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Theater-TV Eyes Coaxial; Opponents Prepare Battle

New Committee And Some Mfrs. Line Up Fight

FCC to Give Topic Full Treatment at Hearings in Fall

By BEN ATLAS

WASHINGTON, July 28.—Because of mounting debate over closed circuit theater-TV, and because of pressure of other business, the Federal Communications Commission will defer its scheduled September 17 conference on theater-TV until late fall, it was learned this week.

A commission spokesman revealed that interest in the box-office TV issue, apparently intensified by recent closed-circuit fight telecasts in theaters, has become so widespread that the FCC is now resigned to the prospect of making a formal legal determination of the status of theater-TV within the meaning of the Communications Act before box-office TV allocations of any kind can be contemplated.

The FCC's policy is wide-open encouragement to theaters to get into TV. But commission insiders candidly consider the question of

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Records, TV, Phonos Show Boom Sales

WASHINGTON, July 28.—Uncle Sam received whopping increases in yields from all but a single one of the major amusement excise levies during the last fiscal year which ended June 30, the Bureau of Internal Revenue revealed this week. Yields from phonograph disks, registering increases month-by-month in an almost unbroken run, rolled up a gain of more than a million and a quarter dollars over the previous fiscal year, while the yield from radio-TV sets and phono sets more than tripled the previous fiscal year's collection. Heavy increases were shown in yields from cabaret ad-

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Loretta Young, Marlene Dietrich Set for Radio

NEW YORK, July 28.—Marlene Dietrich and Loretta Young have been set to cut audition platters for radio series by the American Broadcasting Company. The sample waxings will be etched within the next two months, probably on the Coast.

Miss Dietrich's projected show is an international adventure type stanza, tentatively titled *Cafe Istanbul*, with the star as a cafe singer. Miss Young's show would be an adaptation of *The Farmer's Daughter*, film she starred in a couple of years back.

ASPIRIN FOR ASCAP

Pix Add Headache As TV Fight Rages

By JERRY WEXLER

NEW YORK, July 28.—While the American Society of Composers, Authors and Publishers and the television industry are in court to decide on a rate for use of ASCAP music, a stymie may be shaping up between the Society and another important user—the movie industry.

Insiders say that the Hollywood reps not only are holding out for a yearly payment that is about half of what the flick right used

to bring before the Leibell decision, but that the studios have another very social ax of their own to grind: They have implied that they would like to see screen background writers getting a hefty share of ASCAP revenue. This desire, it is said, stems not from any altruistic or paternalistic urges in the bosoms of the movie producers, but out of fear that the screen background writers might form a union, possibly with an American Federation of Labor affiliation, and then bargain collectively with the producers for a performing right fee.

Background Cleffers

The screen background cleffers have long been wrangling for a better shake in ASCAP. Some of them are not members. Those that are have comparatively low ratings unless they also have pop hits to their credit. ASCAP predicates its rating of the background writers on the thesis that what they write is not of general use or availability, that it is generally limited to the one medium of the screen, and hence is of slight earning potential compared to pops, which may be aired on radio and TV, performed in theaters, ballrooms, hotels, etc. The background writers usually counter with the argument that European societies place screen backgrounds on a par, or close to par, with pop tunes and pay off accordingly.

The producers reportedly want assurance that the screen background music rights will be licensed thru ASCAP and are loathe to continue negotiations until they have that assurance. They are quite sensitive to the fact that the screen composers are still dickering with ASCAP for a re-

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Martin-Lewis Rock Detroit

DETROIT, July 28.—The Martin and Lewis package continued to set house records in racking up a \$136,809 gross at the Fox Theater here this week. The figure topped Jack Benny's 1948 take by \$42,000 and was an all-time Detroit record. Attendance figures went over the 160,000 mark, and an audience analysis made by Fox Managing Director Dave Idzal indicated that the comics were the top family attraction to play the house in 20 years. Figures showed that the team drew only 4 per cent children under 12 and 5 per cent teen-agers. Turnover between shows averaged 70 to 80 per cent.

The take was helped by the city's promotion of its 250th Birthday Festival. As in their New York date, special police details were required to handle the crowds, and other theaters picked up business from the Fox overflow. Prices were upped to \$1.50 tops.

New Material, Straight Pitch Are Key to TV Talent Door

By JOE MARTIN

NEW YORK, July 28.—Variety acts looking for TV work will have to come up with new ma-

terial, rework their acts to take advantage of video's use of close-ups, get an agent and pitch at a specific show instead of at TV in general.

These are some of findings of a *Billboard* survey taken this week among the talent buyers for 11 TV network shows which use variety acts. Other results of the check on talent buyers' likes and dislikes were: TV is wide open for fresh, young comics, talent market is over-loaded with vocalists, too many acts are over-long and difficult to cut down to TV requirements and not enough acts have the intimate quality considered necessary for video.

Talent buyers covered in the survey were those for the following telecasts: *The Show Goes On*, *Songs for Sale*, *Arthur Murray Show*, *Arthur Godfrey and His Friends*, *Arthur Godfrey Talent Scouts*, *Cavalcade of Bands*,

BRASS WORTH WEIGHT IN GOLD

NEW YORK, July 28.—Two network presidents this week played a major part in landing a total of \$5,000,000 worth of billings for their webs. Bob Kintner, of the American Broadcasting Company, is said to have personally induced Lee Bristol, of Bristol-Myers, to swing the *Break the Bank* AM show, and Mr. D.A. AM and TV shows over to ABC from the National Broadcasting Company to the tune of \$3,000,000.

Mutual heard Frank White also was instrumental in salting down the \$2,000,000 order by Sterling Drug for the *Ladies Fair* daytime strip on that web.

Bing's Radio Rings Up 30G

NEW YORK, July 28.—The new radio contract Bing Crosby recently signed with Chesterfield provides for a substantial hike in salary and, more significantly, gives the sponsor no lien on the crooner's TV services when and if he goes video. Crosby will get \$30,000 a week from Chesterfield during the season of 1951-52 for furnishing the entire entertainment package, as contrasted with the \$25,000 he received last year.

Crosby still feels that TV is the toughest medium of them all and does not expect to move into the field before 1953. The probability is that he will go on film then. Chesterfield, however, believes it worthwhile to play along with him in the hope that his TV stint will be for the cigarette makers some day. With the loot for a guest shot being waved in front of Crosby's kisser—\$50,000 and upward—the possibility is strong he will do a TV appearance this fall.

Cavalcade of Stars, *Texaco Star Theater*, *Ken Murray Show*, *Toast of the Town* and the *Steve Allen*

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House Trims "Voice" Loot

WASHINGTON, July 28.—Climaxing bitter criticism of State Department's *Voice of America* for "bureaucratic waste" and "ineptness," the House this week by an overwhelming vote upheld its appropriations committee's cut of \$30 million in *Voice's* outlay for the current fiscal year. Feeling ran so high during floor debate that the

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AT&T's Cable Time Schedule Is Complicated

Broadcasters Face Box-Office Men's Desire for Share

By SAM CHASE

NEW YORK, July 28.—A renewal of the TV network battles over use of limited cable facilities seems possible on an enlarged basis in the future, with addition of a new factor to the cable allocations picture—theater television. For the first time, theater TV was presented at the quarterly allocations sessions involving the webs and the American Telephone & Telegraph Company, with two different theater TV outfits sitting in. Sessions, held Tuesday (24), was the initial meeting for setting up the 1951 fourth quarter sked.

The theater tele men made no channel demands at this first meeting, but are understood to be readying requests for some cable time at the next meeting, August 17. A third session will take place September 10. New allocations take effect September 29.

The ultimate significance of the inclusion of theater TV men at the AT&T clients' meeting is not so much their limited cable needs

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Outdoor Money Bags Bulge in New England

By JIM McHUGH

RYE, N. Y., July 28 — New England funspots are heading into the final weeks of a banner season. While the reasons for the lucrative term, apart from the behavior of the weather, are hard to tag in view of the consistent licking that other amusement segs are taking from the encroachment of video and the continuing lack of defense spending in most areas, operators generally are happy to accept their good fortune and leave the reasons to post-season reminiscing.

About 150 members and guests attended the 22d annual summer

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Musicians' Union to Seek New Film Pact

NEW YORK, July 28.—American Federation of Musicians is expected very shortly to enter into negotiations with film studios for a new contract. Current paper expires August 30. As of this week, no date for opening of talks had been set. One of the major AFM projects will be an attempt to wrap up major film companies on the matter of TV film. AFM already has signed deals with a flock of indie packagers and some indie flickeries providing for the union to get 5 per cent of proceeds accruing from TV use of film.

Billboard Backstage

By JOE CSIDA

One proposition few radio people talk about, strangely enough, is the type of radio show which is most likely to stand up against television's increasing inroads. The few that do are rather wont to say blithely "news and music, of course," and let it go at that. Bill Fineshriber, Mutual Broadcasting System's veepee in charge of programming is a refreshing and interesting exception to the foregoing. And inasmuch as he is the only radio network program director unentangled with video interests, I think his views are doubly worth noting.

Fineshriber believes that drama may easily prove one of the hardest perennials on the AM program logs, and supports his theory with some sound analysis. To begin with, he says, it's easier to create an interesting dramatic story when there are few, if any, limitations on scene and locale. Radio, in this respect, has virtually no such limitations. A sound-effect and the listener is transported in seconds from Brooklyn to Bengal. Not so in video. Here more or less expensive sets are necessary to establish each new scene effectively. Here valuable and hard-to-come-by studio space is required. Here extra hours of positioning the players in rehearsals are needed. He concedes, of course, that this situation would be altered somewhat if such mechanical devices as Scenoscope are ever truly

perfected and widely used. But for the present, and for some time to come, it does give drama on radio a solid edge over ditto on TV.

Casting Problem

Fineshriber puts some stock, too, in the premise that TV has already experienced difficulty in dramatic casting. The writer writes in a sweet as syrup heroine but the only competent actress available looks like a houri. Or the scripter creates a Dracula-type heavy and the heaviest player around is a guy who's a double for your uncle Fred. In radio almost any reasonably feminine voice can fill the ingenue role, or any fair vocal facsimile of Sam Sinister can play the heavy. Simply, says he, because the radio listener creates his own image of the cast in his mind.

In drama, the Mutual program boss believes the general disinclination on the part of the viewer to sit still for a half hour or hour will work in radio's favor. If a guy get up and goes to the refrigerator for a glass of beer during a dramatic telecast, he has the uneasy feeling he's maybe missed something. If he walks into the next room during a radio dramatic presentation he still hears enough of the story to feel that he's with it.

Time Element

One other factor (and maybe a major one) in favor of the Fineshriber thesis was detailed in a story in last week's radio-TV de-

partment, based on interviews with talent agents, radio programmers and others. This was to the effect that top actors and actresses are eager and happy to do radio dramatic shows, while they still shy away from substantial television commitments. A good actor can easily tape-record 26 half-hour dramatic shows in a two or three-week period, doing two shows a day. Just reads the script a few times, walks up to the mike, emotes vocally and bingo. No long rehearsals, no sweating under hot lights. Proof of this latter point, of course, is the price at which some top dramatic people are working in radio, and being offered to buyers. Rex Harrison did his National Broadcasting Company series for \$1,000 per show. Bette Davis is being peddled at a grand. Joe Cotton will go for \$750, etc.

Aside from his specific theory he and I kicked around the question of why so little thoro thought is given to radio programing's future. One mutual (no pun intended) guess is that network radio programmers, agencies, et al, here in New York work at such a frantic pace they don't have time to do any deep pondering of a problem of this kind. How about you out-of-New York programmers? Any ideas? The industry—and *Backstage* for that matter—can use 'em.

Hadacol Books 47-City, \$1¼-Mil Medicine Show

CHICAGO, July 28.—The mightiest medicine show in history, the Hadacol All-Star Caravan, opens its second edition August 14 at Lafayette, La., carrying an expanded talent cast and including schedule of dates which almost triples last year's itinerary. Where the vitamin formula firm played 19 dates thru the South last year, Sen. Dudley Leblanc, prexy of the Louisiana firm, is routing the high-budget show thru the South and into the North on 47 dates. Last year Leblanc originally planned only 15 dates, but expanded the sked as the tour's early success became apparent.

George Dupius, aide-de-camp to Leblanc, told *The Billboard* Hadacol intends to spend \$500,000 on talent and \$750,000 on promotion and advertising for the 47-date junket.

This year, as last, Leblanc intends to hypo his standard cast with top-priced names when the troupe works major cities. Milton Berle will play the Kansas City, Mo., date, while Jimmy Durante does the St. Louis one-nighter. In addition, names will be added for Louisville, Indianapolis, Cincinnati, New Orleans and Dallas. The tour will carry Carmen Miranda and her four musicians for 40 dates; Dick Haymes, 30 dates; Rochester, 10 dates, and Rudy Vallee, 10 dates. The top attractions will be staggered so that at least two are working the troupe at all times. The standing cast will include Hank Williams and Minnie Pearl, toppers from the WSM, Nashville, Grand Ole Opry cast; Emil Perra, emcee; Candy Candido, comedian; Lee Marks, juggler; 14 Dorothy Dorben Dancers; 14-piece house ork; Los Gatos, acrobats, and at least 12 clowns. The house cast was set by

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London Dispatch

By LEIGH VANCE

LONDON, July 28.—The governors of the British Broadcasting Corporation broke their "silence" rule this week to come out with a forthright attack on the government whom they accused of playing party politics with radio.

The recent Beveridge report on the BBC was closely studied by government committee, which published an official white paper suggesting broadcasting be controlled regionally by councils drawn mainly from local authorities.

This, say the governors—many of whom are Socialists, under the chairmanship of labor peer Lord Simon of Wythenshawe—is the first hint of political control. Local councils depend first on political election. To draw regional controllers from that source would be fatal.

In a statement BBC governors said, "It must be made clear that, should no final responsibility for programs within the domains of the local councils rest with the BBC, the corporation will no longer be able to guarantee any broadcasts on the home service being made to the nation as a whole." The statement pointed out that local councils would have the power to veto even their party political broadcasts.

On the proposal by Chancellor Hugo Gaitskill that the BBC should hand over 15 per cent of its revenue (culled from a \$2.80 a year license fee) the governors were scathing. Said they: "The corporation has paid something over 4,666,330 pounds in income tax since 1947. The chancellor's new budget will mean that listeners will, in effect, be paying twice over."

Surprised by the fury which followed its publication, the government had to climb down over many points, will come up with an amended plan later.

Cheesecake Tycoon on Costly Culture Kick...

Musical comedy producer Bernard Delfont, who put on the lavish imported *Folies Bergere* and other hip and thigh epics

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Air Troupe to Tour G.I. Bases

HOLLYWOOD, July 28.—Walter O'Keefe's 10-man *Double or Nothing* air show troupe will make a three-week flying trip of U. S. military installations in Europe, taping shows to be broadcast next fall in this country. *Double or Nothing* group leaves August 10. Taping will be aired in the U. S. starting September 5 via National Broadcasting Company. This is believed to be the first time a quiz show has visited overseas service camps, thereby allowing those in the armed forces and civilians attached to U. S. Services a chance at cash prizes by partaking in the Campbell Soup sponsored show.

Those making the trip include quizmaster-comic O'Keefe, producer Harry Spears, assistants Dixie Thompson and Emoly Vetter, Ward Wheelock agency rep. Evelyn Lifschultz, musician Irv Orton, announcer Lou Crosby, vocalist Jean O'Neil, NBC engineer Howard Cooley and liaison-flack Bobby Weiss. Arrangements for the junket, made at the invitation of USO Camp Shows, Inc., were handled by Irving Lands, of the Hollywood Co-Ordinating Committee.

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Washington Once-Over

By BEN ATLAS

WASHINGTON, July 28.—Among Capitol Hill's dizziest paradoxes is current move to trim Federal Communications Commission's budget to its lowest figure since World War II, despite unprecedented expansion of the spectrum's use. The commission will have \$600,000 less to spend this year than last, if the independent offices appropriation bill is adopted in its present form by a joint Senate-House conference committee. President Truman requested \$6,850,000 for FCC, a rise of \$121,000, but FCC's allotment by the time the bill reached joint conference committee was pared to \$6,116,650. Gloomily remarked an FCC'er: "At least you can't say there's anything inflated about the commission except its work."

No One Likes Excise Hike on Amusements...

Senate Finance Committee is sharing House's hostility to administration demands for stiff amusement excise hikes. Showbiz spokesmen who testify at Senate Committee's hearing next week are expected to reach sympathetic ears. . . . State Department's Voice of America budget, reduced by \$30 million in the House this week, came within a single vote of getting nixed an additional \$15 million. Vote on an amendment to impose the extra cut was tied 154-154. Tie votes on amendments are figured as defeats. . . . *Faith of Our Fathers*, now in its second season at Carter Barron Amphitheater here, is picking up congressional support for a government-backed road-show tour. Bill introduced few weeks ago proposing

the junket had three more companions in the hopper this week. **OPS in a Tizzy While Debate Drags On . . .**

Congress's ax-work on controls legislation has thrown Office of Price Stabilization into more than its usual dither. Series of industry advisory committee meetings, including several from entertainment industry, had to be postponed this week as OPS awaited the outcome of Capitol Hill debate on legislation to supplant the present stop-gap law which expires Tuesday (31). Director Harold B. Wess, of OPS's Consumer Goods Division, has been sending out cancellation notices like tourist postcards. New law is sure to produce moderate relaxations on credit curbs on radio, TV and phono sets. Theater admissions will stay exempt from the law.

Picture Business

By LEE ZHITO

HOLLYWOOD, July 28.—Like a council of war meeting to map the annihilation of a foe, the various facets of the motion picture industry met this week to fight off inroads into the waning picture box office. Exhibitors and producers spent three days in a round table discussion of industry problems as a Council of Motion Picture Organizations. Vital issues upon which COMPO agreed included plans for a vast public relations campaign on behalf of the industry to be known as *Movietime, U. S. A.*, a realistic approach to television and the problems it has created and the basis for closer liaison between producers and exhibitors.

The industry intends to out-Hollywood Hollywood in its *Movietime* campaign. According to COMPO Executive Vice-President Arthur Mayer, the nationwide drum-beating campaign will be launched in Washington September 30, with President Truman attending the kick-off dinner. Coast-to-coast broadcast will herald its start to the nation with industry leaders and screen celebs participating.

Major feature of the campaign will be tours by picture names with as many as 100 top stars expected to partake in the p. a.'s. Principal towns in each of the 31 exchange areas of the nation will be visited by Hollywood's goodwill ambassadors. Stars will not play theaters where public would have to shell out for tickets, but

instead will appear before church and club groups, schools, civic and service bodies and other public organizations. Motion Picture Association of America has pledged \$700,000 to help carry the *Movietime* campaign. More will be poured into the kitty if and when it is needed.

Big Names Head Move, TV Hottest Topic . . .

Drive will be on during October and November. Sam Briskin will serve as Hollywood chairman of the campaign while Texas exhibitor, R. J. O'Donnell, will hold the reins on the national phases of the push.

Studio Publicity Directors Committee and various talent toppers at the studios along with the talent agencies will aid Briskin. Particularly active in this phase of the campaign will be Screen Actors' Guild Prexy Ronald Reagan and Hollywood co-ordinating committee exec, George Murphy.

Outline of the campaign brought pledges of support from all, with Paramount's Y. Frank Freeman, board chairman of Motion Picture Producers' Association promising all-out co-operation of the major studios while similar pledges came from Sam I. Briskin, Boston, president of Theater Owners of America; Truman Rembusch, Indiana circuit head and president of Allied States Theater Owners' Association; Rotus Harvey, San Francisco, president of Pacific Coast Conference of Independent Thea-

ter Owners.

Television, a long smouldering issue with the exhibitors, became one of the hottest points of discussion. Both producers and exhibitors were unanimous in agreeing that TV was seriously cut into the film b. o. Exhibitors blasted producers for releasing product to tele and for allowing screen personalities to do TV shows, because frequent tele appearances, exhibits feel, negate their theater attraction. Major studios pledged to continue withholding their product from TV release. Monogram's Steve Broidy in presenting the independent producers' side of the TV argument pointed out that Monogram was forced to release some of its product to video but did so only after product had exhausted its value in theaters. Reason, Broidy said, was because Monogram failed to make back the studio's original investment in the films and had to turn to the tele field for the extra coin.

Stronger bonds of co-operation between producers and exhibitors were effected with the formation of a permanent revolving committee composed of 30 exhibitors from all parts of the land. Out of this committee, a group of five exhibitors will meet here bi-monthly with film producers. With each confab, members of the exhib will be changed so as to permit each of the 30 members to gain firsthand talks with movie makers. Plan was presented by Columbia's Harry Cohn and was unanimously endorsed by all.

U. S. Front-Line Troupers Aid UN Morale in Korea

By RALPH J. KRZYK
TOKYO, July 28.—Special Services activities in Korea, spelling the difference between the United States Army's idea of the way to treat a fighting man and that of the enemy's, have made a major contribution to UN morale.

Such shows as the Grandpa Jones unit, a small mobile company which toured Korea recently, are ideal for playing as far up as the reserve companies. They played for one such company just behind the front lines in "operation killer," across the Han River from Seoul. An infantry regimental commander there said they played so close to the enemy, they believed the Chinese enjoyed the show as much as our troops did!

Grandpa, a top hillbilly stage and radio star from the States, and his troupe of three—Ramona, old-time fiddle player and singer; Mary Clink, pert and pretty accordionist-singer, and Connie B. Gay, emcee—set up their stage on a long truck-trailer during the day on the side of a bleak Korean hill. The men, rotated from their fox holes, sat in groups below them, shouting up requests for old-time favorites. *Rotation Blues*, a number featured by Grandpa after he hit Korea, came in for the biggest hand.

Western Jamboree, a lively road show produced and directed in Tokyo by Edward Stephenson, entertainment director for General Headquarters Special Services, played the same circuit later and made an equally commendable record.

Celebrities have come in for their share of the credit, too. Following the trail blazed by the late Al Jolson last fall, numerous big-name performers have crossed the Pacific to do their bit for United Nations troops.

Stars and Novelties

Jack Benny and Errol Flynn are the latest stars to follow the rice paddy, or "kimchi," circuit. They are currently touring the war zone at the head of a star-loaded USO-Camp Shows group—Hollywood actress Marjorie Reynolds, singing star Benay Venuta, guitarist Frankie Remley; Harry Kahane, "mental marvel"; Dolores Gay, tap dancer, and June Bruner, accordionist.

Bob Hope and Marilyn Maxwell, Jennifer Jones, the popular Camel Caravan and *Spotlight Revels*, Camp Shows troupes, have brought bright interludes of wit and glamour to the Korean war scene.

Besides the many Tokyo-produced road shows and the celebrity appearances, there have been such novelty entertainers in Korea as Jimmy and Norma Risk, world champion trick and fancy horse-shoe pitching team. The Mid-States Four, international championship barbershop quartet, and Jerry Beeler, emcee and song leader, are present attractions, in addition to the Jack Benny troupe.

Movies Popular

Movie attendance averages 2,300,000 per month in Korea, according to Laurence E. Ady, chief of the GHQ Special Services motion picture branch. There are 221 film projectors (16mm.) working there, with approximately 510 operators, all graduates of the GHQ Motion Picture Projector School. Movies are shown in muddy fields, bombed-out buildings or anywhere the 16mm. operator can set up shop.

Currently the boys in the war
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Industry Balks At Excise Hike

WASHINGTON, July 28.—The entertainment industry next week will make a frontal attack against excise tax rises. The industry will be represented by an array of spokesmen in hearings on tax legislation before the Senate Finance Committee. The line-up includes representatives from disk manufacturers, radio and television, and the musical instruments industry.

The entertainment world has already won its first round in the House of Representatives, which voted against rises beyond current amusement excises. Next week, industry spokesmen will attack a renewed proposal by Secretary of the Treasury John W. Snyder to hike the taxes on radio, TV and phonograph sets from their present 10 per cent to 25 per cent.

Outdoor amusement industry interests will line up with concert groups to support a House-passed provision to exempt non-profit symphonies and fairs from admission taxes. Several spokesmen for Motion Picture Theater Operators, however, have been opposing these exemptions.

Another House-approved provision, which would exempt cabarets from admission tax payments, also is to be supported next week.

The line-up of witnesses before the Senate Finance Committee includes L. G. Horney, Bendix radio division of the Bendix Aviation Corporation; Mort Farr, president, National Appliances & Radio Dealers Association; Cleveland Hedrick, Radio & Television Manufacturers Association, and Ralph W. Hardy, National Association of Radio & Television Broadcasters.

Rome Round-Up

By SYD STOGEL

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

ROME, July 28.—Among the more sensible holidays they celebrate here is a 15-day affair called *Ferragosto* which starts in mid-August. During this fortnight Rome becomes a dead city, and, to escape the terrific heat, the intelligent natives simply shut their shops and flock to the seashore, Apennines and Alps. In fact, they say the only living things to be seen daytimes in Rome during *Ferragosto* are tourists and dogs.

This year, however, in addition to the usual quota of sightseers and hounds, anyone stupid enough to stay in town will have the pleasure of seeing practically the whole Italian movie colony—hard at work! Few, if any, performers will be able to join the great exodus, for Italy's pic industry this summer is really in high gear, producing at a record-breaking pace. In June alone Lux, Cines, Minerva and the other large producers were turning out no less than 37 flicks and more are skedded to start in August. The in-

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Highlight Reviews

FILM MUSICAL

"Here Comes" Bing Swinging Like Champ, With Jane Wyman and Gang

By HAL WEBMAN

Bing Crosby is really swingin', as he hasn't in some time, in his forthcoming flicker, *Here Comes the Groom*. He acts up a storm, he sings a mess of songs, and he unlooses a barrage of his best informal charm and wise-cracking personality in portraying a plainly fictitious foreign correspondent. It's Der Bingle's socko performance that makes the almost two-hour length of this fine, light movie seem hardly enough. Credit, too, must be accorded Producer-Director Frank Capra, a champion at this free-wheeling family-style

comedy, whose touch hasn't been quite as sparkling since its memorable *You Can't Take It With You*. A song plays a key role in this picture. It's called *In the Cool, Cool, Cool of the Evening*. It's destined to be one of the top songs of the next few months. The ditty was penned by a pair of our leading contemporary craftsmen, Johnny Mercer and Hoagy Carmichael, and is used in the flicker as a sort of theme for Crosby's character, with the tune drawing innumerable reprises thruout. Tune's major reading, a highspot of the film, is

offered by Bing with his co-star, Jane Wyman, who joined the Groaner for a Decca disking of the
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FILM-MUSICAL—*Here Comes the Groom*, starring Bing Crosby and Jane Wyman, with Franchot Tone and Alexis Smith. Produced and directed by Frank Capra. Songs by Johnny Mercer and Hoagy Carmichael and Ray Evans and Jay Livingston. A Paramount picture.

TELEVISION

"Go Lucky" Unhappy on Premiere; Noxious Gimmicks Fill the Air

By SAM CHASE

This panel quiz show is the eight-week replacement for *This Is Show Business*. It's got one definite asset—the sponsor's product gets plugged a few hundred times in the course of the show. From an entertainment point of view, it isn't quite so successful. What might have seemed a good quiz idea on paper functions rather raggedly in actuality.

In fact, the show itself is a cross between several veteran quizzers of radio and TV. The basic new ingredient is the use of the product, Luckies, in the questioning, by which the contestant, fortified by two guest panelists, tries to guess a phrase by substituting the word "lucky" for the answer in each question asked about what they think the answer is. If that sounds complicated, it is. And it

wasn't any easier to understand after announcer Hal Simms' explanation.

Topics Too Wide

A major trouble is too wide a range of topics that could be involved in each question. And there's no easy way for the panel to bring it close to home without some obvious assists from emcee Jan Murray.

Incidentally, Murray seemed to try so hard to be fast and flip on the show caught, that he invariably got too cute and wound up mugging like mad or getting a bit obnoxious—as with the lady school-teacher who confessed she wrote poetry. After virtually twisting her arm to recite a verse, Murray proceeded to play the lowbrow as concerns poetry, and to "invent" a piece of drivel as his contribution.

He took so much time with this business, that a later contestant had to get the quick brush treatment to get the show in under the time limit.

To make this stanza suitable for all-year airing, a revision job will be necessary on the format. But the sponsor can't complain, with more than its money's worth in plugs over the half hour.

TELEVISION—Reviewed Sunday (22), 7:30 to 8 p.m., EDT. Sponsored by American Tobacco Company via CBS-TV thru Batten, Barton, Durstine & Osborn. Producer, Herb Moss; director, Jerry Schnurr; emcee, Jan Murray. Guest panelists, Lady Irish Mountbatten, Ham Fisher. Announcer, Hal Simms; commercials, Sue Bennett and Russell Arms.

VAUDEVILLE

M. & L. Still Punching to Beg-Offs In Loop Stand; Rain Dampens Debut

By JOHNNY SIPPET

In an effort to overtake the record gross of about \$120,000 set in Chicago Theater several years ago by Jack Benny, Balaban & Katz execs have raised price to \$1.25 top and may accelerate the shows per day when the weather clears. Opening day was rainy for Martin and Lewis, but first three shows were jammed. This week's price was used only once before—during Benny's run.

Lewis, on first, got a hand, parallel to that given in a football stadium to an injured team captain leaving the game. Crew-cut comic used a lot of old standard bits and lines, but under his

refurbishing they were socko. Martin, as foil and solo warbler, was great. He lost that apathetic attitude he had here last time and was punching, but like Lewis, the approach was always overly casual. They did their standard hubby-wife bit, closing to huge mitting with some wonderful tapping, atop the Mayo Brothers' small tap 'ox. Martin confined it to novelty steps, while Lewis amazed with some top up-tempo rhythm clearing. Their unison tap closer got a hand from the start to two minutes after the finish.

First mark of the Martin and Lewis touch is the change in the

house band. Duo has junked the out-dated three-fiddle section, which meant nothing in this mammoth house as far as sound was concerned, and put in an extra reed, making five saxes, added two trombones, making a total of three trams, and added two trumpets. The band actually is only two pieces larger, it has the sound of a big-name org, and Dick
(Continued on page 36)

Martin and Lewis. Reviewed at Chicago Theater, Chicago, Friday, July 27.

TELEVISION

Sheriff, D. A. and Press Tangle in Focus on Dramatic Special Event

By JACK MABLEY

This was one of the best public service programs yet seen on Chicago TV. Chicago newspapers had been riding Sheriff John Babb and State's Attorney John S. Boyle because of wide-open gambling, and suggested they hold a joint press conference to work out their differences of opinion. Both men agreed, and Boyle said it would be "a good idea" to put it on television.

The *Daily News* immediately contacted WNBQ, which had open time in the morning, and the station readily agreed to carry the conference. When this was announced, WENR-TV and WGN-TV

asked in, and the show was made a pool operation as far as expenses went, but WNBQ provided the studios in the Studebaker Theater and the crew.

The station and *Daily News*, which served as a liaison, did their best to keep the session a legitimate press conference and not a TV program and they succeeded. The only preparations were assigning a crew and studio space, providing desks, chairs, and a backdrop, and notifying Boyle and Babb the time and place. Everything else fell into place. Nineteen newspaper and radio reporters turned out.

They sat in chairs facing a table with Boyle, Babb, and Austin Wyman, chairman of the Chicago Crime Commission, who was moderator. Wyman stayed out of the discussion, and merely directed traffic. Three cameras were used. Two overhead booms picked up the reporters' questions, and Wyman, Boyle and Babb had indi-

(Continued on page 6)

The Sheriff-State's Attorney Press Conference, WNBQ, WENR-TV, WGN-TV, Chicago. Reviewed Thursday, July 26.

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Y. & R. May Quit Packaging AM-TV Shows; Shake-Up Due

Series of Agency-Built Flops Causes Unrest Among Top Clients

NEW YORK, July 28.—Young & Rubicam's long-established policy of packaging its own shows this week was seen to be on the way out. With the demise of the policy, reports have it, some of the agency's highest level radio-TV personnel also will exit, probably by the end of the year.

Precipitating factor is seen to be the mediocre showing of Y.&R.-built shows over the past few seasons, culminating in this summer's crop of TV flops. Scrapping

of the house show-development policy, of which Y.&R. has been the leading exponent, may cause repercussions in other top agencies with similar policies.

Tradsters look with particular interest at the prospective Y.&R. upheaval because of the agency's participation in the drive, some years ago, which took control of radio programming out of network hands and placed it with the agencies. In the past few years the webs, led by the Columbia Broadcasting System, have endeavored to recapture at least some of the programming initiative. How this new situation at Y.&R. may affect the web-agency balance is one of the more intriguing aspects of the affair.

The agency this summer is considered generally to have struck out on three straight pitches. These were *Who's Whose*, packaged for Sanka and now replaced by *It's News to Me*; General Electric's *Guest House*, which featured Oscar Levant for a scant two weeks, with Durwood Kirby set as emcee thereafter, and Good-year's *Summertime Revue*, which

it is said, may have loosed the bond between client and agency.

Loss of the Packard account to the Maxon Agency, effective later this year, is regarded as direct outgrowth of the client's discouragement with such Y.&R. TV packages as *Holiday Hotel* and the current Don Ameche summer show. Recent trade reports have had other clients restless as well.

On the other hand, the Y.&R. clicks mainly have been with outside packages, such as *The Goldbergs* and *Aldrich Family*, which did a rating job for General Foods to the extent of their usefulness.

The agency packaging policy is criticized in some trade circles as being both cumbersome and expensive, requiring heavy personnel and considerable shifting with the onset and demise of agency shows. Only in its dramatic stanzas has the agency's payoff been deemed worth the cost. But with this summer's packaging storm and the subsequent deterioration of some sponsor relations, the entire packaging policy is expected to come up for top brass action soon.

"GOLDBERGS" CUT

ABC Hawks TV Cheaper; Still on CBS

NEW YORK, July 28.—American Broadcasting Company is waiting for the Columbia Broadcasting System's option on *The Goldbergs* to expire August 31 so that it may pick up the package. The interesting angle is that ABC-TV is already trying to peddle the package at a figure believed to be lower than the CBS-TV price.

CBS-TV wants \$16,500, with Molly Goldberg splicing the commercials. Some agencies have reported that ABC-TV is asking \$14,500 plus Mrs. Goldberg's selling talents. The show was originally sold to Sanka several seasons ago for \$4,250.

See February Earliest Time For TV Thaw

WASHINGTON, July 28.—With the Federal Communications Commission having adopted TV allocations streamline procedure as anticipated (*The Billboard*, July 28), the commission's forecast for earliest possible lifting of the TV freeze continues to be February, 1952.

Under the streamline plan, oral testimony is eliminated and a "staggered" system of filing written testimony will bring the closing date for direct written testimony to November 26. If no requests are made for oral argument and if no counter testimony is offered after that date, it would be late December before the commission could reach a final TV allocations decision. The commission has promised to allot an additional 60 days for filing applications subsequent to its decision. During this period there would be no processing of bids. Thus, the freeze lift could not take place until February at the earliest. It is contemplated that first post-freeze stations could not get into operations for another year after that.

Meanwhile, the FCC decided this week to consider grants of higher operating power to existing TV stations. The agency explained that a large number of stations are telecasting with power below the maximum which could be used on their existing transmitters.

Biow Boosts Winsor, Gillett

NEW YORK, July 28.—Roy Winsor and Roland Gillett this week were appointed director and co-director respectively of the Biow Agency's television and radio department. Robert McNeill becomes co-ordinator of the department.

Gillett's appointment marks a rapid rise to the top for this exec at the agency in his short time there. His major experience is in films, and expectations now are that Biow expects to continue its dependence on film video programming. Winsor is known in the trade as a top TV production expert.

Sterling Continues TV, AM Overhaul

NEW YORK, July 28.—Sterling Drug this week continued its drastic overhaul of AM and TV properties. Actions included: Dropping the *Mr. Chameleon* radio series on the Columbia Broadcasting System, buying AM and TV slots on the American Broadcasting Company for *Mystery Theater* and signing for five 25-minute daytime radio slots per week on Mutual Broadcasting System for *Ladies Fair*. This follows last week's action by the sponsor of picking up half of *Songs for Sale* on CBS-TV for the fall.

K & E Loses Corn Flakes' \$3 Mil Billing

NEW YORK, July 28.—Kenyon & Eckhardt this week lost a major portion of its Kellogg account when the cereal maker shifted its corn flakes division to the Leo Burnett Agency. Corn Flakes, which sells more than any other dried cereal in the world, bills around \$3,000,000 a year. Last year K&E lost the lucrative Rice Krispies division of Kellogg's to the same agency, another \$2,000,000 haymaker.

The switch will not affect any radio or TV programs at the moment. Expectations are, however, that there will be staff retrenchments at K & E in the wake of the Corn Flakes switch. K & E still retains several of Kellogg's more important cereals, such as *Variety*, *Pack*, *Pep*, *All-Bran*, etc.

UPT & ABS Merger Is Approved by Web Stockholders

NEW YORK, July 28.—Approval of the plan for merger between United Paramount Theaters, Inc., and the American Broadcasting System was voted by stockholders of the latter company this week. The new company is to be designated as American Broadcasting-Paramount Theaters, Inc.

An inharmonious note to the proposed amalgamation was struck by Gordon P. Brown, general manager of WSAY, Rochester, N. Y., who this week wired a demand to Federal Communications Commission Chairman Wayne Coy that the petition for consolidation be denied on the grounds that it would foster monopolies in this country. ABC execs refused comment on the wire.

General Mills Bows Off 'FBI' AM Series

NEW YORK, July 28.—General Mills this week canceled its alternate week sponsorship of *FBI in Peace and War*, now on the Columbia Broadcasting System radio web, after its August 23 broadcast. Wildroot, however, will continue to bankroll the other half of the show.

CBS will sustain the package, leased from Procter & Gamble, its owner, and try to peddle it to a new client.

TV Committee Seeks Cut Of \$3-5 Mil in Excises

WASHINGTON, July 28.—An appeal to chop off \$3 to \$5 millions from the 1951 excess profits taxes to be paid by TV broadcasters was registered in a hearing yesterday (27) before the Senate Finance Committee. Speaking in behalf of the all-industry television broadcasters' tax committee, John P. Poole told the Senate group that while such a tax cut would not exempt TV from excess profits taxes, it would help relieve inequities suffered under present law. The Senate committee is writing a final tax bill for the next fiscal year.

Pool pointed out that the present excess profits taxes for radio broadcasters are computed with the years 1946-'49 serving as a base. But, he pointed out, broadcasters' profits during these years have been dug into by enormous losses incurred by the broadcasters establishing themselves in television. His group, Poole said, supports a bill sponsored by Sen. J. Allen Frear (D., Del.), which would use a formula computing taxes on 1946 earnings, before radio broadcasters branched into TV. Amend-

NEW WINE IN OLD WHODUNIT

NEW YORK, July 28.—In its deal this week to sponsor both AM and TV versions of *Mystery Theater* over the American Broadcasting Company (see other story this department), Sterling Drug actually will be using only the title of a radio show which it canceled last season on the Columbia Broadcasting System. The show itself is the property of Frank and Anne Hummert, altho Sterling has taken over the title.

Result will be that ABC will have a new show with the old title. CBS this week was setting a deal with the Hummerts for a series with a different title, featuring "Inspector Hearstone" of the *Death Squad*, the central character of the old series.

HARRISON KAYO

Victor May Cancel; Star Plugs Rival?

NEW YORK, July 28.—RCA Victor this week was reported on the verge of dropping the Rex Harrison radio series, *Private Files of Rex Saunders*, when renewal time comes up on the National Broadcasting Company. Besides being displeased with the quality of the stanza, the sponsor is said to have received a jolt this week when word got around that Harrison had endorsed the product of a rival manufacturer, Emerson, with ads due to appear soon.

The show, which airs Wednesdays at 10:30 p.m., likely would have departed anyway come fall, when RCA picks up the Phil Harris-Alice Faye stanza. J. Walter Thompson is the agency.

MOSES QUILTS GAC FOR PKG. OUTFIT

WAAM, Baltimore, Origin Cuts Cost on ABC-TV Daytimers Lined Up for Fall

NEW YORK, July 28.—John Moses, radio-TV head of the General Artists Corporation, has resigned his post, effective next Friday (3), to head a packaging outfit which will commence operations by programming 90 minutes of daytime shows across the board via the American Broadcasting Company TV web. Moses' firm is specializing in video packages which will come in at costs hitherto seldom attained. Shows will originate at WAAM, Baltimore, with the likelihood of the operation expanding into the eve-

HOPE, BENNY IN BATTLE OF TV VS. RADIO

Chesterfield Sets NBC-TV Fall Show Against CBS Comic

NEW YORK, July 28.—One of the biggest battles of the coming season, and one which will be observed carefully for an indication of the radio vs. television media picture, was shaping up this week when Chesterfield set its new TV show into the 7 p.m. Sunday slot on the National Broadcasting Company. The show, on which Bob Hope will take a regular turn along with other top-line comics, not yet selected, will thus compete directly with Jack Benny's radio show on the Columbia Broadcasting System.

Chesterfield is believed to have made its decision to join the battle with Luckies on a TV vs. AM, comic-against-comic basis, after noting recent reports by the A. C. Nielsen Company in which TV shows predominated, in the top 10 AM-TV stanzas, in homes reached. Hope's appearances on the show probably will be on an every-fourth-week basis.

J-M Wants TV, Prefers News

NEW YORK, July 28.—John-Manville this week was shopping for a half-hour network TV show thru J. Walter Thompson. Undecided as yet is the type of program to be bought.

It is known, however, that because of the client's previous experience with radio news, it may prefer its initial video network venture to be in that field.

ning hours later this season. The ABC-TV deal is in the process of being finalized now and will call for a tee-off about the second week in September. The exact time period has not been set, but it will probably be some time between 10 a.m. and noon.

Thus far three shows are set for the line-up. A 30-minute hillbilly show, now airing locally on WAAM, will air network at only \$1,000 per quarter-hour gross. This is the much-lauded *Lazy H Ranch Show*, fronted by Tex Daniels. Also to sell at the \$1,000 gross figure per 15 minutes is a 45-minute variety-audience participation show, to use top-name talent not yet set. Sandwiched between the two will be a 15-minute soap-opera strip, which will sell at \$1,500 gross per day.

No specific soaper series has been specified as yet, with Moses willing to adapt any standard radio series for TV at the same \$1,500 price, with the agency to supply title and script. Prices are (Continued on page 41)

New Color TV For Theaters

NEW YORK, July 28.—Skiatron, Inc., which will debut its ultrasonic large screen theater TV system this fall, will also make a video color method available to theaters at the same time. According to Skiatron Prexy Arthur Levey, the new system will project a color image at least "four feet in size," making it the largest color screen yet marketed.

Skiatron's new theater TV color method will utilize a two-inch color filter wheel, similar in operation, if not in size, to that of the Columbia Broadcasting System's. Fact that Skiatron's theater TV system does not need a cathode ray tube makes it possible to incorporate the small-sized color wheel, explains Levey.

Cap to Plug Profit From Sales Program

Sticks to 5 Per Cent Rate But Maps High-Voltage Merchandise Campaign

HOLLYWOOD, July 28.—Capitol Records, in its fall anticipation sales program, is accentuating the positive. Rather than talk about return privileges Capitol is pounding home its new dealer slogan: "You profit only on what you sell." Cap feels high return privileges is a negative approach to record merchandising for neither dealer nor diskery makes money

HAIL WHOM?

Decca Four Plug Col'bia But Not CRI

NEW YORK, July 28.—The Weavers' Lee Hayes provided the laugh of the night on the group's opening night at Cafe Society Downtown here last week. During the midnight show, Hayes, after the group had reeled off four unrecorded and comparatively unfamiliar pieces from its vast folk repertoire, came front and center to introduce the next set.

"Now that we've done the songs we like to do," began Hayes, "we next will sing a medley of our Decca records. Of course, Decca is all out here tonight—the president, the vice-president, the vice-president, and all the vice-presidents.

"But before we do our hit records, I think we ought to warn the Decca boys what we're going to do on our next record date. It's a grand old American folk classic—Hail Columbia."

Ted Lewis Here, Mum on Rumors

NEW YORK, July 28.—E. R. (Ted) Lewis, British Decca chief, arrived here Thursday (26) for a four or five-week visit. Queried about rumors regarding major policy changes in London Records, Lewis stated the following:

He has never discussed the matter of giving up the pop record division. He had little to say at the moment on the matter of giving up American artists, and nothing to say anent the report that London might become strictly an LP operation.

Lewis said there was "no great significance" to his trip here, and expressed himself as optimistic about the London catalog and the fall season. Apropos the various rumors regarding London, Lewis stated that there was still another: That Phillips, Ltd., was dickering for the purchase of London. "The reporters know more than I do," he gaged.

Sanjek Guides BMI Projects

NEW YORK, July 28.—Russ Sanjek was named this week to the newly created post of director of special projects for Broadcast Music, Inc. Sanjek, who has been with BMI since its inception, had been director of continuity, and will continue to oversee that department.

Among the first of the special projects under his jurisdiction are the Young Composers' Radio Awards and a series of book reviews beamed at young audiences. The Composers' Awards are being sponsored by BMI in conjunction with the several State broadcasters' associations; the book reviews are being commissioned by BMI for dissemination among radio stations. Name reviewers are hired to do reviews on books with appeal to young people; BMI prints and sends out the reviews for broadcast.

on unsold platters. Instead of flaunting high return deals, Cap is sticking to its regular 5 per cent rate, but has mapped a high-voltage sales campaign, prepared what it feels to be highly salable material during the Christmas season and has budgeted \$250,000 for consumer advertising during this period to help dealers push their wax.

Company this year will give dealers a helping hand via various sales services and devices. Capitol will furnish dealers with TV film spots and transcribed radio announcements and will go on a 50-50 co-op basis with the retailers on radio and TV time. Same co-op arrangement will hold true for newspaper ad space. Cap will make available to dealers numerous point-of-sale display material, including a new rack designed to hold its low cost (\$1.10) kidisks, motion displays to help push record readers, books (tagged browsers) containing album covers and liners of Cap's kidisk, pop and classical albums, among various window displays, decorative store material, mailers, streamers and usual counter pieces.

Co-op ad campaigns will be tailor made for the dealer's individual needs. Cap salesmen will huddle with dealers on their specific ad problems and will assist them with direction from Cap's ad and promotion toppers in handling each retailer. Orders considered part of the anticipation program must be placed August 1 and September 30. Dealers will be able to pay for purchases in three in-

(Continued on page 34)

Badd, Southern At Odds Over "Yonder" Tune

NEW YORK, July 28.—A country sleeper disking of a tune called *Down Yonder*, hitting thru the South and Midwest, has touched off a controversy between Southern Music and Badd Music, the latter a publishing affiliate of Tennessee Records. *Yonder*, waxed by Del Wood on Tennessee as a piano instrumental, is claimed by Southern and Badd.

According to Ben Selvin, Southern's general professional manager, words and music for the tune were written by Wolfe Gilbert, copyrighted in La Salle Music, now a Southern subsid, in 1921 and renewed in 1948. According to Alan Babis, partner in the Tennessee diskery and Badd Music, both headquartered in Nashville, the number is an old public domain fave in the South. The version as performed by Wood has been copyrighted as an arrangement by Bill Beasley, recording director for Tennessee. Babis claims to have proof that the ditty has been a fiddlers' specialty thruout the South for more than 50 years.

Meanwhile the tune has touched off a flood of orders for sheet music from the South, most of them coming into Southern, and major diskery interest has been stirred, with a number of recordings now being planned.

FALL PLANS SET BY COL & CAP

NEW YORK, July 28.—Diskeries' fall promotion campaigns are now crystallizing. Indications of the plans of the majors and top indies have been carried in recent issues of *The Billboard*, but blueprints are now being actually set. On this page are packaged the plans of Columbia and Capitol. Indies, as evidenced by MGM's dealer and distrib incentive drive, also are gearing for the chief push. Very shortly, drives of Victor, Decca, Mercury and others will be outlined.

Oberstein Line To Add 12-Inch Classic LP's

NEW YORK, July 28.—Eli Oberstein is expanding his low-price long-play disk line next month to include a 12-inch classic series to retail at \$2.19. This will mark Oberstein's first plunge into the 12-inch business, and his move is designed to be competitive to Don Gabor's Remington line.

Oberstein says that he made the move to the 12-inch LP business on the strength of a European recording affiliation he made with the Berlin Symphony and the Berlin Opera Company. He says that he already has received a series of excerpted operas and recordings of the complete orchestral works of Johann Strauss. The latter will provide Oberstein with his leader merchandise for the new line. It will comprise between six and eight 12-inch long-play platters. The series is being batoned by Lepold Ludwig.

Opera Highlights

Operas he has received to date include highlights from *Tales of Hoffmann*, *Aida* and *Don Giovanni*. Oberstein says he has other recording deals in Paris, Rome and Vienna. He already has arrangements set in London for quick recording of those pops which he needs for his 49-cent pop line.

The 12-inchers will be merchandised on the Royale label. They will be sold thru distributors on the regular 50 per cent and 10 per cent discount arrangement. His 10-inch Royale long-play catalog currently includes about 100 titles each on the \$1.25 and the \$1.79 lines. Oberstein also is selling a 79-cent 10-inch long-play line on his Varsity label.

OPS Adds Two Showbiz Segs

WASHINGTON, July 28.—Office of Price Stabilization announced formation of two new divisions handling controls in the amusement industries.

An electronic and musical instrument section will be headed by Earl R. Smith, on leave from Connecticut Cabinet Company, Mystic, Conn., and a photographic and sporting goods section, to be directed by Homer Hilton, formerly vice-president of the Argus Camera Company, Ann Arbor, Mich.

Columbia Unveils 3-Ply Fall Plans

Double Return Privilege, Deferred Payments Highlight Dealer Attractions

NEW YORK, July 28.—Highlighting a double return privilege and a deferred payment plan giving dealers 30, 60 and 90 days to pay, Columbia Records' fall merchandising plan is currently being unveiled by the diskery's execs in a series of distributor meetings in key areas of the country.

The plan is being presented with a three-ply emphasis: the merchandise, the advertising and promotion, and the financing. An omnibus "fall merchandising plan" portfolio, containing a resume of the entire plan, a list of September releases, one of October releases, a mat book, a set of radio scripts and a book of dealer order forms for both the new material and replacement orders, will be made available to Columbia dealers to facilitate their participation.

The merchandise push will be a series of promotions on four categories of new waxings—Broadway shows, popular, opera, children's. The bellweather of the show category will be a new complete *Porgy and Bess*, along with the cast diskings of *South Pacific* and other solid catalog music-comedy albums. The popular division will offer a new Paul

Weston set, *Melodies for Moonlight*, Benny Goodman reissue albums, full-length Ellington originals, and new albums by Jo Stafford and Lefty Frizzell. The opera piece de resistance will be a new Metopera complete *Pagliacci*, with collateral drives on *Faust*, *Fledermaus* and other sets in the catalog. The kidisking specials will be five new singles with Burl Ives, Paul Trip, Rosemary Clooney and other kid specialists.

Other Rep Items

A raft of other repertory items for subsequent promotion during November and December will include a new Kostelanetz-playing-

(Continued on page 34)

MGM Kicks Off Christmas Trade Sales Contract

NEW YORK, July 28.—MGM Records this week kicked off an incentive distributor and salesman sales contest to stimulate activity for the diskery's Christmas merchandise. The winning distrib will get a two-week trip to Bermuda for two or a \$1,000 Defense Bond, and the salesmen at the distriberry will receive a \$100 Defense Bond each. Second prize will be a \$500 bond for the distributor, and his salesmen will receive \$50 bonds.

The contest is centered around 59 items which have either a Christmas flavor or are considered seasonal gift fodder. The list may be increased before the contest winds up Christmas Eve. The contest officially begins August 1. To give each distributor an even chance, the individual sales marks will be measured against the buying power index set up for the individual jobber's territory. An average will be determined and this will serve as the contest mark.

Merc. Buys "N. C." Sleeper

NEW YORK, July 28.—Mercury Records yesterday (27) bought the master of a new sleeper disking, *Way Up in North Carolina*, recorded by the Belltones, a group of the three boys and two girls on Colonial, a regional label manufactured in Chapel Hill, N. C. The disk, which had had only local distribution around Chapel Hill, has been getting scattered deejay spins around the country, arousing the interest of major diskeries.

The deal was set by Joe Carlton, Mercury a.&r. head here, and pubber Dave Dreyer, who owns the tune. Dreyer represented Orville Campbell, owner of the Colonial label, in the transaction. Other major companies late this week made rush plans to wax the tune, a vaude style routine with patter. Kappi Jordan has been handling exploitation for the tune and the Colonial disking.

LACLC Sets Cele Plans

HOLLYWOOD, July 28.—Plans were all but complete Friday (27) for the Los Angeles Central Labor Council to take over the Palladium, October 1, for dinner and entertainment in connection with the council's 50th anniversary. Pat Somers, assistant executive secretary of Screen Actors' Guild and chairman of the council's entertainment committee, will spend several thousand dollars for acts and musicians. This is the first large org affair set by the dancery's new manager, Sterling Way. American Federation of Labor officials as well as civic leaders will attend the affair. Dinner for 2,500 Chase

Films May Add Hotfoot While ASCAP Nurses TV Headache

Pic Reps Reported Sticking to Less Coin, Background Writers' Welfare

• Continued from page 1

shuffle and are preparing alternative plans if they can't get what they want.

ASCAP writer members, at least, are in turn losing patience with the producers' pitch for the background writers as well as with their refusal to better their last offer for the performing rights

in the ASCAP repertory. That offer is some \$600,000.

Some ASCAP'ers are beginning to talk up divestiture of the film right, feeling that they can earn more on a piece basis than what the flickeries are now offering. Some of the Society's pop writers, it is reported, are even thinking of licensing the screen right thru some agency other than ASCAP.

The flickeries, in the last analysis, would certainly prefer to see the film performing right remain with ASCAP; first, because of the expense, arduousness and legal liabilities presaged by piecemeal clearance; second, because divestiture might lay the background writers wide open for unionization, to license their share of the performing rights in collective style.





TWO GREAT NEW SIDES BY

GORDON JENKINS

and His Chorus and Orchestra



featuring

MERCEDES

McCAMBRIDGE

(Academy Award Winner For "All The King's Men")

Giving an Academy Award interpretation of



WHILE YOU DANCED, DANCED, DANCED

Coupled with

featuring **BOB STEVENS**
VOCALIST

EVERLASTING

(From Musical "Two On The Aisle")

Decca 27712 (78 RPM) and 9-27712 (45 RPM)

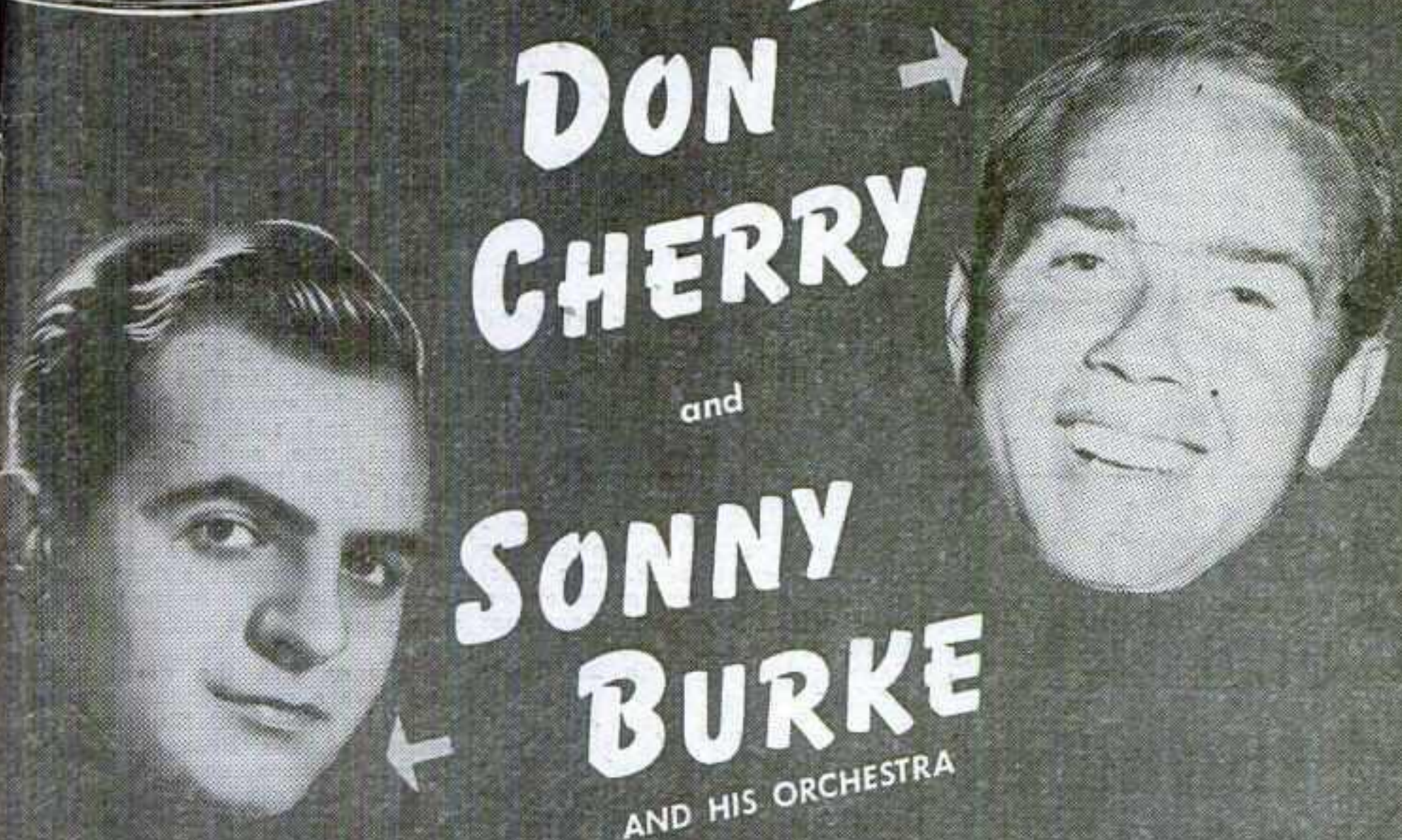
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America's Fastest Selling Records



**GREAT YOUNG VOICE!
GREAT NEW BAND!
2 GREAT NEW TUNES!**



DON CHERRY

and

SONNY BURKE

AND HIS ORCHESTRA

**BELLE, BELLE,
MY LIBERTY BELLE**

and

CARA CARA BELLA BELLA

Decca 27717 (78 RPM) and 9-27717 (45 RPM)

2 WONDERFUL VERSIONS OF

**THE GENTLE CARPENTER
OF BETHLEHEM**

★ By **BILL KENNY OF THE INK SPOTS**
with the **SONG SPINNERS**

Coupled with *His Eye Is On The Sparrow*

Decca 14564 (78 RPM) and 9-14564 (45 RPM)

★ by **STUBBY AND THE BUCCANEERS**

Coupled with *God Put A Rainbow In The Clouds*

Decca 46321 (78 RPM) and 9-46321 (45 RPM)

TERRY GILKYSON
THE GIRL IN THE WOOD

(With Katie Lee)

and **MR. BUZZARD**

Decca 27708 (78 RPM) and 9-27708 (45 RPM)

**GREAT NEW RECORD
BY THE 'SOLITARY SINGER'**

NEW RELEASES — SINGLES

- I Wish Someone Knew I Was Lonesome
GORDON JENKINS AND HIS ORCHESTRA AND CHORUS
Tell The Truth Decca 27681 and *9-27681
- I Believe DICK HAYMES with VICTOR YOUNG and His Singing Strings
(From Edward J. Danziger & Harry Lee Danziger
Production ST. BENNY THE DIP)
When The Lights Are Low Decca 27682 and *9-27682
- A Cottage With A Prayer MILLS BROTHERS
Lord Ups An' Downs Decca 27683 and *9-27683
(From Epsom Downs)
- The Girl In The Wood TERRY GILKYSON
Mr. Buzzard Decca 27708 and *9-27708
- Take My Hand Precious Lord
JIMMIE DAVIS with the ANITA KERR SINGERS
That Sweet Story Of Old Decca 14580 and *9-14580
- His Eye Is On The Sparrow SISTER ROSETTA THARPE and
MARIE KNIGHT with the SAM PRICE TRIO
Milky White Way Decca 48227 and *9-48227
- Anything But Love THOMAS RIDGLEY and the ROYAL PLAYBOYS
Once In A Lifetime Decca 48226 and *9-48226

*Indicates 45 RPM Version

NEW CHILDREN'S ALBUMS AND SETS

78-45 rpm

THE ADVENTURES OF THE LONE RANGER
(He Becomes The Lone Ranger—He Finds Silver—He Finds Dan Reid—
He Helps The Colonel's Son) (DU-864, 9-263)

SUNDAY SCHOOL SONGS
Sung by FRANK LUTHER (CUS-25, 2-118)

NEW ON 45 RPM

THE LITTLE FIDDLE
DANNY KAYE with Orchestra Directed by JOHNNY GREEN
1-137 (Also available in 78 RPM: DU-11)

LADDLE, LADDLE, LADDLE ON A LOLLYPOP
and WHATTA YA WANTA BE (When You Grow Up?)
FRANK LUTHER
1-147 (Also available in 78 RPM: K-6)

THE CHURKENDOOSE
RAY BOLGER with Supporting Cast
Orchestra directed by Mitchell Miller
1-142 (Also available in 78 RPM: CU-103)

SONGS OF SAFETY
From Irving Caesar's "Sing a Song of Safety"
FRANK LUTHER
1-139 (Also available in 78 RPM: CU-113)

WHAT MAKES RAIN?
A Story for Children Who Ask Questions
Orchestra Conducted by Leonard Joy
1-144 (Also available in 78 RPM: CU-107)

TOP TUNES

By America's Favorite Artists

- Row, Row, Row
BING CROSBY.....27667*
- When The Saints Go Marching In
THE WEAVERS.....27670*
- Sweet Violets
JANE TURZY.....27668*
- How Many Times (Can I Fall In Love?).....27700*
PATTY ANDREWS and TOMMY DORSEY
- Dimples And Cherry Cheeks.....27652*
ANDREWS SISTERS and GUY LOMBARDO
- In The Cool, Cool, Cool Of The Evening
BING CROSBY and JANE WYMAN.....27678*
- Because Of You.....27666*
GLORIA DE HAVEN and GUY LOMBARDO
- Longing For You
RUSS MORGAN.....27703*
- Come On-A My House
ELLA FITZGERALD.....27680*
- The Loveliest Night Of The Year
FRED WARING.....27507*
ETHEL SMITH.....27583*
- (Why Did I Tell You I Was Going To) Shanghai
BING CROSBY.....27653*
- I Want To Be With You Always
ANDREWS SISTERS and RED FOLEY..27609*
- Too Young
PATTY ANDREWS.....27569*
VICTOR YOUNG.....27366*
- My Truly, Truly Fair
RUSS MORGAN.....27630*
- Rose, Rose, I Love You
GORDON JENKINS.....27594*
- Mister And Mississippi.....27579*
MILLS BROTHERS and SONNY BURKE
- I'm In Love Again.....27635*
ANDREWS SISTERS and GORDON JENKINS
- These Things I Offer You (For A Lifetime)
DICK HAYMES.....27644*
TAMARA HAYES.....27650*
- Red Sails In The Sunset
BING CROSBY.....25380
- Rotation Blues
BILL MONROE.....46344*
- Steal Away
RED FOLEY.....14505*
- Jezebel
LONZO and OSCAR.....46340*
- Kentucky Waltz
ERNEST TUBB and RED FOLEY.....46311*
BILL MONROE.....46314*
LAWRENCE WELK.....24442*
- Tennessee Hillbilly Ghost
RED FOLEY.....46317*

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

Head Toward New of A. & R. Operation

Three-Way Program: Roster Pruning Pressure Bally, Well-Picked Rep

By HAL WEBMAN

NEW YORK, July 28.—A new mode of artists and repertoire operation appears to be shaping up in the disk industry. The trend is developing on a foundation of three separate, tho related, concepts:

(1) With hardly an exception, the major diskers currently are pruning their artists rosters with an eye to eliminating whatever deadwood they have at hand. Most are gunning to shape their rosters into compact, flexible lists

which will contain 100 per cent active names.

(2) Based on recent developments, the diskers are heading into a period which will make it difficult for them to observe a fast release schedule. This is due primarily to the development of high pressure promotion tactics and an acceleration of production and sales methods via such means as guaranteed sales and consignment shipments.

(3) Purely on the strength of investigation of performance and sales potential, it is believed that repertoire will be selected with an even greater discrimination. Coverage on "exclusives" by other diskers, unless an opportunity presents itself, will be cut down considerably in favor of spending more time in developing and creating original and distinctive ideas, songs, sounds and/or artists. Diskers, too, have been rather open with their generally pessimistic

outlook in considering show and movie songs for recording.

Streamline Key

The key to the streamlining of artists and repertoire operations would center on building up flexibility and speed in promotion and production. Columbia and Mercury, of late, have been operating on a record-promote-produce-rush release-guarantee sales system. Their competition, in order to stay in the running, have been forced to issue specials and rush releases apart from regularly scheduled week-to-week issues. Victor has been the most conservative diskery in the rush-to-the-market movement, but it also has been one of the champions of the high-pressure promotion and guaranteed sales tactics.

It is known that most of the recording men currently are combing thru their artists rosters. Almost every one of them is believed

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SALES SUCCESS

Cap Releases 'Hark! Years'

HOLLYWOOD, July 28.—Sales success of voices of the past (Columbia's *I Can Hear it Now*, Victor's *Treasury* series) has prompted Capitol to assemble and release *Hark! the Years*, an album containing approximately 50 voices of historical significance. Album will go farther than any attempted to date, as some voices contained in Cap's scrapbook of sound were originally recorded in 1890.

Sounds included trumpeter Kenneth Landfrey sounding the charge of the Light Brigade (1890), Florence Nightingale (1890), P. T. Barnum (1890), Thomas A. Edison (1906), William Jennings Bryan (1897), Lillian Russell (1906), John Barrymore (1930), Enrico Caruso (recorded in Naples in 1898 prior to start of his Victor contract), N. Lenin (1908) and Teddy Roosevelt. Others include W. C. Handy, Comd. Robert E. Peary, Champ Clark, William Howard Taft, Eugene V. Debs, Woodrow Wilson, Raymond Hitchcock, Eva Tanguay, George M. Cohan, Dewolf Hopper, Gen. John J. Pershing (1919), Marshal Ferdinand Foch, Henry Cabot Lodge, Madame Ernestine Schumann-Heink, Mrs. Carrie Chapman Catt, Corrine Roosevelt Robinson, Warren G. Harding, Will Rogers, Billy Sunday, Douglas Fairbanks Sr., W. C. Fields, Emile Coue, Gertrude Stein, Bobby Jones, Jack Dempsey, Knute Rockne, Babe Ruth, Graham McNamee, Charles A. Lindbergh, Calvin Coolidge, James J. Walker, Aimee Semple McPherson, Fiorello H. LaGuardia, Herbert Hoover, Mohandas K. Gandhi, Albert Einstein, George Bernard Shaw and Franklin D. Roosevelt.

Album is narrated by Fredric March with musical background by Nathaniel Shilkret. Sounds contained in the album are culled from the George Robert Vincent collection of more than 2,000 voices. Many of them come from early Edison rolls. Number of voices were recorded originally upon request of Edison.

Donors Keep Bowl Going

HOLLYWOOD, July 28.—Contributions are pouring in from every conceivable source in an effort to keep the Hollywood Bowl open the remainder of the season. Coins are tinkling in cans placed in and around the Bowl, and folding money of all denominations is arriving daily. The reorganization committee has not yet totaled donations. Bowl reopened Thursday (26) featuring cellist Grgor Piatigorsky and Alfred Wallenstein. Tonight's program will have Bruno Walter conducting. An estimated 12,000 attended opening festivities.

With Ray W. Smith, exec veepee of Greater Los Angeles Plans, Inc., as temporary Bowl manager, reserved tickets were slashed to \$2.40 top, eliminating the previous \$3.60 and \$3. General admissions were cut from 90 cents to 65 cents. Reserved seats sell at \$1.20, \$1.80 and \$2.40. Boxes, however, remain at \$3.60. Reorganization committee is currently setting up the season's program and will announce its selections shortly.

OPS to Establish Advisory Committee For Record Industry

Group of 15 Will Include All Segs Of Disk Biz; Prices May Be Fixed

WASHINGTON, July 28.—Office or Price Stabilization will soon create an advisory committee for the record manufacturing industry. The committee will work with OPS officials on smoothing out some of the serious complications that diskers claim have snarled their industry under price controls. In shaping plans for the committee, OPS is watching to see what kind of price control legislation Congress will put into effect when current price laws expire August 1.

The advisory committee, which is expected to be held to 15 members at most, will be representative of the entire record manufacturing industry, including, of course, the major companies. An OPS spokesman said that the price agency will take an open-minded attitude towards solving the disk industry's complaint that OPS controls have been an unjustified hardship and unsuited to an industry specializing in entertainment and communication of ideas (*The Billboard*, July 28). Diskers have claimed that they should be price exempt like other segments of show business and like books and newspapers. While the exemption issue will be a major topic, the advisory committee and OPS are also expected to discuss such immediate control problems as fixing prices on records under the three different speeds; records sold singly and in albums, and performances by artists sold under different labels.

By the time the record advisory committee is completed OPS officials will already have studied at length a formal petition recently filed by groups of diskers, including Capitol, Columbia, Decca, RCA Victor, MGM, King and Cetra-Soria (*The Billboard*, July 28).

The petition asks that the disk business be taken out of OPS's industry regulation, CPR 22, and included in GOR 8 which covers entertainment and published products. Exemption from CPR 22 cannot bring a price hike, the petition states, because competitive

Richards Out At Discovery

HOLLYWOOD, July 28.—Failure of Discovery Records to provide work for Johnny Richards has resulted in the latter's release as musical director. Richards still has an artist's paper with label Prexy Albert Marx. Richards' pact stated that if he was not actively

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forces in the disk industry will keep prices down. The petition lists detailed arguments supporting the theory that diskeries sell a physical performance incidentally and an entertainment product mainly.

Disks, Phonos, TV's Report Boom Sales

Tax Revenues for Fiscal '50-'51 Show Solid Hikes in All Other Music Fields

• Continued from page 1

missions, coin-operated devices, musical instruments, tobacco and alcohol. Sole amusement levy resisting the upward trend was theater and concert admissions, which slumped by nearly \$25 million.

Uncle Sam's take in excise taxes on phonograph records soared to \$7,007,075.97 during the fiscal year ending June 30. This is a hike of \$1,238,555.05 over the previous year's take of \$5,768,520.92. The yield in June, 1951, was \$506,472.99 as compared to \$477,470.23 the previous June. The June take this year was \$29,002.76 more than that for the corresponding month the year before.

Particularly lush revenues rolled in from radio sets, phonographs, and components. Taxes from this source took a bound of \$86,102,563.07 in one year, with the newly taxed TV sets considered a chief reason for the increase. For the fiscal year ending June 30, 1951, taxes totaled \$127,187,344.37 on radios, phonographs, and components as compared to \$42,084,781.30 for the year before.

During June 1951, the U. S. collected more than twice as much in taxes from this source as in June, 1950. This year's yield for June reached \$9,754,384.84, an increase of \$5,589,401.12 over the June 1950 yield of only \$4,164,983.72.

Instruments

The U. S. also caught an increase in revenues from musical instruments, with the fiscal year ending this June reaping \$10,756,238.64. This tops the \$8,864,897.36 take of the year before by \$1,891,341.28. During this past June, however, tax yields from musical instruments slid \$105,105.16 from \$859,630.21 brought in during June 1950.

A particularly big hole in Uncle Sam's tax take developed in the theater and concert field. Taxes from theater and concert admissions dropped \$24,752,303.72 in one year. The fiscal year ending June

JOCK STABLES WAX WARBLERS

CAMDEN, N. J., July 28.—Realizing that his future depends on continued popularity of dance bands, maestro Oscar DuMont is staging a one-man campaign to promote fresh interest in dance band music during daylight hours when he serves as a disk jockey on WDKN here. DuMont houses his band at near-by Almonessen (N. J.) Lake Ballroom, from which point he airs via Columbia Broadcasting System. For his daily disk show here, DuMont has ruled out all vocal platters and is using dance band waxes exclusively.

Coral Guns at Hefti Promotion

NEW YORK, July 28.—Coral Records is going on an all-out campaign to get into the new band sweepstakes by building Mr. and Mrs. Neil Hefti (she's thrush Frances Wayne) via the studio band route a la Flanagan, Jerry Gray and Frank DeVol. The diskery's recording veepee, Jimmy Hilliard, signed the couple to a term contract this week, and he scheduled their initial session for the middle of next week. The label has two established name crews, those of Les Brown and Lawrence Welk, and a house band, George Cates, going for it in the dance field.

Sound Style

The basic idea behind the Hefti band will be to shoot for a commercial dance ork to be founded on new sound conceptions which will steer clear of the Miller and/or Dorsey styles from which many of the new bands have been borrowing. Hefti has been working on ideas for a style for the several months in which negotiations with Hilliard have been going on. He is a trumpeter, an arranger and is noted for his ability at composing swing originals. He is remembered

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Court Holds Up Decision On 'True' Suit

NEW YORK, July 28.—Judge Tehan reserved decision in Wisconsin's Eastern District Court in Milwaukee this week following trial of a suit brought by Biltmore Music and the United States government against Mike Cudahy and Sammy Madden and Helen Mihm for alleged infringement on the 1948 hit tune, *You Can't Be True, Dear*.

The tune, a German copyright, was protected here by the Alien Property Custodian, which in March, 1948, gave Biltmore Music the exclusive right to make a new arrangement of the music. Biltmore, co-owned by pubber Dave Dreyer and Rondo Records topper Julius Bard, published a version which was waxed by organist Ken Griffin on Rondo for a left-field hit. A second Rondo version with Jerry Wayne singing the Biltmore lyric and Griffin at the organ also clicked.

Charges Listed

Biltmore and the United States charged that Madden and Miss Mihm, Milwaukee performers, printed and sold copies of the original tune, and that Cudahy, scion of the packing family, recorded the tune on his indie Chord label, with an ork led by Madden. The plaintiffs ask for an accounting of profits from the sheet music and recordings sold by the defendants, plus damages and an injunction.

Biltmore and the government also have a case pending against the Chicago Record Studios, Inc., owners of the Broadcast label, charging nonpayment of record royalties on *True*. Griffin had recorded the tune for Broadcast before making the Rondo cutting; according to the complaint he had a flat-payment, non-exclusive arrangement with Broadcast and was thus free to cut the tune again. Plaintiffs charge that Broadcast has never paid royalties. The case is on the calendar for October in Chicago.

Low Dreyer, counsel for Biltmore, brought both actions.

Anthony Bows 1-Nighter Tour

HOLLYWOOD, July 28.—Ray Anthony's rapidly rising band plays the Frog Hop Ballroom, St. Joseph, Mo., tonight, getting under way one-nighters that will guarantee the orkster an estimated minimum of \$28,500. Dates take Anthony thru early September when he goes into the Palladium for a return engagement, September 4. August 13-14 bookings are open, original cities canceling because of Midwest floods. Band gets be-

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New Bands Bloom Despite Biz Gloom

10 in All; Diskery Orks a Big Portion: Burke, Oliver, Decca; Morrow, Victor

• Continued from page 1

two months. This is a considerable number in view of the still pessimistic outlook taken by many.

A sizable portion of these band leading efforts is focused on those orks being created by record company studio-bred bands. Those who have stated the intention of getting into the active ork fronting business are Decca's Sy Oliver and RCA Victor's Buddy Morrow. Burke and Oliver are musical directors for the Decca firm, with the former slated to debut on the West Coast and Oliver set to break in at the Rustic Cabin, Englewood, N. J., September 7. Morrow, of course, was set up as a record project by Victor to replace Tommy Dorsey when the latter shifted to Decca. He has been making records for about a year and is just getting around to a working band.

Four new bands broke-in in this area in the past few weeks. Lee Castle, one-time maestro, returned to the podium several weeks ago to hold down the stand at Roseland Ballroom here. Rene Touzet, highly touted Latin keyboard ex-

pert, broke in a new Latin-styled band at Bill Miller's Riviera. Dan Terry, remembered for his efforts several years ago with the teenagers band, has returned to front a new full-sized group as a trumpet-tooting maestro. His crew is breaking in a batch of special visual gimmicks to prepare for TV. Likewise, King Guion, who had a couple of previous brief flings at leading, broke in a TV-minded band at Glen Island Casino in Westchester. The crew follows the style of his much-publicized double-rhythm crew.

Others who are reportedly preparing to battle the band business' pessimistic element include trumpeter-arranger Shorty Rogers, now featured member of the Stan Kenton band; Maynard Ferguson, another Kentonite noted for his high-note trumpeting; drummer Buddy Rich; veteran Sonny Dunham, who reportedly had retired from the ork business last year, and Mr. and Mrs. Neil Hefti, who are being readied for an ork via a Coral Records' build-up (see other story this section).

forget those Dodgers!



Here's
the
year's
highest
scoring
team!



GUY

MITCH

MITCHELL MILLER

FEB. 5 "Sparrow in the Tree Top"
"Christopher Columbus"

APRIL 2 "A Beggar in Love"
"Unless"

MAY 21 "My Truly, Truly Fair"
"Who Knows Love"



And Now... two smasheroos to beat them all!

"SWEETHEART OF YESTERDAY"

(by the team that wrote "My Heart Cries For You")
backed by

"BELLE, BELLE, MY LIBERTY BELLE"

78 rpm 39512 33 1/3 rpm 3-39512 45 rpm 4-39512

Columbia Records

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

BMI Aids Stations In Pushing Longhairs

NEW YORK, July 28.—Efforts of the broadcasting industry to promote the growth of serious music are crystallizing on several fronts, with Broadcast Music, Inc., a focal point of activity. Of major import in the over-all project is the young composers radio awards, an activity stemming from the various State broadcasters' associations.

Final draft of rules and regulations pertaining to the system of awards was ironed out recently by a standing committee of music educators, broadcasters and Carl Haverlin, BMI, and are now being sent to those stations which already have committed themselves to participation. In all, broad-

casters of 32 States are participating, with more scheduled to enter as State broadcasting associations are being set up. Together with the awards project, BMI is pushing classical music via a concert pin-up sheet and other promotion.

Rules for the awards project, first broached at the recent convention of the National Association of Radio and Television Broadcasters, provide for awards to be made at State, regional and national levels for vocal and instrumental compositions, with winners eligible for competition on a national level. Eligible are students in public, private or parochial secondary schools or in accredited colleges or music conservatories. Entries include the following categories: secondary school vocal, secondary school orchestral, undergraduate vocal, undergraduate orchestral, graduate vocal and graduate orchestral. Awards will be in the form of cash scholarships, the amounts varying according to the sums each State broadcaster association can afford. The national awards however, will range from \$500 to \$1,600 for the various vocal and instrumental categories.

Spokesmen of major and top indie diskeries already have indicated they would co-operate with the project to the extent of recording selected student compositions.

A total of 1,500 stations in the 32-State broadcasters associations are currently in the project. While efforts are being made to line up the remainder of the industry, BMI is giving the classical music drive another push via a monthly concert pin-up sheet and other services. The pin-up sheet was first mailed to stations a couple of months as an experimental venture. Station reaction has been good, and is now part and parcel of the BMI operation. Sheet gives titles of new recordings and prices with discounts arranged by BMI. Along with this is sent a script for a full-hour program, plus various programing aids.

Cap to Cut Philly Pops

PHILADELPHIA, July 28.—The Philadelphia Pops Orchestra, founded and directed by candy manufacturer and music patron Max Leon, who is now owner of independent WDAS radio station here, will come to life again this fall long enough to cut records for the Capitol label. Originally created as a musical hobby by Leon during the war years to bring the semi-classics and better pop fare to the service camps and hospitals, the orchestra gave up the ghost two seasons ago after public sale of tickets for regular concerts failed to excite ticket buyers.

The orchestra is made up largely of the men of the Philadelphia Orchestra, who already record under the baton of Eugene Ormandy and again as members of the Philadelphia Robin Hood Dell Orchestra with guest conductors wielding the baton. Under Leon's direction, the Capitol cuttings will make a third spin for most of the men in the village band.

Morgan Eyes Decca, CBS

NEW YORK, July 28.—Al Morgan this week was reported on the verge of making two shifts: From DuMont to the Columbia Broadcasting System for television, and from London to Decca for recordings. Morgan, who is handled by General Artists Corporation, is due here in a few weeks and will headquarter in New York all next season at least, according to current plans.

Morgan's TV show formerly was aired from Chicago over the DuMont web. A GAC exec this week said no deal had been finalized with CBS-TV, but it is believed close to the pacting stage. The deal is complicated by the fact that the diskery and some of its artists are reported severing relations, but GAC said that although neither Morgan nor London had asked for a release yet, he was considering several other platter offers, including one from Decca and another from Mercury. The Decca deal is believed closest to fruition.

GISELLE'S NOTE STRIKES HOME

NEW YORK, July 28.—A Capitol Records' promotion stunt to introduce newly acquired through Giselle MacKenzie to the personnel of the company reportedly came close to backfiring, since it stirred up several uncomfortable household situations.

The diskery's coast headquarters, in order to bring Miss MacKenzie to the attention of its sales forces and promotion people, sent out three-by-four-inch photographs of the attractive Canadian gal with personalized inscriptions on each. The inscription, addressed to each person by his first name, read: "Dear—, keep a place in your heart for me. You'll be hearing from me again soon. (Signed) Giselle."

The photos were sent directly to the homes of the Cap personnel. Among others, at least two key local Cap operatives are still explaining away the stunt to their wives.

MCA Switches D. Haymes to Hadacol Tour

HOLLYWOOD, July 28.—Music Corporation of America has pulled singer Dick Haymes from a proposed Midwest ballroom one-nighter tour and placed him on Hadacol's all-star junket thru the South and possibly the Middle West. MCA is replacing Haymes with either John Agar or Bill Lawrence, one of whom will tour with the Billy Bishop band in the Chicago and Cleveland territories. Kicking off date is not set.

Haymes joins a name aggregation which gets the Hadacol procession under way August 20 in Lafayette, La. Singer will trek with the troupe for 26 days. According to Ben Holtzman, William Morris exec who is lining up talent on the Coast, only Carmen Miranda has been inked. Other personalities, among whom are Jimmy Durante, Rudy Vallee and possibly Milton Berle, are also being considered for the medicinal entourage. Estimated budget for the shows is \$500,000.

Five Bands Set For Pasadena Aud On Aug. Week-Ends

HOLLYWOOD, July 28.—Five orks are skedded to play the Pasadena, Calif., Auditorium on consecutive week-ends in August. They are Ada Leonard (3, 4), Tommy Jones (10, 11), Ike Carpenter (17, 18), Chuck Cabot (24, 25) and Keith Williams (31).

Mid-week activities at the auditorium next month include a search for talent show, Wednesday (1); vaude night for the Pasadena Policemen's Relief, Saturday (4); dance revue and one-act play, August 8, and a variety show, August 15.

Can. Action Would Bar AFM on Gov't Bands

TORONTO, July 28.—Legislative action to restrain the American Federation of Musicians from interfering in performances of governmental bands is being proposed by a group from Midland, Ont.

The proposal followed refusal of Walter Murdoch, head of the musicians, to allow the RCAF band to play during the Canadian Bandmasters' Association annual meeting at Midland.

JUST TO KEEP IN PRACTICE

PHILADELPHIA, July 28.—The Mario Lanza and Ezio Pinza influence no doubt made Amadeo Falgiatore so forgetful the other rehearsal morning. A bass singer studying at Curtis Institute of Music, the 19-year-old lad was rehearsing an operatic role which called for him to kiss the pretty soprano. He became so involved in the kiss that he forgot about the music, until the conductor shouted:

"Amadeo Falgiatore, I know you know how to kiss. But keep in time with the music. Please!"

TV PHONO MERCHANDISING

Over 15-Mil. AM-TV Sets Made in 6 Months of '51

WASHINGTON, July 28.—Despite shortages of critical materials and increased government regulations, production of radio and television receivers in the first half of 1951 exceeded the industry's output in the corresponding period of last year, the Radio-Television Manufacturers Association reported. RTMA pointed out, however, that production in the second quarter was considerably below the output in the first three months of this year.

RTMA's estimates, which include production by members of the association as well as non-members, showed a total of 8,027,935 radios and 3,334,505 TV sets produced in the first six months of this year. This compares with 7,333,600 radios and 3,136,300 television receivers manufactured in the corresponding 1950 period. Production in the second quarter aggregated 3,792,338 radios and 1,134,836 TV sets, as against 4,235,597 and 2,199,669 radio and television sets, respectively, in the first three months of this year.

The half-year radio total included 4,212,222 home sets, 845,309 portables and 2,969,632 automobile radios. Radios with FM reception facilities were estimated at 693,038, or about 17 per cent of the home radios produced in the six-month period. In addition, 240,552 TV receivers with FM audio circuits were manufactured. Production in June, which covered a five-week period, amounted to 1,082,687 radios and 326,547 TV sets, RTMA reported. This compares with 502,500 TV receivers and 1,491,100 radios manufactured in the same 1950 months.

Receiver Tube Sales Zoom Ahead of '50 . . .

Sales of receiving tubes in the first half of 1951 totaled 215-

902,325 units compared with 170,375,921 tubes sold in the corresponding period of 1950, the Radio-Television Manufacturers' Association reported. The RTMA report showed 153,957,766 tubes sold for new equipment, 50,105,634 for replacements, 10,358,858 for export and 1,480,067 tubes sold to government agencies during the six-month period. Sales during June amounted to 27,667,099 tubes, compared with 32,480,668 in the corresponding month of 1950.

Zenith Reports Net \$2,379,797 for 6 Months . . .

Zenith Radio Corporation, for the first six months ended June 30, 1951, reports an estimated net consolidated profit for itself and its subsidiaries of \$2,379,797 after depreciation, excise taxes, reserves for contingencies and estimated provision for federal income and possible excess profits taxes of \$2,611,603.

Faster News Service

International News Service has set up a new wire service to speed up transmission of scripts for its telenevs and also last-minute news summaries.

New Firm; New Shows

Afternoon video viewers should be interested in three new shows to be telecast over ABC; a hillbilly show, a soap opera and a day-time variety-audience participation show. It's all being done via a new packaging firm headed by John Moses.

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

Lick Taking Aragon on Own

HOLLYWOOD, July 28.—Charles Lick, prexy of Lick Pier Company which holds the title to Aragon Ballroom, plans to take over complete operation of the ocean terperly within the next two weeks.

Horace Dunn, Pop Gordon and Joe Jordan, who lease the Aragon on a month-to-month basis, are reportedly on their way out. Their term lease expired in 1948 and has been running since with a 30-day option. It is possible, however, that the trio may remain to work under Lick's supervision.

Ralph Portner is now handling publicity for the ballroom, replacing Larry Jones, who resigned this week to move over to the Palladium.

Peter Pan Diskery Pacts TV Singer

NEW YORK, July 28.—Vicki Kasen, musical director for the Peter Pan diskery, has inked warbler George Harwell to cut for the label. Miss Kasen signed Harwell off the Robert Q. Lewis Show Goes On TV program on CBS, where she appeared as a talent seeker and he clicked as an aspiring performer.

The diskery this week unveiled a new merchandise rack, a record house in full color with a 20-compartment capacity.

Cincy's Cheyenne Corp. Joins Ranks of Pubbers

CINCINNATI, July 28.—Cheyenne Music Corporation of Cincinnati, a Broadcast Music, Inc., affiliate, is the latest firm to join the pubber ranks, Charles Kantor, president, announcing that the firm will specialize in hillbilly, race and pop tunes. The first two tunes to be pushed by Cheyenne, which will headquarter at 1540 Brewster Avenue, are *The World's Prayer* and *Don't Leave My Poor Heart Breaking*. With Kantor in the operation will be his son, Leonard, who will serve the firm as secretary-treasurer.

The senior Kantor, a former record retailer and song publisher, is now one of this area's largest juke box operators, owning the Ace Sales, Hilltop Music and Atlas Music firms. He also is president of the Automatic Phonograph Owners' Association of Cincinnati.

Plan Audio Fairs for N. Y.

NEW YORK, July 28.—An audio fair will be held in conjunction with the third annual convention of the Audio Engineering Society at the Hotel New Yorker November 1-3.

Some 200 manufacturers and publishers are expected to participate in the fair, which will feature an exhibit of quality sound recording and playback equipment. It will occupy the entire fifth and sixth floors of the hotel.

During the three-day period, the AES will conduct a series of technical readings written and delivered by leading audio engineers. A charge will be made for admission to the technical sessions. Fair will be open to the public for free.

MGM Seeks Satch For "Glory" Film

HOLLYWOOD, July 28.—Metro-Goldwyn-Mayer is seeking Louis Armstrong for a featured role in the studio's forthcoming pic, tentatively titled *Glory Alley*. Role, Armstrong's second at the Metro lot, would primarily consist of acting with some musical licks by the trumpet maestro. MGM, which already received Associated Booking Corporation's go-ahead on the use of Satchmo, makes final decision next month.

Armstrong and his all-stars are being considered for a return engagement at the Oasis, at which time the film would be made. Armstrong's other MGM flick was *The Strip*.

BATON ROUGE IS GARBER'S PLUM

NEW YORK, July 28.—Jan Garber and his ork have landed one of the richest band plums of the fall, the Jubilee Horse Show, held annually in Baton Rouge, La. Show will run November 11-14. Garber will get a flat guarantee of \$9,250 for the four-day stand, and the band will work no more than three hours each night. Sammy Kaye had the date last year.

Hampton Crew 31G in Week At H'w'd Para

HOLLYWOOD, July 28.—Lionel Hampton and his revue, along with the Rio Brothers, drew 51,970 paid admissions in their week's run, ending Wednesday (25) at the Paramount Theater here, grossing \$31,182. Hampton did four shows daily with five on week-ends.

A spokesman for the theater said biz was best since the war boom days. Also on the bill were Arnold Dover, Curly Hamner, Sonny Parker, Irma Curry, Janet Thurlow and Gil Bernal.

New Southern Scorette for Arrangements

NEW YORK, July 28.—Southern Music is offering maestri a gimmick called a "scorette," whereby orchestras of any size will be able to create their own interpretations of tunes with ease. Large orks, of course, generally carry their own arrangers, but it is hoped that the scorette will prove of particular value to smaller groups.

The scorette will be sold for 50 cents, as compared with 75 cents for pop arrangements and \$1 for standards. It is a new form of sketch similar to that used by arrangers in the recording, radio and TV fields. Included is a vocal refrain for either male or female, so designed that the first chorus is suitable for the average male voice and the second chorus for the average female voice.

The item is being promoted by Southern as offering maximum individuality at minimum expense.

Jay Spins "Show People's" Disks

HOLLYWOOD, July 28.—*Show People's Show*, a midnight to 4 a.m. disk jockey program on KGFJ, kicks off at the Ming Room Thursday (2) with George Jay spinning the disks. Platter and film personalities will aid in opening night festivities. Room, owned by Leonard Goldstein, Universal-International producer, sponsors the show along with participating bankrollers on spot and quarter-hour segs.

Jay, formerly at King's restaurant, Hollywood, and Larry Green manage chirp Kay Brown.

TOPPERS CUTTIN' WAX FOR VICTOR

HOLLYWOOD, July 28.—In an ultra-commercial move designed to capitalize on quadrupled drawing power, RCA Victor has cut a pair of sides with four of its top wax artists, Phil Harris, Betty Hutton, Tony Martin and Dinah Shore. Tunes are *The Musicians*, a Charley Green ditty, and *How Dya Do and Shake Hands*, from Walt Disney's *Alice in Wonderland*.

In what is believed to be the first time a diskery has utilized the talents of four name artists on a pop recording, Victor is going Decca one better on the latter's *Show Business* which corraled the voices of the Andrews Sisters, Bing Crosby and Dick Haymes.



NOW
EXCLUSIVELY ON
MERCURY RECORDS

BOBBY WAYNE

FIRST RELEASE

"BELLE, BELLE, MY LIBERTY BELL"

AND

"SWEETHEART OF YESTERDAY"

MERCURY 5690 • 5690X45

A GREAT VOICE

RAY BARBER

SINGS THE NEW HIT!

"MARY ROSE"

AND

"IT'S OVER"

MERCURY 5689 • 5689X45



REX ALLEN

"HOT TIME IN NEW ORLEANS"

AND

"THE LAST CAROUSE"

MERCURY 5686 • 5686X45



GEORGE SIRAVO

AND HIS ORCHESTRA

"FAREWELL, FAREWELL TO LOVE"

AND

"I'VE GOT YOU UNDER MY SKIN"

MERCURY 5688 • 5688X45

MOVING UP FAST!

"DETOUR"

AND

"WHO'S GONNA SHOE MY PRETTY LITTLE FEET"

PATTI PAGE

MERCURY 5682 • 5682X45

"LONGING FOR YOU"

AND

"SON OF A SAILOR"

VIC DAMONE

MERCURY 5655 • 5655X45

"WHILE YOU DANCED"

AND

"WHILE WE'RE YOUNG"

GEORGIA GIBBS

MERCURY 5681 • 5681X45

"DEADLY WEAPON"

AND

"OUT OF BREATH"

EDDY HOWARD

and his Orchestra

MERCURY 5676 • 5676X45

"HITSITY HOTSITY"

AND

"JOSEPHINE"

LOLA AMECHE

MERCURY 5675 • 5675X45

"LONESOME" TWO MR. F'S

AND

"GOOD OLD DAYS"

(Skip Farrell and Jack Fulton)

MERCURY 5684 • 5684X45

COUNTRY & WESTERN HITS

"Rock All the Babies To Sleep"

AND

"Get My Baby Out of Jail"

JIMMY HINCHEE

MERCURY 6340

"THE HOT GUITAR"

AND

"STEAMBOAT STOMP"

EDDIE HILL

MERCURY 6347

"TO LATE TO REGRET"

AND

"I NEVER WANT TO SEE YOU CRY"

JAKE WATTS

MERCURY 6341

"Sweet Face But A Cold Heart"

AND

"Yodelin' Way Up There"

ROY KING

MERCURY 6338



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

Music as Written

Intro Music Chartered For Sacramento . . .

Intro Music, Inc., Sacramento, has been granted a charter by the secretary of state to conduct a general music publishing business in Los Angeles County. Authorized capital is \$25,000. Incorporation papers were filed by Meyers & Stern. Directors of the firm are Fleming Allan, Edward Mesner and Leo Mesner.

Melody-Torsen Are Kidisk Distributors . . .

California distribs for Children's Record Guild are Melody Sales Company and Reidar Torsen, for the northern and southern sections of the State respectively. It was incorrectly stated here that Central was California distrib. Irv Katz, CRC sales manager, has named K. O. Asher distrib for parts of Ohio, West Virginia and Pennsylvania.

Monty to Ethelbert; Feather Is Back . . .

Hammond organist Nick Monty is the New York rep for Ethelbert Music, new BMI affiliate headquartered in Springfield, Mass. E. H. Morris is publishing a new type three-in-one arrangement of "Sweet Violets," featur-

ing a stock orchestration written by John Warrington and a boy-and-girl vocal arrangement by Joe Leahy. . . . Leonard Feather is back from a month's trek thru Europe, where he recorded a Swedish jazz ork made up of winners of a poll made by Estrad, Swedish jazz mag. Feather plans to release the masters on an American label. . . . E. B. Marks has acquired pubbing rights to "Just in Case," flip side of the Kay Armen waxing of "Come On-A My House" on Federal.

Para Fools Nev. Preem Bill on Crosby Pic . . .

Paramount Pictures is footing the bill for a promotional jaunt, to include newspaper and magazine reps, to the special world premiere of the new Bing Crosby flicker, "Here Comes the Groom," which is being held in Elko, Nev., location of Der Bingle's ranch, Monday (30). Mike Conner will represent Decca Records' interests at the preem.

New York:

Kenneth F. Nelson, of Capitol Records' Los Angeles office, and W. D. Kilpatrick, of the diskery's Nashville office, visited The Billboard's Cincinnati plant recently and got a looksee at the pop chart operation. . . . Morris I. Diamond, contact man, is now doing promotion. Diamond, who recently finished a stint on Kay Armen's "Come On-A My House" King disk, trekked west last week to contact jocks on Janette Davis' Columbia disk, "My Darling Man."

Bettina Cotlove, lawyer with Broadcast Music, Inc.'s legal department, has resigned from the licensing society to go into private practice. Miss Cotlove sails for Europe September 25 on the Liberte. She will conclude some business for publishers while visiting England, France, Italy and Sweden.

Monica Lewis, MGM record and film thrush, will sub for deejay Ted Husing, while he takes his vacation beginning Monday (30). She did similar stints last year for Jack Eigen while the latter was holding down the mike for the Copacabana nitery here. . . . Jerry Gray's ork will tee off Frank Dailey's Meadowbrook fall season with a three-week date, beginning September 1.

Horace Heidt and his crew join the Weavers to provide the entertainment for the Ohio State Fair, which runs the week of August 25. . . . MGM Records will issue an album housing the soundtrack background music for the parent movie company's fall super-special flicker, "Quo Vadis." . . . Ray S. Erlandson, president of the National Association of Music Merchants has joined the honorary committee sponsoring National Disk Jockey Week, August 20-26.

Mack David and Jerry Livingston leave for the Coast Saturday (4) to begin work on the score of "At Sea With the Navy," the next Dean Martin-Jerry Lewis flick, for Paramount. . . . Pubber Henry Spitzer, after a year and a half on the Coast, has returned to New York with his family, and will base operations here in the future. . . . Tony Mottola cut a "Danger" album for MGM last week. Contents are his original guitar solos used in the

CBS-TV series. Paxton Music has exclusive publication rights in the tunes. . . . Ruth Shook has left the promotion division of RCA Victor's Kansas City branch to supervise West Coast exploitation for Gershman & Goodman, Kaycee pubbery. Miss Shook will make her offices in Portland, Ore.

Jack Johnstone sold European rights in "I Love the Sunshine of Your Smile" to Chappell, Ltd., last week for \$1,500 and guarantee of plug activity in England. . . . BMI General Professional Manager Julie Stearns is on a visit to the Coast; he will visit deejays in key cities across the country upon his return trip this week. . . . Redd Evans and contact man Irv Deutsch returned last week from a deejay junket thru the Midwest for their "Vanity." . . . Warbler Johnny Parker signed an exclusive two-year cleffing pact with BMI last week.

Natives Share Can. Spotlight

TORONTO, July 28. — An increasing number of Canadian musical groups are getting their share of the spotlight at danceries and hotels here. The line-up of maple leaf-bred lads includes the following: Ken Dean's jazz band, at the St. Regis Hotel; Trump Davidson, at the Colonial; Bill O'Connor's new quartet, at the Holiday Tavern; Frank Bogart's pianistics, at the Town Tavern, with the Town Criers handling the late shifts, and Wally Wicken and his new trio at the Ambassador Room of the Embassy Hotel.

Gene Corday and Bill Sniderman's Four Clubmen continue at Club One Two, with Ellis McClintock and his small band at the Cork Room. Lou Snider's Trio is holding forth at the Silver Rail, with Galvin Jackson handling the early shift.

Americans playing spots here include Red Ingle and His Fearful Foursome, whooping it up at the Edison Hotel; Jack Wieck Trio at the El Mocambo; Victor Borge at the Casino Theater, and the Caldwelles at the Corsair.

Merc's 5-Day Wayne Rush

NEW YORK, July 28.—Mercury Records this week acquired warbler Bobby Wayne, recorded him and had his first coupling on the market all within a period of five days. The diskery had been in negotiation for Wayne for several months, but the singer was tied to London Records via a term contract. Wayne and his manager, Lou Capone, had been attempting to gain a release from London for several months and last Friday (20) managed to get it in writing.

Mercury's Joe Carlton completed a contract with Wayne over the week-end and assigned him, in an effort to get quick coverage, a pair of much-heralded tunes, Belle, Belle, Liberty Belle, and Sweetheart of Yesterday. Wayne recorded these on Monday (23), and dubs were rushed to deejays that night. Stampers were made on Tuesday (24) and the first record shipments were made that night. By the end of this week the diskery expects to have better than 25,000 pressings on the market on a guaranteed sales basis.

Anthony Bows

tween \$1,000-\$1,500 against a 60 per cent split on one-nighters, with college dates somewhat higher. Itinerary includes Shore Acres Ballroom, Sioux City, Ia., July 29; Storm Lake Auditorium, Storm Lake, Ia., 30; Starline Ballroom, Carroll, Ia., 31; Arnolds Park, Lake Okoboji, Ia., August 1; Arkota Ballroom, Sioux Falls, S. D., 2; King's Ballroom, Lincoln, Neb., 3; Val Air Ballroom, Des Moines, 4; Laramar Ballroom, Fort Dodge, Ia., 5; Blue Moon Pavillion, Marshall, Minn., 7; Electric Park, Waterloo, Ia., 8; Kato Ballroom, Mankato, Minn., 9; Prom Ballroom, St. Paul, 10; Turf Ballroom, Austin, Minn., 11; Melody Mill Ballroom, Dubuque, Ia., 12; Auditorium, Goodland, Kan., 15; Frontier Park Ballroom, Cheyenne, 16; Rainbow Rendezvous, Salt Lake City, August 31-September 1. Band also plays two weeks at Lakeside Park, Denver, beginning August 17.

"HEAVEN" IN FIVE AND DIME

PHILADELPHIA, July 28.—Pianist Bernie Lowenthal recalls that more than two decades ago he walked into a five-and-dime store. A lady at the piano was playing a number called Hello, Central—Give Me Heaven. The other day Lowenthal, who teaches popular piano playing, walked into a five-and-dime. In the music department a girl at the piano was playing, Hello, Central—Give Me Heaven. He still can't quite get over it. "It was like being hit by a ghost," he says.

Palladium Air Segs Go Local

HOLLYWOOD, July 28.—Palladium execs expect to place emphasis on local and regional air time rather than coast-to-coast programs. Terperly officials feel more is to be gained by advertising in the Western States instead of its present widespread activities. Current programming from the Palladium consists of two Columbia Broadcasting System across-the-board shows plus a local (KMPC) platter-interview show with disk jockey Johnny Grant.

Ballroom resumes tele remotes for Ray Anthony's return engagement opening, September 4, and continues with the telecasts thru-out the fall if it proves worthy. Weekly TV shows were discontinued this spring.

Larry Jones has replaced Gene Armond as guest relations man for the dancery. Jones held a similar position at the Aragon Ballroom, Ocean Pier, for the last eight years. His duties include booking and supervising various club, lodge and org parties on the dark night, Monday, and during the week. This is the first change in personnel since Sterling Way took over Earl Vollmer's managerial post (The Billboard, July 28).

Organs Play Jersey Clubs

ATLANTIC CITY, July 28.—Almost two dozen organists are working for the summer season at South Jersey resorts. In Atlantic City alone there are at least 12 organ locations. Among these are the Hammond organ team of Palmer & Lee in the Fiesta Lounge of the beachfront Hotel Strand; George and Carl in Jack Carr's Theatrical Bar; Charlie Gothie in the Mardi Gras; Carmella Desche, Herman's Bar; Del Zane, Buddy's Cocktail Bar; Jan Krupa, the Garden Bar and Restaurant; Frank Lowe, the Sea Shell; Nick Nickerson, Merlins Bar; Bill Jackson, McGee's Bar and Restaurant, and Sammy Nowlin, Mack's Musical Bar.

There are another half dozen or so at near-by Wildwood, including Jerry Delmar, Club Avalon; Otto Beck, Rio Grande Cafe; Jackie Davis, Wright's Musical Bar; Eddie Sheppard, Marty Bohn's Nut Club; Joe Weston, Delaney's Cafe, and Frank Fielder, Elmer's Cafe. In addition, Muriel Draper handles the Hammond at the Black Eagle Cafe in Avalon, and Alga Headley is at the console at the Bala Inn, Somers Point.

Richards Out

employed for a period of 90 days his five-year contract would become void. His last work was the Dizzy Gillespie album.

Discovery has only done one wax session since Good Time Jazz Records took over its operation (The Billboard, May 19), a date with the Red Norvo Trio. Since the tie-in between GTJR and Discovery's Albert Marx, latter diskery has been shuffling its distributing set-up. Dropped are Burns Distributing, Oklahoma City; Barnett Distributing, Baltimore, and Tell Music, Madison, Wis. New companies have been added in Philadelphia and New York, Scott-Crosse and Tempo Distributing, respectively.

Discovery is currently negotiating with Gimbel Bros., Baltimore, and Schwartz Bros., Washington, to handle the Baltimore territory. Also being considered are Oklahoma City Record & Supply Company, Oklahoma City, and Frumkin Sales Company, Chicago, to work the Madison section. Outlets are being sought for Denver, Jacksonville or Miami and North and South Carolina.

ABC's Basie, Hunter Dates

HOLLYWOOD, July 28. — Associated Booking Corporation has set six dates each for Count Basie's ork (15) and the Ivory Joe Hunter Sextet when the two groups make their coastward trek next month. Basie kicks off his one-nighter junket August 6 in San Francisco's Primallon Ballroom, following with Stockton, Calif., Auditorium, 7; Young's Bijou, Lake Tahoe, 8; Winnimucca, Nev., Auditorium, 9, and Lagoon Amusement Park, Salt Lake City, 10-11.

Hunter's dates, which are being promoted by John Dolphin, are August 24 and September 2, Mission Beach Ballroom, San Diego, and August 25, 26, 31 and September 1 in the local Oro Ballroom. Concluding his Salt Lake City date, Basie breaks his band into a six-piece outfit and heads east.

San Antonio's Music Friends Sked Concerts

SAN ANTONIO, July 28. — Friends of Music, under the sponsorship of Mrs. James Devoe, have announced their musical ensemble of five events to be presented at Municipal Auditorium here.

Included will be the Rodgers-Hammerstein Festival, Die Fledermaus, November 22; Ballet Russe de Monte Carlo, Udsay Shankar Hindu Ballet, and the First Piano Quartet.

"LONELY LITTLE ROBIN"

OXFORD MUSIC CORPORATION
1619 Broadway New York 19

THE LATEST COWBOY COPAS Smash "TENNESSEE FLAT GUITAR" King # 964
TANNEN MUSIC, INC.
146 West 54 St., New York 19

A Top Corn (tune) GONE POP! "COLD COLD HEART" Tony Bennett COLUMBIA-30449

★ ★ "STAR OF HOPE" ★ ★ ★
By Harry Tobias and Phil Boutelle
Recorded by JO STAFFORD with Paul Weston's Orchestra
Columbia
★ JIMMY WAKELY and MARGARET WHITING
★ DON CHERRY and EILEEN WILSON
★ TOBEY MUSIC CORP.
★ 1650 Broadway New York 19, N. Y.
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

"THE GIRL IN THE WOOD"
FRANKIE LANE (COLUMBIA)
TERRY GILKYNSON-KATIE LEE (DECCA)

AMERICAN MUSIC, INC.
1576 Broadway N. Y. • 9109 Sunset Blvd. Hollyw. 2
CO. 5-7880 CR. 1-5234

MUSIC BOURNE TO LIVE
THERE'S NO BOAT LIKE A ROW BOAT PERRY COMO
Vic #20-4158
BOURNE, Inc. 109 1/2 Ave. N.Y.C.N.Y.

Another BMI Pin-Up Hit! The Wondrous Word (Of The Lord)
Published by Piccadilly Recorded by
Percy Faith (Columbia)
Billy Williams Quartette (MGM)
Tony Fontane (Mercury)
Sons of the Pioneers (Victor)
Ken Carson (Siblestone)
Kings Men (Decca)
Licensed Exclusively by BROADCAST MUSIC, INC.

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

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

The Hit Ballad from M-G-M's "RICH, YOUNG AND PRETTY"
WONDER WHY
ROBBINS MUSIC CORPORATION

Kenton Inks June Christy

HOLLYWOOD, July 28.—With an eye to keeping the audience previously built via his well-known personnel, Stan Kenton has signed chirp June Christy for his forthcoming fall concert tour. Singer will get \$1,000 a week plus expenses. Junket, skedded to kick off October 1 in Los Angeles at either the Hollywood Bowl or Shrine Auditorium, is being mapped by ork p.m. Bob Allison. Recent General Artists Corporation pact by Kenton allows no commissions for the agency.

Following the local debut, the 40-piece ork will play St. Louis, Chicago and other Eastern cities, winding up the end of November with dates in San Francisco, Oakland, Portland and Seattle. Orkster will rent the various auditoriums, taking the entire grosses. Original plan to have Yma Sumac accompany the band was nixed during last-minute negotiations.

A SURPRISE PACKAGE!

"SURPRISING"



by
**FERRY
 COMO**

on

RCA VICTOR Records



78 rpm 20-4203

45 rpm 47-4203

what-a blues waltz?

ian garber
AND THE
dinning sisters



**-join in a
great new song idea...**

*It's "different" - you gotta hear it
a BLUES WALTZ!*

**'Tennessee
Blues'**

No. 1726 and F1726



**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 July 25, 26 and 27.

Last Week | This Week

1. 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; C. Moody, King 977; L. Arcaraz Ork, V(45)51-5480.

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

2. 2. COME ON-A MY HOUSE

... By William Saroyan and Ross Bagdasarian—Published by Duchess (BMI)

RECORDS AVAILABLE: R. Clooney, Col 39467; R. Hayes, Mer 5671; K. Arden, Federal 14001; E. Fitzgerald, Dec 81216; B. Keyes-F. Coombs Quintette, Savoy 793; L. Prima, Robin Hood 111; K. Starr, Cap 1710; The Three Suns, V 20-4199; W. Saroyan-R. Bagdasarian, Coral 60544.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus.

3. 3. MY TRULY, TRULY FAIR

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

RECORDS AVAILABLE: V. Damone-G. Bassman Ork, MeF 4646 F. Martin Ork, V 20-4159; G. Mitchell, Col 39415; A. Mooney, MGM 10984; R. Anthony, Cap 1583; D. James, 1050; G. Auld, Coral 60515; R. Morgan, Dec 27630.

ELECTRICAL TRANSCRIPTION LIBRARIES: Tommy Dorsey, Standard.

8. 4. SWEET VIOLETS

... By Cy Cohen and Charles Grean—Published by E. H. Morris (ASCAP)

RECORDS AVAILABLE: D. Drew-C. Parman Ork, Mer 5673; D. Shore, V 20-4174; J. Turzy, Dec 27668; J. Davis, Columbia-39488.

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

5. 5. 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 Mills Ork, Standard; Shep Fields, Lang-Worth; Monica Lewis, World; Chuck Foster, Lang-Worth.

4. 6. JEZEBEL

... By Wayne Shanklin—Published by Broadcast Music (BMI)

RECORDS AVAILABLE: Alexander Bros., Mer 5620; A. Greene, Mer 5622; F. Laine, Col 39367; B. Hart, Merit 307; W. Atwell, London 1060; Lonzo and Oscar, Dec 46340.

ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester, Standard, Larry Fotine, World; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus.

10. 6. BECAUSE OF YOU

... By Arthur Hammerstein and Dudley Wilkinson—Published by Broadcast Music (BMI)

RECORDS AVAILABLE: L. Baxter, Cap 1493; T. Bennett, Col 39362; Bob Crosby, Coral 60440; G. De Haven-G. Lombardo, Dec 27666; J. Desmond, MGM 10947; J. Pearce, V 10-3426; R. Barber, Mercury 5643.

ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus.

6. 8. ON TOP OF OLD SMOKY

... By Pete Seeger—Published by Folkways (BMI)

RECORDS AVAILABLE: C. Gates, Coral 604-36; V. Monroe, V 20-4114; The Weavers, Dec 27515; P. Faith-B. Ives, Col 39328; Terrea Lea, Intro 6014; G. Siravo Ork, Mer 5612; Josh White, London 1028; B. Johnson, Merit 303; M. Pearl, King 978.

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

7. 9. MISTER AND MISSISSIPPI

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

RECORDS AVAILABLE: R. Allen, Mer 5647; G. Autry, 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; Hank Penny, Standard; Chuck Foster, Lang-Worth.

9. 10. HOW HIGH THE MOON

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

RECORDS AVAILABLE: C. Brown, Aladdin 3071; Errol 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 10322; D. Brubeck Trio, Fantasy 515; O. Peterson, 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 Guarnieri Quartet, Thesaurus; Helen Forest, World; Shep Fields, Lang-Worth; Red Nichols, Lang-Worth.

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**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

- | | | |
|---|-----------|-----------|
| | 78 | 45 |
| | rpm | rpm |
| "TENNESSEE BLUES," "I CAN'T FORGET YOU"
Jan Garber and the Dinning Sisters | 1726 | F1726 |
| "I'VE GOT YOU UNDER MY SKIN," "THAT'S MY BOY"
Stan Freberg | 1711 | F1711 |
| "COME ON-A MY HOUSE," "HOLD ME, HOLD ME, HOLD ME"
Kay Starr | 1710 | F1710 |
| "I LOVE THE SUNSHINE OF YOUR SMILE," "SENTIMENTAL
FOOL" The Four Knights | 1587 | F1587 |
| "JUMP FOR JOE," "LAURA"
Stan Kenton | 1704 | F1704 |

HOT SELLERS!

