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COMPLETE 1951 FAIR DATES

The Billboard

JULY 28, 1951



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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"Noon," "Budd," "Dolls" Top 8th Donaldson Awards Lists

TV TO COURT VS. ASCAP

56 Stations in Move Ending 2-Year Huddle

By PAUL ACKERMAN
 NEW YORK, July 21.—On Wednesday (18) 56 television stations filed a petition in the United States District Court for the Southern district of New York asking the court to fix reasonable rates and conditions covering the use of American Society of Composers, Authors and Publishers' music on a per-program basis. The action formally marked the collapse of negotiations carried on for nearly two years by ASCAP and the All-Industry Television Per-Program Committee. The recourse to the courts is a measure called for in the consent decree in the event the negotiating parties fail to reach an agreement. The decree

also specifies that the Society shall offer an alternate license to the blanket contract. This alternative would be the per-program pact.

The petition of the 56 stations is of vital interest both to the music and television industries, inasmuch as the court's decision is likely to set a pattern for music

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Cole, Duke in 20G Package

NEW YORK, July 21.—An all-star arena package, headlining Nat (King) Cole and his trio, Duke Ellington's orchestra and thrush Sarah Vaughan, is shaping up as the most ambitious promotion undertaking yet to be tried in the Negro entertainment field. In addition to the top music stars, the package will spot a half dozen top flight acts, including Dusty (Open

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Diskers Seek Freedom From OPS Controls

NEW YORK, July 21.—Office of Price Stabilization, in Washington, is considering a petition recently filed by major and other record companies requesting that the record industry be exempted from inclusion in the OPS Regulation CFR 22. Prepared by Cohen & Bingham, the petition, a model in organization and presentation and remarkable for its grasp of facts of the disk business, asks that OPS include records as within the scope of Regulation GOR 8. In-

(Continued on page 11)

DOS, DeM to Plunge Into TV

HOLLYWOOD, July 21.—Two top-flight motion picture producers—Cecil B. DeMille and David O. Selznick—this week were reported ready to hop the fence into TV production. DeMille was said to be foremost in consideration by American Broadcasting-Paramount Theaters among several film producers to helm the net's projected TV film production activity. Although no tie-up exists between United Paramount Theaters and Paramount Pictures, DeMille's long association with Para-

(Continued on page 10)

NBC DREAMS UP MAESTRO BAIT

NEW YORK, July 21.—While National Broadcasting Company music exec Samuel Chotainoff is abroad giving maestro Arturo Toscanini a pitch to return to the U. S. A. and the NBC Symphony, other network execs have sounded out Local 802 on a project designed to make this sunny clime more attractive to the temperamental conductor. The

(Continued on page 4)

Fair Weds TV; No Shotgun

MILWAUKEE, July 21.—TV holds no threat to the nation's fairs. In fact, it should be an added build-up for the annual expositions.

At least, that's the opinion of Jack Reynolds, young, enterprising manager of Wisconsin State Fair here. And Reynolds is not just making words. He is justifying his belief by wedding video with the 1951 fair program.

No fewer than 40 TV programs are to be beamed from the fairgrounds, according to the sched-

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Arena, Clubs Hit But Radio, TV, Fair Help Fight Flood

KANSAS CITY, Mo., July 21.—Riverside Stadium, all-purpose outdoor arena, which bowed this year at near by Parkville, Mo., suffered a hard wallop by the flood.

Water, attaining an eight-foot depth in the low-lying area in which the stadium is situated, washed away wood fences, inundated stadium offices and concession buildings, and floated two 2,500 capacity bleacher sections from one side of the half-mile auto race track to the other.

Preliminary estimates placed the loss at \$50,000, but actual damages will not be determined until the flood waters, which still cover the plant, recede. Stadium ops also fear that the raceway will have been damaged considerably.

In addition to the Stadium proper, the Stadium Tavern, operated by D. & L. Concessions, Inc. (Chan Laube and George Bush), sustained heavy damage. The rise of the flood waters was so sudden and unexpected that much furni-

ture, food, merchandise and equipment was either lost or damaged.

Drive-In Hit

The Riverside Drive-in, adjacent to the stadium, was hard hit. The concession building was flooded, as was the structure hous-

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AN INDUSTRY ON ITS TOES

NEW YORK, July 21.—Radio and TV proved themselves outstanding in their ability to function despite the Kansas City flood, rendering notable public service to the stricken community. Full details are in the Television-Radio Department. Other stories about the effect of the Midwest floods appear in the Outdoor and Coin Machine departments of this week's issue.

Legit Votes on 27 Of Season's Bests

Rains, Hagen, Brynner, Booth Lead in Thesp Kudos; Mann, Kaufman Directors

By ROBERT FRANCIS

NEW YORK, July 21.—For the eighth successive year the theater's electorate has rendered its verdict as to the best achievements of the past Broadway season in 27 categories. Balloting this year was unusually heavy, with votes stem-

ming from every branch of legit business from stagehands to producers. The tally has been made and the returns are in. So next week the gold keys and scrolls of the Eighth Annual Donaldson Awards, sponsored by The Billboard, will be delivered to the winners.

Darkness at Noon is the top choice in the straight play division for the 1950-1951 season. Sidney Kingsley's great anti-Communist drama, based on Arthur Koestler's novel, rolled up a substantial tally over all contenders and the key and scroll, emblematic of the season's best play, go to him.

Noon likewise is honored thru

(Continued on page 43)

Inns Dangle Big Fall \$\$

NEW YORK, July 21.—More hotels will be spending more money for more talent this fall than in many a season. At least that's the opinion, based on good information of the key bookers and offices. This, added to the hyped talent buying activities among caesars (The Billboard, July 21), paints a rosy picture for performers. Typical of hotel chain plans now being formulated was the

(Continued on page 40)

Waxers Play Close to Cuff At NAMM Meet

By JOHNNY SIFFEL

CHICAGO, July 21.—The this year's National Association of Music Merchants convention here this week drew a record total of diskery and distrib' reps. It provided only a minimum of disclosures by waxeries as to new developments in their lines. Following the lead of the four majors, Indies, too, disclosed little or nothing of fall planning. This year's convention

(Continued on page 14)

Joe E. Brown Cast as Czar

HOLLYWOOD, July 21.—Sports writers here were talking up Joe E. Brown as successor to Happy Chandler for the post of baseball commissioner. Contacted by The Billboard in New York, Brown said he had had no official proposition from the ball club owners, but he understood that, at the time of Chandler's initial election to the post, several votes had been cast for him.

Were he offered the job, Brown said, he would consider it only if no club owner seriously opposed his nomination, and more important, only if he were quite sure he could do the job well.

THE BILLBOARD COIN MACHINE EXPORT SPECIAL
 TURN TO PAGE 82

Billboard Backstage

By JOE CSIDA

The Backstage you are about to read was placed in a copper box, covered with lead, and buried in a wall of Television Square. WOR-TV's new production building on 67th and 68th streets, Columbus Avenue and Broadway, New York, this week (July 27, 1951, for the historic record) Walter Bennett, of WOR's publicity department, asked me and any other newspaper guys to write our predictions about TV for the century, presumably for the edification of any two-headed characters who are likely to go scratching around the site a hundred years from today.

NEW YORK, July 24, 2051.—The international communications scene sizzled on several fronts this week.

(1) The battle between the Columbia Interplanetary Network and Interworld Electrocasting Company (formerly National Broadcasting Company) reached new heights of vituperation. Brig. Gen. David Eforas, of IEF, maintained that the CIN system of three-dimensional, full-color, natural odor television was already obsolete and that the IEC ultra-super-electronic system was the only one truly in the public interest. The odor of the roses in a garden scene, said Eforas, came over to him at a recent CIN demonstration, much more like the scent of pickled herring. CIN Board Chairman William Yelap immediately issued a statement

to the general effect that the General was talking thru his propeller-topped beanie. "I looked at the Major Sirrer Open House show over IEC the other night," said Yelap, "and it is obvious that the three-dimensional effect created by the IEC system is as distorted as the claims made by IEC on all matters. No female could possibly look like the girl flung at that show."

(2) Peculiarly enough, the presidents of the respective American-based interplanetary networks, Frank Minslow, of IEC, and Frank Nolinat, of CIN, were working in feverish partnership in another area. They were making a joint offer to the key Manhattan station, WELLES, to join their combined interplanetary networks in a deal unprecedented in communications annals. Details of the deal were a closely guarded secret, but the terms were reported to be completely competitive to the offer made the Mars Jet outlet by Premier Joseph Nilat, of the Moscowist Interstratospheric People's network.

(3) The Interworld Communications Commission in the meantime opened an investigation of reports that MIPN was continuing in its efforts to jam transmission of both American-based webs to television and radio stations in Europe and Asia. The Moscowist, indeed, are said to have perfected a new gimmick, which does not really jam American-based programs, but causes the translations on all

such programs in come out Russian. (The ICC regulations passed in 2001, of course, provide that there shall be no interference with the established practice of having programs emanating from any point in the universe, translated automatically into the language of the receiving nation and/or planet.) It is understood that the only language of the people anywhere in the universe is the Russian, and therefore they are violating no ICC regulations in retranslating American-based transmissions into Russian before such signals reach other European countries.

(4) The advertising agency and advertiser effort to slash away at radio advertising rates received what is considered to be its death blow when the Stratographing service reported that listening to shirt-button radio had increased more than 300 per cent in the past decade. The Radio Manufacturers' Institute simultaneously reported that sales of shirt-button radios, as well as such other instruments as engagement and wedding ring radios, finger-nail polish radios, carrying and hearing-aid radios, tooth-filling radios, etc., has shown substantial audience gains over the previous season. The interplanetary patent office, incidentally, this week rejected the application of a little-known inventor who had devised a new radio called Rectotone. The IPO was supported in its position by the public health department.

Eds Inspired As WOR Sinks Time Capsule

NEW YORK, July 21.—A time capsule containing information on the current American video picture will be sealed in a wall of WOR-TV's new production building here Tuesday (24) afternoon as a "service" for historians of 2051. The radiation-proof, lead-covered, copper box will receive its official interment from WOR Presy Ted Streiberg and J. R. Poppel, vicep in charge of engineering at 2:30 p.m.

In a note addressed to Manhattanites of the 21st Century, WOR explains that its television square, due to be finished late this year, is "the first New York City building especially designed and built for the production of TV programs. It is for this reason" the note adds, "rather than for any feeling of divine selection as special historians, that we have placed in this box material about television."

WOR invited TV reviewers and editors to climb on posterity's bandwagon via the penning of their predictions as to the future of television. Editor Joe Casira views on the situation, scripted in Jonathan Swift-like prose, appear elsewhere in this issue (Billboard Backstage).

Other long-range reports on TV emperors of 2051 are as follows:

John Crosby, *New York Herald Tribune*: "If Gallaher and Sheen were still alive in 2050, I'd be an even money bet they'd be the biggest stars around. But the picture will be as clear as moonlight, and you'll be able to see it in any room of the house."

Harriet Van Horne, *New York World Telegram & Sun*: "By the 21st Century our people doubtless will be squint-eyed, hunch-backed and fond of the dark. Conversation will be a lost art."

Frank Burke, *Radio & Television Daily*: "TV will be the greatest educational cultural force ever conceived by man."

Bruce Robertson, *Broadcasting*: "News will replace entertainment as the major TV service to the general public. Movie theaters will disappear, but sports stadium and legit theaters will be filled with spectators."

Norman Glenn, *Sponsor Video* (Continued on page 10)

London Dispatch

By LEIGH VANCE

LONDON, July 21.—Milton Berle—flashing thru London on his European tour—paused long enough to hand out a few tips on how to run TV to the British Broadcasting Corporation head of programs, Cecil McGivern.

Said Berle: "I would like to tell McG about double exposure shots like they use in the movies. I'm shots where eight little heads revolve round the artist talking, and a dozen other wrinkles they might use over here with effect."

Said Berle, appearing in a British taste of the technique which carries him in the fabulous stake in the States, said he "lets face it. MR on TV for BBC is NSC." Trouble seemed to revolve around the little matter of salary.

The BBC runs a weekly TV "How D'You Do" called "Picture Page," where visiting stars pop onto the screen just long enough to plug their latest show or flick and walk off with a couple of dollars of concievance money. That was what bit Berle. Later he dug up another reason for no view. "I'm not sure how my contract with NBC stands. Maybe I'm not allowed to appear off the network."

But he was prepared to do another major charity show for the BBC over 24-hour record. But how would NBC like that? Said Berle, "Oh, charity is something apart."

Said McGivern sadly, "All-day charity is something we couldn't handle here under our charter. And for a straight show—well, Berle comes a bit expensive."

Tarpin-Sugar Ray

Fight Film Rushed . . .

Digest hoo-haw in British boxing blew up over the posting (Continued on page 4)

Paris Peek

By ART ROSETI

PARIS, July 21.—Lou Walters came to town Friday (13) and immediately starting briefing about the high prices of local clubs. "Prices are ridiculous in Paris night clubs. You have to drink \$5 or \$6 worth of champagne and the food is extra. I think the charging of \$6 minimums and \$1.50 covers plus a champagne minimum is shortsighted policy." Walters said a lot of other critical things about the local situation, of which there is much to criticize.

Operators here, if they keep their figures legitimately, must reimburse the government with about 65 per cent taxes on total gross. Walters, bartenders, doormen, porters and page boys do not draw salaries, they depend exclusively on tips. All tips coming in are pooled. Usually a 15 per cent charge is added to the total check for service, but in a lot of cases, the waiter, bartender, etc. shoves his big fat hand into your face and keeps it there until you grease it. At the end of the day's business, the headwaiter, the head bartender, and a man representing the management sit around a table and count the total tips collected during the evening by all hands. Out of this, the menials—dish-washers, page boys, porters—are paid a fixed fee which runs anywhere from \$1 to \$3 for the day's work. Sometimes the operator takes a cut out for publicity, or maybe he just takes a cut for himself. Then the top brass—waiters and bartenders—divide the rest. Average earnings for these boys in the better spots runs about \$10 a night.

Comparisons on N. Y.

Paris Night Clubs . . .

Walters mentioned how many more inducements the New York clubs offer the customer in comparison to Paris in regard to spending money for top acts. But if actors here want to make any dough, they can only do so by opening their own spots. The entire amusement business is a vicious circle here, with everyone from every department of the (Continued on page 4)

Washington Once-Over

By BEN ATLAS

WASHINGTON, July 21.—When Chairman Wayne Coy of Federal Communications Commission appeared before the Senate Interstate and Foreign Commerce Committee this week, questions and answers on the TV freeze came so fast that committee Chairman Edwin C. Johnson (D., Colo.) once mistakenly addressed Coy as "Senator." Johnson apologized amid laughter, saying, "I'm demoting you."

"Don't apologize," said Coy. "I'll be glad to trade titles."

What's Education,

Or Who Kids Whom?

Sensors trying to figure out a definition of education programming wound up frustrated at this week's Senate Interstate and Foreign Commerce Committee hearing on FCC issues. FCC Chairman Wayne Coy, sole witness at the hearing, was asked by Senator James P. Kem (R., Mo.): "Just what constitutes educational programming—how, for instance, would you classify a government speech on the air?"

"Well," began Coy, "I suppose it would be a talk—"

"Would it be political?" asked Kem.

"No," said Coy.

Senator Homer Capehart (R.,

Ia.) interjected, "and it wouldn't necessarily be educational either."

We're Still Baking

In Lobsa Moola . . .

Nation's annual rate of personal income continues at a record high, according to Commerce Department, but signs of a leveling off are showing. Latest report shows annual rate of \$249.5 billion for month unchanged from previous month. That's the first time in a couple of years that there's been no monthly rise. Don't leap at conclusions, the cautions Commerce. The inflation spiral is still full of beans. The May annual rate was about five and a half billions higher than the average for the first quarter of the year.

Topside "Voicers"

Quietly Shaken . . .

State Department's U. S. Information and Educational Exchange Program, which runs Voice of America, is quietly in a mild shake-up at top level. Charles M. Hulten, general manager of USIE the last 18 months, goes to Paris as chief European representative. He's succeeded by Thurman L. Barnard, who's been special projects deputy to assistant secretary for public affairs Edward W. Bar-

rett. Barnard is a former executive vicep of Compton Advertising, Inc., and an erstwhile vicep of N. W. Ayer & Sons.

Canada TV Paid Ahead,

Mexico Uncertain . . .

Look for State Department to work out an agreement with Canada on TV allocations in collaboration with FCC's lifting of the freeze. Story's different, tho, with Mexico. Diplomats are having trouble getting a TV pact that'll stick south of the border.

Something was added to congressional hearing procedure this week. At start of Senate Interstate and Foreign Commerce Committee's hearing on radio-TV, Vice-Presy Earl Gammons, of Columbia Broadcasting System, addressed the chair and formally asked permission for CBS to tape record the proceedings for later broadcast. The chair gave an okay and an open invitation to anybody else who wanted to use a recorder.

Asked by Senator James Kem (R., Mo.) this week whether legislation is needed to help FCC lift the TV freeze, Chairman Coy smilingly replied, "I suspect it would take a lot longer to get that law thru Congress than it will to lift the freeze."

Picture Business

By LEE ZHITO

HOLLYWOOD, July 21.—The motion picture, by common consent, is one of the most potent selling forces in the world. For years manufacturers have subscribed to the services of exploitation experts and have expended great effort, among other things, in an effort to get their product plugged in a film. Mere shot of a certain automobile, refrigerator, bathing suit or soft drink would kick off a nationwide sales avalanche. Movies have been known to start uncontroltable fads. One sweet thing in a flicker drooled over pink champagne and immediately after the film's release dealers found themselves running dry of the stuff. Another screen lovely wrapped her locks in a scarf tied beneath the chin the way grandmother used to do, and instantly the nation's gals, young and old, went on a Babushka craze. Babushka, incidentally, means grandmother.

Studios and manufacturers alike can tell you fabulous stories of the great impact the screen has in setting styles or creating a demand for various items. With this in mind, it seems rather

ironic that the motion picture, as a selling medium, could peddle everything from Cokes to Cadillacs, but remains powerless when it comes to selling itself. Various campaigns have been launched in the past in an effort to convince the American public that the movie is still its best entertainment buy, but judging by the continually waning box office, former theatergoers refuse to believe that movies are better than ever.

Is It "Defeatism"

Or Salesmanship . . .

Some in the industry—Metro's Dore Schary, for one—believe that less campaigning and more good product is the answer. The very concept for the need of an industry-booster campaign, they contend, is negative thinking and that it's this "defeatism" and not TV that's hurting Hollywood. Others feel the industry must have a concerted drive to bolster what is widely admitted to be a disappearing box office.

This problem will be one of the major issues to be discussed here next week by industry leaders

attending the Council of Motion Picture Organizations. Both Jack Warner and Schary will speak on the importance of quality production. Gathering, consisting of top men from both the production and exhibition ranks, is expected to result in a newly forged public relations plan for holding the box-office line. Motion picture industry council will be represented by its chairman, B. B. Kahane, who will serve as co-chairman of the first day's session with Sam Pinansky, president of Theater Owners of America. Guel Sullivan, TOA executive director, will also participate, along with other TOA delegates and film union representatives.

Industry-selling campaign now in the works for unveiling in the fall is tagged "Forward, U. S. A." In addition to this, other topics for consideration at the CMOPO sessions Tuesday thru Thursday will include such vital subjects as *New Faces, Film Cycles, Message Pictures and Small Budget Features*. Talks on these topics will be charismanned by Gunter Letting, board chairman of the Society of Independent Motion Picture Producers.

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TELEINT RIVALS PULL NO PUNCHES

Gloves Are Off as Both Sides Shape Plans, Push Views at N.A.M.M. Meeting

By JOE CSIDA

CHICAGO, July 21.—The pattern for the upcoming fall color television struggle became apparent in several key respects at the National Association of Music Merchants convention here this week. Columbia Broadcasting System, thru its set manufacturing subsidiary (CBS-Columbia) and record company (Columbia Records) held color demonstrations several times daily both at the record division's booth, and in the set maker's exhibit rooms on the sixth floor. Dealer and convention reaction to the demonstration, all of which were heavily attended, was uniformly good.

Plans of proponents of the Radio Corporation of America electronic color system, and members of the National Television System Committee, on the other hand, also became somewhat clear. A number of these set makers, it was reported, are presently building pilot models of electronic color sets. RCA, of course, will build more than 100 such sets. DuMont will attempt to build a like number. Sylvania is getting under on production of 40 sets.

The possibility loomed that, despite the fact that CBS has Federal Communications Commission authorization and Supreme Court approval of its system while RCA does not, more RCA-type electronic sets than CBS-type receivers would be manufactured and used in demonstrations this fall. While the electronic proponents seem to be swinging into production as a group, CBS is faced with the critical problem of finding firms to manufacture the motor-color wheel unit essential to early sets.

W-C in Fall

Webster-Chicago is the only known manufacturer preparing to make the motor-color wheel unit, and this firm does not expect to get under way with any production until early September. Webster-Chicago's price on the motor wheel unit to other manufacturers planning to produce color sets seems to be another obstacle. It is estimated that the cost of the unit will be around \$180. Faced with such a cost item before even starting to put the rest of the set together, traders find it difficult to see how a color set may be produced for under \$500, if indeed it can be produced profitably at that price.

The electronic color set makers are apparently faced with similar cost situations, since the RCA set used in recent color demonstrations in New York had 54 tubes as against the 25-30 necessary in black-and-white receiver or the CBS set. However, it must be recognized that manufacturers in the electronic, compatible camp are not making their pilot models

for consumer sale, but rather as an investment in their efforts to gain acceptance for the electronic system.

Both the CBS and RCA factions, of course, are faced with the problem inherent in all new product manufacturing, i.e., learning mass production tricks necessary to bring costs down.

"Demonstration"

A unique facet of the color battle strategy was re-emphasized when this Billboard reporter visited the Stromberg-Carlson exhibit. S-C had a color television model on display with a 7-inch tube magnified to 10-inch. A Stromberg-Carlson representative, at first unaware of the reporter's identity, explained the set in the most derogatory terms, beginning with a request that the reporter attempt to lift it to see how unwieldy and extraordinarily heavy it was. The set was a table model, placed on a spindly, four-legged stand. The stand wobbled so that the set threatened to topple and crash.

When asked why Stromberg-Carlson had the set on display if they thought so poorly of it, the representative said: "Well, we'll make anything the public wants. But I'd like to see this set on every dealer's floor so that he could clearly show his customers how silly the idea of buying a color set is, and sell the customer the idea that it's ridiculous to postpone buying a black and white set to wait for color."

The representative's remarks covered the motor-color wheel arrangement, which he maintained was an extremely delicate instrument, likely to go out of order at the slightest provocation.

Two Views

Black and white set manufacturers queried by The Billboard uniformly insisted that monochrome set sales this fall would be unaffected by color TV demonstrations. Representatives of CBS-Columbia and the firm's distributors thought otherwise. CBS-Columbia, according to president Dave Cogan, expects to produce about 500 pilot models each of the 12 1/2-inch magnified to 12 1/2-inch combination monochrome set and a slave unit to sell for \$489.85 and \$250 respectively during September. After the pilot models run, Cogan hopes to hit an assembly line production rate on each of the units of 300 to 400 a day. "We hope to produce about 5,000 of each this season," said Cogan.

CBS-Columbia anticipates no problem in selling every color set they can produce. Dick Payne, the company's general sales manager, told The Billboard: "We have orders for between 30,000 and 40,000 sets in our hands. Our job will be one of fairly and intelligently allocating the sets we can produce to our distributors, and the distributors' job will be a similar just allocation to dealers."

CBS Tint Wins Fox Big Jump In Theater TV

NEW YORK, July 21.—The acquisition of the Columbia Broadcasting System's color TV system by 20th Century-Fox this week for 12.5 million theater video system signifies the movie company's decision to pass black-and-white large-screen TV and project itself ahead of its competitors by color. Fox intends to program a test color show this fall from a house as yet unselected. Fox's future plans are said ultimately to call for linking movie palaces with regular TV airings of extravaganza—Radio City Music Hall type productions, big-time variety shows, nationally important symphony orks—instead of double feature bills, to run in combination with one major feature film and news.

Eidophor, developed in Switzerland and unique in that it utilizes a system of direct light, is still in experimental stage. Several pilot models are being worked on which, so far, still give blurry pictures. The deal, however, should result in a concentrated effort to

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Highlight Reviews

LEGIT

Sparkling Material, Fast Pace Help Lahr Keep 'Em Rolling in 'Aisle' Antic

By BOB FRANCIS

Two on the Aisle, new musical revue which had its Stem debut July 18 at the Mark Hellinger Theater, is a real Bert Lahr show. The man hasn't been funnier in years. So if you are a Bert Lahr addict, you'll have a whale of a time. Betty Comden and Adolph Green, with an assist from Nat Hiken and William Friedberg, have provided sketches which are right up the comic's alley, keeping sophistication at a minimum and angling for old-fashioned belly-laughs.

For this Lahr fan, his current antics are sook. Whether he is a dim-witted baseball coach being

interviewed on the air, a Captain Universe to end all such TV space-patrol heroes, tangoing a la Valentino, playing Victoria Regina a la Helen Hayes, or a vaudevillian doubling in Siegfried at the Met, he keeps a full first act crackling with laughs. Nor does he lose much impetus in a second stanza with material which really smacks of old-fashioned burlesque with somewhat classed-up overtones. He lives up, from curtain, to his standing as one of our top comics.

Likewise making the show click along merrily are the efforts of co-stars Dolores Gray, buck from

better than a three year stint in London. Miss Gray can do wonders with a torch song, switch to patter and specialty numbers at the drop of a shoulder—strap all with superb salesmanship. Also she contributes cannily to the acting chores and possesses a hefty sense of comedy on her own account. The co-stars make a fine combination to hold a revue together.

(Continued on page 45)

Two on the Aisle, Mark Hellinger Theater, New York
Reviewed Thursday, July 19.

TELEVISION

Carmel Myers Has Nuthin'—Only Voice, Class, Nostalgic Appeal

By JERRY WEXLER

Lovely Carmel Myers, who at the age of 15 was an adored golden girl, adored by the silent movie fans of the '20's and by the Hollywood illuminati, including F. Scott Fitzgerald, has come out of limbo, and is suddenly on the television screen with 15 charming minutes of reminiscence of those fabled years.

Miss Myers, despite the many years since her day, in the sun, is still exquisite, typifying with her bluenose elegance, warmth, and unselfconscious assurance, the show business princess of a Fitzgerald novel.

She doesn't do much on her quarter-hour stanzas, but what she does she invests with grace and charm. For example, she opened the other night with an anecdote about John Barrymore, opposite whom she starred in a silent film when she was 15. After telling how Barrymore's favorite song was Beale Street Mama, she sang the tune, accompanying herself on the uke. The roccoco flavor of the tune, plus Miss Myers' huge enjoyment as she plunked away and sang in a winsome soubrette style, were a quickening flashback into those carefree Fitzgerald '20's.

Came a guest, Sigmund Romberg, who chatted and accompanied Miss Myers at the piano as she sang his The Church Around the Corner, the song she introduced in his show, Magic Melodies. Romberg reminded her of how he cast her for the part. She and her mother turned up for the audition, and, after hearing her, Romberg said "This girl has no high notes, no low" (Continued on page 6)

Carmel Myers Show WJZ-TV, New York
Reviewed Thursday, July 17.

RADIO

CBS, NBC Share Laurels With Sock Pubserve Airers on Dope Menace

By JUNE RUNDY

Recent expose of teen-age dope markets has sparked a wave of documentary radio shows about illicit narcotic trade posts in the U. S. The Columbia Broadcasting System spotlighted the situation Tuesday as part of its new Nation's Nightmare series, and the National Broadcasting Company is doing an extensive job on the same problem via a three-week schedule of reports on the subject from experts in the field and actual interviews with dope addicts and peddlers. This commendable, albeit difficult project has been handled with sound taste and judgment. Stripping the phony veneer of mystery and glamour from the business, the NBC show presented frightening evidence of widespread addiction in America via taped admissions from a young New York jazz musician, who not only identified local dope-dealing drugstores by street addresses, but also estimated that at least 1,000 Manhattan teenagers were regular dope customers.

Teen-age interviews bore out her contentions. One 16-year-old "bookie" told of buying "hi" or "horse" (heroin) right in the classroom, adding that he and his schoolmates gathered in the back of the room while each took a sniff. Other addict interviews ranged from a doctor to a middle-aged woman taking the "cure" for the 15th time. One Cincinnati showgirl said she spent between \$10

THIS IS REALLY PUBLIC SERVICE

As an example of the broadcasting industry's conscientiousness—for which network affiliates as well as indie all over the country are to be complimented—The Billboard cites a pair of programs reviewed in the same week. In each case a major network devoted peak time to the same subject. In each instance a sock job was accomplished. We think this excellent demonstration of the industry's operation in the public interest is worthy of attention. Federal Communications Commission please note.

The Editors.

and \$80 a day on narcotics and "would do anything to get it." However, criminologist Austin McCormick denied that drugs make criminals "unless the tendency already exists." Most of the addicts and narcotic experts agreed that the habit usually starts with marijuana (which is "psychologically habit-forming" if not physically), followed by cocaine or heroin, with "hi" designated as the most popular. Right now Italy is considered the No. 1 source, a fact believed traceable to the current residence there of "Lucky" Luciano, since narcotics "are the chief source of the Mafia syndicate." Incidentally, the show also declared that narcotic-selling gangsters "aim to never are addicts," although one gang was known to employ a "taster" to guarantee quality of the goods. Medical experts were rather uncertain about chances for complete

(Continued on page 8)

Yesterday, Today and Tomorrow, NBC Network, New York. Reviewed Sunday, July 15.

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NBC's Non-Cancelable TV Policy Wins Sponsors; Two Shows Sold Out

Success of Long-Term Contract Deals Presages Dawn of New Time-Slot Era

NEW YORK, July 21.—A new era in TV sales policy was finalized this week at the National Broadcasting Company, with the completion of a two and one-half hour Saturday night schedule solidly sold out for the entire coming season. The brainchild of Sylvester (Pat) Weaver, TV vesper, the plan called for firm, non-cancelable contracts covering either 39 or 52 weeks for two major stanzas:

Four Star Review and Your Show of Shows.

Pacting this week of Kellogg as the final bankroller of Four Star Review, and of Eversharp Schick on Show of Shows completes the line-up. In the course of wrapping up the deals, some of last season's bankrollers on the shows decided they could not go along with the new NBC plan. Despite the fact that advertisers such as Norge and Motorola on Four Star Review, and Swift and Crosley on Show of Shows, are respected old clients, the web nevertheless was steadfast in sticking to the blueprint.

This is believed the first time web in broadcast annals that a firm, season-long contract was made an essential prerequisite for sponsorship. Not only is such a deal a major departure from the usual 13-week with option deals in radio and TV, but also other means, such as newspapers and national magazines never have in-

isted on long-term pacts.

The completed line-up now on Four Star Review calls for Kellogg, Sno-Crop and Pet Milk to rotate each week in the 8 to 9 p.m. Saturday time. The 9 to 10:30 p.m. slot is filled by Show of Shows lists R. J. Reynolds, SOS Cleanser, Scotch Tape, Ben-Rus Watches, Lehn & Fink and Eversharp Schick as the full sponsor line-up.

It is considered likely, in the trade, that NBC could well make further application of the same policy in the future. With good TV time and station clearances becoming increasingly difficult to obtain, bankrollers may well be in a position of having to go along with a season-long plan to assure themselves sponsorship of the major web shows.

From a talent point of view, should the policy ultimately extend to newer stanzas as well, this could be the break-in insurance that talent long has wanted in missing in broadcasting. One of the major talent beefs is that the insecurity of the 13-week option periods psychologically precludes them from doing their best work. They also maintain that many sponsors go only by the rating book and drop shows prematurely, before the audience has had a chance to discover a new show and make it a habit. A full-season guarantee would make such an eventuality impossible.

Y&R Hasn't The Time for Video Client

NEW YORK, July 21.—Young & Rubicam this week was reported having difficulties with its client, Goodyear, as the result of being unable to deliver an hour of video time with sufficient network coverage. The agency had already sold Goodyear on sponsoring the TV version of Theater Guild on the basis of being able to deliver time.

After protracted negotiations with the Columbia Broadcasting System and the National Broadcasting Company, Y&R found itself unable to come up with an acceptable time slot. The agency can deliver the American Broadcasting Company facilities, but without the needed stations. Goodyear last season found itself in a hassle with Kudner, its other agency, because Kudner couldn't deliver a time slot for a similarly budgeted dramatic show. The company currently sponsors Paul Whiteman Revere via ABC-TV, with no renewal set for the fall as yet.

Drops Soaper, Buys It Again

NEW YORK, July 21.—Procter & Gamble this week bought Lorenzo Jones, soap opera airing on the National Broadcasting Company, which it had dropped only a few weeks ago. Lorenzo was canceled when P&G bought Backstage Wife, which followed immediately its block of four soapers from 3 to 4 p.m.

Since that time, NBC shifted Lorenzo from the 4:30 slot to 5:30, and P&G will keep it there. The soap firm recently renewed the other five serials, as well as its Welcome Travelers show on NBC.

They Love Sam So-- But CBS-TV Worries

NEW YORK, July 21.—Sam Levenson is the No. 1 Columbia Broadcasting System's TV property headache. The comedian who scored so heavily last season for Oldsmobile and later for Tintair, is now without a sponsor because of differences with the latter client.

Unless CBS-TV can come up with another bankroller soon, it faces the imminent possibility that Levenson will take a walk to the National Broadcasting Company where his services would be more than welcomed. Since Levenson is one of the few new comics developed by the web in recent season, CBS-TV would like to retain his talents.

Even the Levenson has a CBS-TV contract, it is known he does not wish to remain without work even with pay, because of the short memory of televiewers.

CBS-TV therefore, faced with few open time slots, is making strenuous efforts to peddle the bespectacled ex-school teacher to

Colgate or General Foods, both of which own as-yet unprogrammed CBS-TV time slots. These advertisers' reactions, so far, to the pitch is said to be negative. Unless either of the clients comes thru for CBS-TV, indications are, according to insiders, that a sure way to buy one of the network's exceedingly scarce time periods would be to purchase Levenson first.

Hope May Hit NBC-TV in Fall

NEW YORK, July 21.—Bob Hope is reported being set in a regular TV series for fall, to air via the National Broadcasting Company, sponsored by Chesterfields. The plan is said to have the comic appear every fourth week as one of four comics headlining a new 30-minute variety show.

Details on time slot and starting date were not available at the week-end.

Kathie Heads TV Daytime Variety Show

NEW YORK, July 21.—Increasing popularity of daytime web TV variety format this week prompted the William Morris Agency to develop a new stanza along these lines, starring the pioneer daytime video gal, Kathie Norris. This Morris office had had inquiries from the TV webs concerning availability of Miss Norris for such a stanza, stemming from her three years of daytime success here.

Price for the show is reported to be about \$1,200 per quarter hour, with format including name guests, music by Ben Ludlow and an orchestra. Don Cornell, audience participation stunts and dramatic segments created by Lawrence Menkin.

GODFREY AIRS PRICE CONTROLS

NEW YORK, July 21.—Broadcasting's rambunctious redhead, Arthur Godfrey, this week talked himself into moderating a one-shot TV show on price control. Godfrey, just back from his European visit to General Eisenhower, this week discussed the need for price control on his radio and TV programs and found his pro-administration slant provocative of letters to his sponsors and to the Columbia Broadcasting System. The network, therefore, is giving Arthur a half hour, either next Monday or Tuesday at 10 p.m., to give both sides of the price-control question.

"Time," "Life" Bow Out of TV Political Pic

CHICAGO, July 21.—Time and Life have withdrawn from negotiations for television rights to the Democratic National Conventions in Chicago next summer, Tuesday (18), the day before a scheduled meeting with Chicago politicians to discuss terms. Howard Black, executive vice-president of Time, Inc., called Jake Arvey, Democratic chief here, and said negotiations were off, "at least for the time being."

Werner Schroeder, GOP power in Chicago, was said to have told Time that the party didn't want a "controversial" sponsor. Time and Life are plenty controversial in the eyes of Col. Robert McCormick. (Continued on page 10)

Kate Smith to Sub for NBC's Mrs. Roosevelt

NEW YORK, July 21.—Kate Smith has been set to replace Mrs. Eleanor Roosevelt on her WNBC, New York, radio show starting the last week in August. Mrs. Roosevelt is heading for Europe at that time, as American delegate to the United Nations General Assembly. As reported in The Billboard May 26, this will make Kate one of broadcasting's busiest gals, since she already airs five afternoons weekly via NBC-TV, with a full hour Wednesday night TV show upcoming.

Station Manager Ted Cott yesterday (Friday) also signed Bob and Ray, zany comedy team now airing on the web, for the early morning 6 to 8:30 a.m. hours, across the board. Skitch Henderson, who has been handling that time, shifts to the afternoons following Miss Smith, and also takes (Continued on page 10)

Coast TVA Okays Dues Structure

HOLLYWOOD, July 21.—After considerable debate, Television Authority members have unanimously approved a dues structure for the fledgling org. Approval of dues follows similar membership okay granted in New York and Chicago. Dues to be charged will be ranged from \$36 to \$160 per year, depending upon each member's earnings. Dues will be figured on a quarterly basis, with members to be charged only for the three-month period during which they are employed in TV.

TV STATIONS PETITION COURT ON ASCAP RATES

NEW YORK, July 21.—This week 56 TV stations joined in a petition filed in U. S. District Court, requesting that the court establish rates for ASCAP music to be used on a per program basis.

The action marked the final collapse of negotiations between the All-Industry TV Per Program Committee and the American Society of Composers, Authors and Publishers. Negotiations were initiated almost two years ago, following conclusion of a blanket license agreement. Recourse to the courts on the per program deal is specified in the consent decree in the event negotiations fail.

Details of the situation are covered in separate story beginning on Page 1 of this issue.

MAESTRO BAIT

NBC Sends SOS to 802 For Charity

Continued from page 1

proposals are not definite at this point, but follow these lines:

NBC would hold a series of 12 broadcast concerts, originating in Carnegie Hall. Admissions would be charged. Money raised via the admissions would be turned over to the Verdi Home for musicians in Milan and project close to Tosky's heart.

Local 802, it is understood, favors the proposition at this point. The approximately 80 symphony musicians would be paid concert scale in addition to broadcast scale—the sum amounting to approximately \$2,000 additional per broadcast. Tosky himself reportedly gets close to \$5,000 per broadcast.

Normally, 802 would not give permission for such venture for under contract such a broadcast can only be held in a studio where no admission is charged. The local, however, is inclined to clear the proposition because by so doing it feels it would take a forward step in the preservation of serious music. It is believed that, should the network be unable to induce Tosky to return, NBC might get rid of many of its longhair musicians, replacing same with jazz men who are more versatile. There is already precedent for this, CBS having done so many months ago.

NBC spokesmen, queried this week, indicated that the entire proposition had not yet jelled, with no commitments given.

A STAR FOR A G-NOTE

Top Talent Is Quoted At Radio's Lowest Rates

NEW YORK, July 21.—Virtually all leading talent agents are currently offering top name actors and actresses for radio dramatic shows at the most reasonable prices in the history of the business.

Bette Davis, for example, will take a half hour radio series for \$1,000 per show. Joan Crawford would work for the same price. Joe Cotton and Joan Bennett are being offered at about \$750. Rex Harrison is currently starring in a National Broadcasting Company series called The Private Affairs of Rex Saunders, and receives \$1,000 per show for the job. With names of Harrison's caliber working at the one-grand price, the Saunders show is being brought in for about \$4,000. A similar production, not too many years ago, would have run a sponsor closer to \$10,000.

From the actor's viewpoint such good dramatic series represents a good deal, even at the reasonable grand-per-show figure. Harrison, it is reported, tape-recorded 26 of the shows in a little over two weeks, cutting two episodes per day. This obviously gives the thesp a neat 26G for two weeks of relatively easy work; easy, at any rate, when compared to making a film or doing a live TV show.

Despite the low current asking prices not too many of the Hollywood names are being grabbed up, tho it is known that several networks are considering building

drama series around one or more of the names for this fall. Major stumbling block is not lack of interest in the names as such, but rather the tough job of finding suitable vehicles for the stars.

ABC-TV Client Eyes CBS Slot

NEW YORK, July 21.—Kreidler Westchands this week was trying to wrench itself free from an American Broadcasting Company TV network commitment. The client wants to move into 10 p.m. Fridays on the Columbia Broadcasting System's video web, to alternate with the General Mills-sponsored Little Lute a Millionaire. The Kreidler adult science fiction series, Tales of Tomorrow, was to go into the 9:30-10 p.m. Friday time on ABC-TV this fall. Whether the advertiser can switch to CBS-TV depends upon the number of stations that ABC-TV can deliver to fill out a minimum network.

NBC Saves Pup From Doghouse

NEW YORK, July 21.—National Broadcasting Company this week picked up Lucky Pup, the puppet show which formerly aired via the Columbia Broadcasting System, and was reported on the verge of selling it as a once-weekly 30-minute show to two sponsors. Pup probably will air Sunday afternoons 12:30 to 1 p.m. on NBC.

Departure of the show from its across-the-board slot on CBS a couple of weeks back leaves that web without any puppet stanzas. Execs there say that's the way they want it.

Your Lucky Strike Hit Parade

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

SMOOKY LANSON SAYS:
Look for this listing
every week



Your Lucky 7 Tunes that you would have heard last Saturday

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

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



DOROTHY COLLINS
SAYS:

**Be Happy-
Go Lucky!**



1. TOO YOUNG

2. MISTER AND MISSISSIPPI

RAYMOND SCOTT SAYS:
Have a Happy
Go Lucky Summer!

3. THE LOVELIEST NIGHT
OF THE YEAR

4. MY TRULY, TRULY FAIR



5. BECAUSE OF YOU

6. MOCKIN' BIRD HILL

7. ON TOP OF OLD SMOKY

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



See your
Lucky Strike Hit Parade
Summer TV replacement

"ASSIGNMENT:
MAN HUNT"

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

COPY © THE AMERICAN TOBACCO COMPANY

This One



CSJ5-QQN-1NBR

They're Moving Execs All Over The Network Maps, AM and Video

Winckler Goes to CBS, Underhill to ABC; DuMont Also Has the Heaves

NEW YORK, July 21.—With television facing its most bitterly competitive season this fall, and in two cases with the need to readjust radio to new conditions, the pace of network executive realignments quickened this week. Major shifts are under way at the American Broadcasting Company and DuMont following last week's complete reorganization of the Columbia Broadcasting System, where some new shifts also occurred.

One new change at CBS took effect at the web's New York owned-and-operated set-up, with a split in the management of WCBS and WJZ-TV. Dick Swift, who formerly headed both AM and TV, will continue to run WCBS-TV. The radio outlet's manager has not yet been set, but Don

Ball is considered the likely choice. Another change had E. Carlton Winckler resigning as West Coast TV production head at ABC to come East as general TV production head for CBS.

Winckler's switch from ABC to CBS effects an exchange in personnel inasmuch as he replaces Charles Underhill, who this week was named national director of the ABC tele program department. Underhill moves into the post vacated by Harold Morgan Jr., who is being boosted by ABC to veepee in charge of TV programming, reporting to Alexander (Sandy) Sironich, ABC vice-president for television. The former CBS exec is known as a programming heavyweight, specializing primarily in dramatic shows.

Other ABC changes have

Charles F. Holden becoming assistant national director of the TV program department, supervising all producers and directors. Anthony M. Hennig becomes departmental production manager, Henry T. Hede was named business manager of the department, and Joseph Spagnola moves into Hede's old job as director of office and studio services. William M. Lilling becomes assistant production manager for the department, reporting to Hennig. Thomas Foy continues as purchasing agent for the web.

Winckler's successor in ABC's Hollywood operation has not yet been picked. However, it's believed that Darrell Ross, who served as his assistant, will be named to the post.

Another Switch

Another switch in affiliations finds Trevor Adams, currently assistant sales chief at the DuMont web, becoming manager of WJZ-TV, ABC's New York a-b-c tele outlet. Reports have Adams' move only the first of several significant changes under way at DuMont.

Tom Gallery, DuMont's sales chief and Adams' superior, is slated for another slot within the organization, possibly in the station relations field. DuMont also has effected a split in its programming operations, with James Caddigan continuing as head of all live programming for the web.

A separate film division has been set up, headed by Donald Stewart, formerly station manager of WTTG, web's a-b-c outlet in Pittsburgh. Stewart will head up operations relative to supplying film for the web and

HERE'S THE NEW LINE-UP OF CBS TOP RADIO AND TV BRASS

NEW YORK, July 21.—At press time the Columbia Broadcasting System corporate reorganization unofficially shapes up as follows:

RADIO NETWORK

Howard Meighan, president
 Jim Seward, veepee in charge of business affairs
 Lou Hausam, veepee in charge of advertising, sales promotion, press and public relations
 J. Kelly Smith, veepee in charge of company owned-and-operated stations
 John Karol, to be made veepee in charge of network sales
 Lester Gottlieb, programming head, with possibility of becoming veepee
 Ed Chester, head of public affairs and news
 Harper Carraine, head of research
 Charlie Oppenheim, head of promotion advertising
 Eldon Hazard, network sales manager
 George Crandall, head of press
 Gerald Mausby, manager of broadcasts
 George Bristol, head of sales promotion
 Gilson Grey, administrative manager of sales service department
 Allan Marsh, head of package development

TELEVISION NETWORK

Jack Van Volkenburg, president
 Frank Falknor, veepee in charge of program operations
 Dave Sutton, to be made veepee in charge of network sales
 Hubbell Robinson, veepee in charge of programs
 I. S. (Zach) Becker, to be made veepee in charge of business affairs
 Merle Jones, head of company owned-and-operated stations
 Oscar Katz, head of research
 Sig Mickelson, head of public affairs and news
 William Golden, head of sales promotion and advertising
 John Cowden, associate director
 Mike Foster, head of press
 Bill Fagan, administrative manager of sales service
 Henry White, head of color production
 Tom Conolly, head of package development
 Richard Redmond, director of TV operations
 Harry Ommerle, assistant to Robinson
 Eldon Winckler, general TV program manager

TV SCENE MAPPED BY NARTB SURVEY

Org Finding Draws Picture of Status, Growth of Industry in Year

WASHINGTON, July 21.—The proportion of sponsored time in TV broadcasting averages 80 per cent, according to a survey made by the National Association of Radio & Television Broadcasters. The survey also revealed that TV stations allot an average of 6.5 per cent of their weekly broadcast time to educational, religious and discussion programming.

The networks supplied 50 per cent of the programs to TV stations linked by coaxial cable, the NARTB found. Seventeen per cent of the programs came from local live shows, 12 per cent from kinescope and 18 per cent from film. Of the TV stations surveyed, 55 were on coaxial cables. In its survey, the NARTB defined sponsored time as programs only, exclusive of time consumed by announcements out of the program.

Time Doubled

TV's broadcasting time on the air has almost doubled as compared to a year ago, the NARTB has found. The average weekly program time per TV station in 1951 has been 83 hours as compared to 47 hours in 1950. The jump in TV's broadcasting time has caused a corresponding rise in the number of persons employed in the industry, the NARTB says.

TV stations and networks are now employing some 12,500 persons. The average TV station is currently employing 85 persons, 61 regulars and 24 part-time workers, according to NARTB figures. This compares to an average of 57 employees in each TV station in 1950.

NARTB & BAB Define Set-Ups

WASHINGTON, July 21.—The National Association of Radio and Television Broadcasters and the Broadcast Advertising Bureau Inc., have agreed on a plan to solicit their membership independently of each other, NARTB revealed this week. When NARTB first created BAB it was agreed that radio stations with NARTB membership by April 1, 1951, could

(Continued on page 9)

Also 1951 new TV stations building up their staffs of salesmen. In previous years NARTB studies revealed that few full-time salesmen were employed. This year 44 per cent of the stations paid straight salaries to salesmen; 10 per cent paid straight commissions; 44 per cent paid salaries, plus commissions, and 3 per cent paid salesmen according to varying policies.

CBS HOLLYWOOD STEP-UP

'Gangbusters' Sold In Coast Expansion

NEW YORK, July 21.—The Columbia Broadcasting System stepped up its Hollywood TV production mill still further with the sale of *Gangbusters* to Schick Electric Razors this week. The show is to be slotted in the Tuesday night 9-9:30 p.m. period beginning this fall.

The web is far ahead of its competitors in shows being produced and created on the Coast. Other Hollywood devised TV programs now sponsored on CBS-TV

are the Alan Young show, Burns and Allen, Andy of Andy and Cortis Archer. Being sustained on the network for the summer with an even chance of being bought is *How To*. Also on the web from the Coast, but not packaged by CBS-TV are *Rocket Busters*, sponsored by Philip Morris, and *Pantomime Quiz*, a Lever Brothers presentation.

Learning Know-How

Indications are that the decision

(Continued on page 9)

Now See Feb., '52, as Earliest Date for Lifting TV Freeze

WASHINGTON, July 21.—Federal Communications Commission early next week will announce adoption of a streamlined plan virtually wiping out oral hearings on TV allocations and reducing the remainder of proceedings to writer testimony. However, even under this so-called streamlined procedure, the earliest possible date for lifting the freeze will be late February, 1952.

Altho the short-cut procedure

leaves the date for thawing the three-year-old freeze still in the distant future of seven months or maybe more, TV legalists who attended an all-day confab with FCC here yesterday (20) generally threw their support behind the plan as at least preferable to long-drawn-out oral hearings with cross-examination. Even the most singular FCC-ers acknowledge that the timetable based on the streamline plan knocks into a cocked hat the late September freeze lift forecast offered by FCC Chairman Wayne Coy during an appearance before the Senate Interstate and Foreign Commerce Committee. Coy obviously offered that forecast in all sincerity at the time because he was not aware that he and his fellow commissioners subsequently would arrive at a "stagger system" of handling written testimony on TV allocations. Comments will be submitted to the Commission on a sectional basis, with 30-day period allowed for each section and 10 days subsequently for counterfilings.

Ten Sections

It is figured that there will be 10 different sections, staggered 10 days apart. Most conservative estimate at FCC is that 120 days will be needed for submission of written comments in this manner. Even if not a single additional day were needed for counterfilings, the Commission, in the speediest possible time for dispatching a

NEW YORK, July 21.—Trade here is weighing significance of Kellogg Cereal's decision to become its own competition this fall, via sponsorship of two three-week radio strips—*Mark Trail* and *Clyde Beatty*—via two different radio networks at the same time (5:30 p.m.). Beginning October 10, former will be aired over the American Broadcasting Company thru Kenyon & Eckhardt, while latter continues in same time spot on the Mutual web, thru Leo Burnett.

Altho rumor had it the double time deal resulted from agency rivalry, a Kellogg spokesman in Battle Creek, Mich., this week said the action was quite intentional and entirely the firm's own idea. By saturating radio's prime kid time period the sponsor is reported planning to evolve a blueprint for Kellogg's over-all TV operation in the future.

The cereal elan clammed up on

details, but their activities to date point up some interesting speculations as to what form this scheme might take in video. It's possible Kellogg plans to test the pulling power of saturation sponsorship first in the comparatively inexpensive medium of radio. Then, if the scheme proves practical, Kellogg may attempt to carry out a similar stunt on all four TV webs, thereby establishing a virtual monopoly of available kid audiences at a time when moppet viewing is at its height.

In line with this, it's also possible that Kellogg hopes to realize a tremendous amount of extra promotion, via the obvious fact that networks and agencies involved would put in overtime to patch their particular show as the favorite of Kellogg's video harem.

Agency Busy
 Kenyon & Eckhardt and Leo Burnett are reading highly competitive plans along those lines, with the former agency sending out a rah-rah letter to ABC stations across the country next week, informing them of the situation and asking them to give their promotion all for dear old K. & E.

An interesting angle of the affair is that, until recently, Kellogg's sponsored *Mark Trail* and the *Victor Borge Show* on Mutual, both of which have since moved to ABC. Move reportedly was sparked by a special AM-TV price deal, whereby ABC allegedly granted Kellogg major concessions on its joint sponsorship on Trail on radio and Spare Cadet over ABC-TV. Status of other Kellogg shows, such as *Wild Bill Hickok*, which is aired over Mutual on Sunday at 7 p.m., has not been clarified at this time.

FLOOD CAN'T DAMPEN AIR

Stations Help Save Water, Power, Recruit Dike Help

KANSAS CITY, Mo., July 21.—The flood disaster which struck Kansas City radio found a mighty foe in the town's broadcasting industry. Civil Defense Director Ray Moulton said that radio alone was responsible for forestalling an even greater tragedy, citing the work AM did in saving the water and power plants.

All the stations pitched in together as one to serve the city during the time of one of its greatest crises. They stayed on the air continuously with news, weather reports and public announcements. Among the radio stations, KCKN was on the air from Thursday to

Saturday, 24 hours a day, with the exception of an hour and a half. WHB broadcast 9 1/2 hours continuously; KMBC was called on to issue a call to help erect a temporary dike in an effort to save the plant and pumping station, and two hours after its broadcast had 8,000 men on hand; the local Civilian Aeronautics Authority range station was flooded out, and the WDAF signal was used by commercial and private planes for homing purposes, and KCMO offered flood coverage seven hours per day during the crisis.

WDAF-TV, for the first time in

(Continued on page 9)

Profitable TV Audience exclusive with

WGAL-TV

CHANNEL 4

LANCASTER, PENNA.

Only TV station in—only TV station seen—
 In this large, rich Pennsylvania market area.

Represented by

ROBERT MEEKER ASSOCIATES
 New York Los Angeles San Francisco Chicago
 Clair & McCullough, Pres. A STEINMAN STATION



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MINNIE PEARL



ROY ACUFF



ERNEST TUBB



HANK WILLIAMS



HANK SNOW



"THE DUKE OF PADUCAH"

Collier's says:

"Thar's Gold in Them Thar Hillbilly Tunes"

Take a tip from us . . . grab yourself a copy of the July 28th Collier's that's on newstands now.

Read Bill Davidson's story of the Grand Ole Opry, "Thar's Gold in Them Thar Hillbilly Tunes." You'll see why Collier's says "Country music's booming all across the nation, and even city slickers are bowing to Nashville's Grand Ole Opry."

For talent reservations contact James R. Denny, Mgr. WSM-Artist Service Bureau



Television—Radio Reviews

The Untouchables

RADIO—Reviewed Monday (16) 8:30-9 p.m., CDT. Sustaining via WBMM, Chicago. Producer-writer, Perry Wolff. Cast: Fahey Flynn, Tony Parrish. Music, Frank Smith.

Writer-producer Perry Wolff won the Peabody Award for 1950 with his quiet *Answer*, and is likely to put up a stiff fight for the 1951 prize with this documentary on narcotics. The show reviewed was the first of a series of six, and was similar in form to the *Quiet Answer* series. It was primarily a collection of tape recordings of dope addicts' stories, tied together with narration by announcer Fahey Flynn, and some supplementary dialog by Actor Tony Parrish.

The show moved extremely well, and was particularly notable for the absence of clichés in any form—in the dialog, narration, interviews, or even the music. There were eight or 10 tape recorded interviews with addicts. Most were brief, and were given with an authenticity that packed a terrific wallop. Wolff took his recording equipment into the State prison at Joliet, the woman's reformatory at Dwight, the city jail, and the U. S. hospital at Lexington, Ky. The interviewees talked about how it feels to be deprived of dope, the problems of small veins, stealing to get money to buy the stuff, and a doctor told of getting over that tired feeling with his regular jolt. Wolff made about 50 hours of recordings for the series over a six-month period.

The pacing of the show was excellent. It never lagged and at the end of 30 minutes the listener was left wanting more. Frank Smith wrote original music for the series, and deserves credit for avoiding the blaring, pretentious business that scares so many people away from this kind of a show. Jack Mabley.

American Portraits

RADIO—Reviewed Tuesday (17) 8-8:30 p.m., EDT. Sustaining via NBC, New York. Producer-director, Des Engelbach. Script, George Faulkner. Original music, Milton Katims. Announcer, Ben Grauer. Cast: Dennis King, others.

This is the summer replacement series of *Cavalcade of America*. According to the opening announcement, the dramatic package is intended to present humanized portraits of American Revolutionary period heroes. It is certainly a commendable aim. But from the show caught, it's the script which needs humanizing. The portrait of Thomas Jefferson presented was of cold steel, rather than warm flesh. Everything about the show was obvious, the setting, the characterizations, the sound effects and the script.

Storm Warning

Bits of Jefferson's life were presented under the title *Storm at Monticello*. Story line had a young couple sight-seeing at Monticello and arriving at the national shrine in the midst of a storm. The curator of the house took them on a tour and acted as narrator for the flash-back scenes. The curator was written in as a Barry Fitzgerald type. Dennis King played Jefferson to the hilt; Benjamin Franklin was portrayed as the standard sharp-witted old character with the gout. When Jefferson hit upon the phrase, "Life, liberty and the pursuit of happiness," direction and script had him exclaim, "I've got it!" while the background music swelled to something like *Glory, Glory, Hallelujah*. And of course, when Jefferson's "cloud of sorrow" (because of his wife's death) was dispelled by his daughter, the storm which brought the couple to Monticello also miraculously ended. Joe Martin.

Carmel Myers Show

TELEVISION—Reviewed Tuesday (17) 7:15-8:30 p.m., EDT. Sustaining via WJZ-TV. Producer, Stanley Ross. Director, Leslie Groll. Writer, Robin Black. Announcer, George Gunn. Cast, Carmel Myers. Guest, Sigmund Romberg.

• Continued from page 3

notes, but I know a good voice when I see one." The conversation went along these lines, intimate and stimulating without ever hitting the meanly standard of the usual 15-minute interview show. Miss Myers showed Romberg some

Bob and Ray

RADIO—Monday thru Friday, 5:45 to 6 p.m., Saturdays 9:30 to 10:30 p.m., Sustaining via NBC. Producer-director, Ken MacGregor. Music, Paul Taubman. Writers, Bob Elliott, Ray Goulding, Art Henley. Cast: Bob Elliott, Ray Goulding.

These two lads, who did a local platter-spinning stint in Boston, have a genuine comic talent, something all too rare these days. The result is that they are getting a big play at The National Broadcasting Company, with an across-the-board show as well as a full hour on Saturday nights. In the offing are recordings for RCA Victor, and a local play, both AM and TV, via WNBC and WNBT.

The youths are adept at satire, and this is directed mainly at the foibles of radio itself. They take off on various kinds of shows, commercials, personalities and situations inherent in the medium. They bring in numerous odd-voiced characters, all portrayed by the two ex-jocks. They have some musical assistance from a group fronted by Paul Taubman, with a trio going across-the-board and a quintet on Saturdays.

Something Needed

The use of these boys may be an indication of the direction in which web radio will have to turn on an enlarged basis, for they furnish good comedy at costs far lower than the big production jobs. The Saturday show, however, could use a soupçon of something additional. A full hour of this satiric material not only dulls the taste from the sheer quantity, but ultimately may wreak havoc on the ability of Bob and Ray to come up with fresh material consistently.

Songstress Kitty Crawford appeared on the show last Saturday, with Peggy Lee opening the series the week before.

The material itself furnished some of the sharpest take-off on broadcasting and some of the best I have heard on the web since the early days of Henry Morgan, without some of Morgan's less desirable characteristics. Sam Chase.

Sho-Biz-Quiz

TELEVISION—Reviewed Thursday (19), 10:30 to 11 p.m., EDT. Sponsored by Camel Cigarettes thru William Esty Agency, via WDTV, Pittsburgh. Producer, Bob Post. Production supervisor, Fritz Okon. Director, Pete Smith. Cast: Carol Mansfield, Bob Caldwell, Harold V. Cohen, Karl Krug, Dave Crantz, Lucy Seibert, Art Moore. Piano accompaniment, Frank Jarema. Guest, Morton De Cassa.

The first locally produced TV show in Pittsburgh to rate a national sponsor got off to a good start on its preem performance, and it looks as if Camels made a great buy. The stanza is produced under a very low budget but packs in a lot of entertainment during the fast 30 minutes. The show is built around Pitt crux Harold Cohen and Karl Krug, along with flack Dave Crantz, of the Pittsburgh Playhouse, who serve as a panel.

Entertainment Angles

Questions on showbiz are flung at the experts and all-types of entertainment are used in presenting the questions. When caught, there was top-drawer singing by Bob Caldwell, charades and dancing by Lucy Seibert and Announcer Art Moore and even stunts from movies were used. Answers to the questions, all excellently selected, tie the show together along with clever asides from the panel.

The show's flexible format could be used in any city, and even a strong network show could come out of this with just a few changes in cast. Carol Mansfield is a very gracious and charming mistress of ceremonies. The direction was sharp, and the production thruout was of network caliber. Commercials were firm, along with one straight sales talk by Art Moore. Len Litman.

stills of silent stars, and then closed with *When I Grow Too Old to Dream*, with the composer accompanying.

In a word, this girl has nothing but class.

Railroad Hour

RADIO—Reviewed Monday (16) 8 to 8:30 p.m. Sponsored by American Railroad Association via NBC. Producer, Francis Van Hartsveldt; musical director, Carleton Dragon; choral director, Norman Ludoff; announcer, Marvin Miller. Writers, Jerome Lawrence and Robert E. Lee. Cast, Gordon MacRae and Dorothy Wareskjold.

Summer sub for the Railroad Hour's usual light opera productions is a series, continuing Gordon MacRae's tenure as headliner, using original story lines as a means of airing some singing of tunes, mainly of a romantic nature. Of course, that's using the term "story lines" rather loosely. The show caught had one just unbelievable enough to warrant being the frame for a soap opera. But nobody seemed to take it too seriously, and the music was rendered pleasantly enough, and after all, it is summer entertainment, isn't it? So there are plenty of excuses handy.

With lamour the basic ingredient, the yarn concerned a lonely American ex-GI who stayed on in Paris to find his dream girl, and a gal from Omaha who traveled Eastward with similar intent. Naturally, their paths crossed, both pretended to be Parisian, they fell in love, and both wound up after a tearful parting, bound for Omaha to work in the same department store, by the curious coincidence which always seems to emerge from a scripter's typewriter.

Leads Done Well

MacRae and Dorothy Wareskjold carried off the lead roles well, MacRae getting a bit impish in his reading of some of the improbable lines handed him. Their warbling, however, dominated the proceedings. Songs were ballads drafted to serve as production numbers, including *April in Paris*, *La Vie En Rose* and *The Lady Known as Paris*.

Scripters Jerome Lawrence and Robert E. Lee might tone down their imaginations a bit. Their situations could be just a little closer to reality, even if the weather is hot. Sam Chase.

How To

TELEVISION—Reviewed Tuesday (17) 9-8:30 p.m., EDT. Sustaining via CBS-TV, Hollywood. Producers, Richard Linkinour and Larry Berns. Director, Linkinour. Emcee, Roger Price. Panel: Anita Martell, Leonard Stern, Jim Backus. Announcer, Bob Lemond.

This satirical panel show ranks with the best audience participation airters today, and it's certainly one of the most entertaining kites to come out of Hollywood. Nitery comic Roger Price is largely responsible for the program's big-time entertainment values. Price, a comparatively new young comic, looks like a cross between a long-haired musician and a short tempered scientist.

Personality-wise, too, he combines a seemingly naive child-like gaiety with sharp-tongued cynicism. The results are unorthodox but surprisingly appealing. For instance, when a young mother asked how to get her young son to take a bath, Price queried brightly, "Have you tried subtle psychological methods such as hitting him?" In between panel sessions Price illustrated the various problems by sketching ditty diagrams, accompanied by breezy monologs which were a high point of the show.

Zany Asides

The gimmick format revolved around the panel's zany and often irrelevant suggestions to help contestants solve their problems, with the latter played straight. The panel included Price's pet brunette wife, Anita Martell, writer Leonard Stern, and Actor Jim Backus. All three were extremely show wise, but some of their supposedly ad lib answers lacked both spontaneity and real humor, especially when compared to Price's sock comedy timing.

All in all, though, it does seem that the only real problem this show has is how to get a sponsor. The price is right. June Bundy.

Highlight Reviews

The week's highlight reviews appear on Page 3, this issue.

Lady in Blue

RADIO—Reviewed Saturday (19) 8:30-9 a.m., EDT. Sustaining via WNBC, New York. Producer-director-writer, Steve White. Emcee, June Winters.

The *Lady in Blue* (June Winters) trundled her little charges off to the race track last Saturday where they met, of all people, Bill Stern and Kenneth Banghart. However, skillful production work and a delightful tongue-in-cheek job by Miss Winters kept the airters clear of the Kefauver committee.

In fact, the "racey" atmosphere probably found great favor with small-fry listeners, who undoubtedly welcomed a change from the usual sugar-and-spice-and-everything's-nice routine handed out on morning kid shows. Miss Winters has a fresh girlish personality and a gratifying awareness of children as people rather than pets. The gal seldom, if ever, talks down to them, altho she speaks slowly and enunciates clearly at all times.

Bright, Happy

The show itself has a bright, happy air about it, with a mix of sound effects supplying enough variety in the noise line to please the most crash-happy youngun, plus a make-believe pal lugged Spinner. Latter Jabbers away with Miss Winters, via a speeded-up disk gimmick. In between the chatter sessions the lady plays and sings along with appropriate platters.

Saturday's handicap took off with her theme, *Synopated Cood*, followed by a few bars of *Hatchie Malatchie Derby*, a gay waxing of *Calliope* and Miss Winters' own *Mayfair* recording of *I'm Late*, from Disney's *Alice in Wonderland*. Stern and Banghart were in for brief reports on the respective merits of the nags entered in Spike Jones' raucous race track take-off on *The William Tell Overture*.

Commercials for Free

Midway thru the half hour the *Lady in Blue* sandwiched in a few vacation hints, including plugs for the entertainment merits of Little Golden Books, Circle Line boat trips around Manhattan Island, Rockaways' Playland and local museums. The series is sustaining, so the spots are evidently gratis, which is a pity, since it seems like a neat nature way to integrate participation commercials.

Miss Winters' pleasantly alert manner is exemplified by her sign-off line, in which she promised to return the following day, "bright and early and transcribed." June Bundy.

Goodyear Summertime Revue

TELEVISION—Reviewed Sunday (15), 7-7:30 p.m., EDT. Presented by Goodyear Tire & Rubber Company, thru Young & Rubicam, via EC-TV. Produced by William Brown Jr. Directed by Richard Eckler. Written by William Brown Jr. Announcer, Alan Edwards. Music by Paul Whiteman's orchestra under direction of Glenn Oasser. Cast: Earl Wrightson, Maureen Cannon, Judy Lynn, dancing and singing ensemble.

Sometimes a reporter wonders why a firm like Goodyear bothers to replace a winter seg with mediocre fare for the dog days. To substitute for Paul Whiteman's personal showmanship an indifferent musical potpourri seems from one viewer's perspective particularly helpful as a sales push, and certainly is the sort of fare to set TV back on its heels.

So *Goodyear Summertime Revue* takes over ABC-TV for the next eight weeks, featuring Earl Wrightson and Maureen Cannon with a dancing and singing ensemble plus a weekly guest star. Presumably it is all supposed to be light-hearted, summery and gay.

However, if the opener can be taken as a sample, *Summertime Revue* has all the buoyancy of a lead balloon. Wrightson has a pleasant baritone, but he likewise emcees like a baritone. Perhaps this is a somewhat unfair comment, since the script format gives him the lowest common denominator to work with. It is a loosely strung together hodge-podge of song and dance.

Seg bowed in with a clean-up ballet squad sweeping up a deserted dance hall, somewhat in *Le Vie Parisienne* groove, but with far less pattern imagination. Followed guest star Judy Lynn with a good projection of *Why Can't You Be-have*. Came more vocals, this time with Ray Porter's singing chorus as chefs and waitresses; an eccentric white-tie-and-tails soft-shoe

Air Checks

Brief but important radio news

Agency and Station

Notes on Personnel . . .

Radio-TV Veepee Howard G. Barnes, Dorland, Inc., New York, will hold a bulk sale of the physical assets of the Kermit Raymond Corporation and Transcription Broadcasting System, Inc., which he acquired in a bulk sale himself in 1949. Sale deal was made at request of the corporation's pre-'49 creditors, so that Barnes may form a new corporation under the name of General Entertainment Corporation. . . . Ellen Stern, ex-WATV, Newark, N. J., and KSP-KPIX, San Francisco, and Gloria Swegman, formerly with WBC, Washington, have joined WJMG, New York. Miss Stern is in advertising and sales promotion; Miss Swegman, publicity. . . . Dr. C. L. Menser, professor of speech and radio director of Stetson University, De Land, Fla., who arrives in New York July 30, will spend three weeks at the Westchester County Club on business for WJBS, Stetson-owned Mutual affiliate in De Land.

Wchita, Kan., will hold an "Al Helfer Day" August 20, in honor of the Mutual sportscaster, who has accepted an invitation to announce the city's championship sandlot game in September. . . . In what is believed to be the first simulcast disk jockey show, Paul Brenner is currently simulcasting a half-hour segment of "Request Fully Yours" over WAAZ, WAAZ-FM and WATV, Newark, N. J., across-the-board at 5:30 p.m. Show combines platters and live talent. . . . Time buyer Michael Donovan, ex-Ward Wheelock, Philadelphia, has joined McCann-Erickson's radio-TV department.

Ernest Hartman upped to production manager post at WNEU, New York. Farm Director Mal Hansen, WOW, Omaha, reports a "sellout" for the station's fourth annual farm study tour, which leaves Omaha September 13 for a 16-day tour thru Canada and New England.

Ray McKinley Joins Ranks of Deejays . . . Ray McKinley is the latest band leader to join the ranks of the boys who spin records instead of making them. McKinley has a deal on the fire for his own across-the-board disk jockey show over New York indie WNEW. While the deal is pending, McKinley will get in some work training by subbing for WNEW's Al (Jazzbo) Collins for the next three weeks. During latter's vacation, McKinley will handle Collins' nightly "Purple Grotto" airters, plus his 12-1 p.m. show on Saturday afternoon.

Yesterday, Today and Tomorrow

(The Truth About Narcotics)

RADIO—Reviewed Sunday (15), 1-1:30 p.m., EDT. Sustaining via NBC. Producer, Henry Cassidy. Assistant producer, Joseph Meyers. Research, Fritz Littlejohn. Cast: Malcolm Johnson, Richard Moser, Dr. Victor Vogel, Austin McCormick, Dr. Nathan Eddy, Harry Ansinger.

• Continued from page 3

certain about chances for complete cures, termed the problem largely "psychiatric." . . . NBC has done a particularly remarkable job in rounding up this detailed report on the narcotic trade in view of gangland's double-barreled hold on addicts in general, who run the risk of cutting off their future supply for good and worse. Latter is represented by the "poison" (poison), which is sold to informers the next time they visit their source. (dancer unidentified), then Maureen Cannon and Wrightson with ballad contributions, and another touch of chorals. Guest Lynn came back again to contribute another good job with *I Wonder Why* and a final team-up with Wrightson and the chorus. So much for the entertainment.

Best of the program was Miss Cannon's cleverly sung commercials, integrated into the script with the thrush as a checkroom gal plugging nylon cord tires. Film sequence showing familiar broken glass test on tires was also interpolated.

It all looks like eight weeks of wasted effort. Bob Francis.

TV Talent and Show Tips

Off Beaten Path Sports

There are still a great many sports, exotic and domestic, that television has not even begun to exploit. Bull fighting, lacrosse, hai lai, ping pong, chess, fencing, badminton could all make fascinating television fare. Why not, then, a series of shows that would present with different sport each week? With the help of guest experts, such data as to the rules of the game, its origin, where it is most played and who the champs are could be presented. And then the game itself could be demonstrated, live or by film, according to the amount of space it takes. Such a program might appeal to high and low-brow alike.

(FOR OTHER SHOW IDEAS, READ ALL DEPARTMENTS EVERY WEEK.) G. P.

Spanish Vocalist

Irena Valencia, an exotic, slim, dark Mexican gal, guitar and voice, caught at Chez Vito, New York, is worth a look-see by a TV producer looking for a Latin type to do Spanish numbers. Girl sings and sells those slow Latin ballads in a smooth, easy fashion. Her selling was so good that this listener's ignorance of Spanish was no handicap.

(FOR COMMENT ON OTHER PERFORMERS AND NIGHT CLUB-VAUDEVILLE ATTRACTIONS, READ THE NIGHT CLUB-VAUDEVILLE DEPARTMENT EVERY WEEK. B. S.)

Rex Marshall, Actor-Emcee

Rex Marshall is one of the best and busiest TV announcers in the trade, but the medium never has utilized his obvious qualifications as an actor and emcee. Right now the closest he comes to video thespian is on Tom Corbett, *Space Cadet*, when he spouts the sponsor's sales song while wearing the latest thing in supersonic space suits.

Marshall's greatest asset as an announcer is his completely convincing sales manner and pleasant glibness with the ad-lib in emergencies. These talents are bringing a lot of loot his way, but a smart producer could realize considerably more audiencewise, by using him as a combination emcee-salesman, ala Godfrey. In the acting field, Marshall's masculine good looks and deft timing make him an equally good bet for dramatic scripts or light comedy. J. B.

Kevin Connors

The husky first baseman of the Chicago Cubs, Kevin (Chuck) Connors, not only is a good looking lad, but has a flashy camera personality as well. He is especially noted in dugout circles for his unrestrained dramatic rendition of *Casey at the Bat*, which he performed recently on Laraine Day's pre-game show, *A Day With the Giants*, via WPIX, New York. His interpolation was spiced with enough mugging and asides to indicate that Connors' animal acts, to suffer milk's fright, someone seeking a sports figure for a guest shot on a show will look far before finding one as ready and anxious to talk as Connors. S. C.

Mr. Mercury

The American Broadcasting Company has a video natural in its new radio kid series, *Mr. Mercury*, which bowed in this month under the sponsorship of Wheaties. The show's high dive artist hero (undercover government agent, natch), colorful circus characters and hoop-la atmosphere are sure-fire visual assets, and the background lends itself to a variety of video gimmicks, animal acts, acrobats, guest stars, etc. Plot-wise, the radio version needs a lot of work, but the stuff is there. J. B.

The Myrons

Variety shows in need of an acrobatic team might do well to take a look at this newly imported pair at Radio City Music Hall. The two lads work in neat uniforms and use some colorful apparatus, such as a crooked ladder and a large pair of wheels on an axle. Their balancing bits are most effective, especially against a calm musical background. In video, their chrome props may present some troublesome high-

lights, and the height at which they usually work would call for some fancy camera angles. But those difficulties should be easily overcome.

Bill Troy

Telegenic young baritone Bill Troy acted nice notices when he warbled with Eddie Oliver's moccasin crew in Hollywood over the week-ends, and more recently on a guest shot with vet performer Ronnie Kemper during the latter's stay at the Saddle in Sirloin niter in New York. His quietly authoritative stage presence and versatility on ballads, jump and novelty numbers make him a good bet for across-the-board TV. Right now Troy is a bit too restrained personality wise to carry a session on his own. However, a stretch with an informal type of daytime show, should help develop in him an already evident flair for relaxed ad libbing and assorted video capers. J. B.

Beverly Hudson

Miss Hudson is brand new to the entertainment profession. If her opening at the Copa is any clue, she's going to leave all the work she wants. Video music varieties shows should not and will not miss this find, for the little gal has such a near-an-enthusiasm to put over any song in the pop repertoire. Looking best in a Sunday-afternoon-at-home get-up, her rhythm numbers are a lot of fun, and her ballads have an amplitude of sincerity. As long as she keeps that ebullient style, folks are bound to welcome the sight of her on the TV screen. G. P.

NEWSY TV

Roberts Seg Hits Home in Mature Style

NEW YORK, July 21. — International News Service-International News Photos this week held a preview screening of segments of Cleo Roberts' world report, which they are offering for distribution to TV stations on a per-market rate basis. From the footage seen and talks with veteran newshawk Roberts, the series seems a mature and engrossing new form of video journalism. With cameraman Russell D. near 70 pounds of equipment, Roberts has flown to points all over the Pacific Area and shot 100 15-minute programs on 16mm sound film. Each program shows Roberts in a new significant spot, interviewing key people, pointing out conditions, trends and landmarks.

One film shown had Roberts standing on a bridge leading into Communist China from the territory of Hong Kong. Roberts stopped a couple of English ladies coming thru the gate to ask what things were like in China. "Difficult to say," was the hasty reply, which Roberts said was typical of the frightened refugees, and perhaps, of British restraint. Roberts pointed out the Connie soldiers marching on the other side and propaganda posters going up on a trestle just beyond the gate. And the camera took in the river and surrounding area.

Another film was at an Air Force base near Anchorage, Alaska, only about an hour from Russian territory, where a reconnaissance air group keeps vigil. Roberts interviewed a colonel out on the field, then went into the ready room to show how the lads jump to when the alarm rings. Out on the field again, the camera showed the pilots dashing for their F-80's, gunning them up with a terrible roar, and moving out to the runway, taking off less than three minutes after the signal.

Produced by F. D. Kahlenberg, the series springs from Roberts' studio newscasts over KLAC-TV, Los Angeles, which allegedly tripled the business for clothing chain of sponsor Miles Ark. Since last March Ark and Roberts have been in business together getting out these on-the-spot news features which Ark is still sponsoring on the Coast. Each film runs 12 minutes and is open-ended for commercials. They're also available as 30-minute programs once a week.

Roberts said it has taken him a maximum of three days to get

Short Scannings

Brief but important video news

Two Radio Execs

Quit Ad Agencies . . . Two agency execs last week left their positions. Jose De Donato has parted company from Robert Orr Associates, where he was head of the radio and TV department, and Herb Horton, assistant to Bill Chalmers, head of the Grey Agency's radio and TV department, has left that advertising operation.

Dixon Inked by ABC-TV;

1st Jock To Go Network . . .

Paul Dixon, disk jockey of WCPO, Cincinnati, and its TV arm, becomes the first Queen City wax spinner to go TV network when he replaces "Curtain Up" on the American Broadcasting Company web August 7. With Dixon will be those who have appeared on his Cincinnati stanzas—Dottie Mack, Wanda Lewis and Lennie Gorian. Dixon's TV shows is produced by Jack Taylor and directed by Lee Hornback, with special skits written by Gorian.

WJZ-TV Execs Work

Out New Rate Card . . .

Execs at WJZ-TV, New York, last week were working on a new rate card for the station, with the expectation that it would be ready within a few days. The new card is said to embody no dollar changes, but an expansion of the Class B and C time periods would give advertisers a break on rates.

NBC Commemorates

Tenth Anniversary . . .

National Broadcasting Company's Niles Trammell gifted Bulova Watch Pres. John F. Ballard with a plaque this month in commemoration of the 10th anniversary of TV's first commercial time signal. . . Deliveries on Berndt-Bach's new aurocra "Super 1200" 16mm. studio and TV production camera will commence late next month after three years of field tests. . . American Broadcasting Company has purchased the Eagles' building in downtown San Francisco as a site for all of its local radio and TV facilities. . . Rowley-United Theaters have purchased a Simplex theater TV system for their Center Theater, Little Rock, Ark. Delivery is scheduled for late fall. Since Little Rock has no TV station, residents will get their first view of TV via theater television. . . Correction: Item in July 14 issue, which listed the number of TV sets in Ames, Ia., territory as 38,000, should have read "39,982 as of July 13," according to WOI-TV continuity man Don Anderson.

Ralston-Purina Eyes

Ameche-Langford Airtel . . .

Ralston-Purina last week was reported negotiating with the American Broadcasting Company to buy into the new Don Ameche-Frances Langford daytime TV show. The sponsor currently bankrolls "Pet Parade" on ABC-TV.

Station Help

Continued from page 6

the city's history, brought video coverage of a disaster. Station carried camera pick-ups of the oil storage fire and showed general flood conditions in the federal building areas. Film crews in boats and planes processed film for telecast.

In Topeka, Thursday (12), all three radio stations — WIBW, KTOP and WREN — were under water. Early Friday (13) KTOP went back on the air after picking up an emergency transmitter thru the co-operation of KMBC, Kansas City, Mo.

All radio and TV networks yesterday (20) joined forces with advertisers in New York to launch an intensive two-week drive to tap public funds for victims of the floods in Kansas, Missouri, Oklahoma and Illinois.

film back to U. S. But, he said, shows are of lesser interest than good for several months. Roberts' planes next week for Europe, aiming at the completion of 260 films in the year.

Gene Plotnik.

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

The Ford Festival

NBC-TV, Thursday (19), 9-10 p.m., EDT

What kind of TV attraction would a former king make? This was the reason this viewer was forced to wade thru 56 minutes of a dull musical mish-mash. However, the anticipation of seeing an ex-king and the consideration of its effect on the trade placed an aura of worthiness on the effort.

So four minutes before James Melton said good night for another week, the seemingly ageless tenor, all decked out in a reasonable duplicate of a floating Cassidy outfit—he had just finished singing 15 minutes of words about Texas—stepped in front of the curtain introduced Peter, the former king of Yugoslavia. The curtain parted and out stepped a small, thin and obviously flustered young man. Alongside Melton, Peter was short indeed.

Melton carried on a one-way conversation with the former monarch as he made a worthy pitch on behalf of the national slogan contest now being conducted by United Cerebral Palsy. Peter did manage to get his son's slogan entry aired, then did a hasty powder. The whole thing lasted a fraction of a minute.

Would the king, who may not care, but has an agent just in case, make good TV? No question that the king has his charms but how would he do in an appearance that lasted longer than a fraction of a minute, and what would he sound like if there weren't a James Melton around to do all the talking? This viewer feels that he deserves another chance should ever he want one.

TV Freeze Lift

Continued from page 6

occur until well into spring or summer of 1952.

Priority Plan Set

This means that the earliest possible time for new TV stations to get on the air after the freeze lift will be the spring of 1952. Chairman Coy, in comments at yesterday's confab and in remarks to the Senate Interstate and Foreign Commerce Committee earlier in the week, made it clear that the Commission will urge the National Production Authority to give widest possible leeway to TV construction once the freeze is lifted. The chairman clarified the Commission's system of priorities in making grants once the freeze is lifted. The Commission, he said, will give top priority to applicants for stations in communities where none already exist. Second priority will go to single TV station communities, next priority will go to two-station towns, and so on.

Also clarifying the TV allocations outlook this week were signs that the FCC may reduce rather than increase the number of TV channel reservations proposed for non-commercial educational stations. Chairman Coy dropped a hint of this in his testimony before the Senate committee (see separate story).

Capitol Hill pressure on the FCC to lift the freeze is swelling. A suggestion was made this week that legislation might be introduced to force an immediate freeze lift, but this is not being taken seriously. Lawmakers are getting letters by the thousands from constituents in TV-less cities, it was disclosed this week. The constituents demand to know why their communities are denied video and urge the congressmen to take appropriate steps.

CBS Coast Set-Up

Continued from page 6

of CBS-TV, to program on kine and film until the micro-wave relay is completed in the Coast was a wise one. The Pacific Coast programming operation has been gathering considerable know-how which it is now preparing to apply to live originations from Hollywood. Which programs will go micro-wave when facilities open up late this fall is now in the process of being decided.

Now in the programming hopper at CBS-TV Hollywood is *The Line-Up*, *Life With Luigi* and *My Friend Irma*, among others. Gang-busters will probably be done on film. Harry Ackerman is CBS-TV Coast programming topper.

Westinghouse Summer Theater

CBS-TV, Monday (16), 10-11 p.m.

This week's production on Westinghouse's summer series was worthy of the accolades usually tossed at the bankroller's regular-season *Studio One*. For it presented a gripping, albeit well-tried stanza in a drama with a top-notch cast, backgrounded by effective settings. John Galsworthy's *The Apple Tree* has a considerable production history in radio, and more recently in TV. This latest version, with adaptation by David Shaw, ranks with any of them.

