees, and imitations of trademarks or trade names. Before promulgation of any FTC rules, a draft of proposed rules will be made available to all interested parties and consumers, FTC said.

### Coral Begins Biggest Bally On "Rainbow"

NEW YORK, June 16.—Coral Records this week launched the biggest promotional campaign the Decca subsidiary has ever placed on an album. The subject of the hoopla is a Les Brown ork package called *Over the Rainbow* and consists of eight instrumental diskings of standard tunes, each with a color in the title. While the diskery puts its promotional power behind the album, the Brown ork will play a series of one-nighters heading toward the West Coast. The album will be issued on three speeds.

A merchandising program calls for complete disk jockey coverage, with over 1,500 platter spinners getting the album; trade paper ads; a special Les Brown interview disk for the deejays; eased counter-card reproductions of the album cover and window streamers. The album is also included in Coral's second distributor sales contest (see separate story).

### Mercury Ponies Up in Baker's Royalties Beef

HOLLYWOOD, June 16.—Mercury Records has answered the American Federation of Musicians, Local 47, letter regarding Buddy Baker's beef over lack of royalties and label credit. Diskery claims, in a letter dated June 8, that it did not know it was responsible for any royalty payment to Baker on the master purchased from Exclusive and released about six months ago. Letter added that it would rectify the error. Union's Veepee Phil Fischer this week again wrote the plattery, asking that on further pressings it give Baker credit as the orkster instead of billing the sides as "Herb Jeffries and Orchestra."

Slicings involved are Jeffries masters. When Mercury reissued the etching, it gave sole credit to the singer. Baker backed Jeffries when the sides were first cut. Leon Rene, Exclusive prexy, told *The Billboard* that when he sold the masters it was specified that Mercury would incur all royalty obligations if they issued the sides again.

### Tamara Hayes Gets Decca Pop Boost

NEW YORK, June 16.—Decca Records last week announced the signing of Tamara Hayes, West Coast blues thrush. Gal will receive a heavy promotional campaign from the diskery, beginning with the release next week of her first two sides, *These Things I Offer You* and *Tonight You Belong to Me*.

Label intends to release the singer's disks on the pop rather than the r. and b. series.

### DEEJAYS SERVE DISKS TO G'S

HOLLYWOOD, June 16.—The Los Angeles Mirror is backing a drive to collect 50,000 platters for military personnel based in Southern California. Drive opened Thursday (14) and is for a week. Disk jockeys have entered the picture, with spinners plugging the plan on their shows.

First of the deejays to respond were Bill Baldwin, KMPC; Alex Cooper, KXLA; Johnny Grant, KMPC; Bill Leyden, KFVB; Al Jarvis, KLA C; Bob McLaughlin, KLAC; Paul Masterson, KNX; Don Otis, KFVB; George Sanders, KFVD, and Bill Stewart, KWKW. Diskeries are also contributing.

### Blocked Marks Worry Pubbers

NEW YORK, June 16.—A number of pubbers have become increasingly restive over the continued blocking of funds which should accrue from performances of American tunes in Germany. GEMA, the German performing rights society, is sending no funds over here. Of course, no funds are being sent to Germany from the United States for performances of German tunes—such funds being held up by the Alien Property Custodian.

The situation is hardly a "retaliatory" one, it is stated by execs of the American Society of Composers, Authors and Publishers. Latter points out that only recently has the monetary situation been cleared with France and other countries who were allies of the United States during the war. As yet, no formal peace treaty exists with Germany, and it is claimed that funds cannot be unblocked until such a treaty comes into being. The situation is further complicated by the fact that currency in Germany has undergone several changes.

Pubbers, however, point out the United States won the war, and ask why they should be penalized by having their monies frozen abroad.

### Rich Quits Baker Tour for Sextet

NEW YORK, June 16.—Drummer-band leader Buddy Rich, lately touring with Josephine Baker as musical director, has left the chanteuse's troupe and is back fronting a jazz sextet again.

The six-man combo opens July 25 at the Lindsay Sky Bar, Cleveland, and then goes into Glen Park Casino, Williamsville, N. Y. A possibility also exists that Rich will go out with the Norman Granz Jazz at the Philharmonic concert troupe.

### TV-Phono Merchandising

NEW YORK, June 16.—While sales of television sets continue at a slow pace, dealers, distributors and manufacturers here are having additional worries over heavy trans-shipment on major video set lines. Problem has reached such a vexing point that distributors are asking their manufacturers to mark factory merchandise in secret places in order to find the source of the trans-shipped sets. Dealers slashing prices via various sales and merchandising gimmicks have taken to removing factory serial numbers on sets picked up outside of this territory. Severe as the problem has become lately, it is being handled in a hush-hush fashion by distribs and manufacturers.

Meanwhile, municipal authorities are continuing to investigate sale advertisements and the auction sales still operating here. Involved are New York's license and markets departments. This week, for example, city inspectors checked the Dynamic Stores chain which has run large ads on a special sale. The chain was fined \$300 for failing to have in stock a specific set as advertised. The license department's investigation of the Monarch-Saphin auction of a few weeks ago is still continuing. At the moment, however, attention has been centered on the price

### ARMENIAN HILLBILLY

## Saroyan Shows New Talent By Writing Pop Disk Hit

Continued from page 1

tion of the tune in a letter to George Avakian, Columbia a. and r. staffer and long-time friend of the writer. As Saroyan explained it, he wrote the tune in 1939 while driving thru New Mexico with his cousin, Ross Bagdasarian, en route from New York to his home in Fresno. Bagdasarian had been playing the role of the Syrian pinball champ in Saroyan's legit hit, *The Time of Your Life*, when he and the playwright suddenly decided to drive home for a visit. Together they compounded the song out of fragments of Armenian folk melodies, plus a new English lyric.

The song became "quite famous among their friends and relatives," and Saroyan tried hard to have the tune published and promoted because, as he admits, he wanted to have at least one song to his credit a la Robert Burns. Failing to interest the publishing fraternity, he interpolated the song into the last act of one of his plays, *The Son*, which was performed here in 1950 off Broadway.

Lou Levy took the tune, placing it in Duchess Music, a Broadcast

Music, Inc., affiliate. Subsequently Miss Armen began to sing the tune in p.a.'s, later recording it on her own, and Columbia pop a. and r. chief Mitch Miller saw its possibilities, cutting it with Miss Clooney for a side which has already stirred considerable trade buzz. Other labels are reportedly rushing to cover.

### All-Ellington Cancer Bash

NEW YORK, June 16.—Duke Ellington will lead 63 members of the National Broadcasting Company Symphony Orchestra and his own band in an all-Ellington concert at Lewisohn Stadium Wednesday evening (20) with all proceeds going to the Damon Runyon Cancer Fund.

The performers will do their stint without pay, with dispensation granted by Local 802 of the American Federation of Musicians. Walter Winchell will turn over the receipts to representatives of a cancer research laboratory and a university from the stadium stage the night of the concert. Madame Pandit, Indian ambassador, is honorary chairman, with Samuel Chotzinoff and Marian Anderson co-chairman.

#### "Harlem" Featured

The program will feature Ellington's *Harlem Suite* and two others, as yet untitled.

The benefit is reportedly the first occasion in 30 years for which authorities at City College have granted permission to any organization other than Stadium Concerts, Inc., to use Lewisohn Stadium. Tickets scaled from \$1.50 thru \$4.80 are available at the Ellington office in the Brill Building, the Runyon Fund office in the Astor Hotel, the Tempo Music office in the General Motors Building, and from any member of the New York Ticket Brokers' Association at no broker charges.

### Coral Sets 2d Distrib Contest

NEW YORK, June 16.—Coral Records this week notified its distributors of a second distributor sales contest to begin Monday (18). Results of the first four-week contest which ends today will be announced next week. The diskery's distribs are vying for cash prizes of \$250, \$150 and \$100 given to the firm coming up with the largest sales figures over its quota on six pre-selected singles and one album.

Distribs in many cases have already agreed to match the Coral prize money with an equal amount and divide the total among the local salesmen. The contest period runs from June 18 to July 16. The diskery credits each order for an album as five record units.

Pre-selected disks for the second contest are Les Brown's *Over the Rainbow*, Connie Haines' *Too Many Hearts*, Pinetoppers' *Lonely Little Robin*, Lawrence Welk's *Sad and Lonely*, Tommy Sosebee's *Wedding Blossoms*, Calvert Jones' *Tra-La-La* and Les Brown's *Over the Rainbow* album.

### Musso Seeks To Exit ABC

HOLLYWOOD, June 16.—Associated Booking Corporation, informed Friday (15) by Vido Musso and Manager Don Haynes of the former's immediate plans to break his ABC contract, revealed it could see no way of stopping Musso from his intended action. An American Federation of Musicians' contract clause states that band must work 20 weeks in six months, otherwise it can declare its pact void. Musso worked 10 weeks and two days thru ABC bookings. It is expected he will ink with General Artists Corporation.

Since at press time no paper had been signed between GAC and Musso, rumor had it that the orkster would go with Phil Brown, former William Morris rep, who arrives here from Cleveland next week to share office space with Haynes-Richardson agency. Haynes, Ann Richardson and Brown in the late 1930's were together at Consolidated Radio Artists. Brown now handles Claude Thornhill.

### BMI's Clinic Plans Cooking

HOLLYWOOD, June 16.—Plans for the Broadcast Music, Inc., clinic got under way this week with a statement by the Southern California Broadcasters' Association endorsing in principle the BMI series. Clinic is set here for July 31, with Carl Haverlin, BMI prexy; Robert J. Burton, BMI veepee, and Glen Dolberg, director of station relations for BMI, trekking Coastward for the affair.

Jim Cox, Coast station relations rep, is planning to bring Ted Cott, manager of WNBC, New York, and Paul Morency, WTIC, Hartford, Conn., to the clinic as featured speakers. Local fill-ins from area nets and indies will also be present, in addition to New York agency and net reps.

At the conclusion of the all-day gathering here, the clinic sets up in Pittsburgh August 20; Columbus, O., August 21; Roanoke, Va., August 22, and White Sulphur Springs, W. Va., August 24.

### Ethel Smith P.A. Tops 13-Yr. Record

NEW YORK, June 16.—Ethel Smith's personal appearance date with the Cleveland Pops Orchestra Saturday (9) broke a 13-year record for the ork concerts when the combined performances grossed \$9,500. Cleveland's Public Hall was scaled from 60 cents to \$1.80 and drew 8,000 in the ork's initial concert of the season.

battle among the department stores.

### RTMA Asks 90-Day Suspension on Regulation W...

Declaring that "television production lines are completely shut down in many plants and in some instances entire plants are closed, Glen McDaniel, president of the Radio-Television Manufacturers' Association, sent a telegram to William McChesney Martin Jr., chairman of the Federal Reserve Board, urging immediate relaxation of Regulation W for the television industry.

"On behalf of 336 manufacturers of television sets and component parts, who are members of the RTMA and also non-members of the association co-operating with us, I urge that the Federal Reserve Board take prompt action to relieve the distressed conditions of our industry by suspending Regulation W for 90 days."

### Ship 2 Million TV Sets Early in '51...

Television receivers shipped to dealers in the first 17 weeks of 1951 aggregated 2,076,124, the Radio-Television Manufacturers' Association reported. Shipments in April totaled 261,357 sets, compared with 595,042 in March.





"MY LIFE'S DESIRE" and "SHANGHAI"



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### Utah Symp Sales Over Top With Big Names . . .

An "unusually fine artist lineup" is credited with record-breaking ticket sales for the 1951-'52 Utah Symphony concert series, Salt Lake City, according to **David S. Romney**, managing director. Sales last week had passed the 1,200 mark. Included in the guest artist array are **Jascha Heifetz**, **Jan Peerce**, **Oscar Levant**, **Kenneth Wolf**, **Andor Foldes**, **Ricardo Odnoposoff** and **Grant Johannessen**. Prices range from \$10 to \$20 for 10 concerts.

### Page Sets Firm to Produce "Pages of Memory" Series . . .

**Paul Page** is setting up a corporation to produce a series of 15 30-minute transcriptions tagged "Pages of Memory." Outfit, known as **Paradise Music Corporation**, will peddle the transcriptions with an eye to the mortuary market, and is seeking distribution in several hundred locales in this country. Other corporation officers are **James Morrison**, secretary, and **Diane Brown**, vice-president and treasurer. "Pages of Memory" will also publish thru **Broadcast Music, Inc.**, specializing in Hawaiian and pop cleffings.

### Julie A. Reiley Info New RCA Sales Job . . .

**Julie A. Reiley** has been appointed advertising co-ordinator of **RCA Victor's** custom record sales division, according to **Manager James P. Davis**. Miss Reiley will work under the supervision of **Bennett S. Rosner**, division's advertising manager.

### Elwood Hays Named Decca Branch Manager . . .

**Elwood Hays**, top salesman for the Philadelphia branch of **Decca Distributing Company**, was promoted to branch manager to succeed **John Little Jr.**, who leaves June 22. Little, who has been branch head for many years, leaves to take an executive post with **Modern Containers, Inc.**, in Los Angeles. He expects to keep an active interest in the waxery on the West Coast. Hays is the son of local bandleader and songwriter, **Billy Hays**.

### "Paradise" Ban Lifted, Decca Advises ABC, MBS . . .

**Decca's Milt Gabler** last week wired key American Broadcasting Company and Mutual Broadcasting System outlets, advising them of the lifting of the "Paradise" tune ban. Ban was brought out of the mothballs when the label's **Kitty White** was prohibited from doing the song on **Russ Mulholand's KECA-TV**, Hollywood program (The Billboard, June 2).

### Rene Puts Baker, Wayne Masters on Sales Block . . .

**Leon Rene**, prexy of the defunct **Exclusive Records**, is negotiating to dispose of the remain-

ing **Buddy Baker** and **Frances Wayne** masters, last of the diskery's catalog to be sold. Since **Exclusive** liquidated assets in December 1949, 400 masters have been sold, netting **Rene \$23,000**. Baker's sides include the popular "Beyond the Stars" album, bringing total sides available to 12. Ten of **Miss Wayne's** masters remain.

### Spier Co. and SPA Reach Agreement . . .

The basic agreement between **Larry Spier, Inc.**, pubbery, and **Songwriters' Protective Association** has been reinstated, following **Spier's** submitting for **SPA** counter-signature a contract on "Just Say I Love Her." **Spier** had refrained from filing the contract pending settlement of a squabble among the writers, which has since been resolved, and **Spa** had canceled its agreement with him.

### Major Records Changes Name, Personnel Set-Up . . .

**Major Records**, which opened **Chi** operations a month ago (The Billboard, May -12), last week changed its name and personnel. New name of the pop label is **Owl Records**. Change was made because the **American Federation of Musicians** notified the firm that another such firm was already

licensed in Los Angeles. **Irv Victor**, one of the officers of the firm, ankle his all-night disk jockey post at **Chi's WGN** and will double between a vacation and working for **Owl** at his new **Folk Music Center** before again going on the air some time in September. **Joel Cooper**, who has been chief of **Tell Music Distributors, Chi**, for the past eight months, is leaving to take over as executive vice-president of **Owl** and **Folk Music**, the diskery's h.b. and Western seg.

### New York

Change in the **Dell Trio** now has **John Nicolini**, organ, and **Bob Creash**, accordion, original members of the group back with leader **George Dell**. Trio is still being booked by **Music Corporation of America**. Leaving the outfit were **Arnold Nelson** and **Bill Cimler**. . . . **Sammy Kaye** ork has been booked to play special dinner date in honor of **Ecuadorian President Galo Plaza**. Affair is skedded for **June 24** at the **Long Island** home of steamship millionaire **J. P. Grace**.

**Doretta Morrow**, ingenue in "The King and I" is closing a wax pact with **RCA Victor**. . . . **Joe Beritelli** is the new sales manager for the **MGM** disk department of the **Zenith Radio Corporation**, **Orange, N. J.** . . . **Abbey Records** has signed **Dick Paige**, **Chicago** TV warbler. . . . **Contactman Bernie Lang** has gone to work for **Bourne Music**; **Eddie Shaw** returns to **Hollywood** as the firm's **Coast** rep. . . . **Dana Records** has signed **Bernie Witkowski** and **His Silver Bells Ork**; **Witkowski** has been with **RCA Victor** for 16 years, recording under his own name and as **Bernie White**. . . . **Paul Brown** has joined **Sid Ascher Associates** in charge of disk promotion. . . . **The Weavers** go into **Cafe Society** **July 19** for four weeks. They will appear at the **Ohio State Fair, Columbus, O.**, beginning **August 24**.

**RCA Victor** is releasing the third **Ralph Flanagan** album, this one titled "Let's Dance Again With Flanagan." . . . **Johnny Long** will cut his first sides for **Mercury** in **July**. . . . **Mercury** is releasing a "Sunny Side of the Street" album, featuring songs from the click of that name, done by **Frankie Laine** and **Billy Daniels**, who appear in the picture.

**J. J. Robbins** pubbery has taken over "Take Her to Jamaica" from **Irving Fields' Crest Music**. . . . **Sid Prosen's** brother, **Jim**, has joined him in **Village Music** as promotion man. . . . **Campbell Music** has acquired "Easy Talk," waxed by the **Dinning Sisters** on **Capitol**, from **Sid Lorraine**. **Lorraine** is now working as **Campbell's Coast** rep. . . . **Denny Vaughan**, **Coral** vocalist-pianist-arranger, has signed with **Associated Program Service** to do transcriptions. . . . **Nat Tannen** has been named selling agent for **Forrest Music**, country music firm represented by **Joe Diamond**.

The issue of **Hamilton Periodicals' "People Today"**, which hits the newsstands **Wednesday (20)**, will carry articles on disk artists **Mimi Benzell** and **Laurie Anders**. . . . **Chicago** disk distributor **James H. Martin** lost two sisters and a brother-in-law in an automobile accident **Wednesday (13)** between **Chicago** and **Detroit**.

### Philadelphia

**Johnny Austin**, **Wagner's Ballroom** maestro, doubling **Sunday** nights at **Clement (N. J.) Lake Park** **Dansorium**. . . . **Maestro Dick Wharton**, who held forth at the **Anchorage** for many years, has taken a daytime job with the **Keystone Automobile Club** and reserving his musical career for club dates. . . . **Skatin' Toons** disk label has taken **William B. Richter's "Everybody's Somebody's Fool"** and "Someone Will Break Your Heart." . . . **Oscar Dumont**, maestro at **Sunset Beach Ballroom Almonnesson, N. J.**, has started a disk jockey show daily at 1 p. m. on **WKDN, Camden, N. J.** . . . **Philadelphia Record Society** concluded its season with a platter session devoted to diskings of **Verdi's** operatic scores with **David Schick** as record commentator. . . . **John Gallo**, who will sing next season with the **La Scala Opera Company** here, used to be known as **Red Dolan** when he warbled for the late **Jan Savitt**. . . . **Bernie Zipper**

has opened the **Philadelphia Studio of the Saxophone**.

**Mickey Shaughnessy** is back in town, this time at the **Sciolla's** theater-restaurant. . . . The wedge will drop its "Frisolous Gals" policy in favor of returning to the floorshow format with comedy emsees. . . . **Comic Hank Reese**, returning from suburban **Ambler, Pa.**, where he played a club date, was badly injured in an auto-train crash and is in **St. Mary's Hospital** here. . . . **Lee Henderson Models**, line girls who wound up last week at the **Embassy Cafe**, move across the river into **Chubby's** at **Collingswood, N. J.**, for a summer run.

### Milwaukee

**Jockey Tom Mercein**, **WTMJ**, spending three days in **New York** for his part in the flicker, "Disk Jockey." . . . **Jimmy Fazio** has pulled out of his partnership with **Jerry Grossman** in the **Towne Room**, and has taken over the **Old Arvay's** on **Port Washington Road**. **Fazio** has renamed it the **New Pines** and plans to use name musical units. . . . **The Packer Playdium, Green Bay, Wis.**, is doing good biz as a result of the cleffings and singing of **Speed Hooper** and **Nancy**. . . . **Rod and Patti Jones** are working the **Blackamoor Room** of the **Hotel Wisconsin**. . . . **Jose Martinez** and his rumba crew are heading into their third year of steady work at the **Capitol Drive Playdium** here. . . . **George Adams** and **Hal Allen** working to good crowds at **Burkhardt's** cocktail lounge in **Plymouth, Wis.**

Former batoner **Bill Carlsen** is working five days a week on **WTMJ-TV**, doing the weather man chores for a break sponsor. . . . **Les Herrick** has exited the **Johnny Davis** ork, long a fixture at the **Tic-Toc Club**, to go into the construction biz. **Les** was replaced by trumpeter **Johnny Bastian**. . . . **George Shearing Quintet** in for a 10-day engagement at the **Stage Door** lounge. . . . **Harmonica whiz Bob Allen** making plans for a two-to-three-week lay-off due to minor surgery. . . . **Empire Room** at the **Schroeder Hotel** has **Carmen Cavallaro** and the **Joseph Sudy** ork in a two-week stay.

### Dallas

The **Lake Worth Casino** near **Fort Worth** opened its 24th summer season recently and Owner **Joe Landwehr** announced a new policy of presenting name and semi-name bands each week-end. **Nick Stuart** led off. Bands lined up for coming week-ends include **Tony Pastor**, **June 22-23**; **Clyde McCoy**, **June 29-July 3**; **Will Osborne**, **July 6-7**, and **Dean Hudson**, **July 13-14**. **Casino** is engaged for private parties during the week. . . . In summer line-up for **Galveston's Balinese Room** following **Frankie Masters**, who opened **Monday (6)**, are **Teddy Phillips**, opening **July 6**; **Ted Weems**, **August 6**, and **Don Reid** closing season in late September or early October. **Phillips** has a date in **Dallas** for the **Texas Citrus Growers' Association** **September 25**. . . . **Blue Barron** drew okay at **Showland** recently. . . . **Ted Weems** will play one-nighters at **Louann's** **June 21** and **Lakewood Country Club** later. . . . Featured entertainers with **Weems** ork now include **Glen West**, guitarist and novelty vocalist; **Russ Carter**, balladeer; **Chuck Haynes**, trumpeter and juggler, and **Bonnie Ann Shaw**, vocalist, whistler and dancer.

### Hollywood

Newest batch of **International Sacred Recordings** platters includes offerings by **Charlie Turner**, **Loren Whitney**, **Harven of Rest**, **Radio Kids Bible Club**, **Ted Smith** and **Paul Mikelson**. **Albert Hay Malotte** and **Luther Hubyar**. **Releases** comprise 31 diskings. . . . **Earl Garner** and **Sarah Vaughan** give a concert at the **University of California** **June 18**.

**Jimmy Wakely's** appearance at the **National Hillbilly Jamboree**, **Oklahoma City**, **June 24**, marks the 10th anniversary of his discovery by **Gene Autry**. . . . **Victor Young** pact to score **Paramount's "My Favorite Spy"**

**MGM's "Interrupted Melody"** is based on the life of opera singer **Marjorie Lawrence**. . . . **Accordianist Elsie Gould** and **Esquire Trio** played for **MGM Studio Club** at the annual golf tourney **Sunday (10)**. **Strong's Circus** provided animal acts for the children. . . . In **George Shearing's** first local disk session he cut "Don't Blame Me." . . . **Marvin Solomon**, son of **Al Solomon**, **Coast** professional (Continued on page 20)

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# German Music Problems

Continued from page 14

GEMA monthly reports on tunes played in clubs, cafes, etc. Income from films is poor. Currently, there is a move afoot to increase the income from radio. Radio receivers are taxed 50 cents each, out of which GEMA receives 1 cent. Music men feel the income to GEMA should be 2 or 3 cents per set.

Publishers and composers receive considerable income out of records, but do poorly on sheet music. The disk industry during the past year has shown increased vigor, with sales in Western Germany rising to \$500,000 above the previous year. Phonograph sales are picking up and long playing disks are now beginning to be available.

### Sheets Bad

The sheet music picture is bad. Consumer demand has fallen tremendously for various reasons. Among young people, sports are of primary interest. Secondly, there's a great lack of housing—which means that the more stable type of home life has suffered. People generally have not enough money for pianos. Of the sheet music which is sold, about 40 per cent, according to Siegel, is accordion and harmonic editions. Young people do not study music to the extent they once did.

Folk music in Germany has great play. In the popular field, many of the hits come from America. *Goodnight, Irene*, for instance, is very strong now. Siegel's biggest seller last year was *La Vie En Rose*. This year it's been *C'est Si Bon*. Latin-American music is quite popular, having received considerable impetus via the armed forces network which caters to the American troops.

### American Favorites

Favorite American artist in Germany is Bing Crosby. Der Bingle's position has been unassailable for 20 years. The Andrews Sisters hold the No. 2 spot. Among American composers, George Gershwin holds foremost rank. Small coteries of hot jazz fans exist, who are admirers of the music of Stan Kenton and other progressive American jazz practitioners. But the average consumer prefers conservative American dance music. The

dance band business is slowly developing, but has not reached anywhere near prewar proportions. Many cafes use accordion and harmonica groups.

Musicians in Germany, according to Siegel, have no tightly knit organization comparable to the American Federation of Musicians. When a musician or vocalist performs over a radio station, his performance is likely to be taped and played over other outlets sans remuneration. An idea of musician salaries is indicated by the scale obtaining for disk dates. A competent performer gets the equivalent of \$10 for a five-hour session.

## Set 1-Night Circuit For Bands in Calif.

HOLLYWOOD, June 16.—A one-nighter ork circuit has been set up by Van Tonkins, taking in eight California cities. Tonkins is leasing the ballrooms and auditoriums and will promote the bands. Circuit gets underway Friday (22) with Woody Herman at the Armory in Oxnard. Other jumps are Santa Maria Vets' Auditorium, Pasa Robles Fairgrounds Exposition Hall, Salinas Armory, Stockton Auditorium, Fresno Rainbow Ballroom, Hanford Civic Auditorium and Bakersfield Melody Bowl.

Tonkins will promote the bands via disk jockey, newspaper and loud speaker exploitation. Also set for the one-nighters is Lionel Hampton.

## International in RHM Pact for Music Sales

HOLLYWOOD, June 16.—International Sacred Recordings has entered into a contract with Rodeheaver Hall-Mack Company to handle the sacred music publishers' sale on a national basis. Pact also calls for a joining of catalogs between International and Hall-Mack's diskery, Rainbow Recordings. International this week sent four salesmen to Hall-Mack headquarters in Winona Lake, Ind., for a two-week training course.

Joining of the catalogs pits International's 280 tunes with Hall-Mack's 200. Artists of both diskeries will have available recording facilities both here and in Winona Lake. Merging of artists, tunes and sales forces, gives International a widespread grasp on religious holdings, enabling it to further promote its vast talent resources. Hall-Mack prexy, Homer Rodeheaver, co-worker of Billy Sunday for two decades, will work closely with International execs in a large-scale promotion that will push artists and diskings of both concerns.

## Court Decision

Continued from page 10

society the exclusive right to bring actions for infringement."

Heretofore, individual publishers have initiated acts in cases involving performance infringements. Inherent in Dewey's opinion is the philosophy that this is improper, and that such court action should fall to ASCAP in the event the plaintiff publisher is an ASCAP member. Sam Cummins, of Domestic & Foreign Music Corporation, has tried to interest ASCAP in the case, with the intention of having ASCAP finance an appeal. ASCAP thus far has taken no official action and has offered no official opinion. High brass within the society view Dewey's opinion as improper that the society as the assignee of all rights should carry thru such litigation. One high society exec stated, "Only the copyright owner can sue. It sounds wrong. We'd be thrown out of court if we did it any other way."

Another point of issue in the case is the type of right involved in the alleged infringement. Is it a performance right or a synchronization? Traditionally, only performance rights are assigned to ASCAP, with the synchronization rights regarded as separate entities handled by the publisher or his agent. Henry Pearlman, attorney for Foreign & Domestic, the plaintiff, interprets Dewey's opinion as indicating that under the ASCAP-publisher membership contracts, all rights, including synchronizations, are assigned to ASCAP. ASCAP brass, queried as to whether Judge Dewey's opinion could be thus interpreted, would not give an official statement but indicated the case was "confusing" and that both types of rights were involved.

## Toronto Symphony Opens 18th Season; A Co-Operative Unit

TORONTO, June 16.—The 18th season of the Promenade Symphony concerts under the sponsorship of Toronto Musical Protective Association (AFM) opened here recently. The operation is considered as the only one of its kind on this continent.

Under the directorship of Ernest Johnson, the concerts given weekly during the summer provide unemployed musicians an opportunity of presenting their talents. In addition, they also afford younger musicians the chance to play in an orchestra.

Presented in Varsity Arena, on the University of Toronto campus, the 90-piece symphony last week had Igor Gorin as guest artist, and Dr. Heinz Unger, guest conductor. Dr. Unger was formerly a conductor of the Berlin Philharmonic, and the London Symphony Orchestra.

The operation is on a co-operative basis, with each member being allotted one share, while the concertmaster and two committeemen each are allotted two shares for their responsibilities. Last year the share was worth \$15 a week.

Tickets are scaled from 40 cents to \$1 for reserved seats. Among those to be presented are Pierre Boutet, Alfredo Antonini and Audre Kostelanetz.

## Haynes To Manage Balboa Ballroom

HOLLYWOOD, June 16.—Don Haynes, of the Haynes-Richardson p.m. agency, this week took on the position of supervisor-manager of Balboa's (Calif.) Rendezvous Ballroom. Terperly is owned by eight businessmen. Reason for hiring Haynes was due to a sharp decrease in biz, particularly with Louis Armstrong. Rendezvous reportedly dropped several thousand dollars with Satchmo, who recently played five nights.

Haynes has okayed Vido Musso, Saturdays (16, 23); Bob Keene, June 30, July 3-8; Harry James, July 28, and Lionel Hampton, August 7. Also skedded are Stan Kenton and Ray Anthony.

## Newest Kick

Continued from page 14

without the use of name artists or orchestras but as half-hour reels of salon music, organ music, etc. Various types of program-reels are to be released and list prices are: 300-foot, double track, 3 3/4-inch tape at \$4.50; 600-foot, single track, 3 3/4 inch at \$6.50; 600-foot, double track, 7 1/2 inch at \$6.50, and 1,200-foot, single track, 7 1/2 inch at \$8.75.

Promotional and merchandising plans set by A-V advertising and sales promotion manager, Leon Wortman, include close tie-ups with tape recorder and play-back manufacturers, release sheets, semi-annual catalogs and point of sale promotional aids. Reels will be packaged in boxes printed in three colors. Company plans call for two additional program-reel releases every month. Current production is said to be about 1,000 reels a month.

Distribution is to be direct to retailers who handle tape equipment and to disk shops. According to A-V execs the reels will fit all home model tape recorders and most professional types. First release of 14 tapes will offer a total of about 150 titles in the seven hours of playing time.

## Disk Prices Drop

Continued from page 14

Gimbels and Macy's prices on successive days were as follows

Album	Speed	Gimbels	Macy's
King and I.....	78	\$4.04	\$3.99
	45	3.59	3.59
	33	3.41	3.29
Tree .....	78	5.96	5.95
	45	5.71	5.69
	33	2.87	2.84
Lanza .....	78	3.99	3.33
	45	3.15	3.08
	33	3.32	3.29
Guys and Dolls..	78	4.41	3.98
	45	3.99	3.99
	33	2.87	2.79

Several clothing and drug firms were taking steps to try to halt the price battle over their products, but department store execs said that no disk or phonograph manufacturers had yet filed either formal complaints or taken legal action to stop the price cuts or cut off the stores' source of supply.

# Music as Written

Continued from page 18

manager for Mills Music, has been okayed for Annapolis. . . . "One Cab's Family," an MGM cartoon, will feature the voice of Bozo, the Capitol clown. . . . Max Steiner to pen the score for WB's "As Time Goes By." . . . Art Schneider, KRSC (Seattle) disk jockey, responsible for hefty Northwest response to "They Say," Korla Pandit-Jette Satin Vita disking.

Buddy Baker has leased the Sound Stage for 10 weeks to continue work on his new all-reed band. . . . Additional Henry Busse bookings are Pomona, June 23; Santa Barbara, June 30; Tucson, Ariz., July 3-4, and the Claridge, Memphis, August 17. . . . Popularity of Charlie Teagarden Trio, at the Palladium, has prompted dancery to hold over the group as intermission combo.

Disk Jockey George Jay bowed Wednesday (13) at Al Cooper's Polynesia Room, Las Vegas, with his 1-3 a.m. platter show. . . . Jay and Larry Green managing Tommy Dorsey's vocalist, Bob London. . . . Spade Cooley plays the San Diego State Fair, June 29 and July 6. On July 13, he works the Naval Air Missile Training Center, Point Mago, Calif.

Kay Brown's second film, at MGM is "The Big Cast," starring Mario Lanza. . . . Vega Records is seeking standard tunes for release on all speeds. Diskery's current issues are carousel waxings.

Jimmy Dorsey's new manager, his third in a year, is Danny Francis, ex-road manager. Eddie Kirk (Capitol) cut "Hill-billy Review" for Armed Forces Radio Service. . . . Pre-recording was completed on four of the 10 numbers in MGM's "Singin' in the Rain." . . . Robert Alton is penning a musical revue for Kay Thompson, to preem in New York or London. . . . Ernie Felice and his quartet packed for a bit in WB's "Starlift." . . . Rex Allen set for Republic's "Utah Wagon Train." . . . Sons of the Pioneers inked for "Don Daredevil Rides Again." . . . Victor

Young waxed "Twilight Nocturne" and "Stringing Along" for Decca. . . . Universal-International has signed Woody Herman and Tommy Dorsey for a pair of musical featurettes. . . . Musical director for MGM's "Belle of New York" is Adolph Deutsch.

Custom records pressing is paying off for RCA Victor, which last week turned out its 10,000 interview recordings with stars of forthcoming Warner Brothers pix. . . . John Kirby is reorganizing his band. . . . Herb Jeffries goes to Paris this summer to be followed by a trip to Italy to make a film.

Toronto Jack Morely, who has been singing with Ozzie Williams at the Club Kingsway here since last fall, has joined Williams for the summer at Belmont Park, Montreal. . . . Thrush Joan Edwards was the featured attraction for two days in the Fischer Hotel's Burgundy Room, Hamilton. Piano-vocalist Marc Sebastian completes the bill. . . . Ellis McLintock's Quartet has moved into the Cork Room, replacing Chicho Vallee and His South American group. . . . Los Chicanos are at Corsair Tavern. . . . Mart Kenny opened his ranch and is featuring vocalists Norma Locke and Wally Koster. . . . Jimmy Wager is tickling the keys at the Concord. . . . Billy Daniels is at the Casino. . . . Roy Eldridge brought his small band into the Colonial to replace Herbie Fields. . . . Hot Lips Page stayed for a second week at the Edison. . . . Moxie Whitney and his band have left the plush Royal York for a summer's stay at the Banff Hotel in the Rockies.

Hartford, Conn. Paul McCreary's orchestra has been selected to provide dance music at Colt's Park dance pavilion this summer. The unit will play Friday and Saturday nights, July 4, and Labor Day from 8:30 to 11:30 p.m., concluding its season Labor Day. . . . Bob Halprin's orchestra has been signed to provide dance music six nights a week at the Sunset Restaurant in Niantic. The aggregation includes Al Robey, bass; George Dubrow, piano, and Al Lepak, drums. . . . Tiny Quinn's orchestra, consisting of Joe Mace, guitar; Eddie Flanagan, piano, and Bob Phelps, drums, has started the season at Doyle's, Sound View.

Casino Gate Rises; Dorsey May Remain

HOLLYWOOD, June 16.—An increase in attendance of almost 500 for the second week-end has prompted Tommy Dorsey to study the possibility of extending his stay at Casino Gardens thru July 4. Second week-end tally hit 4,800 as compared to 4,377 the first stanza. Gross reached \$5,400 compared with \$4,899.80. Gardens opened Thursday (14) to 800 customers, considered good for a week night.

Harry James is the second orkster mentioned as a possible replacement for Dorsey, first being Russ Morgan. Chrysler dealers approached Dorsey for a tele remote, but the batoner nixed the idea because he was unable to get film or kine rights.

Mr.-Mrs. Pair Turn Out Video Jingles

NEW YORK, June 16.—Veteran radio team Lanny and Ginger Grey, who recently set up a radio-TV jingle production service here, have started the industry's first mail-order jingle service. For a \$100 basic fee the Greys submit words-and-music jingle ideas to prospective clients by mail. If the ideas are okayed, they go ahead with the complete jingle production and ship off the finished transcription for use on local stations. The Greys' first mail-order jingle job is for Miami Food Fair Stores, Miami.

Incentive to sponsors and agencies is that the Greys provide clearance protection on all jingle tunes thru their Orange Music Company (Broadcast Music, Inc).

Mercury Ships

Continued from page 14

licenses have been issued to anyone to record the number. One competing diskery, already cognizant of Mercury's maneuver, took a dim view of the Damone platter staying under wraps for a month and a half now that the spinners and distributors already have it.

San Antonio Symphony Lines Up '51-'52 Guests

SAN ANTONIO, June 16.—Guest soloists have been announced by Victor Alessandro, musical director of the San Antonio Symphony Orchestra, for the 1951-'52 season which opens November 3 with an appearance by Helen Traubel. Arthur Fiedler, conductor of the Boston Pops Orchestra, will be guest conductor on one of the 15 concerts planned to be held here at Municipal Auditorium. Other soloists include Nicole Henriot, Nathan Milstein, Leonard Rose, Jorge Bolet, Frances Magnes, William Primrose, Whitemore and Lowe and Vladimir Horowitz.

FICKLE CHIRPS HAMPER HOWARD

HOLLYWOOD, June 16.—Pity the poor publicity man. No sooner had Gene Howard prepped photos and biog on Adele Francis, chirp with the Video Musso ork, when she left the band. This happened a month ago. Since then three gals have been signed by Musso, making things rather hectic for all concerned. Latest chirper is Gwenn Bell, who bows Saturday (16) at Balboa's (Calif.) Rendezvous Ballroom. Her two other predecessors were Mary Ann McCall and Francine Palmer, latter singing with the ork on its recent Northwest tour. Howard refuses to do any advance on the gal until she has been with the band at least a month. Ulcer insurance, says he.

**"I WON'T CRY ANYMORE"**  
 Col.—Tony Bennett  
 Cor.—Georgie Auld  
 Dec.—Eileen Wilson  
 Jub.—Dick Brown  
 Mer.—Dinah Washington  
 MGM—Billy Williams  
 Roost—Jimmy Scott

**United Music**  
 CORPORATION  
 1619 BROADWAY, NEW YORK 19, N. Y.

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

The Great Victor Young Ballad—  
**LOVE ME**  
 Recorded by RAY BARBER  
 MERCURY  
 WORDS & MUSIC, Inc.

**"LONELY LITTLE ROBIN"**  
 OXFORD MUSIC CORPORATION  
 1619 Broadway New York 19





**RICHARD HAYES**  
WITH GEORGE BASSMAN ORCHESTRA AND CHORUS  
"COME ON-A MY HOUSE"  
FLIP SIDE  
"GO, GO, GO"  
MERCURY 5671 • 5671X45

**HITS OF THE WEEK!**



**DORRIS DREW**  
"SWEET VIOLETS"  
FLIP SIDE  
"THEM THERE EYES"  
CLIFF PARMAN ORCHESTRA AND CHORUS  
MERCURY 5673 • 5673X45



**BOB CONNALLY**  
"I'M A FOOL TO WANT YOU"  
FLIP SIDE  
"THERE'S A LULL IN MY LIFE"  
LEW DOUGLAS AND HIS ORCHESTRA  
MERCURY 5672 • 5672X45



**JAN AUGUST**  
AT THE ELECTRONIC PIANO  
"DIZZY FINGERS"  
FLIP SIDE  
"TWO LONELY HEARTS"  
MERCURY 5654 • 5654X45

**LAWRENCE WELK**  
AND HIS CHAMPAGNE MUSIC  
"BUBBLES IN THE WINE"  
(THEME SONG)  
FLIP SIDE  
"BACK HOME IN ILLINOIS"  
MERCURY 5666

**CLYDE McCOY**  
AND HIS ORCHESTRA  
"HOW YA GONNA KEEP 'EM DOWN ON THE FARM"  
FLIP SIDE  
"STRANGER IN TOWN"  
MERCURY 5667

**Rhythm And Blues Hits**

**IKE LLOYD**  
"THE ONE I LOVE"  
FLIP SIDE "WORRYING BLUES"  
MERCURY 8241

**JUNIOR TAMPLIN**  
"BABY IS A BOXER"  
FLIP SIDE  
"BLUES STRUCK ME DOWN"  
MERCURY 8239



MERCURY RECORDS, CHICAGO, ILLINOIS

**CURRENT BEST SELLERS**

**PATTI PAGE**  
"MISTER AND MISSISSIPPI"  
AND  
"These Things I Offer You"  
MERCURY 5645 • 5645X45

**VIC DAMONE**  
"MY TRULY, TRULY FAIR"  
AND  
"My Life's Desire"  
MERCURY 5646 • 5646X45

**GEORGIA GIBBS**  
"GOOD MORNING MISTER ECHO"  
AND  
"Be Doggone Sure You Call"  
MERCURY 5662 • 5662X45

**EDDY HOWARD**  
"I'M IN LOVE AGAIN"  
AND  
"A Woman Is A Deadly Weapon"  
MERCURY 5663 • 5663X45

**TONY FONTANE**  
"JUG OF WINE"  
(WITH THE SMITH BROTHERS)  
AND  
"Losing You"  
MERCURY 5660 • 5660X45  
"WONDROUS WORD"  
(WITH THE SMITH BROTHERS)  
AND  
"Vanity"  
MERCURY 5659 • 5659X45

**RALPH MARGERIE**  
"SEPTEMBER SONG"  
AND  
"Castle Rock"  
MERCURY 5658 • 5658X45

**TINY HILL**  
"THREE HANDED WOMAN"  
AND  
"Paper Heart"  
MERCURY 5664 • 5664X45

**DINAH WASHINGTON**  
"I'M A FOOL TO WANT YOU"  
AND  
"If You Don't Believe I'm Leaving"  
MERCURY 5665 • 5665X45

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA



beautiful

# ROSEMARY CLOONEY

with a beautiful NEW ballad...

# 'MIXED EMOTIONS'

Orchestra under direction of

## PERCY FAITH

### COLUMBIA 39333



## Columbia Records

First, Finest, Foremost in Recorded Music

## 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 June 13, 14, 15.

Last  
WeekThis  
Week

2.

#### 1. Too Young

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

RECORDS AVAILABLE: F. Allison, V 20-4105; P. Andrews, Dec 27569; T. Arden, Col 39271; N. (King) Cole, Cap 1449; J. Desmond, MGM 10930; R. Hayes, Mer 5599; D. Vaughan, Coral 60393; V. Young Ork, Dec 27366.

ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dick Jurgens Ork, Associated; Bob Eberly, World; Tony Pastor, Lang-Worth.

1.

#### 2. How High the Moon

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

RECORDS AVAILABLE: C. Brown, Alladin 3071; Erroll Garner, Col 39145; Les Paul, Cap 1451; S. Kenton, Cap 15117; D. Ellington Ork, Col 38950; E. Fitzgerald, Dec 24387; D. Rose Ork, MGM 30012, MGM 10332; D. Brubeck Trio, Fantasy 515; O. Peterson, Mer 8943

ELECTRICAL TRANSCRIPTION LIBRARIES: Hank D'Amico, Associated; All Star Sextette, Standard; Les Paul, Standard; Al Sack, Standard; Ray McKinley Ork, Thesaurus; June Christy-Johnny Guarneri Quartet, Thesaurus; Helen Forrest, World.

3.

#### 3. 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; Terrea Lea, Intro 6014; G. Stravo Ork, Mer 5612; Josh White, London 1028; B. Johnson, Merit 303.

ELECTRICAL TRANSCRIPTION LIBRARIES: Billy Mills Ork, Standard; Eddy Howard, World.

10.

#### 4. My Truly, Truly Fair

By Bob Merrill—Published by Santly-Joy (ASCAP)

RECORDS AVAILABLE: V. Damone-G. Bassman Ork, Mer 4646; F. Martin Ork, V 20-4159; G. Mitchell, Col 39415; A. Mnoney, MGM 10984; R. Anthony, Cap 1563; D. James, 1050; G. Auld, Coral 60515; R. Morgan, Dec 27630.

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

4.

#### 5. Mockin' Bird Hill

By Vaughn Horton—Published by Southern (ASCAP)

RECORDS AVAILABLE: R. Allen-E. Britt, V(45)48-0396, (78)21-0396; Marlin Sisters-D. Miles, London 851; A. Miller, Cormac CRS 1168; R. Morgan, Dec 27444; L. Paul-M Ford, Cap 1373; Pinetoppers, Coral 64061; P. Page, Mer 5595, (45)5595X45; Clark and McMullen, R.F.D. 5075; T. Hill Ork, Mer 5552; Saddle Kings MacGregor 653

ELECTRICAL TRANSCRIPTION LIBRARIES: Eddy Howard, World; Henry Jerome, Lang-Worth.

5.

#### 6. Jezebel

By Wayne Shanklin—Published by BMI (BMI)

RECORDS AVAILABLE: Alexander Bros., Mer 5620; A. Greene, Mer 5622; F. Laine, Col 39367; B. Hart, Merit 307

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

7.

#### 7. Rose, Rose, I Love You

By Wilfrid Thomas—Published by Chappell (ASCAP)

RECORDS AVAILABLE: Lou Dinning, Cap 1532; G. Jenkins, Dec 27594; F. Laine, Col 39367; A. Lund, MGM 10978; B. Morrow, V 20-4135; Lou Ella Robertson, Cap 1532; M. Mitchell Trio, 60484; Benny Lee, London 1029; Miss Hue Lee, Col 39420.

ELECTRICAL TRANSCRIPTION LIBRARIES: Russ Morgan, World.

8.

#### 8. Mister and Mississippi

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

RECORDS AVAILABLE: R. Allen, Mer 5647; G. Aury, Col 39371; D. Day, V 20-4140; J. Desmond, MGM 10974; Mills Brothers, Dec 27579; P. Page, Mer 5645; Tennessee Ernie, Cap 1521.

ELECTRICAL TRANSCRIPTION LIBRARIES: Larry Fotine, World.

6.

#### 9. Sound Off

By Willie Lee Duckworth—Published by Shapiro-Bernstein (ASCAP)

RECORDS AVAILABLE: J. Gray Ork, Dec 27054; V. Monroe, V 20-4113; De Faur's Infantry Chorus, Col 39413.

ELECTRICAL TRANSCRIPTION LIBRARIES: Eddy Howard, World.

9.

#### 10. Loveliest Night of the Year

By Paul Francis Webster and Irving Aaronson—Published by Robbins (ASCAP)

From the MGM film, "The Great Caruso."

RECORDS AVAILABLE: A. Blyth, MGM 30352; P. Faith Ork, Col 39192; M. Lanza, V 10-3300; H. O'Connell, Cap 1408; A. Shelton, London 937; E. Smith, Dec 27583; F. Waring, Dec 27507; B. Hart, Merit 307.

ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Darlan, Standard; Bill Miller Ork, Standard; Shep Fields, Lang-Worth; Monica Lewis, World.



**DEALERS!  
OPERATORS!  
DISC JOCKEYS!**

# Capitol Buyer's Guide

**COMING UP FAST!**

	<b>78</b>	<b>45</b>
	rpm	rpm
"WHOO-EE LOO-EEE-SIANA," "FOR ALL WE KNOW" The Voices of Walter Schumann.....	1593	F1593
"L'AMOUR TOUJOURS (TONIGHT FOR SURE)," "I DON'T MIND" Bob Crosby.....	1576	F1576
"WE KISS IN A SHADOW," "MAKE THE MAN LOVE ME" Margaret Whiting.....	1469	F1469

## HOT SELLERS!

**POPULAR**

"TOO YOUNG," "THAT'S MY GIRL" Nat (King) Cole.....	1449	F1449
"HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford.....	1451	F1451
"OCEAN OF TEARS," "YOU'RE MY SUGAR" Kay Starr and Tennessee Ernie.....	1567	F1567
"MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul and Mary Ford.....	1373	F1373
"MR. AND MISSISSIPPI," "SHE'S MY BABY" Tennessee Ernie.....	1521	F1521
"STAR OF HOPE," "WHY AM I LOSING YOU" Margaret Whiting and Jimmy Wakely.....	1555	F1555
"SEPTEMBER SONG," "ARTISTRY IN TANGO" Stan Kenton.....	1480	F1480
"BECAUSE OF RAIN," "SONG OF DELILAH" Nat (King) Cole.....	1501	F1501
"DREAM," "HALLS OF IVY" The Voices of Walter Schumann.....	1505	F1505
"IT MUST BE TRUE," "BALLIN' THE JACK" Joe (Fingers) Carr.....	1558	F1558
"BECAUSE OF YOU," "UNLESS" Les Baxter.....	1493	F1493

**WESTERN & FOLK**

"I AIN'T CRYIN' OVER YOU," "HANGOVER HEART" Hank Thompson.....	1528	F1528
"I'LL NEVER DO A THING TO HURT YOU," "DON'T BE LONELY" Jimmy Wakely.....	1554	F1554
"NO PARKING HERE," "BOOGIE WOOGIE FEVER" Gene O'Quin.....	1508	F1508
"(I'M GONNA) SING, SING, SING," "SHINING CITY" James and Martha Carson.....	1530	F1530
"BEAUTIFUL BROWN EYES," "AT THE CLOSE OF A LONG, LONG DAY" Jimmy Wakely.....	1393	F1393
"AS LONG AS YOU BELIEVE IN ME (LITTLE DARLIN')," "WHITE PETALS FROM A ROSE" Jimmie Davis.....	1510	F1510
"HONKY TONK HARDWOOD FLOOR," "HANG ON THE BALL AND CHAIN" Jess Willard.....	1562	F1562
"SCOOT, GIT AND BEGONE," "BLUES IS BAD NEWS" Skeets McDonald.....	1518	F1518
"GOODNIGHT, CINCINNATI; GOOD MORNING, TENNESSEE," "SUGAR COATED LOVE" Tex Williams.....	1540	F1540



Week Ending  
**JUNE 23, 1951**

Hot Sellers based on  
Actual Sales Reports

**THE BIG ONE TO WATCH!**

*JUST RELEASED . . . a new hit by*

# LES PAUL MARY FORD

78 RPM NO.  
**1592**

45 RPM NO.  
**F1592**

**"I WISH I HAD  
NEVER SEEN  
SUNSHINE"  
coupled with  
"JOSEPHINE"**



## NEW RELEASES ON Capitol

A new  
**GARBER  
DANCE  
ALBUM**

**SWEET and LOVELY**

78 rpm No. CDR-267  
45 rpm No. CDF-267  
33 1/3 rpm No. H-267

by **JAN GARBER**  
and His Orchestra  
VOCALS BY ROY CORDELL

- Sweet And Lovely
- Honey
- Please
- Here Lies Love
- Thanks
- Just One More Chance
- Say It Isn't So
- Jealous (33 1/3 only)

		78 rpm	45 rpm
<b>POPULAR</b>			
<b>RAY ANTHONY</b> and His Orchestra	<b>PRETTY EYED BABY</b> Vocal by Tommy Mercer, Dee Armond and Chorus <b>MY TRULY, TRULY FAIR</b> Vocal by Tommy Mercer and Ensemble	1583	F1583
<b>LES BAXTER</b> His Chorus and Orchestra	<b>THE WORLD IS MINE (TONIGHT)</b> Vocal by Dick Beavers and The Baxter Chorus <b>VANITY</b> Vocal by Sam Allen and The Baxter Chorus	1584	F1584
<b>MARGARET WHITING</b> with Orchestra Conducted by Lee Bush	<b>EVERLASTING</b> <b>THE END OF A LOVE AFFAIR</b>	1585	F1585
<b>PEGGY LEE</b> with Orchestra Conducted by Billy May	<b>MY MAGIC HEART</b> Built from the Broadway Musical "Two On The Aisle" <b>SO FAR, SO GOOD</b>	1586	F1586
<b>THE FOUR KNIGHTS</b>	<b>I LOVE THE SUNSHINE OF YOUR SMILE</b> <b>SENTIMENTAL FOOL</b>	1587	F1587
<b>PETE DAILY'S CHICAGOANS</b>	<b>TAKE ME OUT TO THE BALL GAME</b> <b>HARMONY RAG</b>	1588	F1588
<b>JULIA LEE</b> and Her Boyfriends	<b>MAMA DON'T ALLOW IT</b> <b>BREEZE (BLOW MY BABY BACK TO ME)</b>	1589	F1589
<b>WESTERN &amp; COUNTRY</b>			
<b>EDDIE DEAN</b>	<b>LET ME HOLD YOU WHEN YOU'RE BLUE</b> <b>I MARRIED THE GIRL (WHO CAUGHT THE BOUQUET)</b>	1590	F1590
<b>EDDIE KIRK</b>	<b>DRIFTING TEXAS SAND</b> <b>ALONE IN A TAVERN</b>	1591	F1591



THE BILLBOARD

Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received June 13, 14 and 15

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country.

Table with columns: POSITION, Weeks Last, This to date, Title, Artist, Label. Includes songs like 'HOW HIGH THE MOON', 'TOO YOUNG', 'JEZEBEL', etc.

VOX JOX

New Staffers

Bill Britain, formerly of WATL, Atlanta, and Bill Hale, former WSB, Atlanta, staffer, are alternating a stanza on WSB-TV called "Stars in Your Eyes."

Joe Finegan and Bob Horstman, new to WBUX, Doylestown, Pa., are clicking, according to reports. Ed Penney, lately with WFGM, Fitchburg, Mass., has moved to WTAO, Cambridge, Mass.

Sponsor Talk

Jack Giudi, WXGI, Richmond, Va., is doing a 13-week stint for Lever Brothers in the interests of Lipton's Tea. Beaming Billy Swanwick, WALL, Goshen, N. Y., has added D. L. & W. Coal Company, for blue coal.

Spinning It Out

In response to a flock of post-cards sent in to Howard Garland, of KVOE, Santa Ana, Calif., demanding Stan Kenton at the Balboa Rendezvous ballroom, the maestro has been scheduled for a summer appearance. Charlie Phillips, of WBBB, Burlington, N. C., and Ed Martin, same station, plan to record a "jazz concert" of their own.

Walter Richardson, KDNT and KDNT-FM, Denton, Tex., recently had his 142-club show increased from three-quarters to one hour. The airer has been broadcast uninterrupted since November, 1938. D. M. Dwellup, KSUE, Susanville, Calif., says, "it's really a joy to see Mario Lanza come into such popularity."

(Continued on page 34)

Best Selling Sheet Music

Based on reports received June 13, 14 and 15

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

Table with columns: POSITION, Weeks Last, This to date, Title, Artist, Publisher. Includes songs like 'ON TOP OF OLD SMOKY', 'TOO YOUNG', 'MOCKIN' BIRD HILL', etc.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles.

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

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcast utilizing this information may be aired. Infringement will be prosecuted.

(Beginning Friday, June 1, 8 a. m., and ending Friday, June 8, 8 a. m.)

Table with columns: Title, Artist, Publisher. Includes songs like 'Be My Love', 'Because of You', 'Chesapeake & Ohio', etc.

NOTE: In last week's issue the titles of "Songs With Greatest Radio Audiences" and "Songs With Most TV Performances" were inadvertently reversed. The Billboard regrets this error.

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. Point totals are derived in the following manner: Every time a song is performed on a sustaining show, instrumentally, it receives a credit of 5 points; when performed vocally on a sustainer it receives 10 points, when done instrumentally on a commercial show it receives 15 points and, when done vocally on a commercial show it gets 20 points.

Week of June 7 to June 13

Table with columns: Title, Artist, Points. Includes songs like 'Too Young', 'How High the Moon', 'Mockin' Bird Hill', etc.

England's Top Twenty

Table with columns: POSITION, Weeks Last, This to date, Title, English Artist, American Artist. Includes songs like 'MOCKIN' BIRD HILL', 'BE MY LOVE', 'WITH THESE HANDS', etc.

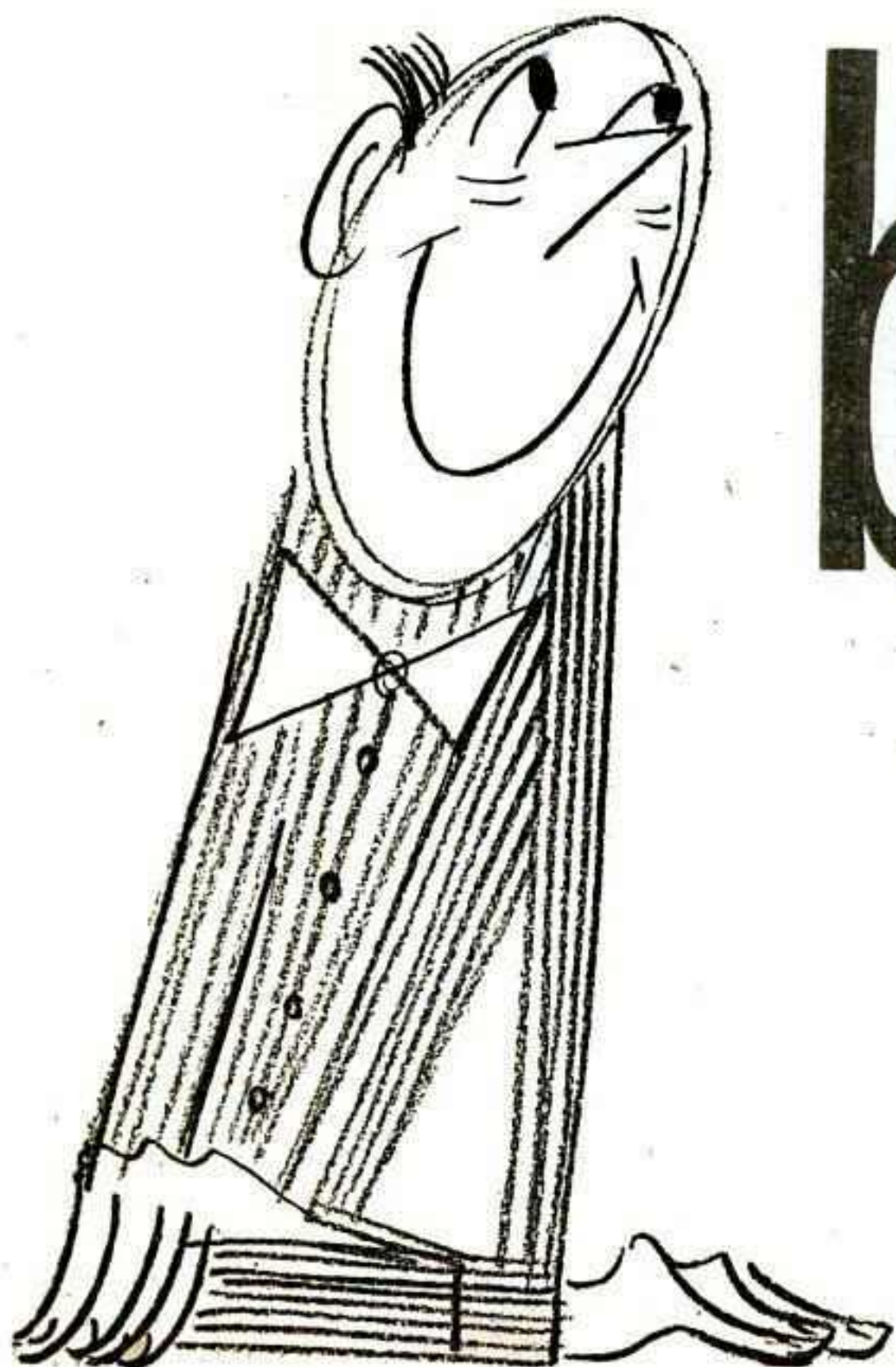
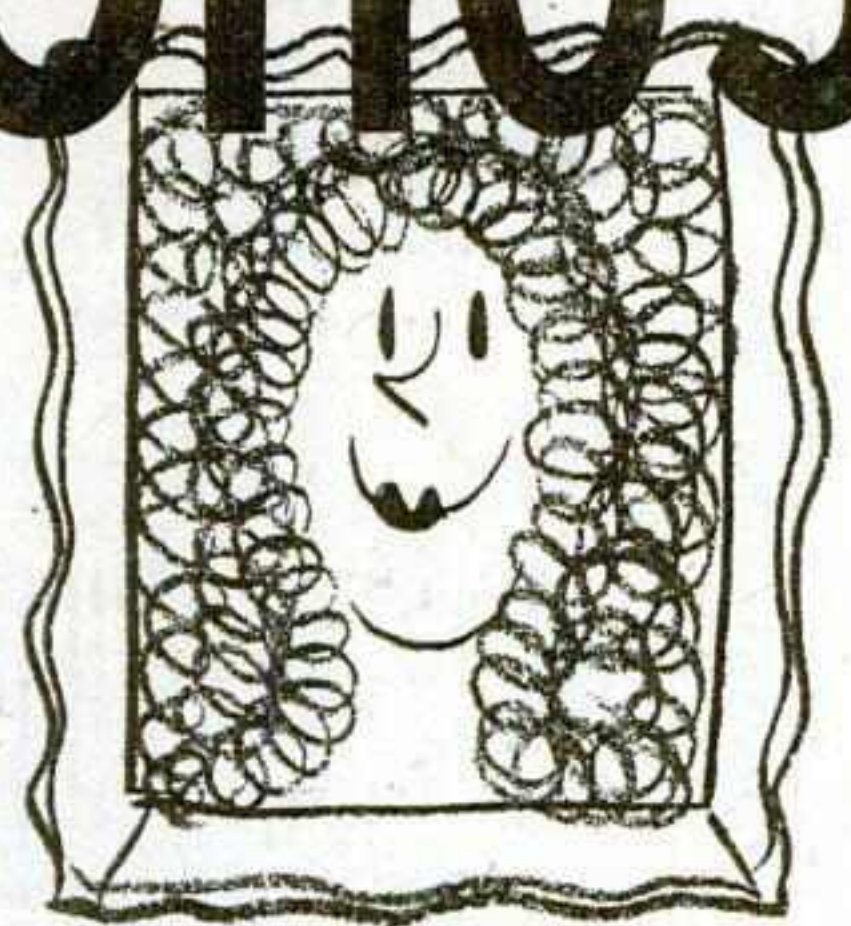




**BURL  
IVES**

sings

**"Oh! Dear! She's  
wonderful,  
beautiful"**



Paired with "Noah Found Grace In The Eyes Of The Lord"

78 rpm 39433 33 1/3 rpm 3-39433 45 rpm 4-39433

**COLUMBIA  RECORDS**

First, Finest, Foremost in Recorded Music

Trade Marks "Columbia," "Masterworks,"  and  Reg. U. S. Pat. Off. Marcos Registrados

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# THE BILLBOARD Music Popularity Charts

## Best Selling Pop Singles

... Based on reports received June 13, 14 and 15

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

POSITION	Weeks   Last   This	to date   Week   Week	Record Title	Artist	Label
11	2	1	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449-ASCAP
13	1	2	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451-ASCAP
8	4	3	JEZEBEL	F. Laine	Col(78)39367; (45)A-39367; (33)3-39367-BMI
13	3	4	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson	Dec(78)27515; (45)9-27515-BMI
10	5	5	SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113-ASCAP
11	7	6	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300-ASCAP
7	6	7	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)A-39367; (33)3-39367-ASCAP
4	9	8	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col(78)39415; (45)A-39415; (33)3-39415-ASCAP
19	10	9	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373-ASCAP
18	8	10	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45-ASCAP
8	10	11	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114; (45)47-4114-BMI
6	12	12	MISTER AND MISSISSIPPI	P. Page	Mercury(78)5645; (45)5645X45-ASCAP
4	18	13	I GET IDEAS	T. Martin	V(78)21-4141; (45)47-4141-BMI
3	23	14	I'M IN LOVE AGAIN	A. Stevens-H. Rene	V(78)20-4148; (45)47-4148-ASCAP
28	14	15	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353-ASCAP
3	15	16	MISTER AND MISSISSIPPI	D. Day	V(78)20-4140; (45)47-4140-ASCAP
17	13	17	I APOLOGIZE	B. Erskine	MGM(78)10903; (45)K-10903-ASCAP
5	24	18	ON TOP OF OLD SMOKY	P. Faith-B. Ives	Col(78)39328; (45)A-39328; (33)3-39328-BMI
7	16	19	OLD SOLDIERS NEVER DIE	V. Monroe	V(78)20-4146; (45)47-4146-ASCAP
8	17	20	UNLESS	E. Fisher-H. Winterhalter	V(78)20-4120; (45)47-4120-ASCAP
8	21	21	UNLESS	G. Mitchell-M. Miller	Col(78)39331; (45)A-39331; (33)3-39331-ASCAP
3	19	22	MY TRULY, TRULY FAIR	V. Damone	Mercury(78)5646; (45)5646X45-ASCAP
9	26	22	SEPTEMBER SONG	S. Kenton	Cap(78)1480; (45)F-1480-ASCAP
1	—	24	BECAUSE OF YOU	T. Bennett	Col(78)39362; (45)A-39362; (33)3-39362-BMI
2	27	25	WHAT IS A BOY	J. Peerce	V(78)10-3425; (45)49-3425
13	20	26	SYNCOATED CLOCK	L. Anderson	Dec(78)16005; (45)9-16005-ASCAP
1	—	26	BECAUSE	M. Lanza	V(78)10-3207; (45)47-3207-ASCAP
6	22	28	I LIKE THE WIDE OPEN SPACES	A. Godfrey-L. Anders	Col(78)39304; (45)A-39404; (33)3-39404
1	—	28	THERE'S A BIG BLUE CLOUD	P. Como	V(78)20-4158; (45)47-4158-ASCAP
15	—	30	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061-ASCAP
4	—	30	PRETTY EYED BABY	J. Stafford-F. Laine	Col(78)39388; (45)A-39388; (33)3-39388-ASCAP
1	—	30	UNLESS	G. Jenkins	Dec(78)27594; (45)9-27594-ASCAP

## Best Selling Classical Titles

... Based on reports received June 13, 14 and 15

Last Week	This Week	Record Title	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork., C. Callinicos, conductor	V(33)LM-1127	
2	2	Caruso (Treasury of Immortal Performances), E. Caruso	V(33)LCT-1007	
3	3	Strauss: Die Fledermaus J. Patzak, H. Gueden, A. Dermota, A. Poell, W. Lipp, A. Jaresch, S. Wagner, K. Pregar, Vienna State Opera Chorus, Vienna Philharmonic Ork.	London(33)LLP-281-82	
4	4	Bizet Carmen, Paris Opera Comique Soloists, Cluyten, conductor	Col(33)SL-109	
5	5	Offenbach: Tales of Hoffmann, Royal Philharmonic Ork., Sir Thomas Beecham, conductor	London(33)LLP-A-4	

Last Week	This Week	Record Title	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork., C. Callinicos, conductor	V(45)WDM-1500	
2	2	Caruso (Treasury of Immortal Performances), E. Caruso	V(45)WCT-11	
3	3	Teast of New Orleans, M. Lanza, RCA Victor Ork., C. Callinicos, conductor	V(45)WDM-1395	
4	4	Rachmaninoff: Concerto No. 2, Rubinstein, St. Louis Symphony Ork.	V(45)WDM-1075	
5	5	That Midnight Kiss, M. Lanza, RCA Victor Ork.	V(45)WDM-1330	
5	5	Rachmaninoff: Concerto No. 2 in C Opus No. 18, S. Rachmaninoff, L. Stokowski, Philadelphia Symphony Ork.	V(45)WCT-18	

## Advance Classical Releases

Bartok: Rhapsody No. 1 for Cello and Piano	Album—Orchestral Society of Vienna with Double Wind Choir-Z. Fekete, Cond. (1-12")	Period (33) SPLP-525
Beethoven: Sonata No. 1 in A Flat Album—Robert Casadesu (Schumann: Etudes) (1-12")	Kodaly: Harry Janos Suite Album—Bavarian State Ork-G. Solti, Cond., and Galanta Dances, Berlin Philharmonic Ork., V. de Sabata, Cond. (1-12")	Dec (33) DL-9518
Handel: The Triumph of Time and Truth Suite	Kodaly: Sonata for Cello and Piano, Opus 4 Album	

## DEALER DOINGS

### News and Chatter

A series of promotions in the Macy's chain of department stores has **Norman Siegel** leaving his post of radio-TV-disk manager of Bamberger's, Newark, N. J., for a merchandising spot with Macy's in Kansas City: **Jim Hein** promoted to Siegel's former job, and disk department assistant **Miriam Cohen** named assistant in radio-TV in addition to her record department duties. . . . Weymann Company, Philadelphia, is running a month-long sale on the entire 78-r.p.m. stock at 50 per cent off. . . . The mid-year meeting of the National Appliance and Radio Dealers' Association will honor the four appliance dealers previously honored by the Brand Names Foundation in 1951. Key dealer participants are **H. B. Price**, Price's Norfolk; **C. M. Davidson**, Davidson & Company, Miami; **George Marcuse**, Radio Center, New Orleans, and **Mort Farr**, NARDA president, Upper Darby, Pa. . . . From clerk to shop owner within six months is the story of **Bob Forgey**, who left a Columbus, O., disk shop last February to take a position as field man for MGM. He will open a new disk shop July 1 in Columbus. The shop will be operated with partner **Richard S. Bowman** and called the Turntable Record Shop. Location is near Ohio State University and formerly the home of Central Radio Service.

### Release Gripes

"Far too many pops—most of which are poor."—Spencer Harmony Hall, Iowa City, Ia. "Still putting out too many releases. Can't possibly get them played on the air. Why does the record business stay unbalanced, over-produced and unsystematic? Will manufacturers ever learn?"—Louis E. Dean Record Shop, Hyannis, Mass. "Too many releases each week and we are expected to stock them all."—J. Grazino, Utica, N. Y. "We feel there are too many run-of-the-mill numbers being released."—Altone Music, West Allis, Wis. "With so many poor releases each month it seems as tho the companies don't care whether they sell or not. It's just a waste of material."—Index Radio & Appliance Company, Los Angeles. "Looking thru The Billboard each week shows dozens of new releases—Dozens too many."—Cudahy Record Shop, Cudahy, Wis. "Record companies are right back where they were two years ago. There are so many releases that we have to skip ordering from one-third to one-half of them."—Town and Country Music, Westwood, N. J.

### Trade Talk

"There should be a 10 per cent return for dealers out of city limits who can't make as many trips to his wholesaler as he should. And does anyone put out a comprehensive catalog of 45-r.p.m. records that is reasonably up to date? Even one every three months would help."—Cosden & Evans, Dover, Del. "Think that Decca could do well to re-release **Bob Crosby's** 'Brass Boogie.' It could become a standard seller with some disk jockey play."—Gene Highland, Richmond Record Shop, Richmond, Ky. "Why doesn't someone print a catalog listing all spiritual and rhythm and blues records exclusively. It would save us much time."—Hunter Heath Company, Lubbock, Tex."

—J. Starker-O. Herz (Bartok: Rhapsody and Weiner: Lakodalmas) (1-12") Program (33) EXLP-702

Joyce-Halle Ork (Prokofiev: Piano) (1-12") Col (33) ML-4389

Lotte Lehmann Sings, Vol. 1 Album (1-12") Dec (33) DL-9523—Arias from Die Toten Augen; Fidelio; Lohengrin; Magic Flute; Marriage of Figaro, Madam Butterfly; Tannhauser

## Best Selling Children's Records

... Based on reports received June 13, 14 and 15

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

POSITION	Weeks   Last   This	to date   Week   Week	Record Title	Artist	Label
28	1	1	TWEETY PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
71	2	2	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399
5	6	3	LONE RANGER, Vol. I (He Becomes the Lone Ranger) (One Record)	G. Trendle	Dec(78)K-29; (45)1-152
19	3	4	I TAUT I TAW A PUDDY TAT (One Record)	Mel Blanc	Cap(78)1360; (45)F-1360
151	8	5	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Voice Pinto Colvig	Cap(78)BBX-34; (45)CBXF-3030(33)-DBX-114
36	4	6	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
155	11	7	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
17	5	8	LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork.	Col(78)MJV-85; (33)4-709
5	8	9	LONE RANGER, Vol II (He Finds Silver) (One Record)	G. Trendle	Dec(78)K-30; (45)1-153
66	12	10	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3059
41	14	10	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Cap(78)CAS-3072; (45)CAS-3072
25	10	12	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd	Cap(78)CBX-3075; (45)CBXF-3075
5	7	13	LITTLE RED CABOOSE (One Record)	Sparky-Ray Carter and CBS Ork.	Col(78)MJV-105; (45)4-105
5	15	14	TEDDY BEAR'S PICNIC (One Record)	F. De Vol	Cap(78)CAS-3083; (45)CAS-3083
51	—	15	BOZO AND THE BIRDS (Two Records)	P. Colvig-B. May	Cap(78)DBX-3033; (45)CBXF-3033; (33)HX-3064
48	—	15	JOHNNY APPLESEED (Three Records)	Dennis Day	V P-368

## Best Selling Pop Albums

... Based on reports received June 13, 14 and 15

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

Last Week	This Week	Record Title	Artist	Label
1	1	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"	M. Lanza-RCA Victor Ork.	V(78)DM-1506; (33)LM-1127
2	2	VOICE OF THE XTABAY	Yma Sumac	Cap(78)CD-244; (33)H-244
3	3	KING AND I	Original Cast	Dec (78)DA-876; (33)DL-9008
4	4	LULLABY OF BROADWAY	Doris Day	Col(78)C-235; (33)CI-6168
5	5	SOUTH PACIFIC	Mary Martin-Erio Pinza	Col(78)MM-850; (33)ML4180
6	6	CARNEGIE HALL JAZZ CONCERT	B. Goodman Vol I and II	Col(33)SL-160
8	7	GUYS AND DOLLS	Original Cast	Dec(78)DA-825; (33)DI-8036
7	8	ROYAL WEDDING	J. Powell-F. Astaire	MGM(78)MGM-70; (33)E-543
9	9	TREE GROWS IN BROOKLYN	Original Cast	Col(78)MM-1000; (33)ML-4405
9	10	MacARTHUR'S HISTORICAL SPEECH	D. MacArthur	V(78)IP-317; (33)LPM-5

### Best Selling 45 R.P.M.

1	1	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records)	M. Lanza-RCA Victor Ork.	V(78)DM-1506; (45)WDM-1506
2	2	VOICE OF THE XTABAY (Four Records)	Yma Sumac	Cap(78)CD-244; (45)CDF-244
3	3	LULLABY OF BROADWAY (Four Records)	Doris Day	Col(78)C-235(45)B-235
4	4	KING AND I (Six Records)	Original Cast	Dec(78)DA-876; (45)9-260
6	5	SOUTH PACIFIC (Seven Records)	M. Martin-E. Pinza	Col(78)MM-850; (45)A-850
5	6	ROYAL WEDDING (Four Records)	J. Powell-F. Astaire	MGM(78)MGM-70; (45)K-70
7	7	CARNEGIE HALL JAZZ CONCERT Vol I and II (12 Records)	B. Goodman	Col(45)B-250
—	7	GUYS AND DOLLS (Seven Records)	Original Cast	Dec(78)DA-825; (45)9-203
9	9	TOAST OF NEW ORLEANS (Two Records)	M. Lanza	V(45)WDM-1417
8	10	TWO WEEKS WITH LOVE (Three Records)	J. Powell	MGM(78)MGM61; (45)K-61

## Classical Reviews

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

**PROKOFIEV:** Concerto No. 3 in C Major for Piano and Orchestra, Op. 26. Robin Hood Dell Orchestra of Philadelphia, Dimitri Mitropoulos, piano and conductor, AND SHOSTAKOVITCH: Concerto for Piano and Orchestra, Op. 35. Eileen Joyce, piano; Arthur Lockwood, trumpet; and Leslie Heward conducting the Halle Orchestra, (1-12") Col (33) ML-4389

The brilliant Prokofiev concerto, one of the most profound and challenging of modern concerti, provides for Mitropoulos a magnificent tour de force as he serves in the dual capacity of soloist and conductor. He is a rarity in that he is probably equally well equipped in both departments, a trait not common among soloist-conductors. The recording is a transfer from 78's and it has benefited greatly in the LP medium. This is splendid work and an enlightened interpretation which modernists and piano-minded buyers should hardly want to miss. The Shostakovitch work doesn't match the substance of the Prokofiev tho it does have a winning springy quality. The excellent English pianist, Eileen Joyce, gives a top-drawer account of herself in the solo role while Arthur Lockwood commits himself admirably in the lengthy solo trumpet parts. Heward molds the performance in a studied and sure manner. Rounds out a top buy for modern collectors.

**HANDEL:** SIX CONCERTI FOR ORCHESTRA, Op. 3 and ALEXANDERFEST CONCERTO IN C MAJOR—The Vienna State Opera-Felix Prohaska, Cond. (2-12") Bach Guild (33) BG-505/6

Here, in a grand "first" recording, is a morsel that Handelians have been awaiting to add to the 12 Concerti Grossi of Opus 6 done by the Busch chamber ork for Columbia. The six concerti of Opus 3, plus Alexanderfest concerto, tho they somehow haven't acquired the kudos of the Opus 6 dozen, are splendid excursions into the early concerto form. Space limitations preclude a detailed discussion of the variety of "concertino" instrumentations Handel employed here; suffice it to say that they are ingenious, ever varying, and illustrations in miniature of the development of the concerto almost up to its present form. The performances of a fine chamber ork with harpsichord are delicate, fine-grained and evocative of the Handelian mood and color. Conductor Prohaska turns in a splendid job with the stick, and the recording is a standout job of close-up, live reproduction.

(Continued on page 29)





# The Fontane Sisters Hitwagon!

STARTS TO ROLL WITH ...

## MOON, JUNE, SPOON

## RHUMBA BOOGIE

RCA VICTOR RECORDS  
20-4168—(47-4168)\*

**This week's**  
*New Releases*  
... on **RCA Victor**

Release 51-25

*Ships Coast to Coast, Week of June 24*

**POPULAR**

- BETTY HUTTON** with Pete Rugolo and his Orchestra  
Murder, He Says  
It's Oh So Quiet!  
20-4179—(47-4179)\*
- VAUGHN MONROE** and his Orchestra  
Dark Is the Night  
Wonder Why  
20-4180—(47-4180)\*
- MERY GRIFFIN** with HUGO WINTERHALTER'S Orchestra  
I Love the Sunshine of Your Smile  
The Morningside of the Mountain  
20-4181—(47-4181)\*
- RALPH FLANAGAN** and his Orchestra  
You for Me  
The Wang Wang Blues  
20-4182—(47-4182)\*

**COUNTRY**

- JUNE CARTER**  
She Loves To Cry (with Homer and Jethro)  
Knock-Kneed Suzy  
21-0484—(48-0484)\*

**SACRED**

- CHARLIE MONROE** and his Kentucky Partners  
My Lord's Gonna Move This Wicked Race  
Jesus Is Calling  
21-0485—(48-0485)\*

**SPIRITUAL**

- THE STARLIGHT SPIRITUAL SINGERS**  
Awful Day Will Surely Come  
God Will Bring Things Out Alright  
22-0133—(50-0133)\*

**RHYTHM**

- RUDY TRAYLOR** and his Orchestra  
Slick-Chick  
Those Magic Words  
22-0134—(50-0134)\*

**POP—SPECIALTY**

- ERNE BENEDICT** and his Polkateers  
Old Soldiers Polka  
Cindy's Waltz  
25-1200—(51-1200)\*

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



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

- \$** **The Loveliest Night of the Year**  
Mario Lanza .....10-3300—(49-3300)\*
- \$** **Sound Off/Marry, Marry Me**  
Vaughn Monroe .....20-4113—(47-4113)\*
- \$** **I Wanna Play House With You**  
Eddy Arnold .....21-0476—(48-0476)\*
- \$** **Mister and Mississippi**  
Dennis Day .....20-4140—(47-4140)\*
- \$** **There's a Big Blue Cloud (Next to Heaven)** ..Perry Como
- \$** **There's No Boat Like a Rowboat**  
Perry Como and Fontane Sisters .....20-4158—(47-4158)\*
- \$** **On Top of Old Smoky/Shall We Dance**  
Vaughn Monroe .....20-4114—(47-4114)\*
- \$** **I'm in Love Again**  
Henri Rene and His Orchestra with April Stevens 20-4148—(47-4148)
- \$** **What Is a Boy?/Because of You**  
Jan Peerce .....10-3425—(49-3425)\*
- \$** **I Get Ideas**  
Tony Martin .....20-4141—(47-4141)
- \$** **Be My Love**  
Mario Lanza .....10-1561—(49-1561)\*
- \$** **Vesti La Giubba**  
Mario Lanza .....10-3228—(49-3228)\*
- \$** **The Rhumba Boogie/You Pass Me By**  
Hank Snow .....21-0431—(48-0431)\*
- \$** **Down the Trail of Achin' Hearts/Bluebird Island**  
Hank Snow .....21-0441—(48-0441)\*
- \$** **Old Soldiers Never Die**  
Vaughn Monroe .....20-4146—(47-4146)\*
- \$** **Lonely Little Robin**  
Elton Britt .....21-0473—(48-0473)\*



**★** . . . 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.

- ★** **Tell Me Do You Really Love Me**  
Tony Martin .....20-4619—(47-4619)\*  
The Billboard Picks, Billboard, June 16th.
- ★** **My Truly, Truly Fair**  
Freddy Martin .....20-4159—(47-4159)\*  
The Operators Pick, Billboard, June 16th.
- ★** **Rose, Rose, I Love You**  
Buddy Morrow Orchestra .....20-4135—(47-4135)\*  
Records Most Played by Disc Jockeys, Billboard, June 16th.
- ★** **I Wish, I Wish**  
Dinah Shore-Tony Martin .....20-4126—(47-4126)\*  
The Operators Pick, Billboard, June 9th.



**MURDER, HE SAYS!**

**BETTY HUTTON**  
20-4179—(47-4179)\*



This is the week when 47 RCA Victor record distributors in the U. S. begin a top record drive that presages the biggest summer pop business for record dealers since big year 1946 . . . RCA Victor's spearhead in the initial push are the releases of two, until now, secret songs recorded by hit-maker DINAH SHORE . . . The songs: "SWEET VIOLETS" and "HOW MANY TIMES CAN I FALL IN LOVE?"—both exclusive . . . Distributors have lined up a solid phalanx of 15,000 dealers, coin operators and disk jockeys to support the drive which, because its basic aim is to make the public record conscious, will benefit the entire record industry . . . In addition to the DINAH SHORE project are two important programs built around TONY MARTIN'S "TELL ME" and "DO YOU REALLY LOVE ME?" and the other on JOHNNY HARTMAN, RCA Victor's newest recording artist.

Eight different artists are represented in RCA Victor's top ten pop records based on dealer and distributor re-orders last week (biggest summer week's sale since 1947) . . . MARIO LANZA had two records in the top ten, as did VAUGHN MONROE. Others with hit singles were PERRY COMO, TONY MARTIN, EDDY ARNOLD, JAN PEECE, DENNIS DAY and HENRI RENE—APRIL STEVENS.

Hats off to Los Angeles Chamber of Commerce for the job it's doing in aiding undernourished children . . . The Los Angeles Chamber of Commerce is giving a free recording of JAN PEECE'S "WHAT IS A BOY?" to any person contributing \$15, which sends an undernourished child to camp for a week.

Big meetings at RCA Victor's new New York offices last week, where record plans for a winter season were tabled.

Recordings by Mexican bandsman LOUIS ARCARAZ are creating a furore among hep DJ's whose interest in ARCARAZ has prompted RCA Victor to push ARCARAZ'S release of "TOO YOUNG" and "BECAUSE OF RAIN" . . . This record is being sent to Pop Disk Jockeys.

Disk Jockey letters coming in augur hit for TONY MARTIN'S "TELL ME" and "DO YOU REALLY LOVE ME?"—Tony's greatest "big" song since "THERE'S NO TOMORROW" . . . Incidentally, have you noticed how Tony's "I GET IDEAS" is moving up the hit ladder in giant steps?

The stars who make the hits are on

**RCA VICTOR Records**



RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



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



New and Exciting!



# LAWRENCE WELK

AND HIS CHAMPAGNE MUSIC

SAD AND LONELY

IRVING

with Vocal by Roberta Linn and Garth Andrews with the Sparklers

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## THE BILLBOARD Music Popularity Charts

### Best Selling Pops by Territories

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

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

- #### NEW YORK
- ##### Best Selling Pop Singles
- TOO YOUNG  
Nat (King) Cole, Cap(78)1449, (45) F-1449 ASCAP (That's My Girl)
  - HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
  - ON TOP OF OLD SMOKY  
Weavers-T. Gilkysen, Dec(78)27515, (45)-9-27515 BMI (Across the Wide Missouri)
  - SOUND OFF  
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)
  - JEZEBEL  
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
- ##### Best Selling Albums
- KING AND I  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
  - MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
  - GUYS AND DOLLS  
Original Cast, MGM(45)K-62, (33)E-531

- #### CHICAGO
- ##### Best Selling Pop Singles
- TOO YOUNG  
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
  - JEZEBEL  
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
  - LOVELIEST NIGHT OF THE YEAR  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
  - HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
  - SOUND OFF  
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)
- ##### Best Selling Albums
- MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
  - VOICE OF THE XTABAY  
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
  - KING AND I  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008

- #### LOS ANGELES
- ##### Best Selling Pop Singles
- HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
  - JEZEBEL  
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
  - MY TRULY, MY TRULY FAIR  
G. Mitchell-M. Miller, Col(78)39415, (45)-4-39415, (33)3-39415 ASCAP (Who Knows Love)
  - I GET IDEAS  
T. Martin, V(78)21-4141, (45)47-4141 BMI (Tahiti, My Island)
  - ON TOP OF OLD SMOKY  
Weavers-T. Gilkysen, Dec(78)27515, (45)-9-27515 BMI (Across the Wide Missouri)
- ##### Best Selling Albums
- MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
  - VOICE OF THE XTABAY  
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
  - SOUTH PACIFIC  
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180

- #### PHILADELPHIA
- ##### Best Selling Pop Singles
- TOO YOUNG  
Nat (King) Cole, Cap(78)1449, (45) F-1449 ASCAP (That's My Girl)
  - ON TOP OF OLD SMOKY  
Weavers-T. Gilkysen, Dec(78)27515, (45)-9-27515 BMI (Across the Wide Missouri)
  - HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
  - LOVELIEST NIGHT OF THE YEAR  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
  - SOUND OFF  
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)
- ##### Best Selling Albums
- MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
  - TREE GROWS IN BROOKLYN (Eight Records) Original Cast, Col(78)MM-1000, (45)A-1000, (33)ML-4405
  - KING AND I  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008

- #### DENVER
- ##### Best Selling Pop Singles
- ROSE, ROSE, I LOVE YOU  
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 ASCAP (Jezebel)
  - ON TOP OF OLD SMOKY  
Weavers-T. Gilkysen, Dec(78)27515, (45)-9-27515 BMI (Across the Wide Missouri)
  - TOO YOUNG  
Nat (King) Cole, Cap(78)1449, (45) F-1449 ASCAP (That's My Girl)
  - HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
  - MOCKIN' BIRD HILL  
L. Paul-M. Ford, Cap(78)1373, (45)F-1373 ASCAP (Chicken Reel)
- ##### Best Selling Albums
- MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
  - KING AND I  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
  - SOUTH PACIFIC  
Original Cast, Col(78)MM-850, (45)A-850, (33)ML-4180

- #### DALLAS
- ##### Best Selling Pop Singles
- TOO YOUNG  
Nat (King) Cole, Cap(78)1449, (45) F-1449 ASCAP (That's My Girl)
  - HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
  - SOUND OFF  
V. Monroe, V(78)20-4113, (45)47-4113 ASCAP (Oh, Marry, Marry Me)
  - JEZEBEL  
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
  - ON TOP OF OLD SMOKY  
Weavers-T. Gilkysen, Dec(78)27515, (45)-9-27515 BMI (Across the Wide Missouri)
- ##### Best Selling Albums
- VOICE OF THE XTABAY  
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
  - KING AND I  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
  - MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127

- #### SEATTLE
- ##### Best Selling Pop Singles
- JEZEBEL  
F. Laine, Col(78)39367, (45)4-39367, (33)-3-39367 BMI (Rose, Rose, I Love You)
  - TOO YOUNG  
Nat (King) Cole, Cap(78)1449, (45) F-1449 ASCAP (That's My Girl)
  - HOW HIGH THE MOON  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
  - LOVELIEST NIGHT OF THE YEAR  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
  - ON TOP OF OLD SMOKY  
P. Faith-B. Ives, Col(78)39328, (45)4-39328, (33)3-39328 BMI (Syncopated Clock)
- ##### Best Selling Albums
- MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)-WDM-1506, (33)LM-1127
  - VOICE OF THE XTABAY  
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
  - ROYAL WEDDING  
F. Astaire-J. Powell, MGM(78)MGM-70, (45)-K-70, (33)E-543

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HELP YOU SELL!

The top 20 tunes each week from The Billboard

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ADDRESS .....

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Ordered by .....