POPULAR

- | | | |
|--|------|-------|
| "TOO YOUNG," "THAT'S MY GIRL"
Nat "King" Cole | 1449 | F1449 |
| "I WISH I HAD NEVER SEEN SUNSHINE," "JOSEPHINE"
Les Paul and Mary Ford | 1592 | F1592 |
| "HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES"
Les Paul and Mary Ford | 1451 | F1451 |
| "GOOD MORNING, MR. ECHO"; "RIVER ROAD TWO-STEP"
Margaret Whiting | 1702 | F1702 |
| "MOCKIN' BIRD HILL," "CHICKEN REEL"
Les Paul and Mary Ford | 1373 | F1373 |
| "SEPTEMBER SONG," "ARTISTRY IN TANGO"
Stan Kenton | 1480 | F1480 |
| "OCEAN OF TEARS," "YOU'RE MY SUGAR"
Kay Starr and Tennessee Ernie | 1567 | F1567 |
| "PRETTY EYED BABY"; "MY TRULY, TRULY FAIR"
Ray Anthony | 1583 | F1583 |
| "BECAUSE OF RAIN," "SONG OF DELILAH"
Nat "King" Cole | 1501 | F1501 |
| "UNLESS," "BECAUSE OF YOU"
Les Baxter | 1493 | F1493 |

WESTERN & FOLK

- | | | |
|---|------|-------|
| "TEXAS BOOGIE," "TRIFLIN' WOMAN"
Gene O'Quin | 1708 | F1708 |
| "BLACK STRAP MOLASSES," "LOVE AND DEVOTION"
Tex Williams | 1700 | F1700 |
| "MR. AND MISSISSIPPI," "SHE'S MY BABY"
Tennessee Ernie | 1521 | F1521 |
| "JUKE BOX BOOGIE," "SAILOR'S BLUES"
Ramblin' Jimmie Dolan | 1720 | F1720 |
| "I AIM'T CRYIN' OVER YOU," "HANOVER HEART"
Hank Thompson | 1528 | F1528 |
| "R C COLA AND MOON PIE," "BEER DRINKING BLUES"
"Big Bill" Lister | 1488 | F1488 |
| "DRIFTING TEXAS SAND," "ALONE IN A TAVERN"
Eddie Kirk | 1591 | F1591 |
| "HONKY TONK HARDWOOD FLOOR," "HANG ON THE
BALL AND CHAIN" Jess Willard | 1562 | F1562 |
| "THE SINFUL SONG," "THE WALTZ OF THE WIND"
Boots Faye and Idaho Call | 1572 | F1572 |



Week Ending
AUGUST 4, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

A New Capitol star...

**GISELE (JA-SELL)
MacKENZIE**

Radio's "Cinderella Girl"

sings

"Fairytland"

"Jolie Jacqueline"



78 rpm No. 1722 45 rpm No. F1722

NEW RELEASES ON Capitol

POPULAR		78 rpm	45 rpm
RAY ANTHONY and His Orchestra	MARY ROSE Vocal by Tommy Mercer HO-HO (DEEDLE-EE-DI-DI) Vocal by Tommy Mercer, The Skyliners & Ensemble	1739	F1739
LES BAXTER His Chorus and Orchestra	LONGING FOR YOU Vocal by Sue Allen and The Baxter Chorus SARAH KELLY FROM PLUMB NELLY (WAY DOWN IN GEORGIA) Vocal by Lindy Deaherty and The Baxter Chorus	1731	F1731
JAN GARBER and His Orchestra	MAKE BELIEVE From the M-G-M Picture "Shaw Boat" Vocal by Ray Cordell THE SONG IS ENDED (BUT THE MELODY LINGERS ON)	1732	F1732
JOE "FINGERS" CARR AND THE EWING SISTERS	I LOVE A PIANO with Orchestra Conducted by Van Alexander VENTURA BOULEVARD BOOGIE	1733	F1733
YOGI YORGESSION with Johnny Daffy and The Scandinavians	THE PICNIC SONG THAT'S HOW YOUR MOM BECAME MINE	1734	F1734
MAYNARD FERGUSON Accompanied by The Kenton Orchestra	WHAT'S NEW? coupled with THE HOT CANARY Instrumentals	7-1713	6F-1713
SHARKEY and HIS KINGS OF DIXIELAND	HUNGRY WOMAN coupled with BANANA PEEL RAG Sharkey Bananas, trumpet; Julian Laine, trombone; Harry Shields, clarinet; Chink Martin, bass; James Coniff, piano; Mark Hazel, drums	1735	F1735
WESTERN & COUNTRY			
"BIG BILL" LISTER	LOVIN' COUNTRY STYLE coupled with HELP WANTED	1736	F1736
MERLE TRAVIS	LOST JOHN BOOGIE coupled with LET'S SETTLE DOWN	1737	F1737

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

... Based on reports received July 25, 26 and 27

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

POSITION	Weeks Last	This to date	Record	Artist	Label
5	1	1	COME ON-A MY HOUSE	R. Clooney	Cap(78)39467; (45)4-39467; (33)3-39467—BMI
16	2	2	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449—ASCAP
14	3	3	JEZEBEL	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367—BMI
9	6	4	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col(78)39415; (45)4-39415; (33)3-39415—ASCAP
5	4	5	SWEET VIOLETS	D. Shore	V(78)20-4174; (45)47-4174—ASCAP
18	5	6	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP
10	8	7	MY TRULY, TRULY FAIR	V. Damone	Mercury(78)5646; (45)5646X45—ASCAP
15	11	8	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP
8	7	9	I'M IN LOVE AGAIN	A. Stevens-H. Rene	V(78)20-4148; (45)47-4148—ASCAP
11	17	10	MISTER AND MISSISSIPPI	P. Page	Mercury(78)5645; (45)5645X45—ASCAP
1	—	11	IN THE COOL, COOL, COOL OF THE EVENING	Bing Crosby & J. Wyman	Dec(78)27678; (45)9-27678—ASCAP
1	—	11	I'VE GOT YOU UNDER MY SKIN	S. Freberg	Cap(78)1711; (45)F-1711—ASCAP
13	10	13	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)4-39367; (33)3-39367—ASCAP
3	16	14	GOOD MORNING, MR. ECHO	M. Whiting	Cap(78)1702 (45)F-1702—BMI
3	14	15	BECAUSE OF YOU	T. Benneff	Col(78)39362 (45)4-39362 (33)3-39362—BMI
1	—	16	COME ON-A MY HOUSE	K. Starr	Cap(78)1710; (45)F-1710—BMI
9	12	17	I GET IDEAS	T. Martin	V(78)20-4141; (45)47-4141—BMI
10	13	17	THESE THINGS I OFFER YOU	S. Vaughan	Col(78)39370 (45)4-39370 (33)3-39370—ASCAP
3	17	19	JOSEPHINE	L. Paul	Cap(78)1592; (45)F-1592
1	—	19	BECAUSE OF YOU	J. Peerce	V(78)10-3425; (45)49-3425—BMI
1	—	21	SWEET VIOLETS	J. Turzy	Dec(78)27668; (45)9-27668—ASCAP
1	—	22	BECAUSE OF YOU	L. Baxter	Cap(78)1493; (45)F-1493—BMI
5	19	23	MORNING SIDE OF THE MOUNTAIN	P. Weston	Col(78)39424; (45)4-39424; (33)3-39424—ASCAP
18	20	23	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114; (45)47-4114—BMI
6	9	25	SHANGHAI	D. Day-P. Weston	Col(78)39423; (45)4-39423; (33)3-39423—ASCAP
2	—	26	GOOD MORNING, MR. ECHO	G. Gibbs	Mercury(78)5662; (45)5662X45—BMI
1	—	27	BECAUSE	M. Lanza	V(78)10-3207; (45)47-3207—ASCAP
1	—	27	MORNING SIDE OF THE MOUNTAIN	M. Griffin-H. Winterhalter	(78)20-4181; (45)47-4181—ASCAP
1	—	27	WANG WANG BLUES	B. Goodman	Col(78)36594—ASCAP
8	—	30	MY TRULY, TRULY FAIR	R. Anthony	Cap(78)1583; (45)F-1583—ASCAP

England's Top Twenty

POSITION	Weeks Last	This to date	Record	Artist	Label
7	2	1	MY RESISTANCE IS LOW	Morris	Morris
9	1	2	WITH THESE HANDS	Edw. Kassner, Ltd.	Ben Bloom
7	3	3	IVORY RAG	Mac Melodies	Ardmore
6	7	4	I APOLOGIZE	Victoria	Crawford
5	9	5	JEZEBEL	Campbell-Connelly	Broadcast Music
8	8	6	ON TOP OF OLD SMOKY	Leeds	Folkways
20	5	7	BE MY LOVE	Francis Day	Robbins
17	4	8	MOCKIN' BIRD HILL	Southern	Southern
14	6	9	SHOTGUN BOOGIE	Campbell-Connelly	Century
2	14	10	MY TRULY, TRULY FAIR	Dash	Santly-Joy
10	12	11	OUR VERY OWN	Bradbury Wood	Henry Spitzer
3	13	12	TOO LATE NOW	New World	Feist
6	11	12	THE LOVELIEST NIGHT OF THE YEAR	Francis Day	Robbins
22	10	14	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Unit	Dartmouth
26	15	15	SEPTEMBER SONG	Chappell Ltd.	Crawford
4	17	16	YOU ARE MY DESTINY	Swan	*
11	18	17	WOULD I LOVE YOU	Disney	Disney
15	16	18	SPARROW IN THE TREE TOP	Cinephonic	Santly-Joy
1	—	19	LITTLE WHITE DUCK	Southern	General
12	19	20	MY LIFE'S DESIRE	Lennox	Shapiro-Bernstein

*Publisher not available as Billboard goes to press.

VOX JOX

Trend Talk

Ed Farron, WKLO, Louisville, reports that Gershwin compositions are requested most on his "Night Shift" program of oldies. . . . Charlie Harris, WJHP, Jacksonville, Fla., suggests jocks "dig up the T. Dorsey-Sinatra recording of "The Sunshine of Your Smile," a terrific pre-'20's oldie on Victor, not to be confused with current tune of similar title." . . . KXOL, Fort Worth, has cut down plays on hillbilly records and switched mostly to "pop stuff," according to Armo E. Nixon. . . . Lloyd Harvey, WIRL, Peoria, Ill., waxes poetic about Sarah Vaughan's "Deep Purple" disk—terms it "sheer musical beauty." . . . The Glenn Miller Foundation recently granted Norm Prescott, WORL, Boston, permission to introduce a platter from the "Glenn Miller Jazz Concert" album on his show to test audience reception. Says Norm, "the roof fell in!" . . . Bill Endicott, KBRC, Mount Vernon, Wash., thinks "Long Ago and Far Away" is "about due for a comeback." . . . "More mature singers and voices seem to be finding favor here," says Bill Fahr, KONP, Port Angeles, Wash.

Gab Bag

Howard Garland, KVOE, Santa Ana, Calif., is readying a big push on Dick Haymes' brother, Bob, but needs more wax on the younger Haymes. Bob's featured daily over WNEW, N. Y. . . . Pat McGuinness, WJNO, West Palm Beach, Fla., "would like to hear from jocks across the country to work out disk poll from their regions—idea being to have them guest on tape with reports each month." . . . Bill Barabson, WBUD, Morrisville, Pa., maintains that Ava Gardner's voice on MGM's "Show Boat" album waxing of "Can't Help Lovin' That Man" is really Annette Warren. "Know those pipes anywhere," he says. Sorry, Bill, you're only half right. The MGM platter was really waxed by Ava, whose voice is similar to canary Warren's. However, latter did dub the songs for the movie queen in the "Show Boat" flicker and don't ask us why! . . . Don John Ross, WJTN, Jamestown, N. Y., one of Vox Jox's most prolific contributors, has a gripe about not making the column lately. We're saving 'em for the "Disk Jockey Supplement." Don. . . . Roy Elsner, KECK, Odessa, Tex., writes that KECK's Bob Byron "is believed to be the only d.j. in the nation who can call the program director a 'slob' and not get permanently relieved of his duties. His listeners love it and the P. D. doesn't mind too much as long as the rating stays up."

Ad Lib Cuttings

Wax Welding Department: Ed Martin, WBBB, Burlington, N. C., wed a lady identified only as "a rebel from the South" June 30. . . . Paul Scott, WBIS, Bristol, Conn., has optioned new "sponsor Mindy Lipton, of Brooklyn, with "marital contract due to be signed this winter." . . . "Old married folks" Jack Lacy, WINS, N. Y., and frau Agnes are vacationing in Florida. . . . New Pops Department: Barrett Pierces, KWBU, Corpus Christi, Tex., a boy, Kirk. . . . Johnny Williams, WSFT, Thomaston, Ga., boy, J. W. Jr. . . . Ted Harding, WNOR, Norfolk, Va., is also a proud papa these days—baby being a big photo spread in recent issue of Look magazine, which featured Harding and a select group of other early a.m. d.j.s . . . Joe Niagara, WIBG, Philadelphia, posts that the station's "ailing Bob Knox is resting at home after a tough battle." . . . Perry Como, Frankie Laine, Patti Page, Rosemary Clooney, Ralph Flanagan and Tommy Dorsey emerged as (Continued on page 24)

Best Selling Sheet Music

... Based on reports received July 25, 26 and 27

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

POSITION	Weeks Last	This to date	Record	Artist
15	1	1	TOO YOUNG (R)	Jefferson
12	2	2	LOVELIEST NIGHT OF THE YEAR (F) (R)	Robbins
24	6	3	MOCKIN' BIRD HILL (R)	Southern
9	5	4	MISTER AND MISSISSIPPI (R)	Shapiro-Bernstein
8	3	4	MY TRULY, TRULY FAIR	Santly-Joy
18	4	6	ON TOP OF OLD SMOKY (R)	Folkways
3	7	7	SWEET VIOLETS (R)	E. H. Morris
4	9	8	COME ON-A MY HOUSE (R)	Duchess
31	10	9	IT IS NO SECRET (R)	Duchess
8	11	10	JEZEBEL (R)	Broadcast Music
1	—	11	SHANGHAI (R)	Advanced
1	—	12	HELLO, YOUNG LOVERS (M) (R)	Williamson
4	14	13	I GET IDEAS (R)	Hill & Range
5	8	14	BECAUSE OF YOU (F) (R)	Broadcast Music
2	12	15	THESE THINGS I OFFER YOU (R)	Valando

Songs With Greatest Radio Audiences (ACI)

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

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

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Because of You (F) (R)	Broadcast Music—BMI
Come On-A My House (R)	Duchess—BMI
Dark Is the Night (R)	Robbins—ASCAP
Do You Really Love Me (R)	Bregman-Vocco—ASCAP
Go, Go, Go, Go (R)	Famous—ASCAP
Hello Young Lovers (M) (R)	Williamson—ASCAP
How High the Moon (R)	Chappell—ASCAP
How Many Times (Can I Fall in Love)? (R)	Paxton—ASCAP
I Apologize (R)	Crawford—ASCAP
I Get Ideas (R)	Hill and Range—BMI
I Wish You the Best	Life—BMI
I'll Buy You a Star (M) (R)	T. B. Harms—ASCAP
I'm in Love Again (R)	Crawford—ASCAP
In the Cool, Cool, Cool of the Evening (R)	Burke-Van Heusen—ASCAP
Loveliest Night of the Year (F) (R)	Robbins—ASCAP
Mad About Love	Life—BMI
Mister and Mississippi (R)	Shapiro-Bernstein—ASCAP
Morningside of the Mountain (R)	Remick—ASCAP
My Magic Heart (R)	Simon House—BMI
My Truly, Truly Fair (R)	Santly-Joy—ASCAP
On the Motor Boat	Life—BMI
Pretty Eyed Baby (R)	Pickwick—ASCAP
Shanghai (R)	Advanced—ASCAP
Tahiti, My Island (F) (R)	Paramount—ASCAP
Tell Me (R)	Mellin—BMI
Too Young (R)	Jefferson—ASCAP
Wang Wang Blues (R)	Miller—ASCAP
We Kiss in a Shadow (M) (R)	Williamson—ASCAP
Wonder Why (F) (R)	Robbins—ASCAP
World Is Mine Tonight (R)	Sam Fox—ASCAP
World Is Your Balloon (M) (R)	Chappell—ASCAP
You Belong to My Heart (R)	Peer—BMI

Note: "You Belong to My Heart" (Peer—ASCAP) was inadvertently omitted in last week's Songs With Greatest Radio Audiences.

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 July 19 to July 25

1. How High the Moon—Chappell	85
2. Come On-A My House—Duchess	60
3. Mister and Mississippi—Shapiro	60
4. You're Just in Love—Berlin	60
5. Too Young—Jefferson	55
6. We Kiss in a Shadow—Williamson	50
7. Wonder Why—Robbins	50
8. Top of Old Smoky—Folkways	45
9. Hello, Young Lovers—Williamson	40
10. I'm Late—Disney	40
11. Cool, Cool, Cool of the Evening—Paramount	40
12. My Truly, Truly Fair—Santly	40
13. Jezebel—BMI	35
14. Shanghai—Advanced	35
15. Wang Wang Blues—Miller	35
16. Because of You—BMI	30
17. I Can See You—Feist	30
18. I Get Ideas—Hill & Range	30
19. No Boat Like a Rowboat—Bourne	30
20. Dark Is the Night—Feist	20
21. If—Shapiro	20
22. I Like the Wide Open Spaces—Morris	20
23. I Wish, I Wish—Paxton	20
24. Longing for You—Ludlow	20
25. Loveliest Night of the Year—Robbins	20
26. Mockin' Bird Hill—Southern	20
27. Morning Side of the Mountain—Remick	20
28. Pretty Eyed Baby—Pickwick	20
29. Sparrow in the Treetop—Santly	20
30. Tell Me—Mellin	20



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The Ames Brothers

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and

EV'RYTHING'S GONNA BE ALRIGHT

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GREAT NEW ALBUM!
SWEET LEILANI

A Collection of Hawaiian Favorites

Selections Include: Sweet Leilani (Hawaiian War Chant (Ta-Hu-Wa-Hu-Wai)) To You
Sweetheart, Aloha—My Little Grass Shack In Kealakekua, Hawaii—Song Of The Islands
(No Lei O Hawaii)—Sing Me A Song Of The Islands—The Moon of Manakoora—Blue Hawaii

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THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

... Based on reports received July 25, 26 and 27

Records listed are those selling best in the nation's top volume retail record stores. List is based up 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	Artist	Label
5	1	1	COME ON-A MY HOUSE	R. Clooney	Col(78)39467; (45)4-39467; (33)3-39467—BMI
17	2	2	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449—ASCAP
14	3	3	JEZEBEL	F. Laine	Col(78)39367; (45)4-39367 (33)3-39367—BMI
17	4	4	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP
5	6	5	SWEET VIOLETS	D. Shore	V(78)20-4174; (45)47-4174—ASCAP
7	7	6	BECAUSE OF YOU	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362—BMI
10	5	7	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col(78)39415 (45)4-39415; (33)3-39415—ASCAP
10	9	8	I GET IDEAS	T. Martin	V(78)21-4141 (45)47-4141—BMI
19	8	9	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451—ASCAP
19	9	10	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson	Dec(78)27515; (45)9-27515—BMI
13	11	11	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)4-39367 (33)3-39367—ASCAP
9	12	11	I'M IN LOVE AGAIN	A. Stevens-H. Rene	V(78)20-4148; (45)47-4148—ASCAP
5	16	13	JOSEPHINE	L. Paul	Cap(78)1592; (45)F-1592
5	13	14	SHANGHAI	D. Day-P. Weston	Col(78)39423; (45)4-39423; (33)3-39423—ASCAP
16	14	15	SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113—ASCAP
9	15	16	MISTER AND MISSISSIPPI	D. Day	V(78)20-4140; (45)47-4140—ASCAP
1	—	17	DETOUR	P. Page	Mercury(78)5682; (45)5682X45—BMI
12	17	18	MISTER AND MISSISSIPPI	P. Page	Mercury(78)5645; (45)5645X45—ASCAP
1	—	19	LONGING FOR YOU	V. Damone	Mercury(78)5655; (45)5655X45—BMI
6	18	20	I WON'T CRY ANYMORE	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362—ASCAP
1	—	20	I'VE GOT YOU UNDER MY SKIN	S. Freberg	Cap(78)1711; (45)F-1711—ASCAP
14	19	22	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114; (45)47-4114—BMI
6	23	22	BECAUSE	M. Lanza	V(78)10-3207; (45)47-3207—ASCAP
2	28	22	COLD, COLD HEART	T. Bennett	Col(78)39449; (45)4-39449; (33)3-39449—BMI
1	—	22	THEM THERE EYES	C. Butler	Col(78)39434; (45)4-39434; (33)3-39434—ASCAP
3	30	26	BECAUSE OF YOU	J. Peerce	V(78)10-3425; (45)49-3425—BMI
1	—	26	COME ON-A MY HOUSE	K. Siarr	Cap(78)1710; (45)F-1710—BMI
1	—	26	LAURA	S. Kenton	Cap(78)1704; (45)F-1704
8	—	29	MY TRULY, TRULY FAIR	V. Damone	Mercury(78)5646; (45)5646X45—ASCAP
4	—	29	WHAT IS A BOY?	J. Peerce	V(78)10-3425; (45)49-3425

Best Selling Classical Titles

Last Week	This Week	Record	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork., C. Callinicos, conductor...V(33)LM-1127	M. Lanza	RCA
2	2	Caruso (Treasury of Immortal Performances) E. Caruso...V(33)LC-1007	E. Caruso	RCA
5	3	Rachmaninoff, Concerto for Piano and Ork. No. 2 in C Minor, A. Rubinstein, NBC Symphony Ork., V. Golschmann...V(33)LM-1005	A. Rubinstein	NBC
—	3	Weber, Freischutz (Complete Opera) Vienna State Opera Chorus, Vienna Philharmonic Ork., Ackerman, conductor...London(33)LLP-A-5	Vienna Philharmonic Ork.	London
4	5	Strauss, Der Rosenkavalier, M. Baumer, T. Lemitz, K. Bohmer...Urania UR-1	M. Baumer	Urania

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

Advance Classical Releases

Alban Berg: Der Wein Album—Werner Janssen Symphony Ork-Charlotte Boerner (1-10") Cap (33) L-8150	GMS 1201
Dietrich, Schumann Brahms: Frei Aber Einsam Sonata Album—Simon Bakman-Isidor Karr (Reger: Hindemith) (1-12") Golden Music Society (33) GMS-1201	Johann Strauss Waltzes Album (1-10") Pontiac (33) PLP 501: Blue Danube; Artist's Life; Tales of the Vienna Woods; Wine, Women and Song; Acceleration Waltz; Aquarellen Waltz.
Let's Dance Album (1-10") Pontiac (33) PLP 512: Tales of the Vienna Woods; El Rey Del Mambo; Golden Slippers; La Camparita; Estudiantina; It's Raining; Artists Life; La Paloma.	Prokofiev—Suites from the Love for Three Oranges and Lieutenant Kije Album—French National Symphony Ork-Roger Desormiere, Cond. (1-12") Cap (33) P-8149
Max Reger: Largo & Prelude I'm Alten Stil Album—Simon Bakman-Isidor Karr (Dietrich: Hindemith) (1-12") Golden Music Society (33)	Vienna in Three-Quarter Time Album (1-10") Pontiac (33) PLP 502; Two Hearts in Three-Quarter Time; Merry Widow Waltz; Skaters Waltz; Girls From Baden; Gold and Silver; Gypsy Princess; Waltz Dream; Sarl.

DEALER DOINGS

News and Chatter

"Altho sales have fallen off for the summer, LP disks and 78 albums are accounting for most of the trade. I'm taking advantage of the slack season to repaint and redecorate the shop. Appearance counts for many sales." — Clifford L. Barnhart, Deposit, N. Y. . . . "Sales have held up exceptionally well. Tie-in promotions with the local theaters have paid off. A baby picture contest with a local drive-in theater resulted in 650 babies brought to our store in one week to have their pictures taken, also filled the store with a personal appearance of Rex Allen." —Bernie's Record Shop, Fargo, N. D. . . . "As a result of the interesting facts disclosed by your annual survey, we have decided to add sheet music. Until now we have sold records exclusively. With proper promotion dealers should be able to make a perfect tie-in with these two items from the music industry. We hadn't given it much thought prior to seeing your statistics on the sales of such pop tunes as "Rudolph" and "Tennessee Waltz"—Bill Kelly, The Disc, Troy, N. Y. . . . "Some time ago I asked if anyone had a good practical way to display 45 records. My request, printed in "Dealers Doings," brought me six suggestions from six different dealers. Nice people, these record dealers—my thanks." —Herbert Gray, Music Box, Hillsdale, N. J. . . . "We are in an operetta town. There are music circus tents all over New England. It's a very healthy sign and will boom LP sales all over the country when the vacationists here get back to their homes. It should mean tremendous Christmas selling. LP really sells operetta music." —Louis E. Dean Record Shop, Hyannis, Mass. . . . "There are some terrific instrumental records starting to make a dent in the market now—Ellington, Goodman, Ralph Martiers. Should mean a general increase in band instrumentals." —Santa Barbara Music Company, Santa Barbara, Calif. . . . "Strange how one or two hits will seem to carry a company's catalog. Since Columbia started getting pop hits, we've noted quite a pick-up on their entire catalog." —Al Meyer, Town & Country Music, Westwood, N. J. . . . "Columbia and RCA Victor have certainly beaten the summer slump. I hope it keeps up." —Cudahy Record Shop, Cudahy, Wis.

Deliveries Slow?

"This is an old complaint, but we're having more trouble lately than ever before in getting service on some of the hottest numbers. Haven't been able to get one single copy of Carl Smith's "Let's Live a Little" on Columbia since it came out, and we could have sold a great number. Also could have sold more copies of Piano Red's "Red's Boogie" on RCA Victor if we could have got them." —Richmond Record Shop, Richmond, Ky. . . . "It's amazing how a company the size of RCA Victor, with the finest catalog, the greatest promotional set-up and the largest manufacturing facilities, cannot deliver at a time when deliveries are needed most." —Cecil's Music Manor, Englewood, N. J. . . . "RCA Victor is still slow in shipping. This hurts because Mario Lanza, for example, is red hot." —Charles Bowen, Day & Waldrop, Waco, Tex. . . . "Disk jockeys play the new releases too far ahead of time and when we start getting calls, the distributors don't have the records." —Index Radio & Appliance Company, Los Angeles. . . . "Why doesn't someone do something about the 45 situation—they come out way too slow." —Des Moines Music House, Des Moines.

Best Selling Children's Records

... Based on reports received July 25, 26 and 27

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	Artist	Label
11	2	1	LONE RANGER VOL I (He Becomes The Lone Ranger) (One Record)	G. Trendle	Dec(78)K-29; (45)1-152
77	1	2	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399
11	4	3	LONE RANGER, Vol II (He Finds Silver) (One Record)	G. Trendle	Dec(78)K-30; (45)1-153
23	8	4	LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork.	Col(78)MJV-85; (33)4-709
34	2	5	TWEETY PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
30	—	6	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd	Cap(78)CBX-3075; (45)CBX-3075
11	5	7	LITTLE RED CABOOSE (One Record)	Sparky-Ray Carter and CBS Ork.	Col(78)MJV-105; (45)4-105
1	—	7	ALICE IN WONDERLAND (One Record)	Kathryn Beaumont-E. Wynn	V(78)Y-437; (45)WY-437; (33)LY-1
72	5	9	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd	Cap(78)CBX-3058; (45)CBX-3058 (33)HX-3059
42	7	10	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBX-3076
157	12	11	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance Pinto Colvig	Cap(78)BBX-34; (45)CBX-3030; (33)DBX-114
161	9	12	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
59	—	13	BAMBI (One Record)	S. Temple-Chorus, P. Smith Director	V(78)Y-391; (45)WY-391
22	11	14	PETER AND THE WOLF (Two Records)	Sterling Holloway	V(78)Y-386; (45)WY-386
6	—	14	TEDDY BEAR'S PICNIC (One Record)	F. De Vol	Cap(78)CAS-3083; (45)CAS-3083

Best Selling Pop Albums

... Based on reports received July 25, 26 and 27

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

Last Week	This Week	Record	Artist	Label
1	1	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"	M. Lanza-RCA Victor Ork.	V(78)DM-1506; (33)LM-1127
3	2	SHOW BOAT (Original Cast)	K. Grayson-A. Gardner-H. Keel	MGM(78)MGM-84; (33)E-559
2	3	VOICE OF THE XTABAY	Yma Sumac	Cap(78)CD-244; (33)H-244
4	4	KING AND I	Original Cast	Dec(78)DA-876; (33)DL-9008
5	5	SOUTH PACIFIC	Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180
6	6	CARNEGIE HALL JAZZ CONCERT, Vol I and II	B. Goodman	Col(33)SL-160
8	7	GUYS AND DOLLS	Original Cast	Dec(78)DA-825; (33)DL-8036
7	8	LULLABY OF BROADWAY	Doris Day	Col(78)C-235; (33)CI-6168
9	9	ROYAL WEDDING	J. Powell-F. Astaire	MGM(78)MGM-70; (33)E-543
—	10	OKLAHOMA	J. Roberts-A. Drake-H. DaSilva-C. Holm-L. Dixon-J. Blackton, Director	Dec(78)DA-359; (33)DL-8800
—	10	TREE GROWS IN BROOKLYN	Original Cast	Col(78)MM-1000; (33)ML-4405

Last Week	This Week	Record	Artist	Label
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	SHOWBOAT (Four Records) (Original Cast)	K. Grayson-A. Gardner-H. Keel	MGM(78)MGM-84; (45)K-84
4	3	LULLABY OF BROADWAY (Four Records)	Doris Day	Col(78)C-235; (45)B-235
3	4	VOICE OF THE XTABAY	Yma Sumac (Four Records)	Cap(78)CD-244; (45)CDF-244
5	5	KING AND I	Original Cast	Dec(78)DA-876; (45)9-260
7	6	CARNEGIE HALL JAZZ CONCERT, Vol I and II (12 Records)	B. Goodman	Col(45) B-250
8	7	COCKTAIL TIME WITH FRANKIE CARLE (Three Records)	F. Carle	V(78)P-305; (45)WP-305
6	8	SOUTH PACIFIC (Seven Records)	M. Martin-E. Pinza	Col(78)MM-850; (45)A-850
9	9	TOAST OF NEW ORLEANS (Two Records)	M. Lanza	V(45)WDM-1417
—	10	THREE SUNS IN THREE-QUARTER TIME (Three Records)	Three Suns-Larry Green	V(78)P-313; (45)WP-313

Classical Reviews

MARTIN: PETITE SYMPHONIE CONCERTANTE—Harp: Edith Cariven; harpsichord: Isabelle Nef; piano: Gayrhab Defrabecco; strings of the Orchestra de Chambre de Lausanne, Victor Desarzens, cond. (1-10") L'Oiseau-Lyre (33) OLLD-17

Frank Martin, contemporary Swiss composer and teacher, has had few of his works committed to LP wax. This is only the second of his compositions to have been issued in this country. For the uninitiated, it should be explained that Martin's works are as modern as Stravinsky. This little symphony, like most of his other orchestral pieces, was written for an instrumentation that is, at the least, unorthodox. Score calls for two string orchestras, harp, harpsichord and piano. The music is moody, rich and replete with modern chords. For the modernists, tho, this is excellent fare. It may also be of interest to buyers of Villa-Lobos, Stravinsky and Debussy. Recording and packaging are first-rate.

60

viously recorded performances in an attempt to cash in on the publicity given the once great soprano. Ordinarily at her best when singing German "lieder," it must be reported that Miss Lehman was not at her best when recording some of these. Her "Dichterliebe" interpretations should please her fans even tho the songs were written for a male voice. The "Frauenliebe Und Leben" song cycle is far better suited for the soprano. Recording transference to LP is only fair. Market lies almost exclusively among the Lehman collectors—a fairly large group at the moment.

SCHUMANN: FRAUENLIEBE UND LEBEN, OP. 42—Lotte Lehman, soprano; Bruno Walter, piano (1-10") Columbia (33) ML-2181

AND

SCHUMANN: DICHTERLIEBE, OP. 48—Lotte Lehman, soprano; Bruno Walter, piano (1-10") Columbia (33) ML-2183

Since Miss Lehman gave her farewell concert early this year, diskies have been digging into their catalogs to come up with some of her pre-

70

LEONCAVALLO: PAGLIACCI HIGHLIGHTS Maggio Musicale Fiorentino Ork and Teatro Comunale Chorus, cond. by Chiglia. Ivan Petroff, baritone; Bruno Donati, tenor; Gino Sarri, tenor; Anne La Polia, soprano (1-12")

Remington (33) 199-40

Here is a disk which speaks well for the low-priced label. Recorded in Italy, it features a good European orchestra, an excellent chorus and some first-rate soloists. The opera itself is one of the most popular. Among the nine arias are such favorites as the Prologue, Vesti La Giubba and the Finale. While the performance may not compare with those of the big name artists, they still are excellent. Recording is okay. Colorfully packaged, the disk should do well with the sometime buyers of operatic music.

(Continued on page 80)



April Stevens

HITS BACK TO BACK...

"Dreamy Melody"

and "GIMME A LITTLE KISS, WILL YA HUH?"

RCA Victor Records—20-4208—47-4208

This week's

New Releases ... on RCA Victor

Release 51-31

Ships Coast to Coast, Week of August 3

POPULAR

HUGO WINTERHALTER and his Orchestra
Make Believe Land
Blow, Blow Winds of the Sea
20-4212—(47-4212)*

DENNIS DAY
Mary Rose
Maybe It's Because
20-4214—(47-4214)*

TONY MARTIN
Take Me Out to the Ball Game
Casey at the Bat
20-4216—(47-4216)*

MERV GRIFFIN, with HUGO WINTERHALTER'S Orchestra
Belle, Belle, My Liberty Belle
I Fall In Love With You Ev'ry Day
20-4217—(47-4217)*

SACRED

GEORGE BEVERLY SHEA, with HUGO WINTERHALTER'S Orchestra
He Bought My Soul at Calvary
Take Time to Pray
20-4215—(47-4215)*

COUNTRY

HANK SNOW
Unwanted Sign Upon Your Heart
Your Locket Is My Broken Heart
21-0498—(48-0498)*

SPIRITUAL

THE FRIENDLY BROTHERS QUARTET
Hide Me in Thy Bosom
Tree of Lebanon
22-0140—(50-0140)*

POP—SPECIALTY

JOHNNY VADNAL and his Orchestra
I Saw a Rainbow
I Will Be True, Dear
25-1204—(51-1204)*

RED SEAL SPECIAL

EZIO PINZA
I'll See You in My Dreams
Everything I Have Is Yours
10-3395—(49-3395)*

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

Going Strong...

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

- \$ Sweet Violets
Dinah Shore20-4174—(47-4174)*
- \$ The Loveliest Night of the Year
Mario Lanza10-3300—(49-3300)*
- \$ I Get Ideas
Tony Martin20-4141—(47-4141)*
- \$ Because
Mario Lanza10-3207—(49-3207)*
- \$ I'll Hold You in My Heart
Eddie Fisher20-4191—(47-4191)*
- \$ Surprising/Cara Cara Bella Bella
Perry Como20-4203—(47-4203)*
- \$ I Wanna Play House With You
Eddy Arnold21-0476—(48-0476)*
- \$ Sound Off
Vaughn Monroe20-4113—(47-4113)*
- \$ Vesti La Guibba
Mario Lanza10-3228—(49-3228)*
- \$ I'm in Love Again
April Stevens—Henri Rene20-4148—(47-4148)*
- \$ What Is a Boy?/Because of You
Jan Peerce10-3425—(49-3425)*
- \$ On Top of Old Smoky
Vaughn Monroe20-4114—(47-4114)*
- \$ Be My Love
Mario Lanza10-1561—(49-1561)*
- \$ Cryin' Heart Blues
Johnny and Jack21-0478—(48-0478)*
- \$ Good Morning, Mr. Echo/Shanghai
Buddy Morrow20-4192—(47-4192)*

Coming Up...

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

- ★ There's a Big Blue Cloud (Next to Heaven)
Perry Como20-4158—(47-4158)*
Records Most Played by Disk Jockeys, Billboard, July 28th issue.
- ★ My Truly, Truly Fair
Freddy Martin20-4159—(47-4159)*
Records Most Played by Disk Jockeys, Billboard, July 28th issue.
- ★ Tell Me
Tony Martin20-4169—(47-4169)*
Operators Pick, Billboard, July 21st issue.
- ★ Lonely Little Robin
Mindy Carson20-4151—(47-4151)*
Records Most Played by Disk Jockeys, Billboard, July 21st issue.

TIPS
BELLE, BELLE, MY LIBERTY BELLE
Merv Griffin with Hugo Winterhalter and His Orchestra20-4217—(47-4217)*

THIS WEEK'S MAILBAG

At times we wonder if the dealers are aware of the many shows that RCA has on the air that plug the records that the dealers have in their shops. Let's run down the list and check off the shows that you should be familiar with and about which you might discuss with your customers.

First, let's start with "The Musical Merry-Go-Round." This show is carried on the NBC net on Saturday. Have you listened lately? It has all the new releases plus a preview of the "Hits to Come."

Then there is the "Boston Pops" show on Sundays to give your customers some of the classics that are a big thing in your business.

The "64 Question" of course, plugs both pop and red seal records.

"Mr. Keane" helps too.

"The Stars Review the Hits" gives you a big name star each week to help sell new and standard tunes.

We are probably coming up with another in the next week or two that will help you further.

You know of more? Yes, there are more. However, that is enough to start with and we feel sure that if all were familiar with these shows and mentioned them to their customers they would be thanked twofold. First, they would be thanked by the customer for telling them about a good entertaining show, and secondly, they would be thanked in terms of increased business.

The stars who make the hits are on

RCA VICTOR Records



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



BUT ONLY



HAS

**"LONGING
FOR
YOU"**



BY

**TERESA
BREWER**

with JACK PLEIS and THE ALL STARS

backed by

"JAZZ ME BLUES"

1086 (78 rpm)

45-1086 (45 rpm)

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

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

CHICAGO

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

LOS ANGELES

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

SEATTLE

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

WASHINGTON, D. C.

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

PITTSBURGH

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

ST. LOUIS

1. COME ON-A MY HOUSE
R. Clooney—Columbia
2. I GET IDEAS
T. Martin—Victor
3. BECAUSE OF YOU
T. Bennett—Columbia
4. JOSEPHINE
L. Paul—Capitol
5. LAURA
S. Kenton—Capitol

ATLANTA

1. COME ON-A MY HOUSE
R. Clooney—Columbia
2. TOO YOUNG
Nat (King) Cole—Capitol
3. PRETTY EYED BABY
J. Stafford-F. Laine—Columbia
4. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
5. MY TRULY, TRULY FAIR
G. Mitchell-M. Miller—Columbia

NEW ORLEANS

1. JEZEBEL
F. Laine—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. MY TRULY, TRULY FAIR
G. Mitchell-M. Miller—Columbia
4. SOUND OFF
V. Monroe—Victor
5. AELUNA MEZZUMARE
Emil Dewan—Mercury

DETROIT

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

PHILADELPHIA

1. COME ON-A MY HOUSE
R. Clooney—Columbia
2. TOO YOUNG
Nat (King) Cole—Capitol
3. ON TOP OF OLD SMOKY
Weavers—Decca
4. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
5. MY TRULY, TRULY FAIR
G. Mitchell-M. Miller—Columbia

DENVER

1. SWEET VIOLETS
D. Shore—Victor
2. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
3. COME ON-A MY HOUSE
R. Clooney—Columbia
4. ROSE, ROSE, I LOVE YOU
F. Laine—Columbia
5. I'M IN LOVE AGAIN
A. Stevens-H. Rene Ork.—Victor

DALLAS-FORT WORTH

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

BOSTON

1. BECAUSE OF YOU
T. Bennett—Columbia
2. COME ON-A MY HOUSE
R. Clooney—Columbia
3. TOO YOUNG
Nat (King) Cole—Capitol
4. I WON'T CRY ANYMORE
T. Bennett—Columbia
5. I GET IDEAS
T. Martin—Victor

VOX JOX

• Continued from page 20

winners on Paul Bartell's semi-annual popularity poll on WFOK, Milwaukee. . . . Speaking of la Clooney, Louis A. Barile, WKAL, Rome, N. Y., is trying to contact her. Has "very important information to impart." Try Columbia Records, New York office, Louis. . . .

Preems

Bob Van Camp, WSB, Atlanta, acts as narrator for city's current pop concert series, which is presented every Sunday at Atlanta's Fox Theater and aired the following Saturday as a delayed broadcast. . . . **Chaz Royce**, ex-WEBK, Tampa, has moved to Tampa station WDAE, succeeding **Damon Echels** on WDAE's "Today's Top Five" and "Band of the Day." Latter has returned to the U. S. Air Forces. . . . **Ron Barkley**, who recently trekked to KIOA, Des Moines, has launched a new two-hour platter show, "Disk Jockey Parade," which utilizes Billboard pop charts. Saturday airer also features taped reports from disk jockeys across the country on regional top favorites. . . . **Bob Byron**, WPEP, Fauton, Mass., "kicked upstairs" to program director-chief announcer post. . . . **Nick Garry** has taken over Nightwatch Man platter duties for WHAT, Philadelphia.



* a
starlit
hit!

Nat "King" Cole

sings the dreamy new ballad

"Make Believe Land"

Chorus and Orchestra Conducted by **PETE RUGOLO**
No. 1747 and F1747



ERROLL GARNER



A PIANIST WITH TWO GREAT STYLES

Which of these two keyboard personalities is the real Erroll Garner? Is it the rollicking, bouncy fellow with a twinkle in his eye and a smile on the mouth of his piano—or the slow, dreamy impressionist of the far away melodies?

Whatever the answer—this two-in-one style doubles Erroll Garner's fans *and your sales!* For the two distinctive types of music appeal to two large, separate groups of records buyers. In other words, people on both sides of the rhythm fence meet in the middle when it comes to Erroll Garner. Here's a chance to make that "middle of the fence" *your store counter!*

"PIANO MOODS—ERROLL GARNER"

78 rpm Set C-230 45 rpm Set B-230 33 1/3 rpm Record CL6139

"ERROLL GARNER GEMS"

78 rpm Set C-244 45 rpm Set B-244 33 1/3 rpm Record CL6173

"POOR BUTTERFLY" and "HOW HIGH THE MOON"

78 rpm 39145 45 rpm 4-39145 33 1/3 rpm 3-39145

"LOVER" and "PEOPLE WILL SAY WE'RE IN LOVE"

78 rpm 39100 45 rpm 4-39100 33 1/3 rpm 3-39100

"THE PETITE WALTZ" and "THE PETITE WALTZ BOUNCE"

78 rpm 39043 45 rpm 4-39043 33 1/3 rpm 3-39043

"WHEN JOHNNY COMES MARCHING HOME" and "I DON'T KNOW WHY"

78 rpm 39038 45 rpm 4-39038 33 1/3 rpm 3-39038

COLUMBIA  **RECORDS**

Trade Marks "Columbia," "M"

U. S. Pat. Off. Marcas Registradas

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received July 25, 26 and 27

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 to date	Last Week	This Week	Record	Artist
5	3	1	1	COME ON-A MY HOUSE	R. Clooney Col(78)39467; (45)4-39467; (33)3-39467—BMI
16	1	2	2	TOO YOUNG	Nat (King) Cole Cap(78)1449; (45)F-1449—ASCAP
12	2	3	3	JEZEBEL	F. Laine Col(78)39367; (45)4-39367; (33)3-39367—BMI
9	4	4	4	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller Col(78)39415; (45)4-39415; (33)3-39415—ASCAP
5	6	5	5	SWEET VIOLETS	D. Shore V(78)20-4174; (45)47-4174—ASCAP
18	5	6	6	HOW HIGH THE MOON	L. Paul-M. Ford Cap(78)1451; (45)F-1451—ASCAP
18	8	7	7	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson Dec(78)27515; (45)9-27515—BMI
13	7	8	8	ROSE, ROSE, I LOVE YOU	F. Laine Col(78)39367; (45)4-39367; (33)3-39367—ASCAP (Miss Hue Lee, Col 39420; Lou Dinning, Cap(1-12)11532; Gordon Jenkins, Dec 27594; Buddy Morrow, V 20-4135; Benny Lee, London 1029; Lou Ella Robertson, Cap 1532; Art Lund, MGM 10978)
6	12	9	9	BECAUSE OF YOU	T. Bennett Col(78)39362; (45)4-39362; (33)3-39362—BMI
6	11	10	10	SHANGHAI	D. Day-P. Weston Col(78)39423; (45)4-39423; (33)3-39423—ASCAP (Andrews Sisters, Dec 27635; Eddy Howard, Mer 5663; Billy Williams Quartet, MGM 10998; Bob Crosby, Cap 1525; Bing Crosby, Dec 27653; Harry Babbitt Modernaires Coral 60521; Buddy Morrow, V 20-4192)
11	10	11	11	MISTER AND MISSISSIPPI	P. Page Mercury(78)5645; (45)5645X45—ASCAP
3	16	12	12	I WON'T CRY ANYMORE	T. Bennett Col(78)39362; (45)4-39362; (33)3-39362—ASCAP (Georgie Auld, Coral 60446; Billy Williams Quartet, MGM 10928; Eileen Wilson, Dec 27546; Dick Brown, Jubilee 4025; Dinah Washington, Mer 8211; Little Jimmy Scott, Roost 615)
14	9	13	13	SOUND OFF	V. Monroe V(78)20-4113; (45)47-4113—ASCAP (J. Gray Ork, Dec 27054)
4	13	13	13	JOSEPHINE	L. Paul Cap(78)1592; (45)F-1592 (K. Griffin, Col 38889; J. (Baby Face) Lewis-F. Campbell Ork, Aladdin 3004)
14	14	13	13	ON TOP OF OLD SMOKY	V. Monroe V(78)20-4114; (45)47-4114—ASCAP
11	18	16	16	LOVELIEST NIGHT OF THE YEAR	M. Lanza V(78)10-3300; (45)49-3300—ASCAP
9	20	16	16	PRETTY EYED BABY	F. Laine-J. Stafford Col(78)39388; (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)
2	23	18	18	I WISH I HAD NEVER SEEN SUNSHINE	L. Paul-M. Ford Cap(78)1592; (45)F-1592
2	21	19	19	I'M WAITING JUST FOR YOU	L. Millinder King(78)4453; (45)45-4453—BMI (Bob Crosby, Cap 1595; H. Hawkins, King 969)
8	21	20	20	MY TRULY, TRULY FAIR	V. Damone Mercury(78)5646; (45)5646X45—ASCAP
2	28	20	20	I'LL HOLD YOU IN MY HEART	E. Fisher-H. Winterhalter V(78)20-4191; (45)47-4191—BMI (Tony Arden-Percy Faith, Col 39525)
10	18	22	22	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)
2	28	22	22	SWEET VIOLETS	J. Turzy Dec(78)27668; (45)9-27668—ASCAP
4	14	24	24	LONELY LITTLE ROBIN	Pinetoppers Coral(78)60508; (45)9-60508—ASCAP (Marion Morgan, MGM 10999; Elton Britt, V 21-0473; M. Carson-N. Leyden Ork, V 20-4151; Rex Allen, Mer 5647; Hot Lips Johnson Ork, Dec 27651)
2	24	24	24	HITSITY HOTSITY	J. Ameche-A. Trace Mercury(78)5675; (45)5675X45—ASCAP (S. Cooley, Dec 46339)
5	—	26	26	I GET IDEAS	T. Martin V(78)20-4141; (45)47-4141—BMI
1	—	26	26	THESE THINGS I OFFER YOU	P. Page Mercury(78)5645; (45)5645X45—ASCAP (Ray Anthony, Cap 1522; Sarah Vaughan, Col 39370; Tamara Hayes, Dec 27650; J. Giles Quartet, Movieland 71-2; Dick Haymes, Dec 27644; Three Suns, V 20-4150; Phil Brito, MGM 10985)
1	—	28	28	GOOD MORNING, MR. ECHO	J. Turzy Dec(78)27622 (45)9-27622—BMI (Georgia Gibbs, Mer 5662; Buddy Morrow, V 20-4192; Margaret Whiting, Cap 1702)
5	—	28	28	TOO YOUNG	Patty Andrews & V. Young Dec(78)27569; (45)9-27569—ASCAP
6	16	30	30	I'M IN LOVE AGAIN	A. Stevens-H. Rene V(78)20-4148; (45)47-4148—ASCAP (Andrews Sisters, Dec 27635; E. Howard, Mer 5663; Jri Southern, Sharp S 32)
2	28	30	30	MY TRULY, TRULY FAIR	R. Anthony Cap(78)1583; (45)F-1583—ASCAP
1	—	30	30	DETOUR	P. Page Mercury(78)5682 (45)5682X45—BMI

THE BILLBOARD

Music Popularity Charts

Rhythm & Blues Record Releases

Keep Your Big Mouth Shut—Star Trio (Why Must I Cite) Citation 145
Beer and Pinballs—Claude King (51 Beers) Gotham G-411
Blue Turning Gray Over You—Billie Holiday (Rocky Mountain) Aladdin 3102
You Love Me Baby?—Larry Darnell (Sad and Regal 3328
51 Beers—Claude King (Beer and) Gotham G-411
I've a Broken Heart a Break—Little Jimmy Scott (When Your) Rost 637
Glorious of Love, the Five Keys (Huckleback With) Aladdin 3099
Gotta Find My Baby—Billy Wright (Hey! Little) Savoy 810
Hey! Little Girl—Billy Wright (Gotta Find) Savoy 801
Huckleback With Jimmy—Five Keys (The Glory) Aladdin 3099
Got Loaded—Peppermint Harris (It's You) Aladdin 3097
It's You, Yes, It's You—Peppermint Harris (I Got) Aladdin 3097
Louisiana Woman—Joe Liggins (Trying to) Specialty 409
Praying for Your Return—Percy Mayfield (My Blues) Specialty 408
Pretty Baby Blues—Tampa Red (Since Baby's) V 22-0136
Rocky Mountain Blues—Billie Holiday (Blue Turning) Aladdin 3102
Sad and Lonesome—Larry Darnell (Do You) Regal 3328
Sam's Boogie—Sam Suitcase Johnson (Sam's Comin') Sittin' In 608
Sam's Comin' Home—Sam Suitcase Johnson (Sam's Boogie) Sittin' In 608
She's Gone With the Wind—The Sugarman (Which Woman) Sittin' In 609
Since Baby's Been Gone—Tampa Red (Pretty Baby) V 22-0136
Trying to Lose the Blues—Joe Liggins (Louisiana Woman) Specialty 409
When You Come Back to Me—Steve Gibson (Would I) V 22-0138
When Your Lover Has Gone—Little Jimmy Scott (Give a) Rost 617
Which Woman Do I Love—The Sugarman (She's Gone) Sittin' In 609
Why Must You Go—Star Trio (Baby Keep) Citation 145
Would I Mind—Steve Gibson (When You) V 22-0138

Best Selling Retail Rhythm & Blues Records

Based on reports received July 25, 26 and 27

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.

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, Record Title, Artist, Label, No.

Most Played Juke Box Rhythm & Blues Records

Based on reports received July 25, 26 and 27

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.

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, Record Title, Artist, Label, No.

RHYTHM & BLUES NOTES

By HAL WEBMAN

Apollo Theater, hub New York vaude theater for rhythm and blues entertainment, is going to offer legit as a summer change-of-pace. The 125th Street house has set two shows to date with the first, "Detective Story," slated to start the temporary policy August 1. The theater will run a matinee and an evening performance six days a week. "Detective Story" will star Sidney Portier, who was featured in the flick, "No Way Out," last year. To follow "Detective Story," theater op Frank Schiffman has set a revival of "Rain" with Nina McKinney slated to enact the role of Sadie Thompson. The theater will return to a vaude policy toward the end of August. Key future show, the Labor Day week presentation, will headline Billy Eckstine.

Atlantic Records bosses, Herb Abramson and Ahmet Ertegun, cut a series of sessions with historic jazz figures Jim and Ma Yancey while they were in Chicago at the convention of the National Association of Music Merchants. The sides they sliced with the duo will provide material for the diskery's long-playing disk line. . . . The same diskery also signed to a term pact the veteran blues and torch thrush, Lil Green. She last recorded for RCA Victor. . . . Nellie Lutcher is vacationing in California for a month before returning to New York for a one-month engagement at the Cafe Society Downtown nitery beginning October 11. A new jazz room will debut

in Chicago late in October. It will be called the Preview Room. This is the current name of the location which is now functioning as a bar without entertainment. The room will be operated by Milt Schwartz, who also has operated with jazz in the Capitol Lounge and the Brass Rail, Chicago. The room, with a capacity of 276, will be dressed up to pave the way for a class jazz presentation. Currently, plans call for the spot to be ready for opening October 24 and the first attraction in the room tentatively is slated to be Canadian pianist Oscar Peterson.

Hollywood Aladdin Records skedded a session with Calvin Boze. Diskery's Eddie Mesner prepping for an Eastern junket. . . . Jimmy Witherspoon may be Hunter Hancock's first guest at Hancock's weekly vaude shows at the Lincoln Theater. . . . Johnny Otis played the Elks' Hall July 23 prior to Coast one-nighters. . . . Gene Norman-Frank Bull Blues Jubilee skedded for Sunday (29) at the Shrine Auditorium.

R & B Records to Watch

In the opinion of The Billboard's music staff, the following records have the best sales and performances potential among the rhythm and blues records received this week. PRAYING FOR YOUR RETURN. . . . Percy Mayfield. . . . Specialty 408 LOUISIANA WOMAN. . . . Joe Liggins. . . . Specialty 409 CASTLE ROCK. . . . Sy Oliver Ork. . . . Decca 27707

Rhythm & Blues Record Reviews

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale for OVERALL, DISK FACT, BEAT, and RHYTHM.

AUGUST SIZZLERS . . .

The FIVE KEYS "THE GLORY OF LOVE" "HUCKLEBUCK WITH JIMMY" AL 3099 "Peppermint" HARRIS "I GOT LOADED" "IT'S YOU, YES, IT'S YOU" AL 3097 BILLIE HOLIDAY "ROCKY MOUNTAIN BLUES" "BLUE TURNING GRAY OVER YOU" AL 3102



Getting Higher!!!!

"JUICED" JACKIE BRENSTON

JACKIE BRENSTON (Delta Cats) Juiced. . . . Chess 1472. . . . 84--84--84--84 Independent Woman. . . . Chess 1472. . . . 78--78--78--78

Review, Billboard, July 28th

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

Dot RECORDS, INC. Gallatin, Tennessee Phono 880-881 2 HITS—BACK TO BACK! "TRA-LA-LA" and "HOPPIN'" DOT 1040 GRIFFIN BROS.

WATCH THIS ONE . . . It's LOADED with SALES! Savoy #788 "ALL NITE LONG" JOHNNY OTIS Orch. backed with "NEW LOVE" MEL WALKER with J. Otis Orch. SAVOY RECORD CO., INC. 58 Market St., Newark, N. J.

NOW IN 5TH PLACE WATCH IT CLIMB! "EYESIGHT TO THE BLIND" by THE LARKS Apollo #427 APOLLO RECORDS 457 W. 45th St., New York 19, N. Y.

THE BILLBOARD Music Popularity Charts

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

... Based on reports received July 25, 26 and 27

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 to date Week Week	Record	Artist	Label	
6	1	1	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	Col(78)21-0476; (45)48-0476-ASCAP
3	3	2	HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)11000
14	2	3	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799-BMI
8	4	4	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796-BMI
1	—	5	PEACE IN THE VALLEY	R. Foley	Dec(78)46319; (45)9-46319; (78)14573; (45)9-14573-BMI
12	5	6	DOWN THE TRAIL OF ACHIN' HEARTS	H. Snow-A. Carter	V(78)21-0441; (45)48-0441-ASCAP
1	—	6	MR. MOON	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825-BMI
1	—	8	IF TEARDROPS WERE PENNIES	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825-BMI
4	—	9	MISTER AND MISSISSIPPI	Tennessee Ernie	Cap(78)1521; (45)F-1521-ASCAP
1	—	10	SICK, SOBER AND SORRY	J. Bond	Col(78)20808; (45)4-20808; (33)3-20808-BMI
1	—	10	CRYIN' HEART BLUES	Johnnie & Jack	V(78)21-0478; (45)48-0478

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	I WISH I HAD NEVER SEEN SUNSHINE	Les Paul-M. Ford	Cap(78)1592; (45)F-1592
2	HEY LA LA	E. Tubb	Dec(78)46338; (45)9-46338
3	BEER-DRINKING BLUES	B. Lister	Cap(78)1488; (45)F-1488

FOLK TALENT AND TUNES

By Johnny Sippel

Disk Jockey Doings

C. V. Jones, KVET, Austin, Tex., reports that Jerry Dykes and the Western Ramblers, featuring Little Elsie, fiddler are working one-nighters in his territory. Art Barrett, WSAP, Portsmouth, Va., received good response to Curly Wiggins' Intro disk of "My Ship of Dreams." Dottie Checchi, WMEX, Boston, reports a local recording firm, Copley, has a good disk out by Jerry's Hayshakers called "Swallow Tail." Uncle Fred, WFTR, Front Royal, Va., added another hour to his daily h.b. spinning sked. Joe Johnson, WPAQ, Mt. Airy, N. C., reports Jim Eanes (Capitol) the Brammer Brothers (Mutual) and Jimmie Whitener and his Serenaders have joined the station's talent cast. Denver Bill Clark, WFMJ, Youngstown, O., is negotiating for a Hank Snow date to be played with his band. Rocky Rauch, KTLN, Denver, added Stan Walker, formerly with Leon McAuliffe, on guitar. Don Whitney added 90 minutes daily at KLCN, Blytheville, Ark. Jim Hall, WFNS, Burlington, N. C., has his first releases out on Blue Ribbon label. Carl Swanson, WRUN, Utica, N. Y., opened his own hillbilly park at Baker's Point, Canadadaga Lake, Richfield Springs, N. Y. Johnny Williams, WSFT, Thomaston, Ga., is the father of a son, John Thomas Jr., born June 29. Cliff Rogers back at the mike at WHTN, Akron, after a 5,000-mile trip to the West. Ray Anderson, WHTN, Huntington, W. Va., is still doing 25 hours of platter piloting per week in the country music field.

Bobby Wilkes, WDUN, Gainesville, Ga., has been recalled to navy duty with Kermit Reed filling in for him. Slim Williams, KWBC, Ft. Worth, cut his first side for Coral. He was backed by the Light Crust Doughboys of WBAP. Foreman Bill, last in the San Francisco area, is at KXOA, Sacramento. George (Cowpoke) Wells, veteran h.b. spinner at WKAN, Kankakee, Ill., moved to KFBI, Wichita, Kan., where he is program director. Dave Stone is the new d.j. in charge of rustic wax at KSEL, Lubbock, Tex. Johnny Rion added two hours per day at WIBV, Belleville, Ill., giving him a total of 34 hours per week. Cousin Lem, WQXI, Atlanta, worked his first personal for a local org at East Lake Country Club. Earl (Grandpappy) Davis, WBOK, New Orleans, is working three nights per week at the Pecan Grove and one night at the Cadillac Club.

Artists' Activities

Roy King (Mercury) moved from Peoria, Ill., to WWVA, Wheeling, W. Va. He formerly cut for London. Tex Ritter and his frau, Dorothy, lost five sets of costumes in Detroit recently, when their station wagon was robbed. The Ritters just completed a month for Jimmy Van Cise, motor thrill show promoter with Jimmie Lynch. They probably will do another month in the fall. Martin Hall, formerly at WLBZ, Longmont, Colo., moved to WLBZ, Bangor, Me. Les (Carrot Top) Anderson (Decca) is working a TV show which has been sold in eight markets thus far, called "Dude Ranch Varieties." Dave Denny and Hank Williams (MGM) drew 9,000 people July 15 at the new Livestock Coliseum, Montgomery, Ala. Mayor W. A. Gayle of Montgomery proclaimed it "Hank Williams' Homecoming Day." Hank received a watch from the Junior Chamber of Commerce and his wife, Audrey, and his mother received bouquets. Hank and the Carter Sisters with Chet Atkins

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.

WILD, WILD MAN FROM TENNESSEE... The Eagles... Citation 1150
 JUKE BOX BOOGIE... Ramblin' Jimmy Dolan... Capitol 1720

• Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received July 25, 26 and 27

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.

17	1	1	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799-BMI
4	4	2	HEY, GOOD LOOKIN'	H. Williams	MGM(78)11000; (45)K-11000
7	2	3	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476-ASCAP
9	3	4	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (45)4-20796; (33)3-20796-BMI
8	5	5	I CAN'T HELP IT	H. Williams	MGM(78)10961; (45)K-10961
21	6	6	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)K-10904-BMI
3	6	7	PEACE IN THE VALLEY	R. Foley	Dec(78)46319; (45)9-46319; (78)14573; (45)9-14573-BMI
23	8	8	RHUMBA BOOGIE	Hank Snow	(78)1-0431; (45)48-0431-BMI
6	9	9	MISTER AND MISSISSIPPI	Tennessee Ernie	V(78)1521; (45)F-1521-ASCAP
3	10	10	CRYIN' HEART BLUES	Johnnie & Jack	V(78)21-0478; (45)48-0478
1	—	10	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837

Coming Up

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

1	MR. MOON	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825-BMI
2	MOM AND DAD WALTZ	L. Frizzell	Col(78)20837; (45)4-20837; (33)3-20837
3	HANGOVER HEART	Hank Thompson	Cap(78)1528; (45)F-1528

• Best Selling Retail Folk (Country & Western) Records

... Based on reports received July 25, 26 and 27

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

POSITION	Weeks Last This to date Week Week	Record	Artist	Label	
6	1	1	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	Col(78)21-0476; (45)48-0476-ASCAP
3	3	2	HEY, GOOD LOOKIN'	H. Williams	MGM(78)11000; (45)K-11000
7	5	3	LET'S LIVE A LITTLE	Carl Smith	Col(78)20796; (33)3-20796; (45)4-20796-BMI
14	2	4	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Col(78)20799; (45)4-20799; (33)3-20799-BMI
22	4	5	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431-BMI
10	6	6	DOWN THE TRAIL OF ACHIN' HEARTS	Hank Snow	V(78)21-0441; (45)48-0441-ASCAP
11	8	7	BLUEBIRD ISLAND	H. Snow	V(78)21-0441; (45)48-0441-BMI
1	—	7	CHEROKEE BOOGIE	Moon Mullican	King(78)965; (45)45-965-BMI
1	—	9	IF TEARDROPS WERE PENNIES	Carl Smith	Col(78)20825; (45)4-20825; (33)3-20825-BMI
17	8	10	KENTUCKY WALTZ	E. Arnold	V(78)21-0444; (45)48-0444-BMI
1	—	10	CRYING HEART BLUES	Johnnie and Jack	V(78)21-0478; (45)48-0478

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	LONELY LITTLE ROBIN	Pinetoppers	Col(78)60508; (45)9-60508
2	I CAN'T HELP IT	Hank Williams	MGM(78)10961; (45)K-10961

also worked the date. Williams and Minnie Pearl are set for the Hadacol tour, starting August 13 thru the end of September. Bill England, Williams' manager, also is handling Cowboy Copas and Kathy Copas, the oldest Copas daughter. Lou Miller and his Tennessee Travellers, featuring Bob Cox, trick fiddler, are at WIBK, Knoxville. . . . Kenny Mentzer, of Kenny and Gladys, is managing Golden Oaks Park, Rogersville, Pa., for week-end dates, with his Pennsylvania Hillbillies as house band. Band is heard on WEDO, McKeesport, Pa.

THEY'RE NOTHIN' LIKE THE ORIGINAL!

Randy ATCHER
 SINGS
"TIED DOWN"
 AND
"TAKE MY HEART" Acme 966

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By
CHUCK ROGERS
 ACME 965



ACME RECORDS, INC.

• Folk Record Releases

Beautiful Ohio—Kenny Roberts & Pinetoppers (I Miss) Coral 60540
 Bite Your Tongue and Say You're Sorry—Texas Jim Robertson (Deadly Weapon) V 21-0492
 Country Kisses—Oklahoma Wranglers (I Know) V 21-0491
 Deadly Weapon—Texas Jim Robertson (Bite Your) V 21-0492
 Empty Hands, Empty Heart, Empty Pockets—Deuce Spriggins (The Player) Cap 1730

(Continued on page 83)

A FOLK SMASH!!

"SWAMP ROOT"
 Chess #1475A
 backed with
"GOIN' AWAY WALKIN'"

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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
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POPULAR

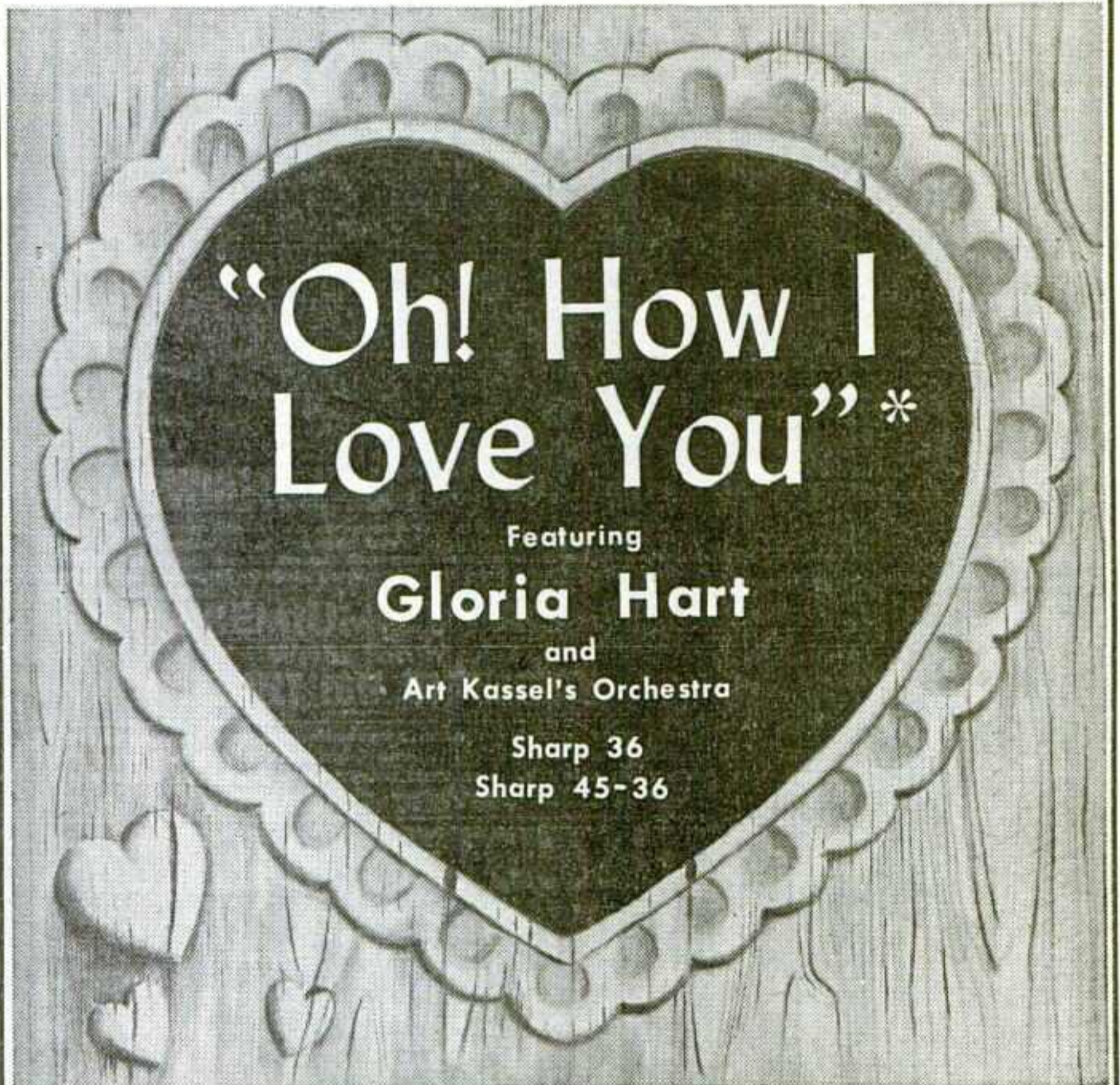
SUGAR CHILE ROBINSON The Green Grass Grows All Around CAPITOL 1719—The moppet entertainer essays the traditional folk ditty with little of his piano playing evident. Could be a kidisk of sorts.	69--73--68--65
The Hunkie Man A little more of the Ivory tinkling here, as the kid chants a ditty about the ice cream man.	68--71--67--67
THE JUBALAIRES Rain Is the Teardrops of Angels CAPITOL 1715—Group blends nicely on a typical Tin Pan Alley ballad with a good lyric idea.	73--74--72--73
Keep On Doin' What You're Doin' Group's version of the Isham Jones oldie is just a little too relaxed, tho an okay hunk of wax withal.	72--73--71--72
DAVE BARBOUR ORK La Bota CAPITOL 1716—Male chorus chants the English lyric on a Latin American ditty from the flick "The Strip." Okay for the terp set.	71--75--70--68
Castle Rock Instrumental coverage of the click riff maintains a good beat.	74--76--73--74
DORIS DAY (Paul Weston Ork) Lonesome and Sorry COLUMBIA 39490—Miss Day's reading of the currently active oldie is smooth and highly listenable. Could help to get the revival going.	80--81--79--80
Ask Me The Lee Brothers combine with the flick star and the Weston ork on a bright and happy polka. A likely item.	86--88--85--86
JACKIE GLEASON (Sammy Spear Ork) What Is a Girl DECCA 27684—Companion recitation piece to "What Is a Boy" follows the same successful format of the earlier work. Writer Spear handles the background ork on this but comic Jackie Gleason fails to inject enough schmaltz into his reading.	73--75--73--70
What Is a Boy Coverage waxing doesn't figure to catch the Jan Peerce disk. Again Gleason doesn't sell the recitation very strongly.	70--70--70--70
RUSS MORGAN ORK (The Rhythmaires-The Girlfriends) Go, Go, Go, Go DECCA 27685—Excellent coverage on the currently active novelty. Ork, mixed-voice chorus and Morgan hand the ditty a bright go.	80--80--80--81
Rose of the Mountain More first-rate coverage. Femme vocal group's yodel-like chant, Morgan's tram and the ork combine for an effective hunk of wax.	84--84--83--85
JERRY GRAY ORK (Tony Gray-Tommy Traynor-Ensemble) I Love the Sunshine of Your Smile DECCA 27695—Band version of the march-tempo click doesn't figure to catch the Four Knight's version tho the fine Gray ork has a lively hunk of wax here.	76--78--74--76
Push 'Em Away The orkster's brother Tony Gray handles the verses with the band chanting the chorus on a march-tempo novelty about barracks tall-stories.	77--78--75--77
AMES BROTHERS (Marty Manning Ork) Only, Only You CORAL 60549—The four boys blend effectively on an attractive new ballad.	81--82--80--81
Ev'rything's Gonna Be Alright Boys have a happy samba novelty here which could create a stir. Chanting is bright, orking rhythmic. Recording sound could help sell it.	84--85--83--85
JANETTE DAVIS-ARTHUR GODFREY (Archie Bleyer Ork) My Darling Man COLUMBIA 39488—Miss Davis does most of the work and her boss gets the laugh lines. Makes little difference for this is all told a pretty slim effort, tho the basic idea has possibilities.	67--67--70--65
Sweet Violets Very late and not terribly competitive is this rendition by Miss Davis alone on this hit novelty.	65--65--65--65
APRIL STEVENS (Henri Rene Ork) Dreamy Melody VICTOR 20-4208—Miss Stevens, whose sexy style hit hard on "I'm in Love Again," oozes forth a charming and infectious new ballad whose title fits the tune to a T.	85--85--85--85
Gimme a Little Kiss, Will Ya, Huh The gal concentrates on female wiles all the way and could have her sequel in this sensual interpretation of a leading standard. Rene's orking sets a perfect mood backdrop.	88--88--87--88
JAN GARBER ORK (Roy Cordell) Melinda CAPITOL 1714—Bright little ditty provides Garber with an opportunity to whip up a crisp and bouncy etching especially suited for dancers. Cordell sings it well.	75--77--73--75
Put All Your Kisses in an Envelope The Garber crew does up a real corn-ball in spirited and winning style. Gang vocal, a mofdy alto sax, twin pianos and an infectious beat should bring in those nickels. Could catch.	86--87--85--86
FRANKIE LAINE (Paul Weston Ork-Norman Luboff Choir) The Girl in the Wood COLUMBIA 39489—Laine, so hot on wax at this point that he could hardly do wrong, should satisfy his fans with this rather windy Terry Gilkyson opus.	87--87--87--87
Wonderful, Wasn't It? The warbler comes up with a late reading of a pleasant rhythm opus. He applies the typical Laine rock in the second chorus. Should also please the coterie.	83--86--81--83
PERCY FAITH ORK The March of Siamese Children COLUMBIA 39491—Percy does a beautiful job with this witty and infectious instrumental excerpt from "The King and I." This is the only recording of this music and those who've seen the show will want it, if they know it's available.	77--85--77--70
Fiddle Derby This is a Faith creation built on a race track theme and it's played and recorded sumptuously. It's basically a string section workout of a commercial type.	71--80--67--65

(Continued on page 30)

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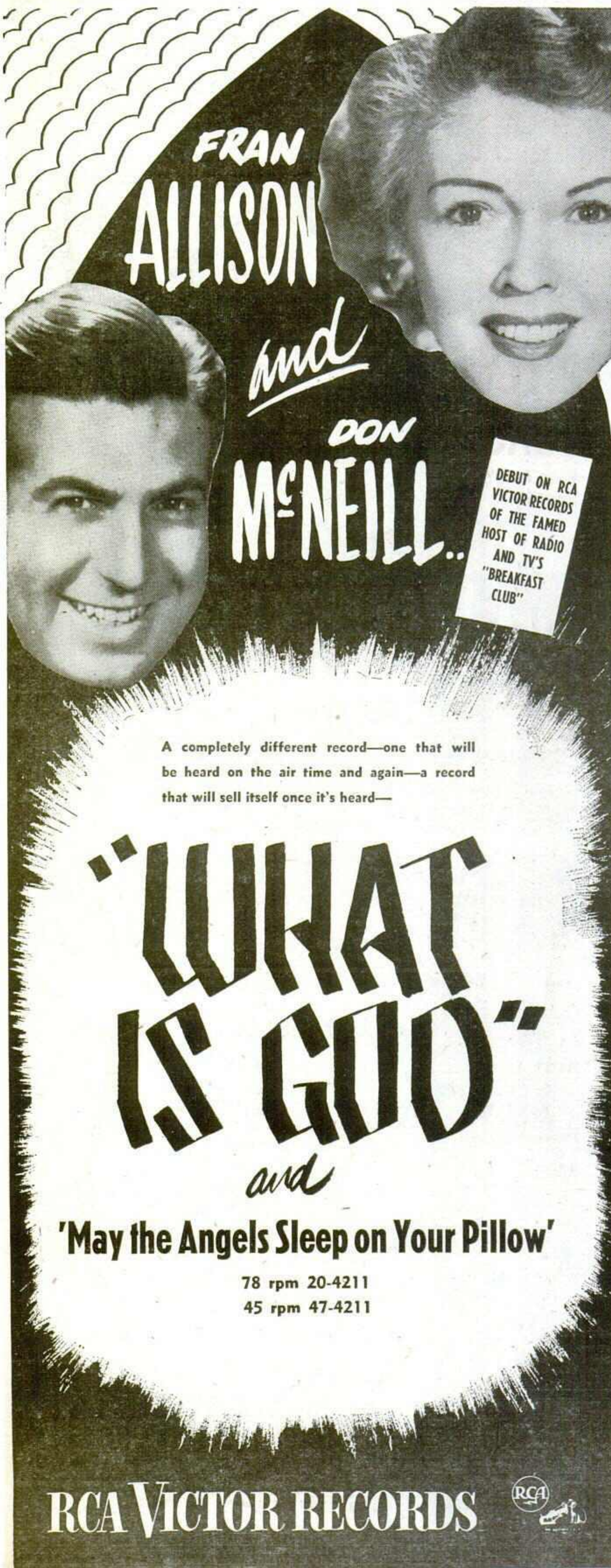
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THE BILLBOARD Music Popularity Charts

Record Reviews

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

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

LABEL AND NO. ARTIST COMMENT TUNES



Continued from page 29

POPULAR

- ARTHUR GODFREY (Mitchell Miller Ork)**
What Is a Girl 70--73--70--66
COLUMBIA 39487—The sequel and companion piece to "What Is a Boy" is similar in construction and ideas. Godfrey recites it Edgar Guest style with a pretty background set up for him by Alec Wilder.
- What Is a Boy** 68--72--68--64
This is the original, done here to cover on Jan Peerce's hit version. Godfrey's family following should be good for a few sales.
- MAYNARD FERGUSON ORK**
The Hot Canary 77--80--75--73
CAPITOL 1713—Ferguson, the screechingest trumpeter in Stan Kenton's band and elsewhere makes a phenomenal demonstration of his stratospheric abilities as he transfers the fiddle solo to his horn. Sounds like Kenton's guys playing behind Maynard. A jazz novelty which should be popular in that market.
- What's New** 67--70--65--65
Maynard plays Billy Butterfield's old trumpet solo down pleasantly in lower registers but breaks out for a batch of up pyrotechnics after the first chorus.
- LES BAXTER ORK (Sue Allen & Chorus)**
Longing for You 77--80--75--75
CAPITOL 1731—A tasty reading of this highly promising new waltz spots a good Sue Allen vocal. In time to catch a piece of the action on the song if it connects.
- Sarah Kelly From Plumb Nelly** 72--75--70--72
This is an excellent reading of a light novelty bouncer which could attract some deejay action. Lindy Doherty sings the solo parts.
- ANDREWS SISTERS-TOMMY DORSEY ORK**
I Used to Love You 86--86--85--86
DECCA 27700—Relaxed dance-designed rendition of a familiar evergreen features neat and simple harmony by the Andrews, a slice of T. D.'s horn, an easy beat, and some arrangement tricks.
- How Many Times** 88--89--88--88
(Patty Andrews-T. Dorsey-Victor Young and Singing Strings)
Here's a big bundle of talent and one of the better ballads of the day. The merger results in a splendid etching which could score. Patty sings from her toes, T. D. is at his inimitable best and Young's strings are rich and pretty.
- BOB EBERLY & HELEN O'CONNELL (Harold Mooney Ork)**
If You're Gonna Love Me, Love Me 85--85--85--85
CAPITOL 1725—The old J. Dorsey formula is tried for this first modern duet featuring J. D.'s famous team. Eberly croons it, O'Connell jumps it. Song is a catchy adaptation from a familiar Latin ditty. Could be.
- The Little Things in Life** 77--79--75--76
The couple revives an old Irving Berlin ditty in the traditional duet four-bars-for-you-four-for-me pattern. Pleasant but not particularly striking.

(Continued on page 78)

Album and LP Reviews

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

- ANDRE PREVIN PIANO PROGRAM (3-7")** 80
RCA Victor (45) WP-314
Spring Will be a Little Late This Year; I've Got My Eye On You; You Took Advantage of Me; Skylark; Dearly Beloved; Love Is Just Around the Corner.
Following the pattern set in his album of selections from the movie "Three Little Words," young Previn shows off his handsome keyboard style in equal portions of beat and sweet. On "Eye," "Love" and "Advantage" Previn works in a rhythmic vein with a rhythm section and exercises his tasty, modern jazz technique. With a small string section, the talented youngster works over the remaining three standards in a skilled and persuasive manner. The album should appeal to those who found the previous package pleasurable.
- BEER GARDEN RHYTHMS—Will Glahe** 70
Ork (1-10")
London (33) LPB-311
Cara Mia Bella; Der Waldspecht; Ich Singe Nur Von G Bis H; Die Fischerin Vom Bodensee; Ja Das Fensterln Ist Schon; Ein Kanguruh Fuhr Nachtirol; Und Scheint; Die Sonne Noch So Schon; Warum Sind Die So Schlecht.
Glahe, remembered here for these many years after his "Beer Barrel Polka," still is to be depended upon for the use of good taste and good beat in dishing out music to suit the varying dance tastes of tavern customers. In this set, Glahe mixes up polkas, fox trots and waltzes in pleasing variation. The vocals are all in German, but this adds to rather than detracts from the general dancing spirit of the album. A couple of these tunes may be familiar; among them you'll find "In the Middle of a Riddle."
- THE JAZZ CLUB—Presented by Mark** 58
White (1-10")
London (33) LPB-344
Davenport Blues, Jazz Club Stomp, Dixie, Panama, There'll Be Some Changes Made, Clarinet Blues, Black and Blue, Barefoot Blues.
For about three years, Mark White produced a series of two-beat jazz shows for the British Broadcasting Corporation's overseas service. The segs presented American-style Dixieland combos playing what White called either New York or Chicago two-beat. This disk is a recreation of those programs featuring the same musicians who, for the most part, played on the programs. Each sideman is a well-known English jazz man. Result here is a good two-beat, but a bit too reserved. Market lies mainly with collectors of two-beat. Musicians heard here include Freddy Gardner, Sid Phillips, Vic Lewis, Jack Jackson, Billy Munn, Harry Gold, Cliff Townsend and Fred Randall.
- HERMAN CHITTISON TRIO (1-10")** 65
Columbia (33) CL-6182
Serenade; My Blue Heaven; Just a Memory; I've Had My Moments; On the Alamo; The Continental; Ain't Misbehavin'; Should I.
Chittison, a veteran East Side bistro keyboardist with a lengthy and impressive jazz background, here dishes out a couple of uninterrupted sets of his unit's tasty brand of cocktail music. Tunes are evergreens all. Good taste, easy beat and a constant link with the melody are the guiding factors here. Actually the set is close kin to the diskery's "Piano Moods" series. Those who found interest in that series will find merit here as will those who are familiar with Chittison's Blue Angel-Ruban Bleu-Cafe Society showings.
- REVERIES BY FREDDY GARDNER—** 55
Freddy Gardner, Saxophone; Malcolm Lockyer, organ (1-10")
Decca (33) DL-5932
Mighty Lak' a Rose; I Hear You Calling Me; The Kiss in Your Eyes; Songs My Mother Taught Me; Trees; None But the Lonely Heart; The Song of Songs; Love's Old Sweet Song.
The Freddy Gardner died only recently, he has already become the central figure in a number of myths concerning his near-fabulous alto sax tone. The English jazz musician proves here that most of the talk about his ability is not myth at all. He displays flawless technique, beautifully sweet tone and a vibrato that adds to rather than detracts from his solos. Problem, however, is to find the proper level among disk buyers who may be interested in this package. Songs are familiar; almost trite. Accompaniment is by an organ—fitting for the music. Musicians and saxophone students will probably be most interested in Gardner.
- TEMPO FOR DANCING—Ted Heath and** 65
His Orchestra (1-10")
London (33) LPB-340
Poor Little Rich Girl, Ramona, Sweet and Lovely, The Lady Is a Tramp, Young and Healthy, In a Little Spanish Town, Thanks for the Memory, Avalon.
The music here is a far cry from the Ted Heath style that's become familiar to American disk buyers in the past few years. This is the type of music dispensed for dinner dancing at most hotels. It's still music played by a fine dance ork which sports clean section work and good orchestrations. For the terp set, then, this is good disk material.

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

- SWEETHEART OF YESTERDAY** Guy Mitchell-Mitch Miller Ork. Columbia 39512
 Guy Lombardo Ork Decca 27719
 Bobby Wayne With George Mercury 5690
 Bassman Ork

Verse-chorus folkie is the Carl Sigman-Percy Faith follow-up to their "My Heart Cries for You." Mitchell sells it in the affecting style of "Cries," with the Mitch Miller sound embellishing again. Lombardo gives it a persuasive nostalgia treatment. Bobby Wayne, debuting on Mercury, does okay with the benefit of a fine ork-chorus job from Bassman.

- BELLE, BELLE, MY LIBERTY BELLE** Guy Mitchell-Mitch Miller Ork. Columbia 39512
 Bobby Wayne, With Bassman Ork Mercury 5690

These are the flip sides of the Columbia and Mercury disks, both promising entries. Tune is a swashbuckling novelty of the type Mitchell has done so well with. Again Wayne plus an excellent Bassman job bids for a good share.

- WHILE YOU DANCED, DANCED, DANCED** Gordon Jenkins Ork Decca 27712

Jenkins has a dramatic, big reading of the promising new torcher, with film actress Mercedes McCambridge emoting the vocal.

- GIMME A LITTLE KISS, WILL YA HUH** April Stevens-Henri Rene Ork. RCA Victor 20-4208

The team that sold "I'm in Love Again" have a potent successor in the breathy, provocative treatment of the oldie. Flip, "Dreamy Melody," also rates attention.

- HOW MANY TIMES** Andrews Sisters, Tommy Dorsey, Victor Young Ork

The gals sing sweet, TD plays sweet tram and the young ork backs ditto on this lovely new ballad entry. Flip is a fine, dancy revival of "I Used to Love You."

• The Disk Jockeys Pick

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

1. DETOUR Patti Page Mercury 5682
2. LONGING FOR YOU Sammy Kaye Ork.
3. COLD, COLD HEART Tony Bennett Columbia 39449
4. IN THE COOL, COOL, COOL OF THE EVENING Frankie Laine-Jo Stafford Columbia 39466
5. WHEN THE SAINTS GO MARCHING IN The Weavers Decca 27670

• The Retailers Pick

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

1. SON OF A SAILOR Vic Damone Mercury 5655
2. WHEN THE SAINTS GO MARCHING IN The Weavers Decca 27670
3. IN THE COOL, COOL, COOL OF THE EVENING Bing Crosby-Jane Wyman Decca 27678
4. SURPRISING Perry Como Victor 20-4203
5. THE GIRL IN THE WOOD Frankie Laine Columbia 39489
6. IN THE COOL, COOL, COOL OF THE EVENING Frankie Laine-Jo Stafford Columbia 39466
7. WHILE YOU DANCED, DANCED, DANCED Georgia Gibbs Mercury 5681

• The Operators Pick

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

1. COLD, COLD HEART Tony Bennett Columbia 39449
2. I'M WAITING JUST FOR YOU Lucky Millinder Ork. King 4453
3. I LOVE THE SUNSHINE OF YOUR SMILE The Four Knights Capitol 1587
4. BE DOGGONE SURE YOU CALL Jane Turzy Decca 27622
5. LONGING FOR YOU Sammy Kaye Ork.

• The Country and Western Disk Jockeys Pick

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

1. BLUES WON'T EVER LEAVE ME Al Rogers MGM 11012
2. DETOUR Patti Page Mercury 5682
3. GALVANIZED WASHING TUB Little Jimmie Dickens Columbia 20835
4. PRECIOUS LITTLE BOY Ernest Tubb Decca 46338
5. HOT GUITAR Eddie Hill Mercury 6347
6. ROCK ALL THE BABIES TO SLEEP Jimmy Hines Mercury 6340

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PANDORA

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45 RPM—MGM K10996

ART LUND

IN THE COOL, COOL, COOL OF THE EVENING • I WISH I WUZ

78 RPM—MGM 11025
45 RPM—MGM K11025

BILLY WILLIAMS

Quartet

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BILLY ECKSTINE
I'M A FOOL TO WANT YOU
LOVE ME
78 RPM—MGM 10982 • 45 RPM—MGM K10982

FRANK PETTY TRIO
HONEYSUCKLE ROSE • I DON'T
CARE WHAT YOU USED TO BE
78 RPM—MGM 11019 • 45 RPM—MGM K11019

DAVID ROSE
and his Orchestra
TENDERLY
THE FLYING HORSE
78 RPM—MGM 30384 • 45 RPM—MGM K30384

TOMMY EDWARDS
THE MORNINGSIDE OF THE
MOUNTAIN • F'R INSTANCE
78 RPM—MGM 10989 • 45 RPM—MGM K10989

JOHNNY DESMOND
BECAUSE OF YOU
ANDIAMO
78 RPM—MGM 10947 • 45 RPM—MGM K10947

MARION MORGAN
LONELY LITTLE ROBIN
SO THIS IS PARADISE
78 RPM—MGM 10999 • 45 RPM—MGM K10999

JOHNNY DESMOND
AND
MONICA LEWIS
OUT O' BREATH • I'M GLAD
I GAVE IT UP FOR YOU
78 RPM—MGM 10992 • 45 RPM—MGM K10992

ZIGGY ELMAN
and his Orchestra
LONESOME AND SORRY
ZIG'S POLKA
78 RPM—MGM 11001 • 45 RPM—MGM K11001

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and his Orchestra
THE WORLD IS MINE
MY MAGIC HEART
78 RPM—MGM 30378 • 45 RPM—MGM K30378

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HANK WILLIAMS
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MY HEART WOULD KNOW
78 RPM—MGM 11000
45 RPM—MGM K11000

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THE BILLBOARD Music Popularity Charts

• The Honor Roll of Popular Songwriters

By Jack Burton

No. 102—JOE BURKE

Philadelphia is a much-maligned town. Altho branded as sleepy and behind the times, the Quaker City often comes thru with earth-quaking headlines.

Turn back the calendar to the waning years of the 1920's, for example. The venerable Connie Mack was fashioning another world championship team around Lefty Grove, Mickey Cochrane and Jimmy Dykes; Gene Tunney took the world's heavyweight title from Jack Dempsey but a short taxicab ride from Independence Hall, and the city that proclaimed American liberty in 1776 had a native son leading the Radio Hit Parade—Joe Burke.

Being a Philadelphian, Joe was a bit slow in getting started, his first smash hit, *Oh How I Miss You Tonight*, being written when he was 40 years old, but for the next 15 years he was a man to be reckoned with in the popular music marts.

Burke, who was born March 16, 1884, comes by his artistic talents naturally. His father, an official at the U. S. Naval Academy at Annapolis for many years, had a flair for amateur theatricals, while his mother, who taught in private schools, had both a literary and musical bent. While attending the Philadelphia Catholic High School and the University of Pennsylvania, Joe played piano in student orchestras and appeared as a soloist at several concerts. After graduation he worked as an arranger on the staff of a Philadelphia music publishing house. In 1916 he wrote his first song hit, *Down Honolulu Way*, with Earl Burnett.

Eight years later, one of the country's greatest songwriting teams was formed when the names of Joe Burke and Benny Davis appeared on the cover of *Oh How I Miss You Tonight*—a million-copy seller that set the pace for three more top-ranking ballads: *Yearning Just for You*, *Who Wouldn't Love You?* and *Carolina Moon*, the latter being shelved for four years after it was written and released from obscurity in 1928 by Morton Downey.

The year of the stock market crash—1929—was Joe Burke's golden year.

Carolina Moon, a spring entry, headed the Hit Parade for 19 weeks. Then it was replaced as the nation's top-seller by *Tiptoe thru the Tulips*, which held first place for 11 weeks with *I'm Painting the Clouds With Sunshine* taking the place money. And while his star was in its fullest ascendancy, Joe was in Hollywood writing the score for his first picture, *Gold Diggers of Broadway*, with Al Dubin as his lyricist.

Burke had his first taste of Hollywood's whackiness soon after his arrival on the coast. "It's a rush job," they told him when he got off the Santa Fe Chief, and taking off his coat and unloosening his tie, he had the score completed in a week. Then Darryl Zanuck changed his mind and decided to add Nick Lucas to the cast. Nick was filling a theatrical engagement and had only one free week in his booking. That not only meant the picture would have to be shot in seven days but four new songs had to be written for the added starter. Dubin and Burke spent a hectic week end in their studio, took their meals on the run, and delivered the four new tunes according to schedule on Monday morning.

In another of their Hollywood assignments, Dubin and Burke lost all faith in the judgement shown by the Solomons of the screen when *Dancing With Tears in My Eyes* was penciled out of the score of *Dancing Sweeties*. The rejected

song was hit when published as a popular number, and Burke bought a one-way ticket to New York with some of his royalties.

On his return to Broadway, Joe Burke, with Edgar Leslie as his lyricist, picked up where he'd left off when he entrained for Hollywood. In the three years of 1935, 1936 and 1937, he was in top form and produced six of the most popular songs of that era: *On Treasure Island*, *A Little Bit Independent*, *In a Little Gypsy Tea Room*, *Moon Over Miami*, *Robins and Roses* and *It Looks Like Rain in Cherry Blossom Lane*. The latter song, written in 20 minutes, probably netted the biggest return in royalties ever collected when figured on a time basis.

Benny Davis

Joe Burke showed far better judgement in picking his lyricists than the Hollywood tycoons did in picking his songs. Benny Davis, for example, was both song-wise and show-wise. A Grand Street boy, born on New York's Lower East Side August 21, 1895, Benny left school at the age of 14 to break in as a cafe entertainer in San Francisco before becoming a vaudeville song-and-dance man.

Five years later, while playing Chicago, Davis joined Benny Fields and Jack Salisbury as a cafe trio. Blossom Seeley caught the act and made it part of her own, and Benny Davis traveled the big time until 1917 when he wrote his first song hit, *Goodbye Broadway, Hello France*. It was the theme music of his wartime activities as he toured the country to stimulate recruiting and to raise money in war bonds and Red Cross drives.

In addition to writing other all-time hits like *Margie*, Benny Davis starred for several years in *Benny Davis and His Stardust Revue*, which schooled and sponsored young talent. Among his discoveries were Eleanor Powell, who attracted Benny's attention while turning cartwheels on the beach at Atlantic City; Ruby Keeler, who made her first bid for fame as a Charleston dance contest winner; Vilma and Buddy Ebsen, Jackie Heller, Hal LeRoy, Helen Kane, Martha Raye, Harry Richman, Helen Morgan and the Andrew Sisters.

Benny Davis also found time to collaborate with J. Fred Coots on several *Cotton Club* revues, operate cafes in Atlantic City and Philadelphia, act as master of ceremonies in several New York night clubs, and write college songs for Rensselaer Polytechnic, Ohio State, Marquette, Wayne and Georgetown Universities.

Edgar Leslie

Edgar Leslie, while born in Stamford, Conn., on the last day of 1885, spent most of his boyhood in New York with his grandparents. They lived on Bloomingdale Road, now 71st Street, and had a summer home on the beach at Chelsea—21st Street to New York's modern generation.

The reception accorded his first song, *I'm a Yiddish Cowboy*, prompted Edgar Leslie to follow a Tin Pan Alley career. Switching from the Hebrew to the Italian vernacular, he wrote *Sadie Salome*

SONGWRITERS COMING UP!

DAVE DREYER

In Subsequent Issues The Billboard Will Present

SHAM JONES
ARTHUR JOHNSTON
VERNON DUKE
HARRY AKST

In setting up last week's installment of the Honor Roll of Popular Songwriters, the typographers inadvertently included in the Jerry Livingston listings a raft of songs written by Joe Burke. Specifically, the pop song listings beginning with *Down Honolulu Way*, clefted in 1916, thru the film song listings ending with *I Send My Love With the Roses*, from the Warner 1932 pic, *Blessed Event*, are Burke's

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Go Home with another budding young songwriter, Irving Berlin; Get Out and Get Under with Maurice Abrahams, America I Love You with Archie Gottler, California and You with Harry Puck, For Me and My Gal with George Meyer, Oh What a Pal Was Mary with Pete Wendling, and Rose on the Rio Grande and By The River Sainte Marie with Harry Warren. As a Hollywood gold-seeker, he collaborated with Jimmy Monaco on Crazy People, Me and The Man in the Moon and You've Got Me in the Palm of Your Hand and was Walter Donaldson's lyricist on Romance. On a trip to England, he wrote Among My Souvenirs with

Horatio Nichols pseudonym of Lawrence Wright, the London music publisher. And today with all these hits behind him, Edgar Leslie takes time out to engage in deep sea fishing and follow his favorite spectator sport, polo, often driving a hundred and more miles to witness a match. Before his death last June, Joe Burke also lived in semi-retirement in Upper Darby, Pa., but he was back on the Hit Parade only two years ago with Rambling Rose, which marked the debut of Joe McCarthy's son and namesake in Tin Pan Alley, a tough, hard-boiled street but not without a touch of sentiment at times.

JOE BURKE'S BEST KNOWN SONGS AND AVAILABLE RECORDINGS

- Popular Songs**
- 1916—**DOWN HONOLULU WAY**
With Earl Burnett. Lyrics by James E. Dempsey. Remick Music Corporation. Jerry Vogel Music Company Inc.
 - 1924—**"OH, HOW I MISS YOU TONIGHT"**
Lyrics by Benny Davis and Mark Fisher. Bourne, Inc.
(Available on the following records: Columbia 38381, Les Brown; Mercury 5115, John Laurens; London 277, George Mitchell Choir.)
 - 1925—**YEARNING JUST FOR YOU**
Lyrics by Benny Davis. Bourne, Inc.
(Available on Decca record 24035 in A-1925, Basil Fomeen orchestra.)
WHO WOULD'N'T LOVE YOU?
Lyrics by Benny Davis. Leo Feist, Inc.
(Available on Decca record 18383, Ink Spots.)
SHE WAS JUST A SAILOR'S SWEET-HEART
Leo Feist, Inc.
 - 1928—**CAROLINA MOON**
Lyrics by Benny Davis. Edwin H. Morris & Company, Inc.
(Available on the following records: Decca 23761 in A-509, Guy Lombardo; Decca 24044 in A-1928, Basil Fomeen orchestra; Capitol 413, Ernie Felice Quartet.)
 - 1930—**DANCING WITH TEARS IN MY EYES**
Lyrics by Al Dubin. M. Witmark & Sons, Inc.
(Available on the following records: MGM 10113, Kate Smith; Decca 24052 in A-1930, Ted Strater orchestra; Capitol (78) 923, (45)F-923, Jan Garber orchestra.)
FOR YOU
Lyrics by Al Dubin. M. Witmark & Sons, Inc.

- (Available on Columbia record 37908 in C-153, Buddy Clark.)
- 1931—**PAGAN MOON**
Lyrics by Al Dubin and Al Bryan. M. Witmark & Sons, Inc.
TO HAVE AND HOLD YOU IN MY ARMS
Lyrics by Al Dubin. Remick Music Corporation.
IF YOU SHOULD EVER NEED ME
Lyrics by Al Dubin. Crawford Music Corporation.
MANY HAPPY RETURNS OF THE DAY
Lyrics by Al Dubin. M. Witmark & Sons, Inc.
- 1932—**WHISPER WALTZ**
Lyrics by Paul F. Webster. Leo Feist, Inc.
- 1933—**IN THE VALLEY OF THE MOON**
Lyrics by Charles Tobias. Edwin H. Morris & Company, Inc.
(Available on Decca record 24064 in A-1933, Charles Baum orchestra.)
- 1934—**GOOD NIGHT, LITTLE GIRL OF MY DREAMS**
Lyrics by Charles Tobias. Edwin H. Morris & Company, Inc.
- 1935—**ON TREASURE ISLAND**
Lyrics by Edgar Leslie. Edwin H. Morris & Company, Inc.
(Available on the following Decca records: 25380, Bing Crosby; 24073 in A-1935, Nat Brandwynne orchestra; Coral 160284, R. Smeck.)
A LITTLE BIT INDEPENDENT (BUT EASY ON THE EYES)
Lyrics by Edgar Leslie. Bregman, Vocco & Conn, Inc.
(Available on the following records: Capitol 1068, King Cole Victor 20-3764, Eddie Fisher Decca 27070, Dick Haymes; Coral 60277, Georgia Gibbs with Bob Crosby orchestra.)

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.

- IN A LITTLE GYPSY TEA ROOM**
Lyrics by Edgar Leslie. Edwin H. Morris & Co., Inc.
(Available on Decca record 24073 in A-1935, Nat Brandwynne orchestra.)
- 1936—**A LITTLE RENDEZVOUS IN HONOLULU**
Lyrics by Edgar Leslie. Edwin H. Morris & Company, Inc.
MOON OVER MIAMI
Lyrics by Edgar Leslie. Bourne, Inc.
(Available on Decca record 24077 in A-1936, Fingerle and Schutt, dual pianos; Coral 60284, R. Smeck.)
CLING TO ME
Lyrics by Edgar Leslie. Bregman, Vocco & Conn, Inc.
ROBINS AND ROSES
Lyrics by Edgar Leslie. Bourne, Inc.
MIDNIGHT BLUE
Lyrics by Edgar Leslie. Robbins Music Corporation. This number was interpolated in the "Ziegfeld Follies of 1936."
- 1937—**MOONLIGHT ON THE HIGHWAY**
With Al Sherman. Lyrics by Edgar Leslie. E. H. Morris & Company, Inc.
IT LOOKS LIKE RAIN IN CHERRY BLOSSOM LANE
Lyrics by Edgar Leslie. Edwin H. Morris & Company, Inc.
(Available on Decca record 24083 in A-1937, Roy Ross orchestra.)
- 1938—**AT A PERFUME COUNTER ON THE RUE DE LA PAIX**
Lyrics by Edgar Leslie. Bregman, Vocco & Conn, Inc.
This was written for Billy Rose's "Frontier Days" show at Fort Worth, Tex.
- 1940—**DREAM VALLEY**
With Nick and Charles Kenny. Leo Feist, Inc.
HARBOR OF DREAMS
With Nick and Charles Kenny. Miller Music Corporation.
- 1941—**A TALE OF TWO CITIES**
Lyrics by Sam Lewis. Remick Music Corporation.
- 1941—**WE MUST BE VIGILANT**
Lyrics by Edgar Leslie. Bregman, Vocco & Conn, Inc. This patriotic song was

- based on the melody of E. H. Meacham's "American Patrol."
- 1944—**DIANA**
Lyrics by Al Dubin.
BY THE RIVER OF ROSES
Lyrics by Marty Symes. Shapiro, Bernstein & Company, Inc.
- 1948—**RAMBLING ROSE**
Lyrics by Joseph McCarthy Jr. Laurel Music Corporation.
(Available on the following records: Capitol 15178, Gordon MacRae; Columbia 38207, Tony Pastor; Decca 24449, Bob Eberly; London 320, Benny Lee; MGM 10192, George Paxton; Musicraft 560, Phil Brito; Victor 20-2947, Perry Como.)
- Film Songs and Scores**
- 1929—**GOLD DIGGERS OF BROADWAY**
A Warner Bros. picture with Nancy Welford, Conway Tearle, Winnie Lightner, Ann Pennington, Lilyan Tashman and Nick Lucas. Lyrics by Al Dubin. M. Witmark & Sons.
TIP-TOE THRU THE TULIPS
(Available on the following records: Capitol 15242, Nick Lucas; Decca 24048 in A-1929, Fingerle and Schutt, dual pianos.)
IN A KITCHENETTE GO TO BED
PAINTING THE CLOUDS WITH SUNSHINE
(Available on Capitol record 1145, Dottie O'Brien.)
- 1929—**SALLY**
A First National picture with Marilyn Miller, Alexander Gray and Joe E. Brown. Lyrics by Al Dubin. T. B. Harms Company.
ALL I WANT TO DO IS DANCE
IF I'M DREAMING DON'T WAKE ME UP TOO SOON
AFTER BUSINESS HOURS
SALLY
- 1930—**DANCING SWEETIES**
A Warner Bros. picture with Grant Withers, Sue Carol, Edna Murphy and Kate Price. Lyrics by Al Dubin. M. Witmark & Sons, Inc.
THE KISS WALTZ
(Continued on page 34)

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Music Popularity Charts

• Advance Record Releases

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

POPULAR

- Belle, Belle My Liberty Belle — Guy Mitchell (Sweetheart of) Col 39512
- Big Mama's Back in Town—Velma Middleton (Goodbye, Good) Middle Tone 001
- Day Isn't Long Enough, The—Toni Arden-Percy Faith (I'll Hold) Col 39525
- Day Isn't Long Enough, The—Frankie Laine (Isle of) Mer 5685
- Dreamy Melody — Larry Clinton (Longing for) Broadway 1008
- Dreamy Melody—April Stevens (Gimme a) V 20-4208
- Echo Song, The—Jane Powell (Paris) MGM 30386
- Everything I Have Is Yours—Tommy Dorsey (I Fall) Dec 37691
- Everything's Gonna Be Alright—Ames Brothers (Only, Only) Coral 60549
- Fairytale—Gisele MacKenzie (Jolie Jacqueline) Cap 1722
- Gimme a Little Kiss Will Ya Huh?—April Stevens (Dreamy Melody) V 20-4208
- Go, Go, Go—Dean Martin (Luna Mezzo) Cap 1724
- Go, Go, Go—Russ Morgan (Rose of) Dec 27685
- Good Bye, Good Luck, Good Riddance — Velma Middleton (Big Mama's) Middle Tone 001
- He'd Have to Get Under, Get Out and Get Under—C. Carpenter-D. Reynolds (Oh By) MGM 30385
- Hot Canary—Maynard Ferguson (What's New) Cap 1713
- How D'Ya Like Your Eggs in the Morning?—Vic Damone (In the) Mer 5670
- How Many Times—Patty Andrews-Tommy Dorsey (I Use) Dec 27700
- Humoresque—Nellie Lutcher (The Song) Cap 1728
- I Can See You—Vic Damone (Wonder Why) Mer 5669
- I Can't Forget—Dinning Sisters-Jan Garber (Tennessee Blues) Cap 1726
- I Fall in Love With You Ev'ry Day—Tommy Dorsey (Everything I) Dec 27691
- I Love the Sunshine of Your Smile—Ray Anthony (You Blow) Cap 1723
- I Push the Sunshine of Your Smile—Jerry Gray (Love 'em) Dec 27695
- I Used to Love You—Andrews Sisters-Tommy Dorsey (How Many) Dec 27700
- If You Turn Me Down—Tommy Dorsey (My Magic) Dec 27690
- If You're Gonna Love Me, Love Me—Bob Eberly-Helen O'Connell (The Little) Cap 1725
- I'll Hold You in My Heart—Toni Arden-Percy Faith (The Day) Col 39525
- In the Cool, Cool, Cool of the Evening—Vic Damone (How Do) Mer 5670
- Isle of Capri—Frankie Laine (The Day) Mer 5685
- It Never Entered My Mind—Frank Sinatra (Try a) Col 39498
- Jolie Jacqueline—Gisele MacKenzie (Fairytale) Cap 1722
- Little Things in Life, The—Bob Eberly-Helen O'Connell (If You're) Cap 1725
- Longing for You—Les Baxter (Sarah Kelly) Cap 1731
- Longing for You—Larry Clinton (Dreamy Melody) Broadway 1008
- Love Me or Leave Me—Bing Crosby (Row, Row) Dec 27667
- Luna Mezzo Mare—Dean Martin (Go Go) Cap 1724
- May the Angels Sleep on Your Pillow—Don McNeill-Fran Allison (What Is) V 20-4210
- My Magic Heart—Tommy Dorsey (If You) Dec 27690
- Oh, By Jingo—D. Reynolds-C. Carpenter (He'd Have) MGM 30385
- Okmxx—Mel Blanc (Ten Little) Cap 1727
- Only, Only You—Ames Brothers (Ev'rything's Gonna) Coral 60549
- Paris—Jane Powell (The Echo) MGM 30386
- Push 'Em Away—Jerry Gray (I Love) Dec 27695
- Rose of the Mountain—Russ Morgan (Go, Go) Dec 27685
- Row, Row, Row—Bing Crosby (Love Me) Decca 27677
- Sarah Kelly From Plumb Nelly—Les Baxter (Longing for) Cap 1731
- Song Is Ended, The—Nellie Lutcher (Humoresque) Cap 1728
- Sweetheart of Yesterday—Guy Mitchell (Belle, Belle) Col 39512
- Ten Little Bottles in the Sink—Mel Blanc (Okmxx) Cap 1727
- Tennessee Blues—Dinning Sisters-Jan Garber (I Can't) Cap 1726
- Try a Little Tenderness—Frank Sinatra (It Never) Col 39498
- What Is a Boy?—Jackie Gleason (What Is) Decca 27684
- What Is a Girl?—Jackie Gleason (What Is) Dec 27684
- What Is God?—Don McNeill-Fran Allison (May the) V 20-4210
- What's New?—Maynard Ferguson (The Hot) Cap 1713
- Wonder Why—Vic Damone (I Can) Mer 5669
- You Blew Out the Flame—Ray Anthony (I Love) Cap 1723

POPULAR ALBUMS

- Moods for Modern Album—Irving Zathary (1-10'') Madison (33) MA-267—Dick Dockery; Pitter Patter Polka; Irish Washerwoman; Ay, Ay, Ay; Billy Boy; Polly Wolly Doodle; Oh, Dear What Can the Matter Be; Sailor's Hornpipe.
- On Moonlight Bay Album—Doris Day-Paul Weston-Norman Luboff Choir-Jack Smith (1-10'') Col (33) CL-6186—Moonlight Bay; Till We Meet Again; Love Ya; Christmas Story; I'm Forever Blowing Bubbles; Cuddle Up a Little Closer; Every Little Movement; Tell Me.
- Rich, Young and Pretty Album—Jane Powell-Danielle Darrieuz-Fernandez Lamas (1-10'') MGM (33) E 86—I Can See You; My Little Nest of Heavenly Blue; Paris; Wonder Why; Dark Is the Night; We Never Talk Much; There's Danger in Your Eyes, Cherie; L'Amour Toujours.
- Yours by Request Album—Ken Wilson-Bill Green (1-10'') Col (33) CL-6183—All the Things You Are; The Doll Dance; Beautiful Ohio; Temptation; Deep Purple; The Happy Waltz; My Shawl; Anvil Chorus.

INTERNATIONAL

- Aj Jaj Jaj—Ray Henry Ork (Bierz Kogo) Dana 735
- Bierz Kogo Lubisz—Ray Henry Ork (Aj Jaj) Dana 735
- Borscht Riders in the Sky—Mickey Katz (She'll Be) Cap 1718
- Czy Bym Kochal Ciebie—Stas Jaworski (Tesknie) Dana 731
- Do Wujka Starca—Stas Jaworski (Rozkwitaly Ork) Dana 736
- Du Du Liegst Mir im Herzem—Six Fat Dutchmen (Overshoe Landler) V (45) 51-1202
- Father's Oberek—Harmony Bells Ork (Gay Mary) Dana 3060
- Frankie & Charlie Polka—Frank Wojnarowski (Merry Widow) Dana 3057
- Gay Mary Polka—Harmony Bells Ork (Father's Oberek) Dana 3060
- Matilda's Cup Cakes—Harmony Bells Ork (Military Polka) Dana 3058
- Merry Widow Polka—Frank Wojnarowski (Frankie and) Dana 3057
- Military Polka—Harmony Bells Ork (Matilda's Cup) Dana 3058
- Overshoe Landler—Six Fat Dutchmen (Du Du Liegst) V (45) 51-1212
- Rozkwitaly Paki Bialych Roz—Stas Jaworski (Do Wujka) Dana 736
- She'll Be Comin' 'Round the Katzkills—Mickey Katz (Borscht Riders) Cap 1718
- Tresknie—Stas Jaworski-Siostry Paulette (Czy Bym) Dana 731
- Za Duzo—Frank Wojnarowski (Zlamane Serce) Dana 730
- Zlamane Serce—Frank Wojnarowski (La Duzo) Dana 730

RELIGIOUS

- Bound for the Kingdom—Blue Ridge Quartet (Jesus Is) Gotham G-410
- Christ Is All—Brother Joe May (Doctor Jesus) Specialty 806
- Doctor Jesus—Brother Joe May (Christ Is) Specialty 806
- Guide by Mind—Nightingales (My Rock) Dec 48225
- I Want Jesus to Walk With Me—Herb Lance (Jesus Is) Sittin' In 610
- In the Bosom of Abraham—Trumpeteers (Lord in) Score 5031

- Jesus, I'm Thankful—Pilgrim Travelers (Who Am) Specialty 807
- Jesus Is a Friend—Blue Ridge Quartet (Bound for) Gotham G-410
- Jesus Is All the World to Me—Herb Lance (I Want) Sittin' In 610
- Keep a Prayer in Your Heart—King's Men (The Wondrous) Dec 14579
- Lord in My Soul—Trumpeteers (In the Score) 5031
- My Rock—Nightingales (Guide My) Dec 48225
- Who Am I?—The Pilgrim Travelers (Jesus, I'm) Specialty 807
- Wondrous Word—King's Men (Keep a) Dec 14579

HOT JAZZ

- Babalu—Slim Gaillard (Sabroso) Mer 8950
- Brown's Cow—Basin Street Six (Fidgety Feet) Mer 5680
- Bugle Call Ray—Charlie Ventura (That Old) Mer 8949
- Fidgety Feet—Basin Street Six (Brown's Cow) Mer 5680
- He Put in a Bar in the Back of His Car—Georgie's Tavern Band (I Love) Dec 45144
- I Love to Play the Glockenspiel—Georgie's Tavern Band (He Put) Dec 45144
- Mohawk—Charlie Parker (An Oscar) Mer 11082
- Oscar for Treadwell, An—Charlie Parker (Mohawk) Mer 11082
- Sabroso—Slim Gaillard (Babalu) Mer 8950
- That Old Feeling—Charlie Ventura (Bugle Call) Mer 8949

HOT JAZZ ALBUMS

- Ar: Tatum Encores Album (1-10'') Cap (33) H-269—Sweet Lorraine; Don't Blame Me; My Heart Stood Still; Somebody Loves Me; Someone to Watch Over Me; Time on My Hands; Goin' Home; Talk of the Town

LATIN AMERICAN

- Candido—Tito Puento (Tu No) V(45)51-5474
- Eso No—Emilio Caceres Ork (Yo Necesito) Dec 10564
- Guao—Perez Prado (Jersey Bounce) V 23-5379
- Jersey Bounce—Perez Prado (Guao) V 23-5379
- Lupita—Perez Prado (Mi Gallo) V(45)51-5484
- Mi Gallo—Perez Prado (Lupita) V(45)51-5484
- No Necesito—Emilio Caceres Ork (Eso No) Dec 10564
- Tu No Eres Nadie—Tito Puento (Candido) V(45)51-5474

"Here Comes" Bing

• Continued from page 3
song (a recent Billboard record pick by the way).

Production Numbers

Three other tunes, written by Ray Evans and Jay Livingston, are spotted in the movie, two quite incidentally and the third in a slambang production sequence. The production number, *Mister Cristoforo Colombo*, introduces Louis Armstrong, Cass Daley, Phil Harris and Dorothy Lamour, each of whom cavorts with Crosby and a Dixieland band, conveniently aboard a Tran-Oceanic plane, thru a series of amusing choruses. *Bonne Nuit* is a touching lullaby delivered in Bing's best crooning style. *Your Own Little House* is the basis for the crooner to encourage a group of engaging war orphans.

The flicker introduces the amazing 14-year-old soprano, Anna Maria Alberghetti, portraying a blind orphan. Her beautiful reading of *Caro Nome* is the high point of one of the several touching moments of the flick. She sings with a maturity far beyond her years and with a feeling that rarely is displayed by her elders in dealing with such difficult virtuoso pieces.

The picture should be assured of strong box office acceptance with a combination of Crosby, Wyman, Capra and a supporting cast headed by Alexis Smith and Franchot Tone serving as one lure, the quality of the flick providing another, and the likely success of the *Cool*, *Cool* ditty providing a clincher.

Columbia's 3-Ply Plans

• Continued from page 9

Victor Herbert set, *Conversation Piece*, with Lily Pons and Noel Coward; a hefty list of concertos and orchestral works, and new Christmas and pop diskings.

The advertising schedule calls for full and double-page ads in trade papers and such consumer organs as *Life*, *Time*, *The New Yorker*, *Harper's*, *Atlantic Monthly*, *Saturday Review of Literature* and others.