The key to the gripping quality of the show was the delicate and sometime ethereal portrayal of the role of Megan, the wistful Welsh lass, by Lucy Vines, who recently scored in the lead role of *The Token*, another period piece, on Columbia Broadcasting System-TV. Miss Vines made eminently believable the difficult characterization of an innocent and lovely country lass who, hopelessly in love with a transient city boy, ultimately was driven to suicide when he yielded to social pressure and married the "acceptable" sister of his friend. Miss Vines' Welsh accent sounded authentic and was not at all distracting, and her appearance personified the fresh quality of the character.

Strong Support

William Whitman, too, projected a difficult emotional role as the lad torn between desire for the Welsh girl and the warmth of social acceptance by the family of his friend John Heidalbrand, as the friend and sister Cardew, as the friend's sister, did well with their roles, too, and the supporting cast was notably strong. Sets by Willard G. Levitas, altho not extravagant, were very effective, particularly in an outdoor evening scene, with the mountainous background looking deceptively real.

Commercials, delivered by Augusta Dabney, plugged the sponsor's ovens, Laundromat and X-ray film used in mobile clinics. They were a bit on the strong-sell side and could be toned down a bit.

Joe Martin.

NARTB & BAB

Continued from page 6

also be BAB members by authorizing 30 per cent of their NARTB dues to BAB.

Under the new system, stations in NARTB membership by this April, May or June may still secure dual membership under the old plan until March 31, 1952, if they had membership by April 1, or until August 15, if they joined during April, May or June. Membership in BAB will be available to radio stations not holding NARTB membership, on a dues structure calling for the payment of a sum equivalent to one half the hourly rate charged by the station as of last April 1.

NARTB President Fellows also announced today the appointment of an FM committee for the current fiscal year headed by Ben Strouss, vice-president-general manager of WWDC-FM here.

They're Moving

Continued from page 6

its o.-&-o. stations. In addition, a major move into the film syndication field is indicated.

A number of other major personnel changes are believed in the offing at DeLoraine. Expectation is the reorganization here will be in full swing within the next fortnight.

For the latest status of the CBS shifts, *The Billboard* is printing in this section a chart showing the new executive line-up at that web, in both AM and TV.

CBS Tint Wins

Continued from page 3

get the system ready for its early debut.

Fox, as yet, has not decided which company will manufacture and license the new system. The movie firm will, however, sell its system to any exhibitors whether or not they belong to the Fox chain. CBS is to get a royalty on each of the Eidoscope systems sold. Costs are not yet determined, pending perfection of the pilot model. Mas' production of the system is regarded many months away.

Paul Barry in \$75,000 Salary Suit Vs. Morris

NEW YORK, July 21.—Paul Barry, thru his attorneys, Jaffe & Jaffe, filed suit against Edwin H. Morris Friday (19) in New York Supreme Court asking for \$75,000 in damages and salary allegedly due him.

The complaint, served on Lee Eastman, general counsel for Morris, stated that Morris had wrongfully breached a five-year employment contract in discharging Barry from his position of general professional manager for the Morris firms three weeks ago (The Billboard, July 7). The remainder of the contract, with two and a half years to run, approximates \$40,000 worth of salary.

Eastman said that he had no comment at this time, and is studying the complaint preparatory to entering his answer.

Meanwhile, it was learned that Barry will shortly be back in the music ranks in partnership with

GARIBALDI NIX SLUGS TRIANON

HOLLYWOOD, July 21.—Trianon Ballroom shuttered temporarily this week when it learned Leo Garibaldi would not play Saturday (21) due to wrestling commitments. Terperly Manager Lee Davis has four-week options with the groaner-turned-orkster and will keep the ballroom dark until Garibaldi is free to work dates.

Garibaldi's contract with the Trianon allows him the privilege of cancelling dates in order to fulfill mat engagements. Orkster, who plays the accordion, recently formed a band after achieving much success as a rind partner with his father, Gino.

Box-Cox Pub Set Up in U. S.

NEW YORK, July 21.—Sonny Cox, partner in the English pub-

OPS Studies Diskers' Plea For Controls Exemption

Product Incidental to Content, Like Books, Entertainment, Says Petition

Continued from page 1

sofar as the latter covers the products of the entertainment and the publishing industries. Records, it is argued, are actually products of the entertainment and literary and educational fields rather than the manufacturing field. The value of disks lie in their subject matter rather than their physical embodiment, and therefore more properly fall within the purview of GOR 8.

Diskers who joined in petitioning the OPS include Capitol, Columbia, Decca, RCA Victor, MGM, King and Cetra-Soria. It is estimated that these companies produce over 80 per cent of the industry's product.

Hike Impossible
Diskers, feeling that inclusion of the industry under CPR 22 is unfair and subjects them to controls which should not properly apply, argue that exemption from the regulation cannot mean a price hike. Such a hike is impossible, it is stated, in view of the intensely competitive nature of the record business.

The petition points out that CPR 22 is fashioned for manufacturers whose product is sold primarily for its tangible physical characteristics. With records, on the other hand, the appeal of the product depends upon what is "in the groove." In developing this thesis, the petition considers the entire recording field, from kiddie to pop, showing that the musical genius which goes into a record is showmanship of a high order.

Similarly, it is developed that in the avenues of education, drama, poetry, Americana, etc., the creative efforts of the diskers are of the same order as in the publishing and literary fields. In some respects, products like the Columbia I Can Hear It Now albums, General MacArthur's report to Congress, are difficult to distinguish in content—albeit not in form—from the content of newspapers and journals. Yet, despite this kinship to the entertainment,

educational and literary works, the phonograph record is denied exemption.

Analogies
The thesis is developed further, the petition pointing out that the top personalities of show business are the top personalities of the recording business. The director in a recording studio, to broaden the analogy, is likened to the conductor of a symphony orchestra or the editor of a city desk.

In an analysis of the manufacturing process, it is pointed out that the direct costs of labor and materials do not loom as large as the costs of conception, artistic treatment, recording and promotion.

Part 2 of the petition presents the thesis that CPR 22 is inappropriate for the disk industry because it is premised upon the assumption that a manufacturer will receive fair treatment if permitted to charge a price composed of his pre-Korean price plus his subsequent increased costs of labor and materials. The assumption of CPR 22, while holding true for the majority of cases, does not represent reality when applied to the disk business because of reasons outlined above—namely, that a diskers' physical product only incidentally, his business being essentially the sale of a performance.

Prior Inar
The price-cost basis of the pre-Korean period cannot be applied to the disk business owing to the fact that the industry was then undergoing a major technological change—the introduction of the long-play disk in 1948 and of 45 soon after. Conditions, it is shown, did not become stabilized until the latter half of 1950. Consequently, there was no chance of raising prices during the chaotic period from 1948-'50. In fact, prices remained at uneconomic levels.

Amplifying the point that CPR 22 imposes controls upon an industry whose own costs are not sufficiently subject to controls to justify imposition of controls upon it," the petition argues that Congress and OPS have precedent for exempting records. Exemptions

have been made for a considerable list of products* for reasons which apply just as compellingly as in the recording industry." The basic law (Defense Production Act of 1950), exempted from price control books, magazines, motion pictures, periodicals and newspapers, as well as the rates charged by broadcasters and telecasters.

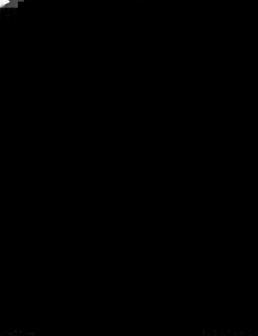
The intent, it is claimed, is to exempt "show business" as a whole. "Why," asks the petition, "of all these media, should phonograph records alone be subject to price control?" The substance of these media are interchangeable, it is stated. Why exempt sheet music and piano rolls, and not records? it is further asked.

The petition sums up its points: (1) The product of the disk industry is either show business or the business of communicating ideas or information; (2) competitive forces inhibit higher prices, and (3) exemption is sought to establish a principle and because future amendments to CPR 22 many work unjustified hardship upon the industry thru controls drafted to govern industries of a fundamentally different type.

The chart on this page, detailing a statement of combined operations of five diskeries for five years, was submitted as evidence to buttress the diskeries' arguments.

Phono Makers Set Trade Org

CHICAGO, July 21.— Phonograph Manufacturers' Association, new org made up of 15 phonoplayer firms located on the East Coast, has set up a series of inter-organizational committees, designed to aid the industry nationally. Altho up to now the PMA has confined itself to eastern membership, Roland Kalb, Steelman Phono & Radio, Mount Vernon, N. Y., said that applications



closed down its band department. He had been directed primarily by Cress Courtney, now a veep with the Gale Agency, since he left the Morris office.

It is understood that Joe Glaser, ABC topper, gave the okster a

Protective Association and the Songwriters' Guild of Great Britain. The SGGB was formed with the guidance of SPA, and has SPA standards as its ultimate objective. Cox worked closely with SPA execs here in the formation of the British etefers' guild

STATEMENT OF COMBINED OPERATIONS—Note A Five Record Manufacturers (Capitol, Columbia, Decca, Mercury, RCA Victor) For each of the five years ended December 31, 1951

	1950	1949	Year Ended December 31, 1948	1947	1946
Gross sales, less returns, allowances, and cash discounts—Note B	\$77,581,999	\$70,168,262	\$91,939,531	\$114,012,465	\$97,508,528
Deduct: provision for reserve return privileges	3,528,448	3,641,666	3,827,356	5,013,499	2,676,517
Net Sales	\$74,053,551	\$66,526,596	\$88,112,175	\$109,000,766	\$94,832,011
Cost of goods sold:					
Manufacturing, packing, and shipping	37,176,578	30,045,918	47,386,732	57,896,523	48,470,141
Recording	2,422,693	2,033,598	1,561,243	2,078,735	3,411,742
Talent costs and artists' rights	9,657,909	8,013,928	8,190,584	10,992,783	9,544,362
Publishers', composers' and other performance rights	4,813,399	4,530,803	5,863,285	7,479,366	6,659,375
Performance Trust Fund	1,275,080	966,193	263,457	1,459,671	1,253,479
Total cost of goods sold	\$55,345,739	\$45,590,466	\$63,265,301	\$79,909,478	\$67,739,076
Gross Profit	\$18,707,812	\$20,936,130	\$24,846,874	\$29,094,288	\$27,092,935
Expenses:					
Selling	5,712,246	6,054,957	7,000,040	7,805,903	5,783,003
Advertising	4,922,492	5,853,618	5,839,564	6,195,644	4,845,436
Administrative and general	5,065,467	5,135,933	5,099,638	5,838,534	4,760,162
Total expenses	\$15,700,205	\$17,044,508	\$17,939,242	\$19,840,081	\$15,388,601
Operating Profit	\$3,007,607	\$3,891,622	\$6,907,632	\$9,254,207	\$11,704,329
Other income:					
Royalties and license fees	670,335	811,316	712,439	575,378	412,397
Sundry (net of treasury stock deductions)	4,652*	192,840	87,773*	110,799*	164,631
Total other income (net)	\$674,987	\$1,004,156	\$799,912	\$686,177	\$577,028
Profit Before Federal Taxes On Income	\$3,682,594	\$4,895,778	\$7,707,544	\$9,940,384	\$12,281,357

*Deduction of loss
Note A—Including operating results of our manufacturers for the year ended December 31, 1946, and of their manufacturers and another manufacturer, who commenced business as of March 1, 1947, for each of the succeeding periods.
Note B—Includes sales of electrical transcription, accessories, etc., as follows:

Year Ended December 31,	Electrical Transcriptions and Library Plates	Phonograph, Attachments, and Accessories
1950	\$1,693,000	\$4,849,000
1949	1,284,000	3,956,000
1948	2,364,000	4,970,000
1947	3,332,000	6,645,000
1946	3,950,000	3,265,000

5-Yr. Gross by 5 Is \$451,236,005

Profits Relatively Low as Big Slices Go To Talent, Rights, Trust Fund, Etc.

NEW YORK, July 21.— The appended chart, titled Statement of Combined Operations, is one of the major exhibits in the record industry's petition to the Office of Price Stabilization seeking industry exemption from the provisions of CPR 22 (see separate story). The figures are most unusual and revealing, covering the years 1946 thru 1950. Publication of the chart marks the first time that a major segment of the disk industry (RCA Victor, Columbia, Decca, Capitol and Mercury) has co-operated in the preparation of a detailed financial statement of this type.

The combined statement gives one of the clearest indications of the scope of the record industry and of the many facets it encompasses. Here, for instance, for a period of five years are an analysis of gross sales, net sales, sales profit, gross profit, operating profit, expenses, talent costs, selling and advertising costs, etc.

The figures, too, are highly informative inasmuch as they cover a period during which the recording industry was in a high state of development and flux. Specific reference, of course, is made to the development of 33's and 45's and the record ban. LP was introduced in 1948. The impact of all these developments and the gradual adjustment of the industry to new

conditions, is reflected in the figures.

Gross sales, for instance, hit a total of \$114,037,465 for the five companies in 1947, and dropped to \$70,168,262 for 1949. The turn upward is evidenced in 1950, when the total gross hit \$77,581,999. Total gross sales for the five companies for the five-year period aggregated \$451,236,005.

The year 1947 has the highest gross profit, the figure totaling \$28,094,288. 1949 hits a low of \$13,136,138, but again 1950 shows a strong upturn with \$18,707,812.

Notable Points

Analysis of the profit figures bring out a few notable points: Altho gross sales were highest in 1947, profits were highest in 1946. This is indicative of the gradually rising costs of labor and materials. The profits, too, are relatively small when measured against gross sales figures. For instance, during 1946, the best profit year of the five on the chart, the companies totaled a figure of \$12,281,357. This figure represented profit before federal taxes on income. By 1948 this dropped to \$6,093,096. In 1949 the companies show a loss of \$2,904,218, and in 1950 the upturn is again apparent with a profit figure of \$3,682,594.

It is also noteworthy that the gross sales and profit figures represent not only the companies' disk operations, but include sales and income from electrical transcription (Continued on page 24)

DECCA RECORDS *America's Fastest Selling Records*

THREE POWERHOUSE RECORDS

BING CROSBY



Sings Great New Versions of

ROW, ROW, ROW
and
LOVE ME OR LEAVE ME

Decca 27667 (78 RPM) and 9-27667 (45 RPM)

PATTY ANDREWS
and **TOMMY DORSEY**

with **VICTOR YOUNG**
and His Singing Strings

HOW MANY TIMES
(Can I Fall in Love?)

Decca 27707 (78 RPM) and 9-27707 (45 RPM)

THE ANDREWS SISTERS
and **TOMMY DORSEY** and His Orchestra

I USED TO LOVE YOU

(But It's All Over Now)



SOLID AS A ROCK!

SY OLIVER

and His Orchestra

CASTLE ROCK

AND

ABOARD THE SENTIMENTAL TRAIN

Decca 27707 (78 RPM) and 9-27707 (45 RPM)

NEW RELEASES—SINGLES

Tin Pan Alley Rag	GUY LOMBARDO AND HIS ROYAL CANADIANS
The Little Fairy Waltz	Decca 27649 and *9-27649
Longing For You	RUSS MORGAN AND HIS ORCHESTRA
Josephine	Decca 27703 and *9-27703
Don't Believe It	EIHEL MERRMAN and RAY BOLGER
The World Is Your Balloon	Decca 27654 and *9-27654
Every Little Movement	CARMEN CAPALLARO AND HIS ORCHESTRA
Wanda	Decca 27655 and *9-27655
I Love The Sunshine	JERRY GRAY AND HIS ORCHESTRA
Of Your Smile	Decca 27693 and *9-27693
Push 'Em Away	THE MADCAPS
Josephine	Decca 27702 and *9-27702
Casa Loma Stamp	ST OLIVER AND HIS ORCHESTRA
My Friend Told Me	Decca 27672 and *9-27672
Ain't No Chick Gonna Fool Me	NORO MORALES AND HIS ORCHESTRA
The World Is Mine (Tonight)	Decca 27673 and *9-27673
Look At Me (Bolero Pour L'Inconnu)	THE KING'S MEN
Everyone Is Welcome (In the House of the Lord)	Decca 14574 and *9-14574
You Don't Have To Say Words To Pray	CHARLIE ADAMS
If A Beer Bottle Had A Nipple On It	Decca 46335 and *9-46335
(You'd Be A Baby All Your Life)	AND TEEB AND HIS TEEB BILLIES
You're Getting Too Old	Decca 46336 and *9-46336
Fertilizer	THE BOYETTIS WITH JIMMY BOOTI' TWO
He's Gazing At Daisy Roots Now	Decca 48223 and *9-48223
I'll Give You	THE NIGHTINGALES
All My Love	Decca 48225 and *9-48225
When The Shadows Fall	
I'm So Glad	
I'll Be Satisfied	
Guide My Hand	
My Rock	

*Indicates 45 RPM Version

TOP TUNES

By America's Favorite Artists

When The Saints Go Marching In	THE WEAVERS	27670*
	LOUIS ARMSTRONG	25153*
Sweet Violets	JANE TURBY	27668*
Come On-a My House	ELLA FITZGERALD	27680*
Dimples And Cherry Cheeks	ANDREWS SISTERS and GUY LOMBARDO	27652*
Out O' Breath	GUY LOMBARDO and GLORIA DE HAVEN	27666*
In The Cool, Cool, Cool Of The Evening	BING CROSBY and JANE WYMAN	27678*
Go Go Go Go	RUSS MORGAN	27685*
Why Did I Tell You I Was Going To Shanghai	BING CROSBY	27653*
What Is A Boy?	JACKIE GLEASON	27684*
Vanity	DON CHERRY	27618*
I'm In Love Again	The ANDREWS SISTERS and GORDON JENKINS	27635*
Because Of You	GLORIA DE HAVEN and GUY LOMBARDO	27666*
Josephine	RUSS MORGAN	27703*
	THE MADCAPS	27702*
	LAWRENCE WELK	23759
I Won't Cry Anymore	EILEEN WILSON	27546*
My Truly, Truly Fair	RUSS MORGAN	27630*
The Wang Wang Blues	RUSS MORGAN	27629*
	HENRY BUSSE	25015*

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

"Music In The Morgan Manner"

on...



RUSS MORGAN
and His Orchestra

Longing For You
and

JOSEPHINE

DECCA 27703 (78RPM)
and 9-27703 (45RPM)



America's Fastest Selling Records



Mum Is Word of Disk Execs On Layouts for New Season

Continued from page 1

quiet was in direct contrast to the 1950 confab, when Decca ignited a whirlwind of activity with its swing to 3 p.m.

Capitol showed a new 12-disk display rack which will be the basis for a new push in its putting behind 10-inch 78 r.p.m. disks. Up to now, Capitol has stressed its full line of kiddie albums, complete with readers. In order to stimulate the readers in the albums, Capitol will debut September 1, in connection with its fall program, an electric page-turner, on which a dealer can set an illustrated reader, while the machine runs thru the pages.

Victor's booth stressed the new 45 and 78 demonstrator player, which was unveiled several weeks ago. The main diskery was represented by Dave Finn, sales chief; Al Miller, field man for r. and b. and hillbilly, and Ed Dodelin, sales field rep.

Decca, which had Prexy Milton Rackmil, sales chief Sid Goldberg, Executive V. P. Len Schneider and artists' relations rep Mike Connor on hand, displayed its latest releases. Columbia's long booth didn't show any specific record material, with stress on a pair of color TV adapters. However, during each of the half-hour color TV demonstrations, a number of the brilliant colored Columbia album covers were well displayed. Columbia was represented by Prexy Jim Conkling, Exec Venpee Fred dard Lieberman, a. and r. chief Mitch Miller, Sales Manager Paul Wexler, Promotion Manager Al Carle and others.

MGM's chief, Charley Hazan, and ad and track chief Sol Handwerker held a meeting here with 15 of the firm's 32 distributors, at which it was decided that each distributor will be sent a full set of pre-releases, well in advance of issue date. The distrib chief and his salesmen will be asked to select the pop, r. and b., h.b. and Western and longhair releases in the series which they consider most likely to hit. The top choices of all distributors in each category will then be plugged most by the central office. MGM also screened its new musical, *Show Boat*, to 150 retailers here.

Mercury Records showed 18 of its 35 distributors for a two-day meeting at which future bonus and premium plans, such as the one for employee premiums and the recent three-for-one LP plan, were discussed. Mercury a. and r. chief Art Talmadge didn't make the NAMM meet because of a virus condition. Morry Price, sales manager for Mercury, admitted that the Chi diskery is making a big pitch to Bobby Wayne, the warbler who left London this week.

Sid Nathan, of King, accompanied by John Kelly and Howard Kessel, announced that the Cincinnati firm has inked Edith Lawrence's 16-piece orchestra. Decca, formerly with Columbia and Decca, will cut strictly commercial stuff. Patented after his Columbia release, *You Broke the Only Heart That Ever Loved You*, Nathan said that King will continue its penetration of the pop field conservatively. He has been dickering with Bill Richards, ex-Columbia a. and r. staffer, but said that a deal is far from completion. King has just cut chirp Margaret Phelan doing the tight club routine, following the pattern set by Mercury when it cut Sophie Tucker's bistro business. In order to stimulate its record player line, King is offering one three-speed player free with every 11 purchased by a retailer. Six of the King model record players must be three-speed players in the premium deal, Kelly said.

Daye Miller, the Philadelphia pressing-plant op who is operating a number of labels, is bowing with *Holiday*, a new label. Included on the talent roster are Bill Haley, country artists from WPTX, Chester, Pa.; Slim Pickens, Mississippi; a. b. singer, the Esquires, Philadelphia rustic group, and Bumps Blackson, New York r. and b. band. Label will be a. and b. and h. b. Ivin Ballen, Gotham and 20th Century diskeries. Philadelphia, as purchased a building at 1624 Federal Street which doubles their square feet of space, giving them 15,000 sq ft house a printing department, recording studios and general offices. Ballen is building his first P's on Gotham, with Earl Bostick and Chiquito's rumba band to be released January 1. Ballen expects to have 40 LPs out, Ballens says at most of the numbers on the

LP disks will be as yet unreleased material from a 1,700-disk backlog. Ballen has purchased the Pacemaker catalog from Webb Pierce, the new Decca recorder. Featured are Tex Grimaley and Claude King, h. b. talent, and the Blue Ridge Quartet, white sacred group. Pierce, now at KWKK, Shreveport, La., will act as h. b. a. and r. man for Ballen.

Joe and Saul Binari, of Modern and RPM Records, Hollywood, leave Chicago for a junket thru the South and Southwest. On the way in they inked Great Gates, blues singer, and William Robinson, singing pianist, both Dallas and b. artists.

Freddy Mendelsohn and Jules Braun, of Regal, debuted their full kiddie line, *Tots and Teens Records*, now a nine album series. The four-record albums will be priced at 45 and 78 r.p.m., with feature Irene Wicker, the Singing Lady, and Boyd Heath, TV cowboy. They are discontinuing their RFD label, a country disk seg. in order to concentrate on Regal. They have inked Fred Jackson, Atlanta blues singer.

Leo Mesner, of Aladdin, Score and Intro, has appointed Fleming Allen to head Intro, the firm's

new h. b. wing. He inked Peppermint Harris, new blues singer from El Paso, on the way to the convention. He and his brother, Eddie, intend to stage some type of amateur competition to find new artists for Aladdin and Score.

The Music Appreciation Series of longhair classics, recently introduced by Jerry Blaine, of Cosmical Distributors, New York, showed 14 new 12-inch LPs, making a total of 26 disks in the catalog. Jubilee has not been sold to Atlantic Records, Blaine said. He is cutting a series of sides by Sonny Roy, voice of the Orioles, for Edna McGriff. He has also added London Prexy Harry Kruse held a meeting with key distributors during the convention. Jimmy Martin, London's Chicago distributor, has terminated a deal with London whereby disks, cut by his 5,000 sales men in his own territory, are to be turned over to the parent firm. Martin is branching out on his own, adding 15 distributors during the convention for Sharp. He has just inked Art Kassel's band and intends to add more pop artists.

Lou Simpkins, formerly with (Continued on page 29)

Diskers, Dealers Talk Associations

CHICAGO, July 21.—Need for an association of record manufacturers and a similar org for retailers was the underlying theme during a record promotion clinic held here this week. Chairman was S. H. Halperin, Charleston, W. Va., most constructive disk session yet held by NAMM, in that retailers submitted their own petty, personal gripes to general problems affecting the retail side of record selling.

Disk promotion and advertising, and its affiliated departments, got a two-and-a-half-hour look-over Tuesday (17). Representing the waxeries were Sid Goldberg, sales manager of Decca; Paul Wexler, Pollock, assistant sales manager of Mercury; and Hal Cook, director of sales promotion for Capitol.

All dealer suggestions from dealers, and they were numerous, were based upon a standardization of business practices not now found in the record biz because of the lack of a manufacturers' association. First problem thrown out was the lack of co-ordination between sending out individual distributors with disks to supply demand created by the air plays. Outside of promising to more closely watch their own individual operations, the disk quardians pointed out that publishers issued acetates of their songs by recording artists before the diskery is set to meet the supply.

Dealers at various times suggested a central promotion institute, such as the ones now being operated by the meat and dairy producers nationally. They further suggested that such a central org set campaign to stimulate wax interest, in contrast to the local plugging on a co-operative basis which individual companies carry on with only one or two leading

Oliver to Try Baton Again

NEW YORK, July 21.—Decca Records' Sy Oliver will join the swelling ranks of diskery music directors turning band leader. Oliver, who has already had one fling at fronting a band, will organize a crew late next month in preparation for an early September break-in. Oliver is set to open at the Rustic Cabin, Englewood, N. J., September 7 for a 10-day stand. At this point Oliver's plans are to work the Eastern sector. (Continued on page 36)

retailers in a city. They further pointed out that the record industry must standardize pre-release information.

First step they pointed out, was made about nine months ago when Capitol released a loose-leaf folder of all past release information on its catalog and which the Hollywood firm is following up with weekly releases. It was pointed out that up to now only Mercury has changed its release material to fit a loose-leaf binder. It was suggested that the entire industry select standard procedures to cut (Continued on page 25)

Sheet Music Gets Clinic Treatment

CHICAGO, July 21.—Sheet music departments can serve as clients only a good traffic builder of profit, a sheet music sales clinic group reported during the National Association of Music Merchants convention here this week. It was the first time that sheet music had received a full-club spotlight at a NAMM confab, that most sheet music departments, which in either breaking even or going in the red, are the result of only half-hearted interest on the part of management. Marly Cook, Malecki Music, Grand Rapids, Mich., encouraged music dealers to contact reps of every kind of music activity in the community for each offered a good outlet for sheet sales, from the community symphony conductor to

the budding instrumentalist buying classical disks.

Cook illustrated the power of correlated sales suggestions when a clerk notes, for example, that a person buys a clarinet solo sheet, asks if that party needs reeds, a swab or the latest copy of a recorded clarinet solo. In response, it's a salesgirl to encourage buying by suggesting to a party, purchasing a stringed quartet sheet, that the same manu- (Continued on page 28)

James \$18,450 For 101-Niters

HOLLYWOOD, July 21.—Ten California one-nighters netted the Harry James org \$18,450 prior to the orb's bow at Casino Gardens, Santa Monica, Friday (13). Bond got a guarantee of \$1,500 against a 60 per cent door split. Dates played included Rainbow Gardens, Fresno; Capitola Ballroom; Sweets Ballroom, Oakland; Adobe Creek Lodge, Los Altos; Castle Air Base, Merced; El Bijou Tavern, Lake Tahoe; Civic Auditorium, Sacramento; Dream Bowl, Napa; Fairgrounds, Antioch and Rose Gardens, Pismo Beach. James goes into Balboa's (Calif.) Rendezvous Ballroom August 31 for three days. Lone vocalist with the org is Patti O'Connor, Dick Williams exiting following the Coast dates.

MERCEDES NOW SINGS "DANCE"

NEW YORK, July 21.—Academy Award-winning actress Mercedes McCambridge this week unveiled a hitherto unknown talent when she turned up as the vocalist for a Gordon Jenkins recording made in Hollywood Wednesday (18) for Decca Records. Miss McCambridge won the Oscar as the best supporting actress for her work in the flicker, *All the Kings Men*. She appeared on Jenkins' initial date for Decca since the departure of Dave Kapp from the diskery. The composer-conductor-arranger, who had requested his release from the diskery when Kapp left, apparently has not returned and is back at his own stand. Miss McCambridge did her vocal turn on the promising ballad, *White You Danced, Danced, Danced*.

To Reopen Hwd. Bowl July 26; Execs Bow Out

HOLLYWOOD, July 21.—Board of directors and charter members of the Hollywood Bowl Association Friday (20) voted to accept the reorganization committee's recommendation that the Bowl be reopened, and set the date for Thursday (26). At the same time the administrative management offered their resignations, which were accepted by the 21-person ruling group. Reorganization committee will select a temporary Bowl administrator who will pick his own governing body, reinstating those who resigned if he so desires. Bowl's program for the remainder of the season has not been chosen. However, it was learned that Local 47 musicians will be re-employed for the duration of the season.

The temporary administrator, when chosen, will conduct a survey which will aid in guiding Bowl officials for the season and in constructing a more concrete foundation for the 1952 Bowl series. Money for current operations is believed coming from county appropriations and donations from individual citizens.

AFM plan to operate the Bowl on a contingent basis, as a public service gesture, was neither approved nor rejected by the directors. At the time the reopening announcement was made, neither Local 47 Prexy John T. Green nor Bowl General Manager Dr. Karl Wexler could be reached. Association topper Jean Herbolt was out of town at press time. The Bowl shuttered Saturday (14) following five days' run of *Die Fledermaus*. Since the closing, blame for the Bowl's financial failure has been passed back and forth among the directors, county board of super- (Continued on page 24)

Convention Highlights

Dave Usher, prexy of Degee Records, the Detroit firm jointly owned by pop trumpeter Dizzy Gillespie, is releasing a series of full band sides cut by Gillespie while in Europe two years ago. He also has cut Walter Fuller, the arranger, and an 18-piece band . . . Walter Ament, Colorado Springs, Colo., retailer, has gone into the display rack business.

Mercury Records has established its own distributorship in Detroit since Ben Okun has dropped the Mercury line there. Okun will continue to distribute kiddie lines.

Art Ward, of the Honeydreamers, reported that the group will start rehearsing for the musical, *Top Banana*, book of which will be cut by the original cast on Capitol. . . Lou Gordon, Western rep for Decca in Canada, has perfected an LP testing device called "Recoex." The unit is a manually-operated turntable on which an LP may be placed and spun under a five-power magnifier, which will show flaws in the grooves. Tony Fontaine, Mercury warbler, has inked with the William (Continued on page 24)

Hwd. AFM-ers To Huddle on Merger Plans

HOLLYWOOD, July 21.—A committee composed of American Federation of Musicians, Local 47, and AFM Negro Local 76 toolsters are making plans to invite administrators of both locals to a confab with the hope that the executives can be influenced into merging into one inter-racial local. Plans were revealed following the issuing of petitions which to date have been signed by 700 members of the two AFM outlets here.

Merger was formulated nine months and is being carried out by committee secretary and Local 47 members by Mack. Officials at both locals told *The Billboard* that such a move is not probable. One Local 47 spokesman said that it would not do the Negroes any good, as in most cases they are not routine musicians, therefore eliminating such work for them which they hope to gain by the move.

TV Set Makers Eye Appliance Field

CHICAGO, July 21.—A number of television and radio set manufacturers are mulling the possibilities of moving into white goods lines in one way or another in the near future. One rumor at the National Association of Music Merchants convention here, which seemed to be given considerable credence by the officials of the companies involved, declined comment, was that International Telephone & Telegraph (which not long ago purchased Capehart) was negotiating to take over the Coolerator refrigerator operation. It has been rumored, too, for quite some time that Radio Corporation of America was planning to produce refrigerators, ranges and other such appliances. While RCA President Frank Folsom has reports at present, a *Time* magazine cover story on RCA Board Chairman David Sarnoff last week (presumably thoroughly researched) said: "He (General Sarnoff) is already itching to put RCA into

the electric-appliance business. . . Part of the present tendency is the part of video set makers to eye the appliance field, of course, is accounted for by the current soft state of the TV receiver market, as well as by the traditional summer lull in sales of TV sets, radios, phonographs. A certain school of manufacturing executives believes that the answer lies in expanding the lines produced. Still another group is for the idea simply because (at least theoretically) it is possible for a manufacturer to build and maintain a stronger distributor organization if he makes a number of major appliances along with TV and radio sets.

The proposition, of course, isn't that simple. Admiral, for example, has never done too well with its electric range line and, only slightly better with its refrigerators. Philco has had a constant struggle with its refrigerator line. Most unbiased observers feel (Continued on page 38)

the
hit
from
Holland!

BEST
SELLER
IN
ENGLAND!

MARY ROSE

NOW!—played like nobody...LIKE NOBODY... but

ray
anthony

AND HIS ORCHESTRA



featuring
TOMMY MERCER
on the vocal

flipside:
"HO—HO (DEEDLE-EE-DI-DI)"

78 rpm 1739 • 45 rpm F1739

TV Takes ASCAP Stalemate To Court After 2-Yr. Huddles

Decision Likely to Set Industry's Pattern; Petition Lists 56 Stations

Continued from page 1

...in an industry which is expected to become ASCAP's top source of revenue. Radio broadcasting is currently, and for many years, has been the No. 1 customer.

U. S. Plaintiff

The telecasters' petition lists the United States as plaintiff, the petition reading: "The United States of America, plaintiff, against American Society of Composers, Authors and Publishers, et al., defendants, in the Matter of the Application of Voice of Alabama, Inc., et al., petitioners, for the Determination of Reasonable License Fees. The action was filed by Paul, Weiss, Rifkind, Whorton & Garrison, and Samuel J. Silverman, the latter a partner of the firm, and Stuart Sprague, Judge Rifkind and Sprague have been in the forefront of the negotiations for the TV stations, with Herman Finkelstein carrying the ball for ASCAP. The petition names the United States as plaintiff in view of the fact that the old case, United States vs. ASCAP, in which the consent decree was entered, is still on the books. The government, therefore, retains jurisdiction. Such rates as will be set, it was stated, will apply to all stations "similarly situated." Attorneys for the telecasters were asked whether the court's decision could be appealed. It was stated that the decision would probably "be appealable like any other decision."

Last-Ditch Tries

Prior to the final collapse of negotiations, counsel for both parties were repeatedly extending the deadline in an attempt to arrive at a pact. Meanwhile the telecasters raised a war chest to defray the costs of litigation.

ASCAP, it was stated, pitched three types of deals to the telecasters, but the latter figured the rates on all proffered deals were too high. Telecasters stated they wanted the TV per-program pact to bear a reasonable relation to the AM per-program pact. ASCAP states that it cannot accept such a philosophy, and explains its position thus:

On AM programming, there may be three or four spots preceding and following a program. Under the AM per-program pact these spots are not paid for. On TV, however, ASCAP feels these spots should be paid for because of the nature of the television medium. The performing right on TV means much more than on AM—so much so that an eight-second spot, with scenery, can give an impact which would perhaps require five or 10 minutes of AM. The art of TV is so different than radio that it was stated, that the Society even had to draw up a new agreement with its members. It was further pointed out that many TV stations make 50 or 70 per cent of their income out of spot announcements. For all these reasons ASCAP feels the spots should be paid for.

BMI Issue?

The Society late this week had no formal statement to make regarding the action of the telecasters. Instead, ASCAP brass leaned to the opinion that their position should be made fully known when the Society's answer to the petition is filed in court. Trademarkers, however, were of the opinion that the ASCAP answer would probably include a complaint against Broadcast Music, Inc. (BMI). It is suggested that the telecasters' action could be construed as calculated to embarrass the Society and aid an allied broadcasting group. Should the Society's answer include such an argument, the dormant feud between the two major licensing groups would again be out in the open.

It was also believed that Judge Robert Patterson would re-enter the picture on behalf of ASCAP. The breakdown of the per-program negotiations does not mean—according to telecasters—that they are currently infringing when performing ASCAP music. TV-era take the view that the consent decree permits use of the music, which will be paid for at the rate set by the courts.

Some Optimism

There is much speculation now as to what kind of deal will be

...as a result of the TV petition. Some ASCAP brass have lately been of the opinion that the Society may be the gainer and get better rates via the courts than via negotiation. In connection with this view, it is often pointed out that music costs in the United States are much lower than costs in all other countries.

While the 56 embattled TV stations have climaxed their case with the filing of a petition, ASCAP has been gradually acquiring more blanket licenses. It was stated that within recent weeks five more stations came into the blanket-license fold. The networks, their owners and operated stations and a number of independents, provides for the AM rate plus 10 per cent. The AM rate is 2 3/4 per cent of the gross in the case of networks, and 2 1/4 per cent in the case of independents. The blanket TV contract was negotiated about two years ago.

The TV petitioners seeking intervention of the courts include WAFM-TV and WBRC-TV, Birmingham; KFMB-TV, San Diego; KTTV, Los Angeles; KLAC-TV, Hollywood; KPIX and KRON-TV,

San Francisco; WHNC-TV, New Haven, Conn.; WTTV, Bloomington, Ind.; WFEM-TV, Indianapolis; WBEF-TV, Rock Island, Ill.; WOC-TV, Davenport, Ia.; WAVE-TV and WHAS-TV, Louisville; WDSU-TV, New Orleans; WBAL-TV and WAAM, Baltimore; WBZ-TV and WNAC-TV, Boston; WJL-TV and WJBK-TV, Detroit; WAGA-TV, Atlanta; WSPD-TV, Toledo; WKZO-TV, Kalamazoo; KSTP-TV, Minneapolis-St. Paul; WTCN-TV, Minneapolis; KSD-TV, St. Louis; KMTV and WOV-TV, Omaha; WATV, Newark, N. J.; KOB-TV, Albuquerque, N. M.; WABD and WOR-TV, New York; WTTG, Washington; WDTV, Pittsburgh; WHEN, Syracuse; WKTV, Utica, N. Y.; WBTV, Charlotte, N. C.; WKRC-TV and WLW-TV, Cincinnati; WLW-C and WBNS-TV, Columbus, O.; WLW-D, Dayton, O.; KOYV, Tulsa, Okla.; WKY-TV, Oklahoma City; WJAC-TV, Johnstown, Pa.; WPTZ, Philadelphia; WJAR-TV, Providence, R. I.; WMCT, Memphis; WSM-TV, Nashville; KRND, Dallas; WOAL-TV, San Antonio; KSL-TV, Salt Lake City; WTAR-TV, Norfolk; KING-TV, Seattle, and WSAZ-TV, Huntington, W. Va.

Pub Resistance to SPA Book Looksee Omens Showdown

Some Firms Open Door to Blau, Traubner; Others Cry, "Snooper"

NEW YORK, July 21.—Resistance by some publishers to exposing their books to the Songwriters' Protective Association auditing team of Ed Traubner and Dave Blau foreshadows a possible showdown which may be carried to the courts.

Two pubbers who are known to be taking a stand against the auditors access to their books are Edwin H. (Buddy) Morris and the Famous-Paramount firm. Les Eastman, Morris attorney, is currently engaged in a study of the legal aspects of the SPA audit.

Eastman's position is that Morris has nothing to hide, and would be perfectly agreeable to showing his books to an agency mutually selected by SPA and the publishers, perhaps paid for out of a mutual fund.

Traubner, many publishers feel, in addition to being an auditor is a business agent for various writers as well as for the coast publishing firm, the Hub Showing business secrets to Traubner, they say, is tantamount to opening the books to a competitor.

Other pubber objections to Traubner is that he is in a perfect position to conduct a "fishing expedition," ferreting out, in the

course of his SPA investigations, a good deal of contractual and financial relationships unrelated to the Paramount firm feels that the private employee-employee relationship, written for hire by screen writers for the screen, and are no

(Continued on page 48)

Flanagan Set Till March 15

NEW YORK, July 21.—The Ralph Flanagan ork, which has only seven weeks open between now and the middle of March, will do two weeks of concerts in the Midwest in a package with the Mills Brothers between November 14-29. Booked solidly for one-nighters during August and the band will do five weeks at the Slaters here beginning October 1.

Following the November concerts, Flanagan goes into Frank Dailey's Meadowbrook at Cedarhurst, N. J., December 18 for two weeks. After January 1, the band will work what for it is a new territory, the South and Southwest, on a one-nighter string to engagement at the Los Angeles Palladium beginning February 19. The booking was signed this week. Flanagan is booked by General Artists Corporation.

Package Negro Star Show for Arenas

Cole Trio, Ellington Ork and S. Vaughan To Top \$20,000 Talent Bill Now Shopping

Continued from page 1

the Door Richard) Fletcher, Bowell and Howser, Patterson and Jackson, Teddy Wise, Peg Leg Bates and Claude Marchand and a line of girls. The package, sporting a talent out of about \$20,000 per week, is being submitted at a price estimated at \$3,000 per night guarantee against 60 per cent of the gross.

The package has been put together to play exclusively arenas and auditoriums. It has been patterned in content and merchandising along the lines of the Spike Jones' music depreciation package and the Horace Heidt arena presentations. The package will be the first Negro arena show attempted in recent show business history. It will be sold as The Biggest Show of 1951.

The show was conceived and is being booked by Cress Courtney, vicepres with the Gale Agency. The package is slated to kick-off September 20 and will keep working for about three months according to current blueprints. It is slated to show first in New England area with the key date slated for the Boston Arena for September 21-23. The troupe has first three and a half weeks has been set and, in addition to Boston, includes a couple of days each in Philadelphia and Pittsburgh.

Potentially this package could be the biggest grossing Negro show ever to take to the road, in view of the sizable types of locations it is being sold to. The Boston Arena, for instance, can take

about 17,000 people and most other similar locations run up to 10,000 seats.

Following its New England break-in, the package will head into the Midwest and will then be moved into the South. The latter dates will probably be booked for November. The percentage takes will be split among the three stars with Cole pulling down the lions.

PATTI AND PM TURN PUBBERS

NEW YORK, July 21.—Patti Page's personal manager, Jack Rael, in conjunction with the thrush, has opened a music publishing firm. The firm will be known as Lear Music, Inc., and was incorporated in Milwaukee. The pubbery has applied for membership in the American Society of Composers, Authors and Publishers. First tune in the firm is Who's Gonna Show My Pretty Little Feet, an adaptation from a folk song, which is the singer's latest disk release.

Sears, Weiner Together on "Rock" Lyrics

NEW YORK, July 21.—Al Sears and George Weiner this week got together on Castle Rock, with Weiner's Warner Music receiving an assignment of the copyright from Sears' Sylvia Music. The Rock situation had been in confusion, with two sets of lyrics extant on the tune, one commissioned by Sears, the other by Weiner. The latter had been

(Continued on page 48)

Cap Sets Kaye For Solo Plug

NEW YORK, July 21.—Capitol Records this week inked warbler Norman Kaye as part of the diskery's hunt to strengthen its male singing ranks. Signed here by the firm's Eastern artists and repertoire topper, Dave Cavanaugh, Kaye will be handed full-blown exploitation. He recorded early this week, with Sid Feller handling the orchestral reins. Kaye is a member of the Mary Kaye Trio and will stay with the unit but will henceforth be featured prominently in a solo role. He signed a five-year pact with the diskery.

The waxery, strong in fem talent, hasn't come up with a consistent crooner and currently is pitching hard to create a male winner either from its veteran boy ranks (including Mel Torme, Gordon MacRae, and Dean Martin) or by buying new talent, the most important of which until Kaye has been Bob Eberly.

Screen Gems Pix Synced to Disks for TV

NEW YORK, July 21.—Screen Gems, a subsidiary of Columbia Pictures, is close to completing production on a series of 15 three-minute short films designed to be played on TV stations in synchronization with recordings. The series, called Disk Jockey TV Tunes, consists of cartoons as well as live films.

Each film is designed to be synchronized with a specific recording. Screen Gems first obtains a particular disk in consultation with a disk company—the flickery has earmarked records by arrangements with Capitol, Columbia, Decca, Mercury and RCA Victor—and then writes a script based on the record. In order to avoid possible synch failure, none of the films attempt to synchronize lip movements of singers with the records, relying instead on

(Continued on page 48)

Three Names In Coast Loop

HOLLYWOOD, July 21.—Jimmy Dorsey, Lionel Hampton and Tony Pastor have inked with Van Tonkin's Coast bullroon circuit. Dorsey is set for the Memorial Auditorium, San Luis Obispo, July 30, and Fresno's Rainbow Gardens July 31. Hampton plays the Tulare Fairgrounds dancey August 3 and the Melody Bowl, Bakersfield, August 4. Pastor, currently heading the Palladium, works the Veterans' Memorial Auditorium, Santa Maria, August 14, and Fresno's Rainbow terypey August 15.

Tonkins left Wednesday (18) to lay out advance promotion in the surrounding towns, returning here Monday (23) to sign additional orks for the circuit. Skedded to hit the road this fall are Ray Anthony, Les Brown and Ralph Flanagan.

Col. Transfers Top Personnel

BRIDGEPORT, Conn., July 21.—Announcement was made this week of the transfer from the Bridgeport offices of Columbia Records, Inc., to the New York office of Sales Manager Paul Wexler, Assistant Sales Manager Al Earle and American Folk Music Director Don Law. Robert Kirsten, masterworks division merchandising manager; Stan Kavan, pop department merchandising manager, and William New, sales promotion manager, will remain here. No other changes are contemplated by the company, according to Kenneth E. Raine, secretary.

heaviest guarantee and percentage arrangement of the triumvirate. Cole was bought for the troupe thru his agency, General Artists Corporation. Ellington was booked as a free agent (he signed this week with Associated Booking Corporation—see other story). Miss Vaughan and the acts are Gale Agency attractions or free

Global Copyright Pushed by UNESCO

Blueprint of International Treaty Drafted After 46 Countries Answer Inquiries

NEW YORK, July 21.—United Nations Educational, Scientific and Cultural Organization has recommended that an inter-governmental meeting be held next summer to formulate an international copyright convention.

The copyright committee of UNESCO, which made the recommendation at the recently concluded meeting in Paris, has also prepared a tentative draft for an international convention and forwarded it to the member governments belonging to UNESCO.

Representing the United States

at the conference were Luther Evans, Librarian of Congress; noted copyright attorney John Schulman; and Abraham J. Camlsten of the Copyright Office. Schulman, who returned here this week from Europe, described the meeting as "very fruitful."

The draft for a global copyright pact was formulated in accord with answers to questionnaires sent out to governments throughout the world, with some 46 countries responding. Thirty copyright specialists from 20 countries, including

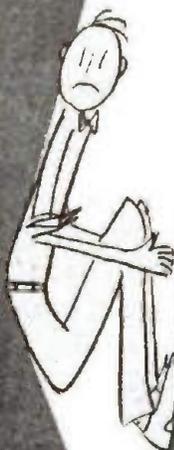
(Continued on page 18)

HEADED
FOR
THE
TOP!



Sammy

KAYE



"Longing for you

" and

Mary Rose

78 rpm 39499

33 1/3 rpm 3-39499

45 rpm 4-39499

Columbia  Records

Color Pushed But Mfrs. Stick to Black and White

CHICAGO, July 21.—The color TV developments have been getting all the publicity. TV set manufacturers are sticking for the most part, with black and white set development and changes. A survey of exhibiting set makers at the National Association of Music Merchants convention here this week disclosed. Because of the shortage of fly-wheel motors and adapters, most manufacturers contacted feel that it will be six months to a year before even slave set adapters make a dent across the country.

Only black and white and color TV set shown was a console 10-inch picture magnified to 19 1/2 inches, which retails for \$499.95 with doors and at \$389.95 open-faced. A rep of the firm said that the fly-wheel adapter and motor were made by an outside plant but would not name the maker. Telephone showed its slave adapter, which was introduced recently, and Stromberg-Carlson had one slave set adapter which it was showing "only for what it was worth." As was the case with other makers who are trying to produce slave set adapters, the Stromberg-Carlson rep said that he is attempting to get delivery from Webster-Chicago on the wheel and motor, which has been quoted to all makers at \$180.

A Webster-Chicago rep told *The Billboard* that by Monday (23) its engineering staff would be testing the first fly-wheel adapter and motor run of a test experimental line. If all goes well, the local plant may start producing in quantity by September. The estimator a production of 50,000 adapter kits by January 1.

Scott Radio Laboratories, Chicago producers of higher-priced custom radio and TV sets, reported that they expect to be ready soon with a slave set adapter which will plug into all set sets produced since last November. All parts for the adapter are being made by Scott. Despite the fact that the Webster-Chicago quotation on their adapter kit is \$180, Scott's slave set, complete in a table-top cabinet, will run under \$150.

Scott also displayed the most expensive console yet on the market, a job equipped with a 24-inch screen, AM-TV radio and a three-speed record player. The 12-foot-long console will cost \$2,600 and will be limited in sale to one in each town. Other sets in the silver anniversary line debuted at the show included a radio-phonograph console in a smaller cabinet at \$1,495, a 24-inch TV console at \$645, and an AM-FM radio-phonograph console at \$495. Zenith, following the bid of Admiral who introduced a series of more expensive custom cabinet TV console models, two months ago, made its play for the high-price market at the show with its royalty line. The series which includes five models, will run from \$1,200 to \$1,800 for AM-FM radio, TV and three-speed record player consoles. A Cincinnati firm reported that the Cincinnati firm hopes to have a slave set console adapter in its 1951 line, which will be previewed in September.

Sylvania demonstrated its new halolight feature (*The Billboard*, July 21), which features a translucent band of light around the TV screen.

Egalnick Timmons Paper to Victor

CHICAGO, July 21.—Lee Egalnick, proxy of Premium Records here last week sold his recording pact on Terry Timmons, rhythm and blues chimp, plus six masters of the Cleveland girl to RCA-Victor. Miss Timmons, one of the Dinah Washington school warblers is expected to get a build-up from Victor's flacks.

Included in the masters were four, previously out on Premium, and two unrecorded sides, *Worried Woman's Blues* and *I Ain't Supposed to Be Like That*. The two tunes have been turned over by Egalnick to Hill & Range Songs, Inc., from the Premium music catalog. Hill & Range will act as selling agent.

Egalnick retains a management pact with Miss Timmons and is currently shopping for a booking office affiliation. Premium retains three masters, made by Miss Timmons with Memphis Slim, first of which, *I'm Cryin'*, was released this week, paired with a Memphis Slim single.

Glen McDaniel, proxy of the Radio-Television Manufacturers' Association, painted an optimistic set manufacturing goes, as far as delegates. Set makers turned out 2,200,000 TV receivers and 4,200,000 radios during the first quarter of the year, which represented increases of 37 and 27 per cent respectively. Factory inventories on video sets November 3, 1950, were 53,000 and on July 6, 1951, were 740,000, six times the November figure.

McDaniel said that Congressional attempts to cut the down payment on TV sets from 25 to 15 per cent; availability of one scarce material and indications that the TV freeze and the opening of the ultra high frequency TV band means may all cooperate to improve the set sales picture by January 1. He intimated that color TV set manufacture probably won't be in high gear till after the first of the year. He pointed out that failure of the TV program and lack of color TV set equipment would slow up the public acceptance of the new media.

TV Disk Jockey

Teen-agers should be interested in a video disk jockey series being telecast by the National Broadcasting Company network beginning July 28. Show features New York's Art Ford and deejays from all over the country and panelists.

Hope a Regular!

National Broadcasting Company-TV is reported to be ready to put comedian Bob Hope on TV on a regular basis. Plan is to have Bob alternate with three other comedians for a new 30-minute variety show every week.

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

Colosseum Offers Americana LP Line

NEW YORK, July 14.—Colosseum Records, indie classical LP firm, has embarked upon a program of recording a song cycle devoted only to American works. First in the series of *That's Our Music* albums will be released next week under the title of *Americana*, Vol. 10, and will feature baritone Randolph Symonette. Material in the diskings will range from folk songs and spirituals to sea chanteys and modern American vocal compositions.

The first *Americana* LP will devote one full side of the disk to a group of old American songs which were arranged by Aaron Copland. This is said to be the first vocal work done by the contemporary composer. All disks in the series will be 12-inch and retail for \$3.95.

Teen-Ager Directs Copenhagen Symphony

COPENHAGEN, July 21.—Robert Benzi, teen-age musical prodigy, drew a sellout house at his appearance at the Tivoli Concert Hall. Last week Benzi directed the big Tivoli Symphony Orchestra in program of operatic and symphony numbers and was given an ovation by those jammed into the six-walled hall, as well as by hundreds of fans who witnessed the boy's station-waving from the ramps surrounding.

Earlier in the week Benzi fronted the Tivoli guard boys band and led the big open-air stage of the park, where he also scored a hit.

T. Dorsey in Seattle First Time in 3 Years

SEATTLE, July 21.—Tommy Dorsey and ork are booked for the July 23. It will be the first appearance of the outfit here in three years.

Appearance is sponsored by International Improvement Association, representing Chinese, Filipino, Japanese and Negro communities in the area.

Diskers Hear 'Wagon' Score

NEW YORK, July 21.—Recording men from the major diskeries this week attended at the Chappell pubbery a demonstration of the score of the forthcoming musical, *Paint Your Wagon*. Produced by Cheryl Crawford, with lyrics by Allan Jay Lerner and music by Frederick Loewe, show is scheduled to go into rehearsal August 1, to open at the Winter Garden on October 15. James Barton and Olga San Juan will have the lead roles.

Cast album rights have not yet been assigned, but RCA Victor is reported considering investing in the show, which would give it the inside track.

'Hail Mary' Prayer To Music for Mills

HOLLYWOOD, July 21.—Hail Mary, Catholic daily prayer, has been set to music and will be published by Mills Music. Musical background was clefted by orkster Alfonso D'Artega. Religious tune will be placed in Mills' standard TV program office, is contacting the public acceptance of the new media.

Song is expected to get treatment similar to other religious works in the pubbery's catalog such as *Ave Maria*, *Hebrew Melodies*, hymns and the noted Lincoln's *Gettysburg Address*. Mills purchased the prayer in song following a demonstration platter by Todd Manners.

4 Jazzmen Group Set by Ventura

PHILADELPHIA, July 21.—Charley Ventura mixed original plans to step out with a big band again in favor of a "Four Jazzmen" combination dedicated to bring back swinging music in its most exciting form. What promises to be, according to its billing, "the world's greatest jazz quartet," will feature Ventura's tenor sax, Buddy Rich on drums, Chubby Jackson on string bass, and Marty Napoleon on piano. All but the pianist were big-band leaders of their own. Napoleon formerly played for Ventura and Rich and is brother of maestro Phil.

Joe Glaser, who managed Ventura's big band for many years, will book the foursome with Don Palmer handling the personnel management chores as before. Quartet will break in at a new niter in New York on August 6, returning to date for Mercury, following with August 7 and 8, and opening August 10 at the Silhouette in Chicago.

Delbridge Set for Mich. State Fair

DETROIT, July 21.—Del Delbridge and his orchestra have been bought by Chevrolet for the Michigan State Fair here, August 31-September 9. The band will use 15 men, working in the Chevrolet pavilion, with six shows daily, including three matinees.

The deal was made thru the Delbridge & Gorrell agency, and includes the James Sisters, vocal duo, and singer Don Abele.

Catalina Isle Gets Added Wk.-End Boat

HOLLYWOOD, July 21.—Santa Catalina Isle Company has added another week-end trip to Catalina island, making it possible for an additional 1,862 persons to visit the vacation spa. The Catalina, only steamer making trips since leaves Wilmington, Calif., harbor at 10 a.m. daily, returning at 6:30 p.m. On week-ends, the ship doubles back at 6:30 p.m., coming back to the mainland at 11 p.m.

Extra sailing gives those working on Saturdays a chance to get in the island for week-end activities. Ship rates have been boosted to \$6.80 a round trip. Former price was \$4.85 on week days, \$5.80 on Saturday and Sunday. Maty Malneck's ork is currently giving Friday (27) to Ray Whitaker's ork at Ciro's at that time. Dick Stable is scheduled to play the Casino prior to his backing the Martin and Lewis opening at Ciro's August 23.

13 Groups Set For VA Stanza

HOLLYWOOD, July 21.—Local branch of the Veterans' Administration has skedded 13 musical groups for the 21st series of its *Here's to Veterans* radio program. Signed are the Plainsmen, Claude Burke, Roy Rogers, Sonny Roy, Woody Herman, Dave Ross, Ray Noble, Andre Previn, Jack Pina, Ethel Smith and Tommy Dorsey. Shows are transcribed in Hollywood and distributed thru Allied Record Manufacturing Company which presses all government platters. VA has been recording bands, combos and individual musicians since 1949 when it deviated from its format of capsule radio shows.

Platters are spun weekly on more than 2,450 stations in the country. More than half are allotted Class A time. Each show provides two 60-second spots highlighting benefits of interest to veterans and their families. In all instances, messages are read by the show's star, rather than by an announcer. *Here's to Veterans* kicked off in 1946 on 100 radio stations.

1952 AFM Conclave To Santa Barbara

HOLLYWOOD, July 21.—The Seattle Union Journal last week quoted *Music Land*, official organ of the American Federation of Musicians, Local 76 (Seattle), as saying the 1952 annual AFM conclave would be held in the Santa Barbara (Calif.) Armory. Seattle was also considered by the union last month when AFM National Treasurer Harry Sleeper and AFM National Secretary Leo Clossmann trekked here from the East to survey the two cities as possible sites for next year's gathering (*The Billboard*, June 30).

A Local 47 spokesman said that official announcement of the site would probably be forthcoming at the next meeting of the international executive board in December of January. Last time the AFM conclave was on the Coast was two years ago in San Francisco, 1,000 persons.

Modern Inks Seven Artists to Pacts

HOLLYWOOD, July 21.—Coast blues indie Modern Records last week inked seven artists to exclusive pacts, diskery's largest contract signing. Included in the contractings is Jackie Brenston, whose *Rocket 88* is currently tops on *The Billboard's* R&B juke box chart. Brenston, who waxed the tune for Chess, signed with Modern after joining the American Federation of Musicians, Local 482 (Atlanta). All pacts are for two years.

Also pacted are Ike Turner, Phinney Newberry Jr., Walter (Mumbles) Horton, Dick Cole, Charles Brodix and Earl Forest. All artists hail from Memphis. Except Brodix, who lives in Dallas, *The Rocket 88* has been a top seller. Chess had no pact with Brenston.

Smith Bros. Sign R.M. With Gersh

NEW YORK, July 21.—The Smith Brothers, Mercury recording group, have signed a personal management pact with Dick Gersh. The group led by singer, Clefster Don Reid, was handled by Artie Mogul until pacting with Gersh.

The Buddy Basch office has been retained to do publicity and disk exploitation for the quartet.

Global Copyright

Continued from page 16
ing every one of the larger non-iron-curtain countries, sat in at the Paris meeting in the formulation of the pact.
Among the highlights of the proposed treaty are clauses calling for the work of an author in any country to be given the same rights it gives to its own nationals and the adoption of a "C" in a circle with the name and year of publication as a universal symbol of copyright.

Way to Guide Hwd. Pallad'm

HOLLYWOOD, July 21.—Edward Small and Irving Epstein, major stockholders of the Palladium, this week placed Sterling Way in charge of the booking. Way, along with Epstein, will handle the booking and assume the role of general manager, a position vacated Sunday (15) by Earl Vollmer, when the latter and terpery excess disagreed over palladium's policy.

Vollmer, who managed the ballroom for 11 years, was reportedly let out partially for health reasons.

Morrow Ork Dates Booked

NEW YORK, July 21.—The Buddy Morrow ork, which at this point is only on paper, was booked this week for two of the choicest dance band locations in the country, Frank Dailey's Meadowbrook in Cedar Grove, N. J., and the Palladium in Los Angeles. The Meadowbrook date is for four weeks, beginning September 3; the Palladium engagement is for six weeks, beginning March 18.

The ork, which recently signed with General Artists Corporation, is being formed under the aegis of Herb Hender and Bernie Woods, who have handled the fortunes of the Ralph Flanagan band from its inception. The Morrow venture is being guided along the Flanagan pattern—a Victor wax debut with the leader fronting a studio crew, then the assembling of a working ork, rehearsals, and live debut. Morrow was already created a measure of advance acceptance with his *Rose, I Love You* platter.

Mercury Replaces Ruthe With Meyers

CHICAGO, July 21.—Mercury Records here last week made a switch in its d.j. promotion department, with Kenny Meyers, formerly with Sam Honigberg's flack office here, coming in to take over as replacement for Barbara Ruthe and also to spell Harry Price, Mercury sales manager, who had been doubling in d.j. work for the past four months.

Meyers will be in charge of the d.j. promotion being done by the four Mercury field reps and will report to Art Talmadge, executive v-p in charge of promotion. Miss Ruthe is taking over as office manager of the Minneapolis Mercury distributor.

AFRS Reactivates "Personal Album"

HOLLYWOOD, July 21.—Armed Forces Radio Service is reactivating one of its top World War II programs, *Personal Album*. Show, features MGM's twice weekly, klicks off July 18. Chimp will sing with an AFRS combo answers requests and talk to the G.I.'s overseas. There will be guests, with Miss Lewis cutting the 15-minute sets between pic and record assignments.

Album, when produced during the last war, had such personalities as Bing Crosby, Johnny Mercer, Dinah Shore, Ginny Simms, Jo Stafford, Martha Tilton and Margaret Whiting. Show will be produced by Tom Smith, who also produces *Command Performance*.

Intro Records Preps 2d Batch of Westerns

HOLLYWOOD, July 21.—Intro Records, subsid of Aladdin, is ready to prep its second batch of Western tunes for early release. Disks include sides by Tommy Duncan, Andy Parker and the Plainsmen, Ed Hazelwood, Curly Wiggins and possibly Chimp Terrea Lea. All are standard pressings, with 45 r.p.m. slicks to follow in a month. Sessions are under supervision of Western a and r. chief, Fleming Allen.

New tunes are *There's Not a Cow in Texas*, *See Who's Sorry Now*, *Duncan*; *When It's Prayer Meeting Time in the Hollow*, *You Gotta Get Good*, *Parker*; *Truck Drivin' Woman*, *Come a Little Closer Please*, *Hazelwood*, and *I Wish You All the Luck in the World*, *My Ship of Dreams*, *Wiggins*. Carolina Woodchoppers backstop for Hazelwood; the Plainsmen backing Wiggins.

Sweeping the Nation! *

I WISH I HAD NEVER SEEN SUNSHINE

and **JOSEPHINE**

78 rpm. No. 1592

45 rpm. No. F-1592

Les Paul Mary Ford

* More than 300,000 Records sold during the first 3 weeks!

Currently
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Chicago

Available Soon... Les Paul and Mary Ford's New Album, vol. 2, featuring: "THREE LITTLE WORDS," "I'M FOREVER BLOWING BUBBLES," "THAT LONESOME ROAD," "MOON OF MANA-KOORA," "IN THE GOOD OLD SUMMERTIME," "LA ROSITA"... Available in 3 speeds.

Capitol
RECORDS



Music as Written

Smith, Barrow Form

Detroit Music Pub
A new music publishing firm is being organized in Detroit by Leonard Smith, band leader, in association with Edgar Barrow. The firm will specialize in the publication of band music, and is opening offices in the Fox Theater Building. Smith is currently fronting the official city band.

Burke, Van Heusen Place

Tune With Morris
Johnny Burke and Jimmy Van Heusen, who pulled their publishing firm out of the E. H. Morris group some two years ago, last week played a pop tune with Morris for plug treatment. The ditty, titled "Another Human Being of the Opposite Sex," is one of the team's rare non-pic efforts. Their publishing firm is under the Paramount-Paramount aegis.

Jack Fina Set for Month

At Ocean Pier's Aragon
Jack Fina's ork (14) begins a four-week stand at Aragon Ballroom, Ocean Pier, Wednesday (25), its first Los Angeles engagement since 1949 when the band played Coconut Grove. Fina will get \$2,500 against a 50-50 split. Orrin Tucker closes Sunday (22).

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

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Another BMI Pin-Up Hit!
SUNSHINE KISSES
Published by Meridian
Recorded by (MGM)
Bill Farrell (Carroll)
Martha Tilton (Carroll)
Harry Babitt (Carroll)
Paul Weston (Columbia)
Lee Brothers (Victor)
Irving Fields (Victor)
Licensed exclusively by
BROADCAST MUSIC, INC.

A TRUZY 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 SOCK NOVELTY!
WANG WANG BLUES
MILLER MUSIC CORPORATION

Aragon is currently running on a five-day-a-week sked, dark Monday and Tuesday.

Reis Eastern Pro Mgr.

For Disney Music Firms
Fred Raphael last week appointed Herb Reis to serve as Eastern professional manager for the Walt Disney Music firms. Reis, who had worked on the Coast for Bourne and Buddy Morris, replaces Johnny Farrow, who resigned the post. Reis will headquarter in New York.

New York

Patni Page was in town last week to cut tapes for her guest radio show. She'll be back in mid-August to work as a sub for **Walker Winchell** and will record at that time. . . . **Gordon Jenkins**, **Bob Allan** and **Allan Roberts** teamed to turn out a song, "David and Bathsheba," which will be used to promote the coming flicker of the same name. It is being published by the Big Three and currently is making the rounds of the diskeries. The song does not appear in the film. **Modernaires** slated to open at the Paramount Theater here August 1.

Ginny Gibson, who is one of the most popular thrushes inside the trade as a demonstration disk warbler, last week sliced a side as vocalist for **Hugo Winterhalter**. . . . Likewise, **Ralph Young** etched the vocal for **Irving Fields'** Trio on "Flamingo Fantasy." . . . **Tony Fontaine**, currently being built by Mercury Records, has signed a management paper with the William Morris Agency. The young warbler has given up his Chicago radio and TV work to come to New York in preparation for the anticipated hoop-la being prepared for him.

Lyle Engel, who used to publish lyric magazines, is back in the magazine publishing business with a movie fan book called "Movie Digest." It's distributed thru theaters exclusively. Engel is also handling a pianist-singer named **Nellie Coleste**. . . . **Edward Victor**, married July 8 in Pittsburgh and honeymooned in Berdine, Pa., is now handling press relations for **Tony Bennett**, who plays **Makiss'** Roadside, Brooklyn, July 28-30.

Victor pop a.k.r. topper, **Charles Green** left Friday (20) for a week's recording on the coast. . . . **Vaughn Monroe** is flying his own plane on his summer one-nighter tour.

Pubber Ed Kassner is back in harness after a sizzle with virus X. . . . Contact man **Irving Siegel**, formerly with **Robbins Music**, has joined **Joe Davis**. **Phil Harris** and **Alice Faye Day** will be honored at a "Phil Harris Day" in Nashville Friday (27). **Harris** will present **Tennessee Gov. Gordon Browning** with a silver platter of "That's What Like About the South," and will be guest of honor at the annual charity ball game of the local **Kiwanis**.

Jimmy Revard, pioneer Western musician and founder of the **Oklahoma Playboys**, is getting a purse of some \$1,500 to cheer him up as he convalesces at **Brooke Army Hospital**, San Antonio. He suffered a heart attack. The sum was raised thru a big dance tossed in Revard's behalf at **Lever C. Foerster's** **MacDona Hall** last week. The event was arranged by **Curly Williams**, **WOHI** staff artist.

Hollywood

Phil Moore's "Blow Out the Candle," a ditty he clobbered for **Dorothy Dandridge** during their current London run, is causing much interest among the pubbers. **Moore** is also angling for musical-TV deals and possibly a pic for his talented chimp. **Dick Williams** left **Harry James** and will re-form his brothers' act. **Armed Forces Radio Service** disk jockey **Rebel Randall** has penned "Gone From Me" and "U. S. Is Us." . . . **Ike Carpenter** played the **Zenda Ballroom** Saturday (14) with a fractured finger. . . . **MGM Records** cut sides Wednesday (18) with **Jack Fina**. . . . **Songwriters Co-Operative, Inc.'s** **Veepee Bill Cody** is in Hawaii on business. **Company** has skedded a wax session with the **Huntington Park**

(Calif.) **Ballroom ork**. . . . **Carlos Gistel** will move his offices up the Strip Saturday (21).

Associated Booking Corporation's Eastern office is negotiating with **Duke Ellington**. . . . **Hermosa Beach, Calif.**, club **Lighthouse** is featuring weekly jam sessions with **Barney Kessel**, **Harold Runney** and **Shokey Rogers**. **Remo Belli** and **Joe Corso**. . . . **Ed Janus**, **Broadcast Music, Inc.**, Coast chief, has been taken in as a member of **Radio Pioneers**. . . . **Bill Jacoby**, ex-Skinnay Ennis crooner, and the **McCormick Sisters** open at **Cleveland's Skyway Lounge** August 1, returning to **Hollywood** in the fall. . . . **George Wilson** has inked a three-year pact with **Movieland Records**.

A list of **Jack Owens'** **Decca** catalog is now being shipped with Owens' releases. Thirty-four tunes are listed. . . . **Smiley Burnette** is set for personal appearances in Ohio and Missouri following completion of "Smoky Canyon" at **Columbia**. . . . **Howard Jackson** will score "No Pets Allowed" for **Warners**. . . . "Quo Vadis" score has been edited by **Dr. Miles Rossa** in preparation for an **MGM** album. Eight sides will be in the standard package, two double-sided 18-inch LPs and a standard 45-r.p.m. album.

Kay Brown is auditioning for a **National Broadcasting Company** radio show. Two of the high spots in **Burbank's** (Calif.) **Festival of Nations**, Sunday (22), will be "Pines of Rome" by **Rosighi** and "Three Elizabeths Suite" by **Eric Coates**. **Burbank Symphony** will perform; **Leo Damiani** conducting. . . . **Fred Astaire** and **Vera-Ellen** are doing dramatic scenes from "Belle of New York" to be recorded. . . . **Kylophonist Yoichi Hirooka** will provide music for a summer wrestling show at the **Civic Auditorium**, Honolulu. **Hirooka** expects to work his way back to **New York**.

Harry Geller has signed to handle the music on the **Lorraine Cugat** TV show. **Geller** is also working for **Jerry Fairbanks Productions**. . . . **Les Baxter** skedded to wax a pair for **Capitol**. . . . **Olson Carpenter** has clobbered, **Carle**, "Every Other Day" on **MGM**. . . . **MGM** diskery has announced a nationwide contest for exploitation campaigns on the album prepared from "Show Boat" music. Contest is open to theater owners and phono record dealers. . . . **Coral Records** joined **Columbia** in co-producing **W.B.'s** trade screening of "On Moonlight Bay." "The Helen Morgan Story" will be scribbled by **Lou Breslow**. . . . **Harold Byrns** Chamber ork soloists for the fall series include **Charlotte Zelka**, **Dorothy Ledger**, **Israel Bager**, **Jackie Schwarzmann** and **William Kosinski**. . . . **Spade Cooley** will don two six-shooters for his new CBS radio show, bowing July 27.

Philadelphia:

Columbus Cortes, **Embassy Club** maestro, will mark time at the **Hofbrau**, **Wildwood, N. J.** until the fall. . . . **Herbie Collins** back at the **Hotel Warwick** for the summer spell, using a trio for dinner music sessions and a full band for evening dancing. . . . **Tony Gillard**, featuring **trumpeter Mary Nevis**, locate at suburban **Roslyn (Pa.) Inn**. . . . **Starcrafters Production & Recording Company**, new outfit, will stage slow productions.

Dissy Gillespie is set to usher in the fall season at the **Showboat**, August 27. . . . **Dave Grimes**, who heads the **local Grimes Music Publishing** firm linked with the **American Society of Composers, Authors and Publishers**, started up a **Broadcast Music, Inc.**, subsidiary under the trade name of **David's Ditties**.

Frank Capano and **Morty Berk** added the efforts of **Herman Hank** to produce their newest song, "Plaything." . . . **Carroll Janis** is providing the **Dixieland music** for **Lee Guber's** **Rendezvous**. . . . **Society band leader Howard Lanin** added a convention show booking department to his band agency operation.

Hartford:

Meadowbrook Trio has been booked into the **Meadowbrook**, newly reopened night club in **Farmington, Conn.** . . . **Ray**

Matbiewa and His Campus Club Orchestra are now featured on Sunday nights at **Crescent Ballroom**, **Niuntic**.

Detroit

Boyd Heath, the "massive bit of mops," is making his first local appearance at **Sid's Lounge**, **East Side spot**. . . . **Sears and Haymer** opened last week at **Yeamans** on the West Side. . . . **Billy Bybee** and **Gene Mayer** opened at **Club Manhattan**. . . . **Zev Clay's** orchestra has been set for an indefinite run at **George Dine's** **Supper Club**, formerly at **Lansing, Mich.**

Roy Hall, who just finished a six-month road tour for the **International Harvester Company**, playing across the country fronting his own hillbilly band, has joined **Jan Parker's** **Citation Records** as artist and repertoire man.

Cincinnati:

Martha Moore Smith, publicist for the **Cincinnati Summer Opera Association**, has been named personal representative of **Eleanor Sieber**, Metopera soprano. Effective September 1 she will make her headquarters in **New York**.

Toronto

Ellis McClintock Sextet at the **Cork Room**. . . . **Ralph Richards** handing the p. m. piano at the **Brown Derby**. . . . **Manny Di Silva**, pianist, is back at the **One Two** for a sojourn out-of-town. **Vibra-Tones** continue at the **Silver Rail**.

Video Film Series Mapped by Ebony

HOLLYWOOD, July 21.—**Ebony Club Productions** will produce a series of tele films possibly starring **Louis Armstrong** and his **All-Stars**. **Producer Sidney M. Williams** is currently dickering for the orkster with **Associated Booking Corporation** and plans are expected to jell within the week. **Tagged** **Ebony Club**, musicals will run 18 minutes in a package of 13. Budget for each of the films is set at \$12,500. **Dave Gould** will direct the pix.

Format of the show will have **Satchmo** as emcee, and other top **Negro talent**, probably a **few vocalists** and **dance team**. **Club background** will remain the same for all films. **White pix** are primarily for **video**, they could be put together for **60-minute theater features**.

Williams, a local attorney, will use **film studio facilities** to shoot the pix. It has not been determined whether the package will be sponsored or sold on an **open basis**. **Williams-Gould** combo has worked together before, producing full-length films for theater.

Mid-Mich. Terpercy On 6-Night Policy

DETROIT, July 21.—**Crystal Palladium** at **Crystal Lake**, **Montcalm County**, in **Central Michigan** bought last September by **M. R. Winkelman** from the old **Crystal Lake Development Company**, has been reopened after remodeling with a **six-night dance policy**. With an expenditure of \$85,000 in new furnishings, the spot represents an investment of about \$200,000. The policy includes a combination appeal with a ballroom on the upper floor and a sports palace below, including concessions, tavern and bowling alleys.

R. J. Marin, of the **Delbridge & Gorrell Office**, has been named exclusive booker, with a policy of house bands for six nights plus name bands on a one-night basis every two weeks adopted. The opening house band was **Ray Pearl**, who returns August 14 for the rest of the season. **Names set** are **Shep Fields**, July 23, **Clyde McCoy**, August 29, and **Woody Herman**, September 8, with several names still to follow.

All-Girl Western Band Farmed by Mrs. Whitley

SAN ANTONIO, July 21.—**Smiley Whitley** and the **Texans**, Western band, has its counterpart now an all-girl band which has been organized by **Margaret** (Mrs. **Smiley**) **Whitley**. **Group** is known as **Smiley Whitley's Tomboys**. . . . The **Tomboys** consist of **Mary Albright**, **Martha Fraser**, **Lois Ashford**, **Jerry McRae** and **Peewee Covington**. **Tommy Jean Whitley**, 16-year-old daughter of the **Whitleys**, is featured vocalist.

CBOA Probes Trade Hypos

HOLLYWOOD, July 21.—Six members of the **California Ballroom Operators' Association** will meet here Friday (27) to plan hyping of local ballroom biz. **CBOA** committee includes **Lee Davis**, **Jack Lance**, **Vernon Myron**, **Harry Renaud**, **Dean Curtis** and **Marty Landau**.

Group's plans are not yet formulated, but it is expected the ballroom ops will use strong promotion and gimmicks to lure persons into terpercy which of late have been suffering due, in part, to the high temperatures which have prevailed.

'Serena' Suit Filed Vs. Iceland Cafe

NEW YORK, July 21.—Action was filed in **Southern District Court** here this week by **Antonio De Martino**, doing business as the **Italian Book Company**, copyright owner of the tune **Serena**, **Restaurant Corporation** for allegedly publicly performing the tune without license and without payment of royalties. . . . The complaint charges that **Claudia Bezzaro**, singing under the name **Claudia Italia**, performed the tune at the **Iceland** in **April** and **May** of this year. **Miss Bezzaro** was named as a co-defendant.

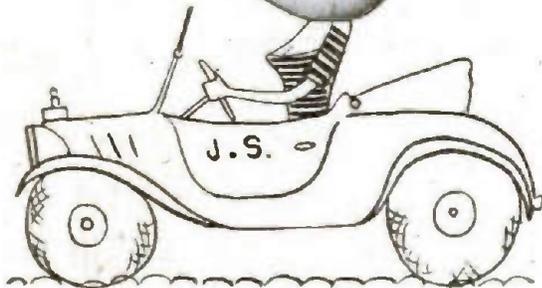
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"COLD, COLD HEART"
By Tony Bonnett
Columbia 50440

"STAR OF HOPE"
By Harry Fabris and Paul Weston
Recorded by
JO STAFFORD with **Paul Weston's** Orchestra
Columbia
JIMMY WAKELY and **MARGARET WHITING**
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DON CHERRY and **EILEEN WILSON**
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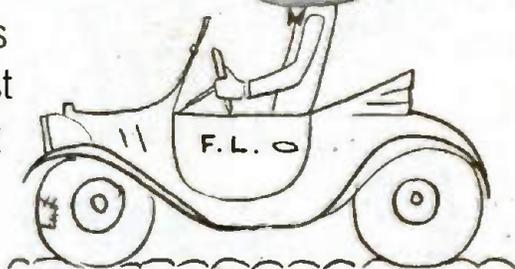


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THEY
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AGAIN!

1951's
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"That's good!"

"That's bad!"

with the flip "IN THE COOL, COOL, COOL OF THE EVENING"

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33 1/3 rpm 3-39466

45 rpm 4-39466

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- ✓ A Great Standard...
- ✓ A Great record Hit...

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THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received July 18, 19 and 20.

Last Week | This Week

1. **1. Too Young**

By Sid Lippmann and Sylvia Dee—Published by Jefferson (ASCAP)
RECORDS AVAILABLE: F. Allison, V 20-4105; P. Andrews, Dec 27569; T. Arden, Col 39271; N. (Kimi) Cole, Cap 1449; J. Desmond, MGM 10493; S. Hayes, Mer 5594; D. Vaughan, Coral 80393; V. Young, Ori, Dec 27366; C. Moody, King 477; L. Arcus, Ori, VHS151-5400
ELECTRICAL TRANSCRIPTION LIBRARIES: Jerry Gray, Standard; Dick Jerome Ori, Associated; Bob Ebery, World; Tony Pastor, Lang-Worth; Cooke and Siano, Lang-Worth.

3. **2. Come On-A My House**

By William Saroyan and Roni Bodekstein—Published by Dotless (BMI)
RECORDS AVAILABLE: R. Cooney, Col 39467; R. Hayes, Mer 5671; H. Arden, Federal 14001; E. Fitzgerald, Dec 61216; B. Kivel, E. Louisa Quiroga, Savoy 793; L. Strong, Robin Hood 113; K. Starr, Cap 1210; The Three Suns, V 20-6199; W. Saroyan, R. Bussalini, Coral 60944.
(No information on electrical transcription libraries available as The Billboard goes to press.)

2. **3. My Truly, Truly Fair**

By Bob Merrill—Published by Santly-Jay (ASCAP)
RECORDS AVAILABLE: V. Damone, G. Barman Ori, Mer 6646; F. Martin Ori, V 20-4159; G. Mitchell, Col 39418; A. Moorey, MGM 10494; R. Anthony, Cap 1583; D. James, 1050; G. Auto, Coral 80515; R. Morgan, Dec 27630
ELECTRICAL TRANSCRIPTION LIBRARIES: Tommy Dorsey, Standard.

6. **4. Jezebel**

By Waver Shandlin—Published by Broadcast Music (BMI)
RECORDS AVAILABLE: Alexander Bros, Mer 5628; A. Greene, Mer 5622; F. Lane, Col 39167; B. Hart, Merit 307; W. Atwell, Lang-Worth 1066; Lowe and Oscar, Decca 48340
ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester, Standard; Larry Payne, World; Chuck Foster, Lang-Worth.

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. Elyse, MGM 10398; P. Faith Ori, Col 39192; M. Lane, V 10-3306; H. O'Connell, Cap 1460; A. Shelton, London 697; E. Smith, Dec 27583; F. Waring, Dec 27587; B. Hart, Merit 307
ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Carter, Standard; Bill Mills Ori, Standard; Shep Fields, Lang-Worth; Monica Lewis, World; Chuck Foster, Lang-Worth.

4. **6. On Top of Old Smoky**

By Pete Seeger—Published by Folkways (BMI)
RECORDS AVAILABLE: E. Cole, Coral 60456; V. Moore, V 20-6114; The Weavers, Dec 27515; P. Faith B. Inc, Col 39328; Terrell Lab, Intra 8094; G. Stone Ori, Mer 5612; Jack White, London 1028; B. Johnson, World 503; M. Peter, King 628
ELECTRICAL TRANSCRIPTION LIBRARIES: Billy Mills Ori, Standard; Eddy Howard, World.

8. **7. Mister and Mississippi**

By Irving Gordon—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: R. Allen, Mer 5647; G. Aulry, Col 39371; D. Day, V 20-4340; A. Desmond, MGM 10474; Mills Brothers, Dec 27579; P. Page, Mer 5645; Tennessee Ernie, Cap 1528
ELECTRICAL TRANSCRIPTION LIBRARIES: Larry Payne, World; Hank Prince, Standard; Chuck Foster, Lang-Worth.

9. **8. Sweet Violets**

By Cy Cohen and Charles Green—Published by E. R. Morris (ASCAP)
RECORDS AVAILABLE: D. Drew-C. Parnan Ori, Mer 5673; D. Shaw, V 20-4374; J. Tury, Dec 27648; J. Davis, Columbia 39488
(No information on electrical transcription libraries available as The Billboard goes to press.)

7. **9. How High the Moon**

By Nancy Hamilton and William Lewis—Published by Chappell (ASCAP)
RECORDS AVAILABLE: E. Brown, Aladdin 3071; Errol Garner, Col 39145; Les Paul, Cap 1451; S. Kenton, Cap 15117; D. Ellington Ori, Col 38750; E. Fitzgerald, Dec 26187; D. Rose Ori, MCA 30012; MGM 10128; D. Brubeck Trio, Fantasy 513; O. Peterson, Mer 6063
ELECTRICAL TRANSCRIPTION LIBRARIES: Hank D'Amico, Associated; All Star Sextette, Standard; Les Paul, Standard; Al Sack, Standard; Ray McKinley Ori, Theunau, Joe Christy-Johnny Guzman Quartet, Theunau; Helen Forest, World; Shep Fields, Lang-Worth; Red Nichols, Lang-Worth.

10. **10. Because of You**

By Artur Hammerstein and Dudley Wikstein—Published by Broadcast Music (BMI)
RECORDS AVAILABLE: L. Baxter, Cap 1493; T. Bennett, Col 39363; Bob Crosby, Coral 80440; G. De Haven-G. Lombardo, Dec 27666; J. Desmond, MGM 10492; A. Pearce, V 10-3426.
ELECTRICAL TRANSCRIPTION LIBRARIES: Coconut Grove Ori, Standard; Chuck Foster, Lang-Worth.