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250	3.50
500	5.50
1000	9.50
2000	18.00
5000	42.00

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with orchestra conducted by **GEORGE BASSMAN**

**MERCURY—5660**



MERCURY RECORDS, CHICAGO, ILLINOIS  
MERCURY RECORDS OF CANADA, LTD., TORONTO, CANADA

**THE BILLBOARD Music  
Popularity Charts**

**• Most Played  
Juke Box Records**

... Based on reports received June 13, 14 and 15

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

POSITION		Weeks		Last		This		to date		Week		Week	
12	1	1.	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (4)F-1451—ASCAP								
12	2	2.	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers	Dec(78)27515; (45)9-27515—BMI								
10	3	3.	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449—ASCAP								
8	4	4.	SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113—ASCAP								
6	5	5.	JEZEBEL	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367—BMI								
7	8	6.	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367—ASCAP								
18	7	7.	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45—ASCAP								
8	8	8.	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114; (45)47-4114—ASCAP								
3	12	9.	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col(78)39415; (45)4-39415; (33)3-39415—ASCAP								
18	6	10.	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373—ASCAP								
5	10	10.	MISTER AND MISSISSIPPI	P. Page	Mercury(78)5645; (45)5645X45—ASCAP								
14	11	12.	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903—ASCAP (D. Washington, Mer 8209; D. Cherry-D. Terry Ork, Dec 27484; T. Martin, V 20-4056; Champ Butler, Col 39189; Anita O'Day, London 964)								
6	13	13.	OLD SOLDIERS NEVER DIE	V. Monroe	V(78)20-4146; (45)47-4146—ASCAP (G. Aury, Col 39405; Bing Crosby, Dec 27606; Rene Hall Trio, Dec 48213; J. Wakely, Cap(1-12)11534)								
3	24	14.	PRETTY EYED BABY	F. Laine-J. Stafford	Col(78)39338; (45)4-39388; (33)3-39388—ASCAP (Al Trace, Mer 5609; Billy Williams Quartet, MGM 10967; J. Turzy Trio, Dec 27479; Gene Williams, King 15107; Ray Anthony, Cap 1583; Joan Shaw-Billy Ford, Regal 3326)								
5	—	15.	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)40-3300—ASCAP								
9	14	16.	WHEN YOU AND I WERE YOUNG MAGGIE BLUES	Bing & Gary Crosby	Dec(78)27577; (45)9-27577—ASCAP (R. Hayes-R. Quinlan, Mer 5615; Mindy Carson, V 20-4119; Reynolds & Carpenter, MGM 30359; M. Whiting-J. Wakely, Cap 1500)								
3	20	16.	UNLESS	G. Mitchell-M. Miller	Col(78)39331; (45)4-39331; (33)3-39331—ASCAP (Les Baxter, Cap 1493; Eddie Fisher, V 20-4120; Dick James, London 1027; G. Jenkins, Dec 27594; Guy Mitchell, Col 39331)								
17	15	18.	MOCKIN' BIRD HILL	Pinetoppers	Coral(78)64061; (45)9-64061—ASCAP								
10	17	18.	MOCKIN' BIRD HILL	R. Morgan	Dec(78)27444; (45)9-27444—ASCAP								
1	—	20.	WANG WANG BLUES	Ames Brothers	Coral(78)60489; (45)9-60489—ASCAP (Teresa Brewer, London 1083; R. Morgan, Dec 27629; Milton DeLugg, MGM 11004)								
2	28	21.	MISTER AND MISSISSIPPI	Tennessee Ernie	Cap(78)1521; (45)F-1521—ASCAP								
2	30	21.	MY TRULY, TRULY FAIR	V. Damone	Mercury(78)5646; (45)5646X45—ASCAP								
23	21	23.	IF	P. Como	V(78)20-3997; (45)47-3997—ASCAP (Ethel Smith Dec 27534; G. Lombardo, Dec 27449; J. Garber, Cap 1351; L. Armstrong Ork, Dec 27481; D. James, London 833; V. Damone, Mer 5565; B. Eckstine, MGM 10896; D. Martin, Cap 1342; D. Vaughan, Coral 60355)								
3	25	23.	ROSE, ROSE, I LOVE YOU	G. Jenkins	Dec(78)27594; (45)9-27594—ASCAP								
15	21	25.	SPARROW IN THE TREE TOP	Bing Crosby-Andrews Sisters	Dec(78)27477; (45)9-27477—ASCAP (Lyn Murray, Coral 60401; L. Baxter Ork-L. Doherty, Cap 1440; A. Mooney, MGM 10924; Rex Allen, Mer 5597; Helen Carter-Don Davis, Tennessee 761; Guy Mitchell, Col 39190)								
1	—	25.	BECAUSE OF RAIN	Nat (King) Cole	Cap(78)1501; (45)F-1501—ASCAP (Clyde McCoy, Mer 5648; Ella Fitzgerald, Dec 27602)								
4	—	25.	PRETTY EYED BABY	A. Trace	Mercury(78)5609; (45)5609X45—ASCAP								
7	19	28.	DOWN THE TRAIL OF ACHIN' HEARTS	P. Page	Mercury(78)5579; (45)5579X45—ASCAP (Phil Brito, MGM 10968; S. Kaye, Col 39360; Hank Snow-Anita Carter, V 20-0441; G. Lombardo, Dec 27607)								
2	—	28.	STRANGE LITTLE GIRL	E. Howard	Mercury(78)5630; (45)5630X45—ASCAP (G. Lombardo, Dec 27607; Bill Bickel, MGM 10972; Owen Bradley, Coral 60434; Pee Wee King, V 21-0451; Tennessee Ernie, Cap 1470; E. Tubbs-Red Foley, Dec 46311; Cowboy Copas, King 951; Les Brothers, Col 39303)								
1	—	28.	TOO YOUNG	Patty Andrews-V. Young	Dec(78)27569; (45)9-27569—ASCAP								

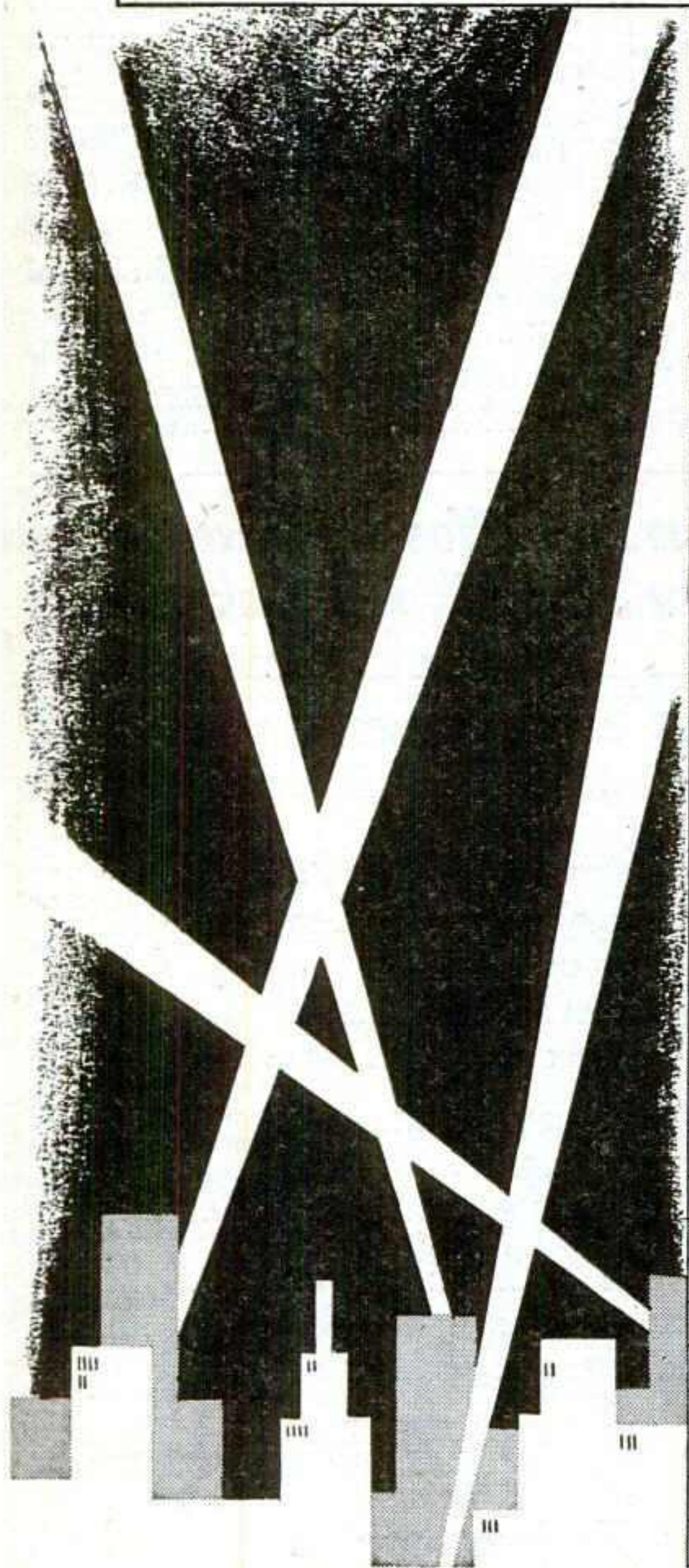




# WORLD PREMIERE — 6 TOP TUNES

FROM THE NEW MGM PICTURE

# RICH, YOUNG & PRETTY



**'wonder why'**

HELEN O'CONNELL

78 rpm No. 1568 • 45 rpm No. F1568



**'we never talk much'**

**'how d'ya like your  
eggs in the morning'**

78 rpm No. 1575 • 45 rpm No. F1575

DEAN MARTIN and HELEN O'CONNELL



**'l'amour toujours  
(tonight for sure)'**

BOB CROSBY

78 rpm No. 1576 • 45 rpm No. F1576

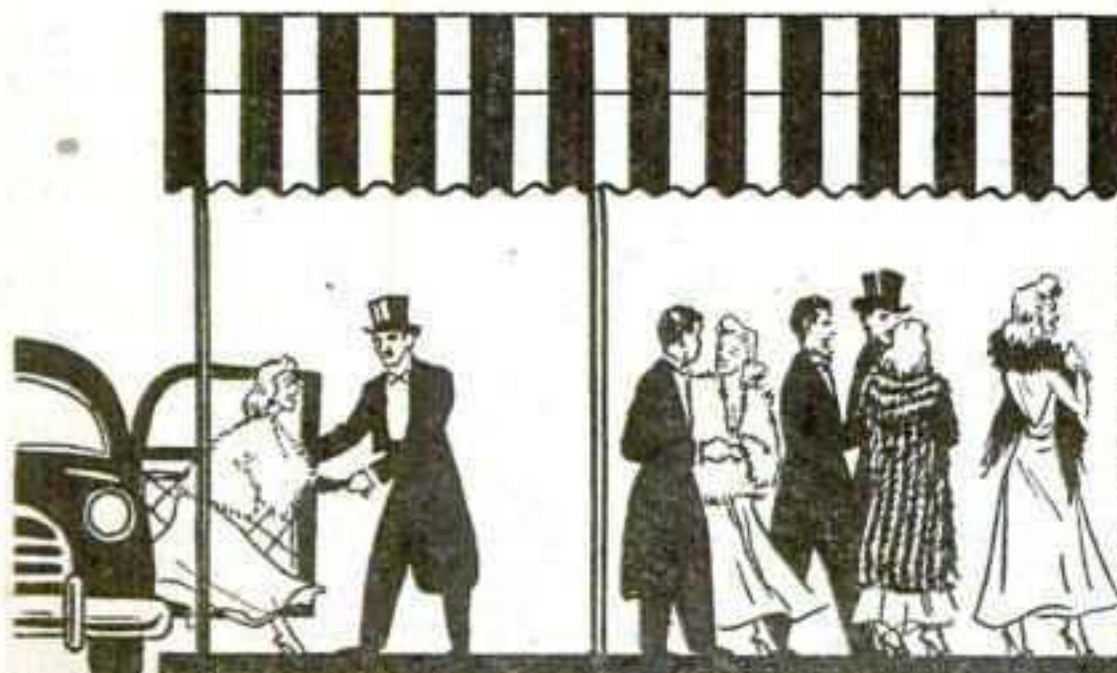


**'dark is the night  
(c'est fini)'**

**'I can see you'**

MARY MAYO

78 rpm No. 1579 • 45 rpm No. F1579





# THE BILLBOARD Music Popularity Charts

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

... Based on reports received June 13, 14 and 15

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

POSITION	Weeks	Last	This	Record	Artist	Label
to date	Week	Week	Week			
8	1	1.	1.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
6	4	2.	2.	DOWN THE TRAIL OF ACHIN' HEARTS	H. Snow-A. Carter	V(78)21-0441; (45)48-0441—ASCAP
16	3	3.	3.	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
11	2	4.	4.	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444—BMI
5	5	5.	5.	HOWLIN' AT THE MOON	H. Williams	MGM(78)10961; (45)K-10961
2	8	5.	5.	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
14	5	7.	7.	COLD, COLD HEART	H. Williams	MGM(78)1094; (45)K-10904—BMI
3	7	8.	8.	I CAN'T HELP IT	H. Williams	MGM(78)10904; (45)K-10904—BMI
2	—	9.	9.	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson	Dec(78)27515; (45)9-27515—BMI
1	—	9.	9.	MISTER AND MISSISSIPPI	Tennessee Ernie	Cap(78)1521; (45)F-1521—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.	SICK, SOBER AND SORRY	J. Bond	Col20808 — BMI
2.	I LOVE MY LITTLE YO-YO	W. Raney	King 939
3.	MILLION MILES FROM YOUR HEART	E. Arnold	V21-044

## FOLK TALENT AND TUNES

By JOHNNY SIPPEL

### Artists' Activities

**PeeWee King** and the **Golden West Cowboys**, WAVE, Louisville, just returned from a week at the Hippodrome, Baltimore, where they did \$14,000. Show also included **Bill Monroe** and the **Blue Grass Boys** and the **Dickens Sisters**. **Rome Johnson** (Abbey) did King's TV show while he was traveling. **PeeWee King Day** at Fontaine Ferry Park, Louisville, drew 10,000 admissions June 2. Highlight was an amateur contest. The Victor diskers are set for some Eastern parks during June.

**Hank Williams** is not leaving WSM, Nashville, as widely rumored because **Moon Mullican** has taken a spot on Grand Ole Opry. Williams is continuing to work his spots on the Nashville station. . . . **Don Pierce**, Four-Star sales manager, reports that **Terry Preston** has joined the staff of **Cliffie Stone's** Hometown Jamboree, Los Angeles. Preston has been working in radio and TV in San Diego.

**Shorty Warren** and his **Western Rangers** are inked until January, 1952, at the Pecos City nitery, Newark, N. J. They air over WOR, New York, nightly from the spot. . . . **Peanut Faircloth** (Decca) lost **Earl Stripling**, bass, to the Army. **Durwood Sauls** replaced him. Faircloth is doing a d.j. and live show over WNEB, Macon. . . . **Doug Wingert**, WXRA, Kenmore, N. Y., plus his **Rhythm Rangers**, and **Wanda** and **Jean Hennemann**, harmony team, are now doing a weekly half-hour show over WBEN-TV, Buffalo. . . . **Texas Slim Owensby**, featured on the Carolina Barn Dance, Spruce Pine, N. C., has waxed for Rich-R-Tone. . . . **Lynn Butcher**, who was known as **Uncle Seb Perkins** until his retirement from radio in 1939, has written a new tune, "Don't Tell Me Goodbye," cut by **Dolph Hewitt** for Victor. . . . **Eddie Sosby** and his **Radio Rangers**, KFAB, Omaha, have added a weekly TV show, sponsored by RCA-Victor.

**Rocky Bill Ford** (Gilt Edge) is working personals in the Houston area. . . . **Arkie (Hot Rod Race) Shibley** and his **Mountain Dew Boys** (4 Star) are working their first Texas dates. Shibley's crew previously had confined their music to the Pacific Northwest. . . . **Ernie Benedict** and the **Range Riders** and the **Kendall Sisters** were dismissed by WGAR, Cleveland, recently in a general cutting down of all the station's personnel. . . . **Lou Childre**, WSM, Nashville, cut his first sides for Mercury, as did **Roy King**, the Peoria, Ill., yodler, formerly with London, in Nashville with **Cliff Parman** handling the session. . . . The **Bailey Brothers** and the **Happy Valley Boys**, now at WPTF, Raleigh, N. C., have cut their first release for Canary Records, a new Raleigh label.

**Hank Snow** hired **Bea Terry** as his flack. . . . Promoter **A. V. Bamford** has set **Lonzo** and **Oscar** and **Carl Smith** of WSM, Nashville, to headline a week at the Lyric, Indianapolis. This house and the Hippodrome, Baltimore, are using h. b. and Western stage shows frequently. **Lonzo** and **Oscar** are set for Sleepy Hollow Ranch, Philadelphia, June 10; Lake Wood Beach Park, Springfield, O., June 24, and will also do 11 theaters in July and August. **Bamford** is taking **Ernest Tubb** for two weeks in Canada, starting June 18. . . . The **Sons of the Pioneers** are set for the Thunderbird Hotel, Las Vegas, Nev. July 5-15.

**Uncle Art Satherly**, of Columbia, has inked **Marty Robbins**, Phoenix, Ariz., warbler. He will shortly wax in either Dallas or (Continued on page 74)

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

... Based on reports received June 13, 14 and 15

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

POSITION	Weeks	Last	This	Record	Artist	Label
to date	Week	Week	Week			
11	2	1.	1.	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444—BMI
8	1	2.	2.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
16	3	3.	3.	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
5	5	4.	4.	HOWLIN' AT THE MOON	Hank Williams	MGM(78)10961; (45)K-10961
15	4	5.	5.	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904—BMI
6	6	6.	6.	BLUEBIRD ISLAND	H. Snow	V(78)21-0441; (45)48-0441—BMI
5	8	7.	7.	DOWN THE TRAIL OF ACHIN' HEARTS	Hank Snow	V(78)21-0441; (45)48-0441—ASCAP
1	—	8.	8.	LET'S LIVE A LITTLE	Carl Smith	Col 20796—BMI
13	10	9.	9.	POISON LOVE	Johnnie & Jack	V(78)21-0377; (45)48-0377—BMI
1	—	10.	10.	I CAN'T HELP IT	Hank Williams	MGM(78)10961; (45)K-10961
6	—	10.	10.	STRANGE LITTLE GIRL	Cowboy Copas	King(78)951; (45)45-961—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.	MISTER AND MISSISSIPPI	Tennessee Ernie	Cap(78)1521; (45)F-1521—ASCAP
2.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V21-0476
3.	SICK, SOBER AND SORRY	J. Bond	Col(78)20808; (45)4-20808; (33)3-20808

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

... Based on reports received June 13, 14 and 15

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	Record	Artist	Label
to date	Week	Week	Week			
11	1	1.	1.	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799—BMI
2	5	2.	2.	I CAN'T HELP IT	H. Williams	MGM(78)10961; (45)K-10961
15	4	3.	3.	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K-10904—BMI
17	2	4.	4.	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
3	3	4.	4.	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796—BMI
3	—	6.	6.	POISON LOVE	Johnnie & Jack	V(78)21-0377; (45)48-0377—BMI
6	6	7.	7.	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444—BMI
4	8	8.	8.	HOWLIN' AT THE MOON	Hank Williams	MGM(78)10961; (45)K-10961
1	—	9.	9.	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
9	9	10.	10.	STRANGE LITTLE GIRL	Cowboy Copas	King(78)951; (45)45-951—ASCAP
1	—	10.	10.	DON'T STAY TOO LONG	E. Tubb	Dec(78)46296; (45)9-46296—BMI

### Coming Up

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

1.	MISTER AND MISSISSIPPI	Tennessee Ernie	Cap(78)1521; (45)F-1521—ASCAP
2.	IT MAY BE SILLY	"Little" Jimmy Dickens	Col(78)20809; (45)4-20809



**JIM BOYD**  
singing

# "TAKE TIME TO PRAY"

Backed by  
**"WILL YOU BE MINE"**  
By **JIM BOYD** and **TERRY LEA**  
78 RPM 21-0475 — 45 RPM 48-0475

**Jim BOYD's Current Best Sellers**

- 21-0455 WAXAHACHIE DISHWASHER BOY
- (48-0455) WHEN I'M BESIDE YOU (duet with Terry Lea)
- 21-0433 DEAR JOHN
- (48-0433) BOOGIE BOTTOM BOOGIE

**RCA VICTOR Records**

**THE SINFUL SONG**


**BOOTS FAYE** and **IDAHO CALL**  
Capitol 1572  
**LEORA MUSIC CO.**  
5644 Columbus Ave.  
Van Nuys, Calif.

**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.

**A MILLION YEARS AGO**.....  
Leon Payne.....Capitol 1580

**COUNTRY & WESTERN DISC JOCKEYS PICK:**



**TOMMY DUNCAN**  
"SICK, SOBER & SORRY"  
INTRO 6013

Watch This One GO!  
**EDDIE HAZELWOOD**  
"TRUCK DRIVIN' WOMAN"  
INTRO 6019

**intro RECORDS**  
Beverly Hills



# THE BILLBOARD Music Popularity Charts

## Best Selling Retail Rhythm & Blues Records

... Based on reports received June 13, 14 and 15

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	Record	Artist	Label
Weeks   Last   This	to date   Week   Week			
7	1	1.	ROCKET 88	J. Brenston
			Come Back Where You Belong	Chess 1458—BMI
4	2	2.	60 MINUTE MAN	Dominoes
			I Can't Escape From You	Federal 12022—BMI
5	4	3.	TOO YOUNG	Nat (King) Cole
			That's My Girl	Cap(78)1449; (45)F-1449—ASCAP
3	6	4.	DON'T YOU KNOW I LOVE YOU	The Clovers
			Skylarks	Atlantic 934
8	4	5.	I APOLOGIZE	B. Eckstine
			Bring Back the Thrill	MGM(78)10903; (45)K-10903—ASCAP
8	3	6.	TEND TO YOUR BUSINESS	J. Wayne
			Love Me Blues	Sittin' In 588
3	7	7.	HOW HIGH THE MOON	L. Paul-M. Ford
			Walkin' and Whistlin' Blues	Cap(78)1451; (45)1451—ASCAP
9	—	8.	RED'S BOOGIE	Piano Red
			Rockin' With Red	V(78)10099; (45)50-0099—BMI
1	—	8.	WHAT A FOOL I WAS	P. Mayfield
			Nightless Lover	Specialty 400—BMI
1	—	10.	I'M WAITING JUST FOR YOU	Lucky Millinder
			Bongo Boogie	King 4453—BMI

## Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	OVERALL	RETAIL	RETAIL	RETAIL
<b>PAUL MONDAY (Bill Harvey Ork)</b> <i>Irene's Boogie</i> PEACOCK 1570—Monday shouts a novelty blues in a high-pitched strenuous voice, as combo beats out a jumping free-wheeling boogie.		73--73--72--74			
<b>If You Were Mine</b> Monday pours out a soulful blues job, with okay combo work. Lyrics are quite ordinary.		71--70--71--72			
<b>ELMORE NIXON ORK</b> <i>A Hep Cat's Advice</i> PEACOCK 1572—Hard-belted blues chanter knocks out an amusing recipe for romance while combo knocks out a fine boogie in back.		78--78--78--78			
<b>You See Me Smiling</b> Same warbler gets his teeth into a superior slow blues lyric, as combo comes thru with a mood-making background.		81--81--81--81			
<b>THE MAJORS</b> <i>You Ran Away With My Heart</i> DERBY 763—Male vocal group delivers with a likely slow ballad; lead tenor sells strong, rest of group blends well in back.		77--77--77--77			
<b>At Last</b> Another okay ballad job here, tho material doesn't quite measure up to flip.		74--74--74--74			
<b>HONEY BROWN (Freddie Mitchell Ork)</b> <i>Lonesome and Mistreated</i> DERBY 761—Thrush appeals on this light novelty blues, with combo knocking out a catchy riff series in back.		75--75--74--75			
<b>Rockin' and Jumpin'</b> Combo swings hard on this novelty jump blues, with boys joining in on the tag line. Thrush belts here, too.		82--82--82--82			
<b>BEN SMITH QUARTET (Tony Jenkins)</b> <i>Dream</i> REGENT 1037—The Smith group fashions a glowing mood disk of a good ballad, not the standard incidentally. Tony Jenkins sings it warmly in a style crossed between Nat Cole's and Bull Moose Jackson's.		81--82--80--80			
<b>I Don't Want You in My Arms</b> The performing effort is top drawer here again but the material is lacking.		69--70--67--70			
<b>IVORY JOE HUNTER</b> <i>When I Lost You</i> MGM 10995—Ivory has a real winner here; it's one of his best ballad compositions, and he sells it strong. Backing is simple and direct.		86--86--86--86			
<b>You Lied</b> This novelty ballad job is just a filler for the fine flip.		70--70--70--70			

## Rhythm & Blues Record Releases

All to Myself—Ray Charles (I Wonder) Swing Time 249	Mine, All Mine—Del Wood (Down Yonder) Tennessee 775
B. B. Blues—B. B. King (She's Dynamite) RPM 323	My Kind of Rockin'—Rene Hall Trio (Summertime Blues) Dec 48218
Baby, Please Don't Cry—Herb Fisher (Wine, Wine) Modern 20-823	Neighborhood Affair, A—James Quintet (You Make) Dec 48218
Back From Korea—Rose Brown-Jimmy Harris (Rockin' Chair) G.S.T. 1001	Ouch, Pretty Baby—Roscoe Gordon (Saddled the) RPM 324
Blue Nocturne—Johnny Alston (Brooklyn Jump) Modern 20-824	Practice What You Preach—Jimmie Witherspoon (Love and) Modern 827
Brooklyn Jump—Johnny Alston (Blue Nocturne) Modern 20-824	Rain Drop Blues—Jimmie Nelson ("T" 99 Blues) RPM 325
Carry Me Back to the Lone Prairie—Four Tunes (May That) V 22-0131	Rockin' Chair Woman—Rose Brown-Jimmie Harris (Back From) G.S.T. 1001
Down Yonder—Del Wood (Mine All) Tennessee 775	Saddled the Cow—Roscoe Gordon (Ouch) RPM 324
Eyesight to the Blind—Joe Hill Louis (Going Down) Modern 828	Schubert's Serenade in Boogie—Hadda Brooks (When a) Modern 825
Going Down Slow—Joe Hill Louis (Eyesight) Modern 828	She's Dynamite—B. B. King (B. B. Blues) RPM 323
I Didn't Cry—Dusty Brooks (Shuffleboard) Majestic 78-127	Shuffleboard Boogie—Dusty Brooks (I Didn't) Majestic 78-127
I Wonder Who's Kissing Her Now—Ray Charles (All to) Swing Time 249	Street Walkin' Woman—Joe Hill Louis (Walkin') Modern 20-822
I'm a Night Owl (Parts 1 & 2)—Lowell Fulson Swing Time 243	Sugar-Coated Love—Dick Stratton (Love) Tennessee 776
Love and Friendship—Jimmie Witherspoon (Practice What) Modern 827	Summertime Blues—Rene Hall Trio (My Kind) Dec 48218
Love, Love, Love—Dick Stratton (Sugar Coated) Tennessee 776	"T" 99 Blues—Jimmie Nelson (Rain Drops) RPM 325
May That Day Never Come—Four Tunes (Carry Me) V 22-0131	Thrill Is Gone, The—Roy Hawkins (Trouble Makin') Modern 826
Midnight Boogie Blues—Forrest Rye (Won't You) Mer 6329	Tra-La-La—Calvert Jones (Two Timin') Coral 65056

## RHYTHM AND BLUES NOTES

By HAL WEBMAN

Joe Medlin, ex-chanter with the Buddy Johnson ork, has been signed to a waxing pact with Savoy Records. Same label's Ward Singers cut four new sides this week upon return from a Southern tour. . . . Columbia Records' Earl Williams signed with the Shaw artists agency. He's managed by Elliot Wexler. . . . The Clovers open at Gleason's, Cleveland, June 17. They're also signed for the Trocaveria, Columbus, O. . . . Dates set for Tiny Grimes include the 400 Casino, Buffalo; Atlantic City and the Showboat, Philadelphia. . . . Hal Singer ork, booked for 10 weeks in Wildwood, N. J. . . . The Char-iteers are set for the Edison Hotel, Toronto, following two weeks at the Golden Hotel, Reno.

No. 3 best-selling disk among all RCA Victor singles is Piano Red's "Layin' the Boogie." . . . MGM Records' Billy Williams Quartet made a personal appearance at the Loew's Bedford Theater, Brooklyn, to award good citizenship medals to local high school crowd. Group also signed their disks at the Franklin-Fulton record shop in a well-promoted dealer appearance.

Coral Records' Herb Jeffries on his way to Europe to study music, French, Italian and to make a motion picture in Italy. The chanter will record for Coral in the diskery's English studios while prepping for a concert tour in the United States after his return next fall. . . . Savoy Records signed Nate Brown, Newark, N. J., blues singer. . . . Mercer Records' forthcoming release by the Coronets, new jazz combo, features a group of Duke Ellington All-Stars. The first release spots Juan Tizol on trombone, Willie Smith on alto, Cat Anderson on trumpet, Paul Gonsalves on tenor, Billy Strayhorn on piano, Wendell Marshall on bass and Louis Bellson on drums. The tunes, of first release, "Moonlight Fiesta" and "She," were written by Tizol.

Apollo Records signed 15-year-old Little Edna McGriff to a long-term contract. The teen-age blues singer is a student at Washington Irving High School, New York, and an accomplished pianist. The youngster also writes much of her own material. Her first waxing session includes three of her originals, "Come Back," "Note Droppin' Papa" and "Rain." Orchestral backing for the gal's first disks will be by Budd Johnson, tenor man, who is organizing a new road band.

Latest r. and b. indie to invade the foreign market may be Swing Time Records, which last week revealed interest in across the water distribution. Waxery's Franklin Kort is weighing offers but will not enter into a reciprocal pact, desiring to operate on a direct payment basis. Plans for the present call for no additional talent acquisitions. It will concentrate on its current roster plus masters acquired from Supreme. . . . Arnold Rover, mimic, and Janet Thurlow, singer, now trekking with Lionel Hampton's revue. . . . Joe Liggins is back on the Coast following a national tour. . . . Percy Mayfield Saturday (16) played the Elks Auditorium, Long Beach. . . . Same Elks skedded a talent show for Sunday (17) and may continue on a permanent basis if biz holds.

Billy Eckstine and Lionel Hampton share billing for the first time at Leon Heflin's annual Cavalcade of Jazz, July 8 at Wrigley Field, Los Angeles. Also skedded are Joe Liggins, Roy Brown, Jimmy Witherspoon, Percy Mayfield and Wynonie Harris, among others.

This year's event is expected to outdraw last year's 21,500 figure.

## R & B Records to Watch

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

WORRIES . . . . .

Floyd Dixon . . . . . Swing Time 287

WINE, WINE, WINE . . . . .

Herb Fisher . . . . . Modern 20-823

## Most Played Juke Box Rhythm & Blues Records

... Based on reports received June 13, 14 and 15

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

7	2	1.	ROCKET 88	J. Brenston
				Chess 1458—BMI
11	1	2.	CHICA BOO	L. Glenn
				Swingtime 254—BMI
20	3	3.	BLACK NIGHT	C. Brown
				Aladdin 3076—BMI
2	4	4.	TOO YOUNG	King Cole
				Cap(78)1449; (34)F-1449—ASCAP
6	6	5.	I APOLOGIZE	B. Eckstine
				MGM(78)10903; (45)K-10903—ASCAP
7	5	6.	HOW HIGH THE MOON	L. Paul-M. Ford
				Cap(78)1451; (45)F-1451—ASCAP
8	7	7.	I WILL WAIT	Four Buddies
				Savoy 769—BMI
2	9	8.	WHAT A FOOL I WAS	P. Mayfield
				Specialty 400—BMI
3	—	8.	TEND TO YOUR BUSINESS	J. Wayne
				Sittin' In 588
2	8	10.	I'D RATHER DRINK MUDDY WATER	Grant (Mr. Blues) Jones
				Dec(78)48192; (45)9-48192
5	9	10.	60 MINUTE MAN	Dominoes
				Federal 12022—BMI
4	—	10.	DO SOMETHING FOR ME	Dominoes
				Federal 12001—BMI

**Sure MONEY-GETTER—2 Great Sides**

**CHARLES BROWN**

**"I'LL ALWAYS BE IN LOVE WITH YOU"**

**"THE MESSAGE"**

AL 3091

WATCH THE CHARTS . . . . .

**Aladdin RECORDS**

**SAVOY'S HIT PARADE!**

THE RAGE COAST TO COAST!  
The FOUR BUDDIES singing  
**"I WILL WAIT"**  
Savoy #769

AND  
**"SWEET SLUMBER"**  
Backed by  
**"DON'T LEAVE ME NOW"**  
Savoy #779

ON IT'S WAY UP!  
**"GEE BABY"**  
**"MAMBO BOOGIE"**  
Savoy #777  
J. Otis, orchestra with Mel Walker

**"BOOGIE GRUNT"**  
**"RED, RED WINE"**  
Savoy #785  
By MILT BUCKNER and his BEALE ST GANG, featured pianist with Lionel Hampton Orchestra

**"STACKED DECK"**  
**"MERCY, MERCY"**  
by Billy Wright Savoy #781

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

Greatest Little Esther . . . Mel Walker Release

**"I DREAM"**

by the Original Johnny Otis Orchestra  
Regent #1036

Regent Records, Inc., 58 Market Street, Newark 1, N. J.

One Sweet Money-maker!

**ONE SWEET LETTER**

by JOE LIGGINS #402

Specialty records

**Dot RECORDS, INC.**

Gallatin, Tennessee Phones 880-881

2 HITS—BACK TO BACK!  
**"TRA-LA-LA"**  
and  
**"HOPPIN'"**  
DOT 1060  
GRIFFIN BROS.



**2 SENSATIONAL NEW DISCS  
BY THE INCOMPARABLE  
"MR. B!"**



*Billy Eckstine SINGS*

**EVERYTHING I  
HAVE IS YOURS**

Featured in the M-G-M Picture "STRICTLY DISHONORABLE"  
backed with

**I'LL BE FAITHFUL**  
MGM RECORD 10259 (78 rpm) • K10259 (45 rpm)

**WONDER WHY**

From the M-G-M Picture "RICH, YOUNG AND PRETTY"  
backed with

**PANDORA**

Inspired by the M-G-M Picture "PANDORA AND THE FLYING DUTCHMAN"  
MGM RECORD 10996 (78 rpm) • K10996 (45 rpm)

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

**THE BILLBOARD Music  
Popularity Charts**

**• Advance Record Releases**

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

**POPULAR**

- Any Old Time You Say—T. Tucker (Do You) MGM 11003
- Aunt Martha's House—Mad Hatters—Stan Ellison Ork (Sunshine Charlie) Majestic 78-109
- Black Ball Ferry Line—Bing Crosby—Andrews Sisters (The Yodelling) Dec 27631
- Body and Soul—Boyd Raeburn (The Man) Savoy 800
- Castle Rock—Ralph Marterie (September Song) Mer 5658
- Crazy She Calls Me—J. Mooney & His Trio (Long Ago) Carousel 2003
- Dark Is the Night—Toni Arden (Wonder Why) Col 39427
- Do You Really Love Me?—Ella Fitzgerald (Even as) Dec 27634
- Do You Really Love Me?—T. Martin—H. Rene Ork (Tell Me) V 20-4169
- Do You Really Love Me?—T. Tucker (Any Old) MGM 11003
- Dynaflow Drive—Jerry Murad's Harmonicats (Roman Guitar) Mer 5625
- Even as You and I—Ella Fitzgerald (Do You) Dec 27634
- Fancy Dan—Duke Ellington (The Hawk) Col 39428
- For All We Know—Vinni De Campo (My Magic) Coral 60520
- Gilded Doll—Johnny Dugan (I Didn't) Majestic 78-100
- Give Me a Girl and a Waltz—Georgie's Tavern Band (Happy Tavern) Dec 45142
- Give Me a Girl and a Waltz—Norbie & Gillie (Why, Oh) Col 12542
- Gonna Ride a Pinto Pony—Chuck Cabot (The Happiness) Majestic 78-163
- Good Humor Man, The—F. Martin Ork (My Truly) V(45)47-4159
- Happiness Train, The—Chuck Cabot (Gonna Ride) Majestic 78-163
- Happy Tavern Schottische—Georgie's Tavern Band (Give Me) Dec 45142
- Hawk Talks, The—Duke Ellington (Fancy) Col 39428
- He Put in a Bar in the Back of His Car—Eddie "Piano" Miller (Way Up) Rainbow 135
- I Am Free—Russ Morgan (My Truly) Dec 27630
- I Didn't Cry—Johnny Dugan (Gilded Doll) Majestic 78-100
- I'm Glad I Gave It Up for You—Monica Lewis—J. Desmond (Out O') MGM 10992
- I'm in Love Again—Jeri Southern (You're the) Sharp S-32
- Irving—L. Welk (Sad and) Coral 60514
- It's Much Too Late—Terry Lee (Mad, Mad) Majestic 78-104
- Just One More Beer—Mack McCray (That's a) Dec 46327
- Long Ago Last Night—J. Mooney & His Trio (Crazy She) Carousel 2003
- Mad, Mad, Mad—Terry Lee (It's Much) Majestic 78-104
- Man With the Horn, The—Boyd Raeburn (Body and) Savoy 800
- Marcheta—Billy Ford (Pretty Eyed) Regal 3326
- Mine—Bill Hayes (Waltz of) MGM 11006
- Moon, June, Spoon—Fontane Sisters (Rhumba Boogie) V 20-4168
- My Darling Forgive Me—Lennon Bros. (Oh Baby) Majestic 78-105
- My Magic Heart—Vinni de Campo (For All) Coral 60520
- My Magic Heart—W. King Ork (World Is) V 20-4170
- My Truly, Truly Fair—Georgie Auld (Sentimental Fool) Coral 60515
- My Truly, Truly Fair—R. Morgan (I Am) Dec 27630
- Oh, Baby—Lennon Bros. (My Darling) Majestic 78-105
- Old Organ Grinder, The—Teddy Phillips (Why Go) Sharp S-31
- Out o' Breath—J. Desmond—Monica Lewis (I'm Glad) MGM 10992
- Out of the Night—Johnny Hartman (Worry Bird) V 22-0132
- Pandora—Billy Eckstine (Wonder Why) MGM 10996
- Pretty Eyed Baby—Joan Shaw—Billy Ford (Marcheta) Regal 3326
- Pretty Polly Polka—Leroy Holmes (Way Down) MGM 10993
- Rhumba Boogie, The—Fontane Sisters (Moon, June) V 20-4168
- Roman Guitar—Jerry Murad's Harmonicats (Dynaflow) Mer 5625
- Sad and Lonely—L. Welk (Irving) Coral 60514
- Sentimental Fool—Georgie Auld (My Truly) Coral 60515
- September Song—Ralph Marterie (Castle Rock) Mer 5658
- Sunshine Charlie—Mad Hatters—Stan Ellison Ork (Aunt Martha's) Majestic 78-109
- Tell Me—T. Martin—H. Rene Ork (Do You) V 20-4169
- That's a Horse of a Different Color—Mack McCray (Just One) Dec 46327
- Train Whistle Nightmare—J. "Cannonball" Lewis (Trust Me) MGM 10994
- Trust Me Again—J. "Cannonball" Lewis (Train) MGM 10994
- Vanity—L. Baxter Ork (World Is) Cap 1584
- Waltz of the Wind—Bill Hayes (Mine) MGM 11006
- Wang, Wang Blues, The—Milton De Lugg (You Better) MGM 11004
- Wave to Me, My Lady—H. Winterhalter Ork (Mule Driver) V 20-4167
- Way Down South—Leroy Holmes (Pretty Polly) MGM 10993
- Way Up the Hudson—Eddie "Piano" Miller (He Put) Rainbow 135
- Why Go Home—Teddy Phillips (The Old) Sharp S-31
- Why, Oh Why—Norbie & Gillie (Give Me) Col 12542
- Wonder Why—Toni Arden (Dark Is) Col 39427
- Wonder Why—Billy Eckstine (Pandora) MGM 10996
- World Is Mine Tonight, The—L. Baxter Ork (Vanity) Cap 1584
- World Is Your Balloon, The—W. King Ork (My Magic) V 20-4170
- Worry Bird—Johnny Hartman (Out of) V 22-0132

- Yodelling Ghost, The—Bing Crosby—Andrews Sisters (Black Ball) Dec 27631
- You Better Stop Tellin' Lies About Me—Milton De Lugg (The Wang) MGM 11004
- You're the Cause of It All—Jeri Southern (I'm In) Sharp S-32

**POPULAR ALBUMS**

- Colors by Greene Album—Norman Greene Ork (1-10") Rexford (33) RL-1—Blue Moon; Little White Lies; Red Sails in the Sunset; Deep Purple; Black Magic; Green Moods
- Make a Wish Album—Nanette Fabray & Members of Original Cast (5-7") V(45)WOC-2
- Show Boat Album—Kathryn Grayson—Ava Gardner—Howard Keel—MGM Studio Ork & Chorus, Adolph Deutsch, Cond. (1-10") MGM (33) E-559

**RELIGIOUS**

- Checking Up on My Payments—Sunshine Boys Quartet (Where—Could) Dec 56328
- I Dreamed of Heaven—W. Fowler & Oak Ridge Quartet (My Journey) Bullet 134
- I've Got the Holy Ghost—Guiding Light Gospel Singers (Just Like) Coral 65055
- Journey to the Sky—Harmonees (Quartet (Peace in) V(45)48-0480
- Just Like Jesus Did—Guiding Light Gospel Singers (I've Got) Coral 65055
- Little Wooden Church on the Hill—Sister Emily Bram (My Soul) Swing Time 284
- My Journey to the Sky—W. Fowler & Oak Ridge Quartet (I Dreamed) Bullet 134
- My Soul Needs Resting—Sister Emily Bram (Little Wooden) Swing Time 284
- Peace in the Valley—Harmonees (Journey) V(45) 48-0480
- When the Saints Go Marching In—Stars of Harmony (Where Shall) Swing Time 288
- Where Could I Go?—Sunshine Boys Quartet (Checking Up) Dec 46328
- Where Shall I Be—Stars of Harmony (When the) Swing Time 288
- Folk Songs—Spirituals Album—Howard University Choir, Warner Lawson, Cond. Key (33) 12

**INTERNATIONAL**

- Dzien Dobry—S. Wisniach (Zaba) Sweet-Tone 106
- Hooting Owl Polka—Six Fat Dutchmen (Red Beer) V(45)51-1198
- Idzie Maciek—S. Wisniach (Tancaz Nogi) Sweet-Tone 107
- Laugh Polka, The—T. Maxim Ork (Noc, Ja) Dec 45141
- Noc, Ja I Ty—T. Maxim Ork (Laugh Polka) Dec 45141
- Red Beer Polka—Six Fat Dutchmen (Hooting Owl) V(45)51-1198
- Tancaz Nogi—S. Wisniach (Idzie) Sweet-Tone 107
- Zaba—S. Wisniach (Dzien) Sweet-Tone 106

**HOT JAZZ**

- Beale Street Blues—Lu Watters (Doctor Jazz) Mer 11081
- Bucabu—Flip Phillips (Sonoro) Mer 8947
- Cottontail—I. Jacquet Ork (Wrap Your) Mer 8945
- Doctor Jazz—Lu Watters (Beale) Mer 11081
- Down 'n Adam—L. Young Ork (Foggy Day) Mer 8946
- Foggy Day, A—L. Young Ork (Down 'n) Mer 8946
- Sonoro—Machito Ork (Bucabu) Mer 8947
- Wrap Your Troubles in Dreams—I. Jacquet Ork (Cottontail) Mer 8945

**VOX JOX**

• Continued from page 24

Show" over WPTZ, Philadelphia, is the father of a son—his second.

A call for help from Ronald Ripley, WBWB, Brownwood, Tex.: "Either we've been forgotten by the companies or else they've quit producing." . . . **Sturat Hall**, WHIJ, New Bern, N. C., says it "sounds good to hear **Benny Goodman's** 'Down South Camp Meetin', featuring his old band's arrangement. Hope Columbia will issue some more, such as 'Wrapping It Up,' 'Bugle Call Rag,' etc." . . . **Joe Ryan**, WALL, Middletown, N. Y., looking for a new theme for his disk show. . . . **Warren Ihlenfeld**, program director and deejay on WISR, Butler, Pa.; **Merle Osborn**, television engineer with WTOF, Washington, and **Richard May**, of Trader's Music Store, Butler, are spending a vacation jaunt touring the Midwest with a swing thru Canada.



# THE BILLBOARD Music Popularity Charts

## • The Billboard Picks

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

- COME ON-A MY HOUSE**..... Rosemary Clooney ..... Columbia 39467  
 An exciting performance by Miss Clooney and a small combo combining for a rousing, live sound makes this semi-calypsso tune authored by William Saroyan and his cousin a sock item
- I WISH I NEVER HAD SEEN SUNSHINE**..... Les Paul-Mary Ford ..... Capitol 6311  
 "Sunshine" is a mournful hillbilly song with deep feeling by the thrush and guitarist in one of their familiar multiple duo jobs. Paul does "Josephine" instrumentally with his umpteen guitars for a solid two-sider.
- SWEET VIOLETS**..... Dinah Shore ..... RCA Victor 20-4174  
 Miss Shore and a chorus register with a Charley Grean-Cy Coben rewrite of a familiar oldie. Henri Rene chips in with an effective orking.

## • 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:

- MORNING SIDE OF THE MOUNTAIN..... Paul Weston Ork. .... Columbia 39424
- GOOD MORNING, MR. ECHO..... Jane Turzy ..... Decca 27622
- SHANGHAI..... Doris Day ..... Columbia 39423
- VANITY..... Don Cherry ..... Decca 27618
- WONDROUS WORD OF THE LORD..... Ken Carson ..... Bibletone 770
- HEART OF MY HEART..... Frankie Laine ..... Mercury 5656
- DO YOU REALLY LOVE ME?..... Tony Martin ..... Victor 20-4619
- GONE FISHIN'..... Bing Crosby-Louis Armstrong. Decca 27623
- MY TRULY, TRULY FAIR..... Freddy Martin ..... Victor 20-4159

## • 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:

- GOOD MORNING, MR. ECHO..... Jane Turzy ..... Decca 27622
- GONE FISHIN'..... Bing Crosby-Louis Armstrong. Decca 27623
- SHANGHAI..... Doris Day ..... Columbia 39423
- VANITY..... Don Cherry ..... Decca 27618
- WANG WANG BLUES..... Ames Brothers ..... Coral 60489
- BLACK BALL FERRY LINE..... Percy Faith Ork ..... Columbia 39426
- LONELY LITTLE ROBIN..... Mindy Carson ..... Victor 20-4151
- OCEAN OF TEARS..... Kay Starr-Tennessee Ernie. Capitol 1567
- THERE'S NO BOAT LIKE A ROW BOAT..... Perry Como ..... Victor 20-4158

## • 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:

- I GET IDEAS..... Tony Martin ..... Victor 20-4141
- GONE FISHIN'..... Bing Crosby-Louis Armstrong. Decca 27623
- MISTER AND MISSISSIPPI..... Dennis Day ..... Victor 20-4140
- THERE'S A BIG BLUE CLOUD..... Perry Como ..... Victor 20-4158
- BECAUSE OF YOU..... Tony Bennett ..... Columbia 39362
- I'M TRULY IN LOVE AGAIN..... Henri Rene Ork-April Stevens. Victor 20-4148
- MY TRULY, TRULY FAIR..... Freddy Martin Ork. .... Victor 20-4159

## • 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:

- SOMETHING OLD, SOMETHING NEW..... Eddy Arnold ..... Victor 21-047c
- DON'T FOOL AROUND..... Stuart Hamblen ..... Columbia 20827
- IF TEARDROPS WERE PENNIES..... Carl Smith ..... Columbia 20825
- LONELY LITTLE ROBIN..... Elton Britt ..... Victor 20-4151
- TENNESSEE HILLBILLY GHOST..... Red Foley ..... Decca 46317
- TENNESSEE HILLBILLY GHOST..... George Morgan ..... Columbia 20822
- I'M HOG WILD CRAZY OVER YOU..... Grandpa Jones ..... King 948

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QUARTET

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QUARTET

**PRETTY EYED BABY**  
**YOU MADE ME LOVE YOU**

78 RPM — MGM 10967  
 45 RPM — MG K10967

## WOODY HERMAN

BY GEORGE

78 RPM — MGM 10975 • 45 RPM — MGM K10975

## WOODY HERMAN

and his Orchestra

**IT ISN'T EASY**

78 RPM — MGM 10975 • 45 RPM — MGM K10975

## HANK WILLIAMS

**HEY, GOOD LOOKIN'**  
**MY HEART WOULD KNOW**

78 RPM — MGM 11000  
 45 RPM — MGM K11000

## HANK WILLIAMS

**HOWLIN' AT THE MOON**  
**I CAN'T HELP IT**

78 RPM — MGM 10961  
 45 RPM — MGM K10961

## TOMMY EDWARDS

**THE MORNINGSIDE OF THE MOUNTAIN** ✓ F'R INSTANCE

78 RPM — 10989 • 45 RPM — MGM K10989

## TOMMY EDWARDS

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

### The Categories

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
<b>POPULAR</b>					
<b>JOHNNY DESMOND-MONICA LEWIS (Tony Mottola Ork)</b>					
<b>Out o' Breath</b> MGM 10992—Material here is a prime example of Tin Pan Alley at its very best. Miss Lewis and Desmond hand the ditty a bright go.		85--86--85--84			
<b>I'm Glad I Gave It Up for You</b> More slick material here gives the pair a chance to cavort thru a breezy rendition.		81--83--81--80			
<b>LES BAXTER ORK (Sue Allen)</b>					
<b>Vanity</b> CAPITOL 1584—One of the most promising of the new ballads is handsomely showcased by the Baxter ork and chorus, featuring an attractive solo effort by thrush Sue Allen.		83--85--83--81			
<b>The World Is Mine Tonight</b> (Dick Beavers) Tenor Dick Beavers belts out a big, attractive rendition of the concert fave.		77--80--76--75			

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ORIGINAL

### FIVE BLIND BOYS-JACKSON HARMONEERS

#### Billboard Record Reviews

**SPIRITUAL**

ARTIST	TUNES	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
<b>ORIGINAL FIVE BLIND BOYS (Jackson Harmoners-Archie Brownlee)</b>					
<b>Old Ship of Zion</b> PEACOCK 1552—This first-rate spiritual group really ups the pulse beats with a rock-and-roll-'em go which should prove a big winner in its field. Could also pick up a slice of the regular r & b market.		85--85--85--85			
<b>In This World Alone</b> Another tremendously spirited effort by this splendid unit.		82--82--82--82			

**SISTER JESSIE MAY RENFRO—With Soul Sings**

<b>SISTER JESSIE MAE RENFRO</b>					
<b>Rock of Ages Hide Thou Me</b> PEACOCK 1571—The Sister projects a slow rock as she reels off a fine spiritual in a persuasively reverent manner.		77--79--75--NS			
<b>A Wonderful Savior</b> Sister Jessie Mae shows a considerable and distinctive talent for spiritual shouting. Her effort here is strictly top drawer. She is recorded splendidly.		81--82--80--NS			

**JUST RELEASED**

**Rev. I. H. GORDON and the ORIGINAL FIVE BLIND BOYS in**

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LABEL AND NO.	ARTIST	COMMENT TUNES	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
<b>POPULAR</b>						
<b>OWEN BRADLEY QUINTET (Beasley Sisters)</b>						
<b>Didn't Yer Mother Ever Tell Ya Nothin'?</b> CORAL 60507—The Bradley group and gals had a light bounce reading to a happy little ditty.		76--79--74--76				
<b>Mister Honky-Tonk</b> (Dottie Dillard) Bradley foregoes his Hammond organ for the rag-time piano on this two-beat waxing. Dillard gal hands the lyric a light brush.		75--78--73--75				
<b>TOMMY TUCKER ORK</b>						
<b>Do You Really Love Me?</b> MGM 11003—The Tucker crew maintains a fine mood thru a polished dance band version on the likely new ballad. Band's vocal group displays a smooth blend.		78--80--77--78				
<b>Any Old Time You Say</b> (Karen Rich) More good dance wax. Band and vocal group are teamed in a bright reading of a pleasant new ditty.		76--76--76--76				
<b>TONY MARTIN (Henri Rene Ork)</b>						
<b>Do You Really Love Me?</b> VICTOR 20-4169—The Martin pipes sound particularly potent on this three-times dubbed reading of a fine new ballad. Could be a big one.		87--87--87--87				
<b>Tell Me</b> Ballad adapted from an Italian tune gets a sock rendition from Martin in a big-voiced, virtuosic interpretation. Rene ork's backing in concerto style is first-rate. A powerful disk.		88--88--88--88				
<b>THE FONTANE SISTERS</b>						
<b>Moon June Spoon</b> VICTOR 4168—The gals have a cute disk here as they harmonize on a fluffy little ditty. Ork and whistling background lend an assist.		74--76--73--74				
<b>The Rhumba Boogie</b> Pop version of Hank Snow's c & w hit. The femme trio does well with the lyric as the ork keeps it moving with a good beat.		75--77--74--75				
<b>HUGO WINTERHALTER ORK (Stuart Foster)</b>						
<b>Wave To Me, My Lady</b> VICTOR 20-4167—Frank Loesser and Willie Stein have fashioned a likely new verse-chorus ballad based on a familiar folk ditty. Foster does a neat job as lead voice with the Winterhalter chorus.		84--84--84--84				
<b>The Mule Driver</b> A well-known Latin American melody is the basis of a fine Winterhalter arrangement using the chorus as a section of the ork. An ear-appealing disk.		79--80--77--78				
<b>WAYNE KING ORK</b>						
<b>The World Is Your Balloon</b> VICTOR 20-4170—Gal trio handles the vocal on this danceable dinking of the tune from the ill-fated "Flahooley."		68--72--65--67				
<b>My Magic Heart</b> A mixed chorus renders the vocal on the waltz. Danceable in the typically Wayne King manner.		71--73--69--71				
<b>EDDIE "PIANO" MILLER (The Balladeers)</b>						
<b>Way Up the Hudson</b> RAINBOW 135—The honky Miller piano, gang-sing chorus and bones-like rhythm combine on an effective dinking of a new waltz with a lilt.		74--75--70--78				
<b>He Put In a Bar in the Back of His Car</b> Funny hunk of material here is given a rousing reading from the chorus and Miller. Questionable, tho, whether it's suitable deejay material because of the drinking-driving theme.		83--NS--82--84				
<b>RAY SMITH (Marlin Sisters)</b>						
<b>Rose of Old Monterey</b> CORAL 60509—Smith and the gals combine on chanting an attractive new Western waltz. Okay c & w dinking; fair pop wax.		70--72--70--71				
<b>Just a Few Miles From Home</b> Same comment on an agreeable tune of Tin Pan Alley genre.		73--73--72--74				
<b>FRANKIE LAINE (Harry Geller Ork)</b>						
<b>You Left Me Out in the Rain</b> MERCURY 5656—Laine chants a bounce ditty with a hoked-up instrumental chorus adding to the interest.		76--76--76--76				
<b>The Gang That Sang Heart of My Heart</b> Laine, accompanied by piano, bass and guitar, tackles another oldie here. The result, an off-the-cuff reading, is a lively, ear-catching side.		84--84--83--85				
<b>RALPH MARGERIE ORK (The Meadowlarks)</b>						
<b>You Better Stop Telling Lies About Me</b> MERCURY 5657—Typical Tin Pan Alley novelty ditty gets a bouncy reading from the ork and vocal group. Neat two-beat instrumental chorus keeps it moving.		76--79--74--76				
<b>Didn't Your Mother Ever Tell Ya' Nothin'?</b> (Doris Drew-Bob Connolly) Okay reading of the lightweight but attractive new ditty. Drew gal and Connolly team for the cute vocal.		76--79--72--76				
<b>ALEXANDER BROS. (Harry Geller Ork)</b>						
<b>Music in My Heart</b> MERCURY 5653—Male team is warm and effective in their rendition of the 4/4 adaptation of a "Fladermaus" waltz. Geller's stringfull orking maintains the mood.		74--74--74--74				
<b>The Same Old Me</b> Boys sound particularly warm and smooth on an excellent new ballad.		74--74--74--74				
<b>JOHNNY CORVO (The Moonbeams-Paul Allen Ork)</b>						
<b>There's a Big Blue Cloud</b> CLIPPER 1010—The smooth-voiced Corvo does a fine job in handling a ditty that's very active via the Como disk. Ork and chorus lend a fine assist. This was the original waxing of the tune.		75--80--72--73				
<b>Hello, Mom? It's Me, I'm Home!</b> Ode to a G.I.'s seven-day leave is much too inconsequential to matter despite an okay reading from Corvo, ork and chorus.		55--58--53--55				
<b>JOE MOONEY &amp; TRIO</b>						
<b>Long Ago Last Night</b> CAROUSEL 2003—Mooney's first dinking since his Decca days proves that he still has a way with a lyric. Trio is Hammond organ, bass and guitar. Tune was previously tried as a pop.		73--77--70--72				
<b>Crazy She Calls Me</b> Another ditty previously tried to only minor success gets a highly stylized Mooney reading. Not enough of the intriguing instrumental sound here.		72--75--70--71				
<b>RUSS MORGAN ORK</b>						
<b>The Wang Wang Blues</b> DECCA 27629—Morgan does an old-fashioned jazz instrumental on the blues in a Goldkette type approach, featuring a Bixian horn solo. Nostalgically pleasant, but little current commercial value.		70--74--69--67				
<b>Sophisticated Swing</b> Delightfully ingenious arrangement of the Will Hudson piece, taken at a slow tempo with Ellingtonian touches.		74--75--74--73				
<b>ANDREWS SISTERS (Gordon Jenkins Ork)</b>						
<b>I'm In Love Again</b> DECCA 27635—Patty Andrews and the Jenkins ork-chorus touches make a striking job of this breathless romancer. Could give the Henri Rene-April Stevens original a good run for the \$.		88--88--88--87				
<b>It Never Entered My Mind</b> For sheer quality, this is one of the best pop efforts in many moons. Patty delivers hugely on a grand Rogers-Hart ballad oldie, with Jenkins contributing his best. May register despite its sophistication.		86--86--86--86				
<b>LAWRENCE WELK (Roberta Linn-Garth Andrews-Sparklers)</b>						
<b>Sad and Lonely</b> CORAL 60514—The Roberta Linn-Garth Andrews dueting combined with the Welk ork and chorus add up to a neat rendition of an attractive alternating verse and chorus waltz.		83--83--82--84				
<b>Irving</b> (The Modernaires) Much light humor in this novelty ditty dedicated to all the Irvings. Should get spins.		75--77--73--74				

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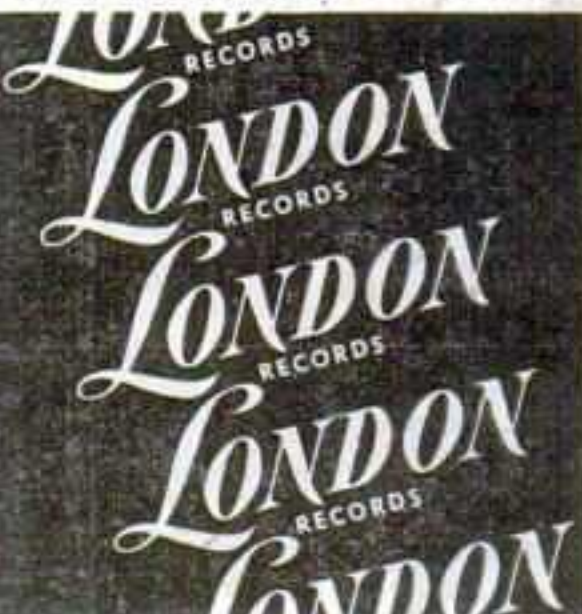
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# THE BILLBOARD Music Popularity Charts

## The Honor Roll of Popular Songwriters

By Jack Burton

### No. 96—CLIFF FRIEND

If he had the mind to do so, Cliff Friend might challenge George M. Cohan's title of the Yankee Doodle Boy of Tin Pan Alley, and the genealogical charts would bear him out since Cliff springs from pioneer American stock and is a member of the FFO—the First Families of Ohio.

His great-great grandfather collected taxes for the English king in the crown colony of Virginia, while his great grandfather emigrated from the Old Dominion State into the Northwest Territory at the close of the Revolutionary War and established a homestead near the frontier settlement of Losantville, which later was re-named Cincinnati.

It was on this farm that Cliff was born October 1, 1893, the youngest member of a family of 10 children—eight brothers and two sisters—and all musical. This common talent probably stemmed directly from Cliff's father who, after serving as a colonel in the union army during the Civil War, played first violin in the orchestra pit of the old Woods Theater in Cincinnati during the era when Edwin Booth was the great tragedian of the American stage.

Cliff taught himself to play the piano at the age of eight, and later enrolled at the Cincinnati Conservatory of Music with the idea of becoming a concert pianist, but an advanced case of tuberculosis interrupted his studies and three years in an Arizona sanitarium put an end to his dream of becoming another Paderewski.

In switching his affections from classical to popular music, Cliff Friend met up with another Cincinnati boy with theatrical ambitions, Harry Richman, and they formed a team that played the vaudeville theaters of Ohio and finally landed on the Pacific Coast where they worked as entertainers at Baron Long's roadhouse along with Buddy DeSylva, who strummed a ukulele as a member of a synthetic Hawaiian band.

Al Jolson caught their act and liked it and finally convinced them they had the stuff that keeps the lights shining on Broadway provided they were willing to strive and starve for recognition. And that's just what Cliff Friend and

Harry Richman did for the next two or three years—strive and starve—with Jolson insisting they take a century banknote now and then to tide them over.

Jolson also was instrumental in having several of Cliff Friend's early songs introduced in *Bombo*, *The Passing Show* and other Winter Garden productions and, in 1922, Cliff saw his first big hit, *You Tell Her—I Stutter*, displayed on the popular song racks of the Broadway music stores. He also had what Tin Pan Alley calls a sleeper in *Lovesick Blues*, all rights to which he sold for \$500 when he had but 40 cents in his pockets. Only a year ago, *Lovesick Blues* sold better than 2,000,000 records, and an astute music publisher's \$500 investment was parlayed into a \$35,000 profit.

With a song hit to his credit and definitely off Al Jolson's cuff, Cliff Friend embarked on an around-the-world vaudeville tour. This included the leading English music halls and the Hippodrome in Paris and Berlin, and earned him next-to-headline billing in Johannesburg, Bombay, Sydney, Singapore, Shanghai and Honolulu. On his return to the United States he justified Jolson's faith in him by writing such top sellers as *June Night*, *Mama Loves Papa*, *Then I'll Be Happy*, *How I Love You*, *Tamiami Trail* and *When the Pussywillow Whispers to the Catnip*.

Being born of resolute pioneer stock, Cliff Friend met the challenge of the depression years by continuing to write hits, starting with *Freddie the Freshman*, and seguing into *When My Dream Boat Comes Home*, *The Broken Record*, *Wah-Hoo*, *The Merry-Go-Round Broke Down* and *I Must See Annie Tonight*. During the past decade he has contributed *Trade Winds*, *Don't Sweetheart Me* and *Time Waits for No One* to the list of top-rated songs.

Born and raised on a farm, Cliff Friend still lives on the broad acres his great grandfather hewed out of the wilderness back in 1798. He is one of the few farm boys that have made good in Tin Pan Alley, which recruits most of its notables from teeming cities.

### CLIFF FRIENDS' BEST KNOWN SONGS AND AVAILABLE RECORDINGS

- Popular Songs**
- 1919—**STRAVA-NADA**  
Lyrics by Sidney Clare.
  - 1920—**NAUGHTY EYES**  
With Harry Richman.
  - 1922—**O-O ERNEST**  
Lyrics by Sidney Clare and Harry Tobias.  
**YOU TELL HER, I STUTTER.**  
Lyrics by Billy Rose.  
(Available on Victor record 21-0308, Homer and Jethro.)  
**LOVESICK BLUES**  
Lyrics by Irving Mills.  
(Available on the following records: MGM 10352, Hank Williams; Decca 46168, Eddie Crosby.)
  - 1923—**BLUE HOOISER BLUES**  
With Abel Baer, Leo Feist, Inc.  
**CHILI BOM BOM**  
With Walter Donaldson, Bourne, Inc.

- 1924—**(GIVE ME THE) JUNE NIGHT**  
With Abel Baer, Leo Feist, Inc.  
(Available on Mercury record 5309, Cliff Edwards.)  
**LET ME LINGER LONGER IN YOUR ARMS**  
With Abel Baer, Leo Feist, Inc.  
**MAMA LOVES PAPA**  
With Abel Baer, Leo Feist, Inc.  
(Available on the following records: Columbia 38741 (1-565), Tony Pastor; Tower 1470, Skip Farrell with Danny Cassella orchestra.)  
**THERE'S YES, YES, IN YOUR EYES**  
With Joseph Santly, Remick Music Corp.  
**BIG BUTTER AND EGG MAN**  
Lyrics by Sidney Clare and Joseph Santly.  
(Available on Capitol record 1005, Dottie O'Brien.)
- 1925—**THEN I'LL BE HAPPY**  
Lyrics by Lew Brown and Sidney Clare.  
Bourne, Inc.  
(Available on Capitol record 15298, Peggy Lee.)  
**WHERE THE LAZY DAISIES GROW**  
Remick Music Corp.  
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Lyrics by Lew Brown, Bourne, Inc.  
**LET IT RAIN, LET IT POUR, I'LL BE IN VIRGINIA IN THE MORNING**  
With Walter Donaldson, Leo Feist, Inc.
- 1926—**ELSIE SCHULTZENHEIM**  
With Abner Silver, Bourne, Inc.  
(Available on Capitol record 834, Benny Strong.)

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With Joseph Santly, Remick Music Corp.  
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**HELLO, BLUEBIRD**  
Remick Music Corp.  
**WHEN THE ONE YOU LOVE LOVES YOU**  
With Abel Baer and Paul Whiteman, Leo Feist, Inc.
- 1927—**WHEN THE PUSSYWILLOW WHISPERS TO THE CATNIP**  
Remick Music Corp.
- 1928—**MY BLACKBIRDS ARE BLUE-BIRDS NOW**  
Lyrics by Irving Caesar, Leo Feist, Inc.  
Lyrics by Irving Caesar, Leo Feist, Inc.  
(Available on Happiness record 106, Joey Nash and Ted Eddy Band.)
- 1929—**SATISFIED**  
Lyrics by Irving Caesar, Leo Feist, Inc.  
I'LL CLOSE ME EYES TO THE REST OF THE WORLD  
Remick Music Corp.
- 1931—**FREDDIE THE FRESHMAN**  
Lyrics by Dave Oppenheim, M. Witmark & Sons.  
**I WANNA SING ABOUT YOU**  
With Dave Dreyer, Bourne, Inc.
- 1932—**JUST BECAUSE YOU'RE YOU**  
YOU'VE GOT ME IN THE PALM OF YOUR HAND  
With Jimmy Monaco, Lyrics by Edgar Leslie, Bregman, Vocca & Conn, Inc.
- 1934—**FRECKLE FACE, YOU'RE BEAUTIFUL**  
With Carmen Lombardo, M. Witmark & Sons.  
(Available on London record 569, Sherman Hayes.)
- 1936—**WHEN MY DREAM BOAT COMES HOME**  
With Dave Franklin, M. Witmark & Sons.  
(Available on Decca record 24080 in A-1937, Roy Ross orchestra; Signature 15277, Jimmy Sanders.)  
**IT'S THE GYPSY IN ME**  
With Charles Tobias, Shapiro, Bernstein & Co., Inc.  
**THE BROKEN RECORD**  
With Charles Tobias, Chappell & Co., Inc.  
**WAH-HOO**  
Crawford Music Corp.
- 1937—**THE MERRY-GO-ROUND BROKE DOWN**  
With Dave Franklin, Harms, Inc.  
**EVERYTHING YOU SAID CAME TRUE**  
With Dave Franklin, Remick Music Corp.  
**YOU CAN'T STOP ME FROM DREAMING**  
With Dave Franklin, Remick Music Corp.  
(Available on London record 606, H. Brandon orchestra.)
- 1938—**TWO DREAMS GOT TOGETHER**  
With Dave Franklin, Remick Music Corp.  
**WILL YOU REMEMBER TONIGHT TOMORROW?**  
With Dave Franklin, Bregman, Vocca & Conn.  
**I'M BUILDING A SAILBOAT OF DREAMS**  
With Dave Franklin, Shapiro, Bernstein & Co.  
**I MUST SEE ANNIE TONIGHT**  
With Dave Franklin, Bregman, Vocca & Conn.  
(Available on Decca record 24090 in A-1939, Basil Fomeen orchestra.)  
**CONCERT IN THE PARK**  
M. Witmark & Sons.
- 1940—**TRADE WINDS**  
With Charles Tobias, Harms, Inc.  
(Available on the following records: Decca 24094 in A-1940, Charles Baum orchestra; Decca 25024, Bing Crosby; Columbia 17448-D, Nelson Eddy.)  
**CONFUCIUS SAY**  
With Carmen Lombardo.
- 1942—**WE DID IT BEFORE AND WE CAN DO IT AGAIN**  
With Charles Tobias, M. Witmark & Sons.
- 1944—**DON'T SWEETHEART ME**  
With Charles Tobias, Advanced Music Corp.
- 1946—**YOU PUT A SONG IN MY HEART**  
Mayfair Music.
- 1949—**TWO LITTLE NEW LITTLE BLUE LITTLE EYES**  
With Teddy Powell, Edwin H. Morris & Co.  
(Available on the following records: Victor 20-3455 (47-2919), Perry Como; Capitol 57-679, Gordon MacRae; MGM 10480, Johnny Desmond.)
- 1950—**YOU MISSED THE BOAT**  
With Charles Tobias, Remick Music Corp.  
(Available on the following records: Mercury 5357, Kitty Kalien; MGM 10629, Betty Garrett and Larry Parks; Victor

### PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (\*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

- 20-3694 (47-3218), Lisa Kirk; Columbia 38723 (1-549), Dick Jurgens.)  
**YOU'RE GETTIN' A GOOD GIRL**  
Fred Rose Music Co.  
(Available on MGM record 10692, Carolina Cotton.)  
**YOU ARE MY LOVE**  
With Dave Franklin, Remick Music Corp.  
(Available on Capitol record 969, Jo Stafford and Gordon MacRae.)

### Stage Songs and Scores

- 1921—**BOMBO**  
A Winter Garden revue starring Al Jolson.  
OH, HOW SHE CAN DANCE  
SOME BEAUTIFUL MORNING  
LET THE LITTLE JOY BELLS RING
- 1921—**THE FASHION SHOWS OF 1921**  
I WISH I HAD A GIRL LIKE YOU  
IF YOU HAVE A GIRL WHO LOVES YOU (LEAVE THE OTHER GIRLS ALONE)
- 1921—**THE MIDNIGHT ROUNDERS**  
With Eddie Cantor and Jane Green.  
OH, DEAR!  
LET YOUR CONSCIENCE BE YOUR GUIDE
- 1929—**GEORGE WHITE'S SCANDALS OF 1929**  
A revue with book by W. K. Wells and George White, and presented by a cast that included George White, Willie and Eugene Howard, Frances Williams, Mitchell and Durante and the Elm City Four, Harms, Inc.  
SITTING IN THE SUN  
BOTTOMS UP  
YOU ARE MY DAY DREAM  
DROP YOUR KERCHIEF  
LOVE BIRDS  
EIGHTEEN DAYS AGO  
By DeSylva, Brown & Henderson.  
STEP BY STEP, MILE BY MILE I'M I'M MARCHING HOME TO YOU  
By Al Lewis, Al Sherman and Abner Silver.  
BIGGER AND BETTER THAN EVER
- 1931—**EARL CARROLL'S VANITIES OF 1931**  
A revue with Will Mahoney, William Demarest and Mitchell and Durante. Robbins Music Corp.  
IT'S GREAT TO BE IN LOVE  
I GOT ANTS IN MY PANTS

### Film Songs

- 1932—**THE CROONER**  
A First National picture with David Manners, Ann Dvorak, Ken Murray and Guy Kibbe. Lyrics by Irving Caesar, M. Witmark & Sons.  
**SWEETHEARTS FOREVER**
- 1938—**CROSS MY HEART**  
A Paramount picture with Betty Hutton and Sonny Tufts. Bregman, Vocca & Conn.  
**DREAM SWEETHEART**  
With Dave Franklin.
- 1944—**SHINE ON HARVEST MOON**  
A Warner Bros. picture with Ann Sheridan and Dennis Morgan. Remick Music Corp.  
**TIME WAITS FOR NO ONE**  
With Charles Tobias.  
(Available on Sonora record 1090, Mark Warnow orchestra.)

## "Buyer Beware"

Continued from page 10

four powerhouse hits might emerge from the respective shows. Another reason is the sheer prestige of these top writers, plus strong publisher pressure. This pressure brought to bear especially by playing off one diskery against the other in the early bidding for cast album rights.

In the case of Frank Loesser, he commands strong respect from the disk companies because of his impressive achievements as one of the finest of the newer generation of pop tune writers. Furthermore, and simply, the a. & r. consensus on *Dolls* was that the score had a promising pop potential.

### Doldrums Ahead

However, the records, with the two exceptions noted, failed to pan out. When, later in the season, scores like that of *Tree, Flah-ooley, Make a Wish* and other musicals were proffered, the diskeries turned a cold shoulder, offering token coverage only. It's safe to conjecture, from diskery comments on the situation, that even more discrimination will be exercised when future musicals come up.

The show publishers have been beefing about this new wariness, because of their special status as the custodians of works of respected, wealthy, and powerful production writers. These top-notchers generally take the attitude that their songs are tailored with only one thing in mind—their suitability and aptness in the dramatic situation. They consider it mandatory for the publisher to add the fillip of commercial hit-dom to these tunes, despite the fact that they weren't written with the pop market in mind.

The publisher can't rationalize his failure to convert these show tunes into pop hits by explaining to the writers that this is an era of soundies, gimmicks, hillbillies and refurbished children's songs.

It will be interesting to see how the diskeries react to the next score by one of the select group of super-dreadnaught production writers. Trade opinion is that these shows will continue to get close to saturation coverage, if only "from fright," but that shows by even the best second-line name writers will get the same brush they did this season.

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## AGVA CONFAB MOUNTAIN HEAVES, MOUSE IS BORN

### Full Agenda Gets Merry Brushoff As Feudin' Takes Top Priorities

By BILL SMITH

NEW YORK, June 16.—The fourth annual convention of the American Guild of Variety Artists began on a dignified note Thursday (7) and ended late Monday (11) with all the delegates congratulating themselves on the "great job AGVA had done and would continue to do in the future."

It started off with Billy Grubbs, Detroit branch topper, introducing Father Casey, who gave the invocation, followed by Detroit Police Inspector Herbert Case giving the welcoming address. From then on it was slug daily from 10 a.m. to

as late as 2 a.m., with every delegate sounding off indignantly and others yelling for point of privilege or whatever suited them.

Gus Van, president and convention chairman, did a masterful job of controlling some 40-odd performers who fought constantly so they could get on.

The first fracas occurred at the reading of the treasurer's report by Jackie Bright. The financial statement was well documented, but so complex that few could understand it. The welfare report came next, and the sum total of that was that branches demanded a larger share in the welfare fund

totaling some \$58,000. It was finally decided that branches heretofore entitled to \$100 in their welfare revolving fund would get \$200; while Los Angeles, Chicago and New York, heretofore entitled to \$500 each (due to greater membership), would get \$1,000 apiece.

The major issues that many delegates came loaded for were neatly sidestepped by the delegates themselves. A raise in dues, anti-discrimination, increased employment, television's closed theater circuits, working conditions and other equally important matters on an overloaded agenda were either referred to the national board (which convened immediately after the convention) or never brought up.

(The national board usually doesn't have a quorum, so matters are referred to the national executive board, which also suffers from a lack of quorum. So four or five people plus the administrator plus his assistants "solve" the whole thing.—Editor)

Lee Vs. Connor

The agreements entered into by AGVA with Entertainment Managers' Association and Artists Representatives' Association blew up a terrific storm. Vic Connor, national representative of outdoor activities and negotiator, was questioned sharply by Gypsy Rose Lee, New York delegate and AGVA officer, about the contracts which AGVA had entered into. After a lengthy explanation, Miss Lee was asked if she were satisfied.

"I am not," she replied indignantly. "I'm sitting here ready to blow my top."

Miss Lee flatly charged that as  
(Continued on page 40)

## AGVA'S EXTRA ADDED

### Harum-Scarum, Pique And Pepper in Detroit

DETROIT, June 16.—From the American Guild of Variety Artists' confab—"The convention costs me a lot of money," said Billy Lee. "I had to give up work and I pay alimony." . . . Joe Smith's wire: "If I'm now a migratory worker, does that mean I'm a wild goose?" . . . Gus Van's indignant instructions to delegates who complained about Walter Winchell's benefits but wanted to keep his name off

the record: "I'm sick and tired of this off-the-record stuff. If you've got a beef against Winchell or anybody else, let it be on the record or don't say anything." Dave Karp, local boxer and AGVA member, almost broke up the convention when he came in with big bags of fruit for the members.

"A point of privilege," was the common cry. Red Buttons, demanding the floor, yelled, "A point of harum-scarum!" . . . Because the convention instructed Al Westbrook to compile rules for membership, Henry Dunn, in a fit of pique, phoned New York and ordered Westbrook's desk moved out of Dunn's office. . . . Somebody suggested a talent test for potential AGVA members. Gypsy Rose Lee objected. "I can't dance and I can't sing—so what happens. . ."

Alan Gale, in explaining why he talked so much, said he had to because some delegates (pointing to one) . . . sit there and never open their mouths." Later in the session the delegate pin-pointed by Gale asked him, "Gee, why d'ya have to mention my name so it goes in the minutes? If my members hear of this, they'll think I don't work for them and will never send me again."

Gus Van: "It's very funny to hear 12 guys all talking at once. Sounds like one of my old records." During one heated moment, Van, who was taking down the names of those who wanted to speak, yelled at the others who raised their hands: "I can't let everybody talk at the same time. If your name is on this four-letter adjective bill you'll get a chance!" Everybody roared. . . . When nominations for the national board started, Earl Warner, New Orleans, turned to Gypsy Rose Lee, saying, "Miss Lee, will you nominate me? My term expires and nobody else will." Terri Andre, San Francisco, nominated him and Miss Lee seconded. Warner jumped up, announcing, "Ah'll accept!" Jackie Bright, New York, said, "Sit down, ya crumb, you'll accept anything." "Well, ah will," replied Warner.

"There's nothing like an orderly convention," said one delegate. "And that's what this is—nothing like an orderly convention!"

## Steinman Exits As Club Shuts

PHILADELPHIA, June 16.—The closing tonight of the Latin Casino's main dining room for the summer, keeping only the cocktail lounge open, also marks the complete exit of Harry Steinman, who served in various capacities as manager, owner and talent buyer of the room the past five years. Steinman, who originally had the photograph concession in the room until he moved up as manager for the late Max (Milky) Tickner, severed connections with the club after the opening of the week's new bill Monday (11).

Steinman took the room over after Tickner, who was always the "silent" owner, stepped out. Tickner died of a heart attack Sunday (10). After several so-called "silent" partnerships, which included associations with Label Spiegel, owner of the Rainbow Room (nee Little Rathskeller), and ticket broker Oscar Glassman, Tickner sold his interest, including the liquor license, earlier in the year to Dallas Gerson, who also operates the Coronet catering establishment. David Dushoff is associated with Gerson, who takes over Steinman's chore of purchasing talent. The William Morris agency has been the principal booker for the room for years, setting a string of names. The policy is expected to be continued with the relighting of the main room in mid-September.

Steinman will still keep his interest in the cafe field for the summer months with Skinny D'Amto in Atlantic City's 500 Club.

## Carroll To Spring With New Policy

HOLLYWOOD, June 16.—In an effort to reopen with a paying revue, Earl Carroll owner, Frank S. Hofues, is considering three plans, one of which he hopes to relight with early next month. They are a revue with a name act, part of which would be tele filmed for Eastern distributions; a musical comedy at a price which would include dinner, and dinner plus first-run films. Latter is believed to be the first such venture.

Hofues said he is interested in television and would like to film part of his show. Estimates are not yet complete as to what it would take to follow thru such an idea.

## Strip City Acquires H'wood Trade Winds

HOLLYWOOD, June 16.—Inglewood, Calif., already a hub of activity as the home of Hollywood Park race track, received an added hypo this week when owners of Strip City, local burly house, bought the Trade Winds, with plans to install a strip show similar in layout to their present peel parlor. Winds filed bankruptcy recently and previous to the suit ran the city's lone burly club. Spot reopens Friday (22).

New owners, Maynard Sloate, Joe Abrahams and Bill Robinson, will shuffle acts from Strip City to the new house. Initial show will feature Maiden and the Monster. Trio's lease is for 10 years.

## TAKE YOUR PAY IN TELE SETS

NEW YORK, June 16.—George DeWitt was approached by Tony Ford, local indie agent, to do a television guest shot.

"There's no dough in it," said Ford, "but if you do your act I'll see that you get a 19-inch set."

"I should do my whole act for a 19-inch set!" replied DeWitt.

"Okay, okay," said Ford. "Do half your act and I'll get you a 17-inch set."

## Show of Shows Gets Top 69G At Chi House

CHICAGO, June 16.—Auguring a successful summer operation, the first of a series of big-name headline shows, which closed at the Chicago Theater here Thursday (14), set a new high for the year when the live version of National Broadcasting Company's TV ailer, *The Show of Shows*, starring Sid Caesar and Imogene Coca, racked up a nifty \$69,000.

With seats in the 4,200-capacity Balaban & Katz house priced at 50 to 98 cents daily, the Max Liebman troupe topped the previous high for this year, \$65,000, set by Josephine Baker.

Remainder of the cast included Bill Hayes, the Billy Williams Quartet, Carl Reiner and the Hamilton Trio, all regulars on the Saturday night TV show.

Success of the TV package, despite two days of consistent rain, provides an optimistic outlook for the Loop house, which has booked a solid array of high budgeted shows thru Labor Day.

## Chi Theater Tries For Summer Dollar

### Parlays Strong Pix With Top Acts To Offset Terrific TV Competition

CHICAGO, June 16.—With over 60 theaters shuttered here last winter and most nabe houses slashing admissions, Chicago Theater is planning an all-out drive to draw full houses over the summer. Program is based around the booking of strong pix plus top acts which have previously demonstrated their drawing power at the Chi box office.

Already set by Booker Harry Levine are the following—who fill out the pattern started by the current bill topped by Nat King Cole—the Blackburn Twins and Archie Robbins; Bob Crosby and the Modernaires, June 29; Frankie Laine, July 13; Jerry Lewis and Dean Martin, July 27, and Billy Eckstein and Milton Berle for two weeks each in August.

Wholesale Shutterings

Wholesale shutterings have hit not only all sections of the city, except the Loop, but the suburbs where there are only a smattering of theaters to handle the rapidly increasing populations. Given as the chief factor is the terrific television competition, with the fierce Chicago winter just passed getting only an assist for the diminishing payees. Too, the closing have been effected not only by the indie ops, but chain houses also have been hit.

In the past week, straight movie houses located on the North Side, one a chain and the other an indie, reported the slide continuing. The former, showing Bob Hope's *Lemon Drop Kid* and *Santa Fe*, with Randolph Scott, had a \$75 take on a Friday night. The latter drew a total of 43 customers on a Wednesday night, with Mario Lanza in *Caruso* on the single-feature bill.

Reduced Prices

Practically all nabe houses are now slugging with a "reduced prices" pitch to customers—some

## Five Hats in Prexy Ring; Lotta Veeps

NEW YORK, June 19.—Danny Thomas will be pitted against Jimmy Durante, Sophie Tucker and five others who were nominated for president of the American Guild of Variety Artists. Gus Van, the incumbent, refused to run after three years as AGVA's head.

The other candidates for the presidential office as chosen by the delegates were Jackie Bright, Georgie Price, Will Aubrey, Myron Cohen and Joe Smith.

Candidates for first veepee were Gypsy Rose Lee, Don Francisco, Larry Rio and Harry Mendoza. Second veepee names in the ring were Billy Lee, Bill Layne, Hubert Castle, Sid Marion and Jack Gwynne.

Third vice-president candidates are Don George, Vince Silk, Dick Gale, Bob Evans and Dick Ware.

Nominees for the treasurer's job were Sid DeMay, Harry Mendoza, Phil Foster, Georgie Price and Rex Weber.

## Miami Olympia May Nix Vaude For Legit Plan

MIAMI, June 16.—The Olympia Theater, one of the few remaining vaudeville houses in the United States, may soon dispense with acts because of its inability to present talent with drawing power.

Al Weiss, district supervisor for Florida State Theaters, which owns the Olympia, said this week the organization is considering replacement of vaude acts with Broadway stage hits or recent vintage, using stock companies peopled with names to attract customers. Weiss said the subject was originally broached by house booker Harry Levine and that it is "seriously being considered by us because the Olympia can't operate profitably every week."

No Dough

"In recent months," Weiss added, "the only money-maker we've had was Mindy Carson. Other headliners either had us losing money or breaking even."

"To obtain big-name acts that will fill this house we'd have to pay so much that we couldn't cover the nut." The house seats 2,170 and has been operating on a four-a-day policy for more than 25 years.

If the new legit plan materializes, Weiss said stagershow will be presented on a popular price policy, seven nights a week plus Saturday matinees. There has been increasing interest evidenced in drama in the Miami area during the past two years, with many groups endeavoring to make legit a standard Miami and Miami Beach attraction.

## Extra Added

Brief but important night club-vaudeville news

New York

Bill Miller's Riviera on July 1 will add disk jockey Hal Ross, who formerly chattered for the Latin Casino, Philadelphia. The deal was made by Harry Steinman, Latin Casino op, and Sol Tepper, local indie. . . . Fisher and Marks will get their first break when they start at the Riviera September 4 on the Lena Horne show. . . . Danny Lewis (Jerry Lewis' father) will go into the Paramount when the Martin and Lewis flicker, "That's My Boy," plays the house. The tentative date is the latter part of July.

Buddy Lester got his release from the General Artists Corporation. He's now with Dave Vine. . . . Eddie Elkort is booking the new Mounds Club, Collinsville, Ill. The original owner, Jack Langer, who sold out 10 years ago, is back as the Mounds Club

owner. . . . Larry J. O'Dell, rubber man, is doing his act on Atlantic City's Steel Pier. . . . Loew's execs are interested in a big Hal Sands unit headed by Sid Marion and Jack Norton which opened in Waterbury, Conn., last week-end and does another week-end in Bridgeport. . . . Ralph Curtis stepped out of Ethel Burns' *Melody Men* to single. . . . Walter Kirsch, ex-Hofbrau op, is operating the restaurant at the Kinsley Arms Hotel, Asbury Park, N. J. . . . Danny Hollywood's asking \$6,000 in back commissions from Dagmar. His lawyers are Goldfarb, Mirenburg & Vallon.

Here and There

The Four Dukes, male comedy team who formerly operated their own club in Detroit, moved into Canada, opening at the Commodore Tavern, Windsor, Ont.



**Palace, New York**

(Thursday, June 14)

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.

At this diner show Thursday (14) the house seemed to slumber thru the first four acts and didn't get off its hands until Joey Karter got into the second half of his act. Karter, playing fift, opened slowly and didn't connect until he did some gag imitations. Actually, his material is better than the reception he got, but when a gag failed to rumble, he made no effort to get the audience with him. He over-uses a running gag about an airplane and needs to point up his delivery more.

The stand-out on the bill is the knockabout mixed duo, the Albins, a really uninhibited low comic and a diminutive blonde who gives excellent support to his antics. They do ballroom take-offs, some chatter and the like, and scored strongly. Another well received act was Maria Neglia's solo fiddle turn, on sixth, the house going for her flashy style, especially on her closer, *Hot Canary*. She does four numbers, one too many, and would sell equally well without the mugging she introduces in her last two tunes.

Joan Brandon did fairly well, fourth, altho the customers seemed rather familiar with her pour-a-drink routine. Bits included a cane levitation, the lighted cigarette throwaway and, most effective, the eggs into the glass bit. Latter got her off to a good hand.

Slate Brothers were next to closing with their standard turn and the house liked their foolery. They have one offensive gag that certainly should be eliminated (shades of E. F. Albee), and that's their distasteful perfume gag. They're followed by the Jeffreys, a man and woman, in an acrobatic turn using rings, hand-to-hand fixed trapeze, iron jaw work and the like. They don't sell as effectively as they might, even tho their work is good. One reason may be the lighting, which fails to display them particularly well.

**Up Front**

Up front are Tenner and Betty, Phil Bennett and Jackie and the Satisfiers, opening, deucing and third. The first act is a rope spinning turn, not so hot, with standard twirling stuff. They'd add to their own effectiveness by trimming down. Bennett, on the Ken Murray TV show recently, does a good bird whistling act with his prop crew, and deserved a better mitt than he got. The Satisfiers, three men and a girl, are likewise a good act in their field and really sell their songs, aided by rousing support from the Don Albert band. They do *Funiculee*, a pop medley; a novelty, *Lydia*, and *Hawaiian War Chant*, and do them all well. The girl in the act apparently needs quite a bit of make-up; she looked quite pasty from the middle of the house.

Florence Ahn, singer, has the difficult job of following the low comedy of the Albins, but wins the sympathy of the house and gets by okay. Tunes include *Night and Day*, *Because* and a gypsy medley. Dinner show business was good. Film was *Man With My Face*.

Jerry Franken.

**Olympia, Miami**

(Wednesday, June 13)

Capacity, 2,170. Prices, 62 cents-\$1.03. Four shows daily. House booker, Harry Levine. Show played by Les Rohde's band.

While the current bill headlines warbler Rosemary Clooney, the show stopper is Mr. Ballantine. He gets his first laugh when he hits the stage, and keeps the people amused thru to the finish.

Miss Clooney, a tall, lithe blonde wearing a white strapless job cut 'way down to here, brought the wolf-whistles in addition to considerable applause for her vocalizing. The people liked her straight stuff delivered with a maximum amount of naturalness. She copped her best hand for the dreamy *Beautiful, Beautiful Brown Eyes*, and for her finish, *Darktown Boogie*.

**Darklight**

The bill opened with baton-twirler Bill Finch, who threw his light-tipped wands on a dark stage for an effective routine. The Leroy Brothers' marionettes got a healthy hand.

In the third spot are Harris and Shore. Their satirical terping is badly executed, but their chit-chat, tho not unusual, was well liked.

Herb Rau.

**Night Club-Vaude Reviews**

**La Vie En Rose, New York**

(Tuesday, June 12)

Capacity, 100. Price range, \$3.50-\$5 minimum. Shows at 8:30, 12:30 and 2:30. Operator, Monte Proser. Booking policy, non-exclusive. Publicity, Zussman-Bayne. Estimated talent budget, \$1,600.

If this new show, *Revue En Rose*, does nothing else, it demonstrates an ingenuity that has become all too rare in the presentation of cafe shows. Using puppets and live people in a musical comedy format in a story about a girl who comes to New York, sees the sights and finally settles in the city, the action is lively, imaginatively produced and novel in its presentation.

Using four pianos (two on the center stage which serve as a platform for puppets) and one each on flanking stages, the show presents five good looking young people. Dale Nunnally, a pretty brunette, is the ingenue. Ted Norman is the boy in the case. Jan Crockett, a 1950 beauty contest winner, is the wide-eyed innocent who wanders thru the big town. Olga Suarez, as lithe and graceful as ever, does ballet terps, and Sarah Lou Harris handles the sexy chants.

Frank Paris, a standard act, assisted by two lads, weaves his doll handling into the story with exciting and amusing results. A Music Hall Rockettes number, for example, has Miss Suarez as the fronter with a flock of puppets behind her going thru precision steps to give the impression of authenticity.

The show is excellent. The music and lyrics by Al Siegel are listenable and whistleable. Noteworthy were *Wacky Island of Manhattan* and *Cupid, Light on Me*. Both rate more than casual publisher attention. Direction by Jean Le Seyeux is authoritative. Choreography by June Graham was well handled.

Potential buyers looking for a different kind of package might take a look at this one.

Sonny Kendis's small outfit is rapidly becoming one of the snappiest units with solid ear appeal. Kendis's piano work is sharp, brilliant and extremely melodic.

Bill Smith.

**Charlie Ventura's Open House, Lindenwold, N. J.**

(Tuesday, June 2)

Capacity, 350. Owner, Charlie Ventura. Manager, Don Palmer. Publicity, Herb Freedman. Booking, non-exclusive. Shows at 11 and 1. Estimated talent budget this show, \$3,000.

While Ventura enjoys a large following here, the maestro offers much more than just the band. His sax pyrotechnics highlight the proceedings in and out of the show.

For the lead, and adding much levity, is Jackie Winston. He works fast and hard and scores all the way, with his best bit a hilarious hillbilly routine peppered with an Italian folk song as Lil' Abner might warble it.

Tall tapster Margo Wade woos eyes and ears with her tuneful hoofing in class style. Just as tuneful are the vocal harmonies of the Overtones, three boys and a gal, whose blend falls smoothly and rhythmically on the ears. Most effective is their vocal blending with the sax tone of the Ventura for ballad and rhythm items.

Getting the show off to a traffic-stopping start, and just as speedy for the finish, is the dazzling saxology of Ventura, from *Lover*, as an opener, to *Flying Home*, the closer.

For dancing on the raised stage it's Ventura featuring Chubby Jackson on bass. Jackson, a real virtuoso of the bull fiddle, adds incredible antics on the instrument during the floorshow as well.

For the lulls it's the keyboarding of Dorothy Wahl.

Maurie Orodener.

**Chicago, Chicago**

(Friday, June 15)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Five shows week-days; six shows week-ends. House booker, Harry Levine. Show played by Louis Basil's house band.

The Chicago tees off with a strong line-up of acts in the current package. Topping the bill is the Nat King Cole Trio. Group

(Continued on page 40)

**Copacabana, New York**

(Thursday, June 14)

Capacity, 610. Price policy, \$3.50-\$5 minimum. Shows at 8:30, 12:15 and 2:30. Operators, Jules Podell-Jack Entratter. Booking, non-exclusive. Publicity, George Evans office. Estimated talent budget current show, \$6,000.

On paper the show following Martin and Lewis doesn't look like anything. But surprisingly enough, it plays a lot better than expected. The major lift comes naturally from the headliner, Luba Malina, who was in a pretty tough spot. Not only is she the star but she also sings and competes with a lot of singing that precedes her. She came off way ahead.

For her present trip here, Miss Malina has fortified herself with some crackerjack material by Eli Bass. Some of the new numbers are parodies, but all have something in common—amusing lyrics with enough tinge of blue to be commercial in a cafe. On the show caught, the gal did seven numbers of which only one, *Ghost Riders*, was old. When she finished she was way ahead.

Don Cornell, in the middle spot, didn't project as well as in previous jobs caught. He sang well; he did a lot of tunes; he tried a little comedy, but there was no excitement. It was just a pleasant boy singer up there doing a pleasant job. The fact that there's a lot of additional singing in the show; the boy production chanter, the girl canary, didn't help put Cornell in any advantageous position. Considering his spot, plus a Copa crowd that doesn't care much for record singers, he did all right.

First act on the show was Manor and Mignon, ballroomologists. Team has picked up a lot of smoothness and ease of motion since last caught. The girl, a lovely blond, was an ideal partner for the dark-haired man. Team did three numbers, starting off fast, then into a dreamy slow one and finished with a fast up tempo for a solid performance.

The rest of the show was basically the same one that's been here for months. The girl singer, Rita Constance, was adequate; the boy singer, Bob Millar, was competent. Jean Caples, long stemmed ash-blond, was unusually good on this show. Her last dance in high-necked red tights was a tinglish affair worthy of the big applause it won.

Bill Smith.

**Roxy, New York**

(Friday, June 15)

Capacity, 6,000. Price range, 50 cents-\$1.75. Four shows daily. House booker, Sam Rauch. Producer, Arthur Knorr. Show played by Roxy house band.

Showing nothing new this time around, the Andrews Sisters, La Verne, Patti and Maxine, proceeded to go out and kill them. Wearing identical blue-beaded gowns, the gals came on after a simple announcement to a wallowing mitt and wound up a song-fest to tremendous applause. The sisters mixed it up with rhythms and novelties, with Patty doing the ballads as a single. Incidentally, the lighting for their act was full of trick cues that called for on-the-button handling and got it.

Their newest number was a satiric job at the wives of current they-went-thataway boys, Mrs. Autry, Mrs. Rogers and Mrs. Cassidy. Number called for prop horses which subsequently segued into "talking horses" in a black light set-up. It was a hilarious number sold with deliberate broad strokes. Vic Schoen was in the pit for the down beats.

Show started with Dolores, a flamenco dancer in the accepted tradition of the Stem's idea of what Spanish dancing is supposed to be. She was followed by Jacques Cordon on his unicycle, working on a round table and juggling various objects as he balanced himself. Lad's act had a lot of charm acquired thru Frenchified chatter that won extra giggles.

Anthony, Allyn and Hodges, in their standard knockabout dance, came next. Working against a new drop to add height and detract from the wide stage, the trio did a bang-up job ably assisted by real production. Smartly dressed group started slowly as a standard ballroom act, so the first "tangle" looked like an accident. It built gradually for giggles and finally yocks for a real hand.

Pic, Half Angel. Bill Smith.

**Minnesota Terrace, Hotel Nicollet, Minneapolis**

(Monday, June 4)

Capacity, 400. Price policy, \$1 cover charge week-ends. Shows at 8:30 and 11:30. Management, Neil R. Messick, president; Rene, room manager; Ann Morrow, publicity. Booking policy, non-exclusive. Estimated budget this show, \$2,750. Estimated budget last show, \$3,000.

Dorothy Lewis ice show lacks something this time around. First of all Miss Lewis is heavier. Secondly, the segues from one number to another were rough. But Miss Lewis probably will catch up with it before long—she's in for eight weeks with options which will carry her into September.

The hit of the show was the Skating Ryles, two men and two gals from Denmark, who do a whirlwind acro ice routine.

**Ice Production**

The current Lewis production is built around the New Orleans Mardi Gras and has three productions. The opener is set in a costume house. The second is the coronation and the finale, a Mardi Gras parade, winding up in black light.

Manuel Del Toro, back as Miss Lewis's leading man, is just as good looking as ever and is in his usual fine baritone voice. He and the show's star go thru a number of intricate maneuvers. Supporting men are Rene Ochoa and Bill Griffin. A four-girl line, with Mitzi Dexter back as captain, is augmented for one set by a surprise, Mildred Stanley, canary with the Cecil Golly ork, who comes out on blades for several fast spins along with her vocalizing.

Miss Lewis does her sit spins, one-leg twirls and somersaults, altho she doesn't do as many as in previous years. Del Toro shows up excellently in fast twirls.

Bud Kilpatrick of Minneapolis has done an outstanding job of costuming the show.

Cecil Golly's nine-piece ork handles the show well, with the maestro as emcee, and does the dance music in the usual top fashion.

Jack Weinberg.

**Zephyr Room, Chapman Park Hotel, Los Angeles**

(Friday, June 8)

Capacity, 160. Price policy, no cover, minimum. Owner-operator, Chapman Park Hotel. Booker, Barney Goodman. Booking policy, non-exclusive. Press, Barney Goodman. Estimated budget this show, \$1,200. Estimated budget last show, \$1,000.

Room is experimenting with an all-song format built around chantings of Pinky Tomlin. Tomlin's intimate stylings, consisting mostly of his own cleffings, fit the mood of the room. *Jelly Bean*, *Object of My Affection*, *Ragtime Cowboy Joe* and *Love Bug* all score. Injection of pop numbers mixes his bit effectively. His main problem is to educate the younger set to his standard tunes, most of which are familiar with the older crowd. Tomlin works easily and has developed a sharp nitery routine, combining songs with clever patter.

Suzanne Lloyd, of the London cast of *Oklahoma*, does a fair bit, but it is not suited for this club. Her musicomedie presentation of *Oklahoma* tunes and *I'm in Love With a Married Man* pull only polite palming. Alec Morrison opens with *September Song* and *Whiffenpoof Song*, offering dreamy vocals for easy listening. Pianist Genevieve Howell cuts the show and does a fine job of playing intermission interludes.

Joe Bleeden.

**Oriental, Chicago**

(Thursday, June 14)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows daily. House booker, Charley Hogan. Show played by Brian Farnon and the house band.

This week's four-acter is pretty much just filler for the screen fare, *As Young As You Feel*. However, it adds up to better-than-average entertainment.

Headliner Al Morgan continues as a dynamic entertainer, projecting enthusiasm that socks home. Displays prudent selection of tunes. Saul Grauman's Musical Stair-

(Continued on page 40)

**Blue Sails Room, Sans Souci Hotel, Miami Beach, Fla.**

(Wednesday, June 13)

Capacity, 215. Prices, \$2.50 beverage minimum Saturdays only. Publicity, Irv Mandell and Stu Newman. Booking, non-exclusive. Estimated talent budget this show, \$1,500; last show, \$1,500.

Making her first appearance in Miami Beach in several years, Helen Forrest scored in this plush spot. She did 10 numbers and even then had to beg off. Altho admitting she was extremely nervous during between-song chit-chat, she later swung into the old Harry James groove and had an appreciative audience pounding for more.

Miss Forrest brought along outstanding arrangements which were ably handled by Sacasas' orchestra. Band also backed up the other new act on the show, interpretive hooper Freddy Lane, in top-notch fashion. Altho slightly hemmed in by this small room, after the vast expanses of the Sans Souci night club in Havana, where he spent the past four months, he won plaudits.

Room was packed opening night tho other Miami Beach spots are in the midst of off-season doldrums.

Herb Rau.

**Capitol, New York**

(Wednesday, June 13)

Capacity, 4,627. Prices, 55 cents-\$1.50. Four shows daily. Loew chain booker, Sidney Piermont. Producer, Allan Zee. Show played by Teddy Powell's band.