Promotion offerings include three new catalogs for LP, 45 and kidisks respectively. A new counter merchandiser is available containing a supply of eight different folders, with disk data on symphonies, concertos, Broadway shows, operas, dance music, pop piano music, kidisks and light concert music respectively. Window, counter and store displays, mats, radio scripts, direct mail pieces, counter hand-outs and publicity material will be made available in plenty.

Capitol to Plug Profit

• Continued from page 9

stallments, October 10, November 10 and January 10.

Dealers will be allowed co-op ad money on a basis of 10 per cent of the merchant's order. Minimum orders received under this arrangement are pegged at \$150, half of last year's \$300 minimum. However, Cap's 10 per cent arrangement this year differs from its 1950 deal. Last year, dealers were offered a 10 per cent discount on orders with suggestion that amount discounted be used on local advertising. To make sure that this dough is properly channeled into advertising, Cap this year is not discounting the amount but making it available as co-op ad money.

New classical product includes a Cap exclusive on Alben Berg's *Der Wein* performed by Werner Janssen and the Janssen Symphony Orchestra. Album contains a spoken commentary explaining the work by San Francisco Chronicle critic Alfred Frankenstein. Recorded commentary accompanying longhair diskings is similar to the device followed by RCA Victor in the early 30's when Leopold Stokowski would devote a side of an album to explaining the work. Prokofiev's *Love for Three Oranges* suite makes its initial appearance in LP form. Tchaikovsky's *Nutcracker Suite* joins Cap's catalog for the first time. Work is traditionally a top yuletide seller. Another top Tchaikovsky selling item added to Cap's list is *The Swan Lake* suite. Both are recorded by Roger Desormiere and French National Symphony Orchestra.

Other wares in program include Jose Ferrer's *Cyrano* album by Art Tatum, Ferde Grofe's *Grand Canyon Suite* and *Death Valley Suite* (available back-to-back in LP form and in single album form in 45 and 78), *Symphonic Portraits of Richard Rodgers*, Joe (Fingers)

Joe Burke

• Continued from page 33

- (Available on Decca record 25365 in A-665, Harry Horlick orchestra.)
- SHE COULDN'T SAY NO
- A Warner Bros. picture with Winnie Lightner, Chester Morris, Sally Eilers and Tully Marshall. Lyrics by Al Dubin. M. Witmark & Sons, Inc.
- DARN FOOL WOMAN LIKE ME WATCHING MY DREAMS GO BY HOLD EVERYTHING
- A Warner Bros. picture with Winnie Lightner and Joe E. Brown. Lyrics by Al Dubin. Crawford Music Corporation.
- TAKE IT ON THE CHIN WHEN THE LITTLE RED ROSES GET THE BLUES FOR YOU SING A LITTLE THEME SONG PHYSICALLY FIT ISN'T THIS A COCK-EYED WORLD? GIRLS WE REMEMBER ALL ALONE TOGETHER TOP SPEED
- A First National picture with Joe E. Brown, Bernice Claire, Jack Whiting and Frank McHugh. Lyrics by Al Dubin. M. Witmark & Sons, Inc.
- AS LONG AS I HAVE YOU AND YOU HAVE ME
- BIG BOY
- A Warner Bros. picture starring Al Jolson in a cast that included Claudia Dell, Louise Closser Hale, Franklin Batie and Noah Beery. Lyrics by Al Dubin. M. Witmark & Sons, Inc.
- WHAT WOULD I DO WITHOUT YOU?

- 1932—BLESSSED EVENT
- A Warner Bros. picture with Lee Tracy, Mary Brian, Emma Dunn and Dick Powell. Lyrics by Al Dubin and Irving Kahal. M. Witmark & Sons, Inc.
- HOW CAN YOU SAY NO (WHEN ALL THE WORLD IS SAYING YES) THE CROONER
- A First National picture with David Manner, Ann Dvorak and Ken Murray. Lyrics by Al Dubin. M. Witmark & Sons, Inc.
- I SEND MY LOVE WITH THE ROSES

Carr on *Bar Room Piano*, *Symphonic Portraits of Irving Berlin*, Paul Weston's *Music for Reflection*, Arthur Murray Dance Sets, Les Paul and Mary Ford in *New Sound Vol 2*, Susan Carroll's *Relax and Listen*, Les Baxter's *Sacred Du Savage*, Walter Schumann's choral group in *Ivy League Songs* and same group in an album of Christmas songs. *Hark the Years* historical review album also is in the anticipation program's list.

Boom Sales

• Continued from page 12

\$28,787,789.11 in June 1950. This drop totaled \$2,973,814.81.

But taxes from admissions to cabarets and roof gardens remained more stable. For the fiscal year just ended, revenues from this source were \$42,646,313.70, a rise of \$1,192,920.04 over the previous year's yield of \$41,453,393.66. June 1951 also saw a slight increase. Taxes then were \$3,604,254.96, an increase of \$58,343.88 over revenues of \$3,545,911.08 in June, 1950.

Uncle Sam pulled in a little more revenues from taxes on coin-operated devices this year as compared to the year before, but the take for this past June slumped from that in June, 1950. During the past fiscal year, the yield amounted to \$20,730,581.58, a slight rise of \$556,565.63 over taxes of \$20,174,015.95 the previous year. June, 1951 saw \$1,157,409.48 a decrease of \$942,137.66 from \$2,099,545.14 in June 1950.

Total taxes on all tobacco products piled up somewhat during the past year. They reached \$1,380,398,000.85 for the 12 months ending June 30, 1951. This is an increase of \$51,931,654.35 over the previous year's \$1,328,464,346.23. The \$119,561,934.31 in revenues this past June, however, were down \$2,528,314.78 from those of June, 1950, which totaled \$122,090,249.09.

Total alcohol taxes showed the same pattern, with the year's total take up from last year, but revenues for this June off from June the year before. The past fiscal year reaped \$2,546,807,924.84 as compared to \$2,219,202,084.85 the year before. The increase was \$327,605,839.99. The decrease in alcohol taxes for this June as compared to the corresponding month in 1950 was \$38,550,212.73. June 1951 saw only \$164,382,334.32, while June 1950 saw \$202,932,547.05.

Diskers Head

• Continued from page 12

certain to do a considerable amount of axing from now thru the fall. Columbia, for instance, is preparing to waive option rights to a boy singer, a Latin band and a swing crew. Victor, among others, will lose a girl singer. Capitol has a crooner on its list of those scheduled to go. Coral intends to clean out a considerable number of inactive talents. Mercury, too, will cut its roster.

Talent Search

Some of the diskers, while cleaning house, are on the lookout for talent to fill certain spots. But the recording men currently are of a mind to pick out one new talent to fill a spot and hand him or her an all-out and concentrated send-off. Capitol, on the hunt for a crooner, just signed Norman Kaye (*The Billboard*, July 28) on this basis. The same diskery has been working on Bob Eberly and Helen O'Connell as individuals and now as a team to attempt to cash in on their one-time fame as a team for Jimmy Dorsey's band. Coral signed Mr. and Mrs. Neil Hefti (she's Frances Wayne) in pursuit of a fresh dance band idea (see other story this section). The same diskery also is searching for a top-flight crooner. Decca is on the hunt to fill its femme thrashing department.

Coral Guns

• Continued from page 12

originally for his work as musician-arranger for the Woody Herman band of 1945-'47 and has since been working as a studio arranger, most recently as a member of Ray Block's arranging staff. Thrush Wayne, who married Hefti while she was singing with the Herman band, has been in semi-retirement raising a family. Her last efforts were recordings made for the London label. Previously she had recorded for the Exclusive diskery.

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AGVA Severs Relations With TA

HOLLYWOOD, July 28.—American Guild of Variety Artists will break relations with Theater Authority Monday (30) as predicted in *The Billboard* of July 21. AGVA's regional chief Eddie Rio, receiving board approval, split with TA at Thursday's (26) meeting following several months of negotiations with the all-industry org. Move had been sought by national AGVA officers for over a year and they are expected to back up Rio's action.

Reason for the walkout stems from the issue of benefits. AGVA claims TA is not policing benefits and is allowing acts to work for free. All benefits previously okayed by TA prior to AGVA's break will be allowed to go on. However, the Guild will police the forthcoming Bob Hope benefit at the Hollywood Bowl in the fall, making a test case of the affair, as it will be the first benefit since the split.

Any AGVA members working benefits with only TA approval will hereafter receive disciplinary action by the Guild.

H'wd Council Drops Talent Identity Law

HOLLYWOOD, July 28.—Based on expression of several county officials, it is assumed by American Guild of Variety Artists that the part of a proposed county ordinance which would make it mandatory for entertainers working in this area to carry identification cards, would be deleted from the main resolution. County Board of Supervisors are conducting private discussions on the move and are expected to make known their decision at Tuesday's (31) weekly council meeting. The card-carrying edict was considered by the Deputy County Council's office this past week.

A last-minute switch by the supervisors, making it unlawful to work without proper registration, would find AGVA's legal guns firing numerous barrages at the board, one of which would be the support of leading nitery entertainers against the identification motion. Sheriff's office also is against the idea, in that it does not have sufficient manpower to enforce this type of regulation. AGVA is not fighting the other portion of the ordinance, which prohibits lewd performances in the county and bans female impersonators.

Martin and Lewis and 'Caruso' Up July Combo B.-O. Averages

NEW YORK, July 28.—The sock Martin and Lewis two-weeker at the Paramount and the heavy business done by *The Great Caruso* at the Music Hall raised the average weekly take at Stem combo houses during July to a big \$377,000. The past week's take, even with both

Gray Package To Hit Road

HOLLYWOOD, July 28.—Billy Gray, who owns the local nitery bearing his name, takes to the road for the second time in his showbiz career this fall in a laugh-package with Patti Moore, Ben Lessy and another act yet unpicked. Group leaves in September, possibly playing Las Vegas and Eastern bistros before bowing at the Clover Club, Miami, December 26. Package, out eight months, gets \$7,500 for four weeks and \$8,500 if the month option is picked up.

Sammy Lewis, operator of Gray's Band Box, has signed Gray to a personal management pact, and turned the troupe over to William Morris for booking. Lenny Kent and Frances Faye will work the Band Box in Gray's absence.

HOLD OFF THE CARPENTERS

HOLLYWOOD, July 28.—Herman Hover, owner of Ciro's, is planning to kill two birds with one stone—stone in this case being Dean Martin and Jerry Lewis.

Hover is going to rip up his dance floor and install a glass top, complete with colored lights and possibly fish swimming around. Effect would be similar to the kind of floor used 10 years ago. Installation, however, is costly, all of which led Hover into deciding to wait until Martin and Lewis play the club, beginning August 23, before doing any carpentry.

Opines Hover, "With those two roughnecks we won't have to pay for tearing up the floor—a few of their routines and it'll be in shape for immediate installation."

Seek Law for Ontario Acts

TORONTO, July 28.—A similar law for Ontario to that of neighboring province Quebec, which provides that any act entering Canada must come under the aegis of an agent resident of this country for five years, is being lobbied. Heading the lobby is Hec McCallum, secretary-treasurer of the Agents' Association of Ontario.

The law in Quebec went into effect July 1, and anyone who is not booked by an agent who's been a resident of Canada for five years, is stopped at the international boundary by immigration authorities.

GLAMORPUSS OR "LITTLE GUY"?

That's the Alternative Tossed Into AGVA Ballot Fight as Election Nears

NEW YORK, July 28.—With the ballots for the election of officers to the American Guild of Variety Artists scheduled to be mailed next week, sub rosa political shenanigans have already started. Fact is, the battle started even before the slate of officers was completed.

The fight, it is generally expected, will revolve around the merits of electing to the presidency a "little act or a big glamorous name." Quotes are from a handbill being circulated in New York this week, signed "Committee for the Election of Jackie Bright." Without naming any other candidate, the handbill is being taken as a direct battle with Georgie Price. Third candidate for the top spot is Will Aubrey.

BB POLL OF TALENT BUYERS REVEALS TV SUCCESS ROUTE

Medium Wide Open for Fresh Comics, But Is Overloaded With Vocalists

• Continued from page 1

Show. Programs encompass those using headline acts almost exclusively and those sticking to the smaller acts. While most of the talent buyers asked not to be quoted directly, there was general agreement on most of their observations. Prevalent opinion was that there were generally too many ordinary acts and not enough good ones. Most comics, mimics, acrobats, jugglers and dance acts were imitations of other turns according to the casting execs. In addition there was almost general agreement that too many acts refuse to take direction from TV staffs. Other generalized comment: were: A shortage of good novelty turns, many acts refuse to take cognizance of the low budgets on some TV shows, most acts are now well aware of the proper costuming for video appearances.

More specific comments about comedy acts included the belief that even standard comics were afraid to try new material for TV, took too long in getting into the "meat" of their acts, and too often had material considered to be in bad taste for video. Talent buyers also claimed that dances often lacked routining and were not flashy enough to make the grade on the big TV variety segs. Singers, say the casting execs, are too often geared to night club or theater work in that they project too much for video. Same statement was also made about other

types of acts. Talent buyers point out that an act on TV must remember that the act is actually taking place in someone's living room and not on a night club floor.

Advice Offered

Advice to acts seeking video work was to aim at a specific show and then plan a routine which could be integrated easily with the show's format. A show which simulcast doesn't need half as much sight bits as a straight telecast. Several top video shows often require the act to work with the show's star, while other programs are looking for acts to work in the background while the star is in the spotlight. Talent buyers almost all agreed that they would rather trust an agent's pitch than that of the act itself. They claim that most agents wouldn't over-sell an act for fear of losing future bookings.

Additional advice, tho obvious, was to obtain night club or theater work in or near the originating point of the TV show. Many believe that studio auditions are too cold, while acts can sell themselves better while working to an audience. Acts were also advised to "think TV, forget the mike and be absolutely certain that you're ready for a network audience." One talent buyer pointed out that a routine which would be great for a nighttime show would be a flop on an after-

noon telecast aimed at housewives, and that acts fail to realize that many variety shows on TV are aimed at a specific group of the public rather than at the general public.

Several of the TV talent buyers bemoaned the lack of vaude houses in which new acts could be schooled, but admitted that TV itself uses up acts at too fast a pace for even an expanded vaude circuit to develop them. No one had a solution to most of the problems posed except, "put yourself in the hands of the show's director who knows the medium—even if he doesn't always know what's best in a theater or night club."

Harris to Fla. For F. Sennes

CHICAGO, July 28.—Sid Harris, vet Chicago booker who headed the act department of the Mutual Entertainment Agency here, leaves August 15 to establish permanent headquarters in Miami Beach. Harris, who previously worked for the local William Morris office, will take over management of the Frank Sennes org in Miami Beach. Sennes, who also has offices in Cleveland and Cincinnati, has had the Miami outlet for several years, but has pushed it only part time. Harris will continue to rep Mutual Entertainment acts from his Florida office.

His frau, Selma Marlowe, well-known line producer, intends to keep her present lines in the Silver Frolics and the Vine Gardens here and may open lines in the winter in Florida.

Chorus Hike Is AGVA Goal

NEW YORK, July 28.—American Guild of Variety Artists this week claimed to have taken the first step toward upping scales of chorus lines working in night spots here. According to AGVA execs, new contracts, to be signed by Lou Walters for both his Latin Quarter and Gilded Cage shows, call for a minimum of \$85 a week. Current scale for spots classed as Grade "A" is \$77.50.

AGVA is now expected to use these contracts, when signed, as a club to get other ops to meet the same minimum scales.

Gus Wan, AGVA prexy for the past three years, made known his intention to retire from office during the recent national convention. Other name acts who've declined are Jimmy Durante, Sophie Tucker and Danny Thomas. Certain of election as treasurer is Rex Weber, who is running unopposed. Gypsy Rose Lee, AGVA's biggest vote getter of all time, is expected to be elected as first vice-president, tho she's running against Don Francisco, Harry Mendoza and Larry Rio.

Candidates for second veepee are Jack Gwynne, Bill Layne, Billy Lee and Sid Marion. Running for third veepee are Russell (Bob) Evans, Dick Gale and Dick Ware. Battle for recording secretary will be between Joseph Hough and Manny Tyler.

Board List

With 15 new national board members to be elected for three-year terms, the list of candidates includes the following: Al Aldrich, Terri Andre, Bill Bentlage, Kay Boley, Randy Brown, Joe Campo, Peter Chan, Eddie Clarke, Danny Creedon, Sid De May, Cliff Earle, Don Francisco, Don George, Jack Gilford, Fred Gordon, Irving Grossman, Lester Harding, Pat Kelly, Ken Lawrence, Bill Layne, Margie Mansell, Dick Martin, Tom

Extra Added

Brief but important night club-vaudeville news

New York

Package going into the Roxy Theater with Milton Berle includes **Fatso Marko, Magid Triplets, Christiannis, Leonard Sues and Sid Gary.** Following show will see the house going back to the icer with an abbreviated show on the boards because the flick, "People Will Talk," runs about 110 minutes. **Josephine Baker's** package will go into the house early in October. . . . **Emile Boreo** died Friday (27) at the home of Old Israel. . . . **Rose Marie** signed for the fem lead in "Top Banana" opposite **Phil Silvers.** Strongest (Continued on page 37)

OFF AGAIN, ON AGAIN

Parnell Will Continue To Work With AGVA, AE

HOLLYWOOD, July 28.—Wallace Parnell, producer of *Spice of Life*, skedded to bow next month at Las Palmas Theater, told *The Billboard* that despite previous announcement that he was abandoning his theater venture he will continue to work with both American Guild of Variety Artists and Actors' Equity in an effort to end jurisdictional disputes over the proposed revue. Parnell Friday (27) in local film dailies stated that he "had decided to abandon the project and call the whole thing off in spite of the fact that they (his backers) will be losing the money they have already invested and, of course, will be saddled with the rent of a theater for many weeks to come."

Parnell is fearful of signing any pacts lest either of the unions picket. He has leased the Las Palmas for 32 weeks and put \$19,000 into the revue with an additional \$31,000 earmarked for the production. The revue was to have formed the nucleus of a TV stock company with his concern, Wax Seal as sponsor.

AGVA maintains *Life* has no story line, while Equity claims it has. AGVA hopes to settle the difference here without any arbitration by Associated Actors and

Artistes of America. Christopher O'Brien, Equity rep here, allegedly told Parnell that even if he should move to Earl Carroll's, it would still be an Equity show. A similar situation arose last year when *Red, White and Blue* was disputed and finally turned over to Equity. Parnell withdrew his bond from Equity when he became confused by the flare-up between AGVA and Equity.

Hartford Parisian Room on 1/2 Weeks

HARTFORD, Conn., July 28.—The Parisian Room, situated in Old Town Hall, East Hartford, Conn., and operated by Larry Simons, has shifted to a Wednesday thru Saturday show policy for the warm months. Simons plans to resume Monday thru Saturday operation in the fall.

Schaub's, East Windsor Hill, Conn., another suburban spot, will go into a five-night floorshow in September, according to present plans of operator Jim McCusker. Location now features acts on Saturday nights only.

Night Club-Vaude Reviews

Valencia, Copenhagen

(Wednesday, July 4)

Capacity, 600. One show daily. Price policy: No cover, no minimum. Owners-operators, Mrs. A. Petersen and A. Zimmerman. No exclusive booker.

The Valencia reopened last week after an annual two-week shuttering. Back at the mid-town spot are Ib Hammeboe's orchestra, which plays the show and dance sessions, and the excellent two-piano team of Victor Weaver and Svend Coster, which alternates with the ork for dancing. Opening show is heavy on fem dancers. Leading off is blond Ninotschka, who does a modest song and dance number in the first half of the show and returns for a semi-nude novelty bit in the second. She's okay for this spot which likes moderate peeling.

The Damari Sisters, niftily gownned and with plenty of showmanship, also appear in both halves of the show. Personality and neat presentation of typical sister team dance routines net them good hands. Clarissa Caspary, shapely brunette, gets plenty of attention in her two exotic-toe dance numbers, in both of which she displays as much of her anatomy as Copenhagen permits. Hakon Edeling, young Danish magician, offers a large variety of standard mystifiers, including cigarette, severed cord and card tricks. He works smoothly and has amusing line of patter, but needs a few new tricks.

The outstanding act of the show is that of Marianne and William Blacker, a duo of dead-pan eccentrics, who draw big laughs with their dancing and mugging. The fem, a bit on the plump side, does some uncanny high-kicking, while her lanky partner scores with ludicrous slides and falls. The act is hilarious burlesque toned down sufficiently to make it okay for even plush night spots.

Mienno Grondsma, an impersonator (Continued on page 37)



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Olympia, Miami

(Wednesday, July 18)

Capacity, 2,170. Four shows daily. Prices, 62 cents-\$1.03. House booker, Harry Levene. Show played by Les Rhode's band.

This show belongs to the Modernaires, probably the most spirited vocal group to play this house, who had the crowd pounding their mitts even in the middle of their numbers. The type of vocals and particularly the comedy delivered by the group went over unusually big at opening show.

The group's travesties and satires on television, pop singers and actors picked up a flock of laughs. All their routines are special material, including their well-known *Juke Box Saturday Night* which got the biggest hand of all.

Barnes Clicks

The bill's next-to-closing act—tight wire-walker Harold Barnes—likewise went over better than average. Lad displays an almost ballet-like quality on his wire tricks. The fact that he's a native Miamian did nothing to increase the crescendo of applause, inasmuch as he hasn't appeared here for a number of years.

The opener is the usual ballroom dance team. This time it's Nicky and Francine, who start with Latin-type terping and finish with a jitterbug. Juggler Arthur Ward came on next with a flock of hoops. Nothing unusual. Phil Bennett and a whistling crowd round out the bill with an okay hand.

The bird imitates other bird calls and whistles tunes, for an interesting novelty.

Pic, *Fugitive Lady*.

Herb Rau.

Five O'Clock Club, Miami Beach

(Friday, July 20)

Capacity, 200. Two shows nightly, 9:30 and 12:30, three shows Saturday, 9, 12, 3. Price policy, \$3.75 minimum. Booking, non-exclusive. Manager, Jack Casey. Publicity, Les Simmonds. Show played by Lenny Dawson's Band. Estimated budget this show, \$4,500. Estimated budget last show, \$4,500.

The combination of Joey Adams and Al Kelly with harmonistic Stan Fisher and warbler Juanita Hall is paying off handsomely at the box office during a heavy-business Miami Beach summer. On show caught, the sro sign was up.

The show is also paying off entertainment-wise, with Adams pacing the bill with his line of fast gags and his ribbing of double-talking Kelly. It starts by bringing a bevy of moppets from the audience on stage for laugh-provoking "interviews," then doubles with Kelly and triples with Fisher for the finish.

Fisher—currently in his sixth return engagement in this club—wows the customers with his long hair harmonizing. In lesser fashion, Miss Hall follows with a quintet of torch and blues songs before sequeing into her selections from *South Pacific*. Only in the latter, rendering *Happy Talk* and *Bali H'ai*, does she fully captivate the audience. Herb Rau.

Palace, New York

(Thursday, July 26)

The Stern vaudey has another potent lay-out this week despite some obvious dull spots. Heavily sprinkled with standard turns and proved headline acts, the 10-act bill manages to hold together fairly well and leaves the house happy with the entertainment. The Benham Brothers open for an over-long, mish-mash of a terp act which has the pair tapping, acro-tapping, baton-twirling, playing piano and flute, and tossing in a few ballet bits. The lads look okay and probably have some talent, but they're spread too thin. They deserved and got a mitt for their effort alone. Simpson's Humanettes showed a good marionette turn tho they ran a little long. They manipulated a series of dolls including Latin-American, dancer, magician and African native characters. Best bits were a magician-doll and the cannibal-ostrich spot in which the ostrich lays and egg and it's hatched.

Hands and Hand-Stands

Ladd Lyon sold well with his standard hand-stands and comedy-routine with his sister brought on from the house. Sheila Barrett got a mitt at walk-on and built to a sock finish tho just a little of her material was top slick for the Palace crowd. She did impressions of Tallulah Bankhead, Bert Lahr, W. C. Fields, Lionel Barrymore, a (Continued on page 37)

Lorry, Copenhagen

(Thursday, July 5)

Capacity, 800. One show nightly. Price policy: no cover, no minimum. Manager, Martin Ostergaard. Booker, non-exclusive. Tage Luneborg's orchestra plays for show and dance sessions. It's excellent musically, but overdoes comedy efforts. Toni Weber's orchestra, a six-piece, but noisy, combo in Tyrolian garb, plays during intermission and for a couple of songs and some patter by emcee Harry Kondrup.

The show gets under way with the Two Bronleys (boy and girl) offering neat acrobatic bike and unicycle tricks, routines which net them good hands. Jack Smith and Company, two Dutch boys and a pert girl, come on for a session of squeeze-box music, but start going places when the girl discards her accordion and swings into a peppy tap dance. They respond to applause with a neat song and dance bit by the girl and the younger of the two boys.

After intermission the Two Clausons, classy duo of equilibrist-tumblers, liven up the show with some fast-paced tumbling and out-of-the-ordinary hand-to-hand balancing stunts. The boys have added clever twists to several standard lifts, which gives their (Continued on page 37)

Cafe Gala, Hollywood

(Tuesday, July 24)

Capacity, 100. Price policy, \$2 minimum weekdays; \$2.50 Saturdays. Show continuous from 10:30. Owner-operator, Jim Dolan. Publicity, Jerry Riley. Estimated Budget this show, \$800. Estimated budget last show, \$1,150.

Robert Clary gives this intimate Strip spot a long-needed exciting hypo. Opening with his standard *Get Happy*, he moves thru French and American tunes with professional ease, pulling big hands. Clary's strong points are his successful combination of gestures and emphatic movements and ability to sell rather than a top voice. Does a bang-up job on *Blue Flower*, *Seine and Sit Down*, etc. from *Guys and Dolls*.

Felice Shaw, new to bistros, is a promising songbird. Enthusiastic response greets her for lusty voicings of *Come and Get It Day*, *Lonesome Gal in Town and Music*, *Maestro Please*. Gal would do better singing more lowdown to make use of her hefty pipes. Lack of enough hand gestures leaves some songs with a cool effect.

Unique stylings by the Bobby Troup Trio show why this group is one of the best. At show caught, Troup socked over intimate interpretations of *Crazy She Calls Me*, and *Mountain Greenery*, as well as a medley of his own pennings. Troup, along with Larry Green, tinkles the ivories of intermission serenading, with Green and the trio cutting the show. Joe Bleeden.

Follow-Up Reviews

BILL MILLER'S RIVIERA, Fort Lee, N. J.: Changes in the show caught were Mary McCarty, headlining in place of Jackie Miles, and the Los Gatos acro-comedy trio in for Kay Armen. Will Mastin Trio, featuring Sammy Davis Jr., is the holdover attraction and still the strongest turn at the spot. Davis is so solid an act as to make it rough on anyone else on the bill.

Chicago, Chicago

(Friday, July 27)

Capacity, 4,200. Price Policy, 98 cents to \$1.25 daily. Six shows weekdays, seven shows week-ends. House booker, Harry Levine. Show played by Dick Stabile and house band.

• Continued from page 3

Stabile's high-register altoing paces the background. House should stay with this combo after boys leave.

Leonard Barr did his standard eccentric, following with his from juve to adult j-bug. He's added a young, leggy brunette whose appearance helps the act. Helen O'Connell, looking great in a white gown, belted across four songs to good advantage. The dimpled Capitol songstress has not lost the terrific beat that won her top honors with J. Dorsey. Mayo Brothers did their standard cleating atop the waxed box. Boys have improved their sliding stepping and got good mitts. Supporting acts did only a portion of their regular acts to speed up the schedule.

Vagabonds Club, Miami

(Sunday, July 22)

Capacity, 300. Two shows nightly, 9:30, 12:30. Price policy, \$3.50 minimum. Manager, Henry Neyle. Booking, non-exclusive. Publicity, Stu Newman & Irv Mandell. Estimated budget this show, \$5,000. Estimated budget last show, \$5,000.

Replacing the DeMarco Sisters—who flew to the Coast for an MGM pic—this spot has a winner in a personable lad named Chris Columbo. As a pop singer of considerable talent, he uses his voice and his hands much in the manner of Tony Martin, but with personalized touches.

New Thrush

Another newcomer to the Vagabonds-Brandow and Condos bill is Jody Miller, one of the most attractive thrushes to hit Miami in some time. The gal has a quiet voice and uses a strolling hand mike, intoning mostly ballads for a fair hand. She dresses up the bill nicely, but can't compete with the other acts entertainment-wise. Vagabonds are still in there punching and still drawing in the people. Frank Linala's orchestra cuts the proceedings in better than average fashion. Herb Rau.

Lookout House, Covington, Ky.

(Monday, July 23)

Capacity, 600. Price policy, \$3.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, Ben W. Brink. Assistant manager, Lou Clarke. Booking policy, non-exclusive. Publicity, Joe W. Johnston. Estimated budget this show, \$5,000. Estimated budget last show, \$4,000.

Maurice Rocco had the house jumping with his boogie pianistics from his novel entry until is beg-off. Displaying a gymnastic but none-the-less magic stand-up keyboarding artistry, he caught fire with his standard *How High the Moon* opener, blazed thru a calypso *Sunny Side of the Street* and stopped the show with a white-hot *Donkey Serenade*. Came back on the classics with a smooth *Liebestraum* and then went all out on the boogie beat with a *Shake It and Break* routine that had the house band's side men and batoner Bob Snyder spelling him on the brea's in excellent fashion. He walked off to a tremendous hand.

Randolph the Magician displays as much wizardry with his legerdemain as Rocco hands out on the Steinway. His lighted cigarette productions, paper tears, card manipulations and rope tricks are (Continued on page 37)

Highlight Reviews

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

Mary McCarty, who's done quite well in niteries around the country lately, had a tough time here. At the dinner show, she tried to follow Davis; but at the midnight show she switched to go on before him. It didn't help much because the typical opening night house was waiting for Davis. The size of this room didn't help her either. In a more intimate location she would have gotten across much better.

Los Gatos opened the show with their usual well-timed and fast-stepping acro work done to up-tempo background music. They drew nicely for their efforts. Davis, who closed, broke it up completely. He had to beg off more than once. He has added a few new bits to his act since opening here a couple of weeks ago. Everything he did sold in a big way. Perhaps the biggest yock of all came with his impromptu impression of Bill Miller. Joe Martin.

LATIN QUARTER, N. Y.—It's been a long time since Joe Frisco worked in a Stern niteriy. From the reaction of the house at the guy's first show, his return was long overdue. He actually left them begging—partly because he was that good, but mostly because he worked only 15 minutes. Ten minutes was consumed by a fine characterization of a vet better in a Chicago horse room. The horse players in the house yocked it up good at his "tradey" lines, but there were still a lot of people there who missed much of the material. It would seem as tho this routine would do much better at the late show when the locals predominate.

The dinner crowd, per usual, included a lot of tourists. At a spot like the Copa or Riviera, he would really break it. The rest of Frisco's act was the usual soft-shoe and his own Frisco dance with derby and cigar. He wound up to a big mitt. Also added to the Lou Walter's extravaganza were the Honey Brothers, a knockabout trio who's tumult sold exceptionally well. The rest of the show had little changes. Joe Martin.

CAFE SOCIETY, New York—The Weavers came home to the village from whence they departed to fame and money and record hits and money and song hits and money and money. It should not surprise all and sundry who have known or know the magic of this group that the audience became like the pigeons in Duffy Square in the hands of the quartet. The Weavers made them sing and laugh and cry a tear and clap a hand and shout and cheer and stomp. The superlatives have not yet been created to praise the three boys and a girl whose brilliant blend, seemingly unlimited and wonderful folk song and library, and creation of varying moods are only a portion of the reasons why the group has become as important as it is.

Also present on this bill, but unnecessary, was a model-turned-comedienne, Cindy Heller. Lee Hayes, of the Weavers, is more naturally humorous than this girl could ever become via the manufactured route. Her material is weak, her delivery is weak, her appearance is reasonable, her future is unlikely.

Terry Gibbs' Quintet opened the floor show with some modern jazz offerings. The kid pounds a mean vibraharp. He should please have mercy and cut out that lengthy drum number in the low ceiled and small room this can have serious repercussions on the mental stability of the gathering. For this they don't play the minimums. Hal Webman.

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East Dubuque, Ill. . . . Hilltop Casino (4 weeks). Booked for 2 weeks. Held over 2 weeks (4 weeks). Opened May 21, 1951. Closed June 21, 1951. Fifth return engagement in 2 years.
Kenosha, Wis. . . . Shangri-La (4 weeks). Booked for 4 weeks. Opened June 22, 1951. Closing 7/7/51.
Chicago, Ill. . . . Crown Propeller (2 weeks). Booked for 2 weeks. Held over 2 weeks.
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Hocus - Pocus

By BILL SACHS

FOSTAIRE THE MAGICIAN (Thomas L. Foster) pencils from Lynchburg, Va., that he has just concluded a two-week jaunt along the Eastern shore, playing niteries and theaters to exceptionally good business. As a business stimulator on the trek, Fostaire used the gimmick of admitting free the first 20 kiddies who brought a rabbit, a reversal of the usual procedure. The idea proved quite successful, Fostaire says. He is currently working with three fem and one male assistant and plans to augment his show for the fall. Fostaire reports that he is netting himself some extra bucks by booking talent-scout shows for civic organization. "Incidentally," Fostaire scribbles, "is there a possibility of your getting a line on some of the old-timers such as Professor Raymond, Roland Travers, Chris Charlton, Ralph Richards, Red and Madam Wanda, Frank Gallagher and Mary Andrews?" Stopped overnight Tuesday of last week (24) at Madisonville, Tenn., en route back home from a vacation trip, only to find that Preston, magician-hypnotist, played the town's picture house the night before. Monk Watson has been booked for the V-J Day Celebration at Three Rivers, Mich., August 15-18. Don Rogers, magician-vent, has joined Adele Walker's AAA Theatrical Agency in Hollywood to handle television and convention bookings. Pour-a-Drink Dornfield is currently presenting his liquid magic at Kilarney Tavern, Windsor, Ont. Magicker Dick Stoner is now a private in Uncle Sam's Army at Fort Custer, Mich. Dropped in the other night at Beverly Hills Country Club, Newport, Ky., and much surprised to find Professor Slyter on the bill and scoring in decisive fashion. Slyter, still working as a magical inebriate, won repeated solid mitting with a nifty assortment of tricks presented in showmanly fashion. Prince Julian, still holding forth at Hubert's Museum on New York's West 42d Street, made a visit to Doc Weiss's office in the Big Town last Wednesday (25) to gander the latter's extensive collection of handcuffs and other shackle paraphernalia.

LEON MANDRAKE (Mandrake the Magician) is set until Labor Day in the Mayfair Room of Hotel Van Cleve, Dayton, O. Mrs. Mandrake assists. Randolph the Magician, who has just finished a week at the Elmwood, Windsor, Ont.; two weeks at the Statler Hotel, Cleveland, a week at the Copa, Pittsburgh, and a week at Glen Casino, Buffalo, is in the midst of a fortnight's stand at the Lookout House, Covington, Ky. Dr. Zylah shoots a line from Tampa to say that his magic, mental, escape and spook opry is still rolling solidly in the Southland. Under date of July 18, Zylah writes, in part: "We started out from Miami last February to work three engagements and have not returned home yet. We have 22 weeks booked for this fall and winter thru Florida, Georgia and Alabama. I do small magic and illusions and several escapes. Madame Zetta is featured with her mental turn. I close with a fast-moving ghost show and spook party. We are equipped to work from 15 minutes to an hour and a half. We have met several well-known showmen recently, among them Burling Hull (The Great Volta), who has moved to Florida from Long Island. He visited us several times recently in Deland, Fla. In Atlanta we met Jerzan, young and fast-moving magician. We also enjoyed a visit with Mr. and Mrs. H. R. Hulse in Atlanta and bought several effects from them. We called at the home of Inez Kitchen in Sarasota, Fla., but nobody was at home. We also called on George Lafollette in St. Petersburg, Fla., but he was out working a show. We have just purchased a ton-and-a-half Studebaker truck to haul our show and pull our house trailer. Lady Francis is current at the Blue Sky Cabaret in Montreal. In the same city Lucille and Eddie Roberts are working a four-weeker at the Normandie Room, the longest any magic or mental turn has ever played that spot. Society of Quad-City Magicians, Ring 11, International Brotherhood of Magicians, will hold its annual picnic at Prospect Park, Moline, Ill., August 5. On the following day, the Great Blackstone is slated for two performances at the RKO Orpheum Theater, Davenport, Ia., just across the Mississippi from Moline.

TOP DRAWER

Youngman Clicks Big At Miami B.

MIAMI BEACH, Fla., July 28.—The summer season's biggest personal triumph was scored Wednesday night by Henny Youngman, who kept a standing-room-only crowd in the Nautilus Hotel's Driftwood Room howling for over an hour. The customers wouldn't let him off stage even when he resorted to old jokes and his violin routine. In the past, Youngman has come thru with less than hit shows in Miami Beach niteries. But, playing his first hotel date here to a packed room, he easily racked up sock success. Same room has been the burial ground of several other comedians since its opening a few months ago. Room seats 350 persons and, during Youngman's engagement, set a \$2 beverage minimum. Normally, spot operates on a no minimum, no cover policy. Ben Blue and his package show—including the Whippoorwills, Rae Alton, Roberta Lee and Sid Slate—opened the same night at the Casablanca Hotel's Morocco Room. Same package, with John Shelton instead of Slate, played the room last winter.

Extra Added

Continued from page 35
bets for juvenile role in the musical were Lively Doherty and Don Cornell. Bill Miller has set headliners for the next four shows. Schedule calls for Peter Lind Hayes and Mary Healy, Victor Borge, Lena Horne and Dick Haymes on successive shows. Dick Harvey Stone follows his two-weeker at the Copa in August with six weeks at the London Palladium. Catherine Littlefield signed long-term deal as choreographer for the James Melton video show. Deal was set by Nat Debbin of Lew and Leslie Grade office. Music Corporation of America signed Rudy Vallee for radio, TV, nitery and vaude dates.

Miami

Vagabonds Club, opened since June 20, shutters August 11 for two months while the Vagabonds fulfill a pair of prior commitments in Las Vegas and Reno, Nev. Group tried to skip the dates—three weeks at the Flamingo beginning August 16 and a fortnight at the Riverside Hotel in Reno—but were forced to play. Spot's Arthur Godfrey Lounge, however, will remain open. Former Miami Beach AGVA branch manager, Jerry Hirsch, took over similar duties in New Orleans August 4. He's been on leave for a year while he operated a night club in Atlanta and also took a fling at agenting with the Harry Kilby office here. Despite rumors of a summer or fall opening for legit shows, Copa City remains shuttered until late December. Co-owner Murray Weinger, back in town after a New York and California trip, says he's got Tony Martin booked for height of winter season. Partner Ned Schuyler, who also personal manages Josephine Baker, setting up a night club operation for the sepia singer next winter in New York.

Lookout House

Continued from page 36
smart deceivers. Topper is a disappearing table-model radio, which earned the smooth-working, handsome trickster a solid reception. Dottie and Joe Stanford incorporate unusual twists and spins into their ballroomology to win top mits. The Arden-Fletcher Dancers (8) parlayed a trio of numbers, best of which is their opening Baby's Beau Night, into a pay-off response. Smartly costumed, the line comports itself well in front of emcee Gene Griffin, whose bary backgrounding effectively laced numbers together. Nitery experience has paid off for the handsome Griffin, local TV and radio singer. He always possessed the vocal quality and now seems to have acquired savvy to set him apart from the ranks of the ordinary. Bob Snyder's ork, in addition to its solid work with Rocco, admirably handled the other show numbers and dance music. Shirley and Jimmy Manns are doing the piano-singing chores in club's Wonder Bar. Bob Doecker.

Lorry, Copenhagen

Continued from page 36
act originality. They get off to big hand.

Smiths Solid

The Jack Smith trio returns for more music and dance. The girl scores with a couple of American songs in excellent English. As a climax she does a realistic imitation of an ice-skating dance routine, which nets the trio two encores. The girl puts over the act. With pruning this trio would be big-time and ready for video. The Original Jaminos close the show with a unicycle thriller, brief but spectacular. After a session of hoop juggling on the high cycles, the male member goes into a series of dizzy spins. The fem member of the duo then mounts an elevated circular platform about three feet in diameter. Riding a tall one-wheeler she risks her neck by jockeying around the small platform until she succeeds in knocking down six slender ten-pins perched around the rim. They exit to good hands.

Business is good at the Lorry, but unfavorable weather has killed off business in the open-air section where entertainment is provided by the Two Clausins, Jack Smith and Company and Toni Weber's ork. Ted Wolfram.

Valencia

Continued from page 36
ator, is given top billing but probably would rate this honor if he confined his impressions to artists whom he had actually seen and heard in the flesh. His imitations of Bing Crosby and Al Jolson—complete with corked face, wig and white gloves—were scarcely recognizable. Best bit was his take-off on Josephine Baker. Eva Dreyer and Ken Flandrake entertain with piano and vocal numbers at the midnight show in the Valencia bar. Business excellent. Ted Wolfram.

Burlesque Bits

By UNO

LILLIAN WHITE, who headlined in the pic, "The Rage of Burlesque" opened August 3 for 10 weeks as feature at the Snow Club, Calumet City, Ill. Mel Bourne, comic, following Midwest club dates and a New York engagement, moves to the Starland Summer Theater, Boston where he will co-star with some principals chosen from the RKO lot. Bourne has written a play that will be launched by the Mutual Players, who start a tour of Central Indiana this month. Icel tops a cast with Dolores Del Ray and 12 others at the Follies, Los Angeles. Blaze Fury and Tommy Timblin, following their Globe, Atlantic City, engagement, return to their home in Detroit for the rest of the summer. Scurvy Miller is set for the summer as comic at the Gayety, Detroit. Irving Becker has just taken over the management of "A Tree Grows in Brooklyn" at the Alvin, New York. Hirst Circuit renews for the 1951-'52 season at most houses on August 24. Winnie Garrett celebrated a birthday July 28. Ethel (Solitaire) Cohen shifted from the Gayety, Detroit, to the Palace, Buffalo, last week. Deena Moss back to her secretary duties in Lou Miller's New York office of the Hirst wheel, after a fortnight's vacation. Panuts McCoy, former chorine, is now cashier at the Globe, New York, for the Brandt Brothers. Husband Mickey is partnered with Tommy Levene in a new booking agency in Times Square. Dusty Fletcher was the extra attraction at the Globe, At-

lantic City, week of July 29. Bobb Lang opens in headliner spot at the Towne Room, Louisville, thru Frank Hennshaw, of General Artists' Corporation.

ESTELLE MONTILLO is traveling to and from niteries in Detroit in a new Ford. Bob Ferguson and Mary Murray are spending the summer at home in Detroit with their youngest son who was attending school in Boston. Palmer Cote and Bettis Lee, who wound up a long stretch at Tirza's Wine Bath, Coney Island, N. Y., as talker and dancer, respectively, migrate to the Hennies Shows to join the Evelyn West revue, opening August 10 in Springfield, Ill. Arthur E. Campfield, former show manager and advance man for Columbia and other big wheel franchises, is now partnered with William Mitchell and Henry Heil in tent making and the manufacture of other canvas products in New York. Bill (Dan) Durin, heretofore a dancer in vaude and burly and also a straight man, is now managing two concessions, "Italian Submarine" and "Ripley's Oddities," in Coney Island, N. Y. Los Angeles has Renee Lee at the Burbank and Jackie Sisson and Helen Renee, new strippers, at Strip City. Linda Paige left for other spots in near-by towns. Oscar Lloyd, of New York, has under management the 16 Kaye Gorham dancers playing club dates in the East.



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Eat, Drink Sales For June 1-Billion

WASHINGTON, July 28.—Dollar sales in the nation's eating and drinking places reached \$1,000,000,000 during June 1951, the Department of Commerce reports. Sales dropped slightly from May, 1951, which saw sales of \$1,004,000,000, but remained well above the \$949,000,000 in sales report for April, 1951.

Sales in June of this year were also ahead of the \$936,000,000 reported for June a year ago. These figures do not take into account seasonal factors.

Palace, N. Y.

Continued from page 36
fine Southern belle getting loaded and a semi-dramatic cockney hooker. The house ate it up. The Pitchmen in the No. 5 spot drew a good hand for their familiar routine with hoked up instruments and light comedy. The Bernadette Phelan Dancers also sold in a big way with a well-timed adagio turn. The opening bit, in which one member of the threesome makes with an off-stage miked intro which explains the act, could be sliced for this type of house. La Phelan gets tossed about for some oohs and aahs while she and the boys also handle a large aluminum foil, circular mirror. The music for the act adds greatly to the overall effect.

George Dunn's country-boy patter and rope tricks didn't get much more than a ripple. Closing with an eccentric soft-shoe, tho, got him off to a fair mitt. Ben Yost's Vikings, in white dinner jackets, ran thru the expected operatic medley, a South Pacific medley and Old Man River for big results. Elsa and Waldo in next-to-closing were near-tremendous. The eccentric dancing, costuming, timing, mugging and the rest got yock after yock and a sock mitting. The Sidney's standard cycle act closed the bill to a good hand. Pic, Little Big Horn. Joe Martin.

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Cut-Rate Theater Club Aims at 50,000 Members

NEW YORK, July 28.—Last Wednesday (25) Robert Elliott announced the organization of a cut-rate theater club, angled to eliminate the managerial "two-fer" practice for bolstering ailing legit b. o.'s. Under Elliott's plan, a membership card will cost \$1 and will entitle the holder to buy up to four tickets for any listed Stem attraction at b. o. discounts to 50 per cent. Obviously, hit shows will not be featured in such listings.

Cut-rate club notion, in many ways a sound one, is aimed at a potential buying membership of 50,000. Weekly bulletins are to be mailed to members, advising what shows are available at discounts for the following week. Presentation of the member's card at the b. o. will entitle him to the current

discount. A managerial advantage is that any show effecting a sufficient pick-up can be withdrawn from the list almost immediately. For the use of the club's selling facilities managements will pay \$17.50 for each show performance and may pick specific dates on which they wish to set aside cut-rate allotments.

Immediately after the publication of the club's organization, the League of New York Theaters issued a bulletin stating that no legit theater has agreed to the cut-rate plan nor has there been any discussion of it with responsible persons. However, Elliott, a management consultant, advised *The Billboard* that he has discussed the plan with a prominent theater operator, and received considerable encouragement. He intends to canvass all producers next week.

The reason for delay in approaching producers, Elliott stated, is that he wished to have something concrete to offer. He has already 3,350 paid-up members, plus another 500 inquiries asking further information. Also two major industrial organizations, totaling employees in thousands, are interested in some sort of blanket deal. He figures that a membership of 10,000 by September 1 can get the club off to a solid start. The club's offices are located at 230 West 41st Street.

Foreign Review

MADAMESADA YACCO GOES TO AMERICA

(Reviewed Tuesday, July 17)
Imperial Theater,
Tokyo

A musical comedy written by Teigeki Staff. Music and lyrics by S. Matsumoto, K. Yamanouchi, T. Hiraoka. Settings and costumes by R. Mitsubayashi and K. Maki. Directed by S. Toh, T. Saito, S. Mizumori. Presented by Toyokichi Hata. Sada Yacco Fubuki Koshiji
Kawa Kami Kyu Sazanka
Kawakaim Troupe Ikio Sawamura.
Shuhei Yamada, Norihel Miki, Yoyo Miyata, Takashi Nakajima, Kenji, Aoki, Ichiro Namiki.
Akireta Boys Keaton Masuda, Saburo Boya, Kyu Sazanka
Apache Dancers Ralph Nagara
Takashi Masuda, Keiko Midori
Gelsbas Kiyomi Mizunoya, Fukami Haruye
Lieutenant Kamejiro Ishii
Singers Chizuko Sanada, Keiko Ikuta
Fgurantier Pearl Hamada, X. Sayi, Anna Misuzu
Acrobat Michiko Miyama
Wrestlers' Girls The Teresa Sisters
Cartoonist Miki Haruta
Nichigeki dancing team; Masuda dancing group; Teresa dancing team.

This is the second musical comedy since the U. S. occupation, aimed for both the armed forces and the more liberal Japanese theater-going public, to prove itself a good money-maker for producer Toyokichi Hata, the Billy Rose of Japan.

Sada Yacco, played by the versatile Fubuki Koshiji, the heroine of the musical comedy was the first great actress of modern Japan. The real Sada Yacco actually appeared on the stage of the Imperial Theater in 1914.

The plot harks back to 1899
(Continued on page 41)

Dramatic & Musical Routes

Guys & Dolls (Philharmonic) Los Angeles.
Mr. Roberts (Biltmore) Los Angeles.
Moon Is Blue (Harris) Chicago.
South Pacific (Shubert) Chicago.
Three Wishes for Jamie (Curran) San Francisco.

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Regina, Sask., Canada, July 30-Aug. 4;
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Superior, Wis., Aug. 25-Sept. 3; Minneapolis, Minn., care Dykeman Hotel, Aug. 20 through Sept. 3.

BROADWAY SHOWLOG

Performances Thru July 28, 1951

DRAMAS

Affairs of State.....	9-25, '50	351
(Music Box)		
Season in the Sun.....	9-28, '50	348
(Booth)		
Stalag 17.....	5-8, '51	95
(48th Street)		
The Moon Is Blue.....	3-8, '51	163
(Henry Miller's)		
The Rose Tattoo.....	2-3, '51	201
(Martin Beck)		

MUSICALS

A Tree Grows in Brooklyn..	4-9, '51	115
(Alvin)		
Call Me Madam.....	10-12, '50	332
(Imperial)		
Gentlemen Prefer Blondes..	12-8, '50	684
(Ziegfeld)		
Guys and Dolls.....	11-24, '50	281
(46th Street)		
Seventeen.....	6-21, '51	44
(Broadhurst)		
South Pacific.....	4-7, '48	880
(Majestic)		
The King and I.....	3-29, '51	140
(St. James)		
Two on the Aisle.....	7-19, '51	12
(Mark Hellinger)		

CLOSED

Gramercy Ghost.....	7-21, '51	100
(Morosco)		
(Opened 4-26, '51)		
Kiss Me, Kate.....	7-26, '51	1077
(Shubert)		
(Opened 12-30, '48)		
Oklahoma!.....	7-28, '51	72
(Broadway)		
(Opened 5-29, '51)		

106 Producers On 87 Shows In Season Tally

NEW YORK, July 28.—An analysis of the personnel and talent contributing to the 1950-1951 legit season, shows that it took 106 individual producers to put on the 87 new shows. They employed 72 directors to stage the new productions, 13 of them working on more than one show each.

Backgrounds for the season's shows stemmed from 46 scenic designers, of which Ralph Alswang, Joe Mielziner and Donald Oenslager were the busiest with five shows each. Forty-two costume designers were responsible for the season's attire; Aline Bernstein, Anna Hill Johnstone, Ruth Morley and Emeline Roche providing it for four shows each.

56 Drumbeaters

Fifty-six press agents beat the drum for the season's openings. Mike O'Shea had nine to worry about, more than any of the others. Dick Maney and Dick Williams had eight each.

In the musical division, 29 composers and 24 lyric writers contributed to the season. And 15 dance directors laid out the choreographies.

Shakespeare and Ibsen were among the authors most represented, three plays by each seeing openings. For plays of foreign origin, five writers provided adaptations.

The *Billboard* counts the season from May 1, 1950 to April 30, 1951.

Hub Added For Hayward Priority List

BOSTON, July 28.—Leland Hayward has extended his priority list ticket buying privileges to Boston playgoers. Hayward plans to present two, and possibly three, productions in the Hub this season. The first will be *Remains to Be Seen*, the Howard Lindsay-Russell Crouse comedy opening at the Colonial Theater September 10. The second is the Paul Osborn dramatization of Marquand's *Point of No Return*, starring Henry Fonda. It is due at the Colonial in November.

The Hayward plan has worked successfully in New York for some time. People on the list are sent information and mail-order blanks on an up-coming show and have first choice on all seats and dates with the exception of house seats. Anyone can have his name added to the list by writing the Hayward offices.

Sides and Asides

Louis Verneuil, author of the current hit, "Affairs of State" will make his Broadway debut as an actor in "Love and Let Love," of which he is also author and director. That's the play which Anthony Farrell will open at the Plymouth September 25 with Ginger Rogers starring. Verneuil's acting experience stems from the Paris and London stage. . . . Sir Laurence Olivier has expressed his willingness to stage a production of Christopher Fry's "Venus Observed" in New York. He would do so while appearing in the limited engagement of

"Caesar and Cleopatra" and "Anthony and Cleopatra" with wife Vivien Leigh. Whether the Fry poetic drama would actually be produced on the stem was not confirmed last week. . . . Prices for the "Cleo" duo will be set for what is probably a new high for straight plays, \$7.20 top for evenings. Reason for the price hike is, obviously, the high cost of carting the two elaborate productions from London and back again.

Cy Feuer and Ernie Martin have relinquished their option on Robert Carson's "Mary Shaw, Inc." The producing pair last week reaffirmed their intention of sponsoring Irwin Shaw's dramatization of his novel, "The Troubled Air." Shaw is reportedly having some trouble converting the script. . . . Peter Lawrence last week agreed to take on the management responsibilities for "Man, Beast and Virtue," Edward Eager's adapta- (Continued on page 41)

Off-Broadway Review

OCTOBER IN THE SPRING

(Reviewed Tuesday, July 24)

Originals Only Playhouse

A drama by Joseph Stockdale Jr. Staged by Marian Holten. Sets by Ernest Charles Light. Ernest Charles, Paul Glasgow, John McGlosson. Stage manager, Paul Glasgow. Producers, Tom Hill and Donald Stuart. Presented by Originals Only. Sam Voten Ernest Charles
Larkin Voten Jack Becker
Abbie Voten Netha A. Stanton
"Dad" Voten Otto Lohmann
Nat Lowell Carlisle
Nina Carolyn Brenner
Hank Paul Glasgow
Cassie McIntyre Gloria Ferguson
The Coach Ben Levinson
Matthew Andrews John Pike
Roy Adams Nat Pitt
Judd Helmer Ralph Lowe

Originals Only should be congratulated for sticking to its guns as an in-the-semi-circle showcase for actors, writers and directors. It seems too bad that the trade does not give the group more cooperation, forcing it to rely on second-rate material. Production-wise, the company is becoming first-class within its limited capacity, but from script and thesoing standpoints, it is somewhat below par, as witness the Joseph Stockdale Jr., play, *October in the Spring*.

October is after the pattern of *Death of a Salesman*, with its fallen hero and his dreams, its beat-up Mom, its two athletic sons, its barroom, its understanding other woman and its tragic end. But if the formula seems familiar, here all similarity ends. *October* is no *Salesman*, neither in character study, dialog nor plotting. The tragic figure is an ex-baseball star, who, dropped because of milk leg, turns to booze. His sons, aspirants to the game, are ashamed of the old man and refuse to take him to a banquet where he is expressly invited. An old friend, guest speaker at the feed, goes to the house to honor the father after the dinner. But Mom, desperate because the old boy gets drunk meanwhile, does him in with a swig of wood alcohol, so that he'll be remembered as he once was—a hero.

This is a weakly written script, the dialog often stilted and repetitious. And plot-wise it falls on its ear with the condoning of the murder at the end. What other (Continued on page 41)

'King' Gets Aboard August Show Train

BRIDGEPORT, Conn., July 28.—August Show Train for the New York, New Haven and Hartford Railroad will be to *The King and I* Tuesday (21). The train this time will start at Springfield, Mass., instead of from Hartford as formerly and will make the usual stops to make pick-ups.

Tickets were placed on sale at all railroad ticket offices last Saturday (21) on a first-come, first-served basis, with the only proviso that show and train tickets must be purchased at the same time. As usual, refreshments will be available both coming and going and entertainment will be provided by strolling musicians. Several members of the cast will make personal appearances on the way to New York.

Highlight Reviews

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

New Danbury Silo Kicks Off

DANBURY, Conn., July 28.—The six-week season of operettas under the direction of Greek Evans, former musical comedy star, got under way last week (19) with the opening show being *The Student Prince*.

Instead of theater-in-the-round idea which was used by Ben Boyer and James Westerfield last season, a seating capacity of 2,700 has been provided for in front of grandstand, and production is all under management of John W. Leahy, general manager of the Danbury Fair Company, which owns grounds.

Helen Richards, veteran press agent, is handling publicity. Choreography is by Harry Miller, music under direction of Pierre de Reader, with Frank Cork conducting.

Strawhat Review

MAN BITES DOG!

(Opened Tuesday, July 24)

Canton Show Shop, Canton, Conn.

A musical revue by Alfred Burke and Donald C. Carter. Additional material by Hope Poor, Roy Wolvin, Bill Vroomin, Willard Jodice and Russell Bailey. Designed and staged by Burke. Press representative, Larry Hurwit. Presented by Joseph B. Somers. Stage manager, Donald Carter. General manager, Weymouth Aillyn.

CAST: Warren Lawson, Peter Lusk, Arthur Carnes, Harriet Koskoff, Russell Bailey, Charles Greystone, Mary Tauffest, Nancy Silvers, Eve Hastings, Alize Gordin, Mary Sherer, Nathan Dellario, Johanna Warsaw, Robert Boucher, Sondra Keyes, Gerri Pata.

Sketch revisions and a few more numbers would aid *Man Bites Dog!* immeasurably.

As the present two-hour presentation shapes up, however, the over all humor is feeble to the point of leaving an unpleasant after taste.

Burke and Carter deserve credit for getting the basics of a fast-paced revue into form. They have the potential of a Broadway show—and this is reportedly a pre-New York try-out—in the music and lyrics, but there are obvious flaws in the laugh department.

The authors shouldn't lose heart, however. They have such natural mimes as Robert Boucher, Arthur Carnes and Warren Lawson, who with the proper revised material and a suitable few assist for the majority of the skits, could put the unit into the big-time category.

Boucher particularly rates a nod for his timing. He seems to know the proper approach in drawing laughs, whether it be in a romantic boy-meets-girl setting or in a take-off on the jazz era.

Top skits include *Anchors Aweigh!* (including a catchy ditty titled *Why Did We Have To Join the Navy?*); *Ambassadors of Good Will* (with Carnes in a hilarious satire on Groucho Marx, and *I've Got News for You* (with pleasant dancing by Sandra Keyes here).

Costumes and settings are colorful and eye-appealing. Choreography is adequate.

Allen M. Widem.

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CONVENTION HIGHLIGHTS

Surprise! Bergin Marries; Britton Gets a Champion

CLEVELAND, July 28.—RSROA Prexy Fred Bergin pulled a fast one on delegates at the recent convention here. Shortly after arrival he announced that he had married Mrs. Doris Ranlett, Denver, on July 4 in Bowling Green, O., en route to the conclave.

The meeting was full of surprises. Jack Britton, former association officer and operator of Southland Roller Rink, Chattanooga, announced that Mrs. Britton presented him with a prospective ladies' champion on July 13.

When Tommy Reay, 19-year-old pre-med student who skates at Layne Loeffler's Roll-O-Rena, Wichita, Kan., reported to *The Billboard* a couple of weeks ago that he was skating to the championships, he didn't give all the details. On the 1,028-mile trip here he spent 29 days on the road, 22 of them skating; used 20 sets of wood wheels and replaced 3,000 ball bearings. In the process he lost 12 pounds.

Nancy Lee Parker, 16-year-old former ladies' champ of Detroit, turned pro and was immediately inducted to a five year pact by Harold Steinman, producer of *Skating Vanities*, her dad and manager. Clarence Parker, announced

Organist for the meet was Tommy Hopton, Rollercoaster organist the past 12 years and one of the better rink organists in the Midwest. This spring he joined the ranks of operators when, with associates, he purchased Westlake Rollercoaster, Erie, Pa.

For the fourth time in RSROA history Cleveland's Rollercoaster, operated by Jack Dalton and Clarence and D. J. Reynolds, was

the scene of an RSROA convention and meet. Boasting a modern building, unexcelled floor, immense spectator space, parking for 1,500 cars, four types of music and spacious dressing rooms, the Rollercoaster and its operators have been factors in making the championships a success.

Three rinks were voted into the RSROA during the convention. The new operators are Wayne Fuller, Pony Express Rink, St. Joseph, Mo.; M. M. Bregle, Skateland, Wichita Falls, Tex., and Perry Horne and Betty and Henry Hand, Star Roll Arena, Springfield, Mo.

Nancy Lee Parker, Detroit, and Jay Norcross Jr., Greeley, Colo., were presented with plaques marking three consecutive wins of singles in their division of American competition at the close of the competitions. Only three other champions in the 14-year history of RSROA meets have been similarly honored.

SUPPLIER NOTES

Call Annuals Trade's Best Sales Weapon

CLEVELAND, July 28.—Manufacturers and distributors showing wares at the July 9-14 RSROA convention and national competitions here at the Rollercoaster took stock of huge crowds in daily attendance despite torrid weather and the interest shown by the public in their exhibits. Impressed by the enthusiasm of spectators and participants, one manufacturer declared: "It is gratifying to reflect on the steady growth of roller skating. I consider these meets a vital factor in creating an ever mounting public interest in the sport. These competitions not only stimulate immediate business, but are also our trade's best sales promotion weapon."

Exhibitors reported over-the-counter sales volume as better than good.

Suppliers and their representatives at the meet included:

Jack Adams, Jack Adams Skate Supply Company, New York, looking better after a long illness.

Harry Balne, Raybestos Corporation, New Haven, Conn., who introduced a new line of composition skate wheels.

Paul Riedell, Riedell Shoe Company, Red Wing, Minn., displaying a full line of skating footwear.

Bill Watkins, Dance Tone Record Company, Revere, Mass., exhibiting skating disks, a new type featherweight diamond pickup and new filter to improve sound systems.

Johnny Jones Jr., Pittsburgh, was represented by Harry Portugal, Ira J. Hirsch and B. J. Hyde. When asked what he liked most about the show, Portugal remarked: "I would most like to see rink operators buy some skates."

L. N. Schwartz & Sons, Philadelphia, was represented by Joel Marks. The firm showed a line of popular priced skating wear for all-around skaters.

Barney Bissinger, George Gillis Shoe Company Fitchburg, Mass., had a complete line of Gil Ash skating shoes with him.

Margaret J. Sanders, Sanders Studios, New Haven, Conn., displayed and sold her line of skating novelties. (Continued on page 71)

BOARD MEETING TO MOTOR CITY

CLEVELAND, July 28 — Robert D. Martin, RSROA secretary, announced during the association's annual convention and championships here that the board of control has decided to hold its semi-annual three-day meeting the first week of September in the Sheraton Hotel, Detroit.

BERGIN RE-ELECTED

RSROA Reviews Progress in Field; Optimistic Over Trade's Future

CLEVELAND, July 28.—The expanding role of roller skating in the field of participating sports, its consequent prosperity, and means of consolidating hard-won gains were important items on the agenda of the Roller Skating Rink Operators' Association 14th annual convention here in the Jack Dalton-Reynolds brothers giant Rollercoaster, July 9-14. A note of optimism with respect to the future was prevalent among operators.

The convention opened Monday night (11) with a greeting by Cleveland's Mayor Thomas A. Burke, presented by Bernard Conway, first assistant police prosecutor

Reviewed was an inspiring article written by Fred A. Martin, retired secretary-treasurer, which traced development of the RSROA from its inception at Detroit on April 2, 1937; its activities in support of the roller skating, its countless exhibitions and shows conducted in behalf of charitable organizations, its co-operation in juvenile delinquency programs, its setting up of the World Roller Skating Congress to provide international championships among English-speaking nations, and its rise to its present position of leadership in the sport.

Fred. Vic III

Due to illness, Martin, for the first time, was unable to attend. Absent, too, for the first time and for the same reason was Vic Brown, one of the old guard and first RSROA president.

Opening the convention and contests, Prexy Fred J. Bergin, Skateland, Pueblo, Colo., who was re-elected at a subsequent meeting, dedicated the 1951 championships to the first officers, members and competitors of the RSROA. "They were a wonderful group and no association can boast of a finer heritage," he said.

"I shall never forget the legendary group of pioneer competitors to whom the word 'impossible' meant nothing," he said. "Through their tireless efforts we acquired the know-how that enabled us to fling back the challenge. Roller skating owes them an unpayable debt. To Perry B. Rawson, who showed us the way; to Vic Brown, Fred Martin and Fred Freeman, who fought to keep the RSROA alive and moving forward when the walls seemed to be closing in on the sport, I doff the association's best Sunday sombrero. The skating that we see this year is a monument to their efforts for they have made it possible."

A. E. Baker's Rollercoaster, Culver City, Calif., was named as site of the '52 convention and competitions, during the week July 7-12.

Alter Amateur Rules

A number of alterations in interpretations of amateur rules were made. Most significant was the right of an amateur to assist a beginner learning to roller skate without jeopardizing his amateur standing, provided that assistance was not rendered in class, nor for compensation of any sort whatsoever, nor interfered with the rights of professionals. The new interpretation clarifies a regulation that had been the cause of some controversy.

The RSROA constitution was altered to provide a fixed dues figure for membership. Dues were formerly based on an annual registration fee plus an "RSROA night." Now both have been grouped into a single annual fixed amount.

Three retiring members of the board of control, Al W. Kish, Pearson Park Rink, Toledo; Lloyd G. Fox, Crosstown Roller Rink, Omaha and Weston J. Betts, whose Redondo (Wash.) Skating Arena was recently destroyed in a \$600,000 fire, were voted special plaques in consideration of long and faithful service.

Bergin's new staff officers are Edward W. Stollery, Roladium, San Mateo, Calif., first vice-president; Henry W. Mason, Mercury Rink, Norfolk, Va., second vice-president; Robert Yale Gould, Mid-Town Rink, Des Moines, third vice-president, and Al Dexter, Dexter's Rink, Miami, fourth vice-president.

Membership of the 1951-'52

board of control now includes Joseph P. Seifert, Ray Ridge Rink, Brooklyn; Robert Bollinger, Oaks Park Rink, Portland, Ore.; Jack Dalton, Rollercoaster, Cleveland; William T. Brown, Imperial Rink, Portland, Ore.; William Brown, Southgate Rollercoaster, Seattle; Hyatt D. Ruhlman, Lexington Skating Palace, Pittsburgh; Phil J. Hayes, Pallomar Rink, Milwaukee; J. W. Norcross, Warnoco Rink, Greeley, Colo.; Ben F. Morley, Eli Skating Club, New Haven, Conn., and Thos. S. Boydston, Lincoln (Neb.) Rink.

Board of Governors

The American championships board of governors consists of Frank Bartick, Newark, N. J.; Edwin Hodder, Boston; Charles Peffers, Oakland, Calif.; Gladys, Salsinger, Detroit; Otto Albrecht, Cleveland, and Peter Poland, Cincinnati. RSROA representative on this committee is Robert Y. Gould, Des Moines.

Brown Heads Advisory Group

The general advisory committee of the RSROA will be composed of Victor J. Brown, New Dreamland Arena, Newark; Fred H. Freeman, Bal-A-Roue Rollerway, Medford, Mass.; William T. Brown, Edward LaVenture and Fred A. Martin, Arena Gardens, Detroit.

Other committees selected include amateur status: Peter Poland, Cincinnati, chairman; Paul Poettgen, St. Louis, and Leonard Barber, Portland, Ore. Tests and competition: Frank Bartick, Newark, chairman; Frank Faber, Detroit; Edward Beninati, New York; June Hutchinson, Washington, and RSROA representative Henry Mason, Norfolk. Skate dance: Robert Irwin, Chicago; Ann Lawrence, Newark, and William Brunner, Portland, Ore. Figure skating: Charles Peffers, Oakland, Calif., chairman; June Hutchinson, Skipper Oakes, Portland, Ore., and RSROA representative Hi Ruhlman, Pittsburgh. Speed skating: Recording secretary and chairman, Otto Albrecht, Cleveland; Harold Wyant, Dayton, O.; Herbert Eng, Detroit; Henry Warner, Greeley, Colo.; Roland Grina, Portland, Ore., and RSROA representatives Robert Bollinger and Benjamin Morey. Hockey: Herbert Eng, chairman. Welcoming and program committee: Charles Sanford, Fort Lauderdale, Fla., and Harry Warner, Tampa.

Voted Roller Skating Queen of America was Georgene Lumsden, 17, high school senior of Gresham, Ore. A curvaceous, fair-skinned, blue-eyed brunette, Miss Lumsden won because of her skating ability, beauty, poise and grace. Judges of the contest were Juvenil: Court Judge William McDermott, Cleveland; W. P. Hodis, assistant Cleveland police prosecutor; Joan Kaple, professional model and radio script writer; Elizabeth Eridon and Wilma Scott, models, and Cleveland City Councilmen Joseph Flannery, Walter Berkebile and Sam Brooks. The queen was presented with a wrist watch provided by a local jeweler.

Operators attending were: George Anagnost, Dayton, O.; Freddy W. Flesher, Newport, Ore.; Lillian F. Morrison, Springfield, Mo.; Bernard Houck, Middletown, O.; Joseph L. Bell, Fort Wayne, Ind.; Carl Johnson, Denver; Frank G. McGonnell, Youngstown, O.; George T. Ralph, Erie, Pa.; Charles F. Horvath, Cleveland; John H. and Edna Kaericher, Decatur, Ill.; Ralph H. Fox, Omaha; Robert Gould, Des Moines; Henry Mason, Norfolk, Va.; Lillian Brund, Perndale, Wash.; Thomas S. Boydston, Lincoln, Neb.; Robert Bollinger, Portland, Ore.; Gordon Woolley, Salt Lake

City: Russ Flegle, Alliance, O.; Al Kish, Marion, O.; Walter J. Wolf, Pottstown, Pa.; John S. Rondo, Waltham, Mass.; James Price, Waltham, Mass.; Irving Richmond, Hartford, Conn.; Mrs. Roger Adams, Tacoma, Wash.; Andrew Pasiska, Glassport, Pa.; Anthony Anselmy, Pontiac, Mich.; A. O. Johnston, Erie, Pa.; Alice Anselmy, Pontiac, Mich.; William Scholle, Canton, O.; Earl King, Detroit; Mr. and Mrs. E. J. Scott, Buffalo; E. M. Logan, Toledo, O.

Charles A. Cruza, Dayton, O.; Ed Baumelster, Rochester, N. Y.; Sh. D. Hakim, Detroit; John E. Paxton Jr., Glasgow, Del.; Harry L. Denis, Mansfield, O.; Don and Reba Chaffonte, West Palm Beach, Fla.; Leslie O. Mitchell, Tulsa, Okla.; Ruth Smithson, Peoria, Ill.; Harry Kleinman, Staten Island, N. Y.; Robert Bain, Buffalo; Jack W. Coppersmith, Chester, Pa.; John Pasiska, Glassport, Pa.; J. W. Norcross, Greeley, Colo.; Don Bromley, Long Beach, Calif.; Andrew E. Foster, Zanesville, O.; S. G. Loeffler, Washington; Harry B. Sloane, Wellsville, N. Y.; Samuel S. Price, Lima, O.; Howard M. Stang, Elyria, O.; William T. Brown, Portland, Ore.; Chas. L. Doering, Ventura, Calif.; John W. Sawyer, Kansas City, Mo.; Newell and Essie Byrd, Mobile, Ala.; James E. Steigler, Miami; Cecil Milam, Washington, Pa. (Continued on page 71)

Owing to space limitations, it was impossible to publish results of the RSROA championship skating contests in this issue of *The Billboard*. The results, along with other convention and contest news, will appear in a subsequent edition.

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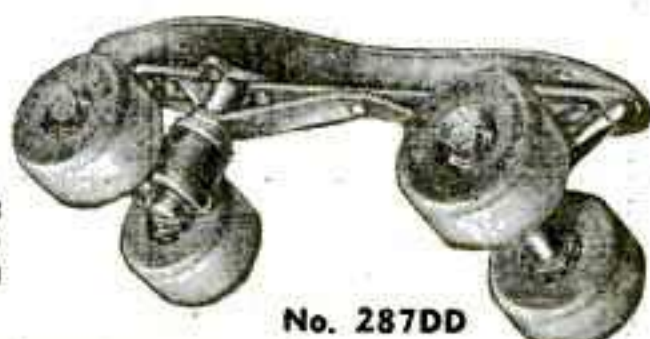
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Roadshow Rep

CAPT. J. W. (BILLY) MENKE, owner-operator of the Goldenrod showboat for over a half century, was the recipient of a special trophy and laudatory remarks before the first performance in St. Louis of the latest film version of "Showboat." Menke, who recently celebrated his 72d birthday, was presented with a mounted barometer and thermometer enclosed in a pilot wheel design in a 10-minute ceremony at Loew's State Theater. Capt. Donald T. Wright made the presentation. Also present at the ceremony were Edwin Steffe, who played Captain Andy in the 1947 production of the show at the Municipal Opera, and members of the cast of "Carmen" now playing at the Goldenrod, which is anchored at the foot of Locust Street in Mound City. . . . **Rusty and Dot Williams**, owner-operators of Rus-

ty Williams' Tent Show, have sold all their equipment, excepting their trailers, and have retired from the tent-rep show field. The Williams recently purchased a home in Wilson, N. C., where Rusty is employed in Wilson County as a deputy sheriff. . . . **Leo Francis**, blackface comic billed as Daffy Dan, the Minstrel Man, did a television show at Indianapolis July 9. Lea starts a tour of fair and celebration dates soon.

D. G. SLADE has his two-cast trick moving along to good business in Becker, Minn. Slade does some merchandising and is building a museum attraction for stores next winter. . . . **Ruffler**, hypnotist, is getting ready to play one-day stands after playing pic show dates in Western Canada. . . . **Chester Cobb** will break in a new solo show bill for a long trek soon. . . . **Turner's Show**, a small platform animal and novelty attraction, which opened this spring in New England, has been playing Western Indiana of late to reported good business. Turner made several celebrations recently that jelled perfectly with his regular dates. . . . **Carlton (Tex) Carlin** reports fair business with his platform show around Huntsville, Ala. . . . **Robishaw Brothers** are showing feature pix in Northern New Hampshire. They move into Quebec soon for a series of fair showings.

"**GLAD** to see some of the rosters of the old-time shows," letters **Ira Fanning** from St. Petersburg, Fla. "I'd like to see a roster of the **Judy and Mac Green Players** of the 1939 season. I've been here since early in May resting up after a battle with the flu but plan to head for New England to ready my fourth annual coast-to-coast tour. Most of the dates have been booked and most of the tour will be in Canada where jumps are long but that's what we expect." "What has become of some of the old-timers who were with **Callahan Players, Chase-Lister Players and Darr-Gray Players**," queries **Sol L. Brodey**, old-time manager and agent, from Logan, Utah. "Before these rep shows I was with various one-day stand shows like "In Old Kentucky" with about 40 people. I toured New England with **Tom Waters** and His Mayor of Laughland Show. I also angeled an Uncle Josh Show with **Ed Kelly** that was put together by **E. F. Hannan**." Brodey is retired and spends his winters in Florida.

J. WARREN LAWLER, currently touring Iowa with Tilton's Comedians, writes that he learned thru the American Legion Post at Hubbard, Ia., that **Ernest (Toby) Vevea**, well known in rep and showboat circles and last with **Bisbee's Comedians**, died at Hines Hospital June 8 and was laid to rest in Oakridge Cemetery, Hillside, Ill. . . . **Neil Smith**, who formerly did general business and advance work on **L. Verne and Ora Slout's** show, was a visitor to The Billboard's Cincinnati office last week, while visiting a sister who makes her home in the Queen City. Retired from the rep-tent field, Smith is with the Youngstown Sheet & Tube Mill, Lowell, Ind., where he has made his home for the past 10 years. . . . **Tony Hollsworth** has been presenting his platform show to good business around Galveston, Tex. However, he reports, that business in some parts of the State has fallen off for small shows and that he plans to work his way toward New Mexico where he spent part of last winter.

Rome Round-Up

By SYD STOGEL

Continued from page 3
dustry is booming with work and the big problem today is neither financial nor technical, but merely a critical shortage of players. Unemployment is non-existent.

Only Shortage in Italy Pix Biz Is Actors . . .

Directors are having trouble maintaining production schedules because stars are working in several flicks at the same time and are often late in moving from one location to another. Toto, Italy's top movie comic, was scheduled to return to musical come this fall, but pic producers have a priority on him and now he can't fulfill stage commitments. The grapevine says he had to pay showman Remigio Paone 22 million lire about (\$35,000) to get a release from his stage contract. Raf Vallone has turned down two bids to work in French flicks. He's tied up for a long time and already has signed for five pictures.

Anna Magnani, working with out a break since recovering from the flu months ago, is finishing *Bellissima (Most Beautiful)* and starts emoting immediately for *Rome Aria*. In addition to starring in this Cines production, Magnani suggested the story. . . . **Roberto Rossellini** has arranged for distribution of his *St. Francis in the U. S. His Europe 51* (it will be '52 by the time he finishes it) will star two big-name performers, plus **La Bergman**. . . . During his stay in Rome, **Richard Conte** turned down a Lux Film offer to work opposite **Silvana Manganò**. . . . Advance reports say director **PIETRO Germi** has another prize-winner in his *The City Defends Itself*. If finished in time the pic will be entered in September's Film Festival at Venice. Germi's last film, *The Path of Hope*, won him the million-lire (\$1,600) *Rome '51 Prize* for the best film of the year, the **Dave Selznick Silver Laurel** ward and the **Silver Bear** prize at the Berlin International Film Festival.

Longhair Doings News Of Night Spots . . .

In honor of the composer, the city of Bologna has renamed its Communal Theater Square to Giuseppe Verdi Square. . . . American pianist **Vera Franceschi** has recorded **Rachmaninoff's Third Piano Concerto** for RAI, the Italian radio monopoly. RAI listeners, by the way have raised over \$200,000 for the "Happiness Chain Fund" to build summer camps for workers' children. . . . Romans are giving a big party to the **Cabala Beach Club**, new night spot at Lido Castelfusano, smart seashore resort just outside Rome. The Cabala features a two-hour revue (changed weekly), two dance bands, open air swimming pool, dance floor under the stars, restaurant and "American" bar. The owner is **Tony Pranter**, who runs the famed **Hostaria dell'Orso** Restaurant in Rome.

New Films in Making, Critics Unusual Job . . .

Minerva Films is planning to do a version of *The Bridge of Sighs* in three languages. That company will also produce **Aristophanes' comedy, Lysistrata**. **Curzio Malaparte**, whose *Christ Prohibited* grabbed first prize at Berlin's International Film Festival, will direct the Greek classic. . . . **Alida Valli's Lux** film was finished in 40 days and now has been retitled *Forever*. . . . **Vittorio De Sica** wants to finish megaphoning *Umberto D* by August 10. In his next film he will forsake directing to co-star with an elephant. The story is about an old college professor who is given a pachyderm by an Indian prince and who can't get rid of the animal.

Silvio d'Amico, Dean of Rome's drama critics, found himself on the receiving end of a rather unusual job recently. The Rome Magistrate Court appointed him to investigate and report if an article written by **Edoardo Anton** in *Tempo* was obscene or a work of art. The news story concerned an English medico who has an intimate affair with his nurse. Filing his report as the Court's "TECHNICAL Consultant," d'Amico declared that in his opinion the article was a legitimate work of art and criticism. The Court wasted no time and immediately dismissed charges against the newsmen.

Drivin' 'Round the Drive-Ins

IN A PROMOTIONAL tie-in with The Jenkintown Times Chronicle, a free night of entertainment was staged for the paper's readers at the 309 Drive-In Theater near Jenkintown, Pa. Serving as an open house affair to acquaint people with the drive-in, the evening was tabbed "Jenkintown Night," and a free gallon of gasoline was presented to every car owner attending. Coupons entitled the motorists to a gallon of gasoline at any Atlantic Service Station and also meant lollipops for all the kiddies in the car. Among the many features, the family attending from Jenkintown with the most children in their car under 12 years of age received a dozen iced tea glasses and a two-pound can of boiled ham from a food market. The most recently married girl was given an orchid with the compliments of the town florist. A shoeshop gifted a pair of shoes to the youngest baby boy coming in while the driver of the oldest car received a sport shirt from the men's shop. A record store donated an album of records to the couple attending who have been married the longest time. The local jeweler donated a special watchband to the driver of the car with the highest speedometer reading, not in excess of 100,000 miles. A hardware store donated a weight scale to the mother of the youngest baby girl and with the most high school children. The stationery shop gave a box of stationery to the youngest grandmother with at least one of her grandchildren in attendance. All the prize winners had to be residents of Jenkintown.

PAUL S. PURDY, for the past several years general manager of the Kounaris & Tolis theaters, Meriden and Newington, Conn., and advertising manager of East Windsor, Conn., Drive-In and Sky Vue Drive-In, Torrington, Conn., has been named general manager of the new 1,000-seat Ridgeway Center Theater, Stamford, Conn. Prior to joining Kounaris & Tolis, Purdy managed the Webb Playhouse, Wethersfield, Conn., for Lockwood & Gordon Theaters. . . . Newly constructed 550-car capacity Rustic Drive-In Theater, North Smithfield, R. I., has been

opened by **John Mason** and **Edward Skrickus**. **Al Vonck**, of York Beach, Me., is manager. . . . **Irving Goldberg**, of Community Theaters, Detroit, has confirmed plans for installation of television equipment for one or more of the drive-ins under their operation are being considered.

DONALD G. GAREY, manager of the Hastings Drive-In Theater, Hastings, Mich., says that the recent public wedding of **Cyril Lewis** and **Eleanor Never** was held on the stage of his drive-in and not at the Hastings, Neb., Drive-In as was reported. . . . **Vincent Youmatz**, manager of the Sky-Vue Drive-In Theater, Torrington, Conn., in promoting the spot, had a professional cameraman visit the drive-in grounds the other night to take pictures of adult and youngster patrons. Later the films were shown on the screen. . . . **James W. Cotoia** has resigned as manager of E. M. Loew's Hartford Drive-In, Newington, Conn. Prior to joining the Loew organization, Cotoia worked for Warner Bros. Theaters. **Jay Finn**, son of **Max Finn**, home office executive for Loew's, replaces Cotoia.

STATEWIDE Drive-In Theaters, San Antonio, will continue a policy which has been in effect the past two months of making their offerings available, at will, to Korea war veterans at Brooke Army Hospital there. As often as a patient wishes, he may enjoy a free movie. He simply gets together with a number of buddies; all decide which show they want to see, and they are then chauffeured by Army bus to one of the five Statewide drive-ins, the Alamo, Mission, Kelly, Rigsby and South Loop 13. **Arthur Landsman**, circuit president, said that when the program first started the weather was not always favorable for the vets to sit in the lawn chairs placed in front of the screen. Theater patrons were called upon to share their car seats with the vets and response was great. Statewide officials plan to keep the movies-free-for-vets program in effect indefinitely, pointing out that it is the least they can do for young Americans who have given so much in the service of their country.

BEN ZIMMERMAN, who managed the Lincoln Drive-In near Philadelphia, is manager of the Palace Theater, Atlantic City. . . . **Goliath**, the seven-foot four-inch giant in 20th Century-Fox's "David and Bathsheba" movie, made personal appearances on the grounds of the Reading and Mt. Penn Drive-Ins, both in Reading, Pa. . . . **M. A. Sargent**, manager of the Atlantic Drive-In, Pleasantville, N. J., had two of his field men costumed as **Bill Mauldin's** famed "Willie" and "Joe" characters to tour the South Jersey resort area in a truck to stimulate interest in the showing of the "Up Front" comedy. . . . Ticket takers at the Pottsville Drive-In, Pottsville, Pa., blossomed out in new uniforms last week. . . . **Mel Geller** and **Sam Taustin**, operators of the Brandywine Drive-In near Wilmington, Del., adopted a policy change admitting a full car for \$1 plus tax up to 8:30 o'clock every night. They also report that their Kiddie Towne, amusement ride center adjoining the open-airer, is developing into a popular spot for outings.

Paris Peek

By ART ROSETT

Continued from page 2
march, *We Are Not Afraid of an Attack*.

If anyone in the United States has any idea that the Commies are ready to bed down and live in peace and harmony with their neighbors, it might be a good suggestion for one or all of our networks to pick up shows of this type, dateline them and rebroadcast them verbatim to American listeners, with added adequate editorial comment.

Tourists Crowd City, Parisians Take Off . . .

While there are more tourists in Paris than ever before, many of the clubs have closed for the summer, following custom. Among places which have shuttered until September are Club L'Aiglon, Club Champs Elysees, Drap d'Or and Chez Carrier, and with the influx of tourists, there is a general exodus from the town of Parisians. Railroads report almost 750,000 vacationists leaving here for their annual holidays, almost 100,000 more than last year. Most of them head south toward the Mediterranean Coast. . . . **Meyer Levin's** comedy, *The Good Old Days*, with **Tina Carver** and **Jim Barrett**, the only English language play in town, is flopping. Audiences are not reacting favorably to Meyer's idea of comedy. It's a pity because the town should be able to support an American theater. . . . **Paul Claudel**, former French ambassador to the United States, will be present at the first night's performance, August 2, of his play, *Columbo*, when it opens in Genoa. Produced by **Guido Salvini**, *Columbo* will be acted by a group of prominent Italian actors. . . . **Howard Lindsay** is telling folks that he's too young to contemplate a revival of *Life With Father* at this writing.

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London Dispatch

By LEIGH VANCE

Continued from page 2
branched out into culture recently when he brought over the Boyer, **Hardwick**, **Moorhead**, **Laughton** team to read **Shaw's Don Juan in Hell** from seats on the stage. The show opened in Manchester, couldn't make the West End (where it might have made money) because of a ban by producer **John Clements**, who is playing the **Don Juan** scene himself there already.

Banished to the sticks, the Hollywood four drew polite applause and sometimes rapturous receptions. But **Bernie** lost money—around \$22,400 in all. But the culture bug has bitten him badly. Said he: "I'd do it again. It was worth it."

Is Olivier an Artist? Court Says He Is . . .

During the making of Britain's first prestige picture, **Henry V**, **Two Cities Films**, who made the flick, handed **Sir Laurence Olivier** around \$40,000 on condition he make no more films for 18 months, to give **Henry** a better chance. Now the inland revenue have got their hooks into it, claim it was a salary payment. **Larry** opposed this, described himself in his petition to the court as "quite a popular actor."

This, said the judge, is an understatement, and **Larry** got headlines for being a modest sort of star. He also won his case, can keep the money as a lump sum capital payment.

Show business is particularly pleased that Olivier won because the tax men have been gunning for them recently. Some 15 top name actors will be hauled before the court soon to account for non-paid taxes.

'Line' Out of Order; Just Suet Pudding . . .

Some years ago **BBC** variety boss **Ronnie Waldman** had a scene in his weekly TV program where he quizzed people about their jobs. Later a similar feature appeared in the States. Now, still called *What's My Line?*, it's come home to roost. But home viewers didn't rip off any huzzas. Some where along the line this *Line* had lost its point. Maybe it was the team of quizzers picked to open the run.

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Sides and Asides

Continued from page 38

tion of Luigi Pirandello comedy in which Alfred Drake will star. Pending sanction of the Pirandello estate, copy of the script has been sent Harold Clurman with a proposition that he stage it. . . . Lawrence last week announced that the tour of "Peter Pan" with Veronica Lake in the lead will commence October 1. . . . Arthur Miller said last week that his next play will probably be completed in six weeks or two

months. Kermit Bloomgarden will have first refusal privilege.

Mabel Paige will have a leading role in Aimee Stuart's "Lace on Her Petticoat." Under Herman Shumlin's auspices, the show will go into rehearsal August 5 and will open September 4 at the Booth. . . . Phyllis Kirk, whose last Stem appearance was in "My Name Is Aquilon" two seasons back, will have a leading role in "Point of No Return." The Paul Osborn dramatization of John Marquand's novel begins rehearsing October 1 with H. C. Potter directing. . . . Anthony Ross is taking a three-week vacation from "Season in the Sun," during which time Walter Matthau fills the role of the dispeptic editor. . . . Joe Williams, company manager of "Stalag 17," celebrated his 45th year in the theater last week. Williams has been biz manager for Daniel Frohman and Gilbert Miller, and with his brother, John Williams, produced John Barrymore in "Justice" and Lionel Barrymore in "The Copperhead."

Robert Alton, whose MGM contract is about to end, may have his revue, "Happily Ever After," starring Kay Thompson, produced on the Stem this season. . . . Diosa Costello is taking brief leave of her Bloody Mary role in "South Pacific" to undergo minor surgery. Her understudy, Musa Williams, will sub meanwhile. . . . Guthrie McClintic will direct Judith Anderson in "Medea" at the Berlin Arts Festival in September. Also to appear in that series will be the "Oklahoma!" company that closed last week. They will return to the Broadway Theater September 25 for another brief engagement before hitting the road again.

Foreign Revue

Continued from page 38

when Tokyo geisha girl Sada Yacco marries actor Otojuro Kawakami, who has started a modern Japanese theater. However, the songs he sings on his own stage satirize the social and political trends of the time, and lead to police action. Sada Yacco and her husband depart in a hurry for Kobe in a small rowboat. There they organize a theatrical troupe and sail for San Francisco, with the idea of entertaining Japanese emigres. However, the troupe arrives in Frisco only to learn that their backer has backed out. Living from hand to mouth they reach Chicago, where they rent a small theater and put on typical Japanese Kabuki drama with enough success to eat regularly.

Milk Bath Strip

The experiences of a foreign troupe in the States at the turn of the century are rather amusingly presented. There are three good scenes showing a Wild West train robbery, a Mississippi show boat and a semi-nude milk bath featuring Pearl Hamada, who has the local G.I.'s photographing here in her brief costumes every chance they get.

Finally a fem French impresario catches the show in Chicago and is impressed with Sada Yacco, whom she wants to take to Paris for the Exposition of 1900. However, Sada Yacco will not leave her actor friends behind, so the French woman takes the entire troupe.

The remainder of the show consist of about 20 scenes during the famous exposition. Of the 35 scenes, the Bali Bali number with the spear dance of Takashi Masuda, are outstanding. The singing of star, Fubuki Koshiji, is effective, particularly her French numbers. Yoyo Miyata and Shuhei Yamada provide good Japanese comedy. At a \$1.25 top for three and one-half hours of entertainment, the show is the best musical comedy to be seen in the Far East these days.

Since the management allows photo-flash pictures to be taken, local shutter bugs have a field-day shooting the strip queens and their fig leaves.

Ralph Krzyzak.

Off-Broadway

Continued from page 38

theatrical group could possibly endorse such a play? Mercy slayings have often been subjects of plays and films and have not yet been accepted by society as solutions to problems.

But the playwright is not entirely at fault. Many of the roles have been double and triple cast, and this reporter hopes that on the night caught (24), the players were second-stringers. The staging style requires line-proof actors, and such was far from the case. Also there are numerous instances of bad readings.

However, Carolyn Brenner, Jack Becker, Ernest Charles and Ben Levinson turn in fine acting jobs. Ralph Lowe is also good, tho miscast, and Lowell Carlyle has a nice flair for characterization.

Obtrusive Direction

Whatever potentialities the rest may have are marred by Marian Holden's obtrusive direction. Almost without exception the cast moves about like puppets, and those young people playing character roles have been forced into an exaggerated pattern. Make-ups, likewise, are much too overdone, giving faces at close proximity a grotesqueness.

In sum, Originals Only back-grounds its script well, but its cast falls below the production standard. October is not a step forward for the group; it may even be considered a throw-back from some of the things it has done before.

Dennis MacDonald.

The Final Curtain

ALIEN—Keley.

75, drama critic for "Women's Wear Daily" since 1915, July 23 in New York. When 29 he joined the staff of The New York Clipper, pioneer amusement trade paper, and for 20 years was an ad collector and reporter. He connected with "Women's Wear" after convincing editors that the sheet needed a theatrical section. At that time he changed his name from Eugene Kuttner to Keley Allen. It is estimated that in more than 50 years in New York he attended 6,500 show openings. He had been in poor health in recent years, and except for an occasional review, his duties were assumed by Thomas R. Dash. His widow survives.

AYE—Marion.

45, movie actress during the 1920's, July 21 in Los Angeles.

BLITZ—Dr. Julian Paul.

68, former conductor of the San Antonio Symphony Orchestra, July 17 in Dallas. He founded and conducted the Houston Symphony Orchestra from 1913 to 1916 and led the San Antonio group from 1917 to 1922. He also appeared as solo cellist with the Dallas Symphony Orchestra, conducted several choral groups and served as director of music at schools and colleges in San Antonio.

BLOMBERG—William.

well-known dog and horse trainer and operator of Barker Bros.' Circus, July 20 in Augusta, Ill. Survived by his widow. Services in St. Peter, Minn., July 24. (Details in the General Outdoor Section.)

BORG—Emil.

65, retired top vaude, movie house and nitery comic, July 27 in New York. Born in Poland, he worked both as the rear and front half of a horse act in a French circus before Charles Cochran discovered him while singing as a dishwasher in London. He received voice lessons and sang in L'Opera Comique in Paris before World War I. Morris Guest brought him to this country from France in the "Chave Souris" production in 1922. He was starred in the original "Folies Bergere" in the French Casino and was emcee when Radio City Music Hall, New York, was opened. He was the comedian in "Passions of 1928" and "The Merry World" in the same year. Among his film appearances was Alfred Hitchcock's "The Lady Vanishes." He also played in Hemingway's play, "The Fifth Column," 11 years ago. He retired three years ago.

Marriages

Morale in Korea

Continued from page 3

zone are seeing Appointment With Danger, The Brave Bulls, Smuggler's Island and I Can Get It for You Wholesale.

Operation Capers, a separate Special Services platoon, has been playing in Korea since November, with an attendance record to date of 177,205 men. A frozen, snow-covered rice paddy served as a stage for one of its outstanding performances.

Canteens, Too

Mobile Army service clubs also have an important place in the picture. Six of the canteens-on-wheels now are in use in Korea, and 20 additional ones are being constructed in Japan, according to Lt. Col. Martin Shrewsbury, Eighth Army Special Services officer. They're "special purposes" vehicles, built by the ordnance section of Japan Logistic Command, according to Special Services design. They are turned over to various troop units in Korea where they are operated under the direction of the unit Special Services officer.

The mobile canteens have facilities for serving doughnuts and coffee, projectors and screens for showing 16mm. movies, p.a. systems and record players to supply "luncheon" music, radio for news reports, pocket books, writing supplies, athletic equipment for small area recreation, harmonicas, cards for bingo—just about everything that the stationary clubs have, except girls. Each mobile club is presided over by the unit's Special Services enlisted man. While short on sex appeal, he does all right with hospitality.

All phases of Special Services activities in Korea have been carried out in response to troops' needs. No opportunity has been overlooked to contribute to the welfare of the American fighting men. They can surely add "best-cared-for" to "best-clothed" troops in history.

Moses Quits GAC

Continued from page 4

possible because of lower costs of Baltimore origination.

GAC, in view of Moses' resignation, is shifting Howard Christensen to New York from its Chicago office. Christensen, who managed Jimmy Dorsey for many years, came into GAC with the Musart merger a couple of years back. Moses, incidentally, besides packaging, also will do some personal representation. He handles the zany Bob and Ray comedy team which now is getting a big radio play at the National Broadcasting Company.

CORMACK-FUNK—

Alan Cormack, chief engineer of Station KCBS, San Francisco, and Ruth Marjorie Funk, recently in Burlingame, Calif.

DMYTRO-KIPP—

John (Curly) Dmytro, sales promotion manager, RCA Victor Records, Detroit, and Kay Kipp, model, July 28 at Detroit.

TOBEY-PARKER—

Kenneth Tobey, actor, and Penny Parker, singer, recently in Quartzite, Ariz.

WILSON-PIKULSKI—

Dr. Stanley Wilson, nonpro, and Lorraine Pikulski, singer known professionally as Lorraine Parker, July 22 in Philadelphia.

Births

CRAWFORD—

A son to Mr and Mrs. Broderick Crawford July 26 in Los Angeles. Father is Academy Award winner; mother is Kay Griffith, actress.

FARROW—

A daughter to Mr. and Mrs. John Farrow, their seventh child, July 22 in Los Angeles. Father is a film director. Mother is Maureen O'Sullivan, film actress.

HUANG—

A daughter, Susan Elizabeth, to Mr. and Mrs. Chia Huang July 16 in Oakland, Calif. Parents are performers with Polack Bros.' Circus.

MENSHELL—

A daughter, Mindy Iris, to Mr. and Mrs. Bernard Menschell recently in Hartford, Conn. Father is a partner in the Community Amusement Corporation, indie Hartford movie theater circuit.

ROTH—

A son, Lane, to Mr. and Mrs. Jack Roth recently in San Antonio. Father is the son of Eugene Roth, owner-operator of KONO, that city.

STEFFEN—

A son to Mr. and Mrs. Geary Steffen, July 21 in Los Angeles. Father is an ex-skating performer. Mother is Jane Powell, film singer and dancer.

SURTEES—

A son to Mr. and Mrs. Robert Surtees recently in Los Angeles. Father is MGM photographer.

Hadacol Tour

Continued from page 2

Sid Epstein, William Morris office rep here. Dupuis, Leblanc aid, is also seeking some dates by Bob Hope, Hopalong Cassidy, Alice Faye and Phil Harris and other names. At each performance Thearle-Duffield, Chicago firm, will put on a lavish fireworks display. They also had the pact last year.

As was the case last year, admission will be the top from a bottle of Hadacol. Premium prizes will be given to kids bringing in the most box tops this year.

BOULT—Ella M.,

former author and playwright in Day-Kimberly Hospital, Putnam, Conn., July 17, following a seven-week illness.

CAREY—Ralph Whitney.

70, theater correspondent for The Hartford (Conn.) Courant for 36 years, July 23 in New York. Two cousins survive.

CHOATES—Harry.

28, hillbilly musician and composer, July 17 in Austin, Tex., where he was playing with a band. He wrote a number of Western and hillbilly tunes, including last year's "Jolie Blon."

CRAIG—Harry.

50, owner-manager Heart of Texas Shows, July 24 in Clinton, Okla. (For details see story in Carnival Section.)

DEKSTER—Edward Gayle.

37, former band leader, July 23 in Milwaukee after a long illness. In the 1930's he organized a dance band and took it on the road for three years. He also worked as a projectionist in Milwaukee theaters. Survivors include his mother, stepfather, stepbrother and two stepsisters. Burial in Amery, Wis.

FLAHERTY—Robert.

67, pioneer producer of documentary films, July 23 in Dummerston, Vt. His films included "Nanook of the North," an Eskimo picture, and "Moana of the South Sea," a study of Polynesian life, among many others. Surviving are his widow three daughters, two brothers and a sister.

HALE—William J.,

76, part of the team of Willie and Frances, vaude acro-jugglers for more than 40 years, July 21 at his home in Bradley Beach, N. J. The pair, which included his late wife, made several tours of this country and Europe, giving command performances before Kaiser Wilhelm of Germany and King Edward of Great Britain. He later toured with his son, Joseph, as part of the act. A daughter also survives.

LEVY—Joe.

veteran vaudevillian, July 24 in Washington. He entered show business before 1900 and is said to have been the first performer to use the billing of Jo Jo because of his association with the dog-faced boy. During his career he worked as stooge for Irving Berlin in New York's Chinatown, with Billy Reeves at Hammerstein's Theater, New York; Charley Chaplin, Phil Baker and with Mae West in the original "Diamond Lil" show. He also worked with Jimmy Durante in 1914 and in vaude with Eddie Dalaney as Jo Jo and Delaney. Survived by a brother, Moe, who sings in Chicago.

LYON—Paul.

47, prominent in big car racing, July 24 at Oxford, Mass. He was a member of the URC Automobile Racing Club and the New England Racing Association.

MARCKS—Isaac S.,

67, member of the Circus Fans' Association and builder of the Marck's Miniature Circus, July 21 in Highland Hospital, Oakland, Calif., following a stroke. Survived by three sons, Donald, Howard and Russell, El Cerrito, Calif.; a sister and two brothers. Services at Freeman & Cox Funeral Home, Oakland, with cremation at the Chapel of the Chimes in that city.

MARIEN—Milton S.,

50, manager of the Laurel and Majestic theaters, Bridgeton, N. J., July 19 at his home there of a heart attack. He

Divorces

ALSO—

Sylvia Sidney, stage and screen actress, from Carlton Alsop, film producer, July 24 in Los Angeles.

SLACK—

Joan Greer, singer, from Freddie Slack, band leader, July 24 in Los Angeles.

NBC-TV Girding

Continued from page 8

not have to match web bids to get rights.

Another battle in the offing is that between Westinghouse and theater TV interests for major football games. The theater people are known to be aiming at top tilts for fall, with no restrictions on number of games hampering them. Westinghouse, with rights obtained from the National Collegiate Athletic Association, can show no single team more than twice, once at home and once away.

Heading the NBC operation in the battle is Davidson Taylor, NBC's director of public affairs, special events, news and sports. It's deemed probable that his first subject is the capture of the next Walcott-Charles championship fight.

The NBC plan is understood to have several variations under consideration. Use of a combine to allay the terrific expenses is deemed necessary. The use of a group of sponsors other than TV manufacturers is definitely on the docket. However, NBC may vary from event to event, with different combines each time. A single group of bankrollers, willing to guarantee participation in any event, is another possibility. Altho the web has several top-drawer non-sports events under examination, it was unwilling to disclose their nature. Initial announcement of NBC's project is expected the latter part of August.

came to Bridgeton nine years ago from New York to manage Atlantic Theaters, Inc. houses. Survived by his widow, Louise; his father, two brothers and six sisters. Services July 22 in New York and burial in New Mount Carmel Cemetery there.

MILLS—Mrs. Thomas E. (Mildred Meade), 72, former prima donna, July 20 in Hollywood. She was with the D'Oyly Carte Opera Company for several seasons, appeared with Weber and Fields and Marie Tempest and was under the management of Charles Frohman. She toured Mexico and England, retired 19 years ago and wrote for the stage and radio. Her husband, a legit actor, survives.

RYAN—Arthur E., 79, former theatrical press representative, July 23 in New York. After working as a reporter on New York papers he did publicity work for many years for legit productions and movie and opera companies. He was a founder of the Catholic Actors' Guild and a former vice-president of the old Theatrical Press Representatives of America. His widow, four daughters and two sons survive.

SEGARRA—Pedro, 64, stage and radio actor, July 26 in Havana, Cuba.

SHAFFER—Wilbur, 43, Miami office manager for Robert K. (Diggers) Parker, July 26 in Miami following an operation. (For details see story in Carnival Section.)

SILVERMAN—Samuel, 87, in Detroit, July 17, following several weeks' illness. He was the father of David Silverman, formerly representative for various music publishers and now music librarian for WJR, Detroit. Six other children also survive. Interment in Cloverhill Cemetery, Detroit.

SULLIVAN—Henry A., 63, who retired last year as controller of Radio Corporation of America, at his home in Ridgewood, N. J., July 23. He was chief accountant of the Marconi Wireless Telegraph Company of America when it was acquired by RCA in 1919. His widow and a daughter survive.

In Fond Memory
of my
Precious Husband
BERT WELCHMAN
We miss you, darling.
MRS. MABEL WELCHMAN AND CHILDREN

In Memory of
Our Friend and Pal
BERT G. WELCHMAN
Who passed away
August 4, 1949
MARGARET PUGH
and
JOE and SALLY MURPHY

IN MEMORY OF
MRS. EDDIE (HONEY) VAUGHAN
Who Passed Away
July 31, 1950
Was Always an Angel of
Mercy
We Miss You, Darling
EDDIE VAUGHAN
BETTY MCKEE PRUITT
VIRGINIA GANNON

In Loving
Memory
Philipp J. Kreis
Died July 29, 1950
MRS. MADELINE KREIS
AND CHILDREN

In Loving Memory
of My Dear Husband
RALPH L. WADE
Who Passed Away
July 31, 1946
Sadly Missed by
MYRTLE WADE

Dallas Spaces Attractions To Balance Pulling Power

Aims at Record 2,325,000 Gate, More \$\$ With Revised Line-Up

DALLAS, July 28.—State Fair of Texas has completed line-up of major attractions for the 1951 expo, October 6-21, and execs believe the fair's 16 days are better-balanced for pulling power than ever before.

With major crowd-drawing events spaced out as evenly as possible, rather than bunched together on a few big days, fair officials think spending also may be boosted.

Last year's crowds ranged from 45,369 to 289,307 — the latter a world's record for single-day attendance—and on three days attendance topped the 200,000 mark. Total attendance was 2,176,519, a record for an annual fair in this country. Dallas officials look for a possible increase in total attendance to 2,325,000—based on the steady 150,000-a-year increase the fair has had since 1946—but it is anticipated crowds will be more evenly balanced on the various days of the fair.

One-Day Mark Safe

For example, the elements are not there for the fair to break its own single-day record of 289,307. On that day, Saturday, October 14, 1950, fair had a double-header football game pitting four undefeated and nationally high-ranking grid teams in the Cotton Bowl. The 75,311-seat stadium sold out for both games, thus running attendance for the day to the astronomical figure.

This year, instead of two big games on one day, fair has one major college tilt on each of the three Saturdays of the run — Southern Methodist-Missouri October 6, Texas-Oklahoma October 13 and SMU-Rice October 21. Both SMU games are night games. Fair also has six other contests skedded in bowl—two junior high and two high school games, and Negro high school and college games. One game, Texas-Oklahoma, already is sold out and at least 60,000-plus attendances are expected for the two SMU games. This might be even higher if SMU does good in its first two games of season with Georgia Tech and Ohio State and with Notre Dame in the game immediately preceding the SMU-Rice game. Missouri game is SMU's first home appearance of season.

"Dolls" Set for Aud

Auditorium attraction is *Guys and Dolls*, coming in for 24 performances with the company now playing on the West Coast. Show will play nightly with matinees Saturday, Sunday and Thursday. Price range is \$4.90 to \$1.30. House seats 4,301. Charlie Meeker, Auditorium manager, thinks *Dolls* has good chance to approach indoor gross record set by *South Pacific* last year.

In Ice Arena, under contract to Clarence Linz, will be *Ice Cycles*

Bill Blomberg, Vet Animal Man, Dies in Illinois

AUGUSTA, Ill., July 28.—William (Big Bill) Blomberg, dog and horse trainer and operator of Barker Bros.' Circus, died at the fairgrounds here Friday (20). Funeral services were conducted at St. Peter, Minn., Tuesday (24).

Blomberg traveled the Orpheum and other vaudeville circuits many years with a dog act. Later he had Liberty horses on a number of circuses and in recent years has been associated largely with indoor shows.

He was with Ward Bros.' Circus until it closed early last year, and was instrumental in forming a co-operative show among former Ward personnel. Subsequently, he took over that show, Barker Bros., and this season had it booked for fairs as well as independent dates. He is survived by his widow, who was in Alexandria, La., the show's quarters, when he died.

of 1952, coming in for 23 performances to start its annual U. S. tour. Show is now playing in London. Last year the show had 16 turnaways and the rest all good houses in the 5,000-seat arena. Price range is \$3.30 to \$1.50.

In front of grandstand, Henry Watson will present the *Aut Swenson Thrillcade* for 17 performances with seats going at \$1.50 for adults and 50 cents for kids. On nights when Swenson aggregation does not perform, Watson will bring in stock car and midget auto races. Fair did not have a grandstand show last year.

Tickets to most attractions at the fair carry 10-cent Federal gate tax stub torn off by ticket taker

when visitor comes in fairgrounds gate. This goes for football and everything else to which tickets are sold outside grounds.

Velare Bros.' Sky Wheels again will occupy the feature spot at head of the midway. Ride carried about 90,000 at fair last year at 25-cents each. Ray Marsh Brydon is bringing in the midway shows again. Line-up will include Divena unit, Diane Ross and girl show, Art Spencer's Liondrome, Big Snakes, Freak Animal Show, Big Steer, Performing Monkeys, Midget Village, Glassblowers, Circus Side Show, Hawaiian Revue etc.

Permanent rides on midway to—
(Continued on page 53)

Mpls. "Aqua Follies" Smacked by Tornado

Al Sheehan Drops Estimated \$50,000 As Storm Washes Out Week-End Shows

MINNEAPOLIS, July 28.—Al Sheehan and his associates, sponsoring the *Aqua Follies* in Theodore Wirth Park pool here, lost an estimated \$50,000 when Minnesota's worst rain-windstorm, accompanied by a tornado and flood, struck just before showtime at 8 p.m. Friday (20) and forced cancellation of the next five performances.

The cancellations were the first after 114 consecutive performances over a nine-year period under Sheehan's direction without a rain-out. While the props, diving towers and costumes escaped the fury of the record-blowing wind, the water in the pool went up two feet, flooding the stage and the box seats across the pool.

Pumpers worked constantly Saturday, Sunday and Monday in an effort to reduce the water level but by noon Tuesday the pool still was two inches above stage level so a new stage was built on top of the existing one and the show went on that night for the first time since Thursday (19).

No Insurance

Sheehan, whose business interruption insurance did not cover floods, immediately announced two performances nightly for the rest of the *Follies*, feature presentation of the annual Minneapolis Aquatennial, civic festival which closes today.

Under this arrangement shows were presented at 8 and 11 p.m. nightly starting Wednesday and concluding Sunday (29). Sheehan was to determine today whether or not he will run Monday night (30) in an effort to make up the fifth performance that was canceled.

Until the storm hit, the *Follies* were running along in good shape, he said. Opening night (18) attendance was better than 4,000, while Thursday night (19) it was 4,400. When show resumed Tuesday night (24) attendance hit 4,500, which was capacity considering that a section of the boxes and the side seats could not be used because of the high water.

While Sheehan only said he lost "a heck of a lot of money," he acknowledged that an estimate of

Edmonton Mutuels Set One-Day Record

EDMONTON, Alta., July 28.—A new all-time wagering mark for a single day of racing at Edmonton was set Saturday (21), final day of the exhibition's race meet, when a crowd of more than 14,000 poured \$224,500 thru the mutuel machines. Previous one-day high, set last season, was \$206,132.

Betting for the week totaled \$764,288, compared with \$874,899 last year, with the decline due to cancellation of Wednesday's races when jockeys refused to ride on the dangerously muddy track.

\$50,000 "is not far off." He declared that "only a miracle" could retrieve that much thru the extra shows skedded each night. There was some thought given to bringing the show back after its stand in Seattle starting August 2, but the idea finally was discarded.

Dampens Cele

The disaster which struck the *Follies* put somewhat of a damper on the rest of the Aquatennial festival, with the interest waning somewhat after the Sunday night cancellation.

However, in contrast to the big storm of Friday night, Saturday dawned clear and the afternoon parade officially opening the Aquatennial was under blue skies and before several hundred thousand persons lining the marching route. In addition, Station WTCN-TV televised the parade so
(Continued on page 46)

GRAND FORKS FAIR TABS 15% GATE HIKE

GRAND FORKS, N. D., July 28.—The Grand Forks State Fair, thru Friday, next to its final day, topped 1950 attendance by an estimated 15 per cent, according to Ralph Lynch, secretary. Weather was ideal all week and predictions were for a big closing day today.

Barnes-Carruthers grandstand revue, the night attraction, is tak-

Kochman Org Inked for 4th Year at CNE

TORONTO, July 28.—Jack Kochman's Hell Drivers have been inked for the fourth straight year to play Canadian National Exhibition here, August 24-September 8.

Thriller will present 12 afternoon performances, August 27 thru closing day. Innovation in the show this year will be the use of convertible Dodge autos thruout the show, including a ramp-to-ramp leap of 120 feet.

Troupe personnel will include Neal Hamilton, George Patton, Chuck Briet, Stacy Pennington, Len Wilson, Jimmy Ord, Bob Geis and Allan Gillam, stunt men; King Kovaz and Joe Pringle, clowns; Joseph Reiter, advance; Fred Kenney and C. O. Hart, sound cars ahead of the show; Tex Sherman and Walt Dennis, publicity, and Art Hoard, announcer. Hoard, with the Kochman unit for several years, also handled many top sports shows in America and Canada.

Minn. State Fair Belted by Tornado; Damage Hits 100G

Admin. Bldg., Grandstand Hard Hit; Doug Baldwin Has Narrow Escape

SAINT PAUL, July 28.—Damage estimated at \$100,000 was reported at the Minnesota State Fairgrounds as the result of a record-breaking rain-windstorm, tornado and flood which paralyzed the Twin Cities and neighboring areas Friday night (21).

Doug Baldwin, fair board secretary, who reported the damage, said he narrowly escaped injury or possible death by five seconds when the roof over his quarters in the administration building caved in. Baldwin had just walked out of the bedroom when the cave-in occurred.

He said the front end of the administration building is in ruins, the grandstand roof was nearly torn off and 150 trees around the grounds uprooted by the tornado. Debris was scattered all over the grounds and grandstand roof boards were blown as far as two blocks away and driven into the ground so tightly they will have to be pick-axed out.

While the damage ran high, the storm helped fair board plans calling for demolition of the administration building after this year's exposition ends in September.

Save Records

Baldwin said the luckiest break came when office headquarters, including all books and records, were moved one week before to the service building where new headquarters will be maintained. This permits him and his staff to continue functioning despite the loss of the administration building.

Decision to wreck the building was made because of the great expense which would be entailed to put it back into shape. The structure was old when the fair board took over its present site in 1895 from the Ramsey County poor farm which formerly operated it. "At least, we'll have a lot of firewood in case it gets cold out

here earlier than usual," Baldwin said.

Clear Debris

He has crews of men out cleaning up the debris and repairing the grandstand roof and said there is plenty of time left to get everything ship-shape before the fair opens late in August.

Meanwhile, workmen are busy re-laying the dirt track in front of the grandstand. The job, being done at a cost of \$18,000, will make the Minnesota track one of the best dirt ovals in the country for racing purposes, Baldwin said.

N. Y. Garden Net Earnings Drop Off 304G

NEW YORK, July 28.—Net profit for Madison Square Garden here during the nine-month stretch ending May 31 dropped \$304,108 from the corresponding period a year earlier. Hockey, basketball and the World's Championship Rodeo were singled out as prime offenders.

Spokesman estimated that the three sports accounted for three-quarters of the slice. For the nine months ending this year net profits after taxes were \$593,992, while the preceding yield was \$898,100.

About the same number of hockey and basketball games were put on during the latest period as during the 1950 period, and the rodeo run was about the same length. Last year's 42-performance Western presentation was reported down 18 per cent from the 1949 edition.

Garden officials did not attempt to estimate the possible effects of bribery scandals in connection with college basketball games held at the arena. Neither was any explanation given for the overall drop. The spokesman could not comment on the damage done by television to attendance and said Garden toppers were at a loss to explain the dip.