**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

- | | | |
|---|--------------------|--------------------|
| | 78 | 45 |
| | <small>rpm</small> | <small>rpm</small> |
| "COME ON A MY HOUSE," "HOLD ME, HOLD ME,"
"HOLD ME" Kay Starr | 1710 | F1710 |
| "WHO SENDS YOU DREHDISH," "YOU LOCKED MY HEART"
Mel Torme | 1598 | F1598 |
| "THE MORNINGSIDE OF THE MOUNTAIN,"
"MOON, JUNE, SPOON" Jan Garber | 1594 | F1594 |
| "I LOVE THE SUNSHINE OF YOUR SMILE," "SENTIMENTAL
FOOL" The Four Knights | 1587 | F1587 |
| "I WISH I HAD NEVER SEEN SUNSHINE," "JOSEPHINE"
Les Paul and Mary Ford | 1592 | F1592 |

HOT SELLERS!

POPULAR

- | | | |
|--|------|-------|
| "TOO YOUNG," "THAT'S MY GIRL" Nat (King) Cole | 1449 | F1449 |
| "HOW HIGH THE MOON," "WALKIN' AND WHISTLIN'
BLUES" Les Paul and Mary Ford | 1451 | F1451 |
| "I WISH I HAD NEVER SEEN SUNSHINE," "JOSEPHINE"
Les Paul and Mary Ford | 1592 | F1592 |
| "MOCKIN' BIRD HILL," "CHICKEN REEL"
Les Paul and Mary Ford | 1373 | F1373 |
| "OCEAN OF TEARS," "YOU'RE MY SUGAR"
Kay Starr and Tennessee Ernie | 1567 | F1567 |
| "SEPTEMBER SONG," "ARTISTRY IN TANGO"
Stan Keaton | 1488 | F1488 |
| "GOOD MORNING, MR. ECHO," "RIVER ROAD TWO-STEP"
Margaret Whiting | 1702 | F1702 |
| "BECAUSE OF RAIN," "SONG OF DELIAH"
Nat (King) Cole | 1501 | F1501 |
| "PRETTY EYED BABY," "MY TRULY, TRULY FAIR"
Ray Anthony | 1583 | F1583 |
| "JUMP FOR JOE," "LAMBDA" Stan Kenton | 1704 | F1704 |
| "RED SAILS IN THE SUNSET," "LITTLE CHILD"
Nat (King) Cole | 1468 | F1468 |

WESTERN & FOLK

- | | | |
|---|------|-------|
| "I AMN'T CRYIN' OVER YOU," "HANGOVER HEART"
Hank Thompson | 1528 | F1528 |
| "DRIFTING TEXAS SAND," "ALONE IN A TAVERN"
Eddie Kirk | 1591 | F1591 |
| "HONEY TONE HARDWOOD FLOOR," "HANG ON THE BALL
AND CHAIN" Jess Willard | 1562 | F1562 |
| "BLACK STRAP MOLASSES," "LOVE AND DEVOTION"
Tex Williams | 1700 | F1700 |
| "R C COLA AND MOON PIE," "BEER DRINKING BLUES"
"Big Bill" Lester | 1488 | F1488 |
| "A MILLION YEARS AGO," "LOWLY AND BLUE OVER
SOMEONE" Leon Payne | 1588 | F1588 |
| "THE SHOT GUN BOOGIE," "I AMN'T GONNA LET IT
HAPPEN NO MORE" Tennessee Ernie | 1295 | F1295 |
| "JUKE BOX BOOGIE," "SAILOR'S BLUES"
Ramblin' Jimmie Dolan | 1720 | F1720 |



Week Ending
JULY 28, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

a great new laugh riot



Stan Freberg

with
Orchestra and Chorus Conducted by LES BAXTER

"I'VE GOT YOU UNDER MY SKIN"

A NOVELTY-BURLESQUE with a New Hilarious Twist

You'll Love This
Pint-Size
Gangster

backed by
"THAT'S MY BOY"
78 rpm No.1711 45 rpm No.F1711

NEW RELEASES ON Capitol

ARTIST	TITLE	78 rpm	45 rpm
CISLE MacKENZIE <small>with Bob Cole and The Orchestra</small>	FAIRYLAND with JOLIE JACQUELINE	1722	F1722
RAY ANTHONY <small>with a Chorus</small>	I LOVE THE SUNSHINE OF YOUR SMILE <small>with the Four Knights and The Orchestra</small> YOU BLEW OUT THE FLAME (IN MY HEART) <small>with the Orchestra</small>	1733	F1733
DEAN MARTIN <small>with the Orchestra Conducted by Bob Babbitt</small>	LUNA MEZZO MARE with "60, 60, 60, 60"	1724	F1724
BOB FERRELL and HELEN O'CONNELL	IF YOU'RE GONNA LOVE ME, LOVE ME <small>with the Orchestra Conducted by Harold Falicki</small> THE LITTLE THINGS IN LIFE	1725	F1725
The DIVING SISTERS <small>with the Orchestra and the Chorus</small>	TENNESSEE BLUES with I CAN'T FORGET	1736	F1736
MEL BLAV <small>with the Orchestra and the Chorus</small>	TEN LITTLE BOTTLES IN THE SINK ON! M-M-X	1727	F1727
NELLIE LITCHER <small>with the Orchestra</small>	HUMORESQUE THE SONG IS ENDED (BUT THE MELODY LINGERS ON)	1728	F1728
EDDIE DEAN	I'M NOT IN LOVE, JUST INVOLVED ROSES REMIND ME OF YOU	1729	F1729
BRUCE SPRIGGINS	EMPTY HANDS, EMPTY HEART, EMPTY POCKETS THE PLAYER PIANO BOOGIE <small>Featuring Duke Golden, Nat &</small>	1730	F1730

Music Popularity Charts

Records Most Played by Disk Jockeys

Based on reports received July 18, 19 and 20

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

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, and Station/Label. Includes records like 'COME ON A MY HOUSE' by R. Clooney and 'TOO YOUNG' by Nat (King) Cole.

England's Top Twenty

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, and Station/Label. Includes records like 'WITH THESE HANDS' by Edna Kaurer and 'MY RESISTANCE IS LOW' by Morris.

VOX JOX

Preams

Mike Day has joined Howard Garland for a regular Saturday night two-hour session over KVOE, Santa Ana, Calif. Don Reed, WKNA, Charleston, W. Va., is happy because his five-days-a-week schedule has been upped to six.

Gab Bag

In a beef against Billboard's Vox Jox editor, Carl B. Caudill Jr., WLEE, Richmond, Va., asks, 'Wonder what it would take to get him to run an article for me?'

Ad Lib Cuttings

Jack Hall, KMAJ, Fresno, Calif., is "wondering what a Decca disk looks like. Doing 'Lucky Lager Dance Time' here and have to sub another label for almost all Decca disks requested by agency."

Songs With Greatest Radio Audiences (ACI)

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

Table with columns: Song Title, Artist, and Station/Label. Includes songs like 'COME ON A MY HOUSE' by R. Clooney and 'TOO YOUNG' by Nat (King) Cole.

The Best-Selling Sheet Music and Songs With Most TV Performances (RH Tele-Log) charts do not appear this week because of mechanical difficulties which made their transmission impossible.

NAMM Notes

Morris office. . . Dottie and Bob Dunbar have sold their distributing offices in Houston and Dallas to E. L. DeGolyer, owner of retail shops in Houston. They will continue to work for DeGolyer.

5-Year Gross

Under the heading "Cost of goods sold" are a number of highly informative items. For instance, during the five years, the five companies paid a total of \$47,399,648 for talent costs and artists' rights.

A final eye-opener is the breakdown under the heading "Expenses." In each of the years, it is to be noted, advertising costs are very close to selling expenditures.

Phono Makers Set

from other parts of the country are coming in and will be processed soon. He claimed that the industry was present at a dinner held by PMA Wednesday night at the Palmer House and that even the biggest firms, such as VM Industries and Webster-Chicago were joining.

Hwd. Bowl Reopens

visors, and other groups and individuals connected with the running of the outdoor theater. Some county officials urged a managerial shake-up, while others argued to start over again in 1952, chalking up the current season to experience.

At first Local 47 execs contemplated filing charges against the association for work lost by members. However, legal aids advised toolsters to go slowly in any litigation.

Beaumont Symph Ork Skeds Visitor Concerts

BEAUMONT, Tex., July 21.—The Beaumont Symphony Society will present all three of Texas' major symphony orchestras in concert here next season.

ABC Signs Duke

healthy cash advance against future commissions in return for his signature to a pact. Glaser's office will pick up the Ellington itinerary beginning August 1, but will not collect commissions on those dates already set for the maestro.

BLUEPRINT TO SUCCESS!

IN ONE YEAR!

AMERICA'S NO. 1 BAND



RALPH FLANAGAN

\$500,000

GROSS BUSINESS
March 15, 1950
to
March 15, 1951

BOOKED

574 Days
Out of
Possible
594 Days

Played "In Person" to
Estimated 2,000,000 People
During First Year

THEATRES

State Theatre, Hartford, Conn.
Riverside Theatre, Milwaukee, Wis.
Loew's Buffalo, Buffalo, N. Y.
Capitol Theatre, New York
Circle Theatre, Indianapolis, Ind.
Capitol Theatre, Washington, D. C.

COLLEGES

Dartmouth College, VPI, Univ. of
Tennessee, Georgia Tech, Holy
Cross, Oklahoma A&M, Purdue,
Illinois, Oregon State, Univ. of
Washington, North Carolina, Univ.
of Virginia, Syracuse, etc.

America's No. 1 Band!
**BILLBOARD
COLLEGE POLL**
April, 1951

America's No. 1 Band!
**MOTION PICTURE
DAILY POLL**
January, 1951

America's No. 1 Band!
Most Promising New Band
No. 1 Swing Band
No. 7 Street Band
BILLBOARD DISC JOCKEY POLL
October, 1950

America's No. 1 Band
**MARTIN BLOCK
POLL**
February, 1951

America's No. 1 Band
**BOB CLAYTON'S BOSTON
BALLROOM HIGH SCHOOL
POLL**
1951

1950's Top
Pop Album
Ralph
Flanagan
Plays
**RODGERS &
HAMMERSTEIN
Album**

**FLANAGAN
FAVORITES
Album**
"My Hero"
"Swing to 45"
"Penthouse
Serenade"
"Where or
When"
"Joshua"
"Glennia Mia"

"RCA Victor's
First LP Pop
Album"
**LET'S DANCE
AGAIN WITH
FLANAGAN**
"I'm Dancing
With Tears in
My Eyes"
"I Won't Dance"
"Save the Last
Dance for Me"
"Dancing in the
Dark"
"Let's Face the
Music and
Dance"
"Dancing on the
Ceiling"

RCA VICTOR Records

"Joshua"
"My Hero"
"Stars and
Stripes Forever"
"Newerless"
"Rag Mop"
"Harbor Lights"
"Glennia Mia"
"Slow Drive"
"Penthouse
Serenade"

LATEST RELEASE!
"You for Me
(Me for You)"
and
"Wang Wang
Blues"

In October, 1949—Eight Sides on One Release

"My Hero"
"Tell Me Why"
"Don't Cry, Joe"
"Swing to 45"
"Whispering Hope"
"Penthouse Serenade"
"She Wore a Yellow Ribbon"
"White Christmas"

**Again Eight Sides on One Release
In March, 1951—**

"On the Road to Mandalay"
"Apple Blossom Time"
"Slow Drive"
"Everytime I Fall in Love"
"On the Little Big Horn"
"Hartzaflours"
"Ain't Sweet Mystery of Life"
"Stout Hearted Men"

Chesterfield Cigarettes
**ABC'S OF
MUSIC**
CBS Network
Summer, 1950

U. S. Army and
Air Force Recruiting
**LET'S GO
SHOW**
ABC 1951

RADIO

TV

**CAVALCADE
OF BANDS**
DuMont
Network

**KREISLER
BANDSTAND**
ABC Network

**ARTHUR
MURRAY SHOW**
ABC Network

NBC
CBS
Mutual
U. S.
Treasury
CBS

Palla-
dium
TV
Show
Meadow-
brook
TV
Show
Coca-
Cola
Spots
Faye
Emerson
Show

All Time
Attendance Record!
Convention Hall
ASBURY PARK

All Time
Attendance Record!
King Phillip
Ballroom
WRENTHAM, MASS.

All Time
Attendance Record!
Frank Dailey's
MEADOWBROOK

All Time
Attendance Record!
Walled Lake
DETROIT, MICHIGAN

All Time
Attendance Record!
Westview Park
PITTSBURGH, PA.

All Time
Attendance Record!
Castle Farm
CINCINNATI (Indoor)

Most \$\$\$ in
1950 '51
Ritz Ballroom
BRIDGEPORT, CONN.

Most \$\$\$ in
1950 '51
Lakewood Park
MAHANAY CITY, PA.

Most \$\$\$ in
1950 '51
Rainbow Randevu
SALT LAKE CITY,
UTAH

Most \$\$\$ in
1950 '51
Meyer's Lake Park
CANTON, OHIO

Most \$\$\$ in
1950 '51
Geo. F. Pavilion
JOHNSON CITY, N. Y.

Most \$\$\$ in
1950 '51
Lake Compounce
BRISTOL, CONN.



GENERAL ARTISTS CORPORATION
THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Personal Management

HERB HENDLER—BERNIE WOODS
2908 RKO Building New York 20, N. Y.

THE BILLBOARD Music Popularity Charts

• Best Selling Pop Singles

... Based on reports received July 18, 19 and 20

Records listed are those selling best in the nation's top volume retail record stores. List is based on The Billboard's weekly survey among the 1,000 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	Title	Artist	Label
4	2	1	1	COME ON A MY HOUSE	R. Clooney	Capitol
16	1	2	2	TOO YOUNG	Nat (King) Cole	Capitol
13	3	3	3	JEZEBEL	F. Laine	Capitol
16	5	4	4	LOVELIEST NIGHT OF THE YEAR	M. Lanza	Capitol
9	7	5	5	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Capitol
4	6	6	6	SWEET VIOLETS	D. Shore	Capitol
6	13	7	7	BECAUSE OF YOU	T. Bennett	Capitol
18	4	8	8	HOW HIGH THE MOON	L. Paul-M. Ford	Capitol
18	8	9	9	ON TOP OF OLD SMOKY	Weygerts-T. Gillyson	Decca
9	9	9	9	I GET IDEAS	T. Martin	Capitol
12	10	11	11	ROSE, ROSE, I LOVE YOU	F. Laine	Capitol
8	11	12	12	I'M IN LOVE AGAIN	A. Stevens-H. Bone	Capitol
4	19	13	13	SHANGHAI	D. Day-P. Weston	Capitol
15	12	14	14	SOUND OFF	V. Monroe	Capitol
8	17	15	15	MISTER AND MISSISSIPPI	D. Day	Capitol
4	16	16	16	JOSEPHINE	L. Paul	Capitol
11	14	17	17	MISTER AND MISSISSIPPI	P. Page	Mercury
5	30	18	18	I WON'T CRY ANYMORE	T. Bennett	Capitol
13	15	19	19	ON TOP OF OLD SMOKY	V. Monroe	Capitol
3	18	20	20	BE MY LOVE	M. Lanza	Capitol
3	21	21	21	THESE THINGS I OFFER YOU	S. Vaughan	Capitol
24	22	21	21	MOCKIN' BIRD HILL	L. Paul-M. Ford	Capitol
5	30	23	23	BECAUSE	M. Lanza	Capitol
1	—	24	24	MORNING SIDE OF THE MOUNTAIN	T. Edwards	Mercury
4	24	25	25	GOOD MORNING, MR. ECHO	J. Turzy	Decca
2	24	25	25	RED SAILS IN THE SUNSET	Nat (King) Cole	Capitol
1	—	25	25	VANITY	D. Cherry	Decca
1	—	28	28	COLD, COLD HEART	T. Bennett	Capitol
2	—	29	29	THESE THINGS I OFFER YOU	P. Page	Mercury
2	26	30	30	BECAUSE OF YOU	J. Peerce	Capitol

• Best Selling Classical Titles

Last	This	Title	Artist
1	1	The Great Caruso, M. Lanza, RCA Victor Ork., G. Callilico, conductor. V4331LM-1327	Caruso
2	2	Carole (Tribute of Immortal Performances) E. Caruso. V4331JCT-1077	Caruso
3	3	Nimsky-Rorankin, Scherzando, Paris Conservatory Ork., Ernest A. Bourneville, conductor. London (33)LP-6	Scherzando
4	4	Strav, Der Rostovskiy, M. Stamer, T. Lermitz, K. Bohmer. Urania UR-1	Stravinsky
5	5	Rachmaninoff, Concerto for Piano and Ork. No. 2 in C Minor, A. Rubinstein, NBC Symphony Ork., V. Golschmann. V4331LM-1005	Rachmaninoff

Last	This	Title	Artist
1	1	The Great Caruso, M. Lanza, RCA Victor Ork., G. Callilico, conductor. V4331LM-1300	Caruso
2	2	Tears of New Orleans, M. Lanza, RCA Victor Ork., G. Callilico, conductor. V4331WDM-1395	Caruso
3	3	That Midnight Kiss, M. Lanza, RCA Victor Ork. V4331WDM-1330	Caruso
4	4	Caruso (Tribute of Immortal Performances) E. Caruso. V4331WDM-11	Caruso
5	5	Rachmaninoff, Concerto No. 2, A. Rubinstein, St. Louis Symphony Ork., V4331WDM-1075	Rachmaninoff

• Advance Classical Releases

Grandes Meurs-ettes Album, The—Hugh Martin (33) ML-2185
Alec Wilder-Daniel Slesberg Ork. (3-307) Col

DEALER DOINGS

News and Chatter

Ray Erlanson, prexy of San Antonio Music Company, San Antonio, was re-elected prexy of the National Association of Music Merchants at the org's Chicago convention last week at the Palmer House. Other officers elected were Harry Callaway, Thearle Music, San Diego, Calif., vice-president; T. J. Holland, Glen Bros. Music, Salt Lake City, secretary; Ben F. Duvall, W. W. Kimball Chicago, treasurer, and Bill Gard, re-elected executive secretary. Attendance at the convention numbered approximately 7,300 delegates, which fell almost 1,000 under last year's confab there. The 1952 edition will be held at the Hotel New Yorker, New York, with the convention returning to Chicago in 1953-'54.

Colonial Music Shop, Frederick Md., sponsoring a two-hour deejay show on Saturdays over WFMD. Shop is using George Rogers as platter spinner, and calling the show "Expeditions in Wax." Music Box, Jenkintown, Pa., made an effective tie-up with the local drive-in theater by offering an LP disk to the couple from Jenkintown attending the drive-in who had been married the longest. Pitts, Jamestown, N. Y., tied in a local theater on flick and album promotion on "Showboat." Shop had a window display for the movie and lent the theater a 45 r.p.m. player. Theater plays the disks in the lobby and displays a poster for the retail store. "Who says business is bad?" query the new owners of the Turntable Record Shop, Columbus, O. Boys claim to have doubled sales in the first week of operation. Reznick's, Winston-Salem, N. C., reports that a listing in this column of its request for information elicited several replies and that the shop now has the disk it wanted. Ferguson's Record Shop, Memphis, claims it is unable to get interior display material such as streamers and hangers. Shop points out that these mean the difference between good and bad sales on some numbers.

Still Too Many

Beefs about the number of releases put out by the record companies continue to come in every week. Sample selection from disk dealers reads as follows: "We're fed up with all those million releases."—Renee Manola, Carlisle Radio & Record Shop, Carlisle, Pa. "There are too many new releases coming out at one time. There is no time to sell hit tunes."—Burrill Music Shop, New Britain, Conn. "Is there anything that can be done about the multiplicity of new releases? One company often puts out four or five different versions of the same tune. How is the poor dealer to know which ones are going to sell?"—Al Meyer, Town & Country Music, Westwood, N. J. "Seems the dealers are unanimous in their feeling that too many releases are coming out."—S. Keage, Store No. 59, Grand Rapids, Mich. "I agree with all the rest of the dealers. Too many releases. We can't concentrate on very many numbers due to the quantity of releases. Too many good records are going to waste."—Blaha Gary, Gary's, Richmond, Va.

• Best Selling Children's Records

... Based on reports received July 18, 19 and 20

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	Title	Artist	Label
76	2	1	1	CINDERELLA (Two Records)	L. Wood and Others	Capitol
35	1	2	2	TWEETY PIE (One Record)	M. Black-B. Bly	Capitol
10	3	2	3	LOWE RANGER Vol I (He Becomes the Lone Ranger) (One Record)	C. Tremble	Decca
10	6	4	4	LOWE RANGER Vol II (He Finds Sheriff) (One Record)	C. Tremble	Decca
71	5	5	5	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Bond-A. Clyde-R. Brooks	Capitol
10	7	5	6	LITTLE RED CABOOSE (One Record)	Sparto-Ray-Cantor and CBS Ork.	Capitol
41	4	7	7	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Capitol
22	12	8	8	LITTLE WHITE DUCK (One Record)	R. Ten-P. Faith Ork.	Capitol
160	8	9	9	LITTLE TOOT (One Record)	Wilson-The Starlighters	Capitol
24	9	1	10	I TAUT I TAW A PUDDY CAT (One Record)	High Blows	Capitol
21	14	11	11	PETER AND THE WOLF (Two Records)	Sterling Holloway	Capitol
156	9	12	12	BOZO AT THE CIRCUS (Two Records)	Alto Livingston-Victor Pina-Cantor	Capitol
44	—	13	13	BUSY BUNNY MEETS HIRAWANA (One Record)	M. Blum-B. May	Capitol
17	—	14	14	SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Decca Day	Capitol
3	15	15	15	LOWE RANGER Vol II (He Finds Dan New) (One Record)	C. Tremble	Capitol

• Best Selling Pop Albums

... Based on reports received July 18, 19 and 20

Because all labels are not issued on all records it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average label 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	This	Title	Artist
1	1	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records)	M. Lanza, RCA Victor Ork.
2	2	VOICE OF THE XTABAY	Vina Suman
3	3	SHOWBOAT (10-Record Cast)	K. Grayson-A. Gardner-H. Keel
4	4	WING AND I	Original Cast
5	5	SOUTH PACIFIC	Mary Martin-Elin Pina
6	6	CARNEGIE HALL JAZZ CONCERT, Vol I and II	B. Goodman
7	7	LULLABY OF BROADWAY	Doris Day
8	8	GUYS AND DOLLS	Original Cast
10	9	COCKTAIL TIME WITH FRANKIE CARLE	F. Carle
—	9	ROYAL WEDDING	J. Powell-F. Assalini

Last	This	Title	Artist
1	1	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records)	M. Lanza, RCA Victor Ork.
2	2	SHOW BOAT (Four Records)	Original Cast, K. Grayson-A. Gardner-H. Keel
3	3	VOICE OF THE XTABAY (Four Records)	Vina Suman
4	4	LULLABY OF BROADWAY (Four Records)	Doris Day
5	5	KING AND I (Six Records)	Original Cast
6	6	SOUTH PACIFIC (Seven Records)	M. Martin-E. Pina
7	7	CARNEGIE HALL JAZZ CONCERT, Vol I and II (Two Records)	B. Goodman
10	8	COCKTAIL TIME WITH FRANKIE CARLE (Three Records)	F. Carle
7	9	TOAST OF NEW ORLEANS (Two Records)	M. Lanza
4	10	LET'S DANCE AGAIN WITH FLORIANCA (Three Records)	E. Fitzgerald
—	10	GUYS AND DOLLS (Seven Records)	Original Cast

• Classical Reviews

71 NICOLAI—THE MERRY WIVES OF WINDSOR. Kurt Sills, soprano; Chorus and Orchestra of the Metropolitan Opera House, New York. Conducted by Leopold Stokowski. (3-12) Period (33) SMLP-303
This high grade performance of Otto Nicolai's sparkling comic opera based on the Shakespeare comedy is sung and played with dash and ardor. Kurt Sills' Falstaff is a triumph, and his supporting cast takes in a grand performance in a beautifully integrated production. The orchestra under the baton of Hoffmeister meets the standards of the "maestro" with American and European. The verve, spirit and talent of the participants, plus a very fine job of recording make this a very worthy follow-up to the Oceanic company's "Salome," which is one of the best opera recordings on LP. The opera itself has been a staple in Europe, and it shows here largely thru the famous orchestral overture, which is a concert masterpiece. This recording could boast performances of the opera here—it is one of the best of the comic operas.

60 MOZART—LA FINTA GIARDINIERA, K-196; Margot Gullerme, Elinor Junger, Glenys, Gertrude Anne, Betty Plummer, The Werner Hofmann, Alfred Pfeiffer, Gertrude Hofmann, Solenne Desobry, Ed. Strigazzi, Raaf Reinhardt, Cond. (3-12) Period (33) SMLP-531
This practically unknown opera, written when Mozart was 19, is a complicated, typically 18th-century pastiche about lovers Hirling and Susanna.

In classical gardens Musically, there is much of interest, with many passages of melody typical of the mature composer, to come. The performance, vocally and instrumentally is unexceptional, and the recording is fair, with most of the vocal passages some distance off mike. Except for the overture, Mozartian, this three-record LP set of one of his more obscure operas has slight commercial potential.

65 MOZART—SIX TRIOS FOR PIANO, VIOLIN AND CELLO, Op. 42; Arthur Schnitger, Victor Arly, James Stuart, Op. 120; Period (33) SMLP-524
Same for some inaccessible European and de-lated domestic recordings, these six Mozart piano trios have not been previously available. Here, performed with taste and conscientious craftsmanship, they make a useful addition to the LP repertory. The set are No. 3 in G Major, K. 496; No. 2 in B Flat, K. 502; No. 3 in E Major, K. 542; No. 4 in C Major, K. 548; No. 5 in G Major, K. 564; No. 6 in B Flat, K. 565. Form and subject matter very considerably in each of these trios. In some the piano is three major triads in concert or sonata style, in others the solo and viola are voiced for independent roles. The playing is gentle, warm and technically excellent. The recording is in color, very clear and on the roomy side. A three-record set of Mozart chamber music is not the most marketable, but these Mozart fans and students will welcome this addition to their libraries.

(Continued on page 86)

"AMERICA'S FAVORITE MARCHES"

presented by THE CITIES SERVICE BAND OF AMERICA with PAUL LAVALLE conducting

Band of America March El Capitan The Washington Grays
Barnum and Bailey's Favorite Colonel Bogey March
Washington Post March Onward Christian Soldiers
Stars and Stripes Forever

P/WP 315-----LPM-6



This week's New Releases ... ON RCA Victor

Release 51-30
Ships Coast to Coast, Week of July 27

POPULAR

- APRIL STEVENS with HENRI RENE and his Orchestra
Dreamy Melody
Gimme a Little Kiss, Will Ya, Huh? 20-1208-(47-4208)*
- DON McNEIL and FRAN ALLISON
What Is God? May the Angels Sleep on Your Pillow 20-3210-(47-4210)*
- IRVING FIELDS TRIO
Flamingo Fantasy
Sunshine Kisses 20-4211-(47-4211)*

SACRED

- EDDY ARNOLD, The Tennessee Cowboy
Jesus and the Atheist
He Knows 21-0495-(48-0495)*

COUNTRY

- ELTON BRITT and the Skylopers
Rotarian Blues
Cowpoke 21-0494-(48-0494)*

WESTERN

- ROY ROGERS
The Lamp of Faith
Good Luck, Good Health, God Bless You 21-0496-(48-0496)*

BLUES

- BLOW TOP LYNN and his House Rockers
Real True Gal
Rampaging Mama 22-0139-(50-0139)*

POP—SPECIALTY

- ERNIE BENEDICT and His Polkaaters
Springtime Polka
Charlie Waltz 25-1203-(51-1203)*

RED SEAL SPECIAL

- MARIO LANZA, Tenor—RCA Victor Orch.
conducted by Constantine Callinicos
Marechiaro
"A Yucchella 10-3435-(49-3435)*

NEW ALBUMS

- THE ORIGINAL BROADWAY CAST
Seventeen
O-C-A (WOC-4)* (LOC-1003)**

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

Going Strong...

- Sweet Violets Dinah Shore 20-4174-(47-4174)*
- The Loveliest Night of the Year Mario Lanza 10-3300-(49-3300)*
- I Get Ideas Tony Martin 20-4141-(47-4141)*
- I'll Hold You in My Heart/I Heard a Song Eddie Fisher 20-4191-(47-4191)*
- Because Mario Lanza 10-3207-(49-3207)*
- Sound Off Vaughn Monroe 20-4113-(47-4113)*
- I'm in Love Again April Stevens—Henri Rene 20-4148-(47-4148)*
- I Wanna Play House With You Eddy Arnold 21-0476-(48-0476)*
- Vesti La Guibba Mario Lanza 10-3228-(49-3228)*
- I Love the Sunshine of Your Smile The Morningside of the Mountain Merv Griffin and Hugo Winterhalter 20-4181-(47-4181)*
- Mister and Mississippi Dennis Day 20-4140-(47-4140)*
- On Top of Old Smoky Vaughn Monroe 20-4114-(47-4114)*
- Be My Love Mario Lanza 10-1561-(49-1561)*
- What Is a Boy Jan Peerce 10-3425-(49-3425)*
- The Rhumba Boogie Hank Snow 21-0431-(49-0431)*

* 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.

Coming Up...

- Cara Cara Bella Perry Como 20-4203-(47-4203)*
Billboard Pick, July 21st issue.
"A lovely Neapolitan-flavored slow ballad finds Como at his soulful best. Restraint, simple and strong."
- Tell Me Tony Martin 20-4188-(47-4188)*
Operator Pick, Billboard, July 21st issue.
- Cocktail Time With Frankie Carlo F. Carlo P/WP 308, LPM-3
No. 10 Best Selling 33 rpm album, Billboard, July 21st issue.
- Lonely Little Robin Mandy Patinkin 20-4181-(47-4181)*
Records Most Played by Disk Jockeys, Billboard, July 21st issue.
- My Truly, Truly Fair Freddy Martin 20-4158-(47-4158)*
No. 27 Most Played Juke Box Records, Billboard, July 21st issue.

* 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.

TIPS Dreamy Melody/Gimme a Little Kiss, Will Ya Huh!
April Stevens—Henri Rene and His Orchestra 20-1208-(47-4208)*

THIS WEEK'S MAILBAG

Two weeks ago we told you about how well we were doing on the Summer Pop Drive and promised you more great records would follow. Here are a few, and frankly, we are stumped as to which record of the new crop of hits to tell you about first.

Let's start with Perry Como's new record of SURPRISING and CARA CARA BELLA BELLA. And here again we are stumped, because the jockeys and the trade are all excited and are fighting about which side is the best. Some jocks, in New York and other places, picked SURPRISING. Other jocks and the BILLBOARD picked CARA CARA BELLA BELLA. All picked the record to be a hit. And that is what we are after.

Next on the list is a brand new April Stevens hit. Either side of the record could run away with the money. On the top side, April makes the boys listen as she sings, DREAMY MELODY, and then on the flip (the boys will flip about this too), April sings with a great deal of feeling GIMME A LITTLE KISS, WILL YA HUH? We believe this record is one of the greatest things to "come down the pike" in a long while.

Elton Britt has come up with another of his truly great recordings. While he was touring Korea, he heard a G.I. lament written by a Lieutenant that he thought was a great piece of material. Elton sang it on the Armed Force's Radio and received so much mail that he rushed in to record the tune as soon as he reached the States. The song is called ROTATION BLUES. The initial reaction to this one is that it will follow the "great hit" pattern.

Don McNeil, radio and television's famous Breakfast Clubber, makes a very auspicious bow, with Fran Allison, on RCA Victor Records with a reading of a religious type record titled "WHAT IS GOD?" This will be a tremendous seller from coast-to-coast, by virtue of Don's faithful ABC audience, that numbers in the millions. We feel sure that Don and Fran will add many new friends to their list every time the record is played over the 262 ABC stations, as well as the thousands of D's who are bound to plug the record.

These are just a few of the big ones coming your way. Watch these columns—for the big hits are on RCA Victor Records.

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



NOW IT CAN BE HEARD!

"LONGING FOR YOU"

A NEW HIT BY

Vic Damone

MERCURY 5655 • 5655X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

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 cooperation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Although 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 overall local picture being unduly influenced by the report of a single store.

NEW YORK

Pop Singles

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

WASHINGTON, D. C.

Pop Singles

1. COME ON-A MY HOUSE
B. Clooney—Columbia
2. TOO YOUNG
Nat. (King) Cole—Capitol
3. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
4. JEZEBEL
F. LaRue—Columbia
5. HOW HIGH THE MOON
L. Paul and M. Ford—Capitol

CHICAGO

Pop Singles

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

ATLANTA

Pop Singles

1. COME ON-A MY HOUSE
B. Clooney—Columbia
2. TOO YOUNG
Nat. (King) Cole—Capitol
3. SWEET VIOLETS
D. Sarno—Victor
4. MY TRULY, TRULY FAIR
G. Mitchell M. Miller—Columbia
5. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor

LOS ANGELES

Pop Singles

1. COME ON-A MY HOUSE
B. Clooney—Columbia
2. TOO YOUNG
Nat. (King) Cole—Capitol
3. LOVELIEST NIGHT OF THE YEAR
M. Lanza—Victor
4. ON TOP OF OLD SMOKY
Weavers—Decca
5. JEZEBEL
F. LaRue—Columbia

PHILADELPHIA

Pop Singles

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

VOX JOX

Continued from page 24

the music go round." . . . "If a summertime record slump occurs this year, it won't be the fault of the record companies," pens Pat McQuinness, WJNO, West Palm Beach, Fla. "I'm getting so many top tunes of late that I no longer have to worry about digging up acceptable fills." . . . "Victor service excellent, but other record companies very poor," according to Johnny Solleck, KLFY, Lafayette, La.

Gimmix

When the Liberty Broadcasting System presents a play-by-play account of a baseball game of years gone by, Paul (Shorty) Schroeder, WIMS, Michigan City, Ind., "follows with music of that year." Clarence Kneeland, WERI, Westerly, R. I., and WICH, Norwich, Conn., writes: "Deeply grateful to The Billboard for the publicity I have received from use of my poem 'If Sev-

eral d. J.'s have asked for permission to read it, which I gave gladly. I also informed them that if they or their listeners would like copies of this poem printed up in attractive booklets, I will be glad to supply some if they will write and make arrangements to cover costs." . . . Latest fad in New York City platter circles is personalized match book covers, with the spinner's image in caricature on cover. These unique books were made up specially by the American Match Industry and presented gratis recently to Al (Jasbo) Collins, WNEW; Martin Block, WNEW; Reeburn and Finch, WNEW; Art Ford, WNEW; Zeke Manners, WJZ, and Ted Steele, WMCA-WPIX. Move was sparked to push association's ready for a match instead of a lighter promotion philosophy. Stunt was conceived by Verne Burnett Associates, New York.

Diskers, Dealers Talk Assn.

Continued from page 14

down on the wasted material now sent to retailers. It was suggested that a central org could more closely check dealers as to their needs. A specific example brought up was the lack of hangers and wall-sheets containing release information which could be put into booths and on store walls to excite interest in disks. Company reps said they had no way of checking retailers on this, for the retailers have no central org either.

Urges Prewar Practice

Art Crawford, Beverly Hills, Calif., suggested that disk companies return to a prewar practice of sending out all record releases to retailers so that they might better personally ascertain the advisability of stocking numbers. It was pointed out that Capitol for a while put out an LP disk on forthcoming releases, but this was discontinued. Retailers expressed a desire to receive such releases, even if it meant paying for such releases. Cook suggested a mailing to all retailers, asking them about such a plan and on what types of

releases they would wish to place a standing order for one each.

Mrs. Emory Gates, Oak Park, Ill., suggested that a central manufacturer's record org might be able to set a clinic for instruction of record department personnel.

Record Reps Agree

Record firm reps agreed that TV's entry into a vicinity does dent the record business for a while, but when the novelty of video wears off, record sales gain a new and bigger impetus. Cook pointed out that Capitol has made it a policy to encourage its artists, when they do TV appearances, to concentrate on numbers they've recorded. As often as possible, Capitol tries to supply its distributors in TV areas with lists of tunes which the artists do on the shows, so that they may stock up on the numbers. Cook pointed out that Kay Starr did Wabash Cannonball, which she recorded sometime back, recently on a network show and the tune sold 20,000 within the next month.

THE BILLBOARD Music Popularity Charts

- DENVER**
Pop Singles
1. SWEET VIOLETS
D. Sherman-Victor
 2. ROSE, ROSE, I LOVE YOU
F. LaRue-Columbia
 3. COME ON-A MY HOUSE
R. Clooney-Columbia
 4. JEZEBEL
F. LaRue-Columbia
 5. MY TRULY, TRULY FAIR
G. Mitchell-M. Miller-Columbia

- DALLAS**
Pop Singles
1. TOO YOUNG
Nat. (King) Cole-Capitol
 2. COME ON-A MY HOUSE
R. Clooney-Columbia
 3. JEZEBEL
F. LaRue-Columbia
 4. MY TRULY, TRULY FAIR
G. Mitchell-M. Miller-Columbia
 5. LOVELIEST NIGHT OF THE YEAR
M. Lanza-Victor

- SEATTLE**
Pop Singles
1. JEZEBEL
F. LaRue-Columbia
 2. COME ON-A MY HOUSE
R. Clooney-Columbia
 3. TOO YOUNG
Nat. (King) Cole-Capitol
 4. LOVELIEST NIGHT OF THE YEAR
M. Lanza-Victor
 5. MY TRULY, TRULY FAIR
G. Mitchell-M. Miller-Columbia

- BOSTON**
Pop Singles
1. COME ON-A MY HOUSE
R. Clooney-Columbia
 2. TOO YOUNG
Nat. (King) Cole-Capitol
 3. BECAUSE OF YOU
T. Bennett-Columbia
 4. I WON'T CRY ANYMORE
T. Bennett-Columbia
 5. NOW HIGH THE MOON
L. Paul and M. Ford-Capitol

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

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

- NEW ORLEANS**
Pop Singles
1. COME ON-A MY HOUSE
R. Clooney-Columbia
 2. MY TRULY, TRULY FAIR
G. Mitchell-M. Miller-Columbia
 3. JEZEBEL
F. LaRue-Columbia
 4. TOO YOUNG
Nat. (King) Cole-Capitol
 5. LOVELIEST NIGHT OF THE YEAR
M. Lanza-Victor

- ST. LOUIS**
Pop Singles
1. I GET IDEAS
T. Martin-Victor
 2. COME ON-A MY HOUSE
R. Clooney-Columbia
 3. SHANGHAI
D. Day-Columbia
 4. JEZEBEL
F. LaRue-Columbia
 5. JOSEPHINE
L. Paul-Capitol



GEORGIA GIBBS "WHILE YOU DANCED"

FLIP SIDE

"WHILE WE'RE YOUNG"

MERCURY 5681 • 5681X45



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

Mum Is Word of Execs

Continued from page 14

Premium and the now defunct Miracle label, Chicago, announced his new diskery United Recordings Simpkins, along with some Chicago partners, has cut Roosevelt Sykes, ex-Victor and Regal; Robert Anderson, ex-Premium sacred group leader; Tab Smith, ex-Premium tenor and alto artist; the Night Hawks, ex-Chase group, and Nature Boy Brown, singer, to the a. and b. line. He has 12 distributors but is seeking several more.

Lincoln, the Philadelphia kidiskery, raised its price from 25 cents to 19 cents at the convention. John Bromley Jr. and Tom Tanis, of Lincoln, made the raise in order to stay with the eight-inch size, pointing out that increased cost made it impossible to stay with this size at a quarter price. They are using four-color sleeves at the new price. They have cut a two 10-inch album by Buster Crabbe on keeping physically fit which will sell for \$1.95.

A new series, *Musie of the World's People*, was introduced by Moe Asch, of Folkways Records. The first LP album, a two 12-inch LP deal, carries 16 three-to-five-minute excerpts from various nations with commentary, selling at \$11.95. Asch is also getting together a series of informative jazz albums which will show the evolution of jazz immortals' styles and also pre-cutting session talks between Asch and famed musicians.

Folk Music and Owl, its pop wing, added a number of new distributors. Bob Broton, formerly assistant to Art Talmadge at Mercury and later with MS Distributing, has joined the Chi firms as assistant to Joel Cooper, the diskeries' sales manager. New artists include Billy Jean Ryan, Western chimp; Bunny Roberts, local pop thru, and Texas Slim, Oklahoma rustic singer.

Pete Dornine, of Abbey announced inking of Nellie Hill, Detroit blues singer; Sister Dorothy Rivers, New York gospel group; h.b. units headed by the Warren Brothers of New Jersey, and Donna Herdman, Pennsylvania group. Irv Marcus and Don Robey, of Peacock, Houston diskery, have new sides by Memphis Slim, who is also on Premium.

Randy Wood, of Dot Records, Gallatin, Tenn., has formed an American Society of Composers, Authors, and Publishers' firm, Randy Smith Music, with Beasley

Smith, the WSM, Nashville, music chief, who is writer of *Lucky Old Sun*, *Big Four* Parson, *The Old Man*, *Waxey* Painter and other hits. Smith is becoming musical director for Dot and will record four of his own new tunes in his first session. Wood is introducing a new colored label to differentiate his pop series from his r. and b. and country music series. Mack Wiseman, KWKH, Shreveport, La., h.b. group, and Andy Wilson, WLAC, Nashville, h.b., are now with Dot. Wood is doubling his office and mail order shop space in Gallatin during the fall.

Herman Lubinsky showed samples of his new longhair LP line which will contain 45 10 and 12-inch LP's before fall. Lubinsky said the masters are from a stock of classical material which he picked up during a visit to Europe in 1949. Price will be determined in 10 days, but he said it will meet the competitive market. It will be released on the Regent label. While some present Regent distributors will also carry the longhair, in some areas he will appoint new hands to distribute the longhair LP line. Lubinsky is also releasing his New Sounds jazz disks on LP, most of which will be 10-inch. He claims to have 2,000 longhair disks from which to select further LP material.

Cy Leslie, of Voco, Brooklyn kidiskery, showed the first four of a series of four-record seven-inch vinyl disk albums which will retail for \$1.25 each. The line features Kay Armen, Toby Dean and Bob Kennedy. Voco also showed a new three-dozen seven-inch record box, which can be converted to a counter-display package.

Lou Chudd, Imperial Records, has inked Bill Mack, the country music d.j., who has an 18-station web for *Hadesol* in the Southwest. Chudd is also plugging his latest Billy Briggs release on Imperial, *Sissy Baby*, which, like Briggs' first hit, *Chew Tobacco Rag*, is being cut by the majors and is published by his Commodore Music. Other manufacturers who were attending the NAMM convention included Bill McCall, 4 Star; Art Rupe and Cy House, Specialty; Irv Katz, Children's Record Guild; Ahmed Ertegun and Herb Abramson, Atlantic; Jimmy Hilliard, Coral; John J. Pavlove, Branson Associates, representing a number of kidisk lines, and rep. of Golden Records and A-V Tape Libraries.

His Latest Hit!



"DEADLY WEAPON"

BY

EDDY HOWARD

AND HIS ORCHESTRA

MERCURY 5676 • 5676X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received July 18, 19 and 20

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 1948 Music Popularity Chart, Part I.)

POSITION	Weeks	Last	This	to date	Week	Week	Record	Artist	Label
15	1	1					TOO YOUNG	Nat (King) Cole	Columbia
									Capitol 7811449; (45)F-1049—ASCAP
11	6	2					JEZEBEL	F. Laine	Columbia
									Capitol 78139367; 14534-39367; (33)3-39367—BMI
4	7	3					COME ON-A MY HOUSE	R. Clooney	Columbia
									Capitol 78139467; (45)M-39467; (33)3-39467—BMI
8	2	4					MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Columbia
									Capitol 78139415; (45)M-39415; (33)3-39415—ASCAP
17	9	5					HOW HIGH THE MOON	L. Paul-M. Ford	Columbia
									Capitol 7813451; (45)F-1451—ASCAP
4	5	6					SWEET VIOLETS	D. Shore	Columbia
									V-178120-4174; (45)47-4174—ASCAP
12	3	7					ROSE, ROSE, I LOVE YOU	F. Laine	Columbia
									Capitol 78139367; (45)M-39367; (33)3-39367—ASCAP
									(Miss. Mar. 10, Col. 39420; Low Dining, Cap. 12-31533; Gordon Jenkins, Dec. 27-594; Buddy Morrow, V 20-4135; Benny Lee, London 1029; Lou Ella Robertson, Cap. 1532; Art Lunn, MGM 10478)
17	3	8					ON TOP OF OLD SMOKY	T. Gilkyson-Waavers	Columbia
									Capitol 78127515; (45)79-27515—BMI
13	8	9					SOUND OFF	V. Monroe	Columbia
									V-178120-4113; (45)47-4113—ASCAP
									(J. Gray, Dec. 27-654)
10	10	10					MISTER AND MISSISSIPPI	P. Page	Columbia
									Mercury 7815645; (45)5645X45—ASCAP
5	11	11					SHANGHAI	D. Day-P. Weston	Columbia
									Capitol 78139423; (45)M-39423; (33)3-39423—ASCAP
									(Andrew Sisters, Dec. 27-638; Eddy Howard, Mer. 5665; Billy Williams Quartet, MGM 10990; Bob Crosby, Cap. 1525; Bing Crosby, Dec. 27-653; Harry Belafonte, Mercury 60581; Buddy Morrow, V 20-41921)
5	18	12					BECAUSE OF YOU	T. Bennett	Columbia
									Capitol 78139362; (45)M-39362; (33)3-39362—BMI
									(Jan. Peerce, V 10-3475; Ray Barber, Mer. 5639; Lee Barber, Cap. 1493; Bob Crosby, Coral 60440; Johnny Desmond, MGM 10477; Gloria De Haven-G Lombardo, Dec. 27-643)
3	20	13					JOSEPHINE	L. Paul	Columbia
									Capitol 7813592; (45)F-1592
									(E. Griffin, Col. 38809; J. Baby Face Lovell-F. Campbell, Ore., Aladdin 3004)
13	13	14					ON TOP OF OLD SMOKY	V. Monroe	Columbia
									V-178120-4114; (45)47-4114—ASCAP
3	18	14					LONELY LITTLE ROBIN	Pinelappers	Columbia
									Capitol 78160500; (45)79-60500—ASCAP
									(Marion Morgan, MGM 10940; Etlan Brito, V 21-0973; M. Carson N. Lyden, Ore., V 20-4181; Rex Allen, Mer. 5047; Mel Liza Johnson, Ore., Dec. 27-611)
5	15	16					I'M IN LOVE AGAIN	A. Stevens-H. Rene	Columbia
									V-178120-4140; (45)47-4140—ASCAP
									(Andrew Sisters, Dec. 27-633; E. Howard, Mer. 5632; Art Southern, Shara 5 92)
2	—	16					I WON'T CRY ANYMORE	T. Bennett	Columbia
									Capitol 78139362; (45)M-39362; (33)3-39362—ASCAP
10	22	18					LOVELIEST NIGHT OF THE YEAR	M. Lanza	Columbia
									V-178110-3300; (45)49-3300—ASCAP
9	25	18					I APOLOGIZE	B. Eckstine	Columbia
									MGM 78110903; (45)M-10903—ASCAP
									(D. Washington, Mer. 8209; D. Cherry-D. Terry, Ore., Dec. 27-444; T. Martin, V 20-4056; Chano Butler, Col. 39108; Anita O'Day, London 4640)
8	15	20					PRETTY EYED BABY	F. Laine-J. Stafford	Columbia
									Capitol 78139388; (45)M-39388; (33)3-39388—ASCAP
									(Al Trace, Mer. 5409; Billy Williams Quartet, MGM 10967; J. Turzy, Etna, Dec. 27-474; Gene Williams, King 15107; Ray Anthony, Cap. 35837; Jean Sheen-Billy Ford Regal 13226)
7	12	21					MY TRULY, TRULY FAIR	V. Damone	Columbia
									Mercury 7815646; (45)5646X45—ASCAP
1	—	21					I'M WAITING JUST FOR YOU	L. Millinder	Columbia
									King 4514453; (45)45-4453—BMI
1	—	23					I WISH I HAD NEVER SEEN SUNSHINE	L. Paul M. Ford	Columbia
									Capitol 7813592; (45)F-1592
23	14	24					MOCKIN' BIRD HILL	L. Paul M. Ford	Columbia
									Capitol 7813579; (45)F-1379—ASCAP
									(Clark & McMillan, R.F.D. 5078; Saddle Kings, MacGregor 653; T. Hill, Ore., Mer. 5532; Russ Morgan, Dec. 27-444; Arnold Miller, Comack CBS 11681)
1	—	24					HITSITY HOTSITY	L. Ameche-A. Trace	Columbia
									Mercury 7815675; (45)5675X45—ASCAP
2	24	26					MORNING SIDE OF THE MOUNTAIN	P. Weston	Columbia
									Capitol 78139424; (45)M-39424; (33)3-39424—ASCAP
									(Merr. Griffin-R. Winterhalter, V 20-4181; Tommy Edwards, MGM 10789; Jan. 28-669, 1951)
7	27	26					MISTER AND MISSISSIPPI	Tennessee Ernie	Columbia
									Capitol 7813521; (45)F-1521—ASCAP
9	23	28					PRETTY EYED BABY	A. Trace	Columbia
									Mercury 7815609; (45)5609X45—ASCAP
5	27	28					MISTER AND MISSISSIPPI	D. Day	Columbia
									V-178120-4140; (45)47-4140—ASCAP
1	—	28					SWEET VIOLETS	J. Turzy	Columbia
									Dec. 27-668; (45)79-27668—ASCAP
1	—	28					I'LL HOLD YOU IN MY HEART	E. Fisher-H. Winterhalter	Columbia
									V-178120-4191; (45)47-4191—BMI
1	—	28					MY TRULY, TRULY FAIR	R. Anthony	Columbia
									Capitol 7815483; (45)F-1583—ASCAP

"Jolie Jacqueline"

HILL & RANGE
SONGS, INC.

ARDMORE
MUSIC CORP.

and "Fairytland"



A New Capitol Star . . .
**GISELE (JA-SELL)
MACKENZIE**
FEATURED ON THE
"COCA COLA SHOW"
AND "CLUB 15"



78 rpm No. 1722
45 rpm No. F1722

this season or any season—
HERE'S TO YOU...



"GOOD LUCK, GOOD HEALTH, GOD BLESS YOU"

sung by

ROY ROGERS

78 rpm—21-0496
45 rpm—47-0496



RCA VICTOR Records



THE BILLBOARD

Music Popularity Charts

FOLK TALENT AND TUNES

By Johnny Sippel

Artists' Activities

Charlie Adams and his Lone Star Playboys, who just joined Decca thru the efforts of Jim Beck, recording studio chief from Houston, are still working at WACO, Tex. Adams' boys include Hamlet Booker, guitar; Morris Booker, electric mandolin; Lefty Nasson, steel; Sam Incardona, bass; Vince Incardona, tenor sax; Cotton Collins, fiddle; and the leader's guitar. They work the Big State Jubilee Thursday nights in Waco.

Tex Williams and his wife, Dallas, have moved into a new home in Los Angeles. His Western Caravan is at Marty Landau's Riverside Rancho thru the summer. Johnny Hicks (Columbia) is doing 90 minutes of TV daily over KRLD TV, Dallas. Roy Hall has changed his band, which he now calls The Eagles, and is in charge of country music for Citation Records, the Detroit firm.

Leon Payne (Capitol) is back in Houston with his Lone Star Buddies. Ernest Hunter, fiddle; Joe Residueau, piano or accordion; Pete Burks, bass; Frankie Jurisek, steel, and Leon's take-off. They are just jobbing but are looking for a steady radio go.

Hakshaw Hawkins (King) is operating his own dairy farm at Clarksville, O., 12 miles from Wheeling, W. Va., where he is still at WWVA. He has built up a herd of 20 registered dairy cows in the first year. Gene Johnson, who is back at WWVA, Wheeling, W. Va., booking the country talent, has opened Radio Park, Bentleyville, Pa. He has no gate charge, but is getting a quarter for parking, plus the regular park concessions. He is using WWVA and regional talent for his shows.

Ray Parker, of Mutual Recordings, Bassett, Va., has inked Fred Thornton, KFRE, Fresno, Calif. Johnny Haynes, WJPP, Herritt, Ill., has also just inked with Mutual. Charlie Monroe (Victor) and his Kentucky Partners did not go to KWKH, Shreveport, as reported. They are still at WNOX, Knoxville. The Hoosier Hot Shots, now on Trianon, the Coast diskery, will work the Golden Hotel, Reno, August 15-28; Stockmen's Hotel, Elko, Nev., September 1-13; Faris Hotel, Winnemucca, Nev., September 18-29; and El Rancho Vegas, Las Vegas, October 2-15. They have already cut their own series of TV films which are open-ended on 60 stations. Webb Pierce, who recently switched from 4 Star to Decca, is now at KWKH. His Southern Valley Boys include Shot Jackson, steel; Teddy Wilburn, bass; Cliff Grimley, electric; Leslie Wilburn, guitar, and Lester Wilburn, electric mandolin.

Jerry Byrd of the Pleasant Valley Boys, WLW, Cincinnati, reports that Ernie Lee is the father of a son, born July 12. It's their third boy. Charlie Ackerson, who cut some country e. l.'s for the Brown brothers of Nashville, died last week. He was 28. The Pickard Family, the vet country music act now on the Coast, are cutting TV films for Eddie Bracken Enterprises.

Foreman Bill KXOA, Sacramento, is doing personals with Ted Johnson and the Westerners. Smokey Rogers (Coral) is working three nights per week with his band, Cactus Soldi, fiddle; Pedro DePaul, accordion; Joaquin Murphy, steel; Johnny Weiss, electric; Pee Wee Adams, drums; Dean Eacker, bass; Myron Salter, piano, and his own guitar. Bill Log and the Ranch Girls (London) are working at the Dome, Bismarck, N. D.

Texas Bill Strength (4 Star) reports that Billy Williams and his Texans have joined WEAS, Decatur, Ga. Johnny Rion, WIBK, Belleville, Ill., is now

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.

- ROCK ALL THE BABIES TO SLEEP..... Mercury 6340
- Jimmy Hince.....

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received July 18, 19 and 20

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 asking a select list of over 400 disk jockeys specializing in Country and Western tunes.

16	1	1	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Cal(78)20799; (45)4-20799; (33)3-20799—BMI
6	2	2	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476—ASCAP
8	3	3	LET'S LIVE A LITTLE	Carl Smith	Cal(78)20796; (45)4-20796; (33)3-20796—BMI
3	4	4	HEY GOOD LOOKIN'	H. Williams	MGM(78)11000; (45)48-11000
7	4	5	I CAN'T HELP IT	H. Williams	MGM(78)10961; (45)48-10961
20	9	6	COLD, COLD HEART	H. Williams	MGM(78)10904; (45)48-10904—BMI
2	—	6	PEACE IN THE VALLEY	R. Foley	Dea(78)46319; (45)49-46319; (78)14573; (45)49-14573—BMI
22	7	8	RHUMBA BOOGIE	Hank Snow	V(78)21-0431; (45)48-0431—BMI
5	6	9	MISTER AND MISSISSIPPI	Tennessee Ernie	Cap(78)15221; (45)47-15221—ASCAP
2	10	10	CRYIN' HEART BLUES	Johnnie & Jack	V(78)21-0412; (45)48-0412

Coming Up

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

1.	MR. MOON	C. Smith	Cal(78)20825; (45)4-20825; (33)3-20825—BMI
2.	TENNESSEE HILLBILLY GHOST	G. Morgan	Cal(78)20822; (45)4-20822; (33)3-20822
3.	ALWAYS LATE	Lefty Frizzell	Cal(78)20837; (45)4-20837; (33)3-20837

Country & Western (Folk) Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	W	C	D	B
BUZ BUTLER Ten Thousand Miles MERCURY 6336—Butler flashes a strong wangle of this lively pop-folk with the country flavor prevailing. A good disk.		80--82--78--80			
Make Believe Kisses Complete reading of a familiar type of country ballad.		69--69--69--69			
EVELYN GEORGE When I Take My Vacation in Heaven MUNAY 16-104—Amateurish chattering, poor material, sad ending and terrible recording.		25--25--25--25			
Why Should I Love You So? Ditto.		25--25--25--25			
EDDIE CROSBY Meet Me at the Station DECCA 46333—Crosby lends the throbbing first-rate emotional gl. Dead boy's plea to his mom is a real heart-breaking tune.		77--78--76--77			
Six Feet Deep None of the same kind of material here. Only the characters in the story change. Crosby chants effectively.		72--73--71--72			
TEX WILLIAMS Black Strap Molasses CAPITOL 1700—Williams has a truly funny piece of satire here that's topical and well-written. Could be that it's more pop than c & w. Menu to the lyric includes paper, wheat germ bread and Madoc.		81--83--79--80			
Love and Devotion Williams and the gang give the ditty a rhythmic going over. Fine top material, too.		78--79--77--78			
CARL BUTLER Linda Lee CAPITOL 1701—Ode to a West Virginia maiden is handed a strong chant by Butler. String group furnishes a semi-backwoods waltz background.		74--74--73--75			
No Trespassing Williams' nasal chattering spurs a fine bank of country material.		78--79--77--78			
SLIM WILLIAMS Everlasting Love CORAL 64099—Williams is unimpressed in a routine love ballad chant.		65--67--63--65			
Lovin' Overtime Stronger material plus good fiddle and guitar choruses lift this disk a little above the ordinary. The Williams still sounds pedestrian.		70--72--68--70			
LITTLE JIMMY DICKENS The Galvanized Washing Tub COLUMBIA 20833—Dickens turns an amusing novelty that's ideally suited for his peculiar and distinctive style. Should please his followers.		79--82--78--78			
The Sign on the Highway Dickens does some heavy mauling here on the subject of drinking and driving.		75--79--73--73			
LEFTY FRIZZELL Always Late COLUMBIA 20837—Frizzell, a hot disk attraction these days, should keep his hit streak intact with this gimmicked-up item.		85--85--85--85			
Mom and Dad's Waltz Frizzell has another strong entry in this potent sentimentalizer.		83--83--83--83			

(Continued on page 86)

THE BILLBOARD Music Popularity Charts

RECORD DEALERS!
Make Extra Dollars

in Record Sales
at Only 25c a Week!

1052 retail record stores from coast to coast use The Honor Roll of Hits Poster Service and find it a real getter for extra record sales and profit—and at a low cost of only 25c a week.

You get an eye-catching, attention-getting, full color (4-color) display card, plus an attractively printed list of America's top ten songs as published in The Billboard Honor Roll of Hits for each week that you subscribe. All you do once a week is to slip the top ten song list neatly and easily into the display card, and you're ready for steady E X T R A record sales. Simple... easy to handle... low in cost... a real extra salesman who really sells. Try the Honor Roll of Hits Poster Service right now! You'll find your self using them in all your record booths, on jukeboxes and even in your show windows because they sell and PAY OFF BIG!

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545 FIFTH AVENUE, NEW YORK, N. Y.

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

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STORE.....

ADDRESS.....

CITY..... STATE.....

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NON-SLIP FLEX
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GIVE TO THE
RUNYON CANCER FUND

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) overall; (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 advertising—promotion items, legit and other "plug" bids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

ARTIST LABEL AND NO. TUNES COMMENT

POPULAR

PEARL CARR (Malcolm Lockyer Ork) Blue Eyes LONDON 1046—Carr gal shows promise as an attractive new lullaby-type ditty, soaked by a "lacking" trumpet. There's No Boat Like a Rowboat (With The Keyhole) Again Miss Carr sings well on a fair coverage diskling of the new pop novelty.	73--74--72--73 73--74--72--73
BILL SNYDER ORK Chicago Blues LONDON 1086—Snyder himself composed this Corbin-like ode to the Windy City. He leads his ork from the piano in an above average instrumental. Saxophone More smooth, instrumental work on another Snyder composition. This one in ballad form.	74--76--73--74 73--74--72--73
PAT TERRY (Buddy Kester Ork) Lonesome LONDON 982—Both the material and the handling are agreeable. The youthful Terry could draw some coin with this disk. Accompanied by organ, bass and guitar is good. Little Boy of My Heart Typical of many previous efforts is this ode to a puppet. Terry handles the waltz smoothly.	72--72--70--73 68--70--67--68
YED HEATH ORK (Leslie Gibben) Saxophone Mambo LONDON 1014—The one Heath ork issues a Peeris Prado mambo in a top-grade modern jazz reading reminiscent of the earlier Weston diskings. Gibben's alto sax solo is sweet and smooth in contrast to the ork's strong mambo beat. Take a Letter, Miss Smith (Jack Parnell & the Bees) Light pop novelty gets a fine talking reading. Ork doesn't get much opportunity to show	73--75--72--72 72--76--70--71

ARTIST LABEL AND NO. TUNES COMMENT

POPULAR

STANLEY BLACK ORK Lower Come Back to Me LONDON 1021—The Robbins-Harnmeister II outfit is given a routine instrumental reading that's too much like wired music. Falling in Love With Love A fine Robbins and Hart tune gets the same routine treatment.	65--67--63--65 65--67--63--65
WINIFRED ATWELL The Choo Choo Samba LONDON 991—The keyboard fireworks by Miss Atwell in a piano reading of a lively samba. Good instrumental work. Jezebel Good coverage idea by the label with the Atwell piano and guitar handling the real hit instrumentally.	69--68--68--72 69--70--69--69
AL MORGAN Why Do I Always Remember LONDON 991—The Morgan voice is dubbed twice to come up with some first-rate bar-room barroom on a "top-in-your-beer" waltz ballad. Should draw coin. Oardanello Tergo picks up for a lively Morgan chant of the little heard lyrics of the title. Has a chance to crack thru as a "stealer."	79--80--78--80 83--84--82--83
GEORGIE'S TAVERN BAND He Put in a Bar in the Back of His Car DECCA 8314—Lee Sweetland built a convincing band on a novelty that is probably unrepeatable for air play because of the drinking and driving lyrics. Borens band hands it a live point for reading. I Love To Play the Glockenspiel Another light novelty here with Sweetland and the band thinking the lyrics in a walk tempo.	72--NS--72--73 71--72--70--71
STAN FREDBERG (Les Baxter Ork) I've Got You Under My Skin CAPITOL 3711—Fredberg, the perpetrator of "John and Martha," has a laugh-leader fellow, as he "heads" a chorus thru the standard. Has to be heard to be appreciated and the deejays will be spinning this one long. That's My Boy Dull attempt at a comedy side using typical floor material fails flat.	86--88--85--85 64--70--63--60
BENNY GOODMAN ORK (Helen Forrest) It Never Entered My Mind COLUMBIA 39476—Re-issue on the Rodgers-Hart tune sounds quite out-of-fashion. It's a dance version, with Miss Forrest doing some chorus after the band's full chorus, and she sings it in tempo. Not more than a curiosity for being air mailed deejays. The Wang, Wang Blues (Goodman Sextet) This re-issue, in contrast, isn't dated at all. It's still a great jazz record. Again, however, appeal is largely nostalgic. Coupling was made to cash in on current effort being put into both songs.	67--70--67--64 73--73--73--73
JOHNNY GILES QUARTET (Jeanne McManus-Bill Thompson) These Things I Offer You MOVIELAND 71-72—Late and ordinary big-girl deal on the current ballad doesn't come near stacking up. Dreamtime Gal, chorus and rhythm combo draw thru what might be an acceptable mood ballad if properly showcased.	35--35--35--35 45--45--45--45

APRIL STEVENS'
HITS BACK TO BACK

"DREAMY MELODY"

RCA VICTOR Records 20-4208
47-4208

THE BILLBOARD Music Popularity Charts

Best Selling Retail Rhythm & Blues Records

Based on reports received July 18, 19 and 20

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

POSITION	Weeks Last / This	Title	Artist	Label
9	1	60 MINUTE MAN	Dominoes	Federal 12022-BMI
6	4	I'M WAITING JUST FOR YOU	Lucky Millinder	King 4453-BMI
8	2	DON'T YOU KNOW I LOVE YOU?	The Clovers	Atlantic 934
12	3	ROCKET 88	J. Brenston	Chess 1458-BMI
10	6	TOO YOUNG	Nat (King) Cole	Capitol 4519-ASCAP
11	—	TEND TO YOUR BUSINESS	J. Wayne	Sittler 16 508
1	—	EYESIGHT TO THE BLIND	The Larks	Apollo 427
11	7	I APOLOGIZE	B. Eckstine	MGM 17810903; 451K-10903-ASCAP
1	—	TRA LA LA	Griffin Brothers	Decca 1060-ASCAP
1	—	JUST RIGHT BOUNCE	Piano Red	Vocalion 45150-1118; 45150-1118-BMI
6	—	HOW HIGH THE MOON	L. Paul M. Ford	Capitol 4511451; 4511451-ASCAP

RHYTHM AND BLUES NOTES

By HAL WEBMAN

One of the biggest r. & b. promotion packages ever attempted will get under way September 20 for a three-month tour of arenas. Stars of the package will be Nat (King) Cole and his trio, Duke Ellington's orchestra and Thrush Sarah Vaughan (see story in editorial columns of Music Department this issue). Incidentally, Ellington, who hasn't been linked to an agency since he left the William Morris office two years ago, last week signed with Joe Glaser's Associated Booking Corporation (details in separate story in Music Department). Thrush Sarah Vaughan's Corporation last week linking management paper after the promising thrush had obtained her release from Music Corporation of America.

Sarah Vaughan last week was set for an 11-day stand at the Standish Hall Hotel, Hull Que., beginning August 29. . . . Buddy Rich joined with Charlie Ventura to form a quintet which will break in at the Silhouette niter in Chicago August 10. . . . Sidney Bechet, veteran jazz tenor, is due back from Paris for 10 weeks and will open in this country at the Blue Note, Chicago, beginning September 21. . . . Johnny Hodges' ork is booked to the first of the year as the result of his hit waxing of "Castle Rock." Hodges will expand his small group to a big band for a swing around the Eastern theater. He reopens the Royale in Baltimore August 24 for a week, follows that with the Howard in Washington September 7 for a stanza and completes the jaunt with a week at the Apollo, New York, beginning September 14. Hodges will work on a package show with the Orioles and newcomer warbler Earl Williams.

The Michigan Theater in Detroit will reopen for flesh next Thursday (26) with Billy Eckstine headlining, Duke Ellington's band and Ella Fitzgerald top another bill scheduled for the theater with an opening slated for August 9. . . . The Clovers, Memphis Slim and three acts comprise a unit which will make a swing thru the Midwestern theater route shortly. . . . George Shearing and group set for six days at the Beachcombers, Wildwood, N. J., opening August 14.

Ella Fitzgerald had a number of one-night engagements skedded to come on the heels of her closing date at Cafe Society Downtown. The thrush worked two days at the State Line Casino, Webster, Mass., July 20 and 21; Highway Casino, Fall River, Mass., 22, and will work Labor Temple, Headville, Pa., 27, and Sparrow's Beach, Annapolis, Md., 29. . . . Savoy Records inked a new ork, Heywood Henry's, to a term recording pact. Leader is the baritone sax man in Ernie Fields' band. . . . Dizzy Gillespie opened with a new unit at Birdland, New York, Thursday (19).

Paradise Theater, Detroit, which recently shattered, will reopen for nine to 10 weeks October 5 with a big package show featuring her New York Birdland date and will return to work August 27 for a two-week engagement at Gleason's in Cleveland. This date will be followed by a 17-day engagement at the Hi-Note niter in Chicago beginning September 14.

Savoy Records last week grabbed blues singer, James Vaughan for a term pact after the warbler had completed a stint with the Decca diskery. The former diskery also made a deal to record Jimmy Tyler's band, Tyler leads the crew that backs up Larry Steele's "Smart Affairs" revue which is holding down the stage of the Club Harlem, Atlantic City, for the summer. He's a tenor man who previously worked with Count Basie and who took over his current ork from Sassy Lewis when the latter retired. . . . Arthur Prysock, who sings with Buddy Johnson's band, has been linked to a Decca pact to do a disk single.

Most Played Juke Box Rhythm & Blues Records

Based on reports received July 18, 19 and 20

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

POSITION	Weeks Last / This	Title	Artist	Label
10	2	1. 60 MINUTE MAN	Dominoes	Federal 12022-BMI
12	1	2. ROCKET 88	J. Brenston	Chess 1458-BMI
5	3	3. I'M WAITING JUST FOR YOU	Lucky Millinder	King 4453
4	7	4. CASTLE ROCK	J. Hodges	Mercury 17810904; 451K-10903-ASCAP
8	5	5. TEND TO YOUR BUSINESS	J. Wayne	Sittler 16 508
2	9	6. DON'T YOU KNOW I LOVE YOU?	The Clovers	Atlantic 934
1	—	7. CHAINS OF LOVE	J. Turner	Atlantic 936-BMI
1	—	8. I'LL ALWAYS BE IN LOVE WITH YOU	C. Brown	Atco 3091
1	—	9. "I" 99 BLUES	J. Nelson	RPM 325-BMI
12	3	10. I WILL WAIT	Four Buddies	Savoy 709-BMI
1	—	10. WEAK MINDED BLUES	L. Jordan	Decca 17827547; 4519-27547-BMI

Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY
IKE LLOYD ORK Worrying Blues MERCURY 8243	Lots of noise and exuberance in a novelty rocker with male shout on the up blues lyrics, but it doesn't hold together.	55-55-55-55
The One I Love	Lloyd chants a slow torch blues with slant expression.	65-65-65-65
JOHN GREER & RHYTHM ROCKERS Big Rock VICTOR 45150-8139	Jump instrumental features a crisp, hard-driving tenor sax, with combo punching with precision and beat.	75-75-75-75
How Can You Forget? Great chant, a so-so 1940s ballad.		65-65-65-65
TAMPA RED Since Baby's Been Gone VICTOR 45150-0136	Red gets on the Spanish kick as he chants a lively blues-in-rumba.	78-78-78-78
Pretty Baby Blues Red gets help harmony assistance for a moody slow blues in the good old Southern style.		78-78-78-78
MARTHA DAVIS Experiences CORAL 40543	Miss Davis shows promise with a voice reminiscent of Billie Holiday on this light, cheery philosophical novelty.	71-71-70-73
How Could Anything So Good Be Bad? Thrash does a slow, teasing job on a coy little novelty ballad.		66-66-66-66
JACKIE BRENSTON (Delta Cats) Juiced CHESS 1472	Brenston jumps exuberantly from Note One, as Brenton sets the track to a steaming off and solo backing.	84-84-84-84
Independent Woman Medium tempo boogie blues uses a Pinetop riff all the way in back of Brenston's play blues chanting and a smooth tenor solo.		78-78-78-78
JOHN PEER ORK (Arlene Harris) Pushin' My Heart Around CHESS 1471	Thrash gets off a routine medium blues effort.	68-68-68-68
Long Tall Papa Jump blues item showcases thrash to advantage on the salty-comic lyric, as combo pushes hard underneath.		74-74-74-74
DENISE MORGAN (Joey Thomas Ork) I'll Give You All My Love DECCA 48224	Thrash projects effectively on a sultry, bluesy ballad, combo plays a relaxed backing. Girl has an exciting quality, she's slow crowd star.	82-82-81-83
When the Shadows Fall Again Miss Morgan hits hard, here on a mood blues.		76-76-74-78
JUNIOR TAMPLIN ORK (Early This Morning) The Blues Struck Me Down MERCURY 8239	Medium blues item features smooth but unexciting chanting by Tamplin, and okay combo work.	65-65-63-67
Baby is a Boxer Naively charmed jump blues on thin material doesn't come off, the combo does its best will.		60-60-60-60

Williams and his ork, which recently switched to Shaw Artists Corporation from the Gale Agency, go into the Howard Theater, Washington, July 28 for a week, to follow their current Apollo Theater, New York, date on a bill with Billie Holiday.

Veteran jazz arranger-composer, Jimmy Mundy, will slick a group of sides for the Coral label with his own band. . . . The Gay Sisters, Savoy Records' spiritual team, will head a gospel troupe at the Atlantic Auditorium August 12. Featured in the package are the Davis Sisters, the Gospel Twins and Little Willie Eason, who recently signed with Savoy. The Gays, prior to this date, are set for a six-day tour of auditoriums and churches in New Orleans, August 5-10. . . . Paul "Hucklebuck"

Williams and his ork, which recently switched to Shaw Artists Corporation from the Gale Agency, go into the Howard Theater, Washington, July 28 for a week, to follow their current Apollo Theater, New York, date on a bill with Billie Holiday.

R & B Records to Watch

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

JUICED
Jackie Brenston . . . Chess 1472

HEY! LITTLE GIRL
Billy Wright . . . Savoy 801

The Greatest
LITTLE ESTHER-PEL WALKER
Record EVER MADE!
Regent 1036
"I DREAM"
by the Original J. OTIS ORCH.
backed with
"HANGOVER BLUES"
A Great JOHNNY OTIS
Improvised
IT ROCKS! IT ROLLS! IT JUMPS!
IT BOUNCES!
RECENT RECORDS, INC.
Newark 1, N. J.

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RECORDS, INC.
Dallas, Tennessee Phone 880-281
2 HITS—BACK TO BACK!
"TRA-LA-LA"
and
"HOPPIN'"
DOT 1042
GRIFFIN BROS.

STILL GOING STRONG!
"EYESIGHT TO THE BLIND"
by
THE LARKS
Apollo 427
APOLLO RECORDS
457 W. 45th St., New York 19, N. Y.

LOUISIANA WOMAN
backed by
TRYING TO LOSE THE BLUES
by JOE GIGGINS #409
★ ★ ★
PRAYIN' FOR YOUR RETURN
backed by
MY BLUES
by PERCY MAYFIELD #408
Specialty records
3502 Sunset Blvd. Hollywood 46, Calif.

Rhythm & Blues Record Releases

Baby Is a Boxer—Junior Tamplin (Early This) Mer 8239
Early This Morning! Blues Struck Me Down, The—Junior Tamplin (Baby Is) Mer 8239
I'll Give You All My Love—Denise Morgan (When the) Dec 48224
Independent Woman—Jackie Brenston (Juiced) Chess 1472
Juiced—Jackie Brenston (Independent) Chess 1472
Long Tall Papa—John Peck (Pushin' My) Chess 1471
Pushin' My Heart Around—John Peck (Long Tall) Chess 1471
When the Shadows Fall—Denise Morgan (I'll Give) Dec 48224

Oliver to Try

Continued from page 14
with his eye out mainly for college dates.
The new Oliver band will follow the musical pattern which he helped create for the late Jimmie Lunceford's crew. His last fling at fronting about four years ago was short-lived. He recorded for MGM Records then. He currently is a musician staffer as well as an artist for Decca. He joins his Decca musician associates, Sonny Burke and George Cates, in making the move to active baton work. Another music director turned orkster is Capitol's Frank DeVol.
Oliver's bookings are being handled by Tom-Dor Enterprises, whose business is being conducted by Jim Tyson.

THE BILLBOARD

Music Popularity Charts

Advance Record Releases

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

POPULAR

- March of Siamese Children—Percy Faith (Fiddle Derby) Col 39491
Mary Rose—S. Kaye (Longing for) Col 39499
Melinda—Jan Garber (Phat All) Cap 1714
Bitter Sweet—Sonny Tucker (Horse Playing) Mer 5677
My Darling—Janette Davis (Sweetest) Col 39488
My Prayer—Clyde McCo (Victor) Cap 1714
Oh, How I Love You—Gloria Hart (Red Roof) Sharp 5-36
Oh, Man—T. Fontane (I Still) Mer 5683
One for Me—Bet Torne (Love) Col 39492
Put All Your Kisses in an Envelope—Jan Garber (Melinda) Cap 1714
Pretti Patti—Frankie Yankovic (Rose of) Col 39476
Rise to the Triumph of Angels—J. Bonaires (Keep on) Cap 1715
Red Rose Waltz—Gloria Hart (Oh, How) Sharp 5-36
Rose of Old Monterey—Frankie Yankovic (Pretty Polly) Col 39475
Rose, Ah—B. Grande—O. Bradley (Or) Lary (Phat) Col 39464
Sally—B. Carson (Irish Step) V 20-4204
Son of a Sailor—V. Danone (Longing for) Mer 5655
Stranger in Town—Clyde McCo (Victor) Mer 5661
Sweet Violets—Janette Davis (My Darling) Col 39488
Ten Thousand Miles—But Butler (Wake Believe) Mer 5634
There's No Boat Like a Rowboat—Pearl Carr (Blue Eyes) London 1066
These Will Be the Good Old Days—Two Mister F's (Lorraine) Mer 5626
The Road—Cap 1714

Album and LP Reviews

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

JAN GARBER PLAYS SWEET AND LOVELY (12-10")

Capital (33) M-267
Sweet and Lovely, Please, Just One More Chance; Say It Isn't So; Thanks, Honey; Garber's art with her Corbett at the mike offers a detectable bouquet of eight of the sweetest pops of the '50's. Usually presented as recorded specialties, Garber presents them in highly attractive dance tempos. These sides will leave the memories of a generation of disk buyers, presented as they are in eminently desirable fashion.

SQUARE DANCES BY THE MAYSTACKERS (12-10")

London (33) APB-1008
Cackling Hen, Tennessee Breakdown, Climber Up the Garden Stairs, Side to My Love, Irish Washerwoman, Nasty to the Wedding, Old Sassafras, Sourwood Mountain.
These square dances, done without calls, are prime samples of the genre. The group bears its business, and produces a racy, toe-tapping music, beautifully recorded. Designed for community dances and parties, this package should be well to its intended market.

JEALOUS HEART MEDLEY—AL MORGAN (12-10")

London (33) APB-1001
Jealous Heart, Foolish Tears, What Will I Tell My Heart, I Wish I Had a Sweetheart, Half a Heart Is All You Left Me, There's No Season on Love, I'd Trade All My Tomorrow, A Little Street Where Old Friends Meet.
MEMORIES MEDLEY — AL MORGAN (12-10")
London (33) APB-1002
Memories, Lovesome and Sorry, All by Myself, Always, It's a Sin to Tell a Lie, If I Had My Life to Live Over, Just a Girl That Men Forget, Let a Smile Be Your Umbrella.

LITTLE RED BOOK MEDLEY—AL MORGAN (12-10")

London (33) APB-1003
In My Little Red Book, My Sister If I Had My Way, You Tell Me Your Dream, That Old Gypsy of Mine, I Wonder Who's Kissing Her Now, Gee, But It's Great to Meet a Friend, Smile, Dear Ya, Smile, For All My Blarney Tans, these three LP discs are near-perfect. The combination of Morgan's relaxed chanting, light backgrounds and some wonderful old tunes should attract many of the older fans, too. Several of these have already been issued as singles; and, it is assumed, that many more will. Accompaniment is by Morgan's small TV group or a full orchestra. Appeal lies mainly in the fine old standards. The Midwest favorite honors these all typical Morgan readings.

ALEX WILDER OCTET (12-10")

Columbia (33) CL-6181
The Japanese Sandman, Nervotic Goldfish, Compensating Exchange, See Fugue Mama, Sweet Sue, Just You, A Debutante's Diary, Walking Home in Spring, Blue Room.
Alex Wilder, a brilliant and versatile composer who is gifted at fashioning a modern opera or ballet score as well as a popular ballad, has orchestrated here eight compositions for oboe, clarinet, horn, hornets, bass, bassoon, sax, clarinet and drums. Three of the tunes are popular standards, the remaining five are Wilder originals. In each case, Wilder has written the complete score, including solos. The approach is stylized jazz, inventive and full of dramatic flare and, finally, superbly comparable to the New Orleans jazz of the Bert Sheffers of the Raymond Scotts, but very much more substantial and creative. The Octet pieces, particularly the originals, are truly classical music in that the composer has written out the score for an instrumentation of his own choosing. The sound has bite and pungency. In "Debutante's Diary" and "See Fugue," two of the reinterpreted musical excursions, perhaps. Perhaps this diskling will spread the Wilder gospel, which till now has been nurtured by a small but indefatigable coterie of metropolitan illuminati.

TATUM ENCORES (12-10")

Capitol (33) M-269
Sweet Loveland, Dear, Elaine, My, My, Sweet Heart, Stand Still, Somebody Loves Me, Someone to Watch Over Me, Time on My Hands, Goin' Home, Talk of the Town.
Art Tatum tops on his very best brand of piano while in a delightfully luscious album of eight inimitable standards. All the Tatum overtones are in evidence here; impossible read packed full of notes, brief excursions into routine and baroque, solid being passages, very operations from other songs, and an imagination that appears to be endless. He makes a large personal following, and its members will need this album.

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THE BILLBOARD Music Popularity Charts

• The Billboard Picks

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

LONGING FOR YOU Sammy Kaye Ork Columbia 39499
Vic Damone Mercury 5455
Russ Morgan Ork Decca 27709

These three disks of this compelling verse chorus waltz all have their merits. Figures to contend all the way.

ROW, ROW, ROW Bing Crosby Decca 27462
Bing belts thru a delightfully simple and elegant treatment of the good melody.

LAURA Stan Kenton Ork Capitol 1704
Kenton applies the same muted union vocal by the band that he used so successfully with his recent "September Song" disk.

THE GIRL IN THE WOOD Frankie Laine Columbia 31699
Laine catches an imagistic mood here that could catch the fancy of his followers—the 78 is hot new.

I'VE GOT YOU UNDER MY SKIN Stan Freberg Capitol 1751
The eccentricist of "John and Martha" fans has a busy follow-up that should get plenty of play for a strong, if short, quart.

Picks by Disk Jockeys, Retailers, Operators and Country and Western Disk Jockeys do not appear this week because of mechanical difficulties which made their transmission impossible.

Sheet Music Goes to Clinic

Continued from page 14

script has been recorded by a famed string group and that buying the recorded version would give the amateur musicians a chance to benefit from the recorded version bearing.

Al Niederloh, Paul A. Schmitt Music, Minneapolis, decried the lack of attention given sheet music departments. He stressed the need to put a sheet department in a convenient spot on the first floor of the store. He urged new stores to start slowly with sheet music, canvassing the community as to musical preferences and stocking a catalog of music stressed in the community by educators and music groups. He said that a recent survey by the Sheet Music Dealers' Association showed that 17.9 per cent of the gross of a department goes to the employees.

Lost sheet music markets must be regained, Leonard Feist, Century and Mercury Publishing, New York, asserted. He said that the Music Publishers' Association knows that many retailers are losing sales because of the vast number of inquiries that come directly to publishers for their music from what should be local customers. He urged a store to contact personally such important musical sources as the school music supervisor, music teachers and public and parochial schools.

It was suggested that music, which hasn't sold, should be given to local schools for the good will resulting will assist in building the department. Elmer Harvey, Grinnell Bros., Detroit, said he had found incentive pay the best builder of sheet music department employees. He favors a plan that: (1) is sound economically; (2) insures all members of the section an equal chance; (3) divides the extra work equally; (4) sim-

plifies bookkeeping, and (5) is not evident to the customer. He frowned on seasonal or part-time premium or bonus plans, but asserted that any incentive program must be full-time.

Delegates blasted the practice of some publishers who personally direct-mail key sources in the community, trying to sell sheet music to circumvent the local retailer. It was agreed that music of such publishers should not be stocked. The practice is becoming more widespread, it was said.

Feist said that retailers can sell more new issues if they set up card catalogs, classifying the wants of their steady customers. When new sheets come in, the literature on the new issues can then be sent to interested parties. He urged retailers to do their best to push new composers. For he pointed out that the industry is only as strong as the consistent flow of new talent it develops.

TV Set Makers

Continued from page 14

that during slack sales periods in any business, manufacturers are prone to eye other products on the simple, age-old basis that the grass always looks greener on the other guy's side of the fence. Many trailers feel that a pick-up in TV set sales, plus further studies of the complexities involved in launching a new line, or buying a present company, will dissuade most of the firms who are speculating with such expansion ambitions.

There remains the possibility, however, that organizations with substantial resources, like RCA and IT&T, may well make the move in the not too distant future.

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THE BILLBOARD

Music Popularity Charts

The Honor Roll of Popular Songwriters

By Jack Burton

No. 101—JERRY LIVINGSTON

Lady Luck had much to do with Jerry Livingston becoming a songwriter. Jerry staked his ambition to crash Tin Pan Alley on the toss of a coin—and Tin Pan Alley won.