In her first vaude date since she became big in legit, Ethel Waters worked like the star she was in the days of the *Blackbird* revues. First of all she came in with material which was well received. She also projected so much confidence and ease that the combo paid off in terrific mitts. Coming on in the closing spot, Miss Waters started off with *I Ain't Gonna Sin No More*, then got 'em laughing with *Don't Trust That Man*. From then it was easy sailing with such oldies like *Stormy Weather*, *Happiness Is a Thing Called Joe*, etc. For her closer she gave with *Summertime* and a rousing mitt was the pay-off. As the pit went down she finished with a little good-by song.

**Kaye Starts Slow**

Georgie Kaye, a Paramount standard heretofore, had a tough time getting started. His *Abadaba* opening was both unfunny and dull. He got 'em after awhile and finally broke thru for a big hand with his standard psychiatrist bit.

The show opened with the Kanazawa Trio in their standard Risley act. Their "accidents" were well received. De Mattiazzi's double dummy illusion dance routine still has the surprise element to draw attention. Teddy Powell's band with nine fiddles (four doubled on reeds) played a solid show. The ork's one spot was *Intermezzo*, which was well done.

Pic, Sirocco. Bill Smith.

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# Hocus-Pocus

By BILL SACHS

**THE GREENWOODS**, Don and Thelma, are back in New York after a week at the Gayety, Montreal. They are set for a string of club dates, with Lew Sharp now handling their personal management. "There were five magic acts in Montreal while we were there," the Greenwood's postal. We enjoyed a brief visit with Haskell, who was at Ruby Foo's in Montreal. Was delightfully surprised to read about the Hewitts in a recent column. We haven't seen them in years. We remember them best as the Judges, mentalists. The Amazing Mr. Ballentine (Carl Sharpe) turned in a solid job on Ed Sullivan's "Toast of the Town"

TV show Sunday night of last week (10). . . . Dante also appeared on TV recently via kinescope on the Alan Young show. . . . Joe Cassano is back in New York after a trip to Holland where he says he observed very little magic. . . . Sid Gordon is adding a new partner to his act in the person of Phyllis Schoendorf, who he takes as his bride in New York June 23. . . . Bob Platt recently presented a 30-minute magic turn for 600 members of the Corpus Christi, Tex., Safety Patrol at the Centre Theater, that city. . . . Tom Auburn, Montreal mystery man typewrites from the Canadian metropolises under date of June 6: "Montreal is presently graced with the presence of four top magicians. In the Normandie Room of the Mount Royal Hotel is Pierre Cartier, who is just as humorous as ever and whose turn was enthusiastically received. At Ruby Foo's the handsome Hasskells surround their solid magic with suavity. At the Gayety Theater are Don and Thelma Greenwood, who are receiving excellent press reports, with special mention of Don's blindfold nifty. Kuda Bux is doing an excellent job at the Provincial Club. As for myself, I am keeping busy with my gambling lecture titled 'It Can Happen to You.' I have discontinued my kiddie shows for the summer but will resume in the fall. I presented them at Tomasso's, local restaurant, each Thursday night during the season just ended, but other eating places here are interested for my services for next season."



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# Combos Rise For a Change

NEW YORK, June 16.—The take of the Stem presentation combo houses last week was \$336,000, as against the previous week's figure of \$325,000. The Roxy with a nine-day week accounted for \$92,000 of the total.

Radio City Music Hall (6,200 seats; average \$136,000) did \$145,000 for the fifth week with *The Great Caruso* plus Larry Storch and Myrtil and Pacaud. Previous week's figure was \$135,000.

Roxy (6,000 seats; average \$50,000) exited with \$92,000 for a nine-day third week which ended Thursday (14) with *On the Riviera* plus Mimi Benzell and the Irving Fields Trio. New bill has the Andrews Sisters and *Half Angel*.

Capitol (4,627 seats; average \$28,000) wound up its three-weeker with \$36,000 for Jimmy Wakely, Chaz Chase, Les Brown and *Go for Broke*, against \$40,420 for the second week and an opener of \$55,000. New show has Ethel Waters, Georgie Kaye and Sirocco.

Paramount (3,654 seats; average \$55,000) did \$51,000 for its kick-off with the Ames Brothers, Gracie Barrie and *Hollywood Story*.

Palace (1,700 seats; average \$14,000) did \$16,000 for a 10-act bill headed by Jan Bart plus *Cavalary Scout*. New bill has Slate Brothers, nine other acts and *Man With My Face*.

## AGVA Confab

Continued from page 38

a board member she was entitled to see the contracts and said that each time she had asked she had been brushed off. Connor promised to have the contracts shown as soon as they arrived in Detroit from New York.

The insurance plan and report read by Connor, a lengthy document, got but scant questioning. When Connor was asked what the Matthew Adler agency (which handles the insurance) got as commission, he replied that these figures were filed in the New York State Insurance Department. Other questions referred to accident benefits. When Connor finished, he got almost an ovation.

Prior to the report of the outdoor activities, which included circuses and fairs, Dewey Barto, former AGVA topper, and Don Francisco, outdoor board member, let it be known they would blow off the roof.

Connor and Francisco read the report and again it was received with applause. Neither Barto nor Francisco objected.

The chief accomplishment of the outdoor report were instructions to the board to set up a Sarasota branch to service the outdoor field. No questions were asked about the Biller Bros.' Circus which folded in New York a few months ago. No questions were asked about the Ringling-Barnum negotiations and why they were stymied (See separate story in Outdoor section.)

The local autonomy issue was defeated as was the local voting demands. Delegates showed a reluctance to obey the instructions of their branches on the local voting question. When they voted "for" they explained they were doing it against their better judgment. The final vote was 24½ against local voting and 19½ for.

The New York delegation with its 13 votes was split, with Jackie Bright, Dewey Barto and Gypsy Rose Lee voting against, and Red Buttons and Jack Gilford voting for. The New York branch membership had instructed its delegates to vote for local voting but the instructions were disregarded. Thru proxies, Barto, Bright and Miss Lee controlled eight votes.

The chief thing the convention accomplished in its closing hours was an order to the National to draw up all rules and regulations, "no matter what the cost" and get them to the membership.

As the convention slowly broke up, each departing delegate got the floor to make a farewell speech. The only thing lacking was a four-piece combo striking up *Old Soldiers Never Die*.

## Tex. Says Drinks, Strips Don't Mix

AUSTIN, Tex., June 16.—The State Liquor Control Board has issued an edict to night club owners in Houston, as well as operators of lounges, that if they want to keep their liquor and beer license, strip teasers in the spots will have to keep costumes on.

# Burlesque Bits

By UNO

**LINDA SCOTT** and **Blaze Fury** follow **Ann Arbor** as headliners at the Globe, Atlantic City.

**George (Beetle Puss) Lewis**, comic, has opened his own nitery in Sherman Oaks, Calif. Spot is called Showtime and dancers are **Heather English**, **Johnny Mahoney** and **Dolly Lee**.

**Larry Norman**, at the Three Rivers Inn, Syracuse, N. Y., was joined June 12 by **Sherry Shannon**, **Joe DeRita**, **Wauneta Bates**, **Eddie Innes**, **June Brown**; the **Brooks**, dance team, and the **Goofers** ork. . . . **Billy Vail** replaced **Jack Diamond** in "Kiss Me, Kate" June 18 at the Shubert, New York. . . . **Dawn Brothers**, whistlers, back from 10 weeks of California cafes and hotels, are having new bookings arranged in the East by **Eddie Smith**. . . . **Jack Montgomery**, producer, all season at the Hudson, Union City, N. J., has succeeded **Ivan Frennova** at Minsky's Rialto, Chicago. Latter has left to vacation with friends in Los Angeles and San Francisco.

Straight man **Stanley Minfort** is rounding out his 14th month at the house, where the cast also includes **Irving Benson**, **Freddy Frampton**, **Louise Laurie**, **Bobby Goodman**, **Texas Sherman**, **Mickey Jones**, **Carrol Shannon**, **Kitty O'Kelly**, **Vi Vickers**, **Linda Leslie**, **Jane Allen**, **Sally** and **Her Monkey**, and **Princess LaHoma**, featured. Chorus captain is **Wanda Gonham**.

**CHARLES (RED) MARSHALL**, **Jack Mann** and **Dick Dana** have begun a three-month TV engagement on the program headed by **Toodles Weaver**. . . . **Marty Knopf** and **Arthur (Eppie) Oakene**, of the Hudson, Union City, N. J., will vacation in Atlantic City until the house reopens for the season in August. . . . **Murray Briscoe** and **Evelyn**

**Knight**, after their Hirst Circuit tour, opened June 15 at the Roxy, Cleveland. . . . **Al Shallick**, long-time Canadian free-lance writer, is now retired, a resident at the Laurentian Hotel, Montreal. . . . **Troc**, Philadelphia, closed for the season June 17, with **Peaches** featured. . . . Los Angeles has **Sherry Winters**, **June Stevens**, **Shirley and Harry Clexx** at the Burbank, and **Dolores Del Rey**, **Icel**, **Sugar Kane**, **Mary Andes**, **Eddie Ware** and **Charlie Crafts** at the Follies. . . . **Owney Martin** and **Dave Mallen**, ex-burleskers, have been enacting the roles of the Judge and Marshall, respectively, in "Oklahoma," now at the Broadway, New York, ever since the opening of the musical eight years ago. . . . **Walter Brown** and **Dexter Mailin** replaced **Willie Gordon** and **Bob Lee** at the Follies, Chicago, last week. . . . **Marty Cross Wallach** is in Vets' Hospital, Bronx, N. Y., as the result of a recent severe heart attack. . . . **Skip Haynes** and **Linda Merrill** bowed at the Red Feather, Hollywood. . . . **Tom Ward**, one-time prexy of the Performers' Club, is publicizing and touring "The Fiddlers" and "Life Begins at 60" groups in Florida cities for servicemen's entertainment. . . . **Dick Kimball**, Boston comic, replaced **Rod Rogers** at Strip City, Hollywood. Kimball formerly toured with **Red Ingle**. New gal at the strippery is **Betty Briggs**.

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## Chicago, Chicago

Continued from page 39

held to the bigger platter numbers to open, then took off on such tunes as *Too Young* and *Destination Moon* to show its versatility. Cole dominates during the entire time the group is on. His intro brought a big hand, and after doing a straight vocal on *That's My Girl*, he drew even bigger applause when he sat down at the 88. Group closed to a heavy hand, doing several encores.

Opener, Lee Marks, handled his juggling and balancing routines in excellent fashion. Getting a good hand at the close, he was followed by emcee Archie Robbins, making his Chicago debut and doing so well that he is a cinch for more Chi bookings. In addition to his patter, not strictly Sunday school but all right for most of the family, he went over strong with a satire on opera as it would sound via video.

The Blackburn Twins, no strangers here and coming in after some good pre-appearance flackery via TV, worked hard and had to do three encores. Their new partner, Pam Cavan, is a blond cutie who dances well and holds her own on vocals. Boys go thru their precision mirror routine, then bring on the gal for a solo before doing some of their strong numbers like *Ballin' the Jack*.

**Pic: On the Riviera.**  
**Norman Weiser.**

## Oriental, Chicago

Continued from page 39

tones opened, with Grauman using two new girls, who are well-drilled in the stepping routine. Gals' new wine-colored costumes enhance the act, which gets good reception.

**Leo Diamond** has reworked his harmonica stint into a more solid vaude act. Scored with meaty impressions of **Spike Jones**, **Xavier Cugat** and a medley of Italian tunes. Act is an eye and ear catcher.

**Bob Williams** has found the perfect foil for his zany untrained dog act. A rubbery springer Spaniel got the best response of any dog he's ever used here. Dog's apathy is a perfect contrast for his zesty comedy. Standard closing with the other mutt skipping rope brought a salvo.

**Brian Farnon**, subbing for vacationing **Sherman Hayes**, did a versatile job of blowing various reeds and singing a Brazilian medley house band number.  
**Johnny Sippel.**

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## Sides and Asides

### "Stalag 17" Proving Box-Office Bonanza . . .

"Stalag 17," the Jose Ferrer comedy-melo, has proved itself the sleeper of the season. This, its fifth week, signposts a fat \$17,300 gross, top of a steady weekly rise since its bow-in last month. Initial week took in \$9,200, second stanza was \$12,500, third grossed \$14,700 and fourth rang up \$16,600. . . . Roger Rico will be ready to take over the Emil De Becque role from Ray Middleton in "South Pacific" July 9. Middleton has agreed to stay over in the part until his replacement is ready. . . . Actors' Equity will bid for

an increased cost-of-living hike in the \$75 minimum pay for stem actors. Two-year pact with League of New York Theaters provides for a boost if mid-August cost-of-living index is higher as compared to figure of same date three years ago.

### Personnel Notes and Production News . . .

Celeste Holm has advised management that she would like to return to "Affairs of State" for a fall tour. . . . Maurice Evans has optioned the new Verne Sneider novel, "The Teahouse of the August Moon." When adapted to stage he plans to produce it in association with Howard Cullman. He will act in it, but doesn't know yet whether it will be a straight play or a musical. . . . Victor Jory takes over lead in "Season in the Sun" Monday (18). "Lace on Her Petticoat," currently playing London's West End, will be Herman Shumlin's first offering of the season. Comedy is skedded to open at the Booth during first week of September. Rehearsals start August 1. . . . Repts of two Stem ticket agencies, the Park South Ticket Service and the Liberty Ticket Corporation, submitted books and records Wednesday (13) to License Commissioner Edward T. McCaffery for examination. Commissioner subpoenaed the two agencies after an anonymous complaint charged difficulty in obtaining tickets for hit shows at regular B.O. prices, plus legal brokerage fees, from both Park South and Liberty. It will take a couple of weeks for the commissioner's staff to study the records, after which a hearing will be held. . . . Thomas Kilpatrick is in the market for a script for fall production. Producer has dropped option on Richard Bissell's novel, "A Stretch on the River," a satisfactory adaptation not being forthcoming. . . .

Marga Ann Deighton will re-create the role of Mrs. Winemiller in Tennessee Williams' "Summer and Smoke," which she played on Broadway and on the drama's national tour, when she guests at McLean (Va.) Summer Theater July 2-7. . . . Due to exceptional business, closing date of "Darkness at Noon" has been put back to Saturday (30). It is now more than possible that Sidney Kingsley will reopen the play in New York in September as well as send out the skedded touring company. In that case Claude Rains may return to his Stem role in the fall.

Justice Aron Steuer in New York Supreme Court Wednesday (13) granted a motion by Hassard Short to punish the Trebuh Realty Company, Inc., owners of the Winter Garden Theater, for contempt in disbursing moneys in violation of an injunction obtained last February. Action grew out of a judgment obtained by Short against the B.R.T. Corporation, producers of Michael Todd's Peep Show, December 21, 1950, to the amount of \$5,503.75 for royalties due him as director of the show. Following day, short served subpoena on the theater owners which led to agreement by Mike Todd to pay off the judgment at the rate of \$100 a week. Thereafter, on February 14, Short applied for an order of examination of the Trebuh books and followed up with the motion for contempt punishment. Motion was based on contention that b.-o. funds were used for paying cast and advertising costs in preference to paying off the judgment which took precedence. Steuer's decision said that payments were made by the theater owners "with no question of ignorance or inadvertence; the third party decided to prefer certain creditors of Todd to the judgment creditor in defiance of the order."

## Short Gets Nod In Court Action

The Winter Garden owners are therefore fined the amount of the judgment.

Howard Bay's settings are lavish, and extremely colorful costuming by Joan Personette add to background richness. Abe Burrows' direction and staging leaves nothing to be desired. In sum, Aisle appears to be ripe right now. It has pretty nearly everything that a revue takes.

Sidney Golly.

## Subway Circuit

### DIAMOND LIL (Opened Tuesday June 12) Flatbush Theater, Brooklyn

A melo by Mae West. Staged by Walter Johnson. Settings by William De Forest and Ben Edwards. Costumes by Paul Du Pont. Press representatives, Vincent McKnight. Presented by George Brandt.

Jim	.....	Billy Van
Bill	.....	Gus Franks
Porter	.....	Harry Burgess
Ragtime	.....	Fred Pinks
Spike	.....	George Warren
Jerry	.....	Harry Warren
Card Players	.....	Bill Mitchell, Earl Oxford
Kitty	.....	Doe Avedon
Frances	.....	Shella Trent
Tiny	.....	Helen Waters
Flo	.....	Anna Berger
Barbara	.....	Marion Gates
Captain Cummings	.....	Dan Matthews
Pete the Duke	.....	Lester Laurence
Dohoney	.....	Jack Howard
Maggie	.....	Bozaline Johnson
Flynn	.....	Charles G. Martin
Kane	.....	Patsy Perroni
Gus Jordan	.....	Walter Petrie
Sally	.....	Alice Martin
Rita	.....	Zolya Talma
Juarez	.....	James Courtney
Mike	.....	Bill West
Diamond Lil	.....	Mae West
Charlie	.....	Stan Payne
Bessie	.....	Lois Harmon
Jacobson	.....	George Warren
Chick Clark	.....	Val Gould
Sailor	.....	Frank Niel
Cop	.....	Jerry Mickel
Miss West's Accompanist	.....	David Lapin
Policemen, Society Women, Society Men, Bowery Musicians, etc.	.....	

The Subway Circuit, which alternates between the Flatbush Theater in Brooklyn and the Windsor Theater in the Bronx, got off to a banner start this week for the 12th season since George Brandt joined hands with the late Jules Leventhal. The old Flatbush had the customers hanging from the rafters to welcome Mae West and her perennial bowery epic, *Diamond Lil*.

If anyone wrote such a melo as *Lil* today—and if any other actress than Mae West played it—the results would be disastrous. But 22 years ago author West harvested a crop of hokum so uniquely suited to the hip-swaying, throatily sexy, bustling talents of actress West, that the product has continued a gold mine.

*Lil*'s dime-novel plot is an incredible combination of corn—but wonderful corn. It highlights the career of a magnificent trollop thru two murders, one committed personally and one engineered, messed-up with a touch of white slave traffic and shoplifting and propelled in an utterly ridiculous finale into the arms of her Salvation Army hero, who of course turns out to be the forerunner of all modern super-sleuths. But nobody cares. La West has and does make it tick over the years. *Lil*'s fun is as lasting as its nonsense is unbelievable.

### New Faces

There are some new faces in her support in the current edition, but most of the principals are vet La West troupers held over from *Lil*'s last Stem revival two years ago and its subsequent tour. Walter Petrie and Charles G. Martin are still the melo's chief stinkers, and James Courtney carries on as her Brazilian gigolo. Dan Matthews is once more her masquerading Salvation Army captain, who senses the heart of gold beneath *Lil*'s undulating exterior. Billy Van is back with the troupe to add his solid stepping to the saloon emcee role. The newcomers are all right, too, from Zolya Talma as the South American menace to Lois Harmon with a bit as a Bowery floozie. All of them contribute admirably to the phony gay 1890's atmosphere.

Walter Johnson's staging keeps the pace well up to the original and the old sets of William De Forest and Ben Edwards stand up to its tradition. Ditto goes for Paul DuPont's costumes. While some small trimmings have been made, the over-all production is quite up to the Stem standard.

Judging from its bow reception, it's a bet that *Lil* will round the Subway Circuit more than once. Even with La West garnering a minimum 3G a week, plus full author's royalties, the circuit should mine plenty for itself on this choice.

Bob Francis.

## Theater-in-Round Postponed in Conn.

HARTFORD, Conn., June 16. — Connecticut Theater, Inc., latest addition to the theater-in-the-round field in this area, has pushed back its opening to Wednesday (27) because of construction difficulties.

The organization is capitalized for \$50,000.

## Hub Swings Into Hot Season's Hefty Sked

BOSTON, June 16.—The local summer season has already been launched, with Guy Palmerton's Worcester Playhouse offering *Legend of Sarah* in its second week.

Lee Falk and Al Capp's Boston Summer Theater opens its 11th season July 2 with the packaged musical, *Alice in Wonderland*. Eve Arden will follow with a new production of the comedy, *Here Today*, and *Brigadoon* is the third attraction.

Shaw's *Devil's Disciple* launches the Brattle's 10-week season, starting a "resident star" policy in which Hurd Hatfield and Ian Keith will appear in various offerings. Others skedded are Len-

ormand's *He and She*, better known as *The Failures*, with Jacob Ben-Ami co-starring with Ruth Ford. *A Midsummer Night's Dream*, *Billy Budd* and a fifth play to be announced, make up the remainder of the series.

At Stockbridge, the Berkshire Playhouse opens its 20th season Monday, with William Douglas Home's *The Chiltern Hundreds*, known on Broadway as *Yes, M'Lord*.

## Broadway Opening

### COURTIN' TIME (Opened Wednesday, June 13) National Theater

A musical comedy based on Eden Phillpots' "The Farmer's Wife," by William Roos. Lyrics and music by Jack Lawrence and Don Walker. Dances by George Balanchine. Staged by Alfred Drake. Sets by Ralph Alswang. Costumes by Saul Bolasni. Music and vocal arrangements, Don Walker. Musical director, Bill Jonson. General manager, Michael Goldreyer. Stage manager, James Gelb. Press representatives, Samuel Friedman and Maurice Turet. Presented by James Russo and Michael Ellis in association with Alexander H. Cohen.

Nell Rilling	.....	Gloria Patrice
Cathy Rilling	.....	Gloria Hamilton
Laura	.....	Mary O'Fallon
George Mullins	.....	Peter Conlow
Samuel Rilling	.....	Joe E. Brown
Carl Stevens	.....	Theodor Uppman
Fred Lawson	.....	David E. Thomas
Araminta	.....	Billie Worth
Harriet Hearn	.....	Effie Afton
Mr. Hearn	.....	Joseph Sweeney
Theresa Tapper	.....	Carmen Mathews
Louisa Windeatt	.....	Katherine Anderson
Polly	.....	May Muth
Sadie	.....	Rosemary Kuhlmann
Millie	.....	Teddy Taverner
Larry Walton	.....	Earl William
The Brat	.....	Patricia Poole

SINGING ENSEMBLE—Betty Jane Cocho, Peggy Gavan, Glynn Hill, Joan Keenan, Rosemary Kuhlmann, May Muth, Mary O'Fallon, Teddy Taverner, Walter Brandia, Michael T. Carolan, John Michael King, Michael Kingsley, Charles Rule, Robert Strobel, John Taliaferro, Lawrence Weber.

DANCING ENSEMBLE—Patricia Casey, Audrey Keane (Captain), Mary Martinet, Patricia Poole, Frances Sorenson, Elsa Van Horne, Edward Andrews, Hubert Bland, Peter Deign, William Maguire, Lou Yetter, Charles Zuluski.

SONGS—"Today at Your House, Tomorrow at Mine"; "Fixin' for a Long Cold Winter"; "Araminta to Herself"; "An Old Fashioned Glimmer in Your Eye"; "Goodbye, Dear Friend, Goodbye"; "The Wishbone Song"; "Smile, Awhile"; "Too Much Trouble"; "Choose Your Partner"; "I Do, He Doesn't"; "Golden Moment"; "Johnny Bide the Sky"; "The Sensible Thing to Do"; "Masculinity"; "Maine Will Remember the Maine"; "Heart in Hand."

Continued from page 3

finale, *Heart in Hand*, has considerable ear appeal.

### Credit Side

On the credit side, what *Time* has to a degree which almost offsets its deficiencies, is a spritely and happy approach by all its players. Young Gloria Patrice and Peter Conlow literally dance their feet off as one ingenuous pair of lovers, and Gloria Hamilton and Earl William harmonize prettily with equal enthusiasm as another. Billie Worth makes the kind of housekeeper who obviously keeps a pewsitter wondering how Joe Brown could have missed her charms for 10 years. Katherine Anderson, Effie Afton and Carmen Mathews are the three ladies on Brown's matrimonial list, and Miss Mathews, perhaps just to show what she can do in a musical comedy debut, stopped the show cold on opening night with her middle-aged, virginal satire, *Golden Moment*. Also to be saluted is Joseph Sweeney's sour portrait of a Down East postmaster.

### Stepping Aplenty

Dancewise, George Balanchine has done matters proud thruout, there is a splendidly devised, furious square dance sequence in the first stanza which packs real imagination. This is followed later by a ballet—a real toe-going job—which is, slightly on the arty side, but a click, nonetheless. But there is stepping aplenty thruout the proceedings and, as stated, the Patrice and Conlow team delightfully all the way.

Ralph Alswang's sets and lighting are of his best, and Saul Bolasni's costumes are for the most part pleasantly in keeping. Alfred Drake, with the evident cooperation of the whole cast, gets a pace out of *Time* that is phenomenal. He also squeezes out a lot of charm. It is just too bad that book, tunes and lyrics hold back what might have been a smash.

Bob Francis.

## BROADWAY SHOWLOG

### Performances Thru June 16, 1951

#### DRAMAS

Affairs of State	.....	9-25, '51	303
(Music Box)	.....		
Darkness at Noon	.....	1-13, '51	177
(Royale)	.....		
Gramercy Ghost	.....	4-26, '51	60
(Morocco)	.....		
Season in the Sun	.....	9-28, '50	300
(Booth)	.....		
Stalag 17	.....	5- 8, '51	47
(48th Street)	.....		
The Happy Time	.....	1-24, '50	582
(Plymouth)	.....		
The Moon Is Blue	.....	3- 8, '51	116
(Henry Miller's)	.....		
The Rose Tattoo	.....	2- 3, '51	153
(Martin Beck)	.....		
Twentieth Century	.....	12-24, '50	201
(Fullton)	.....		

#### MUSICALS

A Tree Grows in Brooklyn	.....	4- 9, '51	68
(Alvin)	.....		
Call Me Madam	.....	10-12, '50	284
(Imperial)	.....		
Courtin' Time	.....	6-13, '51	5
(National)	.....		
Gentlemen Prefer Blondes	.....	12- 8, '49	636
(Ziegfeld)	.....		
Guys and Dolls	.....	11-24, '50	233
(46th Street)	.....		
Kiss Me, Kate	.....	12-30, '48	1018
(Shubert)	.....		
Make a Wish	.....	4-18, '51	70
(Winter Garden)	.....		
Oklahoma!	.....	5-29, '51	24
(Broadway)	.....		
South Pacific	.....	4- 7, '48	832
(Majestic)	.....		
The King and I	.....	3-29, '51	92
(St. James)	.....		

#### SUSPENDED

Bell, Book and Candle	.....	6- 2, '51	231
(Barrymore)	.....		
(Opened 11-14, '51)	.....		

#### CLOSED

Flahooley	.....	6-16, '51	40
(Broadhurst)	.....		
(Opened 5-14, '51)	.....		

#### OPENING

Seventeen	.....	6-21, '51	
(Broadhurst)	.....		



## Registration of 1,100 At RSROA G. L. Event

DETROIT, June 16.—Four-day Great Lakes regional championships at Arena Gardens here under sponsorship of the Roller Skating Rink Operators' Association drew out-of-town registration of over 1,100.

Local attendance was hurt considerably by the six-week-old transportation strike which has cut local rink attendance. However, the large number of visitors from other States and other Michigan rinks made up for the loss to a considerable extent.

A luncheon was given for visiting rink owners and manufacturers' representative, attended by 37 guests. Host was the Michigan chapter of the RSROA. Among manufacturers' representatives attending were Joseph Shevelson, Chicago Skate Company; George Sloniger, Roller Derby Skate Company, and L. True, True Sound Tape Recording Company.

Officials were George Anagnost, Jim Carroll, Richard H. McLaughlin and Jesse E. Bell, emcees; Ted Locke and Fred Canaan, stewards; Margaret McAleer, Virginia Brylinski and Gladys Salsinger, judges; William Desmond, chief clerk; Jewel Bowman, Herbert Eng and George Picard, referees and Russell Bice, organist. In the speed section were Otto Albrecht, chairman; Herbert Eng, Verna Picton Rayburn and Betty Ross, patrol judges; Norman Archer, referee; Frank Bailey, Frank Canaan and Ted Locke, line judges, and Ed Hern, Gerald LaVine, Ed Wisniewski and Don Laing, corner judges.

**Results:**  
Free Skating: Senior ladies, Laurene Anselmy, Rolladium, Pontiac, Mich.; Majel Hudec, Skateland, Cleveland; Sally DeWitt, Palomar, Milwaukee. Senior men, Ted Rosdahl, Arcadia, Chicago; Paul Lampkin, Rolladium, Pontiac; Ray Miller, Arena, Mt. Clemens, Mich. Intermediate ladies, Nancy Kromis, Arena Gardens, Detroit; Gertrude Miller, Arena, Mt. Clemens; Mariene Marlen, Roller Bowl, Chicago. Intermediate men, William Pate Jr., Arena Gardens, Detroit; Bernard Lick, Arena, Mt. Clemens; Jack Hozian, Arcadia, Chicago. Novice ladies, Dorothy Lassick, Roller Bowl, Chicago; Elizabeth Pomante, Arena Gardens, Detroit; Greta Hedlund, Rolladium, Pontiac. Novice men, Gurdon Patton, Rolladium, Pontiac; Robert Tabacchi, Arena Gardens, Detroit; Jack Lentz, Midway, Middletown, O. Junior girls, Dolly Roberts, Roller Bowl, Chicago; Gail Locke, Arena Gardens, Detroit; Carol Haller, Fernwood, Peoria, Ill. Junior boys, Ronald Jellse, Fernwood, Peoria, Ill. Novice, John Matejec, Rolladium, Pontiac; Franklin Talbot, Prim, Peoria, Ill. Juvenile girls, Linda Lou Craig, Riverdale, Indianapolis; Patricia North, Rolladium, Pontiac; Jean Ann Barr, Skateland, Medina, O. Juvenile boys, John Harrison, Roller Bowl, Toledo, O.; Johnny Gleissner, unattached, Milwaukee; David Walker, Arena, Mt. Clemens.  
Figure Skating: Senior ladies, Laurene Anselmy, Rolladium, Pontiac; senior men,

Ted Rosdahl, Arcadia, Chicago; intermediate ladies, Nancy Kromis, Arena Gardens, Detroit; intermediate men, William Pate Jr., Arena Gardens, Detroit; novice ladies, Elizabeth Pomante, Arena Gardens, Detroit; novice men, Archie Patton, Rolladium, Pontiac; Junior girls, Dolly Roberts, Roller Bowl, Chicago; Junior boys, John Matejec, Rolladium, Pontiac.

**Dance:** Senior men, Ted Rosdahl, Betty Lou Henderson, Arcadia, Chicago; Robert Tabacchi, Nancy Kromis, Arena Gardens, Detroit; Paul Lampkin, Laurene Anselmy, Rolladium, Pontiac. Intermediate, Donald C. Blanchard, Ruth Preistly, Arena Gardens, Detroit; Gerald and Eleanor LaVine, Rolladium, Pontiac; Ivan Findlay, Phyllis Stevens, Midway, Middletown, O. Novice, Harold McLaughlin, Joan Gleskon, Dixie, Lima, O.; Mal Cook, Valerie Muller, Arena Gardens, Detroit; Leon Dove, Shirley Dean, Arena Gardens, Detroit. Junior, John Matejec, Sherrill Lyons, Rolladium, Pontiac; Richard Fietzman, Susan Luoma, Arena Gardens, Detroit; Ronald Mize, Carol Haller, Fernwood, Peoria, Ill. Juvenile, Ronald Suggs, Sharon Fauble, Rolladium, Pontiac; Jerry Ehrhardt, Janet Wyatt, Parkview, Springfield, Ill.; Kenneth Gerych, Betty Higgs, Arena Gardens, Detroit.

**Pairs:** Senior, Paul Lampkin, Laurene Anselmy, Rolladium, Pontiac; Ray and Gertrude Miller, Arena, Mt. Clemens; William Pate Jr., Gail Locke, Arena Gardens, Detroit. Intermediate, Ronald Reid, Alice Holland, Arena, Mt. Clemens; Gurdon Patton, Patsy Jarrard, Rolladium, Pontiac; Donald Stewart, Marilyn Adams, Arena, Detroit. Novice, Robert Tabacchi, Nancy Kromis, Arena, Detroit; John Matejec, Greta Hedlund, Rolladium, Pontiac; Robert Bewtlick, Jean Nelson, Arcadia, Chicago. Junior, Ronald Jellse, Carol Haller, Fernwood, Peoria, Ill. Garry Hough, Maxine Dorn, Midway, Middletown, O.; Bill Stricklen, Frances Recher, Midway, Middletown, O. Juvenile, Billy Collins, Kathleen D'Amico, Skateland, Cleveland; John Harrison, Elaine Potrzebowski, Skateland, Toledo; Kenneth Gerych, Betty Higgs, Arena, Detroit.

**Fours:** senior, Paul Lampkin, Laurene Anselmy, Gurdon Patton, Patsy Jarrard, Rolladium, Pontiac. Intermediate, Robert Tabacchi, Nancy Kromis, William Pate Jr., Gail Locke, Arena, Detroit; Ray and Gertrude Miller, Bernard Lick, Joanne Stacy, Arena, Mt. Clemens; Steve Brodek, Phyllis Landstrom, Joe Nemark, Jackie McCormick, Skateland, Cleveland. Novice, John Matejec, Greta Hedlund, Thomas Schmidt, Jacqueline Downey, Rolladium, Pontiac; John Firkins, Mary Kubler, Willard Dunapolis, Nancy Jo Reed, Riverside, Indianapolis; Garry Hough, Maxine Dorn, Bill Stricklen, Frances Recher, Midway, Middletown, O.

**Speed senior ladies,** Betty Hager, Rollerland, Alliance, O.; Mildred Eberhardt, Rollerdrome, Dearborn, Mich. senior men Edward Wright Jr., unattached, Jackson, Mich.; Harold Slack, Rollerade, Cleveland; George Steves, Rollerland, Alliance, O. Intermediate ladies, Maxine Haralampaus, Rollarena, Elyria, O.; Dorothy Van Damme, Arena, Detroit; Caroline Wright, Rollerade, Flint, Mich. Intermediate men, Joseph Hakim, Fairview Gardens, Detroit; Ronald Wood, Rollarena, Elyria, O.; Jerry Ireson, Fairview Gardens, Detroit. Junior girls, Ada Vance, Arcadia, and Beverly Grant, unattached, both Detroit, tied for first place; Noreen Phillips, Rollerland, Alliance, O. Junior boys, Glen Dryden, Skateland, Canton, O.; John Pappellus, Arena, Detroit; Donald Oldfield, Palace, Hammond, Ind.

**Juvenile A boys,** John Matejec, Rolladium, Pontiac; Fred Van Der Hagen, Fairview Gardens, Detroit; Norman Kirchner, Dixie, Lima, O.; and Donald Bourquin, Skateland, Cleveland, tied for third. Juvenile A girls, Suzanne Richardson, Arena, Detroit; Imogene Richmond Collins, Imlay City, Mich.; Phyllis Clark, Arcadia, Detroit. Juvenile B boys, Gerald Gons, Rollerdrome, Dearborn, and Jerry Ehrhardt, Parkview, Springfield, Ill., tied for first; Rudy Hernandez, Arena, Detroit. Juvenile B girls, Sally Richardson, Arena, Detroit; Barbara Paulson, Rollerdrome, Dearborn; Marilyn Clark, Collins, Imlay City. Juvenile C boys, James K. Bell, Arena Gardens, Detroit, and Randal Clark, Collins, Imlay City, tied for first; Ralph Clark, Collins, Imlay City, and Dickie Niehart, Regal, Decatur, Ill., tied for third. Juvenile C girls, Karen Sevny, Rollerdrome, Dearborn; Anne Parish, Arena, Detroit; Evelynne Reznick, Arcadia, Detroit.

**Relays, men's two-mile,** Joe Hakim, Chuck Bassonette, Leonard Thommasson, Jerry Ireson, Fairview Gardens, Detroit; Harold Slack, Michael Bowers, Jack De Carlo, Jim Wangaman, Rollerade, Cleveland; George Steves, John Oats, Albert Pittman, Gerald Higgins, Rollerland, Alliance, O. Ladies' one-mile, Betty Hager, Noreen Phillips, Caroline Slater, Joann Kazmierski, Rollerland, Alliance. Mixed one-mile, George Steves, Betty Hager, John Oats, Noreen Phillips, Rollerland, Alliance, O.; Jack DeCarlo, Barbara Makuch, Michael Bowers, Jeanette Poredie, Rollerade, Cleveland; William Heyd, Donald Wood, Juanita Gall, Maxine Haralampaus, Rollerland, Elyria, O.

## London Dispatch

By LEIGH VANCE

Continued from page 2  
don't make good visual entertainment."

Brightest of the BBC's TV producers is Michael Mills, currently screening an ambitious five-show serial titled *The Passing Show*. Aim of the program is to hang the history of the past 50 years around the popular tunes of the period. For his first two shows, Mills got rave notices, was heralded as "the C. B. Cochran of television."

Up against usual TV snags of songs owned by anti-television companies who refuse them an airing thru the dread TV "rival," Mills has now come up against an inexplicable motion picture barrier. Building the mood of the '20's, he wanted to play Felix music, screen a silent version of that fabulous cat behind his chorus. Request for strip of film went thru Paramount's London office, was snafued in the States.

### 4-Yr. Old Willed Hit

By Ivor Novello . . .

Lucky lad is four-year-old Thomas Richard Arnold, son of impresario Tom Arnold, who put on the Ivor Novello shows. Ivor, who died recently of a heart attack, has willed the future right of his long-running success, *The Dancing Years*, to Thomas. Running five years during the war, the show took in over \$2,800,000. Should be worth something like \$280,000 to young Arnold. Novello left \$300,000 cash, but royalties may bring that figure up to nearly double. Most of it will go to charity.

### "Carousel" Cleans Up;

Year's Gross 8506 . . .

*Carousel*, which has just celebrated its first anniversary at Drury Lane Theater, has moved into fourth place in top-take figures for the theater. To date it has been seen by 800,000 people who paid over \$850,000 for the privilege.

Top scorers: *Oklahoma!*, *The Desert Song* and *Rose Marie*.

## Hot Contests, Good Gates at Midwest Meet

TULSA, Okla., June 16.—High attendance and tightly contested skating marked the Midwestern regionals of the Roller Skating Rink Operators' Association, completed June 9 at Tulsa's Arena Roller Rink. Winners were well distributed among competing clubs, with Tulsa skaters garnering eight division championships for the host rink.

Highlights of the meet were the skating of Cecil Davis and Phyllis Bulleigh, who carried the senior pairs and senior men's figure and free skating championships back to Denver's Skateland, and Gene Lonon and Claudette Greene, who captured the intermediate pairs title for Tulsa.

Kansas City's El Torreon Rink took the big share of the skate dancing titles with champions in novice, intermediate and senior divisions. Tulsa made a clean sweep of the intermediate figure skating section, with Lewis Wantland and Vicki Novack taking the men's and ladies' singles.

In the hotly contested speed divisions, William Kinney, Mammoth Garden, Denver, was outstanding in winning the senior men's title, while Tulsa's Sonya Lee Mitchell showed her American championship form in making a runaway of the juvenile Class B girls' races.

**Winners:**  
Juvenile: Girls free style, Marla Dee Harris, Springfield, Mo.; boys free style, Ralph Cowan, Greeley, Colo.; dance, Daniel Schultz and Judith Otten, St. Louis; speed, Class C girls, Patty Lee Falk, Tulsa; Class C boys, Billy Stoner, Des Moines; Class B girls, Sonya Lee Mitchell, Tulsa; Class B boys, Jimmy Swarts, Topeka, Kan.; Class A girls, Donna Ford, Denver; Class A boys, Terry Thompson, Coffeyville, Kan.  
Junior: Girls' figures, Joan Brown, St. Louis; boys' figures, Gail Gibson, Greeley, Colo.; girls' free style, Susan Cowan, Greeley, Colo.; boys' free style, Maurice

## Racing Closes Click Season For AOW Web

### Prospects Bright For Hockey; Plan Hyped Promotion

ELIZABETH, N. J., June 16.—Organized roller racing and roller hockey in the America on Wheels chain of rinks closed their seasons recently with the former showing good box office results and good possibilities indicated for hockey, said Jack Edwards, who directs the sports for the William Schmitz-managed chain of rinks.

Tried for the first time this year on a limited schedule via the Atlantic Roller Hockey League, Edwards termed the box-office possibilities of hockey good, and reported that more promotion will be put into the program next season. Plans call for a full season starting in September and continuing to April. Other Eastern rinks will be invited to participate in the league.

In the hockey playoffs the Reading Destroyers of Sinking Spring (Pa.) Arena won the title and the Jack Edwards challenge trophy in defeating the Bayonne (N. J.) Barons of Boulevard Arena twice in a three-game series. The final game, won by a 4-2 score Saturday (9) night, was played before a good crowd.

In the race division the Hackensack (N. J.) Arena team won the finals held in Bladensburg (Md.) Arena with a total of 99 points to gain possession of the AOW and Harris memorial trophies. National Arena, Washington, was in the runner-up slot with 91 points.

The racing league had its most successful season, both from the standpoint of box-office results and the number of contestants participating, said Edwards. During the five years the speed league has been in operation, it has paid off consistently at the box office to become one of the best phases in the amateur competition line, he said.

More than 70 per cent of this year's competitors have re-signed for next season, starting in mid-September, Edwards reported. Along with the popular relay racing, Australian pursuit races will be introduced next season. The latter, offered for the first time this season at an open meet, proved to be an attraction. In the season just completed all classes were filled, said Edwards. All contestants finishing one, two, three received trophies.

## Icer, Sports Set for A. C.

ATLANTIC CITY, June 16.—Convention Hall will house *Ice Capades* for the 11th consecutive summer. Coming in on a percentage arrangement with the city, the ice spectacle will take over the main auditorium of Convention Hall, starting July 20 and ending up Labor Day week-end.

Ballroom in Convention Hall again will serve as a sports arena this summer. Promoter Al Soifer will sponsor a series of six weekly shows during July and August, with the possibility of carrying on into the winter between convention dates.

Ivey, Pueblo, Colo.; dance, George Paulstich Jr., and Yolande White, St. Louis; speed, girls, Nancy Taylor, Topeka, Kan.; boys, Donald Paxson, Topeka, Kan.

Novice: Ladies' figures, Barbara Cline, St. Louis; men's figures, Carl Anglin, St. Louis; ladies' free style, Barbara Cline, St. Louis; men's free style, Alvin Orr, Pueblo, Colo.; pairs, Lewis Wantland and Sondra Goss, Tulsa; dance, Carl Bickel and Imogene Cummins, Kansas City, Mo.

Intermediate: Ladies' figures, Vicki Novack, Tulsa; men's figures, Lewis Wantland, Tulsa; ladies' free style, Vicki Novack, Tulsa; men's free style, Lewis Wantland, Tulsa; Pairs, Gene Lonon and Claudette Greene, Tulsa; dance, William West and Joyce Venard, Kansas City, Mo.; speed, ladies, Lois Decker, Denver; men, Thomas Johnson, Coffeyville, Kan., and Harvey Spencer, Des Moines, co-champions.  
Senior: Ladies' figures, Anna Rose McWilliams, St. Louis; men's figures, Cecil Davis, Denver; ladies' free style, Ann Rose McWilliams, St. Louis; men's free style, Cecil Davis, Denver; pairs, Cecil Davis and Phyllis Bulleigh, Denver; dance, Billie Venard and Nima Lee Venard, Kansas, Mo.; speed, ladies, Jo Ann Ross, Denver; men's William Kinney, Denver.

## Paris Peek

By ART ROSETT

Continued from page 2  
to France in the future unless all requisites of AGVA are fully met.

### Pipes for Pitchmen;

USO Comes Across . . .

In one of the busiest subway thoroughfares of Paris, a pitchman, in defiance of local regulations, sets up shop by simply inverting his umbrella and filling it with neckties. Assisted by two skills, he does a land-office business.

A note arrived from Capt. Virgil T. Hall, chief of the entertainment branch of the Special Services, U. S. Army in Germany, telling us that Pearl Bailey would work there three days this month. He also said the USO has offered him Walter O'Keefe's *Double or Nothing* and Ted Mack's *Original Amateur Hour*.

Marie Edith Cornelius, who is half American and half French, has just been notified that she will be the premiere danseuse for the summer sason at L'Opera De Nice.

### Rita's Mouthpiece Off;

Sartre Has a Wow . . .

Bartley Crum, attorney for Rita Hayworth, finishes his conferences with Charles Torem (representing Aly Khan) and leaves this week for Israel, where he maintains a law office. . . . Alfred Hitchcock's *The 39 Steps* is having a successful revival here at the Champs Elysses, which has stairs leading down to the main hall that number 29. . . . Nane Farrell, French Indo-China refugee, is filling in the slot left open by singer Jorie Reenes at La Boite a Sardine. . . . Linda Stevens with Aimee Borelli and his band close at Carriers and open July 28 for a date running until September 15 at the Palm Beach Casino in Cannes. They are slated to go back to Carriers next fall. . . . Al Tinnin intends to go back to the New York stage when he completes his current engagement here at Club Monseigneur next month. . . . Reg Connelly in to tell us of plans for expansion of Campbell, Connelly & Company here. . . . Anne Michaels, working with a group of American and French performers, plans to start another American theater here in the fall. . . . The new four-hour long play here, *Le Diable et le Bon Dieu* (*The Devil and the Good God*), which is almost certain to make the boards in New York, will have English subtitles screened on both sides of the proscenium during the tourist season. Jean-Paul Sartre, author, has a hit on his hands, according to local critics.

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## Sked Dedication Of Syracuse Aud

SYRACUSE, June 16.—With a new downtown convention building to be dedicated in September, Syracuse is inviting organizations to hold conventions and tradeshows here.

The building will seat 9,000 people in its main auditorium and has 80,000 square feet of space available for exhibits, besides several halls for small conventions. The structure is a memorial to veterans of four wars.

### FOR SALE

Portable Skating Floor, size 50x136, in sections of 2 feet by 16 feet. Used two summers and in good condition. Price \$3,200.00. Hammond Electric Organ, Model BV with Vibraphone Speaker. Check ad under Classified Advertisements in this issue. 2,000 portable Bleacher Seats. Extra good condition, just repainted, 10-tier, factory-built Leavitt Corp. These are interlocking and lapses. Price \$2.00 per seat (\$4,000.00).  
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Cedar Rapids, Iowa  
Box 207  
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**CHICAGO ROLLER SKATE CO.**  
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# The Final Curtain

**ADAIR—Pete,** 65, former circus and vaudeville bar performer, June 8 in Chicago. He had been a member of the Delno Garrell Troupe and had performed on the Hagenbeck-Wallace Circus. Burial in Quincy, Ill.

**BACON—Bert E.,** 68, for 20 years president and race secretary of the Brookfield (N. Y.) Fair, June 3 in St. Elizabeth Hospital, Utica, N. Y. He was also president of the Central New York Fair Association for three years. He resigned the presidency of the Brookfield Agricultural Society, which operates the fair, two years ago. Survived by his widow, Alice, and a son, Glenn. Burial in Brookfield Cemetery June 5.

**BARTHOLOMEW—Arthur,** 74, president of the West Oak Lane Symphony Orchestra, Philadelphia, June 9 in St. Joseph's Hospital in that city. Survived by his widow, Florence. Burial in Ardley Memorial Park, Philadelphia, June 13.

**BROWN—W. Frank, M. D.,** (Dr. Billie), songwriter and operator of the Dr. Billie Song Shop, Keokuk, Ia., recently in that city. He wrote the lyrics to many songs, including "Love Me Alone" and "Hillbilly Serenade." Survived by his widow, two sons and a daughter.

**CANTOR—Louis (Lee),** 54, former well-known emcee in the New Orleans area, June 9 at his home in that city. Survived by his widow, Katherine, and a brother and sister, Morris and Fannie, Rochester, N. Y. In late years he had been a paper salesman for The Times-Picayune Publishing Company, New Orleans. Burial in St. Vincent de Paul Cemetery, New Orleans.

**CLARK—Christopher A.,** 85, former med show operator, June 9 in County Hospital, Milwaukee. Survived by a daughter, Mrs. Florence Teschan, Milwaukee. Burial in Holy Cross Cemetery, Milwaukee, June 13.

**CODY—Buffalo,** 101, circus and carnival troupier, June 9 in Montgomery County Hospital, Conroe, Tex. A showman for 76 years, he had been with Rice & Gorman Shows, 101 Ranch Wild West and Buffalo Bill's Wild West Show. Later he was with the Johnny J. Jones Shows until 1926, when he toured his own medicine show. Last season he was with Schaefer's Just for Fun Shows. Survived by a daughter, Texas Tommy (Mrs. John Anderson), Cleveland, Tex. Burial in Conroe.

**DALY—Edward M.,** of Daly's Unit Shows, outdoor novelty and comedy act supplier of Boston, June 4 at his home in that city. He started in show business as a tumbler in vaude with Riley and Woods, where he was billed as Daly, the Mad Man. His last act was known as Daly's Tangled Army.

**GREGORY—John Clyde,** 35, carnival worker with Hammond Shows, June 4 at Houston. He was electrocuted when he stepped on a steel ladder leading to the shows' power plant.

**GRUBER—Joshua,** 85, manager of the old Arch Street Theater, Philadelphia, for 50 years and the original producer of Jewish stage shows in Philadelphia, suddenly June 4 at the Uptown Home for the Aged, Philadelphia. Survived by his widow, Elizabeth, and a daughter. Burial in Har Nebo Cemetery, Philadelphia, June 7.

**HARTLEY—Mrs. Anna Ryburn,** 83, wife of Harold W. Hartley, orchestra leader and former president of Local 63, American Federation of Musicians, Bridgeport, Conn., June 5 in that city. Burial in St. Michael's Cemetery, Stratford, Conn., June 8.

**HEARN—Mrs. Minnie,** 67, former actress, June 7 in a Dallas hospital. Born in Chicago, she and her sister started in show business there as the Gladstone Sisters. She and her late husband, Harry Hearn, English actor, played English music halls before they settled in Dallas, where they operated a tent theater until 1944, when her husband died.

**HICKEY—Leslie F.,** 53, pianist, organist and composer, June 7 in Bridgeport, Conn. Survived by his parents, Mr. and Mrs. John Hickey. Burial in St. Michael's Cemetery, Stratford, Conn., June 11.

**HOWARD—Gary (Stingaree Joe),** 50, circus and carnival troupier, recently at his home in Binghamton, N. Y. He had been with the F. Eugene Sykes circus and rodeo attractions, Cole Bros. Circus and James E. Strates Shows and was one of the charter members of the Rodeo Fans' Association of America. Burial in Spring Forest Cemetery, Binghamton.

**In Remembrance of**  
**Curtis Edward Little**  
Who Passed Away  
June 22, 1950  
**CLARA W. LITTLE**

**MARKS—Mrs. Vera L.,** 71, veteran animal trainer, June 9 in Deaconess Hospital, Evansville, Ind. As Lorraine Wallace she had been with the John Robinson and Al G. Barnes circuses during the early 1920's. She had also trained animals in Hollywood for the old Mack Sennett silent movies. Survived by her husband, Fred H. Marks, animal trainer at the Mesker Zoo, Evansville. (Details in Circus Department.)

**MARTIN—William H.,** 70, nationally known trainer of sheep dogs, at Maple Creek, Sask., June 9 following a heart attack. He had appeared at numerous indoor shows in this country and Canada demonstrating the sheep-herding abilities of his dogs. His widow survives. Burial at Maple Creek.

**MARULLO—Thomas,** 76, concessionaire at Grand Isle, La., for 15 years, June 10 at his home there. Survivors include a daughter, Mrs.

Antoinette Michelli, Metairie, La.; a son, Tony, Grand Isle, and a brother, Arthur, New Orleans. Burial in New Orleans June 12.

**MCCONNELL—John A.,** 62, musical director at the Steel Pier, Atlantic City, June 2, in Bryn Mawr (Pa.) Hospital. He was formerly musical director of the pit orchestras at the Mastbaum, Stanley and Earle theaters in Philadelphia. His brother, Charles J. McConnell, also a theater conductor, is president of the Philadelphia musicians' union, Local 77. Other survivors include his widow, Elizabeth; two sons, John Jr. and Charles, and a sister. Burial in Holy Cross Cemetery Philadelphia, June 8.

**METHOT—Mayo,** 47, former stage and film actress and ex-wife of Humphrey Bogart, June 9 in Portland, Ore. She began with the Baker Street Stock Company in that city and debuted on the New York stage in 1922 in "The Mad Honeycomb." She was George M. Cohan's leading lady in the 1923 production, "The Song and Dance Man," and in 1929 appeared in "All the King's Men," "Now-a-Days" and Sidney Howard's "Half Gods." One of her best-known stage performances was as Ivy Stevens in "Torch Song" during 1930. She began making movies in the 1920's, and her films included "Harold Teen," "Mr. Deeds Goes to Town," "Brother Rat and a Baby," "Corsair," "The Night Club Lady," "Virtue," "What Ann Brought Home," "Unexpected Father," "Women in Prison" and "A Woman is the Judge." Survived by her mother.

**MICHAUD—Mrs. Sara H.,** 69, mother of Arthur T. Michaud, personal manager for many name bands and other theatrical attractions thru his agency in Hollywood, June 11 at her home in Philadelphia. Also surviving are a daughter and two other sons. Burial in Roosevelt Cemetery, Philadelphia, June 12.

**NEVIUS—Toby,** 40, veteran rep show, radio and night club performer, June 13 in Missouri Baptist Hospital, St. Louis, of a heart ailment. Nevius broke into show business with a tent show operated by his father, the Nevius-Tanner Players, in which he did principle comedy at the age of 15. He toured for years with this show thru its established territory in Iowa, Missouri and Illinois. Later he took up radio work and was for a number of years associated with WLW, Cincinnati, where he was known as Granpappy Doolittle. After leaving WLW two years ago he was briefly identified with other radio stations. For the past year he had worked niteries with his old-man character. He was an outstanding ad lib performer and boasted of having one of the largest stocks of comedy material of any rep show or night club performer. Survived by his mother, Mrs. Laura Nevius, St. Louis. Burial in Sunset Park, St. Louis, June 15.

**PERKINS—Kenneth,** 61, author and screen writer, June 8 in West Los Angeles, Calif. He authored Gene Autry tele stories and numerous Westerns featuring William S. Hart and Tom Mix. Survived by his widow, Grace; daughter, Mrs. Ralph Kramer, and a brother, Rev. James C. Perkins. Burial in Rialto Park Cemetery, West Los Angeles.

**PETERS—Maude E.,** 70, widow of William (Ketrow) Peters, in Miami, June 4. Her husband, who died last April, operated circuses and tent shows for over 40 years. Surviving are a daughter, Mary Ellen O'Rear, and two sons, William and Frank. Burial in Miami, O.

**ROMERO—Cesar Julio,** 78, father of pic actor Cesar Romero, June 10 in Brentwood, Calif. He also leaves his wife, Maria; another son, Eduardo, and two daughters, Maria Teresa and Mrs. Graciela Hope.

**SIMPSON—Mrs. Josie,** who with her late husband, Edward Simpson, toured in vaude and with the Hunt Bros. Circus for many years, June 10 in Oswego (N. Y.) Hospital. Burial in Fulton, N. Y.

**SIPPEL—Mrs. Della M.,** 60, mother of Johnny Sippel, Chicago indoor reporter of The Billboard, June 12 in Fond Du Lac, Wis. Other survivors include her husband, Louis F., and another son, Rev. Edward F., a curate at St. Aloysius Church, West Allis. Burial in Mt. Calvary Cemetery, Fond Du Lac.

**In Memory**  
**J. Francis (Smithy) Smith**  
Born March, 1896  
Passed on June 7, 1951  
Sadly missed by all members of the Veterans United Shows.

**SMITH—Alvin E.,** 75, assistant manager of George A. Hamid's Steel Pier, Atlantic City, suddenly June 7 in that city. Services June 11 in Connecticut, O. (Further details in Parks Department.)

**SMITH—J. Francis,** 55, bingo caller on the Veterans' United Shows, June 7 in Lidgerwood, N. D., of a heart attack. He had also been with the 20th Century, Golden West, Dykes & Joyce, World at Home and Johnny J. Jones Exposition shows. During the early 1920's he was on advance for various small circuses. Burial in Pleasant View Cemetery, Lidgerwood.

**TICKNER—Max (Milkie),** 53, former operator of the Latin Casino, Philadelphia, suddenly June 10 at his home in Elkins Park, Pa. He operated the Funcade, an amusement machine arcade on the Boardwalk in Atlantic City, and was a director of the Tel-Ray Tube Company, Yonkers, N. Y., manufacturers of television tubes. In earlier years, he operated Milky's Night Club in Philadelphia. His widow, Fannie; two sons, a daughter, a brother and two sisters survive. Burial in Mount Sharon Cemetery, Philadelphia, June 11.

**WHITE—Herbert A.,** 61, former bowling alley operator at Crystal Beach Park, Crystal Beach, Ont., for several years, June 12 in Port Erie, Ont. He had also worked a high-striker at fairs during the Canadian fair season. Survived by his widow, Lillian; a daughter, Mrs. Garnet Brodie, and a son, Russel.

**In Memoriam**  
**Our Dear Daddy on Father's Day**  
**FRANK (DUTCH) WISE**  
**TERRELL AND LITA WISE**

**WHITHAM—David,** 74, former concessionaire at Myrtle Beach, Milford, Conn., for many years, May 31 in Milford, Conn. Survived by his widow, Bessie; two sons, David, Milford; Leslie, Newington, Conn.; three sisters, Mrs. John Anthony and Mrs. John Miller, Southington, Conn., and Mrs. Joseph Preston, Chicopee Falls, Mass., and seven brothers. Burial in Milford Cemetery June 2.

**WOODS—Claude Beekman,** 61, of the Ringling-Barnum circus Side Show and in the past with Great Patterson, C. A. Wortham, Johnny J. Jones and World of Mirth shows, June 2 in Lancaster, Pa. He was also associated for a time with Wametto Theaters in Miami. Surviving are his widow, Vitula; a daughter, Mrs. Henley Falconer, Miami; a sister, Mrs. George P. Williams, Carthage, Mo., and two brothers, Clarence Woods, of the Ringling show, and Bryan Woods, of Texas. Burial in Miami June 6.

**YEISER—William,** 81, years ago a slack rope performer with Ringling circus and a musician with various circus bands, June 10 in Garden City, Kan., of a heart ailment. Since 1916 he had been a farmer and stockman in Finney County, Kansas. Survived by a brother, James, San Francisco. Burial in Red Cloud, Neb., June 12.

## Drivin' Round The Drive-Ins

**MRS. JOSEPH DOLGIN,** wife of the partner in the Pine Drive-In Theater, Waterbury, Conn., served as director of a stage comedy, "Out of the Frying Pan," produced recently by the Hartford Jewish Community Center dramatic group. One of the principals was the Dolgin's daughter, Barbara. . . . Vincent W. Youmatz, manager of the Sky-Vue Drive-In Theater, Torrington, Conn., is now offering free pony cart rides to youngsters of adult patrons on Friday, Saturday and Sunday nights. . . . Opening of E. M. Loew's Farmington Drive In, Farmington, Conn., 850-car capacity project now nearing completion, will bring to four the number of drive-ins operated by the circuit in Connecticut. George E. Landers, Hartford division manager, anticipates a July 4 opening for the drive-in, which will be managed by Hector Frascadore, of Bristol, Conn. . . . John Bednarski has been named concessions manager at the Hartford Drive-In Theater, Newington, Conn., replacing Thomas D. Shea, resigned. . . . Pony Bud, with 38 of his nationally known Shetland ponies, performed at a Kiddies' Jamboree, presented by the Hi-Park Drive-In Theater, San Antonio. Charlie Reeves, of the theater staff, saw to it that all children in attendance got a free ride on the ponies, and refreshments.

**ORMOND DEGELBECK,** manager for Burnside Associates, opened the Burnside, Mich., Drive-In, June 8. . . . James H. Ross and Associates, who have the Dearborn Drive-In at Dearborn, Mich., opened a second unit, the 1,000-car Mount Clemens Drive-In, at Mount Clemens, June 15. . . . Lee Stallard and Louis Warrington opened their 1,000-car 23 Highway Drive-In, at Grand Blanc, Mich., June 15. . . . L. S. Ducate has sold Moon-Lite Drive-In, Palestine, Tex., to William H. Pence. . . . The new Jet Drive-In has been opened at Big Spring, Tex., by J. Y. Robb, with H. C. Overt as mahager. . . . L. O. Morgan and his son have started construction on a 300-car drive-in at Slaton, Tex. . . . Development of a new process in third-dimensional color film that requires but one reel and can be

## Roadshow Rep

**BERT (DUTCH) FARLEY** has been playing the Raton, N. M., area with a platform show to good business. . . . Gordon McKay, following a long season of pix in the East, plans to try a museum-pix trailer attraction around Hibbing, Minn. He'll also make some small-town church dates with a feature religious pic. . . . J. K. Short advises from Riverton, Wyo., that he has had a good season with a two-cast, vaude-pix trick. He's been playing various types of dates, including ranch resorts and some churches. Short is mulling a platform show and plans to try it out soon. . . . Earle Carle writes from Hood's River, Ore., that he "will start back east after a coast-to-coast swing. Excepting for the cold spots we struck, I have had a good long season and I'm sold on Western territory after putting in most of my time in the East. But who will travel? The old guard of one-night standers has passed and the young fry won't travel. It's too much like labor." . . . Fell's Family Show, three people, is in Western Kansas and moving toward Colorado for the summer. Show makes any dates that come along and will try the platform idea for the hot weather period.

**CHESTER NORWOOD,** who wound up a 10-State trek recently, will put in the summer around Burlington, Vt., where he has some resort towns and summer camps lined-up. . . . Bird's Show is back on the road after a long lay-off in Florida. The two-person unit opens its tour in Central Pennsylvania. Sponsor dates are played for the most part and the unit is planning a Western tour soon. . . . Ralph Stiles writes from Conrad, Mont., that he's been doing okay with his solo bill and has been invited back at most of the places where he has appeared. He says that he has added considerable wardrobe and that he plans to play small Colorado towns for the summer. "The only trick I've encountered of late," says Stiles, "is the one operated by A. G. Miller, who has a good novelty outfit and a fine array of museum items. His show is spick and span and from the looks of it he has been getting money."

**EARL MCCARTHY,** old-time repster and road advance man, comes thru with the following from Colebrook, N. J.: "I was in Lynn, Mass., recently and during my week there I looked around to see if there were any old-time rep or 10-20-30 people left but could find no one. I thought of the change since I joined Frankie Carpenter and Jere Grady with their 10-20-30 show, and on another occasion when I went to Lynn to talk with Jere McAuliffe, but didn't join out with him. And prior to that, I was with Billy Burke's Minstrels, which also operated out of Lynn. Burke's son still is in the business there, but the names of the old rep shows were not to be found. For the past

run thru a standard motion picture projector is announced by Wright Patterson Air Force Base, Dayton, O. The invention of Major Robert V. Bernier, of the photographic service center at the field, it is said the new process can be adapted to conventional motion picture cameras with a minimum of attachments. However, the field is developing a new projector that will permit use of either two or three-dimensional films and will take some of the bugs out of the conversion process.

year I have had an indoor fair set-up but will move out of it and try a store show-museum presentation over in Canada. In fact, I have been in Canada for a good part of the past 10 years. Can anyone supply a roster of the James Kennedy Repertoire Company of the 10-20-30 days?" . . . Gilbert Baker, lecturer, has finished his season and will move north from New Orleans, where he wound up his tour. He plans to spend most of the summer in Spokane. Baker reports a good season and attributes his success to a good solo show.

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## House Committee Affirms Approval To End Tax at Fairs

### Action Assures Provision in Bill To Be Voted Upon by Congressmen

WASHINGTON, June 16.—The House Ways and Means Committee this week formally affirmed its tentative approval, voted previously (*The Billboard*, May 26) to exempt non-profit agricultural fairs from the 20 per cent federal admissions tax. The committee's action assures the exemption remaining in the bill that goes to the House floor.

Current sentiment in the House is generally favorable to the exemption. While the Senate is figured ready to concur in the event the House goes along with the committee's action, there is considerable talk that the Senate Finance Committee may come up with a revised tax program of its own and may knock out a number of provisions drafted by the House Ways and Means Committee. Consequently, the fate of tax legislation in the Senate is uncertain.

#### Benefits Tax Exempt

Language of exemption provision in the final draft of the House Ways

and Means Committee's tax bill is identical with the previous version. The committee reiterated that it wants to exempt from the federal admissions tax "admission to benefit performances when proceeds inure to the following:

Non-profit agricultural fairs, opera companies, concerts conducted by non-profit civic associations, non-profit religious, educational and charitable institutions, community-supported symphony orchestra, non-profit co-operative or community center motion picture theaters, national guard organizations, reserve officer organizations and veterans' organizations and police or fire departments. The exemption also covers swimming pools. The committee is still of the opinion that carnivals, rodeos and circuses "where professionals participate for compensation" are not included in the exemption.

#### Operative in 10 Days

The exemption would become operative on the first day of the first month starting more than 10 days after enactment of the new tax law.

Also given final approval by the committee this week was a provision agreed on tentatively before for a tax of 10 per cent on wagers taken by professional lottery operators and bookmakers. However, the committee in clarifying language to the provision indicated it favored exempting itinerant concessions such as function in carnivals, fairs and circuses.

Roulette, dice games, bingo and other such activities would be exempt chiefly because of the difficulty of keeping track of wagers.

### VERBAL REPORT

## Orient Show Ventures Hit By Embargo

NEW YORK, June 16.—Al J. Richardson, who returned to this country recently from the Orient, reported that show business there is generally bad as a result of the U. S. trade embargo. He said Luna Park, Hong Kong, in which he has an interest, and other show business ventures prospered even after the outbreak of the Korean war, but that business came to a virtual standstill after the trade ban was invoked.

Richardson, who is here primarily for eye treatments, said that he had completed arrangements for the importation of Japanese attractions while en route here. Included are four Sumo wrestlers, headed by Mieda Yama, the national champion for seven years, and Yiochi Hiroaka, xylophonist, who was well known in this country prior to the war. The beefy wrestlers, all of whom weigh close to 300 pounds, will be presented here by Toots Mondt, wrestling promoter, Richardson said.

Another attraction contemplated for importation is an ice show which has toured the Orient. Unit, with British nationals making up the bulk of the personnel, uses its own equipment to make a skating surface in a tank measuring 46 by 29 feet. The process takes 14 hours, Richardson said.

While business in the Orient is currently bad and the importation last year of 30 Dodgem cars, a Whip, Loop-o-Plane and Spitfire were hardly justified, Richardson said the possibilities there would be unequalled after the war. He was particularly impressed with Japan and Tokyo in particular. Show business in Tokyo is booming, he said, but as yet no foreign capital has been needed or utilized.

## ILL. HOUSE OKAYS CHI FAIR MEASURE

### Bills Go to Senate; Would Finance Lakefront Event, Downstate Annuals

SPRINGFIELD, Ill., June 16.—The Illinois House Friday (15) passed four bills to finance resumption of the Chicago Lakefront Fair and improve county fairs. They were approved without a dissenting vote and sent to the Senate.

The two basic measures call for a 1 per cent tax on pari-mutuel wagers. Proceeds would total about \$1,500,000 annually, and that fund would be divided, with the Chicago fair getting half. The other half would be split among fairs which qualified with scientific and industrial exhibitions.

Agricultural fairs in the State could choose the proposed arrangement or stay in line for

present payments of State agricultural premium funds.

Another bill would increase to \$2,000 the amount each county fair may get from the agricultural premium fund for permanent improvements. The current limit is \$1,000.

The fourth measure would permit sale of beer on the Chicago Lakefront Fair site.

## Conn. Towns Prove Good For Ringling

PLAINVILLE, Conn., June 16.—In the money bags of the Ringling-Barnum circus for one day and two performances here today was \$29,000, price paid by private citizens for the date, as the show came on from three strong stands earlier in the week.

Single-date swing began Monday (11) in Bridgeport, Conn. Matinee and night shows produced straw houses, with ticket sales stopped an hour before show time. Playing New Haven, Conn., Tuesday (12), capacity business was scored for afternoon and evening performances. The circus set up at Morse Park in a New Haven suburb, and 150 children from the New Haven County Home were guests of the show.

Date at Providence-Pawtucket, R. I., Wednesday (13) yielded a three-quarters house for the matinee and gave an overflow crowd at night. The evening throng was estimated at 11,000 persons. Reserved seats were scaled at \$2.50 and \$1.50. *The Providence Journal* gave the show a good play.

The New Haven lot, a reclaimed sandy beach, was watered by the show for a full day before arrival. However, it remained soft and the matinee was delayed an hour. Seat wagons mired and performers had difficulty working. This was Ringling's first time here since 1944.

Late departure from the New Haven lot caused a slightly late arrival in Pawtucket, R. I. This was the first time that the Ringling-Barnum combination played Pawtucket. Previously, the org had made Providence, but price for the old lot there was considered too high. A second lot, near Narragansett Race Track, was contracted and announced in billing. However, it was abandoned a few days before the stand and show finally settled on Pawtucket.

## Bill Taylor Named Hauss Outdoor Exec

ST. LOUIS, June 16.—Bill Taylor, with the Hauss Chevrolet Company here for the past four years, has been named to head up sales of trucks and cars to the outdoor trade.

He succeeds John Bundy, who recently resigned to become president-manager of Young-Mallett Motors, Inc., Chrysler-Plymouth dealer here.

## 5 Que. Events Sign Initial Hamid Pacts

NEW YORK, June 16.—Five Quebec annuals, signed by Joe Hughes, field representative, have been added to the books of the George A. Hamid & Son talent agency this year. Latest acquisition was Drummondville, with W. H. Duffy, president, awarding the contract for the seven-act program. The dates for the event are August 10-12.

Dates acquired earlier were Richmond, Quebec, Cookshire and Ayerscliff. Hughes said that each event is using an expanded show with both day and night presentations scheduled.

## Alvin H. Smith Passes in A. C.

ATLANTIC CITY, June 16.—Alvin H. Smith, 75, an assistant manager of George A. Hamid's Steel Pier here, died June 7 of a heart attack. He was stricken while at work on the pier and taken to the Atlantic City Hospital where he was pronounced dead on arrival.

Smith, who made his home in Pleasantville, N. J., came to Atlantic City from the Midwest in 1926 to be manager of the General Motors exhibit on Steel Pier. In 1932, he went with the Frank P. Gravatt Company, then operating the pier, and remained with the amusement center after it was taken over by Hamid.

He was active in local affairs and was a member of the Atlantic City Kiwanis Club. Services and interment took place June 11 in Conneaut, O.

## Des Moines Rodeo Sets Autry Troupe

DES MOINES, June 16.—Gene Autry and his radio troupe will be the featured attraction at the championship rodeo skedded for Iowa State Fairgrounds here June 20-24. With Autry will be Jerry Scroggins, Fred Martin and Bert Dodson. The event will post a \$5,000 prize purse.

## DETROIT FAIR SETS ANDREWS SISTERS

### Sign for Three Coliseum Appearances; Board Mulls Other Name Attractions

DETROIT, June 16.—The Andrews Sisters will play Michigan State Fair here this year but signing of other name attractions for the annual's coliseum show will be delayed until next week, James D. Friel, fair manager, said this week.

The gal trio, booked this week thru the Gus Sun Agency here, were tentatively set to headline the show September 2-4, but this is subject to change pending the availability of other name performers.

Other names mentioned in the negotiations include Mario Lanza,

Ann Miller, Ezio Pinza and Frankie Laine, but final decision is expected to be made Thursday (21).

Supporting acts for the coliseum show have been set by the Sun agency and include Hal Sands' Manhattan Rockets, LeBrac and Bernice, St. Leon Troupe, Mara and Maurice, the Neissens, Matt Tuck and the Gregorys. Additional talent may be booked.

Names in last year's coliseum show included Betty Hutton, Carmen Miranda, Jerry Colonna and Dick Contino.

## Blue Laws Nix R-B Poughkeepsie Date

### Big One Blows 30G While Sponsors Have to Kick Back 20G for Tickets

POUGHKEEPSIE, N. Y., June 16.—With a partially completed advance sale of \$20,000 accomplished for a one-day, two-show stand here tomorrow (17) of Ringling-Barnum circus, two posts of the American Legion, which had purchased the date for a reported \$30,000, announced Thursday (14) that the date had been canceled on orders from State police.

Involved were Lafayette Post No. 37 and Arlington Post No. 1302. Police acted under Sunday

blue laws. Section 2152 of the Penal Law forbids any circus performance on Sunday and holds guilty of a misdemeanor every person aiding in such a performance. Ringling will lose \$3,000, cost of advance billing, and will refund the \$30,000 to the Legion posts. They, in turn, will return patrons' cash.

The show will proceed from a Plainville, Conn., date today to a one-day Albany, N. Y., stand, Monday (18), by way of Pittsfield, Mass. Altho R-B has played the latter city in the past, the snap ban here prevented the show from proper advance work which would have substituted Pittsfield for Poughkeepsie.

#### Action Threatened

Dutchess County District Attorney Vincent A. Grady called in Legionnaires Wednesday (13) and informed them that State police would take action to prevent a Sunday showing of R-B here. A Legion spokesman said that since the date had been announced last

(Continued on page 48)

## Purtle Buys 2 Ride Units

NEW YORK, June 16.—Earl Purtle, operator of several outdoor show properties, this week announced that he has purchased a kiddie Merry-Go-Round from the Allan Herschell Company, and a Pony Cart unit from the Mangles Company. They are to be added to a kiddie boat unit and a Jet Rocket unit for fairs.

Purtle, who is spending most of his time at Palisades (N. J.) Amusement Park where his wife, Ethel, is featured in the Motordrome, also operated a Motordrome on Cetlin & Wilson Shows.

## Carnivals Exempt From Gambling Bills

### Does Not Embrace Simple Games On Carnivals, Senator O'Connor Says

WASHINGTON, June 16.—As the Senate Interstate and Foreign Commerce Committee prepared to give early consideration to a new "program" bill introduced by the Senate Select Committee to investigate organized crime (story in Coin Machine Section), Sen. Herbert O'Connor (D., Md.), chairman of the Select Committee, declared that the measure, which widens statutory crackdowns on gambling devices, is not aimed to ban "simple games which are characteristic of itinerant carnivals."

The bill extends the United States code to ban interstate shipment of roulette wheels, punchboards, lotteries, gift enterprises or schemes. The bill is sponsored by Chairman O'Connor, former chairman Estes Kefauver (D., Tenn.), and the following Select Committee members: Senators Charles Tobey (R., N. H.), Lester

C. Hunt (R., Wyo.), and Alexander Wiley (R., Wis.).

Chairman O'Connor, in explaining the bill, pointed out that it was drawn with great care "to avoid curbing the manufacture of amusement-type pinball machines, the kind that are found thruout the country, since these are not generally considered as gambling devices and have not been found to lend themselves to exploitation by criminal organizations.

"Similarly, it is felt by the committee," he declared, "that the so-called wheels of chance and other simple games which are characteristic of itinerant carnivals, and which are used in raising funds for a multitude of worthy causes, should not be outlawed at the federal level, and the proposed new law leaves ample room for their exclusion from its prohibitions."



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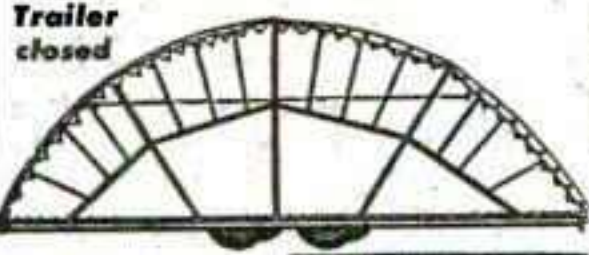
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**CLOSE-UPS: RICHARD COLEMAN**

**Astute Op Builds Win Plan Around Family**

By JIM McHUGH  
(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

With Dick Coleman, the carnival business is best operated as a family affair. It's always been that way, ever since he and his brother, Tom, formed Coleman Bros. Shows 33 years ago in Middletown, Conn. Their wives helped and so did the younger members of the clan. When Tom decided to retire in 1945 the equal partners ironed out all business details in five minutes without prior thought or notice.

Dick will never retire. It's a safe bet he'd make the route in a wheel chair, if he had to. But, in any event, it is still a family proposition. Mrs. Coleman is still active. The sons, Frances and Bobby, have been given 40 per cent of the corporation. The daughter and her husband, John Sheehan, are with the show, and so are the son's wives. A week ago a sixth grandchild was born, making for a pretty solid line of succession.

Dick led a prosaic existence until he was 26, working in a men's clothing store. His brother was a weaver in a silk mill. Without any previous experience they invested in a truck, a Ferris Wheel and Merry-Go-Round and added a Snake Show and Side Show and 20 concessions. They launched the outfit in 1917, stayed out about seven weeks and went broke. They had to promote a trucking company to move the equipment back to Middletown.

**Padre Lends a Hand**

They had little luck in obtaining a city-owned lot for showing until they approached a priest who secured for them a lot in the heart of the city. Their fortunes turned and instead of going into the barn they continued the season. When they did quit for the season they were rich in experience but just about even financially.

Since then Coleman Bros. has never missed a week and the shows have grown from a two-ride unit to 14. Actually, the shows have never missed a Monday and the equipment is usually ready Sunday afternoon. Dick has stuck to the same limited territory thru-out his career. There are no surprises in the route he has covered for so many years. He's never had an inclination to change, and for an excellent reason. He's always made money, even in 1950 when things were a little rugged.

**Will Never Retire**

Dick believes and demonstrates that show business is a good business. Brother Tom made enough money to retire in comfort. Dick could do the same today, but he won't because the action of operation is too necessary to his well being and happiness. When the brothers started they had about \$5,000. Now Dick alone owns 40 odd pieces of mobile equipment which could be sold for at least \$100,000. In addition are all of the other show paraphernalia, the winter quarters that provide cover for every piece of equipment and the Middletown show lot which he owns.

Dick also is president of the C & F Corporation, Ocean Beach, Conn. The group started with two rides, built the number to eight and is planning to add more. They recently were awarded a five-year contract by the city which owns the model funspot. Dick also has made money at the beach consistently, even tho the industrial area in which it is located has been hit hard at times.

The Coleman operations are limited to 26 weeks ending Columbus Day. The show has stuck to the same New England-New York territory thruout the 20 years of its existence and some of its dates have been on its route cards for nearly that long. The Rochester (N. H.) Fair for 16 years and the Greenfield (Mass.) Fair for 15 years. Dick is proud of the record, pointing out that

both human and business relations had to be on a high plane for the associations to endure.

**Hardships Plentiful**

The route traveled has not always been smooth. In 1937 at Utica, N. Y., a flood covered the fairgrounds and all of Dick's equipment, right up to the tops of the trucks. The day the water receded Dick went to the office and paid off 100 cents on the dollar on his contract and then prevailed on other contractors to settle for 50 cents on the dollar.



DICK COLEMAN

In 1938 the show got caught in New England's legendary hurricane at Contookut, N. H., and never opened. When he and Tom first started out it was necessary to return to the clothing store in the winter to add-to the family budget.

Dick was without a Merry-Go-Round one year when he was booked into the Connecticut State Fair, Hartford. He was also without money, so he approached a banker for a loan of \$1,500 without collateral to buy a Ginny. The banker was flabbergasted and offered the money if Dick could prove that anyone would let him have a \$7,500 machine for only \$1,500 down. John Wendler, of Allan Herschell Company, did and Dick went on to pay off the indebtedness without missing a note. The same machine is now owned and operated by the Colbert Brothers in Massachusetts.

**Management Important**

Dick has seen a lot of operators come and go. Bad management and over-expansion have accounted for many of the fatalities, he believes. Claiming the largest unit based in New England, Dick says he does all of his buying now on a cash basis. He hasn't had to resort to credit in years.

Dave Altman, who started with the shows, has been the Merry-Go-Round foreman for 32 years. Paul Smith has been with the org for 30 years. Most of the personnel, as a matter of fact, has been around for quite a while.

At 59, Dick is sure of his success formula. The shows never have had a general agent since Dick has handled all of the bookings. Members of the Coleman clan handle the bulk of the money, so nothing disastrous can happen in that important department. Dick says he takes it a little easier now with his sons around to supervise the heavy work, but his relaxed pace, if it exists, isn't noticeable to his friends. His youngest son, Bobby, quit a post with the Triple A Jersey City baseball team to devote his time to the shows. It looked for a time as tho Bobby would be lost to the big leagues, and he might have been had he stuck it out.

Dick is a member of the Elks and the Volunteer Firemen in Middletown.

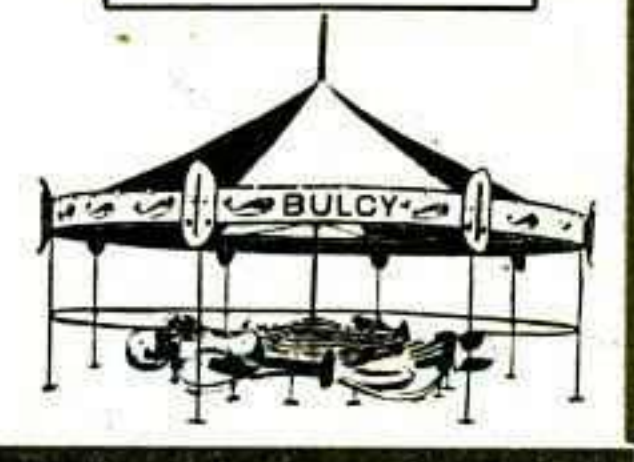
**Swift Current Expands**

SWIFT CURRENT, Sask., June 16.—City council authorized expenditures of up to \$2,500 for a 60-foot extension to one of the stock barns at the fairgrounds here. A better-than-average entry of livestock is indicated for this year's fair.

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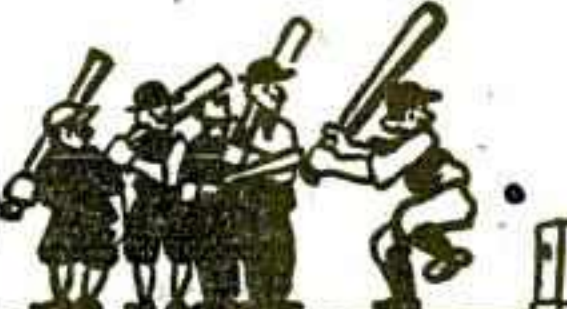
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## Out in the Open

Jan Murray, emcee of the Columbia Broadcasting System's "Sing It Again," and his son were Sunday (10) visitors to Rockaways' (N. Y.) Playland.

Look magazine photographers last week shot a series of pictures of the Motordrome operated by Earl and Ethel Purtle at Palisades (N. J.) Amusement Park.

Russell (Slim) Watt, manager of Fairyland, N. Y., Park, kiddie spot which preemed recently, has left that post to operate a kiddie ride at Seaside Park, near Rockaways' Playland. . . . New York booking agent, Stanley W. Wathon was confined to his home last week with an injured knee.

Raymond Lusse, of Lusse Bros., Inc., Auto Scooter manufacturers, was a Sunday (10) visitor at Rockaways' (N. Y.) Playland.

Canadian showman Frank R. Conklin was the subject of an article by Dell Mott in the June issue of Turf and Paddock in Canada. Illustrated story centered about Conklin's activities as a breeder of thoroughbred race horses at his Midway Farm near Brantford, Ont.

William (Billy) Blencoe, of Globe Poster Company, Chicago,

was a Thursday (14) visitor at the Atwell Luncheon Club in the Hotel Sherman following a prolonged illness.

Lee A. Sullivan Jr., son of Lee A. Sullivan, president of Eli Bridge Company, Jacksonville, Ill., manufacturer of Ferris Wheels, expects to lose his inactive status in the Naval Reserve this month and return to active duty.

Prof. George J. Keller's lion act, which appeared recently on the Columbia Broadcasting System's "Big Top" television show, received some publicity breaks recently. A late issue of Newsweek carried a write-up and photo of the act and it was also featured on the front cover of Rear View Mirror, house organ published by Greyhound Bus Lines. Keller, who replaced parts of his cage bars with heavy plexiglass for the television show, is touring New England with the J. C. Harlacker promotions.

Ray Heatherton, who is "Merry Mailman" over WOR-TV, New York, will be a free attraction at Palisades (N. J.) Park Saturday (30). Patrons get free admission to the park by writing to Heatherton at the station. Also on the bill will be the Norbertys, aerialists.

## Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Jaqueline Teeter, sway pole, bowed as a single recently at Buckeye Lake Park, Ohio, after years of trouping with her sister, Jeanne. She's currently at Twilight Drive-In, Winamac, Ind., after which she heads for Cedar Point, O., and Ypsilanti, Mich., accompanied by her mother. . . . Four Phillips, new perch act being imported from Europe by Charles Zemater, Chicago, were skedded to arrive in New York, Wednesday (13). Act will join Tom Packs' Circus for its St. Louis and Indianapolis stands.

Bert and Corrinne Dearo, high act and slack wire, are in Peru, Ind., prepping their equipment for the outdoor season and have built a new rig for Corrinne's cloud swing. Duo will tour parks and fairs this year for the Gus Sun office. . . . Jack Little, former ride foreman, recently joined the Three Milo's, sway pole. The trio, which recently closed at Watseka, Ill., opens at Sunnyside Park, Toronto, Monday (18), following the Aerial Snyders, high act, which played there the week of June 11.

The Great Eugene, high wire, is skedded to play the St. Catherine, Ont., horse show the week of June 18. . . . The Loyal Repenski Troupe is back at their circus in Puerto Rico. . . . Acts added to the Oklahoma City Polio Circus, the week of June 30, include the Flying Lavals and Dick Clemens and his wild animals.

Mr. and Mrs. Harvey (Miss Luxem) Earlin head for Chicago following their close at State Fair Park, Dallas. Act is set to open at a South Side celebration in Chicago, June 21. Sway pole act also is booked for the Blue Island, Ill., American Legion Post celebration the week of July 16. While in New Orleans, the Earlins visited with the Ceplers and Kay Burns.

Joe Proskay and Hop Green, clowns, were in the line-up at the special Sealtest show at the grocers' convention Thursday (14) at Chicago's Navy Pier. Others included the Vagabounders, trampoline; Ray Wilbert, juggler, and the Carletons, hand balancing.

Talent booked for the Evanston, Ill., July 4 celebration in Northwestern University's Dyche Stadium, include the Five Titans, teeterboard; Cepler Family, high wire; Farias Duo, roly-boly, and Frisco's seals, all booked

thru Ernie Young, Chicago. Thearle-Duffield Fireworks, Inc., Chicago, will provide the fireworks.

Miss Happy Harrison heads north from New Orleans June 16, but will make a stop-off in Memphis. The act recently closed at the New Orleans Legion Circus. . . . Beatrice Dante, who also closed with her chimps at the same circus, headed west from there to join Gil Gray's Circus in Billings, Mont. . . . John Erickson, high pole, has been booked for the July 12-14 celebration at Moultrie, Ga. . . . Grandstand talent set for the Coleman, Tex., Fair, August 30-September 1, includes Larry Thompson, roller skating juggler; Quallmans, hand balancing, and Don Fransero, trapeze.

The Sandys, comedy casting act, featuring Pia Dobritch and currently at Palisades Park, has 21 weeks of outdoor engagements set thru the George A. Hamid & Son talent agency. Act opened May 27 at Kennywood Park, Pittsburgh, and closes in Georgia November 4.

Frabell and Cory, comedy tight wire, have been signed for the Sunday (24) Super Circus video show, aired by American Broadcasting Company from Chicago. Also on the program will be Matt Tuck, Oriental Risley, and the Flying Harzells. Vic Brown has booked the following for July 1: Miss Marsha Cleary, old trapeze performer; Karpis Trio, Risley, and the Five Titans, teeterboard.

Kayletta, high act, and Charlie Carpenter, of Harry Burke Shows, caught the American Legion Circus in New Orleans, June 3. They also visited Pontchartrain Beach where they chatted with Owner-Manager Harry Batt. Art and Marie Henry and the Royal Rockets. . . . Freddie Valentine's Troupe replaced Bob Fisher's flying act for two weeks at Idle Wild Park, Ligonier, Pa., when one of Fisher's flyers was injured. Valentine originally was scheduled to play the spot for two weeks beginning July 23.

Gualtiero Ambrosi, manager of Aida the Star in the Moon, high performer, is building a new outdoor rigging for the act skedded to be ready for Aida's August engagement at Belmont Park, Montreal. The act has been booked for

## FOUR ORGS CLASH OVER KY. ROUTES

Capell Cancels Dozen Stands; Campa, Beers-Barnes in; Rogers Coming Up

FRANKFORT, Ky., June 16.—Routes of four circuses tangled in Central Kentucky, and jockeying for open spots kept agents hopping during the past several days. Capell Bros.' Circus did not appear at Carrollton (7) or Eminence (8) and canceled about a dozen other Kentucky towns, including three which had been billed.

Campa Bros., Rogers Bros. and Beers-Barnes together have contracted over 30 towns in the area and most of them are papered. The Rogers show was headed northward from Louisiana, while the others already were in Kentucky. Capell Bros. remained in Indiana after blowing its Kentucky route. Its business was reported to be good in Indiana, and Carrollton was to have been its first Blue Grass stand.

Beers-Barnes agent, Gene Christian, was sandwiched between Campa and Capell earlier but this week was contracting for stands left by Capell. B-B will play Owenton (22), Lagrange (23) and Carrollton (25). Capell pulled its paper at the latter two.

### Campa Agent Leaves

Ben Davenport's Campa Bros.' Circus will make Lawrenceburg, forcing Beers-Barnes to cancel its later date there.

Agent Pete Lindemann has left the Campa show because of ill health.

Campa's business, no great shakes in Arkansas and Texas, picked up somewhat in Kentucky, where the natives took to its Latin-American pitch. Glasgow (6) was good altho the show got on the wrong lot and discovered the mistake as work on the big top started. Moving from the correct lot to Columbia (7), the Campa caravan took a wrong road, going west instead of east for about 40 miles. Davenport overtook the trucks and turned them around. Show was about two hours late in Columbia, where rain held business down.

### B-B in First

Cambellsville, Ky., was strong and a Sunday matinee at Bards-

## A.C. Closes All Licensed Group Games

ATLANTIC CITY, June 16.—All licensed games at this resort were ordered closed by noon today. Affected principally are bingo and other group-type operations staged in permanent buildings. The operators paid license fees to the city ranging from \$500 to \$3,000.

The shut-down is the direct result of two conferences held recently in Trenton between State Atty Gen. Theodore D. Parson and the prosecutors of the State's 21 counties. Meredith B. Kerstetter, assistant director of public safety, said last night that police had served notice to close all games. Prosecutor Lewis B. Scott, of Atlantic County, issued the order.

Frank Wirth's Fazarabia, which will be the featured entertainment at the Imperial Council Shrine Convention in Madison Square Garden, New York next month.

Featured at the Richmond (Va.) Air Show Sunday (17) were Ben Huntley, acrobat; Eddie Allen, balloonist; Buddy Rogers, stunt plane, and Don Edwards, bat man. . . . Opening bill of free attractions at Pontchartrain Beach, New Orleans, included Royal Rockets, skating team; Art and Marie Henry, juggling and balancing dogs and ponies; Spec Thomas, equilibrist and clown; Berto, hand balancing clown, and Miss Luxem, high pole.

Roland Tiebor, who has his sea lion act with Ringling-Barnum this season, writes that his son, Roland Jr., visited at Reading, Pa. The younger Tiebor was a member of a band at Fort Dix, N. J., following his induction into the army in January and is now on his way to Alaska, via Seattle, where he will help organize another service band.

town drew a full one. A small lot made it necessary to omit one 40-foot middle piece.

Beers-Barnes had two full houses at Lafayette, Tenn. (1), but Monticello, Ky.; Whitley City, Ky., and Jellico, Tenn., were only fair. It was 10 days ahead of Campa at Somerset (4) and had light business. Campa had not yet billed it and B-B billing was heavy. London, Ky., contracted but not yet billed by Campa, was another light one for Beers-Barnes. Mount Vernon, Ky., was weak, Berea was rained out and Lancaster was only fair for Barnes.

But at Liberty (9), despite rain, Beers-Barnes won big business. The show had formerly been set to enter Indiana June 23 and had canceled four stands because of opposition. However, availability of Capell stands made it likely that Beers-Barnes would take more of Kentucky.

Campa was heading toward West Virginia.

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**How To Put the Kid Into Kiddielands**  
Tips on how to lure more moppets to funspots for the small fry trade, obtained from a nationwide survey of leaders in kiddieland operations.

**Operating in Shadow of Skyscrapers**  
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night. On TV, for example,  
20-second spots utilizing slides  
of the park were offered at  
station breaks, with the pitch  
noting that a sure sign of  
spring is the opening of Rock-  
aways' Playland.  
The big drive was cleared  
with sponsors of shows on  
both WNBC and WNET so  
that the listeners and viewers  
were apprised of the fact  
that the park was open during  
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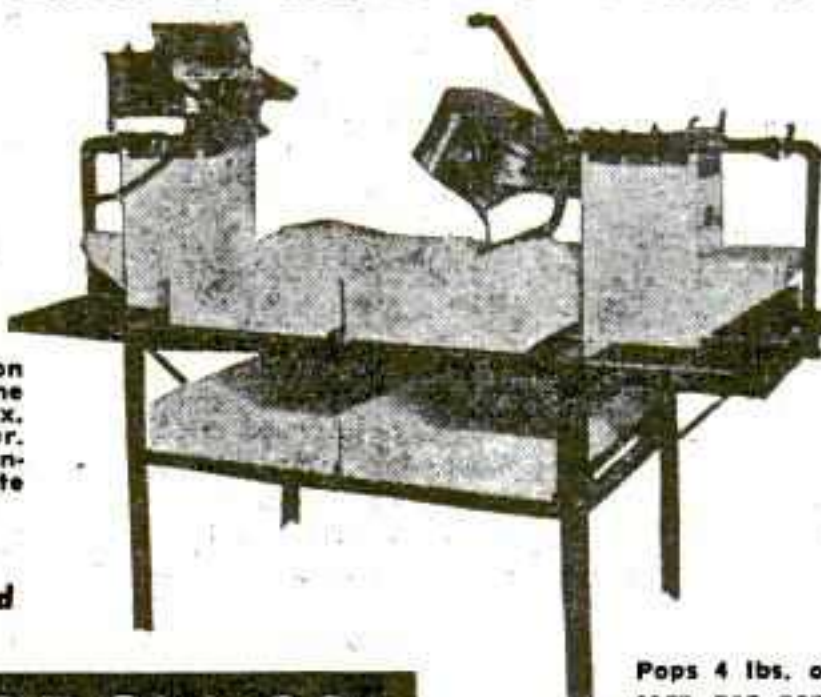
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## "GOLD RUSH"

# Dallas Loads For New High July Fourth

DALLAS, June 16.—Aiming at record July 4 business, State Fair Park has set up heavy promotion-advertising budget and new gimmick to pull children to the park early in the day.

The holiday always has been park's biggest of the summer, but potential is expected to be better this year than in recent years because the holiday comes in mid-week.

Midway will have free kids' "gold rush" all day on the Fourth, with eight bicycles and two Shetland ponies skedded for giveaway at 5 p.m.

Grand Ole Opry unit with Minnie Pearl, Carter Family, Chet Atkins and Bill Monroe play the Cotton Bowl at 8 p.m. behind a 50-cent gate, followed by \$1,600 worth of fireworks by Thearle-Duffield. Pyro aerial bursts will be fired Tuesday night (3) as bally for the holiday celebration.

Promotion budget of \$2,500 has been set up. All media—snipes, 24-sheets, radio, newspapers and window cards—will be used.

Park had a five-day Cotton Bowl show with high acts and fireworks last year and drew about 37,000 in bowl on the Fourth. Midway attendance last year was estimated at 100,000.