Search continues for a headliner to fill the featured role during the latter part of the rodeo's run at the Garden this fall. Garden officials have prospects of signing one, whose name was withheld, by Monday (30).

Marshalltown, Ia., Nixes Auto Races

MARSHALLTOWN, Ia., July 28.—Central Iowa Fair has been restrained from holding non-fair auto races here by a court order issued by Judge B. F. Thomas. The order results from a suit brought by the city against the fair because of dust nuisance complaints. Judge Thomas said evidence showed races cannot be held without constituting a nuisance "at least until some new method of treatment for control of dust can be devised and applied.

Wisconsin State Fair Names Masterson Mgr.

MILWAUKEE, July 28.—Willard M. Masterson, assistant manager of Wisconsin State Fair the past three years, was appointed general manager of the Milwaukee annual Friday (27). He succeeds Jack Reynolds, who leaves January 1 to take over the reins of Eastern States Exposition, Springfield, Mass. Reynolds will remain here for the '51 fair.

The appointment was officially confirmed following a two-day meeting of the Wisconsin Department of Agriculture in Madison.

A native of Wisconsin, 31-year-old Masterson was born in Milton but spent most of his life on a farm near Janesville. He is a graduate of University of Wisconsin and joined the fair staff upon completion of college in 1948. During World War II Masterson spent four and a half years in the Army Signal Corps, part of which was in the European theater of operations. He is married to the former Jessie Falt and they have one child, a 20-month-old girl.

CLOSE-UPS: JAY GOULD

Watchmaker Makes Novel Circus Tick

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By TOM PARKINSON



JAY GOULD

UNLIKE an early-day power with the same name, Jay Gould neither owned a railroad nor cornered the world's gold market. But he figures that his Jay Gould Million Dollar Circus is nearly as good as gold.

Gould is a mild-mannered man who sports red flowers and red handkerchiefs with suits which match his snowy hair. He opens his circus performances with a prayer and carries Indian clubs with him for daily exercising sessions.

His show is out of the ordinary since it carries no big top, gives its performance free, carries carnival rides and concessions and regularly makes street parades.

At 69, he has had a circus for only eight years, but he has been in show business nearly all his life. And he has packed a lot of other activities into his career.

Gould is the soft-spoken sort of person one might expect to find behind a jewelry counter and that's how he got his start. Like his grandfather and father, he was a watchmaker, jeweler and piano dealer. In the early days, he also tested eyes and fitted glasses.

Starts Business Early

At 16, he took over operation of his father's store and quickly displayed a salesman's knack. A magazine subscription agent, who tried to sell Gould, ended up by giving him the magazine and \$17.50 for a new watch. It was by the same sort of swap that he acquired an Optigraph picture machine in 1902. Without his father's knowledge, Gould installed the machine and 45 rented chairs in a vacant room of the building and began showing the films which came with the machine. He and a piano player also made slides of community singing and they got 10 and 15 cents from the citizens of Glencoe, Minn., for the entertainment.

His first films merely showed single scenes and told no story. It wasn't long, however, before Gould bought a new Edison machine and began booking better films from Minneapolis, including one purporting to show the sinking of the Titanic.

Wins Booking Battle

In 1910 Gould built a new 500-seat theater with stage and scenery, and began booking roadshows on the Sullivan-Conside Circuit out of Chicago. A picture and five vaude acts was the usual bill. Then, with a partner, he operated a Circle Stock Company which ran for 110 consecutive weeks. In this period, Glencoe City Council referred circus agents to local showman Gould and he arranged for appearances of the 101 Ranch, Gollmar Bros. and Yankee Robinson shows.

A hitch in his smooth-running businesses, which included a bowling alley and dance hall-roller rink as well as the theater and jewelry store, came after a rival theater was opened in Glencoe. The competition was beginning to tell, when Gould's rival told local people it would be impossible to bring *The Birth of a Nation* to such a small place. Gould saw a chance to gain a point, and he pleaded his case so fervently to the booking agent that *The Birth of a Nation* was contracted for Glencoe.

It took a bit of doing, but Gould obtained permission to install theater equipment in the city hall, the only place in town which would seat enough people for such a major undertaking. He scheduled an excursion for near-by towns for the famous production, and to bill the towns along the excursion route, he and a partner pumped a railroad handcar because roads were impassable.

Townpeople doubted the show would make an actual appearance, and Gould was of the same mind when the passenger train arrived and no company got off. But his fears and the town's doubts were ended at the last minute when the train backed up to sidetrack the two special cars of *The Birth of a Nation* company, including a large orchestra. The show was a great success, and Gould's competition faded out of existence.

Fights Local War

But another crisis soon developed. War was declared and in

the German community of Minnesota a pro-Kaiser organization grew strong. For \$16 it would keep a farmer's son out of the army, it claimed, and there were many takers. Gould had formed a school band and imported a director, partly to teach his own nine children how to play musical instruments. The pro-Kaiser group wanted to hire the band for a rally, but Gould said no. Thereafter, his theater and store were boycotted and he came near bankruptcy. But with another anti-Kaiser citizen, Gould organized the town's like-minded men. They called on the perpetrators after each local anti-American incident, and soon had order in the town but few customers in their stores.

When a false report of an armistice came, Gould and his large family staged a parade thru Glencoe, pausing at the house of each Kaiser-backer to toot their horns even louder. A few days later, when the war actually ended, the pro-American organization, with Gould in the vanguard, routed out the trouble-makers and forced them to celebrate, too.

After all this, Gould decided to take a show on the road. With a Model T Ford and a movie outfit, the Gould family, 11 strong moved thru Minnesota, giving their song, dance and band program in addition to the flickers. Not missing a bet, Gould also carried along a keister of jewelry and watches. With this stock set up in the show balls, the outfit took on some of the appearance of a med show. And he still sold eye-glasses as well as rings and watches.

Outdoor Dates Begin

On the suggestion of a friend, he played the Herman, Minn., fair in 1923, getting \$100 for the family band. Other fair secretaries spotted the act and bookings began to multiply. His price went up, but he had a full schedule, and between seasons he played vaudeville. By this time, he had a bus to carry his family. The old Model T had looked like a clown act, he said, when all those people unloaded.

Talking movies rapped his vaude business, but as if in answer to his problem, the Isaac Walton League in Austin, Minn., asked him to bring the family act to its convention. That was his first outdoor act apart from fairs. The conventioners also wanted rides, so Gould contacted Art Thomas, who brought in a Merry-Go-Round and other units. Gould continued this combination of rides and outdoor family vaude acts at celebrations and fairs until 1942.

During that war year, he quit the road to take a salesman's job at the Peacock Jewelry store, exclusive shop on Chicago's State Street. His first sale was for \$1,700, but his popularity with the management took a dive because they discovered he was making minor watch repairs without charge and thus by-passing the store's repair department.

Back to Circus

The urge for touring caught up with Gould again in 1943, when he framed a conventional circus under his present title. This outfit had a 90-foot round top with three 40's and played under auspices, which put up a guarantee and sold advance tickets. His performance included the Romig-Rooney bareback act, Bill Blomberg's horses and Harry Haag's elephant as well as Gould Family turns.

They enjoyed a good year and came back for more in 1944. But at Rockford, Ill., the show's receipts dropped to \$110. A few days

(Continued on page 45)

1951 WINNERS
39th Annual BIG ELI Fourth of July Contests
(Contest No. 1 for BIG ELI Wheels)
Rank Entrant State Wheel Receipts
1 Clement Smith Iowa No. 5 \$924.00
2 Otto Stephen Iowa No. 5 831.75
3 F. G. Mattingly Ky. No. 16 769.32
4 H. L. Schrader Mo. No. 5 669.25
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Two Legion Posts Spark Move To Nix N. Y. Sun. Blue Laws

POUGHKEEPSIE, N. Y., July 28.—Flames engendered by a State police cancellation of a Sunday stand here last month of the Ringling-Barnum circus, two shows being purchased by local American Legion posts, are still smoldering, with the State department of the veterans' group intent on bringing further pressure for abolition of blue laws at a convention in New York August 12.

Resolution to be offered by Lafayette Post 37 and Arlington Post 1302, of Dutchess County, will insist that the State laws be clarified to permit the myriad number of amusements now banned on Sundays to operate when staged for benefit by solid sponsors. This category would include religious, charitable, fraternal, hospital, welfare, civic, patriotic, firemen and veterans organizations. Resolution urges that the State Legislature produce action on eliminating the blue laws. The Legion posts want sponsored events to be allowed after 2 p.m. Sundays in the same manner that movies now receive a special dispensation.

Protests Ignored

Two posts have lodged several protests over the banning of the circus with Gov. Thomas E. Dewey and other State officials and received little action. Last week George M. Searle, deputy superintendent of the New York State Police, was invited to a meeting of the posts here and accepted. A State assemblyman and senator declined.

Searle was pinked by Legion barbs on several counts. The deputy claimed that R-B was banned because State police would not issue a certificate of safety for the stand. Legionnaires pointed out that police did not bother a 1948 showing of the circus here. Searle said this was because the police inspection was not made mandatory until 1949. The Legion showed that a law making inspection necessary was enacted in 1922.

Searle offered that R-B did not play upper New York State in 1949 because of the need for a certificate. Legionnaires showed that the circus made stands in Albany, Syracuse, Binghamton, Elmira, Rochester and Buffalo that season.

Legionnaires refused to accept Searle's explanation that he alone was responsible for the R-B ban and had discovered the show's intent to play here by reading *The Billboard*. The posts, in formal statement, termed Searle a "fall guy" who was "taking the rap" for Dewey and the superintendent of the State police as part of his job. The Legionnaires claimed Searle had nothing to say at the meeting on the failure of police to prosecute violations of the blue laws specifically called to their attention.

Smith Plunge Goes on Sale

MORTON, Pa., July 28.—Rodeo Earl Smith, Delaware County deputy sheriff for 23 years and for 25 years operator of Morton Park Pool Club here, has put his pool operation up for sale.

Many famous swimmers were developed at Morton Park Pool, said Smith, including Bruce Harlin, Olympic diver; Don DeForest, Al Nino, Ed Wolcott and Bobby Barrett. The spot has long been noted as a gathering place for sports and show business personalities. Smith is also well known for his work in teaching commando wrestling and swimming to soldiers and Coast Guardsmen.

Smith plans to retire to his 1,000-acre Silver King Ranch at Perryville, Md., where he has quartered 36 head of trick rodeo stock headed by the Palomino, Silver King, former Buck Jones mount.

Greenville Annual Lists Attractions

GREENVILLE, Miss., July 28.—Delta Fair & Livestock Show, which will be held here September 17-22, has signed Wallace Bros.' Shows for the midway attraction. Boyle-Woolfolk Agency, Chicago, will supply the nightly grandstand show, with the Boyle-Woolfolk Pioneers on tap for the music-making.

Jules Bagarry, manager of the annual, while in Cincinnati Saturday (21) en route to Greenville from Chicago, said that indications point to a highly successful fair this year, with the knocking off of the bridge toll figured to be one reason for an anticipated heavier influx of fairgoers than heretofore.

According to Bagarry, other attractions this year will include a nightly square dance contest, with the winner to be chosen the closing Saturday night. Greenville will also pick its Queen of the Forest during the fair's run.

Prince Albert, Sask., Ups Seating Capacity

PRINCE ALBERT, Sask., July 28.—Grandstand capacity at the Exhibition here has been upped to more than 4,000 with the addition of bleachers around the attractions platform to seat 500.

Prince Albert Exhibition, which has the Sun-Grossman unit, International Capers, inked, will add two acts from the Class A fairs circuit. Acts contracted are *Marimba Co-Eds* and *Hollywood Scandals*, dog act.

Shreveport Annual Resurfaces Track

SHREVEPORT, La., July 28.—Louisiana State Fair is resurfacing its half-mile race track and when completed the oval will have a new layer of dirt and higher banked curves.

M. R. Thomason & Company, Montgomery, Ala., is doing the work.

Smith Center, Kan., Switches to Sept. 5-7

SMITH CENTER, Kan., July 28.—Smith County Fair here has switched its dates to September 5-7, George H. Howard, secretary, announced. Fair previously was skedded for August 22-24.

DOG SHOWS

CALIFORNIA

Azuas—Aug. 12. Mrs. M. Messenger, Altadena, Calif.
Berkeley—Aug. 4. Miss E. Cunningham.
Redding—Aug. 31. Miss C. Angel, Box 1628.
San Diego—Aug. 26. Mrs. Jack Bradshaw, Los Angeles.
San Mateo—Aug. 5. M. Rosenbaum, 225 Montgomery St., San Francisco.
Stockton—Aug. 19. Dr. J. M. Carr, 2230 Pacific Ave.

CONNECTICUT

Danbury—Aug. 25. Foley, 2009 Ranstead St., Philadelphia.

ILLINOIS

Peoria—Aug. 26. D. Prozzo, North Pekin, Ill.

MAINE

Skowhegan—Aug. 12. Miss D. Graffte.

MASSACHUSETTS

Berkeley—Aug. 12. D. McCarthy, Taunton, Mass.
Bridgewater—Aug. 12. Mrs. N. K. Sweeney.
Great Barrington—Aug. 26. Foley, 2009 Ranstead St., Philadelphia.
Hamilton—Aug. 18. Foley, 2009 Ranstead St., Philadelphia.
Hatchville—Aug. 11. Mrs. P. Longyear, Falmouth, Mass.
Leominster—Aug. 4. Foley, 2009 Ranstead St., Philadelphia.
Plymouth—Aug. 19. Mrs. R. W. Biggs, Dedham, Mass.

MICHIGAN

Jackson—Aug. 5. Marion Kahle, Adrian, Mich.
Pontiac—Aug. 19. Bow Org. Detroit.

NEW YORK

Amsterdam—Aug. 11. Foley, 2009 Ranstead St., Philadelphia.
Schenectady—Aug. 12. Foley, 2009 Ranstead St., Philadelphia.
Syracuse—Aug. 11. C. N. Weese, Rome, N. Y.

OHIO

Elyria—Aug. 12. Bow Org. Detroit.
Gates Mills—Aug. 26. Bow Org. Detroit.
Ravenna—Aug. 25. J. Collins.

PENNSYLVANIA

Hatfield—Aug. 26. Foley, 2009 Ranstead St., Philadelphia.

WISCONSIN

Kenosha—Aug. 4. Mrs. N. Johnson.
Lake Geneva—Aug. 5. Dr. S. E. Ferguson.

Barrington Preps For 100th Event

GREAT BARRINGTON, Mass., July 28.—The 100th annual Barrington Fair opens Sunday, September 9, for seven days. Last week the office at the fairgrounds was opened by Alfred W. Lombard, superintendent of the agricultural and livestock division.

President Edward J. Carroll has been in town on several occasions of late and plans to make weekly visits. A crew of carpenters and other craftsmen are now active daily on the grounds, revamping several buildings and generally reconditioning the plant.

Carroll reports that several new features will be added to the fair program this year. At the present time he is negotiating for the night show features.

Lombard, former head of the fairs department for the Massachusetts Department of Agriculture, is working on the 1951 premium book changes.

Cardston, Alta., Draws Okay Gate

CARDSTON, Alta., July 28.—The Cardston Fair and Rodeo pulled an estimated 6,000 its first day with the second day's count slightly lower, C. B. Cheesman, president, announced.

The event started with a mile-long parade and John Fisher, Canadian Broadcasting Corporation commentator, officially opened the show. Sensations of 1951 held forth as the night grandstand attraction.

Wilson Six-Horse Hitch Set for Seven Events

CHICAGO, July 28.—Wilson & Company, meat packers, will send their six-horse hitch to seven fairs this year.

Annals that will see the well known rig, are Clearfield, Pa.; Warren, O.; Springfield, Ill.; Crown Point, Ind.; Trenton, N. J.; Mineola, N. Y., and Allentown, Pa.

North Swanzy, N. H., Sets New Grandstand

NORTH SWANZEY, N. H., July 28.—New grandstand will be installed in Safford Park here, home of the Cheshire Fair, with the new seats skedded for completion by August 23, opening day.

Volunteer workers will aid in tearing down the old grandstand.

Central City Sets Plans

CENTRAL CITY, Ia., July 28.—The Linn County Fair, to be held here August 3-5, has completed its attraction program, Tom Lewis, secretary, announced. The White Horse troupe will stage two performances daily on Friday and Saturday with the WSM *Grand Ole Opry* in front of the grandstand on Sunday.

Tobacco Fete Slated for Hartford

HARTFORD, Conn., July 28.—First annual Tobacco Festival, designed to exploit the principal agricultural product of the Connecticut Valley, will be held here September 11-13. Frank Wirth, New York talent agency head, will supply a number of show features and act as technical director.

Scheduled events include a parade on opening day with 70 floats and 40 bands participating. A queen will be chosen and a coronation ball held on the final night. Xavier Cugat ork will play at the dance.

Block parties and a program of acts will be presented nightly on the State capitol grounds.

Chicago Rodeo Set Oct. 11-21

CHICAGO, July 28.—The Second Annual International Championship Rodeo and Ranch Exposition, skedded for October 11-21 in the International Amphitheater here will feature Gene Autry and the Cass County Boys.

Ten evening and five afternoon performances are set and Leo Cremer will furnish the stock. A total of \$16,000 in prize money will be offered. Event will again be bankrolled by the Union Stock Yard & Transit Company and other stockyards interests.

5,000 at Opening Of Andalusia Oval

ANDALUSIA, Ala., July 28.—Andalusia Speedway, Inc., opened its new \$20,000 race plant here Sunday (15) with more than 5,000 people on hand to see Freddie Moore, Pensacola, Fla., win the feature event of the stock car meet, reports Paul Boyette.

The half-mile oval is constructed of sand and clay treated with sodium chloride. Its owners are Olen Green, night club operator, and Hinton White, local auto dealer. A covered grandstand seats 2,500, and bleachers hold an additional 1,200. Track is located behind the local airport and adjacent to Covington County Fairgrounds. It has been leased for the 1951 county annual.

Charles Ethier Killed In Salem, Ind., Race

SALEM, Ind., July 28.—Charles Ethier, 28, Springfield, Mass., auto racer, was killed here Sunday (15) in a race meet at the Salem Speedway. Ethier lost his life when his car went out of control and crashed thru a wall.

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Watchmaker Makes Novel Circus Tick

Continued from page 43

later it was taking in only \$15 and \$30 nightly. Finally, at Mendota, Ill., the show played a 100 per cent bloomer. Gould insists not one ticket was sold. This run of bad business coincided with news reports from the Hartford fire, and Gould believed tenters were done for. He closed his show and parked it on the Mendota lot.

In a day or two, the discouraged Gould was asked to speak at the Kiwanis Club about his circus career. After the talk one member asked if the Gould people could stage a circus under Kiwanis auspices. Gould said yes, but sadly added that he feared no one would enter the tent. The club suggested a free circus, paid for by the auspices and given in the open. Gould snapped up the idea, declared it was a natural and enthusiastically prepared to launch his new outfit. He contacted his agent, Elmer Brown, who agreed it sounded okay, and 10 days later the Gould free circus came into being. Gould's memory of his earlier vaude show prompted him to contact Frank Bauersfeld, ride operator, who came on with the midway features.

Auspices Have Concessions

That's the show that's still on the road. Now Gould owns part of the rides and leases others. Many of the concessions are framed for the occasion by the auspices or other local groups, including church organizations. His circus first used stages built new for each stand, but now he has an elaborate folding stage built on a semi-trailer truck. There's a ring in front of it for the pony and elephant acts.

Gould, no longer carrying a side line in jewelry, nevertheless spotted a chance for extra sales and added a few chairs for those who would pay for a seat at a free circus where others stood. The number of chairs was increased to 1,000, but that was too many. Gould found the standees couldn't see well enough. So now there are only a few hundred.

Until recently, the show set up on the streets of the small towns it played. Merchants paid the

guarantee, and the seats and midway brought more income. Now the outfit, flashing \$30,000 worth of new equipment and rolling stock, uses regular show lots in most cases. In addition, it plays fairs. Most of its circus stands are for two or three days each, and on the second day the Gould show gives a street parade. It carries a band truck, calliope, two cages and floats. The line-up often is augmented by local bands and floats. For the month before each Christmas the parade equipment together with some of the other circus paraphernalia is trouped as a Santa Claus Christmas parade unit. The show's home base now is Ottawa, Ill.

Family Fills Staff

Gould never forgets his family has played an important part in his organization. He speaks often and proudly of his wife, nine children, 23 grandchildren and one great-grandchild. Nine of the grandchildren are on the show and another, Jay Gould II is a cadet at West Point. One son, Dr. George Gould, is a Chicago physician. Jay Gould's mother still operates the movie house in Glencoe. Originally, the family name was Brown, and Jay claims relationship to the John Brown, of Harpers Ferry, and John Brown's Body note.

Gould is sincere about his prayer at the start of each performance. He tries to make it interdenominational, and in it he avoids pitfalls by referring to "the President and Congress" rather than to individuals. He states several important developments in his career have followed his own periods of prayer. One of these was when his under-canvas circus folded. Another was when his health failed.

It was in Glencoe that Gould once feared he was dying. A stranger stopped him on the street and advised Gould to do as directed if he wanted to regain his health. The instructions comprised a course in physical culture, including the Indian club exercises. He's still swinging those clubs, and he's still swinging profitable deals with his circus.

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Captain Roy Simms, swappole, was back in Chicago Tuesday (24) after closing at Blanchard Park, St. Charles, Mo. While at the spot, Simms had a daily birds eye view of the flood in that area from atop his rigging and reported seeing close to 75 inundated homes. The Simms act is skedded to play Chicago's Italian Festival, July 29-30 and he will then head for the DeMott, Ind., celebration where he is booked August 2-4.

Henry French and the **Magnolia Boys**, new unicycle act, has been added to the line-up at the Detroit Police Show, August 4-5 and will follow with Nebraska fair engagements. **Wimpy the Clown** will also play the Motor City date.

Al Hustrai, of the **Aerial Hustrais**, was painfully scratched about the face recently when he tried to break up a fight between two cats at the Park Ridge, Ill., trailer camp. . . **Freddie Wolthing**, unicyclist, arrived in Chicago Tuesday (24) from the East and is being booked for outdoor dates. Wolthing recently returned to the U. S. after a European tour. . . Outdoor acts booked for the Lead, S. D., Labor Day Celebration by **Tommy Sacco**, Chicago, include the **Pina Troupe**, teeterboard; **LeVolls**, wire and juggling; **Forrester and Harris**, unicycle; **Jimmy and Jerry**, trampolines and the **Skating Duo**. . . **Captain William Heyer** and **Starless Night**, his educated horse, closed at the Palace Theater, New York, recently.

Rolando, one-finger artist appearing with Hunt Bros.' Circus, was inducted into the army last week.

The **Florida Trio**, comedy-contortion act from America; and **Bert Wright** and **Zena**, English serio-comic jugglers; are featured in this month's outdoor show at Grona Lund's Tivoli, Stockholm. **Margot Hill-Poro**, clever dancer; the **Carmenas**, five singers-comedians, and the **Hiller Girls**, dance

troupe round out the bill, booked by Mrs. Adolphi.

The **Reverhos**, jugglers on the slack wire, recently with Ringling-Barnum, are featured at Liseberg amusement park Gothenberg, Sweden. Also on the bill are **El Granadas** and **Peter**, English novelty act; the **12 John Tiller Girls**, from London; **Manyas**, musical and dance number; **Rosyane** and **Larau**, dance duo; **Waldor-Wigor**, comedy team; **Sophie Wilhelm Quartet**, yodelers; **Deli and Rix Ohli**, comedy, and **Wohlmuth-Terzet**, singers and yodlers.

Bill and Bob, aerialists, went deep-sea fishing while playing Eastport, Me., and came back with a catch of well over 100 pounds. . . **Harry Cassidy**, theatrical agent, has entered Kingsbridge Road Veterans' Hospital, New York, for surgery. . . **Dick, Pauline** and **Dickie Heerdinks** enjoyed visits from a number of friends during their two-week stand at Fontaine Ferry Park, Louisville. Among the visitors were **Lippencot**, magician; the **Bedel and Morris** troupes, with **Eddie and Don Morris**, and **Al Udovich**, a corporal with the 487th Transportation Truck Company, Fort Knox, Ky.

Frank Cook, comedy wire act, closed at Rocky Spring Park, Lancaster, Pa., Saturday (28). He will be at Shady Gap, Pa., thru August 5, then follows with a week's engagement at Suburban Park, Syracuse. . . **Miss Happy Harrison** with her dogs and ponies left the act's Hartford, Mich., home Friday (27) to play Michigan dates. Following her August 17 stand in Schenectady, N. Y., she will head for a route of New England fairs.

Talent in **E. K. Fernandez**' variety show at Kapiolani Park, Waikiki Beach, Hawaii, included the **Van De Veldes**, acro; **Mucclays**, harmonicas; **Warner and Leigh**, songs; **K. Takiyama**, top

Out in the Open

Jimmy McGarrigle, special events booker at Nu-Pike, operation of the Long Beach (Calif.) Amusement Company, was the songleader for "Smile Night" sponsored by the Los Angeles Elks Club. McGarrigle also directed the singing at a meeting of the Bellflower service clubs. The veteran picnic man returned recently to his California home following attendance at the Lions International convention in Atlantic City. While in the East, he visited Steel Pier, Riverview Park, Chicago, and Ponchartrain Beach, New Orleans. At the Lions' meeting, McGarrigle led the 32,000 delegates in a songfest.

George Flint, Boyle Woolfolk Agency, Chicago, and **Mrs. Flint** escaped serious injury Sunday (22) when their car, driven by George, was forced into a ditch by another car near Kankakee, Ill. The Flint car was damaged to the tune of several hundred dollars.

Charles (Doc) Morris, who in the past handled promotion for Palisades (N. J.) Park and this season went to Indian Point Park, Peekskill, N. Y., has severed connections with the latter spot.

Michael Todd Productions, firm headed by the Broadway showman, sent a camera crew to Rockways (N. Y.) Playland last week to obtain color film of the park's Roller Coaster. The footage was obtained by a camera placed in the front of the coaster, and it will be held for use in a recently developed three dimensional movie process.

Marian Seabold, tapster, and **Manuel and Martha Viera** and their monkeys. Show ran July 20-29 under Young Men Buddhist Association auspices.

Outdoor acts which closed at the Chesaning (Mich.) Showboat included **Vic Hyde**, one-man band; **Patricia Carroll**, **Sinclair** and **Lewis**, **Higgins** and **Hayes** and the **Skylarks**.

Naida Roberta, who is vacationing at Myrtle Beach, S. C., has been set for two weeks at Canadian National Exhibition, Toronto, reports **Pedro Morales**.

E. J. Casey, veteran Canadian show owner, played host to 300 orphans Wednesday (18) at his Rendezvous Amusement Park, outside Winnipeg. Event was sponsored by the Winnipeg-Riverside Lions club and the kids were treated to rides, refreshments and shows. . . **Jack Birmingham**, former carnival and circus billposter, recently returned to his profession after a year's lay-off due to a heart attack. Birmingham billed the B. Ward Beam auto thrill show in Portland, Me.

Gene Nadreau, talker on Royal American Shows' Hawaiian unit, was feted at a birthday party recently by the cast. . . **Mr. and Mrs. J. Lusk**, Royal American, recently became grandparents when their daughter, **Lorraine Lusk Ward** became the mother of a girl in Dallas.

Richard Crawshaw and **Eddie Gorman** have organized a second unit of their Royal Canadian Shows and the new org is touring Alberta, having recently played the Medicine Hat and Cardston stampedes. . . **Bingo** and his lion are with Crescent Shows in Alaska.

Larry Carter, former acrobat, now operator of the Roller Coaster at Kennywood Park, Pittsburgh, came in for a big publicity break in the Sunday (22) magazine section of "The Pittsburgh Press." Story related some of his background in the business and included his photo.

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Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

A-1 Am. Co.: (Fair) Central City, Ia.; (Fair) Cresco 7-11.

Alamo Expo.: Columbus, Neb.

American Beauty: (Fair) Kahoka, Mo.; (Fair) Oskaloosa, Ia., 6-10.

American Eagle: (Fair) Flora, Ill.; (Fair) Mendon 5-10.

American Midway: Hoxie, Kansas; Oberlin, Kansas 6-11.

A. M. P.: Jennerstown, Pa.; Grantsville, Md. 6-11.

Badger State: Waseca, Minn.; Long Prairie 7-9.

Baker United: (Fair) Clinton, Ind.; Delphi 7-11.

B. & C.: Lancaster, N. Y.; (Fair) Penn Yan 6-11.

Beam's Attrs.: Lock Haven, Pa.; (Fair) Hughesville 6-11.

Becht, Lee: (Court & Cutter Sts.) Cincinnati, O.; (Fair) Williamstown, Ky., 8-11.

Beck's Old Reliable: (Fair) Russell Springs, Ky.; (Fair) Nicholasville 6-11.

Bernard & Barry: Toronto, Ont., Can.; Saint Hyacinthe, Que., 6-9.

B. & H.: Turbeville, S. C.; Lamar 6-11.

Big Four Am.: (Chicago and Festival) Chicago, Ill.

Big State: Seminole, Okla.

Blue Grass: Charleston, Ill.; (Fair) Brownstown, Ind., 6-11.

Bluff City: (Fair) Hamilton, Ill.; (Fair) Carthage 6-11.

Boat: Antigo, Wis., 3-5; Merrill 6-9.

Bogle, F. C.: (Fair) California, Mo.; (Fair) Oswego, Kan., 7-9; (Fair) Arma 11-12.

Boone Valley: Griswold, Ia., 31-Aug. 2; Rockwell City 4-7.

Brewer's: Burton, Tex.

Brodbeck: Larned, Kan.; Hill City 6-11.

Brodbeck-Schradler Rides, No. 1: Hobart, Okla.; Dighton, Kan., 6-11.

Brodbeck-Schradler Rides, No. 2: Ashland, Kan.; Quinter 8-11.

Buck, O. C.: Massena, N. Y.

Burdick's Greater: (Fair) Johnson City, Tex.

Buffalo: Van Etten, N. Y.

Burke, Harry: Crowley, La.

Central America: Beaver City, Neb.

Central States: Hanover, Kan., 30-Aug. 1; (Rodeo) Phillipsburg, 2-5.

Capital City: Muldraugh, Ky.

Capitol City Am.: Boonville, Ind.

Carolina: Laurinburg, N. C.

Carpenter Bros.: Liberty Center, O.; Edgerton 8-11.

Cassey, E. J.: (Fair) Robin, Man., Can., 1; The Pas 3-4; Flin Flon 6-11.

Cavalcade of Amusements: Muncie, Ind.

Cavalcade of Fun: Rock Falls, Ill.; Mendota 7-9; Leaf River 11-12.

Chanos, Jimmie: New Bremen, O.; (Fair) Portland, Ind., 6-11.

Cherokee Am. Co.: Netawaka, Kan.; (Fair) Seneca 6-8; (Fair) Wetmore 9-11.

Cetlin & Wilson: (Base Line Sta.) Vandike, Mich.; (Fair) Ionia 6-11.

Coleman Bros.: Boonville, N. Y.

Collins, Wm. T.: (Fair) Wadena, Minn., 30-Aug. 7; (Fair) LaCrosse, Wis., 8-12.

Columbia: Harrison, Me.

Coney Island: Blowing Rock, N. C.

Continental: Catekill, N. Y.; Bennington, Vt., 6-11.

Courts, Fair: (Fair) Ord, Neb., 1-3; Dodge 4-8; Platte Center 7-8.

Cote: Clio, Mich.

Crafts Expo.: Tracy, Calif., 1-5.

Crafts 20 Big: Sacramento, Calif.

Crafts Fiesta: San Diego, Calif., 2-6.

Cumeroeland Valley: (Fair) Alexandria, Tenn.; (Fair) Carthage 6-11.

Dan-Louis: (Fair) Paoli, Ind.; (Fair) Rising Sun 6-11.

Del-Mar: Springboro, Pa.; Conneaut Lake 7-11.

Dickson, H. B.: Panama, Okla.

Dobson's United: White Bear Lake, Minn., 2-5; Glenwood City, Wis., 6-8.

Douglas Greater: Raymond, Wash.

Down River Am. Co.: Roseville, Mich.; (Fair) Crosswell 7-11.

Drago: Flora, Ind.; (Fair) Valparaiso 6-11.

Drew, James H.: (Fair) Nappanee, Ind.

Dumont: Harrisburg, Pa.

Dyer's Greater: Marengo, Ia.; (Fair) Manchester 6-10.

Eddie's Expo.: Freeport, Pa.; California 6-11.

Emshoff: Middleton, Wis., 3-5; Wilmet 9-12.

Evans United: Clyde, Kan.; Glasco 5-8; Everest 9-11.

Ferris, Carl D.: (Fair) Towanda, Pa.; (Fair) Ithaca, N. Y., 6-11.

Ferris Greater: Gilroy, Calif.; Antioch 9-12.

Fidler's United: Warrensburg, Ill.; Pontiac 6-11.

Fleming, Mad Cody: (Simpson & Vine Sts.) Atlanta, Ga.

Francis, John: Tomah, Wis.

Gem City: Brownstown, Ill.; Kankakee 6-11.

Gent's ch. J. A.: Philadelphia, Miss.

Georgia Am. Co.: Newnan, Ga.

Gifford's: Little River, Kan., 1-3; Pretty Prairie 6-9.

Gladstone Expo.: Bowling Green, Ky.

Gold Bond: Monroe, Wis.

Gooding Am. Co., No. 1: (Fair) Xenia, O.

Gooding Am. Co., No. 2: (Fair) Osgood, Ind.

Gooding Am. Co., No. 3: Newark, O.

Gooding Am. Co., No. 4: (Fair) Rushville, Ind.

Gooding Am. Co., No. 5: (Fair) Shelbyville, Ky.

Gooding Am. Co., No. 6: Columbus, O.

Gooding American Expo.: (Fair) Huntington, Ind.

Gooding Greater: (Fair) Franklin, Ind.

Gooding Park Attrs.: (Fair) Plain City, O.

Grand American: (Fair) Macon, Mo., 30-Aug. 2; (Fair) Montezuma, Ia., 3-4; (Fair) Vinton 6-9.

Great Lakes: Norwalk, O.; Hamler 7-11.

Greater Midway: Nichols, S. C.; Lakeview 6-11.

Greater Dixieland: Athens, Tex.; Glade-water 6-11.

Groves Greater: Monroe, La.

Hames, Bill: Ft. Worth, Tex.

Hammond, Bob: Nocona, Tex.; Anadarko, Okla., 8-8.

Hannum, Morris: (Fair) Flourtown, Pa., 1-11.

Happy Attrs.: (Fair) Bucyrus, O.; East Liverpool 6-11.

Happyland: Wayne, Mich.

Hawkeye State: Kellerton, Ia.; St. Charles 6-8; Martinsdale 9-11.

Heller's Acme: Runnede, N. J.

Hennies: Chippewa Falls, Wis.; Springfield, Ill., 6-19.

Heth, L. J.: (Fair) Paducah, Ky.; (Fair) Central City 6-11.

Hiawatha: Morenci, Mich., 1-2.

Hill's Greater: Alliance, Neb.

Home State: Crookston, Minn.; (Fair) Detroit Lakes 8-12.

Hostie: Buft, Benton, Ill.; Lincoln 5-10.

Imperial: Mount Sterling, Ill.

Imperial Expo.: South Tacoma, Wash.

Inland: Perry, Mo.

Inland Empire: Brewster, Wash., 1-5; Bridgeport 7-11.

Interstate: Kingsport, Tenn.; (Fair) London, Ky., 6-11.

J. & B.: Bowling Green, Va.

Johnny's United: Danville, Ind.; Greencastle 6-11.

Joyland: Belzoni, Miss.

Joyland Midway: Uiby, Mich., 2-5.

Jollytime: Exmore, Va.; Cape Charles 6-11.

Karras, Gust Greater: (Fair) Savannah, Mo.; (Fair) Avoca, Ia., 6-9; Mondamin 11.

Kile: Floyd O.: Tallulah, La.; (Fair) Hatfield, Ark., 6-11.

Klenke Am. Co.: Fairmont, Ind.; Peru 6-11.

LaGasse: Rochester, N. H.

Lane, Sammy: Hermann, Mo., 3-4; Eldon 6-11.

Lawrence Greater: (Fair) Doylestown, Pa.

Lone Star: Winston-Salem, N. C.

Maddox Bros.: (Fair) Moundridge, Kan., 1-4; (Fair) Pratt 9-11.

Magic Empire: (Fair) Ridgeway, Ill.; (Fair) Worthington, Ind., 6-11.

Manning, Ross: Newburgh, N. Y.; Peekskill 6-11.

Marks, John H.: Washington, D. C.

Marvel: Mount Auburn, Ill., 3-4.

Meeker: Wiser, Idaho.

Merrill's Midway: Readlyn, Ia., 30-Aug. 1; Ogden 2-4; Indiana 6-8; Grundy Center 9-11.

Merry Midway: (Fair) Greentown, Ind.; (Fair) Royal Center 7-11.

Maryland: Winn, Mich., 31-Aug. 1; Barryton 2-4; Rogers City 10-12.

Midway Expo.: Shelton, Neb., 30-Aug. 1; Ravenna 2-5.

Midway of Mirth: Highland, Ill.; Arthur 6-11.

Midwest: Delta, Utah; Mantu 7-11.

Mighty Hamontree: Fullerton, Ky.

Mighty Hoosier State: (Fair) Elmore, Ind.; (Fair) Bicknell 6-11.

Mighty Page: Front Royal, Va.

Model: Montreal, Que., Can.

Model: Gayville, Wis.; Janesville 6-11.

Moore's Modern: (Fair) McLanahan, Ill.; (Fair) Fairfield 6-11.

Motor State: Toledo, O., 2-4.

Mound City, No. 2: Carlisle, Ill.

Murphy's Tri-State: Madison, S. D.; (Fair) Clinton, Minn., 3-5.

Nelson, George W.: Emmons, Minn., 30-Aug. 1; Comfrey 3-4.

Nessler Greater: Saint Elmo, Ill.; (Fair) Marshall 6-10.

Page Bros.: Elkton, Ky.; (Fair) Scottsville 6-11.

Palmetto Expo.: Lancaster, S. C.

Pan-American: Oxnard, Calif., 1-5; Salinas 8-12.

Parada: Cherryvale, Kan.; Archie, Mo., 9-11.

Park's Am.: Buffalo, Mo.; Carthage 6-11.

Peck Am. Co.: Antioch, Ill.; Mulberry, Ind., 7-11.

Pea Dee: Vass, N. C.

Penn Premier: Chambersburg, Pa.; (Fair) Hatfield 6-11.

Perrell's Pioneer: Honesdale, Pa.; Moccasin 6-11.

Pioneer: Honesdale, Pa.

Playtime: Orleans, Mass.; Eyannis 6-11.

Powelson Expo.: West Lafayette, O.; (Fair) Attica 8-11.

Powelson Greater: (Fair) Circleville, O.; (Fair) Croton 7-11.

Prel's Broadway: Coatesville, Pa.; (Fair) Bedford 6-11.

Raines Am.: Malvern, Ark.

Randy United: Herman, Minn., 2-5; Mendon 6-8.

Reid, King: Burlington, Vt.

Rockwell: Stafford, Kan.; Halstead 6-8.

Rogers Bros.: (Fair) Pine City, Minn., 2-4; (Fair) Farmington 9-12.

Royal American: (Fair) Regina, Sask., Can.; (Fair) Fort William, Ont., 7-11.

Royal Crown: (Fair) Danville, Ill.

Royal Duke: Laurinburg, N. C.

Royal Expo.: Augusta, Ga.

Royal Midwest: Angola, Ind.

Royal United: Lansing, Ia., 2-3; Carver, Minn., 4-5; Guttenburg, Ia., 8-9; Harmony, Minn., 10-11.

Rumble Greater: Farmersburg, Ind.; Terre Haute 6-11.

San Valley: Vermillion, Kan.

Schafer's Just for Fun: (Fair) Hico, Tex.

Shugart, Dr. & Son: (Fair) Atlanta, Tex., 2-4; Hatfield, Ark., 8-11.

Siebrand Bros.: Helena, Mont.; (Fair) Great Falls 6-11.

Smith's Funland: Clarksburg, W. Va.

Smith, George Clyde: Conemaugh, Pa.; Johnstown 6-11.

Snapp Greater: Seymour, Wis.

Southern Valley: Heber Springs, Ark., 30-Aug. 2.

Southern Veterans: Valdosta, Ga.

Sparks, J. A.: Cleveland, Tenn.

Strader, M. A.: Lenora, Kan.; Franklin, Neb., 7-10.

Standard: Williston, N. D., 2-4; (Fair) Worland, Wyo., 15-18.

Star Am. Co.: Humansville, Mo.

Star-Lite: (Fair) Corning, Ia., 30-Aug. 2.

Starlight: Plymouth, Neb., 1-3.

Starlight-Ollie, Ia.; Murray 8-9; Corydon 10-11.

Strates, James E.: Clearfield, Pa.

Sunset Am. Co.: (Fair) Thief River Falls, Minn.; (Fair) Fairbault 6-12.

Tatham Bros.: Lexington, Ill.; (Fair) Bloomington 6-8.

Thless United: Naperville, Ill.

Thomas Joyland: Scottsburg, Ind.; New Bethel, Indianapolis 6-11.

Tidwell, T. J.: Chadron, Neb.

Tinsley, Johnny T.: (Pearl at Memorial) Atlanta, Ga.

Tip Top (Western): (Fair) Green Lake, Wis., 3-5; Cedarburg 9-12.

Tivoli Expo.: Madison, Ill.; (Fair) Allamont 6-11.

Tri-State: Crane, Mo.

Turner Bros.: (Fair) Farmer City, Ill.; (Fair) Milford 6-11.

20th Century: (Fair) Minot, N. D.

Twin City: Gilman City, Mo.; (Fair) Hamilton 6-11.

Tyler: (Fair) LaPayette, Ill., 1-3; Williamsfield 9-11.

United Expo.: Mansfield, Mo.; Houston 6-11.

United States: Gassaway, W. Va.

Van Billiard, D.: Coopersburg, Pa.

Veterans United: Benson, Minn., 30-Aug. 1; Clara City 2-4; Olivia 9-11.

Victory Expo.: (Fair) Trenton, Neb.; (Fair) Fairbury 7-11.

Virginia Greater: Salisbury, Md.; Snow Hill 6-11.

Wade Greater: (Fair) Hastings, Mich.; LaGrange, Ind., 7-11.

Wade, W. G.: (Fair) Rochester, Minn.; (Fair) Wausau, Wis., 7-12.

Wallace Bros.: (Fair) Monroe, Wis.

Wallace Bros.: (Fair) Red Deer, Alta., Can., 2-4; (Fair) N. Battleford, Sask., 6-8; (Fair) Prince Albert 9-11.

Wallace & Murray: Everson, Pa.; Belle Vernon 6-11.

W. B. J., No. 1: Deshler, O.; Matamora 10-11.

W. B. J., No. 2: Wayne, O.; Deerfield, Mich., 10-11.

West Coast: Vancouver, Wash.; Astoria, Ore., 7-12.

West Coast Expo.: Pittsburg, Calif., 1-5.

Western: Cheban, Wash.

Wilcox, Dick: West Enfield, Me.

Wilson Famous: (Fair) Lewistown, Ill.; (Fair) Cambridge 7-10.

Wolf: Kasson, Minn., 2-3.

Wolfe Am. Co.: Martinsburg, W. Va.

World of Mirth: Presque Isle, Maine.

World of Pleasure: Fowlerville, Mich.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Bailey Bros.: Blairsville, Pa., 1.

Beatty, Clyde: (Fair) Glendale, Mont., 31.

Dickinson, N. D., Aug. 1; Bismarck 2; Jamestown 3; Valley City 4; Moorhead, Minn., 5; Brainerd 6; Duluth 7-8; Ashland, Wis., 9; Ishpeming, Mich., 10; Hancock 11-12.

Billar Bros.: Iroquois Falls, Ont., Can., 3.

Capell Bros.: Tracy, Minn., 1.

Cole & Walters: George, Ia., 31; Pringhar Aug. 1; Laurens 2; Pocahontas 3.

Gould, Jay: Guthrie Center, Ia., 30-31; Odebolt Aug. 1-2; Maxwell 3-4; Osceola 6-9.

Hagan-Wallace: Richmond, Va., 30-31; Edenton, N. C., Aug. 1; Washington 2; New Bern 3-4; Jacksonville 6.

Kelly-Miller: Coshocton, O., 30; Londonville 31; Wellington Aug. 1; Willard 2; Bellevue 3; Port Clinton 4; North Baltimore 5.

Kelly-Morris: Escanaba, Mich., 31-Aug. 1; Manistique 2; Sault Ste. Marie 3-4.

King Bros.: Lowell, Mass., 31; Gardner Aug. 1; Keene, N. H., 2; Brattleboro, Vt., 3; Holyoke, Mass., 4; Greenfield 6.

Mills Bros.: Kokomo, Ind., 31; Indianapolis Aug. 1; Anderson 2; Portland 3; Fort Wayne 4; Defiance, O., 6; Bowling Green 7; Toledo 8; Sandusky 9; Lorain 10; South Euclid 11.

Polack Bros.: Eastern: (Stadium) Bloomington, Ill., 30-Aug. 1; (Stadium) Peoria 3-6; (Stadium) Dubuque, Ia., 9-11.

Polack Bros.: Western: (Auditorium) Santa Cruz, Calif., 30-Aug. 1; (Stadium) Salinas 3-4; (Stadium) Reno, Nev., 8-11.

Ringling Bros. and Barnum & Bailey: Mason City, Ia., 30; Des Moines 31; Fort Dodge Aug. 1; Council Bluffs 2; Grand Island, Neb., 3; North Platte 4; Cheyenne, Wyo., 5; Denver, Colo., 6-7; Salt Lake City, Utah, 9; Ogden 10; Pocatello, Idaho, 11; Butte, Mont., 12.

Rogers Bros.: Farmville, Va., 31; Petersburg Aug. 1; Suffolk 2; Norfolk 3-4; Cape Charles 6.

Wallace & Clark: McDermitt, Nev., 3.

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Tornado Hurts "Aqua Follies"

Continued from page 42

countless thousands more.

Saturday night (21) Minneapolis Auditorium was packed 10,000 strong for the fourth consecutive year by WCCO, Columbia Broadcasting System (CBS) station, which put on its annual two-hour Aquatennial show. Tickets were sold. This year's stars were Ken Murray and Dennis Morgan; aided by Coleen Gray, film actress hailing originally from Hutchinson, Minn.; Arthur Godfrey's Chordettes and Murray's I Like the Wide Open Spaces gal, Lorie And...s. Local talent pitching in on the show, broken up into four half-hour segs, were Cedric Adams and Bob De Haven, WCCO staffers. The Minneapolis Choraleers singing unit and the Carolinn Singers participated in the programming.

The Aquatennial, which ran a Wednesday night (25) illuminated parade before several hundred thousand more viewers, sponsored numerous free events during the week and climaxed its festival with the annual selection and coronation of the 1952 Queen of the Lakes to succeed Helen Stoffer, 1951 queen. The coronation party was in Municipal Auditorium Friday night (27).

YOU GET NATION-WIDE SERVICE WHEN YOU ARE INSURED WITH CHAS. A. LENZ

The Showman's Insurance Man

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Indian Point Extends Run By 2 Weeks

Closing Set for Sept. 23; New Outings Added

PEEKSKILL, N. Y., July 28. — Due to extra outings booked recently, Indian Point Park here will remain open until September 23 instead of shutting September 9 as originally planned, operator Ed Kelmans reported this week.

Kelmans said he had secured three industrial outings for Saturday, September 16, and two for the following Saturday. He expects the extra Sunday gained thru the extensor also to be worthwhile.

Despite some mid-afternoon rain Sunday (22) the operator claimed a heavy-spending throng of 17,000 persons was on hand. Spending also was high Saturday (21), with 10,000 present. With a big schedule of excursions booked Thursday (26), 8,000 persons spent enough to take the day above the average figure expected for such a time, Kelmans said.

TAME ENOUGH NOW FOR KIDS

WILDWOOD, N. J., July 28. — Wildwood was really wild some 72 years ago, when Benjamin Cresse and Ephrim Hildreth herded cattle on the dunes and both men held exclusive grazing rights on this seaside island. Today Cresse's grandchild, Robert Cresse and his wife, Esther, maintain three pony track rides in the Greater Wildwood area. One is located in North Wildwood, another in Wildwood proper and a third in Cape May. They are also seeking permission from city fathers to set up a similar concession in Wildwood Crest. The Cresses are 24-year veterans of the business, moving their pony rides to the fair circuits following the summer resort season.

Showers Cut Rye Crowds

RYE, N. Y., July 28. — Despite a few showers, each day of last week-end (21-22) brought 15,000 persons to Playland here, park officials reported.

Free acts were the Bruno Family, high wire and the Wilfred Trio, jugglers

N. E. Ops Enter Final Weeks With Money Bags Bulging

150 Attend Rye Summer Confab; Outlook for August Is Excellent

Continued from page 1
meeting of the New England Association of Amusement Parks and Beaches at Playland here Tuesday (24). The reports on business were gathered at small groups and in odd corners of this model playground operated by Westchester County, since no formal meetings or discussions were scheduled in keeping with custom. The reports ranged only from excellent to good. The expected usual percentage of sad tales was entirely lacking but so, too, were a sizable segment of the Yankee group who might have had a different story to relate.

With the season two-thirds gone and the red ink evaporating from lack of use, the outlook for August is excellent. Short of a complete reversal of the pace of the season, most funspots already can regard the season as winning one while concentrating on sock wind-up. August, with fair weather, tradi-

tionally lifts the Yankee spots into the higher brackets and several times in the past has contributed the difference between a profitable and losing season.

Favorable Weather

A better Fourth of July aided most spots after a wet June. Week-ends thru July have mostly been favored by fair weather and

crowds and grosses have been good. Sultry weather has not been prevalent with the result that all units have benefited, rather than just the bathing units.

While Fred Markey, association secretary, regarded the turnout as good, many members failed to show up, probably because the location of Playland nixed the position.
(Continued on page 48)

N. E. CONFAB NOTES

Sales Talk Minimized At Yankee Gathering

RYE, N. Y., July 28. — Little action was reported by representatives of ride manufacturers attending the 22d annual meeting of the New England Association of Amusement Parks and Beaches at Playland here Tuesday (22). Two of the regulars, Bill Wendler, of Allan Herschell Company, and Herb Schmeck, of Philadelphia Toboggan Company, were missing. Reprs included Bill de L'horbe, National Amusement Device Company; Fred L. Markey, Dodgem Corporation; Ray Lusse, Lusse Bros.; Leon Cassidy, Pretzel Ride Manufacturing Company, and Charles Addison and Richard Phelps, kiddie hook and ladder fire engine.

Henry Bowen and the usual sizable crew from Whalom Park, Fitchburg, Mass., explored Long Island Sound in the afternoon and again at night aboard a 40-foot cruiser. Party viewed the fireworks display from offshore at night.

Gus Rosasco, Playland game

concession op. and John and Mike Wallace, scale and age ops, were moaning the loss by a nose of a recent race in which one of Gus' horses participated. Grief gave way, however, in the face of bright prospects for the nag's next running.

Hamid Represented

Dorothy Packman and Joe Hughes represented the George A. Hamid talent agency. It was their first attendance at a New England session in several years. Al Martin, Boston talent rep, missed attending for the first time in years.
(Continued on page 49)

3 Eastern Funspots Pact Hoppy Tie-Ins

NEW YORK, July 28. — In a deal completed this week, the General Baking Company, makers of Bond Bread; Hopalong Cassidy Enterprises and Steel Pier, Atlantic City; Crescent Park, Riverside, R. I., and White City Park, Worcester, Mass., have tied up for cut-price days and contests involving Hoppy merchandise.

Arrangement was made by Bill Rolley for Steel Pier, H. D. Gilmore for Crescent Park and Jack Morris for White City. Bob Ensworth, who heads a public relations agency here, handled the Hoppy Enterprises end of the deal.

At Steel Pier, Hoppy days were started yesterday (27) and will continue every Friday morning thru September 7. Bond Bread deliverers will distribute 200,000 tickets weekly, door-to-door, to points as far separated as Reading and Philadelphia, Pa.; Trenton, N. J., and Wilmington, Del. Tickets will entitle children, or adults when accompanied by kids, to half-price at the Steel Pier front gate. Contests will be conducted each Friday, with Hoppy goods as prizes. Yesterday's starter was a bicycle. Every ducat holder also will get a Hoppy comic book and an autographed photo of the cowboy. George A. Hamid, Steel Pier owner, has agreed to show a Hoppy movie at the pier theater as the lead event each Friday that the tie-up is in effect.

At Crescent Park, Bond will distribute reduced price ride tickets to about 3,500 retail stores handling their products in the Rhode Island and Massachusetts area. Days set for Crescent are August 17 and 24, and the semi-finals of a contest to select a kid who makes the best cowboy will be staged at the park on the former day, with the finals held on the latter. The comic book and pic giveaways also will be worked here.

At White City, 100,000 cut-price ride tickets will be made available thru five department stores in Worcester, and a local bank, which features a Hopalong Cassidy Savings Plan, also will provide ducats. The days at White City will be August 17-18, and the spot also may conduct the same type of kid cowboy contest as that set for Crescent Park.

Not only the Worcester department stores, but marts in all cities in the areas of the other two spots will issue tickets from the sections catering to children. Bond Bread is now playing up big the endorsement of Hoppy naming the food as his favorite. In addition to the money spent on the tie-up by the bread firm, Steel Pier, Crescent Park and White City are laying out substantial sums on advertising to put the move over the top. Ensworth sees the promotion as sure-fire and said plans call for a nation-wide expansion of it next year.

FREED FUNSPOT FUN, NOT FREE

SALT LAKE CITY, July 28. — Apparently a youngster had fun at Lagoon Park here but conscience trouble when he got home. In Manager Bob Freed's mail this week was a pencilled note reading:

"I am sorry I got into your Funhouse thru the back door the other day. So here are my 20 cents."

Freed plans to have the note and two dimes mounted for display in his office.

Drive-In Chain Opens Kidspot At Beaumont

BEAUMONT, Tex., July 28. — An estimated 7,500 were on hand Wednesday (18) when Jefferson Amusement Company opened its new South Park Kiddieland here. Funspot is adjacent to Jefferson Amusement's South Park Drive-In Theater. A free ticket good for one ride was given with each ticket to the drive-in, S. L. Oakley, vice-president, reported.

Layout includes a Merry-Go-Round, Sky Fighter, Kiddie Auto Ride, Kiddie Boat Ride and Little Dipper, Allan Herschell devices, and a Kiddie Handcar, Miniature Train Company's kiddie train ride, and a Jeep fire truck. Children's tickets are 9 cents or three for 25 cents. Adults ride at a straight 11 cents. Snack bar also is operated.

Harmony Sweethearts and Charles Boudreaux's orchestra were booked for the opening.

Daytona Beach Has Big Year

DAYTONA BEACH, Fla., July 28. — Amusement zone here is enjoying good business, with several operators reporting top seasons, according to M. B. (Doc) Rutherford. Playland Park has had big grosses with its four major rides, two kiddie models and food concessions.

The city-owned concessions on the beach number about 30 and have done well, according to Rutherford. Bob Holon's bowling alley and roof golf, Buddy Wickersham's fun zone with Skooter and Ferris Wheel, and Ormond Tropical Garden's Wild Life Show, managed by Frank L. Bomdemo, are sharing in the prosperity.

Fourth of July brought excellent crowds to the beach, and an estimated 8,000 persons watched coronation of a beauty queen.

Steeplechase Grosses Top 1950 by 12%

NEW YORK, July 28. — Manager James J. Onorato reported this week that business at Steeplechase Park as of Sunday (15) was 12 per cent ahead of the comparable period last year.

Gain had been made despite the fact that the park is offering customers about the same attractions as last year and is following basically the same advertising and promotion procedure. The increase also has been scored with far from perfect weather prevailing.

Case in point is last week-end (21-22) when rain fell Sunday but business for the day was good. Saturday also proved a money-maker, Onorato said. Spending at Steeplechase also has been on the upgrade from 1950.

Collins Stock In Pine Island Sold to Price

MANCHESTER, N. H., June 28. — The Collins interest in Pine Island Park, Inc., has been sold to Harry Price, Boston, a stockholder.

John, Denis and Charles Collins, of Boston, will devote their full time to operation of their Lincoln Park at New Bedford, a company spokesman stated. Price retains his interest in Lincoln Park, it was reported.

The change will not affect operations of personnel at Pine Island, the report says.

Free Night Gate Ups Attendance At New London

NEW LONDON, Conn., July 28. — The policy of free admission after 6 p.m. on week-days has been contributing to a crowd increase at Ocean Beach Park, city-owned-and-operated park, according to Leslie Morson, park director of activities.

Admission charges prevail on week-ends and night when fireworks are displayed.

Sunday Crowd Exceeds July 4 At Cedar Point; Excursion Aids

SANDUSKY, O., July 28. — Unofficial estimates of the Sunday (15) crowd at Cedar Point set attendance ahead of the big July 4 total. In the crowd were 900 persons from Central Ohio who had come on a Baltimore & Ohio excursion train. Rain elsewhere in the State cut excursion business somewhat.

Hotter weather in Detroit has increased business for the steamer, Put-In-Bay, which operates between that city and Cedar Point. More than 400 took the boat to Cedar Point Thursday (19) and other stopped off at Put-in-Bay Island in Lake Erie.

Nearly 1,300 4-H Club young-

sters from Lima, O., rode the Nickle Plate to Sandusky and ferried across the bay to Cedar point recently. Officials said another 500 would have come if more coaches had been available.

J C Outing

Sandusky Junior Chamber of Commerce is sponsoring a Vacation and Fishing Derby at Cedar Point August 1. Catfish will be dumped into lagoons at the resort the day before, and prizes will be awarded the hook-and-line fishermen.

Tom Moore's Mutual Broadcasting System Ladies Fair program has been booked for matinee and night performances at the resort ballroom September 7 as part of the fourth annual Erie County Fall Festival. Jay E. Wagner Jr., program director for Mutual's Sandusky outlet, WLEC, is committee chairman for the MBS show. Mel Harmon, managing editor of the Sandusky Register-Star-News, is chairman of the festival queen contest. This will be the second year for the festival. Dates are September 6-9.

Jacksonville Games Off

JACKSONVILLE, Fla., July 28. — Game concessions at Jacksonville Beach are off 10 per cent this season, according to an operator of several games. Civilian spending, he said is off 50 per cent, but influx of servicemen has primed business considerably.

Toledo Beach Moves Ahead In 2d Year; Gross Up 27%

LA SALLE MICH., July 28. — Toledo Beach, now in its second season, is showing a sharp increase over last year's business, according to H. L. Walter, general manager. He stated the gross is 27 per cent ahead and per capita spending has increased from 43 cents to 64 cents.

Fourteen rides, including major and kiddie versions, are in operation, and Walter credited the new devices and week-end weather breaks for the increases. A new Dodgem, installed and operated by the Geisler Brothers of Detroit, is topping the midway, Walter stated.

A week-day promotion in cooperation with the Toledo City Recreation Department brings between 500 and 1,000 youngsters to the funspot each Tuesday in July. Organizational and industrial picnic bookings are strong.

Enlarged parking facilities have helped in handling week-end crowds of from 20,000 to 25,000 persons, the manager reported. On Sunday (15), 5,000 persons jammed the Long Beach area.

The ballroom is being operated on week-ends only and has the Huber Brothers orchestra of Toledo, O. The spot's Ski-Vu Outdoor Roller Rink is increasingly popular. Walter said.

Carolina Park Formed

FOREST CITY, N. C., July 28. — Show-Me-the-Way Park, Inc., here, has obtained a charter from the Secretary of State to operate a recreational park. It is a non-stock corporation. Incorporators are Dr. C. S. McCall, G. W. McCall and C. N. McCall, all of Forest City.

MONEY BAGS BULGE IN N. E.

• Continued from page 47

sibility of limiting participation, including travel time, to a single day.

Representatives were on hand from each State, and the favorable reports encompassed such diverse spots as Old Orchard Beach, Me.; Hampton Beach, N. H.; Riverside Park, Agawam, and Paragon Park, Nantasket Beach, Mass.; Savin Rock, Conn., and Rocky Point, Warwick, R. I.

TV No Bugaboo

Defense dollars are lacking in most areas, the ops said. Business conditions in the fun zone areas would have to be moderately good to account for the healthy season, but at the same time the gin mills with entertainment and allied show business endeavors were reported on a slim diet with television getting the blame. TV, however, apparently has had little or no effect on the ozone entertainment world.

Generally, the earnings have

Army Field Day Clicks at Flint

FLINT, Mich., July 28.—Results beyond expectations were produced by a National Guard field day and picnic staged Sunday (22) at Flint Park here, said Dr. Louis H. Firestone, park president and general manager.

Staged by units of the Headquarters Company, 125th Regiment, 46th Infantry Division, the event offered park patrons a sham battle, field maneuvers and demonstrations of walkie-talkie, tanks and jeeps. Proceeds from the affair will be used by the regiment for purchase of athletic equipment. Dr. Firestone said the demonstration was the first of its kind ever permitted by the Army.

Other entertainment included concerts by the division band, races and watermelon and pie-eating contests. All park rides were in operation, with tickets being sold by members of the guard.

Next promotion on the park calendar is a public wedding on the Ferris Wheel, slated for August 5.

Hoppy's Draw Set at 75,000; Plan Ballroom

VENICE, Calif., July 28.—William (Hopalong Cassidy) Boyd's second appearance at Hoppyland here Saturday and Sunday (21-22) drew an estimated 75,000.

A ballroom with 3,500 square feet for dancing is to be constructed. Pavillion will be operated as a concession, with Ed Shepley and his Western band playing for square and modern dancing. A soft drink stand will be included in the patio. A barbecue pit will be available to parties engaging the ballroom.

The dance floor will be constructed of fluorescent plastic. The structure will ready by mid-August.

Klatzco Kidspot Gives U. S. Bonds In Photo Contest

CHICAGO, July 28.—Prizes being offered by Capt. Louis Klatzco's Hollywood Kiddieland in the Chicago Herald-American "Cutest Kids" contest are \$200, \$100 and \$50 United States bonds. The bonds will be part of the first, second and third awards in the competition.

Klatzco said no passes are being given. Originally, the newspaper planned to give pass books, but Klatzco said he issued none and would give the bonds instead.

The contest, getting full-page spreads in the paper, is winning much publicity for the kidspot.

been well distributed among all units. Rides and concessions have done equally well and ballroom patronage was reported good. Bathing facilities have been crowded with capacities taxed on hot week-ends.

The use of promotion has been growing constantly since the lush postwar period. Nearly all fun-spots are working diligently at the creation of crowd-building lures, apart from the constant pitch for picnic trade. Many ops spoke of the necessity of going after trade and credited their endeavors with a sizable percentage of their weekly business.

Prosperity Widespread

There was little or no contradiction in reports covering inland and shore spots. W. L. Duffy, Old Orchard Ocean Pier, said rides were doing well and the ballroom, while off slightly, promised to catch up. Julian Norton, Lake Compounce, Bristol, Conn., gave a favorable report, as did Larry Stone, Paragon Park; Henry Bowen, Lake Whalom, Fitchburg, Mass.; Eddie Carroll, Riverside Park; Paul Haney, Rocky Point; John Collins, Lincoln Park, North Dartmouth, Mass., and John Dineen, Hampton Beach Casino.

Col. Allan E. MacNicol, Playland managing director, hosted the group, assisted by Max Vogel, general superintendent; Robert Boehm, operating superintendent; Charles A. Palmer, publicity manager; Anthony L. Lofaro, refreshment manager; Manny Renson, auditor; John Wheatley Jr., booking manager; Harry Drinkeater, parking manager, and Gabriel Carabee, bathhouse manager.

One or more of the efficiently managed and smoothly operating Playland departments were thoroughly studied by the visitors.

Meeting was an all-day session with registration beginning at 9 a.m. Formal program was dispensed with the exception of luncheon at the Colonnade Restaurant, an attractive outdoor eatery, and cocktails and dinner in the evening were served at the Casino Restaurant. Visitors viewed the regularly scheduled fireworks display at night and the Bruno Family, high wire, and Wilfred Mae Trio, jugglers, attractions for the week.

Visitors Listed

Registrants included: Wallace and Russell Jones, Boston; Alice Logan, Boston; Alice Tonaill, Rockport, Me.; John Stone, Boston; John Echlof, Rockville Center, N. Y.; Stasha Ullanovitch, Boston; George Clapp, Boston; Henry Bowen, James J. O'Malley, Thomas Kelly, Mr. and Mrs. Edward Laventure, Silio Hilbard, John Williams and Mr. and Mrs. K. Janes, Whalom Park, Fitchburg, Mass.; A. O. Davis, Boston; Fred L. Markey, Exeter, N. H.; John A. Carpilio, Lawrence, Mass.; Wilson Bable Jr., Southwick, Mass.; Morris Millar, Lawrence; Robert Plarr, Dorney Park, Allentown, Pa.; Joseph Barnes and Elmer Foehl, Willow Grove, Pa.; Raymond Lusse, Philadelphia; Irving Percy and Julian Norton, Lake Compounce, Bristol, Conn.

Also George Currier, Mamaron-

Wildwood Club Elects Ramagosa

WILDWOOD, N. J., July 28.—S. B. Ramagosa, concession operator her for the past 35 years, this week was chosen chairman of the board of directors of nearby Cape May County Tuna Club. John Lue, who manages many of Ramagosa's amusement interest here, was named vice-president of the club; and Gilbert Ramagosa, his son, was elected treasurer-secretary.

Employees of the S. B. Ramagosa Enterprises beat the "Hospital Mercy Month" to the punch this week by presenting a check of \$966.04 to William C. Hunt, general chairman of the fund and head of the Hunt Amusement Enterprises here.

eck, N. Y.; David Wilhaus and Barney William, Lakeview Park, Lowell, Mass.; Leon Cassidy, Bridgeton, N. J.; William Patton and Ken Harding, Boston; Mr. and Mrs. Elmer Mason, Miami; Pat and Helena Fuller, Hampton Beach; Charles Addison and Richard Phelps, Lexington, Mass.; Joseph Margolis; John Dineen, Hampton Beach; Gus Rosasco, Playland; Richard and David Bailey, Max Zand, Lincoln Park, North Dartmouth, Mass.; Lena Keeney, New York; Sylvia Greene, New York; Jesse Hutchinson; Philip Gladue, Crescent Park, R. I.; Paul Haney, Rocky Point, R. I.; Edward J. McCabe, Hartford; Paul Huedepohl, Chicago; William Rabbin, Playland; Mr. and Mrs. A. Gondeck, Playland; Dorothy Packman and Joseph H. Hughes, New York; Joseph Carrola, Oakland Beach, R. I.; John and Michael Wallace, Playland; Mr. and Mrs. Howard Gondeck, Playland; Mr. and Mrs. William de L'horbe, Dayton, O.; Mrs. Morris Weiner, John Williams, Louis Michaud, Larry Stone and James Denahy, Paragon Park; Mr. and Mrs. Edward Carroll and Mr. and Mrs. Harry Storin, Riverside Park, Agawam, Mass.; Samuel Simmons and Arthur Hurley, Nantasket Beach, and Preston Scuphin, New York.

Steel Pier Sets Hoppy Tie-In

ATLANTIC CITY, July 28.—To attract children's trade, George A. Hamid's Steel Pier tied in with Bond Bread to make every Friday morning a Hopalong Cassidy morning. Special promotion was launched yesterday and continues thru September 7. Half-price tickets to the pier have been distributed by all grocers and food stores handling Bond Bread thru a 100-mile radius.

The special ticket admits a child or any adult accompanied by a child for half price between 9:30 and 11 a.m., Fridays only. The half-price admission covers all the regular attractions and amusements offered by the pier. In addition, for the special promotion, a Hopalong Cassidy movie is presented free at 10:30 a.m. Hoppy comic books and photos also are distributed free to the youngsters.

Danish Agents Hunt New Acts

COPENHAGEN, July 28.—Scarcity of new acts for circus and outdoor spots has Scandinavian managers and bookers hustling in search for numbers that have not been played out in this territory.

Ernest Sahlstrom, who books the outdoor acts for Copenhagen's Tivoli and vaude acts for the big National-Scala night spot, is on a talent hunt thru Germany and Switzerland. Oscar Schumann, director of Circus Schumann, has also left for Germany to look over acts for next season's bill.

Other local bookers recently looking over the foreign fields were Kinow Stanley, who spent several days catching shows in Hamburg, Germany, and Martin Roses, who extended his search to Paris.

Pa. Opens Drive on Ice Cream Violations

HARRISBURG, Pa., July 28.—The Pennsylvania Department of Agriculture has announced a drive against violators of the State ice cream laws, and the manufacture and sale of frozen desserts under other names than ice cream are being checked by agents of the Bureau of Food and Chemistry, W. S. Hager, deputy secretary of agriculture, announced.

Several arrests of violators at carnivals and wayside stands have already been made, he said.

Elephant Ride Halted

DETROIT, July 28.—Jumbo, mechanical elephant ride imported eight weeks ago as a promotional gimmick by Cunningham Drug Stores, came to a temporary halt Monday (16) when one leg failed. Six children were riding at the time and were given minor first aid. The device was withdrawn from use until it was thoroughly rechecked.

About 100,000 children have been given rides, it was reported.

SANTA IN JULY

Needy Kids' Party Builds Rock's Space

NEW YORK, July 28.—Rock-aways Playland here came up with a barrel full of publicity Wednesday (25) when an open-handed wealthy widow and 200 children were parlayed into a page of text and pictures in *The New York Daily News*, top circulation paper in this city.

Widow was Martha S. Reynolds, who in the past has given away large sums of cash on impulse. She contacted *News* staffer Joe Martin, told him to round up 200 kids and said she would provide \$1,000 for an outing. Martin, on close terms with A. Joseph and Dick Geist, of Playland, took the woman and children to the park and later did the feature for the *News*.

The Geists, Ed and Gene Tostanoski, operators of Resort Bus Lines, Inc., and Jim Maginn who has the monogrammed hat concession at the park, combined to give the kids a free day at the spot. Martin disposed of \$500 thru a chicken dinner for all, refreshments and tips. Each child was given \$1 at the end of the day, and the widow instructed that the rest of the cash be given to crippled children. Kiddies chosen for the trip were selected by five local welfare agencies.

The weather over last week-end (21-22) was only mediocre, business at Rockaways was good, with the Wilson Line, excursion firm servicing the park, reporting a 25 per cent jump in passengers to the spot this year. The park also was set this week with a DuMont network TV show, *Plainclothesman*, that will be laid in an outdoor amusement setting. The Rock-aways title will be prominent before the video cameras.

A. C. Beach Crowds Up

ATLANTIC CITY, July 28.—If the figures of the Atlantic City Beach Patrol are any indication, the resort is experiencing a banner year as far as attracting visitors is concerned. Richard Hughes, superintendent of the Beach Patrol, said last week that according to daily estimates, 1,544,000 bathers have been on the strand this summer up to Sunday (15), a total 363,000 larger than last year's 1,181,000 for the corresponding period.

Last year's beach count, Hughes said, ran below average. But this year's are far ahead of the pace of the "good years" in the past. The count, Hughes said, has run ahead of last year on virtually every weekday and Sunday. Last Sunday's 174,000, for instance, was 50,000 better than the corresponding Sunday of last year, and the July 4 estimate of 170,000 compares with last year's 164,000.

Flourtown, Pa., Celebrates Attractions

FLOURTOWN, Pa., July 28.—Greater Flourtown Fair, August 1-11, will have the Morris Hanum Shows as its midway attractions and has lined up a number of free acts for the 11-day event, William J. Goss, general chairman, announced.

Act line-up will include Janet and Paul, high pole; Suicide Simon, explosion artist, and Elektro and his robot dog, Sparko.

4,200 See Beam Unit at Bridgeport

BRIDGEPORT, Conn., July 28.—Ward Beam Thrill Show drew 4,200 persons to Candlelight Stadium here last Saturday (21) for one performance. It was the first thrill show to play Bridgeport this season.

John Rodgers Signed By Lawton Celebration

LAWTON, Okla., July 28.—The John B. Rodgers Producing Company, Fostoria, O., has been signed to direct the Lawton Golden Jubilee Celebration, August 5-11. Features planned for the event include a historical pageant each night, parades, rides, street dancing and fireworks.

Illions' Buffalo Spot Does Okay

BUFFALO, N. Y., June 28.—New Liberty Park in suburban Cheektowaga now is in its third year of operation and business has been good, according to Manager F. Percy Morency. Spot is owned by Harry Illions, who also has Celoron Park, Jamestown, N. Y.

In Liberty's 13-acre amusement area are Carousel, Ridee-O, Loop-the-Loop, Caterpillar, Ferris Wheel, Flying Skooters, Bubble Bounce, Little Dipper, Miniature Train, Kiddie Ferris Wheel, Pony Cart, Kiddie Airplanes, Kiddie Boats and Kiddie Autos.

The kiddie devices are set up behind an elaborate Kiddieland entrance adjacent to the picnic grove.

Concessions

Park-owned concessions, managed by Alyne Morency, include bottles, basketball, cork gallery, balloon game, penny pitch, glass pitch, rifle range, cat ball game, pistol range, hoop-la and cork cigarette gallery, with George Seymour as superintendent.

Guess-your-age and guess-your-weight are operated by Whitey Culp. French fries, waffles and candy floss are operated by H. & E. Concession Company, Buffalo. Max Kay handles popcorn.

Buffalo Outdoor Specialty Company has miniature golf. John Glover is ride superintendent and Ernest Baumgarten Merry-Go-Round manager. Fireworks and free acts are used.

Weather Raps Harvey Spot; Spending Up

HARVEY, Ill., July 28.—Per capita spending at Harvey Kiddieland here is running well ahead of 1950 when the weather permits, according to Vincent Fanelli, owner-operator. Altho weather has been anything but good, rising pay rolls in this industrial suburb of Chicago have increased gross.

Fanelli, who is assisted by his two sons, Joseph and William, recently opened a new \$50,000 drive-in restaurant adjacent to the kid spot and has a number of other improvements pending. Black-topping of the entire lot, new modern rest rooms and increased parking space are a few of the improvements contemplated.

Ride Line-Up

Ride line-up this year is unchanged from 1950, altho a new Kiddie Whip and Auto ride are on order and are expected to arrive in August. In operation now are a three-abreast Merry-Go-Round and Kiddie Train, Autos, Planes, Jeeps, Boats and Ferris Wheel.

The Fanelli operation is in its fourth season and operates with 14-cent tickets, two for a quarter. Advertising was increased greatly this year and includes regular newspaper space, leaflets dropped from airplanes, a sound car and float entries in various local parades.

Photos Boost Barr's Spot

MICHIGAN CITY, Ind., July 28.—Sunday (22) crowds at Washington Park here were large despite threatening weather, with many patrons attracted by picture publicity on the spot's Monkey Island.

Chicago Herald-American carried a photo with a caption describing battle among the monkeys as they selected a leader. Shot showed one loser in the fight who had crossed water to a pipe, where it could rest safely. Photo was carried nationally by three picture services.

John Thoma, press rep for Harold K. Barr's spot, said he had set a deal with the Columbia Broadcasting System's show, *Shopping With the Mrs.*, to give an outing at Washington Park as one of the program prizes.

WANTED RIDE HELP

Experience not necessary. No ups or downs. Good pay. Living quarters. Join on wire.

MAX GRUBERG AMUSEMENT PARK
Long Beach, L. I., N. Y.

AMUSEMENT SWIMMING PARK FOR SALE

"America's Famous" Morton Park Pool Club, 200 acres, just 10 miles southwest from Phila. Every transportation direct to park. "Rodeo" Earl Smith, owner and operator of this gold belt district park since 1928, retiring to his "Silver King Ranch." This property is surrounded by the fastest growing community in America. Consists of 4 1/2 acres, 13-room adapt. mansion. Excellent Night Club or Hotel Poss. Mammoth streamline 100% undercover locked bldg. Adapt. to roller skating, bowling or dancing after swimming season. Eating stand, artesian well pumping station, unlimited spring water supply, shady picnic grove, sandy beach. This park is famous for its tremendous business. Is known as the meeting place of "world celebrities." Can be financed. Selling price \$150,000. Address:

"RODEO" EARL SMITH
MORTON PARK POOL-CLUB, MORTON, PA.

Sales Talk Minimized

Continued from page 47

Al had a major doings running in Fitchburg, Mass.

Emanuel Deutsch, Playland magic shop operator, gifted each registrant with two-headed coins, "can't lose" matching gimmicks. Playland department heads were most co-operative in outlining operational technique and many visitors took advantage of the opportunities to study the smooth-functioning units.

Cruise scheduled for the morning was canceled due to changes in boat schedules. The switch brought no protests, with most sojourners content to spend the day roaming the far-flung spot.

View Traver Ride

Several operators gave careful attention to Harry Traver's Kiddie Jeep. The ride is one of the best grossers in the moppet adjunct. Using a standard Kiddie Jeep body, Traver has fitted out a front wheel which makes contact with intricately-curved track layout. The cars are powered by batteries, and the children get a solid charge from pretending to steer the devices.

Shop talk seemed to be light, the Sylvia Greene, of the Bert Nevins office, New York, sought thru the day to make contact with parkmen situated in territory not already included in Nevins' Mrs. America contest. Howard Duffy, Old Orchard Beach, Me., evinced interest in the idea. Duffy and his wife cut and ran early in order to catch the night performance in New York Guys and Dolls.

Bustling about all day was Paul Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches, who made the trip from Chicago. Julian Norton, Lake Compounce, Conn., spent the day in a box at Yankee Stadium watching the Yankees whip the Cleveland Indians.

Sartorial Splendor

There was a marked preference for bow ties among the New Eng-

land contingent, and many operators came coatless in open-necked shirts in anticipation of the hot day. Yet another sartorial note was the jaunty cap sported early in the day by Fred L. Markey, secretary of the New England Association. Honors for sharpest dresser probably went to Ed Carroll, operator of Riverside Park, Agawam, Mass., and president of the national park association. The yellow packet worn by Ed, who appeared late in the day with his wife, was a blazer.

Fanny Mason and her husband, Elmer, arrived fairly early. Fanny put in a full day and was one of the last on hand when Allan E. MacNicol, director of Playland, bade farewell. The park pilot regaled those who showed early with a story of winning on a 20-to-1 shot one year at Saratoga, using the profits for a trip South by ship and again cashing in when the vessel went aground and film taken by MacNicol was purchased for a goodly sum by a newsreel company.

Bill Rabkin was on hand for the gathering, representing International Mutoscope Corporation, New York and the park arcade which he operates. His wife came out on top in a pinball machine-playing contest that included Bill Delvos, manager of Rye's large game room.

New Features Spur Interest At Philly Spot

PHILADELPHIA, July 28.—Willow Grove Park continues to stage special promotions to hypo mid-season crowds, particularly on weekdays. Following the highly successful 15th annual Firemen's Jubilee held Wednesday (25), two other special events are on the park calendar and staged this season for the first time. This week, Dora Seeley, originator of the Norristown (Pa.) Antiques Show, is sponsoring a special summer exhibition of antiques at the park's Casino Ballroom.

Next Wednesday (August 1), TV cowboy star Ranger Joe and his horse, Topaz, and his ranch house gang, appear at the park for a "Ranger Joe Day." The first time for such a promotion, Ranger Joe fans will have an opportunity to win cowboy prizes and see two free shows put on by Ranger Joe and his group.

Radio Tie-Ins Spark Crowds For Jantzen

PORTLAND, Ore., July 28.—Biggest Kids' Day in five years was reported at Jantzen Beach here Tuesday (17), when station KEX provided the Mary Virginia and Uncle Bob shows thru a tie-in. Park Manager Earl G. Swanson said children were lined up for free rides from 10 a.m. to 6 p.m. In the first two hours, 15,000 youngsters were accommodated, he stated.

In another promotion, KWJJ brings a disk jockey show to the Jantzen pool each Friday. Phonograph records are tossed into the pool and a waterproof mike is submerged to pick up the sound as divers scramble for the platters. Another KWJJ disk jockey show is broadcast from the pool area from 10 a.m. thru 2 p.m. three days a week.

Bad Weather Dips Takes At Olympic

IRVINGTON, N. J., July 28.—It was a gloomy week-end (21-22) at Olympic Park here, as Saturday gave only fair business and Sunday was threatened constantly by rain that materialized in late evening, Treasurer Robert Guenther reported.

Free acts in this week at Olympic included Brick Bros. & Gloria, trampoline; Danny Dennis, unicycle and juggling; Billy & Jean Lambert, contortionists, and the Lopez Trio, casting act.

IT'S A BIRD, IT'S A PLANE... IT'S THE LAW

NEW YORK, July 28.—Business on the Parachute ride at Coney Island's Steeplechase Park received an unexpected hypo Thursday (26) as patrons sought elevation to view the rescue of a swimmer by helicopter and then of two policemen, who hit the drink when their airship went out of control.

Situation developed when the helicopter appeared to pull a swimmer in trouble from the ocean off Steeplechase and deposit him closer to shore. Equipped with pontoons, the helicopter tried to rise but took a nose dive into the water.

Later happening was spotted by park cashier Abbott Morgan, making his collection rounds of ticket booths. Word was passed to park secretary Lorraine Bramble, who summoned more police. None of the three involved suffered serious injury.

Nevins Sets TV Publicity For Palisades

NEW YORK, July 28.—Palisades (N. J.) Park grabbed some prime time on television for publicity purposes Tuesday night (24), when thru the efforts of the Bert Nevins office here spots were acquired from 5 to 11 p.m. over various TV stations here.

First shot was Buster Crabbe, swimming instructor at the park, over WOR-TV. At 6 p.m., WPIX, video outlet of The New York Daily News, offered a Diaper Derby contest staged at Palisades in a newscast. WCBS-TV carried the Derby at 7:30 p.m., and Irah Watkins' chimps, free act which appeared last week at the spot, were shown at 7:45 over the same station on the Camel News Caravan. The night was capped with the Derby again over WPIX.

Business over last week-end (21-22) was good, despite threatening weather Sunday. TV personality Ray Heatherton appeared Saturday and drew well, Jack Rosenthal reported. Free attractions thru the week at the park were Emilio Reyes orchestra and the Great Telesco, swaypole. Another TV name set as a kid attraction for today at Palisades is Captain Video.

Pomona Takes Patriotic Theme

POMONA, Calif., July 28.—America the Bountiful is to be the theme of the 1951 Los Angeles County Fair here September 14-30 and emphasis will be on the word bountiful thruout the grounds.

In announcing the new theme, C. B. (Jack) Afflerbaugh, president and general manager, revealed 27 acres more would be given over to parking this year. This brings the capacity of the parking lots to 40,000 cars. There also will be plenty of buildings spread over the 400 acres, with 200 structures being readied for the 17-day run.

Afflerbaugh said 15,000 gallons of paint are being spread to brighten the buildings. There also will be 1,000,000 zinnias along the Mall.

Coney Island, N. Y.

By UNO

With the exception of a slight rain falling late Sunday night another week-end (July 21-22) of satisfactory weather brought heavy attendances and good business.

Jack Reiben and son, Stanley (the latter is Chamber of Commerce proxy), have increased their Skee Roll alleys to 15, bedecked them with better illumination and equipped the game with a wider variety of premium prizes. Spot is conspicuous among their other concessions on the Bowery, stretching from Jones Walk to West 12. Helpers here include Meyer and Cantor, Jack Goldstein, Martin and Evelyn Cohn, Benson Lipschutz and Fred Bohner. Reiben's 28 pokerinos in the Arcade corner of their area are managed by Bill Teskey. Assistants are Jerry Friedlander, Gerald Greenspan, Yama Uchiyama and Susan Goldstein, premium dispenser. Cake-eater baseball, only one of its kind on Coney, on the Bowery side, is managed by William B. and Ivy (Smiling) Dietrich with Ted Warsaw, helper. Independently supervised concessions alongside are Meinch and Felzman's machine guns in charge of Patsy Vepuro; Shirley Rapp and Jack Lawrence's balloon dart game; Isadore Rubenstein and Sam Silverman's Greyhound Racer managed by Oscar Rabinowitz, with Pete Kyvelos, as assistant, and Bub, Yetta and son, Gerald Garmis's Penny Pitch with Bernard Kahn, helper.

Frank Russo, large shooting gallery operator, who controls three on Surf, one on Stillwell, and is partnered with George Terra in another on the Bowery, where Louis Paul is in charge, deplors the new ruling this season that exempts minors under 16 from using rifles. New also is a Remington made plaster bullet that dissolves when it hits the target. Russo, in addition, operates a Penny Arcade on Surf across from Felzman's. . . . Louis J. Molinas, at his Eagle bar and grille on Surf, provides entertainment via Victor Benak, singer and accordion player. Benak is in his 10th season there. Also on

the bill are Ken Allrock and Helen Shea, cowboy and cowgirl singers and instrumentalists, and Steve Benak, brother of Victor, hillbilly vocalists, who has five years in the spot. Joseph Renargo and Charles Hall are head bar-keepers.

Sundra Walker, sometimes Dolores, is the new dancer at Sindell's shows. . . . Frank LaAmore doubles as a singing waiter at Lane's Irish House and hospital ambulance attendant. . . . Sunny Smith continues as chief ticket seller on the Bowery end of Abe Einhorn and Dan Gottlieb's Streamline Skooter. . . . Proposition to string incandescents over Surf and the Bowery before Mardi Gras time, has been nixed by the city because, as the heads assert, its a pole hazard. Next move by Chamber of Commerce will be a meeting with the mayor. . . . Kiddie rides added last week by Eddie Reicher at John Ward's Wonderland on the Boardwalk, are a Ferris Wheel from Reicher's Fairyland Park, Miami, and a roller coaster from Tacoma, Wash.

Jerry O'Brien is back talking outside Dave Rosen's freakery after a week's absence. . . . William and Hilda Glassman and latter's dad, Sam Steinhardt, heads of one of Fred Sindell's Girl Shows, are entertaining 19-year-old Harvey Glassman, here on a vacation from the University of Illinois, where he is studying accounting. . . . Wonder Wheel's additional employees include Harry Herrington, chief ticket seller; Paul Kleinstein, all-around man in his 16th year; Joe DeVoe, attendant, and Arthur Hagman, operator of the shooting gallery, a concession owned by Herman and Fred Garms. Peggy Byrne won the second beauty contest held at the Atlantis Sun Deck on the Boardwalk July 3. Valerie Wallace won the third held July 10. All are to compete in the finale for Miss Brooklyn August 30.

Harold Eppie has placed his Candy Meat Market in storage because of the too high rent Joe Bonsignore wanted for the concession and is now ticket selling for the B. & B. carousel on Surf, owned by William Bischoff.

FOR SALE

Lakeside Amusement Park and Picnic Grounds

No competition. Low operating expense. Good for \$30,000 net a year. Located on lake with beach, large amusement center, roller-skating rink, dance hall, restaurant, fully equipped bar, refreshment stands, merry-go-round, etc. On well-traveled State highway. Owner wants to retire. \$65,000 will handle, balance in small payments. See it in operation any time before Labor Day.

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MINIATURE TRAIN CO. RENSSELAER, INDIANA

King Bros. Adds Tent Spool Truck

New England Towns Give Big Turnouts; Diano Plans Africa Trip for Animals

BURLINGTON, Vt., July 28.—King Bros.' Circus added a new canvas spool truck this week, continuing an extensive buying spree of recent weeks during which the outfit has replaced much of its equipment and rolling stock.

Floyd King, part owner, said the spool is used for the big top canvas. The tent is loaded about 30 minutes quicker each night and time also is saved in the mornings, he stated.

Mills Matinee Turnout Good In Milwaukee

Day-Date Effect Minimized; Other Wis. Crowds Fair

MILWAUKEE, July 28.—Mills Bros.' Circus played to a three-quarter matinee and half-night house here Tuesday (24). Lot was in Milwaukee but near West Allis. Ringling Bros. and Barnum & Bailey Circus was at the Lakefront lot the same day.

Mills officials said business was not affected by Ringling's presence because of the Mills advance sales pitch for benefit of underprivileged children. Jack Mills reported that in Milwaukee, as at most other Mills stands, many tickets were sold but not used. He also pointed out that the Mills show was not aware of Ringling's Milwaukee dates when the city was contracted. Sertoma Club was the Mills auspices.

At Fond Du Lac, Wis., the day before (23), Mills had a weak half-house for the matinee and a small attendance at night. Total turnout was estimated at 1,400. Sponsors reportedly fell short of the guarantee and contract adjustment was made before performances were given.

Green Bay, Wis., (21) gave Mills a full matinee and a one-third house at night. Oshkosh, Wis., (20) had 1,530 at the matinee and 400 at night. Waupun, Wis., (19) came up with a weak matinee and about 100 persons at night.

Lee Bros. Plays Pa., Md., W. Va.; Adds More Seats

FELLOWSVILLE, Md., July 28.—Lee Bros.' Circus, owned by Robert L. and Harry R. Brison, played three States in three days this week. After showing here Monday (23), they moved to Markleysburg, Pa., Tuesday (24), and Bruceton Mills, W. Va., Wednesday (25).

Mr. and Mrs. Red Davis, of Phillippi, W. Va., visited recently. Miss Pauline Bell, of the Bell Family Band, was another visitor. R. K. Spidell, of Chambersburg, Pa., has shipped six lengths of eight-high circus seats to the show.

The Brisons are grandsons of the veteran show operator and dog and pony trainer, Sam Dock. R. J. Staver is general agent.

Aerial Riaz Hurt As Gear Breaks

COPENHAGEN, July 28.—Four members of the French aerial act. Four Riaz, were crushed under their heavy apparatus during the Saturday (14) matinee performance of Circus Schumann, when a suspension rod supporting their revolving aeroplane sheared off and the rigging and performers dropped 30 feet to the ring.

Two of the Riaz troupe suffered only minor injuries but Henri de Riaz, creator of the number, was reported to have sustained a punctured lung and internal injuries, and Marguerite Steumer suffered spinal and internal injuries.

In addition, it was announced that Tony Diano, who has the Diamond O Ranch and an interest in the King Bros.' giraffee, will leave shortly for Africa to obtain animals for the circus.

New England business for the show continues big. In Burlington Monday (23) both shows were for full houses. Lions and Exchange clubs joined to sponsor the date. Parade of elephants and calliope at noon brought a large crowd to the business district.

St. Albans, Vt., Saturday (21) gave King Bros. two near-capacity houses, and Montpelier, Vt., Friday (20) produced a near-capacity matinee and straw house at night. At Newport, Vt., (19) the show had a three-quarters matinee and near-capacity night house. A rain in the morning stopped before show time. Three-quarters and near-capacity houses were scored by the show at St. Johnsbury, Vt., (18).

Many of the King stands have not had a circus in several years. The show has been getting wide press attention, including a number of stories and features in a single issue of the Burlington publication.

Capell Finds Winners After 14-Week Search

MORRIS, MINN., July 28.—Capell Bros.' Circus, after 14 weeks of poor business and bad weather, struck a streak of winners in Minnesota. H. N. (Doc) Capell, now in his second year as a circus owner-manager, said at last he had seen the straws and turnaways, which he had only heard about before.

Detroit Lakes, Minn., Friday (20) gave Capell a straw matinee and then the populace came back at night to give the show one straw house plus a two-thirds house at an extra performance.

Elbow Lake, Minn., followed with two packed houses. At Greenwood, Minn., Capell made up for a light matinee when two night shows were required to handle the crowds. Morris, Minn., (25) gave another winning gross.

Capell's performance runs 90 minutes, with Tige Hale's 10-man band supporting. Elch Oliver has a seven-piece Side Show band. The show uses a six-pony hitch on a calliope wagon uptown and the elephants are used for noon bally. Rain, wind storms and cold weather thumped the show earlier.

Nelsons' Show In Venezuela

PUNTO FIJO, Venezuela, July 28.—Circo Nelson, owned by Sam and Eddie Nelson, played one and a half weeks here recently. The program included 10 displays. The show used one 27-foot middle piece with its 100-foot round-top here but has two additional middle pieces. Moves are made on rented trucks.

The Nelsons have been considering a trek to Aruga and Curacao, West Indies islands, for which more acts would be added.

The four-man band is outfitted with Ringling-Barnum uniforms which Sam Nelson's daughter, a resident of New York, bought for him. South American acts include a three-person flying act, iron jaw and talking clowns, Eddie Nelson does juggling and his wife works a swinging ladder number.

Finale is an eight-person production featuring Almeida, Ecuadorean magician, a stripper and clowns.

Robert Mayer, now with a Venezuelan oil company and formerly a circus trower in the United States, visited the show regularly. He reports local conditions, attitudes of employees, lack of roads and other conditions make trouping particularly difficult here.

CALL, CALL

Fairbury Fair Set to Greet Old Troupers

FAIRBURY, Neb., July 28.—Circus day at the Jefferson County Fair here, August 8, will honor Virgil Campbell, last of the owners of the old Campbell Bros.' Circus. All old-time circus people have been invited to attend.

W. E. David Jr., Seward, Neb., said the day will be given over to circus events, including a street parade, grand entry, concert, clown songs and circus acts.

He urged all troupers—"performers, clowns, cookhouse men, razorbacks, hostlers, candy butchers, Side Show people"—to come for the day and bring wardrobe and rigging. David said a number of veterans have indicated they will be on hand.

Those who plan to attend should advise David at Seward or the secretary of the Jefferson County Fair, Fairbury.

Virgil Campbell, who with his brothers and two other men, owned the Campbell circus, known as the "Hump Show," will take part in the parade as guest of honor. He is said to be one of the oldest living circus owners.

and at Casey, Ill., several weeks ago the big top and Side Show tops were lost. They were replaced with 90-foot round tent with five 30s for the big top and a 60 with four 40s for the Side Show. A double-deck banner line also is new. Paint job and lighting system add flash.

After opening at McAlister Okla., quarters, the Capell show played in Missouri, moved rapidly across Illinois and dipped southward thru Indiana to the Kentucky line where it turned for a quick switch to the Iowa and Minnesota territory.

CALGARY, ALTA., July 28.—Clyde Beatty Circus will return to the United States at Portal, N. D., Sunday (29) for performances Monday (30) at Williston, N. D., after a month in Canada.

Dominion run has produced generally fair business, it was reported. Following the show's return to the States, it will move Eastward thru North Dakota and Minnesota to Upper Michigan, where the aggregation will spend about two weeks in mid-August.

In Calgary, the show played two days (23-24) under auspices of the Zoological Society. Beatty donated a lion to the society's zoo.

Fernie, B. C., where the show played Saturday (21), produced a one-quarter house for the matinee and a three-quarters night house. Local opinion was that more time was needed between shows before

Costumers Group Elects Officers

BUFFALO, N. Y., July 28.—National Costumers' Association elected officers and directors and awarded prizes for best costumes during its convention here July 16-18.

Officers are Dave Miller, Milwaukee, president; Ross Mallabar, Winnipeg, Canada, vice-president, and Lester C. Essig, Chicago, secretary-treasurer and editor of the monthly newsletter. Elected to the board were C. Arthur Landes, Indianapolis; Mrs. Betty Miller, Buffalo; Thomas M. Fontaine, Youngstown, O., and Harry Mallabar, Toronto.

Prizes for costumes went to Mary Lola Patterson, of Lester, Inc., Chicago; Mr. and Mrs. Willis A. Crocker, of Fletcher Costume Co., Providence, R. I., and Mrs. Charles Finegan, Finegan's Costumes, St. Louis.

WIS. TREATS R-B TO BIG BUSINESS

Milwaukee Night Crowds Near Capacity; Madison Produces Full, Straw Houses

MADISON, Wis., July 28.—Ringling Bros. and Barnum & Bailey Circus played to big business here Wednesday (25) following a two-day stand at Milwaukee's lakefront, where business was strong.

All but one section of seats were full at the Madison matinee. The night show was a straw house, and the day's attendance was estimated at 18,000. Gov. and Mrs. Walter J. Kohler attended.

In Milwaukee (23-24), the show had half-houses for matinees and near-capacity for both night shows. Ringling and Mills Bros. played day-and-date Tuesday (24), but their lots were far apart, and management of each show reported there was little conflict because of the difference in the shows' advertising and promotion systems.

Finish of Ringling's five-day stand in Chicago was strong despite heavy rain Saturday night (21) and

threatening weather Sunday (22). The show came out of Chicago with a profit on the stand for the first time in two or three years.

The Saturday and Sunday houses were three-quarters or better. Advance sale was believed to have propped up the Saturday night business in the rain. The Sunday night show was big despite tendency of Chicagoans to stay home at that time. This final performance was given a touch of John Robinson in view of switching requirements at both ends of the Chicago-Milwaukee jump.

Ringling Skeds 613-Mile Jump

CHICAGO, July 28.—A jump of 613 miles from Denver to Salt Lake City will be the longest on the Ringling-Barnum route as the show moves to the West Coast. The jump will require a day en route, Wednesday, August 8.

A matinee only will be given at Pocatello, Idaho, August 11, prior to a 263-mile jump to Butte, Mont. Opening day in Spokane, calls for a night show only after a 258-mile move from Missoula, Mont., August 13. A night-only schedule also is set for the first day, August 17, in Seattle, after the 248-mile jump from Kennewick, Wash.

Moves between Mason City, Ia., and Seattle, range from 104 to 613 miles each with the exception of the 36-mile hop from Salt Lake City to Ogden, Utah.

BEATTY BUSINESS FAIR DURING CANADIAN RUN

the populace would turn out in force. King Bros. was in last year.

Nelson, B. C., (19) gave the Beatty show a three-quarter matinee and a near-capacity at night. At Penticton, B. C., (16) better than a half-house caught the matinee and a near-capacity was on hand at night. Work in orchards in the vicinity cut matinee business.

Campa Does OK in Md. FREDERICK, Md., July 28.—Campa Bros.' Circus played to a half-house matinee here Friday (20), with farmers choosing to stay in the wheat fields. But the night house was near-capacity. Circus staged a street march here, first since Hagenbeck-Wallace gave a parade some years ago. Elephant trucks were delayed en route from Charles Town, W. Va., until sanitation bond was posted.

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Hagan-Wallace Night Houses Near Capacity

FRANKLIN, Va., July 28.—Dub Duggan's Hagan-Wallace Circus has won fair to good business in North Carolina and Virginia. In here Monday (23), the matinee was light but night crowd was a capacity.

The same pattern had been followed in previous stands. At Murfreesboro, N. C., (21) and at Henderson, N. C., (20) matinees were small but night houses were just short of capacity.

Winning business in this area follows switch in the show's route which brought it in long strides from Oklahoma, where business had been weak for three weeks. After three more stops in Virginia, the outfit will return to the Carolinas and Georgia.

The Sparton and the DeRiskie families make up much of the one-hour, 45-minute performance. Billy Sheets is announcer and equestrian director. Seven clowns worked here. The show's animals are in the Side Show. There also is a snake pit show and a pony ride on the midway.

Macon Okays King Request

MACON, Ga., July 28.—King Bros.' Circus has been granted permission to winter at the city-owned Central City Park here again. The show was here in the winter of 1947-'48 and for two years since Lucio Cristiani became part owner with Floyd King.

Petition for use of the quarters was presented by Paul M. Conaway, Macon, attorney for the show, and was endorsed by numerous local organizations. The King show is expected to go into the quarters in November.

Raleigh Big for Rogers

RALEIGH, N. C., July 28.—Rogers Bros.' Circus had a straw matinee and a three-quarters night house here Monday (23). Rain and a strike by transportation works in the city restricted night attendance. Temperature in the afternoon reached 98 degrees. Shrine Club was auspices.

Small Ohio Spots Produce For K-M; Suburb Surprises

RAVENNA, O., July 28.—Al G. Kelly & Miller Bros.' Circus moved into its fourth week in small towns in Ohio here Monday (23) and continued good business, especially at night shows. Route took the show to the Pennsylvania line and to the shores of Lake Erie.

The circus still was finding towns which had not had a major show in years. At Chagrin Falls Wednesday (18), a small spot in the Cleveland metropolitan area, management was surprised by a big turnout. No circus has played Cleveland this summer. A possibility was seen that Kelly-Miller might play more suburban towns.

K-M hit the front page of The

Cleveland Plain-Dealer with pictures of three elephants righting the bear cage which overturned.

Show's appearance at Ravenna was only a week after K-M played Kent, six miles away. Kent gave big business, and Ravenna (23) had a one-quarter matinee, possibly due to lack of publicity Sunday (22), but a thumping straw house at night.

At Jefferson, O., Sunday (22), a matinee-only stop, K-M had near capacity business. Friday (20) Painesville, O., both houses were straws. Chardon, O., (19) Thursday had two more straw houses. Geneva, O., Saturday (21) also produced good houses.

Tom Packs

Cyril Mills, London, England, was a guest of the personnel, and Aurelio Atayde Arteché, director of Circus Mexico, D. F., a guest of Carl Wallenda. The Four Antelks rejoined at Wheeling, W. Va. The party given by the women of the dressing room was a big success. In addition to the personnel, those present included Tom Packs, William L. Nelson, Jack Leontini; Andrew Charles, superintendent of the police department and wife; Mr. and Mrs. Dunn, circus fans. Scotty's Restaurant did a good job with the food and serving. After dinner, a show was given, emceed by Tommy Hanneford. Acts included Herman Wallenda; Rene and Hugo Zacchini; Eddie & Hugo; Tommy, Eddy and Rene; Duina Zacchini. Last named was hostess of the party, assisted by Carlos and Kay Francis and Charles Lewis.

Visitors included Mr. and Mrs. Sam Polack, Otto A. Zange, Ray Freisel, Freddie Valentine Troupe, Emil Pallenberg, Happy Kellums, Mrs. Charles Lewis, Mr. and Mrs. Willy Storey, Mr. and Mrs. Ira Millette and daughter Penny; Brady McSwigan, manager of Kenneywood Park, Pittsburgh.—**JO JO LEWIS.**

Billers Bros.

The women recently gave a big party in dressing room after a night show. Dancing was the highlight, Antino and Lupe Drex and Betty and Hi Sturmak taking the honors. First day in Halifax, N. S., a hospital show was given. Tommy Whiteside was presented with a cap from the Canadiap Legion as an honorary member. J. Betty and C. Sullivan are doing well with banners, as are Allen King and Jimmie Watts. Horace Laird is going over well on the radio. Charlie and Virginia Schuler again visited.

Pete Marsh, Winn Partello, Nathees and Allen King deserve credit for org being able to give a matinee in New Glasgow, N. S., after a 200-mile jump. Aurelio Navarro is the father of a boy, born in Mexico City, July 11, named Aurelio Junior. He is married to Maria Angeles, ballet girl. Florenz Troupe has new white wardrobe. Gus Talifarro and Rita Biller celebrated their eighth wedding anniversary in New Glasgow, and same day Gus had a surprise birthday party.—**IRA GASKILL.**

Plunkett's

Cleo Plunkett has added Noel Beggs to his billing crew. Chief Rain in Face suffered a stroke but is around again. Gayland Conrad, circus fan, visited. Larry Cardin and Jerrie Plunkett drove to Regina, Sask., to hear Tommy Dorsey play a concert. A chat followed, Dorsey remembering his visit to the org last year. Biz has taken a turn for the better. Watford City was one of the season's biggest days. Followed the Stevens show in by five days. Plenty of Clyde Beatty paper in evidence. Bill Fee celebrated his birthday in Ray, N. D.—cake and refreshments for all.—**SNOOKS PLUNKETT.**

Siebrand Bros.

At Kalispel, Mont., we had our own July 4 show, with Marian Prather in charge and Norman Prather and Maurice Marmolejo assisting. Danita gave her husband, Pancho Roche, a surprise birthday party. Tony Madison is vocalist for the ladder, web and perch acts. Chuck Mandel, organ player, must be learning how to dive. He fell out of the seats and had the wind knocked out of him.—**MAURICE MARMOLEJO.**

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Dressing Room Gossip

Ringling-Barnum

Chicago stand proved a big one with good business and weather. The Milwaukee lot was again at the lake front. Tuesday we day and dated with the Mills show and visits were exchanged. Dorita and Ronna, daughters of Dorothy and China Durbin, returned to Bloomington after spending a vacation on the show. Doc Henderson's son, Donald, has joined for the summer. Claudeen Ruth Flannagan and Carolyn Randall closed in Chicago. Ben O. Wilson celebrated his birthday. Mary Castle, son Hal and daughter Jan, have joined for a few weeks. Jane Morgan, daughter of the Lloyd Morgans made spec a number of times the past week; also Dorita and Donna Durbin and little Linda Lawson. Felix Adler and Frank Sering visited Joe Kelly, of Quiz Kid fame, in the Lelia Hospital, Battle Creek.

Visitors: Herb Dotten and Tom Parkinson of *The Billboard*; Sankovich and Pleskovich family, Mrs. Sally Campbell, Dr. and Mrs. Conley and family, Vivian Webster and son Billy, Polly Morrisey and son, Papa Konyot, the Walkmirs, Johnny Tripp, Jack Le Clair, Eddie Howe, Mrs. Hall, Angela Large, Mr. and Mrs. Sverre Braathen, Mr. and Mrs. J. M. Tomlinson, Frank Sering's father, Dr. and Mrs. Slack, Herm and Mary Linden, Sam Stern, Ed Raycraft, Mr. McElwee, Phil Jordon, Mr. and Mrs. Reynolds, Mr. and Mrs. Eddie Billetti and daughter, Jo, and Slivers Madison, Helen Deegan, Max Epstein, Skee Adario, Mr. Nagel, Lalage and Wolf, the Orantos, the Shyrettos, Mamie Ward, Mills Bros.' personnel, the Joanides, the Boginos, Bob Raupfer, John Vogelstine, Charles Tiede, Jack Guill, Warren Langolis, Les Semmes and son, David, Ralph King, Lillian Leitzel's mother, Mr. and Mrs. Herb George, Harold Rammage, Mr. and Mrs. Chuck Simpson, Don Raycraft, Les Thomas's sister, Mrs. Sweeting, Bernice and Brack, Peggy Thomas's mother and son, Dr. Borman and family, Chalmer Condon, Lee Hickel, George Wade, Mr. and Mrs. Whitey Haven, Ira Millette, Alabama, Mrs. Felix Adler.—**MARY JANE MILLER.**

Polack Western

The gang has taken up softball as recreation between shows. Chai and Somay Huan are parents of a daughter, Susan Elizabeth, born July 16. Jack Joyce's pony, Pasha, took a quick trip to the mountains just before the camel act.

Pauline Webb's sister, Irene Ohara, visited at Watsonville, Calif. The Goetschis have new wardrobe. Jimmy Rison now carries 25 men and two secretaries on his promotion staff. Jimmy leaves soon to begin work on the Eastern unit's Baltimore stand. Walter Ullman underwent a major operation at San Jose Hospital.

George Paige added a deep freeze unit to the concession department's equipment. Former rigger and property man, Frank Doherty, visited. He's in the Army and stationed at Fort Ord, Calif. Ernie Wiswell has taken numerous color movies of the show. Recent visitors included Bert Martin, Evelyn Cook, Virginia Powell and Mr. and Mrs. W. J. Dann.—**HARRY DANN**

King Bros.

Charles W. Smith joined at Newport, Vt., as assistant on the big top. He has been connected with Capt. Bill Curtis' pecan plantation near Gulfport, Miss.

Antoinette Cristiani is working in the baby elephant display, as well as riding line-up. Lucio Cristiani doubled in the trampoline act for Baghong, while the latter was ill.

Red Dingler recently doubled in the Superman gag for junior, who was out with a sprained hip. New wardrobe, designed by June Cristiani, was used in the cloud swing number last week. Wardrobe for boys in the leaps is flashy. The leapers are Tommy Pair, Red Dingler, Mogodore Cristiani and Freddie Canestrelli, who does the featured leap over five elephants.

George Hamid caught the show at Waterville, Me. Ward Shafer, CFA, of Rochester, N. Y., visited at Middlebury, Vt. Other visitors included Leonard V. Farley, of King Reid Shows; John and Bettie Willes; Roy F. Pugh, of the O. C. Buck Shows; Leonard Morrison, Arthur Bergeron and Al Henry.—**COL. HARRY THOMAS.**

Rogers Bros.

The org has an official greeter on the midway, Arizona Jack Campbell. Tobacco crops in Kentucky, Tennessee, Virginia and North Carolina are good. Going into Mount Airy, N. C., the women's sleeper broke down and did not arrive on the lot until after the matinee. They had to borrow wardrobe in which to work. It was a shock to learn of the death of Bill Blomberg. Flowers were sent by the show. Dime Wilson was visited by his parents, Mr. and Mrs. Gil Wilson, from Pawnee Bros.' Circus. Mr. Green, of that show, also was on the lot. T. C. Morrison, agent, and Glen H. Ingle, billposter, of the Silas Green Show, visited Mr. and Mrs. Casson, of the cookhouse, at Abingdon, Va.—**HARRY VILLEPONTEAUX.**

Mills Bros.

One of the season's highlights was experienced when we played day and date with the Ringling show in Milwaukee. It was a circus convention, with many staff members and personnel of R.-B. on the lot thru the day. Pat Valdo and Doc Hall visited and ate in the cookhouse. Entry into Wisconsin has the fishermen's club out in full force with Harry Baker taking the prize so far for a fine catch at Oshkosh. Judge Adolph Andro, Frank Epps and granddaughter Rhea, who rode a horse in spec, were visitors in Portage. Cyril Mills, of Bertram Mills Circus, London, England, spent the day with us in Oshkosh.

Steve Crowe has returned to clown alley after a trip to Cleveland. Gene Warneke's mother visited him at Fond du Lac and again in Milwaukee. Their many friends sent congratulations to Mr. and Mrs. Pete Cristiana on arrival of their new son. The Aussies, the Hanel and the Codrianos visited en route from Eau Claire. The Aussies are working with the Wallables for a few days.—**JACK LA PEARL.**

Clyde Beatty

The trip back from Vancouver Island was pleasant and seemed like an ocean voyage, with almost everyone having staterooms. The three-day stand in Victoria was a real delight, and many of the folks spent their spare moments sightseeing. Charles Hilderra spent most of his time viewing the parliament buildings. Joe Walch came the father of twin daughters. Anne Larkins, Al Florenz, Herbert Erickson, Bennie Israel, Carmen Caudillo and Harold Hall celebrated birthdays.

Long jump into Trial, B. C., found the show arriving in town at 5:30 p.m. but the night performance started at 10:30 p.m., thanks to the efficiency of George Smith and his department heads along with the working men. Mr. and Mrs. Vern Dixon spent a day on the show visiting with Eddie Harris. Don Johnson, of the DeWayne Troupe, now has the cast off his arm, which was broken some time ago.

Hot chocolate is a favorite drink in the pie car these days. Pappy Johnson and "Cannon" have been doing good job of getting the top ready on time even with a shortage of help. Harry Golub's Side Show, under direction of Sam Alexander, has been getting its share of the business.

Much shopping has been done up here with Hudson Bay blankets and china leading the list. It won't be long until show is back in the States and everyone is looking forward to seeing native soil again. Mario Ivanov sprained an elbow but continued to work.—**LAURENCE CROSS.**

Kelly-Miller

Dores Miller and James O'Donnell flew to Providence to catch Hunt Bros.' Circus. The Palomino Liberty act is temporarily out of the show because of an injury to the lead horse. Blac' and white spotted Liberty act is working alone. Shirley Logan is on the sick list. Ted Rae celebrated his birthday recently and received numerous gifts. Circus fans O. C. V. allace and Dick Soulsby clowned two shows when we played Dover, O. The clown car is back in the program garnering laughs with Lee Virtue, Eddie Dullum and Jimmy Rossi in the feature roles.

Recent visitors included Glen Bush, Dick Soulsby, Norman Senhauser, O. C. Wallace, F. L. McClintock, John Boyle, Ralph Stevenson, Frank Pouska, John Wyatt, Floyd Bender, Ray Romig, Bob Senhauser, Mr. and Mrs. Don Dewees, Jesse Amonett, Bernard Simon, Judge Charles M. Kelly, Ted Deppish, Ed Jones and son, R. K. See Mac McCormick, Mr. and Mrs. Happy Elson, former circus musician; Mrs. Lee Virtue; Frank Bowen, also a former circus musician; Tony Diano, King Bros.' Circus; Gaylor Hartman, CMBOA; Wilbert Bender, CMBOA; Mrs. German and children, Mr. and Mrs. Charles Carey and daughter, Mrs. Sheple; and daughter, R. K. Spidell; George Lerch, juggler; Sonny Moore, dog act; Mr and Mrs. Alfred Melillo, former circus performers; Salvador Melillo, ex-circus performer; Mr. and Mrs. Naylor, Mrs. Schwind, and CFA Carleton Smith.—**EDDIE DULLUM.**

Rogers Bros.

Henry and Ida Mae Crowell purchased a new house trailer; Mrs. Dorothy Rubens a new Oldsmobile, and Gus Anchoes a car. Viletta closed with the show to fill fair dates. The show gave its third parade of the season in Lexington, Ky., drawing an overflow crowd. Everyone has been making the trips over the mountains in good shape. Refreshments were served at the party the night of July 4, but fireworks had to be postponed because of a county law forbidding their discharge.

Sonny Morales and Hunkie Johnson are learning model airplane building. Billy Barton, while taking driving instructions at night, is marking the highway. Dime Wilson has an infection on his face and has gone on a shaving strike. Happy Davis left to bring back to the show a private car left behind for repairs at a previous stand. The Crowells returned to their home in Charlotte, N. C. Larry Carlton is kept busy painting banners and building a new skating platform. The Yales and Mr. Garvey had a fine line of banners in Maryville and Knoxville, Tenn. Mrs. Patsy Maynard and baby returned to the show.—**HARRY VILLEPONTEAUX.**

WANTED
TOP PRODUCING CLOWN ACT
Wardrobe and equipment to entertain our kids in Drive-In Theatre before and between shows. Good walk-around gags essential, also the props. No stage or platform, you must work all over lot. Will also consider a good Rube Bucking Mule Act. Full week of August 26th thru Sept. 1st or thru Labor Day if available. Notice, High Acts: Trampoline or Trapeze that are coming south for fairs, if you can work without stage or platform, we can spot you between dates. Can light you but cannot supply stage. Now thru November 1st. Write.
Independent Act: only—Agencies, units, lay off. **POSITIVELY NO HILLBILLY ACTS OR UNITS.**
FLAT SALARY, NO P.C. DEALS. If you can deliver you'll last, if not, good-bye. Cuts, publicity essential. Write only, no wires, or phone. **BILLY KING, Hamlet Drive-In Theatre, Box 901, Hamlet, N. C.**

GROOMS WANTED
FOR
CAMELS AND HORSES
Van Thomas, answer.
JACK JOYCE
Polack Bros.' Circus
WESTERN UNIT
Per route.