That was 18 years ago when Jerry was 23 and stranded in Dayton, O., with \$20 in his pocket and the \$64 question plaguing his mind. The dance band with which he had been playing one-night stands all the way from Denver had broken up when the jalopy that carried them broke down. Jerry had to decide whether to continue east alone or go back home. After two restless nights, he finally put the decision up to the coin. A week later, he landed in New York \$11 poorer but with his dream of writing hit songs instead of playing them still intact.

Altho Jerry was short of cash, he had highly talented fingers with which to fight the wolf that licked its chops greedily when Jerry registered at a small hotel just off Broadway and sent his tuxedo out to be pressed. He had started piano lessons at the age of 12, played professionally with orchestras in and around Denver while in high school, and completed his musical education at the University of Arizona where he paid his way thru school by organizing and directing a student dance band. He achieved distinction as a freshman by writing the music for the annual Senior Follies.

By the time his tuxedo came back from the cleaners, Jerry had several club dates booked, and the word soon got around that "this kid from Denver is good—I mean good." Meyer Davis hired him to play society parties. Art Lendry had a spare Steinway that needed a pianist, and finally Paul Tremaine signed Jerry to work regularly with his band at Yoeng's

Chinese restaurant at 48th Street and Broadway.

Tin Pan Alley was only a step away, but Livingston discovered you had to wear seven-league boots to make it. He kept on composing tunes. The publishers kept turning them down. About the time Jerry was convinced that all the yes-men in the Brill Building were on a permanent vacation, his Darkness on the Delta was accepted with considerable reluctance. It was Jerry's first published song and also his first hit, altho it was blanketed with dust when Mildred Bailey took a fancy to it and released it from obscurity with a recording.

The coin Jerry had flipped the year before in Dayton, O., was right. His future lay in Tin Pan Alley, not in Denver. The subsequent years have proved that beyond question. His songs have made the Hit Parade with heartening regularity. With Al Hoffman and Mack David as collaborators, he has written scores for films that have paid top box-office grosses both in England and the United States. And the popularity of such numbers as "It's the Talk of the Town," "Mairzy Doats and Good Night Wherever You Are" made his band a headline attraction at the leading hotels of the country before America's entry into World War II.

Jerry Livingston's success in Tin Pan Alley might be summed up in the title of one of the songs he wrote for the Walt Disney film fantasy Cinderella: "A Dream Is a Wish Your Heart Makes." But don't overlook Lady Luck—and that psychic coin.

In addition to the songs listed below, the numbers on which Jerry Livingston collaborated with Al Hoffman were listed with the titles of that composer in an earlier edition of The Billboard.

JERRY LIVINGSTON'S BEST KNOWN SONGS AND AVAILABLE RECORDINGS

- 1932—WHEN IT'S DARKNESS ON THE DELTA
1933—UNDER A BLANKET OF BLUE
1934—IN A BLUE AND PENSIVE MOOD

- I'VE GOT AN INVITATION TO A DANCE
WHERE THERE'S SMOKE THERE'S FIRE
THE SNAG
JUST A KID NAMED JOE
IT'S THE TALK OF THE TOWN

SONGWRITERS COMING UP!

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DAVE DRYER
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"SAFELY LOVE ME"
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- 1926, Mr. Heer; Decca 25136, Cleo Gray
1947—BLUE AND SENTIMENTAL
1948—I GOT A BETTER FEELING

- 1950—I'VE GOT A SUNDAY FEELING IN MY HEART
MY DESTINY

STAGE MUSICAL

- 1943—BRIGHT LIGHTS OF 1934
1937—MOONLIGHT ON THE HIGHWAY

- 1938—AT A PERFORME COUNTER ON THE RUE DE LA PAIX
1940—DREAM VALLEY
1941—A TALE OF TWO CITIES

Popular Songs

- 1918—DOWN HONOLULU WAY
1924—"OH, HOW I MISS YOU TONIGHT"

- 1925—YEARNING JUST FOR YOU
1930—WHY WOULDN'T I LOVE YOU
1931—SHE WAS JUST A SAILOR'S SWEETHEART

- 1928—CAROLINA MOON
1931—PAGAN MOON
1932—WHISPER WALTZ

- 1930—DANCING WITH TEARS IN MY EYES
1931—PAGAN MOON

- 1932—WHISPER WALTZ
1933—IN THE VALLEY OF THE MOON

- 1934—GOOD NIGHT LITTLE GIRL OF MY DREAMS
1935—ON TREASURE ISLAND

- 1936—IT'S THE TALK OF THE TOWN
1937—MOONLIGHT ON THE HIGHWAY

- 1938—AT A PERFORME COUNTER ON THE RUE DE LA PAIX
1940—DREAM VALLEY

- 1941—A TALE OF TWO CITIES
1941—WE MUST BE VIGILANT

- 1944—DIANA
1948—RAMBLING ROSE

- 1949—GOLD DIGGERS OF BROADWAY
1950—DANCING WITH TEARS IN MY EYES

- IN A LITTLE GYPSY TEA ROOM
1936—A LITTLE RENDEZVOUS IN HONOLULU

- MOON OVER MIAMI
MIDNIGHT BLUE

- 1937—MOONLIGHT ON THE HIGHWAY
IT LOOKS LIKE RAIN IN CHERRY BLOSSOM LANE

- 1938—AT A PERFORME COUNTER ON THE RUE DE LA PAIX
1940—DREAM VALLEY

- 1941—A TALE OF TWO CITIES
1941—WE MUST BE VIGILANT

- 1944—DIANA
1948—RAMBLING ROSE

- 1949—GOLD DIGGERS OF BROADWAY
1950—DANCING WITH TEARS IN MY EYES

- 1951—SHE WAS JUST A SAILOR'S SWEETHEART
1952—WHISPER WALTZ

- 1953—IN THE VALLEY OF THE MOON
1954—GOOD NIGHT LITTLE GIRL OF MY DREAMS

- 1955—ON TREASURE ISLAND
1956—IT'S THE TALK OF THE TOWN

- 1957—MOONLIGHT ON THE HIGHWAY
1958—AT A PERFORME COUNTER ON THE RUE DE LA PAIX

- 1960—DREAM VALLEY
1961—A TALE OF TWO CITIES

- 1961—WE MUST BE VIGILANT
1964—DIANA

- 1968—RAMBLING ROSE
1969—GOLD DIGGERS OF BROADWAY

- 1970—DANCING WITH TEARS IN MY EYES
1971—SHE WAS JUST A SAILOR'S SWEETHEART

- 1972—WHISPER WALTZ
1973—IN THE VALLEY OF THE MOON

- 1974—GOOD NIGHT LITTLE GIRL OF MY DREAMS
1975—ON TREASURE ISLAND

- 1976—IT'S THE TALK OF THE TOWN
1977—MOONLIGHT ON THE HIGHWAY

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More of Everything in Fall--- Hotels, Acts, Coin---Say Agents

Continued from page 1

decision of the Schline chain this week to try a talent booking circuit along the lines of the Hilton set-up. Schline execs made the decision at an organizational meeting held in Miami Beach. Other and similar signs are activities at the Statler and Sheraton hotels and recent successes of chains which have tried shows for the first time in years or have expanded their talent budgets.

Apparently pleased with the results of shows at the Ambassador, Los Angeles, Schline toppers

will try show policies at more hotels. Roney-Plaza, Miami Beach, may be the first experiment along with full-week shows at the Boca Raton, Boca Raton, Fla. Other hotels in the circuit are the Gulf Stream, Miami Beach; McAllister, Miami; Ritz-Carlton, Atlantic City; Ten Eyck, Albany, N. Y.; and the Northampton, Northampton, Mass. The set-up will be handled thru Tony Cabot's Cabot & Michlin office, with acts offered a block number of weeks.

Chain Plan

The Statler chain, usually sticking close to straight music offerings, has been asking booking offices for availability lists of cafe performers and is reported to be ready to open a number of spots for shows. The Sheraton group, never considered entertainment minded, is also reported to be changing its policy at least to the extent of added cocktail acts in several hotel rooms. The Pierre here only a few weeks ago named Stanley Melba to head up all the spot acts activities—a new created post. Merriell Abbott is booking acts for Hilton hotels as far ahead as a year. All these

actions are the reasons behind the optimistic attitude of booking offices.

Tax Issue

The reason for the change in policy among some of the hotels run the gamut from immediate financial returns to long-range promotion. Many hotels have been making enough money in recent years to worry about excess profits taxes. Rather than pay the taxes, execs are ready to put money into their public rooms and charging off the cost to exploitation. If, however, the rooms make money, the tax problem is only worsened. Other hotels, not as financially sound, are hoping that the use of talent will up business generally. At any rate, experiences of the Miami Beach hotels this year have encouraged other operators.

The Office of Price Stabilization regulations may affect the thinking of some hotels, bookers here don't believe that the government's price freeze will be too big an obstacle to overcome. At any rate, they're going ahead with flesh-peddling at a much faster clip than in many a year.

M.&L. Pull 291G For Para High; Other Biz So-So

NEW YORK, July 21.—Grosses at Stern combo houses fell off somewhat this week despite the sock business done at the Paramount by Martin and Lewis. Underlying reason for the decline was the number of holdover shows, with near-hurricane weather Thursday (19) hurting plenty, too. Paramount came in with \$141,000 for the second and final stanza of M. and L. and Dear Brat. Gross take for the two-weeker reached \$291,000, an all-time high for the house. New show has Duke Ellington, Peg-Leg Bates, Toni Harper and Peking Express.

Radio City Music Hall (6,200 seats; average \$135,000) grossed \$117,000 for the 10th and final week of The Great Caruso, Larry Starob and Myrtle and Farcou. New layout has Showboat, Marilyn Murphy and the Myrons.

Roxy (6,000 seats; average \$80,000) came in with so-so \$55,000 take for the third and last week of an ice show, the Kean Sisters and The Frogmen. New show has Rose Marie, Forgie and Larson and Nino the dog, plus the ice show and Take Care of My Little Girl.

Capitol (4,627 seats; average \$35,000) moved up to \$48,588 for the opening frame of Gene Krupa, Snooky Lanson, Tom Ewell and Strictly Dishonorable.

Palace (1,700 seats; average \$15,000) reached a good \$19,500 for the usual 10-act bill and Fort Worth. New flesh layout has 10 acts headed by Don Cummings; Willie West and McGinty, and Dollhoff and the Rays Sisters, plus Never Trust a Gambler.

Card-Carrying Edict Sought By LA County

HOLLYWOOD, July 21.—County ordinance proposing that entertainers working in the county be required to carry identification cards was given to the Deputy County Council's office this week for consideration. Board of Supervisors has postponed hearings on the matter until July 24 or July 31. Supervisors are also seeking to form a welfare panel composed of three county public welfare committee members, one deputy probation officer and a deputy county council member in order to revise the ordinance in accordance with Public Welfare Commission and Sheriff's Office recommendations.

The modified amendments will be fought by American Guild of Variety Artists regional chief and local branch topper, Eddie Rio, and AGVA attorney, Morton Harper. AGVA will attempt to show the weakness of such an act, and is currently preparing legal action to offset any directives by the county.

Entire resolution is all part of a larger one prohibiting lewd performances in the county. This is aimed at certain types of strip shows impersonators. Identification tag also links in other professions and supposedly will aid the county in checking and weeding out undesirable persons.

N. J. RESORT REPORTS

A. C., Wildwood Hit Stride; Names Big

ATLANTIC CITY, July 21.—After-dark activity here looms brighter this season than in many a summer. There isn't much fast action around, and the ops aren't hitting any jackpot, but nitery tappers have realized that they'll have to offer something for the money in order to attract any patronage. This season there have been no major spots folding and new rooms have opened. Yet in recent summers nitery business has been so bad that many a club was sold for the proverbial song.

There's more name talent working this resort than in many a season, with ops hoping to bring this town back to its former elite dark glory. Most striking trend this year has been the return of the beach front hotels to nitery operation. Instead of the name bands which used to dominate the hotel scene, three rooms are now using floor shows. Ritz-Carlton, a dozen had some price freeze troubles at the start, has Kitty Kallen in to follow Mary McCarty. Hotel Senator has Monte Proser's La Vie En Rose show and the Chelsea Hotel is bringing in floor shows for the first time, operating its Terrace Room on a moderate budget.

A. C. Regulars

Regular floor show spots are still the 300 Club with such names as Billy Daniels, Ben Blue and Xavier Cugat, and the Yacht Club with Cab Calloway, Fifi D'Orsay, Harry Richman and June Christy. Most of the remaining hotels are sticking to straight music policies. These include the President, Taymore, Brighton, Sebelburne, Mayflower, Ambassador, Strand and Seaside.

Additional rooms running floor shows are the Chez Paree, Clickquot Club, Paddock International, Jockey Club, Dude Ranch and Bath and Turf. Biggest floor show is still at the Club Harlem, with a dozen acts and a large line-up. Also in the Harlem section of town are the Paradise, Weeke's cocktail lounge and Shangri-La.

Rest of the spots using talent—variety or music—are the Club Nomad, Hialeah, Fort Pitt, Margate Casino, Orsat's Cafe, Bala Inn, Midtown Bar, Jack Carter's Theatrical Bar, Village Bar, Dewey's Cafe, Cantwell's, McGettigan and Maquire, Erin Musical Bar, Airport Inn, Surf Bar, Harbor, Torch Club, Clock Show Bar, Pollock's Beer Barrel, Zineck's Log Cabin, Quinto's, Sea Shell, Ripptide Room, Merlin's, Buddy's, Herman's, Mardi Gras, Garden, McGee's, Hartfield's Cocktail Bar, Edgewater Bar, Escort, Tally's, Treche's Neptune Inn and Mack's Tavern.

WILDWOOD, N. J., July 21.—This resort town has come into its own this year. More names are playing at more spots around here than near-by Atlantic City used to offer in its hey-day. Old spots have been given new life, bars have become supper clubs and talent budgets are way up, hitting somewhere between \$3,000 and \$5,000 for the bigger operations. Into this town draws a family trade, it averages 200,000 people a week—a big potential from which the spots can draw. They'll have to draw, too, to see the summer thru.

About a dozen spots are offering full floor shows against the eight in operation in the season. There (Continued on page 42)

Extra Added

Brief but important night club-vaudeville news

New York

Harvey Stone going into the Copa August 9. . . Local American Guild of Variety Artists rep, Jimmy Lyons made a tour of most borscht belt spots last week end and checked in at New York branch's Monticello office for a personal once-over. . . Reports around that Al Morgan would like to relocate here with his video show and take up an offer to work the Copa. . . Will Mastin Trio, featuring Sammy Davis Jr. held over at Bill Meier's Riviera for new show headed by Mary McCarty.

General Artists Corporation signed Eve Lynn, ballet dancer, Robert Maxwell, harpist and Marlene Wagner, pianist. Stan Kenon ork set for the Paramount on the Frankie Laine bill, opening August 29. . . Marilyn Hightower signed for Lou Walter's Latin Quarter for April next year, along with the Seven Ashtons. Larry Stone didn't work the final day of his stand at Radio City Music Hall. His brother, Jay Lawrence, replaced when Larry asked out to rehearse for his new DuMont video show.

George Della Pia is booking the new Warwick-Cohran Club. . . "Bagel and Yox" is a new act on Million Dollar Pier has a new pit conductor, with Hyacin Jacobson coming down from New York to replace Murray Shusterman. . . Virginia Woodside, head

JOSIE BAKER IN RUNYON BENEFIT

HOLLYWOOD, July 21.—Theater Authority has okayed a Damon Runyon Memorial Fund benefit at the Mocambo on August 9, headlining Josephine Baker. Singer will bring other acts, all of whom will get paid. Miss Baker will fly from San Francisco where she will be appearing at the RKO Theater. Reservations are \$100 per person for cocktails, dinner and entertainment. Miss Baker is donating her services.

AGVA Corral 'Spice of Life'

HOLLYWOOD, July 21.—Wallace Parnell has reportedly told Eddie Rio, American Guild of Variety Artist Coast topper, that contracts for the former's Spice of Life revue, scheduled for the Las Palmas Theater here August 28, will be turned over to AGVA and that as far as he was concerned the show was in AGVA's jurisdiction. Action on Parnell's pit temporarily quells the flare-up between AGVA and Actor's Equity, each week claiming the forthcoming revue as its own.

Equity chief here, Christopher O'Brien, is not expected to give in to Parnell's verdict and will undoubtedly demand arbitration on the affair. AGVA and Equity battled on similar grounds last year over rights to Red, White and Blue, an American Legion show, which finally was turned over to Equity.

Conn. Gov'nor Kills Sun. Bill

HARTFORD, Conn., July 21.—Hopes of the Connecticut night club trade to extend its present six-nights-per-week operation to a full week have been killed with the mixing by Gov. John Davis Lodge of a bill which would have extended Sunday night drinking hours in Connecticut from 9 to 11 p.m.

Rejection of the measure comes as a double blow to the night club and liquor fields. The governor the other day signed a bill making it illegal for women to stand or sit at bars. Heretofore, the State law only prohibited women from being served at the bar.

SHOW AND BIZ

Joan Brandon Acts All Over, Bros. Counts \$

NEW YORK, July 21.—Taking the phrase "show business" literally by placing equal emphasis on the words "show" and "business" has made fem magician Joan Brandon one of the more financially successful acts around. Proof lies in the fact that she has averaged 44 weeks of work each year for the past decade and also in the prices she gets for nitery, theater, lecture, home show, radio, TV and civic or fraternal organization dates. Miss Brandon applies the "show" with her brother, Jack Brandon, tending to the "business" as her manager.

The gal has received \$375 for single performances of her magic-hypnotism routine at Lions, Optimists, American Legion, Moose, Masonic Order or women's clubs affairs. She's played aude houses and night spots for as much as \$1,500 a week, picked up \$1,000 to \$1,500 on one-show-a-day bookings at week-long home shows sponsored by local building associations, and \$375 for lectures at colleges and universities.

Other Media

In addition, she's been a disk jockey in Miami Beach, Fla. had her own TV show in New York, fronted an all-male dance band at prices of \$2,000 to \$3,000 a week and toured the world doing her act in 11 languages. For each medium la Brandon has a different routine, running from 10 or 15 minutes to a full 2 1/2 hours.

The business end of the act is called "Operation Brandon" with Jack Brandon making available to organizations a complete and detailed blueprint for the successful promotion of local one-woman shows on magic-hypnotism and exposes of fraudulent mediums and spiritualists. During the summer, another brother, Ben, vacations from college to work in the act. Tho the family trio won't disclose Miss Brandon's earnings per year, it's reported to be in the hefty five-figure bracket.

Biz Slump KO's Chi Sheridan

CHICAGO, July 21.—One of this city's largest neighborhood theaters, the Sheridan, this week joined the ranks of about 65 other houses closed by the box-office slump in recent months. The theater, erected in 1925 and having a seating capacity of 2,637, had been operated under lease by Essaness Theaters Corporation. It was sold for \$150,000 this week to the Anshe Ernst congregation, and after rebuilding, will be used as a synagogue.

A second such move, also involving a large nabe house, is now in the negotiation stages, it was learned, with Dr. Preston Bradley bidding for the house as the future home of the Peoples Church. This is a congregation built up over the past two decades via radio broadcasts.

San Anton Tosses Book at Bistros With Tough Code

SAN ANTONIO, July 21.—The local night club front, for the first time in several weeks is quiet, with the fire and police commissioner looking for new ammunition with which to strike the local club owners. For several weeks three clubs have come in for continuous harassing—the Keyhole, the Zebra Room and the Mona Lisa.

First the fire, health and building inspectors were let loose, followed by members of the State Liquor Control Board, who made raids and arrested those operating after the midnight curfew. Injunctions were obtained by the club owners against the city officials charging conspiracy and harassing action. Hearings are scheduled to come before the courts this week.

Most of the spots around town are toeing the mark, cleaning up and meeting the stringent code set up by the city.

Cincinnati

Ruth Arden, head of the Arden Dancers and wife of Bob Edwards, branch manager of the American Guild of Variety Artists, is laid up with a broken ankle suffered in a fall on a stairs. . . A 60-day suspension was handed John C. Rinck, operator of House of Rinck, by the Ohio Liquor Board Monday (16) for alleged indecent entertainment. Rinck's permit expires August 4 and remainder of the suspension will be served on any new permit he may be granted. . . Pete Schmidt, former Kentucky nitery op, was admitted to Holmes Hospital, Cincinnati, Saturday (14). His condition is described as "fairly good."

George W. Engelbreth, widely known to talent playing Cincinnati vaude spots and Northern Kentucky niteries, as Cincinnati George is still confined to his home, 213 Highland Avenue, Mt. Auburn, O. He was stricken ill last New Year's Day.

Miami

Ray Eberle added to the Redhearts Trio show at Jack Goldman's Clover Club. . . Composer Terry Shaund started a piano-singing stint at Kitty Davis' 21 Room at the Sea Gull Hotel last week. (Continued on page 42)

Roxy, New York
(Wednesday, July 18)

Capacity, 6,000. Price range, 50 cents-\$1.75. Four shows daily. House booker, Sam Rauch. Producer, Arthur Knorr. Show played by Paul Ash house ork.

Current show is lightweight from marquee to actual run-off. As summer fare, it's probably okay, but the house apparently put this one on as a stage wait until Milton Berle comes in August 15.

Headliner is Rose Marie in her first major Stern booking since her "comeback." The ex-child star got off to a good start with a hunk of special material revolving around the comebacks of Swanson, Barkhead and herself. She soaked across an up-tempo My Blue Heaven and got a big hit for her Durante impression. The latter is fine special material. I Wish I Could Sing Like Durante, tho she could slice the gags and get the same result. She wound up with the hokey routine of an Italian folk ditty. Some of the material here wasn't quite family type, tho the applause was big.

Badminton and Dogs
Also on the boards were Fogie and Larson in their standard badminton playing act. Demy Boban served as announcer for the game, tossing a few giggle-provoking lines. In all, the act sold nicely, with both the actual badminton game and the fine little comedy bits an trick shots. Particularly well received was Nino, the Won-

(Continued on page 42)

Ciro's, Hollywood
(Friday, July 13)

Capacity, 460. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, Herman D. Hoover. Press, Roger-Cowan. Estimated budget, \$15,000. Actual budget last show, \$4,000.

Any biz this swankery does with the current show will be due to Carmen Miranda's high marquee value and showmanship. Bill is low on entertainment and affords patrons a first-hand look at what makes the Brazilian song spieler a popular attraction.

A jammed opening night crowd greeted the songstress and her Bongo da Lua Boys. She talks too much, makes a big production out of taking off her turban and an equal hodge-podge out of singing in her bare feet. Miss Miranda's South American ditties offer no variety. All are sung in the same tempo. She sings Tico-Tico, Cuanta la Gusta and some fast numbers made popular in her films. She's colorful to gawk, but falls short of this nitery's reputation for solid fare. Her be-bop ditty registered best.

Ray Whitaker's band cut a commendable but loud show, Bill Heathcock fronting for Miss Miranda. Dante Verela's rumba crew, along with Whitaker, played typical nitery terp rhythms.

Palomar, Seattle
(Tuesday, July 10)

Capacity, 1,200. Price scale, 50 cents to \$1.25; three shows daily, four on week-ends. Miss Rand booked by Len Mantell thru the Bert Levey Circuit; show played by Ray Watkins house ork.

In spite of occasionally frail supporting talent behind Sally Rand's feathers, continue to be sold customer bait. House was packed at matinee caught, with Miss Rand saved for the finale. The Rand act takes on more of a "theater English" touch as the years go by. This time she worked to Clair de Lune, polishing off unimportant matters on top of an upstairs staircase. The coterie with which

(Continued on page 42)

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Night Club-Vaude Reviews

Palace, New York
(Thursday, July 19)

Capacity, 1,700. Price policy, 50 cents-\$1.20. Four shows daily; five, week-ends. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Don Albert's house ork.

With some judicious trimming in the right spots, this 10-acter would run off a lot better than it did at the show caught. Chopping the layout from 90 minutes to 80 would add sparkle to the proceedings. The show gets its big lift from such standard turns as Willie West and McInty; Dolloff and the Raya Sisters; Don Cummings; Capt. Heyer and his horse, Starless Night; and Nora Toomey and Company.

Cummings, in next-to-closing, ran thru his patter, rope trick, TV announcer and gag bits in 55 seconds after yock. Willie West and McInty exhibited their usual perfection of timing, tho the backstage crew muffed the black-out. Dolloff and Raya Sisters did their mechanical doll and disappearing bodies routines to draw solidly. Capt. Heyer put his horse thru its dance paces. La Ringling and Nora Toomey, coming on as a plant from the audience, drew both laughs and applause with her trapeze work in street clothes. Show opened with the We Three terp act. The kids look good, particularly the gal, Maggie Nelson.

(Continued on page 42)

Radio City Music Hall, New York
(Thursday, July 19)

Capacity, 6,200. Price policy, 80 cents-\$2.40. Four shows daily. House booker, producer, Leon Leontadoff. Show played by the Raymond Patge house ork.

New show is not up to the standard of the house either in conception or execution. But it is packed plenty of entertainment and the crowd had fun. The Myrons, new imported acro duo, put a couple of fine balancing bits into a brief turn. The two lads worked in bellhop uniforms and used some fancy props to good advantage.

Show opened with the ork playing the William Tell Overture, drawing murmurs as they went into the Lone Ranger theme. After ork floated down into the pit, ballet corps came on. They worked in three teams, each in different costume. The chorus, up front, did a big medley of tunes naming the various States, winding up with a patter song by Eric Hutson in which he managed to name all 48. Selections ranged from Tennessee Waltz and My Old Kentucky Home.

Following the Myrons, the big production number was assigned a Venetian setting, with floating clouds, rippling water and flashy costumes. Soprano Marilyn Murphy did a couple of Rossini arias, and the Rockettes went thru their usual routine.

Ballet and production acts seemed modest for the Music Hall, and there were a number of slips ups thruout. But the big pull now is the picture, Show Boat.

Gene Plotnik.

Village Vanguard
(Tuesday, July 17)

Capacity, 125. Price policy, \$2.50-\$3 minimum. Shows at 10 and 12. Owner, Max Gordon. Booking policy, non-exclusive. Publicity, Jay Russell. Estimated budget this show, \$1,000.

Altho this two-act package is not in the sock class, it adds up to a program of solid merit. Crew cut comic Orson Bean, a storyteller with a flair for mimicking low-brow Englishmen, concentrates too much on party humor. Tho some of his sly remarks get chuckles, they don't have the comic substance to really sell him. The lad has plenty of talent. From here on in his chief preoccupation should be with material.

The young, exciting, Shoshana Demari brings something new to vocalizing. Her free-wheeling, radically different style, which combines chanting with intonations, brings forth the lyrical, the stimulating, the pathetic and the dramatic in a potpourri of pleasurable sounds. Hailing from Israel, she sings in various Hebrew dialects. Her best number was Miriam. She's a class act for a class room. Music for dancing was well played by the Clarence Williams Trio. Leon Morse.

Los Angeles
(Wednesday, July 4)

Capacity, 2,700. Priers, 80 cents, 90 cents, \$1.10. Four shows daily. House booker, RKO chain, Dan Friendly. Show played by Manny Harmon.

Josephine Baker exploded for a fourth of July opening and immediately won the hearts of the more than 10,000 customers who spent part of their holiday watching the exotic bombshell cavort for more than an hour. Miss Baker sang, joked, shimmed, wiggled, bumped, moaned and mugged, doing a well-planned, graceful and entertaining revue, the likes of which has not been seen on the local vaude boards in many a year. Working to capacity at all shows, la Baker wowed them with her antics and ease of performance. Even when one of her lavish gowns knocked over the make it appeared to be part of the act.

Changing wardrobe continuously the rage of Paris couldn't make a wrong move. They cheered her Night and Day, war-whooped her In My Solitude and clamored for more when she begged off with Two Loves Have I. Her switch from the sophisticated lady of song to the beggar was only a small sample of her countless talents. She would have stayed an additional hour without losing entertainment values or her audience.

Nice change of pace is supplied by Leo de Lyon. His falsetto vocals and humming and whistling registered well with the holiday crowd. De Lyon's clowning at the piano and impressions met solid applause. Berk and Hallow opened with clever precision hoofing, working to a warm mill.

Pic, China Corsini. Joe Bleeden.

Paramount, New York
(Wednesday, July 18)

Capacity, 3,654. Price range, 55 cents-\$2.00. Chain booker, Harry Levine. Show played by Duke Ellington's ork.

Trying to come up with a package to follow Martin and Lewis is a tough assignment for any house booker, but the Paramount did fine with the current layout. It adds up to sock entertainment. The Duke Ellington band (eight brass, five reeds and three rhythm, including Duke) did only four numbers, but each was good for terrific miffs. Show opened with the Hawk Talk as a flag-waver, followed by Coraean, spotting Juan Tizol, Jimmy Hamilton and Ray Nance on tram, clarinet and fiddle solos respectively. The piece was done in a Latin-American tempo and included some fine sight bits by the musicians.

Next was Monologue, an original which Ellington subtitled Pretty and the Wolf. Number has the fronter as narrator, with Russell Procope, Hamilton and Harry Carney as a down-front reed trio. It's basically a Peter and the Wolf type of thing. Ellington's chatter was delightful and the music was

(Continued on page 42)

Cocoanut Grove, Los Angeles
(Thursday, July 19)

Capacity, 960. Prices, \$1.50 cover. Shows at 10:30. Owner, Ambassador Hotel. Operator, Ashton Stanley. House bookers, Tony Cabot-Dave Mehmim. Press, Tom McLeod. Estimated budget this show, \$7,000. Estimated budget last show, \$3,500.

Tony Martin seemed a little tired opening night, but that didn't stop him from wowing the celeb-studded crowd. He sang in his usually easy and relaxed style and dished out a heavy assortment of tunes. His easy vocal approach, coupled with his warm manner, turned this big room into an intimate club. The more you listen to Martin and watch him work, the more you realize that he is tops.

His vocal versatility found him in top form in such ballads as In You Young or I Get Ideas, and in such novelties as Enjoy Yourself, or a fast rhythmic take-off on How High the Moon. Martin can dip deeply into nostalgia and does so with a deft hand on a tune like Lullaby of Broadway. There's No Tomorrow, one of his top RCA Victor record sellers, continues to be a fave of the bistro bunch and brought him the top hand of the evening.

Plus ork arrangements added considerable ear enjoyment to the show as a whole, with ork turning in an exacting performance. Eddie Bergman's aggregation played for dancing, providing terp-minded patrons with tempting beats.

Grove should do s.r.o biz during Martin's engagement. Lee Zhitso.

National-Scala, Copenhagen
(Tuesday, July 3)

Capacity, 1,500. One show nightly. Price policy, no cover, no minimum. Booked by E. Sahlstrom.

Asta Lindelow, popular Scandinavian warbler, clicked solidly with her renditions of Danish and Swedish songs. A prime favorite in all countries of Northern Europe, she has no trouble in putting across her tunes. Pips is one of those comedians relying largely on grotesque make-up and novel props to pull the laughs. He gets some guffaws with his comedy roller-balancing routine—using an over-size prop Champagne bottle as a roller. He also outshines in the mid-night show in the Scala Salon.

Hanne Thurlis and Werner Klausen, a good duo of ballet dancers, offer two separate numbers. First is a classic rendition of Clair de Lune and second is a parody on

(Continued on page 42)

Highlight Reviews

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

Bar of Music, Miami Beach
(Saturday, July 7)

Capacity, 179. Two shows nightly, continuous from 9:30. Owner-operator, Bill Jordan. Booking, non-exclusive. Publicity, Leslie Simmonds. Beverage minimum \$3 week days, \$3.50 Saturdays.

Bill Jordan has successfully operated this spot for 14 consecutive years on the theory that night club audiences like good music. He gives it to 'em, primarily in a twin-plane team with keyboard partner, David Elliott.

On the show caught, the Jordan-Elliott duo had the intimate room as quiet as the proverbial pin-dropper, starting their act with a fantasy, following with a standard classic, swinging into a novelty, and finishing with modern harmonics. The people ate it up.

Four Acts
The four-act bill opens with Tenor Harvey Bell, ex-vaudevillian who formerly owned the Club Bell, Miami. His full-bodied singing of pops and opera brought him back for encores. Singing-comedian Christine Nelson hits the stage next with a flock of fresh special material songs.

The fourth spot is filled by Van Kirk, comic, who easily gets howls for his impersonation of a moon-ocled, moonstruck Brister in search of a what-not. Much of his material is too sharp for the brand of summer tourists here. Jordan and Elliott take turns accompanying Bell and Miss Nelson.

Herb Rau.



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THE WINNERS FOR THE 8TH ANNUAL DONALDSON AWARDS

- 1950-1951 Straight Play Division
Best Play—Darkness at Noon
Best "First" Play—Billy Budd
Best Direction—DANIEL MANN
Best Performance (Actor)—CLAUDE RAINS
Best Performance (Actress)—UTA HAGEN
Best Supporting Performance (Actor)—ELI WALLACH
Best Supporting Performance (Actress)—PHYLLIS LOVE
Best Debut Performance (Actor)—DENHOLM ELLIOTT
Best Debut Performance (Actress)—DOMINIQUE
Best Scenic Designs—FREDERICK FOX
Best Costume Designs—OLIVER MESSEL
—CASTILLO
Musical Division
Best Musical—Guys and Dolls
Best Direction—GEORGE S. KAUFMAN
Best Performance (Actor)—YUL BRYNNER
Best Performance (Actress)—SHIRLEY BOOTH
Best Supporting Performance (Actor)—RUSSEL NYPE
Best Supporting Performance (Actress)—DORETTA MORROW
Best Debut Performance (Actor)—ROBERT ALDA
Best Debut Performance (Actress)—VIVIAN BLAINE
Best Dancer—HAROLD LANG
Best Dancseue—JANET COLLINS
Best Book—JO SWERLING and ABE BURROWS
Best Score—FRANK LOESSER
Best Lyrics—FRANK LOESSER
Best Dance Direction—JEROME ROBBINS
Best Scenic Designs—JO MIELZINER
Best Costume Designs—IRENE SHARAFF

87 ELIGIBLE

Award Lists Reveal Show Facts for Year

NEW YORK, July 21.—A total of 87 legit productions were in the running for the Eighth Annual Donaldson Awards. This includes all shows that opened on the Stem between May 1, 1950, and April 30, 1951. It was an increase of 24 over the number of shows listed for the previous season's Awards. Swelling the ranks this year were several organizations presenting series of plays, such as the American National Theater and Academy, which provided nine shows during the period indicated; the D'Onofre Carte Opera Company, which put on five productions; the Arena Theater with its five productions, and the Festival Theater with its three.

Twenty-one shows out of the total were musicals which is only one more than had been listed for the 1948-1950 season, and three more than the season before that. Four of those 21 were revues.

The number of revivals listed in the Eighth Annual Donaldson Awards Eligibility List was a large 30. The season before there were only a dozen, and the season before that there were only six. The several play series must to a great extent also account for this increase. On the other hand, 16 of this season's plays were by playwrights who had never before been represented on Broadway, which is the same as the previous season.

Third, playhouses were lighted for opening nights during the season. Two theaters, the Hudson and the Mansfield, which had housed shows last season, dropped out of the legit business altogether this season. Three theaters, the ANTA Playhouse, the Arena and the President, were used for the first time in the 1950-1951 season, but the first named had been the Guild Theater years ago.

Aside from the ANTA Playhouse, the City Center and the St. James, each of which housed limited-engagement series, the Broadhurst had the most openings, six.

Four shows this season were adapted from novels; two of them being the musicals A Tree Grows in Brooklyn and The King and I.

AWARD ADS NOT SOLICITED

The Billboard does not solicit and will not accept advertising in connection with plays and persons voted winners in the Eighth Annual Donaldson Awards.

BROADWAY SHOWLOC

Performances thru July 21, 1951

Table with columns for show title, dates, and box office figures. Includes Dramas like 'Affairs of State' and 'The Moon is Blue', and Musicals like 'Guys and Dolls' and 'Call Me Madam'.

THE 3 TOPPERS FOR THE YEAR

- BEST PLAY—Darkness at Noon
BEST FIRST PLAY—Billy Budd
BEST MUSICAL—Guys and Dolls

'Tattoo,' 'Sun' & 'King' Head Lists Of Runners-Up

Others Win Honors For 2d-5th Places In Various Fields

NEW YORK, July 21.—While, of course, the keys and scrolls of the Donaldson Awards go only to the top winners, a report of the voting would be incomplete without mention of near-top candidates who polled substantial support from their fellow workers in the theater for their achievements. In consequence, the honor-standings of such candidates from second thru fifth place is herewith noted. Dramawise, Darkness at Noon was an obvious favorite, but Rose Tattoo received simple backing of the second place honors. The Lady's Not for Burning was solidly in third position. The Autumn Garden found sufficient admirers to make a strong fourth and The Country Girl was fifth in the running.

Legit Picks "Noon," "Budd," "Dolls" for Gold Keys, Scrolls

Rains, Hagen, Brynner, Booth Top Thesps; Mann & Kaufman, Meggers

Continued from page 1

two other top principals in its production. Claude Rains, returning to the Stem stage after too long an absence, was voted by a young Englishman, Denholm Elliott, who made his mark in Christopher Fry's translation of Jean Anouilh's comedy, Ring Round the Moon. The play was hardly a success, but Elliott's ingenious portrayal of identical twins was more than so. However, veteran Clive Brook, who somehow or other has managed to make Broadway until this year, gave him new-and-neck race right to the finish. Fern debut honors go to Dominique Blanchard for her performance in Louis Jouvet's company which the American National Theater and Academy sponsored for a visit here. The play, of course, was Moliere's School for Wives.

For the first time in their eight-year history a first-place tie occurs in the Donaldson Awards. The voters gave an identical nod to tastefulness of Oliver Messel's costumes for Romeo and Juliet and to Castillo's body-draping for Ring Round the Moon. Similar keys and scrolls, of course, go to both of them.

In recent seasons there seems to be one musical which captures about united approval from the voters. Two years ago nearly everybody thought in terms of South Pacific. Last year it was The Consul. This time it is Guys and Dolls. Not that other song-and-dancers didn't get staunch support. There were plenty who liked The King and I for a solid second place slot. But Dolls ran away with the parade to the tune of 50 per cent of the total vote and likewise scored via wins in six additional categories. It is a record of which producers Cy Feuer and Ernest Martin may take a just pride.

Besides voting Dolls the best musical of the year the theater electorate emphatically called George S. Kaufman's staging of it far and away the season's canniest song-and-dance direction. Robert Alda's contribution to it as the hard-shelled gambler who falls for the Salvation Army heroine wins him top debut honors. Vivian Blaine scored similarly in the debut column, while her runner-up is Isabel Bigley, who plays the afore-mentioned S. A. lass. Jo Swerling and Abe Burrows share top honors as its co-authors. In addition, Frank Loesser is this year's only double winner. Loesser's score for Dolls drew twice the vote tallied by Richard Rodgers for The King and I, and his lyrics art even bigger percentage than that polled by Oscar Hammerstein II for the latter show.

But Dolls' multiple wins can't outshine the reflected glory sustained by other fine musicals. Yul Brynner scores a really smash win for the best song-and-dance performance of the year in The King and I. Brynner's portrait of the barbaric potentate drew six times as many votes as Sam Levene's, Nathan Detroit, of Dolls, which was second choice. Doretta Morrow also gathered laurels for herself and the play with her moving performance of the little slave girl, a portrait which brings her a key and scroll as the best supporting actress.

Neither Jerome Robbins nor Jo Mielziner are exactly strangers to Donaldson Awards. Robbins won in 1945 and again in 1947 for dance direction of Billion Dollar Baby and High Button Shoes respectively. His choreography for King and I wins him a third key and scroll. Mielziner is a four-time previous winner for his settings. But formerly his laurels have stemmed from straight plays, Dream Girl (45), A Streetcar Named Desire (47), Death of a Salesman (48) and The Innocents (49). This year his background for King win him top slot in the musical division. Costume-wise, Irene Sharaff scores for the first time, and she does so handsomely, her brilliantly barbaric clothes for

ifying a rule that makes eligible any first Broadway appearance as a debut. This time, at any rate, the accolade goes to a young Englishman, Denholm Elliott, who made his mark in Christopher Fry's translation of Jean Anouilh's comedy, Ring Round the Moon. The play was hardly a success, but Elliott's ingenious portrayal of identical twins was more than so. However, veteran Clive Brook, who somehow or other has managed to make Broadway until this year, gave him new-and-neck race right to the finish. Fern debut honors go to Dominique Blanchard for her performance in Louis Jouvet's company which the American National Theater and Academy sponsored for a visit here. The play, of course, was Moliere's School for Wives.

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Besides voting Dolls the best musical of the year the theater electorate emphatically called George S. Kaufman's staging of it far and away the season's canniest song-and-dance direction. Robert Alda's contribution to it as the hard-shelled gambler who falls for the Salvation Army heroine wins him top debut honors. Vivian Blaine scored similarly in the debut column, while her runner-up is Isabel Bigley, who plays the afore-mentioned S. A. lass. Jo Swerling and Abe Burrows share top honors as its co-authors. In addition, Frank Loesser is this year's only double winner. Loesser's score for Dolls drew twice the vote tallied by Richard Rodgers for The King and I, and his lyrics art even bigger percentage than that polled by Oscar Hammerstein II for the latter show.

But Dolls' multiple wins can't outshine the reflected glory sustained by other fine musicals. Yul Brynner scores a really smash win for the best song-and-dance performance of the year in The King and I. Brynner's portrait of the barbaric potentate drew six times as many votes as Sam Levene's, Nathan Detroit, of Dolls, which was second choice. Doretta Morrow also gathered laurels for herself and the play with her moving performance of the little slave girl, a portrait which brings her a key and scroll as the best supporting actress.

Neither Jerome Robbins nor Jo Mielziner are exactly strangers to Donaldson Awards. Robbins won in 1945 and again in 1947 for dance direction of Billion Dollar Baby and High Button Shoes respectively. His choreography for King and I wins him a third key and scroll. Mielziner is a four-time previous winner for his settings. But formerly his laurels have stemmed from straight plays, Dream Girl (45), A Streetcar Named Desire (47), Death of a Salesman (48) and The Innocents (49). This year his background for King win him top slot in the musical division. Costume-wise, Irene Sharaff scores for the first time, and she does so handsomely, her brilliantly barbaric clothes for

BB Bows to Donaldson Committee; Aims, History of Kudos Reprised

NEW YORK, July 21.—Eight years ago The Billboard undertook the sponsorship of a unique series of annual awards for individual, seasonal achievement in the legitimate Broadway theater. The idea stemmed from the fact that all awards for theatrical achievements came from limited, frequently self-perpetuating groups and that the craftsmen of the theater as a

whole had little or no voice in the annual selection of best plays or personal accomplishment. Certainly the latter who work in and for the theater are best able to recognize true theatrical excellence. Accordingly, a system of awards was outlined which was and is remained unique since its inception. The project was named the Annual Donaldson Award in memorial to the late William H. Donaldson, founder of The Billboard and a particularly beloved figure in theater circles of a generation ago. It was begun and has been maintained (with a single purpose in view—to make possible annual accolades stemming solely from a completely democratic vote from all segments of the theater.

Obviously, it was essential that such awards, sponsored by a trade paper, must be free of the slightest taint of commercialism. The Billboard stipulated that no advertising be either solicited or accepted from winning plays or individuals in the awards, and the policy has been rigidly adhered to over the past eight years. The paper has merely assumed the responsibility for prizes, printing and tabulation costs and general administration. The Billboard has no ax to grind, save one of general

good will. Its part is simply a contribution to a democratic recognition of everything that is best in the theater.

Back in 1943 the first annual committee was drawn from prominent members of the theatrical trades, with representatives of The Billboard serving in an advisory capacity. The idea was met with enthusiasm. A suitably inscribed gold key, together with a scroll, was adopted as the official individual prize. A balloting program was mapped out whereby everyone having a part in the making of a Broadway season—from stagehands to producers—had a right to vote. The aim was to get the consensus of the people who know most about the theater—those who work in it and for it—in every sense the theater's own recognition of its own.

Eligibility List

It was agreed that in addition to his ballot each voter should form an eligibility list in booklet form, containing names and credits of all seasonal productions. Any listed play, actor or technician was declared eligible for honors in any of the 22 categories in which his contribution placed him. The ballots, of course, were (Continued on page 44)

Neither Jerome Robbins nor Jo Mielziner are exactly strangers to Donaldson Awards. Robbins won in 1945 and again in 1947 for dance direction of Billion Dollar Baby and High Button Shoes respectively. His choreography for King and I wins him a third key and scroll. Mielziner is a four-time previous winner for his settings. But formerly his laurels have stemmed from straight plays, Dream Girl (45), A Streetcar Named Desire (47), Death of a Salesman (48) and The Innocents (49). This year his background for King win him top slot in the musical division. Costume-wise, Irene Sharaff scores for the first time, and she does so handsomely, her brilliantly barbaric clothes for (Continued on page 44)

Runners-Up Share Heavily in Balloting

First Five Places Include "Season," "King," "Tattoo," Kingsley, Van Druten

Continued from page 43

March was next in line for his contribution to Autumn Garden. Coincidentally, March also was voted into fifth slot for his work in *An Enemy of the People*, with Louis Calhern just above him in fourth position for his fine portrait of King Lear.

Also noted elsewhere were the practically photo finish for best dramatic actress honors. Maureen Stapleton of *Rose Tattoo* came in second by a losing margin which should make her as proud as the winner, Uta Hagen. Pamela Brown (*Lady's Not for Burning*) was third in the running. Florence Eldridge (*Autumn Garden*) and Lili Palmer (*Heil, Book and Candle*) tied for fourth place, with Barbara Bel Geddes just behind them for her work in *The Moon Is Blue*.

Eliot Makeham of *Lady's Not for Burning* and Steven Hill of *Country Girl* followed winner Eli Wallach to the tape in that order for best supporting performance honors. Don Murray of *Rose Tattoo* was fourth and Charles Nolte (*Billy Budd*) and Jack Hawkins (*Romeo and Juliet*) drew a tie vote for fifth place.

Joan Loring (*Autumn Garden*) was closest contender to winner Phyllis Love (*Rose Tattoo*) for best fem dramatic supporting performance. Evelyn Varden was next for her performance in *Hilda Crane*. Elnor Griffiths (*Autumn Garden*) and Barbara O'Neil (*Affairs of State*) finished in a fourth place tie. Marion Seides (*Tower Beyond Tragedy*) was fifth.

Balloting for debut (actor) performances placed:

1. Clive Brook... *Second Threshold*
2. Robert Burton... *Lady's Not for Burning*
3. Cecil Parker... *Lady's Not for Burning*
4. Stella Aronow... *Second Threshold*
5. Stella Aronow... *Second Threshold*

Robert Sterling (*Green Bay Moon*) and Don Murray (*Rose Tattoo*) were tied for fifth place. Fem debut runners-up included:

1. Sarah Churchill... *Gameray Ghost*
2. Betsy Von Furstenburg... *Second Threshold*
3. Stella Aronow... *Second Threshold*
4. Stella Aronow... *Second Threshold*
5. Stella Aronow... *Second Threshold*

In the scenic department for straight plays, Boris Aronson's setting for *Rose Tattoo* was not rated too far behind Frederick Fox's winner for *Noon*. Third place went to the late Christian Berard for *School for Wives*. George Wakeovitch's *Ring Round the Moon* set got fourth approval and Oliver Messel's designs for *Romeo and Juliet* rated fifth in the voting.

In the costume sector, there was a sharp drop in tallies after winning tie by Oliver Messel and Casillio Ruth. Morley's clothes designs for *King and I* took second place, while the late Berard's designs for *School for Wives* were a few votes behind for third. Co-winner Oliver Messel was fourth choice for outfits for *Lady's Not for Burning*, with Robert O'Hearn right on his heels for costumes for *The Relapse*.

White, as noted elsewhere, *Gyps and Dolls* carried off better than half of the total vote as the best musical of the year, there were plenty of dissenters to put *The King and I* solidly in second place. Others liked *A Tree Grows in Brooklyn* well enough to root it into third position. Farther down the line were *Call Me Madam* for fourth, closely followed by *Make a Wish* in fifth position.

On the score of musical staging achievement, John Van Druten polled a hefty return for second place for direction of *King and I*. George Abbott's direction of *Tree Grows in Brooklyn* rated him in third, and he followed himself for fourth place for his staging of *Call Me Madam*. Direction of *Make a Wish* put John C. Wilson in fifth place.

As reported elsewhere, Yul Brynner's smash vote as the season's best musical actor put all competition in the shade. Sam Levene (*Gyps and Dolls*) was the next popular choice. Robert Alda (*Out of This World*) and Robbins scored again in fifth place for *Call Me Madam* dances.

Joe Mielziner's tally for his setting for *King and I* not only trebled his nearest competitor, but he likewise snared third and fifth

him. Johnny Johnston of *Tree Grows in Brooklyn* took fourth place and Melville Cooper (*Make a Wish*) wound up fifth.

Vivian Blaine (*Gyps and Dolls*), who of course won in the fem musical debut category, was a substantial second choice for best actress in a song-and-dancer. Ethel Merman (*Call Me Madam*) polled a third place vote, and Gertrude Lawrence (*King and I*) topped Nanneke Fabray (*Make a Wish*) for fourth slot.

Runner-up to winner Russell Nype (*Call Me Madam*) for best musical supporting performance by an actor was Stubby Kaye of *Gyps and Dolls*. Next in order were:

1. Nathaniel Frey... *Tree Grows in Brooklyn*
2. Sam Levene... *Gyps and Dolls*
3. Yul Brynner... *King and I*
4. Isabel Bigley (*Gyps and Dolls*) lost a neck-and-neck finish to take second place for the fem best supporting performance. Others in the running were:
1. Dorothy Sarnoff... *King and I*
2. Marcia Van Dyke... *Tree Grows in Brooklyn*
3. Helen Gallagher (*Make a Wish*) and Vivian Blaine (*Gyps and Dolls*) tied for fifth place.
4. Stubby Kaye (*Gyps and Dolls*) again took a second place, this time in the best musical debut sector. Johnny Johnston (*Tree Grows in Brooklyn*), polled third. Stephen Douglas (*Make a Wish*) was fourth and E. S. Pully (*Gyps and Dolls*) was fifth.

In the fem musical debut poll, Isabel Bigley (*Gyps and Dolls*) also scored another second place slot. Marcia Van Dyke (*Tree Grows in Brooklyn*) was third choice. Zelma George in a revival of *The Medium* was fourth and Dorothy Greener took fifth place for work in the revue *Razzle Dazzle*.

Ties studded the runners-up field in the male terping department. Harold Lang (*Make a Wish*) of course was a sock winner. Peter Gennaro (*Gyps and Dolls*) with about one-sixth of Lang's tally took second place. Thereafter, Eddie Rhine (*Gyps and Dolls*) tied with Lou Willis Jr. (*Tree Grows in Brooklyn*) for third. James Jamieson (*Briadoon*) and Ray Harrison (*Out of This World*) tied for fourth, and Tommy Hall (*Call Me Madam*) called it even with Arthur Partington, of the same show, for fifth.

Runners-up on the distaff terping side were:

1. Yuriko... *King and I*
2. Helen Gallagher... *Make a Wish*
3. Valerie Bettis... *Bless You All*
4. Michiko... *King and I*
5. Oscar Hammerstein II, five-time previous winner of Donaldson Awards for the best musical book, took second place this year for the *King and I* libretto. Betty Smith and George Abbott rated third for *Tree Grows in Brooklyn*. Howard Lindsay and Russel Crouse were fourth with *Call Me Madam*, and Dwight Taylor and Reginald Lawrence polled fifth for *Out of This World*.

Richard Rodgers, scorewise a three-time previous Awards winner, had to be content with second place this year for his music for the *King and I*. Other top tune-smiths were:

1. Arthur Schwartz... *Tree Grows in Brooklyn*
2. Irving Berlin... *Call Me Madam*
3. Hugh Martin... *Make a Wish*
4. As with his book, Hammerstein's lyrics for *King and I* made him a second place choice. Other rhymsters included:
1. Dorothy Fields... *Tree Grows in Brooklyn*
2. Irving Berlin... *Call Me Madam*
3. Cole Porter... *Out of This World*

There was sharp competition in the dance pattern field. Gower Champion, winner two years ago for choregraphy for *Let's Get It On*, was rated not too far behind this year's winner, Jerome Robbins, for second place. Champion devised the dances for *Make a Wish*. Close behind him in third slot was Michael Kidd for a similar chore for *Gyps and Dolls*. Hanya Holm took fourth place for *Out of This World*, and Robbins scored again in fifth place for *Call Me Madam* dances.

Joe Mielziner's tally for his setting for *King and I* not only trebled his nearest competitor, but he likewise snared third and fifth

'Noon,' 'Budd,' 'Dolls' Given Donaldsons

Continued from page 41

the Rodgers-Hammerstein musical make her an all-out winner.

As in Brynner's case there was no doubt from the earliest balloting as to legit's choice. On the best musical performance of the season by an actress, Shirley Booth's fabulous Aunt Cissy of *A Tree Grows in Brooklyn* was top choice from the beginning. As she did last year for her pathetic contribution in *Come Back Little Sheba*, so she scores this time in the musical field. Miss Booth gets song-and-dancer top acting award.

Best supporting performance honors for an actor go to Russel Nype, he of the horned-rimmed glasses and the crew-cut, of *Call Me Madam*. Dancewise, Harold Lang took a key and scroll for top stepping back in 1947 for *Look, Ma, I'm Dancin'*. Again he is the year's outstanding stepper for contributions to *Make a Wish*. One fem side the voters liked best the dancing of Janet Collins in *Out of This World*.

Conn. Gov. OK's Bard Project; \$1 Mil Needed

HARTFORD, Conn., July 21.—Gov. John D. Lodge has signed a bill authorizing incorporation of an American Shakespeare Theater and Academy of Connecticut, and empowering it to construct a suitable playhouse.

This is the nonprofit project sponsored by the big three of the theater guild—Lawrence and Mrs. (Armin) Marshall Langner, and Theresa Helburn. The incorporators' plans call for the construction of a million-dollar plant, dedicated to the stimulation of public interest in Shakespearean productions, altho repertoire will not be strictly limited to the Bard. No site has been definitely selected, but it is reported that the sponsors would like a waterfront spot.

According to Mrs. Langner, the project should get into operation next summer for an annual production season of four to five months.

Meanwhile, all that remains is a little matter of raising about \$1,000,000 via subscription and subsidy.

slots for designs for other productions. Ratings in order were:

1. Lemuel Ayers... *Out of This World*
2. Jo Mielziner... *Gyps and Dolls*
3. Raoul Pene du Bois... *Make a Wish*
4. Jo Mielziner... *Tree Grows in Brooklyn*

In the costume design category, Irene Sharoff's all-out victory was followed by a second place tie between Lemuel Ayers (*World*) and Alvin Colt (*Gyps and Dolls*). Raoul Pene du Bois was third for *Wish*. Irene Sharoff repeated for fourth place with *Tree Grows in Brooklyn*. Du Bois repeated for fifth choice with *Call Me Madam*.

It took 106 individual producers to put on the 87 new shows, and they employed the talents of 87 authors, Shakespeare and Olsen being among those most represented, with three each. For plays of foreign origin, five writers provided adaptations. In the musical district, 29 composers and 24 lyricists contributed to the season. And 15 dance directors laid out the choreographies. A total of 72 directors were employed to stage the new productions.

Backgrounds for the season's shows stemmed from 46 scenic designers, of which Ralph Alswang, Jo 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.

Fifty 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 Mancy and Dick Williams had eight each.

LEADERS SERVE ON 8TH DONALDSON COMMITTEE

1950-1951

- | | |
|---|---|
| Dennis King
For the Actors | Nanette Fabray
For the Actresses |
| Russel Crouse
For the Producers | Robert Coleman
For the Critics |
| Agnes de Mille
For the Dancers | Jerome Robbins
For the Dancers |
| Louis Simon
For Actors' Equity | Ben Irving
For Chorus Equity |
| Oliver Saylor
For the Press Agents
and Managers | John Effrat
For the Stage Managers |
| Morrie Seamon
For the Treasurers | John McDowell
For the Stagehands |
| Frederick Fox
For the Scenic Designers | Robert Byrne
For the Costume Designers |
- For The Billboard
Roger S. Littleford Jr.
William Littleford
Publishers
- Joseph G. Csisz
Editor in Chief
Robert Francis
Drama Editor

Sides and Asides

Peter Lawrence said last week that he had applied to the Hospital for Sick Children in London for rights to put "Peter Pan" on the road again. The title role this time would probably be taken by film actress Veronica Lake, who is currently touring the summer circuit in "The Voice of the Turtle" and "The Curtain Rises."

Robert Lewis who was to stage and produce Edward Caulfield's "The Idea" in association with the Playwrights' Company, announced last week that the project has been indefinitely postponed for the purpose of making script revisions. Taking first place in the Playwrights' attention, therefore, is Maxwell Anderson's "Barefoot in Athens," for which a leading man is still sought. —Louis Verneuil's new comedy, which is skedded to open at the Plymouth, New York, September 25, with Ginger Rogers starring, last week received the title, "Love and Let Love." Show

is currently in rehearsal on the West Coast under Verneuil's direction. "The Philemon Complex," L. Bush-Feteke's comedy to be presented by Richard Krauke in the fall, will have Robert Cummings in the male lead. Ann Sothern will play opposite. —The producing partnership of Herman Levin and Oliver Smith last week moved its headquarters to 444 Madison Avenue. More spacious accommodations, supposedly. —Eliana were finalized last week by Charles Harrow to present all-Negro legit attractions at the Apollo Theater in Harlem. Beginning August 1, Sidney Kingsley's "Detective Story" will be shown, with Sidney Poitier playing McLeod, which will be followed by "Rain," with Nina Mae McKinney in the lead. It may be worked out so that, after showing at the Apollo, plays will be taken to the Loew's Bedford in Brooklyn, and from there to a theater in Washington. —Hal

BB Bows to Committee

Continued from page 43

secret, with return postage guaranteed.

The plan took root at once, and in general there has been little deviation from its original set-up over the past eight years. The make-up of the committee changes somewhat from year to year, but always comprises the most prominent representatives of the crafts.

In the 1945-46 season the current committee added five more categories to the ballot for a total of 27. This was done to stimulate interest in new writing and performing talent and included authors with a play reaching Broadway for the first time, and male and fem debut performances in both drama and musical divisions. Various minor adjustments for more efficient operation have been made from time to time, but the essential aim and purpose of the project has been strictly adhered to.

Annually some 6,000 ballots are distributed to the voters, directly to the theaters in which they happen to be working and via their

various trade unions if they are not employed. Nearly half this number are returned for tabulation, a tally which gives a pretty fair cross-section of theatrical opinion and one which naturally carries along with the key and scroll a broader personal meaning to the recipients than honors conferred by any group of self-appointed. Such is the means and end of the Annual Donaldson Awards.

The *Billboard* takes this opportunity for an eighth time to thank a Donaldson Awards committee for its splendid support, and also the various theatrical trades for their assistance in reaching the voters. As usual, particular thanks are due to the stage managers of the Broadway productions and to John Effrat, who again represented them on the committee, for their exceptionally prompt efforts in collecting and filing the ballots of their respective casts.

Detroit Grips Elect Hamilton

DETROIT, July 21.—Lester B. Hamilton, of the United Artists Theater, was re-elected president of stagehands' Local 38, International Alliance of Theatrical Stage Employees. Other officers are: Vice-President, Clarence Appar; Hollywood Theater, and Dennis William Allen. WWJ-TV, secretary-treasurer, Sidney L. Day Sr., United Artists Theater; corresponding secretary, Douglas Wandrei, of Royal, Norwest and Varsity houses; business representative, E. Clyde Adler, Michigan Theater, and sergeant at arms, Edgar McMillen.

Allen's election marks the first time either a radio or television man has held office in this old craft local.

Dramatic Routes

Gyps and Dolls (Chicago) San Francisco, Mr. Roberts (Baltimore) Los Angeles, Moon Is Blue (Wagler) Chicago, South Pacific (Shubert) Chicago, Three Wishes for Jamie (Philharmonic) Los Angeles.

Highlight Reviews

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

Broadway Opening

TWO ON THE AISLE

(Opened Thursday, July 19)

Mark Hellinger Theater

A revue. Sketches and lyrics by Betty Comden and Adolph Green. Music by Julie Styne. Book by the authors. Dances by Vesela Stetla and Ruthanna Boris. Musical numbers staged by Ted Chapin. Settings by Howard Bay. Costumes by Joan Burrows. Musical direction, Herbert Green. Orchestration by Phillip Lang. Dance music arranged by Christopher YOUNG. Musical director, Joseph Harris. Stage manager, John Gola. Press representatives, Nat Dorfman and Fritz Dorfman. Presented by Arthur Lesser.

CAST: Bert Lahr, Dolores Gray, Collette Marchand, Lela Lee, Jeanne Desjardins, Robert Gallagher, Larry Lawrence, Arthur Rubin, Walter Kalin, Frank Reynolds, John Kelly, Paul Lyday, Jeanette Aronson, Alan LeRoy, Richard Gray, J. C. McCard, Vera Lee, Gloria Danly, Margery Reddow, Jane Mason, Kathryn Mlynek, Arthur Arney, John Ray, Peter Kelly, Dell Parker, Mira Stefan, Paul Lyday, Betty Buxley, Gloria Danly, Fred Bryan, Dorothy Stridger, Patricia Tobin, Lella Martin, Charlotte Van Lede, Oren Evans, Rosanna, Elizabeth Taylor, Arthur Rubin, Doris Goodwin, Gordon Hamilton.

CHANGES: Marion Lauer, Lella Martin, Beverly McRadden, Leslie Perry, Peggy Reiss, Carol Sawyer, Joanne Suller, Julie Williams, Joan Allen, Arthur Arney, Fred Bryan, Buford Jasper, Walter Kalin, John Ray, Arthur Rubin.

DANCERS: Jeanette Aronson, Margery Reddow, Betty Buxley, Gloria Danly, Dorothy Stridger, Doris Goodwin, Vera Lee, Jane Mason, Paul Lyday, Jeanette Aronson, John Kelly, Paul Lyday, Arthur Rubin, Frank Reynolds.

SHOWBILLS: Gregg Evans, Rosemary Tyler, Dell Parker, Mira Stefan, Jeanette Aronson, Charlotte Van Lede.

SONGS: "Baby Like Me," "Hold Me Tight," "East River Hip-Down," "There Never Was a Baby Like My Baby," "If You Hadn't, But You Did," "Catch Our Act," "Ever-Lasting," "Olive Laidie," "Get a Little Love," "New Will We Know."

Continued from page 3

but Aisle has further assets. Julie Styne has written some light, pleasant tunes, eminently suited to summer fare. How Will It Know, Everlasting, and There Never Was a Baby Like My Baby have catchy melodies, and If You Hadn't, But You Did is a real, bank-up, specialty. The Green Comden lyrics to go with them are smart without ever being smart-aleck.

Dancewise, also, Aisle has the services of Collette (Les Legs) Marchand, who possesses two of the handsomest props any production could want, and the nimble hoofing of J. C. McCard and Vera Lee. Valerie Betts has laid out some extremely effective stepping patterns for them but Ruthanna Boris provides a sequence that is not so good.

And certainly to be mentioned is the contribution of Elliott Reid whose satire of the recent Kefauver hearings comes close to being a show-stopper. Reid's work is a splendid combination of mimicry and comedy timing.

Abe Burrows' over-all direction has given the revue about everything it needs, fast pace and a nice balance of comedy song and dance. Producer Lesser has provided handsome gals, lush settings by Howard Bay and colorful body-draping and sufficient undraping by Genevieve Peronette, to give it summer flavor. The Hellinger looks to have a solid hot-weather tenant. Bob Francis.

Foreign Review

STORKS DON'T TALK

(Opened Wednesday, July 11)

Comedy Theater, London

A comedy by Charles Lincoln. Staged by Kenneth Law. Book by Vic Zerkow. Scripted by Bernard Odman. Productions for Stork Entertainment, Ltd. Produced by Billy Pollock.

Address: Barbara Fitcher, Penny, Pauline Johnson, Gloria Cavendish, Joan White, Prince Igor Ignorovitch, Mischa Auer, Madge Bertlett, Brenda Walter, Colcord Ransbottom, Geoffrey Hammond, Eric Cavendish, who was played The Professor, John Loggden, Steve Clancy, Bill Hays, Signor (Honey) Wolfe Martin.

Some foresight of things to come at the Comedy Theater had the audience fledging and coughing in a very restive way as they waited the 15 minutes or so after the published time before the curtain rose.

When it did there was an immediate rash of coughs and sneezes. Those sensitive gallery gods had this one passed for a stinker. They were right. Here was Mischa Auer, roguish and glib, doing what he has so often done in the movies, and very welcome over here. But

Coast Houses Get Well With Melo Features

HOLLYWOOD, July 21.—Melodrama-olio stage fare is doing solid business. The Drunkard, at the Theater Mart, and Turnabout Theater, celebrating their 18th and 10th anniversaries, respectively, this month, have been playing to virtually full houses since opening. A third such house, Carousel Theater, is in its second year. All three houses combine shows with food and drink which is included in the price of admission, ranging from \$3.30 to \$2.40 top.

Zucca's Opera House, formerly the Meadowbrook and before that Casa Manana, tried for years to find the right entertainment medium and finally came up with a melo-olio type show, reaping strong profits until fire gutted the Culver City spot two years ago.

Drunkard, most renowned due to its length of performance, caters to the tourist trade and plays to capacity (351) during the summer months and better than 75 per cent the rest of the year. Running seven nights a week, spot serves beer, root beer, sandwiches and coffee for \$3.30 and \$2.80 on weekends. \$2.60 and \$2.30 during the week. Mildred Ise, who purchased the theater in 1933, produces.

Turnabout Theater, ending its 10th year operates on a similar sked. Unique feature of the house is that during intermission seats are reversed and the first row becomes the last—hence the name Turnabout. First half of the show is devoted to puppets, latter to olio.

Carousel, newest of the houses, only serves drinks and is dark on Mondays. Tom Papich is the owner-op. All theaters of this type, besides being a must for visitors, draw from the teen-age population as the olio shows are one of the few night haunts where teenagers can see a show for a reasonable price and still have soft drinks. Theaters also make a practice of selling out the house to clubs and other civic orgs, which gives both owner and club a chance to make a profit.

Salt Lake Fete Hires Cotten

SALT LAKE CITY, July 21.—Movie star Joseph Cotten will replace Claude Rains as narrator of Sands and Stars, the music drama to be produced July 24 in Salt Lake City in celebration of the arrival of the first Mormon pioneers in Salt Lake Valley.

Rains was signed late last week for the role. A announcement that Cotten will substitute was made Monday (16) after Rains advised Pioneer Days officials here that he will be unable to appear because of illness.

The play—written by Charles Lincoln, half-British, half-American and one-time USAAF colonel—was an all-time low in tasteless nonsense.

It's plot—if any—had something to do with a young musician being carried about which side of the blanket he was born on. And that seemed to worry the rest of the cast, too, the audience was in no doubt at all from the first moment it saw him.

Cast Calls Aptly At one time the gallery broke into a slow handclap. There were frequent boos, and whenever a line in the play had any slight reference to the present, there was a carried about which side of the blanket he was born on. And that seemed to worry the rest of the cast, too, the audience was in no doubt at all from the first moment it saw him.

So the evening dragged on. In the intervals there was sympathy for the actors, who hadn't really got anything heavy enough on the stage to defend themselves with. But consensus was that if they did retaliate, it should be on author Charles Lincoln, who was wandering around leaning on a stick, clapping anyone who would listen and saying he hadn't really expected show business to be as rough as this. It seems he had put this one passed for a stinker. They were right.

Here was Mischa Auer, roguish and glib, doing what he has so often done in the movies, and very welcome over here. But

DETROIT FESTIVAL

Lavish Spec On 'Freedom' Pulls Heavily

DETROIT, July 21.—City of Freedom, which opened an 11-day run Friday (13) at the University of Detroit Stadium as the spotlighted feature of the City's 230th Birthday Festival, is drawing around 14,000 nightly at a scale of \$3.60 to \$1.20.

Flashback technique, off-stage symbolic narrators, a total personnel of 1,200 (with actual cast of 700) and history in an allegory of prayer and aspiration contrasted to indifference and positive evil—these are some of the principal ingredients welded into a generally well-united whole.

The story is Detroit's history. The drama is the conflict of originally inchoate democratic hopes and the personified "menace"—enslavement by kings, false leaders, race hatreds, materialism—over nearly three centuries. Intricately written, it has a powerful continuity.

Under the direction of Father Daniel A. Lord, S. J., Freedom demonstrates that a civic spectacle can be turned into a production with entertainment value comparable to a standard musical.

Mass Effect Mass action was generally on an inclined stage about 30 by 70 feet, with a large upper stage about 30 feet higher for some action, and three carefully-positioned intermediate stages. Despite the huge cast, only 50 to 75 were used at a time except in the finale. Speeches were used economically, but each of numerous groups of dancers, grouped "extras," and "living scenery," was thoroughly trained in its own routines, instead of having to learn a large repertory indifferently.

Music was of thoro professional stature, with a few numbers of memorable quality, notable One Great Town and Once in a Lifetime. The heavy musical burden was carried with skill by the Don Large Chorus.

Careful selection and training of individual solo artists in vocals, ballet and other specialties helped to establish the essential quality of the production. Recordings were used in a few brief spots with point to meet a few stage problems. The choreography, upon which the whole relied heavily, was excellently conceived, and costuming was eye-catching and interesting.

Barbara Perry Gets 'Zip' Lead

HOLLYWOOD, July 21.—Barbara Perry, whose last Coast engagement was at the Coconut Grove in December, this week snaggled the lead in the new musical, Zip Goes a Million, produced by Enke Littler. Galloves Saturday (2) on the Queen Elizabeth for London to begin rehearsals.

Miss Perry's last screen credit was I Was a Male War Bride. She was in Broadway's Happy as Larry, with Burgess Meredith.

Maugham Preem Opens W'port Club

WESTPORT, Conn., July 21.—The White Barn Club Theater, owned and operated by Lucille Loriel, opened for the season Sunday (15) with the American premiere of W. Somerset Maugham's Loves and Fishes.

Production was directed by Stefan Zacharias, and the cast included Mary Barclay, Dan Kustner, Judd Mathison, Judith Taylor, Judd Blackburn, Stuart McIntosh, Ursula Campbell, Charles Brown, Isabel Robins, Paul Shyre, Phoebe MacKay and Fran Benton.

Out of Town Review

WHILE THE SUN SHINES

(Opened Tuesday, July 19)

Chapel Theater, North Hollywood, Calif.

A comedy by Terence Rattigan. Directed by Charles Keane. Produced by Joseph J. and Anna Keane and by special arrangement with Samuel French. Press, Jeannette Baird.

Cast: Terence Rattigan, Frank Brittain, Earl of Harwood, Gladys Lehman, Lillian Wald, Nancy Lively, Lady Elizabeth Randall, Nancy Howard, The Duke of York, Bill Hayes, Leonard Culbertson, Guy Chouinard, Mabel Cross, Laura Douglas.

Joseph, Anna and Charles Keane's directing and producing abilities were unveiled at San Fernando Valley's new Chapel Theater. Initial offering, While the Sun Shines, is an entertaining fare and indicates the Valley has a promising theater in its midst. Terence Rattigan's three-act farce has one amusing situation after another, but average acting talents keep the comedy from achieving potential heights.

Action moves swiftly and with actors who are good at both loud and subtle humor, first showing would have registered better than it did. Stars, consequently, American flyer who is befriended by an English Lord, both on leave in London. A mix-up is created whereby the Lord, thinking the Lord's fiancée is a gal coming to their apartment to entertain him, mistakes love for the fiancée. Lord's gal, who gets tipsy during the romantic proceedings, believes she doesn't love her boy friend. Latter then proposes to his mistress, originally intended for the American. With the aid of the Lord's intended father-in-law and a French officer, things work out to the delight of all. Scene between Guy Lively and Nancy Howard is one of play's best.

Laura Douglas' sultry portrayal of the mistress is commendable. Bill Hayes, as the father's elderly father, is good. Lively had his moments. A single set was used to good advantage.

Joe Bleeden.

Wis. Silos Hit Record Dozen Thruout State

MILWAUKEE, July 21.—Wisconsin silvicultivists are blossoming as a result of the successful growth of several outstanding groups in recent years. This year's schedule shows close to a dozen operations scattered thruout the State.

Leading the pace, and in their 12th consecutive season of work, the Port Players, whose headquarters are at Oconomowoc High School, started off with Good Housekeeping. Group has scheduled 10 plays, including Laura, Snafu, Mistress Mine, Ghost Train, The Happiest Years, Dream and Variation, Born Yesterday, Goodbye, My Fancy, and The Show-Off. Back this season are vet Jeanne Dixon, Gerry Fleming Ryan, Bruce Kanitz, Priscilla Towers, Wendell Whitten, William Hughes and Charles North.

Robert Friedel heads the Hayloft Players for a second season of arena style productions. An unusual schedule here calls for leading off with Importance of Being Earnest, followed by The Curious Savage, Twelfth Night, Dirty Hands, A Phoenix Too Frequent and Hope Is the Thing With Feathers. Players are Robert Pittman, Charles Dicketts, Dolores Wozdala, Dorothy Downey, Jane Gottschalk, June Ploetz, Gilbert Shine, Gerald Hixon and Dan Stowell. Tom Billings is business manager.

The Cedar Players tread the boards at Gonings Resort, Big Lake. West Bend, giving George and Margaret, You Can Take It With You, For Love or Money and The Chinaberry Tree. Company managers are Robert Wichl, William Berg and Tom Muenritsch.

Pinpoint Players at Elkhardt Lake have a busy 10-play schedule including Present Laughter, Cuckoos on the Hearth, Yes, M. Lord, The Torch Bearers, An Inspector Calls, The Curious Savage, Room Service, The Little Fizzes, Harvey and Come Back Little Sheba. The Beifry Players at Williams Bay have done Mr. Barry's Etch-

'Fledermaus' to Tour for Met As AGMA Yields

NEW YORK, July 21.—There will be a tour of Die Fledermaus under Metopera auspices, starting September 24 in Philadelphia. The toe-to-toe slugging match between Actors' Equity and the American Guild of Musical Artists, which has been carried on during the past weeks over union jurisdiction of the tour, came to an end Monday (16), when AGMA withdrew its claim on the basis that "the harmony which must prevail among all sister unions must transcend the legal claims and rights of one such union."

AGMA's move would appear to be a belated bow to the discussion of the international board of the Associated Actors and Artists of America (4 A's), the parent union, awarding jurisdiction of the Strauss operetta to Equity, but without admission that AGMA was wrong in its claim.

Reginald Allen, executive administrator of the Metopera was delighted with AGMA's decision to contest the issue no further, and said that plans for the 98-artist-technician touring troupe will now be completed.

An Equity statement expressed similar gratification. Conferences were resumed during the week with Allen to complete the set-up of the troupe under Equity jurisdiction.

Wash. Legit Scene Bright

WASHINGTON, July 21.—The legit theater picture in D. C. is brightening. The 250-seat Arena Stage is nearing its first anniversary with a halo of moderate success as Washington's only year-round legit house. The Gayety, which has had a couple of good seasons, is planning to reopen next fall after a summer closing, with an attractive repertoire led off by a new play written by Louis Verneuil and starring Ginger Rogers. The play is still unnamed.

Meanwhile, rumors persist that the National Theater will again open for legit. The National closed to legit in July, 1948, after Actors' Equity refused to perform so long as the theater maintained a policy of racial segregation. It is rumored that Marcus Heiman, lessee of the National, is reconsidering the possibilities of operating on a non-segregated basis now that both the Arena and Gayety have scored successes. The National has been running as a motion picture house during the past two years.

Path of our fathers, the National's Sesqui-Centennial's symphonic drama staged in the Carter Barron Amphitheater, is in the black. The strawhat theaters in the D. C. area have operated this summer with only fair drawing material.

The Arena celebrates its first anniversary August 18. The theater prides itself on achieving both low prices and continuous employment for 14 actors and technicians for one year. Each of the Arena's 250 seats sells for \$1.90 evenings and \$1.50 matinees. Although the Arena is a non-Equity company, its permanent actors receive Equity wages and, while the operation is small, it has opened the eyes of the theater world toward the possibilities of more legit in the nation's capital.

ings and are also billed to do an original play by William Dickey. Milwaukee's Norman Players, guided by Norman Komassa, have gained the sponsorship of the Milwaukee County Park Board and will work arena style plays in Washington Park. Apple of His Eye was their opening drama. Cast of this season will include Clyde Miller, Rex Ellen Moore, Gerald Straka, Lois Oldenburg, Michael Sheridan, Carol Bruss, Carol Rains, Thomas Collins, Mary Leibrock and William Wahl. Goodbye, My Fancy was the opener for the 17th season of the Peninsula Players of Fish Creek, Wis.

Another active group, The Linden Circle Theater, operates at Hartford and their first two plays are Private Lives and The Man Fledging Racine Summer Theater group, has chosen Claudia and Penny Wise for its tee-off.

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GET FOUR FOR FOUR

Twin City Kids, in Winning Habit, Romp at Alexandria

WASHINGTON, July 21.—Twin City Skating Club, Elizabeth, N. J., for the fourth time in four years skated off with the Jean B. White national club challenge trophy for artistic events at the 10th annual roller skating championship of the United States Amateur Roller Skating Association held July 2-7 at Alexandria (Va.) arena. Twin City retained possession of the trophy despite fierce competition from the Earl Van Horn Club, Mineola, N. Y., which came in second.

This meet, sponsored by The Alexandria Gazette, produced the highest skating standards and the greatest number of entries in any year. More than 400 skaters representing 160 clubs entered as compared to approximately 290 skaters the year before. Moreover, five new States—Louisiana, Texas, New Hampshire, North Carolina and Rhode Island—were represented, bringing the total number of States competing to 17. The 47 events attracted some 500 fans, including 200 parents of contestants.

The three-year-old Alexandria Arena, managed by Ralph H. Canary, spans a skating floor 100 by 200 feet. The arena is one of the show places of Alexandria. The sponsor is the oldest daily newspaper in the U. S.

Artistic standards were particularly high among juveniles and novices. Juvenile Judy Snyder, Mineola, N. Y., scored especially well, coming in first with Mineola's Donald Smith in juvenile dance, and first again with Mineola's Larry Seegott in juvenile mixed pairs. She also skated second in juvenile girls' singles, bowing to Susan Lesnie, Mineola.

The meet also scored three speed records. Alexandria's John Bernhard set a new record of 46 seconds for 440 yards for intermediate boys; a second record of one minute and 30 seconds for 880 yards, and three minutes and two seconds for the mile. Edward Horan, Elizabeth, N. J., raced 440 yards in 49 seconds; 880 yards in one

minute and 29 seconds, and two miles in six minutes and one and a half seconds in the junior men's event. The junior ladies' speed meet also captured a new record with Ellen Hughes, Bladenburg, Md., skating 440 yards in 49 seconds; 880 yards in one minute and 37 seconds, and one mile in three minutes and 12 seconds.

More than 500 skaters, fans and friends were blessed with breezy, unseasonably cool for this Southern town, during a victory ball July 7 in the Terrace Room of the near-by Washington National Airport. USARA President George F. Apalde presented trophies to the following winners:

Results:
 Juvenile girls' singles: Susan Lesnie, Mineola, N. Y.; Judy Snyder, Mineola; Dawn Brown, Trenton, N. J.; Betty Holland, Bladenburg, Md.; Margaret O'Donnell, peripatual national trophy; George Boncorre, Hackensack, N. J.; Semanuel Commandeur, Jr., Bayonne, N. J.; Larry Segott, Mineola, N. Y.; Juvenile boys' singles: Donald Smith, Mineola; Judy Snyder and Donald Smith, Mineola; Beverly Dumakes and Thomas McCaffrey, Alexandria; Raymond Wright and Raymond Beard, Plymouth; Trophy: Mattias and Harold Klein, national challenge trophy; Trophy: Juvenile mixed pairs: Ruth and Edna Breda, Trenton, N. J.; Judy Snyder and Larry Segott, Mineola, N. Y.; Trophy: Cololo and Emanuel Commandeur, Bayonne, N. J.; Susan Ann Cole and George Boncorre, Hackensack, N. J.; Juvenile boys' speed: Paul Kielick, Washington; Leland Tristram, Bladenburg, Pa.; Chuck Sva, Bladenburg, Md.; Juvenile girls' speed: Penny Thoms, Stockton, Calif.; Alice Rae Beattie, Bladenburg, Md.; Elizabeth Reiman, Bladenburg, Pa.; Novice ladies' singles: Margie Adair, Trenton, N. J.; Barbara Marshall, Waterville, Me.; Audrey Raman, Mineola, N. Y.; Trophy: Loreta Neuhil challenge trophy for novice ladies' singles: Novice men's singles: trophy donated by William Brewer Jr., Billy Ferrara, Plymouth, Mich.; Gary Bradley, Monterey, Calif.; Robert Taylor, Bladenburg, Md.; Novice dance: Louise Smith and Joseph Catrone, Mineola, N. Y.; Irene Schneider, Bladenburg, Md.; Edward Horan, Bladenburg, Md.; Barbara Kemonian and James Mayne Jr., Plymouth, Mich.; Trophy: Novice mixed pairs: trophy donated by Orrville Godfrey.

Novice ladies' pairs: Ruth Henrich and Joan Ann Mineola, N. Y.; Ruth Henrich and Myrtle Epsy, Stockton, Calif.; Margie Maurer and Doris Williams, Elizabeth, N. J.; Novice mixed pairs: Beverly Lewis and Ray Harbuzak, Beattie, Bladenburg, Md.; Lema Durban and Tom Kalkunskog, Plymouth, Mich.; Trophy: Intermediate challenge trophy for novice mixed pairs: Novice men's speed: Edward Swartz, Alexandria, Va.; Gary Bradley, Plymouth, Mich.; Peter Mangano, Mt. Vernon, N. Y.; Novice women's speed: Joan Hebeck, Alexandria, Va.; Sue Ann Perrotti, Plymouth, Mich.; N. J.; Heather Wright, Plymouth, Mich.; Intermediate girls' singles: Joyce Boncorre, Hackensack, N. J.; Dorothy Cummings, Stockton, Calif.; Jane Thuman, Mineola, N. Y.; Trophy: Intermediate ladies' singles challenge trophy donated by Skating Researchers.

Intermediate boys' singles: James Magre Jr., Plymouth, Mich.; Jack Friction, Beattie, Omar Dunn, Waterville, Calif.; Trophy donated by Bulch Taylor.

Intermediate dance: International social challenge trophy donated by Ruth Schulte and John Daddato, Shirley Beavers and Jack McKeown, Waterville; Rosemary Harrell and Pete Koehn, Paramus, N. J.; Renee Ryan and Mel Warren, Mineola, N. Y.; Intermediate mixed pairs: Joyce Boncorre and James Chobanian, Hackensack, N. J.; Barbara Seares and Billy Ferrara, Plymouth, Mich.; Lee Reed and Ronald West, Bayonne, N. J.; Intermediate four: Stockert, Critchton, McCormack and Heister; Paramus, N. J.; Shmuel, J. Wilber, Monteferrante, Elizabeth, N. J.; Richter, Barliouca, Ruberfor and Prather, Beattie; Intermediate girls' speed: Lela Hadden, Bladenburg, Md.; Nancy Taylor, Alexandria, Va.; Adele Marx, Patterson, N. J.; Trophy donated by Skating Researchers.

Intermediate boys' speed: John Bernhard, Alexandria, Va.; Albert Schwertz, Mount Vernon, N. Y.; Donald Davis, Patterson, N. J.