## South Africans Expand Stadium, Eye U.S. Units

JOHANNESBURG, South Africa, June 16.—Plans for enlarging Wembley Stadium here within two years to seat 30,000 persons under cover and for scheduling of top outdoor entertainment and sports events were revealed here recently.

Schlesinger organization assumes control of the stadium July 1, with Gilbert Brown, manager of the arena for 15 years, continuing in that post. Brown, who recently returned from a world tour of stadiums, said management intended to get Bertram Mills' Circus, Billy Rose's Aquacade, a Texas rodeo and a champion speedway rider for presentation here.

New management will make a feature of night sports on an international basis. Passages, lounges, artists and players' dressing rooms, entertainment and dining halls and offices will be situated below seating accommodations. Lighting will be increased from the present six pylons to 12, with banks of floods 70 feet high to triple the output.

## Regina, Sask., Ex Lends Sound Truck For Advertising

REGINA, Sask., June 16.—Regina Exhibition Association here is offering sound truck facilities without cost to sports days, baseball games, fairs and meetings in Southern Saskatchewan as a publicity and public relations stunt. Truck's operator handles public announcements and plays records as well as making pitches for the Regina Exhibition.

Out last year for the first time, the sound truck traveled over 5,000 miles to help out at some 40 events.

## Albuquerque Event Sets Horse Racing

ALBUQUERQUE, N. M., June 16.—New Mexico State Fair will hold horse racing this year for the first time, with the bangtails set to run nine afternoons, Leon H. Harms, secretary, announced. Night attraction will be a rodeo for eight evenings.

Plant improvements this year include completion of the fair's grandstand and erection of a new dairy exhibit building.

## Jersey Kidspot Opens

RIVER EDGE, N. J., June 16.—J. L. Franklin and associates are opening a new Kiddieland on a six-acre site here. Spot will be called Kiddie Wonderland. Rides will include a major Merry-Go-Round, National Miniature Train and several kiddie rides.

# R-B Blows Poughkeepsie

Continued from page 44

March and the heaviest part of preparations completed, the belated decision had the posts in a high dudgeon.

Legionnaires had planned a meeting here last night (15), but the spokesman was sure yesterday morning that the stand would be canceled. It was feared that an attempt to go thru with the date would lead to a riot. He said the posts figured to lose about \$1,000, but the sum would be made up by private local contributions. He also was positive that the stand would have been highly lucrative for the Legion. Proceeds were to go for rehabilitation and welfare work among disabled veterans.

### Orders From Albany

Legion sent a telegram Thursday to Gov. Thomas E. Dewey stating that if the circus could not show here on Sunday then he should shutter Jones Beach, Rye Beach, golf clubs, many theaters and halt television presentations on that day. The governor's secretary called "incorrect" the Legion's charge that Dewey instigated the crack-down. The Legion spokesman claimed that when State police were queried on their edict they replied that the order "came from above."

Only possible reason offered for the ban was pressure from church groups. The Legion spokesman said that minor objections from that direction had been voiced when the date was announced, but that the churches later were among ticket purchasers. The matinee had been set for 3:15 p.m., and there was no chance of conflict with religious services.

### Certificate Denied

Formal disapproval of the stand came thru a refusal of police to grant a certificate of compliance, issued when they are satisfied with safety provisions in a place of public assembly where there are no local building or safety inspectors. The lot here was to have been a short distance from the city line in the township.

Legion representatives had appeared before Township Supervisor Thomas B. Mahar, one of

the few Democrats here, and received permission for the date. The town council voted last month to take no action on Sunday blue laws after County Sheriff Fred Close said that complaints on R-B's Sunday stand would be referred to the council. The situation arose when two local men were arrested in connection with operation of stock car races Sunday, May 13, at near-by Arlington Airport.

State law, long in effect, was amended by a recent legislature in order to remove the ban on Sunday sports and permit baseball, basketball, soccer, hockey, football and bowling after 2 p.m. on Sundays if authorized by local ordinance. The city and township of Poughkeepsie took the necessary steps to permit Sunday movies, baseball and football games.

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# Pleasure Pier Preems With Top Features

GALVESTON, Tex., June 16.—On tap for official opening last night (15) of Pleasure Pier here were the Clyde McCoy orchestra, initial production of the Summer Circle Theater, first outdoor movie of the season at the spot and a marriage of sea lions. Jack Mankey is pier manager.

McCoy and his orchestra made their first appearance at the pier's Marine Room. The Summer Circle Theater, an in-the-round proposition, offered Thornton Wilder's *Our Town* in an air-conditioned playhouse at the front of the pier for five days. Advance ticket sales for the show were reported heavy.

Open-air movie kicked off with a technicolor musical. The seating arrangement has been changed to give customers more leg room, and the screen has been recoted with plastic paint to give pictures more brilliancy and depth. Sea lion nuptials were officiated by Judge Piperi, president of the pier board of managers.

Happy Village on the pier has been changed from a Western to Southern setting. The layout, which includes concessions and Penny Arcade, is in the form of a town square. The pier's exhibit hall has been split between games and rides and displays of manufacturers and trade associations. A feature of the hall is a television theater offering continuous shows.

## Mannville, Alta., Preps for Stampede

MANNVILLE, Alta., June 16.—Mannville Sports Association here is fencing its fairgrounds and improving its race track for its July 2 stampede. Event also will feature baseball and softball. W. C. Ewing is president, with H. Shreyer, vice-president, and R. G. Rudd, secretary-treasurer.

## Carnival Routes

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

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- All Fairs Show: Conroe, Tex.
- American Bazaar: Collindale, Darby, Pa.
- American Beauty: Creston, Ia.
- American Eagle: Oakland, Ill.; Kansas 25-30.
- American Midway: Duncan, Okla.
- A. M. P.: Calnbrook, Pa.
- Avery's Modern: Pinckney, Mich.
- Badger State: (Fair) Crosby, N. D., 21-23.
- Baker United: Columbus, Ind.
- Beam's Attrs.: (Fair) Tarentum, Pa.
- Becht, Lee: West Jefferson, O.; Franklin 25-30.
- Bee's Old Reliable: Springfield, Ky.; Frankfort 25-30.
- Bernard & Barry: Val D'Or, Que., Can.; Noranda 26-27.
- Big Four Am.: Whitewater, Wis.
- Big State: Sulphur Springs, Tex.
- Blue Grass: Franklin, Ind.
- Bohart: Menomonee, Wis.
- Boone Valley: Lake City, Ia., 22-23; Atlantic 25-30.
- Borderland: Capitan, N. M.; Carrizozo 25-30.
- Buck, O. C.: Watertown, N. Y.
- Buffalo: Wellsboro, Pa.
- Burdick's Greater: Brenham, Tex.; (Fair) Stockdale 25-30.
- Burke, Harry: Oakdale, La.
- Capital City: Columbia, Ky.; Somerset 25-30.
- Capitol City Am.: Corydon, Ind.
- Carpenter Bros.: Fort Recovery, O., 21-24.
- Casey, E. J.: (Fair) Deloraine, Man., Can., 18-20; (Fair) Melita 21-23; (Fair) Treherne 25-26; Minnedosa 27-28.
- Cavalcade of Amusements: Parkersburg, W. Va.; Benwood 25-30.
- Cavalcade of Fun: Rockford, Ill., 20-24; Grays Lake 28-July 1.
- Central States: Hastings, Neb.
- Cetlin & Wilson: Conneville, Pa.; Clarksburg, W. Va., 25-30.
- Chanos, Jimmie: Greenville, O.; Muncie, Ind., 25-30.
- Cherokee Am. Co.: Hillsboro, Kan.
- Coleman Bros.: Torrington, Conn.
- Collins, Wm. T.: Crookston, Minn.; Minot, N. D., 25-July 1.
- Columbia: Milford, Maine
- Columbus Island: Lenox City, Tenn.
- Continental: Port Henry, N. Y.
- Cote, Plymouth, Mich.
- County, Gordon, Neb.
- Crafts Expo.: Martinez, Calif., 18-24.
- Crafts Fiesta: El Cajon, Calif., 18-24; Oceanside 28-July 8.
- Crafts 20 Big: Bakersfield, Calif., 18-24.
- Crescent: Smithers, B. C., Can., 18-20; Prince Rupert 21-July 2.
- Cumberland Valley: South Pittsburg, Tenn.
- Dan-Louis: Warsaw, Ky.
- Davis Am. Co.: Sandy, Ore.
- Delta Am.: Louise, Miss.
- Dobson's United: North Branch, Minn., 21-24.
- Down River Am. Co.: (Sumpter) Belleville, Mich.
- Drew, James H.: Silvertown, Cincinnati, O.
- Dumont: Kittanning, Pa.
- Dyer's Greater: Planagan, Ill.
- Eastern Am. Co.: Lisbon Falls, Me.
- Eddie's Expo.: Cherry Tree, Pa.; Cheswick 25-30.
- Emshoff: Gross Plains, Wis., 22-24; Burlington 25-30.
- Evans United: Plattsburg, Mo.; Garnett, Kan., 25-30.
- Ferris, Carl D.: Dunkirk, N. Y.
- Ferris Greater: Hemet, Calif.; Delmar 20-July 8.
- Fidler's: Calumet City, Ill.; East Gary, Ind., 25-30.
- Fleming, Mad Cody: Athens, Ga.; Lawrenceville 25-30.
- Francis, John: Gary, Indiana.
- Frontier Expo.: Rangely, Colo.; Evanston, Wyo., 25-30.
- Gaiety: Holley, N. Y.
- G. & B. Rides: Spelter, W. Va.
- Gem City: Waukegan, Ill.
- Gentsch, J. A.: Fulton, Ky.
- Greater Dixieland: Marshall, Tex.
- Georgia Am. Co.: Demorest, Ga.; Athens 25-30.
- Gladstone Expo.: Henderson, Ky.
- Gold Medal Shows: Johnson City, Tenn.; Asheville, N. C., 25-30.
- Gooding Am. Co., No. 1: (Westside Jubilee) Columbus, O.
- Gooding Am. Co., No. 2: Goshen, Ind.
- Gooding Am. Co., No. 3: Wellsburg, W. Va.
- Gooding Am. Co., No. 4: (Centennial) Reading, O.
- Gooding Am. Co., No. 5: Cleveland, O.
- Gooding American Expo.: Barberton, O.
- Gooding Greater: Steubenville, O.
- Gooding Park Attrs.: Port Clinton, O.
- Grand American: Sedalia, Mo.; Trenton 25-30.
- Granite State: Portland, Maine.
- Great Lakes: No. Adams, Mich.
- Greaser Am. Co.: Dallas, Wis.; Almena 25-30.
- Hannum, Morris: Tamaqua, Pa.; (Lamott) Happy Attrs.: Mingo Junction, O.; Denison 25-30.
- Happyland: Royal Oak, Mich., 18-27.
- Harrison: Farmville, Va.
- Hawkeye State: Menlo, Ia.
- Heart of Texas: Borger, Tex.
- Heller's Acme: Haskell, N. J.; Jersey City, N. J., 25-30.
- Hennies: Neenah, Wis.
- Heth, L. J.: Mt. Vernon, Ind.; Bedford 25-30.
- (Field) Philadelphia 25-30.
- Hiawatha: Sylvania, O.
- Hill's Greater: Rawlins, Wyo.
- Home State: Moorhead, Minn.; Park Rapids 25-30.
- Hottle, Buff: Sildell, La., 18-26; (Fair) Metropolis, Ill., July 1-7.
- Howard Bros.: Fairview Park, Ohio.
- Imperial: Chicago Heights, Ill.; Morris 25-30.
- Inland: Versailles, Mo.; Belle 25-30.
- Interstate: Hazard, Ky.
- J. & B.: Warsaw, Va.
- Johnny's United: West Terre Haute, Ind.
- Jones United: Bison, S. D., 23-24; Richard, N. D., 26-27; Zap 28-30.
- Joyland Midway Attrs.: Melvindale, Mich., 20-23; Mt. Clemens 30-July 4.
- Karras, Gust, Great: Hiawatha, Kan.; Maitland, Mo., 27-30.
- Keystone Expo.: Aurora, N. C.; Creswell 25-30.
- Kile, Floyd O.: Baton Rouge, La.

- Kinland Am. Co.: Demorest, Ga.
- Klein Am. Co.: Marietta, Minn., 20-21;
- Granite Falls 22-24; Hardwick 25-26.
- LaCross: Randolph, Vt.
- Lagasse Am. Co.: Dover-Foxcroft, Me.
- Lane, Sammy: Bolivar, Mo.; Eldorado Springs 25-30.
- Lawrence Greater: Wilkes-Barre, Pa.
- Lee's United: Coleman, Mich., 22-24; Owosso 26-30.
- Lone Star: Mayodan, N. C.
- Lucky Strike: Nashville, Tenn.
- Magic Empire: Decatur, Ill.
- Magic Valley: Merton, Tex.
- Manning, Ross: Hammon, N. J.
- Marion Greater: Springfield, S. C.
- Marks, John H.: Huntington, L. I., N. Y.
- Marvel: Watega, Ill.
- Meeker: Emmett, Idaho.
- Merriam's Midway: Sherburn, Minn., 18-20;
- Lakefield 25-26.
- Merry Midway: Rossville, Ill.; Remington, Ind., 25-30.
- Merryland: Corunna, Mich.; Belding 25-30.
- Midway of Mirth: Roodhouse, Ill.
- Mighty Hammon: Owingsville, Ky.; Grayson 25-30.
- Mighty Hoosier State: Lawrenceburg, Ind.
- Mighty Page: Bluefield, Va.
- Model: Lexington, Mo.
- Model Shows of Canada: Quebec City, Que., Can.
- Moore's Modern: East Alton, Ill.
- Motor City: Riverside, Ont., Can., 18-27;
- Wallaceburg 29-July 3.
- Motor State: Waterville, O., 20-23; Fenton, Mich., 25-30.
- Mosher: Columbus, Mich.
- Mount City, No. 2: Alton, Ill.; Divernon 25-30.
- Nelson, George W.: Clarissa, Minn., 18-20;
- Remer 22-24.
- Nessler Greater: Macon, Mo.
- New England Am.: Methuen, Mass.
- New York Gaiety: Holley, N. Y.
- Noble: Blanchard, Okla., 21-23; Lone Wolf 25-30.
- North American: Rockland, Mass.
- Northern Expo.: Bismarck, N. Dak., 21-27;
- Herrold, So. Dak., 28-30.
- Page Bros.: Princeton, Ky.; Murray 25-30.
- Palmetto Expo.: McCormick, S. C.
- Pan-American: Riverside, Calif., 20-24;
- San Fernando 27-July 1.
- Parada: Carrollton, Mo.; Buffalo 28-30.
- Paul's Am.: Eufaula, Okla.
- Peck Am.: Elwood, Ind.; Piper City, Ill., 25-30.
- Pea Dee Am.: Hillsville, Va.
- Penn Premier: Williamsport, Pa.
- Pioneer: Milesburg, Pa.; Renovo 25-30.
- Playland: Cleveland, O.
- Playtime: Gloucester, Mass.; Plymouth 25-30.
- Powelson Expo.: Port Washington, O.; Salineville 25-30.
- Powelson Greater: Millersburg, O.; West Salem 27-30.
- Prell's Broadway: West Babylon, L. I., N. Y.; West Hempstead 25-30.
- Raines Am.: Siloam Springs, Ark.
- Raney United: Hibbing, Minn.; Fairmount, N. D., 25-30.
- Reid, King: St. Johnsbury, Vt.; Barre 25-30.
- Rockwell: Stillwater, Okla., 20-27.
- Rogers Bros.: Northwood, N. D., 21-23;
- Barrett, Minn., 24-25; Menahga 25-27;
- Paynesville 28.
- Royal American: Winnipeg, Man., Can., 21-30.
- Royal Crown: Springfield, O.
- Royal Duke: Easley, S. C.
- Royal Expo.: Augusta, Ga.
- Royal Midwest: Gibsonburg, O.
- Royal United: Bellingham, Minn., 20-21;
- Renville 22-23; Winthrop 24; Belgrade 25-26; Clear Lake, S. D., 27-28.
- Rumble's Rides: Charlestown, Ind.
- San Valley: Gaylord, Kan.
- Sand Valley: Roan Mountain, Tenn.
- Schafer's Just for Fun: Tyler, Tex.
- Skerbeck's: Newberry, Mich.; Munising 26-30.
- Smith, George Clyde: Ashville, Pa.; South Fork 25-30.
- Snapp Greater: Marshall, Mo.
- Southern Valley: Kennett, Mo.
- Srader, M. A.: Lyons, Kan.
- Standard: Columbus, Mont., 18-20; Big Timber 21-23.
- Star Am. Co.: Gainesville, Mo.
- Starlight: Taylor, Tex.; (Fair) Riesel 25-30.
- Star-Lite: Eagle Grove, Ia., 21-23; Newton 25-27.
- State Fair: Duncan, Okla.
- Stephen's: Afton, Ia.; Victor 27-30;
- Osceola July 3-4.
- Stephens, C. A.: St. Paul, Va.
- Strates, James E.: North Adams, Mass.
- Sunset Am. Co.: Hutchinson, Minn.; Braimard 25-30.
- Tatham Bros.: Williamsville, Ill.; Bement 25-30.
- Tennessee Valley Amusements: Hartsville, Tenn.
- Thies United: Tiskilwa, Ill.; Cherry 24; Ashle 27-30.
- Thomas Joyland: Washington, Pa.
- Tidwell, T. J.: Greybull, Wyo., 18-20;
- Hardin, Mont., 21-25.
- Tinsley, Johnny T.: (Maple & Hunter Sts.) Atlanta, Ga.
- Tip Top (Eastern): Mattydale (Hinsdale Section), N. Y.; Truxton 26-30.
- Tip Top (Western): Tigerton, Wis., 22-24;
- Evansville 30-July 4.
- Tivolt Expo.: Moberly, Mo.
- 20th Century: Mankato, Minn.; St. Cloud 25-30.
- Twin City: Dixon, Mo.
- Turner Bros.: South Beloit, Ill., 18-20;
- North Chicago 22-July 1.
- United Expo.: Miami, Okla.; Joplin, Mo., 25-30.
- United States: Hamlin, W. Va.
- Veterans United: Neoman, N. D., 18-20;
- Mohall 21-24; Minnewaukon 25-27; Edmore 28-30.
- Victory: Dodge City, Kan.
- Virginia Greater: Bergenfield, N. J.; Riverdale 25-30.
- Vivona Bros.: (26th & Benning Road) Washington, D. C.
- Wallace Bros.: (Fair) Regina, Sask., Can.; (Fair) Lethbridge, Alta., 25-27; Weyburn, Sask., 28-30.
- Wallace Bros.: Herrin, Ill.
- Wallace, I. K.: Archdale, N. C.
- Wallace & Murray: McConnellsville, Ohio.
- West Coast: Medford, Ore., 19-24; Clamath Falls 26-July 8.
- West Coast Expo.: Vallejo, Calif.; Pleasanton 26-July 9.
- Western: Burlington, Wash.
- Wilcox, Dick: Caribou, Me.
- Willis & Galer: Macon, Ga.
- Wilson Famous: Galva, Ill.; Sycamore 27-July 4.
- Wilson Greater: Pinetop, Ariz.; Flagstaff 28-July 4.
- Wolf: Appleton, Minn., 18-20.
- World of Mirth: Garfield, N. J.
- World of Pleasure: Wyandotte, Mich.; Jackson 25-30.
- Young, Monte: Franklin, Idaho.

# Showman's Son Recounts Tale Of Family Org

CHICAGO, June 16.—Sherlock Holmes Evans, an Ohio attorney, adding to this season's bevy of big top books, has written a yarn which goes a long way in capturing the atmosphere of small, family shows. It's *Father Owned a Circus*, published by Dorrance & Company, Philadelphia, and sells for \$3.

The author's father did own a circus, which operated out of Ohio some years ago, and Evans spent his boyhood with the show. Now he's a frequent after-dinner speaker and his knack for storytelling is reflected in the book.

A biographical novel, *Father Owned a Circus* blends fact with fiction. Evans knits a convincing plot into the chronology and the biographical phases ring true altho the author has taken liberties with some historical facts and dates.

Names of most persons outside of the Evans family and place names have been altered to trip up those who would seek to identify individuals or nail down a year-by-year history of the show. Nevertheless, show people will enjoy a story unusually free of technical errors and including familiar if not identifiable persons and events. Circus fans, historians and book collectors will find the volume sufficiently in the "fact" class and certainly in the good reading division.

Evans tells how his father trained a horse and framed a show around it. The Evans family waited eagerly for the replies to its advertisement in *The Billboard* for acts. There follows a well-handled account of the basic story typical of many shows 20 and 30 years ago. The J. J. Evans Society Circus opens on wagons, switches later to baggage cars and then trucks, puts in a stint as a carnival feature and finally goes to new management.

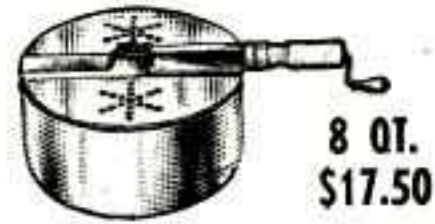
All this rolls along smoothly. The story is seasoned with tales about colorful characters who worked with the show and it's tied together with the fictionalized fortunes of a flying return act.

*Father Owned a Circus* is no diary or route book, which is just as well. It is a creditable addition to circus writing and it's sure to inspire not a few troupers to nostalgic detective work in the manner of another Sherlock Holmes, whose father wasn't so interesting.—TOM PARKINSON.

- Payetteville 22; Cashtown 23; Upton 25;
- Lemasters 26.
- Gould, Jay: Earlville, Ill., 18-19; Skokie 21-24; Mount Greenwood 25-26; Kan-kakee 27-28; Oak Lawn 29-30.
- Hagan Wallace: Collinsville, Okla., 18;
- Hominy 19; Cleveland 20; Fairfax 21;
- Tonkawa 22; Cherokee 23; Alva 25.
- Hunt Bros.: Southampton, L. I., N. Y., 22.
- Kelly, Al G., & Miller Bros.: Galena, Ill., 18; Savanna 19; Dixon 20; Sycamore 21; Ottawa 22; Pontiac 23; Watseka 24.
- Kelly & Morris: Ripon, Wis., 18; Appleton 19.
- King Bros.: Derby, Conn., 19; Meriden 20;
- Middletown 21; Norwich 22; New London 23; Newport, R. I., 25; Fall River, Mass., 26; New Bedford 27; Taunton 28; Framingham 29; Weymouth 30-July 1;
- Haverhill 2; Lynn 3.
- Mills Bros.: Storm Lake, Ia., 19; Sheldon 20; Sioux City 21; Council Bluffs 22;
- Omaha, Neb., 23; Lincoln 25; Shenandoah, Ia., 26; Atchison, Kan., 27; Topeka 28; Raytown, Mo., 29; Independence 30.
- Packs, Tom: Madison, Ill., 20.
- Polack Bros.: Eastern: (Stadium) Boise, Idaho, 18-20; (Fairgrounds) Pocatello 22-23; (Fairgrounds) Laramie, Wyo., 26-27; (Frontier Park) Cheyenne 28-30.
- Polack Bros.: Western: (Shrine Auditorium) Los Angeles, Calif., 18-24; (Peabody Stadium) Santa Barbara 26-27; (Stadium) Ventura 29-30.
- Ringling Bros. and Barnum & Bailey: Albany, N. Y., 18; Schenectady 19; Utica 20; Watertown 21; Syracuse 22; Rochester 23; Tonawanda 24; Jamestown 25; Erie, Pa., 26; Youngstown, O., 27; Pittsburgh, Pa., 28-30.
- Wallace & Clark: Rainier, Wash., 19;
- Cathamet 20; Ilwaco 21; Raymond 22.

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- Ephrata 23; Wenatchee 24.
- Billar Bros.: Grand Falls, N. B., Can 22.
- Cole & Walters: Mott, S. D., 21.
- Dock, Sam: Marion, Pa., 20; Quincy 21;

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## Pontchartrain Wins Best Day, Big Week

**Batt Stages Free Circus; 2 Tie-Ins With Federal Agencies Mass Crowds**

NEW ORLEANS, June 16.—Harry Batt's Pontchartrain Beach here equalled and perhaps bettered its single-day attendance record Sunday (3) to climax what Batt said was the spot's best week since 1946. He set Sunday attendance at between 50,000 and 60,000 and said the week was 25 per cent ahead of the corresponding time in 1950.

Pacing the business was Pontchartrain's End-of-School Free Circus. The two-a-day collection of acts was held over for a second week, bringing more hefty biz, and Batt stated the circus will be an annual affair.

Meanwhile, Frank Hildebrand's Warren Bros.' Circus played at the stadium here under American Legion auspices for six days, closing Sunday (3). The Warren org came out in the clear financially; it was reported, but attendance was light.

Boosting Pontchartrain's Sunday crowd was appearance of Francis, the Talking Mule, made famous in the movies and tied in at Pontchartrain with the U. S. Treasury Department's savings bond campaign.

The Sunday trade jammed Pontchartrain, and a continuous line of some length waited for busses for more than two hours in the evening. However, the date was not the funspot's best for money. Batt said lack of "a single dollar of defense money" in his area plus upped prices left less amusement cash in pockets.

A week-day tie-in with the

## Balaban & Katz Kidspot Meets Expectations

CHICAGO, June 16.—Balaban & Katz theater org's experimental Kiddieland at Maumee, O., has drawn good business, Duncan Kennedy, of B & K's Great States Theaters, said here this week.

The kidspot opened the week-end before Decoration Day and has had good week-end weather but wet weekdays, Kennedy stated. Clarabelle, clown from television's *Howdy Doody* show, was booked for the opener, and Kennedy stated that there is a possibility that other acts with kid appeal may be signed later.

However, he stressed that the spot still is in an experimental stage, as far as Balaban & Katz is concerned, and that in general it will be expected to go with its own attractions. That line-up includes a Century Flyer Miniature Train, Sky Fighter, Auto Ride, Boat Ride, Fire Truck, Jet Plane, Coaster, Merry-Go-Round and live ponies. The spot opens at 10 a.m. on Sundays, 1 p.m. on Saturdays and 3 p.m. on weekdays. Closing hour is 10 p.m.

The Kiddieland, located near Toledo, and adjacent to the Maumee Drive-In Theater, is B & K's first venture into outdoor show business.

## Smith Adding Kiddie Rides At Theaters

BOSTON, June 16.—Philip Smith, who last year expanded his drive-in theater operations to include Kiddielands, is adding Kiddie Rides at several of the ozoners. His theaters at Cleveland and Indianapolis are among those where rides are going in.

These locations will not be complete Kiddielands, it was explained, but will be operated in conjunction with the theaters.

Smith's full-scale Kiddielands at Detroit and Saddle River, N. J., also have added rides recently.

Office of Civilian Defense brought hundreds of children to the park. Youngsters who registered and showed they were wearing their civilian defense identification tags were given two free rides.

The mass turnout of kids came despite the fact that it was a week of school examinations and graduation programs.

Batt's circus program was given at 7 p.m. to bring the people out and at 11 p.m. to keep them in the park longer. The show was free and ran about one-hour.

In the performance were Miss Luxom, high act; Royal Rockets, skating; Art and Marie Henry, dogs and ponies; Spec Thomas, unicycle; Pickard's Seals and Berto and Bozo, clowns.

## Detroit Firm Buys English Elephant Ride

DETROIT, June 16.—A mechanical elephant ride, built in England and recently publicized in national magazines, has been delivered to Cunningham Drug Stores, Inc., here. Device will be taken to 100 stores of the drug chain and to schools and playgrounds to give youngsters free rides. Later it will participate in Detroit's 250th anniversary celebration.

According to the drug company, the mechanical elephant is the first to be used in this country. It is in the shape of an elephant and powered by a gasoline engine. Moving on pneumatic rams which simulate a walking motion, its speed ranges from 2 to 27 miles an hour, and the robot gets about 15 miles to a gallon of gasoline. It is 12 feet long and 8½ feet high. Seats accommodate about 10 children.

## Rockaways' P.A. Used For Disk Product Pitch

NEW YORK, June 16.—Rockaways' Playland here last week began to air recorded commercials, supplied thru the spot's tie-up with the National Broadcasting Company, over the park public address system for Pepsi-Cola, Nedick's orange drink and Esso gasoline.

Esso plug is presented by Skitch Henderson, pianist and WNBC disk jockey. In all, 24 commercial announcements will be made daily. *TV Guide* also is being plugged. Publication is working with Rockaways and WNBC-TV in promoting a Miss WNBC contest at the park.

Finals in the competition were set for today, with Henderson, Francey Lane, Wayne Howell, Johnny Andrews and Ed Herlihy, all of WNBC, as judges. Winner gets a wrist watch, a week's vacation, appearances on WNBC and the front cover of the June 30 issue of *TV Guide*.

Business over last week-end

## Cincy Horseshoe Ranch Reports Heavy Bookings

CINCINNATI, June 16.—Officials of Horseshoe Ranch here on Route 264, which opened Decoration Day, report solid week-end picnic bookings until October 1. J. N. Aylor and E. A. Richards are the operators.

A number of improvements have been made for the park's second year of operation. Among the additions are a 40-foot bar, shelter house, additional parking space, another concession and enlargement and modernization of the kitchen. The spot's facilities include dance pavilion, rustic soft drink bar, picnic tables, ball diamonds, horseshoe court, pony track, a riding device, three games and cotton candy, snowballs and ice cream stands.

## MONKEY BIZ COMES CHEAP, PAYS OFF BIG

NEW YORK, June 16.—Rockaways' Playland here purchased a monkey early in the week for use in conjunction with the park's goat ride and wound up with a frisky specimen, dubbed Kathy, that proved worth her weight in press clippings.

Yesterday (15), Roller Coaster Foreman Frank Avezzano elected to climb a 135-foot tower in pursuit of Kathy when she escaped her cage and scaled the structure. He reached the top and froze, with the result that firemen and policemen, reporters and photographers arrived to effect and cover the rescue. Man and beast were brought down safely.

Results were spread in metropolitan dailies, spots on radio and video newscasts and a pick-up of the event by wire services. As for Kathy, Dick Geist, public relations director of the spot, said she had been returned to the seller and \$40 of the \$100 purchase price recovered.

## Weather Dogs Attendance at Indian Point

PEEKSKILL, N. Y., June 16.—Hit by repeated rain since it opened, Indian Point Park here suffered another blow last week-end (9-10) when rain fell both days. Operator Ed Kelmans reported that attendance was down 20 per cent from the comparable period last year.

On the other side of the ledger was the fact that per capita spending had increased considerably. Bookings for bus outings to Indian Point also have gained over 1950, Kelmans said.

## Rain Halts Soaring Crowds at Belmont

**Weather Knifes Gate Surge From 23½% To 10%, But Total Still Tops 200,000**

MONTREAL, June 16.—Except for rain, Rex D. Billings and his Belmont Park aides might now be toting the season's gate with an infernal machine capable of digesting astronomical figures. Before the dilution period started, the gate increase over 1950 had hit 23½ per cent. Altho the average has been whittled down little by little, the funspot is still 10 per cent ahead of last year and likely to maintain the average, or even to improve considerably upon it, if the weather behaves.

Total attendance to date has been about 200,000. On separate week-ends the paid attendance hit 40,000 and 42,000 to give the spot some of the best business it has ever cataloged.

The per capita spending also is slightly ahead of last year, indicating that the gross for the season can top 1950 by a comfortable margin. The money is being pretty well distributed among all units.

### Cleaning Program Aids

The annual over-all painting was completed well in advance of opening, and the attractive color scheme is designed to keep patrons in a happy, free-spending mood. Billings said that much of the sunspot's popularity is due to the continuing housekeeping effort. He said the policing and sweeping of the grounds continues thruout the day, instead of being relegated to the quiet hours after patrons have gone home. The constant activity of a uniformed personnel has a

## Chi Riverview Steps Up Sked Of Video Time

CHICAGO, June 16.—Riverview Park, which used spots on television last season, this year has stepped up its TV schedule and is buying 20 and 60-second times for film segments on all four Chicago channels. The park also has boosted its schedule for radio spot announcements slightly.

Television plugs are aired at a rate of one or two a day, with the park aiming at times near children's programs or athletics screenings. George A. Schmidt, president of Riverview, said that George Whitney, of San Francisco, is studying the plan with a view of duplicating it for his West Coast funspot.

Schmidt also reported that his cut-rate plan for servicemen has drawn much more co-operation from servicemen's centers this season than last. Deal, same as in 1950, allows a free gate and a 30 per cent discount on rides for men in uniform.

## Revamping Long Beach Spot Increases Ride, Auto Areas

LONG BEACH, Calif., June 16.—Revamping of Virginia Park here started Monday (11) with Dave Bradley at the helm. Switch was occasioned more by the moving of the parking area oceanward than by the change that put Bradley, owner of Beverly Park Kiddieland, Los Angeles, in the post held by H. A. (Pop) Ludwig.

A new parking area south of the amusement zone was created, giving Virginia an automobile space of about four acres. The parking spot is opposite the old one, thus changing what was the park's back to the front.

In the old parking area Bradley has relocated the Kiddieland, with a Hurlburt train being installed. A Sky Fighter and Little Dipper, the latter originally designed by Bradley, are en route from the Allan Herschell plant. Moving of the moppet devices created more room for adult rides and an Octopus is being installed. Arrangements are being made for the in-

stallation of a Moon Rocket and a dark ride.

### New Parking Area

Creation of the new parking area on what was beach gives the park nearly twice the original 450 by 200 ride area.

Included in the plans formulated by Bradley after assuming active management is the removal of the stands in the center of the mid-way. While this will take time and has not yet started, concessionaires are making arrangements for the removal of their stands.

The high fence that separated the amusement zone from the old parking area has been removed. With the Kiddie Rides now in this space, Bradley plans to install a three-foot fence, thus giving a view from one side of the park to the other. The new front is separated from the new parking area by a concrete wall which has been opened in several places to increase accessibility.

beneficial psychological effect, he said. Park employs 375 persons.

The complete entertainment policy instituted by Billings is being continued. Telesco, high sway pole act, was the last attraction with the Five Eltons, also an aerial turn, appearing currently. Ozzie Williams and his London Records ork are in the ballroom.

Pete Kortez' Circus Side Show and Goldie Restall's Motordrome are doing splendid business. J. W. (Patty) and Frank Conklin have eight major rides and a modern kiddie park, including a coaster. Business for all units is reported excellent.

## Olympic Bows Rebuilt Ride To Good Take

IRVINGTON, N. J., June 16.—Olympic Park here unveiled its largely rebuilt Roller Coaster, re-named the Jet, Saturday (9) to good results, Treasurer Robert Guenther reported. Sunday (10), was rained out, however.

Plans had called for the ride to return to action Friday night (8), but a drizzle forced cancellation. Approximate cost of the rebuilding project may go over \$100,000, when further work is done on the old section left standing after a heavy storm last fall. Additional work will go on this fall after the spot closes for the season.

H. P. Schmeck, of Philadelphia Toboggan Company, supervised renovation. Guenther said the Coaster is now a bit shorter, higher and probably a bit faster, because of the more steeply banked curves. Present work was completed with an eye toward integrating it with this fall's labors. With further effort, Guenther expects the Coaster to become a true speed ride.

Free acts at Olympic last week-end were King Reynolds and Company, tight wire; Clark's bears; Oldfield and Webb, acrobats; and Billy Ward Flyers.

## Palisades Nets Fair Business

NEW YORK, June 16.—Late business Saturday (9) at Palisades, N. J. Park was good, but the Sunday (10) take was light because of rain, Irving Rosenthal, co-owner, reported this week.

Spot's two new crowd builders are proceeding full blast, he said. The amount of crockery involved in a dinnerware giveaway started a few weeks ago has quadrupled. On the strength of a few advertisements run in metropolitan dailies last week, Irving said that 300 kiddie birthday parties, each involving 10 or more moppets, have been booked.

Free attractions over the week-end were George Towne's orchestra and the Four Sandys, across. Tuesday (12) saw 800 children at Palisades, brought in on a tie-up with Pepsi-Cola, effected earlier in the year.

## Walker Installs Second Kid Train

SAN ANTONIO, June 16.—A new miniature Diesel train is being installed here by Col. A. D. Walker. The train is at a new site and is in addition to the one Walker operates at Brackenridge Park.

Each train is painted to duplicate one of the Missouri-Kansas-Texas (Katy) Railroad trains. The steam model at Brackenridge has been in operation four years and carries about 3,000 youngsters per week-end during the summer.



# Steeplechase Hops On TV Bandwagon

NEW YORK, June 16.—Steeped-in-tradition Steeplechase Park here this week swung aboard the television bandwagon when Manager James J. Onorato announced that two network video shows carried by Columbia Broadcasting System and National Broadcasting Company will originate this and next month at the funspot.

WNBT, NBC's local outlet, will offer 20 to 25 minutes of the *Kate Smith Hour*, at 4 p.m., Wednesday (20). Also featured on this stanza will be her aid, Ted Collins. WCBS-TV, CBS' station here, will present *All Around the Town*, formerly titled *Meet the People*, from 3:30 to 4 p.m., July 4 at the park. The CBS show is emceed by Mike Wallace.

Agreement was reached between park management and the stations Thursday (14). Participation by Steeplechase personnel is not involved. Locales chosen in

the park for use include the Carousel, Parachute Jump, Chair-plane and large revolving disks at the bottom of a slide. The arrangement furnishes the option of indoor or outdoor sites, with weather the deciding factor.

Over last week-end (9-10), Steeplechase did good business Saturday but was hit by rain Sunday. Flag Day (14), a holiday for public school kids, also was ruined by bad weather.

## 2d Balaban Firm Starts Kidspot Biz

CLEVELAND, June 16.—H. & E. Balaban, of the motion picture theater clan, has followed its brother organization, Balaban & Katz, Chicago, into the outdoor field via the Kiddieland route.

The Eastern Balabans, operators of a separate chain of theaters, opened an elaborate 10-ride kidspot here Saturday (9) in rain. The layout, built under a National Production Authority permit, includes a major Merry-Go-Round, National Miniature Train, Hodges Kiddie Handcar, Bisch-Rocco Jet Plane; Allan Herschell Boat, Auto and Skyfighter, and National Kiddie Ferris Wheel, Pony Cart and Coaster.

The site is adjacent to the drive-in theater operated by Philip Smith, at which several kiddie rides are being installed.

## Rain Hits Rye Gate

RYE, N. Y., June 16. — Light rain Sunday afternoon (10) held crowds at Playland here to 14,000, while Saturday (9) attendance touched 19,000.

Free acts at the park begin Monday (25), with the first bill offering Torelli's dogs and ponies and Frank Torrence, sway pole. Fireworks are featured every Tuesday and Friday.

## 6 Rainy Week-Ends Clip Takes In Detroit; Prices Reduced

DETROIT, June 16.—Rain Friday and Saturday marred local park business for the sixth week-end in a row, but a favorable Sunday brought out crowds that proved highly encouraging to parkmen. Spending for the day was good, indicating there is plenty of amusement money to be tapped when the customers come out.

Total park business remains disappointing to date, because of the rains. Jefferson Beach and Walled Lake, depending upon bathing facilities to draw extra business, failed to hit their stride.

Reduced prices have gone into effect, with parks not only rolling back charges in various depart-

ments in accord with Office of Price Stabilization orders, but adding bargain days. Jefferson Beach inaugurated reduced prices for all rides for afternoon and evenings on Tuesdays.

Life-saver for most operations in the area has been the prevalence of high school picnics. While each group has been small, they have brought out enough amusement-minded youngsters with spending money in their jeans to help the gross considerably.

New attraction in the field was the boa constrictor, Satchel, in the Detroit Zoo. Sunday's attendance at the zoo was reported at 50,000, a near-record, with the snake getting much of the credit.

## Coney Island, N. Y.

By UNO

Another week-end of bad weather (9-10), the third in a row, caused slim attendance and no let up in the weak biz.

Blue Bird Casino, Surf and West 12th, operated by Albert Falcon; his son Jack, and wife, Emily, has these entertainers: Wayne Weston and John Curtis, cowboy singers; Jim Hand and His Melody Rangers, trio, and the team of Smoky Martin and Chuck Story.

Steeplechase Park's personnel, in part, includes James J. Onorato, manager; Rocco G. Onorato, accountant; John Motto and Lawrence K. Dalton, office cashiers; Abbott R. Morgan, front man; Harold Nisnoff and Patricia Frenc, photos and publicity; John Walsh, head electrician; William Dunham, Edward Riordan, William Brinkman, James York and Walter Crafton, electricians; Fred Neusse, LeRoy McGuire, George DeFelice, Vito Onorato, Vincenza Tria, Anthony Infanto, Thomas Campagna Sr., Salvy Somma, Victor Rosati and John Quinn, maintenance; Edward Spitzenberg, music; Rose Clark, nurse; Joseph Cappiello, Aniello Manno, Joseph Niola, Nicholas Osnato and Matthen

Fiore, porters; George Schmick and Michael Brienza, Ferris Wheel; Karl Schweers and George Killauey, Kiddie Carousel; John Cavanagh, Mathew Murphy, Clarence Wolcott, Stuart Van Olinda, Anne Huhn, Mary Griffin, Pasquale Ceci, Loretta Clancy, Mildred DeAmatore, Eleanor Schroeder and Alfred Ellison, pool division, and Arthur Thornewell and Ernest Ferrante, Frolic.

Hyman Schuckman's Atlantis Casino on the Boardwalk offers Mousie Powell and His Musical Maniacs; Juan Tirado's rumba band, and Edith Santano, vocalist, during evenings, and Dorothy

(Continued on page 70)

## IF IT'S PROFITS YOU WANT



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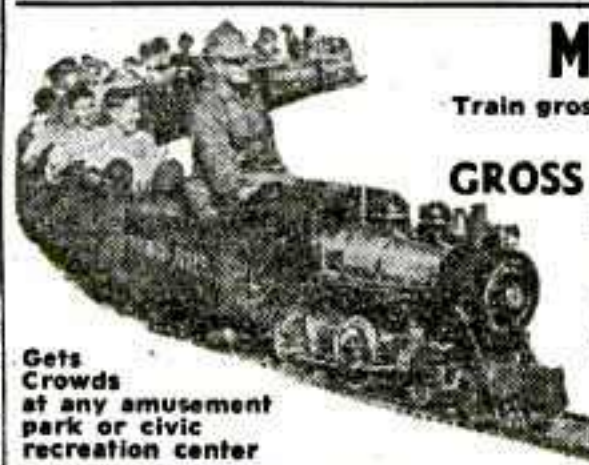
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## KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

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1 Mechanical Elephant Ride—capacity 16 children—push button control. 1 Rocket Plane Ride—4 planes, each propelled by its own electric motor; complete with machine guns and wheel. Both beautifully illuminated with electric dome and fence. Reason disposing only because we have duplicate of each. Can be seen any time.

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FOR COMPLETE CONTENTS... SEE PAGE 47

COMPLETE 1951 FAIR DATES

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At Big Successful Park  
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In Miniature Golf. Up to 200 customers an hour is not exceptional for our skillfully engineered courses, with their layout designed to capture interest and eliminate bottlenecks in your particular location. Send for literature NOW.  
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## H-M Ends Record Spring Trek With Million-Dollar Take

Grosses Range Above 100G as All 12 Dates Equal or Top '50

NEW YORK, June 16.—With the conclusion of a week's stand under police auspices in Richmond, Va., today the Hamid-Morton Circus will have concluded the most successful route of spring dates in its history, it was announced at the unit's home offices here.

Of the 12 dates played since the close of the winter season, two have contributed grosses in excess of \$100,000 while the others have hit \$80,000 or more to send the total gross over the \$1,000,000 mark.

Herman Blumenfeld, an official of the George A. Hamid & Son talent agency and booking representative for the circus, said that the season was phenomenal in many ways. In every instance the earnings in towns played at least equaled 1950. Several of the dates contributed new marks.

### Quebec City Big

Quebec City, Que., which was carded this season after a five-year hiatus, contributed notable business. The opening show was a sell-out, with \$8,100 in cash on hand and paper almost non-existent. The show was staged in the new Coliseum and the heavy publicity aided greatly, Blumenfeld said.

Richmond was good, with an \$8,000 increase in the advance sale over last year. Date was staged outdoors at the old fairgrounds and the weather was mostly bad but advance sale insured the date. A tornado struck the city Wednesday (13), but by-passed the circus site.

Television is credited as a helpful factor by Co-Owners George A. Hamid and Col. Robert Morton, Blumenfeld said. The show plays many cities with video outlets and, whenever possible, permits the televising of part of the performance on the first and second days. Blumenfeld said that screening of the top talent serves to whet the interest of home viewers and that while the actual effect is difficult to gauge, the record showings in every community certainly proved that co-operating with the new media certainly had no harmful effects.

Blumenfeld said that two new dates have been tentatively set for the coming season. Virtually all dates played last year have been contracted for 1952.

In line with circus policy the performer personnel will be virtually new for next season, he said. In actual practice this amounts to about a 60 per cent turnover, a rather high percentage for any show presentation. Hamid agency imports will probably find their way first into the circus line-up, depending on the time of their arrival.

The spring route this year included Memphis, Milwaukee, Buffalo; Harrisburg, Pa.; Washington, Altoona, Pa., under Shrine auspices, and Kansas City, Mo., Wichita, Kan., and Richmond under police auspices.

The fall-winter route includes Montreal, Atlanta, Quebec City and Boston, Toronto, Philadelphia and Atlanta. The contemplated new dates will be added to this part of the schedule.

## WALLACE-CLARK BUCKS BEATTY

VANCOUVER, Wash., June 16.—Norman Anderson's Wallace & Clark Circus has used wait paper and newspaper ads against Clyde Beatty Circus at several Washington and Oregon towns.

Wallace & Clark stresses its hippo in all ads and in wait paper states that it is the only circus coming with a hippo.

## Ringling Plays To 153,577 At Sarasota

SARASOTA, Fla., June 16.—Ringling-Barnum circus played to 153,577 persons during its stay at winter quarters here this year, John Griffin, general auditor of the show, announced recently.

Crowd was a near-record one despite the fact that performers went to Cuba and were here a month less than usual. A factor in the attendance was filming of the Paramount movie based on the Big One during the quarters sojourn, with movie names providing a strong lure.

## Beatty Mulls Trek To Alaska; Canada In for 60-90 Days

Moore Confirms "Investigation" Of Barge Rates to Far North

PORTLAND, Ore., June 16.—With the Clyde Beatty Circus still doing top business on its trek thru Washington and Oregon, plans are being formulated for a possible tour to Alaska following Canadian dates.

This was practically confirmed by William M. Moore from his bed in Good Samaritan Hospital here where he has been confined the past nine days. He received two blood transfusions following hemorrhages, but is expected to be discharged soon.

Moore said that the trip to Alaska had been "investigated," but that a number of things remain to be ironed out. These include governmental permission and a ruling on the amount of equipment that can be taken. Discussions have proceeded to the point of estimates on barge transportation.

### Hervey, Dix Help

Since Moore has been incapacitated general agent assignments have been handled by J. R. Hervey and Dan Dix. Moore said that the show's route was in good shape when he became ill, allowing him to conduct much of the business via telephone which he had installed in his room.

Beatty moves into Canada July 2, Dominion Day, and the route may cover "a month or six weeks." The towns run from Vancouver to Winnipeg. The Alaskan hop would come in August. Reports to the show reveal that Fairbanks is

(Continued on page 54)

## Cole Will Sell, Rent for Price

CHICAGO, June 16.—Cole Bros. Circus has received no serious purchase offers but would "listen to anyone with money," Bill Horstmann, circus exec, said here this week. He stated that the show would give consideration to any bona fide offer, pointing out that "if the price is right, anyone would sell."

Horstmann stated that Cole Bros. would not sell on a piece-by-piece basis but that it would give consideration to offers for leasing all or part of the equipment.

Apart from additional construction work on new buildings, little is being done at winter quarters in Peru, Ind. However, Horstmann said he still was shopping for more trucks. He said the 10-bull act was available in three, four or six elephant sections.

## Packs Starts Illinois Shrine Series After Record Nashville Business

MARION, Ill., June 16.—Tom Packs' Circus opened its annual series of Southern Illinois Shrine dates here Monday (11) after a successful run thru Alabama and Tennessee. Org's summer tour opened at Gadsden, Ala., June 1-2, under Civitan auspices, one of the first times Packs had used a luncheon club sponsor.

First night there drew 4,200 and the second had a crowd of nearly 8,000 in the 14,000-seat stadium, which was being used by a circus for the first time. Admission was \$1.30. Reserves were \$1. Thomas N. Packs, head of the organization, said the date would be added to the permanent route.

A one-day stand at Cookeville, Tenn., followed and sponsoring Shriners put a total of 11,000 persons in for the two shows.

### New Nashville High

Nashville, a Packs stop for eight years, opened Tuesday (4) for a four-day stand which drew capacity business in the 15,000-seat ball park for three days. The first day's audience numbered 6,500. A heavy advance sale in Nashville indicated a 15 per cent increase over last years' record.

At Nashville, Karl K. Knecht, president of the CFA and a delegation from the Evansville, Ind., police department visited. Evansville police sponsor the Packs show, June 23-24.

Clarksville, Tenn., was played Friday (8) under Shrine auspices. It was Packs' second year there. The Southern Illinois dates, where affiliates of the Shrine at East St. Louis are the sponsors each year, are among the oldest on the Packs route card.

The Antaleks, en route from American Legion Circus, New Orleans, to the Packs show at Cookeville, were in an automobile accident in which Lorna Antalek sustained face and head injuries. She was unable to work the first day, but the act again is working intact.

## King Gives 3 Wilkes-Barre Performances

WILKES-BARRE, PA., June 16.—Three performances were needed here by King Bros. Circus to handle the crowds. A heavy rain preceded the matinee, but an overflow audience was on hand. At night, the first performance was to a packed house and the extra show drew strong turnout. Police org was the sponsor.

It has been much the same all along the King route in Pennsylvania. At Sunbury (6) the matinee was full and the night house was three-quarters. Ashland (7) came thru with a full matinee and near-capacity night house. Pottsville (8) gave King a half house matinee but near-capacity at night. Mahanoy City (9) had two three-quarter houses.

Pottsville and Ashland sources reported King was the largest show in for several years. King's town bally, using 12 elephants and calliope, was receiving attention. Threatening weather prevailed at most of the stops.

Koloman Antalek was uninjured.

### Program

Opening program listed cloud swing and iron jaw (7); Eddys and Kay, trampolines; Aerial Vesses; Schmitt's Chimps; Williams Dogs and Ponies; John Tebor's Seals; Martells, rola-rolas; Karrells, Roman Jesters; Fredors, Juggling; Flying Zachinis and Flying Harold Volve troupes; Will H. Hill's elephants; Great Wallendas (9), high wire; aerial ballet (14) with Marjorie Cardell; Bob Cimse Company, aerial motorcycle; Franklin and Astrid, equilibrist; Four An-

(Continued on page 54)

## AGVA Execs Skirt Outdoor Act Pacts

Threatened Investigations Fail to Materialize at Meeting in Detroit

Continued from page 2

came up. Don Francisco, also a board member representing the outdoor field, was burning at the prospect of what he called a brush off. If he didn't get satisfaction at this convention he would pull all the outdoor people out of AGVA.

Barto on the other hand was going to ask pointed questions about the Biller Bros. Circus fold-eroo in New York a couple of months ago and the reasons for the delays in negotiating the Ringling pact.

### Nice and Friendly

When Vic Connor, National Outdoor Department head of AGVA, got up to present his report, Francisco joined him in reading the report. There was no explosions. Barto didn't ask any pointed questions. Francisco and Connor shook hands and everything was peaches and cream.

The only plan that came out of the report was a directive to the national board to open a special outdoor branch in Sarasota, Fla., which would operate during the winter season. Chief reasons were that it is the winter quarters of Ringling and several other circuses and carnivals have their quarters within a radius of 100 miles. Nearly 300 outdoor acts live in Sarasota and all meetings of the outdoor branch would be held in that city.

During the summer-fall season the AGVA outdoor rep will travel in the East and Midwest to organize. The West Coast is already being serviced by James Kelly.

Connor suggested a budget of \$35,000 be set up for a seven-month period from July thru January 1952. Included in this budget

would be a \$5,000 strike fund.

### Estimate 97G Income

It is estimated that a successful campaign would bring AGVA \$97,500 in dues, initiation fees and assessments. Connor said that \$5,000 was already earmarked for the outdoor field and if \$7,500 were added there would be sufficient funds to run for three months.

Connor said that Clyde Beatty had signed the AGVA contract but the terms and conditions were not disclosed. Negotiations were going on with other outfits, Mills Bros., Hamid-Morton, Davenport, Polack, Wirth and Tom Packs. But outside of some vague agreements in principal no pacts had been signed.

The Biller Bros. hassle was never brought up on the floor of the convention the Don Francisco was on the show and suffered losses. The outfit was supposed to have put up a bond. Members were led to believe that such a bond guaranteeing salaries was actually collected. AGVA officials had claimed that Biller had agreed and all that was necessary was to pick up the dough. But when the circus suddenly folded it was discovered that there was no bond. Biller turned over its equipment to AGVA but that had chattel mortgages against it so was non-negotiable.

The Ringling Brothers contract negotiations was another matter that was sluffed off. AGVA collected about \$5,000 from Ringling acts for dues but there's no contract in existence. AGVA had offered Ringling a contract which didn't call for wage minimums or working conditions except for chorus girls. Ringling turned it down.

## SYNDICATE BIDS 150G FOR HUNT PROPERTIES

NEW YORK, June 16.—A syndicate that chose to remain anonymous, at least until such time as it aroused a glimmer of interest, this week offered \$150,000 in cash for Hunt Bros. Circus, including its title, equipment and the continuing participation of key members of the Hunt clan, Charles T., the dean of American circus owners, and his sons, Harry, Charlie and Eddie.

Members of a New York-Boston law firm who reportedly represented the principals could not be reached by phone for comment today. Harry Hunt, reached at Mamaroneck, N. Y., confirmed the offer, but said that it had caused no particular excitement among the Hunts. His father, Charles, has turned down prior offers approximating this amount and probably would not be interested in anything under \$200,000, Harry said.

Disclaiming knowledge of the principals involved, Harry said that

show execs had been approached with a deal which, besides the proffered amount, included five-year contracts for the services of the key Hunt personnel, with options for five additional years.

He said that a 52-week season was mentioned, with fall and winter dates being staged indoors. Solid arena connections apparently were involved because the discussions along these lines were undertaken in an assured manner.

Immediate plans would include costuming by a New York firm, an aerial ballet troupe, additions to the Hunt's herd of seven elephants and other elaborations that would cost considerable money over and above the purchase cost.

Principal interest apparently centered in the acquisition of the title, which has been owned and operated by Charlie Hunt for over 50 years. The unit is naturally well known in its territory but not elsewhere, since it has restricted its territory to the Eastern Seaboard with Washington the southern boundary, Pennsylvania on the west and the Canadian border on north.

## Loyal-Repenski Org Closes; Act Returns to Fla.

SARASOTA, Fla., June 16.—The Loyal-Repenski Family has closed its European-style circus, Gran Circo Loyal, and returned here. The show played in Puerto Rico and had been scheduled to move into Central and South American countries.

It was managed by Guistino Loyal, head of the bareback act, and used an unusual round top patterned after one used some years ago in Germany.

## Rogers Struck By Wind Storm

ALEXANDRIA, Ia., June 16.—Part of the Rogers Bros. big top was blown down a few minutes after it was erected here Monday (11). However, show officials minimized damage, and the circus played to two near-capacity houses. Rain fell in the evening.

At Port Arthur, Tex. (8-9), Rogers pulled weak turnouts for matinees. The first day's night show had a half house and the second night had a three-quarter house.



## Cedar Rapids Big for Mills

GRINNELL, Ia., June 16.—Attendance at Mills Bros.' Circus failed to get above the one-quarter mark here Thursday (13) and was equally low at Moline, Ill., (9). But Cedar Rapids, Ia., came thru with a full matinee and three-quarter night house.

Cedar Rapids auspices was a firemen's group. Despite the size of the crowds, a firemen's spokesman said the night house was disappointing and that a rodeo and other recent local events plus scheduled appearance of Bob Hope on Saturday (16) probably were the cause. The firemen still estimated their take on the Mills date at \$2,500. A u.p.c. group of 1,700 hypoped matinee numbers.

### 2 PHONEMEN

Banners, U.P.C.'s, Block Tickets. Lush hounds and amateurs, save your time. This is a Mills Bros. High Twelve (Masonic Club) date. Five weeks work on one of season's top dates.

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by **KOHAN**

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2 Sumatran Female Tiger Cubs, 6 months old, \$1,050.00 each.  
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### PHONEMEN

TWO

Tickets only. 25% Pay Daily.  
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## Under the Marquee

**Ted Girard**, drummer, again is at his Champaign, Ill., home after a winter in Tampa. . . . **Milton J. Durham**, yardmaster for Southern Railway at Danville, Ky., and known to many circus folk, visited The Billboard's Cincinnati offices Tuesday (12) while in the Queen City.

In England Lord George Sanger Circus is using an 80-foot round top with wooden and metal side panels and canvas top. There is no center pole, and the tent is supported by eight beams angled upward from the side poles. About two hours are required to take it down and eight hours to erect

## Polack Primes Press, AM, TV In Los Angeles

LOS ANGELES, June 16.—Polack Bros.' Circus opens its 10th engagement here Monday (18) for seven days in the 6500-seat Shrine Auditorium within eight months since it played the date last year.

With newspapers, radio and television stations co-operating, show has received top promotion, with seat sales triple that of last year. House is already sold out for Monday, Friday (22) and Sunday (24) nights with few ducats remaining for other days.

Sam Ward, who has been handling the seat sale, arrived here three months ago. Polack opens the week following the closing of schools, which has helped boost ticket sales. Show begins its schedule on Monday rather than Thursday as in past years. Ward had a 48-page program last year. This year it runs 96 pages.

### Edwards Shuttles

Justus Edwards has been dividing time among the Tulare, Bakersfield and local dates, jumping in here to spot copy with newspapers. Result has been excellent coverage with both pictures and text. Edwards arrived here Friday (15) to concentrate on the engagement.

Parley Baer is handling radio and television for the third year. With 500 plugs last year, he said he expects to exceed that figure this year.

Pre-show promotion on radio and television has already resulted in 136 spot announcements, newscasts and interviews. Baer has been the interviewee. Coverage has been over 19 radio stations and seven video channels.

### More Plugs Coming

Coverage will continue while the show is running. By the end of the run, KMPC will have given the circus 10 interviews, while a number of mentions will have been made over WFI, KECA and KHJ and the Don Lee Net. Ernestine Clarke (Baer) will be featured in a 15-minute interview Sunday (17) over KFI.

Opening night there will be remotes over KFI, KMPC and KHJ and the Don Lee Net. Television station KTLA has made arrangements to pick up some of the lobby crowd and backstage interviews. The performance will not be televised.

## Kelly-Miller Reaps Straws In Wheat Belt

SPRING VALLEY, Minn., June 16.—Al G. Kelly & Miller Bros.' Circus tapped fresh territory here Wednesday (13) and won a near-capacity matinee and a straw house at night. Org was said to be first in Spring Valley in 25 years.

The Monday (11) stand at Austin, Minn., produced identical business, with three and four rows on the straw.

In Fairmont, Minn., Friday (8), Kelly-Miller scored with two tremendous audiences. Track was filled with patrons and several hundred more were standing at the night show. Matinee was another straw house, but with fewer standees. Fairmont was one of few spots played under auspices by K-M. Police benefit fund had the date.

it. It's used for one-week stands and seats 1,000.

The bear which escaped near Chicago while being delivered to the Kelly & Morris Circus Saturday (2) was recaptured and accidentally strangled by local authorities Saturday (9). Chicago papers front-paged the story for three days.

**Fred and Bette Leonard**, Wichita, Kan., are the subjects of **A. Morton Smith's** article in the current Hobbies Magazine, part of a series about circus people who are off the road. Visitors at the Leonard's home included **Jimmie Crabtree**, former bull man; **Willie Rawls**, en route to Joplin, Mo., for Stevens Bros.' Circus, and **Marvin Hulick**, Circus Historical Society, now with F. C. Bogle Shows.

**Jack Harrison** has joined **Tom Packs'** show. . . . **Herb Fursier**, formerly with the James M. Cole Circus, is in Westminster Hospital, London, Ont. Gainesville Community Circus played Dallas for employees of the Chance Vought Company and guests from a number of children's homes.

The tables were turned during R-B's single day in Providence, Wednesday (13), when clown **Felix Adler** furnished a Providence Journal reporter his impressions of the newspaper dodge. The feature amounted to a near-column of copy. . . . **Norman Hanley**, band leader, pens that he has severed his connection with the State prison at Raleigh, N. C., and has organized a white and colored band.

Line-up of attractions appearing with the American Legion Circus staged May 28 thru June 3 in City Park Stadium, New Orleans, included the **Anteleks**, perch act; **Sky Princess**, high pole and slide-for-life; **Madam Dante**, chimpanzees; the **Vagabonds**, trampoline; the **Harrison Troupe**, trick cyclists, and **Victoria Zucchini**, human cannonball.

Recent visitors to the Sam Dock Circus included **Billy Meyers**, **E. K. Burlingame**, **R. J. Staver** and family and **D. S. Newton** and son. . . . **Herb (Pop) Fursier**, who is confined in Western Counties Wing, Westminster Veterans Hos-

(Continued on page 71)

## Garden Opens Indoor Trek In Ontario

GUELPH, Ont., June 16.—Garden Bros.' has opened its season with a talent line-up which includes Pallenberg's Bears, Gladys Gillem's lions and Great Eugene, high wire. Org got under way here under Kiwanis Club auspices June 1 and plays indoors.

Program opens with Ken Good's circus band and the first act has the Morris Troupe, Gallante and clowns in acrobatics. Gillem's lions (4) are followed by web, ladder and clown turns. Lucille, Balancia and the Rutleys do balancing and the Nicklins come on with their horizontal bar act.

Royals Chimps, one of several acts on the bill which are new here, have the eighth spot. Miss La Rayne, trapeze, and Johnny Darro slide for life, precede the pony drill and Murray's dogs and ponies. Don Francisco, slack wire; clowns (6); Bedell Troupe, teeterboard; Nora Toomey Duo, traps, and Ian Garden, with a high school horse, follow in that order. Clowns are in again. Pallenberg has the 17th spot and the Great Eugene closes the show.

## PRECEDENT

## Biz Combo Buys, Sells 2 R-B Shows

PLAINVILLE, Conn., June 16.—Appearance of the Ringling-Barnum circus for two shows here today marked the first time in the history of R-B that private citizens purchased performances. Connecticut Gov. John D. Lodge, his wife and two daughters were slated to appear at the night show of the date.

Circus, Inc., purchasing agency, was formed by Joseph E. Tinty, owner of the Plainville Stadium. Firm will be dissolved tomorrow (17), and receipts for the stand must top \$29,000, price for the two shows, if the corporation is to make money.

Earlier this year, Tinty made three trips to New York attempting to secure a local booking without success. As a consequence, Circus, Inc., was formed, consisting of 19 persons. As a side result, R-B scheduled six dates in New England which had not been planned previously. Three are in Connecticut.

Group has rain insurance on the date. Circus personnel handled all details of the date except for ticket sales.

## Lorraine Marks, Trainer, Dies In Evansville

EVANSVILLE, Ind., June 16.—Mrs. Lorraine Vera Marks, 71, veteran animal trainer, known professionally as Lorraine Wallace, died Saturday (9) in Deaconess Hospital here.

Born in Honolulu, she went to Oakland, Calif., to finish her schooling. Later, while in Manila, she joined the Barovsky Circus, out of Russia, as a rider. Subsequently she was with the Italian Sampami Circus in Asia and the Byzac Hippodrome Circus, the latter a Mohamid Indian circus.

She returned to this country in 1914 and worked animals in several movies and doubled for various stars. She met her husband, Fred Marks, in Los Angeles in 1921, where they formed a team that was to continue for 30 years. They stayed in Hollywood for a while, training animals for the old Mack Sennett silent movies. In 1918 she joined the Al G. Barnes Circus and again was associated with the show in 1922. She joined the John Robinson Circus in 1925 and that year she bought her own animals and trained them in her back yard in Los Angeles.

Eddie Fernandez, Honolulu showman, secured her first booking with her own lions, with the act playing the Island for 10 weeks in 1927. In the early 1940's she was booked in this country thru the Gus Sun Agency, Springfield, O. She retired in 1943 and came here with her husband, where he is associated with the Mesker Zoo.

Services were held here Tuesday (12), with burial in Memorial Park Cemetery.



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**LIONS CLUB CIRCUS**  
CHAIRMAN  
720 Louisiana Little Rock, Ark.  
Pine Bluff, Hot Springs, Ft. Smith and Kansas City, Kan., to follow.

### 8 BANNER MEN 8

"EXPERIENCED"  
Building up my crew here for Big Pittsburgh Date and others in East and Carolinas to follow. All promoters, drunks, agitators, save yours and my time. Gentlemen I want. Best Mills Bros. Circus Dates now to November 15. If you are interested in real money, pay daily, do not drink U-R the Man I want. Wire, phone, don't write Promotion Agr., Mills Bros. Circus, Headquarters, 1439 Cleveland Ave. N.W., Canton, O. Phone 5-7698, 9 a.m. to 6 p.m.

## HOWARD METZ

Please Advise Where I Can Contact You.  
Wire or Call Collect  
**RAY SHEETZ**  
NORTON HOTEL, DETROIT, MICH.

## READ and PROFIT

from this and other valuable tip-crammed features of

The Billboard's Big

41<sup>ST</sup> ANNUAL SUMMER SPECIAL

OUT NEXT WEEK!

FOR COMPLETE CONTENTS . . . . . SEE PAGE 47



## Ringling-Barnum

Three-day stand in Hicksville, L. I., N. Y., gave us big business. The sleepers were brought thru the tunnel and the flats on the ferry. On opening day, the Hempstead, L. I., high school band gave a concert in the big top and Merle Evans directed a number of the pieces. Beryl Howell, newspaper woman from the *Newsday* at Garden City, L. I., toured with the show for a week and wrote a series of articles which appeared in the L. I. paper before and during our stand in Hicksville. Sunday off in Hicksville was enjoyed. Mr. and Mrs. Frederici entertained a number of circus people at their home. Bill Day visited and showed colored movies at the Barnum Hotel. Helen and Charley Geiger toured with the show this past week. Charley showed his movies at the trains in Newark, N. J. Curtis Genders, Emmerick Morowski, Allan and David Alzana joined the show for the summer.

Gilbert Fox celebrated his fourth birthday with a party for the young fry. Marian Seifert's son, Tommy, Mary Seifert and other relatives kept Marian busy when they visited in Newark. Bridgeport is Rusty Parent's home town and her family and friends were on the lot. Mike Bergen, in the navy, son of Doctor Bergen, former Doctor on the show, visited and helped in the wardrobe department when we played Hicksville. John Nelson visited his brother and other showfolk and looks wonderful after his recent illness. Claude Beekman Woods, on the Side Show this year and brother of our organist, Clarence Woods, passed away at a Lancaster, Pa., hospital. He was stricken when the show played there. We were shocked to hear of the death of Tommy Farrar, art director of the Ringling show.

Visitors: Bill Day, Carl Pratt, Albert Loeffler, Armand Browder, Louie Johnson, Connie and Bruce Anderson, La Gay Guistino, Rita Schroeder, Natalia Tock, Rose Alexander's sister and niece, Mr. and Mrs. Bill Ordner and children, Sue Fox, Kathy Kramer and mother, Virginia Thompson, Doris Claire and son, Vivian Webster and son, Theol Marlowe, Helen and Charles Geiger, John Nelson. —MARY JANE MILLER.

### WANT HIGH ACT

For New England Date,  
June 30 to July 3 Inclusive.

Wire

**STANLEY WATHON**  
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New York 19, N. Y.

### 6 PHONEMEN 6

Steady work to November. This is a Mills Bros.' Circus date. Police and Grotto auspices to follow in Pennsylvania and Ohio. Call or wire now. No collect.

**MEARL N. JOHNSON**  
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### PHONE MEN

Akron, O., Mills Bros.' Circus Date

Sponsored by all the sports clubs in the county. Pay every day. No collect wires or phone calls.

**LARRY LAWRENCE**  
Mayflower Hotel, Akron, O.

### PHONEMEN

Akron, Ohio, office ready. Only deal in city. Some others in small surrounding towns.

**Terrell and Terrell**  
Portage Hotel, Akron, Ohio

### PHONEMEN FOR YEAR-ROUND WORK POLACK BROS.' CIRCUS (Eastern Unit)

Write or wire

**BILL KAY**

Chamber of Commerce Circus Office, Ft. Collins, Colo. (Office now open); Shrine Circus Office, Eau Claire, Wis. (Office opens Wednesday, June 20); Grotto Circus Office, LaFayette, Indiana (Office opens Monday, June 25).

# Dressing Room Gossip

## Mills Bros.

Across the Mississippi into Iowa and warm sunny days, grassy lots and straight roads make tramping pleasant. Visits were exchanged with Royal American Shows, which were at Davenport, Ia., and Kelly & Morris Circus, which was at Princeton, Ill. Obert Miller and Wayne Sanguin, of the Kelly-Miller show, caught our matinee at Waterloo, Ia.

Rube Eagen, former Russell Bros.' clown, visited at Galesburg, Ill. Eva Davenport, Norma Davenport Cristiani and Mr. and Mrs. Gaylor Merrian motored from Quincy to catch us at Moline. The heavy number of banners at Cedar Rapids kept painter Broc Baughman and banner-hanger Maureen Lee busy. Alois Hasek, fan, visited at Cedar Rapids and Grinnell. We were sorry to say goodbye to Doc and Ivy Wilson, who returned to Rockford, Ill., after a two-week visit.

Between-shows activity was heavy one day with the Wallabies, Boginos, Joannides, Antonettes, Rickerts, Valencianos, Tommy Goetz and Paul Nelson practicing simultaneously. Slivers Johnson worked the rodeo which was on the fairgrounds lot at Cedar Rapids with us Sunday and, with his family, stayed over to catch our show Monday. Digger and Johnny Pugh and Shiela McMahon joined for several days. Doc Waddell held memorial services for the late Spencer Huntley, bull man, at Waterloo. Huntley's father, sister and other relatives were guests. Fan Paul Bowers visited two days.

Harry Atwell was on the lot all day at Cedar Rapids snapping pictures. Doc DeMille, who had his med show playing at Ottawa, Ill., caught us in LaSalle, and the Frank Allens saw our show at Moline. Harry Mills and Gus Pasternak proved themselves carpenters with the snappy windows and screens they installed in the grease-joint trailer.

Mayme Ward, together with her daughter, Genevieve Tharp and the latter's husband, Marshall Tharp, got a big welcome in Cedar Rapids, where the Flying Wards originated their act 37 years ago. Mitzie LaForm added a bunny to her menagerie, which also includes a cat and pup. —JACK LA PEARL.

## King Bros.

Show's water wagon driver followed what he thought were show's arrows and wound up on a carnival lot in Erie, Pa., 150 miles from org's location. He was two days catching up with us. George Kienzle Sr. and Jr., CFA members from Lancaster, Pa., spent the day on our lot in Mahanoy City, Pa. Speaking of lots, the one at Mahanoy City is a showman's dream. The Malone Brothers, of Shenandoah, Pa., were on hand in Pottsville. Some old-timers may remember that they are the boys who loaned Jack Dempsey the private railroad car, "Loretta," the season he toured with Cole Bros.

Fred Canestrelli is a proud papa. Prince Che Chelle White Cloud's sister visited. One of the high spots in the fast-moving performance is Teacher Lee Hinckley's band. Lee and his wife also give good service with the mail, the route cards and *The Billboard*. —COL. HARRY THOMAS.

## Siebrand Bros.

Ed and Artie Wiedeman are breaking their new baby elephant. Pancho Roche is building a body on his pick-up truck and Cliff Henry is building one on his new Dodge truck. Phil and Bonnie Bonta have a new Ford. George B. Vest, musical director, leaves June 23 to join DeWaldo Attractions for the fair season.

Harry Ross and Grace and Jack Fairburn appeared on a TV show at Salt Lake City. Koko, clown, is on the sick list. Henry Kallenburg joined recently. Recent visitors were Leonard Siebrand and family, Kent Clark, Clark Siebrand, and C. H. Eastwood. —MAURICE MARMOLEJO.

## Clyde Beatty

We are in the land of the Oregon mist, but several times it has been more than mist. Johnny Cline and Billie Pape have been taking advantage of the good fishing that this section affords. Clyde Beatty celebrated his birthday in Tacoma. Bill Moore, our agent, has been a hospital patient in Portland for several days. Charles Berry joined to take over the tax box. Mel Warkmeister sprained an ankle and was out of the show for a few days. "Squeeze-box" Raimer purchased a new clarinet for clown band and is practicing daily. Earl, Mae and Sally Peck had Charles Hilderra and the writer as dinner guests while show was in Tacoma.

Members of the Ted DeWayne Tent of the CFA attended in a body at Tacoma and spent the day visiting with the show personnel. Those attending were Bill Barrett, Fern Clace, George Clace, Vera and Penny Goodspeed, Ernie Jensen, Fran Wallace, Bob Goodspeed, Gwen Miller and children, Chaleane and Billy, Paul Carroll, Lezlie and Bettie Goodspeed, Lucille Carroll, Kenneth Jones, Mae Jones, Judy Jones, Chaley and Bertha Milroy.

Recent visitors: Mr. and Mrs. Al Silverman, Jimmy Stearns, Jack and Bertha Rennick and Rudy Hammer. —LAURENCE CROSS.

## Polack Western

Tulare, Calif., our first outdoor date, was a big success. Our dressing rooms were really open-air style. Swimming is now a popular sport with the gang.

Gwen Carsey got a fabulous offer for her Pekinese, Chai. Answer: No sale! A local newspaper reporter, Elwyn Lufkin, was a guest clown for several shows and the stunt netted much front-page space for the show.

Vi Watson sold her famous hot dogs from a Tulare version of a trick house. Ernie Wiswell is now using his full line of fireworks on his Ford. The Ward-Bell Fliers have built new lighting effects for their outdoor rigging. Curt Wicons tried speedboating on an irrigation ditch and was nearly shipwrecked.

Bee Carsey's Cocktail Trio features music a la carte on our blue sky dates. Despite the breeze, Loti and Francis Brunn manage to do their full act with great success. Henry Boers is our touring watchmaker. He tackles anything up to a grandfather's job. —HARRY DANN.

## Stevens Bros.

Show was forced to cancel eight days in Iowa and Eastern Nebraska because of floods. It got off the lot at Wahoo, Neb., ahead of five feet of water. Paul Thomas, ticket seller, who joined from Kelly-Miller, was drowned at King City, Mo. His body was recovered three hours later. The org has had eight weeks of rain.

Several stands were lost three weeks ago in Western Kansas, where highways were flooded. Show wild-catted into South Dakota, playing to poor business. It will pick up its Iowa route later.

## Packs Starts

• Continued from page 52

gels, balancing; Cycling Sidneys; George Hanneford Family, bareback, and Rieta, swaypole and slide-for-life.

Jan Risko and Nina, comedy juggling; the Anteleks, perch; Captain Jamison, high dive, and Bronella, German tight wire walker who arrived from Venezuela May 31, were added during Tennessee dates. The Cimses left after Gadsden, Ala., and returned this week for the remainder of the season.

### Clowns, Staff

In clown alley are Van Wells, Jackie LeClair, Charles Ed Lewis, Jack Harrison, Jo-Jo-Lewis; La Pearl and Colbert; Grover O'Day, Billy O'Dell and Joe Geiger.

Jack Cervone has the band and Marcy Edwards is vocalist. Bob White is announcer. Irish Ryan has the props department, assisted by Frank (Spider) Jones, Johnny Manko, John Phipps, Tarran Clarkson, G. McBride, P. Clause, Jack Fischer, Arnold Jess and Bob Ramey. Boots Baker is electrician.

Assisting Packs is Bill Nelson. Carl Wallenda is in charge of layouts. Jack A. Leontini divides his time between the show and advance duties.

The Packs circus this season is equipped with new electric systems, ring curbs and stages.

## Tom Packs

A rainstorm whipped the baseball park in Nashville following the finale of a four-day stand. Teardown crew, headed by Boss Irish Ryan and Electrician Boots McBride, with Blackie Baker, Spider Jones, Paul Clouse, J. B. Ferguson, Jim Tiebor, George Voise, Bobby Ramey and S. L. Sebastian assisting, had the show moving in good time.

While en route to join the Anteleks, Coleman Anetelek's trailer overturned and Mrs. Antelek sustained injuries to her face and head. She returned to the act after being treated at a hospital. Tommy Hanneford arrived from Florida. Carl Wallenda is lot superintendent. William Nelson is paymaster. Jack Leontini, press agent, is back on the show. Bob White is announcer.

Rose Behee's son, Bobby Porter, is stationed at Camp Pendleton, Oceanside, Calif. Mrs. Jack Harrison is planning a vacation with her daughter in Rochester, Ind. Jack is clowning with his elephant dog. Billy O'Dell, clown, has recovered from a recent illness. Grover O'Day, tramp cyclist, is the mailman and *The Billboard* sales agent on the show. Jimmy Jamison joined with his high dive act.

Mrs. Van Wells is wardrobe mistress. Harold Voise is sporting a new car. Jackie LeClair entertained friends from Hopkinsville, Ky. Recent visitors included Izzy Cervone, Earl Shipley, Pettas Brown, Charles Jackson, Doc Bralley, Al Tucker, Victoria Zaccchini and Papa Zaccchini. —JO JO LEWIS.

## Wallace & Clark

Show has had a run of good, grassy lots. The writer is doing the press work back with the show in addition to handling the radio programs. With Sunday (3) a day off, many of the personnel visited in Medford, Ore.

The Walter Jenner Family, Tod and Peggy Hery, Harry Leonard and the writer visited Oregon caves. Scotty Gallup is in charge of the cookhouse top. Gloria Gaye, former burlesque and night club performer, is dancing in the Side Show and doubling as singer for the swinging ladders.

Recent visitors included Mr. and Mrs. James Cort. Mr. and Mrs. N. L. Dixon are visiting Mr. and Mrs. W. A. Dixon and family. —WARD HALL.

## Biller Bros.

Show is in Canada and all with it are trying like mad to learn French. The past week brought much rain, topped off by a hailstorm. Velma Marrie received a permanent in the back-yard beauty shoppe. Lucille and Jimmie Marks are proving popular with their bicycle act.

Grace McIntosh has recovered from a recent illness and is back in the show. Lucky and Tresera joined to take over the elephants. Visitors included Walter Rogers, Keller and Diane, Roger Towner, Myron Gandee, Ward C. Schafer, Henry Van Loon, Charles E. Hart and Edward Regis Felbauer.

Joe Rossie and his band were guests at a party after the show. —IRA JAMES GASKILL.

## Beatty Mulls

• Continued from page 52

booming and that railroad transportation from Prince Rupert is available.

### Salem Gives Straw

Eugene Atkins, fat boy, joined the Side Show Friday (15).

The Beatty show got the largest straw house of the season in Salem, Ore., Thursday night (7). Following a strong matinee and full house in Longview, Wash., Friday (8), the show got a full matinee and straw night house in Hoquiam the next day. In Tacoma Sunday (10), where billing had inadvertently advertised only one show, the matinee was packed and there was a good half house in the evening. Olympia, Centralia and Vancouver on succeeding days turned in fair matinees and three-quarter night houses.

## Campa Bros.

Business has picked up since show hit Kentucky and all departments are running smoothly. The Side Show is flashing a new marquee. Roy Allen, of the concession department, has purchased a new trailer, while Alfonso Campa and Mr. and Mrs. Rojo are sporting new cars.

Dave Curtis left for his home in Belleville, Kan., because of poor health. Donna Pyle, accompanied by Florence Henry, arrived from Gonzales, Tex. Donna will spend her school vacation on the show, working web and ladder. Frank (Streamline) Fizzel and Blanka Campa celebrated birthdays last week.

Recent visitors included Blackie Martin, Mrs. Mickey O'Brien, Mrs. Frank Rogers, personnel from Beers-Barnes Circus, Mr. and Mrs. Vernice Day, Robert Timmel, Bill Rhodes, Doris Anderson and Gene Christian. —MILDRED PYLE.

## Polack Eastern

Bobo Barnett has a new skunk for his act. The Great Arturo has returned from Tampa with his citizenship papers. George Cutshall served fried chicken on the last dukie run. Whitey Boyd has a new polo outfit. Mr. and Mrs. Les Yates, of Waco, Tex., were recent guests of Nate Courtney and Harriet Lewis. Ikey Nullaly, billposter, billed 75 miles in all directions out of Grand Junction, Colo. Charles Hamburg and Red Eis have left the show.

Billy Griffin is assisting Bob Barnett in the midget car routine. Wolfgang, Roth and Lalage are getting their fishing equipment ready for a trip to the trout streams. —HENRY KYES.

## Cole & Walters

Tom and Tiny Twist left for Lake Contrary Park, St. Joseph, Mo. Rain caused the show to blow the matinee at Springview, Neb., and the date in Winner, S. D. Mugsy Gallager Clark joined after visiting her mother in Hugo, Okla. Paul Zomp has been making the candy pitch in the absence of Frank Ellis. Show is in the Black Hills of South Dakota.

Eugene Davis is doing a good job of drumming, as is Corky Clark with the elephant act. The writer is leaving to go to the bedside of her mother, Mrs. Evelyn Waymire, seriously ill in Fairmount, Ind. Buster Mousseaux is show's new mechanic. New concessionaires include Bill and Bertha Huff, Howard Hatfield and Wally Helms. Straw houses prevailed for the matinee in Hot Springs. —MILDRED WELBES.

## Hamid-Morton Adds Ont. Date

NEW YORK, June 16.—A post-season date has been inked for the Hamid-Morton Circus at Kitchener, Ont., for the week of June 7, Herman Blumenfeld, circus talent booker, reported here this week.

The date, the first to be staged in that community, will be held in the new Memorial Auditorium, which has a seating capacity of about 6,000. The circus will be the first professional show feature to be presented in the building, Blumenfeld said.

The date actually adds up to an experiment, as it is a smaller city than usually played, Blumenfeld said.

Altho the regular Hamid-Morton unit closed today in Richmond, Va., and an abbreviated line-up of talent will be used, the program is extensive and well-rounded. Talent set for the date includes the Hamid-Morton elephants, Zavatta riding troupe; Les Italys, aerialists; Fearless Flyers; Theron Troupe, bicycle novelty; Five Eltons, aerialists; Five Ricardis, teeterboard; Clark's trained bears; Helen Haag's trained chimps; Five Lamarettes, girl acro tumbling; Five Tuckers, trampoline; Kirk Adams' dogs and ponies, a group of clowns and Joe Basile's Band.

## 4 GOOD PHONEMEN

that can hold up their end. Good proposition. Big TV stage show, auspices police and fire dept. Best Midwestern towns, book, vpc, banners, block tickets. Pay every night. Write or wire.

**RAY LONG or CHARLIE PHILLIPS.**  
McCabe Hotel, North Platte, Nebraska.



## 1950 PREMIUMS HIKE AT NINE N.H. EVENTS

CONCORD, N. H., June 16.—Despite the fact that virtually all of New Hampshire's fairs showed substantial operating losses in 1949, nine out of the 12 increased their cash premiums last fall, the State Department of Agriculture disclosed.

The fair associations' annual statement, which is required by law to determine how yearly subsidies from the Rockingham race track shall be distributed, showed a total of \$85,940 paid out last fall in cash premiums, \$290 more than the amount paid out in 1949.

The State Tax Commission has not yet completed its yearly audit of the fairs' records of last fall's business, it was stated by Commissioner of Agriculture Perley I. Fitts. He indicated that operating losses again would be shown but it is hoped that these losses will be offset by the \$78,690 in race track cash given the fairs last autumn.

### Reduce Premiums

Among the fairs which reduced their premiums were Union Grange Fair, Plymouth, which cut premiums about 14 per cent; Sandwich Fair, which lopped off \$725, and Mascoma Valley Fair, Canaan, which slashed premiums 10 per cent.

Fairs increasing their premiums included Hopkinton Fair, a 30 per cent increase from \$6,070 to \$7,875; Keene's Cheshire Fair from \$7,612 to \$8,162; Rochester Fair from \$12,722 to \$13,638; Deerfield Fair from \$9,738 to \$9,885; Lancaster Fair from \$13,490 to \$13,850; Northwood Community

Fair from \$1,934 to \$2,100; Madbury Grange Fair from \$1,280 to \$1,518; Sunapee's Lake Grange Fair from \$645 to \$668, and Redstone's Grange Fair from \$591 to \$662.

### Premium Decrease

Net result of the 14 per cent premium decrease made by Union Grange Fair is that this year it will not receive as large a portion of the race track cash in comparison to what fairs will receive that have increased their premiums, it was explained. According to Commissioner Fitts, the law states that whatever cash is received from 1/4-of-1 per cent tax on gross wagers at Rockingham race track is given to fairs on the basis of percentage of cash paid out in premiums the previous year.

When Gov. Sherman Adams first took office three years ago he urged fairs to reduce their premiums to avoid bankruptcy. Rockingham betting, he warned, was falling off, so that the fair subsidy also would decrease.

## Ft. Worth Expo Plans \$50,000 Improvements

FORT WORTH, June 16.—Southwestern Exposition and Fat Stock Show will put \$50,000 into plant improvements required for stocker and feeder calf classes if the executive committee decides these classes should be added to 1952 exposition.

Dates of show are set for January 25-February 3, nine directors were added and officers were re-elected to the recent annual membership and directors meeting.

Officers re-elected were Amos Carter, chairman of board; W. R. Watt, president-manager; Ernest Allen, vice-president; Raymond Buck, secretary. In accordance with the policy of rotating treasurer's office among the city's national banks, George Thompson Jr., succeeded R. E. Harding in this post.

Manager Watt reported a highly successful 1951 show, despite weather handicaps. Livestock entries totaled 7,382 compared with 6,856 in 1950; there were 439 bulls in car lot and pen division with average price of \$563; there were 755 entries in horse show; a Hereford bull sold for \$28,000, an Aberdeen-Angus bull for \$40,100, and the over-all prices in fat calf auction sale were the highest in the nation.

## Ferndale, Calif., Pacts Billsbury Grandstand Show

HOLLYWOOD, June 16.—John Billsbury, local booker, has signed a contract with Humboldt County Fair, Ferndale, Calif., to supply the grandstand show during the six-day run starting August 7. The fair is headed by Dr. J. N. D. Hindley.

Billsbury, who is supplying this fair for the first time, will have on his show Dwight Moore's Mongrel Revue, Clara and Adolph Del Bosq and Their Musical Horse, Serenado; Musietta (Velarde), traps; Louis Velarde, bounding rope; Homer Snow, seals and trained pelican; Four Musketeers, George Perkins and Eddie Emerson; Ed C. Learmont's chimps and elephant; Dick Lewis, table rock; Eddie Emerson, juggling; Mary Del Bosq, foot juggling and Risley; Bill Larsen and His Hammond Organ, and George Perkins and His Wire-Walking Dog.

## Prince Albert, Sask., Adds to Youth Bldg.

PRINCE ALBERT, Sask., June 16.—Prince Albert Agricultural Society is adding a new wing to its Youth Activities' Building at the fairgrounds.

The addition will be used as a dormitory.

## ILLINOIS STATE INVITES TRUMAN

WASHINGTON, June 16.—Gov. Adlai Stevenson of Illinois this week invited President Truman to speak at the Illinois State Fair, Springfield, if the latter decides to barnstorm the country this year. Stevenson issued the invitation during a courtesy call at the White House.

## EDITOR'S MAIL

### 'Not Involved With Camden,' Gruberg Says

NEW YORK, June 16.—The following letter authored by Max Gruberg, well-known outdoor showman, is in answer to a letter penned by George A. Hamid which criticized the staging of the South Jersey State Fair, Camden, recently and which was printed in these columns last week:

"I read Mr. Hamid's letter with interest, and I am surprised at his inaccuracy. Without any reason he mentioned me in connection with the South Jersey Fair, Camden, altho I held no post or position of any kind with that event.

"I also visited the South Jersey State Fair and I believe that Mr. Hamid's description of that event to be wholly inaccurate. If there was anything bad with that event, it was only the weather, and even Mr. Hamid has not escaped rain always in the many promotions with which he has been associated.

"My son-in-law, Seymour Dubrow, is a member of the corporation operating the South Jersey State Fair which I hope will become an annual event and pile up many years as successful as its first one. If I have shown, and continue to show special interest in the activities of my son-in-law, I am sure that Mr. Hamid will find that easy to understand."

## Del Mar Gets Record Entries

DEL MAR, Calif., June 16.—With Friday (15) the deadline for entries in the majority of the departments of the San Diego County Fair, the event hit a new record of participants. Fair opens June 29 for 10 days.

Deadline for entries in the livestock department was June 1, with exhibits of horses, swine, cattle, sheep and goats exceeding previous years.

Mrs. Lorene Bohn, entry supervisor, estimated that there will be over 1,500 individual exhibitors and 10,000 entries competing for ribbons and cash premiums.

Promotion of the fair in Los Angeles got under way yesterday with Don Diego, official host of the fair, appearing on the Jack Harrington television show over KTTV. The show, sponsored by a pet food company, was highlighted by San Diego's invitation to Harrington to serve as emcee of the mutt show, a feature of the event.

## Yreka, Calif., Skeds Giant Barbecue

YREKA, Calif., June 16.—The Siskiyou County Fair here, August 24-26, will open its event with a giant barbecue, with beef to be roasted in pits on the grounds and served to patrons buffet-style, according to E. B. Mathews, secretary.

Annual will premiere its new race track this year and has also added a new exhibit building and livestock area.

Still-date events thus far have included motorcycle races, flower and handicraft shows and horse racing. Others skedded include several 4-H achievement and judging days.

## Dallas Sets Plans For 125G Pavilion

DALLAS, June 16.—State Fair of Texas will build a \$125,000 livestock judging pavilion in order to have a suitable place for the Pan-American National Hereford Show at this year's exposition.

Fair long has needed adequate facilities for livestock judging. Several million dollars in bonds for the Coliseum have been voted for some years, but the project is apparently far down on the city fathers' agenda.

Last year the Gainesville Community Circus big top was erected in front of the grandstand for the All-American Jersey Show, but in previous years livestock shows were confined to the annual's ancient arena which seats 1,000.

### New Pavilion

New pavilion will have an arena 90 feet wide by 180 feet long and seats for 3,200 spectators. It will adjoin the \$250,000 cattle barns completed in 1948.

Hereford Parade of Champions, to be put on in the pavilion on the evening of October 9, is expected to be one of most spectacular features of the '51 fair.

Don McCarthy, director of public relations for American Hereford Association, will write the script, and Charles R. Meeker, State Fair Auditorium manager and producer of State Fair Musicals, will produce the show. Plans are still in the talking stage, but talk is of flashily costumed girls and a 40-piece symphony orchestra. Idea is to make presentation of awards and trophies to champions a real spectacle rather than just a ceremony.

Another big event in the new pavilion will be cutting-horse contests for quarter horses. A world championship cutting-horse contest in which a prominent Texas rancher will pit three of his cutting horses against any other three in the world will be worked out if possible.

## Pomona Offers 5,000 Classes To Exhibitors

POMONA, Calif., June 16.—Los Angeles County Fair, September 14-30, will feature over 5,000 different competitive exhibit classes during its 24th annual run. More than 15,000 premium books have been mailed to prospective exhibitors and marks an important step in the intensive preparations for the event.

The volume, containing 350 pages, is divided into five separate books—livestock and dairy products, agriculture and horticulture, domestic and fine arts; poultry, pigeons and rabbits, and junior fair.

The fair has made preparations to receive entries of about 12,000 exhibitors. Last year over 40,000 exhibits were listed and more are expected this year.

Livestock premiums are up \$10,365 over last year, with a total of \$83,074 being offered. Hereford premiums alone total \$25,000. Shows for 26 breeds of beef and dairy cattle, horses, swine, sheep, Angora goats and Junior livestock are skedded.

Fair is promoting construction of new judging pavilion heavily among prospective exhibitors, with 7,000 three-color folders featuring picture of pavilion as it will look when completed. Ray W. Wilson, livestock and agriculture manager, is optimistic about an increase in number of exhibitors and entries.

## Vancouver Ex Offers 50G

VANCOUVER, B. C., June 16.—Pacific National Exhibition here will offer over \$50,000 in prize money at this year's annual, a substantial increase over last year, V. Ben Williams, general manager, announced.

The exhibition, which will be held August 22-September 3, has opened several new classes this year and entries are expected to top last year's record proportions.

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## N.Y. DATES HOLD OK FOR STRATES

### Jacobs Returns After Clawing; Rita Cortez Joins With Major Unit

ALBANY, N. Y., June 16.—A two-week stand here has been all right for the James E. Strates Shows, except for rain which caused the loss of two nights, Owner Strates said today. The engagement, which ends tonight, was played on the same lot.

Business at the prior stand, Schenectady, N. Y., was reported good. Before that, at Jersey City, N. J., considerable bad weather was encountered and the date did not come up to expectations. Business to date, except when weather interfered, has been good.

An elephant was added to the Terrell Jacobs Wild Animal Show here. The bull was bought from Henry Trefflich, New York animal dealer. Strates said the addition of pachyderm rounds out the unit's menagerie. Included are Jacobs' lions and tigers, bears, horses and smaller caged and tethered beasts used only for display.

#### Cat Attacks Jacobs

Jacobs was out of the show for 10 days after one of his cats at-

tacked and clawed him in Schenectady. Strates said the trainer was lucky to have escaped more serious injury since his back was turned when the cat jumped him. The clawing happened on the second night of the Schenectady showing and less than a week after Jacobs had joined the show with his unit. Jacobs was back in the show this week, but working fewer cats and with his arm in a sling.

Strates distribution of tickets to all persons entering the show grounds, which entitles patrons to see the show for a 25-cent fee, has been working well and will be continued. In line with usual back-end policy, the performance is streamlined enough to make it possible to present three or four shows a night.

The addition of the Jacobs unit has aided considerably in publicizing the show, Strates said. Special paper is being utilized with accent on animal pictorials.

Rita Cortez joined here with a South American Show to add another major back-end presentation. The show includes 12 performers, all of whom have club and theater experience, Strates said.

Local papers have been notably generous in allotting space to the show, and if the weather is favorable, today's finale should be big.

## Gooding Signs Tupelo, Miss., Columbus, Ga.

COLUMBUS, O., June 16.—Gooding Amusement Company this week closed contracts to provide rides and shows at Mississippi-Alabama Fair and Dairy Exposition, Tupelo, Miss., and Chattahoochee Valley Exposition, Columbus, Ga. Negotiations for Gooding were completed by Hal Eifort.

Originally midway contracts had been awarded to the Johnny J. Jones Exposition, but negotiations by the fair were reopened when it was learned that the Jones org would not go out this year. The contract with Gooding does not include concessions, and a decision is expected soon by each fair on who will have the midway front end.

Gooding will bring a large unit into Tupelo and Columbus, Eifort said. It will be the same one that will play Ohio State Fair; Anderson, Ind., and Memphis, and will jump into Tupelo, the first of the two new dates, from Mid-South Fair, Memphis.

## Pennsy Date Gives C&W Top Earnings

### Grosses for Some Units Climb 50%; Owners Plan To Add J.J.J. Cars

NEW BRIGHTON, Pa., June 16.—Cetlin & Wilson Shows hit a red one here. Gross increases of as much as 50 per cent on some units were attributed to three factors. First, the town was in a receptive mood for the only railroad show scheduled in. Second, the weather was considerably better than a year ago, and finally, a mid-week parade of fire companies, including all those in adjacent communities, wound up on the lot.