SAM BLUESTEIN
WANTS
Will sell monogrammed Hats for Sidney Iowa, Rodeo.
Dates: August 14-18.
Can also use few more Agents.
Contact me c/o Alamo Exposition Shows, Burwell Neb., Aug. 6-8.

SUSIE MYERS
JOE TAFFY
Address
CAMPA BROS.' CIRCUS
CONZALES, TEXAS

TELEPHONE SALESMAN
WANTED
Selling top priority advertising for an old established newspaper. Pay every day. We have the leads. You sell it. We get it in for you.
CALL OR WRITE AT ONCE
RAY NELSON
704 Market St. Camden 2, N. J.
(Phone: Emerson 5-5000)

Under the Marquee

J. L. Stuller, Wooster, O., advises that Kelly-Miller gave three shows there, with two capacities at night. Clyde Beatty had two full ones there last year.

Bill Brinley, Meriden, Conn., is sporting a new letterhead for his Hopalong Cassidy Miniature Circus. His show will be at the Sage-Allen store, Hartford, Conn., the week of July 23. The model show was tied in with King Bros.' Circus at Scranton, Pa. Brinley was the subject of a two-page story and cover photo in the Hartford (Conn.) Courant recently. He caught the Terrell Jacobs show at New Britain, Conn.

When the Ringling bill car made Mankato, Minn., recently, four charter members of the Joe Simon Magic Carpet Club held a caucus to discuss plans for the winter, according to **Vernon L. McReavy**, of the Hamid-Morton

show. Those present were John Brassil, car manager; **Lee Conaroe**, brigade agent; **Ed Riley**, boss billposter, and **McReavy**. Simon, formerly R-B musician, manages theaters in Memphis and was in Chicago for the Ringling date.

Otto Griebing, Ringling clown, made his fourth annual appearance at Columbus. Arriving without wardrobe, Otto wore a prison-stripe suit and putty nose to clown a baseball game. **Bill Ballantine**, artist and writer who is doing a circus yarn for Holiday Magazine, also visited the prison, reports **E. Don McCullough**, prison director of recreation.

For the first time in 25 years **Billy Walsh**, veteran contracting and 24-hour agent, is having a vacation. He is on the beaches at
(Continued on page 70)

PHONEMEN
FOR POLICE CIRCUS
PHONE 6-1814
Only sober, capable Producers wanted. Book, UPC, Reserve Seat Tickets, Banners. 20%-25%. Office ready, phones in. No advances or collects. Circus Acts. write: give data and price, week.
BOB ADAMS, 13 1/2 E. 9th St., Chattanooga, Tenn.
Waddell, Barney, Wilhoit, Terry, McCormick, come in.

PHONE MEN
For State Labor Deal paying 30% or 50% for Man and Wife Team; my men doing 500 to 1,000 per week. X given in Cities or Towns. Write
CLOUTIER, 190 Norwood Ave., Buffalo 22, N. Y.

Wanted—Crew Managers and Phonemen
Join on wire as per route.
HAGAN-WALLACE 3-RING CIRCUS, INC.

Saskatoon Sustains Record-Smashing A Circuit Pace

Gate, Grandstand, Mutuels Top '50 at Halfway Point

SASKATOON, Sask., July 28.—Saskatoon Industrial Exhibition continued to follow the record-breaking pace set at other Canadian A Circuit fairs. Thru Wednesday (25) attendance was up 6,666 over 1950, grandstand was 2,977 higher and the pari-mutuel handle topped last year by \$26,376.

Marks began falling Monday (23), traditional Kid's Day, when attendance built to a new opening-day high of 18,864, topping last year's 17,180 by 7.3 per cent. Car parking totaled 1,486, up over 1950's 1,363. Third record of the day was in pari-mutuel betting which reached \$41,328.

The pattern continued on Tuesday with the exception of grandstand patronage which fell off slightly. Wednesday's figures closely matched the Monday pace,

Du Quoin Inks Georgia Gibbs, L. Breese Ork

DU QUOIN, Ill., July 28.—Georgia (Her Nibs) Gibbs, radio, TV and Mercury recording thrush, this week signed as one of the name attractions at Du Quoin State Fair, August 27-September 3. Pact was okayed following a trans-Atlantic phone conversation with the singer now at the Palladium, London.

It also was announced that Lou Breeze and his orchestra have been inked to provide music for this year's grandstand revue. Others in the line-up include Hal Sands' Manhattan Rockets, 24 gal line.

Attractions also include Grand Circuit harness racing for five days with a total purse of \$132,500; a society horse show; two days of AAA auto races, and one day AMA national championship motorcycle races.

Humboldt, Sask., Draws 7,180 Gate, 4,082 Grandstand

HUMBOLDT, Sask., July 28.—The two-day Humboldt Exhibition, which closed July 11, reported official front gate attendance figures of 7,180 paid, while 4,082 paid their way into the fair's grandstand. Final day topped all others with a 4,010 gate and 2,761 at two grandstand performances.

Bob Di Paolo revue was in front of the grandstand and Gaylord Shows on the midway. Entries were up in all classes, with the poultry show canceled because of Newcastle disease.

Features included fireworks on both nights, harness races, a \$500 baseball tourney, downtown parade, livestock parade and a car giveaway. A new exhibit building, erected at a cost of \$3,600 thru donations and volunteer labor, was opened.

Bedford, Ia., Cancels Run

BEDFORD, Ia., July 28.—Taylor County Fair, skedded here July 23-28, was canceled with fair officials giving high water as the reason.

Attractions canceled included a Barnes-Carruthers revue, Joie Chitwood's Auto Thrill Show, Staples Rodeo and the White Horse Troupe.

Spot Mason's Star-Lite Shows, skedded to provide the midway, instead played a downtown street under American Legion auspices and reported good business.

with records set on attendance, car-parking and betting.

Opening-day parade was well attended and the fair was officially opened by Brig. Gen. R. E. A. Morton, commanding officer of the Prairie Command, hero of the 1950 Winnepeg flood.

Good Publicity

Ernie Young's night grandstand show came up with a good review in *The Saskatoon Daily Star Phoenix*, which said: "With its brilliant costuming, heavy emphasis on comedy and, for the most part, brand new acts, Ernie Young's *Cavalcade of Hits*, was a hit with thousands of Saskatoonians."

Another big drawing card is the baseball tournament. Held each evening in the center of the race track, city and district teams compete for cash prizes. Semi-finals are skedded for Saturday morning with finals that night. Extra bleacher seats have been provided for anticipated record crowd. Complete baseball attendance figures are not available, being lumped in with grandstand totals but they number two to three thousand nightly.

Interest is high on the recently completed livestock pavilion which is regarded as one of the best of its kind in livestock circles. New structure has capacity for 285 cattle.

Yorkton, Sask., Cracks Records

YORKTON, Sask., July 28.—Good weather for the first time in three years, together with excellent crop conditions in the district, gave the 66th annual Yorkton Exhibition an assist. Three-day event closed Wednesday (18) with a new-high main gate total of 24,674 as against last year's record-breaker of 21,201. Grandstand turnout was 16,631, compared with 15,691 in 1950.

Second day's gate of 12,764 was an all-time high, against 11,514 last year and the previous high mark of 11,822 in 1945. Opening day was the strongest in 10 years, totaling 4,589 compared with 3,981 last year. Closing day's gate was 7,321, an increase of 1,615 over last year.

Grandstand Shows

Two grandstand shows were presented on the second night, with total attendance 9,171, against 8,804 in 1950, for the biggest attendance since 1943. Grandstand total on opening day was 2,507, as against 2,510 last year, and on the final day it was 4,953, an increase of 576.

Acts from the Sun-Grossman revue, *International Capers of 1951*, were seen in front of the grandstand each afternoon and harness races were featured on two afternoons. Wallace Bros.' Shows racked up good biz on the midway. Opening day saw children admitted to the grounds free and nickels paying the way on the midway. A downtown parade was featured the final day. T. W. Hand fireworks displays were presented on two nights. Entries were up in nearly all departments, with exhibits being of high quality.

Twenty-eight farm boys' camp was held with 78 lads attending. Fifteen annual farm girls' camp attracted 55.

Rutherfordton, N. C., Sets \$2,300 Premiums

RUTHERFORDTON, N. C., July 28.—Rutherford County Fair here September 10-15, will offer \$2,300 in premiums, John H. Jones, secretary-treasurer announced.

George A. Hamid & Son again will furnish the grandstand acts and Mighty Page Shows will be on the midway.

Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended July 27.

The complete list of Fair Dates was published in the issue dated July 28. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

GEORGIA

Conyers—Rockdale Co. Am. Legion Fair. Sept. 24-29. W. U. Bowen Jr.

MINNESOTA

Breckenridge—Wilkin Co. Agri. Soc. Aug. 10-12. Cy Wenner.

MISSISSIPPI

DeKalb—Kemper Co. Livestock Fair. Sept. 17-22. B. H. Dixon.

NEW MEXICO

Aztec—San Juan Co. Fair. Sept. 21-23. Clovis—Curry Co. Fair. Sept. 20-22.

Santa Fe—Northern N. M. Fair. Sept. 14-16.

OKLAHOMA

Sulphur—Murray Co. Free Fair. Sept. 13-15. Charles W. Phelps.

SOUTH CAROLINA

Pageland—Chesterfield Co. Fair. Sept. 17-22. L. E. Blakney.

TENNESSEE

Jackson—Madison Co. A. & M. Fair. Sept. 17-22. J. E. McNeely.

Santa Rosa Opens Strong; Mutuels Up

SANTA ROSA, Calif., July 28.—Sonoma County Fair got off to a strong start here Friday (20) and gave every indication of surpassing its '50 mark, provided weather is good for the remainder of its nine-day run. Pari-mutuel handle the first two days exceeded the same period of last year by \$75,000.

The fair's first Saturday (21) saw 8,500 people jammed into the race track area which accommodates 6,000. While the day's handle was \$250,303, as against \$217,312 for 1950, thousands of dollars went unwagered as some bettors were unable to reach windows. Adding to the loss was the fact that two top horses were scratched at post time and close to \$14,000 was refunded.

While the races are being patronized by large crowds, the exhibit area is also pulling well. Sunday's (22) attendance at the Barnyard Olympics, which featured a greased pig chase, sheep dog trials and other rural antics, was estimated at 30,000 people.

Tuesday night saw the opening of the combined horse show and rodeo in the grandstand arena with top show horses presented in English and Western classes, interspersed with rodeo events. The combination show was introduced to local audiences in 1949.

Arcadia, Calif., Expositions Ban To Be Aired Aug. 7

ARCADIA, Calif., July 28.—Public hearing on the Planning Commission's recommendations that fairs, pageants and expositions be permitted in the S-1 zone, which includes the Santa Anita Race Track, has been set by the City Council for August 7. Under the board's plan midway concessions would not be allowed.

The Arcadia Residents League has demanded the city enact legislation to prohibit all fairs and expositions from the special zone.

The hearing is the aftermath of many weeks of meetings between Ira Curry and the council during which the former attempted to hold the World Transportation Fair at the race track. The event was finally called off after Curry was unable to obtain the proper permits.

Taylorville, Ill., Sets Stand Mark

TAYLORVILLE, Ill., July 28.—Christian County Fair got off to an auspicious start Sunday afternoon (22) by breaking its grandstand attendance record of three-years standing.

Recording-breaking laurels went to the 105 Ranch Rodeo, booked thru the Boyle Woolfolk Agency, Chicago, which grossed over \$3,300 after taxes in one performance. Previous mark was set in '48 by B. Ward Beam's auto thrill show.

Long Beach Expo Off to Slow Start

Execs Cuffo Atomic Energy Exhibit, Hike Publicity in Last-Minute Hypo

LONG BEACH, Calif., July 28.—First Long Beach Exposition in the Veteran's Memorial Stadium, seven miles from downtown, got off to an exceptionally slow start with indications that added publicity and reduced prices might hike total attendance during this closing weekend. Event opened Friday (20) for 10 days.

With the exception of attendance, expected to be about 500,000, the affair was a success. Display space under the grandstand was completely sold out. Concession space on the craft's Fiesta Shows midway was also filled.

Expo head Horace Black, well-known Texas producer, with Joseph Archer, veteran carnival concessionaire as concession manager, tried to bring the event out of the doldrums after seeing the lack of reception following the opening.

Hike Flack

With the first three days—Friday, Saturday and Sunday—failing to bring out crowds, Black met with newspaper, radio and television people Monday (23) to discuss methods of hyping interest. An additional \$5,000 was thrown into publicity. In addition to the expanded campaigns, Black cut the price on the main gate from 60 cents for adults and 30 cents for children to 30 cents for grownups and 9 cents for children. About 250,000 special family night tickets were printed and distributed to soft drink bottlers, water vendors and cut rate drug stores for distribution. Thrift Drug stores from Los Angeles to Long Beach took nearly 200,000 to hand out and advertised the availability in local and Los Angeles daily papers.

In addition to cutting the price of admission Black ordered the atomic energy show from Oak Ridge Tenn. to operate as a free attraction. The opening three days the tariff had been 30 cents for adults and 20 cents for kids.

Dennis Day Set For Sacramento

SACRAMENTO, Calif., July 28.—Radio tenor Dennis Day has been signed by California State Fair here as one of its featured night show name attractions. He will head up the MCA grandstand show September 6-7.

Stuart S. Allen will produce the revue with Eddie Gamble, stage manager, and Carlos Romero, choreographer. Al Lyons again will be musical director.

Carman, Man., Tabs Big Gate

CARMAN Man., July 28.—Three-day annual fair here, the 72d annus of the Du'erin Agricultural Society, was described by John Wilson, president, as one of the most successful ever held. Livestock entries were the heaviest in history.

Officials said attendance compared favorably with other years. Opening day gate was a new record.

Wallace Bros.' Shows were on the midway and the Sun-Grossman revue, *International Capers*, in front of the grandstand. Feature was a livestock parade on closing night.

Napa, Calif., Sets New Price Policy

NAPA, Calif., July 28.—A new policy of admissions, whereby the main gate charge will cover all features inside, will be in force at the 25th District Fair here August 9-12, the directors announced. Lowell Eddington, secretary-manager, said admission to the horse show, races amateur shows and other fair events will be free. Admission price will be 50 cents, with children under 12 admitted free at the main gate.

Admission slashes were extended to the grandstand, where a \$16,000 circus type show produced by Nick Broila for the John Billsburg Agency, was staged. Starting on [\(Continued on page 71\)](#)

Top Crowds Registered at Harrington, Del.

Kochman Unit, Hamid Revue Get Turnaways

HARRINGTON, Del., July 28.—Attendance at Kent & Sussex County Fair here, which began Monday (23) and ends today (28), reached a peak Wednesday (25) with 11,000 persons on hand. General Manager T. Brinton Holloway reported Friday (27).

Jack Kochman's thrill show, in for a single performance opening night, sold out the 4,000-capacity grandstand. A George A. Hamid revue, performing each evening, also has given turnaway business, Holloway said. Grandstand price scale was 83 cents for Monday, Tuesday (24), Wednesday and yesterday; \$1.04 for Thursday (26), and \$1.25 for today.

Attendance figures for other days were Monday, 7,500, weather threatening with rain after the night grandstand show; Tuesday, 7,000, weather threatening, and Thursday, 7,000, with weather perfect as on the preceding day. Holloway anticipated a mark of 10,000 for yesterday with skies clear and looked for a closer of 20,000 persons.

Lawrence Greater Shows, occupying the midway, reported grosses equaling last year's, Holloway said. Non-pari-mutuel harness racing was a feature of the event here.

Pomona Event Completes Plans

POMONA, Calif., July 28.—With the horse show removed from in front of the grandstand for this year's Los Angeles County Fair, the first nine nights of the 17-day event will feature Blackstone's *Show of 1001 Wonders* for three nights and international wrestling for six. The horse show is being moved to another ring.

The Blackstone show runs September 14-16. The wrestling bouts, staged by J. H. Herman, will feature top grapplers September 17-22. Opening on September 23 for eight days will be the Barnes-Carruthers show, *Cavalcade of Stars*, booked by Fred H. Kressmann. This show will feature four different segments, each for two days, with *Saturday Night in Central Park*, the opener, followed by *Bolero*, *Show Boat Days*, and *Electrical Fantasy*.

The Sportsmen's Show, featured for the first time last year, will [\(Continued on page 71\)](#)

Grass Valley Gets New \$45,000 Barn

GRASS VALLEY, Calif., July 28.—Nevada County Fair board voted to construct livestock sheds costing more than \$45,000 and housing approximately 300 head of cattle.

The structures will be financed by an unbudgeted reserve and expected income from future events, Vernon Stoll, board chairman, said. The 1951 show will be held September 13-16.

Plans are under way to construct a \$20,000 administration building. The project has been approved but the building will not be finished until next year.

Edmonton Posts New Highs At Gate, Stand, Mutuels

EDMONTON, ALTA., July 28.—The Edmonton Exhibition, which closed its six-day run Saturday (21), chalked up new records in three different aspects, front-gate attendance, grandstand patronage, and a one-day pari-mutuel figure.

Total attendance was reported at 299,056 compared with 260,281 last year. Grandstand crowds were up from a nightly average of 6,000 in '50 to nearly 10,000 this year. Biggest mutuel handle came in closing day when a total of \$244,500 passed thru the betting windows. Cancellation of the final six races Wednesday undoubtedly kept the

exhibition from setting a new all-time betting high for the week.

Lost in the shuffle of new marks was the 77,560 persons who entered the fairgrounds Friday (20). This crowd exceeded the '50 peak day by more than 14,000.

Front-gate figures for the six days, with the 1950 totals in brackets, were: Monday 34,339 (28,891); Tuesday 40,376 (32,585); Wednesday 49,841 (52,399); Thursday 37,572 (36,684); Friday 77,566 (63,084); Saturday 59,362 (46,638).

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Photos (no machines), Jewelry, Gadgets, Candy Apples, Fruit Stand and A-1 Frozen Custard Wagon.

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Managing Director,
FUN ON THE FARM, INC.,
Wisconsin State Fair,
or Phone Greenfield 6-3034

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TWO DAYS—SEPTEMBER 16 AND 17

Now looking for Custard, Eat, Drinks, Novelties, Guess-Your-Age, Pitchmen and Demonstrators.

CARL A. MILLER
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AMERICA'S NEWEST, SENSATIONAL FLYING ACT

A flying return act accomplishing twist, doubles, pirouette returns and blindfolded passing leaps.

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Playing Parks, Fairs, Circuses and Indoor Events.

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GARDEN STATE FAIR

FAIR GROUNDS, MT. HOLLY, N. J.

Six days and nights, starting Labor Day, September 3rd, to 8th, Ross Manning Shows on the Midway.

NOW BOOKING

for independent midway: Custard; Eat, Drinks, Novelties, Guess Your Age, Scales, Pitchmen and Demonstrators for exhibit department. Can use Carnival Electrician, Glad and Crepe Paper Decorator.

Vic LaVolpe, Fair Mgr.

CARNIVAL WANTED

For DICKENSON COUNTY (VA.) FAIR

Due to misunderstanding, need Carnival for old established Southwest Virginia Fair, 34th year. Contact ALFRED A. SKEEN JR., Secretary, Clintwood, Virginia. Phones: 4842, 3211, 7821.

CARNIVAL WANTED

for Morgan County Fair, VERSAILLES, MO., SEPT. 5, 6, 7, 8

or will consider owners of individual Rides who will guarantee to show. Phone, write or wire MORGAN COUNTY FAIR BOARD A. H. Bauer, Pres.

WANTED

Ferris Wheel, Pony Ride, Miniature Train, Auto Ride for Creek County District Fair September 5, 6, 7 and 8

Contact FAIRS AND SHOWS COMMITTEE Sapulpa Chamber of Commerce Sapulpa, Okla.

TASLEY FAIR

Tasley, Accomack County, Virginia, August 21-25 inclusive. Concessions wanted for Independent Midway. No grift, no mitt camps, no Gypsies. Write or phone

J. Edgar Thomas, Mgr.
Accomack, Virginia
Central Agricultural Fair Association

Entertainment Program Heavy At Rock Rapids

ROCK RAPIDS, Ia., July 28.—A topnotch entertainment program has been lined up for Greater Lyon County Fair here, August 15-19, the first five-day expo to be held in the county, according to Secretary-Manager Bob Sutton.

Opening afternoon and evening feature before the grandstand will be the Aut Swenson Thrillcade. Thursday afternoon attraction will be a 100-mile stock car race promoted by Frank Winkley, with the Russ Morgan ork, booked by the McConkey office, presenting a two-hour show on the stage that night. Harness racing will be offered Friday and Sunday afternoons with purses totaling more than \$2,600.

Barnes-Carruthers Theatrical Agency has contracted to supply the Staples Exhibition Rodeo for three grandstand performances. The Aerial Hustries, high pole artists, will be another attraction. Cedric Adams, Columbia Broadcasting System newscaster, will close the fair Sunday (19) with a two-hour amateur show and his 10 p.m. newscast originating before the grandstand. Amateurs will compete for prizes valued in excess of \$200. Boone Valley Shows will occupy the midway. All rides and shows will go for 9 cents on opening day.

In co-operation with the local Chamber of Commerce and the Quaker Oats Company, free pancakes and sausages will be served Friday morning on downtown streets as a promotional gimmick.

Melville, Sask., Attendance Hurt By Cold Weather

MELVILLE, Sask., July 28.—Cold winds and threatening rain hampered attendance at the two-day Melville Exhibition but grandstand crowds were reported satisfactory.

Event was co-sponsored by the Melville Agricultural Society and the local Kinsmen Club. Latter contracted the entertainment at a cost of \$15,000.

Bob di Paolo grandstand revue, booked thru K.B.D. Enterprises, Calgary, was in front of the grandstand for the second season. Gayland Shows, a motorized unit managed by Edward (Tiny) Nichols and James (Ab) Greenway, arrived late on opening day.

Fair was opened by Rt. Hon. James G. Gardiner, federal minister of agriculture.

Calgary Mutuels Handle \$711,904 To Top '49 Record

CALGARY, Alta., July 28.—Pari-mutuel play on horse races at the Calgary Exhibition and Stampede was \$711,904, an all-time high, and the final day, Saturday (14) saw the largest amount in the history of Calgary racing wagered, \$155,147.

Previous top was \$639,873 in 1949. The meet ran seven days.

Pomona Sets Paine For Special Events

SACRAMENTO, July 28.—Tevis Paine, legislative aid for Western Fairs' Association has been granted a sabbatical leave of absence. He will serve as director of special events at the Los Angeles County Fair, Pomona, and ring master at the California State Fair horse show.

Dallas Spaces Events To Hyp Pulling Power

Continued from page 42

tal 32, including Coaster, two No. 16 Eli's, and 12 rides in Kiddie Town. Midway also has Penny Arcade, Fun House, 14 permanent games and about 20 more will be added for fair. There will be 50 added food concession stands augmenting a dozen permanent stands or restaurants in the area.

Set Free Acts

Free high acts on Magnolia Stage at head of midway will be the Three Milos and The Johnny Gibson act. Acts will be presented twice daily, at 2 and 7 p.m.

Free fireworks will be presented in the Cotton Bowl by Thearle-Duffield on five nights, all coinciding with other free programs in bowl.

Eddy Arnold and his Kentucky Wranglers have been booked for a free show in bowl as a feature of East Texas Day October 16. Frank Sinatra was in for the same deal last year. Music Festival in bowl October 17 will bring in 4,000 high school bandmen for free show. Dallas Day October 10 will also feature free bowl program.

Dallas Junior Chamber of Commerce will sell State Fair Keys for Dallas Day. These are plastic key-shaped badges sold at regular fair admission price of 60 cents entitling holder to admission to fairgrounds and half-price to Auditorium, Ice Arena and grandstand attractions.

Special Days

Other special days will include Rural Youth Day October 6, with 90,000 Four-H Club and Future Farmer and Homemakers kids expected, and Negro Achievement Day October 15, with a big Negro college grid game skedded.

Livestock premiums total \$88,014, with \$25,000 going to Pan-American National Hereford Show alone. Fair is building a new \$125,000 livestock judging arena for cattle and horse shows. Horse show events this year will include open cutting horse contest—a rodeo-type event for which \$2,000 in awards have been posted. Twenty-six breeds of beef and dairy cattle, horses, swine, sheep and Angora goats will be shown. Parade of Champions night of October 9 will be Hereford show feature. Fair will offer additional \$2,400 for chicken, turkeys and pigeons in Poultry Show.

Automobile show—35th annual Southwestern Automotive Exposition—will be presented in fair's largest exhibit building (85,000 square feet) by Associated New Car Dealers of Dallas, Inc., with about 200 new vehicles to be shown and antique car show skedded as a central feature.

New Science Show

Science Engineering Show, taking place of Atomic Science Show of past two years, will include participation by General Motors, Westinghouse Electric, Hyatt Roller Bearing, Fiberglass, Department of Defense, Aluminum Company of America and engineering departments of Texas A&M College and Southern Methodist University.

Agriculture Bldg. will house new-type show now being built by Peter Wolf, designer of stage sets for State Fair Musicals and many Broadway productions. Show, to be called A Storybook of Texas Agriculture, has 17 animated dioramas breaking down agricultural picture to crop elements and resources in State's extension service districts. It will stretch 350 feet down one side of building; other side will have commercial exhibits.

Exhibit space in General Exhibits and Foods buildings is 90 per cent sold. General Exhibits will have sections for Home, Electric and Petroleum shows. Telephone company is coming in with an exhibit said to be better than last year's popular \$500,000 display.

Borden Company is bringing Elsie the Cow back after skipping expo last year for strict sales set-up. Bovine usually proves excellent attraction.

Big Fem Activity

Women's show has been greatly expanded this year, with series of free lectures skedded. These include two talks in State Fair Auditorium October 16 by J. Gregory Conway, nationally known floral arranger, as feature for Garden Club Day. Show will have two hat-trimming contests and candy and cake-making contests for children and adults, and the

usual categories for needlework, handicrafts, hobby-crafts, foods and potted plants. National Dahlia Show is October 7-8.

Farm implement and machinery displays again will cover about 75,000 square feet in exhibits scattered about grounds. Most major manufacturers will be represented. Implemented display has been major feature at fair every year since it was started in 1886.

Five permanent museums on the grounds are planning special exhibits. Museum of Fine Arts will have collection of modern paintings compared with old masters and hopes to be able to retain Washington Crossing the Delaware painting on loan from Metropolitan Museum of Art in New York, thru the expo. Fine Arts will repeat its popular Art in Action display, with sculptors, painters, ceramics workers, etc., at work. Fair-sponsored Texas Press Photo exhibition also will be in this building.

Set New Exhibits

Dallas Morning News is building Battle of the Alamo diorama in Hall of State. Aquarium, which claims top attendance of all museums on the grounds, is working up new exhibits under supervision of Director Pierre Fontaine. Museum of Natural History and Health Museum will have special fair exhibits.

Fair's advertising schedule in daily and weekly newspapers begins September 23. Advertising in livestock breed magazines got under way in June. Radio spots will begin around September 23 and 24-sheets go up for a month's showing September 21, as do snipes.

Flack schedule will be stepped up from now on, altho releases have been going out intermittently since early May. Fair hopes for first big Dallas newspaper break Sunday (29) and roundup stories will go to the 1,200 daily and weekly newspapers and the 200 radio stations on mailing list same week.

Executive vice-president and general manager of fair is James H. Stewart. Department heads are S. B. Cox, secretary; Arthur Hale, assistant secretary and stadium manager; Charles R. Meeker Jr., auditorium; Ray W. Wilson, livestock and agriculture; Fred E. Tennant Jr., midway and concessions; David A. McMinn, sales and promotions; Thad Ricks, publicity and advertising; Mrs. Leah Jarrett, women's department; W. E. Sneed, buildings and grounds.

Fair has permanent staff of about 50, with approximately 1,000 temporary employees to be added by opening day.

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Serving America's Finest Fairs with America's Finest Talent and Entertainment.

Whenever your entertainment needs... it will pay you to consult with us.

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AMERICA'S FINEST COMEDY WIRE ACT

WORKS 7 FEET LOW TO 70 FEET HIGH

HAVE FEW MORE FAIR DATES OPEN. CONTRACT NOW AND MAKE YOUR PROGRAM COMPLETE.

Rep.: Cooke-Rose, Lancaster, Pa., or c/o The Billboard, New York 19, or Phone: NI 5-1280, New York City

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"SENSATIONAL"

Criss-cross swaying pole thrillers

DORIS and VERN Orton

A FLIRTATION IN THE SKY

Mr. Talent Buyer—Now more than ever you need

THE ACT WITH CROWD APPEAL

Represented by A. L. MARTIN AGENCY
Hotel Bradford Boston, Mass.
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Swing & Sway the Orton Way

Want Complete Carnival FOR PRESTON COUNTY FAIR

Terra Alta, W. Va., for booking between August 25 and September 8, 1951. Minimum 10 (ten) Rides, 20 (twenty) Concessions, Annual Celebration, Livestock Exhibits, Parades. Give full details concerning Rides and Concessions by contacting HARRY G. SANDERS Terra Alta Junior Chamber of Commerce, Terra Alta, W. Va.

WANTED

Sept. 12-15th Clean organized Carnival or Independent Rides. Concessions.

CARROLL COUNTY FAIR ASSN.
H. E. Tabor, President
Berryville, Ark.

DIVING FROM THE SKY . . .

Leo Couture

"Spectacularly Different"

Currently: Russell Springs, Ky. (Fair), August 1-4; Fort Worth, Texas, August 13-19

Available: Week of August 6th, also week of August 20 thru August 31

Write or Wire: Leo Couture, c/o Idlewild Park, Ligonier, Pa.

ALEXANDER COUNTY AGRICULTURAL FAIR

TAYLORSVILLE, N. C.

September 10 Thru September 15

CONCESSIONS—Want Photos, Novelties, Jewelry, Fish Pond, Cigarette Shooting Gallery, Ball Games, High Striker, Short Range Gallery, Glass Pitch and Grab. SHOWS—Mechanical, Illusion, Motordrome and Monkey Show. Egleson, please contact for four top weeks. Especially want Free Act, Aerial, no platform.

Taylorsville, N. C. G. L. Gwaltney, Sec'y

CALDWELL COUNTY AGRICULTURAL FAIR, INC.

LENOIR, N. C.

September 25 Thru September 29

CONCESSIONS for this outstanding date: Photos, Novelties and Jewelry, Fish Pond, Cigarette Shooting Gallery, High Striker, Ball Games, Short Range Gallery, Bingo sold. No flats, no camps. SHOWS—Mechanical, Illusion, Motordrome and Monkey Show. Egleson, contact at once. Address

Lenoir, N. C. Max Culp

GALVESTON COUNTY FAIR

SEPTEMBER 19-22

Want 8 Major Rides

Everything booked independent. Will give exclusive ride contract for 8 Major Rides.

Write: **Bernie Sloane, Manager**
Galveston County Fair Assn.
618 Sixth St., North Texas City, Texas

GIVE TO DAMON RUNYON CANCER FUND

RAS Gross Up 10% At Saskatoon Ex; Edmonton Tops '50 Kids' Day Opener Yields Record Takes for Carroll Unit

SASKATOON, Sask., July 28.—Royal American Shows, in its fifth week of the Canadian "A" Fair Circuit, thru Wednesday (25) was running better than 10 per cent ahead of last year's grosses as attendance records at the Saskatoon Industrial Exhibition tumbled like ten-pins.

Monday's kid day attendance topped that of last year by 7 per cent and the morning's Leo Carroll's Animal Circus a big play, racking up the unit's best grosses ever made on opening day here.

RAS shows came in for some big publicity here in the *Star Phoenix*. Dan Worden singled out Leon Miller's *Moulin Rouge*, Leon Claxton's *Harlem in Havana* and Henry Kramer's *Hollywood Midgets* for

praise in a front-page story Tuesday (24).

The Sedlmayr org trained here from Edmonton, where it topped '50 grosses despite inclement weather. Altho heavy rain fell on three days out of the six there, RAS turned in receipts 4 per cent ahead of last year, when perfect weather reigned thruout the entire week.

On Friday (20), rides, shows and concessions racked up the biggest single day business ever reported on the Canadian "A" Circuit and then proceeded to break this mark Saturday (21). Weather the final day was perfect and brought out throngs to the fun zone.

Show's two headliners, *Moulin Rouge* and *Harlem in Havana*, established top all-time single-day records Saturday in Edmonton, surpassing receipts on the big days at the Calgary Stampede.

The 374-mile run from Edmonton to Saskatoon was a speedy one, with Wallace A. Cobb, trainmaster, getting the last of the three sections in here by 8:50 p.m. Sunday.

NOTHING HERE TO KID ABOUT

NEW YORK, July 28.—Maybelle Kidder was sure this week that trouble really does come in bunches. Daughter Blanche and her radio exec hubby had their home and furnishings virtually ruined in the Kansas floods. Former trouper and daughter, Jean, was winding up a two-week stay in a Virginia hospital. Irwin, Jean's son, wrecked the family's new Studebaker. Husband Charlie, well-known show builder who left the road a couple of years ago to farm in Virginia, was watching his hay and corn crop prospects shrink unbelievably for lack of rain. Maybelle also had a problem but, by comparison, a minor one. She needed a couple of girls for her Posing Show with Prell's Broadway Shows.

McDermott Okay After Wet Opener

MIDLOTHIAN, Ill., July 28.—McDermott's rides, following a washout opening week-end here at the St. Christopher Festival, picked up steam at mid-week and headed for a big wind-up week-end.

Org had four rides here, including a Ferris Wheel, Merry-Go-Round, Octopus and Kiddie Trolley Car. Car giveaway was expected to further hypo week-end business.

WOM GROSSES OKAY TO DATE

Hallowell, Me., Levels With '50 As Show Preps for Fair Season

HALLOWELL, Me., July 28.—Despite two days of rain, Frank Bergen's World of Mirth Shows were only \$100 down from the gross scored here last year as the org made ready for its first annual, Northern Maine Fair at Presque Isle, July 30-August 4.

Bergen reported that the season to date has been okay with the ex-

ception of those spots hit by rain. Even in these instances, only the Jersey City stand was an actual bust.

New midway entrance has been completed for the shows' stand at Central Canada Exhibition, Ottawa, August 20-25. All personnel will be decked out in new uniforms for the trip above the border. Some trouble experienced with a water tank delivered recently for a water show built by Jack Synrex has been ironed out.

Bergen plans to add a dog and pony unit to the show. Bertha McDaniels is now staging the Rocky Road to Dublin, and Bernard (Bucky) Allen and L. Harvey (Doc) Cann have checked back on the show following a Canadian trip.

Following the Presque Isle date and preceding the Ottawa stand will come Bangor (Me.) State Fair, August 6-11.

Penn Premier \$ Satisfactory At Selinsgrove

SELINGSGROVE, Pa., July 28.—The business for Penn Premier Shows started slow at Selinsgrove Fair Monday (16) thru Saturday (21), a top-grossing pace was reached by the closer, with annual officials estimating 100,000 persons in attendance for the run.

Show arrived Sunday (15) without mishap and was set up for business by 6 p.m. Spending for the week was good. The site here was a bit small for the show, but Lot Superintendent Eddie McTeague adjusted to the size. Side Show, Snake Show, Motordrome and Girl Shows were leading money-makers. Bill Keffe joined here to assume secretarial duties, and Al Boxal, who has the bingo, arrived Sunday and spent most of the week here.

Elliott Sets WQ At Sunnyside, B. C.

SUNNYSIDE, B. C., July 28.—J. W. Elliott, owner of the shows bearing his name, recently purchased several acres of ground near here and will establish a permanent winter base on the site.

Part of the show, including an Airplane ride and two kiddie rides, Wild Animal Show and several concessions were moved here following the Steveston stand. Hugh Nichol, formerly with Crescent Shows, is in charge of the new quarters.

Long Beach Builds Up for Fiesta Shows

LONG BEACH, Calif., July 28.—Crafts' Fiesta Shows, managed by Howard Coffelt, are playing the Long Beach Exposition here for 10 days, winding up the run tomorrow. Business, which was slow at the start, picked up during the week with the second and last week-end turning out fair. The show moves from here to San Diego to play the Navy relief benefit and then celebrations and fairs thru September 15.

Fiesta, the No. 3 unit of the trio of shows owned and operated by Orville N. Crafts, has six major and five kiddie rides, two shows and about 35 concessions here. The shows include *Parisian Follies*, headed by Kermit Dart and featuring Flo Ash, Zandra and Rene, and *Western Stars*, with Slim Andrews in top billing. Al Freedman, novelty concessionaire on Crafts' 20 Big and Exposition shows, has the merchandise privilege on the carnival and independent midways.

Official line-up on the Fiesta Shows includes Tom Wyckoff, agent; Mrs. Mae Pugh, secretary; F. J. Lawrence, electrician, and Al Morris, mechanic. Show carries 12 towers 40 feet high and moves on 10 trucks and semis and four trailers.

Stroke Fatal To Harry Craig

BROWNWOOD, Tex., July 28.—Harry Craig, 50, owner-manager of the Heart of Texas Shows, who died Tuesday (24) in Clinton, Okla., was buried here Friday (27). Death followed a stroke.

Craig was owner-manager of the Heart of Texas organization for the past 10 years. Prior to that he had been assistant manager of the T. J. Tidwell shows for 14 years.

His widow, Beatrice, and a son, Harry Jr., survive. The Heart of Texas Shows, which were showing Clinton when Craig died, winter here. The Craig family resides here.

Graves Perry, Ex-G. A., Named City Official

CHARLESTON, W. Va., July 28.—Graves H. Perry, former general agent for a number of shows, has been appointed director of the budget for the city of Charleston.

Perry, who has been assistant city manager since last December, was formerly with the Marks, Peppers, Kaus and Gold Medal shows.

Rail Costs Eat Up Still Date \$\$ Gains Earned by Strates Outfit Heads for Annuals With Power-Packed Major Attractions

BINGHAMTON, N. Y., July 28.—Still date season for the James E. Strates Show, which began at Washington in April and ends here today, was somewhat more lucrative for the org than the 1950 tour. However, the show isn't holding any more money, Owner Strates reports, because extra earnings and perhaps more have gone to pay added railroad costs occasioned by higher tariffs and the early season addition of five cars.

Org begins its route of fairs next week at Clearfield, Pa. Earnings will have to come from the annuals, and while the show owner is reluctant to predict the outcome, personnel are optimistic in view of the recognized worth of the shows' route.

Strates' only concern is the weather, which has not been kind to date. Last week at Hornell, N. Y., the show was rained out every day. Business here has been good and if the weather holds, today's finale will be big.

Slump After April

Show started off strong with April dates considerably ahead of last year. Outlook at the time was for a banner still date season with the show entering fairs with surplus funds. The weather, how-

ever, got in its licks and diluted grosses at many dates.

Spending has been at least equal to that encountered last year with some spots contributing sizable increases. Money will be fairly loose at fairs, it is believed. Even if spending remains on a par with last year, org should build bigger grosses in view of the fact that its earning power is perhaps the greatest it has even been.

Addition of major show attractions, including Terrell Jacob's Wild Animal Circus, has plummeted the show's pay roll-guarantee costs to an estimated \$10,000 a week. Multiple units are needed, however, for the org's dates at New York State Fair, Syracuse; York (Pa.) Interstate Fair and North Carolina State Fair, Raleigh.

Heavy Rail Costs

Increased railroad costs do not appear too awesome in the weekly nut, but add up to a sizable figure at the end of the season, Strates said. Economy in moving the show train was abandoned in favor of probing for more lucrative dates. Org was routed from Jersey to Johnstown, Pa., to take a first-time shot at that spot. The expensive journey failed to pay off, however, Strates has no misgivings, however, pointing out that you have to gamble to win, and winning dates justify the expense involved.

Show equipment is in excellent shape for fairs. All that is needed now is a break in the weather thru the remainder of the season.

\$\$ PILE UP

Combo Ducat Sale Builds Marks' Take

UPPER DARBY, Pa., July 28.—A unique advance sale promised to add greatly to the dollar handle of the John H. Marks Shows appearing here this week.

Sponsoring firemen were reportedly highly successful in peddling in advance and thruout the engagement combination ducats at \$1 each. Tickets entitled purchasers to six rides, two shows, a hot dog and soft drink. Value was at least double the asking price, making for an attractive pitch.

While the returns are not yet complete, some execs estimated that sale of the combo tickets would add several thousand dollars to the gross.

Elkhart, Detroit Up Cetlin-Wilson Takes

DETROIT, July 28.—Winding up the first of two weeks here on different lots, show owners Jack Wilson and Izzy Cetlin reported business up to expectations. Current location at Eight Mile and Kelly roads shows the org to advantage. Next week the unit shows at Eight Mile and Van Dyke, a thickly populated area.

Urban locations promise big gates and the per capita spending is expected to be good thruout the run, in keeping with returns at other spots played by the show, including the Fort Wayne (Ind.) Fair two weeks ago where a 15 per cent hike was registered.

A hefty gross was earned last week in Elkhart, Ind., where the show reaped the rewards that went with its being the first major organized outfit to show there in about 12 years. Only traveling units reported to have invaded the town in the interim were those owned by Floyd Gooding featuring rides only.

Off to Slow Start

Week started slow because, the owners said, it took time for the populace to become aware of the size of the show and its multiple

attractions. Attendance increased daily and final sessions were big.

Show execs hired three buses and offered patrons free rides nightly from 6 to midnight. A 20-minute schedule was maintained, and results reportedly more than justified costs involved. Org was on the familiar circus lot.

A super market tie-up aided the kiddie matinee Saturday (21), altho showers kept attendance under the anticipated mark. Promotion chief Richmond Cox arranged the deal. Tie-ups for Detroit have been arranged with Muntz TV outlets.

New tops have been added to Earl Purtle's Motordrome and the Posing and *Divena* shows. Latter is an aquashow, featuring an underwater strip tease, and is new to the midway this year. Charles Reyburn is the producer.

Earl Chambers is rebuilding the chimp wagon which houses the three apes recently acquired from Cavalcade of Amusements. Trainmaster Johnny Brooks is supervising the repainting of coaches. Jerry Moore, scenic artist, has completed the painting of show fronts.

Fredericton Gives Lynch Spotty Takes

FREDERICTON, N. B., July 28.—Business for the Bill Lynch Shows during a week's stand here ending Saturday (21) under Canadian Legion auspices was spotty, with weather proving the deterrent.

Monday (16) was lost to rain. Excellent weather Tuesday and Wednesday improved business, but Thursday also was washed out. Friday was good, and the afternoon featured a nickel kiddie matinee. Afternoon of the closer was fair, and the night was strong.

Owner-Manager William P. Lynch, who operates several units in the maritime provinces, concentrated power for the date. The showed moved from Amherst, Nova Scotia, to this spot Sunday (15) over Canadian National Railways on 23 cars. Some equipment also moved by truck.

On the midway here were a Merry-Go-Round, Ferris Wheel, Caterpillar, Tilt-a-Whirl, Looper, Fly-O-Plane, Roller Coaster, Roll-o-plane and a string of kiddie devices. Shows included the *Esquire Girls*, *Monkey*, *Crazy House Motordrome* and *Geek*.

Two free high acts were used here. The Stardusters (Mike and Hope Kent) offered trapeze, Roman ring, aerial adagio and sway-pole routines. Elly Ardely appeared in head, foot, ladder and chair balancing on a swinging trapeze. Booth acts are booked thru the Al Martin office, Boston.

Mrs. Clifford Karn, Hennies Fat Lady, Dies in Kenosha

KENOSHA, Wis., July 28.—Mrs. Clifford Karn, 43, 632-pound fat lady in the Hennies Side Show, died Monday (16) shortly after the org arrived here from Milwaukee.

The body was shipped to Little Rock for burial. The Karn family has a 10-acre farm there.

Surviving are her husband and two daughters, Annie Lea and Martha.

Midway Confab

When Penn Premier Shows played the Selinsgrove (Pa.) Fair recently visitors included **Steve Graham**, Philadelphia; **Tex Rose**, Cook & Rose Agency, Lancaster, Pa., and fair committees from Bloomsburg, Kutztown, Ebensburg and Mansfield, plus members of the Numaker Agency.

Leo Bistany has joined the Lawrence Greater Shows from the James E. Strates Shows, and **Harry Kapland** has been added to Lawrence front-end personnel.

Visitors to the Morris Hannum Shows at Spring Mill Fair, Conshohocken, Pa., recently included **Mr. and Mrs. Bill Goss**, Flourtown, Pa.; **Father Moore**, Philadelphia, and **Frank Allegretti**, manager of the show's second unit. **Mr. and Mrs. Chet Dunn** joined at Conshohocken with concessions.

Charles S. Noell reports from Little Rock that he has resigned as general agent of Magic Empire Shows. **Ted Porter**, of the Side Show annex on Happyland Shows, visited with **Ginger Rae**, **Marion Solon** and **Jack Korie** on W.T. Collins Shows and then all visited **Mark William** and **Harry Fink** on Sunset Amusement Company in Fertile, Minn. **Larry J. O'Dell**, rubber man

and contortionist, is a feature at the Vi De Lan Theater on Steel Pier, Atlantic City. O'Dell says that **Madame Blondin Merlino**, snake charmer, is vacationing there.

Terry Lane, formerly known as **Terresita**, is a feature of the new show at the My-O-My Club, New Orleans, which also includes **Pat Waters**, **Jimmy Calloway**, **Jackie Phillips**, **Mario Costella**, **Bobbie Raye**, **Rickie Paige**, **Pappy Lane** and **Gene Abbott**.

Mae Tonkin, who had a ball game on California Shows several years ago, reports that her daughter, **Grace Ann**, was graduated from high school in the Bronx, with honors recently.

J. R. McSpadden's of Lone Star Shows again will winter at Macon, Ga., according to the Chamber of Commerce of that city.

Cameron D. Murray, who recently left W. G. Wade Shows, where he had been a unit manager for many years, has been named concession manager for the Mardi Gras celebration to be held in Detroit's Paradise Valley (Negro) district, in connection with the Motor City's 250th Birthday Celebration.

Turner Scott, brother of the late C. D. Scott, carnival owner and operator, is still active in the amusement zone on the mall at Daytona Beach, Fla., where he holds the ex on a prominent lot on the fun strip. **L. C. McHenry** has his Skooter and Ferris Wheel set up on the Scott lot and will remain there until Labor Day, at which time he will pull out with the two rides for Louisville to join the Gooding Amusement Company at the Kentucky State Fair. McHenry will continue with the Gooding org for the six Southern fairs recently set by the Gooding general agent, **Hal Eifort**. **Cash** and **Gertie Miller**, who had the Wild Life Show on the Scott lot on the Daytona Beach midway, pulled out recently to join the John Marks Shows. **Ralph Lockett** is back at his news shop on Daytona Beach's main drag after taking off a week to set some dates for the Gem City Shows. **Johnny LaMarr**, formerly with the Johnny J. Jones Exposition, is associated with Lockett at the news emporium.

Harold (Buddy) Paddock, former co-owner of the Johnny J. Jones Exposition, was in Chicago Thursday (26). **Bob Parker** was another Windy City visitor, coming in from Lake Delavan, Wis., Wednesday (25).

Mr. and Mrs. Les Minor left the Morris Hannum Shows recently for a short stretch at home.

Line-up of **Lola Conklin's** Cavalcade of Oddities on Rosen's Interstate Shows includes **Robin Duraham**, human blow torch; **Parold Macuni**, puncture-proof man; **Professor Brevard**, front man and magic; **Whitey Brevard**, Punch and Judy; **Jolly Jim**, fat man; **Lady Arline**, world's smallest woman; **Madame Della**, fire dance; **Johnny Little**, alligator boy; **Elicia**, electric girl; **Mary Corbitt**, four-legged girl; **Francine**, sword ladder; **Lola Conklin**, smoke pictures; **Donald Duraham**, human block head and human cash register; **Claude Banner** and

(Continued on page 56)

SLA Leases New Chicago Club Rooms

CHICAGO, July 28.—The Showmen's League of America this week signed a lease for new club rooms on the third floor at 170 West Washington Street and will move into the quarters September 1, following extensive alterations.

The new lease, which received its final okay at a Monday (23) meeting of the board of governors, is for five years at \$425 per month. It also includes an option for another five years at a monthly rental of \$500. The organization's board of trustees had previously voted approval on the move.

The space is 40 by 95 feet and will be divided to include a meeting room, office, parlor, game room, bar, kitchen and check room.

Present at the board of governors meeting were: **Lou Keller**, SLA president; **S. T. Jessop**, first vice-president; **Walter F. Driver**, treasurer, and members **Ed Sopenar**, **Bob Hughey**, **Max Brantman**, **Morris A. Haft**, **Louie Berger**, **Harry Simonds**, **Jack Hawthorne** and **Jack Benjamin**.

Dixey Dates Hurt by Rain

HOMEWOOD, Ill., July 28.—Raymond C. Dixey, Chicago area ride operator, has been topping '50 grosses by approximately 15 per cent when weather permits, but for the most part, heavy rain, particularly on the week ends, has dropped business below a year ago.

Dixey, who is currently operating three units, with a total of a dozen rides, is in the midst of a season which includes 36 church, veteran and fraternal celebrations. One unit was here this week under Legion auspices

WESTH Shows

FAIRS FAIRS FAIRS FAIRS FAIRS

NO STILL STILL DATES, ALL BONA FIDE FAIRS

Central City, Ky., Fair, Week Aug. 6th
Dickson, Tenn., Fair, Week Aug. 20th
Jamestown, Tenn., Fair, Week Sept. 3d
Marietta, Ga., Fair, Week Sept. 17th
Carrollton, Ga., Fair, Week Oct. 1st
Covington, Ga., Fair, Week Oct. 15th
Dublin, Ga., Fair, Week Oct. 29th

Mayfield, Ky., Fair, Week Aug. 13th
Oneida, Tenn., Fair, Week Aug. 27th
Lebanon, Tenn., Fair, Week Aug. 10th
Cartersville, Ga., Fair, Week Sept. 24th
Monroe, Ga., Fair, Week Oct. 8th
Cordele, Ga., Fair, Week Oct. 22d
Brundidge, Ala., Fair, Week Nov. 5th

Help: Girl Show Manager with Girls, "exclusive," but must have 3 or more Girls. Not interested in Single-O. Want Man to take charge of Glass House, must be Semi-Trailer Driver. Harry Clark wants Talker for Minstrel Show, also Drummer. Tex Yates wants Geek for Snake Show (Loretta Holland, answer). Want Monkey Show and Snake Show. Harry Fee, answer.

Ride Help: Need two or three good, reliable Ride Men that are Semi-Trailer Drivers.

Concessions: High Striker, Arcade, Candy Apples. All replies:

Paducah, Kentucky, now; Central City, Kentucky, Fair, next week.



BEE'S Old Reliable Shows

CLEAN AMUSEMENTS INC.

you won't get stung!

FAIRS FAIRS FAIRS FAIRS

WANT CONCESSIONS for Jessamine County Fair, Nicholasville, Ky., Aug. 6 to 11

Little World's Fair, Brodhead, Ky., Aug. 13 to 18

Marion County Fair, Lebanon, Ky., Aug. 20 to 25

Followed by six School Fairs

CAN PLACE — Hanky Panks (Stock Only) of all kinds. Long Range, Short Range, Novelty, Custard, one Cook House or large Grab. Two Mitt Camps with small family. Can also use any of the above balance of week at Russell Springs.

WANT — Show Electrician, must be over 35 years old, sober, and one that can have lights on Sunday, we use city power and have no transformers to hook up. You get all the cut in money, no salary out of office. Joe Goodwin wants Count Store and Pin Agents.

EDDIE GREENO wants girls for Girl Shows, top pay.

FOR SALE — Wurlitzer Merry Go Round Organ, needs some repairs, \$300.00. Smith & Smith Chairplane with motor, \$700.00. Airplane Kid Ride with electric motor, \$300.00. Two Wheel Steel Bed Trailer, \$150.00. 28 foot Fruehauf trailer, steel standards, racks and double deck; new condition, \$1,700. Some good Concession Frames. Address

DAVID J. HULS

Care Bee's Old Reliable Shows, Inc., Russell Springs, Ky., then as per route.

Bodart SHOWS

THE SHOW BEAUTIFUL

WANT

4 PIECE HILLBILLY OR LATIN-AMERICAN BAND

SIDE SHOW TALKER

GOOD ACTS FOR SIDE SHOW

CONCESSION AGENTS

CAN USE GOOD FOREMAN ON NEW STREAMLINED CATERPILLAR AND ONE OTHER GOOD FOREMAN.

ANTIGO, WIS., Aug. 3-5

MERRILL, WIS., Aug. 6-9

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The MULTNOMAH COUNTY FAIR

GRESHAM, OREGON, AUGUST 21 TO 26 INCL.

Can place for GRESHAM and ALL FAIRS:

RIDES

Any large Ride with own transportation, not conflicting.

CONCESSIONS

Stock Wheels, Jewelry, Scales or any other Stock Concessions not conflicting. Will book Ice Cream Dip and Custard.

SHOWS

Will place Snake, Minstrel and Hillbilly Shows with own transportation.

All replies to WEST COAST SHOWS, Salmon Derby, Astoria, Ore., August 6 to 12; Columbia County Fair, St. Helens, Ore., August 13 to 19; Gresham, Ore., August 20 to 26; Santa Clara County Fair, San Jose, Calif., September 10 to 16.

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International Amphitheatre

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Fifteen Performances—October 11-21, 1951

Starring GENE AUTRY—LEO CREMER, Producer

200,000 square feet of covered space in amphitheatre adjoining the arena, available for exhibits, Western museums, shows, carnival, rides, walk-arounds and other concessions on a flat or percentage basis—long intermission during performances—150,000-200,000 hygrade attendance.

Only official rodeo this season within 300 miles of Chicago.

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32 FT. SPILLMAN JR. MERRY-GO-ROUND, WITH ORGAN AND DRUM. 3 HORSE POWER ELECTRIC MOTOR, TOP AND WALL GOOD. \$12 ELI WHEEL, ELI MOTOR.

24 SEAT SMITH AND SMITH CHAIRPLANE WITH WISCONSIN AIR COOLED MOTOR.

3 TRACTORS, 3 SEMI TRAILERS, ALL IN GOOD CONDITION.

75 KW. TRANSFORMER MOUNTED ON FORD TRUCK, PLENTY OF WIRE AND JUNCTION BOXES.

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Nothing the matter with this equipment, I just can't get any help—**QUITTING THE BUSINESS, GOING TO GET A JOB.**

COME AND LOOK THIS SHOW OVER—PRICE \$11,000.00 CASH, NO DEALS.

Week July 30, Shelbina, Mo.; Week Aug. 6, Lee's Summit, Mo.

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Puts thousands of soft, tiny air cushion bubbles between your rupture and that torturing girding, irritating truss pad you are now wearing and it really works. Brings instant comfort and relief. Provides greater holding area—increases safety—gives you a new measure of heavenly comfort. Your money back if it fails.

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CARL D. FERRIS SHOWS

WANT FOR 13 OUTSTANDING FAIRS

CONCESSIONS—Grab Cockhouse, any legitimate Concession SHOWS—Side Shows, Mechanical, Farm or Working World or any good Grind Show. Jig Show to join following Labor Day for Southern Fairs. Very good territory. Ithaca, N. Y., Fair, Aug 6-11. This week Towanda, Pa.

GREATER MIDWAY SHOWS

Want for Nichols, S. C., Tobacco Festival and Market Opening, Aug. 6 to Aug. 11, with Lakeview Tobacco Festival to follow. Located downtown in the heart of the tobacco land, biggest crop in years. All Fairs and Festivals to follow. Join now and get it together. Place Bingo, Grab Ball Game, Duck or Fish Pond, French Fry, Bumper, Guess Age, Glass Pitch, Photo Gallery, Mitt Camp, Darts or any Hanky Pank. Place P.C. Dealers, Stock Store Agents. Will book, buy or lease Ferris Wheel. Place Ride Help for all Rides. All address: FRANK DICKERSON, Nichols, S. C., Aug. 6-11; Lakeview, S. C., Tobacco Festival, Aug 13-18

WANTED STOCK CONCESSIONS WANTED

Stark County Fair, Hamlet, Ind. First Carnival in County This season. Pop Corn, Ice Cream, Digger, Novelties, Photo, Candy Apple, Dar' Store, Ball Game, Cork Gallery, Glass Pitch, Bumper, Pitch-Till-U-Win and Fish Bowl. One more Kiddie Ride, Autos preferred

ROXIE HARRIS

GENERAL DELIVERY ANGOLA, INDIANA

PLAYTIME SHOWS

WANT

CONCESSIONS — SHOWS — DROME — FAT — ONE FLAT RIDE, FUNHOUSE.

MAINE STATE FAIR, Lewiston, Me., Sept. 2-8 WRITE: ED BURR, BOX 206, QUINCY, MASS.

RIDE HELP WANTED

Man for Kiddie Auto and Whip. Also Help on other Rides. Want one good Show. A few Concessions open. Can place two good Men to up and down office-owned Concessions and work in P.C. All replies to

HARRY J. KAHN, New England Amuse. Co.

Ludlow, Vermont, now; Windsor, Vermont, August 6th-11th.

One of America's Oldest and Most Reliable Suppliers of Carnival and Concession Merchandise!

Send for Complete Catalog and Price List!

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

Midway Confab

Continued from page 55

Jimmie Brown, ticket sellers. . . Swazette, annex attraction, visited friends on Mills Bros. Circus while playing Sturgeon Bay, Wis.

Bill and Kay Leisure, manager and secretary of Gooding's No. 3 Unit and personnel of the shows participated in a farewell pot luck picnic lunch in West View Park, Pittsburgh, recently. Taking in the picnic were Betty and James Landis and son, Raymond; Edith and Paul Martin, Larry Boynton, Mary and Homer Rowe, Sidney Kirkpatrick, Clifford Hutchison, Thomas Keith, Harold Hunt, Brian Rayndall, Clarence Davis, John Gallagan, Eddie Headrick, Mugs Mulkins, Charles Anderson, Raymond McPherson; Pam and Freddie Pope and sons, Jessie and Freddie Jr.; Freddie Grubb, Julio Alexander, Johnny Guyer; Betty and Jack Breese, and children, Susan and Jeffery; Walter Jakeway, Richard Seabrook; Ruth and Gabriel Sterling and sons, Gabriel Jr., and Jerry; LeeRoy Loudin, Walter Johnson, Robert Weekly; Betty and Fred

Thumborg and children, Loretta and Fred Jr.; Grace Leihammer and daughter, Joyce; Frank Wilson and Mrs. Charlotte Leihammer.

Joe (Jazz) Warren, a veteran 40 years in outdoor show business, is at his home in Wake Forest, N. C., where he was stricken blind recently. He'd like to hear from friends in the business. . . Russell Walker closed with George Clyde Smith Shows in Houtzdale, Pa., and left for his home in Altoona, Pa., where he will undergo an operation. Jimmy Fay will take over in his absence on the Sahara Rose Show. Fay, Peggy Ewell, Albert Buchanan, Buddy Valier and Jessie Jessica tendered Walker a farewell party prior to his leaving. . . Karl Alsora reports that he has sold his house trailer and closed his Side Show and is now working as an inside lecturer on Bertha Bert's show on Gem City Shows. . . Zora Blaire has purchased a new top and again is operating a Girl Show, with Rocky Patykowski handling the front.

Coming Events

ARKANSAS
Brinkley—Monroe Co. Livestock Show, Aug. 23-24. G. R. Warblow.
Mammoth Spring—Soldiers, Sailors & Marines Reunion, Aug. 12-18. E. E. Sterling.

CALIFORNIA
San Francisco—Western Gift Show, Aug. 5-9.
San Leandro—Community Fair, Aug. 29-Sept. 1. Frank M. King, City Hall.
Tracy—Pumping Station Dedication Celebration, Aug. 3-5. Art Craner.

COLORADO
Buena Vista—Fair & Rodeo, Aug. 11-12. Helen Carlson.

ILLINOIS
Amboy—Fall Festival, Aug. 16-18. Fred R. Bybee, Chamber of Commerce.
Chicago—Italian Festival, July 25-Aug. 5. Joseph DeSerto.
Durango—Spanish Trails Fiesta, Aug. 4-5. R. Franklin McKelvey.
Farmington—Fall Festival, Aug. 15-18. James Vaira.
Hamilton—Fall Festival, Aug. 2-5. E. E. Leroy, G. P. Smith.
Litchfield—Dairy Day & Fair, Aug. 6-9. Ida Allen.

INDIANA
Columbia City—Old Settlers Day & Legion Celebration, Aug. 8-11. George Leninger.
Farmersburg—Old Settlers Picnic, Aug. 1-4. Ray Dill.
Huntington—VFW Home-Coming & Street Fair, July 30-Aug. 4. Max A. Patten.
LaGrange—Corn School, Aug. 6-11. Arnold Ford.
Lapaz—Lions Club Celebration, Aug. 20-25.
Odon—Old Settlers Meeting, Aug. 16-18. H. O. Marshall.
Terre Haute—Miners' Picnic, Aug. 10-12. Perley Hoopingartner.

IOWA
Creston—Midwest horse Show, Aug. 13-14. John Hyde.

KANSAS
Harper—Street Fair, Aug. 20-25. C. V. Terrell, Fair Assn.

MASSACHUSETTS
Gloucester—AMVETS V-J Day Celebration, July 29-Aug. 4. Victor J. Vicari.

MICHIGAN
Detroit—250th Birthday Festival, July 24-Sept. 9. William A. Mayberry.
Detroit—National Air Races, Aug. 18-19. Benj. T. Franklin, 400 Union Commerce Bldg., Cleveland.
Detroit—250th Anniversary Mardi Gras, Aug. 2-9. Roy Williams.
Ravenna—Home-Coming & 4-H Fair, Aug. 17-18. Samuel McNitt.
Three Rivers—V-J Celebration, Aug. 15-18. Jack L. Reed.

MISSOURI
Cameron—Fall Festival, Aug. 15-18. Wiley Moreland.
Diggins—Diggins Picnic, Aug. 9-11. W. L. Berry.
Maryville—Horse Show, Aug. 3-5. Mrs. Lester Swaney.
New London—Fall Festival, Aug. 22-25. S. G. McCune.
Salem—Fall Festival, Aug. 30-Sept. 1. Robert F. Malady.
Urich—Urich Reunion & Home-Coming, Aug. 14-17. M. O. Hillebrand.
Wellsville—Fall Festival, Aug. 23-25. Allen Updyke.

NEBRASKA
Hay Springs—Friendly Festival, Last week in Aug. John H. Kerlakedes.
Nemaha—Old Settlers' Picnic, Aug. 2-3. J. O. Johnson.

NEVADA
Ely—Nevada Fair of Industry, Aug. 24-26. Darwin Lambert.
Reno—Horse Show, Aug. 23-26. Joe Cribbins.

NEW JERSEY
Hammonton—Celebration, Aug. 13-18. Ralph Santelli.

NEW YORK
Granville—Fire Dept. Carnival, July 28-Aug. 4. Morris Rote-Rosen.

NORTH CAROLINA
Newton—Soldiers Reunion, Aug. 13-18. Miss Willie Seif, Box 4-6.
Roanoke Rapids—Exchange Club Festival, Week of Aug. 13. George W. Davis.

OHIO
Amherst—Am. Legion Carnival, Aug. 8-11. Merrill O. Walker.
Cincinnati—Food & Home Show at Zoo, Aug. 13-26. John F. Heusser.
Cadiz—Vol. Fire Co. Mardi Gras, Aug. 15-18. E. R. Lafolette.
Hoytville—Home-Coming, Aug. 20-25. Rex W. Teatsorth.
Jeromesville—Lions & Legion Home-Coming Carnival, Aug. 23-25. Raymond E. Fast.
Magnolia—Magnolia Band Home-Coming, Aug. 8-11. W. H. Chadock.
Pataskala—Centennial Celebration, Aug. 5-11. Robert Mead.
Scioto—Fall Festival, Aug. 23-25. Charles N. Hueff.

OKLAHOMA
Anadarko—American Indian Expo, Aug. 13-18. Leon Carter, Fort Cobb, Okla.
Lawton—Golden Anniversary, Aug. 6-11. Jim Kling, Chamber of Commerce.
Oilton—Oilton District Fair, Aug. 30-Sept. 1. Paul Hoover, Chamber of Commerce.
Yale—Home-Coming Celebration, Aug. 1-4. Harry Dempsey.

OREGON
Portland—Portland Gift Show, Aug. 26-29. Sutherland—Timber Days, Aug. 10-12. Ed A. Barnes.

PENNSYLVANIA
Erie—Centennial Celebration, Aug. 11-15. Leo Spaeth, 202 W. 8th St.
Shade Gap—Soldiers & Sailors Fair & Picnic, July 30-Aug. 4. A. L. Blackmon, Camden, N. J.
Sheakleyville—Home-Coming & Centennial Celebration, Aug. 12-18. K. H. Graham.
Titusville—Oil Festival, Aug. 20-25. H. W. Bush, 740 W. Spring St.

SOUTH DAKOTA
Burke—Home-Coming Days, Aug. 24-25. Karl E. Zutz.
Deadwood—Days of '76, Aug. 3-5. Neil Perriague.
Faith—Stock Show & Rodeo, Aug. 17-19. E. L. Thompson.
Hudson—Firemen's Sports Days, Aug. 15-16.
Lake Preston—Watermelon Day, Aug. 27-28.
Rapid City—Range Days, Aug. 16-18.
Salem—Harvest Festival, Aug. 27-28. Loren Gutzier.
Timber Lake—Days of 1910, Aug. 24-26. Carl Little.

TENNESSEE
Shelbyville—Tenn. Walking Horse Nat'l Celebration, Aug. 28-Sept. 1. P. J. Scudder.

TEXAS
Coleman—Fall Festival, Aug. 30-Sept. 1. Nathan Clett.
New Braunfels—Miss Texas Pageant & Crinoline Days, Aug. 3-5. Frank Smith, C. T. Roberts.

UTAH
Deseret—Days of the Old West, Aug. 17-18. Newel Knight.
Richfield—Junior Livestock Show, Aug. 22-24. Clarence P. Snow.

WASHINGTON
Seattle—Pacific Northwest Gift-Art Show, Aug. 19-23.

WISCONSIN
Bloomer—4-H Fair & Livestock Show, Aug. 24-26. Adalbert W. Fehr.
Wisconsin Rapids—VFW Water Carnival, Aug. 11-12. Roger Coleman.

RIDE HELP WANTED

First and Second Man for Tilt, new trucks and electric boom to load with. Bob Hoard, contact me, can use you. Foreman for Wheel; also other Help who can drive. Phone or wire

J. W. MAHAFFEY
NETAWAKA, KANSAS

CONCESSIONS

Cookhouse, Photos, Balloon Darts, Scales, Hoop-La, Novelties-String, Lead Gallery, Jewelry and Post Office, Fish Pond, Heart Pitch, Basket and Bottle Ball Games. Contact

J. W. MAHAFFEY
NETAWAKA, KANSAS

'America's Finest Show Canvas'

TENTS—SIDESHOW BANNERS

USED CONCESSION TENTS

10x16. 10x18 10x20. in stock for IMMEDIATE DELIVERY

Flameproof Material. All Excellent Condition.

Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co.

4862 N. CLARK ST. CHICAGO 40

HANKY PANKS

are still in demand!

6 CATS, 2 styles, 1 with ears, \$12.00; without ears, packed with hair, \$15.00; Job lot of Small Punks, \$21.00 doz. These are rejects from our better \$ 2 & 4 others, ordering specify POINT CHARTS \$9.00 doz. SLOT ROLL DOWN, 4 to case. Packed in plywood shipping container. ROLL DOWNS, 4 to case. Packed in plywood shipping container. OUR FAMOUS SPONGE RUBBER DART BOARDS, \$30.00. Nylon Thread Dividers. This is a classy hanky punk, works for 25¢. WRITE FOR CATALOG. Include deposit with orders.

RAY OAKES & SONS

BOX 104 BROOKFIELD, ILLINOIS

Shrunken Heads, Devil's Child, 2 Headed Babies, Ape 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

FOR SALE

1947 MODEL 10-CAR ALLAN HERSCHELL AUTO RIDE

New top, new clutch, new scenery, A-1 condition. Positively no junk. Special built Two-Wheel Trailer to haul Ride. Will book for balance of season.

LEE BECHT AMUSEMENTS

P. O. Box 92, Mt. Healthy 31, Ohio, or as per route.

THE NEW ROMAN TARGET

One of the finest stock concessions ever built. Write for prices and free literature

C. A. WOODIN
Rt. 1, Joplin, Mo.
Phone 2784-M

LESLIE'S TRAILER PARTS and ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.

1920 Stewart Ave., S. W., on Highway 4, going south, Atlanta, Georgia.
Fairfax 2626

MIDWAY'S TOP MONEY GETTER

Frame a Real Outfit With Our

WATER TANK

2020 DROP

Base Half Game

\$200.00

Made & Sold by JIM MYRE, Inc. WYANDOTTE, MICH.

17014 TOLEDO ROAD

WANTED WANTED

RIDE HELP

FOR FLY-O-PLANE AND PRETZEL DARK RIDE

If you can lay off drinking, will work all winter in Florida. Address:

CHAS. T. GOSS
c/o The Henries Show
Chippewa Falls, Wis., July 30-Aug. 5; Springfield, Ill., Aug. 4-19; Des Moines, Iowa, Aug. 25-Sept. 3

JACK VINSON

Contact me at once. Can use all of it.

B. NESSLER
Nessler's Greater Shows
St. Elmo, Ill.

WANT

Funhouse and Glass House Operator. Good proposition. Join on wire.

WM. T. COLLINS SHOW
Wadena, Minn., July 30-Aug. 2; La Crosse, Wis., Aug. 8-12.

Wanted Capable Agents

For 3 Picnics and long route of Fairs with large Show.

Fish Pond, Watch-La Pitch, Balloon Darts, Country Store Also Pan Game Agent for Fairs.

GEORGE BEARDSLEY
Care Western Union, Cornelius, N. C.

WANTS—BERTHA BERT—WANTS

Side Show Help, Working Acts, Ticket Sellers, Front Man. Can place good Mitt Camp, Girl or Impersonator for Bally, A-1 Half & Half to feature. Best of treatment and Cookhouse.

GEM CITY SHOWS
Brownstown, Ill., then Kankakee, Ill. P.S.: Ben Ogilbie, get in touch immediately.

WADE GREATER SHOWS

LAGRANGE CO. CORN SCHOOL

Lagrange, Ind., August 7-11 — On the Streets

This is one of the oldest established and one of the largest Street Fairs in Indiana. Big Parades, Exhibits, Contests, 4-H, Prizes, Games, Free Acts, etc. Full county support.

WANTED

FUN HOUSE ★ MECHANICAL CITY ★ WILD LIFE ★ PENNY ARCADE

CONCESSION SPACE AVAILABLE—CUSTARD, NOVELTIES, PITCHES, BALL GAMES, STRING GAMES, MERCHANDISE, HANKY PANKS OF ALL TYPES.

RIDES

Spitfire, Flying Scooter, Octopus, Dark Ride.

WADE GREATER SHOWS

O. BUCK SAUNDERS, Mgr.
HASTINGS, MICH., FAIR, ALL THIS WEEK

P.S.: Ingham County Fair, Mason, Mich., follows Lagrange.

W.G. WADE SHOWS

WISCONSIN VALLEY FAIR

WAUSAU, WISC., AUGUST 7-12

Followed by Upper Peninsula State Fair—Escanaba, Mich.

- RIDES
- SHOWS
- CONCESSIONS

We still have 2 excellent locations for well-framed, good-operated Shows. Suggest Illusion, Motordrome, Glass House, Mechanical, Fat Family or other types.

Our midway can still accommodate 2 more Major Rides, such as Rocket, Looper, Dark Ride, Caterpillar, Spitfire, Rolloplane.

Games and selling privileges all open. Cookhouse, Grab, Novelties, Custard, Photo, String Games, Ball Games, Pitch Till U Win, Basketball, Fish Pond, Hoop-La, etc.

Contact immediately for good location at these Choice, Nationally Famous Fairs. Wire now.

W. G. Wade Shows, Rochester, Minn. (Fair), All This Week.

LA CROSS SHOWS

Want for now and following fairs

South Royalton, Vermont Street Fair, August 10th and 11th; Canaan, N. H., Fair, August 25, 26 and 27; Bradford, Vermont, Fair, September 1, 2, 3; Madbury, N. H., Fair, September 5, 6, 7 and 8.

Will book all kinds of Concessions and Shows. Can use one Major Ride for the Fairs and rest of season.

Can use good Ride Help that drive, good pay. Can use Ride Superintendent to take charge of midway. Want General Agent to book fall route through Pennsylvania and South. Want Agents for P.C. and Hanky Panks.

Get your bank roll with the fastest growing show in the country. We feature high-class Attractions and Free Acts nightly. All write or wire to

La Cross Shows, Paul R. La Cross

158 Lake St., St. Albans, Vermont, or per Billboard route

TALKERS—SIDE SHOW ACTS

For PALACE OF WONDERS, CONEY ISLAND, N. Y.

For balance of season with Fairs to follow. Can use good Stall Act who can lecture, also Fire Eater, Giant, Fat Lady, etc. Write. Wire. Phone

DAVID ROSEN

4016 ATLANTIC AVE.

BROOKLYN 24, N. Y.

TEL.: ESplanade 2-2178

THE BIG EXPOSITION SHOWS

12—BONA FIDE FAIRS AND CELEBRATIONS FROM—12

NOW UNTIL THE FIRST OF NOVEMBER

ALTAMONT, ILL., FAIR

METROPOLIS, ILL., LABOR DAY

HOPE, ARK., DISTRICT FREE FAIR

EDWARDSVILLE, ILL., V.F.W.

WEEK CELEBRATION

NASHVILLE, ARK., FAIR

POCAHONTAS, ARK., FAIR

DANVILLE, ARK., FAIR

HOME COMING CELEBRATION

PINE BLUFF, ARK., DISTRICT FAIR

HARRIS, ARK., FAIR

ANNA, ILL., FAIR

CAMDEN, ARK., FAIR

HOT SPRINGS, ARK., FAIR

CONCESSIONS

CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS EXCEPT BINGO AND POPCORN.

SHOWS

NO "EX." CAN PLACE ONE OR TWO MORE SHOWS—BIG SNAKE, MECHANICAL OR FAT WOMAN OR ANY OTHER SHOW OF MERIT THAT DOES NOT CONFLICT.

RIDES

CAN PLACE DARK RIDE, SPITFIRE OR ANY OTHER MAJOR RIDE NOT CONFLICTING.

RIDE HELP

WANT TILT FOREMAN TO JOIN AT ONCE, WANT MAN WHO CAN DRIVE AND STAY SOBER

JOIN NOW FOR FIRST CONSIDERATION Contact: H. V. PETERSEN, Mgr.

MADISON, ILL., THIS WEEK; THEN THE BIG FAIR AT ALTAMONT ILL. AUG. 5 TO 10.

CAN PLACE 2 BINGO CALLERS AND COUNTER MEN

IMMEDIATELY. WIRE

DORSO & GOODMAN

CETLIN AND WILSON SHOWS, Detroit, Mich., to August 3d; Then Ionia, Mich. Billy Meltin, Answer.

DAN-LOUIS SHOWS

CAN PLACE LEGITIMATE CONCESSIONS for the balance of our FAIR SEASON. FAIR, Paoli, Ind., July 30th to August 4th; Rising Sun, Ind., FAIR, week August 6th to 11th; Fairview, Ind., FAIR, August 13th-18th; Hardinsburg, Ky., FAIR, week August 20th to 25th; Leitchfield, Ky., FAIR, week August 27th to Sept. 3rd, LABOR DAY. We work Sunday and Monday, LABOR DAY, at Leitchfield. More Fairs yet to play in Kentucky up to October 15th. This show has 7 Rides and plenty of good Ride Help. Drifting Ride Help, Flat Joints, Girl Shows and gypsies, stay where you are, we don't want you at any price. Clean legitimate Concessions, come on, we will book you at a reasonable privilege and give you plenty of people to work to at these Fairs.

LOUIS T. RILEY, Gen. Mgr.

DAN C. STRATMAN, Conc. Mgr.

ADDRESS AS PER ROUTE

WANT ELECTRICIAN AT ONCE

Straight salary, no plants, transformer wagon. Also can use for good route of Fairs, including La Crosse, Wis., and Owatonna. Slum Concessions of all kinds, Penny Arcade, Motordrome, Grind Shows. Ride Help who drive Semis. come on; will place you. Especially want Dipper Foreman.

WM. T. COLLINS SHOWS

Wadena, Minn., this week; La Crosse, Wis. next week.

STANDARD SHOWS

WANT FOR FOLLOWING FAIRS

Washakie Co. Fair, Worland, Wyo., Aug. 15-18; Bighorn Basin Fair, 19-21; Park County Fair, Powell, Wyo., 22-25; Valley County Fair, Glasgow, Mont. 27-30; Eastern Mont. Fair, Miles City, Sept. 1-3, and more to follow. Shows of all kinds not conflicting with Hawaiian and Athletic Shows. Rides: Auto, Pony, Spitfire, Rockoplane, Looper. Agents: Lee Haywood wants Agents for Pin Store, Skillo, Six Cats, Count Store and Line-Up Store, Glass Pitch and Balloon Dart, outside for Athletic Show. Ride Help that can drive Semis. Useful People in all departments. Hanky Panks all open. Want Bingo Caller and Counter Help. No time to write, wire at once.

V. C. JONES, Municipal Courts, Williston, No. Dak., Aug. 2-3-4; then per route.

WANT FOR FAIRS AND CELEBRATIONS

FOR BALANCE OF SEASON

Shows: Animal, Snake, Midget, Fun House, or what have you. Also Scales and Age combined. Agents for Cats and Bottles or will sell ex on same. Have complete small Cook House and Grab. Will rent or sell. Same to remain on Show. A few Concessions not conflicting. Billy Avery, contact.

Clinton, Minn., Fair, Aug. 3-4-5; then all Celebrations and Fairs, closing Corn Palace, Mitchell, S. D. Watch Route or Call or Wire

TRI-STATE SHOWS

JOHN MURPHY, Owner, Madison, S. D

PLAYTIME SHOWS

WANT

CONCESSIONS — SHOWS — ONE FLAT RIDE.

WINDSOR, ME., FAIR, AUG. 29-SEPT. 3

WRITE ED BURR, BOX 206, QUINCY, MASS.

IONIA FREE FAIR

IONIA, MICH., AUGUST 6th TO 11th INCLUSIVE

With Circuit of State Fairs Ending Middle of November

TO JOIN IMMEDIATELY

WANT—Foremen for Roll-o-Plane, Octopus and Chair-o-Plane.

WANT—General Ride Help. must be experienced.

CAN PLACE—Dark Ride, Fly-o-Plane, Hi Ball and Little Dipper or any Ride that doesn't conflict.

WANT—One Mule Driver and one Cat Skinner.

CAN PLACE ALL HANKEY PANKS AND EATING AND DRINKING STANDS

All address this week

CETLIN & WILSON SHOWS

At 8 Mile Road and MacArthur

DETROIT, MICH.

WASHINGTON, PA., FREE FAIR

AUG. 21-25

STONEBORO FAIR

Always on Labor Day

WANT

All kinds of legitimate Concessions, Straight Wheels for stock, no racket. Photo. Shooting Galleries, Huckle Buck, Cook Houses, Grab, Ice Cream. Will sell Ex on Novelties, Guess Age Scales. Want Popcorn, Apples. Will book One Flat Ride, Octopus, Tilt or Spitfire.

Freeport, Pa., this week; California, August 6; Donora Golden Jubilee, August 13.

Address: Eddie Dietz or Lew Weinstein

EDDIE'S EXPO SHOWS

As Per Route.

20TH CENTURY SHOWS

30 CAR RAILROAD SHOW ON TRUCKS

WANT NOW

AND FOR FOLLOWING ROUTE OF CLASS A FAIRS

MOWER AND MIDWEST COUNTY FAIR AUSTIN, MINN.	SOUTH DAKOTA STATE FAIR HURON, S. D.
BROWN COUNTY FAIR NEW ULM, MINN.	CLAY COUNTY FAIR SPENCER, IOWA
FREEBORN COUNTY FAIR ALBERT LEA, MINN.	CENTRAL MISSOURI DISTRICT FAIR ROLLA, MO.
RED RIVER VALLEY FAIR FARGO, N. D.	AMERICAN LEGION FAIR CARUTHERSVILLE, MO.

FOLLOWED BY A STRONG ROUTE OF SOUTHERN FAIRS

SHOWS—Can place good looking Funhouse or Glasshouse. Want Monkey, Chimp or any Grind Show of merit.
SHOW HELP—Bill Kennedy wants Side Show Novelty Acts, one strong Freak to feature. (Sylvia Portis and Jimmy Travis, please acknowledge.) Roland Porter wants for his Scandals Revue, Talker, Drummer, Accordionist, also A-I Canvas Man.
CONCESSIONS—Hanky Panks and Stock Concessions of all kinds. Want Photos, Coke Bottles, Ball Games, Hoop-La.
RIDE HELP—Top wages to Twin Wheel Man. Can use Second Men who can drive. Top wages and bonus. (Johnnie Todd, Tex Burner or any others that know me, Alvin Smith, come on.)

Wire. 20TH CENTURY SHOWS

STATE FAIRGROUNDS, MINOT N. DAK.

FAIRS FAIRS FAIRS

14 STRAIGHT FAIRS

WANTED: AGENTS FOR COUNT STORE, PIN STORE AND SKILLOS; ONLY STORES ON SHOW AND WORK EVERY WEEK. WANT BINGO HELP. AGENTS for P.C. and Hanky Panks. Can use Outside Help and General Concession Help. ALL REPLIES: A. R. (DUTCH) WHITESIDE. WANTED: WHEEL FOREMAN, FLY-O-PLANE FOREMAN, RIDE HELP; SEMI-DRIVERS PREFERRED. Want to hear from capable Business Manager. Eddie Steek contact me.

MAGIC EMPIRE SHOWS

RIDGEWAY, ILL., THIS WEEK.

P.S.: AL JARAND, JACK RUSSELL, CONTACT IMMEDIATELY.

Percell's PIONEER SHOWS

high class midway attractions

FEATURING WILNO'S CANNON ACT

MOOSIC, PENN., AUGUST 6 TO 11

Want legitimate Concessions: Cookhouse or Grab, French Fries, Age, Scales, Novelties, Jewelry, Arcade, Ball Games. "Sketch" Rice wants Agents, Help on Bingo. Ride Foremen Merry-Go-Round, Octopus; other Ride Help. Want Shows of merit. Buddy Bernstel needs Dancers. All replies: Honesdale, Penn. "STRETCH" RICE, Business Mgr.; MICKEY PERCELL, Gen. Mgr.

CONTINENTAL SHOWS

Want—Bingo, Percentage Tables, Rotaries, Diggers, Long or Short Range Galleries. Concessions—What have you? Dorso, contact me. Want 4 Girls for Girl Show. \$75.00 per week. Week of July 30 to Aug. 4. Catskill, N. Y. Saulpaugh Hotel; week of Aug. 6 to 11, Bennington, Vt.

ROLAND CHAMPAGNE, CONTINENTAL SHOWS

SAMMY LANE SHOWS

SWEETHEART OF THE OZARKS

Has opening for Fish Pond, Duck Pond, String, Add 'Em Up Darts, Watch-La, Short Range Gallery, American Milt (no gypsies), High Striker, Basket Ball, Milk Bottle, Novelties, Pan Game, Country Store. Have opening for small Grab. Can use one sober, reliable Man, must drive straight truck. Broadwell needs Hank: Pank Agents; Kelley, contact Herman, Mo., Homecoming, Aug. 3-4; Eldon, Mo., Community Fair, Aug. 6-11.

KAY OLLIS WANTS GIRLS

For Girl Show Bonus every night. All people with us before contact. Terry Burton, where are you? Agents for Pin Store. Razzle All contact

HELLER ACME SHOWS

Runnemed. New Jersey We have a long season booked.

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

WANTED

Capable Man or Woman to help stage fair and sell commercial exhibits. Wire or write
Fair Secretary
 Tappahannock Newspaper
 Tappahannock, Va.

WANTED BUCKET AGENTS

Wire
MIKE DEMKO
 WORLD OF PLEASURE SHOWS
 Fowlerville, Mich., this week; Bryan, O., August 7-11.

DROME RIDERS

Lady and Men, Straight and Criss Cross Riders

FLASH WHITE

World of Mirth Shows, Presque Isle, Me. Then Bangor, Me.

WANT

For Fairfield, Carmi, Albion, Oblong and Shawneetown, Ill., Fairs. No ex sold. Photos and Hanky Panks, Octopus Foreman. Must be licensed semi driver. McLeansboro, this week; Fairfield next.

Moore's Modern Shows

WANTED

Need two Kid Rides due to disappointment. We have four Majors. You will have the X on Kid Rides. Strong route of Fairs, out '11 November.
PECK AMUSEMENTS
 Antioch, Ill., this week; Mulberry, Ind., Aug. 7th-11th. C S. PECK.

FOR SALE 8 CAR PORTABLE WHIP

In very good condition Contact
HOWARD BERNI
 Shooting Gallery Cedar Point, Ohio

WANTED Ferris Wheel Foreman

No ups or downs, \$60.00 week.
 Wire prepaid.
Coastal Amusement Co.
 Million Dollar Pier Atlantic City, N. J.

WALLACE & MURRAY SHOWS

Want Cookhouse for balance of season. Can also use Ferris Wheel Foreman. Want Girl Show Operator who has at least three girls and wardrobe. We have complete outfit. This show plays 10 Southern Fairs
 Everson, Pa., this week; Belle Vernon, next week.

Gem City Shows Wind Up Okay On Still Dates

SALEM, Ill., July 28.—Thomas D. Hickey's Gem City Shows opened here this week at the annual Soldiers' and Sailors' Reunion, after winding up a fairly successful still date tour at Litchfield, Ill.

Season's tour has been marked by inclement weather, but attendance in most spots has been satisfactory and spending good. Saturday kid matinees have been outstanding in most towns. Concession department, under the management of Don Greco and Art Frazier, has clicked solidly every week with the exception of Springfield.

Equipment Prepped

Equipment is being prepped for the fairs to come and much painting is going on. A new minstrel show, *Plantation Days*, under the direction of Fat Head Williams and Bob Edwards, opened here.

Organization has had few personnel changes since it opened. Ralph Lockett, formerly with the Johnny J. Jones Exposition, is on leave from his Daytona Beach, Fla., news emporium and has joined to handle the advance. Others include Harry Thomas, secretary-treasurer; Pat Thompson, general superintendent; Bill Williams, assistant manager, and Hank McGuire, Diesel superintendent.

Fair Route

Following the Salem celebration, shows will play an almost solid route of fairs, including Illinois annuals at Brownstown, Kankakee and Champagne-Urbana; Alabama fairs at Athens, Florence, Selma, Mobile, Anniston, Alexander City and Andalusia; one Kentucky annual at Paducah, and two Mississippi fairs, Coiumbus and Meridian.

Mr. and Mrs. Clarence Vigus have the cookhouse; Bob Venter, corn game; Johnny J. Jones Jr., frozen custard and diggers; Mr. and Mrs. J. A. Watson, five concessions; Mrs. Bill Williams and Mrs. Ray Braumley, two each. Show List

The Side Show is operated by Bertha Bert and Lee Erman has the snakes. Bob C. Edwards is in charge of the office-owned shows, including the Posing, French Casino which features Denise Darnell, and Minstrel and Illusion. Glass House is operated by the office and Al Kennedy has the Arcade. Popcorn, peanuts and candy apples are operated by Mrs. Thomas Hickey.

Mrs. Johnny J. Jones Jr. arrived recently with the two Jones children, Candy and Judy, and will remain until school opens. Mrs. Hody Jones visited for two weeks and then returned to DeLand, Fla. Mr. and Mrs. Don Greco were hosts at a dinner in Springfield with guests including Art and Frances Frazier and Ralph Lockett

Crafts Org Set For Tracy Cele

TRACY, Calif., July 28.—Crafts' Exposition Shows will provide the midway at dedication ceremonies of Central Valley Project canals here for three days starting August 3. About 100,000 are expected to attend the festivities, said Art Craner, who is directing the event.

Saturday (4) is expected to be the big day with President Truman throwing the switch to set in motion the world's largest pumps at the junction of San Joaquin, Alameda and Contra Costa counties. Installation of the pumps cost an estimated \$500,000,000.

The Sweetheart of the Valley, selected thru a queen contest directed by Craner, will reign over festivities. Sunday's (5) program will feature a parade of 200 units. A Western horse show also is scheduled, as is a baseball game.

Vancouver Ex Signs Rides

VANCOUVER, B. C., July 28.—The Royal Canadian Shows will have 12 rides on the midway at the Pacific National Exposition here this year, along with Dave Morris' sever, kid rides and others to be brought in by Elliott Shows and Jim Hiscox.

Fred (Dad) Lewis will have four concessions and Tim Brower, manager of Alladin Shows, has also signed.

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 Keep Street
 Brooklyn, N. Y.
 Evergreen 7-5027

AT LIBERTY A. AMATO

First Man on Wheel, Jenny, Tilt, Octy, Rolloplane, Comet, Chairplane, Ridee O. Age 26, sober and reliable. Will accept Ride Superintendent State salary. DO NOT MISREPRESENT. Call Evergreen 9-9213. Edwards Hotel, Greenpoint, Brooklyn, 12:30 to 1:30 AM or PM. Set Up on Wheel 4 1/2 hrs. Experience Crew.

WANTED

For Beaver City, Neb., Fair, Aug. 6, 7, 8 and ten Fairs to follow—Popcorn, Bingo, Lead Gallery, Ball Games, Stock Concessions of all kinds. Will book Rides not conflicting. Shows, every kind. Sillie Jerry, come on, received wire late.

CENTRAL AMERICAN SHOWS
 BEAVER CITY, NEB.

ARCADE MECHANIC

Sober. Panorams, Photomatics, Voice Recorders, Seeburgs, Guns. Excellent salary.

AMUSEMENT ARCADE
 410 E. Main St. Norfolk, Va.

AGENTS WANTED

Fish Pond, Six Cats, Set Spindle, For Sale—Addison Built Kid Train, like new

JIMMIE O'DEA
 c/o Karras Shows, Savannah, Mo., Fair, Aug. 1 to 5; Avoca, Iowa, Fair, Aug. 6-9.

Blower and Pin Store AGENTS WANTED

Good Spots ahead. Plenty of action around Chicago. Wire

BILL SHULMAN
 c/o Western Union Decatur, Ill.

WANTED OCTOPUS FOREMAN

Must drive semi. Top salary and bonus. (Jim Nolan & Roy Hildebrandt, call me collect.) Address

LOUIS CUTLER
 Farmersburg, Ind., this week.

RIDE HELP WANTED

A-1 Wheel Foreman, Merry-Go-Round Foreman, Second Man on Tilt. Semi drivers preferred. No ups or downs until after Labor Day. If you drink don't come here.

LEO LANE SHOWS
 SAVANNAH BEACH, GA.

WANTED

Callers and Countermen for Bingo, also Cookhouse Help.

MATT WILSON
 15 Flohr Ave. Buffalo 24, N. Y.
 Phone Woodlawn 5341

CAPABLE READERS WANTED

For Outstanding Line of Fairs. Peggy Neuman, contact

Royal Crown Shows
 DANVILLE, ILL.

FOR SALE FOR SALE

No. 5 Eli Wheel, good condition, with twenty-seven ft. Hobbs semi, \$5,000.00. St. Joe factory-built Mix-Up with '40 Chev C.O.E., \$1,000.00. 45 K.W. Gen. Motors Diesel Light Plant, good as new, mounted in all steel semi.
Address: BOX 6132
 Harlandale Sta. San Antonio, Tex.
 Quarters 215 Ashley Rd.

MAD CODY FLEMING Wants for 14 Fairs

Man to handle Turtle Show. Man to help repair equipment. Electrician. Ivan Paxton, James Forbus and Harry Howard, contact. This week Simpson and Vine Streets, Atlanta, Georgia.

Girls—Wanted—Girls

For GIRL REVUE. Have excellent deal. Want Talker. Write

LESLIE KIESTER
 Box 491 Rochester, Minn.

ROCKWELL SHOWS

Need for Fairs and Celebrations till November

CONCESSIONS—Fish Pond, Mug Outfit, Clothes Pin Pitch, Basket Ball or any Hanky-Pank that doesn't conflict.

SHOWS—Any good clean Show that doesn't conflict.

Stafford, Kansas, through August 4 (Fair)

Halstead, Kansas, through August 9 (Cele.)

WANT

Sensational Free Act for balance of season. Melvix Bennett, contact Al Wallace. Can place Photos, Guess Your Age, Scales, High Striker and any other legitimate Concessions. Want Grind Shows, Monkey Show, Drome, Funhouse and Penny Arcade. Need Acts for Side Show. Will give good proposition. 50-50 with first class wardrobe. Fitzie Brown can place a few more good Agents. Want Foreman for Merry-Go-Round. Must drive semi. All letters and wires to

AL WALLACE, Wallace and Murray Shows
Everson, Pa., this week; Belle Vernon next week.

VIRGINIA GREATER SHOWS

Want at once—Bottle Ball Games, French Fries, Balloon Darts, Penny Pitches, Hoop-La, Short Range Galleries. A few Percentage Dealers wanted. Want at once—Wild Life, Unborn, Monkey Show, Snake Show. Good opening for Pony Ride. Salisbury, Md., this week; Snow Hill, Md., Aug. 6-11; Pocomoke City, Md., Aug. 13-18.

P.S.: Princess Anne Speedway, Norfolk, Va. Big Labor Day Celebration.

All Mail and Wires To WILLIAM C. (BILL) MURRAY

BLUFF CITY SHOWS

Want for the following Fairs and Homecomings: Hamilton, Ill., July 31-Aug. 5; Carthage, Ill., Aug. 7-11; Clayton, Ill., Aug. 14-18; La Belle, Mo., Aug. 21-25; Bucklin, Mo., Aug. 28-Sept. 1; Marceline, Mo., Labor Day; Lexington, Mo., Sept. 5-8, with four Fairs in cotton to follow. Hanky Panks of all kinds. Privilege \$21.50, including insurance and cut-in. Especially want Coke Bottles, Clothes Pin, Long Range, String, Hi-Striker, Fish Pond, Novelties, Dart Balloon, Age & Scale, Cork Gallery, Custard, Bumper, Slum Spindle, Watch-La and Grab.

Wire Mgr. Bluff City Shows
Hamilton, Ill., or come on. Will place you.

MODEL SHOWS, INC.

WANT FOR FOLLOWING FAIR ROUTE

Galesville and Janesville, Wisconsin; Mason City, West Union, Dayton, Labor Day Mobile, all Iowa. Baxter Springs, Kansas; Neosho, Mo., Bentonville, Ark. SHOWS—10-1, John Hutchins, answer. Girl Shows, must be flashy. Snake, Wild Life, Fun House, Glass House, any Show of merit RIDES—Little Dipper, Boat, Train, Tilt, any not conflicting. HELP—Top salary for Caterpillar and Dodgem Foreman. Junior Weeks, answer. CONCESSIONS—Any Stock Concession. They work in Iowa.

JOHN ROBINSON, MODEL SHOWS
Galesville, Wisconsin, this week; Janesville next.

TWIN CITY SHOWS

Wants Photo Gallery, Pan or Rat Game, Hi Striker, Short Range, Fish Pond, Cigarette Gallery, Hoop-La, Count Store, Skillo or what have you, to play the best Fairs in Missouri. Gilman City, Mo., Fair, Aug. 1-4; Hamilton, Mo., Aug. 6-11; Cameron, Mo., Aug. 15-19. We have Marshall, Mo., Fair; Ava, Mo., Fair. No phone calls, wire SAM WELLS, Gilman City, Mo. ATTENTION FAIR SECRETARIES AND CELEBRATION COMMITTEES, we have 2 open dates. 7 Rides, 30 Concessions.

KLENKE AMUSEMENTS

Fairmount, Ind., Street Celebration, July 29 to Aug. 4; Peru, Ind., 4-H Fair, Aug. 6 to 11. Concessions—Want Food Stands, Root Beer, Custard, Frys, Ball Game, Glass Pitch, Age, Scales, Novelties, Hanky Panks. Shows—Snake Show or Side Show. Especially want experienced sober Ride Help on Wheel, Genny, Octopus. Top wages.

MARVIN BACON, MGR.

WANTED GIRLS

Six Girls to Bally, also Girls who can Swim. Top salaries, long season. Also Canvas Men, Ticket Sellers wanted for America's largest outdoor Water Show, Aqua-Tease. Wire

NORMAN SYNREX
WORLD OF MIRTH SHOWS. OFFICE: HALLOWELL, MAINE.
Any girls who have worked for me before wire.

GREAT LAKES SHOWS

Want for Fairs and Celebrations for season—Hanky Panks of all kinds, Jewelry, Novelties, Hi Striker, Fish Pond, Buckets, Photos, Ball Games, Ice Cream, Custard. Want Show of merit—Girl Show, Monkey or Animal Show. Good proposition. Ride Help who drive semis, Second Man on new Merry-Go-Round and all Rides. Top salary to good men. Drawing acct. daily. Good route, long season. Norwalk, Ohio, Celebration, July 30-Aug. 5; Hamler, Ohio, Celebration, Aug. 7-11; then the big one, Bluffton, Ind., Free Fair, Aug. 14-18. Long list of Celebrations and Fairs to follow. Stanley Sellers wants Concession Agents. Arthur Neke, contact again or come on. Drennan Moler, contact at once. Sleepy Johnson not connected with this show. Trade or For Sale—Smith & Smith Chairplane, good condition—What have you?

LYCOMING COUNTY FAIR—HUNTSVILLE, PA.

Aug. 6-11—Day and Night. Will book all kinds of legitimate Concessions, Eating and Drinking Stands. Can use Diggers. Shows not conflicting. Write or wire

STEVE DECKER, Beam's Attractions
Lock Haven, Pa., this week.

10 CAR DODGEM TO TRADE FOR TILT OR LOOPER WILL SELL.

JOHN L. ROBINSON—MODEL SHOWS, INC.
Galesville, Wisconsin, this week; Janesville, Wisconsin next.

FIDLER'S UNITED SHOWS

WANT Can place legitimate Concessions of all kinds. Want Ride help on all Rides, especially want Wheel and Octopus Foreman. (Bob Hoard, contact me.) Bill Schulman wants Concession Agents. Address: Warrensburg, Ill., this week; Pontiac Ill., next week

PRELIS

BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

★ Can Use for Following Fairs ★

BEDFORD, PA., AUG. 6-11; BUTLER, PA., AUG. 13-18; CUMBERLAND, MD., AUG. 20-25; INDIANA, PA., AUG. 27-SEPT. 1; GREAT EBENSBURG FAIR, SEPT. 3-8; 10 MORE TO FOLLOW.

BOOKING NOW FOR 15 FAIRS STARTING AUG. 6

SHOWS:

WILD LIFE, REPTILE, MIDGET, WAR, ORGANIZED MINSTREL SHOW. Have complete Show with seats and front. J. Blake Ice Show, get in touch with me.

RIDES:

OCTOPUS, ROCKET, FLY-O-PLANE, LOOPER, SCOOTER, LIVE PONY RIDE, KIDDIE RIDES, FUN, GLASS HOUSE, PENNY ARCADE. CAN FURNISH TRANSPORTATION FOR RIDES.

CONCESSIONS:

Eat and Drink Stands, American Palmistry, Scales and Age, Novelties, Jewelry, Hanky Panks, Merchandise Wheels, Derby Racers, Photo, Holly Cranes, Rotaries, Long and Short Range Galleries, Rat Game, Pill Pool, PC Agents.

HELP:

John Barro wants Lady and Man Riders. Man to take care of Glass House. Salary and percentage.

All Answer SAM E. PRELL

Coatesville, Pa.

15 CHOICE FAIRS

INTERSTATE Shows

15 CHOICE FAIRS

CAN USE FOR THE FOLLOWING FAIRS

Laurel County Fair, London, Ky., August 6-11; Tazewell County Fair, Tazewell, Va., August 13-18; Wise County Fair, Wise, Va., August 20-25, with 12 more to follow.

SHOWS: Midget, War, Funhouse, Glass House or any worthwhile Grind Shows. Want Girl Show with at least three Girls, wardrobe and p.a. set. Can furnish top and front for same or will book one with own equipment. Want organized Colored Minstrel. Have beautiful front and new top for same.

RIDES: Will book for the balance of the season—Tilt, Caterpillar, Spitfire, Looper, Live Pony Ride. Have 15 consecutive weeks of Fairs.

RIDE HELP: Want Foremen for Twin Wheels, Rolloplane, Chairplane, Second Men on all Rides. Want Man to take charge of four Kiddie Rides.

CONCESSIONS: Eat and Drink Stands, Scales and Age, Diggers, Penny Arcade, Novelties, Jewelry, Rotaries. Hanky Panks of all kinds.

Want A-1 Billposter for the balance of the season to join on wire. Must be capable. Want Mechanic with tools to join on wire. Want High Sensational Free Act to join for London, Ky., and balance of season. This Act must be outstanding.

Replies to H. B. ROSEN, Kingsport, Tennessee

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

WANT FOR KNOX COUNTY FAIR, AUGUST 6 TO 11, BICKNELL, IND.; FOLLOWED BY OWEN COUNTY FAIR, AUGUST 13 TO 17, SPENCER, IND.; THEN CLINTON COUNTY FAIR, AUGUST 19 TO 25; FRANKFORT, IND.; LABOR DAY WEEK, GAS CITY, IND. GLASS FESTIVAL ON THE MAIN STREETS WITH PARADES, FREE ACTS AND EXHIBITS.

THESE ARE ALL BONA FIDE INDIANA COUNTY FAIRS. NONE BETTER.

Want Bingo for Spencer, Two Bingos for Frankfort. Want Custard, Eating Stands, Jewelry, Long Range, Short Range, Basketball, Pitch-Til-U-Win, Derbys, Hi-Striker or any legitimate Concessions. SHOWS — What have you? RIDES—Will book for Frankfort Fair, any Ride not conflicting. All replies wire Western Union this week. Fairgrounds, Elora, Ind.

P.S.: Watch for advertisement in The Billboard for week of August 27. Best sneak spot of the season. Positively the first show in four years.

BILL GEREN

DAYS 6 NITES

DENN PREMIER SHOWS

worlds • cleanest • midway

DAYS 6 NITES

MONTGOMERY COUNTY FAIR—HATFIELD, PENNA.

AUGUST 6TH-11TH

This Fair Features Kochman's Hell Drivers, 2 Days; Television Wrestling Show; 1 Day Midget Racing; 1 Day Large Car Racing on the Speedway. No Other Grandstand Show to Hold Up the Crowds.

CONCESSIONS

CAN PLACE ALL KINDS OF HANKY PANKS, GLASS PITCHES, WATER GAMES, EATING CONCESSIONS, PALMISTRY, ALSO SOME PERCENTAGE GAMES. CAN PLACE 1 WHEEL, Carno, answer. ALSO PLACE GADGET WORKERS AND PITCHMEN.

SHOWS

CAN PLACE ANIMAL, WILD LIFE, ARCADE, GRIND SHOW OR ANY OTHER SHOWS NOT CONFLICTING. AL RENTON CAN PLACE TICKET SELLERS, FIRE EATER, PIN CUSHION, AND OTHER GOOD WORKING ACTS IN CIRCUS SIDE SHOW. ANDY ZANE CAN PLACE GIRLS FOR GIRL SHOW, ALSO MAN TO HANDLE FRONT AND TICKET SELLERS. MUST DRIVE.

HELP

CAN PLACE MAN TO MANAGE LIFE SHOW. MUST BE ABLE TO DRIVE AND TAKE CARE OF SHOW. GOOD PROPOSITION. CAN PLACE RIDE HELP IN ALL DEPARTMENTS WHO DRIVE.

Address All Mail and Wires To LLOYD D. SERFASS, PENN PREMIER SHOWS Chambersburg, Pa., this week, followed by Hatfield, Myersdale and Huntingdon, all Pennsylvania Fairs. No more still dates.

WANT 8 BIG DAYS
8 BIG NIGHTS **WANT**
OLD RELIABLE
RHODE ISLAND STATE FAIR
Kingston, Rhode Island, August 12 to 19 Inclusive

Concessions—Glass Pitch, Pitch Till U Win, Hoop-La, Novelties, Photos, Cat and Bottle Ball Games, Fish Pond, String Game, Custard, Jart Balloon, Greyhound Racer, Penny Arcade, Hi-Striker, Gold Fish, Crew Hats, Gadget Pitch, Scales and Age, Stock Stores of all kinds, Long and Short Range Galleries. Shows—Monkey Show, Colored Revue, French Fries, Ice Cream, Grab.

ABSOLUTELY NO GRIFT

CONNECTICUT CARNIVAL SUPPLY **BELL FORM SHOWS**
35 Winthrop St., Bristol, Conn. 13 Division St., Bristol, Conn.
BRistol 7256 BRistol 2-0954

FAIR GROUNDS AFTER AUGUST 6TH

WANT

Experienced Bingo Counter Men and Relief Caller. Top wages plus bonus. Also capable Agents for Scale, Age, Balloon Dart, work with Coupons and Coke Joint. Starting at Lincoln, Ill., Fair, opens Sunday, La Porte, Ind., follows. Also Agents for Ball Game, Scales and Age, Coke Bottle and Ring Bottle on my other unit starting at Germantown, Ky., Fair, Aug. 6th; Falmouth, Ky., follows. Also-Bingo Help. Agents joining now will be given preference at such outstanding Fairs as Corydon, Ind.; Du Quoin, Ill.; Knoxville and Memphis, Tenn.; Donaldsonville and Franklinton, La., and many other Fairs, as we are operating 5 units; Truck Drivers preferred. Drunks, stay where you are. Now booking Concessions for Jackson, Ohio, Street Fair, Sept. 18-22. Good openings for Pitchmen and Demonstrators. Will sell ex on American Palmistry. No gypsies.

Ex on Novelties and Photos open for Corydon, Ind., Fair, Aug. 20-25. Contact Dr. Wolfe, Corydon, Ind.

Have for sale 2 Morris Mandell Bingo Blowers, \$75.00 each. 2 Bingo Tops, one 18x36, other 16x36, with 7 ft. awnings, cheap. 1 set of 4 Over 12 Pans, used 1 week, cheap. White Woods wants Bally Midgets for Toronto, Can., Fair. Reply to

JOHN GALLAGAN
Boonville, Ind., Fair, this week; Lincoln, Ill., Fair, next week.

WANTED WANTED WANTED WANTED
for
Massachusetts State American Legion Convention
WEEK OF AUGUST 13-18 INCLUSIVE

Will book Hanky Pank. Can use any Side Show with merit. Space limited. All Food Concessions do well here. Positively no grift. There will be over 300,000 people at this affair—bigger than any fair. If you have ever made this spot, you'll know it's a world beater. Legitimate Stock Wheels will operate. Contact immediately.

JOHN SHUNSKY
Pioneer Hotel, Main St., Springfield, Mass. Phone: Springfield 7-4301

or
PHILIP RAY
253 Lockwood St., Providence, R. I. Phone: Dexter 1-1744

SUNSET AMUSEMENT COMPANY

CAN PLACE FOR RICE COUNTY FREE FAIR, FARIBAULT, MINNESOTA, AUGUST 8 TO 12

Concessions—Exclusive on Derby, Photos, Jewelry, Mouse Game and Scales. Want Short Range and Ball Games. All joining will be given space at Great Jones County Fair, Monticello, Iowa. Can place Wild Life, Lung, Arcade and Funhouse or any non-conflicting Show. Ride Men who drive for Ferris, Dodgem and Caterpillar. Want Cookhouse Help.

Thief River Falls, Minnesota, Fair, August 1 to 4; Faribault next.

B AND H AMUSEMENT CO.

Can Place for Our Proven Route of Tobacco Market Fairs and Celebrations, Lamar, S. C., Week August 6-11—No Exclusive.

CONCESSIONS: Balloon Dart, Duck Pond, Fish Pond, Age-Scales, Hoop-La, Anna Lee King, wired you. Earl Dickson, contact Earl Miller. Important. Can use Grind Stores. All replies:

W. E. HOBBS
B. H. AMUSEMENT CO., TURBEVILLE, S. C., THIS WEEK.

GEORGE CLYDE SMITH SHOWS

WANTED—Fish Pond, String Game, Cane Rack, Swinger, High Striker, Long and Short Range Lead Gallery, Age and Scales, Novelties, Pitch Till You Win.

WANTED—Girl Show, Illusion Show, Motordrome, Penny Arcade. **WANTED**—Tilt, Rolloplane and Pony Ride. General Ride Help—Truck and Tractor Drivers and Hanky Pank Agents. **WANTED**—Free Act for Luray, Va., Fair, week of August 20th. All replies to

GEORGE CLYDE SMITH SHOWS
Conemaugh, Pa., this week; Johnstown, Pa., next week.

DEL-MAR SHOWS

WANT FOR FOLLOWING HOMECOMINGS
CELEBRATIONS AND WARREN, OHIO, CIO PICNIC

Rides that do not conflict, Milt Camp and a few more legitimate Concessions. Shows of merit. Conneaut Lake, Pa., Aug. 7-11; West Pittsburgh, Pa., Aug. 13-18; Jackson, Pa., Aug. 20-25; Warren, Ohio, Sept. 1, 2 & 3.

Write or Wire **SPRINGBORO, PA., THIS WEEK**

WANT

Ride Help for Ft. Worth Park and 13 weeks of Texas Fairs. Man capable of taking charge of Rides in park, including Electrician. Help on Wheel, Caterpillar and Kiddie Rides in park. Want for road: Spitfire Foreman, Second Men who drive on all Rides, Ticket Sellers. All replies to

DON FRANKLIN SHOWS
ARLINGTON HEIGHTS STATION, FT. WORTH, TEXAS Phone: FAAnin 0772

PLAYTIME SHOWS

WANT

Hanky Panks, Grabs, Shows—Monkey, Drome, Freak, Fat. 8 best New England Fairs starting

Aug. 19 at MARSHFIELD, MASS.—7 Big Days
Write ED BURR, Box 206, Quincy, Mass.

EASTERN PICTURE

Units Look to Fairs To Wipe Out Losses

NEW YORK, July 28.—A combination of tough breaks, with the weather again the principal offender, will send most shows to fairs looking to recoup their losses.

The Eastern fair season, which this week got under way at Harrington, Del., arrived none too soon for many operators. Still dates have been spotty at best for most units. Shows generally bagged their best earnings in the early weeks, and that worked out fine for all concerned, since none encountered a more hazardous period.

Happy predictions resulting from the bouncy start unfortunately failed to materialize. The weather worsened and the luck of most outdoor showmen was bad. The elements were unusually accurate in spoiling Fridays and Saturdays, the best days of each run.

Future Is Bright

The outlook, however, is far from bleak. Units boasting a reasonably good financial position are a cinch to come thru with holding money assuming, of course, that a route of good annuals lies ahead. Both large and small units have reported increased spending in many instances, indicating that the fairs, with weather, will be good. Almost all units have reported earnings at least on a par with last year when the weather behaved.

In many instances it's going to take more dough to make this a winning season, since a number of

units have added appreciably to their operational nut. The help situation has been tight with the result that cost of moving and operating equipment has increased, even tho gains have been lacking.

Most operators feel that unit prices are at the maximum level for the times and that the solution to bigger income lies only in stepped-up volume. To build the latter, some execs feel that bargain deals must be pitched at the public.

Concessionaires in particular are looking to the fairs. It's been rough for many and the hope is that the annuals will provide balm in the form of winter bank rolls.

Va. Greater Hits It Rich At Dover, Del.

DOVER, Del., July 28. — Virginia Greater Shows ended one of its best weeks this season Saturday (21), playing the State capitol grounds here in the heart of town under Jaycee auspices. The main business street led into the show lot.

Crowds jammed the midway every night. Altho rain fell several times and wind did some damage to the Side Show top, the skies always cleared by evening. Children's matinees went over big Wednesday (18) and Saturday. The Roland Street family of midgets proved a solid draw and received a good deal of space in local newspapers preceding the date.

Manager Rocco Masucci was host to more than 100 under-privileged children Thursday afternoon (19). Angelo Longo, of Silk City Shows, sent three more rides for the show's Southern route.

Fire Destroys Pioneer M-G-R

HANCOCK, N. Y., July 28.—Mickey Percell's Pioneer Shows lost their Merry-Go-Round Thursday (19) when a fire, caused by backfire from the motor, swept the ride with an estimated \$9,000 in damage. Despite efforts of local firemen, the device was almost destroyed.

Org recently added a Spitfire and Little Dipper for its fair route, which starts at the Bradford County Fair, Troy, Pa. Wilno's cannon act is the free attraction with giveaways and fireworks also serving to promote attendance.

West Coast Show Nets PCSA \$500

SAN FRANCISCO, July 28.—A Show-in-a-Show staged by the West Coast Exposition Shows in Suison, Calif., Thursday (19) netted the Pacific Coast Showmen's Association in Los Angeles more than \$500, Al Flint, PCSA executive secretary, announced.

Sammy Adams was chairman, with Eddie Helwig acting as judge and Eddie Harris as treasurer. Short talks were made by Harry Seber, PCSA past-president; Charles Walpert, Helwig, Harris and Flint. Tickets were handled by Mrs. Helwig.

Flint, who is on a trip thru the West Coast to visit shows, headed toward Oregon after stopping off at Crafts' 20 Big Shows in Port Chicago.

James Drew Still Dates Top '50 Tour

COVINGTON, Ind., July 28.—James H. Drew Shows closed a successful still-date season, with '50 business close to 30 per cent ahead of a year ago, according to Owner Drew.

A new Fun House and Rolloplane has been delivered and John Willander has added more attractions to his Animal Show. Six new light towers are being built for the Charleston, W. Va., Fair, and much of the show's rolling stock is carrying signs advertising that event. Equipment purchased from Bees Old Reliable Show has been delivered and is in operation.

Mr. and Mrs. Curley Cowart rejoined after a visit to Curley's father who is ill in Roanoke, Va. Frank T. Griffith, business rep, rejoined after a tour of the org's Southern spots. Recent visitors included Curley Little, W. R. Geren, William O. Hammontree and Elmer Reed.