Junior men's singles: Frank Henrich, Mineola, N. Y.; Jack Friction, Paramus, N. J.; Richard Anderson, Hackensack, N. J.; Trophy donated by Earl Van Horn Dance and Figure Club, Mineola, N. Y.; Elizabeth, Barbara Trayer, Mineola, N. Y.; Margaret Myers, Mineola, N. Y.; Ruth Henrich, Mineola, N. Y.; Trophy donated by Ed J. Von Hagin.

Junior dance: Ruth Bonitis and John Hadden, Elizabeth, N. J.; Cathy Bradley and Edward Kanski, Mineola, N. Y.; Elizabeth and Tony Giovedano, Mineola, N. Y.; Trophy by America on Wheels, Elizabeth, N. J.; N. J. Junior mixed pairs: Ruth and Frank Henrich, Mineola, N. Y.; Barbara Trayer and George Henrich, Mineola, N. Y.; Bonita and John Hadden, Elizabeth, N. J.; Trophy donated by Skating Researchers.

Novice ladies' speed: Ellen Hughes, Bladenburg, Md.; Sarah Zamataro, Florham Park, N. J.; Merle Sweet, Washington, D. C.; Dorothy and Albert Dahl, Elizabeth, N. J.; Donald Phillips, Hackensack, N. J.; Jack Becker, Bladenburg, Md.; Senior ladies' speed: Louise Leiby, Elizabeth, N. J.; Diane Lenosotti, Elizabeth, N. J.; Irma Brown, Sand Lake, Mich.; Trophy donated by Inez and Earl Van Horn, Mineola, N. Y.; Senior men's singles: Jude Cull, Elizabeth, N. J.; John Hadden, Elizabeth, N. J.; Ronald Johnson, Worcester, Mass.; Trophy donated by William Holland, Bridgeport, Conn.

Senior dance: Ann Bridger and Edward O'Donnell, Mineola, N. Y.; Wilber, Springer and Charles Love, Mineola, N. Y.; Audrey Mallette and Harold Hook, Hackensack, N. J.; Trophy by Gladys and George Werde, Senior mixed pairs: Charlotte Ludwig and Jude Cull, Elizabeth, N. J.; Don and Alida Dahl, Elizabeth, N. J.; Shirlee Ludwig and Jack Prange, Elizabeth, N. Y.; Trophy donated by The New York Journal-American.

Senior ladies' pairs: Mary Louise Leiby and Chesette Ludwig, Elizabeth, N. J.;

Ice Capades Bows In Atlantic City Convention Hall

ATLANTIC CITY, July 21.—John H. Harris' Ice Capades opened at Conventic Hall last night (20) and will continue nightly until Labor Day, after which the show will go on the road taking in arenas and auditoriums around the country.

Production features more than 20 acts, headed by Donna Atwood and Bobby Specht. In the cast are the Old Smoothies, Jackson and Lynam, Patti Phillippi, Alan Konrad, Johnny Lettingarver, Don Bearson, Jean Soak and Ted Roman, Gil and Tuffy McKellen, Ken Mullen and Ed Raiche, Paul Castle, Helen Davidson, and Bobby and Ruth Maxson. Highlight of the show is an adaptation of Sigmond Romberg's Student Prince.

Cast of 40 voices is headed by Ken Carson and Norma Larson, with lead roles handled by Orrin Markhus, male half of the Old Smoothies team; Herbert Cowman, Frank St. Amant, Helen Davidson, Alan Konrad and Joan Comerford.

Heidelberg Arena To Seat 6,000

HEIDELBERG, Pa., July 21.—Roller derbies will be staged at Heidelberg Raceway, reports Charles Paul, president, Heidelberg Sports Enterprises, Inc. Raceway is completing a new arena to seat 6,000.

Heidelberg location is 10.6 miles from downtown Pittsburgh, has bus stop and trolley service to the gate, parking accommodations for 5,000 automobiles, and unobstructed view of the arena.

Top specialty acts and bands are to be booked. Raceway has quarter-mile and half-mile tracks for stock car racing. Thursday (21) events pulled \$,500. Besides Paul, officers are H. F. Guenther, first vice-president; Carl Volkwein, second vice-president; and George Brotherton, secretary-treasurer. Jimmy Jordan handles publicity.

Miller to San Antonio

SAN ANTONIO, July 21.—Ice professional for the summer at San Pedro Park Ice land will be George C. Miller, who is in his third season at Hershey (Pa.) Figure Skating Club where he is winter professional. Sessions at the rink are being held every night from 8:30 to 10:30 with matinees Wednesday thru Sunday.

ARENAS AND AUDITORIA

Steinman Pacts Foreign Talent for Skating Show

By DAPHNE (DEE) POLI
 WHITE PLAINS, N. Y., July 21.—Harold Steinman's roller skating show, Skating Vanities, which this season will celebrate its 10th anniversary, will open with several new non-skating acts, as well as foreign skating champions, the result of a talent round-up made while Steinman and the Vanities were in Europe.

In Germany, Steinman signed Lothar Mueller, rated as Europe's foremost ballet, acrobatic and figure skater. In Belgium, Van Gompel, a leading comedy-styled performer on skates and the skating team of DeVos and Peperman were contracted.

Elvira Collins and Fernand Leemans, 23 and 25, respectively, were either as a team or individuals hold 35 titles, also were signed. They had been starting in a Scandinavian skating revue which toured Norway, Sweden, Denmark, Egypt, India, Singapore, Hong Kong and throught Europe. Collins and Leemans have been working together for 13 years on rollers and ice.

A non-skating comedy knock-about team from Australia, the Irma Brown and Arline Wana, Sand Lake, Mich.; Doris De and Frieda Krause; Elizabeth N. J. Trophy donated by Melchior Andrew Lioyack, Paramus, N. J.; Senor Luis, Mineola, N. Y.; Wilber, Elizabeth, N. J.; Johnston, Theigen, Ludwig and Frank, Elizabeth, N. J.; Kuhn Johnson, Hackensack, N. J.; Trophy by Skating Researchers; Trophy donated by Charles Hime Jr., Senior ladies' speed, Marie Orosco Mount Vernon, N. Y.; Ed and Alida Dahl, Elizabeth, N. J.; Jean Kielick, Washington. Senior men's speed, Burton Speed, Hackensack, N. J.; Carl Lettler, Patterson, N. J.; Bob Terry, Washington. Trophy donated by America on Wheels.

Ice-Pops New Lynn Gimmick

LYNN, Mass., July 14.—Ice-Pops an operation combining light classical music with exhibition and public ice skating, will be unveiled Friday (27) at the Sports Arena here, with the events to continue each Friday, Saturday and Sunday night for 15 evenings.

The idea has worked successfully in St. Paul, and it will be the scheme's East Coast premier here. Phil Saltman, Boston has been appointed musical director, and Lillian Tribby will be skating director. Guest conductors and soloists will participate, with a 50-piece orchestra supplying music.

Sports Arena will set up an ice rink 150 by 52 feet, surrounded on three sides by tables each seating eight persons and on the fourth side by a stage. Refreshments, including light wines and beer, will be served by uniformed waitresses. Seating capacity is 1,852. Prices will be sealed at 50 cents, \$1 and \$1.50.

Public skating sessions will be held July 23 thru August 26 from 9:30 a.m. thru 11 p.m.

Flood Hits Arena

Continued from page 1

ing the projection equipment. B. & L. Concessions, which headquarters here, suffered losses at three city-operated parks—Ripley, Garfield and City—with the water at some places rising to 20 feet, completely submerging the concession buildings. None of the stock or equipment had been removed.

At Topoka, the Kansas Free Fair, situated on a high level close to the heart of the city, escaped damage and its plant was pressed into use by relief agencies. Its buildings were converted into warehouses to store furniture and fixtures of evacuated persons and also to protect supplies of packing and business firms of the area.

Furniture and fixtures of some 2,500 persons driven from the flooded area of the city were stored at the fair plant, according to Maurice Jencks, fair's secretary. About 400 to 500 automobiles also were given temporary storage space on the grounds. Army and Red Cross headquarters, established early at the Topoka fairgrounds, continued in operation, with Jencks giving high praise for the manner in which they had jumped in to handle the situation.

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Roadshow Rep

DOC G. L. DANVERS comes thru with the following from Hickey, Idaho: "I've been working my two-cast novelty show on many streets in busking fashion when halls are not available. Outside of long jumps, this section is good show country." Danvers makes his home in Pendleton, Ore., during the winter and works around that sector. Danvers was with Kickapoo shows and also was in advance of 10-20-30 shows years ago. He'd like to see something here concerning the Bubba Comedy Company, which operated out of the East. . . . John D. Finch, a member of the old Billroy's Comedians, advises that Tom Hutchison, also a former member of that unit, is not across the great divide as rumors would have it. "As Mark Train said it, 'The reports of his death are greatly exaggerated.' He makes his home here with his son, Tom Grant and family." Finch writes from Los Angeles. "Jack and his daughter also reside here, as do Dolly and Al Crites, Norval and Phyllis Roberts and James F. Stone."

WALTER DOWNING, who has been presenting feature pix for a number of years, is in Helena, Mont., with a store and platform show. Downing says that he wasted years in the Middle West, but that he's now spotted to get some money. "It's rough out here, but a trained showman can get the dough," he concludes. . . . Numerous friends of Arthur V. Palmer, former musical director for the Obrecht Sisters and Johnnie Sullivan's Stock Company, and prominent hotel operator paid respects to his memory at funeral services in St. Michael's Church, Stillwater, Minn., recently. Palmer, widely known in rep and tent show circles, was owner-manager of the Lowell Hotel there at the time of his death, which resulted from a heart condition for which he had been under a physician's care for more than two years. His widow, the former Nell Obrecht, and a son, Lt. Arthur V. Palmer Jr. of Fort Sill, Okla., survive. . . . Mitch Woodbury, columnist for The Toledo Blade, devoted a recent column to showboats, past and present on the occasion of Toledo's Mayor Aloysius Czeluska's being given the honorary title of Captain Andy when MGM's Cotton Blossom on wheels paddled up the city's St. Clair Street. Woodbury's choice for a captaincy of showboats was Harry Opel, a former veteran performer on the floating entertainment palaces. Mentioned in the piece were such stalwart river showboats as the New Era Swallow and Markler's Sunny South, Water Queen, Cotton Blossom and Bryan's Showboat, managed by Capt. Billy Bryant.

A. H. WASHBURN pens from Helena, Mont., that he had a good spring with his lecture and oddity show and that he'll only platform for the summer. "The only unit I've met in the past three months was the Gerry Family Show," Washburn writes. "Show is a clever three-act affair. Plan to move toward New Mexico. Where is Ward Hatcher and will someone send in the roster of the Nig Allen Players for the 1940 season. Unit went out of Perry, Okla." . . . T. T. (Ted) Collins is in Jerome, Idaho, with a store show and museum

after a winter in Oregon. "I've met few shows and while the route I have had the past year has been one of long jumps and lonesome towns, I've gotten more actual money than ever before," Collins says. "This is no country for tent-rep because the towns won't stand more than two days showing at the most. In fact, I've seen only three tent shows in two years and they were in Iowa and were semi-professionals out of some college. There is good money for solo troupers or family shows anywhere in the Far West but they must be trouper who know and like the game and who like good living in small towns. If they can do some music so much the better but they need material that is right to the line and not hashed up soap opera or stale vaude jokes."

FRED HOYT asks from Sedalia, Kans., if Harry Eldridge, old-time actor-manager, is still around. He also would like to know what has become of all the talent that trouped with the old-time Hila Morgan show. Hoyt has been working an indoor museum in Western Kansas, but went to platform in May and reports excellent business. He says that he's getting as much money in a day now as he formerly obtained in a week in many of the shows he was with.

Albert Desel, of Detroit, has acquired all rights to "The Burning Question," film on the marihuana evil. He's releasing it for roadshow use, both 16 and 35mm. versions. . . . Ford Motor Company, Dearborn, Mich., is offering a new 30-minute feature, "The American Cowboy," giving a story in color of life on a Colorado cattle ranch, together with a series of six 10-minute shorts, Driver Education Series. Both are available in 16mm.

London Dispatch

By LEIGH VANCE

Continued from page 2
Randolph Turpin gave Sugar Ray, TV was forbidden a live telecast, but put on a full-length film of the fight the following night. Michael Goodman, independent producer who made the movie, shipped hundreds of copies out over the country, then retired to bed "a sick man." The big cinema ringer—Odeon, Gaumont British, ABC—refused the flick screen time, but plenty of smaller exhibitors clamored for it. The film was originally listed for \$130 per cinema, now the price is more than doubled. Meanwhile, promoter Jack Solomons, who sponsored the fight, claims the BBC showed it without his permission. Says the BBC: "Our dealings were with Mr. Goodman."

Says Goodman: "Ugh, Ugh." He has a "hermometer" almost permanently in his mouth. That isn't the end of the row. Listeners to Raymond Glendennan's commentary on the fight were in a tizzy to know who would get the referee's hand. It seemed as if Sugar Ray was more than abreast on points, even if not his usual killer self. But when those same listeners saw the fight on TV the following night they watched a cream-colored Turpin driving the older man around the ring thru all 15 rounds and marching to a clear and undoubted victory. There was an immediate clamor. Why this hedging? Why didn't Glendennan come right out and say that Turpin was streets aheads?

The BBC immediately went into a huddle, heard the recording thru in private, then arranged to put it out again on another wavelength to let listeners judge for themselves.

Glendennan Defends Megging . . .

Glendennan's point: "The fight was going out to America. If I'd made it seem Turpin was smashing Sugar Ray around as much as he actually was, there might have been a cry of favoritism." Even so, indignant Brits are after his blood. Here is their first vertical boxer for years being made to look as if he just scraped home, when actually he won by a mile.

Paris Peek

By ART ROSETT

Continued from page 2
republic down to the lowest cleaner trying to get into the act with the eternally outstretched net.

We had innumerable inquiries from visiting showfolk, both big and little, asking us, "How can we have fun and not spend so much money in this town?" One answer is sure—if you want to have fun in Paris and save money, stay out of night clubs. Sight seeing is always fascinating and inexpensive, but bring along several extra pairs of walking shoes. Don't plan on buying clothes here, because prices are almost twice as high as in the States.

Gala Paris Fete

On Bastille Day . . .
The best show of the year was provided during the Bastille Day (July 14)—French Independence Day) ceremonies. The French staged a gigantic military parade. A low-flying helicopter raised a cloud of dust over the reviewing stand. President Auriol graciously dusted off reviewers standing close to him. Later in the day, the Comanches turned out in force for a parade that ended up at the Place de la Bastille. Most striking sight in the parade was a group of 80 called Americans carrying huge blow-ups of recently jailed American Comies with placards demanding their release. In the same parade, French Comies carried signs which read "Americans—go home." On a wall overlooking the Place de la Bastille, the Paix et Liberte group held beautiful eight-sherbs pasted up which read, "Spend your vacation in the United States of the Soviet Union—the country of Liberty." Illustration shows a group of pathetic people gazing longingly from behind prison bars. For three days and nights preceding the Bastille Day celebration, there had been dancing in the streets thruout the town. The celebration ended at midnight on July 14 with tremendous fireworks displays in various parts of Paris.

Americans in Paris; Maglian Honored . . .

Automatons of the old French magician, Robert Houdin, are being displayed this week in one of the most interesting of the small historical shows in Paris this year in rooms that were once part of the old French opera. . . . Walter Fuller's preture, Monsieur Fabre, made here in Paris, gets its first showing at a film festival just started at Knokke-Le Zoute. . . . Lucy Beaures, American through who couldn't talk English audiences and closed in London completing only 12 days of a 30-day engagement, is back in Paris singing at Harry's New York Bar. . . . Honey Johnson, another American gal who couldn't take the English air, closed at the Empress Club in London, to open at Dick Edward's Ringside Bar here.

TV Fights Flood

Continued from page 1
city's main water pumping station. By the week-end (20), however, air conditioning units that reuse their initial supply of water were given an okay. Soft drink and bottled water supplies were being trucked in from America, and other surrounding areas. The airport was still closed, however, with planes using outlying Grandview Field.

When an okay to open came on Tuesday some bistros remained shuttered because most people were not in the mood for entertainment and lack of air conditioning discouraged the rest. Only amusement enterprise that reported good business for the week was the Starlight Municipal Theater that presented operas under the sky to average houses of 5,000 and more from Monday on.

Business Hit
Carmen Cavallari of the Hotel Bellevue's Casbah was closed Saturday night, but played the rest of the week as skedded, the business was off terrifically. Two big trade shows skedded for the Kansas City Auditorium were postponed. The Auditorium was pressed into use to quarter 800 members of the National Guard, called out to patrol flood areas. D&L Concessions, Inc., large scale eat-and-drink ops, who hold concessions for the Auditorium, set

Drivin' 'Round the Drive-Ins

ARCHIE ADLMAN, manager of the Eastern Medina Drive-In, Easton, Pa., made an effective tie-in with the Eastern Merchants Association, affiliated with the Chamber of Commerce in sponsoring a special night for "Father Was A Fullback." He sold the night for a flat sum which was greater than the average receipts. In addition, the merchants paid for all the extra expenses including special tickets, added entertainment, newspaper advertisements, radio broadcasting time, etc. Publicity started 10 days in advance of the party and news breaks on the event were plentiful. Adlman promoted from the city necessary platforms and microphone system for the affair, which was delivered, erected and dismantled free. The merchants association donated \$2,000 in prizes for Easton fathers. Easton's mayor opened the program and ex-mayor Lehr was cited as the oldest father in the community. William H. Kinney, chief juvenile probation officer in the county, was named "Father of the Year" and this made the front pages of local newspapers. The affair was the chief topic of conversation in the community and the drive-in received priceless publicity as a terrific good-will program gesture. A survey of attendance showed that 60 per cent were never in a drive-in theater before. The newcomers said they enjoyed the atmosphere and are now future potential patrons. . . . The Midway Drive-In, between Hummelstein and Middletown, Pa.,

opened last week and showed a full-fashioned stage in addition to the regular movie screen. Plans are to feature stage attractions as well as film fare. . . . Also opening last week was the Oakhill Drive-In, Moosic, Pa., by Angelo Scavo.

PICKETING at Lockwood & Gordon Theaters' Norwalk Drive-In, Norwalk, Conn., has been halted by a temporary injunction issued by Judge Walter Pickett, of Common Pleas Court. Restraining order was issued at the request of the corporation against Local 479, International Alliance of Theatrical Stage Employees and Motion Picture Operators of the United States and Canada; Walter Kellar, Local president; and George Brazil, local business agent. The judge granted the injunction on the grounds that no labor dispute existed and the defendants acted illegally when picketing started last May 24. . . . Capitalized at \$50,000, Lee Drive-In Theaters, Inc., has been organized in Sanford, N. C. to operate theaters. Incorporators were O. C. and Jessie Cagle, both of Sanford, and Mrs. Cleveland Cagle, of Carthage. . . . Citrus Drive-In, San Marcos, Tex., was granted a charter of incorporation listing capital stock at \$25,000. Listed as incorporators were Mark T. Gandy, Josephine L. Elizondo and Cornelia E. Desalmo. . . . New playground facilities have been installed at the Pike Drive-In, Newington, Conn.

JERRY LIVINGSTON'S BEST KNOWN SONGS AND AVAILABLE RECORDINGS

Continued from page 39

- Lucas. Lyrics by Al Dubin. M. Witmark & Sons.
- TIP-TOE THRU THE TULIPS (Available on the following records: Capitol 15242, Nick Lucas; Decca 74048 in A-1929, Eugene and Schatz, vocal pianist.)
- IN A KITCHENETTE GO TO BED PAINTING THE CLOUDS WITH SUNSHINE (Available on Capitol record 1145, Dotie O'Brien.)
- 1929—SALLY A First National picture with Marjorie 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, Sam Carol, Edna Murphy and Kate Price. Lyrics by Al Dubin. M. Witmark & Sons, Inc.
- THE BREEZEWALTZ (Available on Decca record 25365 in A-465, Harry Harsh orchestra.)
- SHE COULDN'T SAY NO A Warner Bros' picture with Winona 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
- 1932—BLESS'D 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 Blaylock, Ann O'Donnell and Ken Murray. Lyrics by Al Dubin. M. Witmark & Sons, Inc.
- I SEND MY LOVE WITH THE ROSES
- 1931—ALICE IN WONDERLAND A Walt Disney-REO picture with cartoon character, portrayed by the following voices: Ed Wynn, Richard Haydn, Sterling Holloway, Jerry Colonna and Katherine DeMarco. With Al Hoffman; lyrics by Mack David.
- A VERY MERRY UN-BIRTHDAY (Available on the following records: MGM 10959, The Merckens; Decca 27462, Guy Lombardo.)
- 1951—AT WAR WITH THE ARMY A Paramount picture starring Dean Jagger and Jerry Lewis and Patty Bergen. Lyrics by Mack David.
- THE NAVY GETS THE GRAY AND THE ARMY GETS THE BEANS TANDA WANDA BOY YOU AND YOUR BEAUTIFUL EYES (Available on the following records: MGM 10941, Leroy Hornet and orchestra; Capitol 3758, Decca 27462; Mercury 3565, Guy Lombardo; Columbia 39199, Sammie Kaye.)

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Chicago Rodeo Racks Up Big Week-End Biz

CHICAGO, July 21.—The Cisco Kid rodeo closed its five-day stand here Sunday (15) in Wrigley Field after racking up big week-end business. Both afternoon and night shows on Saturday were estimated at close to 30,000 with Sunday's matinee matching.

Event featured the Cisco Kid (Duncan Renaldo), Pancho (Leo Carrillo) and Armida, and was presented by Leonard Schwartz, local promoter.

In addition to the movie-TV name attractions and the rodeo events, variety acts on the bill included Miss Luxem and the Aerial Snyders, high pole; Sol Grauman's musical stunts; Poodles Hanneford's riding act, the Cole Bros.' Circus elephants (6) and Happy Maxwell, clown.

Jack Andrews was listed as producer, assisted by John Daros. Others on the staff included Herb Pickard and Jerry Morrison, publicity; Cherokee Hammons, rodeo director; Ted Aumann, personnel director; Don Biron and Marlin Morgan, arena directors; Patricia Alder, timer; Joe Evans, Frank Stevens and Homer Harris, judges; Arthur Morse, counsel, and Andrews and Hammons, announcers.

Event garnered much publicity here in television, radio and newspapers and was promoted with spot announcements on the first two med. as well as in newspaper ads.

Fair Weds TV; No Shotgun

Continued from page 1

ule now set up. And more may be added.

Outlet will be WTMJ-TV, owned by The Milwaukee Journal, which is revamping its communications center to include three large permanent studios, in one of which there'll be a completely equipped kitchen. Not all of the TV shows will emanate from this point. Some are skedded for the radio hall.

Shows Skedded
WTMJ will air as many of its regularly locally originated shows as possible from the fair. These will include *What's New in the Home*, *Gimbels' Shopping News*, *Weatherman*, *The Man Next Door*, *Greenadlers*, and *Fun on the Midway*, a show dreamed up for the fair's run.

The fair doesn't propose to give TV its big attractions such as auto races and thrill shows. On some shows like *Fun on the Midway*, plans are to toss out some of the colorful, festive atmosphere. This, it is figured, will whet the appetite of viewers to take in the fair.

Fair here always offers a sock grandstand show and some of the specialty numbers will go before the video camera during the fair's run. However, idea is to present just enough to give an indication of what talent the big grandstand show offers. Talent's appearance on video will cost the fair nothing, contract with Barnes-Carruthers Theatrical Enterprises, Inc., carrying that proviso.

D. A. Queries Conn. Pyro Law

BRIDGEPORT, Conn., July 21.—State Attorney General George C. Conway began an investigation this week to determine whether a fireworks law approved by the recent General Assembly created a monopoly. Fourth of July sales of fireworks.

Gov. John D. Lodge ordered the probe following complaints from Connecticut fireworks manufacturers that specifications for various kinds of fireworks were changed at the last minute.

The only company able to meet the requirements for the Fourth of July business was M. Backes & Sons, of Wallingford, manufacturers of Star Brand fireworks. The Backes company agreed that it did enjoy a temporary advantage but only because it followed the progress of the Legislature closely and was able to get ready for it.

Campa Opera Tabs Winners In W. Virginia

ROMNEY, W. Va., July 21.—Ben Davenport's Campa Bros. Circus has played to bang-up business at most West Virginia spots. Several dates have been under local auspices.

Here Monday (16) the show had two near-capacity houses in hot weather. A matinee-only stand Sunday (15) at Moorefield brought a strong haul. That performance was delayed three hours so the show could make a pitch for a crowd at a baseball game. The American Legion Baseball Club was auspices.

Campa moved into Keyster on Saturday (14), good timing for the Baltimore & Ohio payroll, and drew a near-capacity matinee and full night house. Wild Life Association was the auspices.

ANNUALS COME NEXT

Nunis Still Dates OK Despite Bad Weather

READING, Pa., July 21.—With eight still dates completed, Promoter Sam Nunis prepared to swing into his 1951 fair season Saturday (28) when he will stage AAA big car races at Kent and Sussex County Fair, Harrington, Del. Nunis said early dates were a success, considering the fact that the weather played havoc with three events.

Four fairs have been contracted for more than one day of racing. They are Minnesota State Fair, which will feature Nunis-promoted events on the first three afternoons of its 10-day run; Flemington (N. J.) Fair, Rutland (Vt.) Fair and the Eastern States Exposition, Springfield, Mass., each of which will feature two days of racing. At Rutland the program will include big cars and modified stock cars on separate days. This will mark the first time that Rutland has presented more than one day of racing.

One-day fair stands on the Nunis calendar include Bedford, Pa.; All-Iowa Fair, Cedar Rapids, Pa.; Erie County Fair, Hamburg, N. Y.; Champlain Valley Exposition, Essex Junction, Vt.; Somerset County Fair, Meyersdale, Pa.; Reading (Pa.) Fair; Cleveland County Fair, Shelby, N. C.; Allentown (Pa.) Fair; New Jersey State Fair, Trenton; Southern States Fair, Charlotte, N. C.; Atlantic Rural Exposition, Richmond, Va., and North Carolina State Fair, Raleigh. Nunis is returning to Richmond after a one-year hiatus.

More Still Dates
In addition to his fair schedule, Nunis plans to stage three more still dates at Lakewood Park, Atlanta, and four or five more at the new \$50,000 banked Oglethorpe Speedway, Savannah. All the remaining Atlanta events will be long-distance races of at least 100 miles.

Rain nixed business at three of the early still dates, including Atlanta on June 17 when a crowd of 35,000 was expected. Also affected were Trenton, April 22, and Savannah on June 24. An all-day drizzle at Trenton killed the crowd, but the weather was not bad enough to cause cancellation of the event. It was the fourth consecutive Trenton opener to be marred by weather, three of which were postponed or canceled.

Reading matched last year's mark on April 8, but fell below expectations on June 3 when Indianapolis winner Lee Wallard was seriously burned. Savannah, with

Macleod, Alta., Rodeo Racks Up 6,000 Gate

MACLEOD, Alta., July 21.—Two-day Macleod-Claresholm rodeo here directed by Herman Linday, Cardston, Alta., drew more than 6,000. D. A. Boyle is president of the Macleod Stampede Association, with Al Miller secretary. New stables were built for the event, replacing former Mounted Police buildings which were destroyed by fire.

CHI OPENS OKAY FOR R-B; NO AGVA DEAL REACHED

Good Week-End Assured by Strong Advance Sale; New Tent Clicks

CHICAGO, July 21.—Braced by the best advance sale it ever had in Chicago, Ringling Bros. and Barnum & Bailey played to houses far larger than last year's during the first three days of its five-day run (18-22).

Altho the first full house was not registered until Friday (20) night, business prior to that was good, with matinees larger than night houses. The opening matinee, Wednesday (18) was a three-quarter house and the night show was over half filled. Thursday's matinee was three-quarters and the night house was two-thirds. The Friday matinee was better than three-quarters.

Prospects for the week end were for big business unless rain in-

terfered Saturday (21). Shows on Saturday and Sunday, with the probable exception of the Sunday night wind-up, were expected to draw capacity houses.

Insurance Talks Still On
No final decisions had been reached in talks between Art Concello, Ringling's general manager, and representatives of the American Guild of Variety Artists on insurance.

Concello refused to make any comment regarding the daily talks, which began Wednesday (18).

Vic Connors of American Guild of Variety Artists said that no contract had been agreed upon and that the Ringling show had not subscribed to the AGVA insurance plan. He said R-B's insurance problems are more complicated than most others and that the show already covered its employees.

Henry Dunn, president of AGVA as well as Connors, said that the talks have been on a friendly basis and that "progress has been made." They described their talks here as merely a visit to become better acquainted with the Ringling show.

Eskew Slates Waverly Rodeo

WAVERLY, N. Y., July 21.—Col. Jim Eskew's J-E Ranch Rodeo will present its 13th annual show here August 14 thru 19 under sponsorship of the Betowski-Van De Mark Post, American Legion; the American War Dads, and the drum and bugle corps of Ft. Sullivan Post, American Legion, Athens, N. Y.

This year's event will mark the first time that the unit has been sponsored by local organizations. The rodeo will show five nights, with an all-time performance scheduled August 18. Eskew will offer the same line-up of acts and contests that will be displayed at the Eastern States Exposition, West Springfield, Mass., a few weeks later.

New features here will include Louis Marina, Spanish singer who appeared with the rodeo in Havana. Johnny Rivers will mark his first appearance in the East, with his horse, Tucson.

Eskew's show usually is presented here July 4 week, but it was delayed this year in getting organized. The rodeo is currently at Rochester, N. Y., under Groto auspices for the 18th consecutive year. The show next goes to Garry, N. Y., for the seventh annual Fire Department Rodeo, and will be back here August 5.

Four-Day Rodeo Gets 35,000 Gate At St. Paul, Ore.

ST. PAUL, Ore., July 21.—St. Paul Rodeo pulled an estimated 35,000 to its four-day July 4 program, which closed that day with an audience of 13,000, largest in show's 16-year history. More than 1,000 were turned away.

Buddy Groff, Honda, Tex., was adjudged best all-round cowboy, with Jim Shoulders, Tulsa, Okla., runner-up. Groff was in the money in calf-roping, bulldogging and wild cow milking. Hollywood's Little Boyco did exhibition riding and roping at all performances.

Horan Unit to Show Montreal Horse Track

NEW YORK, July 21.—J. F. (Irish) Horan announced here this week that he has booked his Lucky Hell Drivers thrill show into the Blue Bonnet running race track at Montreal for a two-day, three-show run. Saturday and Sunday (28-29) dates were set thru Lucien Chartrand, track manager, after he caught a performance at Three Rivers, Que.

According to Horan, dates will mark the first time anything other than running horse races have been presented at the track. He is hopeful that a successful showing will open up similar tracks in the United States for thrill show presentations.

Principal advantage of showing on a race track is that these establishments maintain high-powered publicity departments with year-round contacts that exhibiting a thorero-selling job, Horan said. Location of the tracks is always well known and the facilities for both performers and spectators are ideal, he added.

Horan recently concluded a

string of Canadian still dates which were described as "all right" even though he had to buck the weather more often than not. Altho only two of a dozen dates were washed out, rain struck on several other occasions. Last Sunday (15) at Sellingsrove, Pa., business was reported fair.

Cancelling of Sunday operations by a number of New York fairs has caused two changes in Horan's routing. The Montreal date will replace a scheduled Sunday showing at the Whitney Point Fair, Horan made up for the loss of a Sunday showing at Middletown by switching to Friday of fair week when he will present afternoon and evening performances. Night show was set thru the co-operation of George A. Hamid, who will rearrange his night revue sked so as to fill in the track thriller.

Horan and his wife, Lorraine, stopped over here just long enough to attend to some business matters and then left for Honesdale, Pa., where the unit will still-date tonight.

Connors said that further talks with Concello are contemplated for a later date. Jack Irving of AGVA also took part in the conference.

Battle Creek, South Bend Good
The circus moved in here early Wednesday (18) after good business at Battle Creek, Mich., Monday (16) and South Bend, Ind., Tuesday (17). Night houses were near capacity and matinees were three-quarters full at these spots. Attendance in Detroit and during the first two days at Chicago prompted some show officials to comment that business generally

(Continued on page 56)

Hoppy Nixes N. Y. Garden Rodeo Dough

NEW YORK, July 21.—Negotiations between Madison Square Garden toppers, Ned Irish and Gen. John Kilpatrick, and the manager of Bill (Hopalong Cassidy) Boyd for the cowboy star to appear during the October 8-21 part of the World's Championship Rodeo September 26-October 21 run at the Garden fell thru this week.

The development came at mid-week, and the search for a name to fill the latter part of the date reached a temporary standstill, with no further prospects in immediate view.

Arcadia, Calif., Ups Admission Tax In New Ordinance

ARCADIA, Calif., July 21.— Seeking to increase municipal revenue, city council here has ordered its admission tax boosted.

The council ordered the original Santa Anita race track admissions ordinance, adopted in 1946 and amended in 1947, repealed. Replacing it is a new ordinance imposing the same tax on all other amusements and entertainments except horse racing, held on premises having a seating capacity of 1,000 or more.

Under the new scale for admissions of \$1, the tax will be 10 cents and all over that tax will be 10 per cent with a maximum of 20 per cent.

The ordinance becomes a law one month from July 17, when the final reading is slated.

3% Ga. Sales Tax Affects Carnival Admissions, Sales

ATLANTA, July 21.—Albert Dozier, director of the sales tax unit, Revenue Department, State of Georgia, this week pointed out that all admissions, tickets and sales of any merchandise made by carnivals or similar shows are subject to the Georgia sales tax at the rate of 3 per cent on all gross sales.

Dozier requested that any shows entering the State, whether they are resident or out-of-State, must register and collect tax for the State of Georgia.

5G Blast Wrecks Penny Pyro Co.

READING, Pa., July 21.—An explosion in the Glory Fireworks Company last week destroyed \$5,000 worth of fireworks and chemicals and wrecked three small buildings at Douglassville, Pa., 12 miles distant.

Fred Spezia, son of Anthony Spezia, owner of the plant, was uninjured. He miraculously escaped serious burns but was stunned and injured internally by a concrete block that fell on him as one wall of a one-story building collapsed with the first blast. The elder Spezia and 10 employees had left the plant a few minutes before the accident, which occurred late in the afternoon.

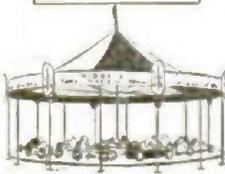
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CLOSE-UPS: BILL WOODCOCK

Elephant Supt. Reigns As Top Show Historian

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By TOM PARKINSON

WHEN the full history of American circuses is written, the author, whether he knows it or not, will owe an important part of his success to William H. Woodcock, superintendent of elephants with the Al C. Kelly & Miller Bros.' Circus.

Woodcock is the foremost authority on show history, a walking encyclopedia of titles, dates, details and anecdotes. Whether his elephants ever forget may be argued by authorities, but Woodcock rarely misses.

Ask him about the Cole title and he'll reel off the story from William W. to James M. Show him the photograph of an old bandwagon and he'll state its full history—wagon works to wreck or burnfire. Show enough interest in elephant lore and Woodcock will trace the history of the herds from show to show.

Whether the questions come in Woodcock's voluminous correspondence or during a free moment on the lot makes no difference. The odds are that Bill has the answer ready. Invariably his reply is accurate to the last detail.

In Answer Man Role

Other circus historians file his data-cramped letters and quote his comments as edicts from the final authority. When visitors come on the show to talk with him, Woodcock brings out treasures of old pictures, routes, programs and what have you. He's the "answer man" when scores of acquaintances pose puzzlers about any and all circuses from John Bill Ricketts to John Ringling North.

Putting him in this position is a combination of love for circuses and parade wagons, a photographic mind trained on good literature and a mass of first-hand experience with many of the shows that have made history.

Woodcock's tramping started even before he joined a circus because his father, a merchant, moved frequently. His father was the son of an English doctor and was brought to Raleigh, N. C., as a child. The family later moved to Hot Springs, Ark., where Bill's father met and married a girl from Mississippi. The couple moved to Portales, N. M., where Bill was born May 19, 1904. His father's general store handled groceries, wagons and other supplies for the ranchers in that still-wild country. Cowboys who came to town were as eager for candy as they were for whiskey, and the senior Woodcock sold both. On Sundays the bar was covered with a sheet and church services were conducted in the store.

See Early-Day Shows

As a child, Bill was taken to all the circuses that came along, and he recalls his life not by years but by show dates. He remembers seeing Campbell Bros. at Portales, probably in 1908. Norris & Rowe came in and Bill remembers the big male elephant he later came to know as Hero.



BILL WOODCOCK

The Woodcocks moved to Aransas Pass, Tex., where Bill saw a two-car show. He never has been able to identify that one, but his cars were blue and the high diver in the tree act had only one arm and one leg. Next, he saw the Great Sanger Shows at Batesville, Miss., in 1912, so the family's move to near-by Courtland, Miss., was shortly before that. Bill points out that this show was the 10-car trick Mugivan and Bowers purchased from Dode Fiske and that Zack Terrell and Louis Thilman were in charge.

The Woodcock collection of circuses, now one of the most significant, was started early. Bill still has heralds from those Campbell and Sanger dates as well as a San Bros. appearance in Mississippi at about the same time.

Remembers Much Detail

Early in 1913, Bill saw Hagenbeck-Wallice, Burman & Bailey, Gentry Bros. and Sells-Floto in Memphis, next stop on the family route card. Later that season, he caught the Buffalo Bill-Pawnee Bill show on its swan-song tour, and he recalls that auto polo was a big feature in the program.

A second stay in Courtland, Miss., brought no shows Bill's way, but in 1916 the family moved back to Hot Springs. The Woodcocks arrived on a Saturday. Al C. Barnes Circus came in on the following Saturday and Gentry Bros. made it the next Tuesday. Bill declares Gentry was the greatest of dog and pony shows, and he recalls minute details of the show's 1916 parade, which included a cage of house cats.

The biggest edition of John Robinson's 10 Big Shows, that of 1917, is vivid in Bill's memory for its 45 cars, 15 elephants, 8-camel hitch, baby Hippo and 8-pole top. Less than a month later he saw the Jess Willard-Buffalo Bill show, successor to the first 101 Ranch horse opera. And when Sells-Floto came in that season, Bill counted the 43 cars back on the show. He remembers that it was short of help because of the war and didn't equal the Robinson outfit.

He saw Robinson again and made his first visit to Ringling Bros. at Nashville in 1918, so that was the time he was a plumber's helper in a duPont war plant. Back in Hot Springs, the Howers' Great London Show, operated by Chester Monahan and Herb Duval, laid off because of the influenza epidemic, and Bill remembers that the people lived on oranges from a near-by grove. Hagenbeck, Yankee Robinson and the newly combined Ringling-Burnum negotiations were those Bill saw in 1919, with the Ringling

(Continued on page 72)

3000 BINGO

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- Green Markers, M \$1.50
- Adv. Display Posters, size 24x36, \$2.50
- Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Choice Wood Ball Markers, Master Board, 8 piece layout for \$1.50
- Thin, Transparent Plastic, 50 per 100 \$1.00
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- Featherweight Thin Bingo Sheets, size 36x7, very heavy, 50 per 100 \$2.00
- 7 colors, loose, not tabbed, M \$1.50
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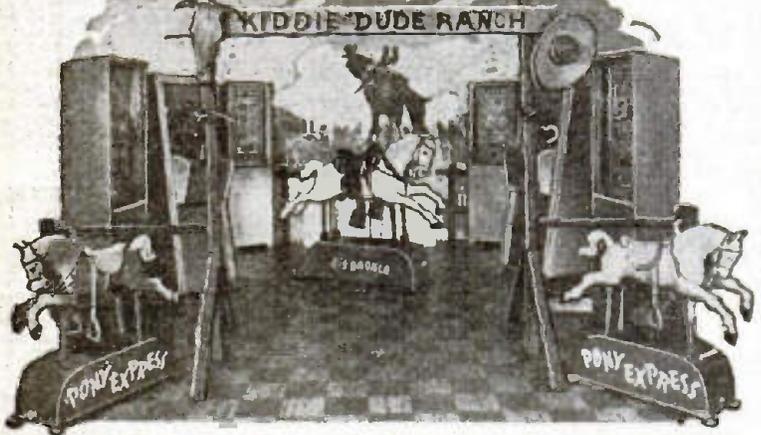
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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Juggling Jewels rated some top-flight newspaper publicity while playing annuals at Lethbridge, Alta. and Moose Jaw, Sask., for the Gus Sun office.

The Nelson Sisters, Vivian and Elaine, aerialists, opened July 2 at the Palladium, London, for a four-week stint. The gals info they'll sail for the U. S. on August 2. On the same bill at the London spot is Ellmar, juggler and wire walker.

The Flying Melsoras have cancelled all outdoor dates this season due to a back injury incurred by Jane Melsora, catcher for the troupe. The act plans to spend the summer at their Saginaw, Mich., home.

J. Lamont, of Lamont's Cockatoos, was in Chicago Thursday (19) from Florida. He will open his fair season at the Casopolis, Mich., annual, August 7, and will follow with other engagements at Michigan and Ohio fairs.

Naito's Dogs and Nio Naito, daughter of the canine trainer, and a wire walker, were both on the same bill at the Palace Theater, New York, recently.

Talent line-up at the McCormick-Deering celebration July 26-29 at East Peoria, Ill., will include Dick Clemens and his wild animals, with Clemens promoting the show; Kayetta, Eric Erikson and Taleco, high acts; Will Hill's dogs and ponies and Poodles Hamford and his riding act.

Miss Luxem, sway pole, will close at Blue Island, Ill., celebration Sunday (29) and will then play a week at a Chicago church festival. She will follow the Great Fussner, high act, who played the event the first week.

Professor George J. Keller who was badly clawed recently while working his cats at a Lawrence, Mass., show, reports he is on the mend. Ten stitches were necessary to close the wound, inflicted on his cheek and jaw, but Keller missed only a couple of performances. The lion act is playing New England dates for J. C. Harlacker and will work for a total of 14 weeks.

Janet and Paul aerialists, closed recently at the Olympia Theater, Miami.

Beatrice Dante and her chimps were skedded to close with the Gil Gray Circus Saturday (21) at Watertown, S. D. She will start her fair season for Frank Wirth August 18, in Colorado, and will follow with dates at the Dayton, O., fair for the Will Storrey Booking Agency.

Aerial Snyder, sway pole, trekked to Westview Park, Pittsburgh, following their Sunday (15) close with the Cisco Kid Rodeo in Chicago.

Three Milos, high act; Eric Fillmore, juggler, and the Gretonas, wire, were in the line-up at the Greenville, S. C. Lion's Club Circus.

Shyretos, bicycles, closed at Chicago's Oriental Theater, Thursday (19).

After a successful 4th of July engagement at Craterville Park, Cache, Okla., the Sensational Ortons drove 2,000 miles to Rhode Island for a series of performances. Altho the trip was without incident, on Saturday (14) their 1951 automobile was demolished in an accident. The Ortons were thrown 90 feet but were unhurt.

Talent set for the Sunday (29) "Super Circus" TV program, which is aired from Chicago via American Broadcasting Company will include the Victoria Troupe, bicycles; Winifred Collesco, tra-

peze, and the Wallabies, acrobats, who will leave the Mills Bros. Circus, play this one video date and then head for their home in England. Acts set by Vic Brown for the following Sunday will include Larry Thompson, roller skating juggler; Three Walls Brothers, bar; Captain Ferguson's dogs and ponies, and Ray and Arthur, unicycle jugglers.

Strato-Stars, swaypoles, are skedded to open Sunday (22) for a two-week stint at Collins Park, Baltimore. They will follow the Lucky Lady (Cyss O'Dell) also a high act, who closes their Sunday (22).

Outdoor acts which opened Thursday (19) at the Salt Lake City rodeo included Betty and Benny Fox, high-pole dance; Jay Sifers, horses and dogs, and Ruby Ring, acro-dancer. Slim Perkins and Sammy Reynoso, clowns, were also skedded for the show.

Charles Davitt and Joe and

Bob Parker, of digger-operation note, has left the Mayo Clinic, Rochester, Minn., and is resting at his Lake Delavan, Wis., home.

Frank Wirth, New York talent agency head left for several days of loafing and fishing on Long Island after a strenuous few weeks in town, including the staging of show features in conjunction with the national Shrine convention.

Mike Torrado, gardener at Palisades (N. J.) Park for many years, was highly enthused last week when three banana trees he has tended carefully in the park hothouse bloomed.

Harry Hennies' Katy Road Kiddieland, Houston, received a big publicity break in the July 8 edition of the Houston Chronicle Magazine section with a full page of color photographs. The page featured three Allan-Herschell rides, the Skyfighter, Pony Cart and Dipper, with a Toonerville Trolley also shown. Publicity was arranged by Joe S. Scholbe.

Ginger Prince, Hallmark Pictures' new child star, who was discovered in a contest at Mike Benton's Southeastern Fair, A Ganza, Atlanta, spent the July 4 holiday as a guest of Benton. While there she rode the rides and garnered plenty of publicity for the spot.

Lorraine Bramble, secretary and conversationalist at Steeplechase (N. Y.) Park, was off the job the early part of last week due to a heavy cold caught while swimming the previous week-end.

Pete Collins, English impresario specializing in the presentation of novelty shows, arrived in New York by plane from London last week. He expects to remain here for several weeks on business.

Paul Little, Pepsi-Cola exec, and Roy Jones, outdoor show specialist for the soft drink firm, left New York last week to visit a number of circuses and carnivals in Delaware and Maryland.

Recently filmed at Indian Point (N. Y.) Park, operated by Ed Kelmann, was a sequence at the swim pool which will be used on Allan Funt's "Candid Camera" television show. The film

will be shown over 17 video stations outside the New York area.

Ed Kelmann, operator of Indian Point Park, Peekskill, N. Y., presented his wife with a new Chrysler for her birthday last week.

Lorenz Hagenbeck will head for Pittsburgh and New York after catching the Ringling show in Chicago. He plans to return to Germany about August 1.

Col. Allan E. MacNicol, director of Rye (N. Y.) Playland, received an award at the park from the national organization of the Fraternal Order of Eagles for civic service. Henry Kahaut, chairman of an outing of Eagles who visited the spot, made the presentation.

Harry Mallours, secretary of the American Legion Fair, Carrauthersville, Mo., was a recent St. Louis visitor where he huddled with Jimmy O'Neill on acts for the annual's grandstand show.

Irving Rosenthal, co-owner of Palisades (N. J.) Park, and his wife were visitors Friday (13) to Rockaways (N. Y.) Playland. Irving exchanged ideas with Joseph Gelst, president of the latter spot.

Jules Bagarry, manager of the Delta Fair & Livestock Show, Glenview, Ill., stopped over in Cincinnati Saturday (21) en route from Chicago to Greenville. While in the Queen City he called on Johnny Anderson, of the Enquirer Printing Company. Bagarry also informed The Billboard that C. H. Raney is superintendent of concessions of the annual, and not secretary-manager as carried in a recent ad.

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Wally Beach caught the Hunt, King and Ringling circuses when they played in the vicinity of Springfield, Mass. At Riverside Park, Agawam, Mass., they visited Mr. and Mrs. Walkmir, Mr. and Mrs. Pallenberg, Professor Keller, Mr. Gautier and the Silver Condors, all of whom were appearing there. They also visited Terrell Jacobs, Mr. and Mrs. Lester and Starr DeBelle on the James E. Strates Shows.

Col. Speedy Babbs, who presented his Man from Mars Globe of Death act at the Coliseum, Los Angeles, July 4, says that he plans to return to the East soon.

J. Edsel (Jackie) Rafter opens his fair date, for the Williams & Lee agency at Norton, Kan., August 14.

Harold Plummer, Jr., contortionist, vacationing at his home in Altoona, Pa., visited Burns M. Kattenberg, manager of the Ross Club, Williamsport, Pa., recently.

Wally Overman, while making theater dates in Baltimore and Washington recently also appeared on television shows in each city. While appearing at the Keith Memorial Theater, Boston, Overman visited and performed for polio patients at a local hospital. Booking was set by the Herman Faulkoff Agency thru Universal Film Company.

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Washington Pans Out Big for W&C

TWISP, Wash., July 21.—Business for the Wallace & Clark Circus continues okay in Washington, the show drawing good to capacity houses. Only exception was Granite Falls July 4, when competing attractions caused a light house.

The show drew a straw matinee here Sunday (8). It was the first circus to play Twisp since Henry Bros. Circus was in 22 years ago. Show will play a few more dates in the State and then head for the ranch country of Central Oregon.

Kelly-Morris Wins Good Mich. Crowds

CHICAGO, July 21.—Bill Morris, co-owner of Kelly & Morris Circus, said here this week that his show was enjoying big business in upper Michigan and that it would cross the straits into lower Michigan, new territory for the show.

B. J. Collins has joined as agent, and he conferred here with Morris. The Carl, teeterboard, and Tama Frank and Patsy also joined. The show's top is an 80, with three 40's.

Morris said he was in Chicago on business and that he was seeking additional elephants for his show.

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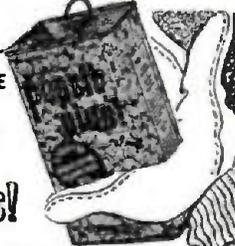
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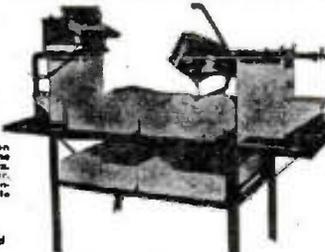
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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

"Aqua Follies" Gets A-1 Rating; Weather With It
Unit Ups 10-Year No Rain-Out Record To 100 at Opening

MINNEAPOLIS, July 21.—Al Sheehan's "horseshoe luck" carried thru another annual opening of his Minneapolis Aqua Follies which premiered here Wednesday night (18) under a star-studded sky in Theodore Wirth Park pool.

The current Follies, top feature of the Minneapolis Aquatennial which opens an eight-day festival officially today, is the 12th annual in the series. Sheehan has produced the show for 10 years and has yet to have a rainout.

With more than 100 consecutive performances to his credit without the necessity of cancelling a single show, Sheehan refuses to even discuss the situation.

The 1951 edition of the Follies continues the tradition of top-grade entertainment which this show has come to mean for this area since Sheehan took over.

Show Verse
While he uses the same format of four production numbers, two diving sequences and specialty acts, this year's show has variety that gets the Follies off to a fast start with the opener, A Salute to the Roaring '20's, and brings it to an entertainment climax with Happy Birthday to Paris, a tribute to the 2,000th anniversary of the French metropolises.

Tenor Jimmy Carroll's handling of the vocals ranging from sentimental ballads of the '20's to Hallelujah and a military medley is soloing never before bettered in the Follies.

Arren and Broderick, gal-guy singer-pianist comics, are the best show-stoppers of a long list of stage acts that Sheehan has brought here over the years.

The 24-girl water ballet is not mentioned among the top attractions because it is taken for granted that these Aqua Dears, directed by Helen Starr, are as good as ever, which they prove themselves to be once again in their difficult water maneuvers.

Near Capacity Throng
The Roaring '20's opener had the near-capacity throng of 4,500 (house holds 5,000) in stitches as the 16 dancers and eight posers who make up the Aqua Darlings stage ballet came out garbed in dresses of the 1920's. Bud and Cece Robinson, leopeters, did a fast and clever Charleston and variety drag to give emphasis to the period being interpreted.

Carroll's singing of *Alcoys*, At Sundown, *All Alone*, *My Blue Heaven* and *Baby Face* was terrific, with the four Singing Mariners (Dick Byrne, Dick Robey, Bill Jones and Jim Freus) complementing him well on the harmony side. A feature was the introduction, in the name music, of *Susie*, *Sweet Georgia Brown*, *Sweet Sue*, *Dina*, *Mary Lou*, *Margie* and *Ukulele Lady*.

The water ballet then appeared in the pool to strains of Gereshwin's *Rhapsody in Blue* for the first of a series of fancy precision maneuvers, swimming to such tunes as *Barney Google* and *Toot Toot Tootie*, *Goodbye*. Climax of the first set were two well-executed pinwheel formations in the water.

Steals Diving Show
Eleven-year-old Marion Parks stole the championship diving show from the three and five-meter boards. Taking part with her were Jimmy Patterson, captain of the divers, and Tommy Thompson, Bruce Harlan, Charlie Diehl, Bob Maxwell, Jim Strong and Noble Billingsley. Water-comic Stubby Krueger, back with the Follies after an absence of a couple of years, was his old self, aided and abetted by Patterson, in his tomfoolery which put the pew-sitters in the aisles with laughter.

Aqua Picnic, the second production number, was a fast-moving

bit of business with stage and water balloons taking part. Carroll again walked off with the top honors singing *Tennessee Waltz*, *September Song* and *Be My Love*. Highlight of the water ballet was the unexpected appearance in the pool of the Beach Boys, the Follies divers, dressed in outlandish suits doing a funny rhythmic turn. This was followed by more serious diving from the five and ten meter boards.

Charlotte Arren had the audience fooled when she and partner Johnny Broderick took the center stage for their specialty. She began by singing a serious semi-classic which she suddenly broke off in the middle and then went into her crazy antics. There wasn't a sober-faced pew-sitter in the house during their turn and when she finally went off stage for a costume change Broderick did an excellent job of 88'ing. The two were so powerful that they stopped the show and she wound it up with the serious *Kiss Me Again*, but not before doing some marinating while Broderick played the introduction.

Parisian Act Hits
The Parisian production number was outstanding and was highlighted with a replica of the Eiffel Tower being hauled into the pool and the girls in the water coming up with large individual rose fountains arranged in a circle around the tower while Carroll sang *La Vie En Rose*. The water ballet went into the pool as each gal stepped thru a paper easel held by the stage ballet on stage. The tunes included the French national anthem, sung by Carroll and the Mariners. Dancers Bud and Cece Robinson returned for their version of Jitterbug and wache.

Jean and Joy Fitzsimmons, synchronized sister swimming team, made their single appearance next for some tight-formation water maneuvers climaxed by a backward barrel roll in the pool. The girls are good looking and capable and drew heavy miffing in the diving mania that they put into an uproar with their antics.

Aqua Americana was a salute to this nation and its military forces, with Carroll once again handling the heavy chores. The stage line was garbed in take-offs of army, navy and marine uniforms and the water ballet in abbreviated sailor garb. All acts were on stage for the finale touched off by a Thearle-Duffield fireworks display. Tom Martin was good as show emcee.

Sheehan Aids
Assisting Sheehan, managing director and producer, were Lyle Wright, treasurer; Miss Starr, water ballet director; John M. Williams, costumes (and handled excellently); Dorothy Lundstrum, stage ballet; Fred Smith, stage manager; Ben Barnett, orchestra director, and James McLeod, music arrangements.

Barnett's ork missed a few too many cues toward the end of the 2 1/2-hour performance, but it is expected the musickers will pick 'em up for the balance of the run which ends July 29 after which Sheehan will move his entire production for a similar stand in Seattle. Jack Weinberg.

MINNEAPOLIS, July 21.—Rain caught up with Al Sheehan's Aqua Follies in Theodore Wirth Park pool here Friday (20) night and for the first time in 10 years and more than 100 performances the show had to be canceled. Rain began falling about 8 p.m., a half hour before show time and accompanied by an electrical storm, was still going strong by 9 p.m.

Sportscast Aid To Wildwood

WILDWOOD, N. J., July 21.—Taking a successful summer promotion into its fifth year, WFIL, Philadelphia, will move its WFIL Sports Clinic program to this resort for a series of four weekly broadcasts, starting today (21). The programs will originate from the Regent Theater on the Boardwalk, Saturdays from 11 to 11:30 a.m.

Promotion is a two-way effort by the station and the resort, inaugurated in 1947. By means of weekly excursions here, WFIL Sports Director Tom Moorehead and members of his Sports Clinic production and engineering crew carry the show directly to vacationing Philadelphians. The broadcasts are widely publicized by the two Wildwood newspapers, and the resort benefits by numerous mentions on the air. Directed primarily toward juvenile listeners, the program offers weekly prizes to sports-minded youngsters who give the correct answers to Moorehead's questions.

For the resort broadcasts additional prizes will be added. In addition, professional and college athletes will make guest appearances on the shows. Admission to the broadcasts will be free.

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Folding Booklet, 12 P., 24c. Complete all 12 Answers, Well written, 10c
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DAY & NIGHT SERVICE

OSHKOSH, Wis., July 21.—Assurance that outdoor shows will not be required to buy Wisconsin driver licenses in order to play the State was given this week by Ben Marcus, commissioner of the motor vehicle department.

His statement cleared up a tangle for Mills Bros.' Circus, which had been told by a patrolman that it would be required to buy the permits.

Carnival Routes

Send to
1150 Patterson St.
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

Alamo Expo: North Platte, Neb.
American Beauty: (Fair) Jefferson City, Mo. (Fair) Kansas 31-Aug. 4.
American Reg. Louisville, Ky.
A. M. P. M. Savage, Md.; Jannetown, Pa. 30-Aug. 4.
Bader, H. H.: Henderson, Minn.; Waco, Tex. 30-Aug. 4.
Baker United: Noblesville, Ind.; (Fair) Clinton 31-Aug. 4.
B. & C. Gowans, N. T.; Lancaster 30-Aug. 4.
Becht, Leo: (Spring Grove & Colerain) Cincinnati 30-Aug. 4.
Beck's Old Reliable: (Fair) Harrodsburg, Ky.; (Fair) Russell Springs 30-Aug. 4.
Bernard & Barry: Farmington, Del., Can. B. & E. Am. Co. 30-Aug. 4.
Big Bear Am.: (Chicago-Land Festival) Chicago, Ill. 25-Aug. 4.
Big State: Perini, Ohio.
Blue Grass: Charleston, Ill.
Brewer's: Houston, Tex.; Burton 30-Aug. 4.
Brookland: Beverly, Tex.
Brookbeck: Cherokee, Okla.; Larned, Kan. Aug. 1-4.
Broderick-Schradler: Rides, No. 1: Hobart, Okla. 30-Aug. 4.
Broderick-Schradler: Rides, No. 2: Blaine, Kan. 30-Aug. 4.
Buffalo: DeKruyer, N. Y.
Burdick's Greater: Egan, Tex.
Burr, Harry: Richmond, Va.
Capital City: Letchfield, Ky.; Muldraugh 30-Aug. 4.
Capital City Am.: Rockport, Ind.; Boonville 30-Aug. 4.
Carnival Show: Glen Cove, L. I., N. Y.
Carroll: Mt. Holly, N. C.
Casey, E. J.: (Fair) Dauphin, Man., Can. 23-25; (Fair) Swan River 26-28; (Fair) Rosburn 30-31; Robin Aug. 1; The Pa. 3-4.
Carnival of Amusements: Marion, O.
Carnival of Fun: Genoa, Ill. 26-28; Rock Falls 31-Aug. 4.
Central States: Jewell, Kan., 23-25; Doran 26-28; Hanover 29-31.
Clinton & Wilson: (Gratiot Sta.) Detroit, Mich.
Chenon Jimmie: Drexel (Dayton), O.; New Bremen 30-Aug. 4.
Cherokee Am. Co.: Barnes, Kan.; Netawaka, Kan. 1-4.
Colman Bros.: Amsterdam, N. Y.; Boonville 30-Aug. 4.
Collins, Wm. T.: Grand Forks, N. D.; (Fair) Wadena, Minn. 30-Aug. 4.
Columbia: Naples, Mo.; Harrison 30-Aug. 4.
County Island: Franklin, N. C.
Continental: Hudson, N. J.
Convey Fair: Wolbach, Neb.
Craik Expo: Concord, Calif.
Craik Fiesta: Long Beach, Calif. 23-29; San Diego Aug. 2-8.
Craig, Harry: Clinton, Okla.

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\$5.50 daily profit from popcorn with the Excel Popper. Continuous demand, continuous earnings. Pays for itself in amazingly short time because of incredibly low price. Does the work of \$500 machine, is fully guaranteed. Beautiful gray metal finish. Excellent model from electric light, decorated with multi-colored marbles. 17" by 15" by 15". Weighs 35 lbs. Ideal for ANY location. Uses AC or DC current, and special, has many other features. Replaces, write for proposition!

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Cumberland Valley: (Fair) Murfreesboro, Tenn.; (Fair) Alexandria 30-Aug. 4.
Dan-Louis: Petersburg, Ind.
Dickson, H. B.: Spiro, Okla.; Panama 30-Aug. 4.
Dobson's Dailed: Souk Centre, Minn., 26-30-Aug. 4.
Douglas Greater: Hoquiam, Wash.
Down River Am. Co.: New Baltimore, Mich.
Draw: Adica, Ind.; Flora 30-Aug. 4.
Drew, James H.: (Fair) Ovington, Ind.; (Fair) Reno 30-Aug. 4.
Dumont: Turtle Creek, Pa.
Dyer's Greater: Galva, Ill.; Marengo, Ia., 31-Aug. 4.
Eastern Am. Co.: Hiram, Me.
Eddie's Expo: Brockway, Pa.; Preport 30-Aug. 4.
Emshoff: Rockford, Ill., 26-29; Middleton, Wis., Aug. 2-5.
Eyer, E. L.: (Fair) Oswego, N. Y.; (Fair) Towanda, Pa., 30-Aug. 4.
Farris Greater: Santa Maria, Calif., 25-29; (Fair) Jersersville, Ill.
Fleming, Mad Cady: Atlanta, Ga.
Francis, John: Tomah, Wis., 23-Aug. 4.
Gen. City: Salem, Ill.
Gentsch, J. C.: Oakland, Tenn.
Georgia Am.: Marietta, Ga.
Oladson: Expo: (Fair) Columbia, Ky.
Grand Band: Madison, Wis.; Monroe 30-Aug. 4.
Gold Medal: Crave Coeur, Ill.
Gooding Am. Co. No. 1: (Fair) Washington C. H. O.
Gooding Am. Co. No. 2: Martinsville, Ind.
Gooding Am. Co. No. 3: Strongsville, O.
Gooding Am. Co. No. 4: Rocky River, O.
Gooding Am. Co. No. 5: (Fair) Greenburg, Ind.
Gooding American Expo: (Fair) Mt. Vernon, O.
Greater: Greater: Loganport, Ind.
Gooding Park Attr.: Butler, Pa.
Grand American: Brever, Mo.; (Fair) Rockport, Mo. 29-Aug. 4.
Greater Dixieland Expo: Wazahaska, Tex.
Groves Greater: Basford, La.; Monroe 30-Aug. 4.
Hale's: (Fair) Danmolen, Ia.
Hanna, Bill: McKinney, Tex.
Harrison: Bob. Grandbury, Tex.; Nocona 30-Aug. 4.
Hansum Morris: (Cahill Field Fair) Philadelphia, Pa.; (Fair) Flourtown Aug. 1-11.
Happy: (Fair) Woodfield, O., 26-28; (Fair) Perryville 29-Aug. 4.
Happyland: Pontiac, Mich.
Hawker: State: Seymour, Ind.; Kallerton Aug. 1-4.
Hellers Acme: Rummeneid, N. J.
Hellers: Shelbyton, Wis.; Chippewa Falls 30-Aug. 4.
Heth, L. J.: (Fair) Fulton, Ky.; Paducah 30-Aug. 4.
Hickson: (Fair) Woodfield, O., 26-28; (Fair) Hixson, O., 26-28; Morenci, Mich., Aug. 1-3.
Hills Greater: Daltown, S. D.
Imperial: Princeton, Ill.; Mt. Sterling 11-Aug. 3.
Imperial: Expo: Shelton, Wash.
Inland: Memphis, Mo.
Interstate: Buena Vista, Va.
J. & B. National: Beach, Va.
Johnny's United: Tipton, Ind.; Danville 30-Aug. 4.
Jolly Jailer: Fredonia, Pa.
Jollytime: Iront, Va.
Joyland Midway: Brown City, Mich.; Oley 30-Aug. 4.
Karras, Quat, Greater: Craig, Mo.; Savannah Aug. 1-5.
Kearney: Ford O.: Zoellie, La.; Tallulah 30-Aug. 4.
Klein Am. Co.: Edgerton, Minn., 25-28.
Korona Am. Co.: Tawas City, Mich., 26-28; Fairmont, Ind., 28-Aug. 4.
LaCrosse: North Woodstock, N. B.
Lata, Sammy: Belle, Mo.; Hermann Aug. 2-4.
Lawrence Greater: Harrington, Del.
Loose Star: Winston-Salem, N. C.; Oranboro 30-Aug. 4.
Maddox Bros.: (Fair) Sterling, Kan., 26-28; (Fair) Moundville Aug. 1-4.
Mallory: Greater: Dought, Ill.
Marshall: Ross, Spring Valley, N. Y.
Marvin, John H.: Upper Darby, Pa.
Marvin, Morris, III.: 27-29; Mt. Auburn Aug. 1-4.
McKer: Joseph, Ore., 23-29.
Meridian Midway: Grand Meadow, Minn., 23-25; Fountain 26-28; Readylin, Ill., 30-Aug. 1; Ogden 2-4.
Meridian: Kalamazoo, Mich.; Winn 31-Aug. 1; Harrison 2-4.
Midway Expo: Superior, Neb.; Shelton 30-Aug. 4.
Mirth: Mirth: Palmyra, Ill.
Mistral: (Fair) Price, Utah, 26-31.
Mitt: Hooper State: (Fair) Dugger, Ind.; (Fair) Kinross 31-Aug. 4.
Mighty Page: Woodstock, Va.; Front Royal 30-Aug. 4.
Mickey: Curtis: Star City, Ark.
Model: Stevens Point, Wis.
Moore's Model: Mt. Carmel, Ill.
Motor: Star City, O.; Toledo Aug. 2-4.
Mound City: Mountgery, City, Mo.
Mound City, No. 2: New Berlin, Ill., 25-27; Belleville 30-Aug. 4.
Nelson, George W.: Fairfax, Minn., 23-28; Lewisville 27-28.
Nearer Greater: Hillsboro, Ill.
Northern Expo: Shelby, Mont.
Park Bros.: Dawson Springs, Ky.
Palmier Expo: Spartanburg, S. C.
Pap-Americon: Ingwood, Calif.; Oranard Aug. 1-5.
Parade: Loudsburg, Mo.; Cherrysale, Kan., 30-Aug. 4.
Paul's Am.: Westville, Okla.; Buffalo, Mo., 30-Aug. 4.
Peck Am. Co.: Rockford, Ill.
Pee Dee Am. Co.: Hartford, N. C.
Penny Premier: (Fair) Red Lion, Pa.
Pioneer: (Fair) Forest City, Pa.; Honesdale 30-Aug. 4.

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For Posing Show and Dancing Girl Shows! top salary and bonus. Want Stripper to feature. Lorain, Evelyn and Ruth Swank and Penny answer.

Wife
F. W. MILLER
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Shows that works for stock. Mitz Camp (100 seats), Billingsgate, Dart, Bill Game, Age and Soles, Photo, all Banky Paake (100 seats), all with good outfit. Need Charitable Foreman must drive. Also other Ride Help. Address, this week, Harkers, N. C.

Playtime: Provincetown, Mass.; Orleans 30-Aug. 4.
Povelon Expo: Lodi, O.; West Lafayette Aug. 1-4.
Povelon Greater: Dresden, O.; (Fair) Circleville, O.
Prest's Broadway: Elmhurst, Queens, L. I., N. Y.; Coltonville, Pa., 30-Aug. 4.
Reina Am.: West Tulsa, Okla.
Reid, King: St. Albans, Vt.
Rogers Bros.: St. Rapids, Minn., 25-28; Omaha 29-31.
Royal American: (Fair) Saskatoon, Sask., Can.; (Fair) Regina 30-Aug. 4.
Royal Crown: Chester, N. Y.
Royal Duke: Mt. Holly, N. C.
Royal Expo: Portsmouth, Ga.; Augusta 30-Aug. 4.
Royal Midwest: Ferrisburg, Mich.
Royal United: Fayette, Ia., 27-29; Tripoli 30-31; Lansing Aug. 2-3; Charver, Minn., 4-5.
Rumble Am. Co.: English, Ind.; Farmertown 30-Aug. 4.
San Valley Pavilion, Kan.
Shaw, Dr. & Son: (Fair) Naples, Tenn., 30-32; (Fair) Atlanta Aug. 2-4.
Shirard Bros.: Abbeville, Mont.; Helena 30-Aug. 3.
Smith's Funland: Crown, W. Va.
Smith, George: Ticonderoga, Pa.; Coe-man 30-Aug. 4.
Snap Greater: Blinger, Wis.
Snyder: Abert, Greentown, Ky.
Spring 30-Aug. 4.
Spears, J. A.: Rogersville, Tenn.
Stader, M. O.: Westfield, Mass.; Lenore 30-Aug. 4.
Star Am. Co.: Macks Creek, Mo.
Starlight: Deer Hill, Neb.; Plymouth Aug. 1-2.
Stephens: Bucourt, Ia.
Stevens, C.: (Fair) Greentown, Ky.
Straw, James E.: Binghamton, N. Y.; Clearfield, Pa., 30-Aug. 6.
Stuart Am. Co.: (Fair) Roscoe, Minn., 23-25; (Fair) Perth 26-29; (Fair) Tuller River Falls Aug. 1-4.
Tadler, George: Gardner, Ill.; Lexington 31-Aug. 4.
Tennessee Valley Am.: Dyer, Tenn.
Thales: Dotted, Malta, Ill., 26-28; Naperville Aug. 2-4.
Thomas Joyland: Lawrenceburg, Ind.; Scottsboro 30-Aug. 6.
Tweel, J. L.: Lead, D.
Tinsley, Johnny T.: (Kewlin & Boulevard) Atlanta, Ga.
Tip Top Western: Colby, Wis., 27-29; (Fair) Green Lake Aug. 2-5.
Troll Expo: (Fair) Vienna, Ill.; Madison 30-Aug. 4.
Turner Bros.: (Fair) Taylorville, Ill.; (Fair) Farmer City 28-Aug. 4.
20th Century: Hamsack, N. D.; (Fair) Minot 30-Aug. 4.
Twin City: Clinton, Mo.; Gilman City 30-Aug. 4.
United Expo: Cassville, Mo.
U. B.: Charleston, W. Va.; Oasaway 30-Aug. 4.

COMPLETE CARNIVAL FOR SALE

Including contents for balance of 1951 season. Includes some of the best spots in New England. Show property. 30 Concessions, 7 Rides, 20 Semi Trailers, 20 Concessions, Rubber Cables, Merchandise, Wheelchair, Rubber Cables, Merchandise, etc. All this equipment is in perfect running condition and looks as good as new. Must be seen to be appreciated. Address all communications to: Billboard and route will be furnished upon request. Also will bank above show for 1952 season if so desired.
Box D-63, The Billboard
1102 Park Ave., Cincinnati, Ohio

DON ROBINSON CIRCUS WANTS

General Agent, in or near, Sid Lovett, Charles Campbell, Oscar Wiley, Bill Long street, Bill Sterling, answer. Can place one more family Act, Boss Caravan, Butcher, Side Show Manager.
HOWARD INGRAM, Mgr.
Hartsville, Ga., July 25; Rocky, 25; Blackshear, 27.

MACK HOUSE

Contact me at once.
Very important.
BILL PAGE
Woodstock, Virginia

WANT RIDE HELP

Charles Curtis Farnell come on. Can place concessions; opening for Popcorn
I. K. WALLACE
Shelburne, Va.

WANTED FOREMAN

For Allan Hershell Merry-Go-Round and No. 5 Hill Wheel. Good pay to sober and reliable Help.
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BOX D-70
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Royal Midwest Shows

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ROXIE HARRIS
General Delivery, Petersburg, Mich., this week.

GALLERY AMMUNITION FOR SALE

50 Cases Peters—21 Case Winchester.
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The Multiplex ROOT BEER BARREL

IN THREE SIZES: 17 GAL. 45 GAL. 60 GAL.

Its advertisement is Gold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draw any size drink continuously without turning lever off—10 to 15 drinks per minute. Drips delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS for COCA-COLA, GRAPE, ORANGE, MILES, DR. PEPPER, OTHERS.

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We feature flash—serving power, long life construction and novel attractions.

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MAGIC EMPIRE

WANT FOR RIDGWAY, ILL. FAIR, WEEK JULY 29; WORTHINGTON, IND., FAIR, WEEK OF AUGUST 6, AND 14 FARMS IN TENNESSEE, ALABAMA AND MISSISSIPPI TO FOLLOW. SHOW OUT UNTIL FIRST WEEK IN DECEMBER.

CONCESSIONS OF ALL KINDS. Will sell "Em" on Photo, Lead Camera, Novelties, Dvgs and Frozen Custard Will Cook Cookhouse or turn our own Cook House over to capable Operator.

SHOWS: Can place Monkey Show, Motorcade, Penny Arcade or any other worthwhile Shows. Have 110 ft. top and banner line for Side Show (Unit turn over to capable Operator). Also have top and banner for Girl Show. Want Manager for same Must have 2 or more Girls

WANT FERRIS WHEEL AND TILT FERRIS, ALSO SECOND MEN ON OTHER RIDES

HAVE FOR SALE: 1948 MODEL STREAMLINED CATERPILLAR, in Good condition, with Two 30 Ft. Trailers. (Jack Ramirez, answer.)

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MAGIC EMPIRE SHOWS, Dwight, Ill., this week; then per route.

JOHNNY'S UNITED

"HONESTY IS OUR POLICY"

LAST CALL
FOR ANNUAL DANVILLE, IND., STREET FAIR, Putnam County Fair, Greencastle, Ind.; LAWRENCE, IND., ANNUAL BOY SCOUT CELEBRATION.

CAN PLACE (Ice Cream, Novelties, French Puffs, African Dip, Pronto Pup, Photo Long Range (Unit, come on).
RIDE HELP WANTED—Merry-Go-Round Second Man, useful Ride Help who are licensed drivers.
SHOWS WANTED—Girl Show, Monkey and Fan Show. Capable operator for all-wooded Girl Show. All replies to:
JOHN PORTEMENT, Tipton, Ind.

HELLER'S ACME SHOWS

RUNNEMEDE, N. J., JULY 30 TO AUGUST 4

WANT SHOWS: Will give outstanding proposition to real show folks, including Girl Shows. Have complete outfit for high class Mingled Show. Seats 300 people. Few Concessions open. Ranky Paake open, Photos, Cakes, Bottles, Darts, Shooting Gallery, Long and Short Range, Popcorn and Candy Apple, also Custard. No gift on this Show. Will book for these dates Rollupline, Ride-O-Ride or Caterpillar and one more Ferris Wheel. Can use sober Help on 18 officers and Rides. Want Chaperone Foreman, Frackie, come on. Reliable Ride Operators always welcome. Want Octopus Foreman and Merry-Go-Round Foreman. Sorry, wire where I can phone you. Lewis Scott and Johnny Beldick, contact.

All address: HARRY HELLER, HELLER'S ACME SHOWS, at per route.
Permanent address: Box 4, Campgrove, N. J. Phone: Wycott 4-8322.M.

CAVALCADE OF AMUSEMENTS

CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS FOR MUNCIE, IND., FAIR, JULY 29-AUGUST 4. (SPACE LIMITED)

WILL SELL EXCLUSIVE ON NOVELTIES FOR MICHIGAN STATE FAIR, DECEMBER 1-10, AUGUST 31-SEPTEMBER 9

WANT NOW: Octopus Foreman, Access Men on Rides, Working Men in all Departments. Help for Girl Shows, Griddle Men and Waiters for Cookhouse and Grab.

ALL ADDRESS:
AL WAGNER, Mgr.
MARIION, OHIO, THIS WEEK

GIVE TO DAMON RUNYON CANCER FUND

SALON APPROACH

Rocks' Spot Turns To Art for Quality

NEW YORK, July 21.—Short of surrealism, Rockaways Playland will soon take on a salon quality in the artistic presentation of its multiple units. Garish primary colors will be forsaken in favor of subtler hues with the power to attract the public, especially mop-pets.

Changeover stems from the applied knowledge of the funspot's newly appointed art director, Herman Huesby, an artist (the term is used in its strict sense) of some renown, who has also been employed by the Children's World

Theater, New York, and the North-West Lyric Opera Company, Seattle.

Huesby says it is his intention to avoid the usual low-brow decoration method and to create instead a "beautiful experience." Park execs believe that he has succeeded in his initial try, the creation of an 18 by 72 foot panoramic background for the Kiddieland. While it is unlikely to cause handsprings among the admirers of the modernist school, the numerous fairland character cutouts are a clinch to appeal to the small fry.

Fairland Characters

Primary colors are strongest in this display for the simple reason that a child's eye cannot absorb subtle colors, Huesby says. The characters include the cow who jumped over the moon, cat and the fiddle, Red Riding Hood, Snow White, Sleeping Beauty, Humpty Dumpty, a host of Alice in Wonderland figures, and many more of proven appeal.

He will next construct special sets for each of the juvenile rides. Planned for the Fire Engine, for instance, is a house engulfed in simulated fire with smudge pots adding smoke effects. Upon completion, the child patrons will have the complete cycle of alarm, fire engine and blaze presented to them, Huesby says. The boat ride will have moving sea gulls added to it.

Material used principally to date is one-quarter inch masonite which will last at least 10 years. The cost of the entire panoramic view will not exceed \$1,000, Huesby said.

New Material Used

Celastix, a new cloth-like fabric which can be saturated in a special fluid and then molded to any desired shape has been used extensively by Huesby, who now plans to utilize it at Playland. When hardened the material is reported to gain steel-like quality and can be sawed. It will withstand weather.

A background for the Merry-Go-Round is in the planning stage. In his mind's eye Huesby, altho a newcomer to the outdoor field, has sketched plans for all of Rockaways' units. Only stumbling block is the Roller Coaster whose vast expanse could provide support for scenic backgrounds to gladden any artist's heart. But the park owners, wary of the creation of additional wind resistance, are skeptical. However, Huesby says there must be a way to utilize the Coaster and that he'll discover it, given a little time.

Promotions Put Pontchartrain Ahead of 1947

NEW ORLEANS, July 21.—Promotional features are drawing crowds to Pontchartrain Beach here, giving the spot its best season since 1947, according to Harry J. Bait, manager. He also credits hot weather and increased population for the business boost.

One of the year's biggest crowds turned out recently for Pontchartrain's "Mrs. New Orleans" contest. The local winner will compete in finals at Asbury Park, N. J., in September. In addition, six neighborhood beauty contests began Thursday (18), and three girls from each of the preliminaries will take part in the finals at the park August 30.

Coming up also are special days tied in with The Times-Picayune Sunday magazine, August 21, and a television day sponsored by WDSU in August.

Free acts booked for the remainder of the season include the Groot Zeno, high pole; Don Francisco, trapeze; Harold Barnes, wire; Lady Barbara's Circus, dogs and ponies; Aerial Alcedos; Skylarks, wire, and Santo Glorioso, parallel bars.

Outings Aid Rocks' Spot

NEW YORK, July 21.—With the beach area adjacent to the park enjoying record attendance this season, Rockaways Playland racked up a solid two days last week-end (14-15).

Outings at the park were heavy this week with 6,100 children of the Bayonne (N. J.) Police Athletic Club visiting Monday (16); 1,700 kids of the Knights Before Christmas group, sponsored by New York Daily Mirror columnist Ed Zeltner, showing up Tuesday (17), and a batch from the Yonkers (N. Y.) Fire Department appearing Thursday (19).

Free act was the Gibsons, double swaypole.

Klatzco Kidspot Sets Promotion, Press Deals

CHICAGO, July 21.—Hollywood Kiddieland, owned by Capt. and Mrs. Louis Klatzco, is getting city-wide publicity breaks as a result of two promotion deals now under way.

In one, Adoptive Parents' Association is selling 15-ticket strips at \$3 in order to raise funds for its activities. The 1,400 members, including several prominent Chicagoans, ask buyers to give tickets to any children. Day set aside for use of the tickets is Monday, August 27, and Klatzco said they would be honored on the second day if necessary.

Arrangement calls for the Kiddieland to receive its regular price from each ticket used, and for the organization to retain the balance

of the 20-cent charge plus the full 20 cents from each unused ticket. Spot will be open to the public as usual on the special day.

In the second deal, the Klatzcos are giving Kiddieland pass books as prizes in a children photo contest being operated by The Chicago Herald-American. Full-page ads in the newspaper plug these along with other prizes. In them, the spot is called Captain Klatzco's rather than the Hollywood Kiddieland because of friendships extending from his service as a Chicago police captain.

The Klatzco spot is equipped this season with elaborate lighting, which includes 64 eight-foot light tubes mounted on 18-foot standards around the site.

NO BLACK CATS, AT LEAST

WORCESTER, Mass., July 21.—Jackie Morris, promotional director at White City Park, demonstrated the kind of courage that won his decorations for valor in the last war, when he slaked his biggest outing to date for Friday, 13, The Furthest Company, which participated in the cut-rate duost deal, helped build one of the biggest and certainly one of the most lucrative crowds of the year, indicating that the thousands of participants were no more superstitious than Jackie.

Indian Point Week-End Gate Hits 25,000

PEEKSKILL, N. Y., July 21.—With scorching weather prevailing over last week-end (14-15), Indian Point Park here drew 10,000 persons Saturday and 15,000 Sunday, operator Ed Kelman reported.

Two days were almost too hot, he said. The problem was to keep the throngs spending instead of relaxing in the shade or swim pool.

Kelman was hit by bad luck when an outing of a New York backed goods firm was negated by the recent bank strike in that city. Several outings booked earlier this year have been ruined by bad weather, but Kelman is looking to groups of Canada Dry and Reid's ice cream employees to bring in cash.

One of the big events of the season at the spot is expected to be the encampment Saturday and Sunday, August 11-12, of 8,000 members of the American Motorcyclists' Association. The group will stage cycle contests both days, a dance Saturday night and choose a queen Sunday.

Olympic Rides Hit by Heat

IRVINGTON, N. J., July 21.—Last week-end's swim pool business at Olympic Park here was good, but Treasurer Robert Guenther reported that too-hot weather kept rides from getting a fair share of coin.

Free acts this week were the Vermettes, juggling; John Lucyn, hand balancing; Loyall's dogs and the Aerial Winters.

Employees See GM Products At Annual Walled Lake Picnic

DETROIT, July 21.—What was said to have been one of the largest displays of military equipment recently assembled was exhibited at Walled Lake Park over the week-end as part of the annual picnic for employees of General Motors truck and coach division. All the Armed Forces and Gen-

eral Motors co-operated in the exhibit which included tanks, airplanes, a cut-away submarine and other major pieces. The display was held over a second day for public inspection.

The park outing provided opportunity for the company to show completed units to employees working on the parts at the several scattered plants of General Motors.

Bis Fair

Most park operators in the Detroit area agree business has been only fair so far. Past two week-ends have brought favorable weather and general business improvement, but most ops are banking more than usual on August weeks.

At Edgewater Park, 26 picnics have been booked so far, compared to 32 for last season, but the total volume is ahead. Promotion has been concentrated on gatherings which would bring larger crowds.

At Bel-Air Kiddyland business has shown a steady improvement since opening, and operators are well satisfied with the venture in its first season, according to co-owner Irving Goldberg.

The S. S. Columbia has been added to the run by the Bob-Lo Park Company, making two boats available for six round trips a day between Detroit and the park.

Heat Wave Swells N. Y. Area Crowds

NEW YORK, July 21.—Flight from heat and humidity Saturday (14) and Sunday (15) by several million residents of the metropolitan area brought record attendance marks for the season to many beaches in the area.

Concessionaires reported their most profitable day of the season. At Rockaways on Long Island, police estimated 1,850,000 persons, while a week before attendance at the same spot was 1,500,000. All public parking space was taken by noon, and private property owners, who usually charge \$1 for a day's parking, put out their \$1.50 signs.

Jones Beach registered a new mark of 153,000 persons. The previous high was 147,000 August 28, 1948. Long Beach on Long Island drew 90,000 persons Saturday and 170,000 Sunday, the latter figure

being the biggest through there in several years.

Atlantic City also reported its largest crowds of the year. The city had 305,000 visitors for the two days, with two-thirds of them appearing Sunday. Coney Island pulled 1,500,000 persons Sunday, setting a new high for the season.