Co-owners Izzy Cetlin and John W. (Jack) Wilson had a particularly busy week. They had Superintendent Charlie Sheesley

plane to Bainbridge, Ga., to choose additional railroad cars formerly a part of Johnny J. Jones Exposition, now being peddled by Robert K. Parker and Sam Solomon, org's new owners. Unconfirmed was the report that the org will add two flats.

#### Rand, Preston Visit

The show owners met here with W. E. (Bill) Preston, manager of Missouri State Fair, Sedalia, and Sally Rand, who planned in from Boston. Purpose of the three-way meeting was to discuss Miss Rand's appearance at the Missouri annual. The meeting aided the show's ballyhoo campaign, rating page 1 notice.

Jimmy Jackson joined here with a minstrel troupe to take over Club Onyx. Show got off to a good start here, earning a good gross.

The operator of a chain of supermarkets in the area again sponsored the kiddie matinee on closing Saturday (9). Shows have been hitting consistently and individuals report that their earnings are ahead of the same period of a year ago. With the exception of a couple of opening stands, all of the dates have been in Pennsylvania.

## PATRIOTIC PITCH MAY BE CURVE

SOUTH PLAINFIELD, N. J., June 16.—Blissfully ignoring the tightness of the help situation in the outdoor field, Frank Bergen, general manager of the World of Mirth Shows, granted permission to the Marine Corps, thru the instigation of Howard Ramsey, shows' staffer and former marine, to use the sides of a show wagon for recruiting signs. While the appeal has been unproductive as yet among the shows' personnel, the cook-house coffee zippers eyed the mud in which the show has been engulfed here thru much of the week and quoted new odds on working men taking off for a spic and span uniform and a dry cot. Next wagon signs will be donated to the Damon Runyon Cancer Fund with a Walt Disney design layout being used.

## 20th Century Opens Strong In Ft. Dodge

FORT DODGE, Ia., June 16.—The Al Martin-E. D. McRary 20th Century Shows are here this week in their next-to-last still date before starting a strong fair route, which begins the week of July 4 in North Dakota. Org opened to surprisingly good business here with its first night sponsored by the local VFW and highly publicized over radio stations and in newspapers.

Show moved here from Kansas City, Mo., where takes were good and Sam Lowery's Motordrome racked up top grosses. Junction City, Kan., played the previous week, yielded big money, with soldiers from near-by Fort Riley flocking to the lot despite inclement weather. Mitzi's Girl Show did well at the latter date and Tex Forrester's minstrels also drew good crowds.

Billy Kennedy has taken over as manager of the Circus Side Show and has added several new acts. A new light plant has been added for a total of three and six more trucks were added.

## Mickey Stark Scores Winner At N. Chicago

MILWAUKEE, June 16.—Gold Bond Shows, playing here in the suburban town of Lake, opened to good crowds and fair spending Monday night (11), Owner Mickey Stark said.

Org moved here from North Chicago, which was rated the best stand of the season thus far. Despite inclement weather, rides and shows racked up big week-end grosses.

Bill Asher joined here with candy floss and popcorn, Robert Mundschau with ball bingo, and Andy and Joe Karas with darts. Vernon Jones, Moss digger op, left at North Chicago, but will rejoin for Minnesota fairs. He took delivery on a new house trailer recently.

## Rain Hurts Va. Greater

NYACK, N. Y., June 16.—Intermittent rains again hit Virginia Greater Shows during the local stand which ended Saturday (9), following a successful date at Monsey, N. Y.

Monday night (4) was lost to a thunderstorm but Tuesday night's business was good. Wednesday night was satisfactory, Thursday night was held down by cold and rain and Friday night was fair. Early Saturday was cool and rainy, but afternoon sunshine helped build a kiddie matinee. Saturday night saw good spenders on the lot. Veterans of Foreign Wars post sponsored the local date.

## Takes Remain Fair As Rain Hits WOM

### Bergen Reports Money More Plentiful, Attendance Good Despite Bum Weather

SOUTH PLAINFIELD, N. J., June 16.—The weather has put a crimp in World of Mirth operations for the past several weeks. Considerable operating time has been lost, but Frank Bergen, general manager, said that business had been all right in view of the unfavorable conditions, and would undoubtedly improve with good weather.

Experiences to date have indicated that money is more plentiful than a year ago, altho big money is lacking, Bergen said. Gate attendance has held up remarkably, he said, but cold and rainy nights have caused patrons to go home early.

Wednesday and Thursday (13-14) nights were lost to rain. Opening Monday and Tuesday were okay and a big finale is indicated. This is the org's first appearance here on a lot that was broken in earlier in the season by the James E. Strates Shows.

Bergen said his units were set up on higher ground than the lot used by Strates, with the latter property being used for parking. Strates also ran into inclement weather here and was in mud several days. Final days, however, gave the org good takes.

Everyone, including Bernard (Bucky) Allen's concession aids, pitched in to recondition the lot. Some 200 bales of shavings were spread last night to create better footing.

Perth Amboy, N. J., played last week, was on a par with last year, but nothing big, Bergen said. Next week the show goes to Jersey City, on the Roosevelt Stadium lot, for another new date. The following week it will be at Garfield, N. J., a date which contributed a big gross a year ago.

In discussing the season to date, Bergen said the show and its per-

sonnel had experienced nothing that a good week wouldn't cure. Gauged by past standards, it is possible that the show will tag a big one before it exits New Jersey two weeks hence for New England.

Bergen said that use of wheels on the concession line is being discontinued, in line with a policy announcement at the end of last season. Current unsettled conditions have nothing to do with the decision, he said.

## Bad Weather Hurts Fidler Still Dates

JOLIET, Ill., June 16.—Fidler's United Shows, in their 11th week out of quarters, has been getting business roughly equal to that of a year ago but weather has been a determining factor all spring, according to Owner Sam Fidler.

Local stand, under Ongalls Park A.C. auspices, yielded good grosses early in the week and indications pointed to a big Saturday business.

Fidler has eight rides on the lot here but will add at least two more when the org starts its fairs at Jerseyville, Ill., July 23. Line-up includes a Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Bubble Bounce and Caterpillar in the major category plus Kiddie Autos, Planes and a Miniature Train.

Also to be added later will be Side, Monkey, Girl and Mechanical shows. Concessions here total 32.

Shows opened April 1 in St. Louis and will play fairs in Illinois, Arkansas and Mississippi. They plan to be out until November 17. During the final six weeks of the tour, org will be augmented by a number of rides from quarters and will be split into smaller ride units.

## RAS Tops '50 At Davenport

DAVENPORT, Ia., June 16.—Royal American Shows thru Thursday (14), ninth day of a 12-day stand here, was running slightly ahead of a year ago percentage-wise despite intermittent showers.

Org, which is here under Shrine auspices, will load its train Sunday night (17) and head for its Canadian date in Winnipeg, to be followed by its route of Canadian

## Crafts Pacts Phoenix Fair For 5th Year

PHOENIX, Ariz., June 16.—Orville N. Crafts' Shows have been signed to play the midway at Arizona State Fair, which opens November 3 for 10 days, marking the fifth year the shows have been featured. Contract was handled by George Blake, the new manager; Walter Smith, fair commission chairman, and Marcel Delporte, assistant chairman.

In addition to supplying the rides and concessions, Crafts will bring in a 240 by 80-foot big top, outdoor stage and light towers for the fair midway.

## So. Calif., Biz Mounts For All Crafts' Units

NORTH HOLLYWOOD, June 16.—Concentrating on Southern California, the three units owned by Orville N. Crafts have been turning in top business. Crafts 20 Big Shows, which is Unit 1, and Fiesta Shows, Unit 3, had record runs for the first time at Camp Pendleton, San Diego and Chula Vista. Fiesta Shows stay in the area to play El Cajon this week.

Lee Brandon is general agenting Unit 2, and Charles Salyer is booking 20 Big and Fiesta shows. While the assignments are listed according to units, the agents work on a geographic set-up, with Brandon handling Northern California and Salyer the Southern section.

#### San Diego 1st Time

Playing San Diego for the first time in four years, 20 Big Shows furnished the midway for the North Park Fair, an event sponsored by the North Park Business Men's Association. Show was located at 29th and University with parking meters being removed to allow the placement of concessions. About half the concessions were handled by the committees. Unit is playing Pacific Beach this week, marking its initial date there.

Next week 20 Big moves north to Bakersfield. Following its date

at the Beaumont, Calif., Cherry Festival, playing the second straight year, the show moves to Martinez in the San Francisco area.

Crafts' shows are set to play the Navy Relief Carnivals in San Diego and Coronado. Fiesta Shows has been set, also a new date, for July 4 on the ocean front at Oceanside.

## Hold Last Rites For Irish Hoyt

CHICAGO, June 16.—Funeral services were held here Wednesday (13) for Orville (Irish) Hoyt, 46, concessionaire on the Royal Crown Shows, who died Sunday (10) in Johnstown, Pa., following a heart attack. He had been in the business for 20 years, spending the last seven with Royal Crown.

Military funeral services were conducted by the Showmen's League of America Legion Post with burial in Showmen's Rest. In addition to the League, Hoyt was a member of the Loyal Order of Moose, the American Legion and was a veteran of World Wars I and II.

He is survived by his widow, Hattie, a sister and an aunt.

## Murray Resigns As Wade Unit Mgr.

DETROIT, June 16.—Cameron D. Murray, manager of Wade Greater Shows for the past 12 years, has resigned and is being temporarily replaced by Mrs. Gladys Schaum, shows' secretary. Murray's concessions will remain with the Wade org for one more stand but his future plans were not announced.



# Midway Confab

**Al Wagner**, owner-manager of Cavalcade of Amusements, accompanied by **John Anderson**, Enquirer Printing Company, visited the Cincinnati offices of The Billboard Tuesday (12) following his release from Union Hospital, Terre Haute, Ind., where he was treated for severe hand and arm injuries inflicted in that city by one of the show's chimps. He left the Queen City to join the org at Portsmouth, O. . . . **Francis X. Plankey** joined Crafts Exposition Shows as Octopus foreman at San Jose, Calif.

**Richard D. Cox**, Cetlin & Wilson exploitation chief, plugged the org in a talk before the New Brighton, Pa., Board of Trade while shows were in that city. **Mike Dorso**, operating park concessions in Ohio, visited the shows at New Brighton.

**Frank Ward** and his agent, **Bill Casey**, joined Davis Amusement Company at Prineville, Ore., with cork gallery, coke bottle pitch and blanket wheel. . . . **Albert Buchanan** reports that **Peggy Ewell** has returned to the George Clyde Smith Shows following an absence of a year and a half. . . . **Joe Speene**, formerly with John H. Marks Shows, has replaced **Wesley Morris** as foreman of the kiddie rides on the org. Morris, who has been with Robertson for the past two years, returned to his home in Ellenton, Ga.

**Mr. and Mrs. Scotti LaBrake**, who have a pin store and jewelry stand on Lone Star Shows, took delivery on a new house trailer in Elkhart, Ind., recently. While en route to Detroit, however, the trailer overturned near Valparaiso, Ind., with damages estimated at \$200. Damage to the inside, including furniture and other personal property, was estimated at \$350. . . . **Mr. and Mrs. Gray** joined Twin City Shows in Lebanon, Mo., with their glass pitch.

**Ralph Rothrock** advises from Uniontown, Pa., that he has been contracted to do the billing for Cetlin & Wilson Shows this season. Rothrock has held similar positions with such orgs as Art Lewis, Hennies Bros., James E. Strates, John H. Marks and Triangle shows and Johnny J. Jones Exposition. . . . **Buddy Buck** closed with Moore's Modern Shows at Olathe, Kan., recently. . . . **Bill Howard** is operating **Earl Stoltz's** grab stand on Davis Amusement Company. . . . **Mrs. Madge Block** is visiting her daughter in San Francisco.

**Bob Stevens** has taken over The Billboard sales agency on Twin City Shows from **Venny Nielsen**. . . . **Jimmie Hilyard** and his sister, **Mrs. Edward Poirer**, whose husband was killed in Chicago recently, were week-end guests of **Jimmie Travis** in Liberal, Kan. . . . **Mr. and Mrs. Ed Frazier**, with novelty concessions, joined Twin City Shows in Lebanon, Mo. . . . **Barbara LeMay** has her **Blond Glamazon** Girl Show on Joyland Shows after closing with Royal Midwest Shows in Morgantown, W. Va. Barbara has recovered from a recent illness.

**Clyde Hill**, of Hill's Greater Shows, expects an early release from the Scott and White Clinic, Temple, Tex., where he has been confined for nearly five weeks. He will, however, return within a month for surgery and is not expected back on the shows until some time in August. . . . **Mr. and Mrs. Alton Pierson**, veteran outdoor showfolk, who retired from the road this season, are the owners of the Avocado Trailer Park, Miami. The park, located in the heart of the Little River shopping district, has a 100-car capacity.

**Mrs. Paul T. Robertson**, of Robertson & Caler Shows, planned to Indianapolis Tuesday (5) from Macon, Ga., to visit her daughter and latter's family. **Mr. and Mrs. John E. Porter** and son, **Paul Allen**. Porter is in the real estate business in the Hoosier capital. . . . **Mr. and Mrs. Paul Gearin**, who were credited in the June 9 Midway Confab as being with All-Maritime Shows, are actually with Bill Lynch Shows.

**Ray Williams**, owner of the shows bearing his name, will be the last Detroit carnival to hit the road this year, opening June

19, at Dix and Vernor roads, Dearborn, Mich., under auspices of United Auto Workers Local 600. **Johnny Anderson** has joined the show with his Kiddie Autos and **Swing and Rod Link** joined from Fremont, O., with eight hanky panks. The Williams' Ferris Wheel was returned recently from the factory following a complete overhaul.

**Joe Exler**, whose concessions were with Wade Greater Midway in the Ferry Market, Detroit, moved to Dearborn, Mich., recently for the union celebration there and will then come back into Detroit for the city's 250th birthday festival. . . . **Paul Greeley**, secretary of Michigan Showmen's Association, spent a recent week-end in Chicago to have his eyes examined. . . . **Mrs. Verna Avery**, owner of Avery's Modern Shows, has added a new Rocket to her kiddie ride line-up.

**Willie Green** has his swinger concession on Jolly Time Shows, currently playing Virginia spots. . . . Additions to Peck Amusements at their Wilmington, Ill., stand included **Mr. and Mrs. Gibbs**, with long range shooting gallery, and **Mr. and Mrs. Quillman**, with kiddie train. . . . **Russell Andrea** joined Star-Lite Shows in Sigourney, Ia., with cookhouse and another stand. . . . **Jack and Lucille Owens**, with their concessions, joined W. R. Geren, Geren's Mighty Hoosier State Shows at Zenia, O., going there from Louisiana.

**Ray Stinnett**, ride operator at the Texas State Fair midway and Marsalis Park Zoo, Dallas, recently rode 17,000 children on his Ferris Wheel in a week, when the device was operated free in conjunction with the opening of a new super market in Dallas.

**John T. Hutchens**, owner of Hutchens' Modern Museum, opened with **Johnny Quinn's** World of Pleasure Shows Thursday (14) at Lima, O., following an 800-mile jump from Cassville, Mo. . . . **Cliff Younger**, midway show operator, passed thru Chicago Thursday (14) en route to join Gooding Amusement Company for its Anderson, Ind., July 4 celebration. Younger will have his life exhibit on the org for the balance of the season. Unit is managed by **Mr. and Mrs. Cliff Barber** and features **Mrs. Hazel Morris** and her daughter, **Jacqueline**. Younger's wife, **Edith Sterling**, remained on the Coast with her girl-in-the-ice show, which is skedded to play Jantzen Beach, Portland, Ore., during July.

**Loran (Tex) Webb**, formerly with Hennies' Shows, is a patient in Henry Grady Hospital, Atlanta, where he is suffering from a heart ailment. Webb expects to be confined for 10 to 16 weeks and would like to hear from friends.

**Cal Dennison** is in Veterans' Hospital, Dallas, recovering from a recent operation. . . . **Wilber Shaffer** is reported to be in critical condition in Jackson Memorial Hospital, Miami, following an operation. . . . **Herman Weiner**, concessionaire, planned to Miami last week to visit his wife who is seriously ill at their home there. . . . **Harry Modele** planed into Miami last week from Wilkes-Barre, Pa., to attend high school graduation exercises in which his daughter, **Sandra**, participated. . . . **Joe Krug** is at his California home slowly recovering from a heart attack.

Columbia Broadcasting System's Gene Autry show for Sunday (30) will use carnival life as the stanza's theme.

**L. P. Brady** is the sole owner and operator of United States Shows, currently playing West Virginia spots. In a recent issue the shows were incorrectly referred to as Stanley & Brady's United States Shows. . . . **Clyde Hill**, co-owner of Hill's Greater Shows, has been released from the hospital and is recuperating at his home in Aransas Pass, Tex.

**Bob and Bess Hurlbut**, of Meeker's Shows, were hosts to a number of friends in Payette, Idaho, June 9, at a special party celebrating their 42d wedding anniversary. The Hurlbuts are the parents of two children, five grandchildren and one great grandchild.

# Get with a GOODING unit



**SHOWS**— FOR ANDERSON, IND., FREE FAIR—JULY 2-7. GIRL REVUE AND POSING SHOW, HILLBILLY HOEDOWN, WILD WEST SHOW, MIDGET, FAT AND GRIND SHOWS.

**RIDES**— DARK RIDE, AUTO SCOOTER, LITTLE DIPPER, SPITFIRE AND OTHERS NOT CONFLICTING.

ATTENTION, BERT BRITT, LEE CUDDY, HARRY BEACH, HAL WILSON, JOE SCIORTINO, BOB EDWARDS, F. W. MILLER, LOUIS PASTEUR: HAVE GOOD DATES FOR YOU, CONTACT AT ONCE.

**BEAT THIS**— WE HAVE A SOLID ROUTE OF FAIRS STARTING JULY 2 AT ANDERSON, IND., AND CLOSING AT COLUMBUS, GA., OCT. 13— INCLUDING OHIO STATE FAIR, KENTUCKY STATE FAIR; MEMPHIS, TENN., FAIR; SAGINAW, MICH.; LOGANSPOUT, IND.; TUPELO, MISS., AND OTHERS.

GIRL SHOWS, MINSTRELS, MOTORDROMES, CONTACT

**GOODING AMUSEMENT CO. — OPERATING 8 UNITS**  
1300 NORTON AVE PHONE UNIVERSITY 1193 COLUMBUS 8, OHIO

## W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

Indiana's Most Modern

Will book Octopus or Tilt-A-Whirl for balance of season.

**WANT:** Hanky Panks and Shows for the following—

Latonia, Ky., American Legion Celebration, June 25th thru 30th. Latonia is Covington, Ky. Camp Atterbury at A Gate, July 2nd to 7th. 40,000 soldiers pay day, followed by Marion, Indiana, Street Fair, July 14th. This is Indiana's best bona fide Street Fair barring none, followed by seven straight Fairs.

**NOTICE:** To concessioners and shows, wire me, if I can use you I will answer you the same day. Why play blanks? Wire now.

**BILL GEREN, Lawrenceburg, Indiana**

C. C. (SPECKS) GROSURTH PRESENTS

# BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

**WANTED**

For balance of still dates and a route of 16 bona fide fairs starting at Harrisburg, Ill., July 2, and including the big one, the Southern Illinois State Fair at Du Quoin, Ill.

**WANT**—Hanky Panks, Coke Bottles, Devil's Bowling Alley, Country Store, Hi-Striker, Ball Games, Short Range, Milk Bottles. **WANT**—Any worthwhile Shows, Unborn, Iron Lung, Midget, Motordrome and Grind Shows with own equipment. Also girls for Girl Show. **WANT**—Ride Help of all kinds, must drive semis. Special proposition to experienced Wheel Foreman for Twin Wheels. Must make Monday night openings with stars and circles complete. Top salary and bonus.

—SPECIAL NOTE—  
LUCILE CHEW, who worked for Eddie Greeno, can offer you \$100.00 per week, plus bonus. Wire collect.

**C. C. GROSURTH, MGR.**  
**FRANKLIN, INDIANA, THIS WEEK**

**WANT**

**WANT**

**WANT**

For the 12 best Fairs and Celebrations in the Northwest. People joining now will be given preference at the following big events: Twin Falls Celebration, Caldwell Famous Night Rodeo and Fair, Ellensburg, Lewiston and Yakima fairs.

**CONCESSIONS**—Due to loss by fire have the following open: B-B Guns, Cork Gallery, Age and Scale, String Game, Add Up Dart, Basketball, Coke Bottles. Will sell exclusive on Ball Games. Curley Mason wants Bucket Agents.

**SHOWS**—Good proposition to shows with own transportation. **Want** Side Show, Snake Show, Mechanical City or any other worthwhile Grind Show.

**HELP**—Second Men on all rides. Two openings for capable Foremen, Electrician.

**Wire—Don't Write**

**RALPH MEEKER, MEEKER SHOWS, EMMETT, IDAHO**

Read "Feeding Millions Is Their Business," the Story of George Bush and Chan Laube, and Many Other Interesting and Profitable Articles in the 41st Annual Summer Special of The Billboard Out Next Week.

Copyrighted material



### MIGHTY HAMMONTREE MIDWAY

**WANT WANT WANT**  
 FOR PAINTSVILLE, KENTUCKY, 4th OF JULY CELEBRATION  
 and for Following FAIRS starting August 20.  
 Louisa, Ky. Fair  
 Irvine, Ky. Fair  
 Booneville, Ky. Fair  
 Livingston, Tenn. Fair  
 Gainesboro, Tenn. Fair  
 Wartburg, Tenn. Fair  
 Sandersville, Ga. Fair  
 Cedartown, Ga. Fair  
 Greensboro, Ga. Fair

CONCESSIONS—Want Concessions of all kinds. Want Photos, Frozen Custard, Lead Gallery, Cig. Gallery, Hi-Striker, Novelties, Jewelry, Darts, Bumper Joints, Bowling Alley and Hoop-La. SHOWS—Will book on small percentage: Snake Show, Mechanical City, Fat Show, Motordrome and Penny Arcade. HELP—Want Second Men for Octopus and Loop-O-Plane. Must drive semis. Bert Edwards no longer connected with this Show. San Housner wants Griddle Man and Agents for Count Stores. Grant Millers wants Wrestlers and Boxers for Athletic Show. All wires and replies to

**WILLIAM O. HAMMONTREE or SAM HOUSNER**  
 General Manager Concession Manager  
 Owingsville, Ky., this week; Grayson, Ky., next; then Paintsville.

### NORTHERN EXPOSITION SHOW

**WANTS**

FOR SANISH, N. D., RODEO JULY 4TH, WITH WOLF POINT, MONTANA, STAMPEDE AND 10 MONTANA "B" CIRCUIT FAIRS TO FOLLOW

CONCESSIONS: Can use a few more Hanky Panks and Stock Stores—Coke Bottles, Photos, Jewelry Sales, Scales, Glass Pitch, Derby, or anything not conflicting. We book only one of a kind. No Flat Joints here. Will give good, clean Cookhouse a good deal. SHOWS: Motordrome, Wild Life, Mechanical, Fun House, Freak, 10-in-1, high class Girl Revue, Hillbilly or any Show with own transportation and equipment. All people previously contacted please get in touch immediately.

Contact: **MIKE SMITH, Owner, as per route**  
 Oaids, S. D., June 18-19; Seneca, S. D., June 20-21; Gettysburg, S. D., June 22-24; Highmore, S. D., June 25-27; Merreid, S. D., June 29-30.

### GLADSTONE EXPO. SHOWS

Want Bingo, Cookhouse or Sit-Down Grab, Hanky Panks of all kinds. Also Pin Stores, Swinger and Buckets. One Kiddie Ride for Eminence, Ky., for the Fourth. Followed by 16 Fairs in Kentucky, Tennessee and Mississippi. All replies to

**FOREST POOLE**  
 Henderson, Ky., all this week.

### WANTED—KIDDIE RIDES—WANTED

Can book at once for Big July 4th Celebration at Humboldt, Iowa, plus Celebrations and Fairs starting July 22 thru September 15. Route completely booked.

**Wire, Don't Write: SPOT MASON**

c/o STAR LITE SHOWS, Eagle Grove, Iowa, June 21-22-23; then per route.

### WANT

Cookhouse Help, Hanky Pank Agents, Counter Man for Bingo, Second Man for Major Rides who can drive semis. Penny Pitch, Buddy, contact Luther Nichols. P.S.: Noah Kennedy wants Hanky Pank Agents, Leadville, Colo., 18-23; Lander, Wyo., June 25-July 5.

Contact **DELBERT NORTON, Owner & Manager**

### DICK WILCOX SHOWS WANT

For Caribou, Patten and the biggest 4th of July Celebration in the State, Houlton, Maine. Get your winter bank roll here. Opening July 2 for one whole week. Plenty of soldiers here—20,000 paid admissions last year. Fairs start last week in July—all proven spots. Boothbay Harbor to follow.  
 Shows: Snake Show, Ten-in-One, Monkey Speedway, Freak Show, Fun House, Motordrome (Boudreau, get in touch) and any other Show except Girl Show. Rides: Tilt, Roll-o-Plane, Octopus, Roller Wheel, very low percentage. Concessions: Beans for 4th and balance of season, Eating Stands, Hanky Panks of all kinds. No Mitt Camps or Flaties. Write or wire  
**DICK WILCOX SHOWS, Caribou, Maine, June 21-26, and as per route.**

### PECK AMUSEMENTS WANT

Concessions—Short Range, Hoop-La, Glass Pitch, Clothes Pin, Bumper, Candy Floss, Ball Games, Gold Fish, any others working for stock only. No percentage. No flats. No pyramids.  
 Shows—Monkey, Illusion, Snake, Mechanical, Motor Drome, Fun House, Rides—Two Kid Rides not conflicting.

**C. S. PECK**  
 Elwood, Ind., this week; Piper City, Ill., June 26th-30th.

### SUNSET AMUSEMENT CO.

**WANTS RIDE HELP**

Can use Man on Wheel who can work Top, Second Man on Octopus, Second Man on Caterpillar, Third Man on Tilt and Dodgem. All must drive semis. Will book Basketball, Punk Rack, Milk Bottles and Pea Ball. Hutchinson, Minn., this week; Brainerd, next.

### CONCESSIONS WANTED WITH GOODING RIDE UNIT

Hillsdale, Michigan, 4th of July, one day only. A real Celebration, Lunch Stand and Games open. For Brownstown, Indiana, Homecoming, July 16th to 21st, can use Hanky Panks.

**GOODING AMUSEMENT CO., Inc.**  
 1300 Norton Ave. University 1193 Columbus 8, Ohio

### HARLEM SWING COLORED REVUE

**WANT WANT**

TROMBONE MAN—OTHER MUSICIANS. Booked on 20th Century Shows. Want Chorus Girls, Comedian, can place Rhumba, Shake, and Walking Strip Dancers, Salaries, People I name, please wire and I will send tickets—Dorothy Jackson, Mex William, Bony Glover, George Baldwin, Earl Jenkins, get in touch.

**TEX FORRESTER, MGR.**

c/o 20th Century Shows, Mankato, Minn., this week; St. Cloud, Minn., next week.

### HOMEcomings—CELEBRATIONS—FAIRS UNTIL OCTOBER

Want Fish Bowl, Heart Pitch, Bowling Alley, Fish Pond, Ice Cream, Short Range, Watch-La, Coke Bottles, Jewelry. Will sell "EX" on Novelties and Small Cookhouse or Sit-Down Grab. Walker Osbourn wants Agents for Fish Pond, Buckets and Add-Em-Pop. John Lipzenburg, get in touch or come on. Booster Club Homecoming, Alton, Ill., this week; Divernon, Ill., Homecoming, on the streets, next week; Hardin, Ill., July 23-4; Chandlerville, Ill., Homecoming, July 5-6-7; Pawnee, Ill., Homecoming, Warsawville Homecoming; then the first Fair, Montgomery City, Mo., week July 23.  
**Address: JACK WALLACE, Mound City Shows #2**

## Royal Crown Draws a Blank In Johnstown

AMBRIDGE, Pa., June 16. — Eddie Young's Royal Crown Shows moved here this week for their final Pennsylvania stand before trucking into Ohio and then into their Midwest fair route which starts at Danville, Ill.

Org came here from a two-week stand in Johnstown, Pa., where weather combined with a tight money situation, brought about by a recent strike, resulted in poor grosses.

Owner Young is keeping mechanics and carpenters busy, prepping the rides and building new show fronts for the fairs. Fred Barker, veteran circus man and long-time Johnstown resident, was a nightly visitor during the local stand.

## Jack Edwards Preps Texas Amusement Pk.

WICHITA FALLS, Tex., June 16.—Jack Edwards, formerly with State Fair Shows, has left the road and is prepping an amusement park which is skedded to open here June 22 under the name of Orbit Park.

The new spot will be located on the road to Sheppard Air Base, where close to 40,000 members of the armed forces are stationed, according to Edwards.

The park will feature the Orbit Ride, manufactured by Orbit Manufacturing Company here. Plans call for around a dozen rides, several shows and concessions.

A drive-in cafe is spotted in the front part of the location. Parking space is available and modern rest rooms are planned.

## Robertson-Caler Split; C. Willis Joins as Partner

MACON, Ga., June 16. — Paul T. Robertson and Gaylor Caler, who last winter organized Robertson and Caler Amusements, this week split their partnership, with Robertson returning to his Indianapolis home and C. M. Willis taking over as a partner in the show.

The org, which unexpectedly closed here Tuesday (12), reopened Thursday under a new title, Caler and Willis Shows, and will play an earlier-contracted three-week stand here under police department auspices.

On the move from Warner Robins to Macon last week-end, a truck hauling three kid rides belonging to Robertson, was wrecked near the former town, with damage estimated at several thousand dollars.

## Frankfort Fair Pact to Geren

COLUMBUS, Ind., June 16. — Midway contract for this year's Clinton County Fair, Frankfort, Ind., again has been awarded to Mighty Hoosier State Shows, W. R. Geren, owner-manager of the org, said here this week. The shows have a fence-to-fence pact with the fair management, Geren said.

He represented the shows at the signing, with Archie A. Snodgrass, secretary; Chester Strain, president, and Ray Boyer, treasurer, signed for the fair. Members of the fair board visited the shows during their local stand.

## American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 16.—Recent visits included one to the H. William Jones Concessions at Sea Breeze, N. Y., with other visits held up by inclement weather.

Membership race standing follows: James E. Strates Shows, 240; B. & C. Exposition Shows, 32; Gaiety Shows, 30, and Holman's rides, 10.

## La Cross Org Gets Okay Biz In Vermont

MONTPELIER, Vt., June 16. — La Cross Amusement Enterprises moved in here this week, being the first show to play locally in 15 years. Stand follows six weeks of good business that has been improving as the weather improves, Paul R. La Cross, owner-manager, reported.

Sally King and Whitey Brown scored heavily with their Girl Show at White River Junction, Vt., last week, where students from Dartmouth University made up a big part of the audience. Org took delivery on a new Little Dipper from the Allan Herschell Company, at North Walpole, N. H.

Great Curran is the free act and fireworks are a Friday night feature. Recent visitors included Dick Coleman, of Coleman Bros.' Shows.

## Syracuse Rain Belts Buck

SYRACUSE, June 16.—O. C. Buck Shows opened here Monday night (11) to promising business but cloudbursts washed out the following two days leaving considerable water on the lot. Pumps were being used to get the spot into shape by Saturday, generally a good day here.

All rides, concessions and shows shared in the good Monday night business with the Roxanne Girl Show leading the grosses. Ride line-up was short two devices here due to the shallow lot.

Grosses at Binghamton, N. Y., played last week, were below last year but kid's matinee showed up good with close to 500 youngsters on the midway Saturday (9). Visitors there included James E. Strates Jr., Joe Walsh and Fred Hunter. On hand for the Syracuse opener were Paul Mattley, Fred Allen and Jim Devoe.

## Two Wade Trucks Damaged in Jump To Negaunee, Mich.

NEGAUNEE, Mich., June 16.—W. G. Wade Shows' 500-mile jump here from Midland, Mich., was tough on equipment, with two trucks wrecked en route. Both drivers suffered only minor injuries.

Harry Mamas' concession truck was damaged an estimated \$5,000 when the driver failed to make a curve just outside this city and wound up in a ditch. Mrs. Mildred Miller's truck, carrying her three kiddie rides, was forced off the road and overturned 60 miles south of the Straits of Mackinac. The truck was quickly repaired and the rides were up in time for the stand here.

## CAVALCADE OF AMUSEMENTS

**WANT**

Can place Foreman for Octopus. Also Tractor Drivers and Man who can look after tractors and keep them in shape. Edward Johnson, contact me by wire, have good proposition for you. All my old friends and old hands who worked for me, come on, will place you. Want 24 Hour Man capable of laying out this large Railroad Show.

**Address: JOHN (TINY) DEMPSEY**

c/o Cavalcade of Amusements, Parkersburg, W. Va., this week; Benwood, W. Va., next week.

## COLUMBIA SHOWS


JULY 4TH AND CENTENNIAL CELEBRATION, CALAIS, JULY 2-7

Can place two Kid Rides. Gus Tramer, get in touch. Want Concessions of all kinds. Parades, Free Acts, Fireworks, International Border Firemen's Tournament. Canada represented. Frank Cleasby wants Man to handle Girl Show.

Wire Old Town, Maine, 18-23; then as per route.

'America's Finest Show Canvas'  
**TENTS—SIDESHOW BANNERS**  
 USED CONCESSION TENTS  
 10x16, 10x18, 10x20, in stock for  
**IMMEDIATE DELIVERY**  
 Flameproof Material.  
 All Excellent Condition.  
**Bernie Mendelson—Charles Driver**  
  
 4852 N. CLARK ST. CHICAGO 40

**BASEBALL WHEELS—New**  
  
 30" Decorated, \$50.00 ea.  
 48" Decorated, \$125.00 ea.  
 Merchandise Wheels, Money Wheels, Lay-downs, Midwest Rep.: Advance Nov. Co.  
 Detroit, Mich. West Coast Rep.: M. Monette & Co. San Francisco 3, Calif.  
**CARDINAL MFG. CORP.**  
 430 Keap Street Brooklyn, N. Y. Evergreen 7-5627

  
 Shrunken Heads, Devil's Child, 2 Headed Babies, Age Boy, Fish Girl, Wolf Boy, many others. We make up your ideas, think of it, we can make it. Write for free circular. Tate's Curiosity Shop 3858 E. Vanburn St. Phoenix, Arizona

**LESLIE'S TRAILER PARTS and ACCESSORIES**  
 Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.  
 1920 Stewart Ave., S. W., on Highway 41 going south Atlanta, Georgia  
 Fairfax 2626

**WANTED**  
 All types Ride Operators, including First and Second Man. Must be sober and reliable. State type of Ride you operate.  
**DELGARIAN AMUSEMENT COMPANY**  
 2303 N. Melvina Chicago 39, Ill. Birkshire 7-7964

**Willis & Caler Shows**  
 Want Hanky Panks, \$16.50; P.C. Dealer, Cotton Candy, Popcorn, French Fries, Shows not conflicting. Diggers, E. C. Holland and Harry White, can place you. Herbert Nichols, let me hear from you. Whittie Stuber, write.  
 June 18-23, Smith & Mitchell lot, Macon, Ga.

**PEA POOL BINGO**  
**JIMMIE ROSS—LOU WEBBER**  
 Contact **Mickey McDonald**  
 Lucky Strike Shows. Need good Bucket Store Agents, Bingo Caller and Counter Men.  
**MICKEY McDONALD**  
 SAVANNAH BEACH, GA.

**CONCESSIONS WANTED**  
 Popcorn, Snow, Floss, Novelties, Hoop-La, String, Fish Pond, Basket and Bottle Ball Games, Shows—Earl Pounds, can place your Show, Snake, Monkey, or Fun House. The best July 4th in state, Pittsburg, Kansas. Contact.  
**CHEROKEE AMUSEMENT SHOW**  
 Hillsboro, Kansas

**FROZEN CUSTARD TRUCK FOR SALE**  
 Fully Equipped  
**Price \$2,500**  
 Real Money Maker  
 Phone: 2-4464 Bloomfield, N. J.

**OCTOPUS FOREMAN WANTED**  
 Must drive semi. Top Salary and bonus. No Collect Calls.  
**LOUIS CUTLER**  
 c/o Capital City Amusement Co. Corydon, Ind., this week.

**BARNEY GAGE**  
 Wants Darts and Ball Game Agents. Must drive semi-truck. All celebrations, two a week. We start June 20. No drunks or chasers.  
 Address Bancroft, Neb. June 21 thru 24.

**TWIN CITY SHOWS WANT**  
 Legal Adjuster. Swede Olson and Bob Bullock, contact Eddie Hook. White Nielsen wants Swinger Agents.  
 Dixon, Mo.

**WANTED**  
 Wheel Operator, Second Man on Tilt. Good pay to good men. No ups and downs. Wire  
**LEO LANE**  
 Savannah Beach, Ga.



# APITAL CITY SHOWS

**WANT FOR STEARNS, KY., 4TH JULY**  
**FEATURING WORLD'S HIGHEST SWAYPOLE ACT—CAPT. BILLIE SHAFFER NIGHTLY**  
**16 FAIRS**      **10 RIDES—8 SHOWS—40 CONCESSIONS**

Manchester, Ky.  
 Barbourville, Ky.  
 Maryville, Tenn.  
 Columbia, Tenn.  
 Fayetteville, Tenn.  
 Opelika, Ala.  
 Lawrenceville, Ga.  
 Manchester, Ga.  
 Eastman, Ga.  
 Montezuma, Ga.  
 Fitzgerald, Ga.  
 Sylvester, Ga.  
 Dawson, Ga.  
 Ashburn, Ga.  
 Cairo, Ga.  
 Live Oak, Fla.

Legitimate Concessions of all kinds. Lake Bottle, Balloon Dart, High Striker or any Hanky Pank. CON CUNNINGHAM wants Giddle Man and two fast Waiters for Cookhouse. SHOWS—Illusion, Mechanical, Big Snake, Side Show. Good proposition to Arcade. RIDES—Kiddie Auto, Train, Airplane, Cart. Any Major Ride not conflicting. HELP—Wheel Foreman, Octopus Foreman, Second Men on all Rides, must drive semis. Good pay if you can cut it. Show Painter, John Starkey, contact. All replies

**J. L. KEEF**

COLUMBIA, KY., THIS WEEK; SOMERSET KY., NEXT WEEK

## 250TH ANNIVERSARY CELEBRATION

### WANT

For Outstanding Location in Heart of Detroit—2 weeks, June 26-July 8, with other choice spots to follow. Legitimate Merchandise Concessions: Ball Games, Long and Short Range, Cork, Dart, Derby, etc. Bingo and Ride Help, long season. Foreman for Tilt, Merry-Go-Round, Rocket and Rolloplane (Specks Moore, Contact).

**LEONARD GOULD**

1731 Lee Place      Phone: TR 30189      Detroit 6, Mich.

## BAKER UNITED SHOWS

### "A CLEAN MODERN MIDWAY"

Ride Help: Need capable First and Second Men who can drive. Top salaries and good treatment if sober and reliable. Concessions: Need a few Stock Stores for Lawrence, Indiana, Firemen's Festival.

### LINTON 4TH OF JULY CELEBRATION

Can also place one large Cookhouse at Linton. Want Demonstrators, Novelties, Specialties. This is Indiana's largest 4th Celebration. Shows: Can place Shows of all kinds. Want Arcade, Funhouse, Glass House, Monkey Can use large Side Show at Linton.

Wire, Don't Write To **TOM L. BAKER**  
 COLUMBUS, INDIANA, THIS WEEK

## ASHLAND, KENTUCKY, FIREMEN

WOULD LIKE TO SPONSOR A GOOD CARNIVAL.

No Carnivals Booked Rest of Season

Lot 300' x 300'. Contact

CARNIVAL COMMITTEE

c/o Fire Station, Ashland, Ky.

## PRELL'S BROADWAY SHOWS

### "BROADWAY AT YOUR DOOR"

Featuring Emanuel Zucchini Over Twin Ferris Wheels  
**WANT—5 WEEKS ON LONG ISLAND—15 WEEKS OF FAIRS**

Age and Scales, Photo, American Palmist, Hollycranes, Rotaries Penny Arcade, all kinds of Hanky Panks, Derby Racer, Monkey Speedway, Talker. Will book Reptile Show. Want Ride Help, drivers preferred.

All Answer: **SAM E. PRELL**, West Babylon, L. I.  
 West Hempstead, L. I., New York, to follow

## STAR-LITE SHOWS

WANT

WANT

CONCESSIONS: Cork Gallery, Mug Joint, Fish Pond, Ball Games, String Game, Heart Pitch, Hoop-La, High Striker, Basket Ball. SHOWS: Mechanical, Monkey or what have you? Legion Celebration, Eagle Grove, Ia., June 21-22-23; then Two of the Largest Celebrations in Iowa—"Thank You Days," Newton, June 25-26-27 and Big July 3-4 Celebration at Humboldt. **HARRY LOTTRIDGE**, CONTACT SPOT MASON

**STAR-LITE SHOWS**  
 PER ROUTE

## CENTENNIAL CELEBRATION

ERIE, PA., AUGUST 11 THRU 18

Nightly Spectacle, Daily Parades, Operating Large Circus Grounds. Expect 100,000 visitors daily. Eight days of festivity.

WANT

All types Rides, Legitimate Concessions, Hanky Panks, "Ripley" type Side Shows No Girl Shows, no gambling.

Contact: **LEO SPAETH**, Managing Director  
 ERIE CENTENNIAL HEADQUARTERS, 202 W. 8TH, ERIE, PA.

## WANT SHOWS AND CONCESSIONS

COMPLETE MIDWAY EXCEPT RIDES, HANKY PANKS, COOKHOUSE, MUG AND STOCK STORES. For Mitchell, Indiana, June 25-30, V.F.W. Celebration at the Legion Park. Also Loogootee, Indiana, Lions' Club Celebration July 9-14, uptown on the streets. All address

**HOMER M. GINTHER or D. P. RUMBLE**  
 c/o Rumble's Rides, Charlestown, Indiana, this week; West Baden, Indiana, first week of July.

# CETLIN & WILSON SHOWS

Clarksburg, West Va., Week June 26th

CAN PLACE—Fat Show, Midget Show or any Grind Show that don't conflict.

WANT—Workingmen in all departments, also experienced ride men.

WANT—Experienced Train Help.

TO JOIN NOW: Chair-o-Plane Foreman and Second Man.

WANT—Show Carpenter who can work on wagons. Wagon builder.

CAN PLACE ALL HANKY PANKS, NO EXCLUSIVES.

Earl Chambers wants Monkey Show Talker.

All address this week, Connellsville, Pa.

## BILL HAMES SHOWS

OPENING JULY 1 IN BRADY, TEXAS

WITH ALL CELEBRATIONS AND THE TOP FAIRS IN TEXAS BOOKED FOR THE BALANCE OF THE SEASON.

WANT

WANT

WANT

MOTORDROME — MINSTREL SHOW — SIDE SHOW

HELP ON ALL RIDES and also OTHER GENERAL CARNIVAL HELP.

**BILL HAMES**

Owner and Operator

**GEORGE GOLDEN**

Manager

## BILL HAMES SHOWS

Permanent Address: BOX 1377, FORT WORTH, TEXAS      Phones: Office: NO 5512—Residence: VALLEY 6649

• LAST CALL! • LAST CALL! • LAST CALL!

## JULY 4 CELEBRATION

Ever Held in Greater Boston

JULY 2-7 • FRANKLIN FIELD  
 Wanted: Games of Science and Skill Only

All Inquiries to:

Edward O'Brien, 7 Milford St., Boston, Mass.

Phone: Hubbard 2-9877

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FIREWORKS • FREE ACTS  
 SOMETHING DOING DAY AND NIGHT

Features:

FREE GATE

• LAST CALL! • LAST CALL! • LAST CALL!

6  
 DAYS  
 and  
 NIGHTS

## HARTFORD, MICHIGAN

Strawberry Festival—June 26 thru July 1  
 ON THE FAIR GROUNDS

6  
 DAYS  
 and  
 NIGHTS

FREE Gate and FREE Parking. Well advertised in 15 newspapers and 3 radio stations.

HANK WILLIAMS and ROY ACUFF, Recording Stars, and Orchestras  
 THRILL SHOWS • WRESTLING MATCHES • AUTO RACES • QUEEN CONTEST  
 • GROWERS' CONTEST • Etc.

GOODING RIDES and INDEPENDENT MIDWAY  
 600,000 people to draw from

WANT

WANT

WANT

Stock Wheels, Hanky Panks of all kinds, Lead Gallery, Photos, Root Beer, Custard, Race Horse Derby, Age and Scales, Jewelry.

WANT Bingo Caller for long fair route. Also Counter Men. Top wages. Must be good, sober and reliable. Bonus.

All address **MULDER CONCESSION CO.**

1601 S. College Ave.

Phone 34790

Grand Rapids, Mich.

## WANTED CARNIVAL AND RIDES

For week of Aug. 20-25. Contact at once

**LAPAZ LIONS CLUB**

Lapaz, Indiana

Notice

## SAMMY LANE SHOWS

### SWEETHEART OF THE OZARKS

Notice

Can place a few more Hanky Panks. What have you? We book only one of a kind. Also Sno Cone, Novelties, Scales. Can use a couple of Grind Shows. Can use Agents for Set Spindle and P.C. Must drive straight trucks. We play a full week of the 4th. American Legion Annual Celebration, Eldon, Mo. The biggest one in South Mo., in the Heart of the Ozarks. Lots of tourists. Close to Bagnel Dam on main highway. No lusers or agitators. We are proud of our reputation. Bolivar, Mo., this week; Eldorado Springs, Mo., next; then the Big One. We play a Red One the week after the 4th—Iberia, Mo., our 4th year.



# Southern VALLEY Shows

## WANT FOR

### ARKANSAS' LARGEST JULY 4 CELEBRATION AND 16 BIG REUNIONS, CELEBRATIONS AND FAIRS TO FOLLOW

CONCESSIONS—Have good opening for Frozen Custard, can also use High Striker, Six Cats, Bumper, Coke Bottles, Novelties, Scales and Age, Glass Pitch, Ball Racks, String Games, Heart Pitch, Long and Short Range Galleries, Jewelry Spindle.

Due to reorganizing of front end on this show, A. "Dutch" Wilson, legal adjuster, wants to hear from the following: George Waska, Bob Fanelli, Yankee Granesse, Leon McLendon, Joe Lewis, Ray Prince, Bobby Glozier, Louis Hart and others that have worked for him before.

Have Roll-down, Razzle, Blower, Pin Store and Skillo. These are the only five stores on this show, only one of a kind.

RIDES—Interested in booking Baby Auto, Boat Ride, Train Ride, Kiddie Airplane, Little Dipper, Sky Fighter ride. Also Octopus or spitfire ride.

SHOWS—Want Motordrome, Fun House, Monkey Show, 10-in-1, Mechanical and Unborn Shows with own outfits.

Wire **EDDIE MORAN, Manager**

**Kennett, Missouri, this week**

## BUFF Hottle SHOWS

Want for long season of 18 Fairs and Street Celebrations starting at Metropolis, Illinois, July 1, in the vast defense spending area.

### WITH THESE FAIRS AND CELEBRATIONS TO FOLLOW:

Massac County Fair, Metropolis, Ill.

Firemen's Festival, Zeigler, Ill.

Williamson County Fair, Marion, Ill.

Disabled Veterans' Celebration, Alton, Ill.

Franklin County Fair, Benton, Ill.

Logan County Fair, Lincoln, Ill.

Soldiers' & Sailors' Reunion (Street), Vandalia, Ill.

Heart of Illinois Fair, Peoria, Ill.

Homecomers on the Street, Jackson, Mo.

Pontotoc County Fair, Pontotoc, Miss.

Union County Fair, New Albany, Miss.

Livingston Parish Fair, Livingston, La.

St. Tammany Parish Fair, Covington, La.

Allen Parish Fair, Oberlin, La.

South Louisiana State Fair, Donaldsonville, La.

Washington Parish Fair, Franklinton, La.

West Carroll Parish Fair, Oak Grove, La.

Calcasieu-Cameron Parish Fair, Sulphur, La.

SHOWS that do not conflict, especially want Girl Show, Posing Show, Funhouse.

CONCESSIONS that work for stock and conform with Illinois State Aid regulations. Especially want Derby Racer, String Game, Bowling Alley, Scales and Age, Hoop-La, Roman Target, Fish Bowl, Ball Games, French Fries, Pronto Pup, Novelties, Clothes Pin. GOOD PROPOSITION FOR A PENNY ARCADE. Walt Parrish, contact me. WANT Sideshow Talker, useful People, Annex Attraction—contact L. M. Nelson.

All replies to **B. W. HOTTLE, Mgr.**

Slidell, La., until June 27th; then Metropolis, Ill.

## CAN PLACE NOW AND UNTIL YOUR FAIRS

Hanky Panks, Novelties, Jewelry, Hats, Leather Goods, Scale and Age, Pitchman. Beautiful new colored park and beach. It has everything. Can place Kiddie Autos, Boats, Train, Tilt-a-Whirl, Fun House. Want several Ride Men, Show Painter, Foreman and Second Man for Hey-Dey Ride; Griddle Man. All report immediately or answer.

**LEON ZIMMERMAN, 113 SOUTH HANOVER STREET, BALTIMORE, MARYLAND**

## GEORGE CLYDE SMITH SHOWS

### WANTED

Custard, Fish Pond, Slum, Long and Short Range Gallery, String Game, Slum Spindle, Balloon Darts, Hanky Pank Agenis. Wanted Ferris Wheel Foreman and General Ride Help, Truck and Tractor Drivers. Girl Shows. All replies to

**GEORGE CLYDE SMITH SHOWS**

Ashville, Pa., this week; South Fork, Pa., next week.

## AMERICAN BEAUTY SHOWS

Want for the biggest July 4th in Iowa. No more still dates. Cookhouses, Grabs, 3,500 People, Hanky Panks, Shows not conflicting, Girl Show with 2 or more Girls, Motordrome. Creston, Iowa; then Fairs, Wappapello, Jefferson City, Mo.; Kohoka, Mo.; Oskaloosa, Ia.; Bloomfield, Ia.; Eldon, Ia.; Webster City, Ia.; Audubon, Ia.; then Russellville, Ark. Agents, come on. Wire or write

**J. H. SHARP or HAROLD EUTAH**

## MOTOR STATE SHOWS

### WANT WANT WANT

Ride Foreman for Little Beauty Merry-Go-Round, other Rides, also Second Men who can drive. Want Hi Striker, Basketball, etc. No P.C. or racket. Can use Man to take charge of 2 Kid Rides, Autos and Train. Positively no wins tolerated here. Waterville, Ohio, now; Fenton, Mich., June 25-30; then as per route.

**JOE FREDERICK, Mgr.**

## SRADER SHOWS

**LYONS, KANSAS—WEEK OF JUNE 18**

Good opening for Grind Shows of all kinds with own outfit. Want Hanky Panks of all kinds—No Gypsies or flats. Can use two or three Baby Rides other than Ponies and Autos. Clarence Nickerson (Slickum)—Dad Woods said come on. Those booking now will be given preference in location for the best three day 4th of July Celebration in Great Bend, Kan.

## DELLA CLARK

### "Amazon Giantess"

Or Colored Fat Girl who came from California to open with me at Hamilton, Ohio.

### WHERE ARE YOU?

Contact me by wire at once c/o TURNER BROS.' SHOWS Now and until Wednesday, June 20, South Beloit, Ill.; then from June 21 thru June 30, North Chicago, Ill. Have complete set of new banners made for you.

**RAY MARSH BRYDON**

## SHOW PAINTER

Can place at once. Capable Pictorial and Sign Man. Bernie Wells, please answer. This week St. Johnsbury, Vermont; next week Barre, Vermont.

## KING REID SHOWS

### WANTED

## RELIABLE ARCADE HELP

Park and road. Excellent wages if you drive semi.

### ARCADE

**Puritas Springs Park**  
19500 Puritas Ave., Cleveland, O.

## WANT

Three attractive Girls for Posing Show. No experience necessary. Also three Dancing Girls. Top salary, paid weekly. Long season and good treatment.

**F. W. MILLER**

c/o World of Pleasure Shows, Wyandotte, Mich., 18-23; Jackson, Mich., 25-30.

## GIRLS WANTED GIRLS FOR DANCING REVUE

Season's work, good treatment, Kitty Gambil, Simone, Belle Romaine, Bobbie Lynn, contact.

**JIMMIE JOHNSON**

c/o L. J. HETH SHOWS

Mt. Vernon, Ind., this week.

## WANT

### RELIEF CALLER AND COUNTERMEN

Top wages. Write

**JOHN CHAPMAN**

Gooding Greater Shows, Steubenville, Ohio, this week; Massillon, Ohio, next week.

## WANTED AT ONCE

### GOOD FREAK TO FEATURE

Also good Annex Attraction, 50-50. No Half-and-Half, Write or wire

**MRS. W. B. SUTTON**

Happyland Shows, Pontiac, Mich.

Anyone Knowing the Whereabouts of

**MARGIE AND SLIM NOLAND AND**

**ROSS AND FLORA SHAFER,**

**EARL LEITER AND FAMILY**

Have Them Call

**MARY**

Collect, 3-8334 at Saginaw, Michigan

## ONE OF THE BIGGEST 4TH OF JULY CELEBRATIONS

5TH ANNUAL

## BEVERLY-BURBANK JAMBOREE

SAN JOSE, CALIF., JULY 1-8

Want legitimate Concessions of all kinds. Photo Gallery, Guess-Your-Weight or Age, Novelties, Glass Pitch, Fish or Duck Pond, Hoop-La, High Striker, String Game or what have you? Want: Shows that do not conflict. Also Baby Auto Rides. Want: Ride Help who drive semis.

## CAVALCADE OF THE WEST, INC.

753 POPLAR ST.

SANTA CLARA, CALIFORNIA

## GEORGE W. NELSON SHOWS

WATCH OUR ROUTE, THEN JOIN A WINNER MINNESOTA UNTIL AUGUST, THEN EIGHT NORTHERN IOWA FAIRS

Clarissa, Minn., Home-Coming, June 18-19-20; Remer Indian Days, June 22-23-24; Staples (a BIG one), June 25 thru 30. St. Cloud, all week, July 1 thru 7. One of Minnesota's largest Fourth of July celebrations. 50,000 kiddie matinee tickets that week. Two spots a week thru July, then into fairs. Will book Octopus, Spitfire or Kiddie Train to join at Staples for balance of season.

SHOWS—Mechanical, Unborn, Fat, Ten-in-One, Dope, etc. CONCESSIONS WANTED—Ice Cream, Candy Floss, Cork, String, Snow Cone, Fish Pond, Novelties, Bumper, Long or Short Lead Gallery, Set Spindle, Coke Bottles, Ball Games (we work for money here), Swinger, Six Cats and Buckets.

Will book any concession not conflicting. We don't overload. If you are on the nut and can't join now, watch our route and contact us later.

All replies to **GEO. W. NELSON, Mgr.**, as per route

## GOLD MEDAL shows

### WANT

### WANT

### WANT

Johnson City, Tenn., this week, followed by downtown Asheville, N. C., then the Big Fourth of July Celebration inside the gates of the Atomic City, Oak Ridge, Tenn.

Want A-1 Cookhouse. Sell X on Photos, French Fries, Custard and Pronto Pups. Want Line Girls for Girl Revue. Guarantee salary from office. Contact Ray Ayres. Good opening for Little Dipper. Opening for Penny Arcade, Big Snake, Wild Life and Fat Show. Will book or buy Motordrome. Want Grind Store Agents. Contact Mr. David Fineman, Bus. Mgr.

All wire **JOHNNY J. DENTON, Johnson City, Tenn.**

P.S.: Robinson will trade Roll-o-Plane for Motordrome. Wire me.

## JIMMIE CHANOS SHOWS

WANT FOR MUNCIE, INDIANA, AMVETS

JUNE 25-30

Legitimate Concessions of all kinds.

WANT Shows with own outfits for committee money only—Girl Show, Monkey Show or any other show.

WANT Ride Help, Foreman and Second Man for Merry-Go-Round, also Foreman for Rolloplane and Second Men on all rides.

This show has 10 rides. No gate. No racket.

All replies to **JIMMIE CHANOS, Greenville, Ohio**

## HELLER'S ACME SHOWS

HASKELL, N. J., JUNE 18-23; JERSEY CITY, N. J., JUNE 25-30; THEN BIG ELKS' FOURTH OF JULY CELEBRATION, RIDGEWOOD, N. J., ELKS' GROUNDS.

After that the biggest Celebration in New Jersey, Hammonton, N. J., 8 big days, including Sunday, July 9 to 16; then Franklin, N. J., 10 days, July 19 to 28; then south for 10 big fairs.

WANT SHOWS: Will give outstanding proposition to real show folks, including Girl Shows. Few Concessions open, Hanky Panks open, Photos, Coke Bottles, Darts, Shooting Gallery, Long and Short Range, Popcorn and Candy Apples. No grift on this Show. Will book for these dates Rolloplane, Ride-o or Caterpillar and one more Ferris Wheel. Can use sober Help on 10 office-owned Rides. Want Chairplane Foreman; Frenchie, come on. Reliable Ride Operators always welcome. Want Octopus Foreman and Merry-Go-Round Foreman.

All address: **HARRY HELLER, HELLER'S ACME SHOWS**, as per route.

Permanent address: Box 6, Campgaw, N. J. Phone: Wycoff 4-0333-M.

## CONEY ISLAND SHOWS

LENOIR CITY, TENN., THIS WEEK—BIG 4TH JULY ANNUAL CELEBRATION ON STREETS, ETOWAH, TENN.

Want Concessions all kinds, Photos, Lead Gallery, Custard, Mitt Camp, Six Cat, Novelties. Concession Agents and Help, Penny Arcade. Want Side Show Manager and Inside Manager and Girls for Girl Shows. Musicians and Girls for Minstrel Show. Want Monkey Show, Unborn, Mechanical, Wild Life, Illusion Shows. Want Merry-Go-Round Foreman, Ride Help, Show Painter. Will book Spit Fire Ride.

## KLENKE AMUSEMENTS

Opening July 4th thru 7th, Beaverton, Mich., one of Michigan's biggest 4th of July Celebrations; Prescott, Baroda and other Fairs and Celebrations to follow.

Concessions: Want all types of Concessions, including P.C. and Hanky Panks. Reasonable privileges. Sorry, no flats. Want Girl Show, Illusion, Snake or any Show of merit.

Rides: Can use Adult and Kid Rides not conflicting. Ride Help: Want capable Foreman on all Rides. Top wages for those who qualify, plus bonus.

**MARVIN BACON, 1608 Erie** Saginaw, Michigan

Telephone 38334

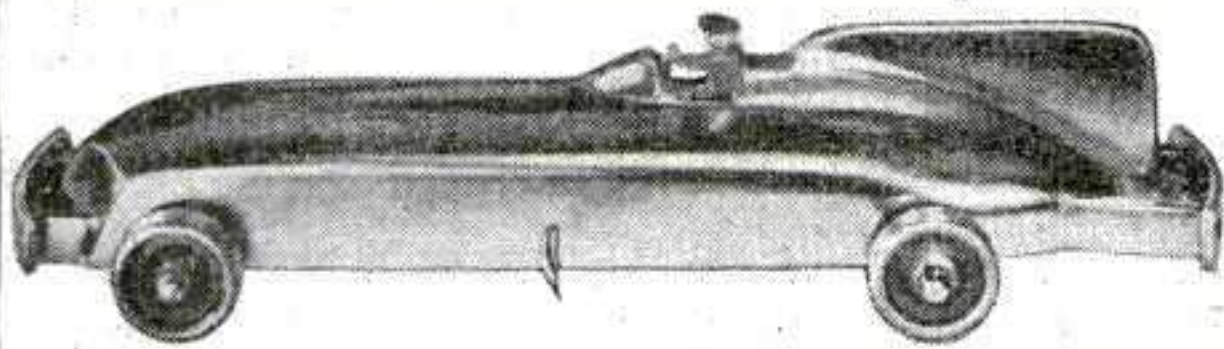
## GREAT LAKES SHOWS

Want Now for Long Season—Booked Solid

Hanky Panks, all kinds; Ball Games, Fish Pond, Photos, Novelties, Jewelry, Hi Striker, Hoop-La, Scales, American Palmistry. NO GRIFT. Lewis Morgan, answer; lost contact. Agents for 4 office Concessions. Help: Ferris Wheel Foreman, good proposition to good man; Second Men on all Rides—semi drivers, come on. Top salary. Corn Bread Red, answer. Shows: Girl Show, Snake, Life, any good attraction. Committee money. Have tops. Playing Tecumseh, Mich., International Festival, June 26 to 30; Canadian Day, June 30; then biggest July 4th here—White Cloud, Mich., North Adams, Mich., this week. Dave Picard not connected with this Show.



**EVANS' Streamlined Thunderbolt Bump Racer**



Supplants the ordinary raffle wheels. Can be run where wheels are not acceptable. Precision built. Brightly nickel plated, ball-bearing wheels. No overhead wires. Weight, 18 lbs. Complete with bumper posts.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

**H. C. EVANS & CO.** 1556 W. CARROLL AVE., CHICAGO 7, ILL.

**PENN PREMIER SHOWS**  
worlds • cleanest • midway

CONCESSIONS: Can place Age, Scales, Novelties, Fish Ponds, Glass Pitch, Hoop-La and other legitimate Concessions. Place Pan Game, Rat Game or other Percentage if you have Hanky Panks.

SHOWS: Book Wild Life, Monkey Show, Arcade, Working World or any other Show not conflicting. Carl Thompson, answer, as we soon start our Fairs.

RIDE HELP: Can place good Second Men on all Rides that do not drink. Drivers preferred. If you drink, don't answer.

CONCESSION HELP: Harry Stevens can place Man for French Fries and Custard Dippers. Want good Man to handle Short Range Gallery. Roy Duffy can place reliable Agents who can stand prosperity for Cane Rack, Buckets, Dart Balloon and Set Spindle.

RIDES: Will book Spitfire, Caterpillar or Fly-o-Plane. No other Rides needed.

WANT Man who can lay out lot for a 16-Ride and 10-Show midway. Must be sober and able to cut it.

Attention: We are now contracting for our long list of 16 Fairs, starting with Selinsgrove, Pa., week of July 16. All mail and wires to

**LLOYD D. SERFASS, Gen. Mgr., Williamsport, Pa.**

**COMPLETE CARNIVAL FOR SALE**

Little Beauty Merry-Go-Round, #5 Ferris Wheel, Tilt-a-Whirl, Kiddie Train, Kiddie Airplane Ride, 8 Semis, 2 Straight Trucks, 20 ft. Office Trailer, 26 ft. Van Trailer for concessions and shows, 26 ft. Van Trailer-Hot Wagon with 125 K. W. Pots and Machine Shop, Complete Side Show: 20x80 practically new Top, 100 ft. of Banners, Complete Frame-Up for Girl Show, 6 Concessions, complete Bingo with Truck, 8 Light Towers—1000 ft. of "00" Cable with Junction Boxes; 75 ft. Front (one of the flashiest on the road). Show booked in prosperous park—everything set up and operating. Come and look it over, and if you want a Show—YOU WILL BUY IT. Address: **ROGER WARD, 2116 "B" Ave., Lawton, Okla.**

**NOTICE! AN APOLOGY!**

TO ALL WHOM IT MAY CONCERN:  
The undersigned on May 21, 1951, prevailed upon the Secretary of the Michigan Showmen's Association, Mr. Paul Greeley, to write a letter to the Governor of the State of Michigan protesting the action of the State Fair Board of Managers in awarding the exclusive rights for all Games of Skill concessions space for the 1951 Michigan State Fair.  
This was not done with any malice aforethought. It was only done in the interests of the independent operators.  
My apologies to Mr. Harry Stahl, President; to Mr. Paul Greeley, Secretary; to the Board of Directors and Members of the Michigan Showmen's Association, and to Mr. Al Wagner of the Cavalcade of Amusements.  
**ROBERT MORRISON** Detroit, Michigan, June 5, 1951

**WANTED WANTED WANTED**  
**For BIG BOONVILLE, IND., 4th of JULY CELEBRATION**

Concessions: Pop Corn, Scales, Novelties, Ice Cream, Custard, all Merchandise Concessions working for stock. No Bingo. Capital City Rides on midway for 4 days and 4 nights. Grandstand attractions open Sunday, July 1, ending July 4, day and night. Harness Racing, Band Concert, Circus, WLW Midwestern Hayride. Wire or Phone 12 at Boonville. Deposit required for all space.

**ALBERT C. DERR, Secy.**

P.S.: Other good Celebrations to follow.

**AVERY'S MODERN SHOWS**

WANT CONCESSIONS That Work for Stock  
**PINCKNEY, MICH., ANNUAL HOMECOMING**

Prizes Every Night! Starting June 20.  
**BAYPORT, MICH., 4TH JULY CELEBRATION AND HOMECOMING**

June 30-July 4. The Hottest Spot in the Thumb. Programs every day. Free Acts. Water Events. Ball Games. Rodeo. Band Concert. Free Dancing. Parade and Fireworks. Contact **MRS. VERNA AVERY**, en route.

**Want—VETERANS UNITED SHOWS—Want**

SHOWS: Grind Shows of all kinds except Athletic, Girl and Glass.  
RIDES: Will book one more Ride, prefer Tilt, Spitfire or Roll-o-Plane.  
RIDE HELP: Foremen and Second Men for three Kiddie Rides; Second Men on Merry-Go-Round, Ferris Wheel, Octopus and Chairplane.  
CONCESSIONS: Will book Fish Pond, Basket Ball, Fish Bowl or any Hanky Pank not conflicting.  
CONCESSION HELP: Man with Agents for head of Buckets; Agents for Corks, Coke, Spindle and Balloon. **WESLEY SPENCE** wants Griddle Man and Waiters for Cook House.

**CELEBRATIONS AND FAIRS**

Mohall Celebration, June 21-23; Minnewaukan Fair, June 25-27; Edmore Celebration, June 28-30; Cooperstown Fair, July 2-4; Adams Celebration, July 5-7; all North Dakota; followed by other North Dakota Celebrations and Fairs in Minnesota and Nebraska.

**NO FLATS GEORGIA AMUSE CO. NO GATE**

Demorest, Ga., this week; Athens, Ga., next week; then big annual Firemen's Celebration and Horse Show at Cleveland, Ga. One of the biggest 4th of July Celebrations in the South. Will book legitimate Concessions of all kinds, sell ex on Bingo and Mitt Camp, book Shows of all kind. What have you? Doc Hardin and D. N. Mull, come on home. Need Glass Pitch Agents, Six Cat, Earl Miller, contact.

**H. H. SCOTT, Owner & Mgr., Demorest, Ga.**

One of America's Oldest and Most Reliable Suppliers of Carnival and Concession Merchandise!

Write for "Early-Bird" Price List!

**Karl Guggenheim inc.**

33 UNION SQUARE • NEW YORK 3, N.Y.

**Eddie Young's Royal Crown Shows**

— WANT —  
**NOW AND FOR OLNEY, ILL., JULY 4TH CELEBRATION**

CONCESSIONS: Derby, Rotaries, Jewelry, Scales, Age, Ball Games, Basket Ball, Fish Pond, Novelties or any Hanky Pank.  
RIDE HELP: Foremen for Tilt, Octopus and Auto Scooter; also Second Men for other Rides—must drive Semi Truck and be sober. Can use one more Truck Mechanic.  
CARPENTER & BUILDER: For all year round job repairing and building.  
SHOW HELP: Men for Jig Show and Girl Show Fronts and Tops and to sell Tickets. Can also place useful People for 10-in-1 and Snake Show.  
SHOWS: Can place for season—Monkey Show, Motor Drome, Wild Life, War Show, Midget and any worth-while Grind Show.  
RIDES: Fly-o-Plane, Spitfire, Coaster, Looper or any Ride not conflicting.

**All replies to E. L. YOUNG, Mgr.**  
SPRINGFIELD, OHIO, THIS WEEK

**GLOBE SHOWS WANT**

Shooting Gallery, French Fries, Plush Wheel and other Concessions not conflicting. One Grind Show and one or two Kiddie Rides. Looking forward to: Big 4th of July Celebration, Bonfire and Fireworks, Middleboro Fair—First Fair in Massachusetts, Aug. 5, space limited. Ex on Grandstand for sale. Choice locations for those who book now. Contact

**GLOBE SHOWS**

**JOHN COSTA**  
727 Charles St. Fall River, Mass.

**INLAND SHOWS WANT**

FOR VERSAILLES AND BELLE, MISSOURI, AND THE BEST 4TH OF JULY IN ILLINOIS. Want Photos, Coke Bottles, Jewelry, Novelties, Custard, Age and Weight, Short and Long Range Galleries, Whiskey Bottles, Penny Pitch, String Game, High Striker, Girl Show or any Grind Show. Albert Turner wants Agents for Buckets, Pin and Grind Shows. Abilene, Harry Finner, Clyde Brown, Cookie, contact. Address

**N. E. DAVIS, MGR.**  
Versailles, Missouri, this week.

**NOTICE**

CLAY TYSON AND WIFE, MARY SMITH, ALBERT ADAMS, CONTACT AT ONCE. CAN PLACE TWO CHORUS GIRLS.

**DON DUNNING SHOW BOAT REVUE**

c/o The Hennies Shows, per route.

**AGENTS WANTED**

Agents for Live Duck Pitch, Scales and Watch-La. Madeline Chambers and Eddie Hays, come on at once.

**LUKE AND CLARA BOLENBARKER**

Care Mike Rockwell Shows, Stillwater, Okla.

**WANTED**

Man to take full charge of Rocky Road Ride. Salary and percentage or straight percentage. Fourteen weeks of Eastern and Southeastern Fairs, including Ottawa, Ontario. Must understand canvas.  
Answer: **MRS. BERTHA McDANIELS**  
Care World of Mirth Shows, Garfield, N. J., June 18-23; Jersey City, N. J., 25-30.

Producing America's Best Carnival and Circus Side Show

**BANNERS**

**SNAP WYATT STUDIOS**

RT. 3, BOX 1180 TAMPA, FLA.

Phone, Write or Wire

**WANTED**

Rides, Concessions and Entertainment of any type  
**FOR 4TH ANNUAL HOMECOMING**  
Celebration, July 21-22, 1951  
"A Resort Center"  
**E. L. COONS**  
Minong Chamber of Commerce  
Minong, Wis.

**FOR SALE**

1 Single Loop-o-Plane, 1 Double Loop-o-Plane, 2 24' Closed Trailers, 1 33' Low Custard and Popcorn Trailer—complete, ready to operate. Fluorescent lights, etc.; Canvas Tops—many sizes; new Popcorn Machine, Misc. Show Equipment.  
**D. VAN BILLIARD** Oaks, Pennsylvania

**WANT**

**WHEEL AND ROLLOPLANE OPERATOR**  
No up or down. No drunks or chasers.

**MRS. L. E. ROTH**

Tides Hotel Jacksonville Beach, Fla.

**HARRY CRAIG'S HEART OF TEXAS SHOWS**

Want Wheel Foreman, Ride Help, 2 Man Cookhouse, Bingo, Girl Show, Grind Shows all kinds, Agents for Alley, Grind Store, Ball Games, Penny Pitch, Borger, Texas, now; then the big one.

**WADE GREATER SHOWS**

**SIXTH ANNUAL MERMAID FESTIVAL**

North Webster, Ind., June 26-30

Parades—Floats—Bands—Queens—Concerts—Free Acts—Water Regalia  
60,000 People Last Year!

WANTED—LEGITIMATE CONCESSIONS of all kinds. Ham and Bacon, Blanket, Poultry, Plush Toys, Grocery Wheel, Jewelry, Photo, Ice Cream, Custard, etc. Wire now.

**WADE GREATER SHOWS**, Chene-Ferry Market, 2400 East Palmer St., Detroit, Mich.

**W.G. WADE Shows**

**SAULT STE. MARIE, June 25-30**

Downtown Location

10,000 Soldiers, 2,000 Sailors. Everything Going Full Blast.

24-Hour Ferry Service From Canadian "Soo."

Matinee Every Afternoon.

**SHOWS WANTED**

**ILLUSION SHOW**

**ANIMAL SHOW**

**MONSTER SHOW**

**GLASS HOUSE**

Still room for a few LEGITIMATE MERCHANDISING CONCESSIONS such as Ball Games, Duck Ponds, Pitch Tilt You Win, etc. Can use Ice Cream or Custard.

Wire Now—**W. G. WADE SHOWS**

Iron Mountain, Mich., all this week.

P.S.: The Big Annual 4th July CELEBRATION at Calumet, Mich., follows the "Soo."

**FLOYD O. KILE SHOWS**

FOR TWO CHOICE JULY 4TH CELEBRATIONS

WANT FOR **LIVINGSTON, LA.,**  
**JULY 3-4, Fairgrounds**

WANT FOR **VILLE PLATTE, LA.,**  
**JULY 3-4,**  
**High School Auditorium**

12,000 People Expected. PARADES, BANDS, HORSE RACES and BIG RODEO, RADIO PUBLICITY, ETC. ONLY CHAMPION RODEO (in this area). Place now and balance of season—Small Cookhouse, Part in Tickets, Novelties, Ice Cream, Custard, Floss, Ball Games, Pitch-Tilt-U-Win, Darts, Bumper, Photos, Cork Gallery, Coke, Wheels, Age-Weight, Blower, etc. P.C., Rat and Pan (only). One Major Ride (Octopus or Tilt). Will lease, buy or book. Fun House; this is good gold digging for you. Low percentage. Bingo Counter Man, neat and sober; must be able to produce. Salary and P.C.  
Can place Sound Car with Concessions at once. (If you can co-operate) This is a snap. These spots are the only bona fide 4th where Concessions work. Space is limited. Contact now. Celebrations and Fairs following. All replies  
Baton Rouge, Louisiana, till June 25th; then per route. **FLOYD O. KILE, Mgr.**

**WANTS—DAN-LOUIS SHOWS—WANTS**

CONCESSIONS—Must be legitimate. Can place Ball Games, Dart, Penny Pitch, String Game, Glass Pitch, Bumper, Hoop-La, Fish Pond, Pitch-Tilt-U-Win, Grocery Wheel will really get money on this Show. Have opening for most any Concession working for stock, privilege, \$20.00. Come on, will place you. No flats at any price. Can place Shows—Mechanical City, Big Snakes, Fun House. Would like to have small, clean Cookhouse, no more like we just had, rather do without. Have opening for Man over 50 years to take full charge of Big Hog Show, salary and percentage, but you can't drink on this Show. We have a 4th of July in Kentucky this Show has played for years—it's good. Fairs start second week in July. Mr. Schoneburg, I would like to hear from you—very important. I have an extra #5 Eli Wheel, 1948 model, for sale or rent. Address

**LOUIS T. RILEY, Gen. Mgr.**

Warsaw, Ky., this week.

**BOB HAMMOND SHOWS**

WANT FOR THE FOLLOWING CHOICE DATES

Austin, Tex., Legion Celebration, City Park, June 29 thru July 4; Grand Prairie, Tex., J.C. Celebration, July 6-14; Covington, Tex., Reunion, July 16-20; Grandbury, Tex., Reunion, July 23-28; Norona, Tex., Reunion, July 30-Aug. 4; Andarko, Okla., American Indian Pow-Wow, Aug. 8-18; Decatur, Tex., Reunion, Aug. 2-25; Richardson, Tex., Firemen's Fair, Aug. 27-Sept. 1; North Texas State Fair, Cleburne, Tex., Sept. 3-8; Mexia, Tex., Legion Fair, Sept. 10-15; Sugarland, Tex., Mexican Fiesta, Sept. 16-22; Waller Co. Fair, Hempstead, Tex., Sept. 24-29; Walker Co. Fair, Huntsville, Tex., Oct. 1-6; Texas City, Tex., Fair, Oct. 8-13; and Livingston Co. Fair, Livingston, Tex., Oct. 15-20. SHOWS AND RIDES THAT DO NOT CONFLICT. RIDE HELP FOR ALL RIDES. Ralph Wagner needs Concession Agents.

**All Address: BOB HAMMOND, Mgr.**

6115 GOLD ST.

HOUSTON, TEXAS

**CARNIVAL SUPPLIERS**

For Bingo and Other Games

Your Carnival Supplier when playing in the Nashville, Tenn., area

**SHAINBERG & ZIMMERMAN**

PHONE: 42-2403

NASHVILLE 3, TENN.

305 BROADWAY



## FOLKS CELEBRATION SHOWS

WANT FOR MAMMOTH IRON ORE CENTENNIAL AND FOURTH OF JULY CELEBRATION, IRON RIVER, MICH., JULY 1-7 INCLUSIVE

WANT A-1 Cookhouse, Coin Game, Derby, Popcorn and Peanuts, Candy Apples, Floss, FROZEN CUSTARD, French Fries, Ice Cream, Milk Bottles, Cat Rack, Buckets, Fishpond, Pitch-Til-U-Win, Bowling Gallery, Shooting Gallery, String Game, Cork Gallery, Palmistry, Coke Bottles, Hoopla, Knife Rack, Cane Rack, Penny Pitch, Glass Pitch, Bumper, Darts and Merchandise Wheels.

SHOWS: Can place 10 in 1 with own outfit or will furnish outfit for one that has good show. Want Fat Show, Wild Life, Minstrel, Fun House, Dark Ride, Girl Show, Glass House and Monkey Show. CAN PLACE CAPABLE TALKERS AND SHOW PEOPLE FOR 10 in 1.

RIDE HELP: Can place capable Ride Superintendent who can handle 10 ride show. Want Merry-Go-Round Foreman, Wheel Foreman, Tilt Foreman, Octopus Foreman, Spitfire Foreman and good Second Men on all rides.

WANTED AT ONCE: SIGN AND SCENERY PAINTER, BILL POSTER, NEON MAN, ELECTRICIAN AND BUILDER.

Wire or write FOLKS CELEBRATION SHOWS,  
Iron River, Mich.

## Barney Tassell Unit Shows

WANT FOR BONA FIDE FOURTH OF JULY WEEK AT BURGESS, VIRGINIA, WEEK OF JULY 2

featuring fireworks, Sunshine Sue from Radio Station WRVA, Evelyn Knight, guest star, a radio given away every night and on Saturday night, a Plymouth sedan, combination radio and television set, Frigidaire, 6 burner stove, \$50 groceries and a lot of other features.

Can place Merry-Go-Round, Kiddie Rides and Concessions of all kinds. Get in on a real Fourth week.

P.S.: Want Ferris Wheel and Chairplane Foremen and Help in all other departments. Must drive semi trailers. Address all mail and wires to

Summer Headquarters, Riverdale, Maryland  
Phone Washington, D. C., Exchange, Appleton 7390

## TIVOLI EXPOSITION SHOWS

WANT WANT

FOR BIG FOURTH JULY CELEBRATION and Western Illinois Fair combined—Griggsville, Illinois, July 2-6, and 15 Fairs and Celebrations to follow.  
CONCESSIONS: Legitimate Concessions of all kinds—no exclusive. Want first-class Cookhouse to join July 1st.  
SHOWS: 10-in-1 Side Show with own acts; we have top, front and transportation. Girl Show with at least two girls. Can place Animal, Illusion, Mechanical and Motor Drome. What have you?  
RIDES: Will book Split Fire and Dark Ride or any other Ride that doesn't conflict. Contact H. V. PETERSEN, Moberly, Mo., this week, and as per route.

## ROYAL EXPOSITION SHOWS

AUGUSTA, GA., JUNE 29 TO JULY 7

Location at Junction Highway #78 and #1. Soldiers pay day July 1.

Want Girl Shows, Ten-in-One or any Show with own outfits and transportation. Rides not conflicting with what we have. Want Bingo and Cookhouse Help, also Merry-Go-Round and Chairplane Help. Robert Woodall, come on. All kinds of Concessions get in touch. Splinter Royal wants Agents, get in touch quick.

All replies to ROYAL EXPO. SHOWS, Augusta, Ga.

## CELEBRATIONS--FAIRS--4TH OF JULY CELEBRATION

UNITED EXPOSITION SHOWS

WANT WANT

Corn Game Counter Men, wire Mrs. C. A. Vernon. Can place Side Show Acts of all kinds. Annex Attraction to feature. Salary and percentage. Can place Ride Help on all Rides, must drive. All wire: C. A. VERNON, Mgr., Miami, Okla., this week; Joplin, Mo., next week; then Aurora, Mo., Biggest 4th of July Celebration in Missouri.

## LONE STAR SHOWS

MAYODAN, N. C., JUNE 18-23

CONCESSIONS: Can place 6-Cat, Diggers, Pan Game, Ball Games and Hanky Panks of all kinds.

SHOWS: 10-in-1, Monkey, Fun House and Girl Shows with own transportation. HELP: Can use a few more capable Ride Men who can drive. Address all mail to

J. R. McSPADEN  
MAYODAN, N. C., THIS WEEK

## RIDES—16 WILL BOOK, RENT OR LEASE

3 Ferris Wheels, Merry-Go-Rounds, Rockets, Chairplanes, Loops and assorted Kiddie Rides. Travel distance not to exceed 200 miles from Baltimore.

AMERICAN AMUSEMENT CO., BALTIMORE, MD. EASTERN 9550

## WALLACE & MURRAY SHOWS

Want legitimate Concessions of all kinds. Want Girl Show Operator who can furnish wardrobe and 2 or 3 girls. We have complete outfit. Will book 1 or 2 Grind Shows. Want Train Ride and any other non-conflicting Rides. Can always use experienced Ride Help who drive semis. Bob Neighbor wants capable Stum Store Agents.

All replies to  
AL WALLACE, McCONNELLSVILLE, OHIO, THIS WEEK

## Club Activities

### Showmen's League of America

400 S. State St., Chicago

CHICAGO, June 16.—There's no late report on the question of new quarters. Manuel Blasco has recovered from a spider bite and will go on the road. Harry (Murphy) Simonds and Max Hirsch are on the sick list. Milt Cohen advises he is feeling improved. Charles Owens is in town. Orville (Irish) Hoye died at Johnstown, Pa. (9). Burial was in Showmen's Rest here (13).

Bob Parker reports his wife will go to Delavan, Wis., while he is in the East on business. He may go to the Rochester, Minn., clinic later. Harry (Bing) Bernstein is working for Andy Markham at Riverview. Smitty, formerly of the Jones show, is Solly Wasserman's assistant at Riverview. Callers at the clubrooms included Andre Dumont, Jack Krutt, Max Brantman, Mrs. Hogan and Anthony Weaver.

### Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., June 16.—L. K. Carter, past president, has several concessions at Riverside Race Track, North Kansas City. George Gordon, first vice-president, is able to be about again after a long period of confinement at Research Hospital. Lou Klausen is reported to be in Bethany Hos-

### Show Folks of America, Inc.

145 Turk St., San Francisco

SAN FRANCISCO, June 16.—Meeting was called to order by Nate Cohn, president pro tem. Mrs. Madge Block, of the Ladies' Auxiliary, National Showmen's Association, was on the rostrum. New members are Ron Adams and Harold T. Watz.

Letters were read from Past-President Mike Krekos, Frank Babcock, Jack Christenson and Emil P. Uhor.

These new members, guests and members who have been absent for some time were present: Louis and Katherine Pillow, Margaret Weingarten, Bill (Swede) Lindsteadt, Lillian Gibbons, Margaret Allen, Kathleen Elsmere, Lloyd Crow and Bob Fridell. Neil LaFontaine won the pot of gold.

Harry G. Seber, executive secretary, announced that June 25 Show Folks would be entertained by an old time 49 camp show. Show will be presented by Euna Mack Hanna and Marie Burke.

pital, Kansas City, Kan.

Funeral services were held here Tuesday (12) for Louis Klausen, who died in Bethany Hospital, Saturday (9).

George Elser, club warden, celebrated his 83d birthday recently with a vacation trip to Indiana. L. K. Carter has several concessions at the Holy Rosary Carnival here June 7-17.

## MORRIS HANNUM SHOWS

Philadelphia, Pa., June 25-30, Cheltenham & Ogontz Ave., ANNUAL CELEBRATION LA MOTTE FIRE CO. Free Gate, Car Giveaway, Sensational Free Attractions. Followed by a terrific FOURTH OF JULY DATE in the Pocono Mountains, Hawley, Pa., July 2-7. Fireworks, Free Gate and Free Acts. Springville, Flouertown Fairs to follow.

Can place Motordrome, Arcade, Monkey Show, Mechanical or any shows with own outfits. Limited space available for legitimate games and straight sales. All replies to

MORRIS HANNUM SHOWS

Tamaqua, Pa., now; Philadelphia, June 25-30.

## WANTED AT ONCE

Foreman for three abreast Allan Herschell Merry-Go-Round. Wagon Center Pole. Want two Second Men for No. 5 Eli Wheels. Want well-flashed Bingo for Negau-nee, Michigan, week of June 25th. Following week, Menominee, Mich. Want high class, capable talker and opener for feature Girl Show, Evelyn West, starting at Ill. State Fair, Springfield. All replies to

## HENNIES SHOW

Neenah, Wisconsin.

## BEAM'S ATTRACTIONS

CLARION FAIR, JUNE 25 TO 30; BROOKVILLE FAIR, JULY 2 TO 9

WANT Shows for these fairs and celebrations to follow: Spitfire Foreman report immediately, \$60 per week. Second Man who can drive for all rides. Top wages. Operator for French Fries. Agents for all types concessions. Write or wire.

STEVE DECKER

Beam's Attractions, Tarentum, Penna.

## SAND VALLEY SHOWS

ROAN MOUNTAIN, TENN., JUNE 18-24

WANT WANT WANT  
CONCESSIONS: Hanky Panks, come on. Can use Nail, Swinger and 3 more Stores, also Photo Gallery. SHOWS: Girl Show, Snake Show and Arcade. Want Ride Men that drive semis. All replies to  
LOUIS HALL or C. C. LEASURE, Gen. Agent

## WANTED—WANTED FOR GARY, IND., AND OCONOMOWOC, WIS.

HANKY PANK CONCESSIONS OF ALL KINDS.

BIGGEST 4TH OF JULY CELEBRATION IN WISCONSIN

OCONOMOWOC, WIS., STARTING JUNE 29 TO JULY 4 INCL.

Jack Vinson is not here anymore.

CONTACT

JOHN FRANCIS, Mgr.  
JOHN FRANCIS SHOWS

GARY, INDIANA, this week.

## Jones United Shows WANT

Second Man on Wheel and Chairplane. Can place High Striker, Glass Pitch. Brownie Yeakle wants capable Count Store Agent. Judge wants two more Agents for Stock Stores. Two spots a week, all Celebrations.

Bison, South Dakota, June 23-24; Richard, North Dakota, June 26-27; Zap, North Dakota, June 28-29-30.

## FOR SALE

House Trailer, National Deluxe, 28 ft., 3 rooms, tandem wheels; also Nelson Dolles. A new animal trailer has been bought new and stored for 3 years. Slightly used, must be seen to be appreciated. A '39 Cadillac 4-Door Sedan, in good running condition. Complete outfit can be bought with or without car.

Write or Wire

FRANK JOHNS

17 No. Kentucky Ave., Atlantic City, N. J.

## AGENTS WANTED

SKILLO AND COUNT STORE AGENTS, WIRE

HARRY BROWN

c/o United Exposition Shows  
Miami, Okla., this week; Joplin, Mo., next week.

## TIM COLEMAN

WANTS

Pan Joint Agent, also two Dealers.  
Pill Pool Agent.

Torrington, Conn., June 18 to 25; Pittsfield, Mass., to follow.

## WANTED

SHOW OR RIDES AND CONCESSIONS

Play in school yard, Colored Elks' Convention, Aug. 24-30, Buffalo, N. Y. Call INSPECTOR MEREDITH, Calumet 5-0244 or write 3340 Michigan Ave., Chicago.

## Marvel Shows Want

Concessions of all kinds. Everything open. All Celebrations, Also Ride Help. J. G. Jackson wants Elderly Couple for High Striker and Fish Pond. Have trailer to live in. 6 Cat and Bucket Agents, Watauga, Ill., June 25-27; Casey, Ill., July 2-4; Glasford, Ill., July 6-7-8. Contact

LEW REESE & MARVIN FULLERLOVE

## WANTED RIDE HELP

Foreman for Merry-Go-Round, Second Man on Wheel, Tilt and Jenny, Sandy Orr, Heavy Lyle, Clarence Spencer, come on. Jack Norton wants you, top wages, pay-day every Monday. You must drive. Contact

CHEROKEE AMUSEMENT SHOW  
Hillsboro, Kansas

## WANTED

Concessions not conflicting. Agents, Man and Wife, and Ride Help. Tex Bryant, Bob Burt, Gus Yeager, come on. Tiskilwa, Ill., June 19-23; Cherry, 24; Ashto, 27-30.

Thiess United Shows

## WANTED

Store Agents. Skillo Men, Grind Boys with me before and others, wire. Want Spitfire Foreman. Need four Agents.

STATE FAIR SHOWS

Duncan, Okla., this week; then into Kansas.

## CATERPILLAR FOREMAN

Experienced, sober Foreman, \$60.00 per week plus bonus. Also need Second Man, report immediately. Wire

STEVE DECKER

BEAM'S ATTRACTIONS, Tarentum, Pa.

GIVE TO DAMON RUNYON  
CANCER FUND



**ATTENTION** **ATTENTION**

## "THE GREAT WILNO"

**HUMAN CANNON BALL**

**America's Outstanding Free Attraction**

**AT LIBERTY AT ONCE**

**FOR BALANCE OF SEASON**

For details wire c/o Western Union, Portland, Maine

Also have A-1 Frozen Custard outfit.

### WANTED—CONCESSIONS

FOR THE FOLLOWING FAIRS

**KNOX COUNTY, MT. VERNON, OHIO, JULY 24-28**  
**ROSS COUNTY, CHILlicothe, OHIO, AUG. 21-24**

Can Place Concession Agents for Hanky Panks.  
 Out Until First of December

**NEAL CARLIN, Box 97, Buckeye Lake, Ohio**

## ASHVILLE, OHIO, 4th OF JULY

### CONCESSIONS WANTED

Mitt Camp, Floss, Popcorn, Jewelry, Long and Short Range, Ball Games, French Fries, Scales, Age, Snow Ball and Hanky Panks.  
**Ashville, Ohio, July 2-3-4.** Commercial Point, Ohio, Aug. 3 and 4.  
**The Bean Dinner, July 10-11,** Columbus, Ohio.  
**Mt. Sterling, Ohio,** Mt. Victory, Ohio, Aug. 15-19 (Centennial).  
**July 20 and 21.** Crooksville, O, Aug. 20-25.  
**Obetz, Ohio, July 23 to 28.** Sept. 1. Frazeyburg, Ohio, Aug. 29-30.

All annual street celebrations. No still dates. Will book Shows. Rides not conflicting. Kid rides. Frank Johnson, Andy, contact. Want Ride Help.

**FRED NOLAN**  
 Moxahala Park, So. Zanesville, Ohio. Ph.: 28252—27671.

## HOME STATE SHOWS WANT

FOR FAIRS AND CELEBRATIONS

**PARK RAPIDS MERCHANTS' FESTIVAL, June 25-30**  
**International Falls, July 2-9**  
**Bemidji Water Carnival, July 10-15**

Followed by Calumet Doughboy Days, Blackduck Centennial, all Minnesota; National Convention, Crookston, Minn., then 12 Fairs.

Legitimate Concessions. Need Ball Games. Ride Help that drive. 2 Grind Shows. Ernie Slavin wants girls for Revue. Moorhead, Minn., this week.

## GRAND AMERICAN SHOWS

**WANT** **WANT**

Cookhouse or Sit Down Grab, Arcade, Fun or Glass House, Mechanical Show, any Grind Show with own equipment. Mona Vaughn wants Girls for Girl Show. Girls wanted for Posing Show. Concessions: Balloon Dart, Age and Scales, Cork Gun, Knife Rack, String Game, Hoop-La, Watch-La, Derby, Grocery Store, Cigarette Wheel or Pitch, Buckets, any Hanky Pank that does not conflict.

**L. O. WEAVER, Mgr.**  
 Sedalia, Mo., thru June 23; Trenton, Mo., June 25-30.

## JAMES H. DREW SHOWS

Can place experienced Ride Help on all Rides. Want Chairplane Foreman. All must drive tractor-trailer units and have license. Want Legitimate Concessions. Photos and Palmistry are open exclusive. Notice! Winfred (Tiney) Jamison, wire. Address this week

**JAMES H. DREW SHOWS**  
 SILVERTON, CINCINNATI, OHIO

## STARLIGHT SHOWS

Want for Annual Fourth of July Celebration, Bridgeport, Texas, followed by Celebrations and Fairs in Nebraska and Kansas.

Want Grab or small Cookhouse, must be clean; Photos, Hat Concession, Hoopla, Coke, Basket Ball, Fish Bowl, Chocolate Dip, Knife Rack, Cigarette Gallery, Ray Guns, Train, Spitfire or any Ride not conflicting, Fun House or any small Grind Show. Need Hanky Pank Agents and Help on Kid Rides. CELEBRATION COMMITTEES in Southern Nebraska and Northern Kansas, have some open dates in July and August.

Contact if you want a clean, five-ride Show. Taylor, Texas, June 18-23; Riesel, Texas, Fair, June 26-30.

## GRIDDLE MEN WANTED

Skeeter, Robert and Johnny, let me hear from you. Long season closing middle November.

**CARL PARSONS**  
 JAMES E. STRATES SHOWS, North Adams, Mass., this week

## AGENTS WANTED

For the Reddest Route in

### MINNESOTA

6 CATS, BUCKETS AND SWINGERS OPEN

## C. J. GRAVES

Care RANEY UNITED SHOWS

Wire or Call—No Collect.

Hibbing, Minn., this week; then Fairmont, N. D.; Ada, Minn., Fair, July 4.

## FIREMEN'S FAIR

### 10 BIG DAYS

Being held July 4th to July 14, 1951

BY FRIENDSHIP FIRE CO. #2

PHOENIXVILLE, PA.

Will book Girl Show, Side Shows, and about 75 concessions of all kinds that do not conflict.

Free Act every night, Fireworks, and a 1951 Car being chanced off.

First come, first served.

Write to

**Joseph F. Moore Jr.**  
 Secretary of Fair Committee at the above address.

## WANTED

### COUNTER MEN GRIDDLE MEN

Can place at once, in one of the Finest-Equipped Cookhouses on the road. Wire

**Costa Stergioue**  
 c/o W. G. WADE SHOWS, Iron Mountain, Mich., this week; Saulte Ste. Marie, Mich., next week.

## WANTED

For 4th of July celebration at Fairgrounds. Italian Picnic; 17th year; and July 8th at same grounds, Sportsmen Picnic. Want concession of all kinds; shows. All replies:

**BILL WITHROW**  
 12 South B St.  
 Hamilton, Ohio.

## AGENTS WANTED

For Coke Joint, Punk Rack, Add-Up Darts, Fish Pond, Huckley Bucks or I will build your favorite Hanky Pank. Playing North and West of Chicago. People who know me, write. No flatties.

**JOE WHITTLE**  
 3545 Knottingham Chicago, Illinois

## GREASER AMUSEMENT CO. WANTS

Concessions that do not conflict. Can use Grind Show, Penny Arcade. Bruce, Wis., July 3 & 4; Birchwood, Wis., July 6-7-8. Address: Dallas, Wis., this week; then Almena, Wis.

## CANDY PITCHMAN-TALKER

Worked Tampa Fair with Revling and Cohen on Claxton's Harlem. Urge to go out again. Was with it for years with Hennies and Jones, fronts and candy. No penny ante propositions. Available in a week.