Akron Okay For Wagner

MARION, O., July 28.—Al Wagner's Cavalcade of Amusements was here this week in one of its last still dates, after railing from Akron. Org did well financially in the latter city despite a partially darkened front end.

Akron lot was just outside the city limits near Springfield Lake and the Cavalcade was the first show to lay down there in several years.

Org plays its first fair next week at Muncie, Ind. Hattie and Martha Wagner visited hometown folks in Toledo. Rides and show fronts were repainted for the forthcoming Muncie fair. Johann Petrusson, Iceland giant; Jean Fraser, Side Show emcee; Bob Hermine Midget Troupe and Lew Hamilton are doing weekly broadcasts.

Dr. Serge Urling, assistant to Owner Al Wagner, also administering to the medicinal wants of personnel.

Dave Morris Bows New Org in B. C.

VANCOUVER, B. C., July 28.—Spectacular Productions, Ltd., a new show formed by Dave Morris, chief electrician for the Pacific National Exhibition, bowed here under Canadian Legion auspices.

G. E. (Circus) Leopold is ride superintendent and Duke Ash has charge of concessions. Major rides included a Merry-Go-Round, Chairplane, Ferris Wheel and Tilt-a-Whirl. Kiddie devices were a Train, Bullet, Swans, Chairplane, and Boats.

Wilbur Shaffer Dies; Bob Parker Office Mgr.

MIAMI, July 28.—Wilbur Shaffer, 43, Miami office manager for Robert K. (Diggers) Parker, died here Thursday (26) following an operation. He had been in ill health for some time.

Shaffer was employed by Parker and the late Bill Bartlett, Parker's predecessor in the digger business for 18 years.

His widow and six children survive.

AGENTS GET NOTHING BUT SCRATCH

12 RED FAIRS LEFT IN MINNESOTA

Openings on 6-Cats, Buckets and Swingers.

Good propositions for right men.

C. J. (GRAVY) GRAVES
Care Raney United Shows

Wire or Call—No Collect

Herman, Minn., Aug. 2-5; then Bemidji, Aitkin, St. Cloud, Alexandria, Morris, Tracy, etc.

CALEDONIA, N. Y., FAIR
WEEK AUGUST 14
Day and Night

Want Octopus, Fly-O-Plane, Tilt, Cat, other Rides. Booking any kind of Concessions that work at New York Fairs.

BUFFALO SHOWS
This week Van Etten, N. Y.

WANT GIRLS

Join this week. Ticket if I know you. Ginger, what happened? Dale wants Pin Store Agents. Wire before coming. Catching soldiers' pay day. Fort Knox, now.

JEANNE BARRON
Capitol City Shows, Muldraugh, Ky.
We begin our regular route independent Eastern Fair Dates next week.

GRANT COUNTY FAIR
Williamstown, Kentucky, Aug. 8-11, 1951. Wants Concessions: Ball Games, Photos, Ice Balls, Short Range, Long Range, Hi-Striker, Age and Weight or any legitimate Concession that works for 15¢ and 25¢ and gives Merchandise. No gypsies or flats wanted.

Ed Miller, get in touch with me.

LEE BECHT AMUSEMENTS
P. O. Box 92, Mt. Healthy 31, Ohio, or as per route.

DYER'S LOTTA HOOEY
Opening Jackson County Fair, Maquoketa, Iowa, Aug. 9 thru 12.

Want Jenny, El Wheel, Tilt, separately or unit. Shows, Concessions all open. Place Train, Ponies, Dark Ride on Unit 1. Fair, Marengo, Iowa, Aug. 1-4; Fair, Manchester, Aug. 6-10; Free Fairs, Fairfield and Boone, follow. A Celebration or Fair or not there. For Sale—Good Spitfire and Trailer, bargain at \$5700.00. Contact

Dyer's Greater Shows

RED BAKER
or
T. C. ELLINGTON.

call me at once

ROY ALLEN
Campa Brothers' Circus, as per route

Palmetto Exposition Shows

Want Ride Help for all Rides, especially want Help for Ferris Wheel, Merry-Go-Round, Rolloplane and Swing. Join or wire Lancaster, S. C., this week.

All wires and answers to

MILTON N. McNEACE

HELP WANTED

Not lusher or tourists, but Agents for Foot-Long, Poocon and Ice Cream for Fairs in Wisconsin and Michigan. Out until Nov. 1. Brownie, contact me at Monroe.

B. A. MAC EACHERN
Monroe, Wisc, this week

WANTED AGENTS

Scales, Break the Dish, Glass Pitch, Six Cat and Buckets.

LOUIS J. HALL
W. C. WADE SHOW
Rochester, Minnesota, this week;
Wausau, Wisconsin following week.

WANTED FOR OUR 17TH CONSECUTIVE LABOR DAY CELEBRATION
AUG. 31 AND SEPT. 1-2-3
MAJOR RIDES AND FLASHY CONCESSIONS.

Chas. H. Snyder, Finance Officer
American Legion Post #35
Kingston Mines, Illinois, 15 Miles South-west of Peoria, Ill., on U. S. Route 24.

Carnival Wanted
AMERICAN LEGION HOMECOMING

Ralston, Okla., Sept. 1-3.
R. A. SPAULDING, Secy.
Ralston, Okla.

AGENTS WANTED
For Ball Game and Coke Bottles.
FOR SALE
10x16 ft. Anchor Top and Fir Frame, never been up. \$200.00.
WANT TO BUY
70 or 80 ft. Auto Scooter or Dodgem. Must be portable.
HARRY BEACH
Box 2402 Myrtle Beach, S. C.

RIDES WANTED
To operate in connection with Centennial Celebration, September 3rd through September 8th. Expected to draw the largest crowd of any gathering in Jackson County's history. Write
HOMER DAVIS, Chairman
SYLVA, NORTH CAROLINA

AGENTS
Count Store, Six Cats, Buckets, for London, Ky., Fair, August 6th-11th and 15 Fairs to follow. Wire me at Kingsport, Tenn., care Interstate Shows.
GEO. P. RICHARDSON

20 UNIT DERBY FOR SALE
Can be seen in operation at Chatsworth, Ill., Aug. 1-4; Harvard, Ill., Aug. 9-12; Fox Lake, Ill., Aug. 15-19; Williams Bay, Wis., Aug. 22-26.
OTTO A. SCHWEPPE
Perm. Address: 8227 W. Appleton Ave. Milwaukee 16, Wis.

MERRY MIDWAY SHOW
Want Concessions for Greentown, Ind., 4-H Fair, Aug. 1-4; Royal Center, Ind., 4-H Fair, Aug. 7-11; Williamsport, Ind., Aug. 14-17. Want small Monkey Show, Wild Life or Snake. Want 1st Man on #5 Wheel, Man for Swing, all must drive semis. Other Ride Help contact
ALBERT BARKER
Greentown, Ind., Aug. 1-4

ADAMS COUNTY FAIR
West Union, Ohio, August 21-24
Want Concessions: Ball Games, Photos, Short or Long Range Gallery, Hi-Striker, Age and Weight or any legitimate Concession that works for 15¢ and 25¢ and gives Merchandise. No gypsies or flats wanted.
Ed Miller, get in touch with me.
LEE BECHT AMUSEMENTS
P. O. Box 92, Mt. Healthy 31, Ohio, or 35 per route.

AGENTS WANTED
Two good Grind Store Agents, Man to frame and work Six Cats. Jimmy, answer. Man to drive truck and put up 2 Joists.
BLACKIE JETT
Stafford, Kan.

WANTED CARNIVAL
For the last week in August to play
4-H CLUB HARVEST FESTIVAL
Also second week in Sept. for Fair date
BOB LEE
BOX 206 HIGH POINT, N. C.

CARNIVAL WANTED
to play in Nashville North Carolina, any week during October, under auspices of American Legion Post. Contact
Stanley Moore, Comm.
American Legion Post 110 Red Oak, North Carolina

FOR SALE 8 TUB OCTOPUS
Now in operation. Booked for the season. First \$4,500 takes Ride and Trailer.
BOX 461
Billboard, Chicago

PEE-DEE SHOWS
Now playing Army maneuvers areas. Can place Bingo that works for stock. Hi-Striker, Fish Pond, Pitch-Tilt-U-Win, Bumper, Penny Pitch, Balloon Darts or any Hunky Panks. Shows with own outfits. Can place Kiddie Rides. Ride Help needed on Merry-Go-Round, Ferris Wheel, Swings. Also Free Acts beginning last of August. Address:
This week, Vass, North Carolina.

AGENTS WANTED
FOR PIN STORE AND ALLEY. FAIRS UNTIL DEC. 1. Address:
ANDY CUSTER
Hoxie, Kans., this week; Oberlin, Kans., next week.

American Midway Shows WANTS
RIDE HELP ON ALL RIDES, TOP SALARY, PAY DAILY.
Address: Hoxie, Kansas, this week; Oberlin, Kansas, next week.

DROME RIDERS WANTED
Because of illness. Trick or Straight Riders needed. Reply to
ALVERNA WILLIAMS
Wilson Famous Show, Lewistown, Illinois

From the Lots

Blue Grass
PARIS, Ill., July 28.—The shows are in their third week of fairs which started at Harrisburg, Ill., followed by Paducah, Ky., and both showed an increase in gross over former years. A still date was played at Terre Haute, Ind., last week, which turned out to be very satisfactory. A fast move here brought the show in for Sunday night opening and has every appearance of exceeding last year's gross. General manager has the boys going over the rides and shows with paint and Grant Chandler, show carpenter, has been building new ticket boxes and going over all the trucks as well as a new body for the transformer wagon.

The shows' secretary, M. G. Stokes, was called home due to the death of his brother, who had recently retired. Mr. and Mrs. Groscurth are in New York on business and pleasure. Mr. and Mrs. M. G. Stokes celebrated their 25th wedding anniversary in Terre Haute. Joe Mooney joined here with his Girl Show. Raymond Walton and his Animal Oddities and Reptile Show are with us, as well as Mr. and Mrs. Fred Bancroft with their Circus Side Show. Bob Meyers and his cookhouse came on here and George Rhinehart also is here with his grab.—M. G. STOKES.

Nessler
BOWLING GREEN, Mo., July 28.—Shows closed a week's stand here July 21 to good results. At Macon, Mo., the org was winched on and off the lot and never did set up. Personnel had a three-day holiday in Marceline, Mo.

Manager B. Nessler and his agent are rerouting the shows and have been away on booking tours. B. McDonald is auditor and Velma Nessler, secretary-treasurer. The writer's 9-cent matinees have been popular. McDonald was honored at a birthday party staged by Mrs. Nessler and Mrs. Rita Yagla, with personnel in attendance.—JACK COOPER.

Frank Elliott
WINDSOR, N. S., Can., July 28.—Weather has been improving and encouraged good turnouts at our two New Brunswick stands—Moncton and Sackville. Visits were exchanged with All-Maritime Shows during their stand at F'eppe, N. B. Personnel also caught Biller Bros.' Circus at Amherst, N. S.

During org's Truro, N. S., date, W. P. (Bill) Lynch, owner of shows bearing his name and his lot manager, Sam Mosher, visited. Business at Windsor has been hampered by a local ban on p.e. games. Stock stores only are able to work. Jack Thomas has joined with Wild Animal and Colored Revue shows.—R. K. (DUKE) JOHNSTON.

American Eagle
LIVINGSTON, Ill., July 28.—Business has been fair thru Illinois and weather is all. Assistant Manager Glenn Hockett has returned from Detroit to visit his ailing brother. Wendell Pierce has several stands, cookhouse and Street Ct. ride. Mrs. Sophia Owens has Ferris Wheel and several stands. Hockett has added a high striker.—WILLIAM X. RENO.

Peck Amusements
CHICAGO HEIGHTS, Ill., July 28.—Lot here was located in Lincoln Athletic Field, business being good. Manager Peck received delivery on a new tractor. Mrs. Peck visited here with Mr. Peck's mother. Pop Hazelwood was host all week to his brother and family.—FAY CURTIS.

Wolfe Amusement Co.
CHARLESTOWN, W. Va., July 28.—Finishing its Maryland and Pennsylvania dates, org is heading south for fairs and celebrations. Business in these parts has been fair. General Agent Ernie Sylvester has shows solid for rest of season.—BLACKIE HOLT.

Page Bros.
DAWSON SPRINGS, Ky., July 28.—Mr. and Mrs. W. E. Page have returned after a week's visit with his Grand Ole Opry Tent Show playing East Tennessee to good business. Shadow King has joined as Kiddieland superintendent and has taken over the mail and The Billboards. Howard Piercy has joined after being with Bee's Old Reliable Shows. J. W. and George Western have joined with concessions. Capt. Bill Forkum has joined with his lion act, used as a free act. The Townsend Troupe has taken over the Side Show. Two new two-ton tractors have been delivered.—E. H. BROOME.

County Fair
ALBION, Neb., July 28.—Shows came in here from O'Neill, Neb., playing a red one at the air show. Staff: Earle Johnson, owner; Fred Gray, manager; Lura Johnson, secretary; Mac McCoy, concession manager; Bill Pike, ride superintendent; Cecil Cohe, mechanic. Ride foremen: Glenn Terry, Merry-Go-Round; Johnny Cramer, Octopus; Buck Davidson, Ferris Wheel; Whitey Colmos, Swing; Johnny in charge of Kiddie Rides; Jack Howell, electrician. Concessions: Carl Eby, basket ball; Mr. and Mrs. Tommy Wells, diggers; Mr. and Mrs. Loren Leacht, popcorn and floss; the Mitchells, mitt camp; Bess and Bob Hurlbut, photo and balloon dart; Mrs. George Jones, ball game; Alice Kelly, cookhouse; Sally Gray, ball game. Shows: Little George, jewelry and Midget Show; Sammy and Jean George and Jack and Norma Howell, Girl Show; Jack Sears, Monkey Show; Buddy Tibbetts and Bill Kelly, Athletic Show.—BUDDY TIBBETTS.

Star-Lite Shows
BEDFORD, Ia., July 28.—Altho the fair here was canceled due to wet grounds, org set up on the streets under American Legion auspices and had a good week. Connie Phillips joined with five concessions. Already with the show are George Fix with five concessions; J. G. Jackson, four; Mike Fix, five; Mr. Moore, lead joint; Loyal Staley, diggers; Mr. Winn, novelties; Andy Knight, shooting gallery; Joe Pete, Penny Arcade; Lucille Norwood, duck pond. Ride men include Orval and Leo Lee, George French, Chester Sorenson, Freddy Robertson, Jimmie Weekly and Freddy Sachmets. Bill Norwood is electrician. Mrs. Spot (Belle) Mason visited here.

Morris Hannum
CONSHOCKEN, Pa., July 28.—Wind-up of the 10-day Spring Mill Fair here Saturday (28) proved big for the shows despite four days of bad weather. Rides had their biggest days and show takes were high. Second Saturday matinee on closing day proved satisfactory. Car giveaway the last night drew a large crowd. Pet, doll, bike and costume parades were featured the last day. Show is playing the Cahill Field Fair in Philadelphia this week.

Eastern Amusement
NORWAY, Me., July 28.—Shows played the annual Firemen's Muster here this week. Parade, scheduled for opening night, was called off due to rain. Org moved here from Ellsworth, Me., where the take was good. Visitors in Ellsworth were Hilda and Dick Wilcox, of the Wilcox Shows. Both Girl Shows are doing well. Sandra Lee Berkeley is topping the midway with her Streets of Paris.—P. TOMENENDALE.

Dick Wilcox
JONESPORT, Me., July 28.—Org played the sea town of Jonesport which was a blank. However, members of the shows did real well at sea catching halibut, cod and haddock. Lucky fishermen were Don Watson, Joe LaCroix, Joe Miller, Charles Doak and Mr. and Mrs. Vincent Guylay. At Booth Bay Harbor, Monday was rained out but Tuesday was fair. Recent visitors: Edward Brown, Bill Muldoon and Truckke, Gus Augusta and clan. GEORGE STORTI.

GLADSTONE EXPOSITION SHOWS
Campbellsville, Ky., Fair
Russellville, Ky., Fair
Benton, Ky., Fair
Jackson, Tenn. (Col.) Fair
Bowling Green, Ky., This Week
Burkesville, Ky., Fair
Hodgenville, Ky., Fair
Dresden, Tenn., Fair
Macon, Miss., Fair
Six Cat, Bucket, Swinger, Basket Ball, Coke Bottle, String Game, Hi-Striker, Rat Game, Mitt Camp. Also will book one Coupon Store, etc. Shows with own equipment—Big Snake, Illusion, Geek, Funhouse, etc. One Kid Ride not conflicting with Pony and Tractor. Ride Men, we still haven't missed a pay day. Wheel Foreman, Jenny Foreman.
F. POOLE, Mgr. **JACK OLIVER, Gen. Agent**

DUKE'S BAZAAR
WANTS FOR PHILADELPHIA'S BEST RIDE SPOTS—TILT OR OCTOPUS
Also Mechanical or Monkey Show. Can place Grind Stores that work for 10¢. Merchandise Stores only, Long or Short Range Gallery. Simon Krause wants Merry-Go-Round Foreman.
Aug. 9 to 18, Saint Danoto Annual Fair
1951 Four-Door Sedan given away
Aug. 20-26, 67th & Callowhill, Lima Big Firemen's Fair Parade, August 21;
Aug. 27 to Sept. 1; "I" and Erie St.
Then Gloucester County Fair, Paulsboro, N. J., Sept. 3 to 8—Six Big Days & Nights.
WIRE WESTERN UNION, CHESTER, PA., OR PHONE CHESTER 3-3630.

THE HENNIES SHOWS
Can place all Slum Concessions for the following route of fairs: Springfield, Ill.; Chattanooga, Tenn.; Laurel, Miss.; Birmingham, Ala.; Beaumont, Tex.; Houston, Tex.
Also want Readers for Mitt Camp (no Gypsies). Can also place Colored Musicians and Performers for Show Boat Revue.
All write THE HENNIES SHOWS, Chippewa Falls, Wis., this week; then per route.

JUST BOUGHT RAILROAD SHOW FAIR ROUTE
Unable to advertise route at this time.
WANTED—RIDES: Need 3 more Flat Rides. Will finance anybody with Rides. Need Foremen and Second Men on all Rides. Need Chairplane and Ferris Wheel Men at once. CONCESSIONS: Hi-Striker, Cookhouse, Custard, Long and Short Range Shooting Gallery, Motordrome, Penny Arcade. Open midway during fairs. SHOWS: Want Monkey Show, Side Show, Geek Show, Unborn Show and Walk-Thru Snake Show. Harry Harris, contact
J. A. SPARKS
Cleveland, Tenn., week July 30 to Aug. 4. Fairs start Aug. 13.

WANT FOR VFW SUMMER FESTIVAL
VERNOR AND ST. JEAN ST., DETROIT, AUGUST 2-12
Legitimate Merchandise Concessions. Foreman for Merry-Go-Round. Second Men on all Rides. Top salary, short moves. Bob Leslie can place four legitimate Stock Wheel Players, Man and Wife for Glass Pitch. All address:
LEONARD GOULD, 1731 Lee Place, Detroit, Mich.
Phone TR 30189

WILBER'S WOLVERINE SHOWS
Want for Springport, Mich., Aug. 9, 10 and 11 and balance of season
CONCESSIONS that work for stock. Will book Major Rides not conflicting with Ell #5 Ferris Wheel and Merry-Go-Round. Sorry, no flats or gypsies. Earl Trip, please contact me.
HENRY O. WILBER, 1314 CRAFT ST., KALAMAZOO, MICH **PHONE 4-9886**

A. M. P. SHOWS
CONCESSIONS: Want Duck Pond, Fish Pond, Hi-Striker, Photos, Penny Pitch, Dart Store, String Game or any others not conflicting.
SHOWS: Side Show, Minstrel Show, Monkey Show and Girls for Girl Show.
RIDE HELP: Foremen and Second Men on Ferris Wheel, Merry-Go-Round and Rolloplane; Second and Third Men on Chairplane and Tilt, Drunks and chasers, keep away; reason for this advertisement. All replies to
A. M. PODSOBINSKI, Jennerstown, Pa., this week; Grantsville, Md., Firemen's Celebration, next week.

LONE STAR SHOWS
WINSTON-SALEM, N. C., 12TH & LIBERTY STS., THIS WEEK.
Can place Hunky Panks of all kinds. No flats. Rudy Rivers, contact. Can place Ten-in-One, Monkey Show and Girl Show. Can place Ride Help on all Rides. Foreman wanted for Merry-Go-Round. Will give list of Fairs and route to interested parties.
Address all mail and wires to
J. R. McSPADDEN

MIDWAY OF MIRTH SHOWS
WANT Foreman for Ferris Wheel on No. 2 Unit. Second Men who drive Semis. Want Stock Concessions of all kinds, Age and Weight, Bumpers, etc. Address: Highland, Ill., this week; then Arthur, Nashville and Greenville: all Illinois Fairs.

PAGE BROS.' SHOWS
Want for Allen County Fair, Scottsville, Ky., next week, and 10 more Fairs to follow. Penny Arcade, Jewelry, Glass Pitch, Slum Concessions of all kinds. Want Girl Show with or without equipment, Fun House Operator (good proposition), Ride Help on all Rides. Elkton, Ky., this week.
W. E. (SHOTGUN) PAGE, Owner; E. H. (SHORT BARREL) BROOME, Mgr.
P.S. Buck Fortner wants Knife Rack and 6-Cat Agents.

STOCK TICKETS One Roll \$ 1.50 Five Rolls 4.50 Ten Rolls 6.50 Fifty Rolls 22.00 100 Rolls 40.00	The funniest thing about some men is their sense of humor.	SPECIAL PRINTED Cash With Order Prices: 2,000 \$ 6.90 4,000 7.80 6,000 8.70 8,000 9.60 10,000 10.50 30,000 15.50 50,000 20.50 100,000 33.00 500,000 133.00 1,000,000 258.00
ROLLS 2,000 EACH Double Coupons Double Prices No C.O.D. Orders Size: Single Tkt., 1x2	TICKETS of every description	Roll or Machine Double Coupons
THE TOLEDO TICKET COMPANY 114-116 Erie St. Toledo (Ticket City) 2, Ohio		

WANTED WANTED WANTED
WAYNE COUNTY FREE FAIR
 CENTERVILLE (Richmond), Indiana
 Six Days — Six Nights
 August 6-7-8-9-10-11
INDIANA'S LARGEST FREE FAIR
 All concessionaires know this fair
 Will give "X" on Cookhouse, Foot Long Hot Dogs, Pronto Pups, Jewelry, Ice Cream, Snow Cone, Age, Scale, Custard, Long and Short Range Gallery, Hoop-La, Manky Panks of all kinds, American Palmistry, Flashy Grind Stores, Place Bingo, Vinson, wire, Space limited. Can place clean Shows, Fun House, one or two more Major Rides.
 Wire or Call
WM. GILLETE, Secy., Richmond, Indiana

G & B RIDES & SHOWS
WANT WANT
 For the following Fairs and the biggest Labor Day Celebration in W. Va.:
 Photos, Novelties, Glass Pitch, Hi Striker, Bumper, Fish Pond, Cigarette Shooting Gallery, Scales, Penny Pitch, any Concession working for stock. Week of Aug. 13 to 18, Paw Paw District Fair, Rivesville, W. Va. Week of Aug. 20-25, Taylor County Fair, Grafton, W. Va. Week of Aug. 27-Sept. 3, Labor Convention, Morgantown, W. Va. First Show in Morgantown city limits in six years. Also want Second Man on Wheel. Must be sober and reliable. Answer as per route
GEORGE BROAS
 ANMOORE, W. VA., WEEK AUG. 4-11

UNITED EXPOSITION SHOWS
WANTS WANTS
 CONCESSIONS: Frozen Custard, Ice Cream, String Game, Coke Bottles. Man to take charge of Novelty Joint, Bingo Help that knows how. Can place Skillo and Count Store Agents. Also Manky Pank Agents. RIDE HELP: All kinds of Ride Help that drive. Suce pay every Tuesday. (Blackie Heavener, wire.) SHOWS: Want Monkey and Illusion Show. Man to take charge of Snake Show. Athletic Show Operator with or without frame-up. Houston is the biggest spot in Missouri. This Show booked solid with nationally known Fairs and Celebrations until November 15
 Address: C. A. VERNON, Mgr.
 Mansfield, Mo., this week; then Houston, Mo.
 P.S.: Yes, we have Mammoth Springs, Ark., Celebration to follow Houston.

JOHN FRANCIS SHOWS
 INDEPENDENT RIDES, SHOWS AND CONCESSIONS
 THIS IS YOUR BIG CHANCE
 20,000 Soldiers paid here on August 1. Tomah, Wis., Fair, starting August 3 to 6.
 CAN USE RIDE HELP ON ALL RIDES. COME ON, DON'T WIRE.
 Address TOMAH, WIS., THIS WEEK.

SOUTHERN VETERANS' SHOWS
 Want for Waycross, Ga., Tobacco Festival, Aug. 6-11 and 10 Tobacco Fairs and Festivals to Follow.
 CONCESSIONS: Cookhouse, Bingo Pop Corn, Short or Long Range Gallery, Ball Games, Darts, Concessions of all kinds. Can use one Grind Store and choice Wheel.
 SHOWS: Can place any Show of merit with own transportation.
 RIDE HELP: Foremen for Wheel and Chairplane, Second Men on all Rides. Must be sober and drive semis. All replies to
FREDDIE FITZPATRICK, Valdosta, Ga., this week.

HELLER'S ACME SHOWS
 RUNNEMEDE, N. J., THIS WEEK; LEIVERVILLE NEXT WEEK
 Want Custard, Popcorn and Candy Apples. Two Wheels open. Want Percentage. Can use a few Manky Panks. Want Shows of all kinds. Have complete Minstrel Show outfit on truck. Seats 200 people. Want Bingo or will sell mine; in fine shape: Seats 155 people. Or will lease out and book on show. Address as per route.

CONEY ISLAND SHOWS
 Will book or buy Little Beauty Merry-Go-Round. Will book Tilt, Rolloplane, Spitfire, Flyoplane and Dark Ride. Want Monkey Show, Mechanical City, Wild Life and Unborn Shows. Want Manager with inside for Side Show. Have top and banners to furnish. Sell X on Custard, Lead Gallery and MIT Camp. Place Manky Panks. Want Agents for Skillo, Count Stores, Bowling Alley and Pin Store. Swede wants Agents for Six-Cats, Whittie, wire. Want Chairplane Foreman and Ride Help, drive semis. Good proposition for Sound Truck. Want Musicians and Performers for Minstrel Show. Manager and Girls for Girl Show. Also Talker. Fairs start in August, ending in November. Address:
BLOWING ROCK, N. C., THIS WEEK

CAVALCADE OF AMUSEMENTS
WANT WANT
 Can place capable Ferris Wheel Foreman. Salary \$85.00.
 Billie Hunter can place Six Cat Agents and Inside Men.
 Address Muncie, Ind., this week.

Subscribe Now!
ONE YEAR \$10
52 BIG ISSUES
 Including 8 Special Issues

THE BILLBOARD
 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name
 Address
 City Zone State
 Occupation

Double Ferris Wheel Bows; Uses Two Booms

CICERO, Ill., July 28.—John Courtney, designer of the double-wheel Velare Skywheel, debuted his latest creation, the Sky-Master, at the Italian Festival here this week.

Similar in appearance to his original wheel, the new Courtney device is 62 feet high and stretches 90 feet. Instead of operating on a single boom, the two wheels are individually hinged to the center tower and can both be operated while in the air.

The 32-foot twin wheels, which operate in counter motion, carry eight seats each, for a capacity of 32 adults or 48 children. The ride was built in Peotone, Ill., by the Hickman - Courtney Company, made up of Courtney and Thomas (Red) Hickman, Dallas park operator. Others in the firm include Arthur W. Kincaid, president of the Fourth National Bank, Wichita, Kan., and Herbert K. Goodpatient, Dallas real estate man.

The main tower of the ride is built on a telescope principle and the two side arms fold against the tower for easier loading. According to Courtney, a competent, trained crew can put the ride up in six hours.

The device is powered with one five horsepower and two three horsepower motors and all controls are centralized in one switch box.

Flash is provided by 2,000 light bulbs installed in metal channels plus star-clusters in each of the wheels. Atop the ride is the name, Sky-Master, in flicker light bulbs. The ride can be carried on two trucks and trailers and costs \$35,000 to build, according to Courtney. Plans are to fabricate several more during the fall and winter, providing materials can be obtained. Ride was skedded to open for business over the week-end with a 35-cent tab.

Crashes Mar Buck Move To Montpelier

MONTPELIER, Vt., July 28.—O. C. Buck Shows' move here this week from Iliou, N. Y., was marred by two accidents, neither resulting in serious injury to the org's personnel.

Near Saratoga, N. Y., the office trailer hit a low underpass on the D&H Railroad and was badly damaged. Richard Tolman, show's secretary, and Oscar Manning, occupants of the tractor, were cut and bruised but were released after treatment at a Saratoga Hospital.

Second crash came near Montpelier when the car driven by Mrs. Joseph Rice collided with another automobile. Mrs. Rice, who with her husband operates the glass pitch, was uninjured.

Org opened to a fair attendance here Monday night, which was appreciated after the Iliou stand which yielded little due to exodus of many workers on their vacations. William (Skipper) Beldock Jr., was feted with a birthday party.

Chi Italian Celebration Opens Strong

CICERO, Ill., July 28.—The annual Chicago Italian Festival got off to one of its biggest starts Wednesday night (25) when an estimated crowd of 10,000 people jammed the midway area at 12th and Cicero in this Chicago suburb. Provided with good weather, Joseph Deserto, secretary of the sponsors, expected a record week-end.

A total of 10 rides, including John Courtney's new double-wheel Sky-master, were booked for the event thru the Big Four Amusement Company's Frank Bellini and Tom and Russell Martino. In addition to Big Four's six devices are Hadji Delgarian's double Octopus, Harry Mamsch's Looper and Pete Cantino's Kiddie Train. Over a hundred concessions are in operation.

The event, held for the benefit of the Italian Old People's Home, will be run thru Sunday (5). Other features include nightly free acts with the Milos, swaypole, opening the event to be followed by Capt. Roy Simms and Miss Luxem, also pole performers. Other attractions include nightly folk dances and several name entertainers are skedded to make appearances before the event ends.

Visitors included Ned Torti, Bernie Mendelson and William B. Schmidt, the last named from Chicago's Riverview Park.

Club Activities

Show Folks of America, Inc.

145 Turk St., San Francisco

SAN FRANCISCO, July 28.—The regular meeting was called to order by President Fred Weidmann. Executive Secretary Harry Seber gave a financial report on the show of shows held in our clubrooms June 25. The president thanked Seber for his report. He thanked Euna Mack Hanna and Marie Burke for the outstanding show they presented. Weidmann thanked Arthur Unger for donating the popcorn; Edna Raiford for helping collect ticket money, and Frances Seber and all her helpers, for the Italian supper, which was served after the entertainment.

The following applications were received and approved for membership: James R. Phoenix, Joseph R. Healy, Juanita Zych, Louis A. Zych, Lloyd Melkonian, Sam Wexler, Philip Joseph Murtha, Billie Joe Leatherwood, Millicent Lane, Davis Warren Wood, Sam J. Adams, Tom L. Pappos, Ivyl V. Lawler, E. R. Ralph, Mrs. Myrtia Ralph, George Christensen, Wilson G. Hendricks and Donald E. Gilbert. A rising vote of thanks was given to Third Vice-President Ed Hellwig and to Eddie Harris for their efforts in bringing new members into our organization from the West Coast Exposition Shows.

National Showmen's Association

1564 Broadway, New York

NEW YORK, July 28.—Letters were received from Harold T. Hodgetts, Samuel Kessler, Billy Creedon, Max Cohen, William Fitzpatrick, Harry Kaye, Samuel Burgdorf, E. Guralsky, A. Joseph Geist, Louis E. Russell, Frank Norton, Philip Kaplan, L. H. Kotzenmoyer, Nathan Faber, George W. Traver, Richard E. Gilesdorf and Victor Keney.

Recent visitors included Vice-President Phil Isser, Joseph Milana, Stanley Wathon, Harry Yeslovsky, A. J. Merrill, Emil Solomon, Charles McIsaac, Steve Libitz, Mitchell Mallette, John J. Conway, Samuel Cohen, Charles Zubiller, Sam Peterson, Morris Black, Assistant Treasurer John S. Weisman, Leonard Traube, Arthur Campfield, Joseph Dubin, Jimmy Jamison, Max Sharpe, John McCormick, Neal Carr, Maty Brown and Morris Glass.

LaCross Takes Ahead of 1950

WOODSTOCK, N. H., July 28.—LaCross Amusement Enterprises despite considerable rain this season, is running ahead of '50 business in all departments, Paul R. LaCross, owner said here.

Org's Little Dipper has been getting good takes and matching the Merry-Go-Round in many cases. Fred LeBlanc, Kid Ride op, recently opened five new joints and Fred Prumo, mailman and agent for The Billboard, is operating four concessions.

Owner LaCross recently took delivery on a new car and Mrs. LaCross also is sporting one.

ATTENTION ATTENTION GIRLS

DUE TO ENLARGING SHOW FOR OUR ROUTE OF 9 STATE FAIRS CAN PLACE

Specialty Dancers, Bally Girls, several Girls that swim for Aqua Follies. Girls with or without experience, contact us. (Ruth Swank, Kiity Gamble, Josephine Reynolds, please wire.)

ALSO WANT
 Relief Talkers, capable Working Men.

PLEASE NOTE
 Top salaries to all if you can cut it. All replies to

JOY PURVIS
 HENNIES BROS.' SHOWS
 Chippewa Falls, Wis., this week.

50TH ANNIVERSARY GOLDEN JUBILEE

LAWTON, OKLAHOMA
 6 Big Days and Nights, Downtown on the Streets, Aug. 6-11.
 CONCESSIONS: Will sell exclusive on Novelties. Want Manky Pank, Buckets, Swinger and Blower Agents. SHOWS: Motordrome, Fun House. Want Man and Wife to take Girl Show. RIDE HELP: Want Foremen for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl. (Charles Montier, Lee Springfield, contact.)
ROLAND SMITH
 c/o Warren Hotel Lawton, Okla.

WANTED GENERAL AGENT

Who knows Georgia, Alabama and Florida. Red Kelley, Al Porter, wire.
 Address:
CAROLINA SHOWS
 Laurinburg, N. C., this week; Western Union

Cookhouse Griddle Man

Wanted immediately Must be sober and stay sober. Can place Wife on Tickets. WANT MAN TO TAKE CHARGE OF GRAB JOINT. WIRE
UNITED EXPOSITION SHOWS
 Mansfield, Mo., now; Houston, Mo., next.

WANTED SECOND MAN ON TILT-A-WHIRL

Top salary to capable man. Long season. Address:
WILLIAM PINK
 c/o THE HENNIES SHOWS
 Chippewa Falls, Wis., July 20-Aug. 4; Springfield, Ill., Aug. 9-19.

WANT FOR HAPPYLAND SHOWS

Front Man or Inside Man. All address:
MRS. W. B. FENTON
 Care of Side Show
 Happyland Shows, Wayne, Michigan

FOR SALE PRETZEL RIDE

Factory built, portable, good condition, \$4000.00.
T. G. LEDEL
 1405 Skyline Dr. Ft. Worth, Tex.

Rides & Concessions Wanted

SOUTH BELOIT, ILL., LIONS' CLUB ANNUAL FALL FESTIVAL
 Aug. 2-3-4 and 5
 Free prizes every night. Bingo and Wheels booked. Address:
OWEN TAYLOR, Pres.
 Lions' Club, South Beloit, Ill.

IT'S A. C. OF A., NOT HENNIES, AS FAIRS BEGIN

SHEBOYGAN, Wis., July 28.—Hennies Shows are playing their last date here under that title. Hereafter the shows will be billed as the A. C. of A. (Amusement Corporation of America).

The title change had been planned when J. C. McCaffery and Paul Olson last fall announced the purchase of org from Harry Hennies.

The stand here winds up the org's still d...s, with its first fair, the Northern Wisconsin District Fair, Chippewa Falls, to open Sunday (29).

McCaffery this week announced the contracting of one additional fair, Pasadena Livestock Show and Fair, Houston, the week of October 22. Houston annual will follow a fair date at Beaumont, Tex.

WANT ILLUSION SHOW HELP

CANADIANS OR AMERICANS

For best Fairs in Canada and strong route in Southwestern States until November. Opening second unit at Toronto Exhibition, Aug. 24. Can place Girls for Bally and Illusions. No experience necessary. Also Ticket Sellers. Prefer those who drive trucks. Need an English Speaking Talker and one who speaks French. Also Magician who speaks French for Quebec Fairs. Write or wire A. W. McASKILL, care Wallace Bros.' Shows, Red Deer, Alberta, Aug. 1 to 4; North Battleford, Sask., Aug. 6 to 8; Prince Albert, Sask., Aug. 9 to 11; then Three Rivers, Quebec, Aug. 13 to 23. Will arrange entry for Americans who wish to join in Canada. Bob Tarson and Doc Hankins, wire.

A. W. McASKILL
WALLACE BROS.' SHOWS

ROSS MANNING SHOWS

NOW BOOKING FOR THE FOLLOWING FAIRS

PLATTSBURG, N. Y. FAIR AUG. 13-18	SANDY CREEK, N. Y., FAIR AUG. 20-25	BALLSTON SPA, N. Y., FAIR AUG. 27-SEPT. 1
AND		
MT. HOLLY, N. J., GARDEN STATE FAIR SEPT. 3-8 (LABOR DAY)	MARTINSVILLE, VA. SEPT. 10-15 LYNCHBURG, VA. SEPT. 17-22 STATESVILLE, N. C. SEPT. 24-29	LEXINGTON, N. C., OCT. 1-6 JACKSONVILLE, N. C., OCT. 8-13 THREE MORE TO FOLLOW

Concessions: Novelties, Scales, Age, Snow, Ball Games, Grab, Photo, French Fry, Hi-Striker, Cork Gallery, one Long Range, one Short Range, Swinger Hats, any Concessions that work for stock: Eddie Evans, write or wire. Rides: Can place Ferris Wheel (to make double wheel), Rolloplane or Tilt, Want Octopus Foreman. Can use good Ride Men. Shows: Monkey Show, Crime Show, Motordrome, Earl Meyer wants couple for Unborn, also Mentalist, Tattooer, Working Acts and Bally Girls for Side Show. Babe Harris wants Jean Martin and Bally Girls for Girl Shows. Jean (who was in Haiti), contact Show Write or wire

ROSS MANNING, Newburgh Hotel, Newburgh, N. Y.
P.S.: Peekskill, N. Y., week Aug. 6-11.

BLUE GRASS SHOWS

WANTED WANTED

For JACKSON COUNTY FREE FAIR, BROWNS TOWN, IND., AUGUST 6, followed by PRINCETON, IND., and the Big SOUTHERN ILLINOIS STATE FAIR, DU QUOIN, ILL.

Legitimate Stock Concessions and Hanky Panks of all kinds. Can place Custard for balance season. Shows with own equipment—Wildlife, Snake, Glass House, Monkey Drome, Fat People, Midgets.

WANT
MAJOR RIDES
FOR DU QUOIN

ALL ADDRESS **C. C. GROSCURTH**
CHARLESTON, ILL.

BE WITH A POWELSON UNIT

WANT CONCESSIONS
for following Homecomings and Fairs:

Old Home Week, on Streets, East Liverpool, Ohio, Aug. 6-11. Wood County Fair, Bowling Green, Ohio, Aug. 14-17. J. C. Annual Street Fair, Logan, Ohio, Aug. 20-25. Legion Street Fair, Forest, Ohio, Aug. 21 to Aug. 25. Labor Day, Coshocton, Ohio, Sept. 2 & 3.

WANT SHOWS—We have 10 Ohio Fairs. We operate 4 Ride Units.

POWELSON AMUSEMENTS

BOX 125 Phone 1088M COSHOCTON, OHIO

HARRY BURKE SHOWS

WANTED for following Fall Fairs

Starting Plaquemine, La., week Sept. 10 and our fairs run until October 30.

Wanted—Small Grind Shows, Glass House or Fun House. CONCESSIONS—Balloon Darts, Duck Pond, Scales, French Fries, Clothes Pin Pitch, Hats, Cookhouse, Pancho Pups, Ray Skill, Shorty Weir, Don Tyler, Norman Smith, Russell "Hoppy", Andrews Pinky Smithers, will be looking for you.

All replies Box 95, Baton Rouge, La., or per route.

GARDEN STATE RIDES

WANT FOR SUSSEX COUNTY FAIR AND HORSE SHOW, BRANCHVILLE, N. J.,
AUGUST 7-11—DAY AND NIGHT

BIGGER AND BETTER EVERY YEAR

Will place Derby Racer, Long and Short Lead Galleries, Hanky Panks of all kinds, Arcade, Rotaries. What have you? Will book or lease Merry-Go-Round and one Flat Ride. Big Ride spot.

All address **R. H. MINER, Jr., Oxford, N. J.**

T. J. TIDWELL SHOWS WANT

RIDE HELP

Can place experienced Wheel Foreman—must drive Semi—top salary. Also Foreman for Kiddieland, Edward Yawger, answer or come on. Can place Lead Gallery, Photo and Jewelry. Can place Shows, Rides and Concessions. Long string of Fairs and Celebrations.

Chadron, Nebraska, this week; Baird, Neb., to follow.

All ans. as per route, **T. J. Tidwell, Manager.**

WANTED

Three Dancing Girls for Hawaiian Show, on Royal American Shows.

Ten weeks' work, opening at Superior, Wis., Aug. 14th, and Minneapolis, Minn., Aug. 20th.

Playing all Mid-West State Fairs, closing at Pensacola, Fla., Nov. 5th.

Top salary, clean Show, good treatment, good transportation, pay each week.

CONTACT AT ONCE

NAT D. RODGERS

Royal American Shows as per route. Regina, Sask., Canada, July 30-Aug. 4; Ft. William, Ont., Canada, Aug. 7-11; Superior, Wis., Aug. 25-Sept. 3; Minneapolis, Minn., care Dykeman Hotel, Aug. 20 through Sept. 3.

COMPLETE CARNIVAL FOR SALE

Including bookings for balance of 1951 season. Now playing some of the best spots in New England. Show property consists of 7 Rides, 10 Semi Trailers, 20 Concessions, Electric Light Plant, 2 Searchlights, Rubber Cable, Merchandise Wheels, etc. All this equipment is in perfect running condition and looks as good as new. Must be seen to be appreciated. Address all communications c/o Billboard and route will be furnished upon request. Also will book above Show for 1952 season if so desired.

Box D-65, The Billboard
2160 Patterson St Cincinnati, Ohio

WANTED HARRISBURG, OHIO, HOMECOMING AND CENTENNIAL

AUG. 9-10-11

Fish Pond, Cig. Gallery, Short Range Ball Games, etc. Buy Kiddie Rides.

BYERS BROS.

2918 Woodland Ave., Columbus 11, Ohio
Ludlow 4743

RIDE HELP WANTED

On 47 Tilt, No 5 Eli Parker 2 Abreast. 50 first, 40 second. Pay every night. Sorry, no drinking.

Lone Star Amusement
S. B. RHOADES
Hereford, Tex., July 30-Aug. 4; Olton, Tex., Aug. 6-11.

WANTED

CARNIVAL OR RIDES

For Plymouth, Illinois. Annual Old Settlers' Reunion, on the streets, Thursday, August 30th. Can operate one day, all week or last half as wanted.

Write or phone

BOB NOONER

Plymouth, Illinois

Inland Empire Shows

Want 1 Major Ride, 1 Kiddie Ride, Grind Shows not conflicting. Can use few Slum Concessions. Will book all for balance of season. Wire or write

RAY BARBER

Brewster, Wash., Aug. 1-5; Bridgeport, Wash., Aug. 7-11; Kellogg, Idaho, Aug. 15-18; as per route.

COMPLETE CARNIVAL FOR SALE

25 Wheel, 32 ft. Little Beauty Merry-Go-Round, Tilt-a-Whirl, new Williams Train, Kiddie Airplanes, flashy 75 ft. front; Machine Shop Truck, Shows, Concessions, Light Towers. Everything you need for a road show. Rides may be seen in operation. Address

ROGER WARD

2116 B Ave., Lawton, Okla.

PITCHMEN WANTED

HICKSVILLE FARMERS' MARKET

Tuesdays & Fridays, Hicksville, L. I.

SUFFOLK COUNTY FARMERS' MARKET

Saturdays—Middle Island, L. I.

RIDES WANTED

For Annual Labor Day Celebration, sponsored by Paden City Athletic Association, Aug. 30, 31, Sept. 1 & 2. Crowds averaged 8000 or more for past years' celebrations. Athletic field location, fireworks display, free admission. Can use two or three Rides.

LESTER C. DOAK

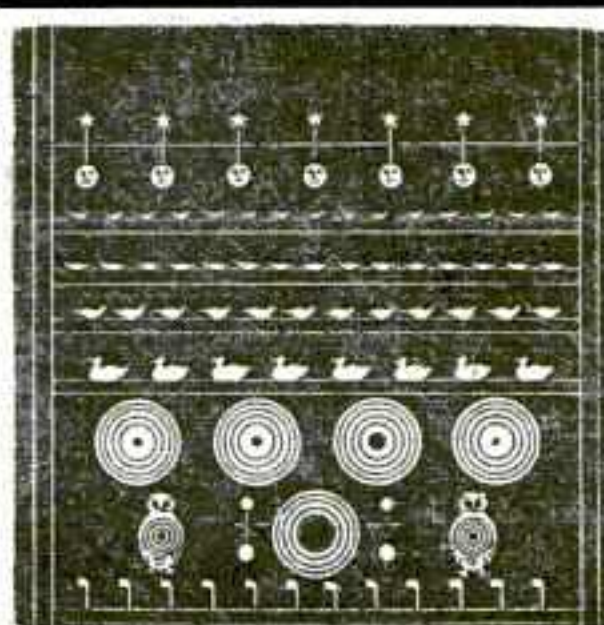
Paden City, West Virginia Phone 5786

Merriam's Midway Shows

WANT WANT WANT

Concessions and Shows for Big Free Fundays, Ogden, Iowa, August 3-4, and twenty Fairs and Celebrations to follow.

"We are not going where the money is, we are already there."



ATTENTION—SHOOTING GALLERY OPERATORS!

IF YOU NEED GALLERIES

ACT NOW!

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do... assure your future with Evans—the Gallery built to last!

IMMEDIATE DELIVERY—
NO WAITING for
These EVANS' Quality
LONG RANGE GALLERIES

GALLERY "L"—8 ft. high, 18 ft. wide. One of the best small units. Good assortment bullseyes, moving and stationary targets, spinners. With or without motor and belt.
GALLERY "E"—10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal. With or without motor and belt.

Complete details in our
FREE CATALOG
Parts and Targets also available

Write Today
H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7 ILLINOIS

GREATER DIXIELAND EXPOSITION CAN PLACE FOR BALANCE OF SEASON

Popcorn, Grab or Cookhouse, Darts, Hi-Striker, Custard, Pitch Tilt U. Win, Hoop-La, String, Jewelry, Novelties, Ball Games, Shake Up, and any Legitimate Stock Concession that works for stock only. No Gypsies, no flats. Place experienced Ride Help who can stay sober and drive semi. Want attractive Kiddie Rides including Autos. Place any clean Grind Show with own equipment except Girl and Snake. Want for our Fair Route of eight Fairs and Festivals in Arkansas and Louisiana, starting with Benton, Ark., Fair, Sept. 3. Will place any of the following: Spitfire, Fly-O-Plane, Caterpillar, Comet or Flying Scooter, Little Dipper and Flashy Kiddie Rides. Side Show, Minstrel Show, Athletic, Illusion, Motordrome, Fun House, Dark Ride, Wild Life, Monkey, Mouse Circus, Mechanical or any clean Show of merit. Place large Cookhouse, Custard, all Legitimate Concessions. No ex at Fairs. Please contact now for space at the Fairs. This is a proven route of established Annuals. All reply

JIMMIE HENSON

Athens, Texas, now; Gladewater next, then per route.

WANT DOWN RIVER AMUSEMENT COMPANY WANT

Michigan's Cleanest Midway

For CROSWELL, MICH., FAIR, AUG. 7-12; WAYNE 4-H FAIR, AUG. 14-19; BAY COUNTY FAIR, BAY CITY, AUG. 20-26, and other Celebrations.

Booked Solid Until Oct. 15!

CONCESSIONS — Hanky Panks of All Kinds.
SHOWS — Ten in One, Any Worth While Grind Show. Can use Girl and Posing Shows for Fairs Only.
HELP WANTED — Billposter, Ride Help that can drive semis for 10 office-owned rides.
Roseville, Mich., all this week; then start of Fairs.
Home Office 10138 W. Jefferson, River Rouge 18, Mich.

BILL HAMES SHOWS

WANT

WANT

Looper Foreman, Spitfire Foreman and other Ride Help. Bert Williams, phone Joe Ryder. Will book Cookhouse and Grab Joint. Can place Motordrome, also Minstrel Show and Side Show People. Playing Fort Worth, Texas, this week.

Address **BILL HAMES, MGR.**

P.O. BOX 1377

FT. WORTH, TEX.

Phone: Office NO 5512—Residence Valley 6649

West Virginia Agricultural & Industrial Fair

CHARLESTON, W. VA., SEPT. 1 to 9—TWO SATURDAYS, TWO SUNDAYS & LABOR DAY—9 BIG DAYS & NIGHTS—9

Now booking independent Rides, Shows and legitimate Stock Concessions for this great Fair. Notice: Have two large Cookhouse locations for sale at Charleston, W. Va. Address

JAMES H. DREW SHOWS

Nappanee, Ind. Fair, this week; Valparaiso, Ind., Fair, next week.

FOR FAIRS & CELEBRATIONS—WITH BUSINESS UP 10% OVER LAST YEAR

HOME STATE SHOWS WANT

Fairs: Detroit Lakes, Aug. 8-12; Montevideo, 16-19; Pipestone, 20-23; Canby, 24-26; all Minn. Parker, So. Dak., Aug. 27-29; Wood Lake, Aug. 30-Sept. 1; Forman, No. Dak., Aug. 2-5; Jordan, Sept. 6-9; Grand Rapids Potato Festival, 10-13; Le Center Fair, Sept. 14-16; all Minn.

Concessions: High Striker, Fish Pond, Bowling Alley, Bumper, Clothes Pin, Cigarette Gallery, nothing but Hanky Panks. Will book Train for balance of season. Stanley Warwick no longer connected with this show.

National IWVA Convention, Crookston, Minn. this week.

FLOYD O. KILE SHOWS

WANT FOR WANT

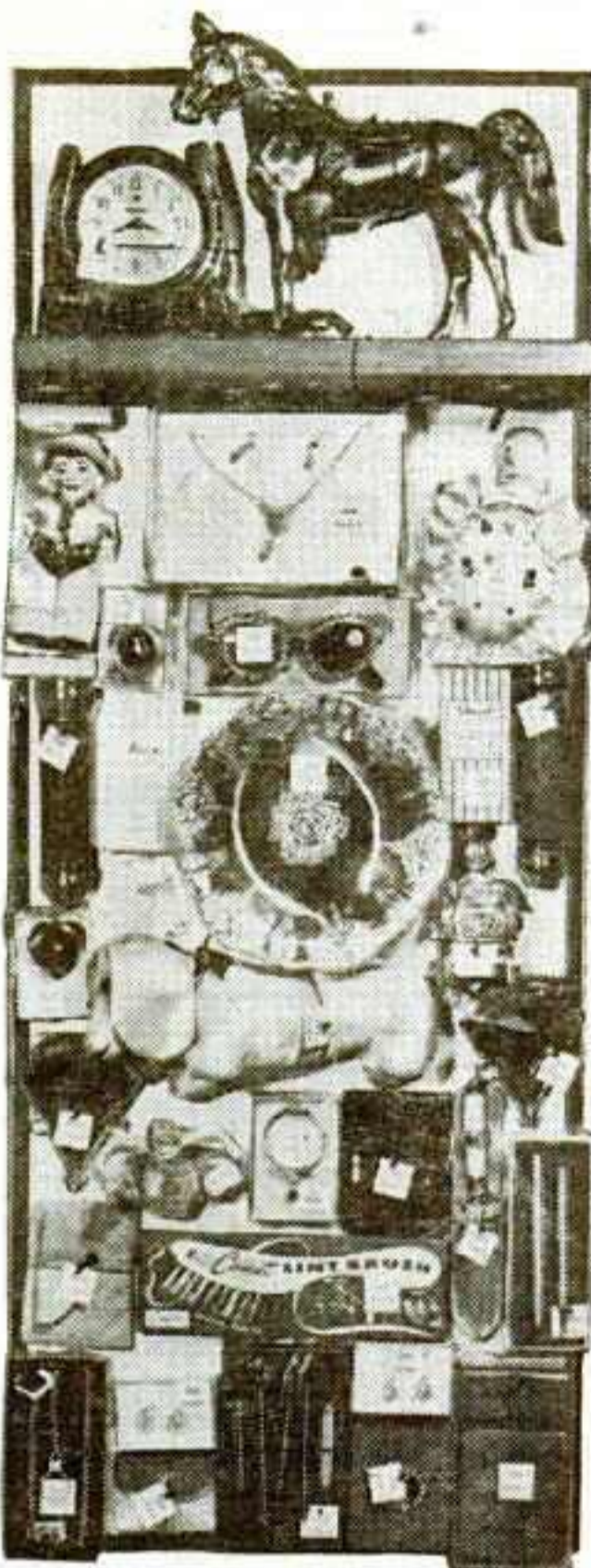
Hatfield, Ark., Fair, Aug. 8th to 11th. 9 other bona fide Fairs following. All Eats and Drinks open, including Cookhouse or Grab, Custard, Popcorn, etc. Want Stock Concessions of all kinds. Can place Diggers, Pan or Rat, American Palmistry, Jewelry, Wheels, Spindles, etc. We hold exclusive on all Fairs that we play. Want clean Grind Show—Monkey, Snake and Fun House one Major Ride. Prefer Tilt or Octopus, or what have you? Want Bingo Counterman, Merry-Go-Round and El Foreman and Seconds, must know your business and positively no lush. Good treatment, good trucks. All wire or come on. **FLOYD O. KILE, Mgr., Tallulah, La., July 30 to Aug. 4th;** then Hatfield, Ark., Fair.

DROME RIDERS—MEN OR WOMEN

Can place Straight Riders capable of doing Criss-Cross. Salary \$100 weekly. Join Springfield, Illinois, August 5th. Close November. Contact

DEL CROUCH

HENNIES SHOWS, CHIPPEWA FALLS, WISCONSIN, THIS WEEK.



NO JUNK—NO SLUM—

ALL HIGH QUALITY PRIZES—

GET MORE PLAY ON YOUR SHUFFLE GAMES

BUY OUR

30 PRIZE DEAL WITH 2000 SPINDLE TICKETS \$39.50

20 PRIZE DEAL WITH 1800 SPINDLE TICKETS \$29.50

SPECIAL:
The above deals SHIPPED PREPAID when CASH ACCOMPANIES ORDER on 5 DEALS OR MORE. This offer good till Aug. 24th.

ALL DEALS GUARANTEED TO SATISFY. IF NOT HAPPY AT ANY TIME, RETURN FOR FULL CREDIT.

ORDER NOW!

MITCHELL CO. 122 N. 4TH STREET MINNEAPOLIS, MINNESOTA

ORIGINATORS AND CREATORS OF PRIZE PAD DEALS FOR SHUFFLE GAMES

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 15¢ A WORD—MINIMUM \$3

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ARRANGING FOR BAND, ORCHESTRA— Piano, Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimate; prompt service. Val's Arranging Studio, P. O. Box 2169, Daytona Beach, Fla. au25

"EMCEE" MAGAZINE— CONTAINING Hand Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90.

HAVE YOUR SONGS PRINTED PROFESSIONALLY; we print sheet music, choral arrangements, etc. Write Si Publishing Co., 427 E. Washington, Springfield, Ill. au14

PARODIES! COMPLETE BOOK— OVER twenty latest hits, old favorites, the kind men like! Send \$2 today. Pettijohn's Parodies, 5838 Beechwood Drive, Youngstown, O.

1,000 PARODIES, ROUTINES, SPECIALTIES in 1952 catalog; plus "Comic's Gazette" and monthly "Entertainer's Informer," \$1 Sebastian 5138 Cahuenga North Hollywood Calif au1

AGENTS & DISTRIBUTORS

AAA QUALITY GUARANTEED #1 BALLOONS, gross, \$3; Pocket Combs, black or colored, gross, \$2.50; 25% cash, balance c.o.d.; satisfaction guaranteed. Gen'l Novelty, Box 4058, Bridgeport, Conn. au4

AAA—SENSATIONAL TALKING CHRISTMAS and Birthday Cards; pull tape and card says "Merry Christmas"; 150% profit; retails 25¢; sample 25¢. Five for \$1 and wholesale prices. Minas, P. O. Box 18214, S. Los Angeles 3, Calif. au18

ABALONE PEARL SEA SHELL JEWELRY Mother of Pearl Jewelry, Italian Inlaid Mosaic Jewelry; Chinese, Mexican, Aran, India, Cuba Butterfly Wing Jewelry; Featherbird Pictures, Alligator Hand Bags, Stuffed Alligators, Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla. au18

ABC LITTLE SQUIRT— SENSATIONAL Nature Box, \$3.50 dozen boxed; Atom Pistol, \$12.50 dozen carded. Box 46, Marlboro, Md.

ADVERTISING BARGAINS— ADVERTISE in 100 newspapers for total cost of \$6; many other bargains; nation-wide coverage; send for free booklet. Tri-State Service, 1420-E Investment Bldg., Pittsburgh 22, Pa. au11

AGENTS—BIG PROFITS! NO COMPETITION! "Doodle-Top" Spins a Picture! New fascinating kid's game; sample and details, \$1. Leftwich, 121 South "B," Oxnard, Calif.

AGENTS WANTED FOR HANKY PANKS— Excellent territory including best of fairs; one must be good truck driver with license. Sam Kaplan, 7800 Roosevelt Blvd., Philadelphia, Pa.

AGENTS, PITCHMEN, SALESMEN, OPERATORS— Make more money with information, tips revealed in "Concessionaire's Guidebook"; only \$1 postpaid, guaranteed. Morey's, 625 Baker, San Francisco 17, Calif. np

AGENTS—\$2 HOUR SELLING ASTROLOGY Coupons; keep 25¢ deposit; we deliver; free samples. Day Products, 251 Field Bldg., St. Louis 8, Mo.

ALUMINUM SPIRALS, \$9 PER DOZ.— NO center tape to tear; 4 good colors; sample, \$1; agents wanted; fast money maker. Syd Gellis, 100 N. Harper, Los Angeles 48, Calif.

AMAZING TALKING XMAS CARDS— SELL your friends; make easy money; sample with particulars. 25¢. Shafer Co. Box 723, Kansas City 10, Mo. au4

ANYONE CAN SELL HOOVER DuPont Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others; in white and colors; exclusive styles; top quality; low prices; exceptional income; real future; equipment free; write fully. Hoover, Dept. P-109, New York 11, N. Y. np

ART STUDIES THAT ARE DIFFERENT— In beautiful album; sample album, \$1; large selection, quantity prices. Jay's, Box 864, Dayton, O.

BANKRUPT STOCK— CURL UP AND read the Bible Clues; 5 on a card; original price 25¢ per card; selling lot approximately 18,000 cards at 5¢ per card; write for sample. Art Nyberg, 1304 39th St., Sacramento, Calif.

BIG PROFITS SAUCY PIN-UP DECALS! Brilliantly colored, durable lacquers; also complete range Stock Signs, PX Novelties, Tourists, Stamps; samples, enclosed. 10¢ packing-post-free. Box 58, Morris Hts., Station, New York City 53.

BIGGER PROFITS— SELL KOEHLER BUSINESS Signs; over 1,500 varieties; free catalog; 15 samples \$1 postpaid. Koehler, 375 Goetz, Lemay 23, Mo. au25

BUY NYLONS DIRECT FROM MILL REP. representative; write for jobber's prices. U.S. Commercial Exchange of America, McKim, Ark.

CASH IN ON SPARE TIME— SELL WONDERFUL Regal Christmas Cards; exclusive with us; 25¢ sell for \$1; also \$0 for \$1.25; over 150 other boxes; free samples; kit on approval. Regal Greetings, Dept. 57, Ferndale, Mich.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; attractive name plate on your product in the best advertising medium. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. np

DO YOU NEED MONEY?—\$35 IS YOURS for selling only 30 boxes of our 300 Christmas Card line; this can be done in a single day; free samples; other leading boxes on approval; many surprise items; experience unnecessary; free samples. Personalized Christmas Cards, Stationery, Nankins; write today; if costs nothing to try. Cheerful Card Co., 268 White Plains, N. Y.

EVEN BEGINNERS MAKE MANY EXTRA dollars Sell big line Christmas, Everyday Cards, Gifts; 21 for \$1; assortments, novelties, gift wraps, household items; big profits; free samples. Name Imprinted Christmas Cards, Stationery, Nankins; leader accessories on approval; bonus, special offers. Write Pilgrim Greetings, 111 Summer, Dent, R-11, Boston, Mass.

FREE FOLIO— 700 MONEY MAKING deals; Formulas, Secrets, Plans. Wholesale Supply Sources; unusual items. Kolmitz-A, Box 372, Dayton, O.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund—exclusive territory; good money, no experience needed. Electric Ad Clock Co., 229 North Jefferson St., Chicago 6 au29

MAKE MONEY SELLING TIES— FREE CATALOG. Write to Phillo's Neckwear, Dept. 800, 20 West 22 St., New York.

NEW BATHROOM DEODORIZER— HANGS on wall; banishes odors bathroom, kitchen; lightning seller; samples sent on trial. Kristee 131, Akron, O.

POST CARDS— THE FASTEST SELLING Comic Post Cards you will find anywhere; choice territories are open in several States; send \$1 today for samples and complete details of our distributors set-up. Baxter Lane Co., Box 178, Amarillo, Tex. au11

"QUICKSALE" BARROOM COMEDY SIGNS!

Zestfully illustrated money makers! 22 samples and wholesale prices airmailed, \$1. Sebastian, 5138 Cahuenga North Hollywood, Calif. au18

SALESMEN, DISTRIBUTORS— FAST SELLING Costume Jewelry direct from factory; big picture catalog free. Pickcraft, B-19 Bank, Attleboro, Mass. au25

SELL RUBBER BALLOONS— ONE GROSS (BM) assorted with wholesale rates, \$1; Rubber Toys; samples, \$1. Dwarkadas, Third Bhoiwada, 38BB, Bombay 2. au25

SHINE SHOES WITHOUT "POLISH"— New invention; lightning seller; shoes gleam like mirror; samples sent on trial. Kristee 130, Akron, O.

SIGN SALESMEN— HOT NEW ITEM! Amazing new Changeable Letters stick to glass by themselves; send name for free sample. Gray Enterprises, 6912 Hollywood, Los Angeles 28.

UNSEEN, UNBELIEVABLE, THRILLING Greeting Cards; artistically painted on natural skeleton leaves; samples airmail (BM), \$2. Motiwala, Third Bhoiwada, 38BB, Bombay 2. au25

WRITE PRIVATE LABEL DEPARTMENT Quaker Medicine Co. 220 George St., Cincinnati, O. now for gross price list on Lavatives, Liniments, Salves, Herbs, Tonics, 8-ounce Flavorings \$14 gross up. Premiums. Deal au18

10 BALL POINT PENS WITH YOUR NAME imprinted \$1 postpaid; no c.o.d.; Agents wanted. Ideal M. O. Service, 1133 Broadway, New York, N. Y. au4

AGENTS & DISTRIBUTORS

AAA QUALITY GUARANTEED #1 BALLOONS, gross, \$3; Pocket Combs, black or colored, gross, \$2.50; 25% cash, balance c.o.d.; satisfaction guaranteed. Gen'l Novelty, Box 4058, Bridgeport, Conn. au4

AAA—SENSATIONAL TALKING CHRISTMAS and Birthday Cards; pull tape and card says "Merry Christmas"; 150% profit; retails 25¢; sample 25¢. Five for \$1 and wholesale prices. Minas, P. O. Box 18214, S. Los Angeles 3, Calif. au18

ABALONE PEARL SEA SHELL JEWELRY Mother of Pearl Jewelry, Italian Inlaid Mosaic Jewelry; Chinese, Mexican, Aran, India, Cuba Butterfly Wing Jewelry; Featherbird Pictures, Alligator Hand Bags, Stuffed Alligators, Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla. au18

ABC LITTLE SQUIRT— SENSATIONAL Nature Box, \$3.50 dozen boxed; Atom Pistol, \$12.50 dozen carded. Box 46, Marlboro, Md.

ADVERTISING BARGAINS— ADVERTISE in 100 newspapers for total cost of \$6; many other bargains; nation-wide coverage; send for free booklet. Tri-State Service, 1420-E Investment Bldg., Pittsburgh 22, Pa. au11

AGENTS—BIG PROFITS! NO COMPETITION! "Doodle-Top" Spins a Picture! New fascinating kid's game; sample and details, \$1. Leftwich, 121 South "B," Oxnard, Calif.

AGENTS WANTED FOR HANKY PANKS— Excellent territory including best of fairs; one must be good truck driver with license. Sam Kaplan, 7800 Roosevelt Blvd., Philadelphia, Pa.

AGENTS, PITCHMEN, SALESMEN, OPERATORS— Make more money with information, tips revealed in "Concessionaire's Guidebook"; only \$1 postpaid, guaranteed. Morey's, 625 Baker, San Francisco 17, Calif. np

AGENTS—\$2 HOUR SELLING ASTROLOGY Coupons; keep 25¢ deposit; we deliver; free samples. Day Products, 251 Field Bldg., St. Louis 8, Mo.

ALUMINUM SPIRALS, \$9 PER DOZ.— NO center tape to tear; 4 good colors; sample, \$1; agents wanted; fast money maker. Syd Gellis, 100 N. Harper, Los Angeles 48, Calif.

AMAZING TALKING XMAS CARDS— SELL your friends; make easy money; sample with particulars. 25¢. Shafer Co. Box 723, Kansas City 10, Mo. au4

ANYONE CAN SELL HOOVER DuPont Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others; in white and colors; exclusive styles; top quality; low prices; exceptional income; real future; equipment free; write fully. Hoover, Dept. P-109, New York 11, N. Y. np

ART STUDIES THAT ARE DIFFERENT— In beautiful album; sample album, \$1; large selection, quantity prices. Jay's, Box 864, Dayton, O.

BANKRUPT STOCK— CURL UP AND read the Bible Clues; 5 on a card; original price 25¢ per card; selling lot approximately 18,000 cards at 5¢ per card; write for sample. Art Nyberg, 1304 39th St., Sacramento, Calif.

BIG PROFITS SAUCY PIN-UP DECALS! Brilliantly colored, durable lacquers; also complete range Stock Signs, PX Novelties, Tourists, Stamps; samples, enclosed. 10¢ packing-post-free. Box 58, Morris Hts., Station, New York City 53.

BIGGER PROFITS— SELL KOEHLER BUSINESS Signs; over 1,500 varieties; free catalog; 15 samples \$1 postpaid. Koehler, 375 Goetz, Lemay 23, Mo. au25

BUY NYLONS DIRECT FROM MILL REP. representative; write for jobber's prices. U.S. Commercial Exchange of America, McKim, Ark.

CASH IN ON SPARE TIME— SELL WONDERFUL Regal Christmas Cards; exclusive with us; 25¢ sell for \$1; also \$0 for \$1.25; over 150 other boxes; free samples; kit on approval. Regal Greetings, Dept. 57, Ferndale, Mich.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; attractive name plate on your product in the best advertising medium. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. np

DO YOU NEED MONEY?—\$35 IS YOURS for selling only 30 boxes of our 300 Christmas Card line; this can be done in a single day; free samples; other leading boxes on approval; many surprise items; experience unnecessary; free samples. Personalized Christmas Cards, Stationery, Nankins; write today; if costs nothing to try. Cheerful Card Co., 268 White Plains, N. Y.

EVEN BEGINNERS MAKE MANY EXTRA dollars Sell big line Christmas, Everyday Cards, Gifts; 21 for \$1; assortments, novelties, gift wraps, household items; big profits; free samples. Name Imprinted Christmas Cards, Stationery, Nankins; leader accessories on approval; bonus, special offers. Write Pilgrim Greetings, 111 Summer, Dent, R-11, Boston, Mass.

FREE FOLIO— 700 MONEY MAKING deals; Formulas, Secrets, Plans. Wholesale Supply Sources; unusual items. Kolmitz-A, Box 372, Dayton, O.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund—exclusive territory; good money, no experience needed. Electric Ad Clock Co., 229 North Jefferson St., Chicago 6 au29

MAKE MONEY SELLING TIES— FREE CATALOG. Write to Phillo's Neckwear, Dept. 800, 20 West 22 St., New York.

NEW BATHROOM DEODORIZER— HANGS on wall; banishes odors bathroom, kitchen; lightning seller; samples sent on trial. Kristee 131, Akron, O.

POST CARDS— THE FASTEST SELLING Comic Post Cards you will find anywhere; choice territories are open in several States; send \$1 today for samples and complete details of our distributors set-up. Baxter Lane Co., Box 178, Amarillo, Tex. au11

ANIMALS, BIRDS, PETS

A-1 REPTILE VARIETY DENS, HARMLESS Snakes from South America, Mexico, Cuba and Florida; also fresh fixed rattlers and Siamese Hooded Cobras with instructions for Hindu Act; Lizards with Dens or separate; Tegus, Dragon Lizards, large Black Iguanas, Mexican Gila Monsters, Giant Cuban Chameleons, Special Monkeys: Rhesus, \$32.50; Wooleys, \$100; Red and Black Spiders, \$27.50; Ringtails, \$30; Nights, \$30; Silkies, Cotton Top Marmosets and Squirrel Monkeys, \$27.50; Pacas, Agoutis, Julias, Raccoons, Puma Kittens, Leopard, Bears, Red Foxes, Skunks; on hand, quick deliveries, satisfaction guaranteed. Ross Allen's Wild Animals, Inc., Silver Springs, Fla. Tel. 1204.

A BIRD, ANIMAL OR REPTILE FOR every need; beautiful South American Toucans, \$50 each; Capybara (world's largest rodent), Baby Jaguars, Agouti, Pacas, tame baby Ocelots, Wildcats, Raccoons and Monkeys. Dens of Snakes, \$20 and up, hot or fixed; Central and South American Boas, all sizes; large South American Tegus, Lizards, \$15 each. This week's specials, "Those easy to handle South American Boas, 5 ft., for \$10 each; 6 ft., for \$12.50 each." Tarpon Zoo, Tarpon Springs, Fla.

AFRICAN CARGO JUST ARRIVED WITH cigarette-smoking Chimps; Baby, Green, Mona, Sooty Mangabey and Military Monkeys; Civets, Genets, Monitors; one 90-pound Black-Face Chimp. Egypt. Mass. au4

FOR SALE—LIVE, HEALTHY, MATURE Steer with heart in its throat; very plainly visible; I have been a veterinarian for 17 years and have never seen anything like it; amazing! Also newly decorated 1947 Willys Truck doubling as display and transportation; entire outfit \$1,000. Dr. G. A. Wiedemeier, Box 21, Marcus, Iowa.

MONKEYS—CINAMON RINGTAILS AND Marmosettes, \$35 each, 3 for \$100; Boa Constrictors, 5 to 7 ft., \$3 per ft., over 7 ft., \$5 per ft.; Young Ocelots, \$65; Adult, \$100; Iguanas and Tegus, Lizards, \$17.50; Agouti, \$35. No price list or catalog; all stock ready for shipment; live arrival guaranteed. The Pesky Pet Shop, 1113 Franklin St., Tampa, Fla. Phone 2-3161.

PONDS PAY BIG WHEN STOCKED WITH Glant Frogs. For sale: Frogs, Cottontail Rabbits, Lumber; information, 10¢. Vol Brashears, Berryville, Ark.

WILDCAT KITTENS, \$50 EA.; YOUNG Woodchucks, \$10 ea.; Badger Cubs, \$25 ea.; Young Junco Rat, \$25 ea.; also Monkeys, Skunks, Porcupines, Ferrets, Snake Dens Charone Animal Ranch, Burlington, Wis.

AGENTS & DISTRIBUTORS

AAA QUALITY GUARANTEED #1 BALLOONS, gross, \$3; Pocket Combs, black or colored, gross, \$2.50; 25% cash, balance c.o.d.; satisfaction guaranteed. Gen'l Novelty, Box 4058, Bridgeport, Conn. au4

AAA—SENSATIONAL TALKING CHRISTMAS and Birthday Cards; pull tape and card says "Merry Christmas"; 150% profit; retails 25¢; sample 25¢. Five for \$1 and wholesale prices. Minas, P. O. Box 18214, S. Los Angeles 3, Calif. au18

ABALONE PEARL SEA SHELL JEWELRY Mother of Pearl Jewelry, Italian Inlaid Mosaic Jewelry; Chinese, Mexican, Aran, India, Cuba Butterfly Wing Jewelry; Featherbird Pictures, Alligator Hand Bags, Stuffed Alligators, Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla. au18

ABC LITTLE SQUIRT— SENSATIONAL Nature Box, \$3.50 dozen boxed; Atom Pistol, \$12.50 dozen carded. Box 46, Marlboro, Md.

ADVERTISING BARGAINS— ADVERTISE in 100 newspapers for total cost of \$6; many other bargains; nation-wide coverage; send for free booklet. Tri-State Service, 1420-E Investment Bldg., Pittsburgh 22, Pa. au11

AGENTS—BIG PROFITS! NO COMPETITION! "Doodle-Top" Spins a Picture! New fascinating kid's game; sample and details, \$1. Leftwich, 121 South "B," Oxnard, Calif.

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BUSINESS OPPORTUNITIES

BIG MONEY CLEANING VENETIAN Blinds; small investment for equipment starts your own lifetime business. G. S. Co., 442 N. Seneca St., Wichita 12, Kan. au25

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FOR SALE—700 FT. LAKE FRONT AMUSEMENT resort (five acres) land with Skating rink, Restaurant, Bingo Hall, Parking Lot, Picnic Grove, 9 Cottages, Boat Livery with 40 Boats; completely equipped and doing top business; one hour drive from Rochester or Buffalo, N. Y. Write Box C-417, care Billboard, Cincinnati, O.

ROLLER RINK—CHICAGO AREA; COM- plete with all equipment; operating good business; good opportunity. Box C-419, care Billboard, Cincinnati, O.

SELL SNOWBALLS— 47 BUYS ICE SHAVER that shaves into the cup and enough flavor and cuns for thousand snowballs; \$2.25 buys regular shaver and shaver; 500; 1000; 10000; 20000; 40000; Snowball Co., 9534-M Lemturner, Jacksonville 8, Fla. au11

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14K GOLD-PLATED CASE

Matching Gold-Plated Link Expansion Band

Biggest buy in the field! A wonder-seller and profit-maker! Two-tone dial, Radium dial and hands, Red sweep-second hand. Removable pins. Rush order while they last!

\$4.50 ea.

10% dep., bal. C.O.D.

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Large Clever Walking Bear, \$4.50 doz.; Small Walking Bear, \$3.50 doz.; Jumping Rabbit, \$3.40 doz.; Jumping Dog, \$3.25 doz.; Hula Hula Dancer, \$3.00 doz.; Large Circus Elephant, \$4.50 doz.; 25% dep., bal. C.O.D.

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MA195—Hurricane Lamps, Pair, \$ 2.40

MA75—French Fry Basket, Doz., 4.25

MA5553—Aluminum 3 Qt. Sauce Pan, Doz., 4.80

MA7973—Aluminum Colander, Doz., 5.28

MA7637—Aluminum 7 in. Skillet, Doz., 5.40

MA5252—Heavy Aluminum Sauce Pan, Doz., 7.80

MA2291—Aluminum 1 Qt. Percolator, Doz., 10.20

MA5378—Aluminum 11 in. Roaster, Doz., \$13.20

NOTE—MA75 French Fry Basket fits Sauce Pan MA5553. All items are offered subject to stock on hand and our ability to replace. C.O.D. orders must include a 25% remittance.

SPECIAL—For street workers. Sterling silver rings plated with yellow metal and set with sparkling stones in assorted colors. Were \$6.75 Dozen. MA38566—NOW Per Doz., \$4.00

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12 gross assorted slum. At least 12 different items.
MA999—12 gross for \$7.80

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Established 1886
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ELGIN · BULOVA BENRUS · GRUEN

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● Gold Filled Expansion Band \$1.95 add.
● Leatherette Gift Box, 75¢ add.
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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BALLROOM, STAGE, RINK AND NITE Club Lighting Effects; Crystal Showers, Spotlights, Motor Color Wheels. Newton, 253 W. 14th St., N.Y. 11, N.Y.

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VICTORIAN COACH ELECTRIC CLOCK
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Height and Dozen Price
10 1/2" 8 1/2" 6 1/2" 5 1/2" 4 1/2" 2 1/2"
\$21.00 \$16.00 \$9.40 \$6.50 \$4.00 \$1.80

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WURLITZER BAND ORGANS—165 WITH blower, \$650; style 150 Organ, \$450; Wurlitzer Calliope for band or roll, \$550. L. M. Horstman, 457 Oneida St., Pittsburgh 11, Pa.

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FOR SALE—3 KIDDIE AUTO RIDES, PART- ly finished; all material 1-6 Plane, Kiddie Airplane Ride with tower; lots of pipe and fittings and plenty of iron and sheet metal and tools. Reason for selling: Other business. Write for date to see same. H. H. Picklesimer, R.R. 2, North Vernon, Ind.

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(Continued on page 66)

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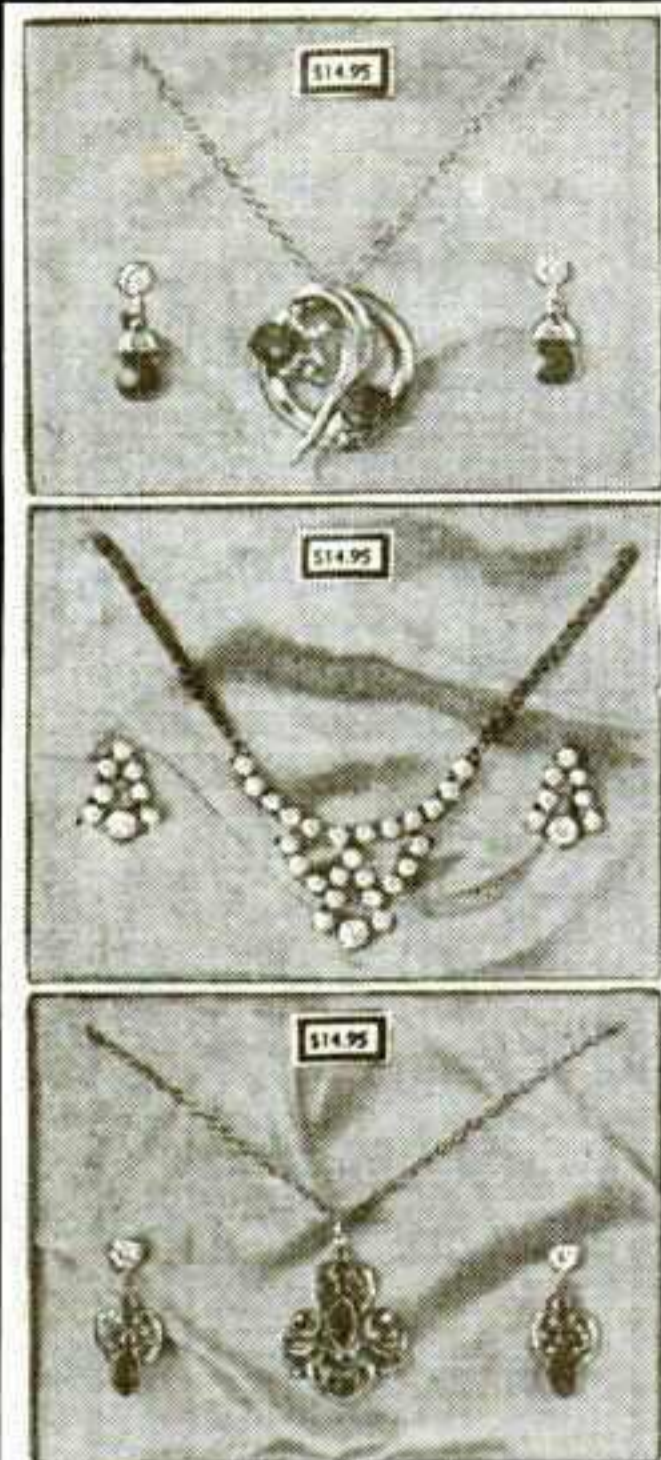
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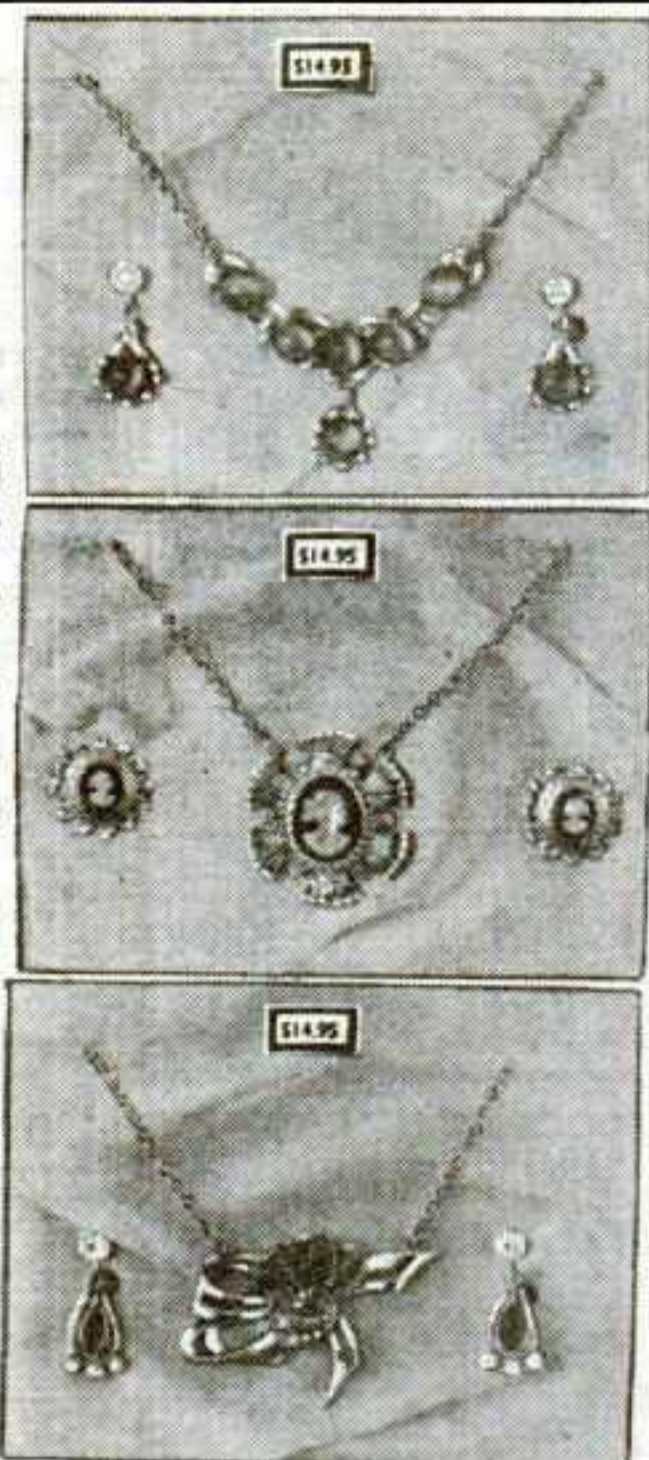
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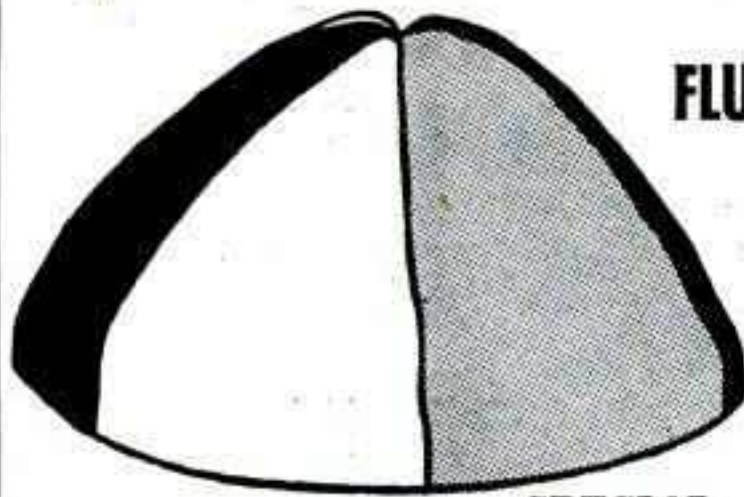
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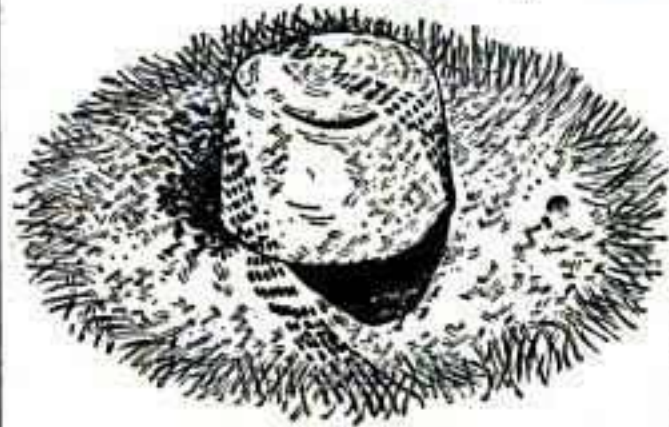
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SPECIAL THE NEW SENSATIONAL HAT

Fluorescent—Sunglow—Baseball and Jockey Hats in a rainbow of colors Assorted sizes

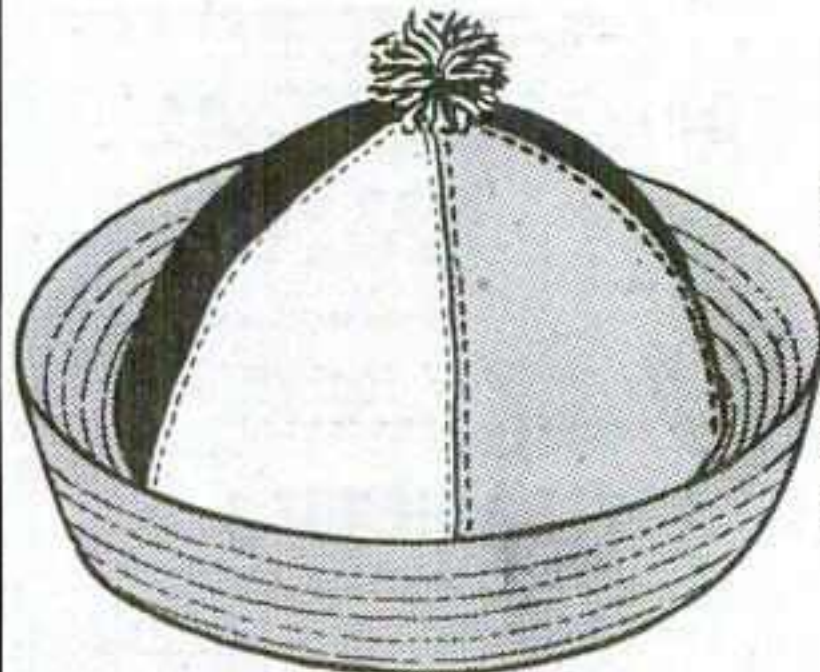
\$5.00 Doz. \$57.00 Gr.



The New Sensational FUZZY-WUZZY CRAZY SHAGGY STRAW HAT

made of woven straw in natural color. Sell on sight. 18" from brim to brim.

\$3.50 DZ. \$40.00 GR.



THE LATEST SENSATION

The new Fluorescent Sun-Glo Crew Hat—multi-colored crown with Pom Pons; Dz., \$7.00; Gr. \$81.00; without Pom Pons, Dz., \$6.50; Gr. \$75.00.



Our 4-piece Pen Set is the best on the market and has an expensive high box with elastic that sets off the set beautifully. There is no comparison.

Our set is the original and the real McCoy.

SELLING LIKE WILDFIRE

Four-Piece Pen Set, consisting of Knife, Pencil, Ball Point Pen and Fountain Pen. This set is in a beautiful box and has a guarantee with a gold embossed price tag and comes in all pastel colors. The knife has a stainless steel blade and matches the color of the entire set. The boys are doing a terrific business with this four-piece set. Our new low price—

ELECTRIC DRY SHAVERS
\$1.85 ea. in lots of 6

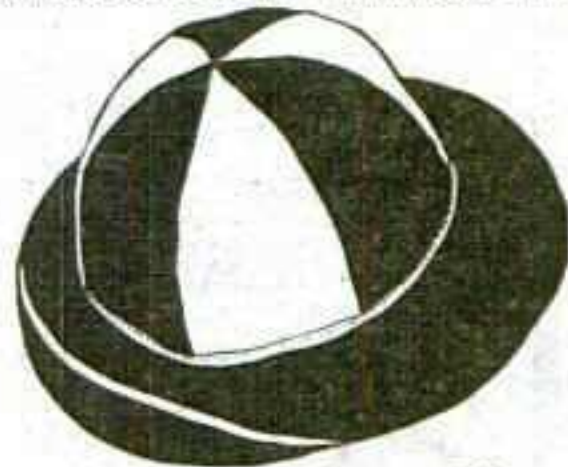
300 SHOT PLASTIC REPEATING WATER PISTOLS
\$4.00 Doz.

\$6.00 DOZ.
\$69.00 GR.

SAMPLE SET \$1.00

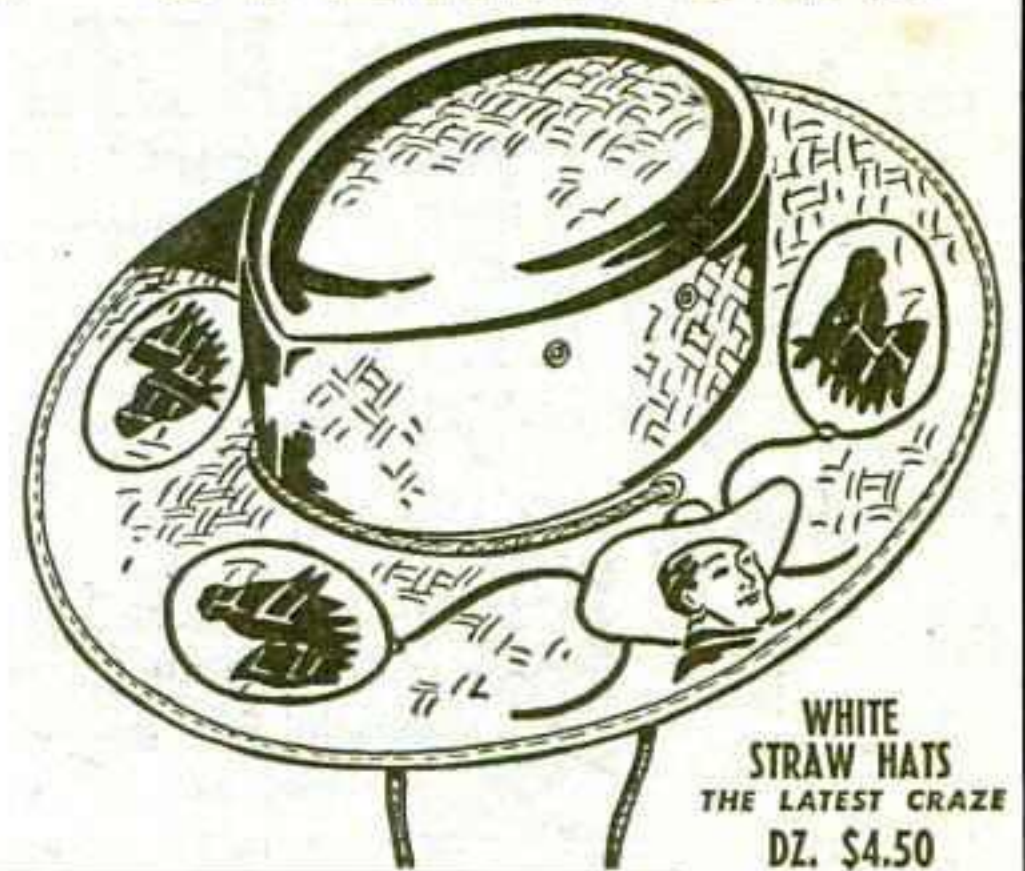
NEW
Kiddie Felt Hats with Pom Pons and sun-glo fluorescent trimmings. Gr. \$27.00.
Without Pom Pons, Gr. \$24.00.

NEW
Felt Jockey Caps with large Pom Pons. With new sun-glo fluorescent trimmings. Gr. \$39.00.



SPECIAL \$53.00 GR.

Fine quality gabardine and twill crew hats. Two-tone section or plain crown. Special—\$53.00 gr. We will not be undersold. Immediate delivery. Also have white straw hats—\$4.50 doz. Baseball caps—\$5.00 doz.



WHITE STRAW HATS
THE LATEST CRAZE
DZ. \$4.50

FELT CREW HATS
Assorted beautiful colors with Pom Pons and new sun-glo fluorescent trimmings. Gr. \$36.00.

CREW HAT OPERATORS

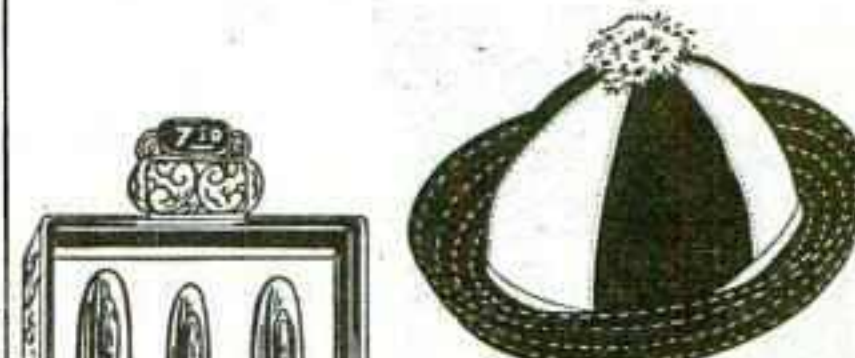
We have the best Crew Hats made in the market. We guarantee them first quality. All these hats are made out of the finest gabardine. They simply are beautiful and sell on sight.

SPECIAL Western Lace Cowboy Hats (Felt) ...\$37.50 Gr.; \$3.50 Dz. Baseball Caps, Flocked With Any Name\$66.00 Gr.

Sensational Value 6 PIECE WATCH SET

In luxurious gift box, consisting of new high-grade nationally advertised watch, gold plated case and expansion watch band to match. Lustrous gold plated cuff links, key chain and tie holder. Written guarantee. Complete box and jewelry set.

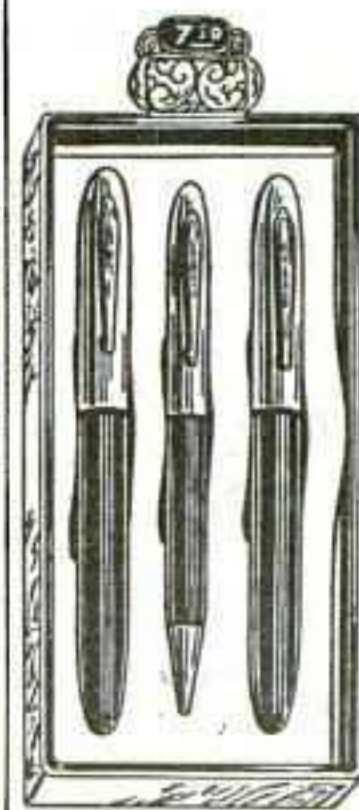
\$9.50 each set
\$1 additional for samples



3-PIECE PEN SET

Consisting of ball point pen, fountain pen and pencil. In beautiful box. Beautiful gold embossed \$7.50 tag comes with set.

\$4.00 per doz.
\$42.00 per gross



PRICES

- Two-Tone Gabardine Pom Pon Crew Hats\$59.00 Gr.
- Two-Tone Combination Tops 53.00 Gr.
- Crew Hats, flocked special with any seashore, park, carnival or fair 66.00 Gr.
- Yacht Caps with any name, minimum order 2 gross lots 39.00 Gr.
- Kiddie Felt Crew Hats\$24.00 Gr.
- Felt Crew Hats, nice bright colors 28.00 Gr.
- Laced Cowboy Hats, beautifully faced with cord in all bright colors, \$8.00 dozen 90.00 Gr.
- Baseball Caps in heavy twill and gabardine, with or without eyelets 60.00 Gr.

MECHANICAL TOYS AT REDUCED PRICES

- Large Mechanical Walking Seal, with ball, dz.\$ 4.00
- Large Mechanical Walking Bear, dz. 4.00
- Mechanical Monkey, with banana, dz. 4.00
- Mechanical Boy on Bicycle, dz. 2.50
- Merry-Go-Round Boy and Girl, dz. 2.75
- Confederate Flags, 12"x18", dz. \$2.50, gr. 27.00
- Chuck-O-Luck, dz. 7.00
- One-Armed Bandit Slot Machine, dz.\$ 7.00
- Roulette Wheel, dz. 7.00
- Heavy Identification Bracelets, dz. 3.50
- Baseballs for any game, regular size, dz. 1.50
- Hand-Made Mexican Rings, dz. 5.50
- Rubber Cigar, with snake, gr. 12.00
- American Flying Birds, gr.\$9.00 and 12.00
- Tri-Motor Bombers, with sticks, gr. 18.00

STREETMEN ARE CLEANING UP

- #36 Lee-Tex Paddle Balloons, gr.\$ 7.50
 - Workers 50¢—Balloons blow up 2 ft.
 - Hopalong Cassidy Balloon, gr. 4.50
 - Hawaiian Leis, gr. 2.00
 - Heavy Hawaiian Leis, gr. 6.00
 - 6" Feather Dolls, gr. 13.50
 - 7" Feather Dolls, gr. 16.00
 - 12" Feather Dolls, dz. 2.50
- All these dolls have High Hats and Canes
Bamboo Canes for dolls and pennants, per 100\$1.50
Send for new catalog—Special summer price list. We carry a full line of novelty hats for Fairs, Parks and Beaches. 25% Deposit Required—Money Order or Cash. We ship same day as we receive orders. Ship all over the world.
THIS IS OUR ONLY STORE.

1102 Arch Street Philadelphia 7, Pa.
Phone: MA 7-9848 — WA 2-6970

TWILL CREW HATS

\$58.00 GROSS



We Carry a Full Line of Novelty Hats for Parks, Beaches and Fairs

- STRAW COWBOY HATS, ALL WHITE OR ASSTD. COLORS. \$4.80 Dz. \$54.00 Gr.
- FLUORESCENT CREW HATS 6.75 Dz. 78.00 Gr.
- FLUORESCENT BE BOP HAT 7.50 Dz. 84.00 Gr.
- FLUORESCENT BEANIE HAT 2.50 Dz. 27.00 Gr.

CLOSEOUTS! LIMITED STOCK! MECHANICAL TOYS

- | | DOZEN | GROSS |
|-----------------------------|--------|---------|
| FUR COVERED HOPPING RABBITS | \$3.35 | \$36.00 |
| FUR COVERED HOPPING DOG | 3.35 | 36.00 |
| FUR COVERED BEGGING POODLE | 3.35 | 36.00 |
| LARGE WALKING ELEPHANT | 4.50 | 48.00 |
| LARGE WALKING BEAR | 4.50 | 48.00 |
| LARGE WALKING SEAL | 4.50 | 48.00 |
| WALKING WALRUS | 3.35 | 39.00 |
| FUR DOG & BEE | 4.50 | 48.00 |
| FUR DOG & BONE | 4.50 | 48.00 |
| DANCING HARLEM STRUTTER | 4.50 | 48.00 |
| ROTARY TRAIN | 4.50 | 48.00 |
| WALKING COME, COME DOG | 3.00 | 36.00 |
| DOG WITH SHOE | 2.50 | 27.00 |
| O. U. DOG | 3.75 | 45.00 |
| MOUSE | 1.75 | 20.00 |
| CRAWLING PLASTIC ALLIGATOR | .80 | 9.00 |
| CRAWLING METAL TURTLE | .65 | 7.00 |
| BOY ON DONKEY | 4.50 | 48.00 |
| ITCHY DOG | 2.25 | 24.00 |
| DONALD DUCK | 3.35 | 36.00 |
| WALKING BABY | 5.75 | 48.00 |
| WALKING SANTA | 2.75 | 30.00 |
| SANTA ON CART | 4.50 | 48.00 |
| SANTA ON SLEIGH | 6.00 | 66.00 |
| ELEPHANT ON BARREL | 4.50 | 48.00 |
| HAPPY LIFE TOY | 7.20 | 84.00 |
| MECH. PRIZE FIGHTER | 4.80 | 54.00 |
| ICE SKATING COUPLE | 4.80 | 54.00 |
| NEWSBOY | 4.50 | 48.00 |
| REINDEER | 4.50 | 48.00 |
| LARGE CRAWLING BABY | 4.50 | 48.00 |
| KITTY KAPER KAT | 3.50 | 39.00 |
| SWISS WARBLERS | | .75 |

25% Deposit With All Orders
WRITE FOR COMPLETE CATALOG
912 ARCH STREET, PHILADELPHIA 7, PA.
KIM & CIOFFI PHONE: MARKET 7-2283



Only thing on Earth more Brilliant than a DIAMOND!

Costs only 1/25th as much
The Saturday Evening Post, Reader's Digest, Business Week—all have given pages of publicity to the new miracle gem called Titanium. Now you can get a genuine De St. Cyr Imperial Gem Stone (the original Titanium) at a fraction of the cost of a less brilliant DIAMOND! When you hold your De St. Cyr Imperial Gem Stone next to a diamond the diamond actually looks dull in comparison.
Wear for 10 Days . . .

Entirely at Our Risk!
We want you to see for yourself how a De St. Cyr Imperial Gem Stone outshines, outsparkles and looks more beautiful in every way than the costliest blue-white diamond you ever saw. So we gladly send you the De St. Cyr Imperial Gem Stone Ring of your choice—either men's or women's—for a full 10-day examination—at our risk. FREE. Send name today—no money—for full details of this Trial Offer together with Ring Size Chart and complete information. No cost or obligation. Send name today.

De St. CYR
IMPERIAL GEM STONE CO.
30 N. Dearborn, Suite 1111, Chicago 2, Ill.

BALL POINT PENS \$5.70 Per Gross

Full Pen Visible Ink Supply
1/2 GROSS \$2.95

With Brass Tips
Metal Caps & Clips \$8.15 Per Gross

1/2 Gross \$4.20

DE LUXE PENS \$13.25 Per Gross

1/2 Gross \$7
ALL WITH DISPLAY CARDS
25% Cash with order. Balance C.O.D.
ARTHUR LEE CO., Dept. B-4
16 COURT ST., BROOKLYN 2, N. Y.

28A19—2 1/2" 33A515—2" 28A34—2 3/4" 33A516—2 1/2"

28A28—2 1/2" 28A24—2 1/2" 33A514—2" 28A20—2"

33A518—1 1/2" 28A25—2"

Special Purchase
NOVELTY SALT & PEPPERS
\$1.50 PAIRS \$16.00 DOZ. ★ GROSS

This special price applies to the illustrated numbers only. You may order assorted designs or a single design to make up a gross. Specify stock number.

NEW CATALOG NOW READY
State your business.
Prices do not include shipping charges. Include postage with order.
25% deposit required on C.O.D. orders.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-43 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

LET'S MAKE A KILLING
THIS AUGUST—EVEN BIGGER THAN LAST YEAR
They rated THREE pages of pictures in LIFE magazine. They have been in the movies, or the air, in newspapers. Truly they are a wonder of nature, they grow on bushes, yet live and jump for weeks. Thousands who have read of this mystery of nature have never had the opportunity of seeing them and buying them. Counter displays contain 20 dime packages with 5 beans and historical game chart for each package, plus FREE demonstration beans with each display. Carded beans \$1.25 per card Postpaid. You can order these displays from your jobber or direct. Loose beans, 1000, \$7.00; 500, \$4; 100, \$1; all prepaid. Wagon jobbers, if you saw these going last year, you know what you missed. Get on the gravy train this year. Write and I'll tell the engineer to stop at your station.

W. H. RILEY SULPHUR SPRINGS FLORIDA
DRAWER 9285

ALIVE!—ALIVE!
MEXICAN JUMPING BEANS
10¢ 10¢

TEMPLE EXCLUSIVES

are Wonderful, **WONDERFUL**

The BENRUS WATCH COMPANY
Has Designed for Our Exclusive Use

BENRUS

WATCHES and SETS

SPECIALY PACKAGED FOR THE PREMIUM TRADE



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.

PREMIUM BUYERS
Write for the
UNUSUALLY LOW TEMPLE PRICE

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

A POWER HOUSE FOR SALES

FAMOUS 3-STRAND LA MOUR PEARLS* and . . . **POWDER BOX**

This beautiful, lustrous, pastel-tinted, metal powder box alone is worth \$1.50. A terrific value in combination with the high quality, 3-strand, graduated pearl necklace . . . white, pink or blue pearls . . . brilliant rhinestone clasp. La Mour Pearls (simulated) are noted for rich color. Guaranteed indestructible. Beautifully boxed. \$15.00 retail. Specify Color When Ordering. A Temple Exclusive.

ONLY \$1.15 EA. IN SET DOZ. \$1.30 PREPAID

Federal Tax Additional if Not for Resale. 25% Deposit, Balance C.O.D. F.O.B. Philadelphia. No C.O.D.'s on Orders Under \$5.00. **DROP IN TO SEE US WHEN IN PHILADELPHIA WE ARE NOW IN NEW AND LARGER QUARTERS**

TEMPLE COMPANY 708 Sansom Street Philadelphia 6, Pa. Market 7-6519

SILVER PLATED 32-PC. SERVICE FOR EIGHT

8 Knives 8 Soup Spoons 10 Sets
8 Forks 8 Teaspoons \$5.10 or More
#22BB Sample Set . . \$5.50 Set

34-PC. SERVICE FOR EIGHT

8 Knives 8 Soup Spoons 10 Sets
8 Forks 8 Teaspoons \$5.50 or More
2 Table Spoons
#20BB Sample Set . . \$6.00 Set

Chest as illustrated No. 10BB • Each \$1.00

ROHDE SPENCER CO.
223-225 W. Madison St. Chicago 6, Ill.

YOU CAN MAKE \$42.00 CASH PROFIT
SELLING ONLY 24 RELIGIOUS NECKLACES

Sells on sight. Miraculous, Sacred Heat 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-21, New York City 23, N.Y.

GUARANTEED SALES

offers over 500 new assorted styles of

BUTTERFLY WING MOSAIC and TURQUOISE JEWELRY

in beautiful settings of necklaces, earrings, chokers, bracelets, pins, rings, etc. Samples from \$1 and up.

Be sure to try our \$25.00 or \$50.00 sample assortment of jewelry. Money refunded when merchandise is returned if you are not satisfied.

We have **FUZZY-WUZZY** hats at \$3.75 Doz.

We stand behind our name—No Sales Final—Money back guarantee on all purchases within 10 days if not satisfied. State your business—25% deposit with order, balance C.O.D.

Guaranteed Sales
2 East 23rd St., Room 202
New York 10, N. Y.

SENSATIONAL WITH 40,000,000 MOTORISTS & KIDS TERRIFIC

Seller in Parking Lots, Fairs, etc.

SUCTION CUP DOLLS
25c RETAIL AND UP

4" Baseball Player on platform suction cup. Also fits on auto antenna and baby carriage. Others: Football, Rocket, Duck, Doll, etc.

Headquarters for Rabbits, Feet, Fur Tails, etc. Some territories open mfrs. reps.

6" Doll with 3/4" Jingle bell

If your jobber isn't stocked, order direct giving jobber's name!

CHARLES BRAND
NOVELTY CO.

154 W. 27th Street, New York 1, N. Y.

No. 195 CRYSTAL HURRICANE LAMP

\$1.30 ea.
\$15.00 per doz.

SPECIAL OFFER WHILE THEY LAST
Ball Point Pens with metal caps and clips. 5" long, assorted colors, guaranteed first quality. \$6.00 per 100.

Please include sufficient money to cover postage on sample orders. **OUR 1951 CATALOG JUST OFF THE PRESS. SEND FOR FREE COPY TODAY** 25% deposit required with order, balance C.O.D.

M. K. BRODY
1116 S. Halsted St., Chicago 7, Ill.
L. D. Phone: MOnroe 6-9520
In Business in Chicago for 35 Years

World's Famous **PERFUMES**

that sell at \$3 to \$6 per 1 1/2 dram. REPRODUCED for you by Outstanding Parisian chemist for only 60¢ per 1 1/2 dram in beautiful gold-top bottles.

—\$7.00 a Dozen—
We defy you to tell the difference. Trial sample FREE. Big profits. Write

EXCLUSIVE IMPORTS, Dept. BB
1139 So. Wabash Chicago 5, Ill.
6804 Fountain Hollywood 38, Calif.

Men's Chain Identification Bracelet, chrome plated . . . \$3.00
Men's Expansion Identification Bracelet of chrome plated . . . \$5.50

Men's Expansion Watch Bands, chrome plated 3.50
Men's Expansion Watch Bands, gold plated 4.50

25% deposit balance C.O.D.

DOVAL SALES CO. 2 East 46th St., New York 17, N. Y.

ILLUSTRATED CARTOON BOOKLETS

BEYOND! BEYOND! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID \$5.00, NO POSTAL C.O.D.'S!

REGINALD SALES
1216-BB Park Row Bldg., New York 7, 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.

SUNBEAM PRODUCTS
634 4th St., South St. Petersburg, Fla.

Fast Selling POPULAR ITEMS

In spite of rising markets, we will not raise prices while our stocks on hand last!!

IMPORTED EXPANSION BANDS

Heavy Duty men's flexible bracelet in chrome plated or gold plated finish.

CHROME No. B27W109 **4.00**
DOZEN

GOLD PLATED No. B27W108 **5.00**
DOZEN

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 99¢
NO. B201J270 **8.00** Dozen

Ladies' Modified Model. Retail 99¢
NO. B201J272 **8.00** Dozen

SPECIAL BUY!! HALF PRICE!!

BLUE CROWN
ENESCO BLADE CO. CHICAGO, ILL.

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. BB8C86, Per Carton (100 Blades)
REGULARLY 85¢—NOW **42 1/2**

GOLD CUP Double Edge Blades

As above in Gold Cup quality. No. BB8C87. Per Carton (100 Blades)

REGULARLY 90¢—NOW **45**

While Stock Lasts!
MINIMUM ORDER 10 CARTONS—NO LESS SOLD.

CARNIVAL NOVELTIES

CELLULOID FEATHER DOLLS WITH EARRINGS HAT AND CANE

No.	Size	Per Gr.
B34N7	4 inch	8.40
B34N3	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	4 inch	7.20
B38N82	9 inch	15.00

DANGLING COMPOSITION NOVELTIES

No.	Size	Per Gr.
B38N71	2 1/2 inch Donald Duck	3.25
B38N74	4 inch Donald Duck	6.00
B38N72	2 1/2 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	6.00
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.	Size	Per Gr.
B38N68		6.75

25% deposit required on all orders

NOVELTY HATS

No.	Description	Per Gr.
B45N13	12 inch Coolie Hat	18.00
B45N14	16 inch Coolie Hat	24.00
B46N45	Hat Band, per 1000	14.00

CANES, WHIPS AND BATONS

No.	Description	Per Gr.
B17N8	Baton With Bell	16.00
B17N7	Swagger Cane	9.50
B17N10	Lash Whip	15.00
B15N1	Pennant Cane, heavy grade, per 1000	18.00

SPECIAL CHINA HEAD CANES

No. B16N110—Fine quality China Head Canes with assorted heads: Dice Head, Baseball Head, Golf Ball Head, Police Dog Head, Bull Dog Head and Horse Head. Per gross . . . 16.50
B17N22—Cane Rack Rings, per 100. 4.75

CARNIVAL SUPPLIES

No.	Description	Per Gr.
B21R16	Cork Gun, Each	5.25
B21R26	Corks, Per thousand	2.75
B3N576	Comic Buttons, 1 1/2 inch, per 1000	10.00
B46N27	Leis, per gross	2.00

TRI COLOR BEACH BALLS

No.	Description	Per Gr.
B28N84	9 inch, Per dozen	4.00

(While stock lasts)

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

THIS YEAR'S BEST SELLER! STRAW BIRD HATS

If you haven't tried this money-maker, don't delay. Made of woven straw in natural color. Full head size, 16 inch width from brim to brim. Packed for shipment 100 to cloth bag or 200 to straw hamper. Specify packing desired.

\$3.75 Dozen \$40.00 Gross

Most Complete Stock! NEW STRAW HATS

White, red, burro, blue, also Western styles. Complete with stencils, cord and adjustable bead cord chin strap. Tell us what you need, we can guarantee supply.

NO. 9269

WISCONSIN DELUXE CO. 1902 N. Third Street Milwaukee 12, Wisconsin
Write for Catalog—State Your Business. 25% with order, bal. C.O.D.

"SPECIAL"

OCTOBER TO DECEMBER DELIVERY. 1,000 DOZEN GENUINE ALLIGATOR LEATHER LINED BELTS, COVERED BUCKLE, ONE INCH WIDTH, "HONEY" COLORED. SIZES 30 TO 44.

Per Dozen \$18.00
10 dozen lots—\$17.00 per dozen

CASPER'S GATOR JUNGLE, Mdse. Dept. P.O. BOX 266 ST. AUGUSTINE, FLA.

BIG FLASH

DIAMOND RING WATCH COPY OF \$650 WATCH

Now \$12.95 lots of 3; sample, \$15.00 ea. 25% Deposit, Balance C.O.D.

NATIONAL DIST. CO.
421 CALUMET BLDG. MIAMI, FLA.