The season's top temperature was reached Sunday in midafternoon, when the mercury hit 88 degrees.

"Saucers" Fly At Chattanooga To Draw Crowd

CHATTANOOGA, July 21.—A "flying saucer" stunt at Lake Win-nesepoosah near here netted the funspot one of its largest crowds of the season Sunday (15), according to Mr. Minette Dixon, owner.

Advance publicity stated that 400 flying saucers would "invade" the park at 7:30 p.m. At that time, local airplanes, described on the ground as "the interceptor squadron," zoomed low over the park and released 400 paper plates.

Each retrieved plate entitled the holder to one free ride on a major kiddie device or to swimming, golfing or boating. Pilots followed the stunt with 15 minutes of aerial acrobatics. T. J. Tomblin, publicity director, was in charge of the promotion.

Sizzling Heat Melts Spending At Steeplechase

NEW YORK, July 21.—Steeplechase Park here felt the squeeze last week-end (14-15) of weather that was too hot and humid, with Sunday business dropping a bit below normal for the date. The Saturday take was high.

Manager James J. Onorato reported that the humidity made Sunday an excellent beach day but poor for the park's rides. Coney Island patrons preferred to stay on the sand side of the Boardwalk separating beach and park.

Onorato was happy over last week's gathering of Shriners here, reporting that they provided an estimated 10,000 extra patrons for the spot. Favorite of the Shriners was the Parachute ride at Steeplechase.

Wrestlers Give Hershey a Lift; Promotions Big

HERSHEY, Pa., July 21.—Professional wrestling, promoted by Bert Bertolini, is proving a big draw at Hershey Park this summer, with the huge Sports Arena, usually dark from late April to September, bringing thousands of wrestling fans into the park, according to Manager George W. Bartels.

Roller skating and square dancing were tried at the Arena with little success in past years, but interest in the grunt and groan artists has shown tremendous growth since the first bout attracted 3,500. The second card of matches drew 7,200, and another is slated for Tuesday (31).

Hershey free attractions, including weekly aerial acts and two audience-participation shows which are aired over local radio stations, continue to draw patrons on week-days. Both radio shows feature a "spot the sound" gimmick in which spectators listen to a recorded sound and a series of clues before trying to identify it for a cash prize which builds at the rate of \$20 each week. Free concerts are presented each Sunday by leading bands and orchestras in the arena from 2 to 4 p.m., and 7 to 9 a.m.

Two other events scheduled for the park are a Festival of Harmony, sponsored by local barber shop quartets at the Arena, August 4, and a pre-season pro football game between the Philadelphia Eagles and Pittsburgh Steelers, August 8. The Chordettes, harmony feature of Arthur Godfrey radio and TV stanzas, will appear on the Festival program along with seven other quartets.

White City Gets Big Week-End

WORCESTER, Mass., July 21.—Outing set at White City Park here by Jack Morris Friday (13) and Saturday (14) drew about 25,000 persons for the two days with skies clear.

Crowd was attracted despite the fact that no free act or fireworks display was scheduled. For the two days rides at the park grossed over \$2,500. The park has been enjoying a period of excellent weather recently.

Daily Hikes Point to Top Year at Hampton

HAMPTON BEACH, N. H., July 21.—Record Fourth of July business, together with increases registered on almost a daily basis, are piling up grosses that are almost sure to result in a new season high at this shore spot, John Dineen, operator of the vast Casino properties, reported this week.

Holiday increases, which hit as high as 25 per cent on some units, were unexpected, since crowds and business a year ago were viewed as approaching the saturation point. Weather this year and last was ideal, but a year ago a modernization program following a fire that razed part of the beachfront area was credited in part

with building the sizable crowds. Daily increases have ranged from 10 to 15 per cent since the start of the season, Dineen said. Last year's skyrocketing grosses were credited to the inauguration of modern design and lighting to the Casino buildings which had remained unaltered, except for painting, for several decades. As a result, a leveling off in business this year would not have been unexpected.

Bookings at hostilities are high and a winning season is assured. If business in August continues on a par with last year, the season will be as good or better than any other in the history of the resort.

Hot Weather Booms Week-End Takes, Grosses at Palisades

NEW YORK, July 21.—A hot Saturday (14) and Sunday (15) produced a sell-out at Palisades (N. J.) Park's swim pool and the overflow crowd kept rides active that normally would have suffered, according to Co-Owner Irving Rosenthal.

He claimed that the publicity received from Radio Corporation of America's use of the park as a testing ground for color TV drew many new customers to the spot. Irvin Watkins' chumps and Leo Reisman's ark remained as the free attractions at the park, thru this week.

Irving announced that he and his brother, Jack, and several other individuals and firms, would underwrite the annual Police Anchor Club's outing for under-privileged children of New York, which will be held August 8 at the park. Irving expects 7,000 children to attend.

Reason for the underwriting project is the refusal of this city's police commissioner to allow department members to sell tickets and handle other details of such an outing. Jack and Irving are down for \$250 each and George A. Harid is in for \$250. The park as a concern will make up the difference between donations and the cost of the event. With Mayor and

Mrs. Vincent Impelleri, and other city officials attending, the affair should represent heavy publicity for the park.

Work has started on separate stalls for bus lines servicing the spot. They will be erected on Palisades Avenue, which bounds one side of the park, and each stall will feature a cashier and turn-still to facilitate rapid loading on busy days.

Willow Grove Promotions Build Crowds

PHILADELPHIA, July 21.—A series of special promotions are swelling attendance, particularly on weekdays, at Willow Grove Park, which is enjoying one of its best seasons. This week featured a series of Tea Days, when the park honored free and part-paid tickets presented to their customers by all the Frankford-Unity, Quaker and Retail Grocers' Association neighborhood grocery stores thruout Philadelphia and its suburbs.

Next Wednesday (25) will mark the 15th annual Firemen's Jubilee. Following a parade of men and fire fighting equipment, auxiliaries and home fire will be a demonstration of pumping apparatus, when a water barrage will be outlined against the sky by powerful searchlights. Fireworks also will be presented.

In addition, the park has added local string band concerts as free Sunday attractions. This is in addition to the regular five-act Sunday vaudeville show emceed in the outdoor Musical Hall by Frankie Schluth.

N. J. Resort Ops Adopt New Rules

TRENTON, N. J., July 21.—In order to protect and promote New Jersey's vacation and resort business which estimates have placed in the near billion-dollar class, the New Jersey Resort Association has adopted a new constitution, according to an announcement made this week by Charles R. Erdman Jr., Commissioner of the Department of Conservation and Economic Development.

Objects of the resort association are: (a) to provide an organized center of effort to publicize and promote the improvement and development of the resort and recreational assets of New Jersey; (b) to promote, advocate and support such a system of law and administration in the State, as shall protect our resorts and recreational facilities, encourage the improvement thereof and attract people thereto; (c) to promote and encourage improvement and construction, proper and efficient maintenance and service of highways and transportation facilities in New Jersey; (d) to foster and encourage good fellowship and acquaintanceship among its members in their concerted efforts for resort and recreational business for the State.

Coney Island, N. Y.

By UNO

Ideal weather for the week-end (July 14-15) brought heavy attendances and satisfactory patronage everywhere.

Second chapter of Steeplechase Park personnel includes Peter Andrew Sr., George Gargula and Anthony Ferras, coaster; Paquale Martorella and August Posa, bicycles; George Butler and Sidney McDonald, whirlpools; John Cilenzo and Joseph Flore, Rockets; Walter Robinson and Angelo Conte, chickens; Michael Eason and Salvatore Purrucchio, Scooters; Dominick Staisno, Louis Castellano and Michael Covino, slide and human pool table; William Fallon, 200; Michael Longabardi and Joseph Balsamo Sr., Express; Walter Rosch and James Mackey, Silver Streak; John Stillwell and William Kies, Scrambler; Joseph Raffeo and Anthony Cilenzo, Babyland; Bernard McCann and Nicholas Neeninger, Whip; Armando Infante, Scooters; Dave Straker Sr., beach gate, and Waifred Larson, Kiddie Boat.

Herman Wolff, Louis Lobell and Alex Ellowitz have increased their Boardwalk and West 19th Arcade stock to capacity. Featured are 27 Pokerinos in charge of Sam Binkowitz; 12 Bowling Alley tables managed by Tony Anarano; eight Shuffleboard Alleys supervised by Jerome Blaukiss and Arnold Berman; 100 slot machines and devices, Abe Greenberg is cashier.

Al and Mike Shaw, who operate two Howard Johnson eatery franchises, one on Surf and the other on Stillwell, take pride in the employment of the prettiest of waitresses for the counter and floor attendants in Roberta Blaukiss, Marilyn Miller, Dorothy Freund, Lee Weisbrod, June Licata, Marcelle (Frenchy) Skersben and Faye McClellan. Teddy Cammilleri is manager of the Stillwell branch. The Shaws have upped their hot dogs from 15 to 20 cents, but give roses to every customer.

Dan Lane's original Irish House, Bowery and West 15th, a Coney landmark since 1883, has for its wide variety of entertainers Walter Kane and Tony Landi, Solovox players; Jack McGuinness, flute; Paul Revere and his trained horse; Joe Ego Harris, bag pumper, juggler, harmonica player and dancer; Al Ginger, clog dancer; Johnny Brennan, dancer and singer; Sheila Lynch, Irish ballad singer; Tom Sullivan, ventriloquist; Lily Ess, exotic dancer, Bob McMillan, Louis (Blackface) Weinstein, Frank LaMore and Chris Besker, singing waiters. Later also plays the bagpipes. Lillian Sheridan is expert dietician. The Kinn brothers are chefs. Jack Ponton is emcee and Mike Sheridan relief. Tony Salama is junior clam opener and Steve Ryan, George Clark and Andy Stefano are drink doctors.

SHORTS: Harold and Ruth Kersch of Kersch's popular eatery on Surf, played hosts at a birthday party tendered for their son, Bruce, who became three years old July 18. Another son, Lloyd, will be one year young August 13. Shiner's convention brought a lot of the nobles to Coney but, as most ops describe, on a sight-seeing visit. Jack Lawrence leaves his Bowery balloon game after the season for a trip to Bermuda with Dolores Gerring, a photo gallery attendant on Surf. A wedding is scheduled for September.

Billy Reynolds, former legit actor, last with "High Button Shoes," replaced Palmer Cote as out-front talker for Tizza's Wine Bath. New ticket taker is Betty Meyers, former costumer. Choonsa Lee, dancer, opened July 18 to succeed Amy Fong, who left with talker Bob

Winkler for the Savoy. Asbury Park, N. J. . . . Al Lenz, talker, is back at Dave Rosen's freakery. Replaced Taylor and O'Brien, formerly with Strates Shows, who left after two weeks.

Mario DeViro, guitar-vocalist, is a one-man entertainer at Charles Balsano's Fireball nitery, Neptune and Stillwell. . . . Pat Deane, Lillian Raliff, Beverly Palmer and Peewee Hudson are new dancers at Garto's Variety Revue. . . . Harry Nelson and his high striker were prominent in TV last week as part of a carnival scene in Arthur Godfrey's show. . . . Ted Wilson, of Crispus, is planning on leasing an annex to his present Surf Avenue spot for installation of a hot dog emporium.

Markey Sees Big Turnout For N. E. Meet

RYE, N. Y., July 21.—Heavy flow of requests for reservations at the 22d annual meeting of the New England Association of Amusement Parks and Beaches, to be held at Playland here Tuesday (24), indicate a well-attended gathering. Fred L. Markey, association secretary reported this week.

Col. Allan E. MacNicol, director of Playland and host for the meeting, has all in readiness. Luncheon for the day includes program dinner, inspection of the park, steamer cruise on Long Island Sound and free acts and fireworks at night. In the event of bad weather the group will spend the day on a boat cruise of the Sound.

Two-Day Gate Tops 55,000 At Rye Spot

RYE, N. Y., July 21.—Attendance claimed at Playland here over a hot and humid Saturday (14) and Sunday (15) was 22,000 persons for the former day and 33,000 for the latter.

Free acts playing the park thru this week included the Two Barretts and the Four Sandys. Scheduled for tomorrow (22) at the park is an outing of 2,000 persons comprising series of the Fraternal Order of Eagles from Ossining, Tarrytown, Yonkers, White Plains and Port Chester, N. Y.

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1001, miniature steam trains
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PORTABLE BLEACHERS—4 YEARS OLD—128 FT. LONG—48 FT. WIDE—13 ROWS OF SEATS—3 SETS OF PLATFORM STEPS, APPROXIMATE 1,800 CAPACITY. ORIGINAL COST \$13,500.

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MINIATURE TRAIN CO. RENSSLAER, INDIANA

Chi Matinees Good, Nights Build to Full For Ringling-Barnum

Drop Pitch to Audience on Song; Program Running Order Unchanged

Continued from page 49

was better for the circus in small cities. Although houses were big in Philadelphia and Washington and good in Chicago, these sources believed smaller places had a slight edge.

Only minor changes have been made in the show since it opened its under canvas season in Washington. The program running order remains unchanged. No pitch was made in Chicago for the audiences to join in the singing of White Christmas during the spec, as was done early in the season. Some changes have been made in clown productions, and some acts which did not work in several earlier stands because of rigging kinks now are program regulars. The Rodry Brothers (2), however, were out for two days here because one had a minor hand ailment.

Menagerie-Big Top Combo Okay
Consensus of Ringling staffers and other observers regarding the new combination menagerie-big top is that whatever kinks may have been anticipated have not developed. Almost without exception patrons and publications have commented favorably on the layout, and apparently there is no tear-shedding for the two-top tradition. Location of individual cages in the menagerie was

Mills Gives 3 At Rockford; Madison Okay

MADISON, Wis., July 21.—This good circus town gave Mills Bros. a three-quarter matinee and half night house Tuesday (17) with the Marine Corps League as sponsor. The date was eight days ahead of Ringling-Barnum's.

Two Northern Illinois towns produced big crowds for Mills. In Rockford, Ill., Saturday (14), each of two matinees and the night show had near-capacity crowds. The Sheriff's Association was sponsor.

Aurora, Ill., the Friday (13) stop, gave two three-quarters houses under Navy Club auspices. Cool, cloudy weather hindered at Bloomington, Ill., (12) where Mills had 1,695 paid admissions in the afternoon and 875 at night. Polack Bros. Eastern Unit is booked for July 30-August 1 in Bloomington.

Sandusky Poor For Steele Unit

SANDUSKY, O., July 21.—Fewer than 100 cash customers attended each performance of Buck Steele's Cavalcade of Stars here Monday (16) and Tuesday (17). Steele said it was the worst business experienced this season so far. Performances amounted to rehearsals for future still and fair dates in Ohio, Michigan and West Virginia, it was reported.

The unit carries 20 horses and several colts for Wild West turns. Rose Steele presented 14 dogs. Other acts included whip cracking, rope spinning and an Indian troupe. The Indians offer bow and arrow shooting, songs, dances and a sharpshooting routine in which Chief Split Cloud fires a pistol at a wooden block held over the head of another person.

Included on the show are the Steeles, their son, Bucky; Doris Haynes, Clarence Canary, Jack Maris, Bobbie Haynes, Chief Split Cloud, Red Hawk and Blue Eagle. An organ provides the music.

changed slightly here.

Count Nicholas continues as announcer in place of David Murphy, who returned to Sarasota because of his wife's illness. Whether Murphy would be able to return to the show this season was not known.

Radio-TV Shows

Personnel appeared on several of the 32 radio and television shows during the five days. Among them were Merle Evans, Dr. J. V. Henderson, Betty Broadbent, Felix Adler, Mary Jane Miller and Martha Hunter. Air Shows included Chez Show, Kay Westfield's Bob and Kay Show, Breakfast Club, Junior Junction and Super Circus.

Notable was that most of the programs announced several future stops on the Ringling route.

Mary Harthine of Super Circus was on the Ringling lot Friday (20) to make photographs with show personnel for a magazine layout.

A number of deals were engineered here with children's organizations which brought several hundred youngsters to the show under a special ticket arrangement.

Weather was ideal for the first three days of the stand, altho the Wednesday opening was hot. A factor this year was the absence of a Chicago lake front fair across the road from the circus lot. For the past three years fairs were operated there, and plans are being laid for a similar event at the same location next season.

AFRICA ZOO IN PERU

Bary's 3-Car Walk-Thru Shaping Up; Philco In

PERU, Ind., July 21.—Howard Y. Bary's British Africa Zoo is being framed here and a shipment of animals is reported en route from Africa. However, no opening date has been set.

The bow may be delayed until early next season, it was learned. Construction is not yet completed and animals may be held up for some time by quarantine requirements. The show will be tied in with the Philco radio and television company.

The three cars purchased some time ago from the Santo Fe railroad are spotted in the Wabash yards in Peru and are being equipped with new interiors. The outfit is being framed as a walk-thru show similar to the whale shows of several years ago, and built-in cages are to be fronted with heavy plate glass.

Two 25-foot light towers will be mounted on the cars, and a light plant has been installed. Refrigeration equipment in one of the cars, formerly a diner, is being rebuilt for use in storing animal food.

R-B Attendance Okay in Detroit

DETROIT, July 21.—Ringling-Barnum circus drew consistently good turnouts during its three-day stand (13-15) here but approached the sell-out stage only at the night show Saturday (14). Estimated attendance for the stand was 49,000, about 2,000 better than last year.

Weather was good throughout the run at the Wyoming and Ford roads lot. Competing attractions included Detroit Tigers baseball games and the city-wide 250th Birthday Festival, which was drawing about 14,000 nightly for its featured pageant.

Saturday matinee and both Sunday shows drew three-quarter houses for the circus.

New Fuller Org Gets Business, Avoids Floods

CLARKSON, Neb., July 21.—Fuller Bros.' Circus has won satisfactory business despite heavy rain in Nebraska. No matinees have been lost, altho long detours have been necessary recently because of flooded roads.

The show is owned by the Fuller family, which trouped a free act combination in past seasons. Luther Fuller is manager and Mrs. Luther Fuller has the office. Side show manager is Chuck Fuller. Bonnie Fuller is in charge of tickets. Gail Fuller, son of Luther and brother of Chuck, is part-owner of the show, but has been recalled to duty in the Navy.

Moving on seven trucks, the outfit plays most dates under auspices, including clubs, fire departments and Boy Scouts. A radio plays the show and is used for rally. The performance, given in one ring with Ted LaVelda as equestrian director, includes: LaVelda, posing and walking ponies; Clowns; Bonnie Fuller, rolling globe; shooting act; aerial ladders; balancing and juggling; contortion; Chuck Fuller, roly-poly; LaVelda, Liberty ponies; trampoline; dogs; trick roping; comedy mules, and the Riding Fullers, bareback.

Side Show has animals, cartooning, fire-eating, illusion, magic, pinclusion, anatomical wonder and sword box. No concert is given.

Personnel includes Don Whitney, contracting agent; Ella Whitney, press; Joe Applegate, lot superintendent and boss canvasman; Bill Pruitt, prop; Leo Haf-fec, ring stock; Lella Fuller, wardrobe; Happy Wood, producing clown; and Petro Rubio, clown. LaVelda had Monroe Bros.' Circus from 1944 thru 1949.

Bary has stated that the show will include a young giraffe, two hippos, a rhino, an African elephant, cats and small animals. Tentative plans called for a giraffe and a large turtle to be included.

The show probably will play Canada much of the time, staying in territory not served by zoos. Inspiration for the show came from Bary's trek thru Canada last season with King Bros.' Circus and ideas for building the show originated with the Freedom Train, plush walk-thru special which displayed documents of United States history on a nation-wide tour two years ago.

While original plans called for the entire outfit to be moved by rail, it is likely now that concession equipment will be motorized. About 10 persons will staff the outfit, including the advance.

Beatty Scores In Trail, B. C.; Move Delayed

TRAIL, B. C., July 21.—Clyde Beatty Circus drew two three-quarter houses and one capacity during its three-performance stand here Tuesday and Wednesday (17-18). No matinee was scheduled the first day.

Night show Tuesday was delayed over two hours by a late arrival. Switch-back railroad entry into the town allowed movement of no more than two cars at a time, and there was no available unloading spot outside the city. Show also made the town in 1946.

Earlier, Beatty had a half house for the matinee and a near-capacity night in Port Alberni, B. C. (9), and a three-quarters and near-capacity at Courtenay, B. C. (10).

Calif. Outdoor Dates Register for Polack

SAN JOSE, Calif., July 21.—A week's stand in San Jose Civic auditorium, ending Wednesday (23), gave Polack Bros.' Western Unit a break in its string of two-day open-air dates. Show made an overnight jump here from Watsonville after playing to excellent business there Tuesday and Wednesday (17-18).

The preceding stand at Chico, Calif. (13-14) gave four capacity crowds, with overflow on the grass both nights. Results was the best gross in the three years Polack has played there.

At Vallejo, where the fairgrounds is four miles out, a cold wind held down business (10-11). Because of the wind, the Ward-Bell Flyers did not attempt to work until the final performance and then did only part of their routine. Melitta and Wiconas had to omit their perch act.

Tops Record
Attendance and gross topped previous records at Merced (6-7), where the show was presented in front of the new fairground grandstand. Other outdoor two-day stands were Santa Barbara and Ventura, both played in June.

Louis Sierra, managing director of the Polack aggregation, said a final tally showed business at Los

Angeles (June 18-24) 20 per cent above last year, making the heaviest gross in the 10 years Polack has played there for the Shrine.

In the promotion department, Sam Ward accomplished the Los Angeles delegation to the New York Shrine convention. Jimmy Rison again had the San Jose promotion, coming here from Bakersfield. E. H. Dixie Hebert worked Watsonville, Ventura and Santa Cruz. Santa Barbara and Salinas were Jack Daugherty's spots, while Art Hansen had Tula and Chico and Walter Ullman handled Merced. Joe O'Donnell handled Vallejo while Mrs. O'Donnell got things started at Modesto.

Other Stands
Show goes from San Jose to Modesto for two days and then plays three days at Santa Cruz and two at Salinas. After four days at Reno, Nev., show winds up its California stands with four days at Eureka, and then heads for Vancouver, B. C. George W. Westernman is in charge of the Reno date and Mickey Blue has both Eureka and Vancouver.

Jumps Batter Cole-Walters Trucks, Stock

COOPERSTOWN, N. D., July 21.—Mud, ditches and mountain roads battered Cole & Walters Circus in recent days. At Bisbee, N. D., the matinee was lost because of a long jump, wreck of a truck and necessity for pulling all equipment off the previous muddy lot. Some of the elephants and horses mired as they pulled the show off the lot at Westhope, N. D.

A combination water truck and sleeper went off the road on a 90-mile jump and the pole-prop combo also went into a ditch. No serious damage was reported. The elephants have battered other trucks and have the pit show truck appearing as if it were in a collision.

As the pony truck was climbing a hill to enter the grounds at one spot this week, the rear door came open. One pony fell out and was dragged a short distance. Animal was not seriously injured.

Kelly-Miller Wins Ohio \$\$ Cage Upsets

CHAGRIN FALLS, O., July 21.—Al C. Kelly & Miller Bros.' Circus had more straw house business at night here Thursday (19) and the matinee, a near-capacity, was a notch above that of most Ohio stands.

A cage truck containing bears and other animals was overturned at the edge of the city, but none of the animals was injured and there was little damage to the vehicle.

In Wooster, O. (13), Kelly-Miller gave a second show to accommodate the crowds at night, and both houses were full. Matinee was fair. Medina, O., (12) gave a half house for the matinee and a three-quarter turnout at night.

Providence Show Offers World Trip

PROVIDENCE, July 21.—In addition to the usual giveaways of autos and television sets, a trip around the world will be top prize at the 28th annual Shrine Circus, to be presented by J. C. Harclacker August 6-11 in Narragansett Park race track, show's regular site.

William H. Knight, of the Harclacker organization, will supervise the circus, with Arthur F. Brunner again handling publicity. Past Potentate Earl C. Whelden, of Palestine Temple, will direct the show. Downtown ticket offices have been established near the Narragansett Hotel here.

Talent, signed for the circus, which will be presented before the 14,000-capacity grandstand, includes George Keller, wild animals; the Hanneforda, bareback riders; Stuart Morgan Dancers; the Brianks, comic pantomime; Lang Troupe, teeterboard; Alfred Landon and His Midgets; Sangor, Ross and Andre, comedy knockabout; Jack Meyand and Jeanette, novelty juggling; Lott and Anders, unicycle; Johnson and Owen, horizontal bar; Three Ivanos, comedy bar act; Smith's baby chimps; Royal's chimps; Flying Lamarre; Flying Harolds; Mickey King; the Georges, trampoline; Ethel Smith and Her Great Danes; Bob Cobb and his trained Brahma bull, and the Champion Clydesdale eight-horse hitch presented by Anheuser-Busch, Inc.

A midway with Side Show and other features will be part of the outfit, which will be presented on three stages. Dorman Brothers will handle emcee work. Industrial exhibit on the second floor of the grandstand will be directed by Earl R. Fisher.

BIG BUSINESS MARKS ROGERS' 3-STATE TREK

ABINGDON, Va., July 21.—Trek of Rogers Bros.' Circus from Kentucky into Virginia has brought good business for Si Rubens' show. Matinee was near-capacity and night show was full here Wednesday (18).

Monday (16) brought a half house for the matinee and a capacity house at night in Newport, Tenn. At Knoxville (14), where Rogers had Junior Chamber of Commerce auspices, attendance reached the near-capacity mark at each show. A show truck was involved in an accident there, and a former employee sued the show for damages he alleged were suf-

fered when he was injured earlier in the season by a lion.

Oak Ridge, Tenn., the atomic energy town, turned out well at night for Rogers, with the show getting another full house. But the matinee was a half house. Delay of two trucks slowed the set-up in Middlesboro, Ky. (11). Rogers had two three-quarter houses and a street parade was given.

In a two-day stand at Lexington, Ky (6-7), Rogers had three near-capacities and a turnaway matinee. Sponsors shuttled patrons to the lot because of a bus strike. The show also paraded there.

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WANTED WANTED WANTED CIRCUS EQUIPMENT

Ball Ring Top, 80, 90 or 100 foot poles, stakes, sidewall, 10 foot groundstand, also chairs. Bible back blees, locks, light plant cable, also junction boxes.
Side Show Top, 50 or 60 foot. Don't buy on show. Write telling make of top, how old and the condition, etc. Or would consider buying small Motorized Circus. Address all mail Route #2, Box 1, Pensacola, Florida.

FRANCO RICHARDS

CAPELL BROS.' CIRCUS WANTS

Ground and Aerial Acts, Clowns, Funck and Vest for Side Show, Colored Baritone Player for Side Show Band. Workmen in all departments. Top salary; come on. Want to buy Big Silver Kete Baboon.

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17 Grotto Circus desire to follow.

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Can use two who can tell H. Not over three days' travel between dates. Steady work to show up on interested in making a good living if you are a Southerner, promoter, not dependably, then are your time. New England and Southern areas to follow. Steady work to November 1951. No fees on the crew. Pay every day. Ed Tripp, wire me, come in. Apollo Eddie DeLash, Mills Ave., YACU, Kewanee, Illinois. Phone 9 to 3, Wilkes-Barre, Pa., 5-6115.

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Also GENERAL AGENT**
Who can sell sponsored Dates for the best title of all
Bailey Bros.' Circus
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BOB STEVENS
Port Allegany, 25 Kane, 24 Ridgeway, 27, Sayville, 15, all Penn.

**FREAK COW
FOR SALE**
IF YOU HAVE \$1500.
Want a clean up for State Fair.
Freak Cow—Port Brown—Port Heman.
E. M. HUBER
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RODEO
COWBOYS OR COWGIRLS WANTED WITH OR WITHOUT STOCK
CONTACT W. J. BARNH RODEO
SHOWING REVELLE, KY.
JULY 27, 28, 29

PHONEMAN
One hour top production. Five days in Pontiac next. Big Police deal to follow. Top man only. No drinking intruded.
Gustaf A. Larson
KELLY-MORRIS CIRCUS
OLDS HOTEL LANSING, MICH

Dressing Room Gossip

King Bros.

Maine provided some trouping days that were out of this world—grassy lots, beautiful scenery, trout fishing streams and delightfully cool weather. We are looking forward with keen anticipation to the party Paul Sullivan and Ralph Kennison are going to stage for us at Concord, N. H. Paul and Ralph were on the show at Haverhill and gave us a short prelude as to what was in store. Orfans Canestrelli is back on the show after an operation, as is Jane King.

New edition of the program just arrived from the printer. Neatly uniformed girls are handling the sales in the managerie and big top. Pete Cristiani is back on the show after a flying visit to wife, Norma, and their baby son, at Quincy, Ill. Thomas Hart and Charley Roark, of the Side Show, have revived the old Fossium Club on the show and entertained members in their trailer with a motion picture show Sunday night. The club plans to entertain entire personnel with a feature picture on the next Sunday off, using the Side Show top as a theater.

Talla, Side Show snake charmer, was grieving the other day over the death of her best snake, a big python. She tossed the snake out in the weeds, and what was her surprise upon going into town between shows, to see the snake on display in the window of the town's largest department store. It seems some boys found it and took it to town.

Lots of credit is due Frank Richardson (German Red) and his crew on the manner in which they are handling the big top. It is in the air by nine o'clock every morning and is on the ground at night by 11:30. Show is usually off the lot in its entirety by 12-30 every night. Kellar Pressley has been visiting the show the past week. Other

(Continued on page 81)

Ringling-Barnum

Past week thru Ohio and Michigan gave us good business and lots of circus fans and visitors. Toledo, home town for Buzzie Poits, kept him busy. Battle Creek gave us good business after an absence of a number of years. Detroit was big, with the lot at the usual place at Wyoming and Ford. South Bend lot was located at the fairgrounds. Mr. and Mrs. Ronk, Toledo, presented the clowns with a huge cake with all clowns decorated on the frosting. The Shrine delegate parents motored from Hammond, Ind., to visit the show a few days. YACU, Henderson and W. E. Lawson celebrated birthdays. Bill Ballantine, traveling with the show, has an article coming out in the August issue of Holiday magazine. It's called *They Put Up the Circus* and concerns the flying squadron. Photographs all about the put-up, lay-out, etc., and has a number of drawings by Ballantine. Tommy Hodgini got a big thrill when his wife visited and brought along the son born only a few weeks ago. Pop Hausman, circus fan, entertained a group of circus folks in South Bend. Norma Wright's parents motored from Hammond, Ind., to visit the show a few days. Visitors: Mr. and Mrs. Ted Pickard, guests of Dolly and Tex Copeland; Dick West, Rosie and Clary Bruce and Mama Reiffenach; Diane and Sam Weinfield and daughters; Mrs. Romig, Thelma and Ralph Hunter and daughter.

(Continued on page 81)

Mills Bros.

Doc and Ivy Wilson staged a dinner party for 50 fans and show folks at Rockford, Wis. Sverre and Fay Braathen entertained about 40 at their cottage near Madison. The first show picnic of 1951, at Jancerville's Riverside Park, attracted many Wisconsin fans as well as show personnel. Proctor Baughman was chairman for arranging the picnic and program. Alois Hasek of Cedar Rapids was on the show several days. Maxine Ward had throngs of visitors at Bloomington, Ill. Louis Grabb's brother and sister-in-law, Gene Enos, Ben Yearty, Clint Finney, Mr. and Mrs. Sid Jessop, George Johnson, Walter Driver, Mr. and Mrs. Bert Cima, Herman Linden, Bill Carskey, William Becker, Dr. H. H. Conley, and J. L. Bogart were visitors. The Rickerts, Antonettes, Wallabies, Boginos, Silma Sagraves,

(Continued on page 81)

Polack Eastern

Promoters Ralph and Evelyn Heller are all smiles, as the date at Rapid City, S. D., was a big winner despite the fact that another show had just played the date ahead of us. Good weather, a hustling committee and the town overflowing with tourists boosted business. Due to a truck overturning on the highway, Kris Krenkle did a solo flight in a Piper Cub and had to land in a field 15 miles out due to motor trouble. He made a perfect landing, radioed for another plane and made a swell takeoff.

Lots of Cole & Walters paper en route to Fargo, N. D. Jo Madison and Edith Boyd have honorary kibitzer cards in the Pastebord Club. The St. Leon Troupe and Billy Peppon visited; also Jack Knight ahead of the Beatty show. Birthdays were observed by Nate and Harriet Lewis, Eddie Anderson, Brenda Goring and Mrs. Bob Courtney. The Aussies are rehearsing their glee club for a number in the flying act and web number. Chef of the week: Hilda Oranta with a German pancake recipe. Jimmy and Nella Troy exhibiting pictures of their trip to the Grand Canyon. Bill Green in Detroit due to serious illness of his mother. Wedding bells will soon ring out. Uncle Mose, the diamond man, has a couple of likely

(Continued on page 81)

Cole & Walters

A stork shower was given for Muggsy Clark, Norma Auday returned from Tulsa Vista, Calif., where he attended funeral of his brother. A freak accident happened Friday (13). Muggsy and Corkey Clark's trailer hit a rut in the road. Trailer bounced off the frame and was demolished. Driver was traveling slowly, pulling the bongo cage in front of the trailer. Benny Kenner, sax player, and William H. Stewart, trombonist, have joined. Eddie Williams and Leonard (Skid) Russell have joined Mr. Ellis' department as butchers. Maurice Rex joined props to assist his brother, Charles.

(Continued on page 81)

Bailey Bros.

Slim Collins joined clown alley at Clarion, Pa. Henry Vonderheld was bitten on the arm by a monkey. Shirley Stevens is flashing new wardrobe in her ladder number. Cy Murray joined at Danville, Pa. At Lewisburg, Pa., there was a half-hour at the matinee and a full one at night.—BUCK LEAHY.

Under the Marquee

Boso Lamont, clown visited in Chicago last week. He reported he's still writing a column for Iowa newspapers.

H. J. Willis, who caught Mills Bros.' Circus in Aurora, Ill., advises that Bob Mills' and Henry Kyes' bands will be guests of the Lafayette (Ind.) Civic Band Sunday (28). Edward A. Branning, former trouper, and his wife and children visited the Ringling show in Detroit, guests of Willis Lawson, and met a number of the showfolk.

C. Foster Bell, former tub-thumper for Ringling, King and other shows, is press agent for the Hotel Statler, Boston.

Elmer Michaud, of Van Buren, Mo., caught King Bros. at Rockland, Me. (11) and visited with Harry Thomas, Lee Hinkley and Buddy Geiss.

Dollie Dimples, former circus fat girl made the front page of The Cincinnati Times Star Wednesday (18) with pictures and story in connection with her 50th birthday anniversary celebrated at the home of relatives in nearby Fort Thomas, Ky. A year ago the former Side>Show attraction went on a diet and reduced her

(Continued on page 82)

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Thoroughly experienced with Circus, who can handle high-class suspects.
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KING BROS.' CIRCUS
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Capable, experienced, reliable collectors who are self starters and know what it's all about. Send us your Official Publication of rail union, good in 48 States with strong backing. Regular commission, exclusive territory to producers.
Give us photo, past experience, references and permanent address. If you cannot cut it every week and stand prominently or are a lambeater, drunk or curiosity seeker, save your clump.
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Can use 2 good Producers on Elks Charity Ball deal. Book Tickets and Banners. No U.P.C. 28% duty. fun on tickets. Other good spots to follow.
JACK KAREN
Care Elks Club, Corpus Christi, Texas
Pay your own calls and wires. No advances.

WANT GOOD PHONEMEN

Best Auspices, Guaranteed Delivery, Twenty-Five Per Cent Paid, Daily Tickets Only. Deal open August 1, four big ones to follow. Wire, write, phone.
L. ALLEN
Deshler-Wallick Hotel, Columbus, Ohio. No collect calls or wires.

Wanted—Crew Managers and Phonemen

Join on wire as per route.
HAGAN-WALLACE 3-RING CIRCUS, INC.

KELLY & MORRIS WANTS

To enlarge big show—4 more clowns and save that 2 or more wires. Includes dates to follow. Want Seat Butchers and Bone Canvas Man for Side Show. Also Elephant Trainers, Horse Coaches, Side Show Acts, Electrician and Mechanic. Workmen, come on. Never missed a pay day. Good sleeping accommodations and Cook House.
BILL MORRIS
July 25, Two Rivers, Wis.; 26, Oconto, Wis.; 27, Loma, Wis.; 28, Iron Mountain, Mich.; 30, Marquette, Mich.; 31, Ann Arbor, Mich.; 2, Monticue, Mich.; 3 & 4, Sault Ste. Marie, Mich.

WANTED

CAN USE
Two or More Billposters, Transport, Baritone or Trombone for Band.
See route and join on wire.
HAGAN-WALLACE 3-RING CIRCUS, INC.

WANTED FOR CAMPA BROS.' CIRCUS

Brigade Agents Hill, wire. Boss Canvasman for Side Show. Ticket Sellers. Photo Privilege for sale. Address
B. C. DAVENPORT
Campa Bros.' Circus, Lewes, Delaware

ACTS WANTED

We are now contracting for Indoor Circus, 10 weeks' work. Pony, Seal or Teeterboard. Ted DeWayne, answer. Organ Player with organ.
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10 PHONEMEN

A Natural—Strong Auspices
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No collect calls or wires.

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Circus Banners and Tickets —the Hartford Lion Clubs —good date and auspices for producers. No collect calls, please. Pay daily.
COMMITTEE CHAIRMAN
Good Hotel, Hartford, Conn.

Advance Agent Wanted

Salary \$200 per week. No flosters. Must be capable.
JOYCE O'HARA
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Promotional Directors

Plenty of teams. Good auspices. Police, Fire, Lions, etc.
Want only Men. Double of rolling money. No drinks or numbers. This is not a finance proposition.
Bill Morris
Kelly & Morris Circus
As per route.

FOR SALE

43 WHISTLE TANGLY CALLOPE
Just been rebuilt by Andy Carr. New engine, never been used.
Write
ED ROBERSON
COLUMBIA, MO.

WANT TO BUY

3 young female Ringbills over 1 yr. under 24. Must be tame and gentle. Must be C.B.U.G. Capuchin. Weepers or whistlers. (Age or anything but NO WHITE FACED.)
Contact **CHICO-BELL**
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JOHN MCGRAW WANTS

MAN FOR PONY ACT
Must be steady, sober and drive 52 wheel' work, good pay. Tiny formality of Cole Bros.' Circus, wire.
MACK
(Formerly of Cole Bros.' Circus, R. R. 1, Box 269, Clayton 24, Mo.)

WANTED

Fifty round, thirty middle, fifty or more round, thirty middle, white, black or colored. Will consider rights with forty middle, bald or push. No real, mildew or dry rot. Two hundred chairs. Write, don't wire, where it can be seen and best cash price.
HARRY SHELL
Box 101, Farmington, Ark.

WANTED

Standard Sway Pole Act
2 or more people, available August 31. Contact by wire or telephone immediately.
ETHEL ROBINSON ATTRACTIONS
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Telephone Franklin 3321B.

GIVE TO DAMON RYUNYON CANCER FUND

Edmonton Exhibition Tops '50 Attendance At Halfway Point

Rain Washes Out Wednesday Races; Night Revue Completely Sold Out

EDMONTON, Alta., July 21.—The Edmonton Exhibition, thru Wednesday (18), its third day, had already set a new opening day record and total attendance was running close to 10,000 ahead of the same period in '50.

Going into Thursday, 124,556 patrons had come thru the front gates, against 114,875 in '50. The new one-day record, established Monday, was 34,339, compared with the previous high for that day of 28,891.

Heavy rains early Wednesday washed out that day's racing program but the night grandstand show, produced by Ernie Young, went on and has been drawing excellent crowds. A few empty seats were in evidence Monday night, but Tuesday morning it was announced that all seats had been sold out for the remainder of the week. Chuck wagon races are held each evening preceding the revue.

Cancellation of the Wednesday race meet was an almost unprecedented move and came after several horses had stumbled on the muddy track in the first heat.

Some 9,000 people were turned out of the track to the midway where the Royal American Shows had one of its biggest crowds yet this season, only to lose them to late afternoon rain. However, shows' officials report grosses are matching those of last year, their peak year at this fair. Moutin

Rouge and Harlem in Havana were leaders.

Annual opened Monday with a parade thru the streets of Edmonton that was viewed by close to 100,000 and included over 200 floats in a three-mile-long spectacle. The fair's new million-dollar grandstand was opened Monday night with appropriate ceremonies presided over by Alberta's lieutenant governor, J. J. Bowen.

The new 8,022-seat structure combines modern design and high eye appeal. At ground level on the track side is a completely new pari-mutuel plant, while the outside ground level has entrances to industrial display space. Ramps on the ends, permit easy access to the stand.

Tulsa Event Sets Industry Equipment Show

TULSA, Okla., July 21.—Tulsa State Fair and Livestock Exposition this year will stage an industrial show featuring all types of manufacturing and construction equipment. Clarence C. Lester, manager, announced.

The exhibit, first of its type ever held here, will be housed in the million dollar pavilion, with all space under the seats being reserved for the machinery. This area had been previously used for livestock.

Special invitations will be issued to purchasing agents thruout the Southwest to attend the fair to inspect the industrial equipment, according to Lester.

50 Big Exhibits

Approximately 50 industrial exhibits, many of nationally known products, will be showing. Heavy equipment and large displays that cannot be accommodated in the pavilion will be grouped outdoors. Of the 66 booths available, 10 have already been sold and contracts have been signed for more than 1,400 front feet of outside industrial show space.

All space in the fair's merchants' building has been sold. Lester said, the first time in history that all booths in that structure have been sold two months ahead of fair time.

Sacramento Sets New Gate

SACRAMENTO, July 21.—California State Fair, which opens August 30 for 11 days, is constructing a new front gate and will put 20 turnstiles into operation this year.

A total of 37 counties have already reserved exhibit space, according to N. P. (Ned) Green, secretary-manager. Judges for the horse show were named this week by Green and include Alex Syvin, Pasadena, hunters and jumpers; J. Miller McAfee, Lawrenceburg, Ky., saddle, heavy harness and light harness horses; Col. F. W. Koester, Fullerton, Calif., draft horses, and R. L. Deiler, Galt, Calif., stock and Western horses.

Du Quoin Names Virginia Davis P. A.

DU QUOIN, Ill., July 21.—Virginia Davis, former staffer on The St. Louis Star-Times and Station KKOK, St. Louis, has been named publicity director of Du Quoin State Fair here.

Miss Davis, who has also been active in circus promotion, succeeded Bill Leaton, now a corporal in the Army Air Force.

Weyburn Ex Pulls 6,328 Despite Rain

WEYBURN, Sask., July 21.—Rain and chilly weather cut into the two-day Weyburn Exhibition which closed Saturday (30), but Weyburn Agricultural Society officials weren't too displeased with the results of the 43d annual.

First day's gate was 2,123 and grandstand 1,026. Second day's gate was 4,205 paid and grandstand 2,371.

Rain opening day forced cancellation of the horse race program and afternoon grandstand attractions. Two grandstand performances were presented the second night.

With rain having fallen for seven days prior to the fair, many of the exhibits in all classes failed to arrive.

Farm boys' and girls' camp entries were at a new high with 25 boys' groups and 20 girls' groups attending. A light horse show and junior calf club contests were features.

Prize money in all classes was up 30 per cent, totaling \$5,775, and horse race purses, at \$1,800, were up \$300.

A fireworks display by the T. W. Hill Company, Cooksville, Ont., on the opening night was the fair's first in over six years.

Wallace Bros. Shows were on the midway and the Sue-Grossman International Capers of 1951 in front of the grandstand.

President of the Weyburn Agricultural Society is Les Holdstock. Roy Schultz is secretary-manager.

Calgary Pulls 408,627 to Set New Gate Mark

CALGARY, Alta., July 21.—The Calgary Exhibition and Stampede closed its six-day run here Saturday (14) after topping its all-time attendance figures by approximately 900, officials announced. Total attendance this year amounted to 408,627, compared with 383,135 last year and 407,727 in 1949, the previous record year.

Saturday's closing day crowd of 80,621 set a new one-day record and the new high was made despite a cloudburst that struck late in the afternoon and continued thru part of the evening.

Sask. Annual Moves to Whip Congestion

SASKATOON, Sask., July 21.—Saskatoon Exhibition, in a move to eliminate congestion, has reserved all grandstand and bleacher seats and 10 new entrances will replace the stand's previous four.

Coin-operated turnstiles will be put into operation at the main gate similar to those at gates thruout Western Canada Class A Fair Circuit.

Other improvements include enclosure of the plant with chain link fencing topped with barbed wire. Concession and display space will be filled to capacity, according to officials, and a new livestock building will be utilized for some of the stock entries.

Reject Boost In N. H. Aid

CONCORD, N. H., July 21.—New Hampshire fairs this year will receive the same amount of State aid as paid in 1950 as the result of legislation which in the short space of a few weeks had taken three contrary votes.

An additional 1 per cent boost in the tax on Rockingham Park race track was first rejected, then adopted and finally turned down. Under the proposed measure, tax on pari-mutuels at the track would have been increased to 5 per cent from the present 5.

N. C. ADOPTS OPERATING STANDARDS FOR FAIRS

RALEIGH, N. C., July 21.—Regulations covering operation of fairs in North Carolina have been adopted and published by the Department of Agriculture, the governing body. In effect they provide a program of standardization which, with the department exercising supervisory power as it has been authorized to do by law, will lead to better fairs and elimination of promotional events that compete with recognized agricultural annuals.

Altho the department recognizes non-profit community events at which no traveling shows, rides or games appear, it is principally concerned with the operation of commercial agricultural fairs. These latter must have the following minimum exhibits to qualify: Three from 4-H or FFA club, three from individual farm displays, three exhibits of field crops in at least five classifications, three of horticultural products, three of culinary exhibits, three of household arts, three of arts and crafts; three from home demonstration, home economics, education, religious or civic groups; three livestock and three farm machinery or equipment. A minimum of 40 exhibitors and 100 exhibits are required.

At least 16 in Premiums.—The premiums paid by each fair must be at least equal or exceed 10 per cent of the gross receipts from all sources and in no case (except non-commercial community events) be less than \$1,000.

Each organization is required to submit all required reports within 90 days after closing. The Department of Agriculture will appoint agents to inspect all events.

Also required are adequate facilities for housing exhibits, eating places, drinking fountains and rest rooms.

Norman Y. Chambliss, head of legislative committee of the North Carolina Association of Fairs, said that carnivals should take cognizance of the North Carolina laws

which prohibit shows from operating in any county 30 days prior to the running of a fair. The law also provides that the word "fair" can't be used except by annuals fulfilling the stipulated requirements. Enforcement of the latter ruling will eliminate the staging of events by civic or fraternal groups in conjunction with carnivals, if the word fair is used in the title.

Ill. Annuals Report Good, Bad Results

MARTINSVILLE, Ill., July 21.—The Martinsville Fair, thru Friday (20), its fifth day, was getting ideal weather and attendance was running well ahead of a year ago.

One of the biggest crowds on record turned out Monday night (16) to see the WLS Barn Dance, and the Barnes-Carruthers revue, in for the following three nights, drew excellent crowds.

Greatly expanded harness and running races were held here this year on the fair's new race track and all exhibits were well ahead of last year.

Johnny's United Shows reported good midway business thruout the week.

Pineknerville Gate Off

PINEKNERVILLE, Ill., July 21.—Perry County Fair, which wound up its five-day run here Friday (20), was a little off at the front gate due to heavy rains that put the local farmers behind in their work and kept them away from the fair. Mrs. J. H. Stumpe, secretary, announced.

Hard rains Tuesday (17) came after the afternoon harness racing and held down the crowd at the night show when the White Horse Troupe performed. A variety show Thursday night, booked thru Edna Deal-Ray State Agency, St. Louis, pulled good.

Ernie Farrow, Wallace Bros. Shows, here for the first time, was doing business about equal to that of last year, fair officials said.

Carrollton Midway Up

CARROLLTON, Ill., July 21.—Green County Fair here, thru Friday (20), fourth of a six-day run, matched its '50 attendance, according to Dewey Mulholland, secretary.

Midway business, where William Gullette's Imperial Shows hold forth, is exceptionally good and far ahead of last year. Wednesday (18) the fun zone came up with a gross that doubled that of the same day in '50.

Lucky Lott's auto thrill show, in for a fair preview Sunday afternoon and night, drew fair crowds, as did the four matinee harness race meets. Cal and Ruth Thompson's White Horse Troupe is skedded for Saturday night and Sunday afternoon, with the WLS Barn Dance troupe closing the fair Sunday evening.

Lethbridge Ex Gate Off 40%

LETHBRIDGE, Alta., July 21.—Slightly better than 25,000 persons attended Lethbridge's Diamond Jubilee Exhibition and Rodeo, a drop of about 10,000 from 1950, according to Charles E. Parry, secretary-manager. Three-day event, which closed June 27, was hard hit by rain and a three-inch snowstorm.

Parry said gate receipts were down "about \$9,500 from last year, with other sources of revenue also down sharply." He said the board was still "hoping to break even" when final tabulation of receipts and expenditures was made. In 1950, 44,600 attended the annual and receipts were about \$24,490. This year, two days of the rodeo events were lost to bad weather.

ESE Again Slates Kiddie Day Formula

SPRINGFIELD, Mass., July 21.—Eastern States Exposition will continue its successful formula for staging a children's day which it inaugurated last year. Date this year is September 17.

School superintendents have been asked to arrange school calendars to allow for closing that day. They will receive maps of the grounds and teaching material on the various educational exhibits.

High school students from each community are selected to serve as junior hosts and hostesses to visiting dignitaries on Governor's Day. This service has been developed into a highly important aspect of the fair's educational program.

175 Annuals Share Mass. Dollar Aid

BOSTON, July 21.—During the fiscal year ended June 30, 175 fairs shared Massachusetts State aid to the extent of \$50,232. The number of fairs during the year increased by 18 and the attendance at all annuals jumped more than 100,000. The State budget has been passed and the department of agriculture has mailed out allotment letters to all fairs.

Prep Plant At Barrington

GREAT BARRINGTON, Mass., July 21.—Workmen are refurbishing the Great Barrington Fair plant for the annual here September 9-15, while Alfred W. Lombard, superintendent of the agricultural and livestock divisions, is working on changes in the 1951 premium book.

Fair President Edward J. Carroll is negotiating for grandstand show features.

Estevan Gate Off Slightly From '50 Mark

ESTEVAN, Sask., July 21.—Although attendance at the two-day 19th annual Estevan Exhibition was down slightly from last year's all-time high, event was regarded as highly successful by E. P. Rae, Estevan Agricultural Society president. Dates were July 2-3.

Some drop was attributed to the fact that the fair was not held July 4 this year and a heavy U. S. trade was missed. Opener, tho, was on Canada's Dominion Day and made for a record first day.

Gate Tops 10,000

Total main gate attendance was 10,148, including membership admissions as against 10,941 last year. Monday's paid admissions were 3,425, as against 2,791 in 1950, and Tuesday's paid gate was 5,120, as against 8,140.

Grandstand attendance was also higher opening day, but dropped slightly from last year's figures on the second day altho two night performances were presented. Monday afternoon there were 816 in the stands and at night there were 1,474. Tuesday afternoon saw a capacity crowd of 1,466 in the grandstand. Night performances drew 2,173.

Weather was ideal and entries were up in all classes except heavy horses, with the beef cattle show the largest in years.

Cancel Poultry Show

The poultry show was canceled at the last minute because of Newcastle disease in the area. Features included fireworks on the last night by the Interstate Fireworks Company, baby beef sale, livestock parade, baseball tournament, horse races and farm boys' and girls' camps, with 125 boys and girls in attendance. Wallace Bros. Shows were on the midway and the Sun-Grossman revue, International Cappers of 1951 in front of the grandstand.

During the official opening ceremony, President Rae reminded the audience that the Estevan Agricultural Society had spent \$26,454 in the past four years on permanent improvements to the exhibition plant. Event was opened by Hon. I. C. Nollet, Saskatchewan's Minister of Agriculture.

Seymour, Wis., Sets Program

SEYMOUR, Wis., July 21.—Outagamie County Fair here August 2-6, has set the Voorhees-Fleekles ice show as its night grandstand attraction and Lucky Lott Hell Drivers as one of its matinee features, Michael Burns, secretary, announced.

The ice will hold forth in the grandstand for five nights. Other daytime entertainment includes two days of harness racing, a horse pulling contest and a county centennial celebration opening day. Plant improvements, this year include installation of new sewer and water facilities thruout the grounds.

Doylestown Ready For Annual Exhib

DOYLESTOWN, Pa., July 21.—Preparations have been completed for Bucks County Agricultural Fair, July 30-August 4. Harry C. Grafton is resident manager. Buildings have been repaired and the grounds put in condition following the storm that swept the grounds and destroyed roofs of buildings shortly after last year's fair. Lawrence Greater Shows have been booked.

Workmen are now erecting merchants' booths, the Avenue of Flags, entrance arch and decorating buildings with flags and pennants. Offices are open daily in the administration building built last year. A Children's Day has been arranged.

Saskatoon Ex Gets Record Stock Entries

SASKATOON, Sask., July 21.—Livestock entries for Saskatoon Industrial Exhibition, which opens Monday (23), are up 20 per cent over 1950 with increases in all sections except the light horses division.

New grandstand entrances have been completed and the area around them hard-topped.

OLD STUNT, BIG RESULTS

'Miss Flagpole Sitter of '51' Spurs Medicine Hat Build-Up

MEDICINE HAT, Alta., July 21.—One of the niftiest promotion stunts in Canada in years was pulled by Medicine Hat, Alta., Exhibition and Stampede to promote July 2-7 show. Announcement that it was seeking Miss Flagpole Sitter of 1951 to perch on 40-foot high platform for two weeks prior to the stampede hit the Canadian press wires and made daily news thereafter. Front page stories and pictures were abundant.

Original announcement drew 42 applications from all over Canada, with Mrs. Vera Allen, 29, wife of an Ottawa, Ont., Royal Canadian Mounted policeman, and a former British showgirl, being chosen. Gal's long train trip to Lethbridge, with mayors greeting her at cities en route made for many pictures and feature stories.

Cops' refusal to loan their guns so cowboys could give her a real Western welcome at Medicine Hat made news, as did an announcement that Lloyds of London had agreed to pay \$5,000 in case of accidental death. Premium paid by the exhibition was \$50. Whether assisted, too, with Southern Alberta being lashed by wind, rain and a blizzard during her first few days atop the pole and newspapers also tab on her condition.

Stunt also made news via an unfortunate accident in which two Medicine Hat firemen suffered broken bones. Firemen were on a ladder attempting to unsnarl the rope which carried meals and sup-

plies to the perch when the ladder slipped and the men fell. Accident occurred during one of the storms.

News of the World, London, Eng., got into the act, too, with the paper interviewing Mrs. Allen by trans-Atlantic telephone and arranging for her to talk to her father in England by phone.

Covered perch was rigged up on a pole in front of Medicine Hat's city hall. Exhibition's offer was for the sitter to get \$300, together with transportation and meals, and for the gal to be removed by helicopter and flown to the fairgrounds opening day. Perch was 6 by 7 feet.

Secretary-manager of the exhibition is D. A. Scholten. Mack Hilden is stampede president.

Moose Jaw Ex Pulls 31,986 For New Record

MOOSE JAW, Sask., July 21.—Moose Jaw's 18th annual Exhibition closed with an unofficial gate count of 31,986, as against 29,089 last year, for an all-time record. Grandstand attendance of 14,516 also was regarded as a high mark and J. P. (Jimmy) Sullivan, whose Wallace Bros' Shows were on the midway, said the stand was the best he has ever had here. Two grandstand shows were needed on the last night, with 4,000 attending.

Greatest one-day turnout in the fair's history came Thursday (5), Children's Day, when 10,828 paid admissions were racked up. A 3-cent afternoon tab was in effect at the gate and on the midway. Closest gate total, and the previous high, was 10,424 on the last day of 1949 exhibition.

Wednesday Off

Wednesday, with weather threatening and the midway late, 3,759 passed thru the main gate. Friday's figure was 9,495 and Saturday's 8,106.

Fair officially opened by Maurice Hartnett, deputy minister of agriculture for Saskatchewan. Daytime features included a light horse show, a tractor rodeo and farm boys' and girls' camps. Tractor rodeo, a new event to promote safety with farm machinery, was in the form of an obstacle course with more than \$100 prize money offered.

Fireworks displays were presented by the W. H. Hand Company on the first three nights and on Friday morning the annual Travelers' Day parade was held downtown. A livestock parade was held in front of the grandstand Friday evening.

A grandstand extra Thursday night was the shaving of beards from Mayor Louis Lewry, Moose Jaw, and Mayor Ken Rutherford, Swift Current. Fair had been competing for several weeks to promote the Moose Jaw fair and Swift Current's Frontier Days, with Lewry being declared winner.

Fete Press

Press, public and fair officials had high praise for Irving Grossman's grandstand revue, International Cappers of 1951. Revue, playing the Western Canadian Class B Fair Circuit, includes Lew Fine, comedy and emcee; King Reynolds, light wire; Flying Jerrys, roller skating; Jugging Jewels, Jim Wong, tumblers; Rose Lorena dancers; Seror Twins, comedy; Gil Snyder, banjo; O'Donnell and Blair, comedy, and music by Barbara Small, organist, and stage band.

Sask. Discourages Poultry Exhibits

REGINA, Sask., July 21.—Agricultural societies in Saskatchewan have been asked to drop poultry exhibits from summer fairs because of the presence of Newcastle disease in the province.

Action followed a similar move at Brandon, Man., where the poultry show was canceled because of the highly infectious disease among chickens in Western Canada. Request in Saskatchewan was made by Prof. J. G. Bayner, University of Saskatchewan, and F. E. Payne, provincial poultry commissioner.

Games Space Sale Curtailed At Reading, Pa.

Limit Wheel Units To Burgdon and Cetlin & Wilson

READING, Pa., July 21.—Reading Fair, to be held here September 9-16, has discontinued the practice of selling concession rights to individual wheel game operators and has contracted James Burgdon, Philadelphia, for exclusive running of 14 merchandise wheels on the fair midway.

Cetlin & Wilson Shows, carnival holding the fair date, has been asked by Charles W. Swoyer, fair secretary and director of concessions, to allow operation of no more than 12 merchandise wheels on the show this year. Swoyer claimed that gambling for money would not be tolerated, and any breach of the rule would result in immediate shuttering of stands involved.

He said he had informed Burgdon and Cetlin & Wilson that a rigid play-for-merchandise policy will be instituted to hold concessionaires in line. Burgdon, who has rented 200 front feet of the main fair midway, will not be permitted to sublet to other operators, according to Swoyer. In this way, fair management will keep Burgdon responsible for the running of all his wheels.

York, Pa., Seeks Name Attractions

YORK, Pa., July 21.—York Interstate Fair is running into movie, radio and television commitment troubles in its hunt for name attractions this year but will undoubtedly come up with some notable, Samuel S. Lewis, president, said this week. Fair has about completed its other attraction plans. The traditional opening day thrill show has been dropped with auto races substituting in the afternoon. Night fare is still open. Fireworks also have been eliminated from this year's plans.

Acts Booked

In addition to expected name attractions, the fair's grandstand show, booked thru the Francis Wirth Office, will include five production numbers and these specialty acts: D'Mattiazzi, novelty; Lang Troupe, teeterboard; Skyliners, songs; Ivanovs, acro; Wallenda Troupe, high wire; the Ten Karrells, unsupported ladders and a six-gal aerial ballet.

Other features include a transportation show to be staged by the Pennsylvania, Western Maryland, and Baltimore and Ohio railroads and a flower show in the Horticultural Hall.

Name Comm. Head At Cordale, Ga.

CORDELE, Ga., July 21.—Jack Comer has been named chairman of the steering committee of the Central Georgia Fair here, to be held October 22-27.

Others on the committee include Roy Beach, W. H. Thornton, Louis Gilbert, C. S. Worthing, B. I. Thornton, L. D. Odum, Cecil Pate, J. T. Williams, James Hardy, Mac Findlay, Mrs. Lula Mae Perry, James Hardy and C. E. Traver.

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BUCKS COUNTY FAIR
Six days and nights, July 30 to August 4, Doylestown, Pa. Lawrence Graefer Shows on midway. Now booking for Independent Midway—Custard, Eat-Drinks, Novelties, Guess Your Age, Scales, Pitchmen and Demonstrations. Can use Electrician with carnival experience. Flag and Crepe Paper Decorator.

HARRY C. GRAFTON, Fair Manager

For the Best in the West in Acts, Revues, Grandstand Shows for FAIRS—PARTS—CELEBRATIONS Write, Wire or Phone **J. C. MICHAELS ATTRACTIONS**

Chicago Office: 24 W. Randolph St. Chicago 18, Ill. Phone: RA. 6-3625
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RIDES WANTED
Annual Labor Day and Homecoming Celebration Fair, 31-Cent, 3, incl. Major and Minor. You take all receipts from Rides. Can use limited number of Concessions on flat rate basis. Contact **ROBT. STEINBRENNER Pres., Booster Club** (Inception Phone 44603) Mich. Center, Mich.

Want Complete Carnival FOR PRESTON COUNTY FAIR
Terra Alta, W. Va. for booking between August 13 and September 1, 1951. Minimum 10 (ten) Rides, 20 (twenty) Concessions, Annual Celebration, Livestock Exhibit, Parade, Give full 50 cent amount of 1st and 2nd prizes. Contacting **MARY C. SANDERS** Terra Alta Junior Chamber of Commerce, Terra Alta, W. Va.

CHICO-DELL & CO.
And his troupe of trained monkeys close Cleveland Zoo on Labor Day. Weekend season here 1949 also 1951. Want Fair Dates South and going West. Agents contact **CHICO-DELL** c/o Cleveland Zoo, Cleveland 9, Ohio

WANTED
FORD Wheel, Pony Rine, Miniature Train, Auto Ride for Crest, County District Fair September 1, 4, 7 and 9
FAIRS AND SHOWS COMMITTEE Sapsine Chamber of Commerce Sapsine, Ohio.

WANT CARNIVAL FOR GALLATIN COUNTY 4-H FAIR
August 6 to 8 a good town - good spenders **WARREN JONES** Sidney, Ill.

CARNIVAL WANTED FORD COUNTY FAIR
of Melvin, Ill., Sept. 5-8, 1951 26th year - new grounds Write or phone 54, Melvin for particulars.

LIBERAL REWARD
Will be PAID for a SUITCASE Act I can work solo and can be confidently booked. I'm getting fed up with juggling tons of equipment around the country and explaining to Committees why I can't work cheaper. Reasonable Committees wanting a BIG ACT in Feature, Book my MANHOLETS (LOBBY OF DEATH) ACT. THE ACT OUT OF THIS WORLD, THE 1000 LBS. Beautiful, Flashy, certain to bring in a crowd of 100-125 lbs. with plenty property and large income who needs a good man. Meanwhile all interested in the best of the big acts contact **"SPEEDY" BABB** 1166 Patterson St., Cincinnati 22, Ohio. P.S.—All shows on the West Coast.

DELTA FAIR & LIVE STOCK SHOW GREENVILLE, MISS., SEPTEMBER 15-22 INCLUSIVE
WANT TO BOOK INDEPENDENT CONCESSIONS OF ALL KINDS. Gadgets, Novelties, Grab, Photos, Frozen Custard, Books and Bibles and any other Concessions not conflicting. All replies to **C. N. RAMSEY** Supr. of Concessions, P. O. Box 180, Greenville, Miss.

OTHERS MAY FOLLOW

Altamont Bows to N. Y. Blue Laws, Cuts Sunday

ALTAMONT, N. Y., July 21.—Decision of New York State Fair to eliminate most of its scheduled Sunday activities as the result of the strict enforcing of the State's Sunday blue laws that week resulted in adoption of a similar policy by officials of Tri-County Fair here. This year's dates were the first ever to include a Sunday showing here.

Since there is little hope that enforcement of blue laws will revert to its former casualness, and since the State Fair at Syracuse has already announced that it will eliminate gate charges and operation of all paid attractions on Sunday, it is likely that most, or even all, of the 12 annuals slated for Sunday operation, may have to follow suit. In most instances annuals planning Sunday operation announced their dates months before the strict enforcement of blue laws was undertaken.

Local event, originally slated to run Tuesday thru Sunday, will now open Monday, August 20, and close at midnight Saturday, August 25. The change in dates will necessitate the re-arranging of numerous contracts and the loss of several hundred dollars in advertising charges.

Fair execs said the Sunday afternoon showing was originally carded to accommodate the thousands of defense workers in the area.

Commenting on the change.

Calgary Paid 16G Insurance

CALGARY, Alta., July 21.—Calgary Exhibition and Stampede, Ltd., has been awarded \$18,000 by city council as compensation for the loss of a Calgary Transit System car, destroyed by fire last December. The barn was one of several CTS buildings adjacent to the exhibition grounds which were to have been turned over to the fair board when abandoned by the transit system.

Because of this, the city was asked to give the insurance money to the company in lieu of building. When some aldermen opposed the action, Ald. A. Noel Hutchison explained that the money was from the insurance and not from the taxpayers. He added that the exhibition board had not asked the city for one penny since 1914 and that it had run the show until it had a capital investment amounting to \$7,000,000.

Mayor D. H. Mackay said the \$18,000 sum had been arrived at by deducting \$4,000, the amount paid in premiums on the insurance, from the full \$22,000 paid the city in insurance.

GIRLS WANTED, TOP PAY for EVELYN WEST SHOW

Playing Seven 7:30 Big Fair for "MELBA WHEEL" Sat. Aug. 26 at Springfield, Illinois. About nine (9) weeks guaranteed \$100.00 per week.

CARNIVAL WANTED

Four or five rides for STARKE COUNTY 4-H FAIR August 8-9-10-11, Hamlet, Ind. TOM BELL, Secy.

WANTED CONCESSIONS

FOR HOLMES CO. FREE FAIR At Millersburg, Ohio Aug. 16-17-18 H. U. Steime, Cone. Mgr. Port Washington Rd., Millersburg, Ohio

Millersburg Farmers Fair

SEPTEMBER 6, 7 AND 8, 1951 Concessions solicited M. A. ROMMROGER Chairman Millersburg, Pa.

WANTED

INDEPENDENT MIDWAY CONCESSIONS AND SHOWS For Free Gate Fair, August 20-21-22. Plenty of shade and water. EAGLE GROVE DIST. JR. FAIR Eagle Grove, Iowa

President George R. Sawin Jr. said, "The fair management is of the opinion that if the blue laws are ever to be amended to satisfy present public thinking, the only thing to do is enforce them to the letter at every fair. Public opinion is a strong force and our lawmakers listen to it. If people want to enjoy their fair on Sunday, well as weekdays, it can be done."

Sawin also said that there had been opposition to Sunday operation voiced by several local church groups.

Entertainment program includes the JE Ranch Rodeo in front of the grandstand and Coleman Bros. Shows on the midway.

Special events include Young America Day, a little originated by Foster Potter, fair publicity director.

Palmyra, N. Y., To Observe Military Day

PALMYRA, N. Y., July 21.—With designation of August 26 as New York State Military Day, the Palmyra Fair has completed its special event and attraction program. W. Ray Converse, secretary, announced.

Other events will include Scottish games and bagpipe bands, the Curtiss Candy Company pony hitch and a barber shop quartet song-fest. Attractions during the week will be Jack Kochman's auto thrill show, and the City of W. Ranch Rodeo and grandstand acts booked thru George Hamid & Son.

Plant improvements this year include a new stage in front of the grandstand and a new grange building.

Swift Current Ex Sets New Record With 14,363 Gate

SWIFT CURRENT, Sask., July 21.—New attendance records were set at the 14th annual Frontier Days celebration here. Two-day event, now a rodeo and exhibition, raked up 14,363 admissions, exclusive of passes and children, as against 10,765 last year.

Attendance on Dominion Day, July 2, was 10,693 and on July 3, 3,670. Rodeo figures were well over last year with 12,263 adults paying as against 9,737 in 1950. Evening grandstand shows drew 10,948, compared with last year's 8,204.

Royal Canadian Shows were on the midway for the second year and the Bob di Paolo grandstand revue, booked thru K. B. D. Enterprises, Calgary, was making a return engagement.

Jerry Myers, Moose Jaw, Sask., managed the rodeo and provided the stock. Scotty Bagnell, Alice, Mont., was rodeo clown and presented a dog and pony act, and his wife, Mabel, starred as a trick and fancy rider. Rodeo prize money was \$2,250 plus entry fees.

Exhibition features were a downtown parade under Lions Club auspices which attracted 25,000, and a sale of fat stock raised by teen-aged calf club members. Later event necessitated the building of a 80-foot addition to one of the barns to house the animals.

Frontier Days celebration was started by a local young men's org, the Kinetic club, which gave it up last year because it had grown too big to handle alone. Now it is operated by the Swift Current Agricultural Society, a board of governors and city council.

President of the ag society is Ken Bagnell. General chairman is Irving Hansen, with Ed Smith, treasurer; Ken Lewis, program director, and Ralph Desbrisay, rodeo chairman.

Rodeo clown Bagnell won major honors in the stampee events, taking four silver trophies and \$423 cash. He took saddle bronk and steer decorating honors and was named high-point and all-round champion.

Medicine Hat Pulls 41,000 For New Mark

MEDICINE HAT, Alta., July 21.—Fifth annual Medicine Hat Exhibition and Stampede wound up its three-day run Saturday (7) with a new attendance record of 41,000. Second day, usually a poor one, drew 12,500, about twice as many as in past years.

Show garnered a terrific publicity play by advertising for a girl to do a two-week pre-fair flag-pole sitting stunt for which \$300 was offered. Winner, Mrs. Vera Allen, of Ottawa, left her downtown perch via ladder on the second day of the fair, with 2,000 watching, and was crowned queen of the event.

Gal, a former London music hall entertainer, was the subject of many pictures and wire stories which were front-paged all over Canada. Via telephone installed atop the flagpole, she was interviewed twice by the London weekly, News of the World, and by reporters from Sydney, Australia, Bridgewater, Barbados and Halifax, N. S.

Prize money for the fair and rodeo events totaled \$6,500. With the success of the fair and stampee, directors said they will start a five-year expansion program.

Medicine Hat, population 15,500, claims to have been the site of the first commercial stampee ever held in Western Canada, in 1901. Stampee continued on and off until 1917, when it was made an annual fair. This fell victim to the depression in the '30's, but was revived five years ago. Former prisoners-of-war camp was taken over to accommodate the exhibition and a \$35,000 outdoor arena built. Arena, which seats 6,000, will be enlarged next year.

Finalists in the stampee events were: Steer decorating, Larry Reaney, Weyburn, Sask.; barback bronk, Bob Dure, Cardston, Alta.; bull riding, Harold Manderville, Skiff, Alta.; calf roping, Jack Cochlan, Stavelly, Alta.; saddle bronk, Cotton Rosser, Burbank, Calif.; wild cow milking, Fred Gladstone, Cardston, Alta. Manderville was top money winner.

Portage La Prairie Tabs New 3-Day Attendance Record

PORTAGE LA PRAIRIE, Man., July 21.—Three-day exhibition which ended here Wednesday (11) was termed "the most successful we ever had" by Keith Stewart, secretary-manager.

"We had record attendance, surpassing the previous high in 1948, and Tuesday's attendance of 11,000 set a record for a single day," Stewart said. Event was Portage's 79th annual.

Intermittent rains and high winds were blamed for a drop in attendance the final day.

Entries were up in every class except the heavy horses division. A livestock parade was an exhibition feature.

Wallace Bros. Shows were on the midway and the Sun-Grossman revue, International Capers of 1951, was in front of the grandstand.

Prep Plant, Map Program for New Houston Annual

HOUSTON, July 21.—Management of the Houston Fair moved equipment into the fairgrounds at Arrowhead Park this week to start clearing and grading for the first section of the exhibit area. This section will include booths in the district L Fair dates are October 27-November 13.

Ira W. Curry, general manager of the fair, said that coverage of the fair will include sections devoted to industry, science, transportation, better living and home-making, farm and ranch life, and hobbies. In the better living and home-making section, a preview of tomorrow's home will be seen in a house to be constructed on the grounds. An extensive food production show will be another feature.

Format includes free acts, nightly fireworks, revues before the grandstand, a midway and kiddie town. A full schedule of special days is being drawn and educational exhibits are being stressed to draw school kids. An elaborate Armistice Day program, in cooperation with the Armed Forces, is being planned for November 11.

Pomona Dept. Heads Named By Afflerbaugh

POMONA, Calif., July 21.—C. B. (Jack) Afflerbaugh, president-manager, started the ball rolling for the 24th annual Los Angeles County Fair here September 14-30 by appointing department heads. He also revealed that all space for county and community displays has been reserved. Event also will feature a schedule of 10 stakes for harness horses, he said.

In making public the official roster, Afflerbaugh emphasized that each is a specialist in his field. Among those returning this year will be Monte Verkes, for many years with the exhibit department of the Los Angeles Chamber of Commerce, who will direct agricultural and horticultural exhibits. George D. Russey, of the agricultural commissioner's office, will be his assistant and wine show superintendent. Harold J. Ryan and Kenneth Smoger will serve in an advisory capacity. Over the floral section will be Victor H. Pinckey, with Mrs. E.S. Ingram, assistant. Harold M. Hayes is general livestock show superintendent. Tom DeWar will direct dairy cattle entries, with G. H. Rallsback, superintending the goat show and L. Harmon Bixby the sheep.

Dairy Products Head Presiding over the dairy products division will be Henry Adam Morse. Heads of the poultry, pigeon and rabbit shows are Merton Landon, Merrill Peters and Ellis W. Murray. Mrs. D. G. Arbutnot again is domestic arts division superintendent with William C. Bruce, supervisor, and Charles D. Reed superintendent of the junior fair. Bruce also will serve as coordinator of the schools and educational exhibits.

Millard O. Sheets returns as fine arts director. Richard B. Peterson will guide arts and crafts, and George Adamson the apiary section.

About 50 counties and communities are set for exhibits in the Palace of Agriculture. To retain the flavor of the old-time county fair there will be special inducements for entries of the largest produce. Premium lists, of nearly 1,000 different classes are being sent to prospective exhibitors.

In the harness horse field of 10 stakes the line-up shows an increase of two added money features over 1950. Four of the stakes offer a purse of \$1,500 each in added money—two for pacers and two for trotters. All are at a mile and 1/16th. In addition, there are two stakes at \$1,300 and four with \$1,000 purses. Under the direction of Harry Hatch, the sulkes will be featured in three events each on Sunday and two on the daily programs, augmented with races for thoroughbreds and quarter horses.

Nashua, Ia., Event Preps 15G Stand

NASHUA, Ia., July 21.—A new \$15,000 steel and concrete grandstand, being constructed here by Big Four Fair, is scheduled for completion before August 17, opening day of the three-day annual.

New structure seats 1,100 with another 800 accommodated in bleachers.

Burlington, N. C., Scheduled Sept. 10-15

BURLINGTON, N. C., July 21.—Almanace County Veterans' Agricultural Fair has been authorized by the commissioner of agriculture to hold its event September 10-15. Joe Coble, general manager, announced. Annual will be held at Malone's showgrounds on Highway 54.

Martinsville, Va., Gets New Sponsors

MARTINSVILLE, Va., July 21.—Henry County Fair, skedded here for September 10-15, is being sponsored by a new organization, Henry County Fair Inc., with H. M. Lefew, Leaksville, as secretary. Other officers include Frank Ward, Martinsville, president, and H. W. McBride, Leaksville, vice-president.

Mineola Holds Prices Steady Despite Costs

MINEOLA, N. Y., July 21.—Despite the fact that operation costs of Mineola Fair, to be held here September 11-16, have tripled since current admission prices were fixed, according to execs of the annual, the gate fee will remain the same as last year.

Charges again will be 60 cents for adults and 40 cents for children. Seats for grandstand attractions once more will be 75 cents for adults and 40 cents for moppets. Car parking again will cost 40 cents.

Decision to maintain last year's prices was made at a recent meeting of the board of directors of the fair. Prior to the time J. Alfred Valentine assumed presidency of the event in 1938, prices were doubled on Saturday. The present scale will hold good for all days of the run.

Galt, Calif., Does Okay Sans Betting

GALT, Calif., July 21.—Operating for three days this year and without horse racing the Sacramento County Fair, which closed Sunday (15), pulled over 10,000 people. The event was operating on a do-or-die basis, with thought being given to discontinuing it if it failed. However, at the termination of the turn, directors were reported well satisfied with the results. In 1950, with pari-mutuel betting, the event pulled an average of 4,000 per day, this year the daily average was over 3,330.

The reduced run was brought about following the elimination of the running races due to the condemnation of part of the grandstand by the State. Saturday (14), second day of the fair, pulled heavily, with three exhibition heats of harness racing being featured.

According to Sam Kelleh, secretary-manager, horse racing may return next year. The fair is holding in abeyance the dates for 1952 with this expectation.

The fair went strong for grandstand attractions, with the opening day's program featuring Billy Jack Wills and His Western Swing Band. A free dance on an outdoor platform followed the show. Saturday's show included Dude Martin and His Round-Up Gang; Sue Thompson, vocalist; Highpockets, cornie; Texas Neal, fiddler; Rex Hays, Western strings, and Geezer, ball fiddler. Both nights \$300 in \$2 bills was given away. Grandstand show was free.

Andalusia Inks Chitwood Thriller

ANDALUSIA, Ala., July 21.—Marion A. Boyette announced that Jole Chitwood's Daredavils have been booked to play the two opening days of the Covington County Fair, Andalusia, October 22-27. Fair's program will also include two days of harness racing, fireworks and a rodeo on closing day.

The Andalusia annual will be held on the new site just south of the city limits. A half-mile dirt track is nearing completion and a 3,000-seat grandstand will be ready by July 15. Boyette says Track will be operated by Andalusia Speedways, Inc., and will feature stock car races on Sunday afternoons. Boyette, who recently resigned as business manager of Magic Empire Shows to accept the management of Dale County Fair, Ozark, Ala.; Tri-County Fair, Enterprise, Ala.; Geneva County Fair, Samson, Ala., and the Andalusia Fair, stated that he will add the newly organized Esambia County Fair, Brewton, Ala., to his circuit for 1952. All business for the five fairs will be handled out of Boyette's Andalusia office. Dates are Enterprise, October 1-8; Andalusia, October 22-27; Ozark, October 29-November 3; Geneva, November 5-10; Brewton, November 19-24.

Humboldt, Sask., Sets \$3,600 Bldg.

HUMBOLDT, Sask., July 21.—Humboldt Agricultural Society here has completed a new 120 by 50-foot exhibit building on the fairgrounds at a cost of \$3,600. Workers of the district donated their labor.

Royal Am. Continues 1950-Topping Pace At Edmonton Fair

Wednesday Rain Disperses Record-Breaking Throngs

EDMONTON, Alta., July 21.—Royal American Shows, paced by its two featured shows, *Moulin Rouge* and *Harlem in Havana*,

continues to romp ahead of its '50 grosses on the Canadian Class A fair circuit, and thru Wednesday (17) the Edmonton Exhibition here was no exception.

Wednesday afternoon the shows had one of the largest crowds ever seen on a Western Canadian midway when the horse races were canceled and 9,000 race fans spilled out of the grandstand and headed for the rides and shows. The congestion in the fun zone was short-lived, however, being dispersed by late afternoon rain.

Grosses for the day were 8 per cent below a year ago after running well ahead on Monday and Tuesday. Despite the rain on Wednesday, *Moulin Rouge*, the Leon Miller French musical, and *Leon Claxton's Harlem in Havana*, both played eight shows to capacity houses. The former kept up its record-breaking pace to top every other midway unit and far out-gross RAS name attractions featured in recent years.

The Sedlmayr org trained here after shattering all midway gross records at the Calgary Exhibition and Stampede. Final figures there showed an increase of fully 19 per cent over a year ago and 5 per cent ahead of the previous 1949 high.

Heavy Rains Hold Coleman At Amsterdam

AMSTERDAM, N. Y., July 21.—Dick Coleman decided to hold his Coleman Bros. Shows over here thru next week after heavy rains inundated the lot last Thursday (19). Grounds were drained well enough for the shows to resume operation Friday (20), but moving tonight would more than likely result in extensive damage to the mobile equipment, Coleman said.

Coleman said the tractor-trailer units were lodged in soft mud and bulldozers would be needed to budge them. Only one top was permanently damaged by the strong winds that accompanied the rain.

As the result of staying over here, Coleman eliminated Herkimer, N. Y., the last scheduled still date before his first fair at Boomville, N. Y.

Business is continuing to hold up at all spots and the season is stacking up with the best ever experienced by the Coleman org.

Akron Okay For Wagner

AKRON, July 21.—Al Wagner's Cavalcade of Amusements, after losing Monday night (18) to a slow rail move and a long haul to the lot, came in for some good business here the following two nights with all departments sharing in the takes.

Owner Wagner, accompanied by Whitey Weiss, made two quick plane trips to Detroit to arrange details for the Michigan State Fair. Nat Mercer joined here with a 17-people gal revue. Several food joints will be added for the org's first fair in Muncie, Ind., which opens July 29.

Shows come in for some good publicity breaks here, with Johann Pertussen and Hermine's *Midgets* making guest appearances on all radio stations. Newspapers used much interview copy.

Mrs. Freddie Reed, formerly with several major shows, was a week-long guest of Mrs. Al (Hattie) Wagner. Griffith and Palmer were nightly visitors here. Virginia and Nick Hing, Bob Meinhardt and Attorney Underhill were guests of Frank J. Lee, shows' press agent.

Oregon Fair Inks West Coast, Cancels Imperial Expo Pact

PORTLAND, Ore., July 21.—In what is believed to be an unprecedented move, West Coast Shows were signed to play Multnomah County Fair, Gresham, Ore., after the contract had been given to Martin E. Arthur's Imperial Exposition. County commissioners ruled the original deal null and void and called for a re-submission of bids, with the West Coast being picked to play its 15th year at the event. Fair's dates are August 20-28. Board action in calling for new bids was based on the fact that Imperial is a foreign corporation, it was said.

When Imperial was awarded the contract, it was at a spirited ses-

session with the commissioners voting 2 to 1 in favor of the Arthur show. At that time Commissioner James Gleason charged that the contract was let at a lower figure than West Coast had guaranteed.

Second Bidding
In the second round of bidding, it was reported that both offers were for \$7,500 guarantee and were the same with the exception of concession space. The West Coast Shows offered \$1 per foot more. The contract was awarded to the high bidder.

After losing the contract for the Gresham event, Arthur immediately booked Benton County Fair, Kennewick, Wash., to replace it.

HUMOR DRIER THAN WEATHER

NEW YORK, July 21.—Sam E. Prell, owner of Prell's Broadway Shows, came up with the understatement of the week when he referred to the weather which has caused the loss of Fridays and/or Saturdays on nine out of 12 weeks as "unusual." The rains, as might be expected, singled out the better spots to dampen enthusiasm and grosses. Sam says he has had to go into his shoe and the mattress lining occasionally in search of fresh funds as a result of the wash-outs. The outlook for fairs, however, is sunny.

Fort Wayne Fair Up 15 Per Cent For C-W Shows

ELKHART, Ind., July 21.—Cetlin & Wilson Shows got off to a good start here this week after moving from the Allen County Fair, Fort Wayne, where business topped \$60 by an estimated 15 per cent. The hike in gross came despite some rain.

Workers are busy here painting and working over equipment in preparation for the fairs. Three chimpanzees have been purchased from the Cavalcade of Amusements and added to the Wild Life Show. Kid's matinee here this week is being sponsored by a local supermarket which came up with several bicycles as give-aways.

Continental Trek Okay Despite Tough Breaks

POUGHKEEPSIE, N. Y., July 21.—Roland Champagne and his Continental Shows are not holding the bag to date, which means it hasn't been too bad a season all things considered, but they haven't set any records, either. With the season largely made up of still dates, the promise of big earnings at a string of annuals is lacking. But tight operation, and a sufficient number of good spots that can almost be counted on percentage-wise to swell the office coffers, will keep the financial status of the shows and personnel sound.