**MORRIS WEBER**  
 WAbash 0713 Louisville, Ky.

## FOR SALE

### Addison Miniature Train

A-1 condition—complete with engine, 3 cars and 240 feet of track.

Write or Wire

**Collins Kiddieland Park**  
 12249 Ventura Blvd. Studio City, Calif.

## CRAFTS NEEDS HELP

CAN PLACE IMMEDIATELY, FOREMAN FOR THE FOLLOWING RIDES: Fly-O-Plane, Caterpillar, Ferris Wheel, Rolloplane; also Second Men for all Rides. Crafts pays 5¢ per mile extra money for good Semi Drivers. Can place few Women Ticket Sellers. Need one Electrician who can operate and maintain 60" army type Searchlights, top money to right man. Crafts can place Ride Supt, for small unit, good proposition. All Help must be sober when you come on the lot and sober when you leave the lot. Long season in California. Close Nov. 15th; open Feb. 5th, 1952.

**CRAFTS 20 BIG SHOWS**  
 7283 BELLAIRE ST. NORTH HOLLYWOOD, CALIF.  
 PHONE SuNet 2-3131

## Percell's PIONEER SHOWS

high class midway attractions

### WANTED FOR JUNE 25-30, RENOVO, PA.

New Gas Fields. Community booming. First organized Show in 20 years. Then the Big Fourth Spot, Jersey Shore, Pa., 125th Anniversary Celebration. CONCESSIONS—Mug Outfit, Short Range Arcade and all Legitimate Hanky Panks. RIDES—Octopus Foreman and Second Men for all Rides. SHOWS—Monkey, Glass or Fun House and any kind of Grind Shows. HELP—Bingo, two Grind Store Agents, Semi-Driver and useful Concession Help. All answer this week.

**Louis A. Rice, Bus. Mgr.; Mickey Percell, Gen. Mgr.**  
 MILESBURG, PA., JUNE 18-23.

## WANT FOR BELHAVEN, NORTH CAROLINA

6 Big Days—July 2nd to July 7th

SPONSORED BY AMERICAN LEGION POST #249

NORTH CAROLINA. BIGGEST 4TH OF JULY CELEBRATION

OVER 30,000 PEOPLE ATTEND ON THE BIG DAY.

CONCESSIONS that will work for stock, no exclusive. SHOWS: Any kind of Grind Shows. Want P.C. Agents and Stock Store Agents. Ride Help who can drive semi. FOR SALE: Allan Herschell two-abreast Merry-Go-Round, with new flameproof top, and in A-1 condition, can be seen in operation at any time.

**KEYSTONE EXPOSITION SHOWS**  
 This week Aurora, N. C.; then Creswell, N. C.; then the Big One, Belhaven, N. C.  
 WRITE OR WIRE KEYSTONE EXPOSITION SHOWS

## WANT DOWN RIVER AMUSEMENT CO.

Michigan's Cleanest Midway

SUMPTER STRAWBERRY FESTIVAL this week; Adrian next; then ECORSE—MICHIGAN'S BIGGEST 4TH JULY (Boat Races—Other Added Attractions). WANT HANKY PANKS that work for stock. SHOWS—10-in-1, Glass House, Motordrome, any worthwhile Grind Show. Good proposition to take back end. HELP—Electrician who understands plant. Also Man for Sperry Searchlights. Ride Help for office owned Rides—Must drive semis—No drunks or Gypsies. Home Office: 10138 W. Jefferson, River Rouge, Mich.

## FRONTIER EXPO SHOWS

### WANT FOR PROVEN ROUTE

Ten Bona Fide Fairs and Celebrations in Colorado, Wyoming

Photos, Bingo, Legitimate Concessions. Will book one major Ride. Albert Wells wants Agents for Skillo and Pin Store.

Rangely, Colo., June 20-23; Evanston, Wyo., 25-30; Afton, Wyo., July 3-4-5

## JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

**WANT** **WANT**

**NOW BOOKING FOR JULY 4TH CELEBRATION, RENSSELAER, INDIANA**

Concessions Wanted—Photo, Custard, Novelties, Pronto Pup, Chocolate Dip, French Fry, Coke Bottle, Long Range Gallery, Basketball, Ball Game. Good proposition for Penny Arcade. Want large Cook House for 4th July week only. Shows—Funhouse, Wild Life, Snake Show. Want Front Man and Ticket Seller for Side Show. Ride Help—Want Second Man on Octopus, must be reliable and drive semi. All replies to

**JOHN PORTEMONT** **West Terre Haute, Indiana**

## WANT RIDE HELP

Foremen for Auto Scooter, Tilt, Octopus and Wheels, also Second Men for other rides; must drive semi trucks. Long season, winter's work in Florida; top salaries and bonus. Scooter Bill Anderson, ride superintendent in charge of rides now.

**ROYAL CROWN SHOWS**  
 Springfield, Ohio, This Week

## HAVE 5 RIDES AVAILABLE FOR 4TH OF JULY

Due to change of route, have 4 Major and 1 Kiddie Ride, 20 to 25 Concessions for a bona fide 4th of July Celebration not over 100 miles from Cleveland.

**JACK GALLAGHER, Playland Shows**  
 COMMODORE HOTEL, CLEVELAND, OHIO

<p><b>STOCK TICKETS</b></p> <p>One Roll ..... \$ 1.50                  Five Rolls ..... 4.50                  Ten Rolls ..... 6.50                  Fifty Rolls ..... 22.00                  100 Rolls ..... 40.00</p> <p><b>ROLLS 2,000 EACH</b>                  Double Coupons                  Double Prices                  No C. O. D. Orders                  Size: Single Tkt., 1x2</p>	<p>The value of a goal lies in its being pushed over.</p> <h2 style="text-align: center;">TICKETS</h2> <p style="text-align: center;">of every description</p> <p style="text-align: center;"><b>THE TOLEDO TICKET COMPANY</b>                  114-116 Erie St.                  Toledo (Ticket City) 2, Ohio</p>	<p><b>SPECIAL PRINTED Cash With Order Prices:</b></p> <table border="1"> <tr> <td>2,000</td> <td>..... \$ 4.99</td> </tr> <tr> <td>4,000</td> <td>..... 7.00</td> </tr> <tr> <td>6,000</td> <td>..... 8.75</td> </tr> <tr> <td>8,000</td> <td>..... 9.60</td> </tr> <tr> <td>10,000</td> <td>..... 10.50</td> </tr> <tr> <td>30,000</td> <td>..... 15.50</td> </tr> <tr> <td>50,000</td> <td>..... 20.50</td> </tr> <tr> <td>100,000</td> <td>..... 33.00</td> </tr> <tr> <td>500,000</td> <td>..... 133.00</td> </tr> <tr> <td>1,000,000</td> <td>..... 258.00</td> </tr> </table> <p style="text-align: right; font-size: small;">Roll or Machine                  Double Prices</p>	2,000	..... \$ 4.99	4,000	..... 7.00	6,000	..... 8.75	8,000	..... 9.60	10,000	..... 10.50	30,000	..... 15.50	50,000	..... 20.50	100,000	..... 33.00	500,000	..... 133.00	1,000,000	..... 258.00
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1,000,000	..... 258.00																					





TENTS

Table with 3 columns: Size, Top, Wall. Lists various tent sizes and their costs, including 10'x10', 12'x12', up to 80'x230'.

These are used tents—all are usable without repairs, complete description, size and condition of any sizes on request.

R. LAACKE COMPANY 1025 W. Walnut St. Milwaukee 5, Wis.

WANT AGENTS

For Ball Games, Hanky Panks, Short Range, and Bingo Counter Men. Sidney, Neb., June 19-23; Greeley, Colo., June 27-July 4; Laramie, Wyo., July 11-14; Gering, Neb., July 16-20; Cheyenne, Wyo., Frontier Days, July 21-28.

REX ELLIOTT SPOTS GOODMAN FORSYTH & DOWIS RIDES

ALL FAIRS SHOW

Want for our coming Fairs & Celebrations Ferris Wheel Foreman, Merry-Go-Round Foreman who can drive Semi. Salary all you are worth.

3421 Melbourne St. Houston, Texas

Wanted Exceptional PROMOTER

Capable to sell industrial space for one of the best fairs in the East. Three Phone Men for a natural Jimmie Winter.

PEE-DEE AMUSEMENTS

Bingo that works for stock. One Mitt Camp, no kids. Short Range, High Striker, Ball Game, Penny Pitch.

CARNIVAL WANTED

Five Rides or better McCURTAIN COUNTY FREE FAIR SEPT. 10-16

JOSEPH E. HILTON

Please contact R. C. BRYAN 608 Tampa St. Tampa, Fla.

BLUFF CITY SHOWS

Want for Mammoth 4th of July Celebration at Winterset, Ia., and balance of season in Illinois and Missouri thru October with only one Still Date in July—Legitimate Concessions of all kinds.

Wire: H. YAGER, 3303 W. Broadway, Council Bluffs, Ia.

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.

Subscription form with fields for Name, Address, City, Zone, State, Occupation.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post Allen, Wilbur H. 16c (License Plates) 6c

Aaron, Joe Abbott, Kelly Abbott, Lloyd V. Ackley, Ann

Allard, Maurice Allen, Cecil Allen, Roy Anderson, Ralph Andrews, Mrs. Effie

Anthony, Milo Armstrong, Chuck Asberry, Bethel Chester Atchison, A. A. Atkins, Junior

Atkins, Mrs. Lena Astry, Doug Bailey, Miss Dollie Baldwin, Mrs. Dorothy

Ballice, Alfred O. Barber, John Barosa, A. Barlow, Wm. W. Barney, Kay

Bateman, D. H. Baumgardner, Kenneth Beaujeu, Marcel Beckner, Cecil

Beem, Mrs. Johnnie Bell, Fred Bellows, A. G. & Mrs. Bennett, Bruce

Benver, John P. Berch, Jack Birley, D. L. Blackburn, Mrs. E. J.

Blackhall, Dorothy Blackhall, Thos. S. Blackhall, Mrs. Thos. S. Blaney, Beverly Joan

Blanton, J. W. Blond, Al (Trio) Bogart, Jack (Great) Bolla, James

Bona, Raymond Borum, Jerry Boat, Mr. Jackie Bourp, Mrs. Midge

Bowlegs, Chief Willis Boyette, Jeanne Boso, Chair-O-Plane

Bryant, Wm. (Mac) Bronzo, Lucas Brooks, Arthur Brooks, Geo. H. Brooks, Rev. Bruce A. Brooks, Wilbert

Brown, Jr. Johnny Brown, Clyde Thomas Brown, Leon (Lassie) Brunell, Marician Bryant, William

Buol, Tony Burdick, Ted Burger, Clyde Leon Burke, Jack Burns, Bobbie Butler, Bill

Butler, Michael Caleman, Leonard W. Camovatta, Winnie Canel, John

Cantrill, Mr. Billie L. Carlin, Derrad Carr, Mickey & Mrs. Carroll, Curley

Caruso, John Casper, Col. Casper, (Side Show) Casey, Don

Ceephya, J. E. Cepar, Herman W. Chandler, Mrs. Anne Chapman, Gene

Chapman, Keith Chapman, Lawrence Chapman, Mary Charron, Arthur Cheatham, Donald

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Bateman, D. H. Baumgardner, Kenneth Beaujeu, Marcel Beckner, Cecil

Beem, Mrs. Johnnie Bell, Fred Bellows, A. G. & Mrs. Bennett, Bruce

Benver, John P. Berch, Jack Birley, D. L. Blackburn, Mrs. E. J.

Blackhall, Dorothy Blackhall, Thos. S. Blackhall, Mrs. Thos. S. Blaney, Beverly Joan

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Ceephya, J. E. Cepar, Herman W. Chandler, Mrs. Anne Chapman, Gene

Chapman, Keith Chapman, Lawrence Chapman, Mary Charron, Arthur Cheatham, Donald

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Bacon, Renee Blake, Barbara Calhoun, Mr. & Mrs. Clifford, Mrs. Roy T.

Cummings, Don Day, Roy M. Day, Andrew Dublin, George Earl, Beatrice

Fay, Jimmy Glazer, Jack Gregory, (Chuck Grubert, Max Hall, Albert

Hall, Frances Stewart Harvey, Helen Jackson, Dixie Johnson, Minnie

Jones, Walter Kubesh, Ben McCarthey, Gilbert Nail, Betty

MacK, Cuban Martz, K. A. Merlin (Eugene C. Frank) Miller, Berni L.

Quintan, Betty Schloss, Chik Schmidt, Emil O. Staples, Pop

Thompson, Craih Turner, Charles Walsh, Jack Wenzel, Fred

White, Theodore Whyte, Annore Wilson, J. Yates, Richard Zelds, Madame

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Adair, Arlette Anderson, Mary Ashren, Estelle Bail, Betty

Be Gar, Harry Bowen, Roy Brady, Robert S. Claire, Hans

Daniel, Max Davis, Ray H. Dilite, Dimples Duane, Clyde

Fesglin, Charles Leo Fidler, Valerie Frodenheim, Morris Galpin, Mr. & Mrs.

Gaul, Kathleen Riebe Hallam, Calvin Hess, George Hill, Wallace O. Jones, Walter

Kubesh, Ben McCarthey, Gilbert Nail, Betty MacK, Cuban

Martz, K. A. Merlin (Eugene C. Frank) Miller, Berni L. Quintan, Betty

Schloss, Chik Schmidt, Emil O. Staples, Pop Thompson, Craih

Turner, Charles Walsh, Jack Wenzel, Fred White, Theodore Whyte, Annore

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2 pushbutton chronograph with special minute counter. Sweep. Radium. In chrome, pushpin case...\$3.95

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"EMCEE" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90.

SENSATIONAL PATTY — OVER 1,000 "Clever Remarks and Replies" only \$1; comedy list free. Edmund Bodlaes, Metropolitan Box 5556, Los Angeles 55, Calif. je23

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ARCO—SENSATIONAL APACHE DANCERS; 84 dozen, \$39 gross; wholesale prices; Firecrackers, Devils, Salutes; minimum order, \$10 in advance. Box 46, Marlboro, Md. je30

ADV. NOVELTY FITS OVER TELEPHONE dial; fast seller, liberal comm.; free samples. Acme Mfg. 67D Chelmsford St., Boston 22, Mass. je23

AMAZING NEW TALKING XMAS CARD—Terrific, mystifying; says "Merry Xmas" in loud clear voice; 1/2 second demonstration sells like wildfire. "Happy Birthday," "Get Well Quick" and others available; sample, 25¢; dozen, \$1.20; gross, \$12. Allied Sales, 311-B N. Desplaines, Chicago 6.

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ART CRITICS' DELIGHT — TV-ART Albums; sample, \$1; Modelbooks, sample, \$2; \$10.50 dozen. Jays, Box 864, Dayton, O.

ARTISTS MODELS, HOLLYWOOD BEAUTIES; the largest, most beautiful collection ever offered for sale; 360 miniature poses, all different; \$1 postpaid; with agents, price, Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BB15. je23

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BIG PROFITS FROM SAUCY PIN-UP Decals! Brilliantly colored, durable lacquers; also complete range. Signs, PX Novelties, Tourists, Staples! Free samples. Box 58, Morris Hts. Station, NYC 53. je23

CIGARS—FINE, MILD, FACTORY FRESH 10¢ size; box of 50, \$3; two boxes, \$5 postpaid; check or currency; or four trial cigars send quarter; money back guarantee. M. Burr Cigar Factory, 5516 Easton, St. Louis, Mo.

COLORFUL SPIRAL SPINNERS — \$50-\$100 day for liveliness used car lots, service stations, etc.; eager buyers; gorgeous outdoor display, metal; 20-foot, trial doz. \$19.80; six, \$10; three, \$5.25; sample \$2 (with big-profit details) postpaid; 10-foot, 1/2 price; 7/4 dozen, bdy. c.o.d. C. C. Cox, P. O. Box 232, Venice, Calif.

COMIC ILLUSTRATED BARROOM SIGNS—Large size, 8 1/2 x 11", terrific money maker; twenty different samples, \$1 postpaid. Sebastian, 5138 Cahuenga, North Hollywood, Calif. je14

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FAST SALES, BIG PROFITS—PART OR full time; original Koehler Stock Signs; 1,500 varieties; sell all places. 4 1/2 x 11", 7 x 11", also Religious and Changeable Signs; special offer, \$5 per 100 or \$1 for 15 (7x11) best sellers; free catalog. Koehler, 335 Goetz, Lemay 23 Mo. je30

FREE MERCHANDISE TO NEW CUSTOMERS (\$1 wholesale value—your selection); sensational "get acquainted" offer. Rush 25¢ (refundable) for illustrated Bargain Catalog and \$1 free merchandise certificate. Save up to 50% on hosiery, dry goods, toys, stationery, blades, carded goods, jewelry, hundreds more. Reliable Jobbers, 311 N. Desplaines, Dept. H-24, Chicago 6.

FREE FOLIO — 700 MONEY MAKING deals; Formulas, Secrets, Plans, Wholesale Supply Sources; unusual items; Kolman-A, Box 72, Dayton, O.

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MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. je30

MEN'S LEATHER BELTS—ASSORTED FACTORY samples, values to \$2; dozen assorted, \$3.25; gross, \$36. Allied Sales, 311-A N. Desplaines, Chicago 6.

MEXICAN RESURRECTION PLANTS, \$20 thousand, \$3 hundred; ten samples, 60¢. If you want to make money handle this line; stamp for list. General Mercantile Co., Laredo, Tex.

MEXICAN YOUNG TAME BURROS FOR children to ride or for breeding, \$45 each, Laredo, Tex., or at \$50 each prepaid. General Mercantile Co., Laredo, Tex.

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RELIGIOUS IMPORTS — ROSARIES, MEDALS, Crosses, adjustable Rings, Brooches, Stands; matchless values; sensational prices, free samples; buyers, salesmen, agents wanted. Normandy Co., 220 Broadway, NYC.

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry Items; direct factory connection. Pickering Co., B-19 Bank St., Attleboro, Mass. je30

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UNIQUE KEY CHAINS—SEASHELL (imprinted) Baby Crab imbedded in plastic, Rabbit's Feet; 25¢ bring home samples. Whatnots Co., 255 S. Metropolitan, Atlantic City, N. J. je30

USE THE NU-WAY TO COUNT AND package your coins; easy, fast, efficient, durable, compact; it is different; circular available; \$1.85 each. Nu-Way, 1817 E. 9th St., Des Moines, Iowa.

WRITE PRIVATE LABEL DEPARTMENT, Quaker Medicine Co., 220 George St., Cincinnati, O.; now for gross price list on Contractible, A, Monsoon and Rare Animals. 8-ounce Flavorings, \$14 gross up. Premiums, Decals.

10 BALL POINT PENS WITH YOUR NAME imprinted, one dollar postpaid; cheaper than refills; satisfaction guaranteed; sorry, no c.o.d. Ideal, P. O. Box 91, New York 14, N. Y.

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ALWAYS CONTACT "TARPON ZOO" when in need of Animals, Birds and Reptiles of all kinds from North, Central and South America; immediate shipment can be made on Monkeys of all kinds, Pacas, Capybaras (world's largest rodent), Coati Mundi, Azouli, Kinkajous, Baby Jaguars, South American Otters, and other animals from Central and South American Bio Constructor and other Tropical and Florida Snakes. This week's special: Young Cinnamon Ring-tail Monkeys, \$25 ea. Tarpon Zoo, Box 847, Tarpon Springs, Fla.

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THIS WEEK SPECIAL — CARNIVAL trained, chain and collar broke. Rhesus Monkey, Dogface Baboon, Coat-Mundi; South American and native Animals, Birds and Reptiles. L. E. Thompson, Clewiston, Fla. je23

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**FLUORESCENT BEANS \$2.50 doz.**

White, Cotton  
**YACHT CAPS \$30 GROSS**  
Including name imprint. Sizes from 6 to 7 1/2. Packed 3 doz. to carton.

**FELT JOCKEY HATS**  
(with pompons) \$3.00 DOZ. (asst. colors)  
Your locality EMBROIDERED \$1.20 Doz. extra. Sizes: small, medium & large.

We manufacture a full line of cotton rayon and felt souvenir items. 25% deposit with all orders. Delivery 10 days.

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EXQUISITELY STYLED LADIES DIAMOND CUT WHITE RHINESTONE WATCHES  
Brilliantly studded square and Baguette cover... Rhodium finish

Beautifully styled Blue Velvet Plush Gold trim box  
Retail Price Tag... \$1.00  
Guarantee Certificate extra

**\$13.95**  
IN LOTS OF 3  
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SEND YOUR SIZE  
Money back guarantee  
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104 East Platte Ave. Colorado Springs, Colo.  
Tax Paid Postpaid  
DEALER INQUIRY INVITED



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A Large List of Secondhand Coin Machine Bargains will be found on p. 71 in this issue.

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**COMPLETE TATTOOING OUTFITS—NEW** Supplies, Concentrated Pelican Black; Number 11 Sharps (Milwards), \$10 per "M" Zels, 728 Lesley, Rockford, Ill. jy21

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**PHONOGRAPH RECORDS MADE BETWEEN** 1920 and 1940. Dealers' stock or collections, any quantity. Jacob Schneider, 128 W. 66th St., NYC. jy28

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**NOVELTIES, GIFTS, PREMIUMS, TOYS, SUNDRIES, NOTIONS, JEWELRY, WATCHES, ETC.** Deals for Auctioneers, Salesmen, Dealers, Concessionaires. 35 Years of Values.

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901 Broadway New York 3, N. Y.

**CLEAN UP WITH PLASTIC RAYON TOWELS**

Powerful Quick Demonstration Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x27" Towels. Sells \$1; \$56.00 gross. Send \$1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.

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**Big Profits**

Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢

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**! STERLING BEATS ALL PRICES AGAIN !**



5142 5137 5135  
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ALL SETS RETAIL FOR \$9.95 and up

RETAIL PRICE TAGS INCLUDED

**Your Choice of Any Combination—All Boxed!**  
**\$22.50 DOZ. SETS—\$252.00 GROSS**  
**4 \*Samples of Your \*Choice Postpaid—\$10.00!**

25% Required on C.O.D. Orders—Free Catalog

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from this and other valuable tip-crammed features of

**The Billboard's Big 41st ANNUAL SUMMER SPECIAL**

**OUT NEXT WEEK!**

Inflation — It's Very Good Biz

Oak Rubber Co., thrives on blow-ups and grows as demand for balloons continues. . . . and by fashioning products to meet the public's changing fads and fancies.

FOR COMPLETE CONTENTS . . . . . SEE PAGE 47

**SILVER PLATED 32-Pc. SERVICE FOR EIGHT**

8 Knives 8 Soup Spoons **\$5.10** 10 Sets or More  
8 Forks 8 Teaspoons  
#22BB Sample Set \$5.50 Set

**34-Pc. SERVICE FOR EIGHT**

8 Knives 8 Soup Spoons **\$5.50** 10 Sets or More  
8 Forks 8 Teaspoons  
2 Table Spoons  
#20BB Sample Set \$6.30 Set

Chest as illustrated No. 10BB • Each \$1.00

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**SURE SHOT DICE BOX**

Sold Only for Amusement Purposes

Attractive plastic box containing 2 ordinary dice. When you know secret you can predict top numbers after box is covered and shaken. An amazing trick. Sample, \$1.00. Wholesale, \$4.00 per doz. Remit Full Amount. We Pay Postage.

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SAY, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID \$ SORRY NO POSTAL C.O.D.'S!

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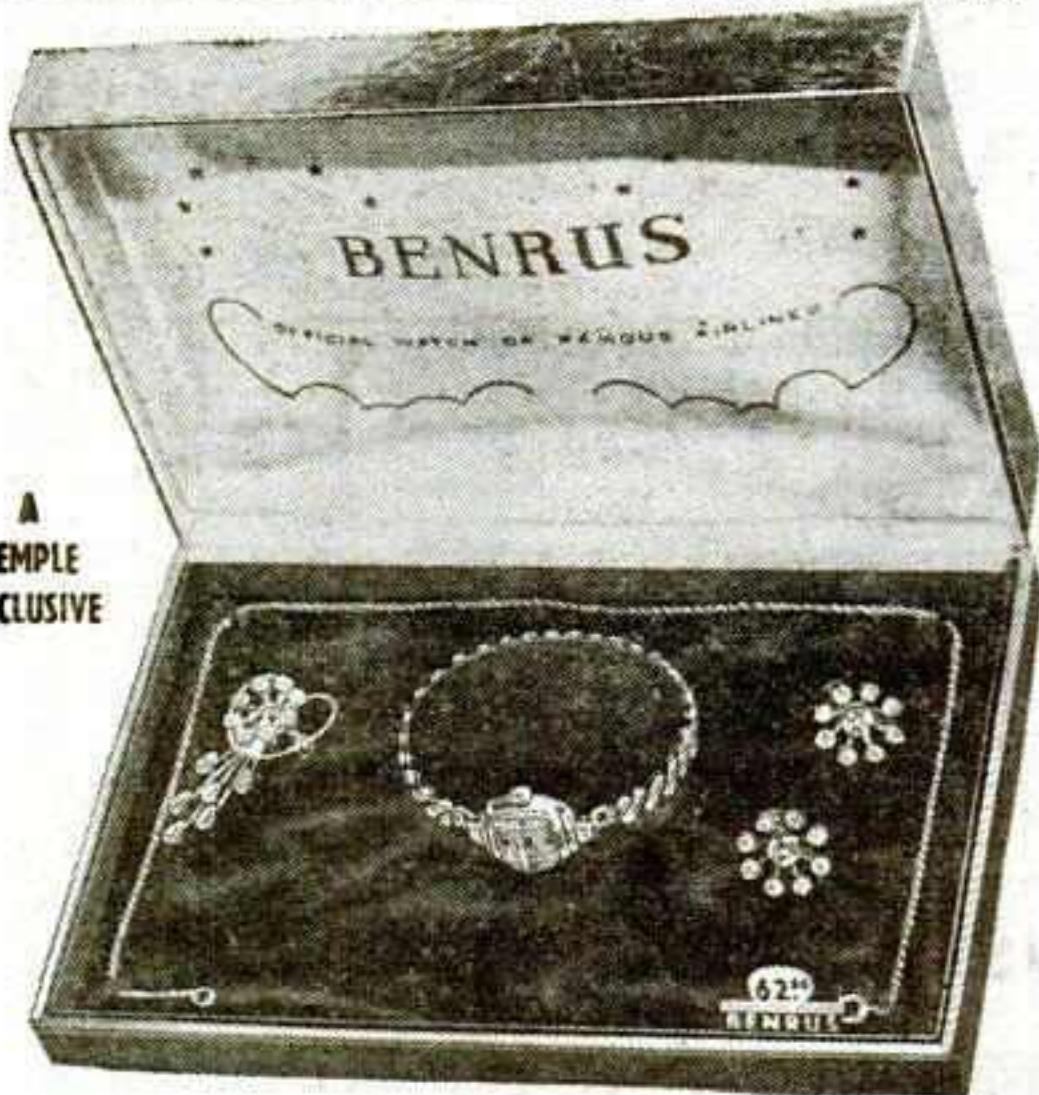


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SPECIALY PACKAGED FOR THE PREMIUM TRADE



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### BENRUS "LADY WINSTON" SET

Typical of the many fine Temple exclusive Benrus men's and ladies' watches and sets. "Lady Winston" is an exquisite lady's wrist watch. Ruby\* (simulated) and rhinestone dial. Raised crystal. Expansion bracelet. Matched pin, necklace and earrings. Beautifully boxed. Carries a \$62.50 retail price tag and worth it. Full Benrus Guarantee.

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Cash in on the Tremendous Demand Created for Benrus Products by Extensive National Advertising Promotion. Write for Our "Special Premium Dealers Confidential Price List" and Illustrated Circular. IMMEDIATE DELIVERY

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Genuine Made By

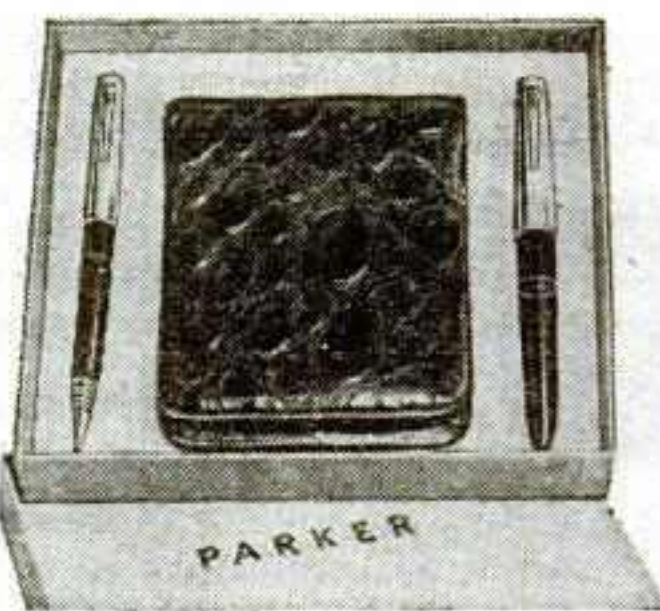
## PARKER

### PEN-PENCIL and LEATHER WALLET

An outstanding combination with high consumer acceptance. Pen regular (not a ball point). When ordering specify men's or ladies'.

TEMPLE PRICE \$4.00 EA. SET IN DOZ LOTS

Sample Set \$4.50 Prepaid Federal Tax Additional if Not for Resale. 25% Deposit. Balance C.O.D., F.O.B. Philadelphia. No C.O.D.'s on Order Under \$5.00



DROP IN TO SEE US WHEN IN PHILADELPHIA WE ARE NOW IN NEW AND LARGER QUARTERS

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708 Sansom Street Philadelphia 6, Pa. Market 7-6519

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RATE—15c a Word Minimum \$3  
Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

**ARCADE MECHANIC WANTED—GOOD** salary, pleasant surroundings. See Mr. Frank DeConinck, Venice Amusement, Grant Ave. and Boardwalk, Seaside Heights, N. J. SEaside Park 9-0870-M. Je30

**AT ONCE—TENORS DOUBLING CLARINET,** trumpet, drums; tenor style band; others write. Contact Ray Bradshaw immediately, Spalding Hotel, Duluth, Minn.

**CONTACT MAN—BOOK NO-COST FUND-**raising entertainment program, with civic leaders in smaller cities; we are old Redpath-Horner Chautauqua Company with 46 years' success; excellent earnings; must have car. Write promptly to Field Director, 3419 Broadway, Kansas City, Mo.

**COUPLE TO OPERATE GRAB—PERMANENT** work; Readers who can get money; Ride Help and Agents for big July 4th at Belton, Tex. Come to "Kiddie Land," Highways 190, 36, 95, Temple, Tex.

**LEAD TRUMPET—MIDWESTERN ROAD** band; must be good reader, big tone, endurance; character and alcoholics, lay off; must be good band man also to play polkas and two beat modern. Lawrence Duchow, Box 259, Aprieton, Wis.

**COULD YOU BOOK HIGH-CLASS AMA-**teur shows for America's foremost and best known producers? If so, you can make real money and have pleasant work and fair treatment with Old Redpath-Horner Chautauqua Company in business successfully 46 years. Write us airmail, 3419 Broadway, Kansas City, Mo.

**PIANIST, LEAD SAX, DRUMMER, OTHERS** write; above average modern band; guaranteed weekly salary 809 North Spring, Sioux Falls, S. D. Je23

**PIANO MAN—RELIABLE, STEADY, GOOD** beat, Latin, Dixie, commercial trio; location; 280 clear minimum. Write, state all. Johnston, 506 W. 8th, Davenport, Iowa.

**VOCALIST TO ACCOMPANY HAMMOND** Organ; must be able to sing request; no Sundays. Aragon Tavern, 610 Sycamore St., Waterloo, Ia. Jy7

**YOUNG WOMAN, 21-45, FREE TO TRAVEL;** interested in show business; direct amateur production for old Redpath-Horner Chautauqua Company; transportation, hotel, meals, plus income \$200-\$400 monthly; experience not necessary; permanent. Write Barbara Brooks, 3419 Broadway, Kansas City, Mo.

## AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1  
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Forms Close Thursday for the Following Week's Issue

### CIRCUS & CARNIVAL

**DUE TO AN EARLY DISAPPOINTMENT** I would like to book a Frozen Custard with a large show or circus. Michael Golden, 51 Union St., Chelsea, Mass. Jy14

### MISCELLANEOUS

**AT LEISURE—THE WORLD'S GREATEST** living Divine Healer, Prof. Erwin Spies, 202 Lyell Ave., Rochester, N. Y.

**FOR SALE—WAGNER 4 BY 4 STEAM EN-**gine with four cars; in good running condition. Box 451, Billboard, Chicago, Ill. Jy14

### MUSICIANS

**ALTO, CLARINET—LEAD OR 3D; AGE 34;** draft exempt; commercial; location only; start July 1st. Robert Sittler, Granby, Mo. Je30

**AT LIBERTY—SOCIETY DRUMMER, WILL-**ing to travel; single, draft exempt; would like to join trio or combo; write-wire. Paul Lewth, 378 Whalley Ave., New Haven 11, Conn. Tel. 57991

**COLORADO ORGAN STYLIST DESIRES PER-**manent spots in metropolitan New York or Long Island; have an organ; 3 years upstate NBC station, 18 months last spot; Union 802, Reginald Smith, 105-14 32nd Ave., Corona, Long Island, N. Y. Tel. Illinois 7-3218.

**DRUMMER—802; SOCIETY COMMERCIAL;** read, cut shows; special arrangement for act in entertaining work; available two weeks' notice; new set; car; age 29, Chuck George 5050 E. 21st, Indianapolis Ir 0765 Je23

**DRUMMER, VIBIST, MARIMBIST—SOLID,** modern drums; sweet and gone vibs; batoon and solo, marimba; young, strictly sober, reliable; number local 47; prefer combo or trio that really plays. Musician, 647 S. E. 20th, Oklahoma City.

**EXCELLENT, EXPERIENCED PIANIST—**Doubling accordion and vocals (and organ). Desires good summer job. Shows and dance. Good appearance; 802 Nat Bader, 3159 Adams Mill Road N. W., Washington, D. C.

**EXPERIENCED, CAPABLE BAND LEADER.** Municipal, fraternal or factory band. Permanent location desired. Box C-395, Billboard 2160 Patterson St., Cincinnati, O. Je23

**EXPERIENCED PIANIST, ALSO PLAY** Hammond organ; do not own one; available immediately; union, read, fake, chord symbols and charts; age 40; prefer club or lounge as solo pianist or organist; would consider combo or larger orchestra; booking agents, contact me, please. Write or phone Edgar Trimble, care Lawes Hotel, Charleston, Ill.

**GIRL VOCALIST—LOW RANGE, EXPERI-**enced, dependable, sober and attractive; state all in first letter; available immediately. Address: Box C-398, care Billboard, Cincinnati 22, O.

**LEAD TRUMPET, VOCALIST—NAME EX-**perience; only interested in good band at good money. Address: Box C-397 care Billboard, Cincinnati, O.

**GIRL TENOR SAX-CLARINET AVAILABLE.** Good reader, tone; can cut shows; reliable; will travel but prefer Eastern location for summer. Rae Murray, 341 Cummins Highway, Roslindale, Mass. Parkway 7-0336. Je30

**ORGANIST—HAMMOND ORGAN AND** piano; for theater, club, hotel or cocktail lounge; male, 31, draft exempt, 802 card, experience; Warner Bros. Theaters, radio and nite clubs; available July 1. Address Reed Stevens, La Salle Apts 200D, 186 W. Chippewa, Buffalo, N. Y.

**PIANIST, SOLOVOK—TRAINED MUSICIAN,** wide professional experience; desires first rate engagement alone. Raymond Dempsey, 44 Maple Ave., Franklinville, N. Y.

**TENOR SAX, CLAR.; ARRANGE; DRAFT** exempt; section or combo; no character; Drummer also available. Harry Stewart, 45 W. 11th St., Jacksonville Fla Phone 3-9960.

### PARKS & FAIRS

**A REAL GOOD COMEDY ACT—PERFORM** anywhere; literature; laughs and more laughs. Gale Stopher 1521 Wells St., Fort Wayne, Ind. Je23

**BALLOON ASCENSIONS, PARACHUTE** Jumping; modern equipment for parks, fairs, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. Je30

**BALLOON ASCENSION AND PARACHUTE** drop; all holidays open; special price to park who will book Sundays. W. Henderson Jr., successor to W. P. Henderson, Write Sylvania, O. Je23

**CLEAN EMCEE—WORKS BETWEEN PER-**formers; featuring strobelle puppets, comedy magic, inexhaustible bottle; indoors outdoors; work hour alone; agents welcome. Osborne, 5223 Cedar Ave. Philadelphia, Pa. Jy2

**CLOWNING VENTRILOQUIST AND PER-**former with sound truck and show equipment. Available for Midwest celebrations. Walter Banks, 623 S. Robberson, Springfield, Mo. Je23

**CONTACT US FOR YOUR ENTERTAIN-**ment; several different acts: Acrobatic and Balancing Acts, Bicycle, Animals, Lebeck's Attractions, 2015 Oliver St., Ft. Wayne, Ind.

**DASHINGTON'S ANIMAL ACT—DOGS** and cat, open for July Fourth; fairs, parks; any show; go anywhere. Contact any agent or address 1413 Euclid St., Philadelphia, Pa. np

**"ENGAGE" CHARLES LA CROIX, HIGH** class, outstanding Trapeze Act. Available for Outdoor Celebrations, etc. (platform required) for full particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

**GREAT CALVERT—HIGH WIRE, IT PAYS** to play the best. No collect telegrams accepted. "Calvert," 164 Averill Ave., Rochester, N. Y. au25

**SENSATIONAL HIGH DIVE ACT—25** years of impressive results; available parks, fairs, celebrations. Capt. Earl MacDonald, 456 Lamphier Place, Warren, O. Jy28

**STRAIGHT MAN, COMEDIAN, TO TEAM** with comics; summer dates or clubs; has skills and ideas. Peterson, 3542 Carroll Ave., Chicago, Ill.

**Hurry, Hurry—While They Last!**

## Close Out Special on 7-Jewel Elgins \$7.95 and Walthams

Men's Model With Leather Band

THEY'RE BEAUTIES! THEY'RE BARGAINS! Beautiful, smartly designed Brand New Cases as illustrated. Genuine Elgin and Waltham 7-jewel movements precision-rebuilt like new! Available with Rhinestone Dial. 75c additional; with Yellow Gold Plated Stretch Band, \$1 additional. Get yours now at these money-saving Close Out Prices!

\* ORDER TODAY in lots of 3 or more.

25% Deposit on C.O.D. orders.

Ask for Your FREE Catalog of Cel-Max Values!

**Cel-Max**  
WHOLESALE JEWELERS

582 S. Main St. P. O. Box 473  
MEMPHIS TENN.

**YOU CAN MAKE \$42.00 CASH PROFIT**

SELLING ONLY 24 RELIGIOUS NECKLACES

sells on sight. Miraculous, Sacred Heart and other medals encased in EVERLASTING Plexiglas. 18" gold plated chain with lock. Gift boxed. Sample pendant \$1.00. (Retail \$2.50.) Sample sent first class mail for fast delivery. Money back guarantee. FREE CATALOG of proven best sellers. Write now. Get started at once making big money. Send \$1.00 for sample and catalog.

**STEPHEN PRODUCTS CO., 1947 Broadway, Dept. B-18, New York City 23, N. Y.**

## WM. A. ROGERS SILVERWARE

by Oneida, Ltd., Silversmiths

36 PIECE SERVICE FOR 6 ..... \$1.50  
34 PIECE SERVICE FOR 8 ..... 11.00  
50 PIECE SERVICE FOR 8 ..... 14.50

All hollow handle knives. Each piece has Rogers trade-mark. Rogers Anti-Tarnish Chests, Leatherette Two-Tone ..... \$1.75  
Mahogany Winstons ..... 3.00  
Mahogany Deluxe ..... 3.00

### 14 PC. WATERLESS COOKWARE SET

14 pc. extra heavy gauge spun virgin aluminum. Guaranteed 32 page cook book in full color. Display folder showing \$49.95 retail price. Good Housekeeping seal of approval, commended by Parents Magazine. \$8.50 Complete, only ..... \$8.50

### COSTUME JEWELRY

In velveteen, satin-lined jewel boxes. Matching Necklace and Earring Set ..... \$1.50  
Necklace, Earrings, Bracelet and Pin ..... 2.75

Hand-made set of finest quality imported rhinestones: Necklace, Bracelet, Earrings... 3.75

### 7-PC. KITCHEN CLEVER SET

Stainless Steel, \$9.95 retail price on Display Box ..... \$1.95

### 16-PC. KITCHEN KNIFE SET

Stainless Steel, \$19.95 retail price on Display Box ..... \$4.90

### ELECTRIC BROILER

Large family size. Bakelite handles. AC-DC. 2-year warranty. \$11.90

immed. Deliv.—Continuous Supply 25% with order—balance C. O. D. Write for free price list & catalog

**H. B. DAVIS COMPANY**  
324 W. 24th St. New York 1, N. Y. AL 5-6664 FREE PARKING

## SELLS WITH A BANG

**"LITTLE ATOM" Pistol**

Smallest pistol in the world. Newest sensation. Shoots blank cartridge... with terrific bang. Nickel plated with hook attachment for key chain. Shipped via truck or express.

Retailer: \$1.95  
Wholesale: \$1.40  
Add \$1.00 prepaid Ammo per doz. quantity guaranteed.

**SPECIAL PRICES TO QUANTITY BUYERS**

Army-Navy & Air Corps Type SUNGLASSES with leatherette case. SPECIAL \$5.40 doz.

3 PC. FOUNTAIN PEN SET. Incl. Mech. Pencil, Ball Pen, Lever Pen with gold plated metal caps & plastic barrels. 1st quality guaranteed. \$3.75 doz.

25% deposit with all C.O.D. orders. Send for FREE CATALOG

**BENGO PRODUCTS**  
18 W. 23rd St., New York 10, N. Y.

## CLOSEOUT!

**STANDING TEDDY BEAR**

Plush and fleece combination, assorted colors. In individual pillow film bags.

No. 103 27-in. Doz. \$27 (Sample: \$2.75)  
No. 101 16-in. Doz. \$16 (Sample: \$2.00)

12-in. Sleeping "Snoozy Family" Plush, assort. men, dog, cat bear. Doz. \$15.50

Large Mechanical Tricky Bear, Dz. \$5.50; Gr. \$60; Large Mechanical Tricky Elephant, Dz. \$4.00; Gr. \$45.

Write for additional listing of fast selling novelties. Write us your needs. We have sources for everything 25% with order balance C.O.D. plus postage

**STAR MERCHANDISE CO.**  
26 S. Wells St. Dept. B-23, Chicago 6, Ill.

## SPECIALS

330 Serp. Balloons ..... \$2.00 gr.  
14 Mottled Balloons ..... 6.00 gr.  
Reed Balloon Sticks ..... .70 gr.  
Flower Fans ..... .90 gr.  
Large Folding Fans ..... 4.00 gr.  
Watch Squirrel ..... 4.00 gr.  
Razzer Flowers ..... 8.00 gr.  
Spring Bloody Fingers ..... .90 gr.  
Watches ..... .90 gr.

PRICES DO NOT INCLUDE SHIPPING CHARGES. INCLUDE POSTAGE WITH ORDER.

25% deposit required with C.O.D. orders.

**AGCO DISTRIBUTORS**  
503 N. 2nd St. Philadelphia 23, Pa.

**ELMER ANDERSON'S 5¢ COMIC POST CARDS**

NEW! DIFFERENT! 26 SNAPPY NUMBERS

100 ASSORTED ALBUM OF 26 NUMBERS 25¢

ATTRACTIVE SET UP FOR JOBBERS Many Choice Territories Still Open. Published by H. K. KITRELL CO., Inc. Box 142, Waterloo, Iowa

## SENSATIONAL PERFUME PACKAGE

Golden Moments Perfume combines the ultimate requirements of a great sales package. Beautiful 2 oz. round bottle fitted with large, dark mahogany stained cap and lithographed label and carton in matching brown color. The perfume is a rich, exotic, oriental fragrance, gay, tantalizing and very lasting. Ideal for any avenue of selling... direct to homes, coupon workers, store demonstrators, specialty sales workers and crew managers. Store demonstrators: This package has terrific value, priced to offer a truly sensational bargain for volume sales. We supply coupons and newspaper mats. Write or wire for information on this "good old days" perfume package.

**GOODIER COMPANY, 400 N. Bishop, Dallas 8, Texas**

**NEW! 1951 Catalog**

SEND FOR FREE COPY TODAY!

Our general catalog illustrates the most complete line of novelties and Premium Merchandise including Blankets, Electric Appliances, Aluminum ware, Clocks, Lamps, Toys and hundreds of other items.

**GELLMAN BROS.** 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

**ATTENTION—HUSTLERS—GIFT SHOPS—ETC.**

JUST OUT! THE LATEST! NEW! Be the First in Your Territory To Get The

### "NEW REST ROOM SIGNS"

Biggest laugh in ages—different—risque—new idea. Especially saleable to saloons, nite spots, offices, etc. Easily installed—Sells on sight.

Sample Pair Ladies & Gents \$1.00 We Pay Mailing HURRY!! \$7.50 Dozen Pair Plus Mailing

**GAMIN SHOP, 224 W. 49th Street, New York City, N. Y.**



### Fast Selling POPULAR ITEMS

In spite of rising markets, we will not raise prices while our stocks on hand last!!

**SPECIAL BUY!!  
HALF PRICE!!**

#### BLUE CROWN Double Edge Blades

Will fit all popular models, double edge safety razors. First quality, etched blue steel, keen edge blades, 5 blades in package. 20 packages in carton.

No. BB8C6, Per Carton (100 Blades) **REGULARLY 85c—NOW 42½¢**

#### GOLD CUP Double Edge Blades

As above in Gold Cup quality. No. BB8C7 Per Carton (100 Blades)

**REGULARLY 90c—NOW 45¢**

**While Stock Lasts!**

MINIMUM ORDER 10 CARTONS—NO LESS SOLD.

### Men's & Ladies' AVIATION STYLE

#### SUN GLASSES

In transparent top plastic carrying case. Gold finish frames. Vinylite temples. Adjustable nose pads. Reinforcing cross bar. Improved plastic brow bar. Scientific Chromopic 4-base curvature lenses.

Men's Model Retail 98¢  
NO. B201J270  
**8.00 Dozen**

Ladies' Modified Model. Retail 98¢.  
NO. B201J272  
**8.00 Dozen**



### CARNIVAL NOVELTIES

#### CELLULOSE FEATHER DOLLS WITH EARRINGS HAT AND CANE

No.	Size	Per Gr.
B34N7	4 inch	8.40
B34N8	7 1/2 inch	18.00
B34N6	8 inch	21.00
B34N9	9 inch	24.00

#### HIGH HAT MONKEYS

No.	Size	Per Gr.
B38N78	4 inch	3.50
B38N81	7 inch	7.20
B38N82	9 inch	15.00

#### DANGLING COMPOSITION NOVELTIES

No.	Description	Per Gr.
B38N71	2 3/4 inch Donald Duck	3.25
B38N74	4 inch Donald Duck	6.00
B38N72	2 1/4 inch Frogs	3.25
B38N73	2 inch Spider	3.25
B38N75	2 1/2 inch Spider	6.00
B38N79	2 1/2 inch Hula Doll	3.25
B38N80	4 1/2 inch Hula Doll	4.00
B38N76	4 1/2 inch Devil	6.00
B38N77	4 1/2 inch Skeleton	6.00

#### PAPER PARASOLS

No.	Size	Per Gr.
B26N26	18 inch	9.00
B26N7	23 inch	18.00
B26N8	29 inch with handle	33.00

#### 8 RIB RAYON FLORAL PARASOL

No. B26N9 32 inch, Per doz. 6.00

#### LARGE SIZE INSIDE HUMMER FLYING BIRD

No.	Per Gr.
B38N68	6.75

25% deposit required on all orders

### NEW CATALOG No. 100!!

JUST OFF THE PRESS!! Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG No. 100!

**N. SHURE CO.** 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

### Mdse. Topics

Write Buyers' Service Department, 2160 Patterson St., Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

#### New York

Preferred Devices Company, Inc., is offering users of children's prizes a repeating cap-shooting cowboy carbine made of wood. . . Platt & Munk Company, Inc., has a line of activity boxes for the kiddies that includes a box of story books, stick 'em pictures, coloring sets, tracing and stencil sets, push-outs and die-cut picture puzzles. . . S. M. Frank & Company, Inc., is marketing a standard-style cigarette holder with built-in filter called the Medico Filterette. . . Empire Cravats announces a new line of ties in hand-blocked prints and panel effects at large discounts to volume buyers. The firm also handles slide-on ties. . . Adolph Klar offers the prize trade its patented hold-tight, all-in-one shower and make-up cap for women. The plastic headpiece which is adjustable to any size head is offered at \$3.50 in dozen lots. . . A penny postcard mailed to Economy Distributors, Inc., will bring the firm's free wholesale catalog of drug sundries, notions and novelties. . . Embassy Enterprises, Inc. is introducing its line of billfolds for men and women at prices attractive to prize and premium users. The merchandise embodies such features as 22k. gold-plated "lifetime edge." Morocco finishes in black, brown, red, green or blue, or alligator grain calf or genuine pigskin.

#### From All Around

Charmeuse Creations is offering the prize using trade hand-carved, hand-painted corsage jewelry at half the listed retail price. The costume jewelry line includes brooches, earrings and pendants. . . Rainbow Plastics is handling a line of low-cost coasters in sets of six, each of which contains the picture of a model. The firm calls the set the perfect utility item for all-year use in the prize and premium field

**BANG** MAKES REPORT LOUDER THAN A 22 PISTOL! SHOTS BLANK CARTRIDGE

## LATEST NOVELTY SENSATION!

### "LITTLE ATOM" WORLD'S SMALLEST PISTOL

THIS IS PISTOL ACTUAL SIZE

FOREIGN PAT. No. 4786 U. S. REGST. PENDING

COMPLETE WITH SUPPLY OF AMMO. & RAM ROD. TUBE CONTAINS 12 SHOTS

13 tubes of ammunition with each display card of 12 pistols. One tube (12 rounds) FREE for demonstration purposes.

Dozen Tubes Ammo (144 Shots) **\$2.40** SHIPPED EXPRESS ONLY

**WORLD'S SMALLEST PISTOL**

Packed 1 doz. to card. Jobbers-Distributors, ask for quantity prices. Selling like wild all over the country! Polished chrome finish—precision made. Ammo and Ram-Rod included. 25% Deposit With Order—Balance C.O.D. F.O.B. Pittsburgh. \$14.40 Doz. No Less Sold. SHIPPED EXPRESS ONLY.

**MILTON D. MYER COMPANY**  
332 THIRD AVENUE, PITTSBURGH 22, PENNSYLVANIA

### SENSATIONAL LAMP VALUES!



**\$6.00** 24K All-over Gold Encrusted China Lamp Base with Pig Eared Ruching top Hand Made Shade. 29" tall.

Same Lamp as above, Marbelized base, double ruching plastic shade. **\$3.95** ea. Add 50¢ for postage on sample orders.

#### HAND PAINTED, GOLD TRIMMED CHINA BEDROOM LAMP—16" TALL

With Crystal Base, complete with shade. Limited Supply! **\$1.00** ea. in doz. lots

ASK FOR OUR CATALOG AND LISTS OF CLOSEOUTS 25% dep., bal. C.O.D., F.O.B. Chicago

#### TOLPIN PRODUCTS MFG. CO.

We Manufacture Chinaware and Lamp Bases 7240-44 N. Western Ave. Chicago 45, Ill.

### AMAZING PROFITS WITH . . .

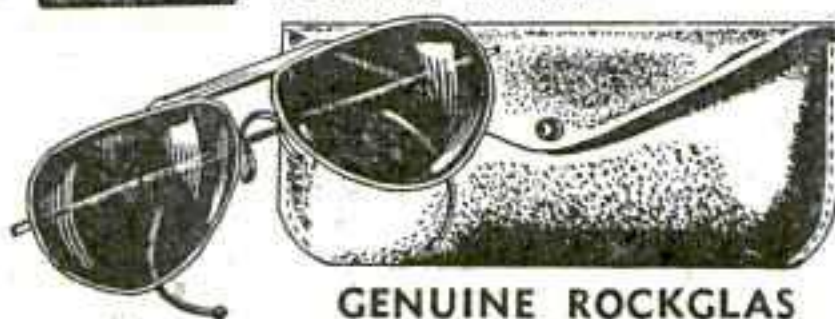


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**\$84.00** Gross  
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Full Pen Visible Ink Supply **\$7.50** Per Gross

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Necklace, brooch bracelet, earrings set. 5-piece 24K gold plate set; 10 colored center stones in gorgeous 3-tiered satin-lined, velvet covered hinged box, 14" by 7" open.

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#### Goosy Gander A NATURAL for CONVENTIONS CARNIVALS PARADES OUTINGS

Ass'd Red & Green Metal Horns 3/4" Polished White Maple Cane, 36" High, Metal Tipped

Riotous, fun-making accessory! Rubber-butb "poop-poop" horn (metal). Doz., \$9.00; Gr., \$90. 25% dep. with order, balance C.O.D. **HARRY M. DORN** 1123 Broadway, New York 10 (CH 3-3600)

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### The Amazing Effect: GORGEOUS GIRLS JUMP RIGHT UP OUT OF REAL-LIFE PHOTOS AT YOU!!

Many different Sets, starring shapeliest Hollywood Beauties in these amazing POP-UP Pictures.

**Rush! Hurry!**

Be first in your territory with this startling novelty. SEND ONLY 25c to cover mailing samples to you. WRITE TODAY — NOW TO

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State name of show, park or carnival.

MA2526—Three Barrel Money Changer, Each	\$ .75
MA4349—All Steel Folding Chair, Padded Seat, 4 for	9.00
MA1522—Worth Baseballs, Dozen	2.20
MA6248—Daisy Cork Guns, Each	5.75
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MA4727—Illustrated Comic Buttons, 100 for	1.35
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MA9483—Inside Whistle Birds, 36 for	2.35

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Assortment of 5 dozen FUR MONKEYS ranging from 5 to 12 inches size. Just as many large as small.

MA15604—60 Monkeys for . . . \$6.36

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Established 1886  
TERRE HAUTE, INDIANA

### BIG MONEY-MAKING DEAL!

Famous Swiss Watches with rhinestone dial and expansion band, guaranteed like new; with beautifully matched gold plated cuff links, key chain and tie holder; hand set ruby rhinestones or engraved gold. Attractively boxed. Retail for \$75 and more. (Samples, \$1 add.) Lots of

4-7 Jewel Watch Set . . . . . \$9.85

15-J. Watch Set, \$10.85 | 17-J. Watch Set, \$11.85

Lots of 6, wholesale only (\$1 additional for samples). 25% deposit with order, balance C.O.D. Open Account to Rated Houses.

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**FREE!** During the month of June our 1951 value-packed, 72-page wholesale catalog.

### Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cans, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

**IMPORTANT:** To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**ACME PREMIUM SUPPLY CORP.** 1111 South 12th, St. Louis 4, Mo.

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FOR AUTO, LUGGAGE, COLLECTORS, ETC.

Patriotic, State, City, Novelty Designs—Available in 4 color print.

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Be First in Your Territory! Perfect for 6 Cat and Grind Store! Check these features:

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\$16.00 doz. Sample \$2.00 prepaid



NO. 9269

FAST-SELLING, PROFIT-MAKING ITEM!

# BIRD HAT

Made of woven straw in natural color. Full head size, open fringe brim. Overall width from brim to brim—16 inches. An outstanding novelty number that has proven a big winner and a top money maker at both Tampa Fair and Memphis Cotton Festival. Packed for shipment. 100 to cloth bag or 200 to straw hamper. Please specify packing desired.

\$3.75 DOZ. \$40.00 GROSS

## SPECIAL CLOSEOUT LIMITED STOCK TWO TONE RAYON PLUSH BEAR

#4710

With rolling celluloid plastic eyes, plastic nose and protruding felt tongue. Has silk bow ribbon, soft kapok filled body. Overall height, 25 inches.

GET 'EM WHILE THEY LAST! \$28.00 Dozen

Sample postpaid, \$3.00 ea.

Write for new catalog—please state type of business in first letter.



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Lamps at a Price!

### GROUP #100 ASSORTED

Fired marbelized hand decorated China, 22K. gold trim. Average height 25"

Lamp comes complete with 15" double Rouchine shade, as illustrated. Shade comes in individual wire frame, cellophane wrapped. Packed 6 assorted per carton. Slightly irregular. \$39.00 Doz.

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MINIMUM QUANTITY, 6 PCS. ON EITHER ITEM. 25% Deposit, Balance C.O.D. Phone: OREGON 3-6330

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LARGE WALKING BEAR \$4.50 per doz. in gross lots

- SQUIRREL WITH NUT .....\$3.75 dz.
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- MONKEY DOCTOR ..... 4.50 dz.
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- JUMBO SIZE ELEPHANT .....\$5.40 dz.
- WALKING GORILLA ..... 5.90 dz.
- SEAL WITH REVOLVING BALL. 4.50 dz.
- LARGE CAMEL WITH RIDER... 4.50 dz.
- BEGGING FURRED DOG ..... 3.75 dz.

TERMS: 25% deposit, balance C.O.D. unless rated.

IMMEDIATE SHIPMENT! ORDER TODAY!

CRYSTAL CRAFT, Inc., 34 Exchange Place, Jersey City 2, New Jersey

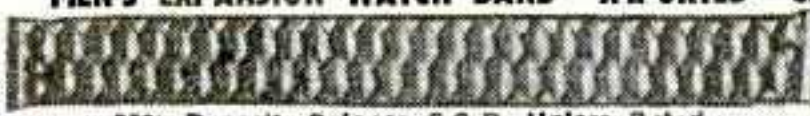
## JOBBER—FAIR WORKER—AGENTS FASHION JEWELS

An attractive line of internally carved, handsomely designed and beautifully colored Lucite Jewelry, Novelties and Souvenirs, direct from the manufacturer. Send \$5.00 for 10 assorted fast selling numbers and details postpaid. Established retail value of assortment, \$12.00. \$1.00 gets one sample and details. Don't miss this deal. You'll reorder many times.

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## MEN'S EXPANSION WATCH BAND—IMPORTED—CHROMIUM FINISH



SENSATIONALLY LOW PRICED

25% Deposit, Balance C.O.D. Unless Rated. No Samples — No Circulars

\$51 per gross \$4.75 per doz.

MURRAY HELLER, 1937 Davidson Ave., New York 53, N. Y.

# Pipes for Pitchmen

By BILL BAKER

JACK (BOTTLES) STOVER... is still exchanging the handshake for the Planter but expects to catch that elusive red one soon somewhere in the hills of West Virginia, Maryland or Kentucky.

STAN ORTMAN... is working embroidery guides in Edmonton, Alta., to sock returns. He rambled into Edmonton following a two-month stay in Vancouver, B. C., which he reports is doing a huge bit of defense work.

JAMES (KID) CARRIGAN... blew into Cincinnati last week for a brief visit.

JIMMY AND JUNE KARE... ace peeler workers, are purveying that item at the market in Edmonton, Alta., to good business.

DOC FINKELSTEIN... has switched from shampoo and is working vitamins in an Edmonton, Alta., store to hefty long green counts.

DOUGHBOY McDONALD... ace pitcher, comes thru with the following from Edmonton, Alta., a spot he terms the "Oil Capital of the World." "Business is booming here and local stores are loaded with pitchmen. The streets are closed to them, however. Eddie Murray just passed thru en route to Alaska where he plans to work jewelry. His outfit is one of the flashiest I've ever seen. His wife and daughter accompanied him. I opened with mice and coils in a local store to good tips and takes. I think I am the only one working here with a beard, which I'm growing for the Rodeo Days in Swift Current, Sask."

DOC RAFFERTY... former med show operator of note, is doing well in the transportation business in Canada. He's reported to have 26 buses running excursions on the Alaskan Highway.

THEY TELL US... that Mike Gunn has switched from pitching to selling chinchillas and golden hamsters. At a recent one-day location in Edmonton, Alta., he is reported to have sold over 200 of the hamsters.

JIM BROWN... struck a red one with gas balloons at Hempstead, L. I., N. Y., June 7, he reports from Brooklyn. He says he also made the Ringling circus date at Hicksville, June 8-9, where business was light despite the fact that he had little competition.

DOC ROBERTS... med show operator, has his org playing Dublin, Ga., to reported good business. He's mulling the idea of adding rides to the attraction.

MAE NOELL... who with her husband, Robert, owns and operates Noell's Gorilla Ark, is mourning the loss of her gorilla, Goliath, who died recently in Atlanta following a 10-week illness during which time baby specialists and laboratory technicians wracked their brains for a solution to the trouble. Robert Noell purchased Goliath last year for a reported \$5,000 and during

her illness her medicine had come high, \$5 per 10-dose bottle. Mae says that one day's laboratory test and X-ray work on her in Tampa cost the Noells \$118.50. "We've had the slowest opening ever," Mrs. Noell letters from Bedford, Va. We went out on the wrestling circuits for one week only, mainly because Goliath became seriously ill on the trip to Atlanta from Tampa. Business has been slack, what with rain and school graduations in this sector. We also suffered a near-blowdown June 7. Why don't some of the old-timers like Henry E. Moore, E. J. Franklin; my dad, J. S. Roach, and my brother, J. W. Roach, pipe in?" Goliath's death made the front pages of the June 7 issues of *The Bedford, Va., Bulletin* and *The Bedford Democrat*.

## Coney Island, N.Y.

Continued from page 51

Hogue and Sally Stewart, piano-singers. Charles Barton is head barkeep and Andy Cheuces is headwaiter. An innovation is the leasing of the 600 capacity Sun Deck to Barney Ross, ex-pugilist, and Mousie Powell, who will offer health talks and sports announcements as well as chair rentals to sun bathers. Spot recently was the rendezvous for a party of 1,500 American Federation of Musicians convention delegates headed by James C. Petrillo. On July 9 philanthropist Dave Soden will throw another party for 1,000 orphans.

SHORTS: Bill Dely is new talker and Toni Clifton new dancer at Tirza's Wine Bath, closed by the license department June 5-8 because of the escape of one of the four boa constrictors from its cage backstage. Snake was located eventually in the rafters of the theater. Coney had its first TV airing over NBC one hour last week with Jack Carson and Monroe Ehrman, chief narrators. Tornado ride, Bowery and Stillwell, has Johnny D'Erico newly partnered with Sylvio Pinto Sr. Former also owns the Whirlaway and water ride on West 12th. Dave Malcolm, comedy juggler, is filling in his off chow dates by selling tickets for Ralph D'Angelo's World in Wax on the Bowery. Martin Davis and Leo Proskov are new partners in shoot-til-u-oper on West 16th. Latter also operates a hat embroidery biz in Macy's.

July 5 will start the first beauty contest series sponsored by The Brooklyn Eagle with the co-operation of the Chamber of Commerce. Selections will be made from the sun deck of the Atlantis Casino on the Boardwalk. Surf Avenue and the Bowery are being arched with incandescents. Jack Ponton and Louis Weinstein continue as singing waiters at Lane's Bowery Irish House. Paddy Shea, former Gilsey House owner, celebrated his 95th birthday on June 16. One of the oldest of Coney's business men, Paddy is still a resident on Surf in the heart of the amusement area. Billy and Betty (Rial) Milton, former Island talker and dancer, respectively, have left the Reptile Garden, Park City, Ky., for W. J. O'Brien's freakery at Revere Beach, Mass. Crispuds, managed by Ted Wilson, has its home office in Cincinnati. Officers are Stanley Foster, prexy; Troy V. Grady, veepee, and Clarence Hartman, secretary. Charles Steinberger, ticket taker at Palace of Wonders, began his Island career 20 years ago.

## CLOSE OUT BRAND NEW Nationally Advertised MEN'S and LADIES' WRIST WATCHES

ALL 1951 MODELS BENRUS CITATION—17 jewels, nationally advertised at \$92.50. Closeout price, \$43.75.

BULOVA EXCELLENCY—14k. solid gold, 21 jewels, nationally advertised at \$125.00. Closeout price, \$65.50.

SWISS SELF WINDING—17 jewels, retail value, \$49.50. Closeout price, \$24.50.

14K. Solid Gold DASCHE #062 Wrist Watch. Roes diamond and emerald cut jewel numerals. 14K pink or yellow gold cases, ultra modernistic design, heavy magnifying crystal, 17 jewel DASCHE finest Swiss movement. A perfect time-piece. Matching pink or yellow expansion band. Beautifully boxed. Retail value \$120.00. To close, one or 1,000, \$34.50.

Mark orders "For Resale" to avoid Federal Tax.

OVER 40,000 SATISFIED BILLBOARD CUSTOMERS. MONEY BACK GUARANTEE. ESTABLISHED 1923

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No. 9 PAT PATRIOTIC ASSORTMENT \$8.50 Gro. Plus Shipping Charges

Order From Your Jobber Today



The OAK RUBBER CO. RAVENNA, OHIO.

## Oak Balloons

For immediate shipment Write for FREE Catalog

STATE NOVELTY CO. 618 W. St. Clair Cleveland 13, Ohio

## GLO-CREW HATS

\$75.00 Gross Combination or Solid \$78.00 Gross With Pom Pom

## TWILL CREW HATS

\$58.00 Gross Combinations \$61.00 Gross With Pom Pom

25% with order, balance C.O.D.

## CROWN NOVELTIES

469 Rogers Ave., Brooklyn 25, N. Y.

## POLISH POLISH

### WORKERS

Gloss Wax GIANT 3-CAR SIZE CLEANER—WAX—POLISH COMBINATION

Tin Can \$24.00 Friction Top per gross single gross lots \$21.00 gross 5 gross or more

Send \$1 for Sample Can prepaid. Deductible on First Order. 25% deposit, balance C.O.D., F.O.B. Chicago.

Midwest Chemical Co. 6338 So. Kenwood Ave., Chicago, Ill.



### All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented, for resale only. Only Genuine Rolled Gold Plate Sold. #B2254—Genuine 1/30 14K R.G.P. Cluster, white trim. Choice any color center—ruby amethyst, emerald sapphire, aquamarine, topaz, white fire opal. Per Doz. \$15.75



NEW CATALOG Listing Complete Line. Sample Assortment—\$7.50, \$15.00, \$25.00. \$1 Per Doz. Deposit on All C.O.D. Orders. DES MOINES RING CO., 1155 26th Street, Des Moines, Iowa



## WRITE TO CASPER'S

Complete wholesale catalogue on Cuba alligator ladies' handbags, shoes, belts, wallets, etc.

P. O. Box 266, St. Augustine, Fla.



## Salesboard Sidelights

Ralph Cryer, advertising manager, Superior Products, Inc., Chicago, tells of good sales news on the recently released dime number, Dolls and Dollars. The 2,000-hole board features manikins dressed in various national costumes to make up a colorful top-board presentation. . . . **Marshall Maltz**, Peerless Products, Inc., Chicago, reports that firm is continuing in production with material supply permitting immediate shipment of orders.

Secore & Secore, Chicago, continues to enthuse over its soon-to-be released counter game, with both of the **Secores**, **Mori** and **Irwin**, bubbling with optimism. It's universal appeal and placement potential should make for a strong player piece, the boys chorus.

Consolidated Container Corporation, St. Louis, is still hopping high and wide over its Glo Boards. Dime play, Tens for Sure (1,500 holes) and Glo Tens (1,200 holes) are top sales croppers, while two quarter punch numbers, Twenty-

### IMPORTANT

WASHINGTON, June 16.—The Senate Interstate and Foreign Commerce Committee is expected to take early action on a bill introduced by Sen. Herbert O'Connor (D., Md.) and four others to ban inter-state shipment of punchboards.

For complete details, see story in the Coin Machine section this week.

Fives for Sure (1,500 holes) and Glo Dough (400 holes) are also in the order money. Three nickel numbers are among other Glo releases catching good play; 1,500-holes Fives for Sure and Twenty Fins, and 1,200-hole Pluck a Five.

**Jerry Scanlan**, Chicago, states that a new type of operation is being developed for firm's Big Shot skill counter game. Instead of percentage placement with locations, or outright sale as has been the case in some instances in the industry, the number is being placed on a lease arrangement with the location, latter paying the operator a weekly fee of \$7.50. Jerry says numbers of operators who have tried out the idea say it is going over well and locations "grab it up."

### Under the Marquee

Continued from page 53

pital, London, Ont., reports that he has received numerous get-well letters and cards from circus folk friends. He adds that he expects to be hospitalized indefinitely. . . . **Mrs. Harry P. Coffey**, former circus performer, is still in her home, Box 1978, Milwaukee, recovering from a fractured shoulder sustained in a fall recently. She'd like to read letters from friends. **Tommy Clements**, former lithographer, is in his third year as manager of Western Amusement Company's Avalon and Riviera theaters on Santa Catalina Island.

**Jimmy Ringling**, son of the late **Robert Ringling**, is working on the show's bill car. **Eddie Merideth**, veteran circus press agent and formerly with The Billboard and the old New York Clipper, visited at Ringling's Chicago office recently. His home is in Fairmount, W. Va. **Thomas Henry Smyth**, rigger with the Beatty show, died of a heart ailment while on the show train

June 6. . . . **Jim and Dan Malone**, who have stables in Florida, visited the King show in Ashland, Pa.

**Earl Shipley**, clown, is doubling as press man for the Midwestern unit of the Joie Chitwood thrill show. . . . **Billy Blenco**, of Globe Poster Company, Chicago, is back on the job after an extended illness. . . . **Bill Woodcock**, Kelly-Miller elephant superintendent, plans a quick trip to New York to look over some animals. . . . **R. M. Harvey** was expected back in Chicago Saturday (16) after a trek into the Dakotas.

**Whitey Gibson** visited **H. N. (Doc) Capell** and **Charlie McCarthy** on Capell Bros.' Circus at Austin, Ind., and also caught the Beers-Barnes and Mills shows. **Rogers Bros.** is to be in Louisville, June 30-July 1, he advises. . . . **Pete Kenny**, former trapeze performer, has moved from Florida to Milwaukee.

In observance of the birthday July 5 of **P. T. Barnum**, a Barnum exhibit has been set-up in the Bishop Room of Burroughs Public Library, Bridgeport, Conn. A number of rare items are included in the showing, which will continue for a month. . . . **Matt Saunders**, one-time press chief on the old Buffalo Bill show, and now Loew Theater city manager in Bridgeport, Conn., renewed acquaintances with many of his old friends on the Ringling show when it played Bridgeport, Conn. He spent much time with **Frank Braden**, who formerly worked with Matt.

Old-Timers **Pete Ruth**, comedy juggler, and **Joey Roe**, singing and talking clown, are framing a routine for fair dates. They caught **Billie Bros.** at Courtland, N. Y., and will see Ringling-Barnum at Utica.

Formation of the Flying Wards at Troy Mills, Ia., near Cedar Rapids, in 1913 was recalled by The Cedar Rapids Gazette when **Mayme Ward** returned there with **Mills Bros.** Circus recently. A story by **John Reynolds** tells that the late **Eddie Ward** and his wife, **Mayme**, originated the act in Cedar Rapids, then moved to a Troy Mills barn and finally to Bloomington, Ill. **Mayme Ward** now is wardrobe mistress on the Mills show.

**Karl King**, former bandmaster on Barnum & Bailey, was guest of honor at the annual Mason City, Ia., North Iowa Band Festival, Tuesday, (14). King, now director of a Fort Dodge, Ia., band, crowned the event's queen and directed 4,000 musicians in massed bands. The Mason City Globe-Gazette carried a feature about King, pointing out that he composed 250 marches and was with **John Robinson**, **Yankee Robinson**, **Sells-Floto**, **Buffalo Bill** and the **Barnum show**.

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Forms Close Thursday for the Following Week's Issue

**A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines:** all makes, models, lowest prices. What have you to sell? Mack Postel 2952 Milwaukee Ave. Chicago, Ill. ie30

**BALLY HOT RODS—LATEST MODEL:** Like new, \$139.50; One Ball, very good, ready for location; Victory Specials, \$35; Special Entries, \$55; Jockey Specials, \$65; one third deposit, balance c.o.d. W. E. Keeney Mfg. Co., 3229 S. Kedzie, Chicago. ie30

**CASH FOR DAIRY-MART MILK MACHINES:** to be used for parts; send full particulars. Box C-399, care Billboard, Cincinnati, Ohio. jy14

**CIGARETTE AND CANDY MACHINES—** Completely overhauled and refinished; see us on 30¢ mechanisms; we also buy used Cigarette and Candy Machines. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

**FOR SALE—30 NUT VENDERS, 30 1¢ Abbey Bulk Venders, 10-5¢ Adams Fairfax Tray type, 6 months old, like new; asking \$10 a piece. Make offer to W. F. Leonard, 213 N. 4th St., Plymouth, Ind.**

**FOR SALE—10 EXHIBIT DALE GUNS, \$65; 2 Silver Bullets, \$135; Keeney Air-Raider, \$75; Evans Bomber, \$45; Boomerangs and Tumblers, \$32; Quizzer with film, \$50; Undersea Raider, \$40; Wilfred Bushek, 3721 10th St., Menominee, Mich.**

**GONDOLA (EXHIBIT) — A-1 CONDITION, \$50:** will trade for 4 Packard Pla-Mor wall boxes. E. E. Forke, Lockhart, Tex.

**JUST RECEIVED—SOME MORE TEN Strikes:** High Dial Ten Strikes, \$29.50 each; in first class condition; Low Dials, \$23.50. Reliable Shuffleboard Co., 3728 Broadway, Chicago.

**KRON GUESS YOUR WEIGHT SCALE—** Standing type: A-1, \$500; can be seen at Rockaway's Playland, Clary & Howard, Inc., 101-15 131st St., Richmond Hill, L. I., N. Y.

**SACRIFICE! PENNA. CLUBS AND OPERATORS:** Bell Machines (Mills, Jennings, Pace), General Coin Machine Co., 25 N. 9th St., Philadelphia, Pa. Walnut 2-4378 iy7

**OPERATORS IN MICHIGAN—SEE THE** sensational bowling game **Bowl-O-Matic**. For literature and price write King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich., or King-Pin Distributing Co., 300 Grand River Ave., Detroit, Mich. iy27

**LIKE NEW—WILLIAMS DOUBLE HEADER \$75;** used 1¢ Wise Owl, \$5; 1¢ Marvel, \$15, like new; Marvel, used 3 weeks, \$25; Vest Pockets, \$25 each; used 5-10-25¢ Mills and Buckley Slots, one Buckley Track Odds; 1949 late model, give me an offer; Treasure Chest Pinball, \$15; 2 Aristocrat, like new; Pop Corn Machines Frank Guerrini, Burnham, Pa.

**PANORAM MOVIES—LARGEST AVAILABLE** stock of good used 100' 16mm. musical films for Panoram projection; priced as low as \$9.98 per dozen prints, assorted plus 40¢ postage. Write today for list of available titles. Blackhawk Films, Inc. 2300 Putnam Bldg., Davenport, Iowa iy28

**SELLING OUT DIGGERS—ALL TYPES** cheap; Iron Claws, Eries for carnivals, Merchants, Electro-Hoists, Mutosones, Buckleys, Rotary Merchandisers National, 4243 Sansom, Philadelphia, Pa.

**STAMP FOLDERS—DIRECT FROM MANUFACTURER:** unlimited quantities; immediate delivery; write for prices. Veedeo Sales Co., 2124 Market St. Philadelphia 3, Pa. LOcust 7-1448. ie30

**STAMP FOLDERS DIRECT FROM MANUFACTURER:** low, low prices; immediate delivery; write for prices and sample. J. Schoenbach 1645 Bedford Ave., Brooklyn, N. Y. ie30

**WANTED—MILLS 1¢ TAB GUM VENDING** Machines: state model and condition and lowest price; also want DuGreniers, H. McDonnell, Covington, La.

**WILL TRADE TURF KINGS (LIKE NEW)** for Music, Cigarette or any other Coin Machine Equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

**4 BRADLEY 2 DRINKERS, 2 TELEJUICE,** 1 Sneed, 4 Stoners; excellent condition; make offer, all or part. Box 656, Billboard, 1564 Broadway, NYC.

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A new type of punchboard. A perpetual punchboard of 1024 holes made of anodized aluminum to last a lifetime. It comes equipped so that you can operate it on a cash or premium basis. IT CHIMES EVERYTIME IT'S PUNCHED, LIGHTS FLASH, ATTRACTING ATTENTION—LETTING YOUR LOCATION KNOW IT IS BEING PLAYED. It is refilled in a few minutes for less than three cents, and this is no printer's error—that's it—a new 1024 hole board for less than three cents. It can definitely be put on location on a 50-50 basis. It has precision, 1/4" steel balls. It is illuminated. It is cheat proof. It has only two simple moving parts, so simple a child could operate them—they are so trouble free. You can change the percentage of payout. You can change it to 5c, 10c, 25c or 50c play, as you want, in a few minutes. Positively the most versatile board ever built. Comes in two colors—red and green. And most important of all, Chimeboards set up for 25c play are earning a net profit of \$50.00 to \$125.00 per week and have been doing so for months in the same location.

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No. of Holes	Name of Board	Def.	Profit	Per Sale	No. or Hand	Price
500	Rodeo (6 Nos. on a Tkt.)	Def.	\$58.00	25c	15	\$4.95
600	Moose Money (6 Nos. on a Tkt.)	Def.	55.00	25c	5	6.95
600	Final Lap (6 Nos. on a Tkt.)	Def.	62.50	25c	22	6.95
1000	Citation	Def.	43.50	10c	13	5.45
1500	Touchdown Seals	Def.	38.50	5c	11	4.95
1500	Lucky Bones	Def.	37.50	5c	12	4.95
1500	7	Def.	6.50	5c	39	4.95
2000	Yankee Clipper	Avr.	50.00	5c	7	7.95
2000	Racing Special	Def.	50.00	5c	9	7.95
2200	They're Off	Def.	51.00	5c	5	7.95
2500	Mule Trail	Def.	57.25	5c	12	7.95
2500	Big Feature	Def.	96.00	10c	5	9.95
2500	King of Beasts	Def.	79.00	10c	8	7.95
2500	Golden Derby	Def.	55.00	5c	2	9.85
2500	Golden Derby	Def.	61.00	10c	17	9.85
2500	Win-a-Car	Def.	60.00	5c	11	7.95
3000	Doghouse	Def.	48.50	5c	5	6.95
2500	Doghouse	Def.	58.50	5c	5	6.95
2200	Hopalong Cassidy	Def.	57.25	5c	20	7.95
1500	Oh La	Def.	40.00	5c	5	4.95
1500	Pic Your State	Def.	37.00	5c	12	4.95

**LITTLE CHIEF PELLET GAMES—5c PLAY ONLY**  
 8 BLACK BEAUTY  
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 4 ONE THOUSAND WINNERS  
 13 SILVER BELL  
 13 EXTRA SILVER  
 12 CHROME BELL  
 12 GOLD FRONT  
 15 CHARLIE'S RICH UNCLE  
 \$10.00  
 WHILE THEY LAST!  
 ALL MDSE. LISTED ABOVE IS BELOW OUR COST & IS BEING SOLD ON A CLOSE-OUT BASIS ONLY. NO MORE AVAILABLE AFTER THIS IS GONE. THIS IS NO REFLECTION ON FACTORY LISTED PRICES.

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 We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!  
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BINGO TICKETS 000 ON STAND UNIVERSAL'S ORIGINAL JAR-O-DO 5c Per 1000 ST. LOUIS NOVELTY CO. 2718 Gravois Ave St. Louis 18, Mo.

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 1000 25c Charley, X Tk. 50.00 1.25  
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**EVERY RETAIL STOP**  
 in 48 states will want our new counter game. Loaded with fun and legal awards: earns its cost in 2 days or less. Don't miss this rich harvest—be sure you're on our mailing list for early announcement.  
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**\$50,000.00 Stock Punch Boards**  
 Have all kind 5c, 10c and 25c boards. Write us what you need. We will sell any board at 25% of List Price  
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 Write for Circular  
**GALENTINE NOVELTY CO**  
 South Bend 24, Ind.



## ARCADE BIZ HYPO

### Exhibit 50th Anniv. Program Trade Boom

CHICAGO, June 16.—Pointing up the value of a planned promotional program to the trade as a whole and a manufacturer's distributor organization is the current series now in effect celebrating the 50th anniversary of the Exhibit Supply Company. Started June 1 (*The Billboard*, June 2), the program spotlights both the equipment now in production at the plant and the progress of the firm since the turn of the century. At the half-way point, the promotion, developed with the close co-operation of Exhibit Supply's distributors and the distributors' salesmen, utilizes a novel method of displaying the arcade line and offers salesmen added incentive for bringing in requests for one of the featured units, Gun Patrol. Two results have been the furthering of the firm's reputation as an old institution and an impressive sales record last week which was comparable to the volume achieved during May.

Capitalizing on the younger generation's preference for the cowboy motif, Exhibit Supply has set up in its display rooms a kiddie dude ranch (*The Billboard*, June 16), which includes Dale Six Shooter gun games, electric card vendors with cowboy subjects, Big Bronco and Pony Express horse ride units. The pieces are housed in a typical corral and can be purchased as a package complete with overhead canvas (for bad weather) or in single units. Other part of the equipment promotion stresses Korean war action in the form of Gun Patrol. With the approval of distributors, Exhibit Supply has instituted a contest for salesmen which gives them valuable prizes for Gun Patrol orders in the June 1-July 3 period. Awards range from novelty items to TV sets and other appliances, sports equipment and even clothing.

## ORE. OPS APPROVE NEW STATE ORG

### Individual Firms Start 10c Play Phono Tests; Name OMA Officers

PORTLAND, Ore., June 16.—Conversion of juke to 10-cent, three-for-a-quarter play was under way in Oregon this week, ops attending the organizational meeting of the Oregon Music Association reported.

Conversion began in localities outside of Portland, but there were strong indications many Portland music firms would soon increase their per-play prices to meet rising costs.

#### Set Officers

Officers elected were Lee Jones, Softone Music Service, Portland, president; Nels Cheney, Coos Bay, vice-president; Marshall McKee, Woodburn, secretary, and Ted Miller, Portland, treasurer.

For a mailing address Miller's place of business was chosen: 827 S. W. 13th Avenue. Six regular meetings are to be held annually, on the second Thursday of every

other month. Next regular meeting is due in August.

#### 80 Per Cent Coverage

Meeting opened under chairmanship of Jones, who had been elected chairman at an earlier session of a temporary board of directors. Jones reported on discussions by the temporary directors and, when it was found about 80 per cent of the machines in Oregon were represented, it was agreed to go ahead with formation of an association. Jones then appointed a committee to study by-laws he had proposed. Barbara Helfrich, Portland, was named chairman, with A. W. Lasko of Portland and Percy F. Drake of Coos Bay.

Other committees named included one to investigate the ordering of decals bearing the association's name and another on membership, which would concentrate on obtaining a turnout of ops in the Portland and Eugene areas.

## Borscht Belt Ops Eye Sour Summer

MONTICELLO, N. Y., June 16.—Business prospects for Sullivan County coinmen are somewhat less than bright as they ready equipment for the annual influx of summer vacations. Population of this central borscht-belt county, normally about 40,000, has swelled to a million in past seasons. This year, tho, advance hotel registrations and bungalow rentals have dipped.

Another factor that is expected to affect take is a tightening of restrictions on free plays. Absence of the stimulus is almost certain to cause a drop in revenue. And games are the base of the business here.

Year-round operators store more than half their equipment

during the winter. Units that remain on location all year in taverns and restaurants do only a marginal business for the most part until late June. Summer volume means the difference between profit and loss for the year.

A number of operators peg their business on vacation coin. By mid-September their complete routes are broken down and the machines moth-balled until the following June.

An old-time operating firm, (*Continued on page 76*)

## CHOICE SEATS NOW AVAILABLE

CHICAGO, June 16.—One of the promotional gimmicks being used by Como Manufacturing Company here to build interest in its novelty game Stadium is the sending of a pair of tickets to operators around the country.

Tickets look just like those printed for a major sporting event complete with section row and exact seat number. On the face of the tickets are some highlights of the game, manufacturer's name and address and an invitation for the operator to "see your distributor."

## FED. BILL KO'S BOARDS; STRENGTHENS BELL ACT

### Expect Early Action on Proposal; Amusement Games Get Green Light

WASHINGTON, June 16.—The Senate Interstate and Foreign Commerce Committee is expected to take early action on a bill introduced by Sen. Herbert O'Connor (D., Md.) and four others to ban interstate shipment of "any punch-board, pushcard or similar device." Bill proposes to tighten the United States Code and also strengthen the Johnson anti-gaming machine act.

The bill, Senator O'Connor explained, is aimed to close "certain loopholes" in the Johnson anti-gaming machine act "so that none of the ingenious substitutes which the committee (the Senate Select Committee to Investigate Organized Crime) has discovered in its investigations will remain available to perpetuate the old large-scale slot-machine domains of certain gangsters and hoodlums."

#### Ok Pin Games

"This last amendment was, however, drawn with great care to avoid curbing the manufacture of amusement-type pinball machines, the kind that are to be found throughout the country, since these are not generally considered gambling devices and have not been found to lend themselves to exploitation by criminal organizations," Senator O'Connor stated.

"Similarly, it is felt by the committee that the so-called wheels of

chance and other simple games which are characteristic of itinerant carnivals, and which are used in raising funds for a multitude of worthy causes, should not be outlawed at the Federal level, and the proposed new law leaves ample room for their exclusion from its prohibitions."

Senator O'Connor is chairman of the Senate Select Committee to Investigate Organized Crime. Co-sponsoring the bill with him are Sen. Estes Kefauver (D., Tenn.), who retired from chairmanship of the committee; Sen. Lester C. Hunt (R., Wyo.); Sen. Charles Tobey (R., N. H.), and Sen. Alexander Wiley (R., Wis.), all members of the Select Committee investigating organized crime.

The bill proposes a stiff penalty for the following:

"Whoever knowingly brings into the United States for the purpose of disposing of the same; or who expresses company or other common carrier for carriage, or carries in inter-state or foreign commerce; (*Continued on page 80*)

## Como Appoints 4 New Stadium Game Distribs

CHICAGO, June 16.—Como Manufacturing Corporation here announced the appointment of four new distributors to handle its Stadium novelty game.

They are Lake City Amusement Company, Cleveland; King Pin Equipment Company, Detroit and Kalamazoo, Mich.; Atlas Novelty Company, Pittsburgh, and B. D. Lazar Company, Pittsburgh.

Released for installation on location two weeks ago (*The Billboard*, June 9), Stadium introduced a four-step advancing tilt feature which gives players the opportunity to use old-fashioned body english. Tho it uses 10 balls, actual playing time is faster than conventional five-ball games.

Firm has expanded its production lines so that deliveries are being made now on an immediate basis.

## Ops Tell Dime Play Findings At MONI Meet

CHICAGO, June 16.—Dime play topped the discussion during the June meeting Wednesday (13) of the Music Operators of Northern Illinois. The twenty-three members aired individual findings and views on their own 10-cent play programs. Consensus was that over-all, the idea was favorable for operator, location and public, assuring each of, respectively, (1) better long-range maintenance and reserves for equipment modernization, (2) better earnings within the limited period available per evening for juke play, and (3) guaranteeing continued availability of latest releases on top-notch equipment.

Operators, citing their own dime play activity undertaken as individual programs, reported results differed widely location by location, some showing sharp declines, others remaining static and another group showing uptrends in dollar gross. But, in general, the conversion was seen as successful. Favorable mention of dime play in tavern and allied industry trade papers was also cited.

Meeting, held at Krier's Restaurant in suburban Skokie, followed the regular dinner which highlights each MONI confab. Group, scheduled to meet again July 11, has not as yet set the site.

## Fla. Supreme Court Okays Skill Games

### Reverses Previous Decision Covering Shuffle Machine Offering Free Plays

TALLAHASSEE, Fla., June 16.—In one of the most important rulings in months, the State Supreme Court here has held that coin-operated games of skill are legal in Florida. The court reversed a contrary opinion, by a 4 to 3 vote, previously issued by Leon County Circuit Court. The case hinged on a shuffle game operated by Fred Deeb, local coin machine operator.

The shuffle game in question offered free games for high scores. Attorneys for the State and for Leon County Sheriff Frank Stout-

amire argued the game involved elements of chance which will place it in the category of illegal gambling devices. While agreeing the game was one primarily of skill, they said there might be (*Continued on page 74*)

## Used Games Get Play in Index

CHICAGO, June 16.—Tho the trade had not yet sufficient time to react to the favorable news on amusement games authorized by the Senate Select Committee and a decision handed down by the Florida Supreme Court approving games for the resort State (see separate stories on this page), a step-up in used game sales is evident in *The Billboard's* Index of Advertised Used Machine Prices. Meanwhile, the increased demand for music equipment, arcade and shuffle games held firm.

Over-all game listings were below the average of the past three weeks, which points up that many of the units offered for sale by distributors has had ready acceptance. These included late used games as well as those made a few years ago. Arcade developments, as indicated in the index, centered around a general stabilizing in prices with virtually every unit remaining at the same quotation as a week ago. Chicago Coin's Goalee was one of the few to have a higher price, in some instances (*Continued on page 77*)

## GI JITS MAKE JUKES JINGLE

### Military Installations Offering Operators Top Phonograph Plums

CHICAGO, June 16.—Military installations, in the face of the rapid expansion of the armed forces under the current defense program, offer one of the best opportunities for operators of phonographs since World War II it was indicated by a survey of such installations made by *The Billboard*. The heavy majority of those installations contacted not only reported a greater number of juke on the grounds, but also revealed the equipment was placed on the grounds by operators on a regular commission basis.

One notable factor was revealed by the survey—that unlike the last war, when older equipment was thrown into camps, the trend

today is to the newer models marketed by the major manufacturers. Included in those machines in use in most installations are the Seeburg 100, both 78 and 45 r.p.m.; Wurlitzer; AMI; Rock-Ola, and Evans' Constellation.

Special Services officers contacted stated they still required additional equipment, in most cases, and would prefer the new units which offer a greater number of selections. The constant play on most equipment, it was pointed out, was due in a great measure to the number of selections available in the newer juke.

#### Locations

Again comparing the average





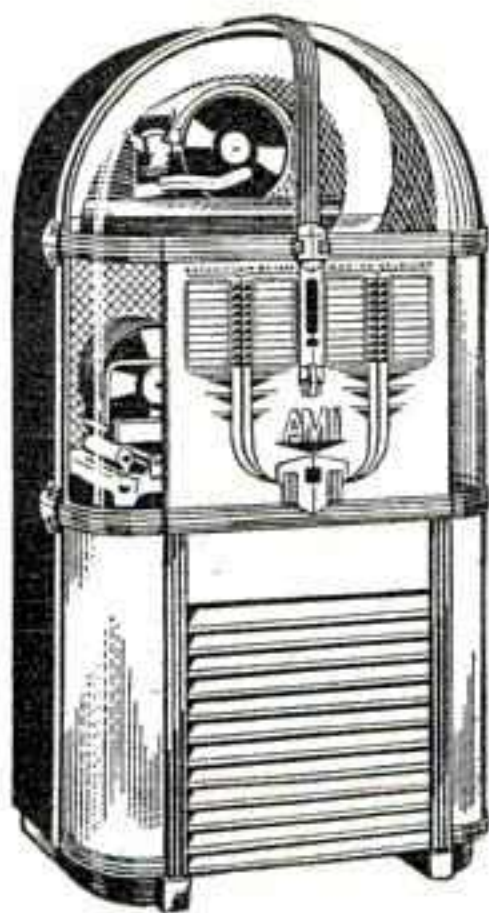
does your  
route need *rejuvenation?*

There's no monkey business about it when you give your routes a lively new look with AMI juke boxes.

Play peps up, take increases, locations note an all-around improvement in business. Your

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Talk it over with your nearest AMI distributor. He'll be happy to show you how to get young and stay young with AMI.



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## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of *The Billboard* are:

**SHOWBIZ CROSSES FINGERS.** Industry anxiously awaits tax bill okay (General Department).

**NY DISK PRICES DROP.** Department store price war sends platter costs down more (Music Department).

**CORAL BEGINS BIGGEST BALLY ON "RAINBOW."** The diskery launches all-out promotion on Les Brown, including tour (Music Department).

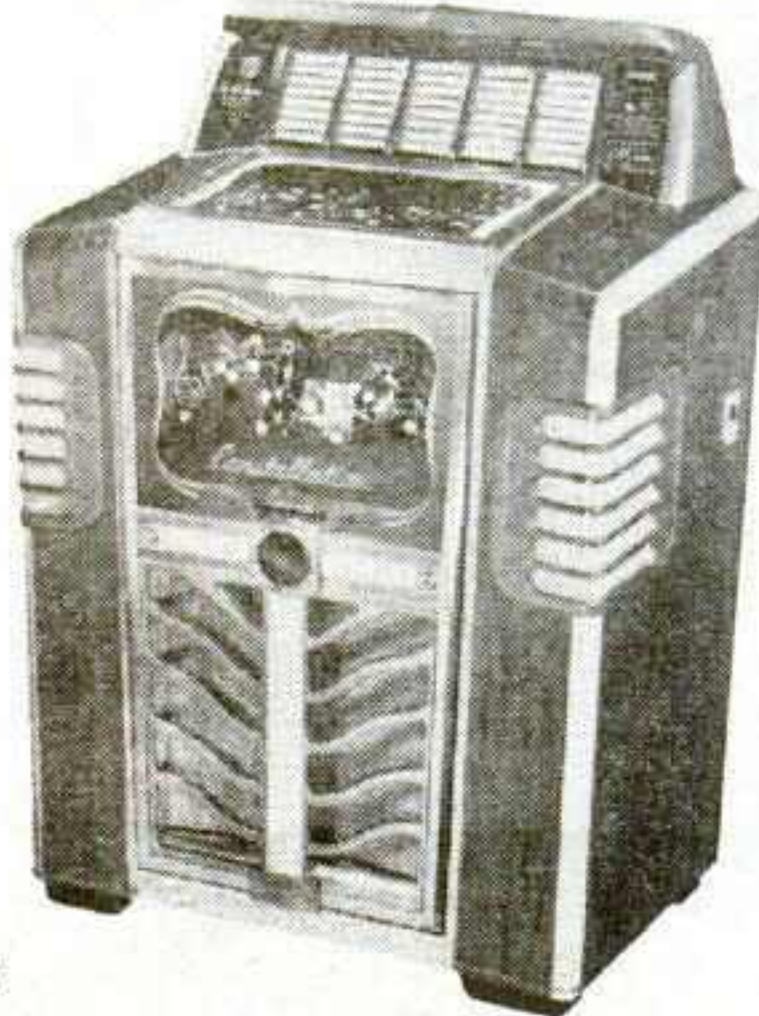
**TWO OUT OF 119 SHOW DISKS ARE HITS.** "Buyer Beware!" is cry as Broadway songs fail to click commercially (General-Music departments).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

## CONSTELLATION TONE... they take it—and like it!

All too often an inferior phonograph provides little more than booming background noises for location activities. But where there's a Constellation music IS entertainment!

Thanks to Constellation's carefully engineered Acoustical System, what an artist puts on his recording is honestly reproduced with the compelling, colorful clarity and richness of a concert-hall performance! Proof is written on the profit side of Constellation Operators' ledger sheets in figures that show how players take Constellation Tone Quality and like it.



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**H. C. EVANS & CO.**  
SEE EVANS' PROFIT STIMULATOR ON PAGE 81

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## Set Ristaucrat S45 Production; Ready Distribbs

APPLETON, Wis., June 16.—Ristaucrat is now in production on its S45 12-selection counter model 45-r.p.m. phonograph, Joe Cohen, general manager, reported this week. Shipments will start next week.