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 is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Feldman, Mr. (Laundry) 10c
Harmon, Wm. Mrs. 10c
Kicker, Joe 30c
Peterson, Howard 43c

Piercy, Mrs. Howard 15c
Smith, Dorothy L. (License Plate) 15c

Abel, Barnett
Aberle, Mrs. Dencie
Adams, Irving C.
Albert, Haven
Alcyda
Alland, Maurice
Allen, P.F.C. Frank
Allen, Rex & M.
Allen, Ross
Alison, John
Alvey, Elizabeth Mrs.
Anderson, Ernest
Anderson, Estella Mrs.
Anderson, Slin
Andrews, Mrs. G. C.
Anthony, Milo
Arnold, Mae Joe
Asberry, Beth Chester
Avery's Modern Show
Blahwin, Wm.
Hallance, Alfred O.
Balawice, Peter
Baron, Hank & Lucy
Barron, James W.
Barton, Kid Lewis
Barton, Beverly
Bauman, Robert
Bayles, William
Bayless, Wm. F.
Beaune, Marcel
Beasley, Fred
Bell, Fred
Bellows, A. G. Mrs.
Bellows, Jack
Bennis, Jack
Bennett, Leon
Bentley, Tony H.
Bernstein, Barbara
Berry, Hayward
Bickett, J. H.
Birch, Jack
Birnie, W. J. "Bill"
Bittner, Jack W.
Blackhall, Thomas S.
Blackhall, Thos. S.
Blackhall, William S.
Bly, Ed. (Swat)
Bona, Raymond
Borsvold, Arthur E.
Boswell, Mabel
Boyd, Pauline Mrs.
Boyle, John
Bradley, Stephanie
Brady, Frank J.
Brank, Lawrence J.
Brink, Frank
Briggs, Carl
Brooke, C. E. Whitey
Brooks, Robert Mrs.
Brown, Brownie Wendel
Brown, Clyde Thomas
Brown, Gilman
Brown, Millie Mrs.
Bryant, Carl
Bryant, T. R.
Bryant, William
Buchard, Paul (Red)
Budd, A. G.
Burger, Lloyd
Burger, Clyde Leon
Burke, Bill
Burlison, Madam
Burns, John T.
Burr, C. R.
Bush, John T. & Anne M.
Butler, Michael
Camburn, Leslie (Miss)
Cannell, Carl
Capello, John Mrs.
Carmin, Derrel D.
Carza, Martin
Casey, Tom F.
Cerver, Joe
Chapman, Keith
Chapman, Lawrence
Chapman, Wm. P.
Chomack, Earle B.
Christensen, Dorothy
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Pipes for Pitchmen

By BILL BAKER

OPERATION... of concessions in connection with Detroit's 250th Birthday Festival provoked a strong reaction in City Council there Wednesday (25). Fred H. Ihme, who secured the exclusive contract for all concessions some weeks ago, warned novelty workers thru *The Billboard* that only local residents would be given a chance. Ihme, identified by *The Detroit News* as a local bartender, said he had show concession experience. A major squawk arose Tuesday (24) when several stamp dealers, some of them apparently with a national reputation, attempted to sell first covers of the new festival stamp, released that morning, and were speedily put out of business by police because they did not have a license from Ihme. City Council stepped into the picture, and ordered a check-up made of the arrangements with sub-concessioners. Council President Louis C. Miriani said that the sponsoring committee "had no more knowledge of the concession business than we did.... We have been innocently victimized and all we can do now is to assure that the public will not be cheated. We will never fall for another deal like this," according to the *News*. Professional show and novelty workers were conspicuously few among those seen on the streets this week.

FRANK CURRY... cards from Nashua, N. H., that he has found a new "Klondike" with his med show in New England. Frank says he's carrying 35 people, including the working help. Roster includes Burr Head Williams, black face comic; Jack Hicks, straight and tenor; Ted Berg, strong man; Vivian Cyr, ingenue; Shirley Oakes, soubrette; Tom Crevelin, general business; Eddie Smith second comic; Arizona Hamilton's Western Swingsters and an eight-girl line. Curry says he plans to head South soon but will stay clear of the tobacco markets, because "they ain't what they used to be."

MORRIS KAHNTROFF... ace pitcher, who has become a globe trotter, returned to the U. S. on the French liner, *Europa*, from LaHavre. He's now in Washing-

ton. After visiting relatives in South Africa, Morris went to London where, he says, pitchmen are working on the streets. "Here's wishing Speedy Hascal a fast recovery," Morris says.

CHARLES C. LUDWIG... is reported to be playing Minnesota towns and hamlets to good business.

E. C. PARDEE... is still working Kentucky and Tennessee spots and expects to join Horace Brazier soon to work the tobacco markets. "We've had a writers vacation in Kentucky on the paper," Pardee quips.

JAMES W. KELLEY... a non-pro from North Haven, Conn., advises that he recently came into possession of an old sign from the Healy & Bigelow Kickapoo office. "I wonder if there are any old-timers left who were with the old Kickapoo shows," Kelley inquires. "I once met an old-timer from Danville, N. Y., who knew the outfit pretty well; in fact, he had a number of the old Kickapoo formulas. He also told me that there were no Kickapoo Indians with the show, the Indians all being Mohawks, Onandagas and Senecas."

THE ALLANS... Al and Fern, med lecturers of note, sustained severe injuries in an auto accident July 22 while en route from Edmonton, Alta., Sask., when their car left the road. Al sustained three broken ribs and serious knee injuries. Fern suffered a multiple fracture of the upper right arm. After being given medical attention, the Allans were flown to Saskatoon. After a day's rest they were flown to their home in Chicago for further treatment. The Allans have been working the Western Canada A Circuit of Fairs for the past three weeks.

"THE CANADIAN"... Class A Circuit of Fairs has plenty of the boys working this year," pipes Duke Wilson from Saskatoon, Sask. "I've never seen so many and all are getting the long green. Among them are Jean Kane, gadgets; Mike Gunn, bulbs; Al Salem and Harry Masters, pens and gadgets; Big Jack Anthony, coils at \$3 per copy; Glenn Hossberg, shampoo; Teddy Hess, gadgets; George Hess and Jean Gregory, shampoo; Chet Nairne, med; Sherman Lemon, screens; Al McCall, fizz caps; Gabby Fields, rugs; Ann Olson, darners; Doc Rafferty, liniment; Ben and Polly Lesol, horoscopes; Tiny Hogan, med; Tubby McDonald, screens; Jack Rice, gadgets, and Jack Kern, combs. In the middle of the week here, Glenn Hossberg received a shipment of 25 monkeys from Big Al Wilson. The monks got loose and it took the Royal Canadian Mounted Police to round them up. Glenn shipped them out to Nome, Alaska, for the zoo there and says he wants no more of them."

MAL BUCKLEY... transient photographer, is up and around again following recovery from an infected foot he sustained while fishing six weeks ago. He's staying at the Friendly Tavern, Tampa, but may return to the road soon to finish out the season.

"I'M UP HERE"... blasts Big Al Wilson from Slinger, Wis. "I'm not catching monkeys but plan to sell some to pitchmen here. They need something new because their old standbys are getting a bit dusty for the locals. Tyler Ward is knocking them out in Wisconsin. I'll make the big one in Denver, Ind., next. I'm looking for a pipe from my old pal, Tom Kennedy."

Under the Marquee

Continued from page 51

Coney Island and Brighton, N. Y. Walsh's last engagement was with Cole Bros., with which he was connected 10 years. He is a member of the NVA and can be found at the club every night.

Charlie Robinson, late of Cole Bros., again is a patient at the U. S. Veterans' Hospital, Ward 3, West Wilmington, Del., and soon will undergo another operation.

When Mills Bros. played Janesville, Wis., July 16, Mr. and Mrs. George E. May entertained the following performers at their Clear Lake Trampolium and home: Paul Nelson, Mitzie and Lillie LaForm, Nicos Joanidis, John Pugh and Oscar, Lisetta, and Valentine Antonettes.

Bill Green, press agent for Polack Bros.' Circus, was in Detroit to visit his mother who has been hospitalized with a serious heart ailment.

Joe Sauer and John Fulghum, of Richmond, Va., recently caught the Campa show at Winchester, Va. They expect to see Rogers and Hagan-Wallace soon. Mr. and Mrs. Frank Littleford caught the King show at several New England spots and visited with Floyd King, Papa Cristiani, Rube Arnold, Arnold Maley, Col. Harry Thomas, Mr. and Mrs. Lee Hinkley, Mr. and Mrs. Nolly Tate, and Napoleon Reed.

Publication of the Stanley Works, New Britain, Conn., tool makers, carried a yarn about CFA William H. Judd in its June issue.... **Lewis E. Brown**, former usher with Ringling, is with an outdoor advertising company at Clearfield, Pa., this summer.

Henry Ringling North, having changed rings under which he was to go to Europe with his brother, **John Ringling North**, rejoined the Ringling-Barnum show at Chicago.... **F. A. (Babe) Boudinot**, Ringling general agent, left Chicago last week for the West Coast where he will work out of San Francisco and Los Angeles. Mrs. Boudinot will be with him on the Coast. **Paul Eagles**, promotional manager for Ringling, is operating out of Los Angeles.

Ed J. Kelly, the old photog, spent a day on the Ringling lot in Chicago.

Bette Leonard, president of Circus Historical Society, will plane to Cincinnati for the CHS convention August 3-5.... **Harold Dunn** exhibitor of a model circus, is rebuilding his outfit at Wichita, Kan. He will play six weeks in the Los Angeles vicinity and at Fort Worth.

Don F. Smith, Detroit fan, visited Hunt, King, Ringling, Hagen, Terrell Jacobs circuses, Benson Animal Farm, Ralph Emerson Animal Farm, and the Barnum Festival at Bridgeport, Conn., on a recent trip.... **Rusty Bader**, closed with the Kelly-Miller band to take a position at Springfield, O. He snapped photos of the K-M blowdown several weeks ago.... **Hubert Castle** Tent of CFA entertained Mr. and Mrs. Terrell Jacobs at Utica, N. Y., recently, reports **Bruce M. Souter**.

Paul M. Conaway, Macon, Ga., attorney who was a circus press agent some years ago, and his wife, **Faye**, celebrated their 25th wedding anniversary with a trip to Niagara Falls and Canada. At Detroit they visited the Ringling show and **William Moore**, general agent of Clyde Beatty Circus. Moore was working out of Detroit at the time.

S. W. (Bill) Bailey, clown cop, worked a store date in Memphis and now is working for the Joy Theater there. He has signed to work the fair at Memphis.... **H. W. Ahrhat**, general agent of the Mills show, has been ill and is off the road for a few days.

Frank T. Kelley, who has recovered from a broken hip sustained several months ago, is assistant to **Mother Jackson** at Cole Bros.' Circus quarters in Peru, Ind.

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25% deposit, balance C.O.D.
DOVAL SALES CO.
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FREE CUT-RATE CATALOG
NOVELTIES, GIFTS, PREMIUMS, TOYS, SUNDRIES, NOTIONS, JEWELRY, WATCHES, ETC.
Deals for Auctioneers, Safemen, Dealers, Concessionaires 35 Years of Values.
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Nylons... \$2.50 per dozen
Best grade seconds. All shades, sizes except 8 1/2. Each pair in cellophane envelope, 3 pair in box. Can supply you regularly. Money order or cash, no checks. Money-back guarantee.
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SAVE TIME
No tiresome tying and untying. Slip your shoes on and off without untying laces—ENJOY MORE COMFORT with Nu-Style Magi-lace Shoelace. LOOK BETTER. WEAR MUCH LONGER. Mail orders filled. 2 1/2 pair. State length, color. We also make Laces to order.
Send to **ELASTILACE**
402 W. 3rd Pittsburg, Kansas
GIVE TO THE RUNYON CANCER FUND

Salesboard Sidelights

An innovation in salesboards has been announced by Charles A. Clayburne, of Chimeboard, Inc., Washington. He says the board, known as Chimeboard, is made of anodized aluminum and contains 1,024 punches. Dispensing with the usual paper punches, the player punches out 1/4-inch precision steel balls that drop into an illuminated window visible in front and back. (The board is refillable by the operator or location owner at a cost of three cents or less and he is not required to purchase a refill.) The company reports that Chimeboard will last a lifetime. It feels that because of the board's beauty and distinctiveness, operators will be able to place it in many locations which normally don't use salesboards. It sells for \$79.50, with lower prices on quantity orders.

Charles V. (Chuck) Stow, Stow Sales, Seattle, was a Chicago visitor last week. He handles the Gardner line on the West Coast and recently completed a tour of his territory. . . . Field reports show new units introduced by Jerry Scanlon have won a host of new operator friends. . . . Gam Sales, Peoria, Ill., is getting steady results from its tip units. . . . Another Illinois firm, T & C Sales, Jacksonville, reports good reception to the close out deals it has lined up. They include units with from 400 to 3,000 holes.

Ray Mertz & Company, Chicago, claims it has hundreds of different sized and styled units on hand for immediate delivery. Firm just came out with a catalog covering the varied line. . . . At Empire Press, Chicago, business continues to go at a merry clip with lots of out-of-towners dropping in for a look at Empire's latest products. . . . Meanwhile, Superior Products' Ralph Cryer continues to get steady results on its colorful dolls and dollars unit.

DeLuxe Sales Company, Blue Earth, Minn., is pushing its Charley and Double Lu units. Firm is also getting action on its J. P. Charlies and Jumbo Money models. These products are for operating at from-the-nickel to the quarter level. . . . Rake Coin Machine Company, Philadelphia,

has set up a special watch and jewelry set deal for salesboard firms. . . . Galentine Novelty Company, South Bend, Ind., has a new circular on its jar and board series.

Pomona Event

Continued from page 52

have a summer ski jump 225 feet high and 500 feet long and will offer free entertainment. Past and present Olympic ski jumpers will participate in the jumps each afternoon and night. Over 2,000,000 pounds of ice will be ground into snow to supply the course during the jumps. Sepp Benedikter, Austrian ski champion and instructor, will be in charge.

An underpass and overpass are in the course of construction at the entrance gate carrying the major automobile traffic load from the Los Angeles area. The installation of the pass is expected to alleviate a condition that has held down attendance on peak days.

Under the direction of Roy Driscoll, veteran press director, 200,000 three-colored brochures are being distributed to Chambers of Commerce, travel bureaus and other agencies to be given to the public. The pamphlet is illustrated and gives descriptive matter pertaining to the 20 major divisions of the fair.

Bergin Re-Elected

Continued from page 39

Charles E. Sanford, Fort Lauderdale, Fla.; Phil Hays, Milwaukee.

George Fasiaka, Glassport, Pa.; Al Dexter, Miami; O. H. Holleman, Detroit; George and Billie Brett, Dearborn, Mich.; Frank H. Holtzclaw, Boise, Idaho; Mervin L. Teigs, Nampa, Idaho; David Sternberg, York, Pa.; Ruth Stevens, Lorain, O.; M. M. Shattuck, San Francisco; Jack Dalton and Clarence D. J. Reynolds, Cleveland; Florence Morey, New Haven, Conn.; Benj. F. Morey, New Haven, Conn.; Manuel N. Lopez, Pacific Grove, Calif.; Oscar and Myrna Jellse, Peoria, Ill.; Frank M. Porter, Pueblo, Colo.; Leo and Freda La Salle, Los Angeles; Robert H. Mills, New Westminster, B. C.; William A. Wickham, Joplin, Mo.; Harry J. Collins, Imlay City, Mich.

Mark A. Scott, Norfolk, Va.; K. C. V. Haddock, Vancouver, B. C.; Frank and George Negri, Richmond Hill, N. Y.; G. C. Smith and William W. Mooney, Alliance, O.; Arthur Litzenger, Philadelphia; Herbert Bale and Mrs. Elmer Batt, North Tonawanda, N. Y.; Chas. H. Fuerst, Lima, O.; W. H. Wolf, Pottstown, Pa.; Rupert H. Cicero, Kittanning, Pa.; Mary K. Haller, Philadelphia; L. E. Loeffler, Washington; Victor Caille, Holly Oak, Del.; Thomas Livingston, Neptune, N. J.; Fred Bergin, Denver; W. E. Kemp, Orlando, Fla.; James J. Cicero, Ebensburg, Pa.; W. E. Bryant, Topeka, Kan.; Al Campana, Cleveland; Lloyd Messervy, Hannibal, Mo.; Joe Seifert, Brooklyn; E. E. Young Jr., Natick, R. I.; Joe D. Baker, Atlanta, and Vivian Heard, Detroit.

Long Beach in Slow Start

Continued from page 52

with a scale of 50 cents for adults in the end section; 25 cents for kids in the same section; 80 cents for adults and kids in the upper section and \$1.20 for adults and kids in the front center, the latter price was dropped completely.

Altho there was no business, concessionaires had hopes that interest in the event would grow. The fact that the stadium is seven miles from the center of Long Beach was discounted as a factor against high attendance. They pointed out that in the immediate area there were 37,000 new homes, a section upon which the city's merchants depended for business.

Black probably had the main cause of low attendance when he pointed out that it was only an eight-week promotion.

Plug Circus

Along with slashes in gate charges and the additional punch in the publicity, the event switched its advertising from the atomic energy show to that of the circus. Reason for this was that a television station had telecast the nuclear event in its entirety. Feeling that the wad had been shot here, the exposition hinged its advertising theme on the grandstand show.

Interest in the event has increased from the start. Monday night's (23) crowd was larger than either Saturday or Sunday. Monday's attendance had been expected to be exceedingly low.

The grandstand show needs, more than anything else, customers with a solid line-up of talent, the show moves at a fast clip. Rookie Lewis, in white tie, tails and top hat, emcees. Music by Allen Kane and orchestra is good accompaniment.

Show Features

Show opens with the Three D's, two boys and a gal, and the Volandos, three males, performing on triple bars. Dwight Moore offers a group of 12 dogs in a fast-moving turn.

The Brannocks, four gals and three men, feature one of the gals in a 1 1/2 somersault to high perch chair. Homer Snow clicks with his two seals and pelican while on stage at the other end of the field Jack Dole does his single seal and penguin routine.

Adolph Delbosq and Clara with their musical horse, Serenado, an Arabian Palomino, carry the pace with the animal doing fancy steps. Wind-up is Serenado's rendition of *Pink Lady* and *Old Folks at Home* on the musical bells.

Making one of his first professional appearances in this area, Pat Anthony, G.I. lion trainer, displays ability in the handling of 10 lively cats. Anthony works only with chair and whip and his orders shouted to the beasts can be clearly heard by the audience.

Paul Velarde and Mono Gutierrez are featured on slack wires. About the halfway mark, Brook Temple, who was radio's Red Ryder, and his steed, Thunder, gallop in front of the grandstand amid pistol shots.

The next three turns take the show into the air. Princess Murette (Velarde) performs on single traps with her heel catches. Miss Velarde's wardrobe, a flowing red velvet robe, enhances the act. Louis Velarde performs on bounding rope. The Great Romero follows with his high sway pole turn.

The Loyal Repensky Family riding act is the closer. Featuring four gals and three men, the routines combine serious setback riding with acrobatics and comedy. Gals' wardrobes are flashy, winning the audience from the outset.

Supplier Notes

Continued from page 39

water color work.

George True, True Recorder Company, Detroit, displayed and sold tapes with complete rink programs by organists Russell Bice and Bill Holleman.

Sol Hipsh and Sam Borodkin displayed new luggage and skating bags for Gate-Way Luggage Company. Nancy Lee Parker, former American senior ladies' champion turned professional was available at their booth for interviews.

Sam Asad, Cleveland Skate Company, showed their line in a flashy booth.

Max Hyde and Max Lubin, Hyde Athletic Shoe Company, Cambridge, Mass., presented the current line of Hyde shoes still available. The company is now also engaged in defense work.

Barr McDermott and Vernon Foulkes, Fo-Max Enterprises, Tulsa, Okla., exhibited a new toe stop and new skate wheel.

Sam Finkelstein and Irving Sherwin, *International Roller Skating Guide*, New York, were busy gathering data for their new edition, out in October.

George Sloniger and Max Zera, Chicago and New York, respectively, represented Roller Derby Skate Company, and displayed a full line of equipment. They reported that with the new Litchfield, Ill., plant geared to capacity the firm is able to keep abreast with orders.

Joe Shevelson, Chicago Roller Skating Company, reported that his firm, largest in the field, is still supplying skates at top speed while also engaged in defense work.

Charles Snyder, Douglas-Snyder Skate Company, Dayton, O., showed a line of skates which now includes junior sizes.

SAVE PLENTY OF MONEY DEAL WITH EMPIRE

FINEST & MOST COMPLETE LINE OF PUNCHBOARDS
At **LOW LOW** 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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525 S. Dearborn St. • Chicago 5

PUNCHBOARD SPECIALS

500 Hole Plain	\$.45
600 Hole Plain	.55
1000 Hole Plain	.70
1500 Hole Plain	1.10
2500 Akron Trade Board—Prof.	1.75
1200 Texas Charley, X Th. Prof.	\$102.165
1000 25c Charley Board, Ex. Thick.	1.25
1000 25c Charley Board, Ex. Thick.	1.15
1000 5c Girlie Boards, Prof.	\$28.00
25c Dep., Bal. C.O.D.	1.85

J & M SALES 6237 N. St. Louis Ave. Chicago 45, Ill.

TINY CHARLEY 25c
300 HOLES - PROFIT OVER \$30.00
SUPERIOR PRODUCTS CO.
2133-59 W. Fulton St. Chicago, Ill.

JAR DEALS and PUNCHBOARDS
Write for Circular
Galentine Novelty Co.
South Bend 24, Ind.

BENRUS WATCHES and SETS
SPECIAL PRICES TO SALESBOARD AND PREMIUM TRADE!
Write: Be sure to state your business in detail!
RAKE
609 SPRING GARDEN STREET PHILADELPHIA 23, PA.

USED COIN-OPERATED MACHINES
Music • Vending • Amusement • Bells • Counter
Only advertisements of Used Machines accepted for publication in this column.
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

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. se22

A-1 CONDITION — 75 VENDALL CANDY Venders; repainted, reconditioned since removal from location; some with bases, others wall-attached, \$75 each. Automatic Merchandising Co., 2921 Carroll, Chicago 12.

BALLY HOT RODS—LATEST MODEL, LIKE new, \$99.50; also One Balls, very good, ready for location. Victory Specials, \$30; Special Entries, \$40; Jockey Specials, \$55. One third dep., bal. c.o.d. W. E. Keeney Mfg. Co., 5229 S. Kedzie Ave., Chicago. au11

WANTED — NEW OR USED STONER Candy Machines; complete description of equipment. McGinn's Cigarette Service Co., 3724 Brighton Rd., Pittsburgh 12, Pa.

CIGARETTE AND CANDY MACHINES — Completely overhauled and refinished; see us on 30c mechanisms; we also buy used Cigarette and Candy Machines. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

DIGGERS, ROTARIES, ARCADE MA- chines; selling out cheap; Iron Claws, Eries for carnivals; Merchantsmen Electric Hoists, Motors, Parts, Supplies, National, 4243 Sansom, Philadelphia, Pa.

FOR QUICK SALES—20 ARCADE MA- chines; sacrifice, \$1,200. Atomic Bomber, Goatee, etc. Mandel, 962 Van Duzer St., Stapleton, S. I., N. Y. Gibraltar 7-4854.

FOR SALE—PIKES PEAK, \$15; DAVAL Mexican Baseball, \$15; Shocker, \$10; First Striker, \$50; Mills Punching Bag, \$75; A.B.T. Challenger, \$15; 3-Way Gripper, \$15. R. D. Reid, Astoria, Ill.

FOR SALE—A-1 CONDITION, F.O.B.: 17 United Super Shuffles, 1 Chicago Liteup Conversion, 2 Chicago Coins; make offer. Weinstein, 976 No. 6th St., Philadelphia, Pa. WA 2-5689.

LOOK LIKE NEW, PERFECT MECHANIC- ally; over 500 fine Bulk Venders, late models, 150 Stands, ready for location. Write Frontier Novelty Co., 256 W. Roger Rd., Tucson, Ariz. au11

MAKE OFFER ON 20 #100 LAWRENCE 5 factor at lowest prices; write for samples and prices. Flatto Mfg. Co., 5436 S. W. 8 St., Miami 44, Fla.

SIXTY U-SELECT-IT CANDY BAR VEND- ers, 54 and 72 bar capacity; 30 in operation, balance in storage and need some work; will take best cash offer or trade for Scales, Jr Venders, Popcorn or Cigarette Machines. Northwest Vending Supply, 3116 West 28th St., Minneapolis 16, Minn. au4

STAMP FOLDERS DIRECT FROM MANU- facturer; low, low prices; immediate delivery; write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcut 7-1448.

STAMP FOLDERS DIRECT FROM MANU- facturer; low, low prices; immediate delivery; write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcut 7-1448.

TWO EXHIBIT SIX GUNS, 1 EVANS BAT- a-Score, 1 Gottlieb Bowlette all for \$650; Bear Gun, \$275; 7 pre-war Consoles, 4 pre-war Slots; trade all for Bally Hook Bowler; 12 Five Balls at \$180 for all. ABC Coin Machine Co., 2509 S. Presa St., San Antonio, Tex.

WILL TRADE TURF KINGS (LIKE NEW) for Music, Cigarette or any other Coin Machine Equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

7 VICTOR HOT POP POPCORN DISPEN- sers; excellent condition; \$175; 1/3 dep. Richmond, C. W. Hudson, 3024 W. Leigh St., Richmond, Va.

80% More "TAKE" PROVEN on Location

Operators, here's a terrific NEW PREMIUM DEAL that really backs all competition right off the map! Does away with the old weekly drawings. Tickets are given away for bowling scores over 175 . . . winner gets his prize RIGHT NOW . . . no waiting! Deal consists of BIG 18"x48" DISPLAY BOARD . . . with 30 valuable, flashy, high grade items everybody wants . . . and 1600 sealed tickets secretly numbered to correspond with prize tags. Customers open tickets at once gets his prize immediately. IMAGINE the appeal compared with the waiting and inconvenience of the old weekly "draw"!

PRIZES CHANGE CONSTANTLY
It's FAST Working . . . QUICK Profit
RAPID Turnover

Entire Cost . . .
Display Board . . .
30 Prizes . . .
1600 Tickets . . .
all for only **\$50.00**

SALESMEN!
Good Territories open. Special proposition for men calling on coin machine operators.
WRITE QUICK

Order now.
Send \$10.00 deposit, balance C.O.D., plus shipping costs. Or remit \$50.00 in full and save C.O.D. fee.
IMMEDIATE DELIVERY

B & M SALES CO.
740 W. Leavitt St. Chicago, Ill.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Predict Fall Game Demand Above Supply; Output Off

Varied Playfields Putting Quick End to Traditional Summer Lull

CHICAGO, July 28.—With practically the entire game industry back in full production as of Monday (30) following group and staggered vacations for line personnel, the trade is moving into one of its most critical fall seasons. Two factors will make it a critical fall. The primary one concerns the traditional fall business upsurge at manufacturing, distributing and operating levels. The other concerns the limitations of production caused by the growing scarcity of materials for pri-

vate industry in the face of increased defense output.

Currently, major game producers, including Genco, Gottlieb, Como, Chicago Coin, Bally, Keeney, Williams and United have a wide variety of models in demand in the field. Three units feature shuffle play designed with themes other than bowling; one is a multi-play shuffle bowling game; one is a 10-ball game with a new scoring idea; two are straight five-ball games; three are new type five-ball games with in-line scoring; one is a giant pinball game, and still another is a shuffle game with in-line scoring. (In-line scoring refers to units which depend on the player registering a score on the backglass in such a way so three or more numbers in a row register in a row or in-line and lead to replays).

Pick-Up Here

Following the customary slow period thru the first part of June and July, over-all interest in amusement games picked up noticeably in the last half of July.

One of the few other times this pick-up has started so early in the year was two summers ago when the basic idea of shuffle bowling was introduced in the field.

The current improvement stems from the varied subjects used by the manufacturers, which has offered players a wide range of playfields, plus the development of in-line play and new shuffle themes. Last summer only straight five-ball and shuffle games were on the market plus two long-run giant pin units.

Production

Paramount concern of manufacturers and distributors at the moment is just what output volume can be maintained in the immediate weeks ahead. Thus far, with demand off thru the six-week period ended July 14, adequate production schedules have been maintained. But with demand already on the rise and essential game parts in increasingly shorter supply, there is no telling how far production will be behind demand within a month.

SHIFTING SANDS

Beach Arcade Accents Coin Machine Trend

WILDWOOD, N. J., July 28.—Essentially a midway-styled arcade for kiddie rides, pitch games, food and merchandise concessions, each season finds S. B. Ramagosa's Casino Arcade Park on the Boardwalk taking on the added character of a coin machine arcade. Apart from vendors spotted at various corners of the arcade—including a foot vibrator machine, a soft drink machine, a shoe shine machine, and a photomatic—Casino Arcade has seven stands devoted entirely to amusement machines. This is two more than last summer and represents almost half of the arcade.

The new stands include 20 automatic Skee Ball machines on nickel play and 16 Keeney Lite-a-Line machines. The Skee Ball units offer merchandise to coupon holders. The Lite-a-Line is a new machine, and with a \$25 talking doll as the grand prize in addition to other merchandise prizes, represents a novelty that is catching on. (Continued on page 83)

Bally Intros Shuffle Game, Jumbo Pinball

CHICAGO, July 28 — Bally Manufacturing Company, thru George Jenkins, vice-president and director of sales, announced a jumbo pinball and a new type shuffle game.

Futurity, Bally's first new giant pin game in 12 months, retains all the features developed on Turf King and debuts a new play principle known as the future idea. It was designed as a multiple coin play stimulator and an incentive for repeat play.

The new shuffle game, called Shuffle-Line, is a combination of the stepped up action and skill features of shuffle bowling with the in-line scoring developed by Bright Lights. In play, patron aims at numbers 1-25 ranged along the rebound end of the playfield. Each scores 10 until boosted by skill shot in-line scoring. Typical play follows: after any 3-in-line are lit, each shot scores 50-10 plus a bonus of 30. A double 3-in-line boosts the shot score by 60. Similarly, 4-in-line adds 50 to the values of each shot. Finally, 5 in-line hikes the value of every shot by 100. In-line scores are marked up on a card of 25 numbers on the backglass and hits are registered on high score panels which automatically totalize the boosted value of each hit. Card resets to blank after 8 shots and player receives another 8 shots on the card or a total of 16 shots for 10 cents. Two players may insert 20 cents during the same game.

Must Register, U. S. Cautions Bell Op, Mfr.

PHILADELPHIA, July 28.—Fifteen manufacturers and operators of bell machines in Eastern Pennsylvania who have not yet registered with the federal government face prosecution and seizure of their machines, U. S. Atty. Gen. Gerald A. Gleason declared this week. Under a gambling law passed by Congress last January, the manufacturers and operators were required to register by July 1. Intent of the law, he said, was to prevent transportation of bell machines into any State except those permitting gambling, such as Nevada.

Manufacturers, distributors and operators are required to give the serial number of every machine and its parts so the products can be traced. The penalty for failure to register is a \$5,000 fine and two years in jail. So far, only seven concerns in Pennsylvania have registered, Gleason said.

Increased Export Activity Hypoing Used Game Market

CHICAGO, July 28.—Gradual pick-up in the used game field reported by distributors in the past few weeks was reflected in slightly higher prices in *The Billboard's* index of advertised used machine prices on approximately one-third of the 472 different models offered for sale. Meanwhile music and vending quotations, two groups which have had comparatively little fluctuation for the past three months, continued to hold at the same

price levels.

Most of the higher asking prices were on such units as conventional five balls, ranging from two to three years old; roll-downs produced in 1946-'47; straight novelty units, and late model giant pins. Shuffle games and Arcade pieces remained at virtually the same prices quoted two months ago. One reason for the increase on the models mentioned stems from the activity in foreign trade which traditionally occurs in the summer when shipping lanes are wide open. A second factor is the expanding export mart.

Cite Advances

Among the units advancing in price were Dallas, up \$14.50; El Paso, up \$11.50, both Williams' products; Bally's Carnival, up \$5.50 and Ballerina up \$5.50; United's Aquacade, up \$5.50, and Serenade, up \$11.50; Exhibit's Circus, up \$10; Genco's Black Gold, up \$14.50; Chicago Coin's Chico, up \$9.50; Gottlieb's Three Musketeers, up \$5.50 and College Daze, up \$4.50. Newcomers to the index included Keeney's Band Leader, Gottlieb's Buffalo Bill, Fightin' Phils and Marvel's Cleopatra.

The Arcade field continued to show a growing scarcity of late models, a result of the limited new units introduced in the past

war era. This is a particularly odd situation since practically every new Arcade piece introduced in the past five years has had better than average acceptance and many were instant hit numbers. Thus used units offered for sale in the Arcade division continue to have ready acceptance.

Music Activity

In music, the concerted action was built around Seeburg and Wurlitzer models. Latest index shows distributors offering 35 different Seeburg and 24 Wurlitzer products including hideaway and remote control units. Meanwhile, 12 Rock-Ola and AMI models A and B also received attention from the operator trade.

FRENCH SITUATION

3 Problems Holding Back Trade Recovery

PARIS, July 28.—The operators and distributors are confident the industry here will return to its prewar pinnacle, three obstacles currently are hamstringing its expansion. They are: Embargo on non-essential imports, coinage and the general low ebb of French economy.

Present value of the French franc is approximately one-third of a United States cent, whereas just a few years ago the franc was worth 20 cents. So the French started minting coins in keeping with the current devaluation. The new 20-franc coin made out of an alloy of bronze and aluminum is almost identical in size to the old one-franc coin of the same composition. By measurement, the new coin is only half a millimeter larger. The five-franc coin, about

the size of the U. S. half-dollar, is made of light-weight aluminum. The 10-franc coin, same alloy as the 20-franc piece, is the size of a dime. Besides these, the French have issued paper money of five, 10 and 20-franc values.

No Standard

All the coins and paper are constantly being issued with no apparent effort made to standardize on one series in each value. Paul Du Chayla, who heads France's largest and oldest vending machine business, Society Des Appariels Automatiques, said: "The new coins of bronze and aluminum alloy are being hoarded by the people because they look so much like gold. Consequently, thousands of our machines fitted with coin chutes for the new 10 and 20-franc coins are not operative for lack of them."

Ed Yerna, who with Joseph Cozzo, heads France Automatique Products, assembles and distributes (Continued on page 78)

Mills Defense Contracts Now Top \$6 Million

CHICAGO, July 28.—Mills Industries, Inc., now has in excess of \$6,000,000 in prime and sub-defense contracts, in addition to its regular civilian line, according to A. E. Tregenza.

This week it was announced that Mills would participate in one of the Ford Motor Company's contracts as a subcontractor (see separate story). Mills also is doing work for International Harvester, American Teletype, and General Electric.

Direct Sales Push in N. B.

ST. JOHN, N. B., July 28.—"Why Rent When You Can Buy?" is the theme of a coin machine sales campaign which is prevailing thru the maritime provinces in behalf of all types of coin machines, sponsored by the Halifax Coin Machine Company, Halifax, N. S. The firm now has representatives at key points in the maritimes to push the program.

Displays of machines are being made at the firm's branches, and the accent is being placed on a juke priced at \$310. Cigarette machines and pool tables are being pushed and personal wired music is being featured for restaurants.

Bally, Como Appoint Two New Distribs

CHICAGO, July 28.—Bally Manufacturing Company and Como Manufacturing Corporation announced the appointment this week of two distributors to handle Indiana except Lake County, now covered by Coven Distributing Company, Chicago.

Those appointed are Binco Music Company, Fort Wayne, and Calderon Distributing Company, Indianapolis. They will handle the territory surrounding their home cities.

Bally's current products are Bright Lights, a new type five ball game with in-line scoring; Futurity, a giant pinball, and Shuffle-Line, a shuffle game combining puck action with in-line scoring (see separate story).

Como recently debuted Stadium, a 10 ball game, which introduced two new game ideas—the four step tilt feature and ball trap scoring.

Distribs Set Premium Location Test Program

CHICAGO, July 28. — With premiums now an established part of the coin machine distributing and operating picture, two local distribts this week revealed they have instituted regular location testing of merchandise items prior to placing them in stock in quantity. Firms are First Distributors, headed by Joe Kline and Wally Finke, and Allied Coin Machine Company, operated by Vic Weiss and Billy Knapp.

Under the new system, merchandise items, previously not used by operators as play boosters on location, are being tested by the

Mass. Solons Propose Levy

Establishment of a coin machine tax has been recommended by the Massachusetts Legislative Committee on Taxation. It is estimated by the committee the yield on the proposed tax would bring a sum of \$3,500,000 annually.

The committee proposed the following schedule of taxes:

Cigarette machines, \$5 a year; all other tobacco dispensing machines, \$3; juke boxes, \$10; food dispensing machines, \$2; weighing machines, \$2.50.

EDISON DISPLAY FEATURES EARLY COIN-OP VIEWER

DETROIT, July 28.—Display of a coin-operated Edison Kinetoscope is being featured July 29-August 5 by the Edison Institute at Greenfield Village, Dearborn. The unit is part of a display commemorating the sixtieth anniversary of the Thomas Edison application for a projector and camera patent.

The Kinetoscope, or projector, uses a continuous film 40 feet in length, actuated by a coin, with an intermittent revolving shutter, roughly similar to that of current projection equipment. Instead of projecting onto a screen as in the present-day theater, it uses the peep-hole view system, visible to a single viewer.

OPS Tells Ops Eqpt. Prices Must Be Filed

PHILADELPHIA, July 28.—Operators of music, pinball, bell machines and other coin-operated devices must file price schedules with the Office of Price Stabilization under Regulation 24, Joseph J. McBryan, regional OPS director, announced this week. While bell machines that pay off may be illegal under local laws, he said, nevertheless their sale and delivery must be reported to the federal government, which levies an annual tax on each machine.

McBryan said that since no bell machines have been registered with the OPS, "It might be assumed that there is not one bell machine in the region (Eastern Pennsylvania, Southern New Jersey and Delaware)."

Dime Bar Test Folds as Sales Scrape Bottom

NEW YORK, July 28. — After several months' trial, Ralph Weintraub, of Imperial Vending, has come to the reluctant conclusion that captive patrons of candy machines here just won't buy enough dime merchandise to make stocking the larger bars pay.

Early this year Weintraub began switching to dime sellers in a move to increase dollar volume and cut servicing costs. It seemed for a while that he would realize these aims. Collections were better for a short time (*The Billboard*, February 24), but a reaction soon set in. Customers complained and their beefs were reflected in diminishing volume.

With most of his equipment in office locations, Weintraub moved into dime vending carefully. Patrons were to be introduced to the higher price gradually by getting them accustomed to coming to machines with dimes, altho their purchase would be two nickel bars rather than a 10-cent seller.

Early results of double-stacking, particularly with Hershey, encouraged him to try true dime merchandise. Here again initial results were not too bad, but soon the whole program began to backfire. Sales kept dropping to the point where it hardly paid to service machines, Weintraub recalled.

Now, Imperial is back to straight nickel operation after disposing of his unvendable dime stocks at a loss. Some, said Weintraub, were moved at bargain nickel rates thru vendors. The rest was resold to jobbers.

Dime bars may be a good thing in transient spots, but Weintraub is convinced that office personnel, in this area at least, won't go for it.

Prune Weight of Hershey Vend Bar

NEW YORK, July 28.—New shipments of Hershey nickel vending bars are lighter by a sixteenth of an ounce, altho operators' prices are unchanged, it was learned here this week.

The chocolate bars now weigh 13/16ths of an ounce. Price for the 200-count box remains the same at \$5.86.

Bottlers Get OPS Nod for Higher Price

WASHINGTON, July 28.—Two-thirds of the nation's soft drink bottlers are losing money, or barely breaking even, the Office of Price Stabilization observed in permitting soft drink bottlers to increase their wholesale prices a maximum of 16 cents per case, provided the resultant price does not exceed 96 cents per case of 24 bottles.

OPS pointed to a survey made last year by the Senate Select Committee on Small Business which showed the bottlers in dire straits. OPS said the new price provisions apply to bottlers on both 6 and 12-ounce bottles effective today (28). Bottlers may also increase deposit charges on bottles up to the amount of replacement cost.

The regulation does not affect soft drinks sold thru cup drink machines or made at soda fountains.

Milwaukee Operator Buys Arctic Vendors' Control

Production of Ice Cream Vender Continues at Appleton Factory

APPLETON, Wis., July 28.—Controlling interest in the three-year old Arctic Vendor Sales Company, ice cream vending machine manufacturing firm, has been purchased by Merle Zuehlke, Milwaukee, principal in Founteen, which operates as well as sells automatic merchandising equipment.

In Appleton this week, Zuehlke confirmed he had purchased the stock interests of Theodore Utschig, Appleton contractor who, with Gordon Haase, owned controlling stock in Arctic. Utschig has been treasurer of the firm.

Voting Trust
It was understood that Zuehlke, in addition to purchasing Utschig's interests, likewise acquired a voting trust involving the minority stock of Lloyd Merkle, vice-presi-

dent and production manager. This combination gives Zuehlke control of the firm.

Gordon Haase, president of Arctic and its founder, was not available for comment. His office reported he was vacationing in California.

Arctic was chartered as a Wisconsin corporation May 13, 1948, with authorized capital stock of \$100,000 consisting of 1,000 shares with a par value of \$100. The firm began delivering equipment in July, 1948, and is reported to have produced between 1,000 and 1,500 ice cream bar venders.

Belvend Contract
In 1950, Arctic contracted to build the Jolly Boy ice cream vender for Belvend Manufacturing Company, Chicago. Zuehlke said

this week Arctic would continue producing for Belvend.

Zuehlke, a native of Appleton, said he contemplates no change in manufacturing but indicated every effort will be made to increase production. The venders are built in near-by Menasha, with the general offices located here in Appleton.

No changes in personnel have been announced, but Zuehlke affirmed Lloyd Merkle would be in complete charge of production at the plant.

Push Duals at Indevco; Prep Counter Units

NEW YORK, July 28. — Most Koffee Kings coming off the Indevco production line are now dual coffee-soft drink machines, Alexander Zvegintzov, executive, stated this week. While there is said to be a continuing demand for the firm's original single-drinker, recent emphasis has been shifted to the more versatile vender.

At the same time, Zvegintzov announced that Indevco has begun production of a counter coffee dispenser for manual operation. Two models will be offered, one with a capacity of 500 servings and the other capable of dispensing 1,000 portions between servicings.

Indevco has abandoned all plans to operate its own equipment, he said. Originally, the company stated its intention of running at least one house route in this area. Now all equipment is going to operators, a number of whom have been awarded franchise territories.

Material shortages have not yet affected machine output, Zvegintzov declared. He said Indevco recently secured several government sub-contracts for the production of high-precision gears. All production is at the firm's Bronx plant.

Victor Vending Resumes Work

CHICAGO, July 28. — Harold Schaefer, president of Victor Vending Corporation, announced this week the firm's production lines would resume work Monday (30) following a two-week group vacation shutdown.

Victor production will include the Topper bulk vender line, Schaefer stated.

NAMA Sets Date for Area Conferences Thru Midwest

CHICAGO, July 28.—With eight regional meetings already under its belt this year, the National Automatic Merchandising Association this week announced plans for a series of informal area meetings at which local and State problems will be discussed. Thus far, plans are to limit the area meetings to the Middle Western States, but a series of similar meetings may be held in Texas prior to the NAMA convention in Cleveland next November.

No set program theme will be followed for the meetings, NAMA officials explained, since the topics will vary with the locality. But problems arising out of the defense mobilization, and taxes, are certain to be discussed at each of the meetings.

Four Dates Set
Four definite meeting sites and dates have been announced:

Chicago, August 6, Edgewater Beach Hotel, dinner meeting.

Indianapolis, August 11, Athletic Club, luncheon and afternoon

meeting.
Milwaukee, August 13, Wisconsin Hotel, luncheon and afternoon meeting.

Dixon, Ill., August 18, at the summer home of operator Walter Knack, afternoon meeting.

10 Possible
All told, as many as 10 area meetings—in Regions V and VI—may be held prior to the November convention. These two regions em-

WHIFF THIS

Sen-Sen Is Tested as Vend Item

NEW YORK, July 28.—If the air in crowded New York subways smells any sweeter, it may be due to increased use of breath purifiers by strap-hangers. At any rate, lavender-colored venders carrying Sen-Sen have recently been placed in subway stations. They vend the American Chic product at a dime a pack.

American, which also has the city contract to operate all but drink machines in the subway, doesn't yet know how the experiment will work out. They will check sales figures further before increasing machine placement.

W. W. Tibbals, Ohio Vending Pioneer Dies

CINCINNATI, July 28.—William W. Tibbals, founder of the W. W. Tibbals Company, pioneer merchandise vending machine operating firm, died last week-end at Cincinnati's Deaconess Hospital. He was 74. Burial was in the Miami Cemetery at Waynesville, O.

Tibbals was a native of Warren, O., a graduate of Ohio Wesleyan University. The Tibbals company was formed approximately 20 years ago. Its principal business is candy vending.

Surviving are the widow, Mrs. Adele M. Tibbals, and two brothers, C. Ernest Tibbals, of Columbus, and T. B. Tibbals, of Cincinnati.

New L. A. Wholesaler

SACRAMENTO, July 28.—Coast Tobacco & Candy Company has been granted a charter to conduct a wholesale tobacco and candy business in Los Angeles County. Authorized capital was listed at \$200,000.

TEXAS OPS FORM ORGANIZATION

Plan Meeting to Coincide With Texas-Oklahoma Tobacco Jobbers

DALLAS, July 28.—To improve the business ethics of cigarette vending machine companies in Texas, operators have formed the Texas Merchandise Vending Association with J. A. Lewallen, secretary of the Texas Association of Tobacco Distributors, serving the vending group in a similar capacity.

President of the newly organized association is Lee Moffett, Pace Corporation, San Antonio. H. W. Harlin, Southern Vendors, San Antonio, is chairman of the board.

Gibbs MacDaniel, City-Wide

Cigarette Company, San Antonio; Harold Gallarneau, Gallarneau Bros., Amarillo, and Rudy Weyell, South Texas Vendors, Inc., Houston, are vice-presidents. Robert Roland, C. F. Roland Candy Company, Dallas, was elected secretary, and H. A. Millner, Millner's Mechanical Merchandise, Austin, treasurer.

Directors
Directors include Sidney Julius, Paramount Vendors, Inc., Dallas; W. H. Mason, Mason Automatic Vending Company, Houston; J. A. Knox and Woodie Taylor, U-Select-It Company, Dallas and Fort Worth, and Rex Stewart Vending Service, Dallas.

Officers and directors of the new vending machine group will hold a meeting here to coincide with the joint conventions of the Texas and Oklahoma tobacco distributors associations.

New F&F Sales Head

CHICAGO, July 28.—Thomas A. Anderson has been named general sales manager of F&F Laboratories, Inc., producers of Sherbits and Juicellets, nickel candy items.

Anderson joined F&F's sales department in 1950 as Western division sales manager. He was previously associated with Paul F. Beich Company as Chicago sales manager, and prior to that was associated with the Wander Company as sales supervisor.

Parina Opens New Offices

SAN FRANCISCO, July 28. — A. F. (Tony) Parina has opened new sales offices and a warehouse here to handle the Arthur Du-Grenier, Inc., line of manual and electrical cigarette machines. (Du-Grenier has launched a direct-to-location sales program for its cigarette machine line).

Parina, formerly associated with Dick Parina, large West Coast operator, also announced that A. J. Strauss has rejoined his firm and will be in charge of the office. Parina said the move to new quarters was made to secure more space.

Electro Names Century Products Canadian Rep

NEW BEDFORD, Mass., July 28.—Eastern Electric, manufacturer of the Electro cigarette machine, appointed Century Products, Ltd., Toronto, to represent the firm thruout Canada. Century is headed by H. R. Springer. Vice-president is Eddie Sargent, who edits and publishes a magazine for the Canadian coin machine business.

Machines shipped into Canada

Publish Data Book For Cold Equipment

NEW YORK, July 28. — Dean Products, Inc., manufacturers of evaporator plates for use in refrigerated equipment, has issued a technical data book on cold plates and assemblies.

The 16-page volume contains engineering information said to be of assistance in the design of refrigerated venders. The firm is located at 1042 Dean Street, Brooklyn.

will be 10-column Electros, converted to handle seven columns of the popular Canadian flat pack and two of the pouch style.

Springer and Sargent expect to eventually be able to build an annual volume of 500 machines. Thus far, cigarette vending in Canada has had slow growth due principally to the embargo on vender imports which was lifted early this year.

After duties and taxes, the converted Electro will sell to operators at a price "upwards of \$475." Canadian-built electric cigarette machines—there are two of them—sell in the \$500 price bracket.

Thatcher Sets Dividend

ELMIRA, N. Y., July 28.—Board of directors of Thatcher Glass Manufacturing Company, Inc., declared a quarterly dividend of 25 cents per share on common stock payable September 15 to stockholders of record August 31.

GET THE RIGHT PRICE Look Before Leaping, Op Warns Locations

PASADENA, Calif., July 28.—Harmony Cigarette Service, large vending machine operating company here, advised its locations this week against buying their own cigarette machines, but offered—if the location insists—to sell the stop a cigarette machine "at an honest price."

(Editor's Note: California operators have been girding to combat direct-to-location sales of cigarette machines, a program launched here recently by Tony Parina who represents the Arthur H DuGrenier Company.)

The cigarette company, which has offices here and in Cotton, mailed a letter to its locations over the signature of Arch Riddell Jr. Said the letter: "You remember the story of Aladdin and his wonderful lamp—how he had but to rub this lamp and instantly riches were at his fingertips. It's a fine tale in the telling, but of course, it's only a fable."

"Always Fails"
"Today," the letter continues, "another fable is being told: Clever

salesmen are spreading the story that to own your own cigarette machine gives you a modern Aladdin's lamp. That's a fable, too. Over many years this kind of a deal has been tried and has always failed—at the expense of the buyer."

Then the letter discusses prices of cigarette machines, pointing out that "Prices charged for machines (sold to locations) are about double. We will prove this to you if you ask us to do so. If you have a mind to buy a cigarette machine—see us. We will sell you one at an honest price—a price which makes the 'come on' boys look silly."

"We don't recommend such a purchase," Riddell wrote, "even from us, but for goodness sake do not fall for an exorbitant price."

Costs Vs. Profits
Riddell then discussed profits in cigarette machine operating, stating they are as they are pictured by the salesman "who get 25 per cent commission for selling you." Riddell then listed some of the cost items an operator encounters: Licenses, insurance, shortages, sales taxes, repairs, losses from slugs, etc.

In his conclusion, Riddell wrote: "Cigarette vending is a specialized service business. Owner operation has never proved successful. Twenty-five per cent selling commission is too much for you to pay. It and the other sales costs put the price by these fellows about double the actual market value."

Dime Sellers Come Up Fast

ATLANTA, July 28.—With a 35 per cent increase in production costs since the start of the Korean War, candy bar manufacturing companies just aren't making money, John Joiner told the Southern Wholesale Confectioners' Association three-day meeting here.

As a result, Joiner predicted, the 10-cent bar is the coming thing in candy. The big question, Joiner said, is whether candy bar manufacturers should continue making nickel goods.

Joiner admitted there are good arguments on the side of the nickel bar. He pointed to the large number of youth purchasers who have limited finances. He likewise said the conversion problem in the candy vending machinery, would be tremendous.

(Editor's Note: Many candy machines were designed to sell dime as well as nickel bars, and the vending machine industry is now in the process of converting many older equipment to handle the higher-priced bars.)

In spite of drawbacks, Joiner said, the consumption of dime bars has been increasing steadily for the past few years. Joiner said he expected there will always be nickel bars, just as penny candy has weathered changing times, but the volume sales will be made at a dime.

Keep Prices Down To Build Volume, NCA Chief Urges

ATLANTA, July 28.—With family income levels rising, and the population increasing, the candy industry ought to embark on a program of aggressive advertising merchandising and market research to increase its volume, National Confectioners' Association President Philip P. Gott told the annual convention of Southern Wholesale Confectioners.

"There is every evidence," Gott said, "that during the next few years there will be more families which will have greater earning powers. Increased production of quality products, plus aggressive education, plus distribution at the lowest possible cost will tend to increase sales."

"During the period of increased business activity," Gott continued, "and with an increased number of people within each family working, there is great recognition of the value of ready-to-eat types of food such as candy. Candies represent one of the most important between-meal and dessert foods sold in practically every industrial plant."

Lehigh Sets Execs; Get Govt. Pacts

EASTON, Pa., July 28.—Lehigh Foundries and Lehigh Manufacturing Company, which produces cigarette vending machines in addition to its other lines, has announced a number of personnel changes as well as the fact the company now has "several million dollars" in government pacts, most of them prime contracts.

Lehigh's president, Frank Schumann, announced Ralph Hayes has become general manager of the Lehigh Manufacturing Company's Lancaster plant. Hayes was manager of Lehigh's Ordnance Division in Easton. At one time he was associated with Bradley-Edlund when that firm was manufacturing cup drink vending machines. Hayes has long been associated with the refrigeration field.

Clayton Coulter, who has been general manager of the Lancaster plant, moves to Easton to become assistant to the president. Lehigh is now manufacturing a complete line of hermetic refrigeration units.

Pa. Soft Drink Sales Up 20% As Levy Dies

HARRISBURG, Pa., July 28.—Soft drink sales in Pennsylvania jumped more than 20 per cent in the first month (June) after removal of the State carbonated beverage tax, the Keystone Bottlers' Association reported this week. The tax, amounting to 1 cent a bottle, was permitted to expire May 31 in keeping with Republican campaign promises. It produced about \$13,500,000 a year in revenue.

Thirty bottling plants were included in an association survey. "Sales increases ranged as high as 98 per cent, with a good many plants reporting increases of 12 to 25 per cent, despite the fact the weather in June was generally less favorable to soft drink sales than a year ago."

"Several bottlers reported slight sales drops due to such factors as cool, wet weather and local employment conditions and pointed out that according to past experience such decreases would have been considerably greater except for the compensating effect of the removal of the tax."

New Conn. Firm

BRIDGEPORT, Conn., July 28.—Connecticut Vendors, Inc., Bridgeport, has been chartered with \$1,000 subscribed capital, paid in cash. Officers and directors are Ben Zion Rosen, president, White Plains, N. Y.; Jacob Rothenberg, secretary-treasurer and Lillian N. Rothenberg, director, both of Bridgeport.

Whitfield Joins Chase

ST. LOUIS, July 28.—Chase Candy Company has appointed J. Waldo Whitfield to its sales staff. Whitfield, who was with Morse Wholesale Company, Houston, will now represent Chase in Houston.

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Corn Convention Set for Chicago During December

CHICAGO, July 28.—Popcorn producers and distributors will hold their seventh annual Popcorn Industries Convention at the Congress Hotel here December 4-6, according to Leonard M. Japp, Special Foods Company, president of the popcorn manufacturers' association.

During the three-day convention, experts will cover popcorn breeding, techniques of popping and production, merchandising and selling, distribution and sanitation. Approximately 50 exhibitors, including vending machine companies, are expected to show their wares.

Slogan of this year's popcorn convention, Japp said, is "Learn more to earn more."

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Vic. Mod. V Globe Type.....	\$ 8.50	NW Mod. 33 Ball Gum.....	\$ 7.50
Vic. Mod. V Cab. Type.....	9.00	Adams & Col. 1¢.....	14.50
SK Bulk, 1¢ or 5¢.....	8.00	Rowe 7 Col. Gum & Mint, 5¢.....	20.00
Lucky Boy 1¢ Bulk, new.....	7.75	Electro Serve Popcorn, 5¢.....	19.50
NW Deluxe 1¢ & 5¢.....	15.00	Shipman Stamp, 1¢-3¢.....	22.50
Master 1¢ & 5¢ Comb.....	10.00	N.Y. Stamp, 1¢-3¢.....	12.50
Master 1¢ Novelty.....	8.50	Postage Stamp, 1¢-3¢, like new.....	17.50
NW Mod. 39 1¢ Bulk.....	7.50	Match Box Machs., like new, 1¢.....	4.95
NW Mod. 40 1¢ Bulk.....	6.95	U-Chu Ball Gum, 1¢.....	5.00
Columbus 1¢ Bulk.....	7.50	SK Hot Nut, 5¢.....	12.50
Camera Chief.....	12.50	Adv. Stamp, 5¢.....	18.00
Columbus 5¢ Bulk.....	6.00	Columbus Duo, 2-Comp., 5¢.....	15.00

SPECIAL! AJAX HOT NUT VENDORS, LIKE NEW. Adjustable for 5¢, 10¢ or 25¢ operation. Originally cost \$89.50. NOW \$39.50 COMPLETE WITH HEAVY STAND. 5 OR MORE \$35.00 EA.

RECONDITIONED AND REFINISHED COUNTER GAMES

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ABT Target Skill with stand.....	19.50
ABT Challenger with stand.....	19.50
Kicker & Catcher.....	22.50
Whirl-a-Ball.....	19.50
ABT Skill Gun with stand.....	29.50
Camera Chief.....	12.50
Elec. Shockers.....	12.50

CANDY MACHINES

Stoner 8 Col., 5¢.....	\$125.00
Stoner 8 Col., Late Model, 5¢.....	200.00
DuGrenier Candy Man, 5¢.....	59.50

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THE WORK BENCH

Use Meters to Trace Electrical Troubles

By HOWARD P. SCHLEY
As the coin machine mechanic progresses in his work, he feels the need for some sort of test equipment which will tell him of faults in electrical circuits. A bad coil can always be spotted if it is burned or charred. But a coil may look perfectly good and have its winding open. Another coil might be scorched but in working order. The fact that relay or solenoid does not work is not always a sure sign that it is faulty. The trouble may be in the switches or wiring leading to the coil.

Many mechanics believe firmly in the use of a jumper—a length of wire usually with an alligator clip at each end. A jumper is used to bypass suspected wiring, test coils by feeding voltage directly to them, etc. Properly used, jumpers are undoubtedly a great

help, but they do have limitations. The purchase of a small voltmeter, therefore, is a worthwhile investment for the coin machine mechanic.

Meter Uses

Here are some of the things a mechanic can do with a meter:

1. Read voltages accurately (check for low line voltage, etc.).
2. Test coils, wiring and transformers for opens and grounds.
3. Test light bulbs of any voltage or wattage.
4. Test resistors and condensers.
5. Test any type fuse or circuit breaker.

When selecting a meter, remember to get one small enough to fit in the toolbox. Since the meter does not have to be highly accurate, pick one built for ruggedness. A mechanic interested in amplifier repair will find such a meter useful, altho the real sound system engineer will want one far more accurate than is described here.

Word of Caution

To use the meter to full advantage, study its various connections, read the instructions which accompany it. The main thing to remember is this: Do not try to read resistance (ohms) while the power is on in the equipment being tested. The meter contains batteries which furnish current for a resistance test. Any outside voltage reaching the meter will very likely burn out some of its delicate parts. To read voltage, the adjustment made on the meter switches off the battery current and lets the outside voltage move the meter's needle.

Testing for continuity is the most useful job a meter can do in coin machine repair. By adjusting the meter to read resistance, and touching the test leads together, the needle will move. When a coil is suspected of being open, touching the test leads to the coil's terminal tells at once whether the circuit is completed.

Watch for Shorts

When making this type test remember it is possible also for the coil to be shorted out. In other words, there would be a short path by-passing most of the coil's winding. This would usually show up by blowing fuses on the particular circuit. A weak coil which does not seem to have sufficient strength is often a sign of partially shorted windings. It can be tested for resistance, using the meter, and the reading compared with that of a coil known to be good. Low resistance usually means the windings are partly shorted.

In testing wiring, it is often convenient to have an alligator clip on one test lead so that the clip can be fastened at one end of the suspected wire and the other test lead moved from place to place until the trouble is found. A handy addition is a test lead with a needle point—contact can be made thru the wire's insulation without damaging it.

Like a doctor's work, finding the trouble with a machine is often harder than fixing it. That is where the proper use of a meter can make a job easier.

Minn. Cig Tax \$\$ Barely Hold Even

ST. PAUL, July 28.—State cigarette tax collections for the fiscal year ended June 30 were only \$160,000 more than for the same period a year ago, G. Howard Spaeth, State tax commissioner, reported here.

The total was \$11,208,681 for the 1950-1951 fiscal year, compared with \$11,142,066 for 1949-1950.

The cigarette yield is based on the rate of 4 cents per pack, one-fourth of which is paid back to municipalities and counties in the State twice yearly and the other three-fourths deposited in the State's general revenue fund.

The cigarette tax collections were included in the State's record fiscal year collection of revenues from all sources which totaled \$123,888,688 ending June 30, compared with the previous high of \$109,269,723 in the preceding year.

AUTOMATIC RESTAURANT OPENS FOR LONDONERS

LONDON, July 28.—Britain's first coin-operated restaurant has been opened in London's Waterloo Station. The automatic-style eatery uses equipment manufactured by the T. S. Skilmann Company, of Australia (*The Billboard*, July 28).

Called "Elmer"—for electrical merchandiser—the machine dispenses 25 separate items thru push-button delivery. The London installation represents Skilmann's first sale outside Australia.

Each of the 25 items vended thru the machine is framed behind a small glass window which gives the price of the product. The machine has a built-in coin changer. If it is successful here, other railway and travel centers in Britain are expected to make similar installations.

Supplies in Brief

Candy Sales Up

WASHINGTON, July 28.—Sales of confectionery products, including chocolate bars and bits, etc., during the first five months of this year rose 11 per cent from the corresponding period last year, the Department of Commerce reports. Commerce estimates confectionery manufacturers' sales for May, 1951, at \$65,000,000, a slight drop from sales in April, 1951.

Trend towards higher average prices per pound of confectionery is continuing. A report to the Commerce Department from 118 confectionery establishments indicates the dollar value of their sales rose 12 per cent this May as compared to May, 1950, while the poundage of sales remained about the same. The first five months of 1951 also saw a 12 per cent increase in dollar sales over the same five months of 1950. Poundage sales for this period saw a one per cent rise.

Bar Sales Up

Bar goods sales, by the dollar value, were \$122,486,000 during the first five months of 1951, a rise of 14 per cent over the same period a year ago. Poundage sales of bar goods were two per cent higher in 1951. Package goods saw sales of \$28,624,000 for the 1951 period, a rise of 13 per cent over the 1950 period. Package sales by the pound rose four per cent. The sale of bulk goods during the first five months of this year reached \$18,308,000, a 10 per cent rise from the year before. Bulk poundage remained the same. The sale of general line goods took the smallest jump, only 6 per cent above 1950. Sales of general line goods totaled \$32,089,000. Poundage sales for general line dropped 2 per cent in 1951 from 1950.

None of the figures include the sales of chocolate coatings or cocoa by chocolate establishments.

Peanut Millings Up

WASHINGTON, July 28.—Farmers' stock peanuts milled thru June 30 this season totaled 1,547 million pounds, the Department of Agriculture announced. This year's millings so far are about 28 million more pounds than millings during last year up to June 30. Millings for the first six months period in 1951 and 1950 are lower than for any other year since 1942.

Stocks of peanuts in off-farm positions June 30 were well above such stocks of a year ago. About 414 million pounds, farmers' stock equivalent, were in off-farm positions June 30 as compared to 252 million pounds in June 30, 1950. Holdings of farmers' stock peanuts June 30 were also high, more than twice that of a year ago. This year found 197 million pounds as compared to 81 million the year before. Shelled, edible peanuts had stocks of 192 million pounds this June 30. Stocks on June 1950 were 154 million pounds for the shelled edible.

The disappearance of all grades of shelled peanuts thru June 30 this season reached 898 million pounds as compared to 940 million pounds a year ago. This year's disappearance included 545 million pounds of edible grades and 343 million pounds of oil stock. Last year's disappearance of edible was 534 million pounds, and disappearance of oil stock, 406 million pounds.

Ops Bottle Ruling

WASHINGTON, July 28.—Office of Price Stabilization has relaxed its price order affecting soft drink bottlers using six to 12-ounce bottles. These bottlers may now raise wholesale prices a maximum of 16 cents so long as the price for a 24-bottle case does not exceed 96 cents. Bottlers may also increase their deposit charge for bottles up to the cost of replacement. The relaxation follows

a Senate small business committee survey revealing that two-thirds of the soft drink bottlers in the country were losing money or just breaking even.

Meanwhile the Commerce Department reported the number of glass containers for beverages shipped during May was greater than the number shipped in April, but less than shipments in May, 1950. Gross shipments of beverage containers that are returnable totaled 782,248 during May, 1951 as compared to 602,746 in April, 1951, and 818,727 in May, 1950. Gross shipments for non-returnable glass containers during May, 1951 amounted to 20,301 while April, 1951, shipments were 14,229 and May, 1950 shipments, 22,214.

Govt. Gets \$20 Mil From Coin Machines

WASHINGTON, July 28.—The federal tax on coin-operated devices yielded a total of \$20,730,-581.58 for the fiscal year ending June 30, a gain of \$556,656.63 over the previous fiscal year. The take for June, \$1,157,409.48, was a drop of \$942,137.66 below the previous June.

Tobacco taxes yielded \$1,380,-396,000 (B) for the fiscal year, a gain of \$51,931,654 (M). Alcohol taxes produced \$2,546,807,924 (B), a gain of \$327,605,839 over the previous fiscal year.

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

ANOTHER ADVANCE HERSHEY 5¢ BAR VENDOR

Typical Advance sturdy construction—all steel for indoor and outdoor use—with famous Advance coin detector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confection packages 3 1/2" high; 4 1/2" wide; 6" deep. A flexible vendor that will make money for you 52 weeks a year.

SAMPLE \$20.15 2 to 11 \$16.15
12 or more 15.10

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH
Distributor of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

GET NEWER CHARMS

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lower! Send 35c for complete samples.

PENNY KING CO.
415 Neptune Street
Pittsburgh 20, Pa.

Try **VICTOR** Once and you will BUY **VICTOR ALWAYS**

ORDER TODAY!

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

Charms

Paul A. Price Co.
220 Broadway, New York 38, N. Y.

There's a **SMALL FORTUNE** in it... for You!

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 _____

YOUR BEST BET!—sex Aunt Hat, for restricted areas on charms and winners is

JUMBO UNIVERSAL
Vending 15/16" ball gum

SPECIAL PACKAGE DEAL
12 JUMBO UNIVERSALS and 200 Lbs. Jumbo Ball Gum
all for **\$239.00** cash
or on 20 weekly payment plan. Small finance charge.

Write for details
ROY TORR—Lansdowne, Pa.

Profit-Making Combination For Wide-Awake Operators

MODEL 49
1¢-5¢-10¢



The record breaking earnings being reported by operators using Model 49 have never before been approached by any bulk vender. It makes no difference what product you use, sales shoot up in locations as soon as a 49 is installed, and they stay there. Why? Sales appeal... eye-catching beauty... tempting merchandise display... clean, sanitary globes... all combine to sell the Model 49 and its merchandise to the public. It makes them want to patronize the machine and they do.



1¢ Selective TAB GUM VENDER

The Selective Tab Gum Vender has everything operators want in a gum vender... big capacity... fast servicing... simple construction. It has been designed not only for mechanical perfection, but to SELL gum. Its striking appearance and tempting wide-open display of many varieties of gum creates an irresistible urge to patronize this machine. And that's why every time you use a Northwestern Selective Tab Gum Vender for replacement on your route, the sales will jump from two to three times... and stay there!

FREE! You'll enjoy reading "The Northwestern" which contains news, photos and helpful information for the operator of bulk vending machines. Write for your free copy today.

THE NORTHWESTERN CORPORATION

707 Armstrong Street

Morris, Illinois

Mills, Jennings Set As Major Suppliers For Aerial Engines

CHICAGO, July 28.—The high standard of production which has been a trademark of the coin machine industry was pointed up again this week when the Ford Motor Company announced two of its key suppliers for the \$565,000,000 Air Force contract to be fulfilled here would be Mills Industries, Inc., and O. D. Jennings & Company, both Chicago.

Assembly plant for the contract, which involves 28 cylinder Pratt & Whitney bomber and cargo plane engines, is at 7401 S. Cicero Avenue, formerly the Tucker auto plant. Actual output of the engines is not expected to start for a few months but 6,500 personnel are now employed there. The engines have approximately 2,000 parts, 90 per cent of which is to be subcontracted to firms such as Mills and Jennings.

The 62 year old Mills company was founded by the late Herbert Stephen Mills and its history is a parallel of the trade. Its early products were in the amusement, bell and music fields. In recent years it has concentrated on vending machines. In World War II, the firm received citations from

the government for its efficient output of 45 individual heavy type production assignments completed for the Army, Air Force and Navy. Herbert S. and Ralph Mills, sons of the founder, are president and chairman of the board respectively.

The Jennings company was founded 45 years ago by O. D. Jennings who is its current president and actively manages the organization. Like Mills he was a trade pioneer and thru a succession of innovations down thru the years helped to build the industry to its present status. Jennings also started in the amusement segment of the field and later developed milk, peanut and cigarette machines.

In World War II, the company made parts and communications equipment, radar, parts for gun mounts and gun sights for the Army and Navy, parts for torpedos for the Navy and parachute release buckles and parts for aircraft engines for the Air Force. For efficient output, the firm also received several citations from government officials and the armed forces.

Northwestern
TAB GUM VENDERS
100 or more
\$24.95 EA.
MODEL 49
BULK VENDERS
\$16.95
100 or more



National Postage Service Stamp Vender. 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.

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.

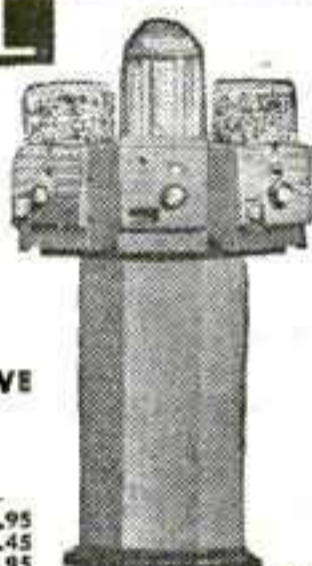
Write for Charm and Merchandise List. 1/3 Dep., Bal. C.O.D.

NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

30 DAY MONEY BACK TRIAL

THE YEAR'S GREATEST VENDORS

Northwestern



OUTSTANDING
MODEL 49
1c-5c-10c

SENSATIONAL
10-COLUMN 1c SELECTIVE TAB GUM

PRICES
Less than 25 \$17.35
Less than 100 17.15
100 or more 16.95

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 Count46
FRUIT CHARMS, Assorted, 100 Count40
SUCHARD, 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. • Chickerling 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • Gedney 8-3600

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of July 28	Issue of July 21	Issue of July 14	Issue of July 7
Adams Gum 1c.....	\$9.95	14.50		\$9.95
Advance Candy.....		25.00	25.00	25.00
Atlas Bantam 5c.....		8.95		8.95
Camera Chief.....		12.50		
Candyman 72 Bar.....	50.00	59.50	57.50	57.50
Coca-Cola Drink Machine....		450.00		450.00
Columbus Duo, 2 Comb, 5c....		15.00		
Columbus Model A&M.....		3.00		
Columbus 1c Bulk.....		7.50		
Columbus 5c Bulk.....		8.00		
DuGrenier Model (S) (7 Col.)..	74.50	79.50	69.50	69.50
DuGrenier Model W.....	49.50	89.50	49.50	49.50
Electro Serve Popcorn 5c....		19.50		
Ideal Card Vender (Exhibit)..				19.50
Jennings Large Head Scale..			35.00	
Kirk's Astrology Scale.....	95.00(2)	95.00	95.00	95.00
La Boy Scale.....	50.00	50.00	50.00	50.00
Master's.....	6.00	10.00	6.00	6.00
Masters 1c Novelty.....		8.50		
Match Box Machine, 1c.....		4.95		
Mercury Grip Scale.....		47.50		
Mills Scale.....				50.00
Mutoscope Card Vender.....				19.50
2 Col.....				19.50
National 930.....		85.00	80.00	80.00
Northwestern Deluxe.....	10.00	14.50	10.00	10.00
Northwestern Merchandiser..		3.00	3.00	3.00
Northwestern Tab Gum.....		25.95(2)	25.95(2)	25.95
Northwestern 33 Ball Gum....		7.50(2)	7.50	7.50
Northwestern 39's.....	5.00	7.50	5.00	5.00
Northwestern 40.....		6.95		
Northwestern 49, Bulk 1c....				6.95
Piscachio Nut Vender.....		6.95		
Pop Corn Ser.....	59.50	89.50	89.50	89.50
Rowe Candy.....		85.00	85.00	85.00
Rowe Crusader (10 col.).....		145.00	140.00	140.00
Rowe Imperial (8 col.).....	69.50	82.50	77.50	77.50
Rowe Royal (8 col.).....		85.00	80.00	80.00
Rowe Royal (10 col.).....		90.00	85.00	85.00
Rowe 7 Col. Gum & Mint, 5c..		20.00		
Royal Weighing Scale.....				39.50
Siros Brush-Up.....		75.00	75.00	75.00
Silver King 1c.....		8.00		7.50
Silver King Hot Nut.....	5.00	12.50	5.00	17.50
Silver King Target King....	19.50	27.50		
Stoner B col., 5c.....		125.00		
Target Hunter (Silver King)..	19.50	25.00		25.00
3 col. Cigar Machine.....		29.50		
Toledo Large Head Scale....			35.00	
Tom Thumb Jr.....		145.00		
U-Chu Ball Gum, 1c.....		5.00		
Unedda Candy 102 Bar.....		75.00	80.00	80.00
Unedda Model A (9 col.)....		85.00		
Unedda Pack A, (8 col.)....		69.50		
Unedda Pack E, (6 Col.)....		49.50	69.50	69.50
Unedda (500).....	69.50	95.00	90.00	90.00
Unedda (9 col.) Model 500..		35.00	49.50	35.00
U-Select-It.....	35.00	49.50		49.50
Victor Model V.....	8.50	9.00	5.00	5.00
Victor's Topper.....		5.00		11.25
Watling 200 Fortune.....		165.00		12.25

WRITE FOR CATALOG

On Bulk Vendors, Merchandise Games, etc.
COPPER CHARMS
Large size, new series, 1,000 \$3.95
Hand-Painted Imported Charms, per gr. 1.25
Toy Watches, 2 gross 2.50
Stone Set Rings, 1 gross 1.95
"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.

Available Now!
1c or 5c ACORN ALL-PURPOSE BULK MERCHANDISER

Featuring the new **WHITE FLASH BRUSH HOUSING**

Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.

CANCER can be cured!

It's possible. It's probable. The big question is... In how many cases? Right now, with present medical knowledge, the number of cancer cures could be doubled.

But we need your dollars... to spread information, to make more detection programs available, to assist doctors, and to aid laboratory workers in the great fight to find more cures for cancer.

We ask your help! There's no time like the present—there's no time to lose. Now is the time to GIVE TO THE CANCER CRUSADE.

Mail this coupon with your contribution to "CANCER" ... to your Local Post Office.

I want to help the Cancer Crusade.

Name _____
Address _____
City _____ State _____

American Cancer Society

OUR PRICES ARE STILL LOW CIGARETTE MACHINES

National 930, 270 Pack Cap. \$ 85.00
Rowe Royal, 8 Col., 400 Pack Cap. 85.00
Rowe Royal, 10 Col., 400 Pack Cap. 90.00
Rowe Crusader, 10 Col., 475 Pack Cap., King Size Included 145.00
Rowe Imperial, 8 Col., 340 Pack Cap. 77.50
Unedda Model A, 9 Col., 270 Pack Cap. 85.00
DuGrenier Model S, 7 Col., 210 Pack Cap. 69.50
\$5.00 Additional for Silver Quarter or King Size Vending.

CANDY MACHINES

Rowe Candy, 120 Bar Cap. \$85.00
Unedda Candy, 102 Bar Cap. 75.00
U-Select-It, 54 Bar Cap. 35.00
Advance Candy, 40 Bar Cap. 25.00
Vendall Candy (New) Write

KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

TOP EQUIPMENT—ALL RECONDITIONED AND REFINISHED—UNCONDITIONALLY GUARANTEED.

ONE-THIRD DEPOSIT WITH ORDERS BALANCE C.O.D.
Parts and Mirrors available for all makes and models.

CONVERSIONS

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING —TRADE PRICES—

UNEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • EVergreen 7-4568

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

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:

OPS TO ESTABLISH RECORD COMMITTEE. Advisory group to help iron out problems under price controls (Music Department).

BANDS BLOOM DESPITE GLOOM. Ten new bands are set to kick off soon, with large portion sponsored by diskeries (General Department).

DISKERS HEAD TOWARD NEW MODE OF A&R. Trend is toward more selection in artists and repertoire, pressure promotion (Music Department).

COLUMBIA AND CAPITOL GET SET FOR FALL. Diskeries prepare plan of operation for new season (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Tourists Bring \$\$ To Wisconsin Ops

GREEN BAY, Wis., July 28.—With music machine grosses showing increases here, and thru most of the State, operators reported tests on the dime play peg are being delayed, and while a few scattered experiments are underway in the State, most of those ops who had planned such a move are now delaying.

While weather has been erratic, the resort areas in the Northern part of Wisconsin are drawing heavily from points south and the tourist travel is expected to hit a new postwar high this summer. The result of this influx of summer vacationers has been the upswing in juke play.

Altho members of the Wisconsin

Phonograph Operators Association have talked over dime play at recent meetings, and some of the members have started their tests of the higher per-play price, most are now waiting for the Six-States Convention in Omaha in October (see separate story) to get first-hand reports on the dime experiments in other parts of the territory before taking the jump.

Clinton Pierce, president of the WPOA, who operates his music route out of Brodhead, has started his dime play experiments, and initial results have been good. However, members here in Milwaukee and in many other parts of the State report they will now hold off tests until later this year.

NYC Play Dip Sharp; Old Ops in Okay Shape

NEW YORK, July 28.—While volume slumps are expected summer occurrences in city locations, local operators are feeling the pinch more strongly this year. Internal industry conditions are not to blame, they say. Intensifying the normal summer doldrums this year is a more-than-normal drop in bar business, and coin phonograph patronage is a direct function of tavern traffic.

Operators who get around say some taverns which formerly stayed open until 3 a.m. now shutter at 12:30 or 1. It just doesn't pay for them to keep open much

after midnight. And, report operators who are familiar with location finances, a surprising number of bars are up for sale.

Pay rolls are going to meet the rising cost of necessities and little is left over for luxuries. Firms within city limits have yet to get their share of defense work.

Baseball Cut

All local night baseball games are televised and cut a sizable chunk from potential juke play. With local teams topping both leagues, fan interest is high and no tavern habitue would be foolhardy enough to buck free tavern video during baseball telecasts.

Despite these conditions, seasoned operators are still in healthy shape. Many have made it a standard practice to switch marginal equipment to summer locations where higher grosses tend to level off over-all income dips. The operator with diversified locations finds averages fairly steady all year around.

Of most aid to the operator in weathering seasonal slumps, however, is the increased trend toward top-money deals. Under such arrangements the operator almost always is able to realize his established minimum, altho the reduced gross often leaves little over for the proprietor.

Ristaucrat Ups Output; Phono Price \$289.50

APPLETON, Wis., July 28.—Stepping up its production as of this week, Ristaucrat will increase its shipments starting next week it was learned. The S45, a 12-selection, twin-speaker, counter model 45 r.p.m. juke box, now carries a list price of \$289.50, slightly higher than initial estimates, but Joe Cohen, general manager, reported additional refinements to the first model brought about the increases.

Joe Caldron, head of the export division of the firm, said initial overseas shipments on the S45 were started this week. In Canada, Kayfitz Distributing, Toronto, received its first phonos this week, and Dave Kayfitz, firm head, said he is now readying a series of hotel showings for the juke thru-out Canada. These will start in the next few weeks, and take about a month to complete. With the increased production, deliveries on orders written during the Canadian showings were assured, Caldron stated.

Meanwhile, with an initial list of 25 distributors appointed in this country, it was expected that additions to this list would be made shortly—just as soon as production catches up with the backlog of orders now on hand at the factory here.

ROCK-OLA UNVEILS 1952 PHONO, REMOTE SYSTEM

Distrib Preview 50-Selection, Dime Play Juke at Chi Meeting

CHICAGO, July 28.—The Rock-Ola Manufacturing Company here will introduce a new juke box, the Super-Rocket '52-'50 (Model 1434) and a 50-selection, three-wire remote control system at a distributor and sales representatives meeting at the Sheraton Hotel tomorrow (29) evening. The phonograph, firm officials stated, will be ready for delivery next week, while the remote control system will be placed in production shortly.

The Super Rocket '52-'50 has been redesigned over the 1951 model and will feature an all-plastic dome, 50-selections, an ornate light-up grill and top, bottom and sides which are brilliantly illuminated.

The phonograph, David C. Rock-ola, president, stated, will be set at the factory on 10-cent, three for a quarter play, the first time such a pricing arrangement has been made at the factory in recent years, and will be delivered complete with decals for the dime play. However, it was stressed that operators may set their own price combinations in a few seconds with only a pair of tweezers required for the conversion.

Price Increase

With materials, supply and labor costs all rising, Art Weinand, vice-

president and director of sales, said the price of the new phonograph will be increased over that of the 1951 model, but the exact list will not be determined until next week, following the distrib session tomorrow.

Use of the all-plastic dome on the new model allows for patron visibility of the playing mechanism, and the brilliant lights and the diamond-studded effect on the background, together with the over-all illumination is designed to attract attention to the phonograph from any spot in a location.

Plastic illuminated sidings frame the screened front of the phonograph, which also features a modernistic grillwork. The selector panels are broken down into five groups of ten selections each. Model of the Super-Rocket programmed each panel as follows: 1 to 10, waltzes and polkas; 11 to 20, classical; 21 to 30, old favorites; 31 to 40, hit tunes, and 41 to 50, novelties. A drop chute is located to the left of the panel, while a selector marker is on the right side of the panel.

45 R.P.M. Coverage

In unveiling the new phonograph, Weinand said the 1952 model will be quickly convertible to 45 r.p.m. play by those operators desiring to use the new speed.

S. C. OPS EXEC WARNS OPS 10c PLAY NEEDS OK

COLUMBIA, S. C., July 28.—Operators of music equipment who have hiked per-play prices since January are in violation of price regulations, the Office of Price Stabilization warned here this week.

OPS district director James D. Griffin said operators of music equipment are covered by the price freeze at levels prevailing last December and January. Griffin did not announce what action his office intends to take.

Ontario Music Op Org Plans Fall Coin Show

TORONTO, July 28.—Coin machine distributors here are planning a coin show. It will be held at the Royal York Hotel, September 14 and 15. Show is being arranged by the Ontario Music Operators' Association, and will be free to all the operators. Assisting in the arrangements are Al Segal, Al Clavir and George Chow.

Alfred Inked AMI Distrib In Upper N. Y.

BUFFALO, July 28.—Alfred Sales has been named distributor of AMI phonographs in Northern New York State and Erie County, Pa., according to an announcement by Jack Mitnick, Eastern regional representative for the manufacturer. The local outlet formerly handled Wurlitzer machines in this territory.

The new distributor pact became effective Thursday (26), Mitnick said. The Alfred organization, headed by Alfred Bergman, also distributes Bally and Williams equipment.

Merchandising Music

FOREIGN HIT LISTS . . . Two California operators, Irma Bryant, Glendale, and Bernard Lucey, Santa Barbara, would like to see more listings of Spanish and Mexican songs. Both have routes which cover areas where Mexican

A conversion kit designed especially for the Super-Rocket is now in production and is available for delivery along with the phonograph.

Meeting tomorrow marks the first get-together of the Rock-Ola distrib network, field sales representatives and the factory executives since March, 1950, when the first of the Rocket series, the Rocket '51-'50 was unveiled. Included on the agenda tomorrow are a cocktail party and a banquet at the Sheraton.

10c Play Tests Boost Grosses In So. California

LOS ANGELES, July 28.—Southern California operators who have been testing dime play on their phonographs this week indicated that after several months of testing an over-all increase in gross receipts of 30 per cent has been obtained. Too, the operators said the increase has been holding despite the usual summer slide in play.

Carl Fisher, Inglewood op, stated that his machines had been tested on straight dime, three-for-a-quarter play, that the 30 per cent average held true in his case. Charles Hartman, a newcomer to the music machine operating field who recently purchased the Orange County Music Company, Bakersfield, from Mac McGlone, reports those machines being used in the 10-cent play tests are all showing increased grosses but it is still too early to set an average.

Jack Gutshall, operating in San Louis Obispo, reports a number of ops in that area, including himself, have been testing dime play and, while no definite average increase has as yet been determined, the over-all pick-up in grosses is pronounced.

Ten-cent play tests are now being made thru most of the State, it was said; but it will be several months before concrete figures can be obtained and an over-all picture developed.

and Spanish music goes well, but finding new releases, and especially picking those which might make the hit class, is a difficult job, they report.

P. A. HELPS B. O. . . . Personal appearances by recording artists, as well as such plugs as
(Continued on page 82)

NOW IT'S OFFICIAL

6-State Convention Okayed For Omaha October 14-16

OMAHA, July 28.—With space confirmed, the Six-States Convention will be held here October 14 thru 16 at the Paxton Hotel, it was announced this week. Hosted by the Nebraska Automatic Phonograph Operators' Association, Inc., the regional meet will open Sunday (14) with registration and informal sessions. Exhibits will be set up that day.

Formal business meetings will start Monday (15) morning, and will run thru Tuesday (16) afternoon. Harold Klein, publicity chairman for the convention, stated. A banquet and entertainment will wind up the meeting Tuesday night.

Sponsoring orgs have approved the plan to invite all coin machine manufacturers, suppliers and record manufacturers to participate as exhibitors at the convention, rather than have distributors in the six-State area exhibit. Invitations to the manufacturers and suppliers are now going out, Klein stated. Special hours will be set aside so that operators in attendance can visit the exhibit area.

Expect Heavy Turnout

Because of the location (Omaha) and the advance preparation, sponsors expect the heaviest turnout in the history of the regional convention. The addition of NAPOA as a sponsor is also expected to

boost the attendance at the meet—the largest ever planned in the Northwestern Central territory.

Among the subjects due to be covered during the business sessions are national legislation (including the so-called Ascap Bill), 10-cent play, regional operating problems, etc.

It is also planned to have the six State associations which sponsor the convention, NAPOA, Wisconsin Phonograph Operators' Association, South Dakota Phonograph Association, North Dakota Phonograph Operators' Association, Iowa and Minnesota, hold their meetings during the course of the regional confab.

BRITISH M. P. PREFERS BEBOP

LONDON, July 28.—The juke box was the theme of a scene in Parliament the other day. Herbert Morrison, British foreign secretary, was giving a lengthy speech on the Iran crisis, with standard vocal interruption from the opposition.

Then Major Legge-Bourke, M.P., tossed a penny—roughly equivalent to our nickel—at the secretary, which landed on a table in front of him. The speaker, offended at the affront to the dignity of Parliament, ordered the culprit out of the House of Commons.

Before leaving the major explained his conduct. His idea was to encourage Morrison "to put on another record."

Now operating Photomats in city bus terminals, Marjorie and Elwood Eggers have purchased one of United's six-player bowlers for a Salt Lake City terminal location. If results are encouraging, and the Eggers are highly optimistic, they expect to cover all locations on their routes with the bowlers.

3 Problems Hold Up Recovery

• Continued from page 72

pinball games manufactured by the Pleyel factory here, has removed the coin chutes. Since his operation started a little over two months ago, Ed has sold over 100 machines to concessionaires at the various fairs. The machines are set up in a circular booth, with an attendant in the center who collects 10 or 20-francs for a two-ball roll and awards prizes for high score.

Embargo

Obtaining equipment is another problem. Distributors, would-be distributors and operators are anxious to buy American equipment. Unfortunately, France limits the importation of non-essential material, and vending machines are rated non-essential.

However, a certain percentage of dollars spent may be used for these luxury items and a few aggressive operators have lined up these percentages from various buyers purchasing in America, and are, therefore, in a position to buy. So the equipment comes in in dribbles.

Big Importer

Robert Bayssac, who owns Paris France Automatique, is one of the major importers. Since the first of the year he has brought in over 700 pinball games, purchased mostly from Gottlieb and Williams, and International Amusement of New York. His juke boxes (Wurlitzer) are of ancient vintage. He uses a few bells in Bordeaux and exports

some to Belgium and other countries.

Alexis Pouillade, manager, said that he has 95 machines on location, all bringing in good returns on an average 25-75 split, with the new 10-franc coin.

Dean of operators and manufacturers here is Pierre Bussoz, 85, in the business for 56 years. Pierre has solved the import problem by manufacturing his own vending equipment. Pierre makes juke boxes (200 on location), a manual-operated football game (over 1,000 on location), 10-franc plays, and a coin roulette game which takes a two-franc aluminum coin). Despite his set-up for manufacturing, Pierre said: "If I could, I would much prefer to import many types of equipment from the United States."

Economy Weak

Third, and biggest headache is the weak economy of the country. With the cost of living here as high as in the States, and constantly rising, and the average wage around \$75 a month, it is easily understandable that the average Frenchman cannot afford to spend money wastefully. Notwithstanding, he'll still give the claws, pinballs and other devices a good play.

Other phases of the current economy are taxes which are way up and shaky condition of the franc. Manufacturers and State-side distributors already insist on all purchases being in dollars, cash in advance.

Record Reviews

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISC RECORD	REVIEWED	CRITIC
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• Continued from page 30

POPULAR

MEL TORME (Nelson Riddle Chorus and Ork)

Love Is Such a Cheat 81--85--78--80

CAPITOL 1712—This is one of Torme's most imposing tries in a while. The side strives for an aura of excitement in the fine Riddle ork-chorus backing. Should cop plenty of play.

The One for Me 75--77--74--74

The Fog delivers a mellow effort on a pretty gypsy-flavored ballad.

THERESA BREWER (Jack Pleis Ork)

Longing for You 79--81--78--78

LONDON 1086—The thrush leads a vocal group thru an engaging performance of this promising waltz. Bound to get some of the action if the song goes.

Jazz Me Blues 78--80--75--78

Miss Brewer applies her Kay Starr-ish Jazz styling to this two-beat fave in a most fetching manner.

BING CROSBY (John Scott Trotter Ork)

Row, Row, Row 88--89--87--88

DECCA 27667—Bing puts a little something extra into this straw hat-and-cane reading of a zingy oldie and could likely come up with plenty of extra returns for the effort. A really sparkling disk.

Love Me or Leave Me 80--80--80--80

Crosby turns in a spot of his old-time crooning on an always welcome standard.

TOMMY DORSEY ORK (Bob London-the Rhythmaires)

Everything I Have Is Yours 80--83--78--80

DECCA 27691—Slow mood dance disk of the revived oldie in the T. D. "I'll Never Smile Again" vein. Vocal group fits fine but Bob London's solo effort comes on a bit strong for the mood, tho it's a good try. A fine waxing.

I Fall in Love With You Ev'ry Day 75--75--75--75

Solid dance disk of an attractive bounce ballad offers big chunks of Dorsey's horn and a pleasant Bob London vocal.

TOMMY DORSEY ORK (Bob London)

My Magic Heart 81--84--80--80

DECCA 27690—Pretty dance arrangement of this adaptation from the lovely Tango in D of Albeniz provides a showcase for Tommy's horn and offers a forthright vocal by Bob London.

If You Turn Me Down 71--72--70--72

(Ray Wetzel)
This infectious rhythm item is handed a tasty reading by T. D. with Ray Wetzel making with the words.

HOT JAZZ

BASIN STREET SIX (Pam DuPraye)

Sabroso 42--44--42--40

MERCURY 8950—Attempt at a "commercial" offering, a flabby little jingle, falls flat.

Babalu (Orooney) 54--56--54--52

Slim attempts a satire on emotional Latin vocals, sprinkled liberally with wouts and orooney's but nothing happens.

CHARLIE PARKER ORK (Norman Granz, dr.)

An Oscar for Treadwell 53--53--56--50

MERCURY 11082—Bird, Diz, Monk, et al. collaborate on a weary bop riffer. It's a thin shadow of the old Guild style.

Mohawk 63--63--66--60

The boys bop a blues to much better effect, with Bird and Diz turning in good solos.

BASIN STREET SIX (Pam DuPraye)

Brown's Cow 45--45--45--45

MERCURY 5680—The fine New Orleans group featuring trumpeter George Girard and clary Pete Fountain waste their time with a sad novelty, with a good vocalist doing the foolish lyrics.

Fidgety Feet 50--50--50--50

Spirited rendition of the Dixie march classic, but not so different from dozens of other waxings of "Fidgety" as to mean much, even to the die-hards.

INTERNATIONAL

MICKEY KATZ ORK

She'll Be Coming 'Round the Katzkills 78--NS--78--78

CAPITOL 1718—Typical Katz parody on the traditional melody, tho the double-entendre Yiddish lines make this questionable for air-play. Primarily for the Yiddish market.

Borscht Riders in the Sky 77--77--77--77

Parody on the ex-pop hit is in the same vein as the top-side tho lyric content is more for the family trade. Too much Yiddish for any but those who can understand the language quite well.

LATIN AMERICAN

TITO PUENTE ORK

Candido 76--77--75--76

VICTOR (45)51-5474—A relaxed son montuno gets a gang-sing chant and rhythmic orking from the Puente outfit. A fine piano chorus is added to intrigue the rumba set.

Tu No Eres Nadie 79--80--78--79

(Vicentico Valdes)
Ork essays a guaracha with Valdes handling the vocal, along with typical gang-sing challenges. Fine for the Manhattan Latins and the Spanish speaking set, too.

SPIRITUAL

THE TRUMPETEERS

Lord in My Soul 77--77--77--NS

SCORE 5031—Group chants effectively on a slow, rocking gospel work with a spiritual feeling.

In the Bosom of Abraham 78--78--78--NS

Tempo picks up here for another good hunk of religious wax.

THE NIGHTINGALES

Guide My Mind 79--79--79--NS

DECCA 48225—Male group builds to a fine finish on a rhythmic gospel chant.

My Rock

More of the same.

HERB LANCE

I Want Jesus to Walk With Me 80--80--80--NS

SITTIN' IN 610—The pop singer turns to sacred music to come up with a fine hunk of gospel wax. Lance sings strongly on a lovely sacred opus. Organ background sets a fine mood.

Jesus Is All the World to Me 80--80--80--NS

More of the same here.

BLUE RIDGE QUARTET

Bound for the Kingdom 72--72--72--NS

GOTHAM G-410—Male group sings well on a routine gospel effort.

Jesus Is All the World to Me 80--80--80--NS

Ditto.

(Continued on page 83)

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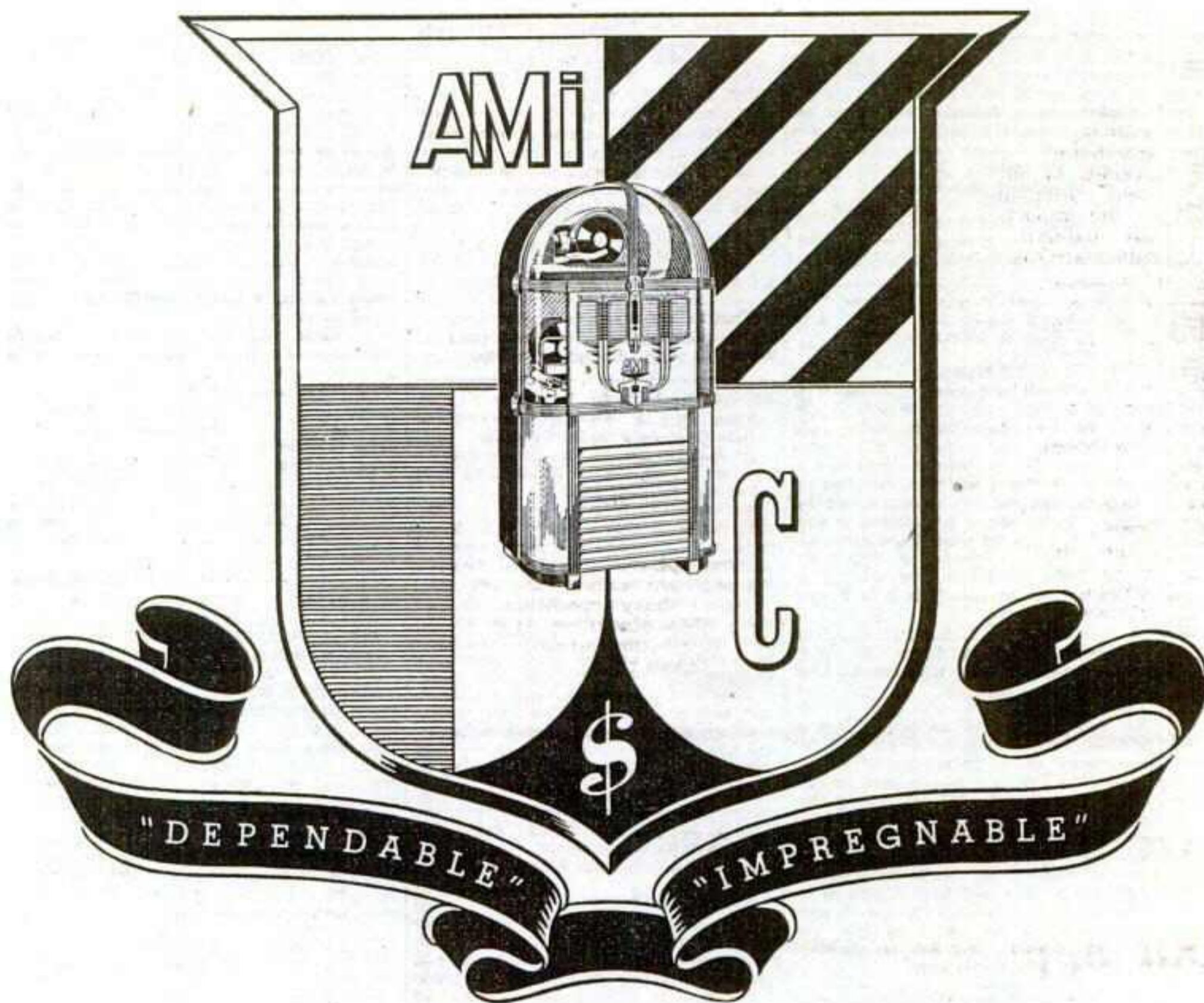
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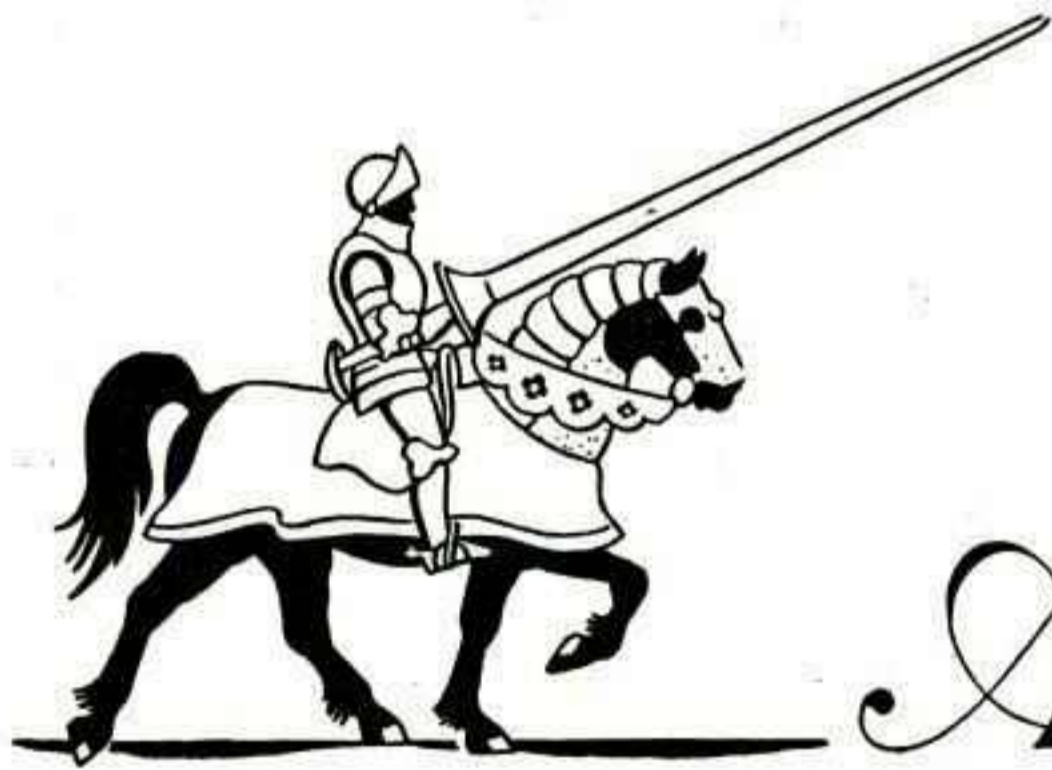
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Classical Reviews

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

Continued from page 22

WEBER: Concerto No. 1 in F Minor and Concerto No. 2 in E Major for Clarinet and Orchestra—Salzburg Mozarteum Orchestra under Paul Walter with Alois Heine, Clarinet (1-12")
Period (33) SPLP 529

The literature for the clarinet is quite limited. Therefore it's quite an oddity that these concerti are so completely overlooked in this country. They are quite charming, melodic pieces which enjoy some popularity in Continental music circles. This first recording of both concerti makes a rewarding experience. The works make enjoyable listening and the performance and recording of them are uniformly good. Perhaps this etching will help bring these works to greater attention hereabouts. Of particular note is the entirely delightful final movement of the E Major concerto. This etching will be salable to admirers of the clarinet and to those who are partial to Mozart.

71

MILHAUD: Two Sketches: Madrigal and Pastoral; **BEREZOWSKY:** Suite for Wind Quintet, Opus 11; **FINE:** Partia for Woodwind Quintet—New Art Wind Quintet (1-12")
Classic Editions (33) CE-1003

There's a mess of fine musicianship at hand in this collection of modern chamber pieces for wind instruments. A splendid group, the New Art Wind Quintet, essays these moderately dissonant and engaging pieces. The Milhaud selections are a pair of elegant miniatures and are altogether refreshing. The Berezowsky suite is distinguished more for its variety of instrumental colors and scoring than for any other element. Fine's work, his first on records, is a youthful and spirited piece, notable for its coherence and colorful treatment of fresh melodic ideas. The dishing stacks up as a pleasurable chamber music novelty.

65

BUXTEHUDE: Alles Was Ihr Tut, cantata; Magnificat Noni Toni for organ; Magnificat Anima Mea for five voices—Anna Maria Augenstein, Hetty Plumacher, Stuttgart Choral Society, Suedbian Symphony Orchestra, conductor Hans Grischkat and Herbert Lieddecke, organ (1-12")
Renaissance (33) X-30

The demands on repertoire, caused by the heavy flow of titles on LP, has created a new interest in 17th century compositions. In the forefront for this period and considered a source for Bach is Dietrich Buxtehude. Three corners of this composer's output is investigated most compellingly on this disk. The lyrical sweetness of his cantatas is represented with "Alles Was Ihr Tut." His brilliant writing for organ is shown in "Magnificat Noni Toni." What must be classified as instrumental writing is demonstrated on "Magnificat Anima Mea," written for chamber orchestra and five voices employed for instrumental effect. Collectors of 17th and 18th century music as well as those whose tastes extend to Mozart and early Beethoven will find pleasure in these selections.

66

RAMEAU: Hippolyte Et Arice—Choir and Orchestra conducted by Roger Desormiere with Claudine Verneuil, Genevieve Moizan, Flore Wend and Raymond Amade (1-12")
L'Oiseau-Lyre (33) OLLD-10

Add this to Vox's abridged "Les Indes Galantes" as another testimonial to Rameau's position as a giant of his time. Rameau, known primarily as a theorist of harmony, produced an amazing variety of instrumental colors and wrote with a rare profundity. Young Desormiere has whipped together an altogether absorbing presentation of a group of excerpts from this lengthy lyrical tragedy. His solists are excellent. The only flaw in the whole is an occasional lapse in proper balances in choral parts. But these are minor and few in a recording which is bound to accumulate a considerable amount of interest merely by word-of-mouth. An excellent and meritorious artistic effort!

70

MOZART: Symphony No. 27 in G Major AND Symphony No. 30 in D Major—Bamberg Symphony Orchestra under G. L. Jochum (1-12")
L'Oiseau-Lyre (33) OLLD-6

This class French indie diskery is attempting to crack the American market with imported produce. If this disk is a yardstick, then the product should be a high-grade, well-recorded and well-manufactured entity. On this platter, the label gives us a pair of rare Mozart symphonies, both from the composer's youth and both springy, melodic and buoyant. Neither have to date appeared in other LP editions so that the active Mozart market will want this first-rate recording of these works. Jochum, having earned some name value via the Telefunken issues on Capitol, turns in a workmanlike conducting job.

70

SCHOENBERG: Woodwind Quintet, Op. 26—Metropolitan Wind Quintet (1-12")
Dial (33) 13

This work is considered the turning point in Schoenberg's career for it was in this piece that the composer applied his principles of atonality for the first time to a complete work for more than a solo instrument. The resulting piece, here recorded for the first time, is a complex entity which is not easy to comprehend. This is primarily musicians' music and it is in this market that this set will prosper. The work is performed with understanding and a good grasp of style by the Metropolitan Wind Quintet. The work is scored for flute, clarinet, oboe, bassoon and French horn. It is well recorded. Josef Marx has contributed the scholarly accompanying notes.

65

VIOLIN FAVORITES AND BEETHOVEN—SONATA NO. 10 IN G MAJOR, OP 96, Tossy Spivakovsky, violin; Rudolf Firkusny and Arthur Balsam, piano (1-12")
Columbia (33) ML-4402

Beethoven—Sonata No. 10; Kreisler, Caprice Viennois; Tchaikovsky, Valse Scherzo; Paganini-Sivakovsky, Sonata in G Major, Paganini, Caprice

72

No. 24; Sarasate, Introduction and Tarantella. Spivakovsky is generally accepted as a tasteful violinist with good tone and technical brilliance. Coupling his talents with some hitherto unrecorded works should assure this package of a fairly good sale. The Beethoven "Sonata," Tchaikovsky "Valse Scherzo," the Paganini "Sonata" and the Sarasate work have never before been issued on LP wax. Competition on the other selections is formidable, but not overwhelming. All the selections performed here are of the light variety and could attract buyers of light-classical music as well as the more erudite customers. Recording is excellent.

A CONCERT OF BAROQUE MUSIC—FIRST PART—Kurt Redel, flute; Helmut Winsscherman, oboe; Irmgard Lechner, harpsichord; Martin Boehmann, cello (1-12")
L'Oiseau-Lyre (33) OLLD-19

Viveldi: Sonata in E Minor; Keiser: Sonata in D Major; Loeillet: Sonata in E Minor; Handel: Concerto in D Minor.

Collectors of baroque music will be completely charmed by this beautifully played and well-recorded collection of rare specimens of that period's product. The collection, the first disk of two in a series, is a comprehensive sampling since it touches on Italian, Belgian-French and German styles of the period. The resulting music is delicate and springy. The four works here draw initial recordings and the disk also marks the first appearance on wax of Keiser, one of the more obscure and obviously talented of the baroque composers.

66

BEETHOVEN: Sonata for Trombone and Piano, Op. 17, AND Trauermusik, Three Equal for Four Trombones AND Six Short Works of the 18th and 19th Centuries—Davis Shuman, trombone; Shuman Brass Choir; Sam Raphling, piano (1-12")
Renaissance (33) X-31

Mark this set as a lively novelty item. It sets out to sell the trombone as a solo instrument of contention in the classical field. This has been a longtime mission of the album's chief talent, Davis Shuman. Shuman is quite a fantastic slide trombonist, boasting a combination of rich tone and facile technique. He does a scintillating job with his transcription for trom of the rather thin Beethoven Horn Sonata. His tram choir, in performing the brief Beethoven Equali and the six short works gets a full-bodied blend that is quite remarkably akin in sound to a modern jazz section. For sheer virtuosity and for those who are favorably inclined to the tram, this set would be desirable.

62

HANDEL: THE TRIUMPH OF TIME AND TRUTH—Orchestral Society of Vienna—Double Wind Choir—Zoltan Fekete, Cond. (1-12")
Period (33) SPLP 525

63

This is an esoteric but most rewarding excursion into out-of-the-way repertory—an orchestral transcription of Handel's "Time and Truth" oratorio, transcribed by Fekete, who conducts the orchestra. The result is an excellent plum for Handelians; the oratorio, often overpowering length, present severe problems in both the live performance and the recording. The work at hand is typically spiritual, majestic and moving. The orchestra has been augmented with a wind group, in keeping with Handel's own orchestration practices. Recording good.

BRAMHS AND SCHUBERT SELECTIONS—Randolph Symonette, bass-baritone (1-12")
Colosseum (33) CLPS 1002

Brahms: Vier Ernste Gesange; Schubert: Three Italian Songs, Der Kampf.

For the disk buying clan interested in German Lieder, this is excellent fare. Symonette, best known for his work in "Street Scene," "The Consul" and "Let's Make an Opera," sings with clarity and feeling. His diction is excellent. Piano accompaniment by Albert Masiello is reserved. The Schubert pieces, in Italian, are the more spirited, and have never before been recorded. Recording, made in America, is excellent.

63

PUCCHINI: MANON LESCAUT—Maria Zamboni, Francesco Merli, other soloists with chorus and Milan Symphony Orchestra under Cav. Lorenzo Molajoli (2-12")
Columbia (33) SL-111

70

This is another in Columbia's recently launched "reissue by request" series, which to date has dwelled on operatic recordings. The customer is forewarned that these recordings are hardly up to "today's magnificent recording technique." Approached from the collector's standpoint, the set at hand is a worthy item. It is a complete recording of a youthful Puccini setting for the familiar "Manon" story. Puccini's, one of his secondary efforts, has been obscured by Massenet's setting for the same story. However, the attentions which have been showered on Puccini of late should create a sufficient amount of curiosity to stir interest in this set. The recording's primary virtues are its enthusiasm of performance and a spirited concept stemming from conductor Molajoli. Mme. Zamboni is the perfect conception of the Italian lyric soprano in the title role while Merli makes an impressive mark as Des Grieux. The aged recording comes off adequately throat, tho the choral sections are foggy and balances vary. This being an LP "first" and Puccini, it should score a moderate success in the full-length opera market.

KODALY: HARY JANOS SUITE—The Bavarian State Ork, Georg Solti, Cond., AND GALANTA DANCES, the Berlin Philharmonic Ork, Victor de Sabata, Cond. (1-12")
Decca (33) DL-9518

80

As was his better known compatriot, Bela Bartok, Kodaly is a thoro connoisseur of Hungarian folk music, and a colorful composer in utilizing those themes. The suite, from his comic opera "Hary Janos," ranks among the most delightful and colorful program music, with a spirit akin to "Till Eulenspiegel" and a color like "Petrouchka." Solti and the Bavarian State ork present a live, sympathetic and mobile rendition. But the "Galanta Dances" on the reverse, with de Sabata and the Berlin Philharmonic, is an even superior rendition and superb recording job.

JEANNE PALMER CONCERT PIANO (1-12")
Colosseum (33) CLPS 1001

62

Von Gluck: O Del Mio Dolce Ardor; Schubert: An Die Musik, Eriktion; Strauss: Traum Durch Die Dammernung, Zueignung; Paladilhe: Psyche; Pierre: Le Moulin; Borodin: In Your Far Country; Tchaikovsky: Forgotten So Soon; Hughes: O Men From the Fields; Rubinstein: Romance.

Miss Palmer's dramatic soprano voice is well-

suited to this collection of "lieder" sung in Italian, German, French, Russian and English. The works are from nine different composers from the 18th, 19th and 20th centuries. The Metopera singer displays a voice of charm and warmth. Several of the selections are herewith offered on disks for the first time. Market potential for this waxing is among collectors of "lieder."

DONIZETTI: L'ELISIR D'AMORE (Abridged)—Soloists with Chorus and Ork of La Scala Opera, Milan, Lorenzo Molajoli, Cond. (1-12")
Columbia (33) ML-4408

66

Columbia has transferred to LP this abridged La Scala recording of considerable vintage, with a note on the jacket reading "Issued by Request," and an apologetic note indicating that the diskery is cognizant that the recording pre-dates "today's magnificent recording technique." The age of the recording certainly shows, but failing a new full-length waxing of this pleasing opera buffa, it's a useful addition to the growing LP opera repertory. The singers, Italians all, not known here save to the most informed students and connoisseurs, are certainly steeped in their Donizetti, and deliver in the best emotional, consonant tradition. Tenor Cristy Solari's ebulliently schmaltzy Nemorino, and buffo Eduardo Fatcanti's sly, bullying Dulcamara are most pleasing, and soprano Ines Alfani Tellini's Adina is rich and strong.

VERDI: ERNANI (Abridged)—Soloists with Chorus and Ork of La Scala Opera, Milan, Lorenzo Molajoli, Cond. (1-12")
Columbia (33) ML-4407

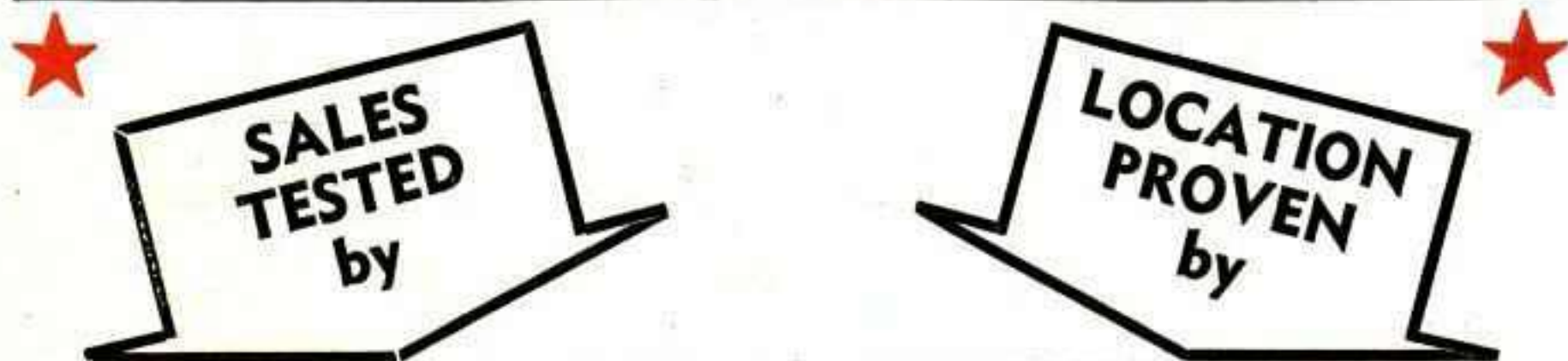
66

As with Columbia's re-issue of "L'Elisir d'Amore," this abridged "Ernani" is a "by request" item, with the same cover notation to the effect that the waxing was made before modern electronic processing had developed to its present high estate. Again, until the diskery sees fit to remake the work for a new LP, this abridged La Scala version will serve. (Interested purchasers might want to investigate the complete Cetra version, on 3 LP's). Meanwhile, the version at hand is done with plenty of Italianate romance and bravura. Making allowances for the rather tinny recording, Iva Pacetti's soprano, Antonio Melandri's tenor, Gino Vanelli's baritone and Corrado Zambelli's basso are all of high quality.