Roland headed back in here for a repeat date on the strength of good business in the spring and the fact that no other shows have played the date in the interim. Even so, no big winnings are foreseen, proving once again that one shot a season at any town is ample.

Biggest part of the season has been spent in up-State New York and the chances are Roland will head that way again before returning to his Massachusetts winter quarters. Business in the North has not been phenomenal, but at least the shows have not had to contend with much competition.

Up until this season the territory was the stamping ground for several units. Elimination of bingo in many communities turned otherwise attractive dates into prospective flops for the small owner who looked to the group game for a sizable part of his revenue.

LOOK PEEKS

Prell Rates Photo Mag Coverage

NEW YORK, July 21.—Look magazine's editor stated for release Tuesday (17) features a four-page spread on Prell's Broadway Shows. Titled *The Carnival Comes to Town*, piece mentions founder Sam and his partners, Joe, Ben and Abe.

Photos cover the org's Girl Show, Side Show, Motordrome and Pit Show and Professor Lentini, three-legged man. Feature was produced by George Ellis and photographed by Doug Jones.

L. I. Dates Take Up Slack for Prell Org

Earnings Pick Up After Slow Start; Fair Prospects Look Good to All

JACKSON HEIGHTS, N. Y., July 21.—A somewhat spotty season for Prell's Broadway Shows picked up dollar momentum during the past month at a series of Long Island dates, with the current and last stand here promising to benefit considerably most of the org's personnel.

Owner Sam E. Prell was even more unfortunate in that he spent about nine consecutive weeks of the season undergoing treatment in several hospitals. The boss has been back on the lot for several weeks and handling the reins with his customary vigor. In his absence, sons Joe, Ben and Abe held down the managerial duties.

Sam says city folks are in a pinch-penny fix after they get thru paying for necessities, and the purveyor of amusements has to suffer as the result. But he expects the farmers to be loaded with crop money and the fairs to be big. Seventy-five per cent of the attendance at his fairs are farm folk and only good weather will be needed to assure a lucrative run.

Choice City Lot
Local stands a choice example of the booking dating of the Prell clan. Lot is in New York City and surrounded by apartment houses and retail establishments. Joe hunted down the auspices, which includes the American Legion, its auxiliary and 40 and 8.

Playing New York City is risky business, principally be-

cause of the heavy license fees involved. Minimum here will run to at least \$2,500, Sam said, with "common shows" having to up \$150 for a reader and concessions and rides \$50 each. Complying with the directions of literally dozens of inspectors runs the nut up considerably.

Shows, which opened here last night, can hardly miss, with weather. Area is densely populated for miles around and a photo story on the org which appears in the current issue of *Look* magazine should help considerably.

Sunday Play Aids
Two Sundays are included in the run, and the play on these (Continued on page 70)

20th Century Chalks Winners At N. D. Fairs

HAMILTON, N. D., July 21.—The 20th Century Shows are heading for a banner fair season if North Dakota fairs played thus far are any criterion. Al Martin and E. D. McCrary, co-owners, said here.

Org, which closed at Pembina County Fair today, broke records at the Jamestown and Stutsman, N. D., fairs. Millz and her gal revue topped the back end, also Lowery's Motordrome and the Kennedy Side Show also reaped up big grosses. Kid rides did well at both spots and major rides were led by the Scooter, Ferris Wheels, Merry-Go-Round and Tilt-a-Whirl.

Mankato and St. Cloud, Minn., last of the shows' still dates, came up with winning stands, and the org is now on its fair route which will carry it up to the first week in November.

Hannum Gets Boff Grosses At Pa. Event

CONSHOCKEN, Pa., July 21.—Morris Hannum Shows on the midway, the first four days of the 10-day Spring Mill Fair here brought in gross above 20,000 persons' best bet in the event's 23-year history.

Rain Thursday (12) did quite a bit of harm, but a kiddie matinee Saturday (14) went over big. Lines formed at all rides, and show Owner Morris Hannum and Spring Mill Fire Company No. 1 were hosts to 60 orphans. Concessionaires scored heavily during the first four days of the annual.

Sensational Brunos, high wire, were added for the date here, while the show retained Suicide Simon, Doc Warner and HU Television Chimpanzees joined here. Several of the rides were overhauled here.

Sacramento Inks Ferris On 15 Cent Per Capita Bid

SACRAMENTO, July 21.—Ferris Greater Shows, headed by Rose and Larry Ferris, have been signed to play the midway at the California State Fair here August 30 thru September 9. Shows go in on a per capita basis of 15 cents.

Ferris was the highest bidder of three shows. Second bid of 11.3 cents was submitted by Crafts Shows of North Hollywood; Foley & Burk Shows bid 9 cents. Crafts played the event in 1950.

The specifications for the carnival call for approximately 25 adult and 15 kiddie rides. Because of a city ordinance no games of chance or wheels will be permitted on the midway.

The signing of the Ferris shows gave way to the rumor that it would combine with the Foley & Burk Shows for this engagement.

However, no statement was forthcoming from Ferris on the arrangements that he will make to play the State event.

Attendance at the 1950 State Fair was 631,256.

Hoosier State Set For Gas City Fete

MARKON, Ind., July 21.—Mighty Hoosier State Shows were awarded a contract to supply the midway for the Gas City (Ind.) Glass Festival on the main streets during Labor Day week, Owner W. R. Goren announced here.

Negotiations were handled by Goren and W. H. Lambert for the shows. A. H. Wood represented the festival.

Midway Confab

Visitors to Virginia Greater Shows at Newton, N. J. included W. R. (Red) Hicks, of Lawrence Greater Shows, and ex-troupers Mr. and Mrs. Oliver Jones, of Wallington, Conn.

A. A. Ivey visited Stoney St. Clair in Biloxi, Miss., recently where the latter has operated a tattoo shop at the Avenue Lounge for the past year. . . . Louis Augustine, former Side Show operator and concessionaire on Virginia Greater Shows, is in Ward 18, A. Veterans Hospital, Dublin, Ga. . . . Homer Simons reports from Kalamazoo, Mich., that he has recovered his truck, stolen in Jackson, Mich., two weeks ago. He says the truck's load was intact when it was located in Sylva, O., by State police. . . . Princess Kelso and Charmette La-Vee, features of the "Cairo Revue" on King Reid Shows were honored a joint birthday party by their manager, Ed Ferrer, July 6 in the Newport Hotel, Newport, Vt. Guests also included Zita Day, King Reid, Leonard Farley, Red O'Brien and Corp. John Daqua.

Ethel Purdie is up again, but not yet riding alone at Palisades (N. J.) Park, after suffering a back injury two weeks ago. Hubby Earl filled in on riding

chores while Ethel was incapacitated. Business at the park drome has been good, keeping pace with last year. Purdie's Motordrome and kiddie rides on the Cethin & Wilson Shows are reporting earnings considerably ahead of the same period a year ago, indicating that the season will be a banner one since a strong line-up of fairs are set.

Mrs. Ronnie Prus left Virginia Greater Shows at Manville, N. J., for her home in Columbia, S. C., upon receiving a telegram informing her that her baby was ill there.

Mr. and Mrs. Moss Privett, photo gallery operators on the Peck Amusement Company, recently celebrated a double golden anniversary, commemorating not only their 50th year of marriage but a half century in outdoor show business. Moss known in showbiz as Uncle Moss was formerly a base horn player on the Gentry Dog and Pony Show, Adam's Wagon Circus and the Mighty Haag Circus. Other shows played by the couple include Cash and Hines, Capital City Amusement, Southern Amusement, International, Harry Hines, Morgan & Miller, C. A. Wortham, Donald McGregor, Rocco, Zimdar's, West Bros., All-American, Rainbow, Home State, C. & B. Amusement, Tivoli Exposition, Dyer's and Model.

Wendell Elliott, who has the French fries on the Fran Elliott Shows, got his bad luck a day after Friday 13 when a grease fire in his spud trailer destroyed the vehicle Saturday (14) in Truro, S. C. The potato-frying equipment was saved, however, and Elliott was back in business the following night, using a concession tent. . . . B. J. Collins, former agent for the Nessler Shows, has joined the Kelly & Morris Circus as agent.

Sam E. Prell planned to Miami last week-end to work out details in connection with winter fair dates for his Prell's Broadway Shows. Unit is featuring a Zaechini cannon act as a free attraction with good results.

Roy B. Jones, special representative for the Pepsi-Cola Company, was a New York visitor last week.

R. C. McCarier, general agent of the Cethin & Wilson Shows, accompanied by Mrs. McCarier and Mrs. Bill Moore, wife of the C&W legal adjuster, were Chicago visitors Wednesday (18).

Bunny Venus, dancer and show owner, had her Follies and Mystery Museum at the Phoenixville (Pa.) Fireman's Jubilee.

C. J. Sedlmayr Jr., general manager of the Royal American Shows, broke out a new necktie inscribed with "It's a Boy" at Edmonton, Alta., Tuesday (17) when informed by wire from Tampa that his wife, Lois, had given birth to their second son. The youngster checked in at Municipal Hospital, Tampa, and is the brother to Carl J. Sedlmayr III, age 5, and Patricia, 3.

Henry Fein has been discharged from the hospital and is recuperating at his home. Charles Buchbaum, recently released from a convalescent home, visited the club rooms of the National Showmen's Association, New York. He and Fein are members of the club. John H. Marks, owner of the shows bearing his name, visited New York last week for a physical check-up.

Ten Big Four rides have been set for the ChicagoLand Festival, along with Harry Manna's Looper, Delgarian's Octopus, Cantano's train and John Courtney's Sky Master.

GEORGE CLYDE SMITH SHOWS

WANT WANT WANT WANT
FOR THE FOLLOWING BONA FIDE FAIRS

- Page County Fair, Luray, Va., Week Aug. 20th.
- Northern Neck Agricultural Fair, Warsaw, Va., Week Sept. 3d.
- Sussex County Agricultural Fair, Waverly, Va., Week Sept. 10th.
- Granville, V.F.W. Fair, Oxford, N. C., Week Sept. 17th.
- Five County Fair, Farmville, Va., Week Sept. 24th.
- Franklin County American Legion Fair, Rocky Mount, Va., Week Oct. 1st.
- Vance County Colored Fair, Henderson, N. C., Week Oct. 8th.
- Mebane Four County Fair, Mebane, N. C., Week Oct. 15th.
- Tidewater Colored Fair, Suffolk, Va., Week Oct. 22d.
- Fall Festival and Flower Show, Plymouth, N. C., Week Oct. 29th.

Pluch Tilt You Win, Swinger, Guess Your Age and Scales, Long and Short Range Lead Gallery, Hoopla, Fish Pond, all Honky Tonks open. Want Cool House and Grab-McGee. Let me hear from you. Want Balloons, Tilt or any Ride not conflicting with what I have. Want Wild Life, Glass House, Mechanical City, Illusion Show. Want **RIDE SHOW**, have complete outfit for same.

WANT FREE ACT FOR LURAY, VA., WEEK AUGUST 20TH

Want Ferris Wheel Foreman and General Ride Help—Truck and Tractor Drivers. Agents for Honky Tonks. All replies to **GEORGE CLYDE SMITH SHOWS**, Allentown, Pa., this week; Conemaugh, Pa., next week.

JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

11 DAYS—WASHINGTON, D. C.—11 DAYS

THEN OUR CIRCUIT OF 14 CONSECUTIVE SOUTHERN FAIRS BEGINNING AT LYNCHBURG, VA.

CONCESSIONS: Want legitimate concessions of all kinds, no exclusive. Especially want Arcade to join at once.

SHOWS: Life Show, Fun House, Glass House. Have beautifully framed Monkey Show. Will place with operator who has Monkey or Dog Act.

RIDES: Will hook Octopus, Tilt, Pony Ride. Can place capable Ride Help at all times.

ADDRESS: JOHN MARKS, MGR.

Upper Darby, Pa., This Week; Then 11 Big Days at Washington, D. C.

THOMAS Goyland SHOWS

CAN PLACE FOR THE FOLLOWING FAIRS

LA PORTE, INDIANA — AUGUST 13-18
CROWN POINT, INDIANA — AUGUST 19-25

CONCESSIONS—Ball Game, Stock Wheel (Joe Exell), Long and Short-Range Galleries. Concessions of all kinds. No "ex".

SHOWS—Fat, Illusion, Animal, Iron Lung, Life, Midget, Penny Arcade, Wildlife

RIDES—Little Dipper, Rockplane, one more Wheel, Rocket, Scooter.

SPEDDY WILSON wants Drome Rider, trick or fancy, lady or man. Join at once. Long season, good salary and percentage.

HELP—Ride Foremen and Second Men. Need Merry-Go-Round Foreman (Leo Moore, Bill Ramsey, contact at once). Truck Drivers. Also want Fun House Operator.

HELP ON BINGO—Countermen and Relief Caller.

ALL WIRE: L. I. THOMAS, Mgr., Lawrenceburg, Ind., this week; then Scottsburg, August 1-4; New Bethel, Indianapolis, August 6-11.

★ John FRANCIS Shows ★

WANT FOR THE FINEST ROUTE OF TOP FAIRS IN THE MIDDLE-WEST

INCLUDING THE MONROE COUNTY FAIR, TOMAH, WIS., AUG. 2-6, WHERE THERE IS ALSO A \$1,000,000 SOLDIERS' PAYDAY AUG. 1; THE BUCHANAN COUNTY FAIR, INDEPENDENCE, IOWA, AUG. 7-10; THE ALL-IOWA FAIR, CEDAR RAPIDS, IOWA, AUG. 12-19; AND OTHERS TO FOLLOW.

SHOWS AND RIDES WITH OWN EQUIPMENT AND TRANSPORTATION. CONCESSIONS OF ALL KINDS.

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If you can say anything, will work all winter in Florida. Address:
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Wholesale, all sizes, both fair and carnival. Billiards, Spoolies, Track, 18, 18 & 24 numbers, Check and C. Balls, Razor Edge, Wheel Buzzer, four Ball Buzzer, also new style old Fashion Booklets, new Six Cats and Big Tom's, Razzer, Roll Down, Check and Marble, Street and Aluminum Mill Buzzer, Soap Pops, Chuck Lobbs, Penny Pitchers, Pea Pool End Board Outfits, Wheel Lardoons, Under and Grey Climb, Best the Dealer Clothing, new Country Store Sham Spindle, see 2822 (check new Plus, Pong, Binger, Ailer, all included, new Great American Style Waterfall Blowers. Many other Games not mentioned here.
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CAPITOL CITY SHOWS

WANT FOR SOLDIERS' PAY DAY, JULY 30 TO AUGUST 4TH. MULDRAGH, KY., JUST OUTSIDE FORT KNOX GATE. THOUSANDS OF SOLDIERS. PLENTY OF MONEY. FOLLOWED BY 16 FAIRS UNTIL NOVEMBER 24TH.

SHOWS: Big Snake, Wild Life, Mechanical, Organized Side Show, Fat Chl, Funhouse, SLACKIE DAVIS, CONTACT. Good opening for Arcades. Will use one more Girl Show for this date only. Must have no less than three girls.

CONCESSIONS: Hanky Panke at all fairs. Good opening for Coko Bottle, Bumper, High Striker, Ball Game and Rotaries. V. L. COLLIER wants one more Swinger Agent, two Six Cat Agents.

RIDES: Train, well Matched Live Pony Ride.
HELP: Can use capable Wheel Spinner, Second Man on all Brides who drive semi.

FLASH HARRIS wants to buy Live Cok about 6 or 8 months old for Drome. All replies: J. L. KEEF, Leitchfield, Ky., this week; Muldraugh, Ky., next week.

WANT CONCESSIONS

LA RUE, OHIO, CENTENNIAL CELEBRATION, AUGUST 9, 10, 11, 12

Also Deipho: Ohio, Centennial Celebration, August 27-September 1 inclusive

Parades, pageants, bands—Plenty of other entertainment—Contact

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AMERICA'S CLEANEST MIDWAY

Bastrop, La., July 23-28; Monroe, La., July 30-Aug. 4th; Alexandria, La., Colored Community Fair, Aug. 6-10.

Can place legitimate Concessions and Hanky Panke, especially Hi-Striker, Cork Gallery, Pitch-Til-You-Win, Fish Pond, Balloon Darts. Mrs. Groves wants Kiddie Man Agents for Mid and Will Ball Game, Want Foreman for Smith G Smith Champagne, Second Men for other rides; must be sober and drive semi. Want Shows with own Equipment. Any of the following shows will get money at the remainder of our Still Spots and Fairs: Monkey, Illusion, Mechanical City or Farm, Fun House, Glass House, Animal, Ten in One or Midget, Happy Ware wants Fire

All Replies: Manager, Groves Greater Shows

WANTED SIDE SHOW PEOPLE

HIGH CLASS ATTRACTIONS, FREAKS AND NOVELTY ACTS

Those who worked for me before, answer. No Attraction too big—Long Season—Proven Spots. All Fairs and Celebrations to middle of November, then State Shows, Museums all winter at Soldier Camp Towns until big Stock Shows. DOC TOME, SWEED, SHORTY, WHITEIE, H. C. GATCHELL, COME HOME.

All answering please state all, including salary expected.

JOE DARPEL

Care 818 Hanes Shows, Box 1377, Ft. Worth, Tex.

STARLIGHT SHOWS

Booked solid Fairs and Celebrations until frost. Long season, get until Christmas. Want for following Celebrations and Fairs: Blue Hill, Plymouth, Tecumseh, Elmer, Heber, Astell, Minneapolis, Caldwell, Kansas, Waukega, Okla., Washackie and LeGrange, Tex. Concessions: Small clean Cook House or Grab, Photos, Wire Jewelry, Fish Bowl, Ring-a-Duck, Clothes, Pin, Country Store, Milk Bottles, Knife Rack, Accident Game, Slum Blower, Floss, Candy Apples, Basketball, Bumper, Mats, Hoopla, Over 12, Hi-Striker, Scales. Want Spiffing, Mix-Up, Roll-a-Plane or any Ride not conflicting. Athletic Show or any Grind Show. Want Cat Rack and Hanky Panke Agents. Wheel Foreman and Second Men. No drinks. July 23-28, Blue Hill, Mebr. August 1-3, Plymouth, Mebr.

SOUTHERN VALLEY SHOWS

WANT Foreman and Hanky Panke of all kinds. Will book this Show with own outfit. Want Agents for Bolidown and Blower. Also good Bingo Celler, good salary for one who can stand properly. Want to book Spiffing. 14 Weeks of solid Fairs and Reunions including two of the Best Reunions in Arkansas—Heber Springs, July 30-August 4; De Witt, Ark., August 6-11. **WIFE: EDDIE MORGAN, MOB., Cabot, Ark. (Reunion);** this week; then Heber Springs, Ark. **P.H.** This Show stays out in the Center until Christmas.

WANTED—RIDE HELP—WANTED

For Fly-a-Plane and Pistol Game Help. If you can top all drinks will work all winter in Florida. ADDRESS: CHAS. Y. COLE, c/o The Nannet.

JIMMIE CHANOS SHOWS

WANT FOR NEW BREMEN, OHIO, JULY 30 TO AUG. 4, 14TH ANNUAL CELEBRATION Legitimate Concessions of all kinds. High Striker, Gun Your Ace, Ball Game, Fish Pond, Basketball, Long Range Gallery. No Flats, no Percentage, no Opposes. Want Shows for Portland, Ind.; Kendallville, Ind.; and four Fairs in Ohio. Ten in One and Monkey Show. Can use Ride Help who drive semi. All replies in JIMMIE CHANOS, 7000 West Third St., Dayton, Ohio

SUNSET AMUSEMENT CO.

WANT

Help on Ferris Wheel and Tilt-a-whirl; must drive semi. Can use Men on other Rides who drive. Will book Arcade, Fun House and Grind Shows, Parkom, Minn. Fair, July 28 to 29; Thiel River Falls Fair, July 30-Aug. 4.

GIRLS WANTED

Outstanding Stripper, top wages. Also Gals for Posing Show and Dancers. Black Magic Linda, join me at once. Ticket Sellers and Canvasman wanted. Want 200 ft. used 7 ft. Slide Wall, also Hanky Panke Agents.

EDDIE MILLER, c/o Happyland Shows

Pontiac, Mich., this week; Wayne, Mich., next.

For American Legion State Convention and Celebration

WANT Help on Ferris Wheel and Tilt-a-whirl; must drive semi. Can use Men on other Rides who drive. Will book Arcade, Fun House and Grind Shows, Parkom, Minn. Fair, July 28 to 29; Thiel River Falls Fair, July 30-Aug. 4.

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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 COLORED REVUE. HAVE BEAUTIFUL FRONT FOR NOVEL SHOW.
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 Patriotic, Scales and Apr, Novelties, Jewelry, Hanky Panke, Merchandise Wheel, Buggy Racers, Photo, Holly Green, Rotaries, Long and Short Range Galleries.

Featuring ZACCHINI • HUMAN CANNON BALL

All Answer SAM E. PRELL

Jackson Heights, Queens, New York. To Follow Week July 30—Aug. 4, Cantonville, Pa.

MIGHTY

HOOSIER-STATE SHOWS

SHOWS

FAIRS

FAIRS

FAIRS

WANT CONCESSIONS: Derby, Custard, Jewelry, Cookhouse, Grab, Foot Lanes, Novelties, Basketball, Hoop-La, Gadgets, Fish Bowl, All Hanky Panke, come on.

SHOWS: What have you? Can use nice flashy Girl Show for Elmore Fair, July 31 to August 8; also Bicknell Fair, August 8 to 11.

RIDE HELP: Second Men for Wheel, also Merry-Go-Round. Must drive and stay sober.

All replies this week, wire Western Union.

RILL GEREN, Fairgrounds, Dugger, Indiana

15 CHOICE FAIRS

INTERSTATE Shows

15 CHOICE FAIRS

WANT FOR 15 CONSECUTIVE WEEKS OF CHOICE, BONA FIDE FAIRS BEGINNING WITH LAUREL COUNTY FAIR, LONDON, KENTUCKY, AUG. 6-11.

SHOWS: Midget, Mechanical, Fat, Fun House, Glass House, Arcade or any work while Grind Shows. Want Girl Show with or without own equipment. Want organized Minstral Show, must have no less than 12 People

RIDE HELP: Want Foreman for Twin Wheels, Roll-a-Plane, Champagne, Second Men on all Rides. Will pay top wages and bonus.

CONCESSIONS: All legitimate Concessions open. No "tax" at Fairs. Good opening for Diggers, Rotaries. All Eating and Drinking Stands open. Want Novelties, Jewelry, High Striker, Guess Your Age.

HELP: Want Mechanic with tools to join on wire. Want Lot Man who is capable of laying out a 10-Ride Show, see they Show goes on and off the lot and look after lot. Want Billposter with car or truck who knows how and will paste paper, to join on wire. Want Elders for Motor-drome, salary out of office. Bill Allen wants Cookhouse Help and Ball Game Agents. (Clyde Hancock, Earl Cody, Frank Jackson, contact Bill Allen.) Anyone else having worked for him, get in touch.

Address: H. B. ROSEN, Mgr., Buena Vista, Va., this week; then per route.

STREETS CLOSED FOR EIGHT BLOCKS IN DOWNTOWN DETROIT!!! DETROIT'S 250th ANNIVERSARY

ON STREETS PARADISE VALLEY MARDI-CRAS ON STREETS
OFFICIAL ALL DAY & ALL NIGHT!! OFFICIAL
AUG. 2-3-4-5 NOON TILL 5 A.M.

STREETS DECORATED BROADCASTING ON RADIO AND TELEVISION DIRECT FROM STREET STAGE
FREE ACTS FREE GATE STREET DANCING BEGINS AT 2:00 A.M.!!

RIDES Have 8 major and 4 Kiddie Rides. Will book one more each—Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, etc. (No junk, as it will not pass city inspection.)
SHOWS Big money here for a first class MEN-STREL PLANTATION or better Show—FOR FAMILIES ONLY. Can use FUN or GLASS HOUSE, clean PENNY ARCADE, WHEEL OF FORTUNE, etc. (Cannot book shows here.)
CONCESSIONS ALL KINDS OF HANKY PANKE (But Sun Spiffing, Blowers or keep-in cannot operate here.) Can also place LEAD GALLERIES, PHOTOS, NOVELTIES, GRAB JOINTS and all DIRECT SALES. (Fountain Wagons, Glass Pitch and Cigarette Cases) sold.
RAY WILLIAMS SHOWS, CAMERON 9600 Broadstreet, Detroit 4, MICH.
AY, Concession Manager Phone: TEXAS 4-6113

Eddie Young's Royal Crown Shows

WANT NOW AND FOR THE FOLLOWING FAIRS
The Cream of the Mid-West

EASTERN ILLINOIS FAIR DANVILLE, ILL.	NEBRASKA STATE FAIR LINCOLN, NEBR.
OSARK EMPIRE FAIR SPRINGFIELD, MO.	TULSA EXPOSITION AND FAIR TULSA, OKLA.
SIoux EMPIRE FAIR SIoux FALLS, S. D.	OKLAHOMA FREE FAIR MUSKOGEE, OKLA.
ARK.-OKLA. DISTRICT FREE FAIR FT. SMITH, ARK.	COOSA VALLEY FAIR ROME, GA.

WITH OTHER GOOD FAIRS TO FOLLOW
Jewelry, Novelties, Scales, Ago, Snow, Ball Games, Fish Ponds or any Hokey Park Concession.

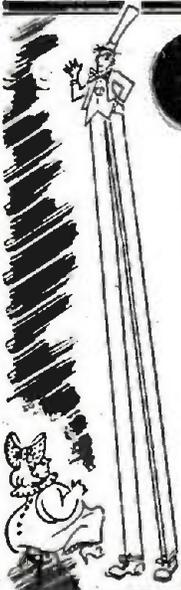
CONCESSIONS
Will book Caterpillar, Screwball, Flying Scooter, Roller Coaster or any Major Ride not conflicting. Can also use a few more Kid Rides.

RIDES
Monkey Show, Midgetta, Wild Life, War Show and any worth-while well-framed Grind Show.

SHOWS
Foreman and Second Man for Office Owned Rides. Also Men for Front Gate, Light Towers and General Help. Must drive semi trucks.

RIDE HELP
"Girls" for Revue, also Ticket Sellers and useful Help for Show Fairs and Tents. Act for Side Show and Ticket Sellers. Talker for Colored Revue (Jack Bull, answer).

HELP
All Replies to: E. L. YOUNG, Gen. Mgr., Decatur, Ill., This Week.



O.C. BUCK SHOWS

WANT For FAIRS starting August 6 at Gouverneur, N. Y., followed by Elmira, Malone, Rheinbeck, Bath, all New York; Great Barrington, Mass., Bridgeton, N. J., and Danbury, Conn.

- CAN PLACE:** Legitimate Mechanical Concession. Also Grab at a Few of Above Fairs.
- WILL BOOK:** Wild Life, Mechanical City or Working World.
- WHITEY SUTTON** can use Freak to feature.
- ALSO** Useful Ride and Show People.
- JACK THOMPSON** can use Lady Drome Rider.

HAVE FOR SALE
LOOPER
FLY-O-PLANE
HI-BALL
SILVER STREAK
all in good running condition and priced right.

All Address: **O. C. BUCK,** Montpelier, Vt., July 23-28
Mazina, N. Y., July 30-Aug. 4

GOLD MEDAL shows

New Booking for the Big MISSISSIPPI VALLEY FAIR, Davenport, Iowa, August 13-19; also KEOKUK, IOWA, CHAMBER OF COMMERCE STREET CELEBRATION to follow.

WILL BOOK Custard, Snow Balls, Popcorn, Candy Floss, Photos, Novelties, French Fries, Jewelry and Hi-Striker. All legitimate Hunky Panks open. Wire for space now.

RIDES WANTED—Spitfire, Scooter, Rockplane and Little Dipper. Will book Kiddie Boats, Train Ride, Whip and small Wheel.

SHOWS—Want Wild Life; Dale Barron, contact. Want Fat Show; have complete equipment for same. Will book Midgets, Mechanical City, Big Snake, Crime Show and Wax Figures. Liberal percentage. Our dates will support any or all of these shows. Contact

JOHNNY J. DENTON
Greve Coeur, Ill., this week.

P.S.—Ray Marsh Brydon, please call me. James Zingo wants one more Spot the Spot Agent for Davenport and Fairs.

KLENKE AMUSEMENTS
Tampa City, Fla., July 28 to 29; Fairmont, Ind., Street Celebration, July 29 to Aug. 4; Peru, Ind., 4th Fair, Aug. 4 to 13; Middle Indiana 4th Fair, August 13 to 18; other fair and celebrations to follow.

CONCESSIONS—Want Hi-Striker, Novelties, Ball Game, Custard, French Fry, Scales, Ago, Foot Long, anything not conflicting with what we have. **SHOWS**—Want Side Show, Snakes, Illusions or any Show of merit. Want A-1 Ride Help on wheel, Octopus and Jerry; top salary if you qualify. No drunk or strong heads tolerated.

MARVIN BACON, Mgr.

WANTED
For OLD SETTLERS' ANNUAL REUNION
Shelville, Mo., August 22.
Wheel, Punk Ride, What have you? X on Floor, Photo, Novelties, Bingo, Penny Pitch, Slum Street, Contact

LAMAR BYRUM

BRUTALITY VANISHED
Want Pony Rides or Dark Ride Wreathers, Hoopra, Second Men, Helmers, Cook Show, Cash Novelties, Balloon Darts for No. 3 Unit, opens in Iowa soon. Want Rides, Shows with own equipment. What have you? Both Units based for the Cotton after Labor Day, No. 3 Unit has few open dates. No. 1 Unit booked solid. Contact, per route.

DYER'S GREAT SHOWS

BOAT RIDE
Gas driven, extra motor, perfect condition, sell or trade for Pony Cart, P.D.C. Camera, F405 lens, paper, lights, etc., with live donkeys optional, sell or trade.

DONALD L. DILLON SR.
Ramona Park - Grand Rapids, Mich.

FOR SALE
#12 Eli Ferris Wheel
First class condition, with or without transportation. Priced to sell.

JOHN COSTA
727 Charles St. - Fall River, Mass.
Phone: 3-2746

L. I. Dates Up
Continued from page 66

days is expected to swell the gross. In all, the run lasts for 12 days, and while the net is high, the cost of one move is saved.

Last week at Greenport the org caught the best week of weather this season. Personnel took off considerable time to swim and do some deep sea fishing. It wasn't a bad week for business, either, altho the area population is light.

West Hempstead gave the unit its best week on the Island. Babylon was fair, as were Hicksville and Amityville.

Personnel is looking forward to the next stand, Coatsville, Pa., in view of the fact that the town has been without a show since 1948. Bedford (Pa.) Fair follows to start a string of annuals that will run thru November 17. Shows are scheduled to open their winter tour January 15 in Florida.

Concessions Do Well
Concessions, with Patty Finnelly handling the front end, have done very well to date. All units were operating here, with the exception of wheels, including Mappo, variation of the corn game.

Refurbishing program has been accelerated here. Fluorescent lighting is being used extensively, particularly on the towers and rides.

Attractions line-up for fairs will include: Lenin's Side Show, Bazo Bros. Motorcade, Monkey Speedway, May Belle Kidder's Posing Show, Tommy Calino's Girl Revue, Minstrel Show, Blake's Girl Frozen Alive, Richard McCarty's Wild Life and Edward Watson's Hawaiian Show.

Rides are Little Dipper, Octopus, three Ferris Wheels, Merry-Go-Round, Whip, Caterpillar, Tilt-a-Whirl, Hi-Ball, Fly-o-Plane, Rocket, Lillian Prell's four kiddie rides, Mildred Peuss' three kiddie units and McWalters' pony ride.

SHOWGIRLS
GIRL SHOW OPERATORS
Guaranteed Bargains
Nylon Strip Nets and Brm. Plain or Ruffled.

ALSO
Imported Cotton Strip Nets, Black-White-Flesh, Gee Strings, Pans, Strip Gowns, Frings—all colors, Sequin Trimming.

Write or Phone
Leaha Scott
519 N. Charles St. Baltimore 2, Md.
Ph. 8914

WANT CONCESSIONS
Snow and Floss, Mug, Clothes Pin, Novelty, Coke Bottles, Darts, Glass Fitch, Crab for the following Fairs—

Cherokee, Okla., July 24-28
Laredo, Kan., Aug. 1-5
Hill City, Kan., Aug. 8-11
Russell, Kan., Aug. 14-18
Chester, Kans., Aug. 22-25
Hartford, Conn., Aug. 29-Sept. 1
Kiewa, Kan., Sept. 3

BRODBECK SHOWS
WANT CARNIVAL
Starting Sept. 3, 6 Days, or Sept. 10, 6 Days for American Legion Fall Festival. Write or wire American Legion Post 204

LIONEL E. DOLD
Box 145 Sellersburg, Ind.

FOR SALE
48 Seven Tablitt and forty 11 Three Almost Deluxe Allan Marshall Swing Hoops; newly decorated; fine as money can buy. No propositions. Will buy factory Kid Rides in good condition.

MRS. C. A. BAIN
General Delivery, Attala, Ala.

FOR SALE
3 Almost Merry-Go-Round, used two seasons, in perfect condition. Can be seen in operation, Watermelon Ride now located in Park; can remain if desired. \$3,000 cash.

IVY WEST
General Delivery, Batesville, Miss.

WANTED
Freaks, Working Acts, Bally Girls and Talker, any useful People around Side Show. Tickets if I know you.

RUBY BROWN
Springfield, Oregon, then per route.

PITCHMEN WANTED
HICKSVILLE FARMERS' MARKET
Tuesdays & Fridays, Hicksville, L. I.
SUFFOLK COUNTY FARMERS' MARKET
Saturdays—Middle Island, L. I.

Concession--Showmen
Want more for all celebrations and fairs. Shetlan Festival, July 28-Aug. 1, followed by sales at Chappell, Grant, Opalita, Imperial, Lewatton, Braggport, Meenters, Gordon.

Want Long or Short Range, Ball Game, Hunky Panks and all other concessions and General Help, Pun House Manager, No. 8 Wheel Foreman, Kid Ride Foreman, Second Men all rides, must drive semi.

Two weeks due to Tilt truck accident will book major rides for music. Prefer Tilt or Octopus. Kap Martin, answer. Book any Grind Show, Sales—All steel Short Range Tractor with ball ton truck with bread delivery body. 3 guns, 100 shells, targets, ready to work, all first class and shape; bargain at \$600.00. Come on, write me.

J. R. Leerlight, Mgr.
MIDWAY EXPOSITION SHOWS
Superior, Nebraska, near Shetlan festival.

WANT GIRL SHOW
FOR
Deshler, Ohio, Annual
Street Celebration
AUG. 1-2-3-4
CONCESSIONS—SHOWS
Watch for our ad for Elmore, Ohio, Aug. 22 to 25, 100th year Centennial in cooperation with

W.B.J. SHOWS
Winter Quarters, Swanton, Ohio, or as per route.

WILL PAY \$125 WEEKLY
For Good Man With Car or Truck.
This is our 16th week out; 16 more to go. Advise

Larry Sunbrock Shows
Ball Park, Harrisburg, Pa., Wednesday; Americus Hotel, Reading, Thursday, Friday.

WANT HELP
Chairman Foreman, Wheel Foreman, Concession Man, Good pay. No drunks apply. Merry-Go-Round, Frank Wingle, wire, Concessions—Popcorn, Candy Apples, Darts, Cork Gallery, Cuslard, Hi Striker.

ARTHUR KING, Mgr.
A. & K. AMUSEMENTS
3210 Edgmont Ave. Chester, Pa.

COMPLETE CARNIVAL
FOR SALE
25 Wheel, 13 ft. Little Beauty Merry-Go-Round, Tilt-a-Whirl, 400 Seats, 30' wide on Canal front, water, electricity included. Machine Shop Truck, Shows, Concessions, Light Towers. Everything you need for a road show. Bids may be seen in operation. Address

ROGER WARD
7716 E. Ave. Lawton, Okla.

DROME RIDERS WANTED
LONG SEASON
People who contacted me before, contact me again.
NO COLLECT WIRE OR CALLS

EARL PURTLE
212 Warren Ave. Palisade, N. I.

LOT FOR RENT
FOR WINTER QUARTERS
Palm Valley Gardens, Fla.
39 1/2 ft. deep front, 400' deep, 30' wide on Canal front, water, electricity included. Can have truck, shows, concessions, can take in trailers; good roads, no restrictions. Address

WARLE BRYAN
P. O. Box 106, Jan Beach, Fla.

Paul's Amusement Co.
WANT
For 13 Fairs and Celebrations in Oklahoma, Missouri and Arkansas. Concessions, Penny Pitch, Ice Cream, Saloons, Darts, Coke Bottles, Spring Game, Hill Striker or any 10' Hunky Pank. Want Merchants and Show. Will book Octopus of Tilt, Westville, Okla., this week. Call place for New York, Aug. 4. **GEO. BEESTER McALLAN.**

RISE HELP WANTED
Foreman for 20 Wheel, Second Man on Octopus, Merry-Go-Round and Twin Wheel, Salary \$200 week. Leeburg, Mo., this week. Cherryvale, Mo., this week. July 28 to Aug. 4, Archie, Mo., Street Fair, Aug. 10-13. Call place for New York. Concessions of all kinds. Call

H. C. SWISHER, PARADA SHOWS

WANT BINGO CALLER
and Counter Men, Salary \$200 week. Can place few more. Concessions, Ride Help for Twin 20 Wheel, Second Man on all rides. \$250 week. Leeburg, Mo., this week. Cherryvale, Mo., this week. Call place for New York. Concessions of all kinds. Call

H. C. SWISHER, PARADA SHOWS

HELP WANTED
Joe Richardson wants Side Show Help, Talker and Annex Attraction. Address

TIVOLI EXPOSITION SHOWS
Vienna, Ill., Fair this week. Fourteen big fairs to follow till November 1.

WADE GREATER SHOWS

Barry Co. Free Fair Hastings, Mich., July 31-Aug. 4	Lagrange Corn School Lagrange, Ind., Aug. 7-11
Ingham Co. Fair Mason, Mich., Aug. 13-18	Sanilac Co. Free Fair Sandusky, Mich., Aug. 21-25

WANTED

SPITFIRE OCTOPIUS FLYING SCOOTER DARK RIDE FUN HOUSE SIDE SHOW MECHANICAL CITY WHD LIFE

Can place any and all of above for a long season of fairs, starting at Hastings, Mich. These are part of our old established route—so we KNOW they are MONEY-GITTERS.

CONCESSIONS—We can place Privileges of all kinds (except racket), including Games, Sales, Catering, Demonstrations. Parties having space at these fairs last season, please contact so we may save your location.

WADE GREATER SHOWS.
O. Buck Saunders, Mgr.
Milan, Mich., all this week.

SHOWS WANTED	RIDES WANTED
ILLUSION ★ LIFE MOTOR DROME MONKEY ★ FAT CLASS HOUSE SNAKE ★ MECHANICAL	ROCKET ★ LOOPER DARK RIDE SPITFIRE ★ CATERPILLAR FLYING SCOOTER ROLLOPLANE ★ FLYOPLANE
Olmsted Co. Fair, Rochester, Minn., Aug. 1-5	Wis. Valley Fair, Wausau, Wis., Aug. 7-12
	U. P. Mich. State Fair, Escanaba, Mich., Aug. 14-19

Will place any of the above Rides and Shows for those of the largest money-graining Fairs in the Middle West. If you have the equipment and are capable of getting money, don't MISS THESE.

P.S.: We also have CONCESSION SPACE available at all of these fairs. Contact NOW! St. Paul, Minn., All This Week.

W.G. WADE SHOWS

FAIRS - - - FAIRS - - - FAIRS

LYCOMING COUNTY FAIR—HUGHESVILLE, PA.,
August 6-11

MARSHALL COUNTY FAIR—MOUNDSVILLE, W. VA.,
August 13-18

DAYTON FAIR—DAYTON, PA.,
August 20-25

THE GREAT PUNKY FAIR—PUNKSUTAWNEY, PA.,
August 27-September 1

Booking all kinds of Eating and Drinking Stands and legitimate Concessions for the above fairs. Legitimate game concessions \$3 per foot in lineup; \$4 on corners. Write or wire

BEAM'S ATTRACTIONS
MILESBURG, Pa., this week; LOCK HAVEN, Pa., following week

WOLFE AMUSEMENTS
The Show that gets up on Sunday

HEADING SOUTH. Want for proven territory. You all know Buena Vista and Bassett, Virginia

Want Diggers, they will work from now on; French Fries, Long and Short Range Gallery, Ball Games, Hoopla, Fish Pond, Cork Gallery, Basket Ball, also a few choice Wheels open. Will buy or book, Rolloplane, Want Bingo Help, also Chaperone Foreman, Second Man on all rides. Must drive. Pay every Monday and bonus at end of season.

8 FAIRS AND 6 CELEBRATIONS
Will sell 14x24 Glass Pitch, complete with top and stock, and will book same.
All wires to **BEN WOLFE**
Charlestown, W. Va., this week; Martinsburg, W. Va., follows; Harry Snyder, with Cor-ton Candy, contact Pat. Red Marshall, get in touch with Freddie Medrick.

WEST COAST SHOWS and WEST COAST EXPOSITION SHOWS
PLAYING OREGON AND CALIFORNIA

SHOWS: Can place Big Snake Show, Illusion Show or any Grind Show not conflicting. Ruby E. Brown wants Freaks, Working Acts and Useful People for Side Show; good treatment and long season.

CONCESSIONS: Siring, Bumper, Jewelry, Scales, Custard, Merchandise Wheels not conflicting, Ice Cream.

RIDES: Any large Ride with own transportation.

OUR ROUTE includes the finest Fairs and Celebrations in Oregon and California:
Stockholders Annual Conqna-Celebration, Vancouver, Washington, July 30th to Aug. 8th.
Astoria, Oregon, Chamber of Commerce, Aug. 7th to 12th.
Columbia County Fair, St. Helens, Oregon, Aug. 15th to 18th.
Multnomah County Fair, Gresham, Oregon, Aug. 20th to 26th.
Apple Festival, Medford, Oregon, Aug. 28th to Sept. 2nd.
Big Festival and Celebration in San Francisco Bay District California.
Santa Clara County Fair, San Jose, California, Sept. 10th to 16th.
Lodi Grape Festival, Lodi, California, Sept. 18th to 23rd.
Madera District Fair, Sept. 28th to 30th.
Walnut Festival, Walnut Creek, Monterey County Fair, Santa Cruz County Fair, Watsonville. Two weeks in the heart of San Francisco and many other Fairs and Celebrations to follow.

HARRY MYERS, Mgr., West Coast Shows
Write or wire as per route or 500 Clement St., San Francisco, Calif.

Gibsonburg, O., Annual Street Celebration
IULY 25-28

Better than ever in cooperation with **W.B.J. SHOWS**

Concessionaires—If you want to get well, join the W.B.J. Shows. We have had a fine season so far and growing bigger.

Next—Aug. 1 to 4, Dayton, Ohio, Streets, #2 Unit, Wayne, Ohio, Aug. 1 to 4. Watch for our route. Will place Shows.

Wm. B. Jacobs, Gen. Mgr.

BORDERLAND SHOWS WANT

For Fiesta and Celebration in Texas starting with Beaville, Tex., July 26-29, four day Fiesta in Fair Grounds, Cat Rink, Bottle Game, Set Outfit, fish pond, Bingo, Hoopla, Bumper, Dart Ballroom, Color Rollies, Hoopla or any variety for stock. No X on anything except Eat and Drinks. Call or wire

HOWARD DEASON
Beaville, Tex. No collect calls, please. Dutch Bowden needs Agents to work stocks. Need Second Man on Wheel and Rides.

MAXIE SHARP WANTS AGENTS

Re-organizing for 14 bona fide Fairs. Need two capable Wheel Agents, three Grind Store Agents. Will give Head of Bucket Ride to Man with capable crew Contact

MAX SHARP
Vivona Bros. Shows
Roseto, Pa., week July 23.

KIDDIE RIDE FOR SALE
10 Cars, Allier Herschell; no top or sidewall.

Price \$400.00 or best offer

F. LACHMAN
8321 Blvd Rd., N. W.
Washington D. C.

American Eagle Shows WANT

Concessions of all kinds: Heart Pitch, Black Pitch, Age and Scales, Jewelry. Want Agents for Slum Shows. One Count Store Agent. Will frame real Hat Game for capable Agent. Want Man to handle all Slum Shows. Will book one Major Ride. Will book shows—any show of merit. I have top, frame and transportation, what have you? All replies

DANNY ARNETT, Mgr.
Per Route

Saint Mary Church Celebration
WINDCAP, PA.

Cards, fireworks, Acts, July 30-Aug. 5 including Sunday.

Want all kinds of Handy Parks Shows, Diggers, Rotaries, Six Cat, Swinger, Spot-the-spot, Ice Cream, Waffles, one or two Major Rides, Popcorn, Snow Ice.

Address:
R. E. MINER SR.
General Delivery North Wales, Pa.

FOR SALE BIG SIX WHEEL EVANS JUMBO DICE
5 foot Six—5 foot Four
Like new condition and complete with shipping case.
\$200.00

Contact
BURT LAMSON
476 Huppfield Show
Elbe Club, Pontias, Michigan, until July 28

WANTED

Talker, Ticket Sellers, Girls for Bally and Illusions, James McClure, answer; your wire was returned. Also Magician who can MC, Foods Middleton, contact immediately. Lewiston, Me., this week; then Freque Isle Fair

L. B. MALLOTT
Illusion Show-Mgr.
WORLD OF MIRTH SHOWS

Morris Hannum Shows
One of the Great Eastern Shows

GREAT FLOURTOWN FAIR
TEN TERRIFIC DAYS, AUGUST 1-11

RIDES—Tilt, Whip, Caterpillar, any Flat Ride.

SHOWS—Arcade, Illusion, Mechanical, Wild Life, Fat or Midget Shows.
Bull Martin, Cash Miller, Dick Dillon, wire.

CONCESSIONS—Legitimate Games.

HELP—Ride Help who drive. Shorty Morgan, wire.

All replies
MORRIS HANNUM
934 Murdoch Road, Philadelphia, Pa. Telephone Wissahickon 7-8176

A.M.P. SHOWS
Juggy

WANT WANT WANT

FOR THE GREAT JENNERSTOWN, PA., FAIR—DAY AND NIGHT PLAY. Horse Races, Dare-Devil Auto Drivers and Free Acts daily, to be followed by Grantsville, Md., Annual Fireman Cele., featuring Free Acts and Parades nightly

CONCESSIONS: Ball Games, Pitch-Till-U-Win, Lead Gallery, Fish or Duck Pond, Buckets, Six-Cats, Photos, Hi-Striker, Hoopla, Penny Pitch or any others not conflicting. Have some PC open. Danny Donnini wants Pea Pool Agents. Mike Bosco wants Hat Game Agents. Paul Sinsel wants Agents for Slum Shows and Ball Games.

RIDE HELP: Want Second Man on Ferris Wheel and Chairplane, Foreman for Rolloplane, Second and Third Man on Tilt-a-Whirl and other General Help. Drivers preferred.

SHOWS: Opening for Side Show, Monkey, Unborn, Motordrome, Animal, Wild Life. Any show of merit considered.

All replies to **A. M. PODSOBINSKI**
This week Mt. Savage, Md.; next week Jennerstown, Pa.

C. C. (SPECKS) BROSCURTH PRESENTS
BLUE GRASS SHOWS
 FEATURING THOROUGH-BRED ENTERTAINMENT
WANTS
 For Colas County Fair at Charleston, Ill., starting July 29th and a continuous route of bona fide fairs—including the big Southern Illinois State Fair at Du Quoin, 9 big days, starting Aug. 26.
 Legitimate Stock Concessions and Handy Parks of all kinds. Can place non-conflicting Shows with own equipment. Can place experienced Ride Help. Address:
C. C. BROSCURTH
 CHARLESTON, ILL.

Perrell's
PIONEER SHOWS
high class midway attractions
Featuring WILNO'S CANNON ACT
HONESDALE, PA., FIREMEN'S CELEBRATION, JULY 30 TO AUGUST 4
 Want legitimate Concessions—American Polarity, Short Range, French Fries, Arcade, Jewelry, Novelties, Bell Gears, Buckets, Hot Machines, Scratch Rice, Wrecked Agents, Help on Bump, Ride Farems, Octopus, Merry Go Round, Motor Bikes, Wrecked Skates, Ruddy Berrard needs Dancers. Want Cookhouse or Grab to join week August 13. All replies: Forest City, Penn.
STRETCH RICE, BUSINESS MGR.; MICKEY PERCELL, GEN. MGR.

SOUTHWESTERN FIREMEN'S CONVENTION
LANCASTER, N. Y., JULY 30th-AUGUST 4th
5 MAJOR PARADES—FREE ACTS—FIREWORKS
WESTERN NEW YORK'S LARGEST CELEBRATION
6 NEW YORK, 3 PENNSYLVANIA FAIRS TO FOLLOW, RIDES—SHOWS—CONCESSIONS. NO TIME TO WRITE. WIRE AT ONCE.
MYRON N. COLEGROVE, B & C SHOWS
GCWANDA, N. Y. This Week

GRAND AMERICAN SHOWS
WANT FOR THE FOLLOWING FAIRS
 Mason, Mo., July 30-Aug. 2; Montezuma, Iowa, Aug. 3-4; Vinton, Iowa, Aug. 6-9; Weaton, Iowa, Aug. 12-16; Decatur, Iowa, Aug. 17-19; Humboldt, Iowa, Aug. 20-23.
 WANT Shows with own equipment, WANT Girls for Office Girl Shows, WANT Outside Man for Wrestling Athletic Show. Wonderful proposition with Frank Dutch Rooney. WANT Concessions that work for stock, Photo, Arcade, Mechanical Show open.
Wire L. O. WEAVER, Bevier, Mo., July 23-28

Want—VETERANS UNITED SHOWS—Want
 SHOWS: Grand Shows of all kinds except Athletic, Girl, Class and Mechanical RIDES: Will book one more Ride for our Minnesota and Nebraska Fairs. Prefer Tilt, Spinners or Roll-a-Plane.
 RIDE HELP: Excuse for new Allan Herschell Merry-Go-Round and Chairlaine, general help on all rides.
 CONCESSIONS: Will book Photo, Fish Striker, Ploss, Fish Pond, Fish Bowl, Basketball or any Handy Park not conflicting.
 CONCESSION HELP: One Court Stone Man, Agents for Buckets, Six Cats, Coke and Ball Game.
 Now showing Hankinson, N. D.; Millbank, S. D., July 26-28; Beason, Minn., July 30-Aug. 1; Clara City, Minn., August 2-4.

WANT CONCESSIONS
FOR FAIRS AND CELEBRATIONS
 Spring Grove and Calverton avenues, Cincinnati, Ohio, July 24-29; Court and Coffer streets, Cincinnati, Ohio, July 30-August 3; Grant county, Williamsport, Kentucky, August 3-11; Adams County Fair, West Union, Ohio, August 21-24.
 Want legitimate Skill Games only. Long Range Gallery, Milk Bottles, Cat Rack, Hunk, Box Ball, Balloon Burst, Photos, Scales and Age, Candy Apples, etc. Can use Snowballs at Grant County.
LEE BECHT AMUSEMENTS
 P. O. Box 92, Mount Healthy, Ohio, or as per route.

FOR SALE
CONCRETE TOP AND FRAME Size 30 feet long, 10 feet high, with 3 foot pitch 10 feet deep. Anchor Top and Walls just like new. Only used 3 weeks. The Frame is new. Beautifully constructed of clear white pine. Hardly a knot in the whole frame. Newly painted. Longest piece of lumber 10 feet. Every piece smoothly sanded and all edges rounded. No silver! Five shelves in background of 1 1/2" white pine. Waterproof plywood front counters 30" wide.
 THIS IS TRULY A BEAUTIFUL OUTFIT!
 Every hinge bolted on and filed for easy assembly. Complete with Light Stringer, Master Switch and Fuse Box. Flash in up and go to work!
 Cost nearly \$900.00 to build—first \$500.00 takes it! Contact
BURT LAMSON, c/o HAPPYLAND SHOWS
 ELKS CLUB BLDG., PORTLAND, MICHIGAN, JUNE 14th 28th

MOUND CITY SHOWS
HOLD ALL CONTRACTS FOR
BELLEVUE, ILL. FREE FAIR, JULY 28-AUG. 6; MEXICO, MO., FAIR, AUG. 6-10.
 And the Two Biggest Spots in the Middle West:
BADEN CHAMBER OF COMMERCE BIG FREE FAIR AND STREET CELEBRATION
 On the business Street in St. Louis (North Broadway); **CARDINAL CENTENNIAL**
 in the Heart of a Million People Population, on the Street, Sept. 8-16 in St. Louis.
 Nothing like these two Mammoth Events ever in St. Louis before.
WANT TWO NICE SHOWS, AND CLEAN HANDY-PARK CONCESSIONS
 Also want Ride and Concessions for Palmerston, Fall Festival, Sept. 3-8.
MOUND CITY SHOWS, 1117 GRATTAN ST., St. Louis, Mo.

NAPPANEE, IND., FAIR, WEEK JULY 30
 followed by **PORTER COUNTY FAIR, Valparaiso, Ind., and all Fairs**
 until middle of November
 Want Man to handle new King Fun House; Earl Shoemaker, please wire me RIDES Place one more Major Ride, Spinners, Octopus, Fly-a-Plane, Fred Hollingsworth, wire. Concessions are all new, must be legitimate. Novelties, Ice Cream and Hats are open exclusive. Notice, Doc Weiss, W. L. Hurst, wire Bill White care the Show. Address
JAMES H. DREW SHOWS
 Cevington, Ind., Fair this week; Nappanee, Ind., Fair next.
GIVE TO DAMON RUNYON CANCER FUND

Elephant Supt. Reigns As Top Show Historian

Continued from page 50

parade of 18 cages and 20 other wagons making a deep impression.

Studies Literature, History
 Between circus dates, Bill attended schools in the various towns. But of more interest to him were the books his parents had. Bill pored over the works of Walter Scott, read Ben Hur and Homer found Dickens' stuff too deep and developed a special interest in ancient history. All this heavy reading weakened his eyes so that he must hold a photo closely to determine whether it was taken on Howes Great on in 1921 or Golden Era, in 1922.

Now Bill can recite both Greek and Roman versions of the mythology depicted in wood-carvings on old parade vehicles. When talk turns to Uncle Tom's Cabin shows, Bill would rather discuss the circus-type wagons that the Stetson, Terry and Phillips outfit had, but he also can point out how the text of the original book was changed in later editions and in stage plays. If necessary, he can quote at length from Shakespeare as readily as from *The Billboard* of 1908.

Starts With Rhoda Royal
 Bill's professional circus career began when he ran away from a school at Bellbuckle, Tenn., to join Rhoda Royal Circus in April, 1920. He left that one to join Ringling-Barnum at Altoona, Pa., as a camel punk, and in August he moved over to A. G. Barnes at Clinton, Ill. in the Ringling show. Bill went to work for Chester J. Gardner in the elephant department. In his opinion, Gardner is the greatest of old-time pull men while Mac McDonald is high on the list of current trainers.

Bill opened 1921 as a billposter ahead of Campbell, Bailey & Hutchinson Circus and later moved back to the show to work for Al Langdon, who had two of William P. Hall's bulls on the show. All of 1922 was spent with Bert Noyes' elephant crew on Hagenbeck-Wallace.

Cheerful Gardner was Bill's boss again in 1923, when they worked the 12 elephants on the John Robinson Circus. Danny Odum was manager, Sam B. Dill was assistant manager, and Clyde Beatty, assistant to Pete Taylor in the animal department, was working four polar bears, Bill recalls. Later that season he was a billposter for the Cooper Bros. two-car show, one of the Elmer Jones extravaganzas.

Trombonist, Canvas Boss
 Marcel & Douglas Circus opened out of Hot Springs in 1924 and Bill went along to play a poor trombone in the band and boss the canvas crew. When the show walked 22 miles to join Golden Bros. at Prescott, Ark., and in June he threw in with Atterbury Bros.' wagon show.

Atterbury had what Bill says was just a plain dumb elephant named Diamond. During the performance, Bill worked Diamond and gave a name about elephants. For the lecture, he expanded the bull's name to Black Diamond. It later went bad on the Barnes show and had to be executed.

After staying out all winter with Atterbury, Bill joined Lee Bros. Circus at Port Arthur, Tex., but stayed only one day as pit show manager before returning home in the spring of 1925.

Works Hall Elephants
 Soon he was off for Lancaster, Mo., home base for the Robinson and circus trading operations of William P. Hall. Woodcock declares that Diamond Billy Hall was the most remarkable man he ever knew. Illiterate, Hall said the only day he ever wasted was the one he spent in school, but he was a genius at mathematics and a regular money horse trader. Three huge diamond stiek pins frayed Hall's expensive ties. Woodcock likens his personality to that of Poegey O'Brien, circus character of the 1870's.

For Hall, Woodcock worked elephant acts in parks, fairs, vaudeville and the first circus given in the Chicago Stadium. Miller Bros. 101 Ranch played that date and nine Hall bulls were added to the five from 101. In 1926, Hall assigned Woodcock to Fred Buchanan's Robbins Bros. Circus, where C. H. (High Pockets) Baudendiatte, was in charge of the Hallowsides, but dropped out of Bill with the Hall enterprises. Bill had three bulls on the historic Orton Bros. wagon show in 1927. It was there that he met Babe Orton, then and now a ver-

satile performer. They were married in 1932. Their son, Buckles, now completes the team when he joins his parents between school terms.

Moves To Sell Flets
 Bill left the Hall farm late in 1929 and was with Sells Flets, working five bulls in the center ring with Irene Ledgett, 1930 thru 1932. For a short time in 1931, Zack Terrell loaned him to the John G. Robinson Military Elephants act.

Russell Bros.' one small elephant was Bill's charge for five weeks in 1933 before he went back to the Hall farm, then operated by Hall's widow. He stayed until the Hall collection of 30 elephants, circus wagons, railroad cars, animals and other show property was sold to Jess Adams and Zack Terrell for their Cole Bros. in 1935. Woodcock had the late Spencer Hurdley were joint owners of an elephant they had on Atterbury Bros. in 1935. Soon they moved over to Harley Sadler's Bailey Bros., which paraded daily, and they stayed on when that show was sold and renamed Goldman Bros. for a three-week winter tour. In 1936, Woodcock had the elephant on the Joe B. Webb Circus until it closed, and then he went with Eddie Kuhn's Camel Bros.' three-truck trick as general superintendent and Side Show manager.

Beatty, Wallace, Cole
 He took time off for a long talk about show history with the late Charles Bernard before joining Ray Rogers for five years as boss bull man on the Wallace Bros. and Barnett Bros. outfits. The season of '42 found him with Terrell of '42 found him with Terrell of Jacobs' unit on the Conklin Shows and for the next year he was on Clyde Beatty-Wallace Bros. Circus.

The first of a four-year stretch with Cole Bros. as assistant to Eugene (Arky) Scott was in 1944, and it was on this show that one of Bill's most memorable experiences occurred. In a collision, the loaded elephant car turned over on its side. It was necessary to cut an opening in the steel roof, crawl in to free the feet of the 13 upset bulls and then lead them out.

Bill had the Dolly Jacobs Elephants in 1948 for dates in the U. S., Canada and Hawaii, and the first reason he had chosen the fine baby bulls on Robbins Bros. Circus in Canada. He left before that one folded and joined Kelly-Miller late in 1948. He still shepherds the growing K-M herd.

Since that first day on Rhoda Royal, Bill has worked with 123 different elephants, according to his recent calculation, and many of these turned up several times in different herds. Kelly-Miller's addition of two young elephants brings that total to 125. Bill has broken seven green elephants to acts and has routinized scores of others. A large proportion of the circus elephants now on the road have at one time or another, been under his direction. One he owned Major, the first bull purchased by Mugivan and Bowers.

Selects "Greatest" Ops
 Basing judgment on history and personal experience, Woodcock believes Jerry Mugivan was the greatest of recent showmen. He also thinks highly of the abilities of Zack Terrell and Danny Odom. For Woodcock's money, James A. Bailey was the all-time circus ace. Mo., high seas for Forepaugh and Ben Wallace third. The Ringlings were great as a team, he states.

Bill is modest about his elephant career, but stakes a proud claim for his circusesiana collection. The Woodcock home in Hot Springs, which Bill's mother keeps open the year around, is the location of the vast accumulation. There are the original circus documents, rare route books, antique heralds and programs and—of most interest to Bill—an endless store of circus photographs, statistics and historical data. For more than 40 years, he's been on a ceaseless search for more. During each season, he uncovers additional rare letters on circus letterheads, and more photographs of old-time parades.

He is a discriminating collector, discarding nothing but seeking only the material of historical importance. Unlike some less experienced collectors, he drops nothing just anything that says "circus" on it. And he freely circulates data on old shows and prints of his prized photographs among fellow historians. This material has mul-

tiplied the amount of recorded show history.

Can't Estimate Value
 Bill makes no estimate of the size or value of his collection. He can say only that there are "thousands and thousands" of pictures in it. Many of them can not be duplicated.

Selecting a favorite item from the collection is not easy, either. But Bill has decided that the one with which he would part last is a photograph of a Barnum & Bailey tableau den, typical of those built for the "golden age" of the 1890's. It's a clear close-up giving a full and unobstructed view of the den. It is outstanding, he states, because the ornately carved side panels are in position on the wagon. Most existing pictures of old cages were taken primarily to show the animals inside and therefore were made while the side panels were off, he explains. He chooses this one picture in preference to any of the more costly printed rarities.

Bill appears in the ring as Col. W. H. Woodcock. His collection's commission is something more than many of those solemnized on one-sheet lithos because he was billed as a captain and a major before reaching his present rank. In the army of trouper and fans who collect show history most agree that "Colonel Bill" is the ranking officer.

Smith Amusement Co.
LAWTON, OKLA., GOLDEN JUBILEE
 Lawton, Okla., Golden Jubilee, 6 Days and Nights on the Streets. Parade—Street Dance—4000 Soldiers, August 4-11. Now located in Permanent Park, 1600 E. 11th Street.
CONCESSIONS: Show Cases, Popcorn, Pickles, Hoop-La, Roller Skates, Lead and Cork, Fish Pond, High Striker, Buckets, Spinners, Cab, Bikes, Bikes, Good Opening, Handy Parks, Mini Lamp, Custard, Cookhouse, Grab. AGENTS: For P. C. Clothes, Fish, Show, etc. at any House. Representatives of any Show not conflicting. Rides: Roll-a-Plane or any Ride not conflicting. HELP: Foreman for Merry Go-Round, Ferris Wheel, Tilt-a-Whirl, Man to Take Snake Show, Man for Hoop-La Light Plane, Redy Jo Star Plans for Business Students, "French Polishes" Parade Gift, Aerobit, Official Staff Diverses, Strip Dancers to feature, Flame Eaters, Drumset with Drums, wire cut cut show. Frank Webber, wire at 3000.
ROLAND SMITH, Mgr.
 Warren Hotel, Lawton, Okla.
 (Phone 308, Room 371)

RIDE MEN WANTED
 Foremen for #5 Wheel, Allia Herschell Merry-Go-Round, 16 Tub Octopus, \$50 per week. Second Man for all rides, \$40 per week. Must be semi drivers. No drunks. All replies to
THOY E. WILLIAMS
Williams Amusement Co.
 Valdese, North Carolina

FOR SALE
16 TUB OCTOPUS
 Complete with interchangeable Arms for 8 Tubs: Super Roll-a-Plane, Flying Scooter. This is all post war equipment.
JACK GARRAHAN
 845 Anshackle Ave. Elkhart, Pa.

WANTED
For Marion Center Vol. Firemen's 18th Annual Fair
 Aug. 8-11
 Concessions: Mug, Hoop-La, Head Pritch, High Striker, Care of Willie Pritch, Dart Balloon. What have you? No gift!
JOLLY JAILET
 Week of July 10 to Aug 4, Delmont, Pa.

WANT
 African Trip, Boat, Trip or similar device for bus annual
COVIER PRESS CLUB BURGEO PARTY
 August 8, Write, wire or phone
A. L. LETTERLY
 4122 River St. St. Louis, Mo. 63114, Ohio
 Phone: WAshburn 2876

MARVEL SHOWS
WANT
 Concessions of all kinds. Dark Pond, Balloon Dept., Bus, Utility, Ball Games, Popcorn, Novelties, Ride Help will drive. All Concessions must be legitimate.
LEW REESE AND MARION FULLERLOVE
 Norris, Ill., July 27-29; Mt. Auburn, Ill., Aug. 2-5.

TENTS FOR SALE
 16-20 ft. Blue Canvas Tent 40 ft. complete with Roll-a-Plane, 1935 each. 20-10 ft. Blue Canvas Tent 40 ft. complete with Roll-a-Plane, 1935 each. All above are like new, have not been used a more than once and are made by the leading manufacturers of tents.
CAPITOL SPECIALTY CO.
 190 Wall St. Bridgeport 3, Conn.

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IF YOU NEED GALLERIES ACT NOW!

Due to unsettled conditions and present contracts 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!

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IMMEDIATE DELIVERY—NO WAITING for These EVANS' Quality LONG RANGE GALLERIES

GALLERY "L"—8 ft. high, 10 ft. wide. One of the best small units. Good assortment bulletproof, mounting and primary targets, lanterns. 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.

VIVONA BROS. Combined SHOWS

WANT RIDE FOREMEN

For Octopus, Kolopians, Little Dipper to join or once. Also Second Men on all Rides. Top salaries, long season, pleasant surroundings, good treatment. Dewise Purden wants Side Show Attractions. Prof. Vidalia can place Minstrel Show Performers and Musicians. Can always place useful Show People all departments. Replies to Roseto, Pa., now; Keyser, W. Va., next week.

DAVID B. ENDY SHOWS

WANT FOR OUTSTANDING FAIRS:

RIDES: Non-conflicting Rides of all kinds. Will book extra set of Rides, with Diesel Plant, for Second Section, at the GREAT BLOOMSBURG, PA., FAIR, SEPT. 23-28.

SHOWS: Side Show, Fun House, Unborn, Dark Rides. Can place outstanding Name and Producer for Girl Revue. Good opportunity for Motordrome.

HELP: Capable Ride Help, Builder, Show Painter, Jennings Grey, answer.) After the Fair, All Winters' Work in Florida.

All answer: DAVID B. ENDY, Gen. Del., Annapolis, Md.

CAROLINA SHOWS

Laurieburg, M. C., followed by Aberdeen, M. C., center of the army maneuvers, 100,000 soldiers of Camp McCall and Maxton air base, less than ten miles from either lot. Can place set of Kiddie Rides or book any single Kid Ride, also place Tilt or Spiffing Shows—Wagon Snake Show, Snake Show, Monkey Show, Motordrome, also A-1 Girl Show. CONCESSIONS—Want Custard, French Fries, Popcorn, Candy Apples, Diggers or Flat Stores, Palmistry, Age, Scale, Water Games, any and all Hinky Panks, Posters, or Rotaries. Wheels or percentage. Want to hear from Penny Arcade. **HELP**—Want Foreman for Merry-Go-Round, Flying Scooter, Ferris Wheel; Second Men on all rides, semi drivers, useful Carnival Help. Place Girls on office opened Girl Show. All address.

CAROLINA SHOWS, Mount Holly, N. C., this week; then per route

WANTED WANTED WANTED

Clay City, Ind., 12th Annual 4-H Club Fair

WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, AUG. 1-2-3-4

Want all Merchandise Concessions: Novelties, Ice Cream, Cotton Candy and Popcorn. Can use Kiddie Rides and clean, mentorial Shows.

Wire or call Raymond C. Fisher, Secy., CLAY CITY, INDIANA

BOB HAMMOND SHOWS

WANT FOR AMERICAN INDIAN EXPOSITION AND POW-WOW, ANADARKO, OKLA., AUGUST 7-18

SHOWS: Athletic, Girl Show, Side Show.
 RIDES: Will book any Ride that does not conflict.
 CONCESSIONS: All Concessions open.

ALL ADDRESS: Granbury, Tex., this week; Nocona, Tex., next week Anadarko, Okla.

WANTED

FOUR GIRLS, STRIPPERS, AND FOUR GIRLS FOR POSING SHOW.

WRITE OR WIRE FRED PERKINS

CONTINENTAL SHOWS HUDSON, M. T.

J. A. SPARKS SHOWS

Want Concessions. Will sell exclusive on Hinge, Photo Gallery, Long and Short Range Gallery, Derby, Pan Game, all other legitimate Concessions, Six Cats, Swinger, Grind Store. SHOWS—Snake Show, Cook Show, Side Show, Monkey Show, one Girl Show with own equipment (or have proposition with our equipment). First fair August 13. Due to the size of our fairs we have need for two more flat rides to go with the six we own, will book or lease these rides. Good proposition for men to take charge of Fun House; salary and commission Contact

J. A. SPARKS
 REEVESVILLE, TENN., THIS WEEK.
 P.S.—Will book Free Act for week August 13.

DRAGO—AMUSEMENTS—DRAGO

WANTS FOR SIX BIG FAIRS

Flora, Carroll Co.; Wyanamie, Pulaski Co.; Agos, Marshall Co.; Wabash, Wabash Co.; Ems, around Cookhouse; Akron Fair, Fulton Co. More to follow.

Hanky Parker Shows of all kinds, small per cent. Jack Adams wants Wrestling, Boxers, Combination Men. No drinks.

DRAGO AMUSEMENTS KOKOMO, INDIANA

1711 E. MARKLAND

FOR SALE

Modern soft ice cream trailer fully equipped. 2 freezers, powdered mix reconstituting machinery, mix storage cabinet, hot and cold water, filtered air. Meets federal sanitary regulations. New equipment, complete, ready to operate.

Gartner Refrigerator & Mfg., Inc.
 2813 Lyndale Ave. S. MINNEAPOLIS, MINN.
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Shrunkin Heads, Devil's Child, 3 Headed Spikes, Age Box, Fish Girl, Wolf Boy, many others. We make up your ideas, think of it, we can make it. Write for free circulars.

Tate's Curiosity Shop
 2852 E. Vanburnen St. Phoenix, Arizona

GIRLS-WANTED-GIRLS

To enlarge for Fair Dates.

Strip, Orientals, Hulas, experienced or inexperienced. Must be attractive. Top salary guaranteed out of office. Join at once. Wire, phone or come on.

ATTENTION, REX ALLEN

Also need Talker, Grinder who can up and down. Contact

RJH Holt
 MIGHTY PAGE SHOWS
 Woodstock, Va.; next week, Front Royal, Virginia.

WANT RIDE HELP

Foreman for Big Wheel and Merry-Go-Round Rides. Have good opening for any Kiddie Rides. Concessions wanted for our stands of Fats and Celebrations—Crab Rides, Glass Pitch, Bumper, Hoop-La, Ball Games, Fish Pond, Cork Hoop-La, Lead Gallery, Pinball, Flies, Snails, Jaw City, Spindle, Balloon Darts.

Houston, Tex., this week; then all Fairs: Burton, first week August; SCHULLENBURG, Smithville, Taylor, Anderson, Yamball, Texas City, Franklin.

Drawers United Shows

1421 Melbourne Houston, Tex.

WANT—WANT

Man to manage Life Show. Must up and down and drive. Plenty specimens. Good proposition to right party. Address all wires to

LOYD D. SERFASS
 PENN PRIMER SHOWS
 Red Lion, Pa.

ELECTRICIAN WANTED

Must be sober and know your business and able to join on wire. Contact

Jas. H. Drew Shows
 Covington, Ind., this week.

PETE SURTILE WANTS

To hear from you. Can place three Hinky Park Agents, also Man for rigging.

JIMMIE SHAFFER FREE ACT
 c/o Interstate Shows, Boone Vt. Va.

ALICE GEORGE!

SNAPPY, Please Come Back to Jolly Times Shows Right Away.

DRAKE Very Ill Needs You.

IMPERIAL SHOWS

WANT EXPERIENCED RIDE HELP

Good salary and treatment. No drinks. Join Pineville, Ill., July 28-30; Mt Sterling, July 31-Aug. 3.

BILL GULLETTE, Mgr.

BIG STATE SHOWS

WANT WANT

For Big Fairs and Shows Celebrations. SHOWS: Girl Show, Pin Show, Fun House, Snake Show, Athletic Show. RIDES: Kid on Train, Kiddie Airplane, Pony Ride. CONCESSIONS: Peanut, Popcorn, Candy Flies, Candy Apples, Photo Gallery, Clothing Pin Pitch, Fish Pond, Sturdy Game or any Show Outlets: \$18 Salary \$30 Plus.

BROWNIE BISHOP, Parrali, Okla.

UNITED STATES SHOWS

12 FAIRS Starting July 30 12 FAIRS

Cassaway, W. Va. Sutton, W. Va.
 Glenville, W. Va. Summerville, W. Va.
 Clay, W. Va. Webster Springs, W. Va.

then North Carolina Fairs

Kannapolis Lenoir Hildebran
 Marion Morganton
and Yadkin County Fair, East Bend, N. C.

WANT Balloon Darts, Six-Cats, Ball Games, Coke, Set, Guess-Your-Weight and Age, Hit-Striker, Jewelry or any other Slum Concessions. Also will book Pan Game, Pill Pool and Over and Under 7 with other concessions.

WANT Mechanical City, Snake Show, Monkey Show, Ten-in-One.

Following people get in touch at once: Clarence Kerchner, Bill Nurney, Chas. Chaddock and Chas. Cassell. All those who sent wires to Man & Kistler, please get in touch again. None were received. Stanleys are not connected with this show any longer. All mail and wires to

L. P. BRADY, UNITED STATES SHOWS
 Charleston, W. Va., this week

Eddie Young's Crown Shows

Royal AMERICA'S FINEST CARNIVAL Shows

WANT

For DANVILLE, ILL., FAIR and Fairs to follow

CONCESSIONS	Cook House, Crab, Jewelry, Novelties and Hinky Panks of all kinds.
SHOWS	Monkey Show, Wild Life, War Show or any well finished Grind Show.
SHOWMEN	Acts for 10-in-1, also Ticket Sellers.
MOTORDROME HELP	Some Caldwell wants Trick Rider; salary no object. Also first-class Talker. (Blasie Hasket and Buddy Conroy, answer.)
RIDE HELP	First and Second Men for office Rides. Help for front gate and light towers.
TRUCK MECHANIC	Can place two more A-1 Mechanics must have truck and be sober.

All replies to E. L. YOUNG
 Decatur, Ill., this week; open Danville, Sunday, July 29th

M. A. SRADER Shows

Will sell on Phoenix, Custard, Ball Games. Can place a few more Hinky Panks. Want to book Cook House or Sit Down Grab. Will book any Shows of merit with own equipment. Cliff Knox, Captain Johnson, Bill Dunn, contact. Can place any Kid Ride street Auto or Panicle. Want Second Men on Merry-Go-Round, Wheel, Octopus.

FAIRS & CELEBRATIONS

Plainville, Kan., July 23-28.
 Lenora, Kan., July 30-Aug. 4.
 Franklin, Mo., Aug. 7-10.
 Colby, Kan., Aug. 16-17.
 Goodland, Kan., Aug. 21-24.
 Plain, Franck, Kan., Aug. 28-31.
 Syracuse, Mo., Labor Day.
 Guyton, Okla., Sept. 13-14.
 Beaver, Okla., Sept. 18-21.

ATTENTION! STRIP TEASE DANCERS \$100 per week

WANT Ride Men and general Show Help. Top wages. No ups and downs. Come on, will place you.

LEO ALLEN WANTS 2 capable Count Store Men for Soldiers' pay day.

WILL SELL 8 ft. Six Cat, complete top and frame.

WILL TRADE Double Loop-o-Plane in good shape for Kiddie Auto Ride.

Contact by wire
MANAGER, Idle Hour Park, Wayneville, Missouri

WANTED

C. A. STEPHENS SHOWS

CONCESSIONS—Photos, Balloon Darts, Hit-Striker, Cigarette Gallery, Ball Games, Basketball, Swingers, Six Cats, Novelties, Custard. Drum Jaw wants competent Help. Bill Stephens needs Walkers, Griddle Men and Cooks. Roy Carter, come on or write, can place you. John Terry needs Agents and Boy to handle Concessions and Drive Truck. Please General Concession Help. Also P.C. Dealers

RIDES—Can place Grind Shows. Fairs start in three weeks. Have twelve Fairs planned in Florida in November. Monkey Show, Wild Life, Six Snails, Mad Show, Plantation with own equipment. Stan Whitley can place Girls for two Girl Shows, and Talker. RIDES—Place Solid-Plane and Swiflers. Need Foreman for Wheel who drives, also two Second Men who drive. Place Men who drive guns.

Georgetown, Ky., this week.

PAGE BROS.' SHOWS

Want Arcade, Jewelry, Custard, Ice Cream, Glass Pitch, Slum Concessions of all kind. Want Ride Help—Wheel and Tilt Foremen, Second Men on all rides; must drive. Want Cookhouse Help, Operator for Fun House. Shows with own outfit non-conflicting. Pearce Davis, come on. Dawson Springs, Ky., this week; then as per route.

P.S.—Dick Wilson, contact or come on.

Used Everywhere for Over 35 Years

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Keystone Ticket Co. SHAMONK, PA.

10,000 ... \$ 9.50
20,000 ... 11.75
50,000 ... 18.25

Send Cash With Order. Stock Tickets \$21.50 per 100,000.

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 man's flexible bracelet in chrome plated or gold plated finish.

CHROME No. B27W109 DOZEN 4.00

GOLD PLATED No. B27W108 DOZEN 5.00

Men's & Ladies' AVIATION STYLE



SUN GLASSES in transparent top plastic carrying case. Gold finish frames, Venetian temples. Adjustable nose pads. Reinforcing cross bar. Improved plastic lenses. Scientific Chromatic Glass curvatures lenses.

SPECIAL BUY!! HALF PRICE!!

BLUE CROWN Double Edge Blades



Will fit all popular models, double edge safety razors. First quality, etched blue steel, heavy edge blades, 3 blades in package, 30 packages in carton.

While Stock Lasts!

REGULARLY 85c-NOW 42 1/2

GOLD CUP Double Edge Blades

At above in Gold Cup quality. No. B28C57. Per Carton (100 Blades)

REGULARLY 90c-NOW 45

MINIMUM ORDER 10 CARTONS-NO LESS SOLD

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CELLULOID FEATHER DOLLS WITH EARRINGS HAT AND CANE

No. Description Per Oz. B34M13 12 inch Celluloid Doll... 18.00 B34M14 18 inch Celluloid Doll... 24.00 B34M15 24 inch Celluloid Doll... 30.00

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No. Description Per Oz. B34M16 4 inch... 2.50 B34M17 6 inch... 3.50 B34M18 8 inch... 4.50 B34M19 10 inch... 5.50

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No. Description Per Oz. B34M20 17 inch Whip... 1.50 B34M21 21 inch Whip... 2.00 B34M22 25 inch Whip... 2.50

DANGLING COMPOSITION NOVELTIES

No. Description Per Oz. B34M23 2 1/2 inch Donald Duck... 3.25 B34M24 3 inch Donald Duck... 4.00 B34M25 3 1/2 inch Donald Duck... 4.75

SPECIAL CHINA HEAD CANES

No. B16M110-Flag quality China Head Canes with assorted heads: Dog Head, Bull Head, Bull Dog Head, Bull Dog Head and Horse Head. Per doz. B17M11 24 inch... 1.00 B17M12 30 inch... 1.25

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EXPERIENCED MECHANIC - PHOTOMAT, Van-De-Graaph and other Amusement Machines...

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LEAD TROMPET TENCOR BAND EXPRI... in Chicago territory, write immediately...

LEAD TENCOR DOUBLING CLARINET IM... immediately read, (also, transposing in...)

LONG RANGE BROOKING GALLERY OF... (also, transposing in...)

MEN, FULL ON PART TIME TO SHOW... (also, transposing in...)

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TENOR MAN, DRUMMER WANTED FOR... (also, transposing in...)

WANTED-ORGANIST, I HAVE ORGAN... (also, transposing in...)

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Manufacturer offers sensational Mother of Day, non-plated lockets with an... (also, transposing in...)

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IDENTY EXPANSION BRACELET... (also, transposing in...)

1/2 deposit, balance C.O.D. Kindly allow... (also, transposing in...)

ATZEC DISTRIBUTING COMPANY... (also, transposing in...)

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#623 OPEN BACK Men's 18kt clear imitation diamond ring... (also, transposing in...)

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Minimum order-One dozen. Resalt... (also, transposing in...)

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For Imported Mechanical Toys ANDREWS & GEORGE COMPANY, Inc.

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TRAMPOLINE PERFORMER AND FLYER... (also, transposing in...)

PARKS & FAIRS

A REAL TREAT TO YOUNG AMERICA... (also, transposing in...)

A REAL TREAT TO YOUNG AMERICA... (also, transposing in...)

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A REAL TREAT TO YOUNG AMERICA... (also, transposing in...)

MISCELLANEOUS

ELECTRONIC HEALING BY ERWIN THE... (also, transposing in...)

MUSICIANS

DRUMMER-EXP., U.S. ARMY, SOBER; NITE... (also, transposing in...)

VAUDEVILLE ARTISTS

THE SHIMMELINS - FOR MED. TONT... (also, transposing in...)

THE SHIMMELINS - FOR MED. TONT... (also, transposing in...)

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OFFERED BY PIONEER

FASTEST SELLING PIN-UP LAMP IN THE COUNTRY TODAY. PRICED RIGHT FOR VOLUME SALES.



GET ON THE BAND WAGON... SEE THIS LAMP NOW! AT YOUR JOBBER OR DISTRIBUTOR.

Minimum jobber, distributor or dealer 1 Master Carton with 6 individually boxed pin-ups.

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This attractive lamp and clock is supplied in Chinese Red or Chartreuse with matching shade. Individually boxed. 6 to a Master Carton. A Pioneer Product.

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Follow the TOP gadget men...

Sell POPEIL'S famous sales-proven GADGETS ENJOY... RELIABLE SERVICE - RELIABLE MERCHANDISE

Advertisement for Popeil's gadgets including No. 14 Slice-A-Way Slicer and Shredder, No. 22 Juice Extractor, No. 12 Pancake Flipper, No. 6 Spiral Slicer, No. 24 Cryst-O-Lite Glass Knife, No. 16 Donut Maker, No. 10C No. K Press, and No. 20 Grate 'N Shred Kitchen Tong.

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AMERICA'S LARGEST SUPPLIER of CARNIVAL and PREMIUM MERCHANDISE INVITES INQUIRIES FROM SHOWMEN IN OTHER COUNTRIES



THIS YEAR'S BEST SELLER! STRAW BIRD HATS

If you haven't tried this money-maker, don't fail! Made of woven straw in natural color. Full head size, 16 inch width from crown to brim. Packed for shipment 100 to cloth bag or 100 to straw hamper. Specify packing desired.

\$3.75 Dozen \$40.00 Gross

Most Complete Stock! NEW STRAW HATS

straw, red, burro, blue, also Western styles. Complete with sweatbands, cord and adjustable band card chin strap. Tell us what you need, we can guarantee supply.

WISCONSIN DELUXE CO.

Write for Catalog—State Your Business. 25% with order, bal. C.O.D.