Cohen stated the firm is now completing its distributor appointments, and the complete network of reps thruout the country will be ready by next week when the initial shipments start. Distributors in foreign markets will be handled thru the firm's export division in Chicago, headed by Joe Caldron.

The production line model of the S45, Cohen said, includes several refinements over the model displayed at the Music Operators of America convention in March. Additional flash has been incorporated and several mechanical improvements have been effected.

List price on the unit, as yet unset, will be determined next week.

## First Distributors Takes on G.E. Line

CHICAGO, June 16.—First Distributors, recently appointed rep for the Chicago Coin Hit Parade counter-model juke and RCA television line, this week added the General Electric line of radio and television equipment. Firm also handles the Arvin radio and video products, and the J. H. Keeney tele receiver in addition to its regular coin machine amusement game and premium lines.

Wally Finke and Joe Kline, partners in First Distributors, reported quantity shipments of the Hit Parade unit have been made to Illinois and Indiana operators for use in resort and outdoor locations during the summer, as well as in smaller indoor locations which have to date been unable to accommodate full-scale boxes.

## Florida Court

Continued from page 72

elements involved which could not be controlled by the player, such as a roughness of the alley (playfield) or rust on the weight.

### Findings

In its decision, the court said: "We do not consider that a spot of rust on the puck or an uneven place on the alley would remove the device from a standing of respectability and legality to one of the one-armed banditry."

Florida law, it was pointed out, defines illegal slot machines as coin-operated devices which involve unpredictable elements of chance.

In connection with the shuffle game, the court said for the machine to be illegal, the unpredictability must rest with it (the game) and not with its player.

### Like Gold

"Certainly the outcome of any game at all dependent upon the exercise of human skill is essentially unpredictable," Justice Thomas stated. "If this were not so, match games, like golf and trapshooting, would really be dreary, monotonous affairs."

"A too-drastring and intolerant interpretation of an act of this kind may well result in undermining its true and lofty purpose."

## Merchandising Music

### PLATTER PREVIEW

Victor's new program—that of sending potential hits to juke operators—has found favor with the A. S. Hardy Company, Malone, N. Y. Firm claims the system allows them to preview records, then to order and have the records on hand by the release date. The system is especially good in cities like Malone, where the operator is from 200 to 300 miles from his record source. By having disks on hand when they first start to move, the operator is able to realize those extra plays which so often spell the difference between profit and loss.

### CENTRAL DISTRIB?

From the opposite side of the continent, Crest Amusement, Glendale, Calif., comes another comment on record distribution. This firm would like to see a central location where all record companies would be represented. This "clearing house" would allow operators to not only review the latest releases at one time, but to place an order for their selections—no matter what the label happened to be—and they could get their deliveries at one spot. Firm points to the lost time involved as ops visit many different distributors before placing their record orders each week.

### CHECK METERS

Robert Robertson, T. D. Music Company, Detroit, passes along a method for programing which he has found successful. Robertson says he has found that checking the play meters for the types of music most requested in each stop, then sticking to that type of music in the stop in the future, has been profitable. On the new record front, Robertson said he would like to see Victor have Ralph Flanagan's band cut two oldies, "Basin Street" and "One o'Clock Jump." He says he feels these

two numbers on one platter would be a money-maker for juke ops.

**DIME PLAY** . . . More and more operators are now testing dime play on their routes and they are coming up with a wide variety of results. While tests are still inconclusive in most cases, the one interesting factor is the many different price combinations being used. Bryon Evans, Frankfort, Ind., operator, for example, says he has found one play for a dime, five for a quarter the most successful. Other combinations being tried include one for a dime, three for a quarter; two for a dime, six for a quarter, and one for a dime, six for a quarter.

## IRMA Sets June 22 Confab, Juke Box Cele

CHICAGO, June 16.—The Illinois Recorded Music Association will hold an open meeting June 22 at the Como Inn here, to which operators, distributors and manufacturers have been invited, Ray Cunliffe, IRMA president, announced this week. Various problems now facing phono ops will be discussed, Cunliffe said.

IRMA has set July 12 as the date for its annual Juke Box outing, banquet and entertainment. Event will be held at the Glen Eagles Country Club here, and will start with a golf tournament, to be followed by the banquet and entertainment program. All phases of the music industry will again be represented at the affair, Cunliffe said.

## FOLK TALENT AND TUNES

Continued from page 32

Los Angeles. . . . Ann Jones (King), WWVA, Wheeling, W. Va., reports that Ozie Waters (Coral) is headed for KWTO, Springfield, Mo. He had been working in the Nashville area. . . . Ted Johnson, leader of the Westerners, reports that he and an all-star group of artists have started a weekly television show for Sylvania in San Francisco. Called "The Big Five Rodeo," the show features Red Gillham (Mercury), Arvada Miller (Cormac), Big Jim DeNoone (4 Star), Red Murrell (Capitol) and Johnson's band. . . . The Louvin Brothers, who switched from Decca to MGM, are still at WMC, Memphis.

### Disk Jockey Doings

Bob Neal, the WMPS, Memphis, d. j., recently won a local d. j. poll, conducted by the Memphis Commercial Appeal. . . . D. M. Dwelley, KSUE, Susanville, Calif., reports that he does a whole show every Monday, featuring nothing but new releases, asking his listeners to send in their top five tunes from this program. . . . Jimmy Atkins has replaced Al Keiser at WIVY, Jacksonville. Atkins uses barnyard sound effects to give his show a live broadcast sound. . . . Lloyd Hart has taken over a new one-hour disk show at WTYS, Marianna, Fla. . . . Dick Bills, KOB, Albuquerque, N. M., is now doing 75 minutes per day, in addition to his live shows with his band. He recently added Johnny Strawn, ex-Ted Daffan sideman. . . . Cactus Jack, KSW, Roswell, N. M., reports he is getting good response from collectors' items, some of which are 30 years old.

C. V. Red Jones, KVET, Austin, Tex., has started a promotion on Tiny Hill's Mercury dishing of "Country Wedding Day". . . . George Sanders, KFVD, Los Angeles, reports that he will soon begin taping a Western disk show for 200 stations. He just finished work on "Wild Bill Hickok," a Monogram Western. Wade Ray (Capitol) has opened his own Western nitery in the Los Angeles area. Walkin' Charlie Aldrich has started a d. j. show on KXLA, Pasadena. . . . Bob Dyer, WKNK, Saginaw, Mich., reports that a huge crowd turned out for the return of Jimmie Dickens, who worked the station several years ago before going to WSM, Nashville.

Frank Porter, WXGI, Richmond,

Va., reports that Dewey Ritter cut for Coral in New York May 21. Porter and Hank Snow, Hank Williams and Ernest Tubbs drew 1,000 people in a studio audience for his show recently. George Barron, KCRT, Trinidad, Colo., is doing an hour long show from a music store weekly, interviewing customers and demonstrating various facets of the music store biz. . . . Rosalie Allen, WOV, New York, has her own Sunday a. m. TV show on WNBTV, teaching kids to sing and yodel Western songs.

Charlie Walker, KMAC, San Antonio, has started a new jamboree at the Macdonna Hotel, outside the city, Friday nights. They are looking for guest artists. . . . Andy Patterson, KMJ, Fresno, Calif., reports that Tommy Duncan (Intro), formerly with Bob Wills, is now doing a two-hour show—wax spinning—on his station Saturday afternoons.

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MASTER ENTERTAINERS

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TROUBLE-FREE CHANGER.  
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WITH FEWER OPERATING  
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25 RECORDS—OFFERING 50  
SELECTIONS.

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THE WALL STREET JOURNAL

War Orders

Rudolph Wurlitzer Has \$10 Million in Contracts; Getting \$2 Million More

Rudolph Wurlitzer Co. has a total of \$10 million in defense contracts and is negotiating for \$2 million additional Government work, officials reported. Electronic equipment, guided missiles and aircraft parts and electronic organs for armed forces' chapels are the principal projects.

Large scale defense production will be under way by midsummer, the company said. The company is now engaged in tooling, materials procurement and plant layout arrangements. Wurlitzer will increase employment substantially in the next few months.

Prime contracts are held from the Army Signal Corps, Army Ordnance Corps, the Air Force, New York Quartermaster Office and Veterans Administration. Sub-contracts have been obtained from Bell Aircraft Corp., Emerson Radio & Phonograph Co. and Zenith Radio Corp.

Civilian production of pianos, accordians, organs and coin-operated phonographs is being continued "in as large a quantity as possible consistent with Government limitation orders and material availabilities," the company added.

Trailmobile Co. of Cincinnati

Trailmobile Co. of Cincinnati, announced award of a Government contract for production of a quantity of

mobile plant in Berkely, Calif. For security reasons, he said, the amount of the contract and number of units, involved could not be disclosed.

Electric Auto-Lite Orders

Electric Auto-Lite Co., Toledo, O., announced receipt of an additional contract of an undisclosed amount for the production of 90 millimeter shell casings for the armed forces. The award brings the company's total defense business to more than \$55 million. Royce G. Martin, president, said. The shell casing will be made at the company's Lockland, O., plant.

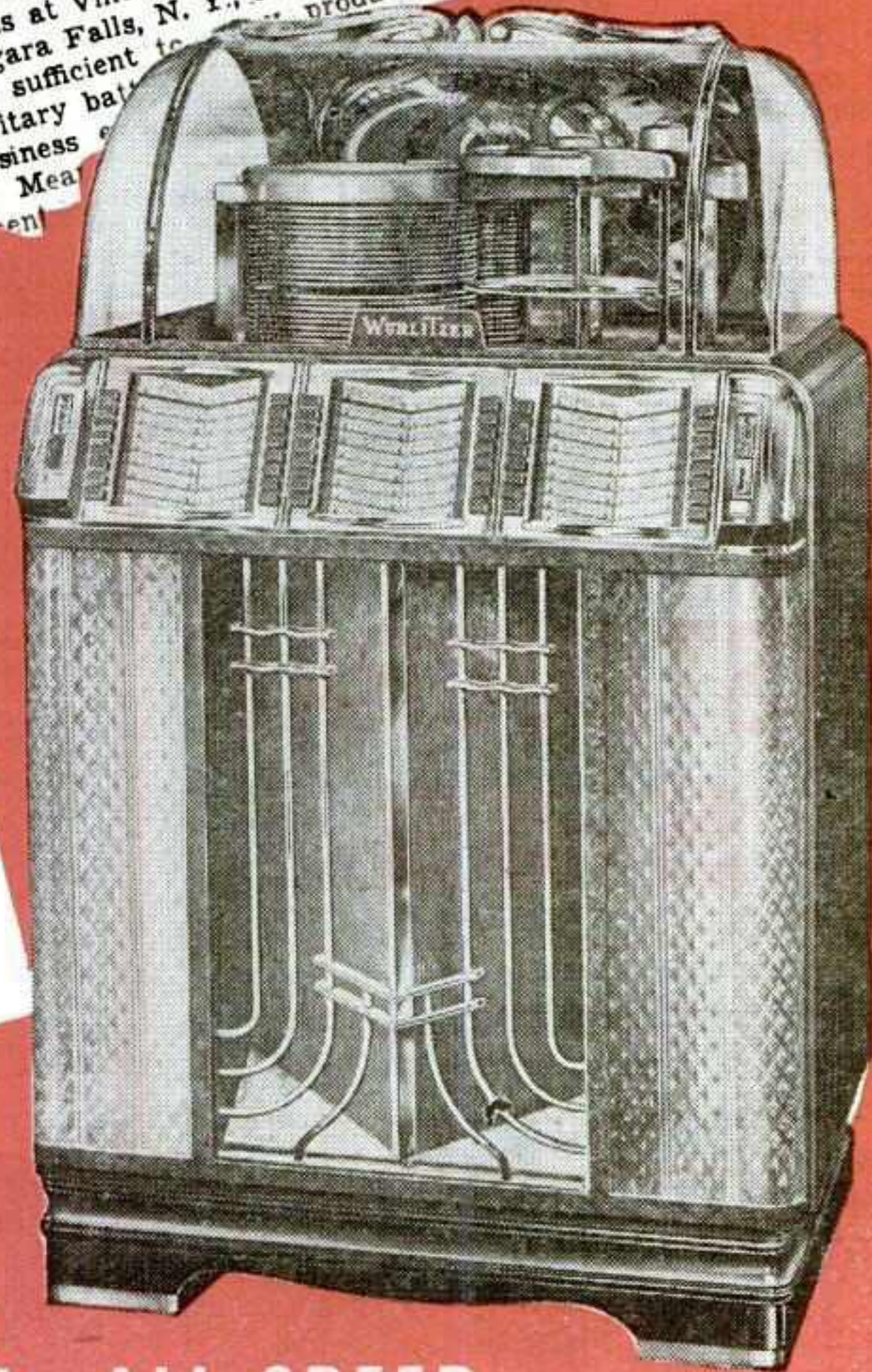
Most of the other defense business of Electric Auto-Lite is for the production of automotive electrical equipment, Mr. Martin said. Included are batteries, spark plugs, wire and cable, generators, distributors, ignition coils and starting motors, he added. The company has bid on and expects to receive additional defense contracts worth \$2 million more than the present total, Martin stated.

In order to handle its defense contracts for batteries, Electric Auto-Lite is expanding the production facilities of its plants at Vincennes, Ind., Owosso, Mich., and Niagara Falls, N. Y., he said. Present production of military batteries is sufficient to meet the demand.

Even Up Share Year End

From THE WALL STREET JOURNAL  
CHICAGO—Earnings for the fiscal year ended March 31, 1951, of \$2,231,981, a profit of \$2,231,981, compared with \$1,900,000 in 1950. Net sales total \$10,000,000, an increase over the 1950 year. In report by Royce G. Martin, president, said that the company showed gratifying progress in new products. "Despite the national trade depression, foreign markets are being developed and manufacturing

A Word to the Wise is Sufficient



THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.

THE 48-SELECTION, ALL-SPEED

WURLITZER *Fourteen Hundred*

THE INDUSTRY'S GREATEST PHONOGRAPH VALUE



# 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.

AIREON	Issue of June 16	Issue of June 9	Issue of June 2	Issue of May 26
Coronet	\$85.00			\$169.50
Deluxe	49.00	\$49.00	\$49.00	49.00 95.00 125.00
Fiesta #400		149.50	149.50	125.00 129.50
1200A	89.50	69.50	59.50	69.50
AMI Model A	349.00 349.50 357.00 359.50	325.00 349.00 365.00 375.00	325.00 349.00 375.00	365.00 369.00 375.00(2) 425.00
Model B	375.00 449.00 465.00	469.00 475.00	469.00 475.00	465.00 469.00 475.00
FILBEN		174.50	174.50	174.50

## • 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 607

Until further notice please print and ship copies of TODAY'S TOP TUNES for which enclose \$

Weekly  Twice Monthly  Monthly

Send cash and we pay postage

IMPRINT AS FOLLOWS

NAME .....

ADDRESS .....

CITY AND STATE ..... PHONE .....

Ordered by .....

Quantity	Price
50	\$ 1.00
250	3.50
500	5.50
1000	9.50
2000	18.00
5000	42.00

PLUS POSTAGE

# WATCH FOR LISTING of RISTAUCRAT S.45 DISTRIBUTORS

Next Week

The Only Small Music Box With These Exclusive Features:

- ★ Plays Twelve 45 RPM Records
- ★ Dynamic Twin Speakers
- ★ Takes up to 5 Wall Speakers
- ★ Easy to Carry—weights only 40 lbs.

**RISTAUCRAT, Inc.**

1216 E. Wisconsin Avenue

Appleton, Wisconsin

MILLS	Issue of June 16	Issue of June 9	Issue of June 2	Issue of May 26
Constellation				129.00 175.00
Empress	39.00	39.00		
Throne	50.00			
PACKARD				
Hideaway				125.00
Manhattan		149.50	149.50	149.50
7	69.50 79.50	79.50	79.50	79.50(2)
ROCK-OLA				
Commando	39.00	49.00	49.00	49.00
Playmaster	64.50	64.50	64.50	64.50
Super 40	49.50	49.50	49.50	49.50
46	149.50			
47	169.50			
418	49.50	49.50	49.50	49.50
1422	114.50 124.50 125.00	124.50 149.00 149.50(2)	124.50 139.50 149.00 179.50	124.50(2) 149.00 149.50 149.50 219.00
1426		199.50 219.00	199.50 219.00	169.00 199.50 219.00
1428				319.00 325.00
RISTAUCRAT				
Ristaucrat				60.00
SEEBURG				
Cadet		35.00		
Casino				39.50
Classic	50.00 69.00	69.00	69.00	39.50 69.00
Colonel	35.00 49.50	49.50 69.00	49.50 69.00	49.50 69.00
Envoy	35.00 49.50	49.50 79.00	49.50 79.00	39.50 49.50 79.00
Gem		49.00	49.00	49.00
H-146 M Hideaway	225.00 229.00	212.50 229.00	212.50 229.00	229.00 245.00 249.50 269.50
H-146 M RC Special			269.50	269.50
H-147 M Hideaway		299.00 300.00	319.00 325.00	299.00 300.00 319.00
H-148 M Hideaway	229.00	299.00 300.00	319.00 325.00	299.00 300.00 319.00
H-246 M Hideaway	269.00	259.50 269.00	259.50 279.00	259.50 279.00
Hightone ES	59.00	59.00	49.50 59.00	49.50 59.00 59.50
Hightone RC	69.00	69.00	69.00	69.00
Lotone				69.00
Plaza				39.50
Regal	37.00 59.00	59.00	59.00	59.00
Royal				39.50
Voice	50.00			39.50
100M		795.00		
14c	150.00 199.00	150.00 250.00	150.00	150.00
14cES	200.00			
14c M	249.00	275.00	249.00 275.00	239.00 249.00 275.00(2) 275.00
14b S		249.50	239.50	219.00 249.50
14b W		275.00		275.00
147		279.00	175.00 279.00	175.00 295.00
147 M	235.00 319.00	245.00 319.00	319.00 325.00	289.00 319.00
147S	195.00 239.00			325.00 325.00
148		275.00	289.50	269.00 275.00 395.00
148ES	325.00 350.00			
148 M		379.00	379.00	379.00
148 M1		399.00	399.00 400.00	379.00 399.00 425.00
148RC	375.00			
148S	335.00	300.00		
148 SL		375.00	375.00	359.00 375.00
1941 RC Special	89.00	89.00 99.50	89.00 109.50	69.50 89.00 114.50
1946 RC Special	225.00 249.50	249.50	249.50	235.00 249.50
1947 RC Special	274.50 350.00	274.50	274.50	274.50 285.00
8200		45.00		
8E00		45.00		
9800		45.00		110.00
WURLITZER				
Colonial		195.00 219.00		95.00
41		224.50 229.00		50.00
61		239.00 239.50		50.00
71		37.00 245.00(2)		50.00
500	49.50 59.00	249.50 275.00	49.50 69.00	49.50 69.00
500K		37.00		295.00
600		37.00		75.00
600K		59.00	259.50	69.00
600R		54.00	225.00 239.00	64.00
516			245.00 249.00	50.00
700			249.50	89.50
750	100.00 109.50	325.00 374.50	109.50 124.50	109.50 124.50
		124.50		
		379.00		
		395.00(2)		
750E		99.00	89.50	99.00
780		99.50	99.50	99.50
780E		99.50	99.50	99.50
800	89.00 100.00	450.00 495.00	89.00	89.00
850	49.50 69.00	525.00 549.00	59.50 79.00	79.00 89.50
		75.00	79.50	
850E		49.50	39.00	49.50
950			49.50	49.50
1000		195.00	185.00 219.00	219.00 229.00
1015		219.00 225.00	224.50 229.00	229.50 239.00
		229.00 235.00	239.00	239.50 249.50
		239.00(2)	49.50 69.00	239.50(2) 250.00 259.00
		239.50(2)		265.00
		245.00		275.00(2)
		275.00(2)	69.00	275.00(2)
1017		239.00 259.50	64.00	200.00 259.00
1080		229.00 245.00	249.50 275.00	249.00 249.50
		249.50	124.50	269.00 275.00
1100		325.00 374.50		325.00 374.50
		378.00 379.00		379.00
		379.50	99.00	395.00(2) 389.50 395.00
1250		450.00	74.50 79.00	450.00(2) 450.00(2)
		495.00(2)		525.00 529.00
		524.00 549.50	79.50	549.00
1942 RC Special		150.00	49.50	
Victory		35.00 39.00	398.00	39.00

## WMG to Move; Schwartz Out

WASHINGTON, June 16.—The office of the Washington Music Guild will be moved to 3110 M. Street N. W. from its quarters at 1309 New Jersey Avenue N. W., according to Leonard Abrams, recently elected president of the Guild. The new site is in the location occupied by Abrams' company, Leonard Music, Inc.

Bill Schwartz, of the Hirsh Coin Company, who had served as executive secretary of the Guild, tendered his resignation at the

## JUKE HILITES OPERA ARIAS

WASHINGTON, June 16.—One of the most unusual music machine locations in Washington is an Italian restaurant which has a new Seeburg 100 operated by the East Coast Music Company, headed by Charles W. Bowles. The juke is heavily stocked with classical records and some hillbilly, popular and "old favorites." Between 70 and 80 of the listings at any one time are Italian operatic selections.

June 7 meeting of the group. He will be succeeded by a business manager, Abrams announced.

## Sked Wurlitzer School for Milw.

MILWAUKEE, June 16.—United, Inc., Wurlitzer distributor, will hold a three-day service school June 21-23, inclusive, Harry Jacobs Jr., president, announced this week. Joe Hrdlicka, Wurlitzer factory representative, will be in Milwaukee for the school, the largest yet attempted by United.

Jacobs reported past schools of this nature have proven helpful to most operators, and reports now indicate a record turnout of ops and their servicemen at the upcoming sessions. The complete Wurlitzer line will be covered. Refreshments will be served.

## Chi Coin Ups Rep Coverage

CHICAGO, June 16.—Chicago Coin this week added two States to the area covered by First Distributors for its Hit Parade unit. Firm, which now handles the counter juke sales in Northern Indiana and Illinois, adds Wisconsin and Iowa to its coverage effective immediately.

First Distributors, with headquarters here, is headed by Wally Finke and Joe Kline.

## Borscht Belt Ops

Continued from page 72

Catskill Amusements, Inc., of Hurleyville, speaks for most when it reports that phonographs show poorly in summer hotels. Most inns have live music, even if the band only comprises three pieces, and coin music machines receive only odd-hour play.

But hotel keepers request the jukes and operators must make the accommodations if they wish to hold the spots as game locations. Route owners look on games, both pins and shuffle alleys, for bread and butter income.

However, should a pending threat of a walk-out by entertainers materialize (an uneasy truce now exists between hotel owners here and the American Guild of Variety Artists), hotel phonographs may become real earners. With musicians committed to observe AGVA picket lines, a few of the smaller hotels have indicated they may by-pass live music this season in favor of jukes for entertainment and dancing.

While most games in the area are novelty pins, a fair number of shuffle units (dime play) are being placed, plus a sprinkling of coin-operated pool tables. For the families who set up summer housekeeping in bungalows, placement is in the colony casino or playhouse. Here, and to a lesser degree in hotels, pins far outnumber shuffle units. Much difficulty has been encountered with juvenile puck snatchers who find other uses for the steel weights.

In most year-round taverns and restaurants, operators report they are quite satisfied if collections during the cold months cover records and maintenance costs. Average income in such spots quadruples come summertime.

Conservative estimates of equipment of all types operated in the county during July and August range from 1,500 to well over 2,000.

## NOTICE!

In order to settle the estate of the late Willard E. Gortner, we are offering for one week only, the following cheap: Approximately 80,000 Records, 20 Wurlitzer Juke Boxes, some 600, 700, 800 and 850. Also lots of repairs.

Nathan Knowles, Adm.  
Manitou Beach, Mich.  
Phone: Addison 3603

## Insert Bushing Converts 5c Wall Boxes to 10c

Mid-West Distributing Co.  
208 N. Madison St. Rockford, Ill.



## Ball Gum Op Supply Orders Off; Discount Hassle Enters Sales Pic

Product Cost Up 1c Per Lb. Average Over '50; 140-Count High Seller

CHICAGO, June 16.—Ball gum operators, altho admitting product cost which has averaged not more than a penny per pound increase since last June is not a factor, have nevertheless decreased their supply orders from 5 to 12 per cent so far this year compared to the same 1950 period. A survey of operators, gum dis-

tributors and manufacturers by *The Billboard* also revealed that manufacturer and distributor competition for the large and small operators' order, already a major factor in the ball gum industry, would become keener.

Evidence of this competition is the offering by some manufacturers of distributor discounts to operators. Such discounts, however, are found more frequently in the bubble gum field, according to distributor and operator reports.

### Counter Cuts

As a counter-move, designed to keep operator customers on the repeat list, distributors are continuing the practice of offering discounts and prepaid freight, with the 200-pound minimum orders required for such savings cut to 150 pounds in some instances. Freight costs are thus eliminated by operators, some writing off a sizable

sum depending upon the amount of their orders and the distance from the source of supply. Actual product discounts run up to 2 cents per pound.

Current ball gum prices range from a low of 22 cents per pound on all sizes (140, 170, 210 counts) up to 35 cents. In each category the per pound price is, on the average, up 1 cent over the price quoted 12 months ago. The penny increase, instituted late last summer, was industry-wide by October, 1950.

### Top Counts

The survey indicated that of the three major ball gum sizes, the straight, 140-count continues to lead as top seller, stocked in machines in industrial plants and other adult-populated locations. Second most-sold size is 210-count bubble gum, featured where youngsters predominate as ball gum vender customers.

## 600 OUTLETS

### Uncap Pepsi Bottle Bev Success Tale

WASHINGTON, June 16.—An operation that has mushroomed in about a year to an enterprise of 600 machines is the story of the Pepsi-Cola Bottling Company of Alexandria, Va., J. K. Wright, manager of the plant, reports.

The company, a subsidiary of the Pepsi-Cola Company, operates in the city of Alexandria and thru Fairfax, Arlington and Prince William counties. Over half of its machines, however, are located in military installations in and around Washington. Some of these include Andrews Air Field in Maryland, Bolling Air Field, Naval Air Station, Naval Gun Factory, Naval Receiving Station, Fort Myer, Arlington Farms (dormitories for government and military personnel) and the National Airport.

The remaining machines—between 200 and 300—are in industrial locations and retail outlets. The firm also has several supermarket locations—stores that have no room for refrigerated storage of drinks.

### Drugstores

Among the locations are about eight drugstores which have installed the drink machines to compensate for not having a fountain, Wright said. Either these drugstores took out a troublesome or non-profitable fountain, or they never had one at all and were trying to please their patrons.

The pitch made by route men to prospective location owners is that they will be pleasing both their employees and their customers by making the drinks available. The company employs five full-time route men who are supervised by Joseph Hill, head of the vending department.

### Servicing

Many of the military installations are serviced two or three times a day, but the majority of regular locations are serviced twice a week. Company trucks carry 200 cases and usually make about two or three trips a day.

Cited as one top outdoor location is a self-service gas station, where the machine is located near the vacuum cleaners and window-washing equipment, where car owners work on their own autos.

## Reactivate 2 Camps, Army Skeds 8 More

WASHINGTON, June 16.—Both the army and air force announced the reactivation of new camps this week and the possible reopening of eight additional training centers. New military installations are seen as a further boom to vender placement, with soft drinks, candy, ice cream and cookie units top demand equipment.

The reactivated air force installation, Bryan Air Force Base in Texas, will be in full operation by early summer, and followed by opening of a second training center at Biloxi, Miss.

Inactive army camps to be surveyed for probable reopening include Shelby, Miss.; Gruber, Okla.; Joseph T. Robinson, Ark.; Bowie, Tex.; Blanding, Fla.; White, Ore.; McCain, Miss.; and Swift, Tex.

## IT'S ALL IN THE BREW

### Cite Taste Tailoring As Coffee Op Success

BOSTON, June 16.—"A package of cigarettes or candy is tailor-made, but in a coffee operation you brew your own product which requires additional time and study," stress two former airline executives who have set up their own 15-machine coffee operation. How they tailored their operation to meet consumer taste is the success story of George F. Scott, former sales and ad manager for Northeast Airlines, and M. H. Anderson, senior captain for the same line.

Their firm, Coffee Service Corporation, started with a single Mills 500-cup coffee machine, added one unit at a time as locations were acquired (mainly industrial stops) and has as its goal a 500-machine route.

The 500-cup units, however, will give way to 200-cup machines in future expansion, the partners agree. The reason: Experience convinced them that coffee machines require daily servicing and the smaller capacity units would provide adequate supplies for the average stop. Rule one of the operation is: Service equipment daily.

### Problems

Product problems met and conquered by Coffee Service, to obtain the highest volume per machine, include individual cream and sugar-portion adjustments, temperature and strength of the brew, to each location's taste. Fairly wide dif-

ference in each of these settings was found to be necessary to suit customer preferences in various installations, it was found. Tactful and persistent experimenting, plus customer interviews, made it possible for the partners to tailor their drink to meet the most response in each stop.

Installations range from single unit spots up to the largest, to date, of six machines. All venders are set for dime operation. Trial placement of one machine in a trade school was made recently, but the

(Continued on page 79)

## Re-Sked NAMA Region X Meet; Set Heavy Agenda

LOS ANGELES, June 16.—The annual meeting of Regions X and XI of the National Automatic Merchandising Association will be held here June 26-27 and not June 25-26, as announced originally. The sessions, made up of four segments, will be held in the Embassy Room of the Ambassador Hotel.

While the entire program has not yet been arranged, on the basis of information available the keynotes of the meeting are expected Wednesday when George Seedman addresses the groups in the morning session on the need for a strong State association. That afternoon Agnes Bowe, manager of the Sacramento News Letter, will speak on legislation in California.

The opening morning session will be headed by Ed Stanton, Region X chairman, and will be devoted primarily to the picking of committees. H. F. Maloy, of the

## Used Game Index

Continued from page 72

up \$30. In used shuffle games Gottlieb's Bowlette, Chicago Coin's Bowling Alley, United's Shuffle Alley, Bally's Shuffle Bowler, Universal's Super Twin Bowler, Keeney's Pin Boy and Williams' Double Header appeared most active.

### Music Listings

Music listings featured few price changes but the leveling off was at a higher average than prevailing several weeks ago. Among those at higher quotations were Seeburg's Vogue and Wurlitzer's 800. Units offered for the first time included Seeburg's 8800, Mills' Throne and Seeburg's 148 RC.

The vending used market continued to go along at a steady pace. Prices remained at the same levels and there appeared to be a growing scarcity of late model

## SING A SONG OF CUP MACHS.

NEW YORK, June 16.—Chick's Drinks is going on the air to promote patronage of its cup venders located on stations of the city's Independent subway lines. The first ailer on the Saturday night series, called *Subway Serenade*, will be broadcast tonight on WNEW.

The meat of the show is pop records, but commercials will plug automatic drink vending: Tonight's commercial will extol the health virtues of pure fruit juice, available thru the firm's coin venders. The operator will have about 185 cup machines in underground operation before the end of this month.

The company also is considering sponsorship of a TV sport show, it was learned. Should this plan materialize, the feature slot will be taken over by the firm's own president, Chick Meehan, well-known sports figure and former football coach.

## Ace-Saxon Buys Fla. Operation

MIAMI, June 16.—Ray Harrison, owner of Automatic Cigarette Sales, announced he has sold the business to Ace-Saxon, Inc., of Miami, the largest cigarette vending company in the South.

Harrison established Automatic Cigarette Sales a year ago when he moved to Miami from New York, where he had been active in the cigarette vending field for 20 years.

"I am retiring," said Harrison, "and will continue to make Miami my home."

Harrison declined to give the purchase price or the number of locations turned over to Ace-Saxon, but it is understood the deal covered a total transfer of assets.

Chicago NAMA office will speak on membership building and Arch C. Riddell Sr., who is handling the local press relations for the meeting, will use *California Year Book and Public Relations* as the subject of his talk. Also included in the schedule are talks on necessity for making our functions known to legislators, by Robert B. Kerley, Oakland, *Municipal Legislation and Public Morals*, Al Weymouth, this city, and a discussion of the national emergency as it affects vending.

### Panel Talks

Afternoon of the first day will be devoted to panel discussions with Jack Gordon, chairman of Region XI, conducting. Included on the panel for the cigarette machine seminar are Jack Nutter,

(Continued on page 78)

## Clifton Mfg. Builds Memo Coffee Vender

LOS ANGELES, June 16.—Clifton Manufacturing Company has taken over the Memo Products, Inc., Automatic Coffee Maker, in both the coin and non-coin models. J. S. Clifton, president, said list of the coin unit is \$375, the manual model \$350. Both are counter type units and dispense up to 700 cups per hour.

Clifton Manufacturing, 7175 Willoughby Avenue, carries the same address as Memo Products. It also acts as distributor for Memo liquid coffee, a cold water concentrate.

Changes in machine construction were made by Clifton, including reduction of case parts from six to two, the base and the skirt, and mounting of all electrical components on a single panel, latter removable with loosening of four wing nuts.

According to Clifton, his firm plans to produce approximately 400 machines up to July 1. He said there have been 450 units manufactured to date but did not break down the figures into coin, non-coin models.

## Keeney Starts Cig Vender Assembly Run

CHICAGO, June 16.—J. H. Keeney & Company announced the delivery of 500 cigarette vender cabinets during the past week, with the final shipment arriving Wednesday (13) from its supplier, Rusakov Can Company, Chicago. John Conroe, vice-president, said immediate assembly of the electric units under way at the rate of 30-35 units per day.

Vending and other operational mechanisms are on hand to complete the entire 500 machine run, Conroe stated.

## Ruling Aids Subway Ops

NEW YORK, June 16.—A new category of high-traffic locations has been opened to contract operators of cup machine equipment in the subway system here. In a policy switch, the Board of Transportation recently granted the operators permission to install beverage venders on train-level platforms. Until now, contract terms have limited such placement to mezzanines.

Canteen, which operates the IRT division, and Chick's Drinks, holder of the Independent franchise, have taken advantage of the new ruling and installed units on midtown train-level platforms. Over a dozen machines have been so placed on each division. Riders of the BMT division, operated by ABC Vending, have not yet been offered the added convenience.

## Mills Chi Branch Calls Off Dime Candy Tests

CHICAGO, June 16.—Mills Automatic Merchandising Company, following test operation of both nickel-dime split column and all-dime candy venders in plant locations, this week announced the straight dime units were definitely being discontinued and the split units would be reconverted to straight nickel bars for the time being. Glenn Johnson, manager of the Chicago branch, which conducted the test operations, said earlier findings on the 50-50 units (*The Billboard*, May 12, June 9) indicated that dollar grosses were off an average of \$2.10 compared to straight nickel operation, and the all-dime units showed an even higher dollar drop. In one test spot, the previous grosses of the nickel machine averaged \$7.50 per week, while the dime machine grossed \$4.80 for the single test week.

"Conceivably, the dime venders might realize a better dollar gross in high-pay plants, or in public type transient spots such as amusement centers, etc.," Johnson said. But he emphasized that the 100 per cent 10-cent machine was out, following the poor showing during the test period. Within the next week, or when his branch had sold out its stock of dime candy, the dime columns would be discontinued in the 50-50 dime-nickel units. Latter are Mills Industries' eight-column candy venders.

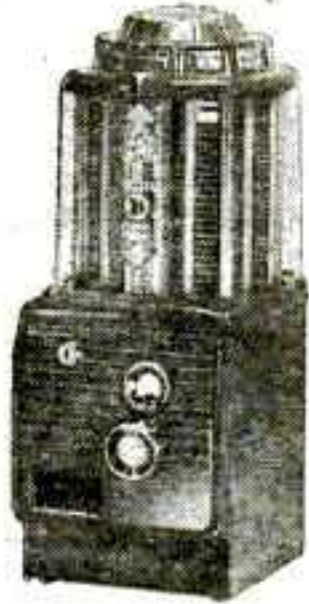
Citing non-use of total machine capacity, Johnson pointed to actual unit sales of dime bars. During the week test, only one full column was sold out, one-half of another column, and only isolated sales were made out of the remaining six columns. Two dime brands made up the bulk of these sales, he said.



## HERE ARE TODAY'S TOP MONEY-MAKERS FOR OPS

**MODEL 49**  
1¢ — 5¢ — 10¢

The all-purpose, all-product bulk vender that is sweeping the country . . . bringing the biggest earnings ever enjoyed by operators of bulk venders. With its detachable Sani-Carry globe, it takes the work out of operating bulk venders and cuts servicing time in half.



### 1¢ SELECTIVE TAB GUM VENDER

Claimed by operators now using them to be the hottest money-makers in the small machine field. Its 10 columns permit wide selection of fast-selling tab gum, candy coated gum, candy charms and 1c chocolate bars. You'll be amazed at the way it sells gum and brings you profits unheard of from 1c gum venders.

Write, Wire or Phone for Complete Details.

## THE NORTHWESTERN CORPORATION

616 ARMSTRONG STREET

MORRIS, ILLINOIS

### 30 DAY MONEY BACK TRIAL

THE YEAR'S GREATEST VENDORS

**Northwestern**

**OUTSTANDING MODEL 49**  
1c-5c-10c

PRICES  
Less than 25 ..... \$17.35  
Less than 100 ..... 17.15  
100 or more ..... 16.95

**SENSATIONAL 10-COLUMN 1c SELECTIVE TAB GUM**

PRICES  
Less than 25 ..... \$25.95  
Less than 100 ..... 25.45  
100 or more ..... 24.95

1/3 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 ..... 46¢  
FRUIT CHARMS, Assorted, 100 Count ..... 40¢  
SUCARD, 200 Count ..... \$1.20  
HERSHEY'S, 200 Count ..... 1.30

MINIMUM ORDER 25 Boxes of Any Assortment.

## NORTHWESTERN SALES AND SERVICE COMPANY

MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickering 4-0142  
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600



## PAYS 50% TO 200% STEADY PROFITS

**Outdraws, Outearns and Outperforms All Others!** Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1 . . . Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

**AMERICAN SCALE MFG. Co.**  
3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:  
 Attached find check for \$25 payment on one model 403 scale. Ship at once.  
 Please send further details immediately.

NAME .....  
ADDRESS .....  
CITY ..... ZONE ..... STATE .....

**YOU ARE BUILDING A GREATER AMERICA WHEN YOU HELP THE AMERICAN HEART**

# 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 venders, 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 June 16	Issue of June 9	Issue of June 2	Issue of May 26
ABT Astrology Scale.....	\$125.00			
Acorn 5c Charm.....	16.50	\$16.50	\$16.50	\$16.50
Acorn Vender 1c.....	14.50	14.50	14.50	14.50
Advance Candy.....	25.00	25.00	25.00	
Advance Gum.....			6.95	7.95
Advance Stamp Vender, 5 and 10c.....	19.50			
Andrew Nut 1c.....			6.95	
Candyman 72 Bar.....	57.50	57.50	57.50	
Columbus 1c Nut.....				7.95
Columbus 5c Nut.....			6.95	7.95
DuGrenier Challenger.....			79.50	95.00
DuGrenier Cigarette (9 col.).....		49.50	49.50	49.50
DuGrenier Model S (7 col.).....		49.50	49.50	49.50
DuGrenier Model W.....	49.50	49.50	49.50	49.50
Electro Serve 5c Pop Corn.....	19.50			
Hunter Ball Gum.....			28.00	
Jennings Large Head Scale.....	37.00			54.50
Kirk's Astrology Scale.....	95.00	95.00	95.00	95.00
La Boy Scale.....	50.00	50.00	50.00	50.00
Master 1c Novelty Bulk.....				7.95
Mills Scale.....		50.00	50.00	50.00
National 9 A.....				75.00
National 930.....	80.00	80.00	85.00	65.00
National 950.....				95.00
Northwestern DeLuxe.....	24.50	24.50	24.50	24.50
Norwestern Dual Nut.....			39.50	39.50
Northwestern Tab Gum.....	25.95(2)	25.95	25.95	25.95
Northwestern 33 Nut.....	7.50		7.95	7.95
Northwestern 40.....			7.95	7.95
Northwestern 33 Ball Gum.....		7.50	7.50	7.50
Northwestern 49, Bulk 1c.....	17.35	17.35	17.35	17.35
Pop Corn Sez.....	89.00	89.50	89.50	89.50
Rowe Candy.....	85.00	85.00	85.00	
Rowe Crusader (10 col.).....	140.00	140.00	145.00	
Rowe 5c Gum and Mint.....	19.50			
Rowe Imperial (6 col.).....				55.00
Rowe Imperial (8 col.).....	77.50	77.50	77.50	
Rowe Royal (8 col.).....	80.00	80.00	85.00	
Rowe Royal (10 col.).....	85.00	85.00	90.00	85.00
Selective Candy 50 Bar 5c.....	19.50			
Shoe Shine Machine (late).....	49.50			
Siro's Brush-Up.....	75.00	75.00	75.00	75.00
Silver King 1c.....		29.95	29.95	29.95
Silver King Hot Nut.....	29.95	29.95	29.95	
Target Hunter (Silver King).....	19.50			
Target King (Silver King).....	19.50			
Toledo Large Head Scale.....	37.00			64.50
Unedda Model A (9 col.).....	80.00	80.00	85.00	
Unedda (8 col. Monarch).....				85.00
Unedda (10 col. Monarch).....				95.00
Unedda (15 col.) 500.....				95.00
Unedda (500).....	69.50	69.50	69.50	69.50
Unedda (9 col.) Model 500.....	90.00	90.00	95.00	85.00
U-Select-It.....	35.00	35.00	35.00	
Victor's Topper.....				7.95
Walling Scale.....	90.00			

## Re-Schedule Region X Meet

Continued from page 77

Fresno, chairman; Jim Farwell, Los Angeles; Harry Mishkind, San Francisco; Tom White, Long Beach; Earl Talley Jr., Long Beach; Al Hansom, Los Angeles; E. C. McNeil, Los Angeles, and Claude Brandon, Oakland. Serving on the panel for candy and beverage machines will be Davre Davidson, Los Angeles, chairman; Stan Rousso, Los Angeles; Ed Farwell, Los Angeles, and Hap Hazard, Los Angeles. Cigarette Manufacturers will have representatives on the cigarette panel. The day will conclude with a cocktail party, also in the Embassy Room, at 7 p.m.

Wednesday's session will open with Riddell as chairman and Seedman sounding the keynote of the sessions in his discussion of the need for a State association. Tom Hungerford, now with National Vendors, is expected to attend and pitch for the national convention in Cleveland. His subject will be *On to Cleveland*. Clint Darling, NAMA executive director, will speak on functions of NAMA in California and Perry Taft, San Francisco attorney, will address the group on unfair trade practices in California. At the luncheon to be held at 1 p.m., a film of the Cerebral Palsy Foundation will be shown and Michael Fanning, Los Angeles postmaster, is expected to attend. Seedman is chairman of the Cerebral Palsy committee.

#### Legislation

Claude Brandon will be chairman of the Wednesday afternoon session with Agnes Bowe talking on legislation in California. She heads the Sacramento News Let-

ter, a State confidential service. The nominating committee will report following her address with the day concluding with the banquet at 7 p.m.

Region X as host is making a strong bid to make this the outstanding session of the regional NAMA divisions. The women are being invited with tickets to broadcasts and television shows and a trip to a motion picture studio. The program is being arranged by Stanton.

Various committees will have displays during the sessions. No charge is being made for the space. Serving on the committee in charge of this part of the program are Al Weymouth, chairman; Nick Carter, Stan Rousso and E. C. McNeil, all of Los Angeles.

Other committees are: Reception, Ed Chandler, chairman; Ed Stanton, Jack Gordon, Arch Riddell Sr., Henry Davidson and Al Hansom. Luncheon and banquet, Riddell Sr., Billy Baron, Harry Mishkind. Serving on the ladies committee are Mrs. Arch Riddell Jr., chairman; Mrs. Al Hansom and Mrs. Al Weymouth.

#### Florida Cig Tax

TALLAHASSEE, Fla., June 16.—The State comptroller's office announced cigarette tax collections in Florida during the month of April totaled \$1,408,279.

The collections fell \$157,900 below the March figure of \$1,566,179. Tax shares awarded to cities included: Miami, \$168,150; Jacksonville, \$112,801; Tampa, \$66,248; St. Petersburg, \$51,224; West Palm Beach, \$28,729; Orlando, \$32,376; Fort Lauderdale, \$31,168.

**VICTOR'S AMAZING NEW TOPPER**  
Sold 4 to a Case \$48.00  
Sample, \$12.75

**PISTACHIOS**  
25 lb. carton, Small, 45¢ lb. Vender's Mixture, 55¢ lb. Large, 60¢ lb. Extra Large, 64¢ lb. Full Cash With Order.

**COLORED BALL GUM**  
148, 178 or 210 Count, 25¢ carton, 26¢ lb. 200¢ lots, 24¢ lb. with freight prepaid. FULL CASH WITH ORDER.

**RAIN-BLO GUM**, 140, 170 or 210 Count, in 25¢ cartons. 28¢ lb. in lots of 200¢ or more with freight prepaid, 26¢ lb. less 2%. FULL CASH WITH ORDER.

Write for Our FREE Complete Charm List  
1/3 Deposit, F.O.B. Brooklyn, N. Y. Balance C.O.D.  
Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y. 461 Sackman St., Brooklyn 12, N. Y. Phone: Dickens 2-7992

**GET NEWER CHARMS**

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lower! Send 35c for complete samples.

**PENNY KING CO.**  
415 Neptune Street Pittsburgh 20, Pa.

**BRAND NEW LUCKY BOY VENDORS**

**\$9.75** Lots of 4 \$8.75  
EACH Lots of 25 MODEL \$7.75

16 or 32 Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball G. Gum. Fully Guaranteed. 1/3 Deposit, Balance C.O.D.

**FREE**  
5 LBS. NUTS OR BALL GUM WITH EACH MACHINE.

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

**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 2, L. I., N. Y.

**A ONCE IN A LIFETIME OPPORTUNITY**

Because space is urgently needed for defense production, nationally known manufacturer is offering at 25% OF ORIGINAL COST, 500 completed Hot Nut and Bulk Candy Vendors, a large inventory of cabinets and assorted parts, as well as all tools and dies.

**FOR QUICK ACTION Write**

**BOX D-49**  
c/o The Billboard Cincinnati 22, O.

125 Master Ball Gum 1c Vending Machines. \$4.50 each or \$500 for entire lot.

**CLARK CANDY & TOBACCO COMPANY**  
Lancaster, Ohio

**GIVE TO DAMON RUNYON CANCER FUND**



**Immediate Delivery!**  
**NEW Northwestern**  
**'49 Special**  
 Cuts Costs and Servicing Time in Half  
 Less Than 25...\$17.35  
 Less Than 100...\$17.15  
 Over 100...\$16.95  
 AVAILABLE IN 1¢ OR 5¢ PLAY. PLEASE SPECIFY WHEN ORDERING.  
**WE TAKE TRADE-INS**  
**LIBERAL ALLOWANCE**  
 Terms: 1/3 Deposit, Balance C.O.D. Write to Dept. V for complete list and prices of coin operated equipment, supplies, charms, etc.

**RAKE COIN MACHINE EXCHANGE**  
 609 SPRING GARDEN ST. PHILA. 23, PA.  
 Lombard 3-7676

**ADVANCE**  
 21-A • Unit-C  
**STICK GUM and MINT VENDOR**  
 Another Advance MONEY MAKER. Vends stick gum, package gum, tab gum, mints, perfume, combs, matches and many other items similar size. Typical Advance sturdy construction with famous Advance coin deflector and window to show products. 28" high, 33 1/2" wide and 2 1/4" to 4" deep. Sheet metal finished in orange enamel. Available with 1¢ or 5¢ or 10¢ mechanism.  
**ORDER TODAY!**  
**J. SCHOENBACH**  
 DISTRIBUTORS OF ADVANCE VENDING MACHINES  
 1647 Bedford Ave., Brooklyn 25, N. Y.

**WE HAVE THEM!**  
**"SILVER-KINGS"**  
 KING OF VENDORS ONLY 2 MOVING PARTS  
 Change NOW to 5c Model for REAL PROFITS  
 5c Change-over parts available for all 1c Models  
 New 5c Models, low as \$10.00 in Quantities.  
 Nut and Ball Gum, Candy Charms, Vendors, 1¢-5¢ U.S. and Foreign Coins, "Hot Nut" Vendors. At all the best dealers—or write.  
**SILVER KING CORP.**  
 422 Diversey Parkway Chicago, Ill.

**Northwestern**  
**TAB GUM VENDERS**  
 Single \$25.95  
 25 to 100 \$25.45  
 100 or More \$24.95  
 30-Day Money Back Guarantee.  
 We Stock All Mds. for Mach.  
 Write for Charm and Merchandise List.  
 1/3 Dep., Bal. C.O.D.  
**NORTHWESTERN SALES & SERVICE**  
 1194 TREMONT ST. BOSTON, MASS.

**Charms**  
**Paul A. Price Co.**  
 220 Broadway, New York 38, N. Y.  
**GIVE TO DAMON RUNYON CANCER FUND**

**Set Region 12 Meet Program**

PORTLAND, Ore., June 16.—Program plans this week were virtually complete for the National Automatic Merchandising Association's Region XII meeting at the Multnomah Hotel here Saturday (30).  
 Arrangements for the meeting, first for the region to be held in Portland, are under Dewey Estey, of D. A. Estey & Company of Portland, regional chairman and a national director. Region comprises Washington, Oregon, Idaho and Montana.  
 Aside from vending men, the convention is expected to attract representatives of candy and tobacco companies. A guest will be Laurie Cavanaugh, of Chicago, director of NAMA membership relations.  
 Estey said a convention highlight would be explanation of the insurance program available thru the association. Supply shortages will be another discussion subject. Meeting opens at 10 a.m. with discussions to run thru the day including luncheon and dinner sessions.

**Orange-Crush Names Fork**

CHICAGO, June 16.—R. M. Horsey, executive vice-president of the Orange-Crush Company, this week announced the appointment of Alden E. Fork as sales promotion manager of the bottling division.  
 Fork has directed advertising for the firm since June, 1949. In his new post he will be responsible for sales promotion and merchandising functions.

**Set Park Meters For NYC Streets**

NEW YORK, June 16.—An expenditure of \$80,000 was authorized by the Board of Estimates this week for the purchase of 1,500 parking meters, spare parts and accessories. The units will probably be obtained from the Karpark Corporation, Cincinnati, at a price of \$48.98 each, it was indicated.  
 The meters will be tested in business neighborhoods in four of the city's five boroughs.

**Sask. Okays Meters**

SASKATOON, Sask., June 16.—City Council took only one minute to decide on keeping parking meters permanently. Decision was made when the one-year trial period for 550 machines from the Ontario Hughes-Owens Company, Ottawa, expired. City Commissioner Harold Balfour said the city will keep the machines "forever."

**Calendar for Coinmen**

- June 19—Music Operators' Association of Indiana, Inc. semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
- June 20—Westchester Operators' Guild, Inc., monthly meeting, Moose Hall, White Plains, N. Y.
- June 22—Illinois Recorded Music Association, open meeting for operators, distributors, manufacturers, Como Inn, Chicago
- June 26, 27—NAMA Region X meeting, Ambassador Hotel, Los Angeles.
- June 25—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- June 26—Western Vending Machine Operators' Association, monthly meeting, Los Angeles.
- June 26—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
- June 26—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadwood Hotel, Philadelphia.
- June 27—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.
- June 28—Connecticut State Coin Association, Inc., semi-monthly meeting, Hotel Bond, Hartford.
- June 28—Michigan Self-Service Laundry Association, dinner discussion meeting, Detroit-Leland Hotel, Detroit.
- June 28—California Music Guild, Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
- June 30—NAMA Region XII meeting, Multnomah Hotel, Portland, Ore.
- July 1—Nebraska Automatic Phonograph Operators' Association, Inc., Cornhuskers Hotel, Lincoln, Neb.
- July 2—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- July 5—Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland.
- July 5—Washington Music Guild, Inc., monthly meeting, Hotel 2400, Washington.
- July 8, 10—South Dakota Phonograph Association, quarterly meeting, Sioux Falls, S. D.
- July 10—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.
- July 10—California Music Guild, monthly meeting, 311 Club, Oakland.
- July 12—Illinois Recorded Music Association, annual Juke Box Day golf outing and banquet, Glen Eagles Country Club, Chicago.
- July 12—Washington Coin Machine Association, monthly meeting, Phillips Novelty Company, Washington.
- July 12—Michigan Automatic Phonograph Owners' Association, Inc., monthly meeting, Maccabees Building, Detroit.

**VERSE TEMPERS VENDER TAMPER**

PHILADELPHIA, June 16.—Rudd-Melikian, Inc., has prepared new type point-of-sale piece which stresses vender consideration rather than straight sales promotion. Recognizing that all things mechanical are subject to failures, and that venders are subject to tampering by certain types of customers, the 5 1/2 by 6 1/2-inch sign seeks to minimize such treatment.  
 Depicting a customer, hand up to the cup receptacle, shaking a Kwik Kaffe coffee vender, an admonition in verse follows: If a cup will not come out Don't pull or tug or strain; That won't deliver you a drink 'Twill only cause me pain.  
 Beneath the verse is the legend; "Call ..... for prompt service."

**OK Insurance Units in B. C.**

VICTORIA, B. C., June 16.—An amendment to the B. C. Insurance Act was proclaimed recently, allowing installation of insurance policy vending machines at airports. Persons traveling by air will be able to insure themselves for the flight with a minimum of delay.  
 The traveler has only to fill out a form on the machines and insert coins to the amount of the premium of the policy desired.

**Insurance Venders Make Hit During Britain Festival**

LONDON, June 16.—Numbers of automatic insurance venders, placed thru the grounds of the Festival of Britain, are meeting public approval as evidenced by the flow of business. Upon insertion of sixpence, a personal accident policy for 1,000 pounds, valid for 24 hours, is issued.

An interesting aspect of the insurance vender operation is that it may be adopted by the air transportation systems in the country, in co-operation with the insurance companies. Expansion of the operation to cover other forms of transportation is also being considered.  
 Placement of the insurance units was promoted by Sir Hartly Shawcross, president of the Board of Trade, and they are also being featured in that organization's Risks Round the World Festival exhibit, which displays worldwide insurance activity of British firms.

**Welch Cites 10c Candy Program**

CAMBRIDGE, Mass., June 16.—Robert H. Welch Jr., vice-president of the James O. Welch Company, elaborating on his discussion of dime-nickel candy bar sales during the National Candy Wholesalers' Association convention in Chicago last week (*The Billboard*, June 16), declared the "great debate" will not be settled in a hurry.  
 According to Welch, "It is this expectation of immediate decision, of the 10-cent bars being able to seize the market by a sales advertising 'blitzkrieg,' which has set back the cause of the 10-cent bars even more than the very real consumer sales resistance they have faced." He said many candy manufacturers "besides ourselves" seem to have been guilty of this error.  
 Welch went on to state that the general economic conditions, plus the trend in other industries which had previously been tied to the nickel price, and the "disastrous margin squeeze on our distributing channels," all are evidence supported by our own (Welch's) cost sheets that the mass distribution of quality candy will have to be made thru dime bars eventually. "Otherwise, the public cannot be given enough value for it long to continue supporting any mass volume of candy bar business at all."  
 Welch Candy, he declared, will commence in August to utilize every outlet for dime bars and create new ones to kick off the fall selling season. "The public can be converted to buying 10-cent bars, but it will take time and teamwork and concerted selling to do it," Welch said.

**Its' All in Brew**

Continued from page 77  
 problem there, says Scott, is whether or not the kids will spend 10 cents for coffee when they can get a cold drink for a nickel.  
**Commissions**  
 The firm employs a full-time serviceman, who is paid 10 per cent of the gross receipts plus gas and oil for his car. On commissions to locations the firm pays a base of 10 per cent on the first 100 cups, with the rate increasing up to 20 per cent depending upon volume.  
 Scott and Anderson are placing a new plan in effect, which will waive commission payments on the first 50 cups sold; commission will be paid on sales over the 50 cup base.  
 To increase the sales of coffee, the partners are convinced that pastry items must be offered. Wedding coffee to pastry is expected to increase coffee sales as much as 33 per cent. Experiments are now being made with a Rowe converted electric cigarette machine, with boxed pastry items which conform to the size of a cigarette pack. So far, doughnuts and cookies have been vended most successfully with coffee, they report.

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

**JULY SPECIALS**  
**NORTHWESTERN Model 49**  
 NEW—IN ORIGINAL CARTONS. Write for LOWEST PRICES!  
 25 Hunter Target Games, 1c ... Each \$25.95  
 25 Almond Vendors, 5c, BRAND NEW 4.15  
 5 Andrews Nut, 1c, 3 Col., with floor stand 12.10  
 3 Hot Popcorn Machines, non coin-operated 35.10  
 25 Asco Hot Nut, 5c 12.98  
 25 Silver King Nut or Ball Gum, 1¢ or 5¢, reconditioned 7.56  
 25 Adams Gum, 1c 9.95  
 1/2 With Order, Balance C.O.D.  
**WANT TO BUY**  
 NORTHWESTERN 49, SILVER KING, COUNTER GAMES, CANDY and POPCORN MACHINES.  
**CAMEO VENDING SERVICE**  
 432-G West 42 St., New York 18, N. Y.  
 Longacre 3-1334

**REDUCED PRICES LIMITED TIME! CIGARETTE MACHINES**

National 930, 270 Pack Cap.	\$ 80.00
Rowe Royal, 8 Col.	80.00
Rowe Royal, 10 Col., 400 Pack Cap.	85.00
Rowe Crusader, 10 Col., 475 Pack Cap.	140.00
Uneda Model 500, 9 Col., 350 Pack	90.00
Uneda Model A, 9 Col., 270 Pack Cap.	80.00

**CANDY MACHINES**

U-Select-It, 54 Bar Cap.	\$35.00
Advance Candy, 40 Bar Cap	25.00

**KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES**

TOP EQUIPMENT — UNCONDITIONALLY GUARANTEED.

<b>SPECIAL \$57.50</b> CANDYMAN 72 Bar Cap. (Enclosed Base)	<b>ONE-THIRD DEPOSIT WITH ORDERS. BALANCE C.O.D.</b> Parts and Mirrors available for all makes models.	<b>SPECIAL \$77.50</b> ROWE IMPERIAL 8 Col. 240 Pack Cap.
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**CONVERSIONS**  
 ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING  
 CANDY MACHINES CONVERTED TO 10c VENDING

**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

Save at Least Part of Each Week's Earnings—Buy U. S. Savings Stamps and Bonds





**Victor's TOPPER DELUXE**

With Side Display Windows. Also Available in Double, Treble and Revolving Super Market Units.

**VICTOR VENDING CORP.**

5701-13 W. Grand Ave., Chicago 39, Ill.

# See Summer Trade Prospects Brightest in Postwar Era

Game Variety, Probable Output Curtailment Sales Insurance

By TOM McDONOUGH

CHICAGO, June 16.—As summer approaches, local plants are turning out the most varied line of amusement products since before World War II. This variety of products, many coinmen believe, will prove one of leading reasons why the general letdown in play will not take place this summer and they add that the interesting types of subjects of new games and the possible curtailment of output shortly will also prove big points in off-setting general sales slowdowns of other seasons.

At the moment the nation's operators have a choice of 11 different units on the game menu plus one conversion and three shuffleboards. In addition a new firm about to enter the manufacturing picture is completing tests on its initial products. Still another, Exhibit Supply Company, which down thru the years has made all types of coin-operated amusement units, is concentrating on its arcade line.

**New 5-Ball**

In the game field, four firms have pioneered general acceptance of a new type five-ball game. These are United's A-B-C, Bally's Bright Lights, Universal's 5-Star and Keeney's Lite-a-Line. Each of these manufacturers has approached the development of the new type game from a different play standpoint. The one thing they have in common is that they use five balls and feature simultaneous play of from three to six games.

Four firms also are turning out shuffle games. Two are building units with a bowling theme. United's Five-Player Shuffle-Alley and Keeney's Big League Bowler, a four-player unit. Meanwhile Chicago Coin recently introduced Horse Shoes, a shuffle game played to the regulation game of horse shoes. Genco came out with Shuffle Target, which introduces the idea of hitting moving targets

with pucks.

Also making strong bids for summer play thru operators are Williams' Super World Series, a novelty baseball game, and Como's Stadium, a 10-ball game, which, like competitor 5-ball units, can be played in a relatively short time. The conversion is Marvel's E-Z-Bowl which can be used in conjunction with a table shuffleboard. In shuffleboard, three manufacturers remain in production, American, National and Rock-Ola.

**Arcade Line**

With the arcade, outdoor amusement park and traveling show segments of the industry now moving into their peak season, Exhibit Supply has developed several new units and is celebrating its 50th anniversary thruout June. The new arcade line has several ramifications and two themes. First is its Kiddie Dude Ranch idea, spotlighting big and little mechanical horses, Big Bronco and Pony Express, Dale Six Shooters, featuring a vari-speed gun game with cowboys and horse targets in motion, card venders with leading cowboys as subjects and a simulated corral. Exhibit is handling this project

either as a package unit complete with corral and overhead canvas protection against bad weather or marketing the individual units. The other theme revolves around Korean War action in the Gun Patrol game. With this unit, the firm has developed, with the cooperation of its distributors, an incentive marketing plan (*The Billboard*, June 16) which is already bringing results.

Manufacturers and distributors point out that with such varied lines of amusement units available, this summer should be productive of excellent play conditions. The players, they reason, will have a choice of numerous types of new games and for once will not be able to come up with the cliché—all the games look alike. In addition to the choice of equipment, manufacturers have advised their distributors that they will continue to produce equipment in quantity as long as the raw materials are available. Each week, however, the industry is edging toward the point where it will have to curtail output because of the needs of the government in intensifying defense mobilization.

## Fed Bill KO's Boards

Continued from page 72

or whoever knowingly deposits in ever knowingly deposits with any the mail or sends or delivers by mail—

"Any letter, package, postal card or circular concerning any gambling enterprise, lottery, gift enterprise or scheme of any kind offering money or other prizes dependent in whole or in part upon lot or chance;

"Any gambling or lottery ticket or part thereof; or paper, certificate or instrument purporting to be or represent a ticket, chance, share or interest in or dependent upon the event of any gambling enterprise, lottery, gift, enterprise or scheme of any kind offering money or other prizes dependent in whole or in part upon lot or chance;

**Covers Punchboards**

"Any punchboard, punchcard or

similar device;

"Any check, draft, bill, money, postal note or money order, for the purchase of any ticket or part thereof, or of any share or chance in any such gambling enterprise, lottery, gift enterprise or scheme, or for the purchase of any punchboard, pushcard or similar device;

"Any letter, package, postal card or circular containing any bet or wager, any offer of any bet or wager or any check, draft, bill, money, postal note or money order in payment of any bet or wager in connection with any gambling enterprise, lottery, gift enterprise or scheme of any kind offering money or other prizes dependent in whole or in part upon lot or chance."

**Penalties**

The penalty proposed is a maximum fine of \$1,000 or two years' imprisonment, or both, and maximum imprisonment of five years for any subsequent offense.

The bill extends the Johnson anti-gaming machine act to ban inter-state shipment not only of "slot machines" as defined by the 1950-passed law, but also of "any other machine or mechanical device (including, but not limited to, roulette wheels and similar devices) designed and manufactured primarily for use in connection with gambling, and (a) which when operated may deliver, as the result of the application of an element of chance, any money or property, or (b) by the operation of which a person may become entitled to receive, as the result of the application of an element of chance, any money or property."

## Heddergott Cele Draws Turnout

LOS ANGELES, June 16.—H. O. Heddergott, of the National Rejector Service Company, of California, marked his fifth anniversary in business here yesterday (15) with open house. Operators, bottlers, service men and others attended. He represents National Rejector in the 11 Western States.

Prior to opening his headquarters here on West Pico, Heddergott was located in the St. Louis factory of the National Rejector Company.

## DEVELOP COIN COUNTING GIM

SASKATOON, Sask., June 16.—Utilizing spare parts, city electrical department here devised a flat-iron shaped electro-magnet for the treasury department's use in sorting nickels from pennies when parking meter collections are counted. Gadget has cut the sorting time down to one-tenth of what it was previously.

## Five-Dime Battle Crops Up for Coke

OMAHA, June 16.—Campaign to keep the price of Coke at a nickel has been inaugurated here by the Coca-Cola Bottling Company of this city and Council Bluffs, Ia. Manager M. L. Gothard declared that "retailers are making enough . . . on a nickel per bottle, but we can't control retail prices except to tell the public that we are not responsible for the raise (to a dime)."

The firm plans to run newspaper advertisements in every community of the Omaha trade area where the retail price of its product goes beyond 5-cents a bottle. Ads will stress that wholesale prices have not changed.

Gothard pointed out that each Coca-Cola plant, because it is operated independently, can price its product as it chooses, but that the Coca-Cola Company, Atlant, wants the price kept to a nickel at the retail level.

A recent increase in the case price, from 80 cents to \$1.20, was nevertheless made by Coca-Cola Bottling Company, of Lincoln, Neb., with the result that Cokes in that area are selling for a dime, Gothard said.

## Alta. Income

EDMONTON, Alta., June 16.—Revenue from the 1,200 parking meters operating here aggregated \$38,464 in the first five months of this year as compared with \$36,224 for the same period in 1950 when 1,060 meters were operated. City is adding 155 automatic one-hour meters. If 10 minutes unexpired time still shows in the new meters and a penny is deposited, the hand clicks around the full 12 minutes to the 22-minute mark, instead of only to the 12-minute point. Average of only 15 to 25 cents a day is lost thru use of slugs, service men report.

**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

From LITTLE ACORNS mighty INCOMES grow!

**ACORN**

The only completely die-cast aluminum, precision-built

**ALL-PURPOSE VENDOR**

- Vends all bulk mdse.—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**

**DAK 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 1-6478 Pacific Coast Distributor Operators Vending Machine Supply 1023 Grand Ave., Los Angeles

**FRENCH BOY POP CORN Dispenser**

Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits. Write for full information it means BIG PROFITS!

**\$51.50**

F. O. B. Chicago

Pop your own corn or buy fresh, ready-to-eat popcorn from us. Write to Sales Dept.

**A B C Popcorn Co., Inc.**  
3440 W. NORTH AVE. CHICAGO 47, ILLINOIS

SPECIAL RATES for Distributors and Salesmen

Dealer Inquiries Invited

**CHARMS—Proven Sales Boosters**

Write for Complete Price List!

**Karl Guggenheim inc.**

33 UNION SQUARE • NEW YORK 3, N. Y.

**THE ONE FOR '51 TOPPER**

Topper and all other Victor models can still be bought on time payment plan.

Better write for full details today.

**ROY TORR** LANSLOWNE, PENNA.

**WRITE FOR CATALOG**

On Bulk Vendors, Merchandise Games, etc.

**ALMONDS**  
California Vendsize, packed in 5 lb. vacuum sealed tins. 30 lbs. per case. 79¢ Lb. \$3.95 Can.

**COPPER CHARMS**  
Large size, new series, 1,000 . . . \$3.95  
Plastic Charms, new large series, 1,000 . . . 2.65  
Hand-Painted Imported Charms, 1,000 . . . 1.25  
Toy Watches, 2 gross . . . 2.50  
Stone Set Rings, 1 gross . . . 1.95  
"Hep Cat" Buttons, 1,000 . . . 5.95

**STANDS**  
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

**\$3.25 each**

We are factory distributors for all leading makes of VENDING MACHINES. One-Third Deposit on All Orders.

**PARKWAY MACHINE CORP.**  
715 Ensor St. Baltimore 2, Md.

Try **VICTOR** Once and you will BUY **VICTOR** ALWAYS ORDER TODAY!

**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

**Northwestern TAB GUM VENDERS**

100 or more **\$24.95 EA.**

**MODEL 49 BULK VENDERS**

100 or more **\$16.95**

National Postage Service Stamp Vendor. Complete bulk vending and tab gum supplies. Send for Price List. 1/3 Down, Balance C.O.D., F.O.B. Factory.

**BADGER SALES CO.**  
2251 W. Pico Blvd., Los Angeles 6, Calif.

**VICTOR'S TOPPER**

Only \$11.25 Each (100 or More) Sample \$12.50

Glass or Plastic GLOBE U N E Q U A L L E D FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.

Lowest Prices on Ball Gum, Candy, Charms, Stands. We stock all parts and supplies.

"TRY THE BEST, TRY VICTOR'S" WRITE TODAY!

**H. B. Hutchinson Jr.**  
860 North Ave., N. E., Atlanta, Ga.

**FOR SALE 7 CUP-VENDING COCA-COLA MACHINES**

All are guaranteed in perfect condition at time of sale. All have coin-changers and none are over 2 years old. Price \$4750.00 if contacted at once.

**HALL C. HOUBE**  
Box 167 Phone 5451 Shelby, N. C.



### SENATE GROUP OKAYS PINBALL

WASHINGTON, June 16.—For the first time since the Senate Select Committee began introducing amendments to strengthen the Johnson Act, some optimistic news for the trade has developed. Speaking for the committee, made up of Senators Kefauver, Tobey, Hunt, Wiley and himself, Sen. Herbert R. O'Connor pointed out the latest amendments have been worded with care to "avoid curbing the manufacture of amusement type pinball machines."

## Detroit Shuffle Meet Success; Plan for '52

DETROIT, June 16.—First National Open Shuffleboard Tournament, June 8-10 at White Hall, Michigan State Fairgrounds, drew attendance estimated at 8,000 during the three days. Cash prizes were awarded winners, with all entry fees included in the prize money.

Winner of the men's long board division was Goebel's Brewing, Waterford, Mich. Anderson Gardens, Detroit, owned by Harry Levunburg, a director of Wayne

County Table Toppers, upset D & M Bar, Detroit, which had been considered the strongest team in this class, to take second place. Winner of third place was Jim's Night Club, Toledo, while D & M, and Plude's Bar, Flint, tied for fourth.

Other winners in long board classes in their order were: Men's singles—Andy Horvath, Jim's Night Club, Toledo; Harold DeCius, Jim's Night Club, Toledo. Men's doubles—Bob Swaine and Harold Dudley, D & M Bar, Detroit, and Andy Horvath and Harold DeCius, Jim's Night Club, Toledo. Women's teams D & M Bar, Detroit; Sportsmen's Inn, Waterford, Mich., and Plude's Bar, Flint, Mich.

#### Heavy Entries

There were 17 entries in the men's six-man teams on the long boards; 40 singles and 35 doubles. Three women's teams entered. In the bank board classification, 22 mixed doubles teams were entered.

Entries proved an overwhelming preference for the long boards, with a decision, taken by the players themselves, to reclassify when the few team entries were counted. Teams were withdrawn, and regrouped as doubles, playing as mixed groups with both men and women competing.

Similar reclassification was made in the women's field, with all single and double entries, in this case, regrouped and entered solely as teams.

Reactions to the first open tournament were generally good. Local publicity was fair, considering the new status of the sport. A number of observers from shuffleboard groups who did not actively participate were present, and expressed regret at not filing entries in time.

#### Award Trophies

Presentation of trophies in the White Hall was made by Billy Rogell, Detroit City Councilman and a former Detroit Tigers' star. Attendance and entries were kept down by the transit strike, with potential entrants from distant cities deterred by the problems of transportation.

General arrangements for the tournament were handled by John C. Westerdale, Shuffleboard Secretarial Service, and Fred Chlopan, executive director of Detroit Shuffleboard Association which sponsored the tournament. Key parts in organization and provision of equipment were played by Russ Schaefer of Wayne, Mich., an operator and league secretary, and Maurice J. Feldman, head of Central Coin Machine Exchange.

Referees were Everett DeWitt, Jimmy Darius, and Barney Burke, of Brown's Amusement Company, all shuffleboard operators and DSA members.

#### Plan '52 Meet

Plans for a 1952 tournament are being made, according to Westerdale. A city tournament is to be held first in the Detroit area, and in other towns of the State, to be followed by a State tournament, possibly to be held in another city. Following this, a Second Annual National Open Tournament is planned, organized in such a manner as to be truly representative. A budget and detailed plans to contact associations across the country have been prepared for DSA.

## Step Up Movie Machine Output

NEW YORK, June 16.—Production rate of Peep Show, Capitol Projector's recently-introduced upright, has caught up with that of the firm's standard console, Midget Movies, according to Ralph Hotkins, president. He reported a heavy demand for the larger unit among arcades.

The firm also has produced several girlie shorts in color which are now being shown thru the Peep Show. Use of color, it was said, enables the viewing price to be upped to a dime.

Capitol, now located at 814 10th Avenue, is looking for larger quarters to house expanding production facilities, Hotkins stated. He said no serious supply problems have yet been encountered.

## WANTED Assistant Sales Manager

★ Our business is the manufacture of coin-operated equipment, with plant situated in Chicago. We are looking for an assistant sales manager of proven sales ability to keep in constant contact with our distributors throughout the country by mail, phone and some traveling. Must be a business closer and go-getter. Give references, past experience, name of last employer, salary expected.

WRITE BOX 452, c/o BILLBOARD MAGAZINE  
188 W. RANDOLPH ST., CHICAGO, ILL.

### IT PAYS "TO GET ACQUAINTED" with ALBENA

Albena Always Gives You More for Your Money

We Overbought and Must Unload at Drastically Low Prices.

### STANDARD BRAND TUBES

DISCOUNTS OF 60% OR MORE

6SA7	..\$ .75	6SL7	..\$ .75	523	....\$ .70
6L6	....1.35	6J7	....\$ .75	2051	....1.00
6H6	....\$ .45	6N7	....\$ .75	3525	....\$ .70
6S7	....\$ .45	6SK7	....\$ .75	35L6	....\$ .70
6SC7	....\$ .80	6XS	....\$ .85	25L6	....\$ .65
6SN7	....\$ .85	6JS	....\$ .40	50L6	....\$ .70
6SQ7	....\$ .50	6C6	....\$ .75	75	....\$ .60
6C4	....\$ .45	6K6	....\$ .65	76	....\$ .60
6V6	....\$ .45	5U4G	....\$ .45	80	....\$ .50

AND EVERY OTHER TUBE FOR THE JUKE BOX OR RADIO.

**BETTER JUKE BOXES**  
Wurlitzer 1015-1100-1250 ..... Write  
AMI Models A-B-C ..... Write  
Rock-Ola 1422-1426-1428 ..... Write  
Seeburg M100 ..... Write

**PRE-WAR JUKE BOXES**  
A-1 CONDITION  
FROM \$45.00 TO \$100.00

**PARTS**  
AMPLIFIERS With Tubes for Wurlitzer—Rock-Ola—Seeburg (Used), A-1 Condition \$10.00 Up  
SPEAKERS, Wurlitzer—Seeburg—Rock-Ola ..... 5.00 Ea.  
MOTORS, Wurlitzer—Seeburg—Rock-Ola (Used), A-1 Condition 6.00 Ea.

Send for Free Catalog. 50% Deposit Required With All Orders.

## ALBENA SALES CO.

503 WEST 45TH ST., NEW YORK 19, N. Y. Columbus 5-9306

UNITED EXPRESS ..... \$69.50  
Excellent Condition

UNIV. TWIN BOWLER \$129.50  
FLYING PINS .....  
Top Condition

22 FT. ROCK-OLA SHUFFLEBOARDS \$119.50  
Good Condition ..... Write for quantity prices.

### SHUFFLE GAMES

Nationwide Baseball—8 Ft. Shuffle Game ..... \$ 49.50  
Chi. Coin Trophy Bowl ..... 155.00  
Chi. Coin Bowling Classic ..... 149.50  
Bally Speed Bowler ..... 139.50  
Univ. Twin Bowler ..... 95.00  
Exh. Shuffle Bowl Conversion ..... 59.50  
United Shuffle Alley ..... 39.50  
Exhibit Strike ..... 99.50  
Genco Baseball ..... 99.50  
Wms. Double Header brand new ..... 149.50

**SPECIAL!**  
UN. SHUFFLE ALLEY WITH FLYING PINS  
\$49.50

### SHUFFLEBOARD SUPPLIES

Fast Wax, case (12) \$ 4.50  
Pucks (Set of 8) ..... 12.00  
Score Sheets, 10 pads 7.50  
Shuffle Game Wax, case (12) ..... 3.30  
Fluorescent Lights, pair ..... 17.50  
Used Wall-Type Scoreboards ..... 79.50  
Premiums! Write for List.

4322 N. Western Ave. Chicago 18, Ill. JUNiper 8-1814

### WANT PANORAMS TRADE or CASH

USED KEENEY 2-WAY and 4-WAY BOWLING UNITS FOR SHUFFLEBOARDS  
Write for Complete List of All New and Used Equipment and Closeouts!

**SPECIAL!**  
"POP" CORN SEZ 10c VENDORS WRITE  
No. Indiana Operators—Contact Us for NEW EVANS' CONSTELLATION PHONOGRAPHS

1-BALLS Reconditioned—Ready for Location  
**SPECIAL PRICES!**

WE REBUILD YOUR PANORAM PROJECTORS  
Guaranteed! WRITE

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

**THE ATLANTIC BARGAIN PARADE MARCHES ON!**

**WURLITZER 1015's**  
at ..... \$195

**SEEBURG 146's**  
at ..... \$150

**WURLITZER 1100's**  
at ..... \$325

**WURLITZER 1250's**  
at ..... \$450

Don't Wait! All Orders Filled in Rotation!

**WRITE, WIRE, PHONE**

**AMI MODEL "C's" WRITE**

**IMMEDIATE DELIVERY**

1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Crating \$7.50 Extra.

**Atlantic New York Corp.**

Exclusive SEEBURG Distributors

583 10TH AVE. NEW YORK 18, N. Y. CHICKERING 4-0760

**EVANS' PROFIT STIMULATING COUNTER GAMES**

Shaker, 8" High, 10" Diameter

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!
- **OWL CUBE GAME**

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate! Write for descriptive literature.

**H. C. EVANS & CO.** 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS  
SEE EVANS' CONSTELLATION AD ON PAGE 74

**STOP - LOOK - READ Every Piece Guaranteed**

**FIVE BALLS—\$29.50 EACH**  
WISCONSIN — MELODY — TRINIDAD  
— MONTERREY — LADY ROBINHOOD — HUMPTY DUMPTY — TRIPLE ACTION — TROPICANA — STORMY.

**FIVE BALLS—\$39.50 EACH**  
SERENADE — SCREW BALL — VIRGINIA — CARNIVAL — SUMMERTIME  
BOWLETTE — SHOW BOAT — PINCH HITTER

**MISCELLANEOUS**  
WILLIAMS STAR SERIES ..... \$89.50  
WILLIAMS ALL STARS ..... 49.50  
ROCK-OLA SHUFFLE LANE ..... 29.50  
C. C. BOWLING ALLEY ..... 64.50

**ONE BALLS**  
WE HAVE THEM—MAKE US AN OFFER —NO REASONABLE OFFER WILL BE TURNED DOWN  
NEW TURF KINGS — USED TURF KINGS — CHAMPIONS — CITATIONS — GOLD CUPS — SPECIAL ENTRIES — PHOTO FINISH  
CLOSE-OUT ON CONSOLES—MAKE US AN OFFER  
BALLY MULTI BELL — BALLY TRIPLE BELL — BALLY M. B. DRAW BELL — KEENEY 5c BONUS SUPER BELL — ROCK-OLA SHUFFLE LANE ..... 29.50  
KEENEY 5c & 25c GOLD NUGGET AND MANY OTHERS TO CHOOSE FROM

**ONE-THIRD DEPOSIT—BALANCE C.O.D. OR SIGHT DRAFT**

**PARKER DISTRIBUTING COMPANY**  
311 8TH AVENUE SOUTH NASHVILLE, TENNESSEE TELEPHONE 4-0194 42-1231

**NEW GAMES—**  
MERMAID HARVEY STADIUM SHUFFLE TARGET CYCLONE HITS & RUNS BIG LEAGUE BOWLER UNITED 5-PLAYER

**PHONOGRAPHS**  
Reconditioned! Refinished!  
**PRICES SLASHED! WRITE**

Seeburg 146 A.M.I. Model A  
Seeburg 147 A.M.I. Model B  
146, Blonde Wurl. 1100  
148, Blonde Wurl. 1015 Aircon DeLuxe

SUMMER SIESTA BEGINS JUNE 20. CLOSED SATURDAYS, JULY & AUGUST

**ATLAS MUSIC CO.**  
2200 N. WESTERN AVE., CHICAGO 47, ILL. Phone: Armitage 6-5005

**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 .....

Occupation .....

602



**Brighten Your FUTURE with FIRST Class Equipment**



**SHUFFLE GAMES**

COMPLETELY RECONDITIONED  
ALL PLAYING FIELDS RESURFACED

United 4-PLAYER SHUFFLE ALLEY	\$285
Bally HOOK BOWLER	285
United TWIN SHUFFLE ALLEY	
REBOUND	235
Keeney DOUBLE BOWLER	165
United SHUFFLE SLUGGER	165
Keeney DUCK PINS	159
*Chi. Coin ACE BOWLER, F. P.	145
Univ. SUPER TWIN BOWLER	145
Chi. Coin BOWLING CLASSIC	139
Wms. DOUBLE HEADER	125
Keeney KING PIN	125
Univ. TWIN BOWLER, with life-up pins	85
Bally SPEED BOWLER	85
Chi. Coin BOWLING ALLEY (with life-up pins)	75
Williams DELUXE BOWLER	75
Keeney ABC BOWLER	69
Gott. BOWLETTE	65
Rock-Ola SHUFFLE JUNGLE	55
Bally SHUFFLE BOWLER	45
Genco BOWLING LEAGUE, 10 Ft.	35

**ARCADE**

United TEAM HOCKEY, Write new	
HOLLYCRANE	\$295
Wms. STAR SERIES	145
DRIVEMOBILE	145
TELEQUIZ, w/Film	145
QUIZZER, w/Film	99
Wms. ALL STARS	95
SKY PILOT	95
Chi. Coin GOALEE	95
Exhibit DALE GUN	89
Genco BING-A-ROL	85
Seeburg CHICKEN SAM	75
Evans TEN STRIKE	75
ABT CHALLENGER, new	45

**FIVE BALLS**

FOUR HORSEMEN	\$149	LUCKY INNING	\$189	KING COLE	\$55
HARVEST TIME	145	TAHITI	105	PUDDING HEAD	55
PIN BOWLER	145	DOUBLE SHUFFLE	95	SPEEDWAY	49
GEORGIA	145	SHARPSHOOTER	85	STARDUST	49
SWEETHEART	139	TELECARD	79	DEW-WA-DITTY	49
FLYING SAUCERS	139	THREE FEATHERS	79	SUMMERTIME	49
PLAYLAND	135	BIG TOP	75	TRINIDAD	45
SOUTH PACIFIC	129	CAROLINA	69	CRAZYBALL	45
ARIZONA	129	AQUACADE	69	ALI BABA	45
BANK-A-BALL	125	EL PASO	69	CATALINA	45
THREE MUS-KETEERS	125	BABY FACE	65	BANJO	45
SELECT-A-CARD	125	1-2-3	59	YANKS	45
SHANTY TOWN	115	RAMONA	59	COVER GIRL	45
TUMBLEWEED	115	SDONCLOW	59	RAINBOW	45
TRI-SCORE	109	SCREWBALL	55	BALLY-HOO	29

**Chicago Coin HIT PARADE**

Most beautiful and economical of all—Chicago Coin's 45 RPM Hit Parade.

Exclusive Distributor for Illinois, Wisconsin, Iowa & N. Indiana.

**NEW "BINGO" 5 BALL GAMES**

Bally BRIGHT LIGHTS  
United ABC  
Universal 5 STAR

**New SHUFFLE GAMES**

Genco SHUFFLE TARGET, Chi. Coin SHUFFLE HORSESHOES, Keeney BIG LEAGUE BOWLER, United 5 PLAYER SHUFFLE ALLEY

**FIRST DISTRIBUTORS**  
Wally Finke & Joe Kline  
1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

**5-BALL CLEARANCE SALE!**

RECONDITIONED LATE GAMES for IMMEDIATE DELIVERY

5 4 HORSEMEN	EA. \$150	3 PIN BOWLERS	EA. \$140
2 BANK-A-BALL	115	5 RIP SNORTER	95
5 SELECT-A-CARD	90	3 GOTT. ROCKETTE	130
7 GOTT. BASKETBALL	115	3 ST. LOUIS	65
3 BOSTONS	80	3 SHARPSHOOTER	85
5 BUTTONS & BOWS	75	7 SOUTH PACIFIC	125
3 CAMEL CARAVAN	110	5 SUPER HOCKEY	75
5 CANASTA	105	3 3 MUSKETEERS	115
6 COLLEGE DAZE	105	3 TRIPLETS	145
3 DE-ICER	125	3 TUCSON	85
3 FOOTBALL	105	3 UTAH	65
5 GOLDEN GLOVES	95	3 TRI SCORE	135
5 GEORGIA	140	3 DOUBLE SHUFFLE	90
3 HARVEST TIME	140	3 3 FEATHERS	85
4 JUST 21	75	2 BUFFALO BILL	95
7 K. C. JONES	125	3 FLOATING POWER	70
3 KING ARTHUR	130	4 FRESHIE	85
7 KNOCK OUT	165	3 DALLAS	65
6 MAD. SQ. GARDEN	145	3 TAMPICO	75
5 OLD FAITHFUL	125		

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

**YOUR RELIABLE DISTRIBUTOR**

**ONE BALLS**

Bally Turt King, new Write  
Winners, new Write  
Citation \$150.00  
Universal Photo Finish 200.00  
Trophy, free play or payout 100.00

**RECONDITIONED**

Jockey Special \$65.00  
Special Entry 50.00  
Victory Special 35.00  
All machines are clean and ready for operation.

**NEW EQUIPMENT** UNITED ABC—UNIVERSAL 5 STAR—NEW KEENEY ELECTRIC CIGARETTE VENDORS

Write for complete list and prices of Arcade Equipment, Cigarette Vending Machines, Coin Counters and Changers.

**AUTOMATIC COIN MACHINES & SUPPLY CO.**

TELEPHONE: CAPITOL 7-8244  
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

**Finest Selection in the Nation PIN BALLS**

Reconditioned — Ready for Location  
WRITE FOR LIST AND PRICES

WE HAVE SATISFIED CUSTOMERS ALL OVER THE WORLD

**INTERNATIONAL AMUSEMENT CO.**  
5 PARKHURST STREET • NEWARK 2, NEW JERSEY

**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 June 16	Issue of June 9	Issue of June 2	Issue of May 26
ABC (roll down)	\$35.00			
Advance Rolls (Genco) (roll-down)	35.00 39.50	35.00 39.50	35.00 39.50	35.00 39.50
Ali Baba (Gottlieb)	39.50(2) 45.00	39.50 45.00	39.50 45.00(2)	39.50 45.00
Alice in Wonderland (Gottlieb)	49.50	39.50 49.50	49.50 50.00	49.50
Amber (Williams)			35.00	
Aquacade (United)	59.50 69.00	59.50 69.00	59.50 69.00	59.50 69.00
Arizona (United)	129.00	129.00	129.00	129.00
Auto Roll (roll-down)	35.00	35.00	35.00	35.00
Baby Face (United)	65.00	65.00	65.00	65.00
Ballerina (Bally)	49.50	49.50	49.50	49.50
Bally Hoo (Bally)	29.00	29.00	29.00	29.00
Bango (Chicago Coin)	49.50	49.50	49.50	49.50
Banjo (Exhibit)	45.00	45.00	45.00	45.00
Bank-a-Ball (Gottlieb)	115.00	129.00	129.00	115.00
Barnacle Bill (Gottlieb)	45.00 55.00	64.50	55.00 64.50	55.00 64.50
Basketball (Chicago Coin)	115.00			109.00 149.50
Basketball (Gottlieb)	114.50	114.50	114.50	114.50
Be Bop (Exhibit)	29.50	29.50 49.50	29.50 49.50	29.50 49.50
Bermuda (Chicago Coin)	35.00	35.00	35.00	35.00
Big City (roll-down)	75.00 79.50	75.00 79.50	75.00 79.50	34.50 65.00
Big Top (Genco)				79.50
Black Gold (Genco)	69.50	64.00 69.50	69.50	69.50
Blue Skies (United)	39.50(2) 54.50	39.50 49.50	39.50 49.50	39.50 49.50
Boston (Williams)	79.50 80.00	79.50 114.50	79.50 114.50	79.50 114.50
Bowling Champ (Exhibit)	114.50	79.50(2) 89.50	79.50 89.50	79.50 89.50
Buccaneer (Gottlieb)	64.50 65.00	55.00 69.50	69.50	69.50
Buffalo Bill (Gottlieb)	95.00		120.00	95.00 120.00
Buttons and Bows (Gottlieb)	49.50 75.00	49.50 99.50	49.50 99.50	49.50 99.50
Camel Caravan (Genco)	110.00			249.50
Canasta (Genco)	105.00 129.50	100.00 129.50	129.50	129.50 135.00
Carnival (Bally)	50.00 69.50	69.50	69.50 75.00	69.50
Carolina (United)	69.00	69.00	65.50 69.00	69.00
Catalina (Chicago Coin)	29.50 45.00	29.50 45.00	29.50 45.00	29.50 45.00
Champion (Bally)	125.00 150.00	155.00	155.00 165.00	179.00 189.50
	155.00(2)	165.00(2)	179.50 189.50	200.00 209.50
	195.00 199.50	184.50 185.00	199.50 210.00	224.50 235.00
	249.50	199.50 245.00	245.00 249.50	245.00(3)
Champion (Chicago Coin)	49.50	35.00 39.50	39.50	89.00
Cinderella (Gottlieb)	75.00 90.00	75.00 85.00	95.00 115.00	99.00 117.50
Citation (Bally)	95.00 100.00	95.00 99.50(2)	117.50 120.00	145.00
	115.00 124.50	115.00 124.00	124.50 145.00	149.50(5)
	134.50 145.00	145.00 149.50	149.50(2)	150.00(2)
	149.00 150.00	150.00	150.00(2)	175.00
College Daze (Gottlieb)	105.00	100.00 124.50	124.50	124.50
Contact (Exhibit)	29.50	39.50	39.50	39.50
Cover Girl (Gottlieb)	45.00	45.00	45.00	45.00
Crazy Ball (Chicago Coin)	29.50 45.00	29.50 39.50	29.50 39.50	29.50 39.50
Dallas (Williams)	65.00 79.50	54.50 79.50	79.50 89.50	79.00 79.50
De-Icer (Williams)	125.00 159.50	159.00	159.50	89.50
Dew-Wa-Ditty (Williams)	39.50 49.00	39.50 49.00	39.50 49.00	159.50
		49.50	49.50	49.50
Double Feature (Bally)		154.50	135.00 169.50	135.00
Double Feature (Gottlieb)	79.50 90.00	79.50 95.00	79.50 95.00	79.50 89.00
Double Shuffle (Gottlieb)	95.00 99.50	99.50	99.50	95.00 99.50
El Paso (Williams)	69.00 79.50	69.00 79.50	69.00 79.50	79.50
Fighting Irish (Chicago Coin)	149.50	135.00 149.50	125.00 145.00	145.00 149.50
		159.00	149.50	160.00
Floating Power (Genco)	54.50 69.50	64.50 69.50	64.50(2) 69.50	64.50 69.50
	70.00		75.00	75.00 79.00
Flying Saucers (Genco)	139.00	139.00	125.00 139.00	
Flying Trapeze (Gottlieb)	19.50			
Four Horsemen (Gottlieb)	149.00 150.00	125.00 159.00	135.00 159.00	159.50
	159.00	159.50 164.50	159.50	
Football (Chicago Coin)	105.00			
Freshie (Williams)	85.00			
Georgia (Williams)	140.00 145.00	145.00(2)	105.00 145.00	
Gin Rummy (Gottlieb)				115.00
Gold Cup (Bally)	50.00 60.00	50.00 60.00	60.00 65.00	75.00 79.00
	65.00 84.50(2)	65.00 84.50	75.00 84.50	89.50(2) 95.00
	89.50 95.00	95.00 99.50	89.50 95.00	99.50(2)
Golden Gloves (Chicago Coin)	95.00			
Gondola (Exhibit)	64.50	49.50 55.00	49.50 64.50	49.50 64.50
		64.50		
Grand Award (Chicago Coin)	59.50	59.50	59.50	59.50 65.00
Harvest Moon (Bally)	64.50 69.50	69.50	69.50	69.50
Harvest Time (Genco)	139.50 140.00	139.50 145.00	135.00	145.00 149.50
		149.50	145.00(2)	
			149.50	
Hit Parade (Gottlieb)	29.50	29.50	29.50	29.50
Hot Rods (Bally)	149.50		75.00 139.00	75.00 140.00
			140.00	
Holiday (Chicago Coin)				70.00
Humpty Dumpty (Gottlieb)	29.50(3) 49.50	29.50 39.50	29.50 34.50	29.50 39.50
		49.50	39.50 49.50	49.50
Hy-Roll (Bally roll-down)				55.00
Jack 'n' Jill (Gottlieb)	49.50			
Jeanie (Exhibit)			135.00	135.00
Jockey Special (Bally)	40.00 55.00	55.00 65.00	55.00 65.00	59.00 65.00
	64.50 65.00	74.50 75.00	74.50 75.00	75.00 79.50(4)
	74.50 75.00	79.50	79.50(2)	85.00 89.50
	79.50			
Joker (Gottlieb)		154.50	155.00	155.00
Just 21 (Gottlieb)	49.50 50.00	69.50 79.50	45.00 69.50	69.50 79.00
	75.00 79.00	85.00	75.00 79.50	79.50 89.00
	79.50		85.00	
K. C. Jones (Gottlieb)	125.00			
King Arthur (Gottlieb)	129.50 130.00	129.50	65.00 129.50	129.50
King Cole (Gottlieb)	55.00		55.00	55.00
Knock Out (Gottlieb)	165.00	179.00	140.00 150.00	150.00 179.00
			175.00 179.00	
Lady Robin Hood (Gottlieb)	39.50	39.50	39.50	
Line Up (Keeney)	25.00	25.00	25.00	25.00
Lucky Inning (Williams)	109.00	99.00 109.00	97.50 109.00	99.50

**BAND BOX USED AS SOFT DRINK SALES GIMMICK**

CHICAGO, June 16.—A Chicago Coin Band Box unit proved a crowd drawer at a recent convention here when Dad's Root Beer featured the animated music makers in its display. Event was the National Super Market convention, with the soft drink firm featuring a tiered display of bottled drinks pyramiding up to the Band Box unit.

To help draw the conventioners, Dick Berns, regional sales manager, had Pam Martin, Miss Dad's Root Beer of 1951, on hand to help dispense servings of the firm's product. Dad's execs said the gimmick was one of the most effective merchandising point-of-sales pieces yet introduced. A hideaway unit provided music.

The Band Box will now be used by Dad's with the tiered display in markets throughout the country.

**Al Horn, Wife Killed**

TALMADGE, O., June 16.—Mr. and Mrs. Albert Horn, Pittsburgh, were killed Wednesday (13) in a truck-auto collision on Route 18, two miles east of here. He was the owner of the Automatic Cigarette Sales Company.

The Horns were in a two-car party of seven en route to a wedding in Detroit when a trailer truck jack-knifed and plowed into both cars.

**GUARANTEED USED ONE BALLS**

AT LOWEST PRICES  
CHAMPION \$199.50  
CITATION 124.50  
GOLD CUP 84.50  
JOCKEY SPECIAL 74.50  
1/3 deposit with all orders.

**SICKING, INC.**

America's Oldest Distributor  
Established 1895  
1401 Central Pkwy.  
Cincinnati 14, O.