SCHUBERT: DIE WINTERREISE—Hans Hotter-Michael Raucheisen (2-12")
Decca (33) DX-111

65

Decca has a superlative prestige item in this lovely 2-record complete recording of the "Winterreise" cycle, waxed in Europe by Deutsche Gramophon. The admirers of Schubert song are an admittedly small fraction of the record market, but they are hardly less than rabid in their devotion, and this album is certain to be snapped up by the illuminati. Baritone Hans Hotter may take his place along with Husch and Schlotz as a Schubert delineator with his expressive, tasteful and intelligent interpretation of the 24 songs in this cycle. His voice is rich, warm and controlled, and his understanding is topgrade, as he never once subordinates the song to vocalization. The "trip" thru the cycle is thus all of a piece, as it, of course, should be. The piano accompaniment is perfect, played and recorded with just the proper perspective.



OPERATORS

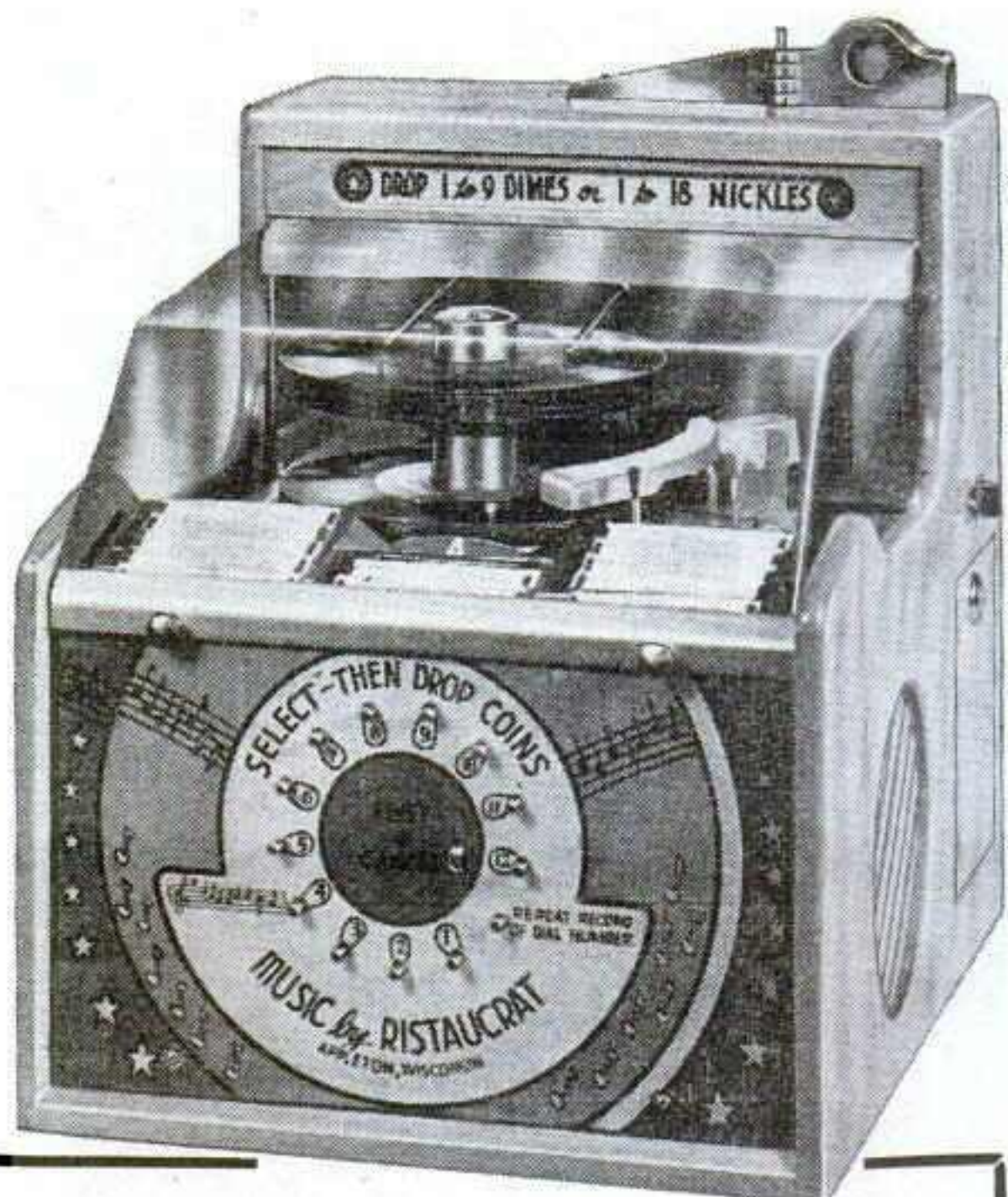
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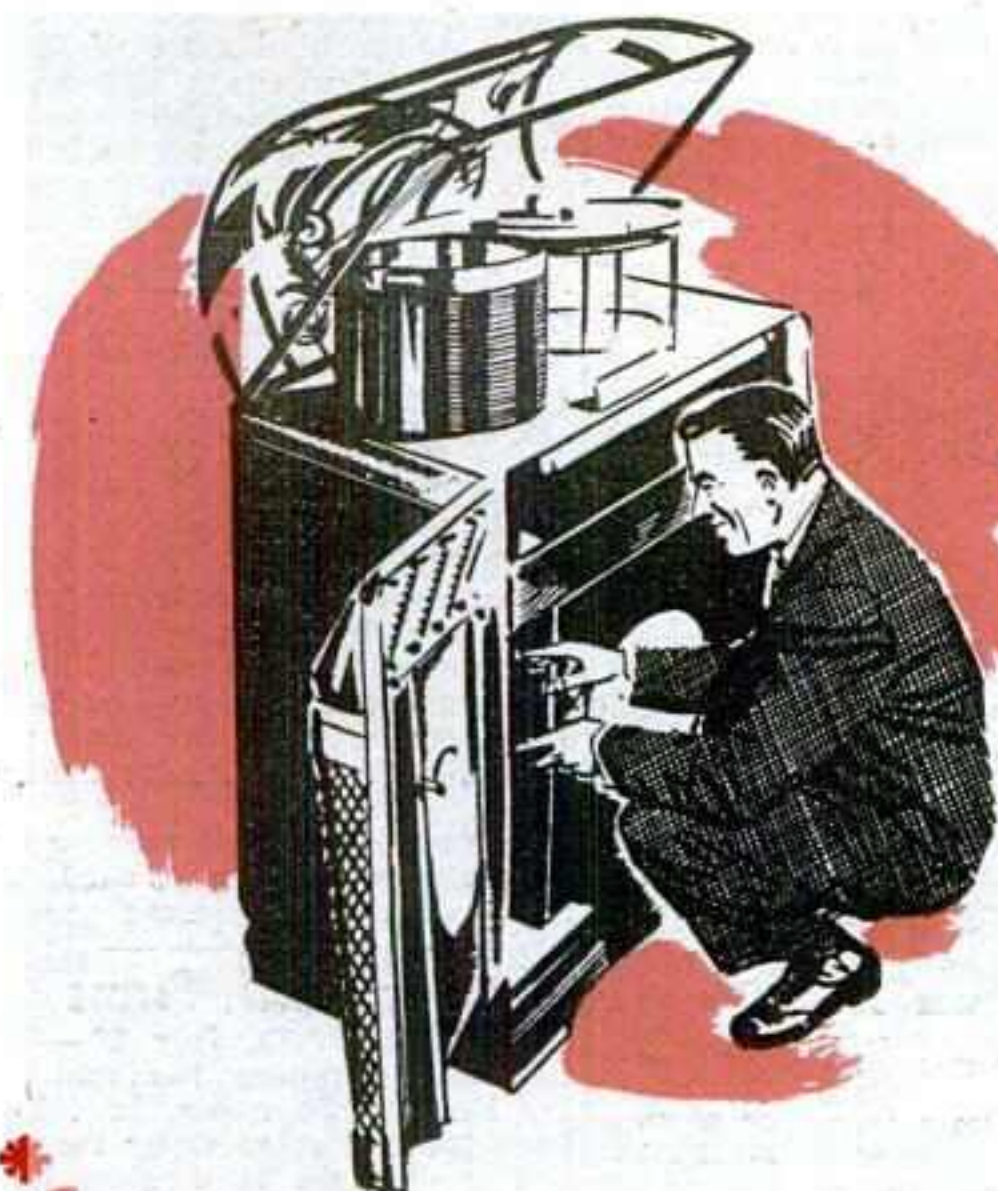


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• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of July 28	Issue of July 21	Issue of July 14	Issue of July 7
AIREON				
Blonde Bomber.....		\$75.00		
Coronet.....	\$150.00	144.50	150.00	
Deluxe.....	49.00	49.00	49.00	\$49.00
Fiesta.....	125.00	75.00	125.00	
AMI				
Model A.....	319.50 350.00	349.00 350.00	349.00 395.00	349.00
Model B.....	339.50 375.00	339.50 449.00	449.00	449.00
MILLS				
Constellation.....		159.00	159.00	
Empress.....	39.00 69.50	39.00 39.50	39.00	39.00
Throne.....		59.50 50.00		
PACKARD				
Manhattan.....	149.00	149.00 149.50	149.00	
Model 7.....	79.50	79.50	79.50	79.50 149.00
RISTAUCRAT				
45.....	95.00	95.00	95.00	
ROCK-OLA				
Commando.....	39.00	39.00 49.50	39.00	39.00
Deluxe 39.....	65.00	39.50 50.00	65.00	
Master 40.....	65.00	39.50 50.00	65.00	
Playmaster.....	64.50 69.00	64.00 64.50	64.50	64.50
Standard 39.....		39.50 50.00		
Super '40.....	49.50 59.50	39.50 49.50	49.50	49.50
'41.....	65.00	65.00	65.00	
'46.....	175.00	175.00	175.00	
47.....	225.00	225.00	225.00	
1418.....	49.50	49.50	49.50	49.50
1422.....	125.00 129.00	124.50	124.50	124.50 129.00
		129.50(2)	129.00(2)	
		129.50 144.50		
1424.....	169.00			
1426.....	199.00	175.00 179.00	179.00 199.00	199.00
SEEBURG				
Casino.....		39.50		
Classic.....	59.00	39.50 45.00	50.00	
Colonel.....	49.50 59.00	45.00 49.50(2)	49.50 59.00	49.50 59.00
		69.50 64.00		
Commander.....		39.50		
Envoy.....	49.50 79.00	49.50(2) 79.00	49.50 79.00	49.50 79.00
Gem.....	49.00	39.50 45.00	49.00	49.00
Hi Tones.....	49.50	49.50 59.50	45.00 59.00	59.00
H-146 M Hideaway.....	189.50 219.00	229.00	199.00 229.00	229.00
H-148 M Hideaway.....	239.50 289.00	229.00	299.00	299.00
H-246 M Hideaway.....	199.50 259.00	175.00 269.00	269.00	269.00
Hightone ES.....	59.00	59.00		
Lotone.....		60.00 69.50	45.00	
Major.....	59.00	45.00 59.00		59.00
Mayfair.....		39.50		
Regal.....	49.00 49.50	39.50 59.00	39.50 59.00	59.00
Royal.....		39.50		
Vogue.....		39.50 45.00		
46 Hideaway.....			50.00	
46M.....			250.00	
46S.....			235.00	
47M.....			195.00	
M 48 (Blonde).....	215.00			
146.....	339.00			
146 M.....		150.00 179.50	199.00	199.00
146 S.....	169.00 199.50	219.00 239.00	219.00 239.00	239.00
		239.00	249.50	
146 S.....	150.00(2)	199.00	199.00	
147.....		249.50		239.00
147 M.....	195.00 229.50	249.00 299.00	249.50 299.00	229.00
147S.....	175.00	224.00	224.00	369.00
148 M.....	369.00	369.00	369.00	389.00
148 M1.....	389.00	375.00 389.00	375.00 389.00	89.00
1941 RC Special.....	79.00	69.50 89.00	89.00	249.50
1946 RC Special.....	249.50	249.50	249.50	274.50
1947 RC Special.....	274.50	274.50	274.50	
8800.....	75.00 79.50	75.00	75.00	
9800.....	85.00	85.00	85.00	
WURLITZER				
61.....	50.00	50.00	50.00	
71.....	75.00	75.00	35.00 75.00	
500.....	49.00 49.50	49.50(2) 50.00	59.00 65.00	49.50 59.00
	59.50 65.00	59.00 65.00		
500K.....		75.00 75.00		49.50
600.....	75.00	50.00 75.00		
600K.....	49.00	49.50 59.00	59.00	59.00
600R.....	49.00	54.00	54.50	54.00
600 Victory.....			75.00	
616.....		39.50 79.50	79.50	35.00 79.50
700.....		69.50 79.50		
750.....	109.50 119.00	89.50 100.00	90.00 119.00	119.00 124.50
		119.00 124.50		
750E.....		99.50	124.50	
780.....	89.00	89.00	89.00	89.00
780E.....	129.50			
800.....	89.00 89.50	69.50 89.00	89.00	89.00
		100.00		
850.....	69.00 89.50	44.50 69.00	50.00 69.00	65.00 69.00
		69.50 85.00		
950.....	49.50 75.00	49.50 69.50	49.50 50.00	49.50
		75.00	75.00	
1015.....	185.00 195.00(3)	199.50(2)	199.50 225.00	199.00 199.50
	199.50(2)	209.50 219.50	229.00(2)	219.00 299.00
	225.00(2) 229.00	229.00(2)	259.50 275.00	275.00
	275.00	275.00		
1017.....	259.50	259.50	259.50	259.50
1080.....	185.00 229.00	219.00 229.00	219.00 229.00	229.00 249.50
		249.50	249.50	
1100.....	339.50 349.00	339.50 369.00	369.00 374.50	374.50 379.00
	365.00 369.00	374.50 375.00	375.00 379.00	
	374.50 375.00	379.00		
1250.....	450.00 495.00	459.00 524.00	459.00 500.00	524.00
	525.00	539.50	524.00	
1942 RC Special.....				125.00
Victory.....	39.00	39.00	39.00	35.00 39.00

Lynch Leases Dallas Hdqrs. To U. S. Agency

DALLAS, July 28.—S. H. Lynch & Company has leased its four-story main headquarters building here to a government agency for five years, with option of renewal, at a consideration of more than \$500,000.

The move follows the decision of Lynch to confine its Seeburg distributing activities to Texas and to give up its import lines (The Billboard, July 14).

Lynch will move its operation to another building owned by the firm.

The announcement that the Lynch building would be leased to General Service Administration, was made here following approval of the project by the Washington office of GSA. After a complete remodeling job, the building will be occupied by various offices of the Collector of Internal Revenue. The two buildings comprising the Lynch headquarters are owned by the S. H. Lynch Realty Company. They will be converted into 83,493 square feet of modern office space with 10,000 additional square feet of basement storage space. Improvements to the building will include new elevators and air conditioning.

Merchandising Music

Continued from page 77

those afforded via television, have helped John Luska, Cudahy, Wis., build his grosses. Recently John learned Rose Marie, always a good grosser via her platters in that area, was going to be seen on a national tele show. He immediately placed the song she was doing on the air in his boxes, and he reports they all received a heavy play after the show had been seen locally. Luska also says Stan Kenton's version of the tune "Laura" has been going strong.

RETURN PRIVILEGES. . . A number of operators have been wondering out loud recently why they cannot get return privileges from record manufacturers. Evan Griffin, Pioneer Novelty Company, Washington, D. C., says he would like to see the diskers set up a 50 per cent record return privilege for ops. He buys about 150 platters a week, and occasionally finds a few left over—with no outlet for the disks.

LABEL SUGGESTIONS. . . Paul Miers, Easton, Pa., operator joins the growing list of coinmen who favor the placement of issue dates on the labels of new recordings. Paul goes a step further, suggesting diskers use larger lettering, and two sharply contrasting colors on their labels so as to make them more readable. He says a few firms, like MGM, Coral and Rainbow, do use the contrasting colors, and their records, as a result, are more readable. He'd like to see this practice spread.

Toronto Suburb Sets New Game, Cig Vender Tax

TORONTO, July 28.—Pinball machines will have a license tag of \$75 a year in suburban Etobicoke, it was decided by a council meeting this week. The by-law limits any establishment to two machines, with a \$50 fee for the second.

Automatic cigarette vending machines, previously prohibited, will require \$5 annual license.

Charter Calif. Firms

SACRAMENTO, July 28.—B & L Novelty Company, Inc., and Valley Novelty Company, Inc., have been granted charters by the secretary of state to conduct coin-operated amusement machine businesses in San Joaquin County and Santa Cruz County respectively. Authorized capital is \$1,000 (each firm). Incorporation papers were filed by Chargin & Briscoe, Stockton, Calif. Directors are Harold W. Bailey, Angelo T. Lazzareschi and Charles C. Black, all of Stockton.

SPECIAL WIRE!

THE RISTAUCRAT S-45 IS MAKING BIG NEWS FOR SMALL LOCATIONS. THIS BEAUTIFUL, PRECISION ENGINEERED MACHINE IS PROFITABLE AND ECONOMICAL TO OPERATE.

JACK WILLIAMS
CAPITOL SALES CO.
 Denver 14, Colorado

5416 W. Colfax Ave.

RISTAUCRAT S-45

1/2 Record, Twin Speaker, 45 RPM
 Selective Phono . . . costs less than 1/4 the price of a large juke box.



RISTAUCRAT S-45 IS HERE!

The S-45 is the answer to operators' demands for a low cost, low overhead Music Box suitable for 75% of all locations.

for PENNSYLVANIA it's
WILLIAMSPORT AMUSEMENT CO.
 233 W. Third St. Williamsport, Pa.



Record Reviews

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

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

ARTIST
LABEL AND NO. TUNES
COMMENT

Continued from page 78

COUNTRY & WESTERN

BILL MONROE Rotation Blues DECCA 46344—To date, attempts at Korea tunes have flopped, but this one, written by an American soldier there, may catch on via Monroe's hard-hitting, back-country style.	80--82--80--78
Lonesome Truck Drivers Blues Monroe uses his mountain falsetto effectively on this effective country blues.	74--74--74--74
ERNEST TUBB Rose of the Mountain DECCA 46343—Tubb steps out of character here for a crack at a top hillbilly, embellished with a gal group. The tune's strong, and Tubb does okay with it.	80--80--80--80
I'm With a Crowd But So Alone Tubb gets back in his accustomed groove, booming out a good medium-beat torcher.	80--80--80--80
ROY HOGSED Free Samples CAPITOL 1721—Hogsed chants, in a mediocre country style, a choppy novelty borrowed from the r & b idiom.	63--63--61--65
I Wish I Wuz Warbler does a country-jump treatment of a pop-folker. Tune has promise, but this rendition doesn't do it justice.	65--65--63--67
EDDIE DEAN (Eddie Dean-Margie McPeters) I'm Not in Love, Just Involved CAPITOL 1729—Weak boy-gal rendition of an out-and-out pop. Both parties sing shakily.	40--40--40--40
Roses Remind Me of You Dean does an earthbound job with a rose tune.	40--40--40--40
ANITA CARTER I Want to Be Blue VICTOR 21-0493—Gal pipes in a baby treble on a routine country blues, with piano and rhythm backing. Performance lacks bite and projection.	52--54--52--50
Just You and I Another limp performance, here on a likely torcher.	52--54--52--50
TEXAS JIM ROBERTSON (The Panhandle Punchers) Deadly Weapon VICTOR 21-0492—Robertson growls out a catchy novelty tune in his sub-cellar bass, with sprightly organ-rhythm backing.	72--72--70--74
Bite Your Tongue and Say You're Sorry Tedious effort at another novelty side drags.	50--50--50--50
OKLAHOMA WRANGLERS (Guy Willis) Country Kisses VICTOR 21-0491—Willis chants an okay novelty to a jump-steady boogie beat, with lively country combo work.	68--68--66--70
I Know You'll Never Change Routine country torch entry is uninspired.	60--60--60--60
CLAUDE KING 51 Beers GOTHAM G-411—Robust, earthy chanter reminiscent of Tubb, does a slow, bouncy jingle about a joust with the brew. It's different, sincere and effective.	77--77--77--77
Beer and Pinballs King gets off a tavern novelty in amusing style. Material is good, could catch hold.	79--78--78--80
RAMBLIN' JIMMIE DOLAN Sailor's Blues CAPITOL 1720—Routine blues on a timely topic is handed a routine country chant.	74--75--73--74
Juke Box Boogie Dolan reads the lyrics here a la Tex Williams on a driving boogie novelty spotting some leaping instrumental passages. Lyrics contains a pitch for 10-cent play.	84--84--83--85
CECIL UTO & THE FIFTY-ONERS Peggy Ann ATKAN JG-001—Poorly balanced recording, so-so chanting and amateurish waltz ditty add up to a disk with little potential.	37--40--35--35
Honey O'Mine Femme chirp combines with Uto for more innocuous wax.	37--40--35--35
THE EAGLES You Can't Come Back CITATION 1150—Poor recording obscures the lyrics on what sounds like a gang-sing chant of a country polka that could get some juke coin on the strength of dance beat.	60--60--50--70
Wild, Wild Man From Tennessee Flash Griner comes up with an effective chant on a country novelty that's both yockful and rhythmic. Some sleeper possibility here.	82--85--90--82

First Distrib In Expansion; Add New Space

CHICAGO, July 28.—First Distributors this week announced the addition of 5,000 square feet of space to its quarters, and Joe Kline and Wally Finke, partners, slated remodeling of the additional space would start Monday (30).

When completed, the distrib will have new executive and general business offices, a special showroom for its coin machine lines and another for its premium division. The latter, under the direction of Mal Finke, will be expanded considerably with the additional space which will be available.

Firm will also increase its storage and warehouse areas, and its parts and servicing departments will be enlarged. Work is expected to be completed on the newly acquired space within a month.

Catherine Teaney, Ace-Saxon clerk, is telling everyone about the 25-pound snook she caught during a recent fishing trip to Marco, Fla. Her nephew, George, hauled in a 70-pound tarpon. . . . Routeman Jack Hayter attended the funeral of his father in Leesburg, Fla. . . . Astrid Berg, bookkeeper at Ace-Saxon, is re-ceiving congratulations upon the birth of her daughter, Dea.

Distrib Set

Continued from page 72

ing system, most of the speculation has been removed.

Seasonal Items

Mal Finke, head of the First Distributors premium division, said that because of the experience gained in the past year both here and in the surrounding four States covered by the firm, seasonal premiums have now been classified according to patron appeal. Because this type of premium has been one of the heaviest draws in the short history of the premium-coin machine wedding, careful records are kept at both the operating and distributing levels of those items which pull best during the four seasons. These records will provide the basis for future buying by ops and distrib.

Julian Crum, Allied exec, stressed the importance of eliminating purchases of "dead" merchandise—revealing that such purchases during the early stages of the use of premiums had not only cost operators and distributors a great deal of money—but had actually forced some distrib to discontinue their lines entirely.

Also active in the premium field here are World Wide Distributing, one of the firms which pioneered the use of premiums as play promoters; Purveyor Shuffleboard Company, Empire Coin, Coin Machine Service Company and Coven Distributing.

Calendar for Coinmen

August 1—Coin Machine Operators' Association of Harris County, monthly meeting, Chamber of Commerce Building, Houston.
August 2—Summit County Music Operators' Association, monthly meeting, Akron Hotel, Akron, O.
August 2—Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland.
August 2—Washington Music Guild, Inc., monthly meeting (site varies) Washington.
August 6—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
August 6-20—Baltimore Amusement Machine Operators' Association, Mandell-Ballow, Reisterstown Road and Rodgers Avenue, Baltimore.
August 7, 21—Music Operators' Association of Indiana, Inc., semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
August 9—Connecticut State Coin Association, Inc., monthly meeting, Hotel Bond, Hartford.
August 9—Oregon Music Association, bi-monthly meeting, 827 S. W. 13th Avenue, Portland.
August 9—Michigan Automatic Phonograph Owners' Association, Inc., monthly meeting, Maccabees Building, Detroit.
August 12—Wisconsin Phonograph Operators' Association, monthly meeting, site not determined.
August 13—California Music Guild, monthly meeting, 311 Club, Oakland.
August 13—Automatic Phonograph Owners' Association, monthly meeting, Gibson Hotel, Cincinnati.
August 13—Washington Coin Machine Association, monthly meeting, site varies, Washington.
August 13, 27—Amusement Machine Association of Philadelphia, semi-monthly meeting, Broadwood Hotel, Philadelphia.
August 14, 28—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence, R. I.
August 15—Westchester Operators' Guild, Inc., monthly meeting, Moose Hall, White Plains, New York.
August 27—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Illinois.
August 23—California Music Guild, Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
August 23—Connecticut State Coin Association, bi-monthly meeting, Hotel Bond, Hartford.
August 28—Automatic Music Operators' Association, Inc., monthly meeting, Park Sheraton Hotel, New York.
August 28—Western Vending Machine Operators' Association, monthly meeting, Los Angeles.
August 30—Michigan Self-Service Laundry Association, dinner discussion meeting, Detroit-Leland Hotel, Detroit.

Advance Folk (Country & Western) Record Releases

Continued from page 28

Free Samples—Roy Hogsed (I Wish) Cap 1721
Hitsity Hitsity—S. Cooley (Lucky Leather) Dec 46339
Honey o' Mine—Billie and Cecil (Peggy Ann) Atkan JG-001
Hot Guitar, The—E. Hill (Steamboat Stomp) Mer 6347
I Dreamed About Mama Last Night—Luke the Drifter (I've Been) MGM 11017
I Know You'll Never Change—Oklahoma Wranglers (Country Kisses) V 21-0491
I Miss My Swiss—Kenny Roberts & Pinetoppers (Beautiful) Coral 60540
I Want to Be Blue—Anita Carter (Just You) V 21-0493
I Want to Go to the Rodeo—Cecil Uto (In Western) Atkan JG-002
I Wish I Wuz—Roy Hogsed (Free Samples) Cap 1721
I'm Not in Love, Just Involved—Eddie Dean (Roses Remind) Cap 1729
I'm With a Crowd But So Alone—Ernest Tubb (Roses of) Dec 4634
In Western Kansas—Cecil Uto (I Want) Atkan JG-002
Juke Box Boogie—Ramblin' Jimmie Dolan (Sailor's Blues) Cap 1720
Just You and I—Anita Carter (Want) V 21-0493
Liberty—Fiddlin' Jim Skiles (Arkansas Travler) Shome 514
Little Ole You—Jackie Doll (A Country) Mer 6336
Lonesome Truck Drivers Blues—Bill Monroe (Rotation Blues) Dec 46344
Lucky Leather Britches—S. Cooley (Hitsity Hitsity) Dec 46339
Mom and Dad's Waltz—Lefty Frizzell (Always Late) Col 20837
Peggy Ann—Cecil Uto (Honey o' Mine) Atkan JG-001
Player Piano Boogie—Deuce Spriggins (Empty Hands) Cap 1730
Rose of the Mountain—Ernest Tubb (I'm With) Dec 46343
Roses Remind Me of You—Eddie Dean (I'm Not) Cap 1729
Rotation Blues—Bill Monroe (Lonesome Truck) Decca 46344
Sailor's Blues—Ramblin' Jimmie Dolan (Juke Box) Cap 1720
Snow on the Mountain—Dale Evans (Strawberry Tears) V 21-0490
Strawberry Tears—Dale Evans (Snow On) V 21-0490
Tud Down—R. Atcher (Take My) Acme 966
Too Late to Regret—J. Watts (I Never) Mer 6341
Triffin' Woman—G. O'Quin (Texas Boogie) Cap 1708
Upon the Other Side—Hilton Smith (That Freckled) Shome SH-513
Waltz of Broken Vows—Lacroy Sisters (Waltz of) Col 20839
Waltz of the Wind—Lacroy Sisters (Waltz of) Col 20839
When I Take My Vacation in Heaven—E. George (Why Should) Maunay M-104
Wild Wild Man from Tennessee—The Eagles (You Can't) Citation 1150
You Are the Rose of My Dreams—Dallas Turner (I'll Say) Rich-R-Tone 1001
You Can't Come Back—The Eagles (Wild Wild) Citation 1150
You Knocked the Pins From My Heart—Sunset Westerners (On the) Folk-Star 607
You Remind Me So Much—E. Zack (Clouds Will) Dec 46330

COUNTRY & WESTERN ALBUMS

Hank Snow Sings Famous Railroad Songs Album (3-10") V(78)310; (3-7") (45)WP-310—The Wreck of the Old 97; Hobo Bill's Last Ride; The Engineer's Child; Ben Dewberry's Final Run; One More Ride; Mystery of No. 5

You Sacred the Love Right Out of Me—Webb Pierce (California) Dec 46332
You're Breaking My Heart Dear—R. Crabtree (Handful of) Col 20831
You're Getting Too Old—Charlie Adams (If a) Dec 46335
Yodelin' Way Up There—R. King (Sweet Face) Mer 6338

Shifting Sands

Continued from page 72

here. Ramagosa, in addition, is cashing in on the popularity of Lite-a-Line with a similar stand in North Wildwood having 24 machines. At both stands play is on 5 cents.

Use Guns

Other amusement machine stands operated by Ramagosa in his Casino Arcade are a stand of six Exhibit Dale Six Shooter machines with free tickets on the Scooter rides as prizes and play scaled at 5 cents; 10 Rotary Merchandisers with 2-cent play for four machines and 5-cent play for six, and a large stand housing approximately 100 5-cent play Lite-a-Line machines with merchandise prizes for coupon holders.

Also in Casino Arcade is a stand with eight United Shuffle Alley machines, in addition to a half dozen other novelty machines including movies and card vendors; 27 Pokerino machines offering merchandise prizes and cigarettes, and two Williams Double Header baseball machines.

Here's the most Beautiful most Profitable Small Music Box Made

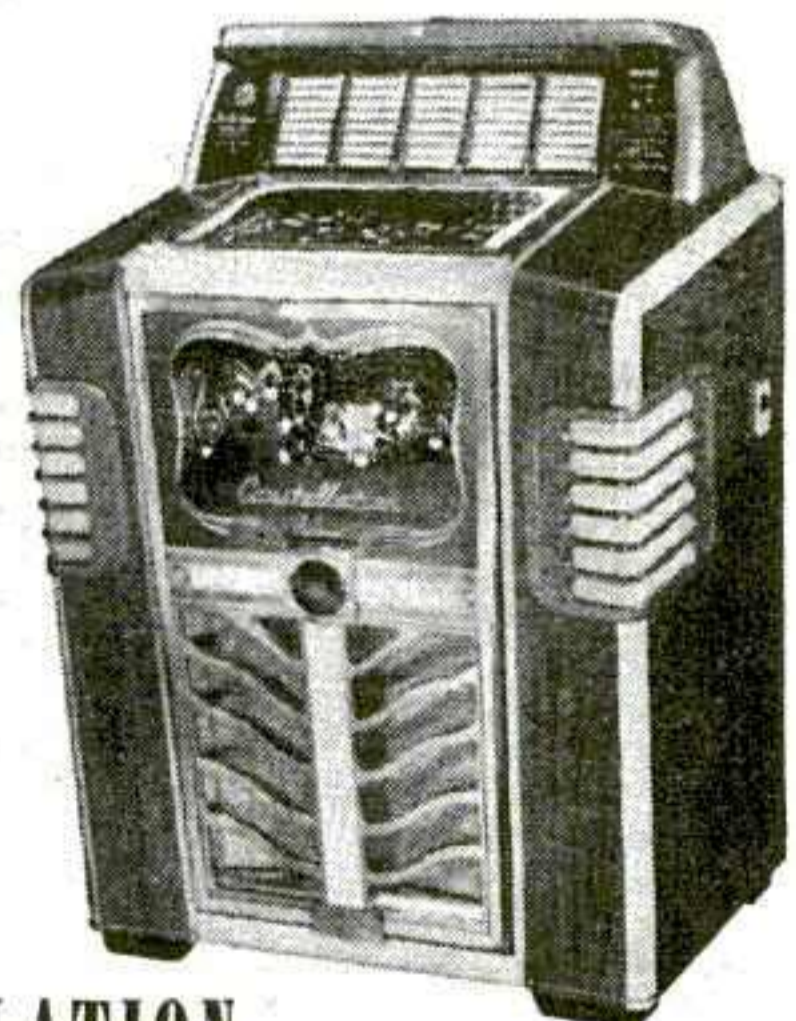
RISTAUCRAT \$45



CONSOLE DIST. CO., Inc.
3758 Air Line Hwy.
New Orleans, La. TE. 8248

IT'S "SOUND" JUDGMENT

to put your phonograph dollar into Constellation's play making, money making TONE REPRODUCTION . . . rich, brilliant, true to life!



EVANS' 20 RECORD 40 SELECTION

CONSTELLATION

THIS SAYS IT BEST . . . "Constellation is the Phonograph Built with Your Future in Mind!"

Your future in music now depends on how quickly you act to assure trouble free operating in the seasons to come. See your Evans Distributor or write Factory direct TODAY!

H. C. EVANS & CO.

1556 W. CARROLL AVE., CHICAGO 7, ILLINOIS
SEE EVANS' PROFIT STIMULATOR ON PAGE 88

Selling Broken Records? WE BUY CARLOADS

Of broken records and flash in bags. No powdered nor laminated stock acceptable. Submit quotations F.O.B. shipping point to:

PAN AMERICANA DE DISCOS, S.A.
APARTADO 3—TACUBA, D.F., MEXICO

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 July 28	Issue of July 21	Issue of July 14	Issue of July 7
Advance Rolls (Genco) (roll-down).....	\$35.00 39.50(2)	\$30.00 39.50	\$39.50 45.00	\$39.50 45.00
All Babi (Gottlieb).....	39.50 45.00	39.50 49.50	39.50 45.00	39.50 45.00
Alice in Wonderland (Gottlieb)	49.50 50.00		49.50	49.50
Aquacade (United).....	39.50 45.00(2)	39.50 45.00	39.50 45.00	39.50 45.00
Arizona (United).....	50.00 59.50	50.00 59.50	50.00 59.50	44.50 50.00
Baby Face (United).....	69.00 75.00	64.50(2) 89.50	64.50 69.00	59.00 64.50(2)
Ballerina (Bally).....	89.50		89.50	69.00 94.50
Bally Hoo (Bally).....	100.00		129.00	129.00
Band Leader (Keeney).....	65.00		65.00	65.00
Bango (Chicago Coin).....	50.00	44.50	44.50	44.50
Banjo (Exhibit).....	29.00		29.00	29.00
Bank-a-Ball (Gottlieb).....	59.50	49.50	49.50	49.50
Barnacle Bill (Gottlieb)...	29.50 34.50	34.50	34.50 45.00	34.50 45.00
Basketball (Chicago Coin)...	39.50 50.00		34.50	45.00
Basketball (Gottlieb).....	59.50 75.00(2)	79.50	75.00 79.50	75.00 79.50(2)
Be Bop (Exhibit).....	69.00 69.50(2)	69.50	69.50	59.50(2) 69.50
Beach Club.....	85.00		85.00	85.00
Bermuda (Chicago Coin)....	29.50 34.50		29.50	29.50
Big Top (Genco).....	39.50 50.00	39.50 54.50	39.50(2) 54.50	39.50 54.50
Black Gold (Genco).....	59.50 75.00(2)	79.50	75.00 79.50	75.00 79.50(2)
Blue Skies (United).....	69.00 69.50(2)	69.50	69.50	59.50(2) 69.50
Bomber (Chicago Coin)....	85.00		85.00	85.00
Boston (Williams).....	39.50 50.00	39.50 54.50	39.50(2) 54.50	39.50 54.50
Bowling Champ (Exhibit)...	145.00 204.50	79.50(2) 95.00	79.50 104.50	79.50 104.50
Buccaneer (Gottlieb).....	79.50 95.00	79.50(2) 95.00	79.50 104.50	79.50 104.50
Buffalo Bill (Gottlieb).....	69.50 75.00	64.50	64.50	64.50 125.00
Buttons and Bows (Gottlieb)..	45.00 49.50	45.00 69.50	45.00 69.50	45.00 69.50
Camel Caravan (Genco)....	54.50 69.50		69.50	69.50
Canasta (Genco).....	59.00 69.50(2)	49.50	49.50 79.50(2)	49.50 75.00
Carnival (Bally).....	75.00 79.50		79.50	79.50
Carolina (United).....	109.00 135.00	135.00	105.00 125.00	105.00 125.00
Catalina (Chicago Coin)....	67.50 75.00	69.50 119.50	79.50 119.50	105.00 119.50
Champion (Bally).....	109.50 119.50	125.00		
Chico (Chicago Coin).....	44.50 69.50(2)	69.50	69.50	69.50
Cinderella (Gottlieb).....	75.00		75.00	75.00
Circus (Exhibit).....	54.50 69.00		69.00	59.50 69.00
Citation (Bally).....	29.50 39.00	29.50 49.50	29.50 45.00	29.50 45.00
Cleopatra (Marvel).....	49.50 50.00		49.50	49.50
College Daze (Gottlieb)....	100.00 110.00	99.50 105.00	100.00 132.50	135.00 145.00
Coney Island (Exhibit)....	149.50 175.00	149.50(3)	135.00	149.50 195.00
Contact (Exhibit).....	200.00	175.00 200.00	139.50(2)	200.00
Control Tower (Williams)...	30.00 39.50	30.00 34.50	30.00 34.50	25.00 30.00
Cover Girl (Gottlieb).....	45.00 49.50	49.50	49.50	34.50 49.50
Cover Girl (Keeney).....	72.50 99.50	64.50 69.50	65.00 84.50	89.00 89.50
Crazy Ball (Chicago Coin)...	125.00 134.50	94.50 99.50	89.50(3) 99.50	99.50 125.00
Dallas (Williams).....	69.50 75.00	79.50(3)	79.50(3)	79.50(3)
De-Icer (Williams).....	95.00 104.50	104.50	89.50 104.50	59.50 100.00
Dew-Wa-Ditty (Williams)...	119.50			
Double Feature (Gottlieb)...	34.50	34.50	34.50	34.50
Double Shuffle (Gottlieb)...	50.00	34.50	34.50	34.50
Dreamy (Williams).....	169.50	205.00	205.00	205.00
El Paso (Williams).....	45.00 50.00	34.50	34.50 45.00	34.50 45.00
Fighting Irish (Chicago Coin)	45.00 50.00	34.50	34.50 45.00	34.50 45.00
Fightin' Phils.....	29.50 34.50	29.50 34.50	29.50 34.50	29.50 34.50
Floating Power (Genco)....	74.50 75.00	79.50(3)	79.50(3)	79.50(3)
Flying Saucers (Genco)....	79.00 79.50(3)			
Four Horsemen (Gottlieb)...	95.00			
Football (Chicago Coin)....	89.50 99.50			
Freshie (Williams).....	125.00 130.00	125.00	125.00 145.00	79.50 85.00
Georgia (Williams).....	100.00 110.00	79.50 100.00	79.50 100.00	135.00 145.00
Gin Rummy (Gottlieb).....	44.50	44.50	44.50	44.50
Gizmo (Williams).....	79.50 84.50	40.00 79.50	40.00 79.50	79.50 84.50
Gold Cup (Bally).....	110.00	84.50 89.50	84.50	84.50
Golden Gloves (Chicago Coin)	49.50 64.50	64.50	64.50	90.00
Gondola (Exhibit).....	49.50 55.00(2)	44.50 55.00	44.50 55.00	44.50 55.00
Grand Award (Chicago Coin)...	59.50 65.00	59.50 64.50	59.50	59.50(2)
Happy Go Lucky (Gottlieb)...	69.50	69.50	69.50 79.50	69.50
Harvest Moon (Bally).....	125.00	125.00	99.50 135.50	130.00
Harvest Time (Genco).....			145.00	145.00
Hawaii (United).....	24.50	24.50	24.50	24.50
Hit Parade (Gottlieb).....	29.50 39.50	29.50	29.50	29.50
Hot Rod (Bally).....	75.00 139.00	74.50 140.00	140.00 149.50	64.50 149.50
Holiday (Chicago Coin)....	140.00 149.50	149.50		
	75.00			44.50 70.00
				24.50 29.50

	Issue of July 28	Issue of July 21	Issue of July 14	Issue of July 7
Humpty Dumpty (Gottlieb)...	29.50 34.50	29.50(2) 30.00	29.50 34.50	24.50 29.50
Hy-Roll Bally (Roll-Down)....	49.50 50.00	34.50 49.50		30.00 34.50
Irish Poker.....				49.50
Jack 'n' Jill (Gottlieb).....	49.00 99.00	44.50 49.50	44.50 49.50	44.50 49.50
Jockey Special (Bally).....	65.00			
Joker (Gottlieb).....	64.50 69.50	34.50 64.50	49.50 59.50	64.50 69.50
Jumbo (Bally).....		69.50	64.50 69.50	150.00
Just 21 (Gottlieb).....	150.00		144.50 154.50	150.00
	39.50 44.50		44.50	44.50
	50.00 59.50	39.50 64.50	59.50 64.50	34.50 64.50
	69.50 79.50	79.50	79.50	75.00 79.50(2)
	95.00			
K. C. Jones (Gottlieb).....				115.00 125.00
Kilroy (Chicago Coin).....	17.50	19.50	19.50	19.50
King Arthur (Gottlieb).....	120.00			125.00
King Cole (Gottlieb).....	55.00		55.00	55.00
Knock Out (Gottlieb).....	135.00(2)	139.50	110.00 139.50	150.00
	139.50(2)	150.00(2)	149.50	160.00(2)
	145.00		150.00(2)	
	150.00(2)			
	165.00			
Lady Robin Hood (Gottlieb)...	39.50 50.00	39.50	39.50	39.50
Line Up (Keeney).....			22.50	22.50
Lucky Inning (Williams).....	89.50 99.50	99.50	99.50 109.00	109.00
Lucky Star (Gottlieb).....	50.00			
Madison Sq. Garden (Gottlieb).....	140.00(2)	140.00	140.00	140.00 145.00
	144.50			
Major League Baseball (United).....	49.50 54.50	54.50	54.50	54.50
Majors of '49 (Chicago Coin)...	34.50 39.50	34.50 39.50	29.50 34.50	39.50
	44.50 45.00	35.00 44.50	35.00 44.50	35.00 44.50
	75.00 79.50	79.50	79.50	79.50
Mandalay (Keeney).....			44.50	44.50
Manhattan (United).....	22.50 29.00	24.50	24.50	
Mardi Gras (Genco).....	39.50 50.00			
	34.50 44.50	34.50 49.50	49.50	49.50
	49.00 49.50			
Maryland (Williams).....	55.00			
Melody (Bally).....	75.00 79.50	79.50 99.50	79.50 99.50	69.50 79.50
Mercury (Bally).....	99.50 110.00	110.00		114.50
Merry Widow (Genco).....	50.00			
	74.50 85.00	77.50	79.50	
	95.00			
Minstrel Man (Gottlieb).....	34.50 39.50	39.50 54.50	39.50 54.50	39.50 54.50
Monterrey (United).....	50.00 54.50			
	165.00	165.00	165.00	
Moon Glow (United).....	24.50 45.00	27.50 34.50	27.50 34.50	34.50 49.50
	49.50	49.50	49.50	
Morocco (Exhibit).....	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
Nevada (United).....	55.00			55.00
Nifty (Williams).....	49.50(2) 60.00	49.50	49.50(2)	49.50(2)
Oasis (Exhibit).....	25.00	25.00	25.00	25.00
Oklahoma (United).....	144.50 145.00	145.00	139.50 145.00	149.50
	135.00 149.50	135.00 149.50	135.00 149.50	149.50
	79.50 99.50	79.50(2) 99.50	79.50(2) 99.50	69.50 75.00
	110.00			79.50(2) 89.50
Old Faithful (Gottlieb)....	114.50	99.50(2)		109.50
One, Two, Three (Genco)....	54.50 59.00	59.50	59.00 59.50	59.00 59.50
	59.50			
Paradise (Gottlieb).....	49.50 75.00	49.50	49.50	37.50
Phoenix (Williams).....				24.50
Photo Finish (Universal)....	159.50 175.00	119.50 139.50	90.00 104.50	115.00 125.00
		144.50 159.50	125.00	175.00(2)
		175.00	139.50(2)	
Pin Bowler (Chicago Coin)...	135.00	135.00	159.50 175.00	125.00 145.00
			129.50 135.00	145.00
Pinch Hitter (United).....	59.00 60.00		59.00	34.50 50.00
Pinky (Williams).....	160.00	160.00	139.50 145.00	59.00
Play Ball (Chicago Coin)...	59.50 64.50	69.50	120.00	
	85.00			
Playland (Exhibit).....	135.00	135.00	135.00	135.00 144.50
Playtime (Exhibit).....				79.50
Puddin' Head (Genco).....	49.50 50.00	44.50 54.50	44.50 54.50	44.50 54.50
Quarterback (Williams).....	55.00	55.00	55.00	55.00
	95.00(2)	79.50 95.00	79.50 95.00	79.50
Rag Mop (Williams).....	135.00(2)	135.00	135.00 149.50	
Rainbow (Williams).....	144.50			
Ramona (United).....	45.00 50.00	54.50	45.00 54.50	45.00 54.50
	54.50	54.50	29.50 54.50	29.50 54.50
	65.00			59.00
Rancho (Bally).....	45.00			
Rip Snorter (Genco).....	99.50	99.50	99.50	85.00
Robin Hood (Daval).....	34.50(2) 35.00	34.50 35.00	24.50 34.50	34.50 35.00
	79.50 49.50	49.50	35.00 49.50	49.50
Rocket (Bally).....		139.50		64.50 139.50
Rocket (Genco).....	14.50			
Rockette (Gottlieb).....	100.00 145.00	145.00	100.00 124.50	95.00
Rondervoo (United).....	30.00 39.50	30.00 39.50	30.00 39.50	30.00 39.50
	45.00 49.50	49.50	49.50	49.50
	50.00			
Round Up (Gottlieb).....	49.50 95.00			
St. Louis (Williams).....	65.00 74.50(2)	64.50 79.50(2)	79.50(2)	54.50 79.50(2)
	79.00 79.50			
Sally (Chicago Coin).....	30.00 34.50	30.00 39.50	30.00 39.50	30.00 39.50
	39.50 54.50	54.50	54.50	54.50
	55.00			
Samba (Exhibit).....	77.50	97.50	97.50	79.50
Saratoga (Williams).....	85.00	64.50	39.50 64.50	64.50 79.50
Screwball (Genco).....	34.50(2)	34.50 39.50(2)	19.50 34.50	29.50 34.50
	39.50(2)		39.50 55.00	39.50 55.00
	55.00(2)			
Select-a-Card (Gottlieb)....	60.00 64.50	64.50 69.50	64.50 125.00	85.00 125.00
	69.50(2) 85.00			
Serenade (United).....	54.50 60.00	44.50 54.50	44.50 54.50	44.50 49.50
Shanghai (Chicago Coin)....	34.50 49.50	34.50 49.50	34.50 49.50	34.50 49.50
	65.00			
Shantytown (Exhibit).....	109.00 110.00	119.50	115.00 119.50	115.00
Sharpshooter (Gottlieb)....	89.00 95.00	85.00	85.00	44.50 84.50
Shoo-Shoo (Williams).....	145.00 154.50	155.00		85.00
Shortstop (Exhibit).....	29.50			
Show Boat (United).....	44.50 60.00			
Singapore (United).....	39.50			
South Pacific (Genco).....	89.50 99.50	119.50 125.00	69.50 119.50	64.50 85.00
	119.50		125.00 129.00	100.00 119.50
	125.00(2)			
Special Entry (Bally).....	54.50	29.50 54.50	54.50	125.00
Speedway (Gottlieb).....	44.50 49.50	34.50 49.50	34.50 49.00	54

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.

Table listing Shuffle Games with columns for machine name and prices from issues of July 7, 14, 21, and 28. Includes items like ABC Bowler, Baseball, Bowling Alley, etc.

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table listing Arcade Equipment with columns for machine name and prices from issues of July 7, 14, 21, and 28. Includes items like Ace Bomber, Air Hockey, Astroscope, etc.

Amusement Games

Table listing Amusement Games with columns for machine name and prices from issues of July 7, 14, 21, and 28. Includes items like Thing, Three Feathers, Three Musketeers, etc.

100% Return privilege within 10 days if not satisfied with our reconditioned equipment. WURLITZER 616 Fully repaired. Perfect condition. Ready for location. \$79.50 (crated) 1/3 With Order, Balance C. O. D. Send for Complete List.

DAVID ROSEN Exclusive A.M.I. Dist. Ea. Pa. 855 N. BROAD STREET PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

SHUFFLE GAMES Keely 4 Player League Bowler... \$275.00 Chl. Coin Trophy Bowl... \$149.00 Univ. Super Twin Bowler... \$129.50

GREAT GUNS for the AMUSEMENT ARCADE & LOCATION Exhibit Gun Patrol... Write Exhibit Six Shooter... Write Exhibit Dale Pistol Gallery... \$125.00

EXTRA CLEAN EK. BUILD-UP EX. BANJO EK. SHORT-STOP GOT. ROBIN-HOOD GOT. HUM. DUMPTY UN. MANHATTAN WMS. STORMY WMS. YANKS C.C. BERMUDA C.C. (2) CATALINA GAYTIME AMUSEMENT CO. 215 N. 25 St. Omaha, Nebr. Phone: Harney 9477

FOR QUICK SALE 2 1015 Wurlitzer Phonographs \$225.00 ea. 3 1100 Wurlitzer Phonographs 350.00 ea. 1 Dale Gun (Late) 75.00 PIN TABLES Minstrel Man \$150.00 Telecard \$40.00 Shoo Shoo... 150.00 Tahiti... 35.00

SPECIAL! TRI SCORES, Brand New... \$135 Ea. WRITE FOR PRICES ON THE FOLLOWING: Minstrel Man Knockout Nelly Joker Shoo Shoo Rockette Spot Bowler Lehigh Specialty Co. 826 N. Broad St., Philadelphia 30, Pa.

1 BALLS 9 CHAMPIONS @ \$79.00 each 4 CITATIONS @ \$49.00 each 5 BALLS 3 GOTTLEIB'S HUMPTY-DUMPTY (with flippers @ \$15.00 each) All in Top Shape. Terms 1/3 Deposit. C. & M. SPECIALTY CO. 822 CAMP STREET, NEW ORLEANS, LA.

ROUTE FOR SALE Located in Logan County, Bellefontaine, Ohio. Free Play Pins, Phonographs and Shuffle Games. Inventory about \$4500. Sacrifice for quick cash sale. B. G. NEBEL c/o Zane Caverns, Bellefontaine, Ohio Phone 9-4568

Ready for Location Citations \$65.00 Champions \$95.00 Turf Kings \$210.00 Knockouts \$100.00 1/3 deposit, balance C.O.D. SOUTHERN AMUSEMENT COMPANY 1935 Sophie Wright Place New Orleans 13, La.

FOR SALE 6 TURF KINGS @ \$195.00 ea. A-1 condition. 1/3 deposit. 20 Five-Balls, cheap. Write for prices. SCOTT AMUSE. CO. Huntsville, Texas.

FOREIGN BUYERS! WRITE TODAY FOR OUR COMPLETE "EXPORT PRICE LIST" and Our HANDY "ORDER FORMS" WE HAVE SATISFIELD CUSTOMERS ALL OVER THE WORLD INTERNATIONAL AMUSEMENT CO. 5 Parkhurst Street, Newark 2, New Jersey EXPORTERS - Bigelow 8-9707 - IMPORTERS

Coinmen You Know

TELEPHONE SPECIAL!

Mardi Gras Triple Action Spin Ball } \$99.50
 Virginia Ali Baba Yanks } \$99.50
 Trade Winds Humpty Dumpty Screw Ball } \$99.50

AND TOP-SPOT VALUES FOR TOP PROFITS ON ANY LOCATION!

RECONDITIONED 5-Balls

Shoo Shoo \$129.50
 Shanghai 34.50
 Buccaneer 54.50
 Ramona 19.50
 Stormy 29.50
 Floating Power 49.50
 Barnacle Bill 59.50
 Boston 79.50

● CHICOIN PLAYBALL, NEW 94.50
 Four Horsemen 119.50

USED SHUFFLE GAMES

Un. Shuffle Alley \$19.50
 ● BALLY SHUFFLE BOWLER 15.00
 Bally Speed Bowler 55.00
 Bally Shuffle Champ 89.50

USED PHONOGRAPHS

Wurlitzer 700 \$ 79.50
 Wurlitzer 750E 99.50
 AMI Model B 399.50
 ● WURLITZER 850 44.50
 Wurlitzer 1015 209.50
 Seeburg 5-10-25¢ Wallboxes. Ea. 49.50
 ROCK-OLA ROCKET. NEW—WRITE

USED JUMBO PIN GAMES

Jockey Special \$ 34.50
 Gold Cup 40.00
 Citation 94.50
 ● SPECIAL ENTRY 29.50
 Champion 149.50
 Turf King 249.50

distributing company
 3181 Elston Chicago 18, Ill.
 Independence 3-2210

Authorized Distributors for
Bally and WURLITZER
 Products Phonographs

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

GETTING THE BIG MONEY EVERYWHERE

TRADIO

THE GREATEST NAME IN COIN-OPERATED TELEVISION



For Special Operators' Price and Details on Exclusive Distributor Franchises, Write, Wire, Phone.

TRAD TELEVISION CORP.
 Manufacturers of RCA Licensed Television
 ASBURY PARK, N. J.
 ASbury Park 2-7447

21 TUBE

Immediate Delivery

RCA LICENSED CHASSIS

BUY DIRECT FROM FACTORY!

FLY-A-WAY PIN CONVERSION \$39.50

FOR UNIV. TWIN BOWLER, CHICOIN BOWLING ALLEY AND UNITED SHUFFLE ALLEY ● Electric Motor Driven ● Matches Cabinet Design ● Easy to Install ● Strikes and Spares Visible in Center of Unit.

SCOREBOARDS

Coin Operated Electric. Fits all Shuffleboards, 5 or 10' play.
 Center Overhead \$115.00
 Wall Model 90.00

M & T SALES CO.

2845 FULLERTON AVE. CHICAGO 47, ILL.
 Phone: Dickens 2-2424

Subscribe Now!

ONE YEAR \$10

52 BIG ISSUES

Including 8 Special Issues



THE BILLBOARD
 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name
 Address
 City Zone State.....
 Occupation

WANTED

Capable Mechanic and Personnel Man

Familiar with Seeburgs, AMI's and Shuffle Games. Send reference and picture and salary expected.

Binghamton Amusement Co., Inc.
 221 Main St. Binghamton, N. Y.

FOR SALE

NEW MILLS BLUE TOPS
 NEW WATLING ROL-A-TOPS

ALSO USED MILLS AND WATLINGS

Make an offer

THE OHIO NOVELTY CO.

ASHLAND, OHIO PHONE 10801

Chicago

Rock-Ola Manufacturing became one of the busiest spots in the coin machine field last week as distributors from the entire country and Canada and Mexico, together with the firm's regional sales reps, converged here to see the new Rocket '52-50 unveiled Sunday (29) at the Sheraton Hotel. David C. Rockola, president; J. Raymond Bacon, executive vice-president, and Art Weinand, vice-president and director of sales, were all enthused over the new machine, the first juke box to be introduced on dime play. All three execs will be on hand for the meeting tomorrow.

Despite torrid temperatures, First Distributors' headquarters were jammed last week, an indication that summer business should hit a new record in these parts. Joe Kline and Wally Finke, co-owners of the firm, said trade activity covered games and music. Mal Finke, premium division head, was working overtime getting out shipments of seasonal items, he says.

Max Sparks, Sar Enterprises president, reports tests are starting on jukes with his Genii Switch play promoter. He expects to have results in on the tests within the next month, and, according to present plans, will have the promoter on display to the industry for the first time at the Six-States Convention in Omaha in October.

Dan Moloney is expected back from an extended road trip. Meanwhile, another Bally executive, Tom Callaghan, returned from a Puerto Rican recuperation-vacation stay. Callaghan soaked up the sun while down South and looks in peak condition. Jack Nelson, general sales manager, and Bill O'Donnell, assistant general sales manager, were in a huddle over distribution of Shuffle-Line, an in-line scoring shuffle game which wasted no time in building up acceptance. Nelson reports Al Bergman, head of Alfred Sales, Buffalo, is back at his post after recovering from a lengthy illness. Phil Weinberg, district manager, left for a business tour of Texas and the West Coast.

Ford SeBastian, Exhibit Supply's executive vice-president, states the production line is hard pressed to keep up with Sales Manager Frank Mencuri who has been mailing in volume orders on Pony Express and Big Bronco, the small and large mechanical horses.

Sam Lewis, Chicago Coin Machine Company, reports steady action on its Horse-Shoes shuffle game. Ed Levin has been handling barrages of out-of-town calls on the unit. Firm has had a stepped-up number of callers at the plant the past few weeks, many of the distributors coming in for chats with Sam Wolberg and Sam Gensburg, firm owners.

At J. H. Keeney & Company, President Roy McGinnis reports Lite-A-Line, the new five ball game featuring in-line scoring, is making a hit with operators in the field. Company is completing final tests on a 21-inch TV set designed to make people in the fringe area feel they are a few blocks away from the television studio. So far, McGinnis says, reception has been exceptionally good as far as 125 miles from the city. Set will be marketed this fall in three different models.

Clayton Memeroff and Charlie Pieri, Monarch Coin execs, are getting set for the move to the new address on Lincoln Avenue. They say it should be accomplished about August 1 with an open house party skedded in the fall. S. I. Neiman, public relations director for the National Coin Machine Distributors Association, has been busy with NCMDA members setting fall plans.

Salt Lake City

Just back from the Idaho territory covered by Knudsen Music Company, Inc., is Manager H. R. Sterling who brought back glowing reports by operators on Hayburners, 5-ball novelty game, which is debuting there.

J. A. Stevenson, operator, is back in town after a two-week trip to Phoenix, Ariz., to check

business interests there. A recent visitor from Lander, Wyoming, was Paul Scott looking for new machines to add to his routes.

Sam Thiros, Gateway Amusement Company operator, swung down into Salt Lake City from Pocatello to report bowlers are still drawing the good play, and to look over new 5-ball equipment.

Conrad Smithers, Great Falls, Mont., operator checks in to advise on this business of becoming a papa, and to announce their daughter, born last April, "growing like a weed." Same for Peter A. Mehelish, Helena, Mont., operator, and his boy, also born in April.

Back in the swing of things at Missoula, Mont., are Mr. and Mrs. Robert Goss, after an early vacation at Double Arrow Dude Ranch, Seeley Lake, Mont.

Jack Gowans, Tooele, Utah, operator, is in Canada looking into fishing prospects for a month.

Bowing to the call of the Yukon this month, Norm Cregun, operating Cregun's music in Ogden, Utah, is inspecting points of interest in Alaska.

Dan Stewart, Dan Stewart Company, and Provo operator Larry Atkinson, were back at the old stand after a few days at Sun Valley, Idaho. They made the trip in Larry's private plane.

Charles Campbell, Reliable Sales Company, owner, Billings, Mont., still eying part of his prize catch, now in the deep freezer, caught recently at Hebegeen Lake.

Isabelle Alfred, Dan Stewart Company office manager, greeting callers again after a vacation in San Francisco.

Los Angeles

William R. Happel Jr., Badger Sales Company, returned from a two-week combination business and pleasure trip to the Northwest. Making the trip by automobile, he visited Las Vegas, Nev., Portland and San Francisco, spending three days in the latter area. Stan Turner, who handles the Wurlitzer phonograph department at the Paul Laymon Company, is on vacation in San Francisco. While he is away, Jimmy Wilkins, outside salesman, will handle the department.

Fred Ray, a new operator from Bakersfield, was in town and making the rounds of Coin Row. He purchased the route formerly operated by Charlie Hartman. "Mac" McGlone, Orange County Music, in the city and reporting dime play going well in that area.

A rivalry has developed at the Service Amusement Company in Fresno. It seems the partners, Arlie Armstrong and Andy Anderson, are both speedboat fans and try to outdo one another. They try out the boats on lakes near Fresno and enter the regattas in Needles and other places. They have come off with several trophies to adorn their dens.

Lyle Kelso has added a number of Northwestern tab gum vendors to his operation. Bernie Gootkin of 20th Century Vending has also added the Northwestern tab gum vendors. His route now includes gum in addition to postage stamp machines. Roy Fagelson of San Diego is a new operator into the gum field. He is using Northwestern and recently received his initial order from Badger Sales, distributor in this area. Harold Hannaford, arcade operator at Balboa, reports business is going along as expected. The week-ends, says Hannaford, have been exceptionally good. Al Silberman of Badger Sales leaves Tuesday (31) on a trip East which will take him to Chicago and New York.

Minthorne Music is closing Saturday during July and August but remaining open until 9 p.m. on Friday nights. The plan is working out well with the operators taking advantage of the late night to make their purchases. George Mahlum, field salesman for Minthorne, is on vacation in Minnesota. Bob Alexander, service manager, takes off soon on his annual vacation. He plans to do some fishing in San Diego County. Nels Nelson reports that he lost 30 pounds following his recent operation. Despite this, Nelson says

that he feels fine and hopes that he never regains the lost poundage.

Fred McGee is confining his operation to race spots. The spots requiring a general assortment of music have been turned over to other operators. W. A. Mitchell stopped on his way from San Francisco to San Diego to pick up a new Seeburg phonograph. Vince Pokorski, head auditor at Minthorne Music, is passing around the cigars upon the arrival of a daughter at the Pokorski house. This is their second child, the other being a son. Jack Gutshall of San Louis Obispo in the city on a buying trip. Ten-cent play is working out well for the operators in that area, Gutshall reports.

Charlie Daniels of the Paul Laymon Company returned from his vacation, during which he drove back to Indianapolis. He had to dodge flood waters in passing thru Missouri. However, he missed the floods in Kansas. Orville Kindig in town from Long Beach; C. L. Millheizer, Las Vegas, and Larry Collins, Whittier.

Miami

John Saxon returned from a vacation in the mountains of North Carolina and a reunion with the home folks in Sylacauga, Ala. Gene Whitaker, Ace-Saxon veepee, and his wife paused briefly at Sylacauga en route to their vacation headquarters at Medora, Ind.

Cup drink ops are working nights to keep pace with the stepped-up volume of biz since the hot weather arrived. The boys at Modern Vendrinks, whose machines include seven on the Miami Beach ocean front, are laboring like Trojans to keep things running smoothly. Leon Hersh, Vendrinks partner, is receiving congratulations upon the birth of a daughter, Victoria.

Jack Corbin, with C & L Amusement Machine Company for 13 years, has resigned to operate his own music route in Sarasota, Fla. A Miami survey indicates nickel music play is unlikely to be replaced in the foreseeable future. No experiments are currently being made with dime play.

Harry Siskind, New York op, and his wife are vacationing at the Nautilus Hotel. Doris Shapiro and her hubby, Raoul, both of whom work at Supreme Distributors, are spending their vacation getting their new home in shape. Mrs. Shapiro recently lost her father, Rabbi Samuel Shapiro of New York City.

The bumper crop of summer tourists at Miami Beach has stimulated the sale of vended cigarettes, according to Sydelle Blatt, pretty wife of Willie (Little Napoleon) Blatt, who owns Smokes, Inc. Mrs. Blatt is handling the secretarial chores in the absence of Doris Shapiro. Genco is now turning out on a nation-wide basis the shuffle game which Blatt invented, under the name of Shuffle Target.

Employees at Bush Distributing Company are bearing up well under the present hot spell now that an air-conditioning system has been installed in the offices and showroom. Ozzie Truppman, Bush executive, is enthusiastic about the new Williams Hayburners pin game. Gordon Woolery joined C & L Amusement Machine Company staff as mechanic.

The following members of the Ace-Saxon family have received congratulatory cards recently: Lenese Mullenax, clerk in the front office, wedding anniversary; Homer Folks, routeman, anniversary; Hel Vines, telephone operator, anniversary; Loree and Wint W. cashier and assistant manager, respec-

Vendronics

Lyons, San Antonio. Vendronics manufacturer who was the originator of "Delaware Punch" died Thursday (19). He was a native of Kentucky and had lived here 47 years.

FOR BETTER BUYS . . . BETTER BUY NOW

DIRECT DISTRIBUTORS FOR ALL LEADING MANUFACTURERS

ONE BALLS		COUNTER GAMES — NEW
TURF KINGS	CITATIONS	Hit-A-Homer, \$22.50; 10 or More, \$19.50
WINNERS	CHAMPIONS	ABT Model F, \$47.50; 10 or More, \$37.50
PHOTO FINISH	GOLD CUPS	ABT Mdl. S.G., \$47.50; 10 or More, \$37.50
THESE ARE PRICED TO SELL		Kicker & Catcher, \$37.50; 10 or More, \$29
PHONE US FOR PRICES		Advance Shockers, \$19.50

ARCADE EQUIPMENT

Chi. Coin Hockey...\$ 75.00	Ace Bomber\$ 95.00	Silver Bullets\$165.00
Evans Ten Strike... 75.00	Heavy Hitter 65.00	Western Baseball . 85.00
Air Raider 125.00	Lo-Boy Scale 50.00	Bear Gun 375.00
Photomat, Late .. 695.00	Photomat, Early .. 350.00	Texas Leaguer 50.00
Quizzer & Film ... 125.00	X-Ray Poker 85.00	Astroscope, 10¢ ... 125.00
Siro's Brush Up ... 75.00	Wms. All Stars ... 125.00	Rocket Buster 65.00
Star Series 165.00	Pariscope 125.00	Evans Play Ball .. 275.00
Dale Gun 85.00	Vitalizer 95.00	Bally Big Inn. 185.00
Kirk's 5¢ Ast. Scale 95.00	Wur. Skee Ball ... 150.00	Pitch'Em-Bat'Em.. 225.00
Magic Pen 125.00	Hi-Ball 60.00	Mut. Fishing Well. 125.00
Chi. Coin Pistol .. 150.00	Atomic Bomber .. 150.00	Undersea Raider .. 95.00
Phil. Toboggan Ski 350.00	Pop Corn Sex 89.50	Panorams 225.00
Seven Hi Pool .. 75.00	Career Pilot 95.00	Chi. Coin Basket- 195.00
Table 75.00	Boomerang 45.00	ball Champ 195.00
Battling Practice .. 75.00	Goalee 125.00	Super Bomber 95.00
Chicken Sam 95.00	Recordio 175.00	Life-League 95.00
Metal Typar 275.00	Sky Fighter 125.00	Quarterback 95.00

MUSIC

Packard Wall Boxes \$17.50	Aireon Fiesta\$125.00
Rock-Ola '39 45.00	Aireon Coronet ... 150.00
Rock-Ola '40 45.00	Seeburg 8800 75.00
Rock-Ola '41 45.00	Seeburg 9800 85.00
Wurlitzer 600 75.00	
Wurlitzer 500 65.00	
Wurlitzer 41 50.00	
Wurlitzer 71 75.00	
Wurlitzer 950 75.00	
Ristaucrat 45 95.00	
Rock-Ola '46 175.00	
Rock-Ola '47 225.00	

AMI Distributors for Northern Ohio



Terms: 1/2 deposit with all orders, balance C.O.D.

CLEVELAND COIN MACHINE EXCHANGE, INC.

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ALL PHONES: TOWER 1-6715

M.S. GISSER, *President*

tively, anniversary; Robert Lott, president of Lauderdale branch, birthday, and John Saxon, president and owner of the company, birthday. Jimmy Trice has been promoted to manager of Florida Vendors, the cigarette and candy operation which Ace-Saxon acquired recently from Charles Yelvington. Jack Trice, brother of Jimmy and routeman for Florida Vendors, became a bridegroom.

Hyman Darling, who merged his Supreme Music with the juke box operation of Milly Green, returned from a vacation in Pittsburgh and is now directing activities of the new firm, known as Supreme American Music Company, Inc. Green, currently in New York attending to his large route there, is president of the revamped Miami organization, with David Stern vicepee and Darling secretary.

Philadelphia

Feit Music Machine Company, Woodbine, N. J., is now operating an amusement machine arcade on the Boardwalk in Sea Isle City, N. J., called Feit Pokerino. Company has also placed a number of music machines at the resort and other near-by South Jersey resorts. . . . Ralph Pries, Berlo Vending Company executive, was in the hospital undergoing surgery and is now at home recuperating. . . . Kathryn and John Hanley operating the automatic Self-Service Laundry in near-by Sea Isle City for the summer season. . . . Batter Up, automatic electric pitching box, introduced to the South Jersey resort area with the opening of a "Dug Out" in West Atlantic City, N. J.

Toronto

Reg Gilchrist, Canadian Seeburg distributor, returned last week from a trip thru the West, where he appointed new reps to handle his machines. Those appointed were Clare Kelly, Vancouver, and the Van Dusen Brothers in Calgary. In Alberta, Gilchrist said, the people are hungry for any kind of coin-machine. "They seem willing to buy anything that comes out of a machine," he said. Alberta is booming, he stated. The people don't need the education to buy things from coin machines, the way they do in the East.

Portland, Ore.

Budge Wright, Western Distributors' manager, relaxed recently with some ocean fishing after spade work that resulted in the organization of ops into the Oregon Music Association, Wright mailed out the letters that resulted in the first meeting. He was assisted by managers of the other distributing firms, which turned over their mailing lists and supplied letterheads.

W. R. Moore has been named general manager of the Portland Bottling Company, which vends 7-Up in many industrial and recreation locations. Moore formerly was sales manager of the Coca-Cola Bottling Company.

Jean Hotes, record dealer serving many juke ops, is the OMA expert on the Kefauver bill to tax juke ops. Reading from The Billboard, she filled in the members on the provisions of the proposed measure.

Lee Jones of Softone Music Service and president of Oregon Music Association, will take a honeymoon trip to Southern California. (Continued on page 88)



Don't Take Our Word, **JUDGE** FOR YOURSELF, That Equipment from **FIRST** is **FIRST** in QUALITY

SHUFFLE GAMES

COMPLETELY RECONDITIONED ALL PLAYING FIELDS RESURFACED

Bally HOOK BOWLER	\$265
Un. TWIN SHUFFLE ALLEY REB'ND	225
Keeney DOUBLE BOWLER	165
Chi. Coin TROPHY BOWL	159
Keeney DUCK PINS	155
United SHUFFLE SLUGGER	145
Chi. Coin BOWLING CLASSIC	139
Univ. SUPER TWIN BOWLER	135
Bally SHUFFLE CHAMP	89
Keeney LUCKY STRIKES	85
Keeney KING PIN	85
United SHUFFLE ALLEY EXPRESS	69
Univ. TWIN BOWLER	69
Chi. Coin SHUFFLE BASEBALL	65
Wms. DELUXE BOWLER	65
Keeney ABC BOWLER	65
Bally SPEED BOWLER	59
Chi. Coin BOWLING ALLEY	59
Gott. BOWLETTE, 6 Ft.	55
Bally SHUFFLE BOWLER	45
Genco GLIDER	35
Wms. TWIN SHUFFLE	35
Keeney PIN BOY	35
Genco BOWLING LEAGUE, 10 Ft. .	35

GOOD NEWS for MUSIC OPERATORS

Your 20 selection wall boxes are valuable! 3-wire or wire-less prewar or postwar! WE WILL CONVERT THESE BOXES TO PLAY FIRST 20 SELECTIONS ON YOUR 100 SELECTION PHONOS. No change of any kind required in phonograph. Conversion cost . . .

only **\$19** EACH

Write, phone or come in Today for Further Details.

Reconditioned 5 BALL GAMES

Over 100 flipper and power bumper games perfectly reconditioned. Satisfaction guaranteed. Write for price list.

New Type 5 BALL GAMES

Keeney LITE A LINE
Bally BRIGHT LIGHTS
United ABC
United 3-4-5
Bally BROADWAY

New Shuffle Games

Bally SHUFFLE LINE
Chi. Coin SHUFFLE HORSESHOES
United 4-PLAYER SHUFFLE ALLEY

BRAND NEW CLOSEOUTS

United TEAM HOCKEY	\$155
Chi. Coin PLAYBALL	100
IRISH POKER	99
Rock-Ola SHUFFLE JUNGLE	55
ABT CHALLENGER	45
Chi. Coin THING	Write
Genco HITS & RUNS	Write

Guaranteed New! In Original Crates! Limited Quantities!

GREAT GUNS!

Exhibit SIX SHOOTER	\$239
Chi. Coin PISTOL	135
Seeburg SHOOT THE DUCK, conv.	85
Ex. DALE GUN, late model. .	85
Ex. DALE GUN, early model	75
Seeburg CHICKEN SAM ...	75

Genco SHUFFLE TARGET

Nothing like it in Shuffle games. Genco SHUFFLE TARGET has ACTION PLUS! ATTRACTION PLUS! COLLECTIONS PLUS! Immediate delivery at FIRST!

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- Takes Pennies, Nickels, Dimes or Foreign Coins
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- Initial Cost Your Only Expense
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- Large Profits for Distributors

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Trimount is one of the largest exporters of coin-operated equipment.

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Trimount carefully packs and crates all shipments to arrive ready for location anywhere in the world.

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Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET
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"SHOOT THAT TIGER"—New 10c Game!

Brand new and low priced!! Coin operated shuffle game WITH MOVING ANIMAL TARGETS. 10¢ play, for amusement only. 6 1/2 feet long, 2 ft. wide. Immediate delivery.

\$99.50

Anyone in the tavern game business knows that a new 10¢ game at this price will quickly pay off the nut and make some true profits. Beautifully made of quality materials. Automatic puck return. Player slides the puck to hit exactly when the moving target passes the bull's eye. Electric scoreboard goes to 5 million. Electric tiger, lion, etc., across backboard as in shooting gallery. Player gets 15 shots for 10¢. Sturdy construction; any kitchen mechanic can service it from the simple manual we pack in each game. Plugs into any AC outlet. Entire mechanism in scoreboard section. Newly manufactured, not used or reconditioned.

No. 1005—Wt. 236 Lbs. Immediate Delivery. F.O.B. Chicago\$99.50

WEBB CORP. 4958 WEST CHICAGO AVENUE
CHICAGO 51, ILL. PHONE CO. 1-0740

IT'S TOPS IN SHUFFLE GAMES!

Chicago Coin's "HORSE-SHOES"

- 10c OR 20c PLAY • 1 OR 2 PLAYERS
- CAN BE OPERATED IN ALL 48 STATES
- EASY SERVICE FEATURES • PLAYER APPEAL

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Tops THE BEST THINGS YOU WANT MOST!

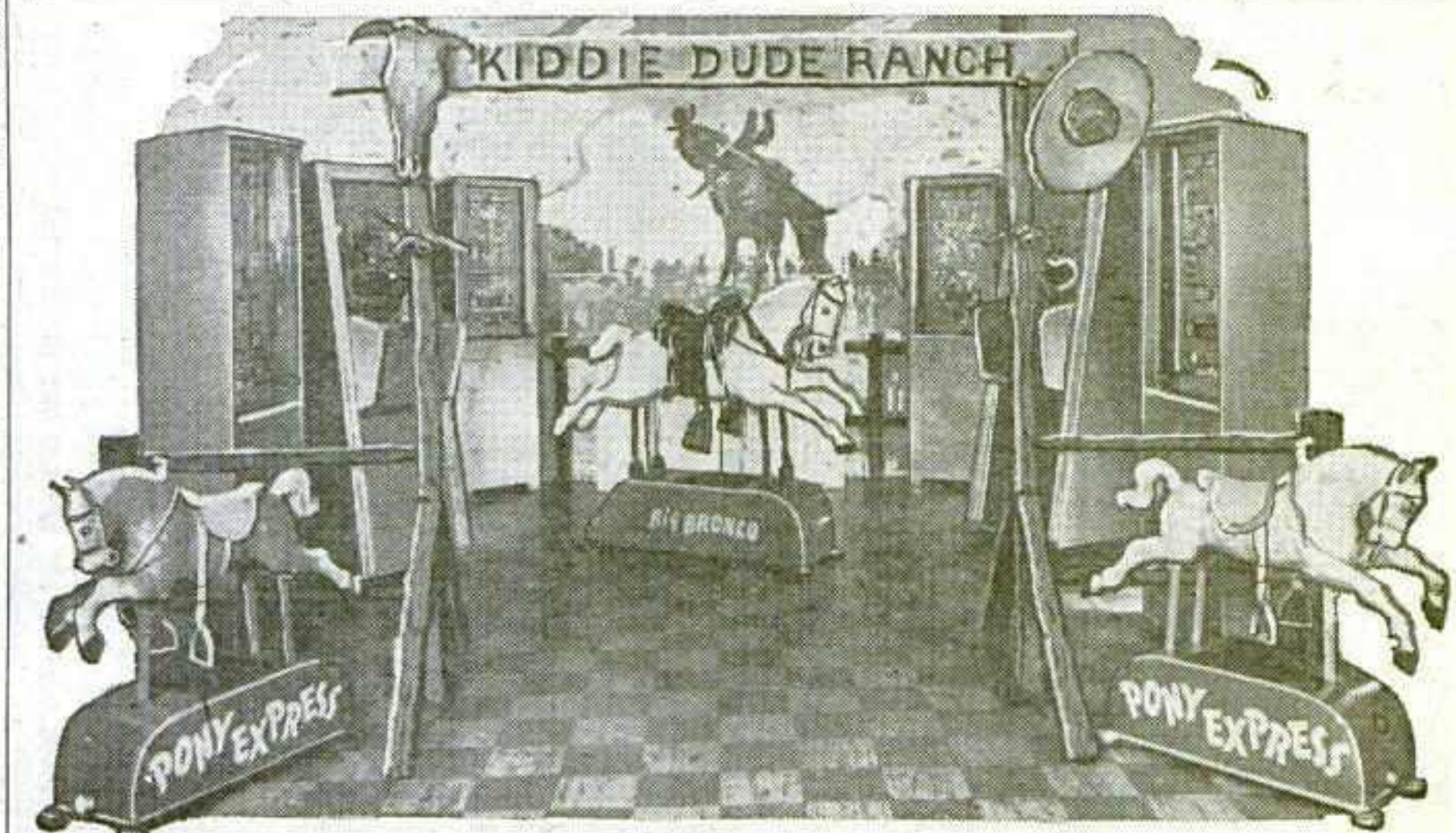
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CHICAGO, August 4. Tremendous national appeal of western action has garnered exceptional earnings for Operators of Exhibit Supply Company's Kiddie Dude Ranch. For complete details contact Exhibit Supply Company, 4218-30 W. Lake St., Chicago 24, Illinois. (Adv.)

NEW! NEW! NEW! NEW!



Buckley... RACE HORSE Amusement Game

... FREE PLAY ... REMOTE CONTROL ...

Buckley CRISS-CROSS

Automatic Payout Jackpot Belle

5¢ - 10¢ - 25¢ - 50¢ - \$1



WALL & BAR BOX

20-24-32 Records

5¢ or 10¢ Play



BUCKLEY MANUFACTURING CO.

16 E. FOURTH ST. RENO, NEVADA

F. CICCARELLI 54 LA CANEBIERE MARSEILLE, FRANCE

14 CARSON ST. LAS VEGAS, NEVADA

Coinmen You Know

Continued from page 87

fornia in August. Bride is the former Juno Hamilton. Nels Cheney, Coos Bay op, August 9 will conduct his first meeting of the Oregon Music Association. He will officiate in his capacity as vice-president during honeymoon of President Jones.

John Detweiler is a man with an idea. At the last OMA meeting he proposed that a shiny dime be affixed to each letter going to location owners apprising them of the association's new policy of dime play.

In his speech seconding a motion that the OMA affiliate with the Music Operators of America, Larry Hornbeck, R. F. Jones Company manager, read an article put out by American Society of Composers, Authors and Publishers to bolster sentiment for enactment of the Kefauver bill.

Bridgeport, Conn.

The Pepsi-Cola Bottling Company, Fairfield, and the Coca-Cola Bottling Company, Stamford, were forced to shut down last week due to a strike by members of Local 145, International Brotherhood of Teamsters, AFL. . . . Joseph P. Cleary, secretary-treasurer of the local, stated that the issues in the dispute include wage matters, retroactivity of benefits gained and management wishes to change certain parts of former working contracts.

Hartford, Conn.

Thieves broke into a North Side restaurant and stole between \$15 and \$20 from a juke box. . . . Frank Cashman has been named sales manager for B. H. Spinney Company, distributors of ranges, refrigerators, radio, television and allied products.

Walter Wheeler Jr., president of Pitney-Bowes, Inc., Stamford, Conn., stamp-vending machine manufacturers, has been named to a 14-member New England labor-management committee to assist in mobilizing workers necessary for defense and essential civilian production.

John J. Boyd, manager of the Canada Dry Bottling Company of New London, Conn., reports a bottle shortage, attributable to a combination of upsurge in the sales of soft drinks and the "prosperity of the times." Returns of empty bottles," he said, "have been running far behind last year." People just aren't returning the bottles for the deposits. This looks to me like prosperity when people don't need small change."

An early August date was slated for moving of Atlantic-New York Corporation's facilities into the newly acquired plant at 790 Albany Avenue. Atlantic-New York is area distributor for Seeburg. . . . Jack Gordon, Seeburg's district manager, was a recent Chicago visitor.

Pittsburgh

Sidney Weinstein, partner in the Sidmor Vending Company, took his six-year-old son, Jackie, on a Sunday outing near Slippery Rock. . . . Victor Abelson, Empire distributor, experienced a flooded basement during the recent severe electrical storm that struck Pittsburgh.

Harry Rosenthal of Banner Specialty Company, made a 10-day trip into West Virginia. . . . John Wassick of Morgantown, is pleased with his new AMI. . . . John Zanot came in from Reimersburg, Pa., to see the Pittsburgh Pirates play, but the game was rained out.

Ben Okum, partner in Okay Vending, has been touring the State, calling on the trade. . . . Mike Boyd, owner of Boyd's Music, is vacationing. . . . T. H. de Harde, music operator, is spending his summer at Roberts Landing, Lake St. Clair. . . . William E. Bufalino, president of Service Drivers' Union, Local 985, vacations at Mackinac Island the first week in August.

Andrew Yoch, general manager of the Frank Leon organization, has purchased 11 new Wurlitzers for his customers from Jerry White. . . . Mr. and Mrs. Louis J. Hoffman (routeman with Atlas Novelty) have driven to the West Coast on vacation with son, Gene. . . . Coin Machine Agency is handling a big premium line featuring wrist watches and costume jewelry.

Lester Wynick and Joseph Blonstein, partners in Coin Machine Agency, are going on the road

weekdays this summer, taking in, in separate jaunts, all of Pennsylvania, West Virginia, Western New York, and Eastern Ohio.

The Turnpike stop of Francis Markowitz and John Coneff has upped biz since last year. . . . Ed Redmerski, parts man, Stanley La Manna, shop man, and Bosco Trobovich, serviceman at Atlas Novelty Company are vacationing.

M. J. Abelson, general sales manager, Oak Manufacturing Company is having a 30-foot-long workshop constructed by carpenters in the building the firm occupies here.

Coin Machine Agency has added arcade equipment, including small card machines for stores, and upright models for Penny Arcades. Northwestern tab gum machines are now on display in the showroom.

Hymie Darling, music op associated with Milton Greene in Miami Beach, was in town visiting. He says locations there are better than last year.

Don Rizzo, fishing at Lake Guilford, Cadiz, Ohio, came home with enough fish for his neighbors and friends. . . . Raymond Watts, sales manager, Mills Automatic Merchandising Corp., is remaining in the office a bit more and doing the bookkeeping.

Milwaukee

Carl Lorenz, Sperry Candy, and prexy of the Badger Candy Club informs that a large number of candy operators from the State will attend the Fall Candy Carnival August 4. Event will take place in the Ambassador Hotel. A new high total of space sold to candy exhibitors has been set for this year's show.

With Nathan Victor still up in Canada on his vacation, Joe Robbins continues to hold down the fort at the S. L. London firm. Robbins informs music equipment sales volume is holding. There has been an increased demand for used music equipment from operators in the territory, and a steadily climbing amount of music machines are being moved on the export market. . . . Perry London, returned from his honeymoon trip to Colorado Springs, has resumed his duties.

July, in spite of the sweltering hot days, brought the biggest volume of sales United, Inc., has had since the firm opened it's

SHUFFLE GAMES

NEW

UNITED 6-PLAYER SHUFFLE ALLEY

Univ. Bowl-o-Matic, Universal High Score Bowler, Keeney League Match Bowler, Bally Shuffle Line, United Skee Alley, Universal Shuffle Tournament

RECONDITIONED

United 4-Player \$295.00, Un. Double SA Express Rebound, 9 1/2" 229.50, United Shuffle Slugger 159.50, United 2-Player SA Express 199.50, United Single SA Rebound 199.50, United Double Shuffle Alley 79.50

UNITED SHUFFLE ALLEY EXPRESS... 74.50

United Super Shuffle Alley 49.50, United Shuffle Alley 39.50, With Disappearing Pin Conversion 59.50, Universal Super Twin Bowler 145.00, Chicoin Bowling Alley 64.50, Chicoin Bowling Classic 140.00, Chicoin Trophy Bowl 150.00

UNITED TWIN REBOUND... 214.50

Bally Hook Bowler 275.00, Bally Shuffle Bowler, 9 1/2" 44.50, Bally Speed Bowler, 9 1/2" 79.50, Nationwide Shuffle Pool 44.50, Gottlieb Bowlette, 63" 69.50, Keeney ABC Bowler 69.50, Keeney League Bowler, 4 Player 275.00, Wms. Double Header 149.50

ARCADE

Midget Movies Write Wms. Star Series \$139.50, Chi. Coin Pistol 149.50, Target Master, Pistol Ray, Gun, New 109.50, TELEQUIZ & FILM 119.50, Wms. All Stars 109.50, Jack Rabbit 109.50, Chi. Coin Goalee 99.50, Scientific Pokerino 99.50, Exh. Shuffle Bowl 89.50, Exhibit Dale Gun 84.50, Mercury 13-Way Ath. Scale 69.50, Chicken Sam, Rebuilt 109.50, Poker and Joker 49.50

GENCO GLIDER \$39.50

Bal. Heavy Hitter & Stand \$59.50, Un Shuffle Skill 44.50, Keeney Texas Leaguer 59.50, Chi. Coin Bango 49.50, Total or Advance Roll 39.50, CHALLENGER 24.50, Gott. 3-Way Gripper 22.50, Acme Shocker New 24.50, Hit-a-Homer 19.50, Exh. Six Shooter Write Exh. Gun Patrol Write Un. Team Hockey Write Shipman Art Show 49.50, KICKER & CATCHER New 27.50

WANTED IN TRADE

Turf Kings, Exh. Rotary Pusher Mdrs., Late 5-Balls

Brand New CLOSEOUTS!

5 Balls in Orig. Crates CHICOIN "THING" \$140.00, CHICOIN PLAY BALL 90.00, GENCO HITS & RUNS 169.50

UNITED'S A-B-C 3-COIN

Greatest 5-ball free-play game ever made! Excl. in Ill. and Mich.

UNIVERSAL'S 5-STAR 5-COIN

9 ways to win on each of 5 cards. It's terrific for free-play territories! In stock!

Chicoin 8 Ft. SHUFFLE HORSESHOES, Genco 8 or 10 Ft. SHUFFLE TARGET \$179.50

VENDERS

SMOKESHOP 612 CUSTOM \$229.50, Acorn Vendor, 1 1/2 or 5 1/2 14.50, Acorn 5 1/2 Charm 16.50, Atlas 5 1/2 Bantam 14.50, Frantz Scale 115.00, Silver King 13.95, S.K. Hot Nut 29.95, N. W. 49, 1 1/2 or 5 1/2 17.35, 72-Bar U-Select-It 49.50, De Luxe, 1-5 24.50, N. W. Tab Gum 25.95, 33 Ball Gum 7.50, Freshway Refrig. Sandwich Write

MUSIC

Constellation, Band-Box, AMI Model C, Wurlitzer 1015, 250.00, Wurl. 1017 Hideaway 259.50, WMS. MUSIC MITE & STAND, F.S. 149.50

CONVERSIONS

Disappearing Pin Conversions UNIV. TWIN BOWLER CHI. BOWLING ALLEY Rebound Conversion for UNITED SHUFFLE ALLEY BAL. SHUFFLE BOWLER Disappearing Pin Conversion for UNITED, BALLY and GENCO SHUFFLE GAMES 59.50, UNITED Dis. Pin Conv. for Shuffle Alley, Used 29.50

5-BALLS

NEW

Bally Bright Lights Chi. Coin Thing, Gott. Glamor, Genco Hits & Runs, United 3-4-5, Keeney Lite-a-Line, Como Stadium, Chi Play Ball, Wms. Hayburners

Hot Rod \$149.50, Fighting Irish 139.50, Rocket 129.50, Tri-Score 119.50, SHANTYTOWN 119.50, Thing \$119.50, 3 Musketeers 119.50, Canasta 119.50, South Pacific 119.50, Be-Bop 114.50, TAHITI 109.50, College Date 104.50, Boston 104.50, Maryland 99.50, Oklahoma 99.50, Ripsnorler 99.50, Lucky Innings 99.50, Double Shuffle 94.50, Aquacade 89.50, St. Louis 79.50, Dallas 79.50, MAJORS OF '49 79.50, Buttons & Bows 79.50, Telecard 79.50, Just 21 79.50, Super Hockey 79.50, Carnival 69.50, Tucson 69.50, Black Gold 69.50, Harvest Moon 69.50, Succaneer 69.50, TEMPTATION 64.50, One-Two-Three 59.50, Swanee 59.50, Grand Award 59.50, Sally 54.50, Serenade 54.50, Magic 54.50, Blue Skies 54.50, Ramona 54.50, Paradise 49.50, Ali Baba 49.50, Moon Glow 49.50, Humpty Dumpty 49.50, Trinidad 49.50, MARDI GRAS 49.50, Shanghai 49.50, Speedway 49.50, Sunny 49.50, Yanks 49.50, Robin Hood 49.50, Star Dust 49.50, SUMMERTIME 49.50, Catalina 49.50, Trade Winds 49.50, Wisconsin 49.50

1-BALLS

Turf King \$325.00, Champion 175.00, Photo Finish 159.50, CITATION 134.50, Gold Cup 84.50, Jockey Special 64.50, Special Entry 54.50, Victory Special 49.50, Winner Write

DIGGERS

Hollycrane, New \$895.00, Exh. Merchantman 99.50, HOLLYCRANE 375.00, Exh. Rotary Claw Mdr. 175.00

FOR BETTER BUYS BUY MCGINNIS

Reconditioned PIN GAMES FINEST IN THE COUNTRY

Bomber (Floor Sample) \$204.50, Canasta 64.50, Champion (Chicoin) 67.50, Cover Girl (Keeney) 29.50, Double Feature \$127.50, Flying Saucers 114.50, Hawaii 22.50, Hits & Runs 189.50, Kilroy 16.50, Lucky Inn. \$109.50, Manhattan 22.50, Mercury 72.50, Monterey 22.50, Super Hockey 42.50, Thrill 27.50, Trade Winds 36.50, Trinidad 26.00

SHUFFLE TYPE BOWLING GAMES

8' Keeney League Bowler (4-Way) \$274.50, 8' Keeney Duck Pins 99.50, 8' Keeney King Pin 72.50, 8' United Super Shuffle Alley \$24.50, 9 1/2' Keeney Pin Boy 29.50, 9 1/2' Bally Speed Bowler 43.00

SEE US FOR YOUR NEW EQUIPMENT NEEDS

Keeney's LITE-A-LINE, Keeney's BIG LEAGUE BOWLER, Keeney's ELECTRIC CIGARETTE VENDORS, Downey-Johnson COIN COUNTER, GLAMOR - BRIGHT LIGHTS - FIVE STAR - FUTURITY - HAYBURNERS. LET US DEMONSTRATE THE FINEST PICTURE MONEY CAN BUY! KEENEY'S 17 INCH FULL SIZE CONSOLE TELEVISION SET

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- NOT COIN OPERATED! TAX FREE! NO LICENSE REQUIRED!



SIZES: 16"x36"x2" 21"x43"x3"

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 83

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

America's Largest Coin Machine Distributor

doors for business, according to Harry Jacobs, Sr. Policies were altered recently when United dropped their game lines to concentrate on Wurlitzer music equipment.

A good deal of the July sales totals were stirred up by the recent trip to Northern Wisconsin and Upper Michigan ops by Harry Jacobs Jr. Additional sales calls and leg work by sales rep Irving Arnold, also helped swell the tide of orders.

Mitchell Novelty's Erv Beck due to take his vacation some time late in August. Meanwhile, Mitchell sale rep, Irv Hoeth, returned from his sojourn up north. Eddie Kaye, routeman, is slated to spend his two weeks at Okauchee Lake. . . . New personnel at Mitchell are service and maintenance men James Bandale and Gil Sprague, both undergoing a training program. . . . Collector Clifford Cottrill is engaged to Josephine Triscari.

Carl Happel, Badger Novelty Company, finds his air conditioning system a good business getter during these sizzling days. Many ops stop in at Badger to cool off a bit. Happel asserts that while biz is not hitting record levels, he can't find much to complain about. His Northwestern bulk vendors, especially the Tab Gum machine and the '49er are racking up solid sales.

John Tuska, J. T. Novelty, is spending a few days out of town on vacation. Supervising matters meanwhile is brother Andy Tuska. Music and games are somewhat in the doldrums, but the cigarette vending operation is booming. Several new machines were added to the routes.

Bill Ballard, route supervisor for Green Bay's Union Sales Company, says there is no sign as yet of any 10 cent music play in the territory. Music biz in general is holding up fairly well and the ops are not pressing for any increase in music play prices.

Union Sales routeman Jack Soher, uses his week-ends to haul his Star popcorn machine to fairs and other places where crowds gather. . . . Harry Daul, Union sales topper, is one of the few persons in Green Bay who own a TV set. Harry has a Keeney unit.

Detroit

Louis Nemesh, office manager of Music Systems, Inc., was host to his brother, Joseph, from the home office at Cleveland this week. . . . Lawrence Smith, Candy Products Company, Chicago, and Mrs. Smith were visitors the past week.

James Schupfer, serviceman for the Music Service Company, is on vacation. Virginia McDuffie is also on vacation, leaving owner Eddie Clemons to handle the business at the office. . . . James and Jessie Stewart and Walter A. Richburn formed the R. S. Vending Company.

New York

Leo Knebel is no longer with Tony (Rex) DiRenzo in Rex-Lee Enterprises. Knebel has taken a post with Dave Margolin, former

Wurlitzer distributor now in the plastic business. DiRenzo will continue to job used equipment, as well as handle light repairs and conversions. . . . Jack Mitnick, AMI Eastern regional rep, is in Pittsburgh on biz. . . . Sid Levine, national counselor for the Music Operators of America, flew to Chicago Thursday (26) on association biz. He also handles legal matters for AMOA, the local ops' org. . . . A. C. (Scotty) Semple, Nestle exec, spent part of last week in Philadelphia.

Sam Kresberg, executive vice-president of Automatic Products, who recently returned from a long stay in Florida, has planned to Minneapolis for a visit at the company plant. Mel Rapp and Al Blendow, Automatic execs, hope the result will be more vendors for them to sell. Automatic manufactures Smokeshop, Refresh-o-Mat and Soda-Shoppe.

Genco engineers Harvey Heiss and Steve Kordeck were in town this week on a combined biz and pleasure trip. Bert Lane, Genco factory agent, flew in from Miami for confabs with them and Harry Pearl, his associate. Lane has placed many Q-Balls, coin-operated pool tables, in Florida during recent months.

Nat Cohn, head of Conat Sales, reports alterations to his new store at 631 Tenth Avenue will be well enough advanced next week to permit moving from his temporary headquarters at Simon Sales. . . . Sam Sacks, Acme Sales prexy, reports an upswing in rentals of automatic shiners. Sacks is one of the few original shine machine manufacturers still active in the business.

Bill Alberg, of Brooklyn Amusement, may leave soon for a month in Florida to speed his convalescence from a series of recent illnesses, according to his partner, Charlie Aaronson. . . . Mac Pollay, of United Phonograph Service, is doing more juke repairs this summer as ops take advantage of the slack season to get old equipment in shape.

Al Bloom, of Speedway Products, is still the leading phonograph-television op in town. He has about 100 of his combo Tele-Jukes on location. . . . Arthur Herman, of Boro Automatic, is away on vacation leaving his brothers, Albert and Aaron, in charge of the route. . . . Herb Oettinger, comptroller of United Manufacturing, was here this week on biz.

Altho the September 18 dinner, in behalf of the United Jewish Appeal, honoring Al Denver, president of the Automatic Music Operators' Association, is almost two months away, tickets are moving at a fast pace, according to Sid Levine, chairman of the industry committee handling the event. Members of his committee are Al (Senator) Bodkin, co-chairman, and Charles Aaronson, Charles Bernoff, Teddy Blatt, Arthur Herman, Joe Hirsch, Max Iskowitz, Max Klein, Mike Munves, Meyer Parkoff, Lou Price, Barney Schlang, Jack Schoenbach, Jack Semel, Barney Sugarman and Max Weiss.

Nat Goros, Commercial chief, is expanding his cigarette operation. His firm also runs a substantial number of phonographs. . . . Phil Koff, of Coffee Vending Service, is back on the job after a short vacation in Mountindale, N. Y. The company operates dual coffee-Coke machines.

Arthur Daddis, AMI field engineer in town last week on business, said he has purchased a house in West Palm Beach, Fla., and will make his permanent home there. . . . Ralph Weintraub, of Imperial Vending, is supplementing his candy route with cigarette machines. He says they do well in office locations. . . . Jack Mill, Rowe vice-president, has returned from a sales trip.

Lawton (Skip) Crosby, national placement manager for Cola Products, ran a training school here last week for location solicitors associated with the manufacturer's eastern division. Murray Nekris heads the recently-established division, which already is credited with starting a number of new ops in the cup vending business.

Indianapolis

The Shaffer Music Company will close Saturdays during July and August to give employees a week-end holiday. Al Bland, service manager, in the Methodist Hospital here for a knee operation. . . . Manager Joe Flynn reports business satisfactory.

Mrs. Lottie Berman, head of Sicking Company, Inc., has been released from St. Vincent's Hospital after a tumor operation and is convalescing at home. Mac McClean, who is directing the business during her illness, reports business normal despite the hot and humid weather.

Richard (Dick) Wagner, Cain-Cailloute, Inc., finds business moving along despite the heat. . . . Morris Calderon, Calderon Distributing Company, is spending his vacation in the East and Bain Sarshey, secretary, is spending her vacation at home. . . . The Janes Music Company's record shop has been holding its own all during the hot weather, according to Clarence Hohman, record department manager. . . . It has been reported that in some industrial plants collections are down due to the abnormal weather conditions, while cold drink machines are on the upward trend.

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<p>WILLIAMS HAYBURNERS 5 Ball Free Play Game Exciting racing sensation! Fast! Different! Thrilling, yet humorous! Games can be played with 1, 2, 3, 4 or 5 balls.</p>	<p>Keeney's LITE-A-LINE Free Play Novelty Game Operators everywhere acclaim LITE-A-LINE tops. 61 winning combinations! 1 to 6 coins! Player can score on 3, 4, 5 balls.</p>	
<p>Williams MUSIC MITE 5¢ or 10¢ play 10 selection 45 R. P. M. Phonograph. Perfect for locations where space is limited.</p>	<p>Miscellaneous EQUIPMENT Wms. STAR SERIES \$125 TELEQUIZ with film. 125 Exhibit DALE GUN... 95 ADVANCE ROLL... 35 TOTAL ROLL... 30</p>	<p>Exhibit GUN PATROL 4 games in one! 3 individual coin chutes: 5¢, 10¢, 25¢. Plenty of color and flash.</p>

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United TWIN SHUFFLE.....215	Keeney KING PIN.....65
REBOUND.....195	Chi Coin TWIN REBOUND.....45
United HI SCORE BOWLER.....195	Wms. BOWLER.....35
Keeney DOUBLE BOWLER.....175	United SHUFFLE ALLEY.....25
United SHUFFLE BOWLER.....145	Genco GLIDER.....25
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<p>Factory Reconditioned SEEBURG SHOOT THE BEAR \$350</p>	<p>For Zooming Collections PREMIUM BOARDS Flash... Beauty Play Appeal 30 Prizes.....\$52.50 32 Prizes.....62.50 12 Prizes.....60.50</p>	<p>ROCK-OLA SHUFFLE BOARDS and SCORING UNITS Factory Reconditioned 22' Shuffle Board. Includes crating. \$175.00 New 22' Shuffleboard. Includes crating. \$275.00 SCORING UNIT—Scores by frames, by points for horse-collar or baseball. \$125.00</p>
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NEW Future-Play idea increases earning power two ways: first, because players play extra coins to catch one of the three fascinating next-game advantages, second, because the next-game advantages provide a powerful repeat-play stimulator. FUTURITY includes famous "Citation" advancing odds, Player's Choice buttons popularized in Turf King, all the profit-proved Bally pinball features . . . plus the new profit-boosting Future-Play idea.

BRIGHT LIGHTS

*Fastest
5-Ball Game
in
Years!*



Bally SHUFFLE-LINE

**BRIGHT LIGHTS
"IN-LINE" SCORING
PLUS HIGH SCORE**

**ALL THE ACTION
AND SKILL-APPEAL
OF SHUFFLE-BOWLING**

**NEW, EXCITING
SCORE BOOSTER**



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10¢ 1 PLAYER
2 PLAYERS... 20¢

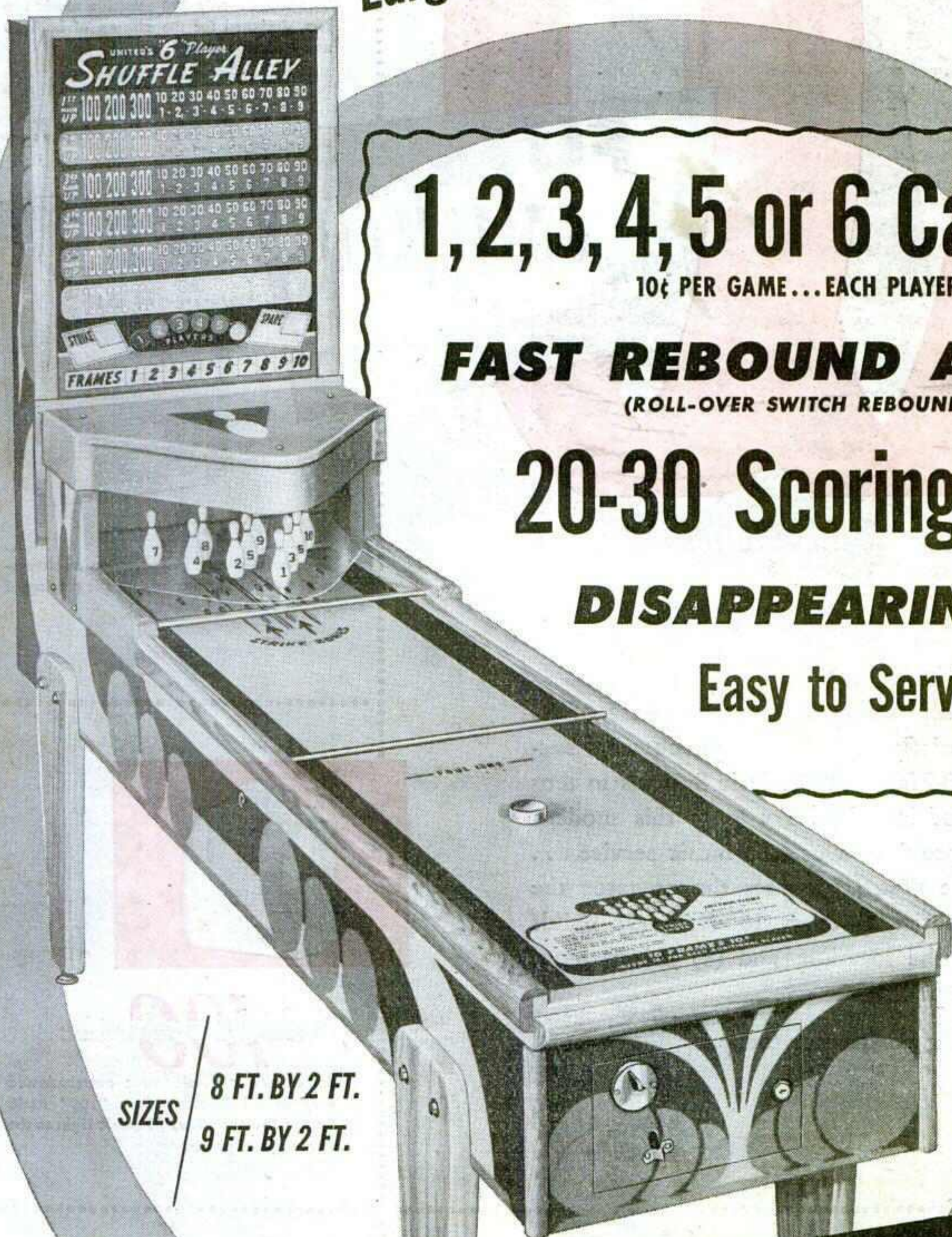
AVAILABLE IN 2 MODELS
9 1/2 FT. LONG OR 8 FT. LONG

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UNITED'S

6 Player Shuffle-Alley

Larger Group Play for Greater Earnings



1, 2, 3, 4, 5 or 6 Can Play!
 10¢ PER GAME... EACH PLAYER

FAST REBOUND ACTION
 (ROLL-OVER SWITCH REBOUND)

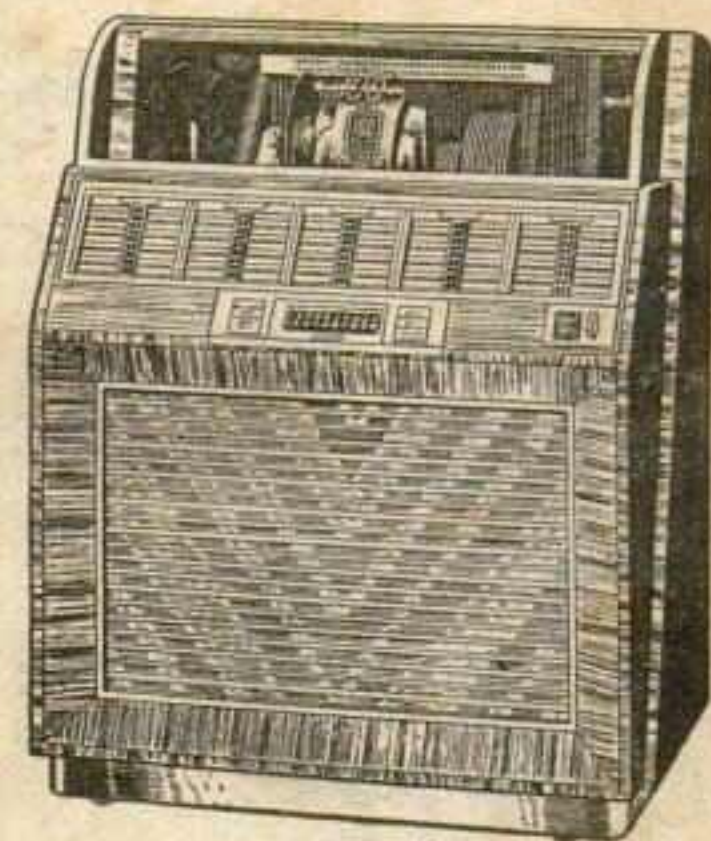
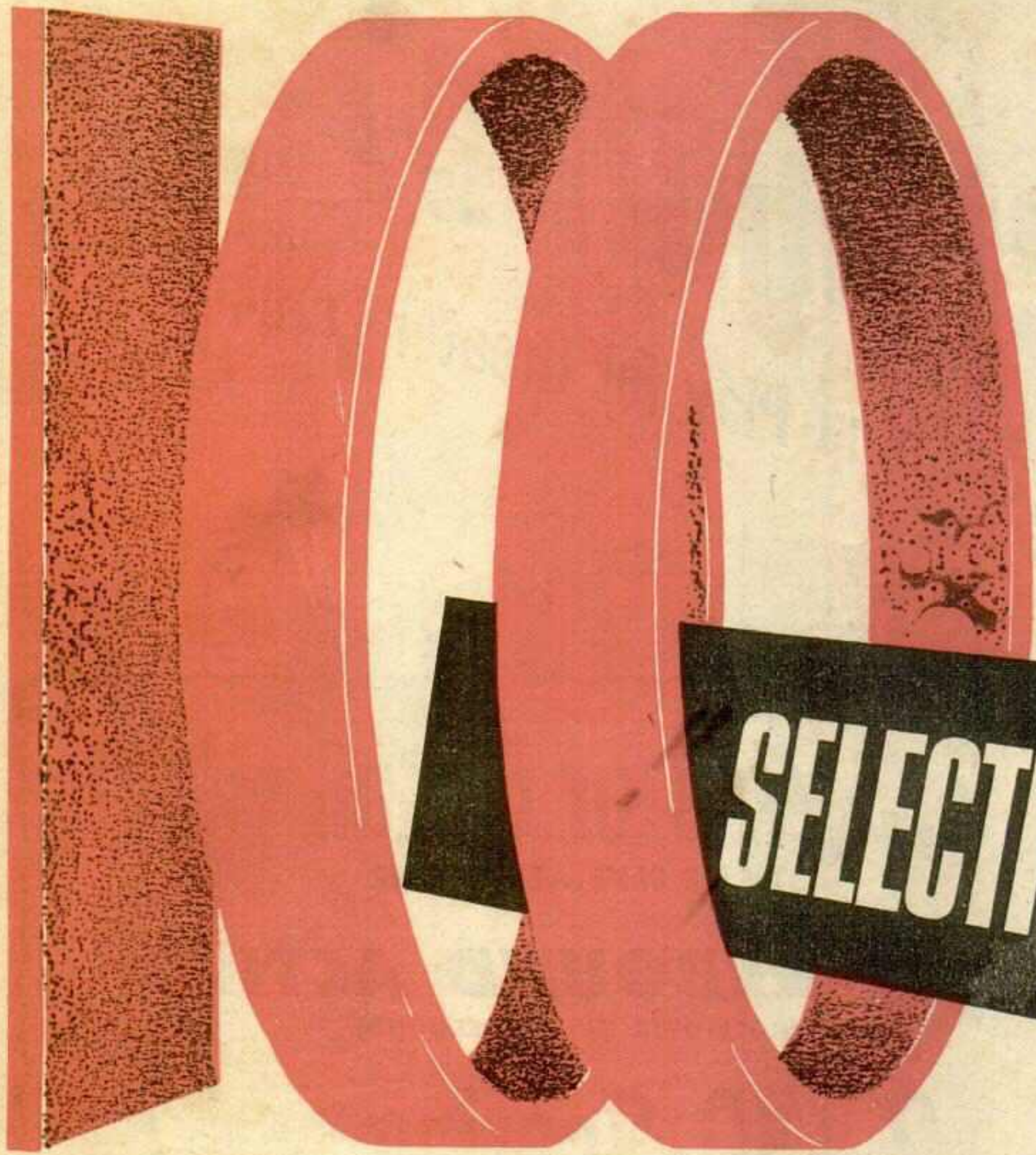
20-30 Scoring

DISAPPEARING PINS
 Easy to Service

SIZES
 8 FT. BY 2 FT.
 9 FT. BY 2 FT.

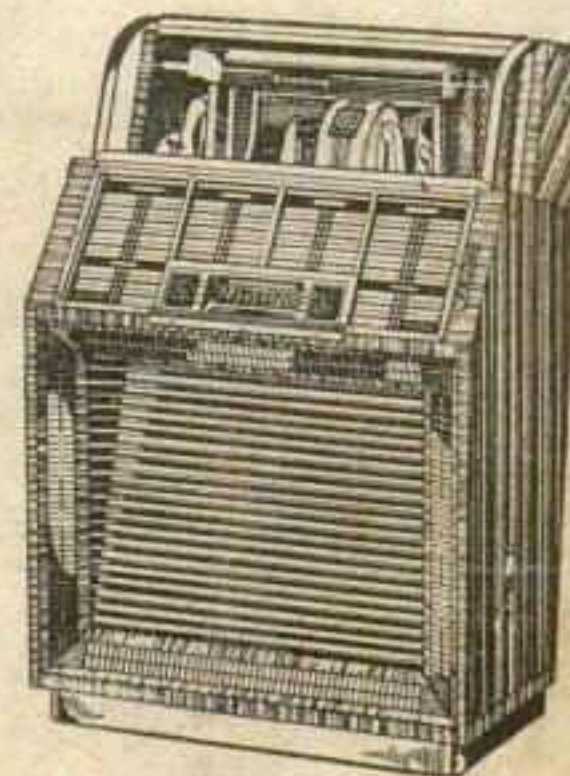
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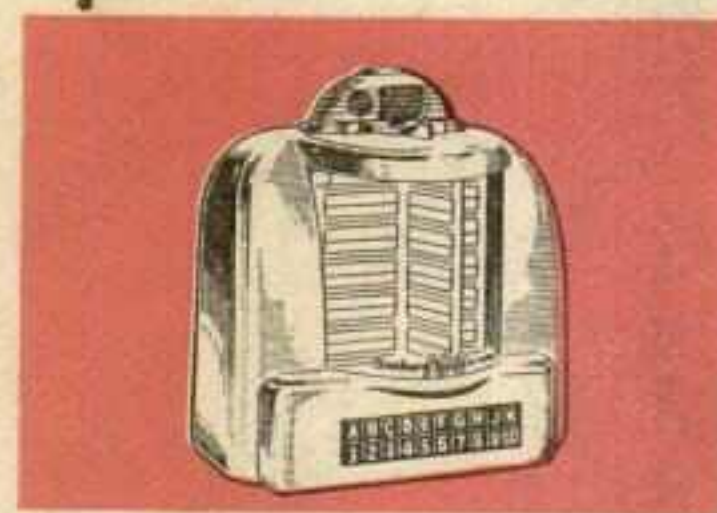


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