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ROUTE WORK NEAR CHICAGO  
Write The Billboard  
Box 450  
188 W. Randolph St.  
Chicago, Illinois

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WE ARE NOW DELIVERING  
EVANS NEW CONSTELLATION PHONOGRAPH 20 RECORDS-40 SELECTIONS for 78 or 45 RPM  
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Now Delivering Keeney's New 9 1/2 ft. BIG LEAGUE BOWLER 4-Player Sensation  
Write for List of Our Stock!  
DAVE LOWY & CO.  
Exclusive Distributor for Keeney Products in the Metropolitan Area and No. N. J.  
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NEW FLASH — NEW BEAUTY  
NEW SCORING ARRANGEMENT



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MAKES IN MORE MONEY PER DOLLAR  
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**5 Balls \$37.50 F.O.B.**  
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**ORDER TODAY!**  
Try it for 10 days! Money back if  
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Groetchen or Standard  
Rebuilt, Reconditioned Like New.  
All Work Guaranteed.  
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1318 N. Western Ave., Chicago 22, Ill.

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**OPERATORS' ASSORTMENT**  
Hillbilly, Race (Spirituals) & Pop. All Recorded by Nationally Known Artists.  
**\$18.00 Per 100**  
25¢ in Less Quantity  
1/2 With Order, Balance C.O.D.  
Send for Complete List

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Guaranteed Complete  
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No Crating

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**Late Model Photomatics**  
State price, condition, etc.  
Box D 51, c/o Billboard,  
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**WANT TO BUY**  
New and used Pace, Jennings, Mills Golden Falls and 21 Bells Slots, Jennings Consoles. Interested in good, clean post-war machines only. Also want parts for above machines. Gears, Clocks, Escalators, etc. Send list of quantity, denomination and lowest price in first letter.  
BOX D-44  
c/o The Billboard Cincinnati 22, O.

	Issue of June 16	Issue of June 9	Issue of June 2	Issue of May 26
Madison Sq. Garden (Gottlieb)	145.00		155.00	155.00
Magie (Exhibit)	54.50	54.50	54.50	54.50
Major League Baseball (United)	39.50	39.50	39.50 45.00	39.50
Majors of '49 (Chicago Coin)	59.50 79.50	35.00 49.50	49.50 79.50	49.50 79.50
Manhattan (United)			45.00	
Mardi Gras (Genco)	49.50	45.00 49.50	45.00 49.50	49.50
Maryland (Williams)	79.50 114.50	79.50 89.50	79.50 89.50	79.50 89.50
Melody (Bally)			114.50	
Merry Widow (Genco)	39.50(2) 54.50	39.50 54.50	39.50(2) 45.00	39.50 49.50
Mexico (United)	19.50		54.50	
Miss America (Gottlieb)	24.50		150.00	
Monterrey (United)	49.50	39.50 49.50	39.50 49.50	39.50 49.50
Moon Glow (United)	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
Morocco (Exhibit)	49.50(2)	49.50(2)	49.50(2)	49.50(2)
Nifty (Williams)			150.00	
Oasis (Exhibit)	149.50	149.50	149.50	149.50
Oklahoma (United)	79.50 109.50	79.50 109.50	79.50 109.50	79.50 89.00
Old Faithful (Gottlieb)	125.00			
One, Two, Three (Mills)	59.00 59.50	59.00	59.00	59.00
Photo Finish (Universal)	125.00 129.50	125.00 150.00	125.00 129.50	129.50 169.00
	150.00	175.00 200.00	150.00 200.00	189.50 195.00
	175.00(2)	225.00	225.00	200.00
	200.00			225.00(2)
Pin Bowler (Chicago Coin)	140.00	125.00 145.00	145.00 154.50	154.50
Pinch Hitter (United)	59.00	59.00	59.00	59.00
Pinky (Williams)			175.00	175.00
Play Ball (Chicago Coin)	99.50	90.00	120.00	
Play Boy (Chicago Coin)			45.00	
Playland (Exhibit)	139.00 144.50	110.00 139.00	139.00 144.50	144.50
Playtime (Exhibit)		79.50	79.50	79.50
Pro Score (Ponsler) (roll-down)	50.00	50.00	50.00	50.00
Puddin' Head (Genco)	34.50 54.50	55.00	54.50 55.00	55.00 59.50
Punchy (Chicago Coin)	179.50	150.00 174.50		
Quarterback (Williams)		95.00	95.00	95.00
Rainbow (Williams)	45.00 54.50	45.00 54.50	45.00 50.00	45.00 54.50
Ramona (United)	54.50 59.00	54.50 59.00	54.50 59.00	54.50 59.00
Rio (United)	20.00		65.00	
Rip Snorter (Genco)	95.00 99.50	102.50	102.50	104.50
Robin Hood (Daval)	49.50	49.50	49.50	39.50 49.50
Rocket (ally)	139.50	139.50	85.00 103.50	103.50 139.50
Rockette (Gottlieb)	130.00		95.00	
Rondeevoo (United)	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
St. Louis (Williams)	65.00 89.50	79.50 89.50	79.50 89.50	75.00 79.50
Sally (Chicago Coin)	39.50 54.50	39.50 54.50	39.50 54.50	39.50 54.50
Samba (Exhibit)	79.50	79.50	65.00 79.50	50.00 79.50
Saratoga (Williams)			85.00	
Screwball (Genco)	39.50(2) 55.00	39.50(2) 55.00	39.50(2) 54.50	39.50(2) 54.50
Sea Isle (Chicago Coin)	50.00 69.50	89.50 105.00	89.50 114.50	89.50 95.00
Select-a-Card (Gottlieb)	90.00 114.50	114.50 125.00	125.00	114.50 115.00
Serenade (United)	54.50	54.50 55.00	54.50	54.50
Shanghai (Chicago Coin)	49.50	39.50	39.50	39.50
Shantytown (Exhibit)	115.00 119.50	115.00 119.50	115.00 119.50	115.00 119.50
Sharpshooter (Gottlieb)	84.50 85.00(2)	84.50 95.00	84.50 95.00	84.50 89.00
Shoo-Shoo (Williams)		169.50 175.00	150.00	
Short Stop (Exhibit)	20.00		45.00	
South Pacific (Genco)	119.50 125.00	95.00 119.50	92.50 119.50	97.50 119.00
Special Entry (Bally)	25.00 49.50	50.00 55.00	35.00 49.50	35.00 50.00
	50.00 54.50	64.50	50.00 64.50	59.50 64.50
	55.00		65.00	65.00 69.50
Speedway (Gottlieb)	49.00 49.50	39.50 49.00	39.50 49.00	39.50
Spinball (Chicago Coin)	29.50	29.50	29.50	29.50
Stardust (United)	49.00 49.50	49.00(2) 49.50	49.00 49.50	49.00 49.50
Stormy (Williams)	29.50 49.50	29.50 49.50	29.50 45.00	29.50 49.50
Summer Time (Gottlieb)	49.00 49.50	49.00 49.50	49.00 49.50	49.00 49.50
Sunny (Williams)	20.00 29.50	29.50 49.50	29.50 49.50	29.50 49.50
Super Hockey (Chicago Coin)	75.00 79.50(2)	79.50(2)	79.50(2)	79.50(2)
Swanee (Exhibit)	59.50(2)	59.50(2)	59.50(2)	59.50(2)
Sweetheart (Williams)		139.00	105.00 125.00	125.00
Tahiti (Chicago Coin)	79.50 109.50	79.50 109.50	79.50 109.50	79.50 109.50
Tampico (United)	75.00	84.50	84.50	84.50
Telecard (Gottlieb)	69.50 79.50	69.50 79.50	69.50 79.50	69.50 79.50
Temptation (Chicago Coin)	85.00	85.00	85.00 95.00	
Tennessee (Williams)	64.50	49.50 64.50	49.50 64.50	49.50 64.50
Texas Leaguer (Keeney)	29.50 49.50	29.50 45.00	29.50 45.00	29.50 49.50
Thing (Chicago Coin)	50.00 59.50	50.00 59.50	50.00(2) 59.50	50.00 59.00
Three Feathers (Genco)	149.50			
Three Musketeers (Gottlieb)	79.00 79.50	59.00 79.50	79.50 85.00	79.00 79.50
	85.00	85.00	84.50 85.00	84.50 85.00
Thrill (Chicago Coin)	115.00 124.50	124.50 125.00	124.50 125.00	124.50
Torchy (Williams)	125.00			
Total Roll (Genco) (roll-down)	39.50	39.50	39.50	39.50
Trade Winds (Genco)	35.00 39.50	35.00 39.50	35.00 39.50	35.00
Trinidad (Chicago Coin)	39.50 49.50	39.50(2) 49.50	39.50(2) 49.50	39.50(2) 49.50
Triple Action (Genco)	29.50 45.00	29.50 39.50	29.50 39.50	29.50 39.50
	49.50	45.00(2) 49.50	45.00(2) 49.50	49.50
	25.00 29.50	29.50 35.00	29.50 44.50	29.50 44.50
Triplets (Gottlieb)	34.50			
Tri-Score (Genco)	145.00		175.00	175.00
Trophy (Bally)	119.00 119.50	139.00 140.00	125.00 139.00	125.00 150.00
Tucson (Williams)	135.00	145.00	150.00	
Tumbleweed (Exhibit)	100.00	100.00	100.00	
Utah (United)	85.00	84.50	95.00	
Victory Special (Bally)	115.00	115.00	110.00 115.00	110.00 115.00
Virginia (Williams)	65.00 114.50	50.00 114.50	114.50	95.00 114.50
Wisconsin (United)	35.00 49.50	35.00 54.50	35.00 54.50	25.00 35.00
Yanks (Williams)				54.50
	29.50	29.50	29.50	29.50
	24.50 49.50	39.50 49.50	29.50 39.50	39.50 45.00
			60.00	
	39.50 45.00	39.50(2) 45.00	39.50(2) 45.00	39.50(2) 45.00
	49.50	49.50	49.50	49.50

(Continued on page 84)

**World Wide Your Exclusive Distributor For**  
**KEENEY, WILLIAMS, ROCK-OLA, EXHIBIT**  
Depend on World Wide for Guaranteed Satisfaction

**Exhibit**  
**GUN PATROL**  
Four games in one!  
Sensation on location! Skill award brings repeat play. 3 coin chutes, 5¢-10¢-25¢ play. Colorful layout, flash and action attract players.

**Keeney's New**  
**BIG LEAGUE BOWLER**  
Tremendous appeal. 8" Jumbo lite-up pins. 1, 2, 3 or 4 player rebound shuffle game, 8" and 9 1/2" lengths.

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Popular Western style appeal. Vends skill tickets. 5¢ or 10¢ play. Leads the field for profit.

**Reconditioned—Guaranteed**  
**SHUFFLE GAMES**

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- Keeney DOUBLE BOWLER ..... 175
- Chi. Coin BOWLING CLASSIC ..... 155
- Chi. Coin ACE BOWLER ..... 150
- Univ. SUPER TWIN BOWLER ..... 145
- Wms. DOUBLE HEADER ..... 125
- Keeney KING PIN ..... 125
- Bally SPEED BOWLER ..... 85
- Wms. DELUX BOWLER ..... 75
- Chi. Coin BOWLING ALLEY ..... 75
- Univ. TWIN BOWLER ..... 75
- Gottlieb BOWLETTE ..... 75
- Bally SHUFFLE BOWLER Flyaway Pins ..... 75

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**NEW 5 BALL GAMES**  
Wms. CONTROL TOWER  
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**LITE-A-LINE**  
Takes 1 to 6 coins, sensational repeat play attraction. Fun to play.

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Takes up to 5 coins

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**SUPER WORLD SERIES**  
5¢-10¢-25¢ single entry slug-proof Coin Chute. Free play or novelty. Realistic third dimension.

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**1951 Brand New Williams DOUBLE HEADER**  
1 player rebound baseball game  
**ONLY \$175**

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Williams STAR SERIES ..... 135  
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Turf King, New ..... Write  
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Everybody Plays It! Loads of Fun!  
Hundreds of Laughs!

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147-MA	275.00	<b>ROCK-OLA</b>	
H-148-M HIDEAWAY	275.00	"1426"	\$199.50
147-S	235.00	"1422"	139.50
147-SA	225.00	<b>AMI</b>	
146-M	225.00	MODEL "B"	\$425.00
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H-246-M HIDEAWAY	200.00	CONSTELLATION	\$175.00
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H-146-M HIDEAWAY	200.00	"1207-A"	\$129.50
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AMI 5-10¢ WALL BOXES . . . . . \$39.50

## PRE-WAR PHONOGRAPHS READY FOR LOCATION

SEEBURG		WURLITZER	
LO-TONES	\$69.50	"750"	\$89.50
'41 RC SPECIAL	69.50	"700"	89.50
HI-TONES	59.50	"950"	89.50
COLONEL	49.50	"600-K"	69.50
ENVOY	49.50	"600 VICTORY"	69.50
CASINO	39.50	"800"	69.50
COMMANDER	39.50	"500"	49.50
REGAL	39.50	"616"	39.50
ROYAL	39.50	<b>ROCK-OLA</b>	
CLASSIC	39.50	COMMANDO	\$49.50
<b>MILLS</b>		MASTER '40	39.50
THRONE	\$39.50	SUPER '40	39.50
EMPRESS	39.50	'39 DELUXE	39.50

Phone — Wire — Write

Terms: 25% Certified Deposit, Balance C.O.D.

All Items Subject To Prior Sale.

# SHAFFER MUSIC CO.

COLUMBUS, OHIO  
606 S. High St.

CINCINNATI, OHIO  
2333 Gilbert Ave.

INDIANAPOLIS, IND.  
1372 Capitol Ave.

## House Comm. OK's Higher Excise Levy

WASHINGTON, June 16.— In a series of final actions on provisions previously agreed upon, the House Ways and Means Committee voted formal approval of a hike of the present \$150 federal tax on coin-operated gaming devices to \$250 (The Billboard, May 26). Committee also voted final approval of its previously agreed-upon provision for a hike in the cigarette tax from 7 to 8 cents a package.

The bill is ready to be sent to the House floor where early action is anticipated. The proposed hike in the cigarette tax is well below the stiff increase asked by the Treasury Department. The latter agency had asked the committee to support President Truman's request for a hike to 10 cents a package. The House Ways and Means Committee's bill calls for a tax rise from the present \$3.50 per thousand cigarettes to \$4 per thousand.

## Bow Arcade on NY Main Stem

NEW YORK, June 16.—A new arcade, bidding for Times Square patronage on a 24-hour-per-day basis, opened for business Thursday (14) at 1597 Broadway. Managed by Eddie Hanna, the spot features a large shooting gallery with walls constructed of a special material said to deaden the snap of rifle shots.

Coin equipment includes a bank of Peep Shows, shuffle games, target units and photo machines. The Peep Shows, newly introduced by Capitol Projectors, manufacturers of Midget Movies, are dime actuated and screen girlie films in full color.

## Tony Genna Killed

GALVESTON, Tex., June 16.—Tony Genna, owner of M & M Music Company, music and amusement games operating firm here, was killed instantly Saturday night (8) when he was shot thru the heart with a 30-30 rifle. Charles Foggard Sr., 65 year old grocer, was charged with the murder and held in Galveston County Jail without bond.

The shooting occurred in Foggard's grocery where Genna had gone, presumably to buy groceries. No motive for the killing was given.

# THE BILLBOARD Index of Advertised Used Machine Prices

Continued from page 83

## Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issue indicated below. All advertised used machines and prices are listed. Where more than one 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 vend only the single machine price is listed. Any price obviously depends on conditions of the equipment, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue

	Issue of June 16	Issue of June 9	Issue of June 2	Issue of May
Air Hockey	\$385.00	\$385.00		
Air Raider (Keeney)	125.00	125.00	\$125.00	\$125.00
All Stars (Williams)	69.50 109.50	69.50 109.50	69.50 109.50	69.50 109.50
	125.00	125.00	125.00(2)	125.00
Art Show		49.50		
Astroscope	125.00	125.00	125.00	125.00 149.50
Atomic Bomber (Mutoscope)	150.00	125.00 150.00	150.00	150.00
Barrell Roll	25.00			
Basketball (Bally)				100.00
Bat-a-Score (Evans)			195.00	
Batting Practice (Scientific)	75.00	75.00	75.00	75.00
Bear Gun (Seeburg)	375.00	369.50 375.00	369.50 375.00	369.50 375.00
Big Inning (Bally)		185.00		185.00
Billiard Game #52	25.00			
Bing-a-Roll (Genco)		85.00	85.00	85.00
Boomerang (Amusement Corp.)	45.00	45.00	45.00	45.00
Buckley Deluxe	119.50		119.50	119.50
Career Pilot	95.00	95.00	95.00	95.00
Challenger (ABT)	19.50	24.50	24.50	24.50
Chicken Sam (Seeburg)	95.00 109.50	75.00 89.50	75.00 89.50	75.00 89.50
		95.00	95.00	95.00
Dale Gun (Exhibit)	69.50 95.00(2)	69.50 89.00	69.50 89.00	64.50 69.50
		94.50 95.00(2)	94.50 95.00(2)	69.50 89.50
Deluxe Athletic Scale (Mercury)	69.50	75.00 79.50	75.00 79.50	75.00 79.50
Diggers (Exhibit)		95.00	95.00	95.00
Drive Mobile (Mutoscope)	150.00	149.00 150.00	149.00 150.00	150.00
Fishing Well (Mutoscope)		125.00	125.00	125.00
Flash Hockey (Coinex)		69.50	69.50	69.50
Football (Chester Pollard)		125.00	125.00	125.00
Goatee (Chicago Coin)	99.50 125.00	49.50 95.00	49.50 95.00	49.50 99.50
		99.50	99.50	125.00
Heavy Hitter (Bally)	59.50 65.00	65.00 79.50	37.50 65.00	37.50 65.00
			75.00 79.50	79.50
Hi-Ball (Exhibit)	60.00	60.00	60.00	60.00
Hockey (Chicago Coin)	75.00	75.00	75.00	75.00
Hollycrane (Como)	395.00		395.00	395.00
Jack Rabbit (Amusement Corp.)	109.50	109.50	109.50	109.50
Jungle Joe Ray Gun		195.00		
Kicker & Catcher (Baker)	27.50	27.50	27.50	27.50
Magic Pen	125.00	125.00	125.00	125.00
Midget Movies (Capitol)		255.00 395.00		
Midget Skee Ball (Chicago Coin)				195.00
Monkey Shines Ray Gun		175.00		
Mutoscope Crane	119.50		119.50	119.50
Panorams (Mutoscope)		179.50 195.00	179.50 225.00	179.50 225.00
		225.00		
Periscope	125.00	125.00	125.00	125.00
Phil Toboggan Ski Ball	525.00	525.00	525.00	525.00
Photomatic (Mutoscope)	795.00(early)	795.00(early)	795.00(early)	795.00(early)
Photomatic 47 (Mutoscope)	375.00(early)	375.00(early)	375.00(early)	375.00(early)
Pistol Pete (Chicago Coin)	149.50 150.00	69.50 149.50	69.50 149.50	69.50 149.50
		150.00	150.00	150.00
Play Ball (Evans)	275.00	275.00	275.00	275.00
Poker & Joker	49.50	49.50	49.50	49.50
Pokerino (Scientific)		99.50	99.50	99.50
Pool Table (Edico)	75.00	75.00	75.00	75.00
Punching Bag (Mutoscope)				125.00
Q Ball (Lane)		159.00	159.00	159.00
Quizzer	37.00 125.00	99.00 125.00	99.00 125.00	99.00 125.00
Rapid Fire (Bally)	85.00	85.00	85.00	85.00
Recordio (Wilcox-Gay)	175.00	175.00	175.00	175.00
Rocket Busters	65.00	65.00	65.00	65.00
Rotary Claw		225.00		225.00
Rotary Mdsr. (Exhibit)	175.00		175.00	175.00 200.00
Rotary Pusher		275.00	275.00	275.00
Seven High (Edelman)	75.00	75.00	75.00	75.00
Shoot the Bear (Seeburg)	365.00	365.00 395.00	350.00	375.00 395.00
Shoot Jap Gun (Seeburg)	24.50			
Silver Bullet (Exhibit)	144.50 195.00	195.00	195.00	149.00 195.00
Silver Gloves		250.00		
Skee Ball (Wurlitzer)	150.00	150.00	150.00	75.00 150.00
Sky Pilot		95.00	95.00	
Standard Metal Typer	295.00	295.00	295.00	295.00
Star Series (Williams)	145.00 165.00	145.00(2) 165.00	145.00(2) 165.00	145.00 165.00
		165.00 169.50	169.50	165.00 169.50
Strikes and Spares (Allite)	175.00			
Striking Clock				125.00
Target Master		84.50	84.50	84.50
Team Hockey (United)		175.00		
Telequiz	119.50	145.00 149.50	145.00 149.50	145.00 149.50
Ten Strike (Evans)	75.00	75.00(2)	75.00(2)	75.00(2)
3-Way Gripper (Gottlieb)	22.50	22.50	22.50	22.50
Treasure Island (Buckley)	99.50		99.50	99.50
Undersea Raider (Bally)				75.00
Vitalizer (Exhibit)	95.00	95.00	95.00	95.00(2)
Voiceograph (Mutoscope)	395.00	395.00	395.00	395.00
Western Baseball	85.00	85.00	85.00	85.00
X-Ray Poker (Scientific)	85.00	85.00	85.00	85.00

## RECONDITIONED Ready For Location

1—Wurlitzer 1250, like new	\$500.00
2—Wurlitzer 1100	375.00
12—Wurlitzer 1015	225.00
1—Wurlitzer 950	50.00
1—Wurlitzer 850	50.00
1—Wurlitzer 750	100.00
2—Seeburg 46M	250.00
2—Seeburg 46S	200.00
4—Seeburg 46 Hideaway	250.00
100—3W2-L-56 Seeburg Wallboxes	30.00
25—W1-L-56 Seeburg Wallboxes	25.00
2—AMI Model A	395.00

### ONE BALLS

50 Citations	\$75.00
8 Gold Cups	50.00
2 Jockey Specials	25.00
2 Photo Finish	95.00

### FIVE BALLS—NEW

Chi-Coin Play Ball	\$125.00
Chi-Coin Thing	150.00

## FORT WORTH AMUSEMENT CO.

100-104 SOUTH MAIN

AMI

Keeney

Bally

FORT WORTH, TEXAS

Como

## End Your Coin Chute Worries With HEATH'S DROP CHUTE AND SWITCH

\$3.50  
Each



No more service calls from switch trouble.

Replaces Drop Chute on any game.

Trouble free, easy to install, used by most manufacturers.

Available in 5c-10c or 25c play.

(Also two plays for a Dime Model—Write.)

Limited stock—Order now for duration of emergency.

HEATH DISTRIBUTING COMPANY

243 THIRD AVENUE  
MACON, GEORGIA



# THE BILLBOARD Index of Advertised Used Machine Prices

## • Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of June 16	Issue of June 9	Issue of June 2	Issue of May 26
ABC Bowler (Keeney).....	\$60.00 64.50	\$60.00 69.00	\$60.00 69.00	\$60.00 69.00
Ace Bowler (Chicago Coin)...	69.00 99.50	99.50	99.50	99.50
Baseball (Genco) .....	149.00 150.00	150.00	195.00	195.00
Baseball (Nationwide) .....	99.50	99.50	99.50	99.50
Bowlette (Gottlieb) .....	34.50 45.00	34.50 45.00	34.50 45.00	34.50 45.00
	50.00 65.00	65.00 69.50	65.00 69.50	65.00 69.50
	69.50 75.00	75.00		
Bowling Alley (Chicago Coin)...	64.50 75.00(2)	75.00 89.00	56.50 65.00	65.00 90.00w/p
		94.50	75.00 89.00	89.00 90.00w/p
		139.50w/p	90.00w/p	94.50 139.50w/p
			94.50 139.50	
Bowling Classic (Chicago Coin)	130.00 139.00	149.50 159.50	159.50 165.00	145.00 159.50
	140.00 149.50	165.00(2)	175.00(2)	165.00 175.00
				185.00
Bowling League (Genco).....	34.50 35.00	34.50 35.00	34.50 35.00	34.50 35.00
	50.00	50.00	50.00	50.00
Deluxe Bowler (Williams)...	75.00 79.50	75.00 79.50	75.00w/p 79.50	39.50
	99.50	99.50	99.50	75.00w/p
				79.50 99.50
Double Bowler (Keeney).....	175.00(2)	175.00(2)	175.00 195.00	175.00 195.00
				210.00
Double Header (Williams)...	125.00(2)	125.00 139.00	139.00	139.00 169.50
		169.50	175.00(3)	175.00
		175.00(2)		
Double Shuffle Alley (United)	79.50	99.50	99.50	99.50
		169.50w/p	169.50w/p	169.50w/p
Duck Pin (Keeney) .....	159.00	159.00		
Four Player Shuffle Alley (United) .....	285.00 289.00	285.00	295.00(2)	290.00
	295.00	295.00(2)	295.00(2)	295.00(2)
Glider (Genco) .....	44.50	25.00 59.50	25.00 59.50	25.00 59.50
Hook Bowler (Bally) .....	285.00	285.00 295.00	295.00	295.00 300.00
				375.00
King Pin (Keeney) .....	99.50(2)	99.50(2)	99.50(2)	99.50(2)
	125.00(2)	125.00(2)	125.00(2)	125.00 145.00
League Bowler (Keeney)....	275.00	275.00 285.00	285.00(2)	285.00(3)
League Bowler (4-Player Rebound) (Keeney) .....	275.00	275.00 285.00	275.00 285.00	275.00
Lucky Strike (Keeney).....	100.00	100.00	100.00	100.00
Pin Boy (Keeney).....	30.00 34.50	30.00 34.50	15.00 30.00	30.00 34.50
	40.00 50.00	40.00 50.00	34.50 40.00	40.00 50.00
	99.50	99.50	50.00 99.50	99.50
Shuffle Alley (United) .....	20.00 25.00	34.50 39.50(2)	20.00 25.00(2)	34.50
	34.50 39.50(2)	45.00	34.50 39.50(2)	34.50w/p
	45.00(2)	59.50w/p	45.00 59.50w/p	39.50(2)
	49.50w/p			45.00
	59.50w/p			59.50w/p
Shuffle Alley Express (United)	69.50 74.50	79.50 99.50	79.50 99.50	79.50 99.50
	85.00 125.00	125.00 209.50	125.00 209.50	125.00(2)
	199.50			209.50
Shuffle Baseball (Chicago Coin) .....			75.00	75.00(2)
Shuffle Bowl (Exhibit).....	89.50			
Shuffle Bowler (Bally).....	29.50 34.50	34.50 49.00	34.50 35.00	34.50 35.00
	44.50 49.00	50.00 54.50	49.00 54.50	49.50 50.00
	50.00 69.50w/p	75.00w/p	80.00	54.50 85.00
	75.00w/p			
Shuffle Champs (Bally)....	124.50		124.50	139.50
Shuffle Jungle (Rock-Ola)...	55.00	55.00	55.00	55.00
Shuffle Lane (Rock-Ola)....	34.50 35.00	34.50	34.50	34.50
Shuffle Pool (Nationwide)....	44.50	49.50	49.50	49.50
Shuffle Skill (United).....	44.50	59.50	59.50	59.50
Shuffle Slugger (United)....	159.00 165.00	165.00 179.50	165.00 179.50	129.50 165.00
				179.50
Single Shuffle Alley				
Rebound (United) .....	199.50	199.50	199.50	199.50
Skee Alley (United) .....	150.00	150.00	150.00	150.00 159.50
				225.00(2)
Speed Bowler (Bally) .....	70.00 74.50	79.50(2) 85.00	74.50 75.00w/p	75.00w/p
	79.50(2)	139.50 175.00	79.50(3)	79.50(3) 95.00
	85.00(2)			99.50 125.00
	125.00 139.50			139.50 154.50
Strike (Exhibit) .....	99.50 100.00	99.50 100.00	99.50 100.00	79.50 99.50
				100.00
Super Shuffle Alley (United) .....	49.50 60.00	60.00 69.50	60.00 69.50	60.00 69.50
		139.50w/p	139.50w/p	139.50w/p
Super Twin Bowler (Universal)	125.00	85.00 145.00(3)	129.50	145.00(2)
	129.50w/p	179.50	145.00(2)	175.00 179.50
	145.00 164.50		165.00 179.50	
Ten Pins (Keeney) .....	34.50 75.00	34.50 75.00	34.50 75.00	34.50 50.00
				75.00
Trophy Bowl (Chicago Coin)...	150.00 155.00	155.00 175.00	175.00 185.00	145.00 175.00
	185.00	185.00	195.00	185.00 195.00
Twin Bowler (Universal)....	75.00 85.00(2)	75.00 85.00	85.00 89.00	85.00 89.00
	95.00	89.00 95.00	95.00	95.00
Twin Shuffle Alley Rebound (United) .....	229.50 235.00	235.00 245.00	245.00(2)	219.50 235.00
	245.00	249.50	249.50	245.00(2)
				249.50
Twin Shuffle (Williams) .....	15.00 34.50	34.50 50.00	25.00(2) 34.50	25.00 34.50
	50.00	50.00	50.00	50.00

## Rudolph Vogt, Salt Lake City Distrib, Dies

SALT LAKE CITY, June 16.—Rudolph F. Vogt, 62, Western coin machine distributor, died suddenly May 20 at his home here of a heart ailment.

A native of Elmira, N. Y., Vogt settled in Salt Lake City in 1928 where he bought, sold and reconditioned marble machines as owner and manager of the R. F. Vogt Distributing Company.

His arrival in Utah marked the end of a career started in 1916 in the operation of bell machines in California from Sacramento to San Diego. His machine operations at one time extended to South America, where he was active nearly three years.

### Firms Repped

Returning to this country he married Irene Christensen at Salt Lake City in 1929. His business operations during the past 16 years covered Utah, Nevada, Idaho and Wyoming. He had been associated as distributor with the Exhibit Supply Company, Gottlieb & Company and J. H. Keeney & Company, Inc.

Vogt was actively associated with the Salt Lake City Coin Machine Association and CMI.

Mrs. Vogt has announced that neither she nor Leon Graham, who was Vogt's associate, intend to carry on the business. Future plans for the company are indefinite, she said.

Besides his widow, Vogt is survived by a son, Franklin, and two daughters, Mrs. Maloye Warner and Marlene Vogt, Salt Lake City.

## United Parts Catalog

CHICAGO, June 16.—United Manufacturing Company this week mailed out a parts catalog covering its line of shuffle games. Included in the coverage are assemblies, fittings, actuating cams, playfield puck rake, playfields, puck stop, coil assemblies, cabinet hardware, scoring motors, relay control motors, etc.

## BEST BUY FOR YOUR MONEY

**TRADIO**  
THE GREATEST NAME IN  
COIN-OPERATED  
**TELEVISION**



Now, it's Tradio's new 17" full Console Television that's getting the big money everywhere. It's a beautiful set, a wonderful set . . . ideal for the nation's top locations . . . and . . . because it is specially designed and engineered (not adapted) for coin-operation . . . perfect for you.

Cash in on coin-operated television . . . the newest, most profitable operating trend. Cash in on Tradio . . . most definitely the best buy for your money.

**IMMEDIATE DELIVERY**  
FOR SPECIAL OPERATOR'S PRICE AND DETAILS . . .  
PHONE--WIRE--WRITE

**TRAD TELEVISION CORP.**  
Manufacturers of RCA Licensed Television  
ASBURY PARK, N. J.  
ASbury Park 2-7447

**17" FULL CONSOLE**  
21 Tube R.C.A. Licensed Chassis  
Beautiful Mahogany Cabinet  
(Note How Cash Box Swings With Door)  
**EXCLUSIVE DISTRIBUTOR FRANCHISES AVAILABLE**

**UNITED'S A-B-C**  
3-COIN  
Greatest 3-coin 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!

**Brand New Closeout WILLIAMS DOUBLE HEADER**  
\$175.00

**E-Z-BOWL**  
Convert your shuffleboards into fast, profitable rebound shuffle game. Official bowling scoring.  
\$179.50

**SHUFFLE GAMES**

**NEW**  
GENCO SHUFFLE TARGET, 10 FT.  
CHICOIN SHUFFLE HORSESHOES, 8 FT.

<p>UNIV. BOWL-O-MATIC, 18" .....</p> <p>UNION 5-PLAYER KEENEY LEAGUE MATCH BOWLER .....</p> <p>UNION 4-PLAYER UN. DOUBLE SA EXPRESS REBOUND .....</p> <p>UNION SHUFFLE SLUGGER .....</p> <p>UNION 2-PLAYER SA EXPRESS .....</p> <p>UNION SINGLE SA REBOUND .....</p> <p>UNION DOUBLE SHUFFLE ALLEY .....</p> <p>UNION SHUFFLE ALLEY EXPRESS .....</p> <p>UNION SUPER SHUFFLE ALLEY .....</p> <p>UNION SHUFFLE ALLEY .....</p> <p>With Disappearing Pin Conversion .....</p> <p>UNIVERSAL SUPER TWIN BOWLER .....</p> <p>CHICOIN BOWLING ALLEY .....</p> <p>CHICOIN BOWLING CLASSIC .....</p> <p>CHICOIN TROPHY BOWL .....</p> <p>UNION TWIN REBOUND .....</p> <p>BALLY SHUFFLE BOWLER, 9 1/2" .....</p> <p>BALLY SPEED BOWLER 9 1/2" .....</p> <p>NATIONWIDE SHUFFLE POOL .....</p> <p>GOTTLIEB BOWLETTE 63" .....</p> <p>KEENEY ABC BOWLER .....</p> <p>WMS. DOUBLE HEADER .....</p>	<p>UNIVERSAL HIGH SCORE BOWLER .....</p> <p>UNIVERSAL SHUFFLE TOURNAMENT .....</p> <p>RECONDITIONED .....</p> <p>UN. DOUBLE SA EXPRESS REBOUND .....</p> <p>UNION SHUFFLE SLUGGER .....</p> <p>UNION 2-PLAYER SA EXPRESS .....</p> <p>UNION SINGLE SA REBOUND .....</p> <p>UNION DOUBLE SHUFFLE ALLEY .....</p> <p>UNION SHUFFLE ALLEY EXPRESS .....</p> <p>UNION SUPER SHUFFLE ALLEY .....</p> <p>UNION SHUFFLE ALLEY .....</p> <p>With Disappearing Pin Conversion .....</p> <p>UNIVERSAL SUPER TWIN BOWLER .....</p> <p>CHICOIN BOWLING ALLEY .....</p> <p>CHICOIN BOWLING CLASSIC .....</p> <p>CHICOIN TROPHY BOWL .....</p> <p>UNION TWIN REBOUND .....</p> <p>BALLY SHUFFLE BOWLER, 9 1/2" .....</p> <p>BALLY SPEED BOWLER 9 1/2" .....</p> <p>NATIONWIDE SHUFFLE POOL .....</p> <p>GOTTLIEB BOWLETTE 63" .....</p> <p>KEENEY ABC BOWLER .....</p> <p>WMS. DOUBLE HEADER .....</p>
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**5-BALLS**

**NEW**  
Bally Bright Lights  
Chi Coin Thing  
Gott. Mermaid  
Genco Hits & Runs

<p>Harvest Time .....</p> <p>Hot Rod .....</p> <p>Oasis .....</p> <p>Utah .....</p> <p>Playland .....</p> <p>Canasta .....</p> <p>Rocket .....</p> <p>King Arthur .....</p> <p>3 Murketeers .....</p> <p>SHANTYTOWN .....</p> <p>South Pacific .....</p> <p>Boston .....</p> <p>Utah .....</p> <p>Maryland .....</p> <p>Selectcard .....</p> <p>Be-Bop .....</p> <p>TAHITI .....</p> <p>Oklahoma .....</p> <p>Double Shuffle .....</p> <p>Buttons &amp; Bows .....</p> <p>Aquacade .....</p> <p>St. Louis .....</p> <p>Dallas .....</p> <p>Sharpshooter .....</p>	<p>Telecard .....</p> <p>Just 21 .....</p> <p>MAJORS OF '49 .....</p> <p>Big Top .....</p> <p>3 Feathers .....</p> <p>Super Hockey .....</p> <p>Black Gold .....</p> <p>Harvest Moon .....</p> <p>Floating Power .....</p> <p>Buccaneer .....</p> <p>TEMPERATION .....</p> <p>Gondola .....</p> <p>Barnacle Bill .....</p> <p>One-Two-Three .....</p> <p>Swanee .....</p> <p>Grand Award .....</p> <p>Sally .....</p> <p>Serenade .....</p> <p>Magic .....</p> <p>Puddin' Head .....</p> <p>Rainbow .....</p> <p>Blue Skies .....</p> <p>Ramona .....</p>
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**DIGGERS**  
Hollycrane New .....

**HOLLYCRANE**  
395.00  
Muto. Crane .....

**CONVERSIONS**  
Disappearing Pin Conversions  
UNIV. TWIN BOWLER .....

**MUSIC**  
Constellation, Band-Box, AMI Model C, Wurlitzer 1015 .....

**VENDERS**  
SMOKESHOP 612  
CUSTOM .....

**1-BALLS**  
Champion Photo Finish .....

**RECONDITIONED PIN BALLS**  
Super Hockey .....

**BOYLE AMUSEMENT COMPANY**  
522 N.W. THIRD STREET  
OKLAHOMA CITY, OKLAHOMA

**ABT CHALLENGER \$24.50**  
Gott. 3-Way Gripper .....

**TEXAS OPERATORS!**  
We'll take late One Balls in trade on Shuffle and Skill Games

**Empire Coin EXCHANGE**  
1012-14 MILWAUKEE AVE. • CHICAGO 22, ILL.

**RECONDITIONED PIN BALLS**  
Super Hockey .....

**BOYLE AMUSEMENT COMPANY**  
522 N.W. THIRD STREET  
OKLAHOMA CITY, OKLAHOMA

**GAME ROUTES WANTED**  
SKILL TYPE GAME ROUTES WANTED  
In Northern New Jersey Area.  
Phone: JACK STEHR  
BRANCHVILLE 2001 NEW JERSEY



**6 POINT DAVIS Guarantee**

**YOU CAN RELY ON A DAVIS BUY! PHONOGRAPHS**  
with the "FAMOUS DAVIS" Guarantee!

- MECHANISM OVERHAULED
- WORN PARTS REPLACED
- AMPLIFIER RECONDITIONED
- SPEAKER INSPECTED
- TONEHEAD RENEWED
- CABINET REFINISHED PROFESSIONALLY

WURLITZER		SEEBURG	
1250	\$524	148-ML	\$399
1100	379	148M	379
1080	229	147M	319
1015	229	146M	249
"B" AMI \$449		H148M Hideaway	299
ROCK-OLA \$199		H246M Hideaway	269
1426		H146M Hideaway	229

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 \$89	750 \$119	1422 \$129	
Envoy 79	780 99	Commander 35	
Colonel 69	800 89	MILLS	
Classic 69	850 69	Empress 5 5	
Hightone, R.C. 69	500 59	AIREON	
Hightone, E.S. 59	600K 59	Deluxe '46 5 45	
Regal 59	600R 54		
Gem 49	Victor 39		

WALL BOXES	
SEEBURG	WURLITZER
3W5-L56, 5-10-25, 3-Wire \$49.00	3020, 5/10/25 \$39.00
3W2-L56, 5c, 3-Wire 24.50	125, 5/10/25 4-Wire 5.90
W1-L56, 5c, Wireless 19.95	120, 5c, 4-Wire 4.50
D5-20-12, 5c, 3-Wire 6.75	
W5-22, 5c, Wireless 6.25	
A.M.I. 40 SELECTION PACKARD PLA-MOR \$39.00	
	13.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.  
WE SPECIALIZE IN EXPORT TRADE

**DAVIS DISTRIBUTING CORP.**  
SEEBURG FACTORY DISTRIBUTORS  
738 ERIE BLVD. EAST • SYRACUSE, N. Y. • Phone 5-5194  
BRANCHES IN BUFFALO • ROCHESTER • ALBANY

# Coinmen You Know

## Chicago

Factories were busy hosting distributors who were in town from all parts of the country this week for the National Coin Machine Distributors' Association meeting. The visitors set aside a part of each of the three days they were here to visit the various factories and look over the latest equipment, and to discuss late spring and summer sales campaigns.

United Manufacturing reports production going strong on both the A-B-C unit and the Five Player Shuffle Alley. **Billy Deselm**, general sales manager, says shipments are being made on both games daily. Plant was crowded all week as visiting distributors dropped in for a look at the headquarters, and to have lunch in the cafeteria. Also on hand to greet the visitors were **Herb Oettinger**, comptroller, and **Ray Riehl**, who is spending much of his time at the new engineering headquarters.

First Distributors is another spot that had a heavy turnover of visitors during the week. **Wally Finke**, partner in the firm, was laid up over the week-end, but was up and about early last week to lend a hand with **Joe Kline** as the ops dropped in. **Mal Finke**, head of the premium division, has a big promotion cooking which will feature many of the merchandise lines now being handled by the firm. New display features sporting equipment, one of the seasonal lines handled by First.

With the spring meeting of the National Coin Machine Distributors' Association spread out over three days instead of the planned one, NCMDA members sandwiched in visits to plants. Consensus was new games coming off the lines have given biz a shot in the arm.

At Purveyor Shuffleboard Company **Herb Perkins** was supervising shipments of giant pinball games and close-outs on some units he was able to pick up at an attractive tab. Meanwhile plans are going ahead with making the firm building one of the most modern in the trade.

**Joe Caldron**, Trans World Trading, reports interest in exports mounting. He adds the Los Angeles office, with **Jack Howard** directing sales, is now getting a lot of action. Howard is the former Minneapolis finance executive who moved to the West Coast a year ago. Meanwhile, Caldron, who is also head of the Ristaurat export division, states that the Ristaurat factory in Appleton, Wis., was humming on his visit there Monday (11). Caldron says **Joe Cohen**, Ristaurat general manager, was enthused over advance orders for the S-45 counter box.

**Julian Crum**, Allied Coin, feels the firm's new headquarters has been a lucky charm for business. Since they completed the move recently, visitors have been dropping in at increased numbers and **Vic Weiss**, **Billy Knapp** and **Crum** have been unusually busy. . . . Meanwhile at Merit Industries, **Col. Lou Lewis** reports steady action with baseball and shuffle games.

At the expanding Universal Industries plant, out-of-town distributors were in from several areas. Among them were **Morris Gross**, **Scott-Crosse**, Philadelphia; **Hymie Zorinsky**, HZ Vending, Omaha; **Dave Bond**, Trimount, Boston; **Charlie Kagel** and **Tony Koupal**, Central Distributors, St. Louis, and **Irv Blumenfeld**, Baltimore. All hands were working to keep Five Star output at peak and deliveries at a rapid basis. **Bill Ryan** says demand for the new type five-ball game continues to grow each week. **Mel Binks** was planning a biz trip east. On Monday (11) Binks and Ryan hosted the above named distributors at the Chez Paree.

World Wide Distributors thru **Len Micon**, sales manager, continue to report good news. Currently, shuffle games are moving best at World Wide, but there is also a lot of action with the Exhibit, Williams and Keeney lines. Therefore, **Boss Al Stern** and the ace road man, **Monty West**, have been plenty busy. Micon says the anniversary program Exhibit Supply is putting on focuses attention on the firm's varied line and currently featuring the Gun Patrol unit. World Wide just shipped a 50-game order to Europe.

At Empire Coin Machine Exchange, **Gil Kitt** had an extra busy week, handling executive biz at the firm and meeting with some of the leading distributors of the country at the Bismarck Hotel. **Howard Freer**, his right-hand man, has been rushing thru both domestic and foreign shipments. Freer states interest in the Universal Five Star and United A-B-C games is mounting weekly. Roadman **Stanley Levin** is looking over the Illinois, Iowa road maps preparatory for another biz trip.

**Ben Coven**, head of Coven Distributing, reports dime play gaining momentum in this area. **Harold Saul** and **Carl Christianson**, with an assist from **Mac Brier**, doing much to help ops get their conversion programs started. Saul, incidently, drove up to Wisconsin for a day last week. A visitor at the Coven headquarters was **Ed Wurgler**, general sales manager, phonograph division, Rudolph Wurlitzer Company, who was in town from his North Tonawanda, N. Y., headquarters. Wurgler reported heavy operator response for the firm's conversion chart which hit the mails this week.

Rock-Ola headquarters here are now getting out shipments daily to fill orders for the Rocket 51-50 phono, **Art Weinand**, vice-president in charge of sales, reports. Art was especially busy last week on the furniture end of the Rock-Ola business. He adds that the cabinet shop has been working at capacity.

**Mark (Buddy) Stern**, son of Mr. and Mrs. Al Stern, World Wide Distributors, will be graduated from Senn High School next week with one of the outstanding scholastic and athletic records in the school's history. In addition to being an honor student the past four years, he was class president in his freshman and sophomore years, vice-president during the junior and senior years, won letters in football, baseball and tennis, was half of the city doubles tennis championship combo, co-editor of the school paper, Forum, and a member of the dramatic club. His justly proud parents were among the 10 invited to officiate at commencement exercises.

## Hartford, Conn.

**Lou Chack**, general manager of General Amusement Game Company, owned by **Abe Fish**, bought a new Cadillac. Lou is moving his family to Ocean Beach for the summer.

**Tony Wilkas**, West Hartford coin operator, is in St. Francis Hospital. . . . Talk to **Joe Rafala** and **Ed Nelson**, of General Amusement Game, and you can't talk to any greater baseball fans. These two men, reports **Abe Fish**, stay glued to their radio and television sets during major league games. "As a matter of fact," adds Abe, "when one of their favorite teams lose, these guys can't eat!"

A number of key coin distributors in the Hartford area are predicting some shortage of equipment by mid or late fall because of the present international situation. . . . **Francis E. Stern**, president of Stern & Company, has been named to the board of directors of the Hartford Symphony Orchestra for a three-year term.

## Detroit

**Vincent A. Meli**, **James D. Robson** and **John B. Pieter** are organizing the Automat Amusement Company on Grand River Avenue. . . . **James Vernor** family, whose ginger ale is being widely dispensed in beverage vending machines in this area, was given the tribute of a special resolution by the city council honoring the family for 103 years of "civic leadership."

## Washington

**Meyer Gelfand**, G. B. Macke Corporation, was appointed to the legislative committee of the National Automatic Merchandising Association.

Recent tunes singled out for promotion by the Washington Music Guild include "Love Me," **Mills Brothers**; "Rose, Rose, I Love You," **Frankie Laine**; "My Truly, Truly Fair," **Guy Mitchell** and

# It's a Natural



**FOR COIN EQUIPMENT OPERATORS . . . THE BTC RAPID FREEZE ICE CUBE MAKER . . . . .**

↓ No Gadgets ↓ No Plumbing ↓ 5 year warranty



All Taverns and Restaurants—USE ICE  
They either must buy it—or make it.  
The BTC produces solid frozen-slow melting cubes.

Always on hand and dependable at savings of about 90% over purchased cubes. NO LOSS—NO MELTAGE when in convenient storage bin. Easy to install—just place where convenient—and plug the cord into an AC outlet.

Can be sold on easy terms, the same as buying ice, or on a meter basis, or rented.

NOW IS THE TIME TO CASH IN ON A TANGIBLE NECESSITY

TERRITORIES AVAILABLE FOR DISTRIBUTORS



At Empire Coin Machine Exchange, **Gil Kitt** had an extra busy week, handling executive biz at the firm and meeting with some of the leading distributors of the country at the Bismarck Hotel. **Howard Freer**, his right-hand man, has been rushing thru both domestic and foreign shipments. Freer states interest in the Universal Five Star and United A-B-C games is mounting weekly. Roadman **Stanley Levin** is looking over the Illinois, Iowa road maps preparatory for another biz trip.

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### Vital Statistics Deaths

Rudolph F. Vogt, 62, coin machine distributor, suddenly at his home in Salt Lake City May 20. He is survived by his widow, a son and two daughters.

Tony Genna, head of M & M Music Company, Galveston, Saturday (8) in a local grocery. He was an operator of music and amusement equipment.

Mr. and Mrs. Albert Horn, in a truck-auto collision two miles east of Talmadge, O., Wednesday (13) while en route to a wedding in Detroit. Horn was the owner of the Automatic Cigarette Company, Pittsburgh.

### FOR SALE

**RIGHT OFF LOCATION**  
22 CHAMPIONS \$150.00 EACH  
11 CITATIONS 90.00 EACH

1/3 Deposit With Order, Balance C.O.D.

**Winners—Write**

**COMMERCIAL COIN MACHINES, INC.**  
28 Hartford Ave.  
New Britain, Conn.  
Telephone: 9-4839

Manufactured and guaranteed by The BREWER-TITCHENER CORP., Binghamton, N. Y.

**BTC**

## NATIONAL SALES OFFICES

19 West 44th Street New York, 18, N. Y.



Mitch Miller, and "Mr. and Mississippi," Patti Page.

Robert Taylor, Falls Church, Va., operator, has located pinballs at the refreshment stand of a miniature golf course.

**Cincinnati**

Automatic Phonograph Owners' Association held its regular monthly meeting in the Hotel Sheraton-Gibson Tuesday night (12). Regular board meeting also was held that night. In attendance were Charles Kanter, Al Lieberman, Abe Villinsky, Fred Engel, John Toney, Milton Cole, William Harris, William Strout, James Drivakis, Sam Garros, Ray Bigner, Frank Michaels, Luke Nicholas, Paul Puseteri, Norton Robinson and Robert Metzger.

Mary Ann Bigner, daughter of Ray Bigner, owner-operator of Bigner, Inc., was married to Anthony Schmidt in St. James Church, White Oak, O., recently. Schmidt is in the army and stationed at Fort Knox, Ky. . . . Robert A. Metzger has made application for membership in APOA. He has purchased a phonograph route from Abe Perlmutter, who operated the A & B Music Company.

**New York**

Leo Willens, Capitol Projectors exec, is back from a trip thru Southeastern States. His associate, Sam Goldsmith, leaves next week for an extended trip to the West Coast. Much of his time will be spent with the firm's new rep in

San Francisco, H. M. Rosenberg. The Capitol line now includes the full-size Peep Show, in addition to the standard Midget Movie. Both are coin operated.

Charlie Aronson, of Brooklyn Amusement, was in Chicago last week to attend his son's graduation from college. He is attending medical school. . . . Bill Alberg, co-topper at Brooklyn, is still unable to take an active part in route management. He is convalescing at home following a long stay in a hospital.

Kuno Hamann, president of Alkuno & Company, reports his plant is working two shifts on government work. He hopes eventually to get back into venter production. . . . Lou Brown, of Coradio and Covideo, notes a sudden upsurge in the demand for coin radios. Meanwhile, sales of the company's coin television sets are holding steady.

Al Denver, president of the Automatic Music Operators' Association, announces a change in location for the next general membership meeting. The confab, to be held Tuesday (26), will be at the Henry Hudson Hotel. . . . Mrs. Al Miniaci is hospitalized. Her husband is with Paramount Music. . . . Marty Sonin's wife is back from the hospital after an operation.

Al Mingione, of the A. & A. Company, is shelving plans for further production of the firm's electric cigarette venter until the supply situation eases. Associated with him in the Plainfield, N. J.,

company are his brothers, Vincent and Andrew. . . . Harry Ross, local game op and board member of the Associated Amusement Machine Operators' of New York, reports income on the route holding steady.

Genco's new piece, Shuffle Target, got the nod from the city license department last week, and initial deliveries have gone out to operators. The game is handled locally by Meyer Parkoff and Harry Ross, of Atlantic New York, and Dave Lowy, of Dave

Lowy & Company. First field reports are said to be good.

Eddie Hanna is manager of the new arcade and shooting gallery which opened last week on Broadway. His brother, Joe, who operates and distributes amusement equipment in Utica, N. Y., used to head a Statewide game association. . . . Alice R. Smith, 14-year-old daughter of adman Ben Smith, was graduated from Sunday School, Sunday (10). Murray Nekris, who heads Cole Products regional office here, has

a crew searching out new locations for prospective cup machine ops. . . . Joe Young, head of the local outlet for Wurlitzer, expects early delivery of the manufacturer's new line of speakers and wall boxes.

**Milwaukee**

In line with his policy of adding only new equipment to his routes, Melo Curro, of Metro Amusements, recently bought several more Seeburg juke boxes. Melo is going in heavier all the time (Continued on page 88)

## LONDON'S GREATEST SALE!

All Merchandise in This Sale Completely Reconditioned—Ready for Location! No Hidden Charges . . . Crating Included! All This at These

### LOW, LOW PRICES!

POST-WAR PHONOGRAPHS		
Seeburg 1946 RC Specials . . . . .	\$249.50	
Seeburg 1947 RC Specials . . . . .	274.50	
Wurlitzer 1015 . . . . .	199.50	
Wurlitzer 1080 . . . . .	249.50	
Wurlitzer 1100 . . . . .	\$374.50	
Rock-Ola 1422 . . . . .	124.50	
Packard Model 7 . . . . .	79.50	
PRE-WAR PHONOGRAPHS		
Seeburg Hi Tones . . . . .	\$49.50	
Seeburg Colonels . . . . .	49.50	
Seeburg Envoys . . . . .	49.50	
Wurlitzer 750 . . . . .	124.50	
Wurlitzer 500 . . . . .	49.50	
Wurlitzer 950 . . . . .	\$49.50	
Rock-Ola 1418 . . . . .	49.50	
Rock-Ola Super . . . . .	49.50	
Rock-Ola Playmaster . . . . .	64.50	
ACCESSORIES		
W1L56 Wireless Seeburg 5¢ Boxes . . . . .	\$22.50	
Packard Boxes . . . . .	17.50	
JW2L56 Wired Seeburg 5¢ Boxes . . . . .	22.50	
2140 Wurlitzer 5¢-10¢ Boxes . . . . .	24.50	
3025 Wurlitzer 5¢ Boxes . . . . .	19.50	
3020 Wurlitzer 4-10-25¢ Boxes . . . . .	39.50	
NEW GAME SPECIALS		
Tri-Score . . . . .	WRITE	
Double Header . . . . .		
3 COMPLETE HOSTESS SYSTEMS—UNITS OF 10—MAKE AN OFFER!		
Ten Pins	Take Your Choice	Pin Boy
Shuffle Alley	\$34.50 EACH	Shuffle Bowler
Bowling League		Bowlette
Shuffle Lane		Twin Shuffle
FIVE-BALLS		
Triple Action . . . . .	Virginia . . . . .	Samba . . . . .
Merry Widow . . . . .	Tennessee . . . . .	Morocco . . . . .
Screw Ball . . . . .	Yanks . . . . .	Swanee . . . . .
Trade Winds . . . . .	Dallas . . . . .	Oklahoma . . . . .
Bermuda . . . . .	Maryland . . . . .	Alli Baba . . . . .
Sally . . . . .	Super Hockey . . . . .	Alice in Wonder-
Trinidad . . . . .	Boston . . . . .	land . . . . .
Spin Ball . . . . .	Lucky Inning (new) . . . . .	Lady Robin Hood . . . . .
Crazy Ball . . . . .	Rondeevoo . . . . .	Humpy Dumpty . . . . .
Thrill . . . . .	Blue Skies . . . . .	Buttons & Bows . . . . .
Catalina . . . . .	Major League Base-	Telecard . . . . .
Tahiti . . . . .	ball . . . . .	Double Shuffle . . . . .
Sunny . . . . .	Moon Glow . . . . .	Carnival . . . . .
Stormy . . . . .	Aquacade . . . . .	Hit Parade . . . . .
Dew-Wa-Ditty . . . . .	El Paso . . . . .	

Terms: 1/3 Deposit, Balance C.O.D.

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

## S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220

2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

## BUY DIRECT FROM FACTORY!

FLY-A-WAY PIN CONVERSION

# \$39.50

FOR 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 or Unit.

Coin Operated. Electric. Fits all Shuffleboards. 5 or 10¢ play. Center Overhead . . . \$115.00 Wall Model . . . . . 90.00

## SCOREBOARDS

## M & T SALES CO.

2845 FULLERTON AVE CHICAGO 47, ILL. Phone: Dickens 2-2424

## DOWN GO MY PRICES!!

Attention, Operators: I am liquidating all consoles and Slot Machines in my establishment. My loss is your gain. First come, first served!

ONE BALLS	
Champion . . . . .	\$155
Photo Finish . . . . .	130
Citation . . . . .	98
Jockey Special . . . . .	68
BOWLERS w/disappearing pins	
Speed Bowler . . . . .	\$ 70
Super Twin Bowler . . . . .	125
Shuffle Alley Express . . . . .	85
Shuffle Alley DeLuxe . . . . .	59

Buy your Automatic Bingo Games from us, we accept your used Phonographs, Bowlers and Pin Games in trade.

"LEN"

## T & L DISTRIBUTING CO.

1321 CENTRAL PARKWAY MAIn 8751 CINCINNATI 14, OHIO

## Fishing for That BIG Catch? Get Your Line on GOTTLIEB

# MERMAID

### There's ACTION in These Features!

- 1 TO 7 RESETTING BUMPER SEQUENCE Advances value of ROLL OVERS, KICK OUT POCKETS and 2 HIGH SCORE BUMPERS.
- 9 ROLL-OVER BUTTONS Open and close Gate and score points on control, when lit.
- 4 CYCLONIC BUMPERS 3 "POP" BUMPERS —FLIPPERS . . . Develop Super-INTENSIFIED ACTION on the field!

Laugh-getting play-building animation. Comic 3-dimension Fisherman in backboard shadow-box pulls up "biggest catch of the year" when points are scored!

## ORDER NOW FROM YOUR DISTRIBUTOR

**D. GOTTLIEB & CO.** 1140-50 N. KOSTNER AVENUE, CHICAGO 51, ILLINOIS

## Sensationally New . . . Completely Different Novelty Hit!

# STADIUM

**NEW EXCITING ACTION 10 BALLS—5 CENTS**

VERY FAST...game plays in half time ordinary pin games. Many shots best made shooting 2 or 3 balls at a time. Players love it. TREMENDOUS LAST BALL SUSPENSE.

**NEW 4-STEP TILT FEATURE**

Gives player 4 chances to use old-fashioned body english.

**NEW PLASTIC WHIP SPRINGS**

**NEW SCORING BALL TRAPS**

**NEW SEQUENCE SCORING FEATURE**

Progressive from No. 1 Trap to No. 7 Trap.

**NEW VARIED PLAYER APPEAL**

Competitive or Free Play

**NEW INDIRECT PLAYFIELD LIGHTING**

IDEAL FOR DARK SPOTS

POPULAR NOVELTY SIZE 24 in. by 48 in.

STADIUM is packed with loads of new features never before built into any game. There's nothing else like it. Protect your spots now...get STADIUM on location at once. See your nearest distributor today!

## COMO MANUFACTURING CORPORATION

5013-5025 N. KEDZIE AVE., CHICAGO 25, ILLINOIS PHONE Independence 3-7600  
Manufacturers of the World-Famous Hallycrane



for 45 r.p.m. disks on his music locations.

Carl Ellison, head man of the Kenosha Tobacco firm, is celebrating his fifth year in the biz. Carl is a supplier of candy and tobacco items to vendors in the Kenosha territory.

A party to celebrate the winning of first place in the Banach Home Bowling League, was thrown for team members of the Mitchell Novelty kegling squad. Topper Joe Beck was on the buying end of this deal and it included all the bowlers, their wives and other employees of the firm.

Vacation plans are uncertain for Erv Beck, front office man at the Mitchell headquarters. But Erv predicts he'll be in need of a lengthy one as soon as he finishes moving to a new apartment July 1.

A three-day service school for operators is scheduled to be held June 21-23, at the United, Inc., Wurlitzer distributor's plant, Milwaukee. Factory service manager, Joe Hrdlicka, will be on hand to answer queries and demonstrate proper maintenance and conversion methods on all Wurlitzer music equipment.

United, Inc., execs, Harry Jacobs Sr. and Jr., both predict

Continued from page 87

large turnouts of ops and their key employees, due to the fact that the schedule allows for anyone interested to drop in whenever they find it convenient during the day.

Meanwhile, Harry Jacobs Jr., manages to combine biz and pleasure while on his weekly selling trips thru the Northern Wisconsin territory. He reports that most of the ops up that way are making their rounds these days with their fishing equipment stored in trunks of their cars for instant use when they pass a trout stream. Golfing, however, is Jacobs' passion and he has entered the Milwaukee County Golf Tourney.

Irving Arnold, United, Inc., sales rep, is opening up a sizable number of new accounts for the firm, handling only their line of Wurlitzer music boxes.

Recent visitors at the Midwest Radio disk shop according to Al Hartel, were Matt Schaefer's

route man, Windy Gale; Martin Oberdich, Horizon music operator, and John Radway, Beloit coinman of the Keenan Radway firm.

George Jaber, Fond du Lac operator and premium goods jobber, was a visitor last week in the Beer City. Purpose of the trip was to stock up on the latest recordings for his music routes.

Harold Jansen, music coinman from Little Chute, Wis., stopped in at Major Distributors and placed an order for the forthcoming Eddie Howard waxing on Mercury, "I'm in Love Again."

A trip to Washington to pay a visit to his son, Jack, is being planned by Sam Hastings. Jack is in the navy and stationed at a hospital in Portsmouth, Va. Before taking off for this holiday, Sam is slated to attend the graduation exercises at Prospect Hall Business School here, when his daughter, June, receives her sheepskin.

Los Angeles

Friends of William R. Happel Jr. here and Carl Happel, Milwaukee, will be saddened by the news of the critical illness of their mother, Mrs. Clara Pauline Happel. She is in Temple Hospital here. Carl and his daughter, and William E. Happel, now in the navy, are expected to arrive here during the week to be with Mrs. Happel.

Antone Jepperson, Riviera operator, in the city and lunching with Ed Wilkes, of Paul Laymon Company. The Wilkes family is looking forward to the Polack Bros. Shrine Circus here in Shrine Auditorium. Dorothy and Jack Leonard, he of Badger Sales Company's parts department, marked their 11th wedding anniversary. Taking in the town, they started off with dinner at Romanoff's, Beverly Hills.

Mrs. Jim Wilkins is in the hospital for surgery. He is outside salesman for the Laymon Company. Pop Burris and son, Jim, of Montebello, in town Wednesday for equipment. Perry Irwin, Ventura operator, is reported on the mend following a siege of the flu. Jack Mallet, of Mission Novelty Company, Claremont, plans to leave soon on a month's trip east. He will attend the national convention of a fraternal organization.

Charlie Daniels, of the Laymon firm, leaves on his vacation the end of this month. Motoring from Los Angeles to Indianapolis, the Daniels expect to do a little touring around the Middle West and will go into Canada for a brief trip. Clyde Denlinger, Balboa operator, in the city buying his parts and equipment requirements to carry him thru the summer. When the season gets into full swing in the summer resort area, he figures that he will not have the opportunity to buy needed parts. Jack Faust, of F. & S. Sales Company in Santa Ana, in town on a buying trip.

Paul Featherstone and Joe

Matthews, both of Capitol Records Distributing Company, back in town following a swing thru the territory which included Salt Lake City and San Francisco. Irv Webb, former vice-president in charge of phonograph sales at Rock-Ola, in town during a visit to Southern California. General Company has taken over the exclusive distributorship of the Genco Shuffle Target for this area. This marks the first time that Genco has allowed an exclusive franchise here.

Bud Parr, of General Music Company, back in town after 19 days of fishing off the coast of LaPaz, Mexico. L. B. McCreary, of Solotone Corporation leaves late this month for two weeks of fishing on Snake River in Idaho. Charles A. Robinson of C. A. Robinson Company, on a business trip to Reno, where his firm has a branch. Al Bettelman is holding down the fort. Bill Leuenhagen and Mary and Kay Solle, of the Leuenhagen Record Bar, at the Hollywood Palladium for the opening of Jimmy Dorsey.

Indianapolis

Abe Fleig, operator of juke boxes and former treasurer of Indiana Coin Operators' Association, is in Methodist Hospital here after an operation June 4. His condition is reported satisfactory.

Murray Templeton, operator at Middletown, Ind., was in buying a supply of records at Janes Music Company. Southern Automatic Music Company pleased with the movement of the new Genco Shuffle Target, Chicago Coin's Horse Shoes, Gottlieb's Mermaid and Williams' Harvey.

Sicking Company, Inc., doing a normal business according to Mrs. Lottie Berman, general manager. "It has been worse, and there are signs of improvement," she said. O. H. Higgins, salesman in the Nashville office of Cain-Cailloutte, Inc., is at the local office assisting Richard (Dick) Wagner. Lowell Mathews, of the Nashville office was in on business.

Indianapolis is installing 2,200 more parking meters in suburban shopping centers and parts of the downtown district. Mayor Phillip L. Bayt said the installation will go on, despite the opinion of the Office of Price Stabilization, which questioned the installation of the meters.

**HERE'S PITCHIN' YOU A REAL WINNER!**

Chicago Coin's  
NEW SHUFFLE-TYPE GAME  
**HORSE-SHOES**

OPERATORS OF TEST LOCATIONS  
CALL IT TOPS IN SHUFFLE GAMES  
CAN BE OPERATED IN ALL 48 STATES

**OUT-EARNS ALL SHUFFLE-BOWLING GAMES**

HERE'S A NATURAL SPORT THEME  
10 FULL INNINGS OF THRILLING PLAY  
PLAYERS ALTERNATE SHOOTING AT  
LITED HORSE-SHOE STAKES

- MAKE RINGERS—DOUBLE RINGERS
- 10c & 20c PLAY 1 OR 2 PLAYERS
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- EASY SERVICE FEATURES
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SEE "HORSESHOES" AT YOUR DISTRIBUTOR TODAY

SIZE  
2 Ft. Wide  
8 Ft. Long

**CHICAGO COIN MACHINE COMPANY**  
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**FOR BETTER BUYS . . . BETTER BUY NOW**  
DIRECT DISTRIBUTORS FOR ALL LEADING MANUFACTURERS

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WINNERS, New, in Crates . . .	Phone Us	25 CITATIONS . . .	\$ 95.00
10 GOLD CUPS . . .	\$ 60.00	10 JOCKEY SPECIALS . . .	55.00
12 PHOTO FINISHES . . .	150.00	1 CHAMPION . . .	165.00
10 CHAMPIONS . . .	150.00	TURF KINGS . . .	Write

Crating \$5.00 Extra

**ARCADE EQUIPMENT**

Drivemobile . . .	\$150.00	Batting Practice . . .	\$ 75.00	Career Pilot . . .	\$ 95.00
Chi. Coin Hockey . . .	75.00	Chicken Sam . . .	95.00	Boomerang . . .	45.00
Evans Ten Strike . . .	75.00	Heavy Hitter . . .	65.00	Goalie . . .	125.00
Keeney Air Raider . . .	125.00	Lo-Boy 1c Scale . . .	50.00	Mills Modern Scale . . .	50.00
Photomatic, Late . . .	795.00	Photomatic, Early . . .	375.00	Recordio . . .	175.00
Quizzers With Film . . .	125.00	Scientific X-Ray . . .	85.00	Western Baseball . . .	85.00
Siros Brush Up . . .	75.00	Poker . . .	85.00	Edelco Pool Table . . .	75.00
Williams Star Series . . .	165.00	Williams All Stars . . .	125.00	Seeburg Bear Gun . . .	375.00
Exhibit Dale Gun . . .	95.00	Periscope . . .	125.00	Texas Leaguer . . .	50.00
Kirk's 5c Ast. Scale . . .	95.00	Exhibit Vitalizer . . .	95.00	Astroscope, 10c . . .	125.00
Magic Pen . . .	125.00	Wurlitzer Skee Ball . . .	150.00	Silver Bullets . . .	195.00
Rapid Fire . . .	85.00	Hi-Ball . . .	60.00	Voiceograph . . .	395.00
Chi. Coin Pistol . . .	150.00	Atomic Bomber . . .	150.00	Rocket Busters . . .	65.00
Phil. Tobog'n Ski Ball . . .	525.00	Pop Corn Sez . . .	89.50	Evans Play Ball . . .	275.00
Seven Hi Pool Table . . .	75.00			Gun Patrol, New . . .	Write

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Total Rolls . . .	\$35.00	Advance Rolls . . .	\$35.00	ABC . . .	\$35.00
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NOW DELIVERING UNIVERSAL'S FIVE STARS AT FACTORY PRICES

15 MILLS PANORAMS \$195.00  
50 complete sets of original PANORAM FILMS, 7 or 8 subjects to each reel, used, \$2.00 per subject. Parts for PANORAMS available in limited quantities.

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Pucks (set of 8) . . .	\$ 7.00	Duck Pins . . .	\$139.50
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Fluorescent Lights (set of 4) . . .	8.75	Chicago Coin Bowling Alley (Jumbo Pins) . . .	97.50
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INSURES  
YOUR  
FUTURE!**

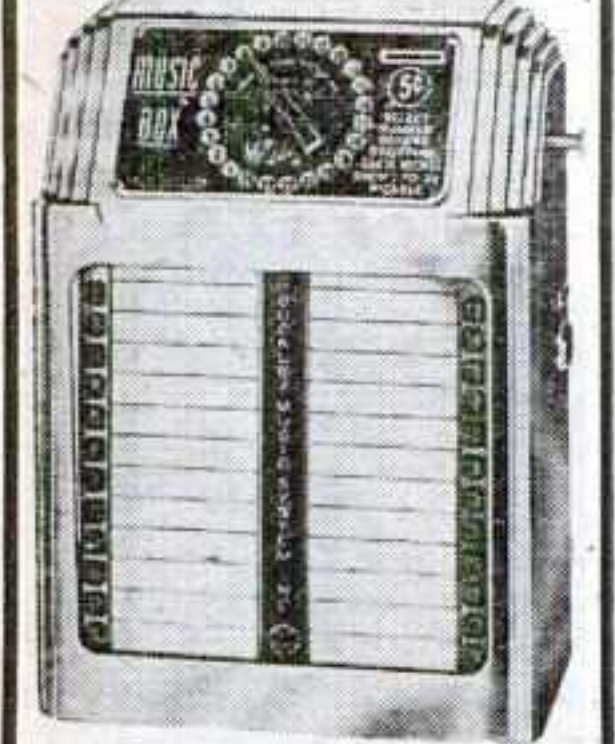
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30 Second Changeover Without  
Tools From 78 to 45 RPM Records  
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-WALL BOXES-**  
**\$10** each  
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PACKARD Wallboxes  
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4 Horsemen .....	\$149.50	Rip Snorter .....	\$ 99.50
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8' Keeney King Pin .....	\$94.50
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<b>SHUFFLE ALLEYS</b> <b>NEW</b> Chi. Coin—HORSESHOES United—3 PLAYER United—SKEE ALLEY	<b>UNIVERSAL'S 5-STAR</b> 5-COIN	<b>ONE BALLS</b> New <b>WINNERS FUTURITY</b>
<b>USED</b> Keeney—9 1/2' LEAGUE BOWLER, 4 Player Keeney—KING PIN United—DOUBLE EXPRESS United—ORIGINAL ALLEYS United—ORIGINAL w/Dis. Pins Keeney—10 PINS Keeney—PIN BOY Genco—GLIDER Genco—BOWLING LEAGUE	Distributors for <b>AMI</b> CENTRAL OHIO, WEST VIRGINIA	Used <b>CITATIONS CHAMPIONS TURF-KINGS</b>

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DO TWICE THE BUSINESS...ON THE SAME LOCATIONS...WITH THESE

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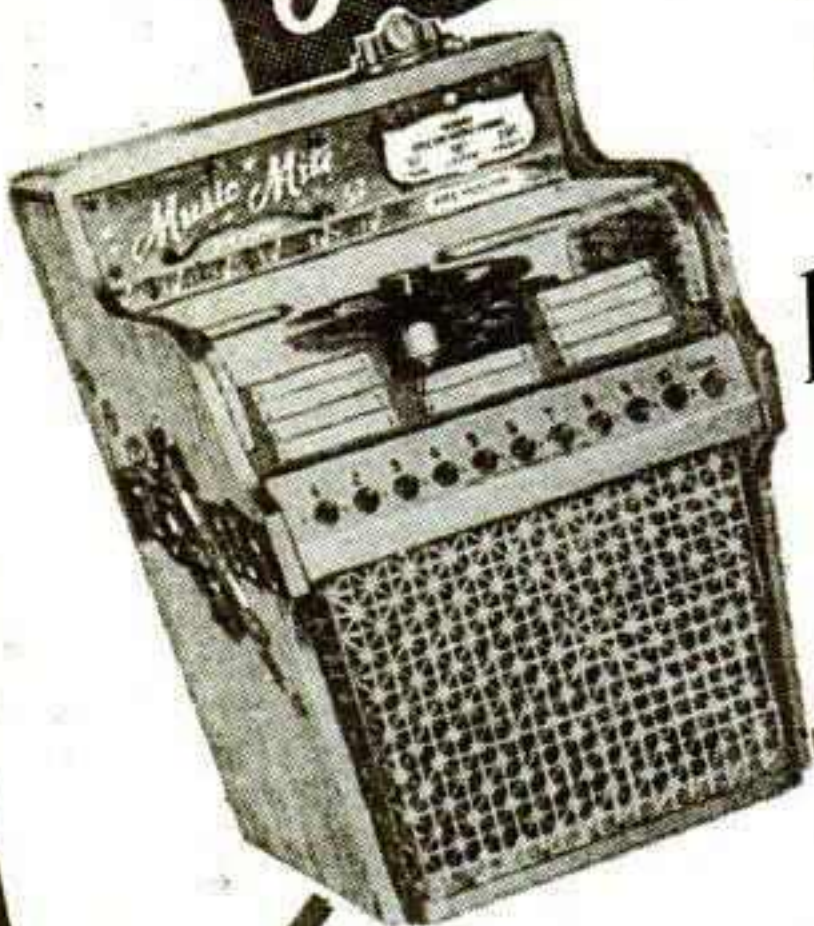


## Music Mite

MODEL 52

10 RECORD  
45 RPM

### SELECTIVE PHONOGRAPH



featuring

Single Entry—Slug Proof  
5c-10c-25c Coin Mechanism

(Also available for straight 5c play)  
Accepts credits up to \$2.00  
Proved performance  
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Music Mite defies all imitations because it is tried, tested and proven on location — and offers so much more and costs so much less than any other "small" machine ever built!

PEDESTAL  
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(Optional)

For those locations where space doesn't limit installation to the bar or counter, you can set MUSIC MITE on this exquisite pedestal type stand.



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# SUPER World Series



FASTER ACTION!  
FASTER TURNOVER!  
FASTER PLAYING TIME!  
(50 seconds to play)

### Super WORLD SERIES

has a 5c-10c-25c single Entry, Slug Proof Coin Mechanism which accepts credits in any combination of coins and is designed for convertible play!

EITHER  
1 play for 5c  
2 plays for 10c  
5 plays for 25c  
OR  
1 play for 10c  
3 plays for 25c

CHANGEVER CAN BE  
ACCOMPLISHED  
IN A FEW SECONDS!

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CREATORS OF DEPENDABLE  
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SEE BOTH — PLAY BOTH —  
BUY BOTH FROM YOUR WILLIAMS DISTRIBUTOR TODAY —  
AND DO TWICE THE BUSINESS!

Something New!  
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## GENCO'S NEWEST SHUFFLE GAME

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GET ON THE WAGON BEHIND  
EXHIBIT'S TEAM OF HORSES

BIG BRONCO \$995.00 | PONY EXPRESS \$495.00

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PROVING THE BIGGEST and BEST  
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Still Offering Full Equipment For  
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TURF KINGS (BRAND NEW).... Write  
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Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio  
"The House that Confidence Built"

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

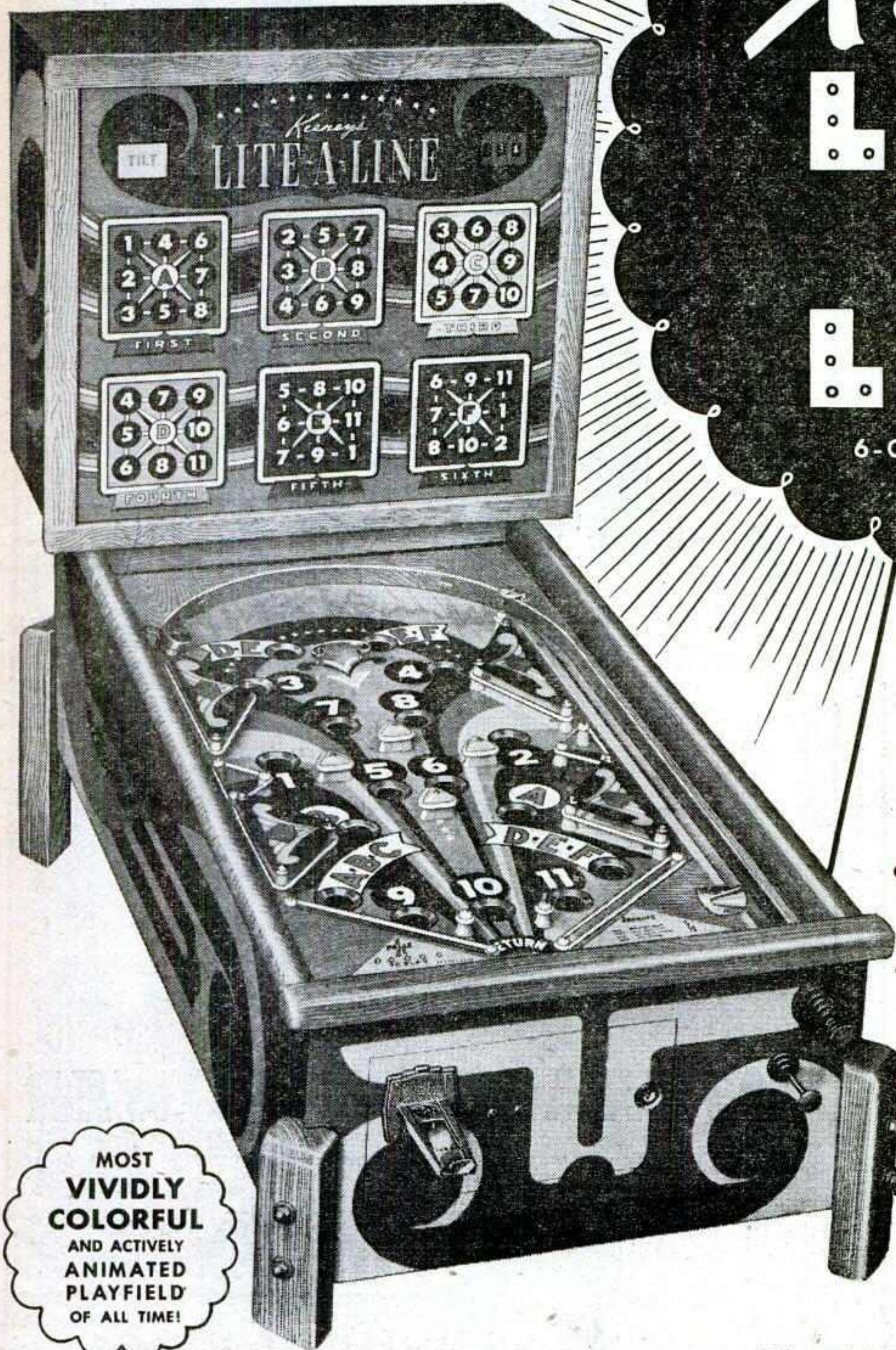
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*Revolutionary*



*Keeney's*  
**LITE  
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 LINE**  
 6-COIN • SIX PANEL  
**5-BALL**

*Recognized*

BY EXPERIENCED OPERATORS EVERYWHERE  
 AS THE LEADER IN THE 5-BALL FIELD...

**LITE-A-LINE FEATURES:**

- 1 to 6 coins on each play lite up one to six scoring panels on the lite box in consecutive order to increase player's scoring opportunities. Replays register on lite box.
- Ball in pocket on playfield lites up corresponding numbers and letters on all panels in play on the lite box.
- Scoring Principle: Player lites up lines of numbers and letters in direct lines of 3 each, either horizontally-vertically-diagonally-crosswise-double horizontally-double vertically-double diagonally-to be completed and scored on one panel only.
- No 'dead' balls until pocket is scored • Balls return for replay at bottom of playfield • No kickers • Player can score on 3-4-or 5 balls • 4th and 5th balls can boost score higher.

**IT WILL PAY YOU TO SEE AND PLAY  
 KEENEY'S "LITE-A-LINE" AT ONCE!**

**MOST  
 VIVIDLY  
 COLORFUL  
 AND ACTIVELY  
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 OF ALL TIME!**

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**LITE-A-LINE**

This new 5-ball—6 coin—6 panel game is destined for a long run of profitable operation never before witnessed as proved by exhaustive location tests. It represents the combined knowledge and ideas of expert Keeney designers and men of long experience in actual operating. Keeney's LITE-A-LINE is the game you need to open up rich locations—to revive peak playing interest in your regular stops.

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**BIG LEAGUE BOWLER**

BRIGHT SNAPPY  
 LITE-UP PINS  
 BY THE ORIGINATOR OF THIS  
 PLAY-INVITING FEATURE

*Yours* FOR POWERFUL **4 TO 1** PLAY

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**BIG LEAGUE  
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Yes! 1-2-3 OR **4** PLAYERS

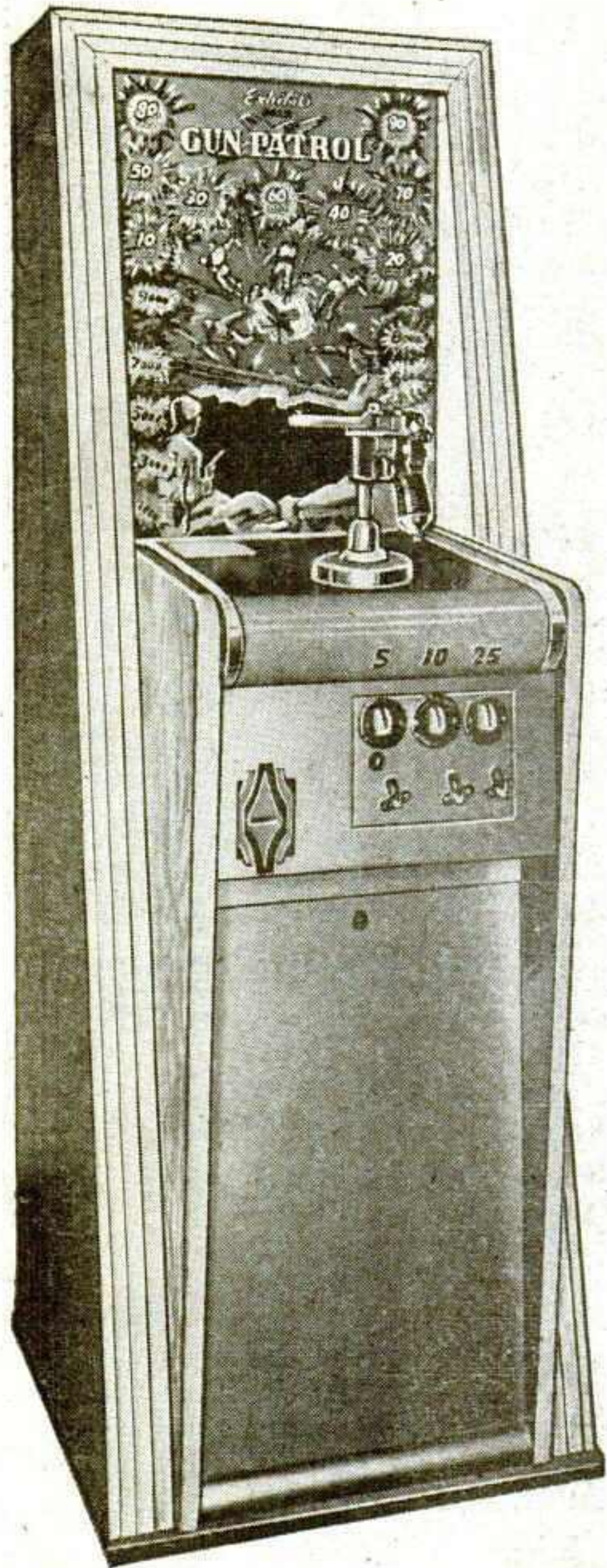
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 WITH THIS SMART NEW  
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Sizes  
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**-a SURE**  
**hundred**  
**percenter**  
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**EXHIBIT'S - DALE**  
**GUN**  
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**100%**  
**SKILL GAME**

**100%**  
**LOCATION APPROVAL**

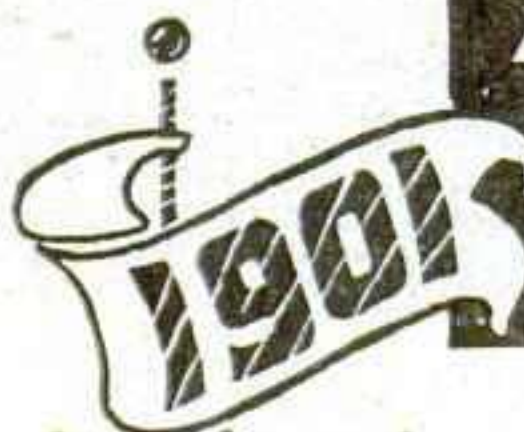
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**ATTRACTION POWER**

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*awaits operators to share in the celebration of*

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**NEW!**

EVERYONE IS SHOOTING WITH  
UNIVERSAL'S **5 STAR**



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5-BALL **5** 5-CARD  
**STAR**

OUTSTANDING!  
DIFFERENT!

**TREMENDOUSLY SENSATIONAL!**

- ★ ENTIRELY NEW PLAY PRINCIPLE!
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*Preferred*  
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Deluxe  
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## Bally®

# BRIGHT LIGHTS

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**BY NEW 6-SECTION SELECTIVE PLAY**  
Players can skill-shoot to score in 1, 2, 3, 4, 5 or 6 sections ... a new player's choice feature that insures extra earning-power and profits never before known in the novelty field.

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Every game played is either a scoring success or a near miss. "Come-Close" appeal excites the try-again spirit that insures repeat-play. Although player scores only in selected sections, scores light up in all sections, and tantalizing scores in non-selected sections inspire repeat-play and stimulate multiple-section play.

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Skillfully shot fifth ball can turn defeat into sudden victory ... or boost a medium score to important totals. And every ball counts. Balls that are not shot into scoring-holes return to player for free shots.

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Walk up and start playing! You get the idea in a minute ... and keep on playing for hours!

### FUN to play!

Play 1 section, 2 sections or all 6 sections! You get big value for every coin you play ... big fun-value in suspense, skill-appeal and fast, exciting action!

### SIMPLE to score!

Every skill-shot is immediately visualized on the brilliant backglass. And you can keep your eye on 5 or 6 sections as easily as on 1, because of contrasting colors and easy-to-read numbers. Free plays registered on improved Bally register.

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Fits into every type of location ... and brings the slowest spot back to life in a hurry!

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JUMBO PINBALL GAME

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NEW SHUFFLE SENSATION

See and play BRIGHT LIGHTS today at your Bally distributor. Study the fascinating scoring-system. You will agree that BRIGHT LIGHTS is the answer to the operator's prayer for a money-making 5-ball free-play game. Be bright ... get BRIGHT LIGHTS now!

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2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



**UNITED'S**  
**A-B-C**



**NEW  
 DIFFERENT  
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 GAME**

APPROXIMATE SIZE  
 4 FT. LONG BY 2 FT. WIDE

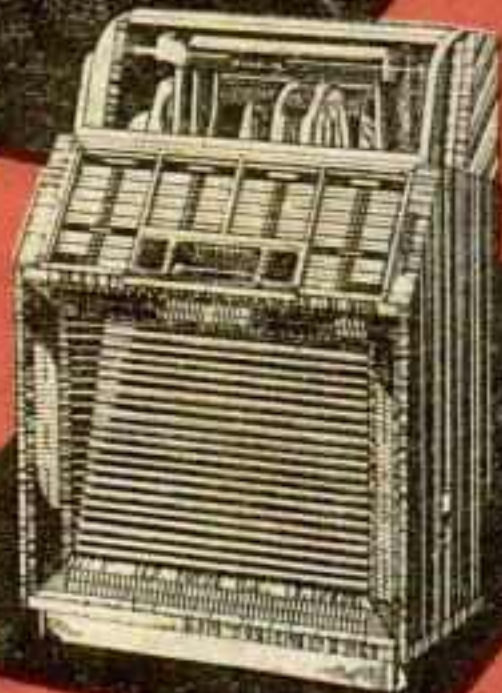
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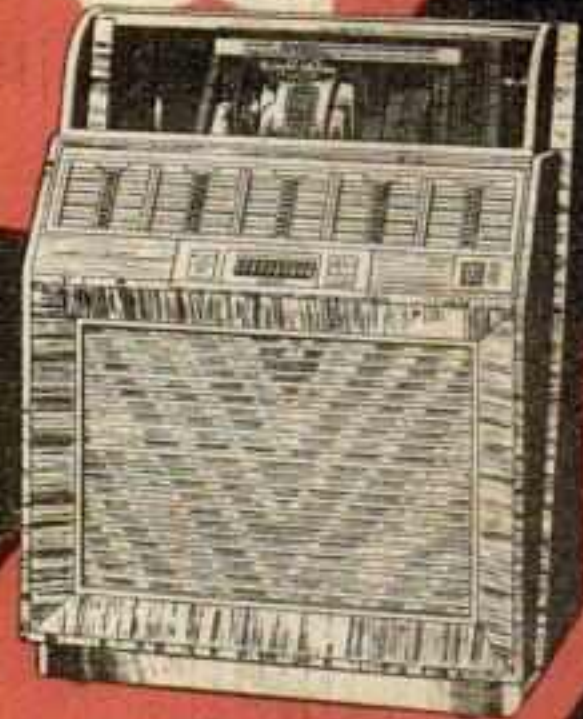


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The world's only 100 selection music system, designed exclusively for the playing of 7-inch 45 RPM records.

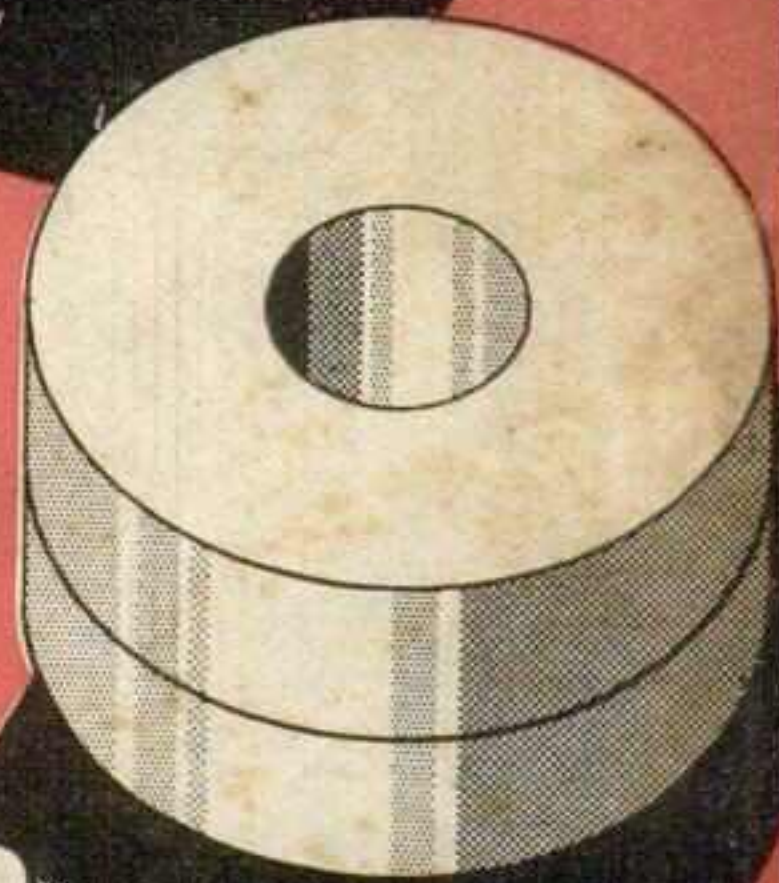
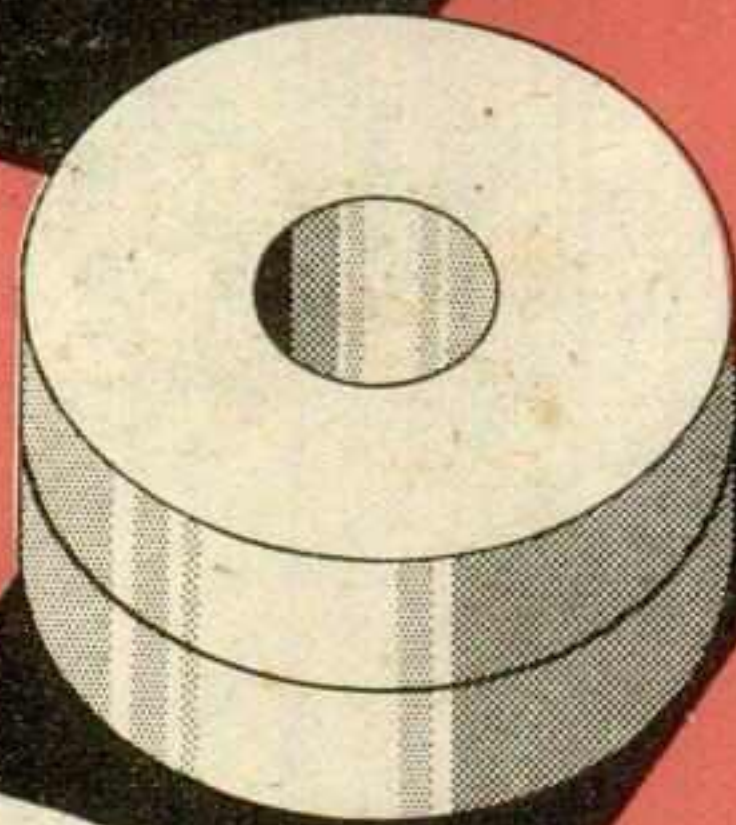
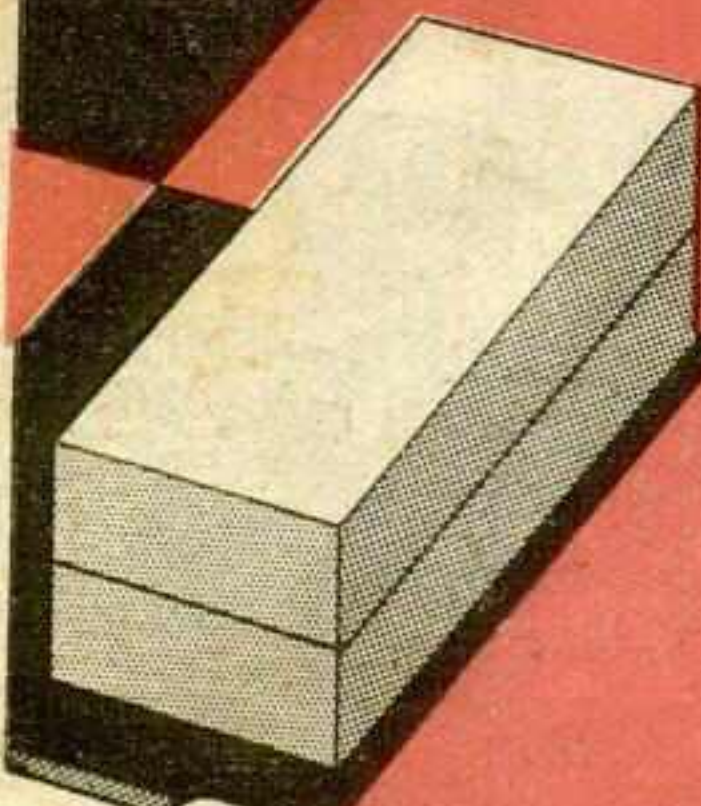


## AT 78 RPM

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