Pipes for Pitchmen

By BILL BAKER

"LOOKS LIKE... all the local talent has decided to keep within the 40-mile limit," blasts Jack (Bottles) Stover from Harrisonburg, Va. "I made a 60-mile jaunt to Seneca Cavern, W. Va. for the Fourth of July with my wife and Mr. and Mrs. Roy (Low Down) Evans. We obtained a fair day's play and then returned here where Hooksey Dook Webster and Dr. Marvin Crist are keeping the jackpot sessions in full swing. Billy (The Kid) Dietrich was in town a few weeks ago but took off for greener pastures. He said something about collecting bundles for bundle stuffs. Suppose Walter Stoerffel and his wife are getting the lucre with their Wild Life exhibit. They are sure enough good folks. There are a few loose shekels around the valley here, but the fairs are not so hot anymore. The local stock sales and firemen's lawn parties get good play, however. Blackie Shifflet is still with it, but his neon business is the best from Hagerstown, Md., to Roanoke, Va. I plan, to remain in close until the fairs. Any trouper who likes a good town with plenty of with it and for it folks can call this the spot. Harry and Edna Mobley passed thru here a few days ago. The sheet has been well received here in town, but the valley has had a good rest on the r.f.d. I'm going to make the big Huckleberry Festival in Stanley, Va. Hope the lads and lassies are getting a break on the boardwalk at Virginia Beach and Ocean City, Md., this year. Let's have some pipes from Phil Babcock, Big Murphy, Count Harrington and the folks down yonder."

FRANK F. LYNCH... at his Lochmere, N. H., headquarters mulling the idea of a slicer and knife sharpening pitch, with which he plans to spring soon.

WILLIAM W. MANSTEIN... has returned to the pitch business following several years absence and is working out of Cleveland. He says he'd like to read pipes here from L. M. Reddin, better known

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Smaller Than a POSTAGE STAMP!... Available with various level-mesh, genuine reptile leather, or pearl covering. 610 SPREAD permits you to sell to stores for \$2.50 per dozen and still earn \$1.00 profit. Balance \$1.50. 12 lighters to a card. Your cost \$2.00 per dozen. Wholesale price \$1.50 per dozen. Order all three cards (light, leather, pearl) for \$4.50. Cash order for only \$2.00 plus 20¢ shipping. Perfect card with order for rapid shipment—or 15% deposit. Please: These items received order upon MODERN MERCHANDISE, Dept. 39, 149 W. Madison Chicago 3, Ill.

In pitch circles as North Carolina Slim. WILLIAM WEISS... novelty worker, learned Tuesday (17) that the new law prohibiting multiplication of pennies and nickels was in effect 24 hours after its signature by the President. Weiss was selling stamped pennies as souvenirs in connection with Detroit's 250th Birthday Festival with a stand at Grand Circus Park, when Secret Service men confiscated about 500 pennies and let him off with a warning.

Under the Marquee

Continued from page 57

weight from 555 pounds to 154, the story related. The pictures showed her before and after the diet. In private life Mrs. Celesta Ceyer announced her retirement from show business. John Ringling North, Henry Ringling North and Mr. and Mrs. Melvin D. Hildreth sailed Wednesday (18) aboard the Isle de France for Europe, where they will spend several weeks.

Fred A. (Dutch) Loeber, formerly 24-hour agent with Cole Bros. and general agent of Southern Valley Shows, is assistant manager of Donleys Recreation Park, Fort Dodge, Ia.

The Duke DeKeno on King Bros. were visited by Debby Dukina of the World of Mirh and Danny O'Donnell, clown DeKeno is working as a judo expert with the King circus.

King Bros.' Circus registered outstanding press breaks in Maine, with eight-column picture spreads across the front pages of the papers at Portland, Bangor and Waterville, Me. The Portland (10) and Waterville (13) issues included stories. In addition, Ora O. Parks, King press rep, was the subject of a story in the Portland Evening Express July 2.

Ethel Robinson, Polack Bros' booking agent, caught the Ringling show in Chicago. Mr. and Mrs. Sverre Braathen, Madison, Wis., fans, were in Chicago, for their annual stay with the Ringling show. Eddie Dulium's clown car is back in the Kelly-Miller program after being repaired.

State Sen. Clifford (Tiny) Krueger, Merrill, Wis., recently told a newspaperman that he plans to frame a new circus for 1952. The old bell wagon has been sent back to quarters by Ringling-Barnum. It was used in the spec at early stands this season. Emmett Kelly, clown, was to have rejoined Ringling in Chicago Wednesday (18), but was delayed by additional movie work in Hollywood.

Frankie Saluto, midget clown, figured prominently in a center section spread of color pictures in a recent issue of the New York Sunday News. Photos depicted action during the filming of sequences for the "The Greatest Show on Earth" at the Ringling lot. Frankie is pictured with film star Jimmy Stewart in a comedy routine. Ben Davenport and the Campa Family visited Lee Bros' Circus at Bayard, W. Va. Ray Brison, of the Lee show, reports West Virginia business very spotty.

James Harrington, manager of the Gran Circus, arrived in New Orleans from Puerto Rico Wednesday (18). Capt. Enrique De Moll is working four sea lions at the French Casino in New Orleans. Landon's Midgets, formerly with Polack Bros. and Loyal circuses, closed a date in New Orleans recently.

Albert Spiller, seal and penguin acts, has returned from Florida to his home at Belleaire, O., for two weeks, during which he will organize his penguin farm. He returned several weeks ago from a long tour of South America.

PAPERMEN

Can use a few more good Papermen for Kentucky circulation THE KENTUCKY FARMER 300 E. Market St. Louisville 1, Kentucky

OAK-HYTEX BALLOONS GET THE MONEY!



WORKERS AVAILABLE for these Fast sellers No. NM-10 MULTI-COLOR ASSORTMENT INCLUDES Slim Jims Spirals-Nobbies Serpentine \$8.50 Gro. Plus shipping charges Sold by LEADING JOBBERS

The OAK RUBBER CO. RAVENNA OHIO

Oak Balloons

For immediate shipment Write for FREE Catalog STATE NOVELTY CO. 518 W. R. Clark Cleveland 13, Ohio

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Aluminum brass and nickel silver at low prices. Aluminum and Latite Metal Silver Medal Rings, Military Rings, Men's Clogs and Unbreakable Rings. Men's Clogs in eight styles. Send \$2.00 for samples, money refunded if not satisfied. MILWAUKEE NOVELTY CO., 1812 N. 3rd St., Room 324, Milwaukee 1, Wis.

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Make \$35.00 ea. Buy DIRECT from Reliable Reproducer Co. Obtain original reproduction extra heavy 1012 room size RUCS. Perfect Quality Waves through Cullion Yarn to give years of Wear. Greatest Money-Maker today! ALL SIZES AND COLORS. If not satisfied, money refunded within 3 days. Write TODAY for free whole price list and catalog. 25% discount with order. balance C.O.D. if not rated. I-O-U S TRADING CO. Dept. B-33, 1437 Locust St., St. Louis 3, Mo.

TERRIFIC SELLING TRICK! 4 NICKELS TO 4 DIMES... DEALERS: Ask for No. 16... Catalog of fast selling Trunks and Luggage. R. ROBBINS & CO., New York 10, N. Y.

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NOVELTIES, GIFTS, PREMIUM TOYS, NUMISMATICS, POSTERS, JEWELRY, WATCHES, ETC. Deals for Accountants 20 Years of Values. MILLS SALES CO. 91 Broadway New York 3, N. Y.

ATTENTION, PITCHMEN

B-10 Shows—Fair Workers The best soft soled for silver, gold, brass, copper, all white, white wood, red, red wood, silver, everything Full formula and other secrets all for \$2.00 D. CORMIER 30 Mill St. New Bedford, Mass.

Crew Hat Operators PRICE WAR!

NOBODY CAN BEAT THESE PRICES



EXACT AS ABOVE: CREW HAT WITH POMPON \$60.00 GR.

25% Deposit, Balance C.O.D. CHELSEA HAT CO., INC. 43 Bond St. N. Y. 12, N. Y. ORagon 7-3657-7

Belgium Leads All Europe As Importer of Machines

Demand an Indication of General Hunger for New Coin Machines

BRUSSELS, Belgium, July 21.—Belgium, modest in size among its European neighbors, leads heads and shoulders in coin machine imports. Its \$345,239 volume last year (behind only Canada and Venezuela) and \$103,785 the first quarter in 1951 are significant, but gain added interest when it is realized that a large part of the volume represents replacement business.

The Belgians are not new to coin entertainment and service. They've had them a long time. They want good equipment and they are not

being promoted into buying something new and untried.

General Demand

The many games and phonographs shipped to Belgium over North Atlantic sea lanes are more accurately, an indication of the general hunger for American coin equipment throughout Europe. Import bans in the other countries, however, have remained rigid since the end of World War II. They would buy plenty if permitted to. Belgium's economy, on the other hand, has approached normalcy sooner. Dollar restrictions have been eased and the demand for products of United States coin machine factories could make itself felt.

With outlets in Antwerp and Brussels, the Belgian Amusement Company has played a major role in the country's postwar coin development. Its affiliate, the International Amusement Company, in Newark, N. J., has served as a direct source for American equipment.

Wealth of Experience

The companies were organized only a few years ago, but their

principals, Sal Groenteman, Albert Polack and Abe Wilson, have a long history in the coin machine business. Groenteman, born in Belgium, is first cousin to the coin industry, was managing arcades shortly after the end of the first World War.

The sea-spanning enterprises do their main business in games and juke boxes, for these comprise the bulk of the industry in Belgium. Vendors, at least of American origin, have not caught on, although there has been a recent placement spurt in the bulk segment of merchandising. But here, machines of Dutch manufacture predominate, although ball gum is being imported from the United States.

Cafe Locations

Backbone locations for music and games are the many cafes in cities and villages. They are where the working man goes for his liquid and social refreshment. Although his average wage is low compared to American standards, he usually sets aside a few francs for a tune and a game.

The larger cities have a few arcades, bountifully stocked with a variety of amusement equipment, and other locations that pay off are seasonal fairs, perennial in urban communities.

Juke Standard Equipment

In the cafe the American juke box is almost a standard piece of equipment. The patron wants

(Continued on page 97)

Amusement Games, Bells, Get Play In Vancouver, B. C.

VANCOUVER, B. C., July 21.—Several arcades here have pinball machines in operation which entitle winning players to free plays but no cash payouts are permitted.

In surrounding municipalities, however, there are some routes with cash plays allowed. The two largest operators are Vancouver men and veterans of many years standing in the coin machine field. James T. Wakely has several circuits covering several hundred miles of territory as does Charles Galloway. Pinball machines are the main installations; a number of bell machines are on play in certain locations. Some private clubs in Vancouver have both bell machines and pin games which get heavy play.

During the summer months beach resorts are lucrative conditions for ops. Wakely and Galloway purchase machines in the U. S. market and import some used equipment from Eastern Canada which they rebuild or modernize.

New Firms

With major game outlets such as Canada, the Union of South Africa, Philippine Republic, England, Australia and France either entirely closed to non-essential imports or limited in scope, American export manufacturers and distributors were forced to develop new markets. This was not an easy proposition since many countries new to the export list were unacquainted with amusement game play. But the development was steady and initial token shipments grew into volume trade.

Typical of this expansion was that 13 countries purchasing U. S. games in 1950 were not on the 1940 list. This group accounted for

COINAGE AND CURRENCY

Coin Mechs Biggest Headache in Export

NEW YORK, July 21.—The distribution of a piece of the expanding export market need not be too concerned over technical problems, so long as he makes contact with the foreign buyer.

The problems usually work themselves out, say jobbers here, whose foreign business often comprise a respectable portion of the year's sales volume.

Many of the deals are consummated thru agents or other representatives of the foreign purchaser, specialists who know their business and specify exactly what is required electrically and in the coin mechanism. The same exact information usually accompanies

the order if the contact between buyer and seller is made without benefit of intermediary.

"As Is" Deals

On the other hand, much business is done on equipment "as is," with no request for internal machine changes. In such cases the seller had better not try to anticipate the technical needs of the buyer. The latter is probably an old coinman who is fully equipped to make all necessary modifications at the point of receipt.

Still, most of the problems that delay shipments for technical reasons revolve around the coin

(Continued on page 97)

List Export Packing Tips, Do's---Don'ts

Waterproofing Plus Security Main Factors

CHICAGO, July 21.—Packaging coin machines for export usually presents a series of unexpected problems for a newcomer in that phase of the field, but experienced distributors and manufacturers report the problems are not as great as they first seem.

Many firms which ship to foreign countries have found it practical to utilize the services of packaging specialists. These companies send daily big and small pieces of merchandise, including coin-operated equipment, to all sections of the world and know the problems peculiar to certain types of products when sent via boat to both nearby and distant countries.

A typical packaging specialist—the Bertrand Company, Chicago—passes along these tips: Secure all movable and breakable parts so that the unpredictable rough handling, both at loading and unloading, will not damage the merchandise.

Short Trip

On a short water hop consignment, put phonographs in a crate which has been lined with materials which act as a shock buffer. Cover crate and juke with either 30-30 laminated waterproof paper.

On long water consignments, such as New York to Europe or

(Continued on page 105)

Detroit Firms Service World Wide Coin Biz

DETROIT, July 21.—Surrounded by various industries which are highly export-minded, coin machine firms in Detroit on the Canadian border, have found the export field profitable in years gone by, and the expectations are that a similar situation will again develop.

Actually, the bulk of the export business done from this city has been concerned with used equipment. Games, which had lost their novelty appeal after being played on location over a period of time, but which were still in good operating condition, were sent into the export market, and new machines were brought into the city to replace those shipped overseas. Thus a healthy condition, with all parties involved benefitting, resulted.

What de-emphasis in the export market now exists was brought about by war and postwar conditions. Prior to 1941, Detroit was an important coin machine manufacturing center, and because of its proximity to Canada, it was a major point of supply for the industry north of the border. The war changed this picture, with manufacturing diminishing, and the

(Continued on page 97)

VARIATIONS

Export Mart Problems Not Like States

CHICAGO, July 21.—Operation and distribution of coin machines is becoming a dominating factor in the thinking of the overseas buyer, according to Joe Caldron, president of Trans-World Trading Corporation, Chicago, whose firm specializes in the exporting of phonographs, venders and games.

Prior to concentrating on sales to foreign nations Caldron sold coin machines in the domestic market. He compares them this way:

"In many ways the sale of equipment abroad is quite different from doing business at home. Each foreign mart has certain requirements which must be met specifically. Adaptation to the electrical characteristics peculiar to each territory must be studied. The same is true of the different coins used in one country and another. Since some countries do not use coins at all, special tokens must be considered."

He stresses different foreign

(Continued on page 90)

Games Exports Set Record High; Potential Only Slightly Tapped

Many Old Markets Shut Off, But New Business Runs Total to \$2,491,941

By TOM McDONOUGH

CHICAGO, July 21.—In the five full years following the end of World War II, 28,679 amusement games with an aggregate value of \$2,491,941 were shipped to foreign countries in all parts of the globe. Without qualification these figures clearly indicate big business. However, with the realization some 60 per cent of the units shipped were used machines and most of this commerce was carried on despite the hindrance of embargos in some former major outlets, and dollar shortages in others, the potential of the export market appears to have been but slightly tapped.

The outstanding point in the foreign game market is its steadiness. Even in 1939 and 1940 it was big money. In 1939, the last comparatively normal year, 18,387 amusement pieces, worth \$67,800 were consigned to foreign coun-

Despite High Tax Rate Trade Grows North of Border

Machines Double List Prices in States; Most Operators Small

TORONTO, July 21.—Coin machine operators in Canada have given the country good coverage in installation of machines, with 90 per cent of the possible 22,000 locations covered.

Bulk of these installations were made previous to World War II, while about 30 per cent have replaced machines since the war.

Just as south of the border, many of these machines are held by small operators, few of whom are known in the industry at all. If they are in the juke box field, they placed their machines in restaurants and cafes; if they are in the vending field, their machines are in industrial plants, recreational spots

and, in some cases bars; in the amusement game field, they have held to the resorts and beaches.

While in the States many vending operators have taken the candy and drink dispensing machines into movie houses, in this country they are unable to do so profitably, due to the six-day operation of the theaters.

Machine Earnings

Juke boxes are earning a gross average of nearly \$30 a week. In the vending field, bottle venders are doing well, but cup venders are limited due to the lack of concentrated population areas. Amusement games gather an average of \$45 a week, with a maxi-

(Continued on page 91)

TRADE EXPANDS IN PHILIPPINES

Pioneer Island Operator Traces Growth to Date, Tells Potential

By SAM ABBOTT

LOS ANGELES, July 21.—That the Philippine Islands offer and will offer a better field for coin-operated equipment is the opinion of Stewart E. Tait, who took the first Arcade to the Islands in 1908.

Tait with his brother, Edwin E.

Tait, operated the Tait-Churchill Shows thruout the Orient and had many holdings in Manila, not the least of which was the Santa Ana Racetrack of which Stewart Tait was the president and principal stock holder. He returned to this country two years ago after being liberated from Santa Tomas prison where he was held by the Japanese. Practically everything the Tait's owned was destroyed during the war.

Stewart Tait believes that the contact of the Philippines with American GIs is having effect upon the importation of coin-operated equipment. The natives have taken to American ways if the consumption of Coca-Cola is any sort of a barometer. In a section that includes tribal lands, the per capita consumption of the popular beverage is one case. The San Miguel Brewery, which bottles Coke, produces 1,500,000 cases per year. The firm also makes beer.

Vending Inroads

According to Tait, merchandise machines had made inroads into the native life when he left there two years ago. When he returns in about two months, he expects to see the operation of vending machines increased several times over what it was when he left. While the country is receptive to venders, it is necessary for exchange to be arranged thru the Central Bank of the Philippines before exporting is done.

The Tait's picked up their first coin-operated equipment when they were enroute to the Philippines in 1908. Their first business venture was the operation of

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REAL TRADE PIONEER

Finds Panama Mart Growing Steadily; U. S. Coins Used

CHICAGO, July 21.—With Panamanians now well informed on the valuable amusement and services offered by coin-operated machines, Panama should continue to grow as a key mart for such equipment in the opinion of Irving Solovey, who distributes music boxes and vendors in that country and also handles the arrangements on consignments to Canal Zone. Solovey was in Chicago to consult with local manufacturers and attend the National Association of Music Merchants' convention at the Palmer House.

Virtually a historian on the trade in Central America, Solovey brought in the first shipment of U. S. coin machines to Panama almost 40 years ago when he moved there from his native New York. Since then he has helped pioneer interest in new coin prod-

ucts as they were issued down thru the years. Solovey first became Panama minded after having been stationed there with the U. S. Army. He found the general living conditions and climate in Panama City so favorable during that period he headed there just as soon as his enlistment terminated with the basic idea of going into business for himself.

District End

In many of the early years he operated the equipment chiefly in the Canal Zone, that strip of land 10 miles wide by 58 miles along the Panama Canal. Only military and civilian personnel directly connected with operating and protecting the Canal are allowed to live in that area. As a result it is studded with military installations and all locations are

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Sask. CM Expansion Coming Ops Report

REGINA, Sask., July 21.—The province of Saskatchewan, with its violent winters, its business slowdown which started toward the close of 1949 and its difficulties with imports during and after the war years, nevertheless offers a bright picture for the future. For on the optimistic side of the ledger are these all-important factors:

1. Play is steady, altho below the 1949 standards, and indications are that it will increase in the future.
2. While music has been the backbone of the coin machine industry for a number of years in the province, an expansion into amusement games and other types of equipment has already started.
3. Labor is no problem.
4. New equipment scheduled to be placed in operation

soon is expected to hypo business in general.

Op Report

For the past nine years Sam Portugal has been the biggest operator of music equipment in the province. In effect, his operation over this span is a picture of the coin machine industry in Saskatchewan.

During the past two years Portugal has purchased no new equipment to supplement his route—but has purchased parts from Toronto Trading Post, Ltd., and Al Siegel Amusement Company, also of Toronto. He has not added to his route because of the dip in play which started late in 1948, but when the time is ripe, he will be ready to bring in the new machines as needed.

In 1950, Portugal found his business dropped 25 per cent from

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THE WORK BENCH

Tips for Soldering Respectable Joint

By HOWARD P. SCHLEY

Most experienced coin machine mechanics soon learn to solder a respectable joint. Even if they learn from a book. These tips then are meant to help the beginner, altho some of them may be helpful to the more seasoned mechanic.

The first thing to remember in soldering is that the two pieces of metal to be joined must both be as hot as the molten solder. Luckily, most jobs in the coin machine route involve small pieces of metal that are easy to heat. So a small iron will usually do the job. For heavy shop work, of course, a heavier iron or even a gas torch may be a handy tool.

Coin machine mechanics rightly favor the electric iron—and many of them prefer the "quick-heat" type as was explained in last week's Work Bench.

Replace Tips Regularly

Whatever the type used, replace the soldering tip regularly. These tips are made of copper and the high temperatures they reach cause them to oxidize, then wear and pit. On a regular type iron, the copper tip must be tinned when it gets dirty. Clean the tip until it is bright, then heat and coat with fresh solder. If it is pitted, reshape the tip with a file before it is tinned.

Wire type solder, with a flux core, is easiest to use. For electrical work it should contain rosin rather than an acid flux. Acid flux attacks the metals and in time causes corrosion and a bad connection.

Secure Terminals

On the coin machine route, the most common soldering job is replacing a wire which has broken loose from its terminal. Since usually both the wire and the terminal have a solder coating, this is a simple job. But it can be made more permanent if time is taken to anchor the wire firmly to the terminal before re-soldering. In the case of a broken wire, attempt to splice the wires before

soldering them—strip away an inch of insulation from each wire, wrap them together firmly, then heat and apply the solder. Shake off excess.

A common problem is the "cold joint"—a connection that looks perfect but has no strength because one of the metals to be joined was not heated enough.

Points to Remember

- When soldering keep these points in mind:
1. Have the iron hot and properly tinned.
 2. Material to be soldered must be clean (shiny).
 3. If possible, make the joint secure before soldering.
 4. Heat both metals sufficiently so that the solder flows onto them.
 5. Use rosin flux for electrical connections.
- Solder is useful material, but remember that solder itself is soft and easily broken. Don't expect too much strength of a soldered joint. Where strength is needed, have the metals welded or brazed.

JUKES HELP MAKE MUSIC "UNIVERSAL LANGUAGE"

Platter Exports Parallel Phono Shipments to World's Operators

By NORMAN WEISER

CHICAGO, July 21.—That juke boxes have done their fair share to make music the "universal language" has been proved in recent years by cold, hard, indisputable figures. For where the jukes go, the records which spin in jukes in such far distant spots as Tokyo, Brussels, Saskatchewan and Venezuela are, in the main, those manufactured in the U. S. and featuring not only domestic stars, but tunes as well.

Whether it be dimes, pence, shillings or lira which activates a juke box, operators have found that the biggest grossers are, almost without exception, the platters which feature such familiar names as Bing Crosby, Paul Robeson, Nat Cole and a myriad of other top U. S. stars.

The figures speak for themselves. For example, in 1950 Venezuela was the leading juke box importer from the United States, with 826 phonographs, worth \$463,932. This same country was the largest importer of records, with

these imports totaling \$826,037. Canada, with 811 jukes, worth \$264,087 imported, also ranked high in the record imports, with a total of \$698,350. And the story continues right down the line with Cuba, Belgium, Mexico and other leaders in music machine exports also leading in platter imports.

More Casing

In recent weeks an even more pronounced tie-in between phonograph and juke box exports has been discovered. This is the sales

drive behind the new counter-model jukes, featuring 45 r.p.m. disks, which has met with increasing success in the export market. Rishawort, which started production on its S45 model a few weeks ago, had a substantial backlog of orders to foreign countries. Joe Calderon, who handles exports for the Appleton, Wis., firm stated record orders to supply these machines had also been received, and both orders were being filled as

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Shuffleboards Sweep Japan; Form Leagues

TOKYO, July 21.—Shuffleboards are again the rage in Japan after an up-and-down history, and leagues are being organized to promote play among the various special service clubs and non-commissioned officers' clubs where

all the boards are currently located.

Raiph J. Kraynak, Di Tokyo Enterprises, a general import-export firm, reports that all shuffleboards and other games are now used only by U. S. Armed Forces. A 60 per cent tax on all amusement games or machines has held down the growth of coin-operated amusements on the island.

Lately, however, import and export firms have been negotiating to sell games to the Japanese. There are no reliable figures on the number of shuffleboards presently in use here, but spot checks indicate about half of them are of American make, the other half manufactured in Japan.

Army and Navy installations both in Japan and in Okinawa, boast a variety of coin-operated equipment, with juke boxes prominent in Japanese installations. Because of post-war inflation, coins have practically disappeared from Japan. As a result, slugs have to be manufactured to use in the machines—the slugs being sold by the location.

So. Automatic Sets New Coin Export Depts.

LOUISVILLE, July 21.—Southern Automatic Music Company, distributors of games and the AMI phonograph line, has set-up special export divisions in its local and Cincinnati offices. Leo Weinberger, firm exec, announced this week. The newly created division will handle all types of new and used equipment for foreign markets, reconditioning the used machines and specially packing all units scheduled for overseas shipments, Weinberger stated.

Firm maintains five offices, including Lexington, Ky., Indianapolis and Fort Wayne, Ind., as well as Cincinnati and Louisville. Equipment from all offices will be available to fill foreign orders, Weinberger stated.

Airlines Carry Coin Units to World Markets

LOS ANGELES, July 21.—With the increase in the number of cargo and combination passenger-cargo flights by various airlines from here, the Orient has been brought just around the corner. No longer is it necessary for operators in the Philippines or the Scandinavian countries to receive coin-operated equipment long after it has had a popular and profitable run in the States.

Pan-American Airways serves the Hawaiian Islands, Australasia and the Orient along with its Alaska stops from this point as part of its Pacific-Alaska division. PAA also has affiliation with the Compania Mexicana De Aviacion, giving service to the heart of Mexico. The clipper cargo totals for both CMA and PAA during 1950 reached a phenomenal figure for the international airport here with 1,055,064 pounds.

Air Shipments

Philippine Air Lines has service out of San Francisco with two combination passenger-cargo flights weekly. The planes depart on Wednesday and Saturday. Leaving at 10:30 a.m., the planes land in Manila 30 flying hours later. The elapsed time is 36 hours for there are stops in Honolulu and Guam. Cargo for intermediate points may be shipped over this line. A game out on the West Coast on a Tuesday can, by this schedule, be in operation in Manila by the end of the week.

Scandinavia Airline System has 11 flights weekly for light cargo and passengers. In addition to these there are two cargo flights. After loading here the planes are in Glasgow, Scotland, 12 hours later; Oslo and Copenhagen, 15 hours; and Stockholm, 17.

Other airlines serving foreign countries have comparable schedules.

With flights on a regular basis, foreign operators no longer wait days or weeks for the arrival of new equipment or badly needed parts.

KOREAN JUKES SIT OUT WAR

TOKYO, July 21.—Somewhere in Korea three relatively new Seeburg phonographs are awaiting the outcome of the peace talks. That is, they are unless they were destroyed in the sea-saw battle which swept up and down the country.

Just before the North Korean Communists crossed the 38th Parallel, Tokyo Enterprises, export-import firm here, shipped the three phonographs to a South Korean buyer.

Exchange Rate Put Badger in Export Trade

LOS ANGELES, July 21.—The complexities of monetary values and the receipt of orders from foreign countries for coin-operated equipment from Badger Sales Company here and the Badger Novelty Company in Milwaukee in the exporting business.

Unable to cope with the situation along with his regular business, William B. Happel, Jr., head of the firm, added Joseph Duarte as his export man. Under Duarte the firm has spread its operation to foreign countries with representation in Japan and a man traveling full-time in Mexico. In addition to exporting coin equipment, the firm is importing novelties and premium merchandise.

Experienced in Exports

Happel, a former merchandise premium jobber and coin machine man in Milwaukee, opened the local branch of the Badger Sales Company about 10 years ago. His advertising attracted the attention of foreign buyers and he soon

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How Exports Have Grown

These statistics which show the number of countries buying U. S.-built coin machines, as well as the number and dollar value of total export shipments, were compiled from Department of Commerce reports.

	1939	1940	1946	1947	1948	1949	1950
Number of Countries	53	47	36	41	42	45	51
Total Dollar Volume	\$1,375,253	1,248,812	2,655,078	5,120,102	2,309,581	2,008,064	3,076,546
Total No. Machines	22,381	15,668	14,398	26,542	14,183	8,530	14,605
Juke Box Exports	3,680	3,395	6,170	12,379	3,894	2,954	4,332
	\$ 641,004	566,856	2,075,938	3,987,659	1,623,978	1,260,659	1,872,732
Vender Exports	2,305	3,924	3,186	6,785	6,437	2,725	2,708
	\$ 66,449	166,965	119,207	471,234	332,059	451,923	501,843
Games Exports	16,387	8,349	5,070	7,378	3,852	2,851	7,565
	\$ 667,800	514,981	459,935	681,009	353,544	295,482	701,971

Note: In 1939, coin machines, valued at \$43,282, exported to Alaska, Hawaii, Puerto Rico and Virgin Islands, were not included in above total.

ROUTES WASHED AWAY

3-State Flood Hits Coin Biz; Forecast Heavy Loss

KANSAS CITY, Mo., July 21.—Rampaging flood waters, which inundated a three-State area and caused damages estimated in billions, brought one of the greatest blows to Southwest coin machine operators in the history of the in-

dustry. Entire routes in the areas hit by the flood waters were wiped out, and many operators found their homes and offices ruined. Too with the general health and safety of a large portion of the nation's population threatened by the flood, recovery from the losses, including replacement of equipment and supplies and rehabilitation of salvageable equipment and quarters now seen as a long, time-consuming project.

Widespread effect of the flood was seen in industrial reports made here by representatives of such fields as railroads and trucking, where upward of \$100,000,000 in goods were reported under water in boxcars and trucks. All types of coin-operated equipment, most of it new, was included.

Not only were operators hit through loss of equipment, but the outlook for the rehabilitation of locations was far from bright as the week drew to a close, with an ever-increasing area being affected, and work in those areas where the waters were receding only just beginning to get underway. Even the most optimistic estimates placed a return to operation of coin machine routes at from one to two months, and a return to normal operations at three to four months.

With a heavy percentage of coin machine shipments to the flood area normally sent via trucks, pre-

flood warnings enabled distributors in the threatened areas to halt trucks either before they left Chicago factories or re-route them so as to avoid the rapidly moving waters. However, some shipments were reported caught in the Kansas-Missouri-Oklahoma areas and were last reported still under water.

Major losses, however, were sustained on locations, where coin machines were piled up with the debris. The highest crest since 1844 began to ebb. Industrial locations, a major vending machine outlet thru the flooded areas, were hard hit, and an indication of the devastation was the closing, with no foreseeable replacements, of 59 restaurants in Kansas City alone. The damage to these spots was so bad that it was deemed impossible to put them in order, and their licenses were revoked.

Severity of the flood effect on operators was further pointed up by operators who said that their summer business, normally top-

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Detroit Sales To Canada Not Reaching Peak

Sales From Floor Not Recorded as Export Business

DETROIT, July 21.—Check of local distributors indicates that few, if any, are doing a direct export business with our nearest foreign neighbor, Canada, although several are within a mile or two of the border. It is not just a case of "distant pastures looking greener," but of the special conditions which have prevailed on Canadian exports from time to time. Distributors of new machines have, of course, been restricted by the normal franchise requirements of their manufacturers, and the principal market is naturally in the used machine field.

The absence of special promotional activity in the Canadian market by coinmen here creates an opportunity for those around the country who are able to compete on more even terms in the same market. The natural advantage of location, and reduced transportation charges, is not being exploited to its full possibility.

Small Local Volume

However, there is some volume of business going across the border individually—as a Canadian operator comes over and buys direct from the distributor or operator. Such sales are not recorded as export sales by the distributor, since the machines are sold out of the salesrooms and warehouses, and delivery taken on the spot.

It is up to the buyer in such instances to arrange for customs clearance to bring his machines into his own country. The distributor here has nothing to do with it. The volume of such individual transactions cannot be estimated on the basis of present information, but appears to be fairly widespread. It has existed for years on a small scale, wherever regulations permit free movement across the border.

Detroit sales are restricted, in general, to Southwest Ontario and to Windsor, and cities like London, Woodstock, Chatham. A few shipments have been made to Toronto and Hamilton and to the Ontario resort areas.

Gottlieb Sets Glamor 5-Ball In Production

CHICAGO, July 21.—Glamor, a new five-ball game with non-rotation sequence scoring, was put on the production line at D. Gottlieb & Company this week. Firm resumed operations Monday following a two-week group vacation.

Key to the game is a series of six bumpers which spell out the word G-L-A-M-O-R. Each time this cycle is completed bumpers reset and player tries to make it again. Six completed cycles set up side rollover switches for replays and nine such advances automatically score replays. Designed with a wide open playfield for combination plays, Glamor features bumpers and flipper action. A gate just above the out-hole blocks balls about to drop out of play at certain stages of the game. Under certain conditions this gate also rises and diminishes player's opportunity to make a good score. Game also has a bonus hole and mystery rollover action.

Coin Games Narrow Gap at Army Camps

CHICAGO, July 21.—Hard hit by the ruling which banned bell machines earlier this year, Army installations are now turning to amusement type games to offer diversion for their personnel, a survey of such installations has revealed. The games suggest a wide variety of coin machines now located at army camps which include various types of vendors and widespread use of juke boxes.

Many of the games now in use are located in the same spots formerly occupied by bells, and in almost every instance, equipment has been placed in the camp by a coin machine operator on a commission basis. Most popular units are pin games, shuffle games and shuffleboards and voice records. Latter are especially popular in the camps where recruits are trained.

Servicing of equipment, in gen-

eral, is handled by the operators, and it has been found that because of the proximity of the men to the games, and therefore the constant play given the machines, equipment must be shifted at regular intervals to maintain a high play level. However, because of the number of locations for the equipment in any given camp, most of the shifting can be done internally over a rather lengthy period of time.

Play Areas

Probably the most effective locations for games are the officers and non-com clubs. It is in these spots that games have helped to offset the loss in revenue which accrued from bell machines, revenue which helped to entertain the personnel via lower food prices, parties, etc.

Equipment is also located in post exchanges (where voice recorders are mainly located), recreation halls and hospitals. Number of pieces in any given location vary according to size—an officers' club in one camp may house as many as 15 or 20 games, while a post exchange may have only one unit. However, it has been found that games work hand-in-glove with juke boxes in most cases, where there is music there are amusement devices.

Availability

With the military program continuing, and with an assured turnover in personnel thru the draft and enlistments, operators who have placed equipment in army camps look forward to a lengthy and profitable tie-up with the spots. Equipment rotation will continue as an important phase of the operation, with operators using new games on regular locations, then transferring them to army locations and sending them thru the circuit.

Game play is mostly at a nickel in Army locations, but there are some dime units in operation, especially the newer shuffle-type units.

United Debuts Straight Dime In-Line Game

CHICAGO, July 21.—United Manufacturing Company initiated deliveries on 3-4-5, the first of the new type in-line five-ball games on straight dime play.

Housed in a deluxe cabinet requiring 2 by 4 square feet of location space, 3-4-5 features in-line scoring on two cards. This game does not use the multiple coin idea as player automatically scores on both cards for his single coin insertion. Three numbers in a row in any direction on either card results in replays.

Game has 25 drop score holes which are lined up in rows across the width of the playfield. Top row has seven holes, second row six, middle row five, next row four and bottom row three. Thus, while ball is in play, patron has numerous opportunities to get a favorable score. 3-4-5 is equipped with a dime chute and the United-developed automatic ball life. With the latter unit a ball automatically moves into playing position every time the shooting area has been cleared of a ball.

Directors End Life of ACMMA As of July 15

CHICAGO, July 21.—A year and a half after its formation, the American Coin Machine Manufacturers' Association was officially dissolved by action of its board of directors and members. The association was formed December 15, 1949, and dissolved July 15.

Announcement of ACMMA's dissolution was made by Herb Jones, vice-president of Bally Manufacturing Company, one of the association's founders and president since its inception. Jones said the board and members acted to disband the association because of present defense conditions.

During its time, ACMMA staged one All-Industry Coin Machine Show, which drew 61 manufacturers to exhibit. The show was held in May, 1950.

GOVERNOR KILLS ILLINOIS BILL ON PIN GAMES

SPRINGFIELD, Ill., July 21.—Gov. Adlai Stevenson this week vetoed a bill which would have amended the State's existing Cities and Villages Act by clearly establishing free play games as amusement devices immune from prosecution under Illinois anti-gambling laws.

The governor did not comment on his reasons for vetoing the legislation. At the same time, Stevenson vetoed a bill which would have empowered Illinois cities to tax cigarette vending machines for revenue purposes (see story in Vending Machines).

Portland Ops Win Temporary Restraint Writ

PORTLAND, Ore., July 21.—Portland pinball ops this week won a reprieve until September 10 against a city council ordinance, passed Tuesday (10), putting games out of business. By an emergency clause, the council prohibited recourse to referendum procedure that would have upheld its effectiveness. Stan Terry, operator, Friday (20) obtained on behalf of himself and 600 others connected with the industry, a temporary order restraining city officials from enforcing the ordinance.

The order was issued by Circuit Judge James C. Bain against the mayor, city commissioners, city attorney and chief of police. David Fain is attorney for Terry.

Attacks Clause

Terry's complaint attacks the emergency clause of the ordinance, contending no emergency exists. It alleges no enforcement problem exists and that the contention that the amusement devices may be adapted or used for lotteries or gambling is not true.

In the period between passage of the ordinance and issuance of the injunction, ops had begun moving some 1,400 games from locations or affixing signs stating the machines were inoperative.

In passing the ordinance city commissioners adhered to their promise given Commissioner J. E. Bennett in May, when he introduced the ordinance. Commissioners William A. Bowes and Fred L. Peterson were reluctant backers. However, Bowes objecting to the emergency clause and noting the city would have to refund \$44,200 in license fees.

Common fought a losing battle at the council session, filing a petition with 37,830 names of Portlanders asking that the city "not take away my freedom and right to play a coin-activated amusement device." Petition was filed by Paul Harris, another attorney representing Terry.

Also filed were results of a poll (Continued on page 102)

Total Exports for 1950

Table with columns: Country, No., Total Value, Phonographs Value, Vendors, Amusement Games, Value. Lists countries like Aden, Australia, Azores, Bahamas, etc., with their respective export statistics for 1950.

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:

TV TAKES ASCAP STALEMATE TO COURT. Decision likely to set industry pattern (General, Music Departments).

DISKRIESES PETITION OPS EXEMPTION. Claim product incidental to content, like books, entertainment (General, Music Departments).

FIVE-YEAR GROSS BY FIVE IS 451 MILLION. Record companies reveal figures in OPS petition (Music Department).

NAMM MEETS IN CHICAGO. Confab conducts symposiums on problems of music merchants (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Ore. Op Org Okays Tie-Up With MOA

PORTLAND, Ore., July 21.—Oregon Music Association this week was tackling its problems on a national as well as local level by affiliating with the Music Operators of America and going on record against the Kefauver bill to levy a federal tax on juke box plays.

Action was taken at a special meeting Thursday (12) in the Multnomah Hotel under President Lee Jones. Members voted unanimously to affiliate with MOA on motion of Budge Wright, manager, Western Distributors. Wright read a letter from MOA president George Miller setting forth the national's aims and stressing the threat to the industry presented by the Kefauver bill, which would tax ops 1 cent per play.

Note Contributions
Members then unanimously voted to contribute \$25 from the treasury to help the MOA campaign against the Kefauver bill. As members indicated desire to contribute personally in addition to the OMA participation, Wright volunteered to work with Larry Hornbeck, manager, R. F. Jones Company, in remitting to MOA

these private donations. Enthusiasm developed for a membership drive, with many of those present coming up with ideas for enrolling ops, particularly those in areas outside Portland. Barbara Helfrich, General Amusement Company, was appointed chairman of the membership committee. Percy Drake and Tom Bushby were appointed to the committee, and representatives of distributors and record dealers volunteered to solicit membership among their op contacts.

Problem of a letter to go to location owners advising them of dime play experiments resulted in prolonged discussion. Vote was to have each op send the letter to his location owners.

New Exec
Marshall McKee of Woodburn resigned as secretary owing to difficulty of carrying on the duties from that distance. Irene Coyle of Buigh Music Company, Portland, was appointed secretary.

This being a special meeting called to handle urgent problems, next regular meeting will be in Portland August 9.

Merchandising Music

PLATTER TIP . . . Paul F. Miers, Easton, Pa., offers a suggestion to record manufacturers—one he believes will not only benefit the diskeries, but which will be of considerable help to phonograph operators. Paul would like to see all companies prepare a kit with 25 different all-time hits included. These records would then be purchased, as a package, by operators, who could not only build a library of proven money-makers for their juke boxes, but also would have available for use any time the records which have become a part of Americana. Miers stresses that the kit should contain 25 different titles, not just 25 pressings of the same disk.

JOK VS. JUKES . . . The question of whether constant playing of a record (or records) by a disk jockey over the radio helps or hinders play of the same side on juke boxes has many backers on both sides of the fence. Valerie Porter, Watts Music Center, Los Angeles, is one of those who are against the disk jockey promotion. She says that the latest hits are plugged too heavily via the local airwaves and, as a result, the public does not want to pay to hear the tune in a phonograph or to purchase the record for home use. However, there are many others who take the opposite view, claiming the jox promotion helps create a demand for records.

COINS PROMOTE JUKE 10c PLAY

PORTLAND, Ore., July 21.—A new wrinkle to help operators acquaint juke box patrons with dime play was proposed by John Detweiler, a member of the Oregon Music Association.

Detweiler suggests that ops, who are testing 10-cent play, attach a shiny new dime to a letter to locations explaining the reasons for the increased per-play price.

PICKIN' HITS . . . Operators in the main agree that picking the right records for their boxes is one of their most important chores, and they have developed many methods of accomplishing this duty. Ray Cohen, Cohen Amusement Company, Montgomery, Ala., reports he has found a record salesman who has been giving him a great deal of help along these lines. The salesman is Stan Dolinsky, MGM rep, who has been batting up around the 1,000 per cent mark with his picks. Cohen says. Use of The Billboard charts still continues.

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JUKES' UNIVERSAL JINGLE

\$2,000,000 Annual Market Paves Way for Other Coin Mach. Exports

CHICAGO, July 21.—Proof that all the world loves music is the \$10,593,432 worth of juke boxes sold to overseas distributors and operators in the past five years. This better than \$2 million a year market compares with the pre-war high of \$841,004, and half million dollar annual average of the 1935-'40 period.

Dominated by English-speaking countries before the war—Canada, England, Australia and the "Union of South Africa"—the phonograph export mart now is major commerce where a variety of languages is spoken. In the 1946-'50 era, volume consumers of U. S. produced boxes included operators in Canada, Venezuela, Belgium, Japan, Panama, Guatemala, Hong Kong and Switzerland.

Paves Way
Long the foundation of foreign trade in coin machines, the value of phonographs in paving the way for the introduction of games and wagers in countries new to coin

Six-States Convention Goes To Omaha; Skedding Date

OMAHA, July 21.—Omaha this week was set as the site of the 1951 Six-States Convention, with the three-day meet to be held either the last week in October or the first in November, depending upon hotel space availability. Howard Ellis, secretary-treasurer of the Omaha op org, who visited the South Dakota Phonograph Association meeting (see separate story) in Sioux Falls, said Harold Klein of Omaha, will act as convention planner.

Convention comes to this city at the express invitation of the Omaha Chamber of Commerce, which sent a special message in-

SDPA Meet Aims Dime Play; OK 6-State Confab

SIoux FALLS, S. D., July 21.—Delayed one week, the South Dakota Phonograph Association held its summer meeting here Sunday and Monday (15-16) at the Hotel Cataract with a good turnout. Mike Imig, SDPA president reported. The two-day session included discussion of the Six-States Convention and the vote to hold the meet in Omaha (see separate story), reports from operators testing dime play, legislation, and the voting of a salary to the association secretary. Latter post is now filled by Harold Scott, Mowbride.

A delegation of operators from the Omaha organization on hand at the SDPA meet, headed by Howard Ellis, secretary-treasurer. The group brought a letter from the Omaha Chamber of Commerce inviting the six sponsoring groups to hold their regional convention in Omaha.

Dime Play Reports
During the general business sessions on Monday, members heard reports from individual operators on the dime play situation in South Dakota. Reports, as has been the case in many parts of the country, varied, with some operators reporting success, others reporting it was still too early to tell the outcome, and still others reporting they had not as yet been able to get their experiments under way.

Climax of the meeting was a banquet and entertainment held Monday evening, with the SDPA awarding 10 door prizes.

Held at the Sioux Falls meeting were Norman Gelfke, former secretary, and Ray Foster. The fall meeting, normally scheduled for early October, will probably be held in conjunction with the Six-States meet.

visiting the Six-States org here to the Sioux Falls meeting.

Plans now call for manufacturers, rather than individual distributors to be invited to exhibit at the convention. Reason for this decision is that there may be several distributors in the area covered by the six-State orgs sponsoring the convention handling the same concerns.

It was also decided that the con-

NAMM COVERAGE IN THIS ISSUE

CHICAGO, July 21.—Complete coverage of the National Association of Music Merchants convention and exhibit at the Palmer House here this week will be found in the music section of this week's issue of The Billboard. Included among the exhibitors were recording manufacturers, music companies and television manufacturers.

Seeburg Sets New Memphis Distributor

MEMPHIS, July 21.—With the closing of a deal here this week for its former Memphis branch, S. H. Lynch & Company, with headquarters in Dallas, has now disposed of all its out-of-Texas branches. The old Memphis branch is now Sammons-Pennington Company, Inc., and will handle the Seeburg phonograph line.

President of the new distributing company is George W. Sammons, formerly manager of the Memphis branch. D. V. Pennington, long associated in the branch with Sammons, is vice-president of the new firm.

Two other Lynch branches, located outside Texas, were relinquished earlier. New Orleans is now operating as Lynch & Zender, and Oklahoma City became Copeland Distributors, Inc. Lynch serves Texas with offices in Dallas, Houston and San Antonio.

vention will be a three-day affair, with business meetings, regular exhibit hours, and a banquet and entertainment included on the agenda. The latter will be handled by recording artists who will be invited to attend the convention thru the various record companies which will exhibit.

Seeburg Holds Own in Export; 45's Catch On

Expansion Pegged To Availability of Doughnut Platters

NEW YORK, July 21.—The sale of Seeburg phonographs in foreign markets, which fell off alarmingly last February when the factory temporarily discontinued its 78 r.p.m. model, has recovered to the point where the sales rate matches that of last year.

But to achieve that result, the American Steel Export Company, which handles shipments of Seeburg equipment abroad, has had to become educator as well as salesman, spreading the gospel of 45 r.p.m. records and hand-delivering bundles of appropriate doughnut platters where they are unavailable from native sources.

For a month after the factory dropped the 78 model to concentrate on 45 r.p.m.'s, foreign sales dropped close to the vanishing point. W. S. Van Derhoef, who oversees the Seeburg account for American Steel, disclosed this week. The seven-inch disks were then a rarity among foreign juke buyers. But recovery has been rapid, Van Derhoef said, and the sales curve is still rising.

Main Problem
The main problem, this is still to increase availability of 45 pressings featuring native talent.

(Continued on page 88)

Vancouver, B. C. Ops Reveal Wired Music Hypos Juke Biz

VANCOUVER, B. C., July 21.—This city has gone all-out on wired music with the majority of its 150 cabs having installations of wall boxes or counter and 'taxi' units. The play has remained at 5 cents despite rises in many other cities, the several ops are mulling the idea of jumping to a dime.

Juke box circuits are controlled

by about a dozen ops with the majority of the standard juke box units represented. For a time during the curtailment of imports imposed by the Canadian government due to the shortage of U.S. dollars in the Canadian treasury, the ops had difficulty getting replacements and sufficient new machines to break in new territory. However, with the easing of import restrictions this situation has remedied itself.

Besides installations in cafes a number of ops have secured contracts from factories and other manufacturing concerns to pipe music to the employees.

Rock-Ola Calls Chicago Distrib Meeting July 29.

CHICAGO, July 21.—The Rock-Ola Manufacturing Company this week issued an invitation to its entire list of distributors, including those in Mexico and Canada, to attend a special company meeting to be held here July 29. Art Weiland, vice-president and director of sales, said this week.

Session will be held in a local hotel, with a business meeting, cocktail party and dinner on the agenda. All firm toppers, including David C. Rockola, president; J. Raymond Bacon, executive vice-president; and Weiland, will be in attendance.

Meeting marks the first time the entire distributor network, field force and headquarters staff have convened in over a year.

machines has been invaluable. Their steady performance on location down thru the years built confidence in foreign distributors and also made nationals of various countries coin machine minded.

Two of the influences which gave impetus to the exploitation of other than English-speaking countries in the past five years have been the popularity of records, both as to fidelity and availability, and the pressing of disks in a wide variety of languages.

While many new markets have been discovered and developed since the war, little known centers which have become important because of their oil deposits—Kuwait, Oman, Surinam, Saudi Arabia, Lebanon, the French Pacific Islands and Netherlands Antilles—have pointed up the entertainment value of the music machine. Virtually all these places have little outside contact with the rest of the world other than airstrips in the area. Yet each eventually called on the juke box as a morale builder for imported and native help.

One Leads to Many
The usual experience is that location of a single op. for the benefit of management personnel in a recreation center followed by requests for music machines by the natives. Later the boxes become standard equipment in the public amusement places of the neighborhood cities and towns.

With more and more records available for commercial boxes, export trade specialists feel the immediate months ahead will be boom ones. The major concern is how long new boxes will continue to be produced. Since most of the equipment exported for use, this could be affected also if materials for new units were a scarce because of defense production requirements. Naturally, machines formerly destined for overseas export would be at a premium.

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. COMMENT ARTIST TUNES

Continued from page 35

POPULAR

Table with 4 columns: Record Title, Label/No., Comment, Artist/Tunes. Includes records like 'When the Saints Go Marching In', 'Kisses Sweeter Than Wine', 'The Little Fairy Waltz', etc.

Table with 4 columns: Record Title, Label/No., Comment, Artist/Tunes. Includes records like 'Irish Stew', 'Say It Again', 'A Stranger in Town', etc.

COUNTRY & WESTERN

Table with 4 columns: Record Title, Label/No., Comment, Artist/Tunes. Includes records like 'Lonesome', 'The Wondrous Word', 'LA CROY SISTERS', etc.

FOLK TALENT AND TUNES

Continued from page 32

doing 34 hours per week between live shows with his Trail Hitters and d. j. shows. He has booked Jimmy Osborne for August 5 at his park near Belleville.

Rusty Harp is leaving the 101 Ranch Boys, WSBA, York, Pa., to go into singing spiritual music.

Boots Faye and Idaho Call, the new Capitol duo, are working at KITO, San Bernardino, Calif.

Buck Beeman, the Oregon band leader, has formed his own diskery, Tralex. He has released two disks thus far.

Lou Stevens is the new country music spinner at KXLA, Pasadena, Calif.

Ernie is doing a record show. He may do some fall Midwest dates for Bill Ellsworth, the Chicago booker.

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They Play by Ear!

Though they may never have taken a lesson, and can only doodle a 1-finger Yankee Doodle on the keyboard, don't underrate Mr. and Mrs. John Q. Public's music appreciation!



EVANS' 20 RECORD 40 SELECTION

CONSTELLATION

The Phonograph With Your Future in Mind.

CAUTION: Handle Locations With Care! Don't upset your apple-cart by operating equipment of doubtful playability in the coming months...

H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SE DESEAN DISTRIBUIDORES

FRANQUIA DISPONIBLE EN VEVEZUELA Y OTROS PAISES PARA FONOGRAFOS AUTOMATICOS OPERADOS A BASE DE MONEDAS, Y SU EQUIPO CORRESPONDIENTE. SERAN CONSIDERADAS FIRMAS RESPONSABLES CON CAPITAL ADECUADO.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Classical Reviews

Continued from page 26

DYORAK: Concerto for Cello and Orchestra, Op. 104 - Gaster, Cassada, cello, with Austrian Symphony Orchestra.

This most popular of cello concertos, with its inspirations from Dvorak's native folklore, has been handed a fully competent reading here.

LUEBECK: Concerto: Hilt Deinum Volk and Gott We Dein Name and Prelude and Fugue in C Minor and E Major.

Relinquish (53) K-32. Luebeck's contemporary and ultimate successor to Bartok's over in the search for fresh repertoire has remained comparatively obscure.

(Continued on page 90)



in any language . . .

ENGLISH The A M I is more than a national sensation in the United States of America. Pageantry of color and sparkling performance that characterize A M I are piling up profits for operators and locations in more than twenty foreign countries. Its enthusiastic reception is as universal as music itself.

GREEK ΤΟ Α Μ Ι είναι κάτι περισσότερο από εθνικό έντυπωσιακό, εις τὰς Ἠνωμένας Πολιτείας τῆς Ἀμερικῆς. Ἐπίδειξις χρωμάτων καὶ ἐκλαμπρῶς ἐκτέλεσις ποὺ χαρακτηρίζει τὸ Α Μ Ι φέρουν πολλὰ κέρδη διὰ τοὺς χειριστὰς καὶ τὰς τοποθεσίας εἰς πλεόν ἀπὸ εἴκοσι χώρας εἰς τὸ ἔξωτερικόν. Ἡ ἐνθουσιώδης ποὺ τοῦ γίνεται ὑποδοχὴ εἶναι τόσοσὺν παραδόσμιος ὡς καὶ αὐτὴ ἡ μουσικὴ.

GERMAN A M I findet überall in den Vereinigten Staaten von Amerika sensationelle Aufnahme. A M I's farbenprächige Ausstattung und hinreissende Tonfülle bringen Unternehmen in mehr als zwanzig ausländischen Staaten, wo immer die Apparate verwendet werden, reichsten Ertrag. A M I's Beliebtheit erweckt, ebenso wie die der Musik, in der ganzen Welt enthusiastisches Entzücken.

ITALIAN Gli apparecchi A M I sono più che una sensazione nazionale negli Stati Uniti d'America. Lo sfarzo dei colori e lo splendore del suono stanno accumulando profitti su profitti per imprese dove gli apparecchi furono messi in opera, in più di venti paesi stranieri. L'accoglienza entusiastica offerta agli apparecchi A M I è tanto universale quanto la musica stessa.

DUTCH De "A M I" is meer dan een nationale sensatie in de Vereenigde Staten van Amerika. De kleurenpraal en de schitterende weergave, die de "A M I" kenmerken, stapelen de winsten van de eigenaars en zaken in meer dan twintig vreemde landen op. Zijn enthousiaste ontvangst is zoo algemeen als muziek zelf is.

FRENCH Les appareils A M I ont fait sensation aux Etats-Unis d'Amérique. Tous les usagers sont unanimes et enthousiastes dans leurs appréciations de ces magnifiques instruments, dont les couleurs étincelantes et le son remarquable contribuent à des profits sans cesse accrus, et cela dans plus de vingt pays étrangers. Les appareils A M I sont ardemment accueillis par le public comme la musique elle-même.

PORTUGUESE A M I é mais que simples sensação nacional dos Estados Unidos da América do Norte. Em mais de vinte outros países a gama colorida e o funcionamento brilhante, que caracterizam A M I, vão acumulando proyeito sobre proyeito para os estabelecimentos onde este aparelho é instalado. A entusiástica agitação de A M I é tão universal quanto a própria música.

SWEDISH A M I — apparaten är mer än nationell sensation i Amerikas Förenta Stater. Brillant färgrikedom och glittrande ljudeffekt, som utmärka A M I — apparaten, hopa inkomster för personer och institutioner, som använda den, i mer än tjugo främmande länder. Det entusiastiska mottagande den rönt är lika universellt som musiken själv.

SPANISH Los aparatos A M I han llegado a constituir una sensación de carácter nacional en los Estados Unidos de América. Su esplendoroso colorido y brillante tonalidad, distinciones típicas de A M I, fomentan el aumento de las ganancias de las empresas donde estos aparatos han sido instalados, en más de veinte países extranjeros. Su calurosa y entusiástica recepción es tan universal como la música misma.

YIDDISH די א מ י איז מער ווי א נאציאנאלע סענשאציע אין די פאראייניקטן שטאטן פון אַמעריקא. דיך אין קאלירן און בריליאנטענע דורכשירונג וואס באצאמערטירן א מ י בריינגט דאס גרויסע פראפיטן צו די וואס באצוקויפן דאס אין איבער צוואנציק לענדער אין דער וועלט. די ענטושיאסטישע אײפנאמע אין צוויי אונדווערסאל ווי מוזיק זעלבסט.



GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN
EXPORT OFFICE: 400 WEST MADISON STREET, CHICAGO, ILLINOIS

Philippine Trade Up

Continued from page 82

motion pictures, and the machines were installed in the lobby.

"It Theater"

Edwin Tait tells an interesting story about the operation of the Arcade in the theater lobby. There was much space to be utilized and the machines for testing lung pressure, fortune telling, weight lifting and a diversified line were installed. Over the center of the equipment a large disk was placed with the word "It" written on it. Soon the natives began to refer to the theater not as the Oriental, its title, but as the "It Theater."

Among the machines was an old Edison cylinder type phonograph which delivered sound thru earphones. Placed on the top of each device was a glass of water containing a drop of carbonic acid. After each patron used the phones, they were dipped into the solution for sterilization.

Arcade Expands

The operation of the theater and the coin-operated equipment proved profitable. In 1928, the Tait's employed Vernon Taplin, a veteran Arcade operator from San Jose, Calif. Taplin's son, Vernon Jr., also helped in the servicing of the devices. That same year 100 International Mutoscope machines were exported and operated as a route which included public places such as taverns. Later pinball games were shipped to the Tait's.

In 1938, a number of Mills machines were installed in some of the leading restaurants and night spots in Manila. These machines operated with only fair success. However, after the Japanese liberation, Tait said, a great number of the automats were imported and did a very lucrative business. Counting these, Tait estimates there are between 4,000 and 5,000 machines on the island.

Clackers and Slugs

Edwin Tait recalls that "penny" equipment was operated with a large coin called "clackers." Although the coins were large in size the value was about one-half cent, American money. Slugs were a problem because the large chute could be made to work on almost anything of similar size. Automats were geared to operate on

25 and 50 centavo pieces, equivalent to 10 and 25 cents in American money.

Because of the weather, vendors of food and drink products may encounter some difficulty, Tait said. However, the use of recently developed insecticides will help in the solution of this problem.

Jukes Make Music

(Continued on page 83)

rapidly as possible. Chicago Cola's Hit Parade and Williams' Music Mite are also foreign favorites.

It was significant to note that many foreign operators visiting here in the past few months expressed interest in the small juke, stating it would open new operating vistas in their respective areas where space is often more of a problem than it is here.

The use of standard phonographs, such as those manufactured by Seeburg, Wurlitzer, A.M.I., Rock-Ola and H. C. Evans, which are adaptable to 45 disks (Seeburg has a 100-selection 45 r.p.m. unit while other manufacturers have kits making it possible to convert their units to the new speed) will help the exporting of 45 r.p.m. disks during the balance of this year.

Musical Tastes

Reasons for the universal preference for American music vary. Motion pictures, personal appearances of U. S. stars in various parts of the world, radio, music shows imported from the U. S. to London and other world centers, and the generally high standards maintained by U. S. manufacturers are all factors.

Too, it has been noted that the pattern here, wherein pop tunes lead in the urban areas, with Western or folk music more popular in rural locations, is also followed in many foreign countries. But the increasing popularity of folk music in urban areas has been stressed.

No matter what the production of phonographs may be in the future as the nation gets deeper and deeper into defense work, operators throughout the world have advised their American contacts that they want the stream of hit records to continue—that even if they have to be played on older equipment (as was the case during the war and in many countries for many years after the war ended) the profits will come from the U. S. platters just as they have in years gone by.

Juke Biz Holds Despite Orleans Torrid Wave

NEW ORLEANS, July 21.—Business in juke box circles has been holding its own despite a torrid summer, but pinball operators report a slight drop.

There are 5,000 pinball machines and some 4,000 jukeboxes here which are taxed \$50, all of which goes into the Mayor's Special Permit Fund. This is used to advertise city charities, etc.

A major operator of jukes is Tack Elm, who reports better business this summer than last. Louis Bossberg, New Orleans Novelty Company, says his business is holding its own and is looking forward to a big winter with increased tourist business due to added hotel accommodations and the carnival impetus. This sentiment is echoed by Joe Greco, Three Star Amusement; Joe Trumuto, T.N.S. Amusement; Milton Schotts, S. & S. Amusement; and Nastasi Distributors.

S. H. Lynch & Company, distributors of Seeburg equipment has turned over its franchise to Zander & Lynch. Music Sales Corporation, distributors of Mercury, has released its distributorship to Delta Sales Company.

ELECTRICITY?

If They Don't Have It, Ship A Light Plant

NEW YORK, July 21.—When West Side Distributing received the order for two used juke boxes from the African interior, proprietor Harry Berger shipped the machines (paid for in advance) and turned to other business.

But several months later came a frantic cable for help. The buyer, manager of a trading post, reported that electric power was no longer available. He wanted to know how he could get the machines to operate.

A return cable from Berger suggested a water-power generator, if a running stream was near-by. No, that wouldn't do, came the reply. Finally, Berger shipped the trader a gas generator.

"Sometimes you have to ship the electricity as well as the machine," Berger said.

Seeburg Holds

Continued from page 85

and tunes. Foreign diskeries have yet to go 45 and distribution of American labels at the new speed is spotty. American Steel has helped by including a first set of records with new machines. And its foreign distributors have, in some cases, helped along by stocking records themselves and constantly plugging the virtues of 45 among local disks dealers.

But progressive stirrings have lately been noted in at least three countries, according to Van Derhoef. He reported that a Cuban diskery has already blueprinted a move to 45, steps are being taken in Venezuela to etch masters with native talent for pressing in the United States, and Decca-Belgium has indicated it will go 45 in the fall.

Europe Resistance

Most export business is with Central and South American countries, Van Derhoef stated. Those buying most Seeburg machines, he said, are Cuba, Puerto Rico, Venezuela, Guatemala and Salvador. A steady business is being done in the Far East, especially in Japan and the Philippines. Europe (Belgium was a prime customer before February) is still resisting 45 r.p.m. equipment.

American Steel sets up local distributors in each country where sales are active. They, in turn, sell most of their equipment direct to locations. Free service is offered locations for about 30 days after which distributors will make repair, on a fee basis. The operator pattern has not developed strongly in most foreign territories, Van Derhoef remarked.

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

For this week's prices consult the used machine advertisements in this issue.

Issue of	Issue of	Issue of	Issue of
July 21	July 14	July 7	June 30
AIREON			
Bionic Bomber.....	575.00		
Coronet.....	144.50 150.00	150.00	149.00
Orleans.....	49.00	49.00	
Florida.....	75.00 125.00	125.00	61.50
1200A.....			129.50
1207A.....			
AMI			
Model A.....	349.00 350.00	349.00 395.00	349.00 349.00 349.50
Model B.....	339.50 449.00	449.00	449.00 425.00 449.00
MILLS			
Constellation.....	159.00	159.00	
Empress.....	39.00 39.50	39.00	39.00 39.00 39.50
Three.....	39.50 50.00		29.50 39.50
PACKARD			
Machette.....	149.00 149.50	149.00	149.00 149.50
Model.....	49.00		
7.....	79.50	79.50 149.00	79.50 149.00
RISTAUFRAT			
45.....	95.00	95.00	
ROCK-OLA			
Command.....	39.00 49.50	39.00	39.00 39.00 49.50
Counter Model.....	39.50 50.00	65.00	65.00 39.50
Deluxe 39.....	65.00	65.00	
Master 40.....	39.50 50.00	65.00	39.50
Playmaster.....	64.00 64.50	64.50	64.50 64.50
Standard 39.....	39.50 50.00	49.50	49.50 39.50 49.50
Super 40.....	65.00	65.00	
'41.....	125.00	175.00	
'46.....	65.00	225.00	
'47.....	175.00	49.50	49.50 49.50
'48.....	49.50	124.50	124.50 124.50
'49.....	124.50	129.00(2)	129.00 139.50
1422.....	129.50(2)	179.00 199.00	199.00 199.00 199.50
1426.....	129.50 134.50		
	179.00 179.00		
	199.00		
SEEBURG			
Deluxe.....	39.50 39.50	50.00	39.50
Classic.....	45.00 49.50(2)	49.50 59.00	49.50 59.00 49.50 59.00
Comet.....	59.00 64.00		39.50
Commander.....	31.50		
Empress.....	49.50(2) 79.00	49.50 79.00	49.50 79.00 48.00 49.50(2) 79.00
Gen.....	39.50 45.00	49.00	49.00 39.50 49.00
Hi Tones.....	49.50 59.50	45.00 59.00	59.00 48.00 49.50 59.00 59.50
H-146 Hi Midway.....	229.00	199.00 229.00	229.00 200.00 229.00
H-147 Hi Midway.....	229.00	299.00	299.00 275.00 299.00
H-148 Hi Midway.....	175.00 269.00	269.00	269.00 200.00 269.00
H-246 Hi Midway.....	59.00		
Nightmare ES.....	60.00 69.50	45.00	48.00 69.50
Light.....	45.00 59.00	59.00	59.00 59.00
Maple.....	39.50	39.50	39.50 39.50
Royal.....	39.50 59.00	39.50 59.00	59.00 39.50 59.00
Royal.....	39.50		
Vogue.....	39.50 45.00	50.00	39.50
	64.50		
46 Midway.....	250.00		
46M.....	235.00		
46S.....	199.00		
146.....	150.00 179.50	199.00	199.00 199.00 250.00
146 M.....	219.00 239.00	219.00 239.00	239.00 225.00 219.00
		249.50	
		199.00	200.00
146 S.....	199.00		
147.....	249.00		
147 M.....	249.00 299.00	249.50 299.00	229.00 250.00 275.00
147 S.....	249.00		235.00 239.00
147S.....	224.00	224.00	225.00
147SA.....			425.00
148.....	369.00	369.00	379.00
148 M.....	375.00 389.00	375.00 389.00	389.00 375.00 399.00
148 S.....			325.00
148 SL.....			89.00 69.50 89.00
1941 RC Special.....	69.50 89.00	89.00	249.50
1946 RC Special.....	249.50	249.50	274.50
1947 RC Special.....	274.50	274.50	48.00
8800.....	75.00		48.00
9800.....	85.00	85.00	48.00
WURLITZER			
61.....	50.00	50.00	
71.....	75.00	35.00 75.00	
73.....	49.50(2) 50.00	59.00 65.00	49.50 59.00 49.50 49.50(2) 59.00
700.....	59.00 65.00		
500K.....	50.00 75.00	49.50	
600.....	49.50 59.00	59.00	39.00 49.50 59.00
600K.....	54.00	54.50	54.00 59.00 54.00
600R.....		75.00	
600 Victory.....	39.50 79.50	79.50	35.00 79.50 29.50 39.50 79.50
636.....			69.50 89.50
700.....	69.50 79.50	85.00	
750.....	89.50 100.00	98.00 119.00	119.00 124.50 89.50 119.00 124.50
750E.....	119.00 124.50		79.50 109.50
750F.....	99.50	124.50	89.00
780.....	89.00	89.00	89.00 69.50 89.00
800.....	69.50 89.00	89.00	110.00
850.....	44.50 69.00	50.00 69.00	48.00 69.00 69.00
850E.....	69.50 85.00		
950.....	49.50 69.90	49.50 50.00	49.50 49.50
	75.00		
1015.....	199.50(2)	199.50 225.00	199.50 219.50 199.50 219.00
	209.50 219.50	229.00(2)	229.00(2)
	229.00(2)	259.50 275.00	275.00 230.00 239.50 275.00
	275.00		
1017.....	259.50	259.50	230.00 259.50
1080.....	219.00 229.00	219.00 229.00	229.00 249.50 229.00(2)
1100.....	219.50	249.50	249.50
	339.50 349.00	369.00 374.50	374.50 379.00 374.50 379.00
	374.50 375.00	375.00 379.00	
1250.....	459.00 524.00	459.00 500.00	524.00 475.00 524.00
	539.50	524.00	549.50
1942 RC Special.....			125.00
Victory.....	39.00	39.00	35.00 39.00 39.00

BARGAINS

4 Wurlitzer 1100..... \$439.50
1 Seeburg Bionic..... \$375.00
1 Wurlitzer 1818..... \$375.00
1 A.M.I. Model..... \$179.50
We deliver free within radius of 300 miles if you purchase \$1000.00 or over.
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206 W. Madison St.
Rockford, Ill. Phone: 5-8887

MUSIC SYSTEMS, Inc. HOT WEATHER SPECIALS

ROCK-OLAS
1422 .. \$125
1424 .. \$169

WURLITZER
1015 .. \$195
1250 .. \$450

SEEBURG
146S \$150
146M \$169
147S .. \$175
147M .. \$195

WRITE-WIRE PHONE

IMMEDIATE DELIVERY

1/3 Deposit Est. C.O.D.
Crating \$7.50 Extra

MUSIC SYSTEMS, INC.

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Greatest Acceptance

IN THE EXPORT MARKET

The Beautiful New WURLITZER Fourteen Hundred

A GREAT LIST OF MONEY-MAKING FEATURES
PLAYS 48 SELECTIONS

★
PLAYS ANY SPEED RECORDS

★
30-SECOND CHANGE-OVER FROM ONE SPEED RECORD TO ANOTHER—WITHOUT TOOLS

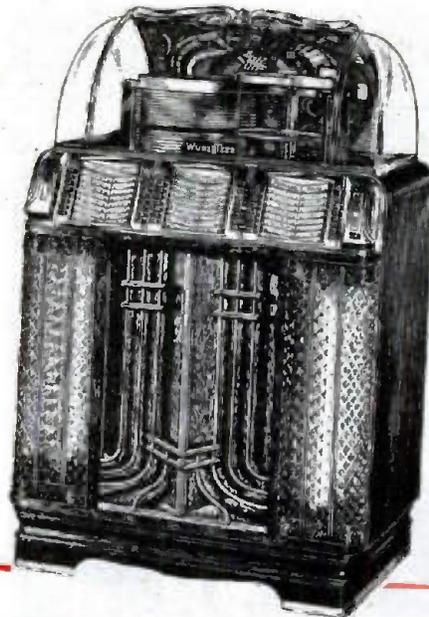
★
STYLED TO ARREST ATTENTION—STIMULATE PLAY

★
TONE THAT PROMOTES CONTINUOUS PLAY

★
6 MUSICAL CLASSIFICATIONS ENABLE YOU TO TAILOR PROGRAMS TO PLEASE PATRONS

★
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THE EXPORT DIVISION OF THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y., U. S. A.

Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	RECORDED	RELEASING	REVIEWED	CRITIC
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Continued from page 86

COUNTRY & WESTERN					
FIDDIN' JIM SKILES (Valley Ranch Boys)					
Liberty	SHOUE 514—Straight square dance instrumental.	61--63--60--61			
Arkansas Traveler	Disc	62--64--61--62			
LONZO AND OSCAR					
Decca	41340—Country team takes the gap at the same time as the Lane 9 and 10000. Disc starts with fine guitar playing.	73--76--72--72			
It Must've Been Something I Et	Boys have a joyful time of country material here, the fine use of Decca and Mercury makes questionable taste for the first time. Unless has the favor of a "Chew Tobacco Rag."	78--78--77--79			
PEE WEE KING (Redd Stewart)					
Shawpoke	45148-0409—Light dance ditty written by King is better than anything the Stewart and the group have in an easy country reading.	80--81--79--80			
Whisper Waltz	More good new material here as Redd hands his usual charm to a waltz written by Pee Wee.	82--83--81--82			
JACKIE DOLL					
A Country Mile	Mercury 6136—Material is routine but Doll sings nicely in the Little Jannie Dixiey manner.	69--71--68--70			
Little Ole You	More of the same.	69--71--68--70			
BOOTS FAYE & IDAHO CALL					
The Sinful Song	Capitol 1572—Loud of spirit and feeling in this driving swing-jazz rendition of a standard name sacred tune. Pop possibilities in this new time.	79--80--78--80			
The Walls of the Wind	A moving ballad written by Fred Rose and a heart-felt harmonizing from the team. Effective item.	79--79--79--79			

CHILDREN

JOHN CRIGGS (Gene Lewell Chorus)					
The Pony Express (Parts 1 & 2)	Young People's Records YPR-507—Fine historical material for the children group. Best suited for boys, but some girls might be interested in the Western atmosphere surrounding the story of the pony express. Criggs and chorus are fine; sound effects excellent. Colorful package adds sales appeal.	80--80--80--NS			
TOM GLAZER					
Who Wants a Ride (Parts 1 & 2)	Young People's Records YPR-508—Glazer handles the four stanzas and bridge chapter effectively on the disc, tells the story of a pony ride, his ride and best ride. Cherry Bailey-Marion Abner, material is excellent for the preschool set.	78--78--78--NS			

JOHN CRIGGS (Gene Lewell Chorus)		82--82--82--NS
The Pony Express (Parts 1 & 2)		
THE KEYNOTES (Malcolm Lockyer Quartet)		75--75--75--NS
The Teddy Bears' Picnic		
LONDON 29012 —The new standard melody is handed a new reading by the boys' voice group and the arr. Diction is only fair, the familiarity with the material could overcome that. Package is fine.		
The Dicky Bird Hop		72--72--72--NS
Less familiar material makes the diction that much more important. Chorus here is easy, but it's difficult to follow the lyric even with the verse printed on the back cover.		

HOT JAZZ

DIZZY GILLESPIE ORK		70--72--70--68
The Champ (Parts 1 & 2)		
DIZZY GILLESPIE—The David Johnson on tenor, J. J. on trombone, Milt Jackson on vibraphone, Percy Heath on bass, Art Blakey on drums, track out a fine Gillespie on tempo. Original. Diz almost spectacular.		
CHARLIE VENTURA ORK		73--75--72--72
Bugle Call Rag		
VENTURA—Curtis Cane's hot-tempered trumpet and Ventura's sax solo make a fine reading of the title.		
That Old Feeling		72--74--71--71
Tense changes for the standard ballad with Ventura's tense opening followed by muted trumpet and bass sax mood solos. This side is more for the collector.		
MARY LOU WILLIAMS ORK		72--74--72--71
Walking		
WILLIAMS—An interesting modern jazz item here, with a Dave Lambert vocal group joining Miss Williams on piano, bass, clarinet, sax, drums and two bongos on leading melody original.		
The Sheik of Araby		67--69--67--65
Miss Williams tracks out some tasty boogie piano, with real support from the bongos.		
KENNY KERSEY TRID		78--78--78--78
JATP Boogie		
KERSEY—Out at a JATP concert, Kersey tracks and some of his fellow club, Shepherd Square style piano boogie, with Buddy Rich leading rhythm in back and Kersey Kersey playing driving bass. This one can go to the # 6 market.		
Sweet Lorraine		74--74--74--74
Kersey performs artfully in a light, relaxed, medium-tempo reading of the standard.		

INTERNATIONAL

FRANK WOJNAROWSKI ORK (Julca Kowalska)		79--80--76--80
Kochan Ludnie Pasienki		
DANA 752—Accordion duo team Wojnarowski and Julca Kowalska with a typical light polka reading with the Kowalska gal and male group on the Polish lyrics.		
Zestalem Sam		78--80--75--78
Kowalska brings a solo disc with the greater handling the lyric.		
RAY HENRY ORK		81--81--81--81
Dream Valley		
DANA 1058—Accordion accordion solo spurs this striking instrumental solo disk. A terrific hand of hers was.		
Play Ball Polka		81--81--81--81
More fine instrumental.		
ALFRED APKA (Denny Stewart's Hawaiians)		70--74--68--68
Little Brown Cat		
DECCA 27675—Apka handles the English lyric to see Hawaiian ditty a relaxed reading with the tenor guitar and ukulele making with the hip new music.		
I'll Weave a Lei of Stars		72--76--69--71
More of that traditional Hawaiian music with a 100 Pan Alvey touch. Apka sings admirably.		

Variations

Continued from page 82

clients vary sharply. Caldron says a case in point is the phonograph. Some clients find the gaudiest of models not colorful. Others will pick out a real conservative machine and say more jukeboxes would be salable in certain countries if the box's appearance were toned down. Another incongruous part of the foreign market, Caldron has found, is the high development of the industry in some nations and the barest beginning on their border countries. The hope of all in the export field is the balancing of this difference in the near future.

Caldron advises caution entering the export side of the trade to give every consideration to the overseas customer to be certain that merchandise is readily salable. In the case of distributors, and ready to operate on delivery at location. Just after World War II these basic principles were side-tracked and many potential good customers were out of the market for as long as a year as they needed the merchandise. Fortunately, none of the current manufacturers were involved.

Build Confidence

In the ease of used sales to foreign distributors and operators many incidents cropped up where equipment was not properly reconditioned or adapted as specified in the original purchase order. Exporters should bear in mind that their foreign trade must be soundly built on confidence for frequently the buyer and seller never met.

"Selling abroad," Caldron states, "exporters must exercise unusual precautions regarding equipment payment. There are many operators who do not have sufficient capital to complete extensive purchases. It is vital to study the financial standing of the buyer. The dollar shortage also rates precautions. In many countries bills are honored promptly by the buyer in local currency, but the remittance of dollar funds is something unduly delayed by the governments themselves because of lack of exchange facilities."

How about losses? Caldron's experience indicates the percentage is appreciably lower than in the domestic trade.

Talk of the Town!

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ROCKET

MODEL 1432

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New Brunswick Coin Machine Pic All Music

FREDERICTON, N. B., July 21.—The coin machine picture in New Brunswick is all music, with about 250 juke boxes now in operation in the Province. There are no games or other amusement devices in this area.

Approximately 99 per cent of the music machines here are licensed to furnish music only in restaurants and similar locations, but no dancing to the music thus provided is allowed.

Because of the limited number of spots available to operators, the importing of parts and equipment to service the locations offers no problems to operators.

Play is fairly consistent, with the usual seasonal fluctuations in the grosses.

Canadian Trade

Continued from page 82

Juke boxes which sell for \$900 to \$1,100 in the States now sell for \$1,300 to \$1,500 here. Used equipment in this country is nearly double the price south of the border. Those which sell for \$300 to \$500 here, sell for \$100 to \$400 in the States. The same trend is evidenced in amusement games.

A certain decline in activity in this country is seen in all fields of the coin machine business due to these high prices. There have been a few new operators in the field. Putting a stopper to many new entrants is the government's recently ruling on disallowance of depreciation for four years on all new unessential capital equipment.

The coin machine industry in Canada badly needs more mechanics. They make as high as \$75 a week, which is above the average salary for workers in Canada. Reliable office help is not always available, but salaries appear adequate for the efficiency of the average girl. Office workers' range from \$30 a week to a maximum of \$42.50.

Three-State Flood Hits Biz

Continued from page 84

earning period during the year, would be lost. Tourist trade is non-existent, and at least a full month will have passed before it can resume in any quantity. With so many locations closed, and machines either out altogether or in the process of being replaced, operators figure their summer is now lost.

Insurance Coverage

Increasing awareness of the value of insurance in the coin machine field in the past few years will greatly reduce operator losses, it was reported. Just how much dollar-value was insured could not be determined, but operators said their coverage, which included

homes and business headquarters. In many cases was extended to their equipment on location.

Distributors in the flood areas, and manufacturers in Chicago, said everything possible would be done to get new and used equipment to operators so that they could begin re-establishing their routes as quickly as possible. Distributors whose stock was damaged or destroyed by water, were assured of replacements as quickly as deliverables could be made.

Shipments of coin machines, however, were seen lagging to the flooded cities, as all transportation was being marshalled to meet the growing emergencies in the health and welfare phases of the situation. Livestock and perishable food products, as well as vital materials for rebuilding, were being given priorities, and it was a certainty that these priorities would continue for weeks to come.

Merchandising Music

Continued from page 83

as one of the leading sources of op information on this score.

REQUESTS BRING S... There have been many discussions held on the use of request records in phonographs. L. H. Jenks, National Electric Time Company, Carthage, N. Y., has concrete proof that the request numbers mean added dollars to phonograph operators. He says that by paying careful attention to the location requests, having the locations keep a list of all requests, and making sure the requests are filed promptly, he has raised his grosses from 5 to 10 per cent. And this result was revealed by Jenks only after he had carried on his request program over a period of time, then analyzed the results.

Manila Distrib-Op Weathers Controls

MANILA, P. I., July 21.—Import restrictions have all but stifled the business of distributing American coin equipment here and jobbers have gradually drifted into endeavors where the problem of supply is not so acute. In 1949, the Philippine import control law cut a 95 per cent chunk off earlier imports of phonographs and pared imports of amusement equipment by 70 per cent.

One firm, tho, that has remained healthy and solely committed to the coin machine business is Philippine Amusement Enterprises, whose distributor lines include Seeburg, Bally, Gottlieb and Capitol Projector. But John W. Spakowski, its proprietor, credits a flourishing juke route and well-stocked arcades with his current solvency.

There is just not enough new stuff allowed in under government regulation to keep distributing profitable, he said this week.

Spakowski entered the coin machine business here in 1946 after several years' service with the United States Army in the South Pacific. He decided early that his best efforts would go toward the creation of solid arcades and routes and most of his imports were to serve that purpose. Usually no more than 20 per cent of his purchases from American coin machine factories were resold to other operators.

He now has a route of 54 100-selection phonographs which are soon to be augmented with an expected shipment of 20 45 r.p.m. Seeburgs. AR are placed in the Manila area.

Spakowski's deal with locations call for the first 50 pesos (\$25) of income weekly to go to the operator. Location owners pocket the next 34 pesos and the balance, if any, is divided, 60 per cent to Philippine Amusement and 40 to locations. Average gross income on his route tops 85 pesos per machine per week, he stated. Normal play fee per record is 10

centavos (5 cents), altho in top locations phonographs are fitted for 20-centavo operation.

Record expenses are high. Spakowski estimates that the average cost per disk delivered to juke is about \$1.40, after freight and other charges are included. Tune preferences are divided among American pops and Latin-American numbers, he said.

Pin Games Waning

Pin games, which were once high income producers, are waning in popularity. Spakowski has found in 1947-48, soon after postwar units were introduced here, gross earnings of pins on location often hit as much as 70 pesos a day. But with the scarcity of replacements to spark player interest, income has gradually dwindled to an estimated weekly gross per machine of 20 pesos.

As a result, Spakowski, has tightened his game operation, keeping active only the better spots and moving of the idle units into his arcades. There, free plays and prizes for high scores stimulate patronage.

His largest arcade, the Globe, houses 200 pieces of coin-operated equipment. All types are to be found there, with recent pick-up games among the most popular. Midget movies, at 10 centavos a look, draw many viewers in the arcades as well as in bowling alleys, a growing category of coin machine locations in Manila.

Spare parts to refit defective equipment may be imported in limited quantities. Special licenses are required and the importer must demonstrate actual need.

Until import restrictions are further relaxed, Spakowski plans to continue his policy of operating first and distributing second. However, he is still able to move some equipment to other operators here and occasionally furnishes games and music to sub distributors he has established in outlying areas.

OPERATORS Contact Your Distributor Today

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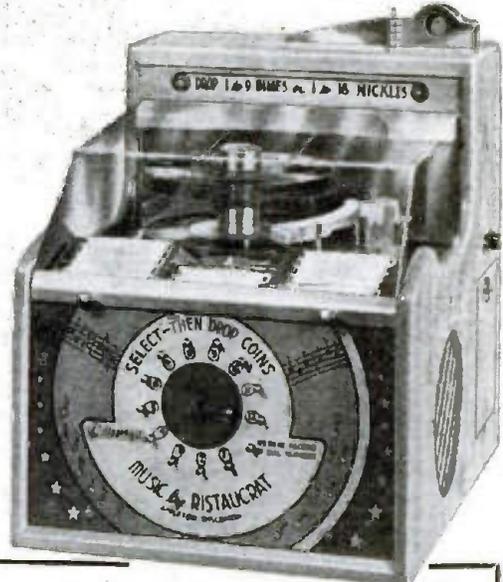
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Vender Exports Rise 750%; World Automatic-Conscious

CHICAGO, July 21.—In 1939 operators from 20 nations purchased \$86,448 worth of venders made in the United States. Last year 34 countries imported venders valued at \$501,843. The higher price of post-war equipment undoubtedly accounted for some of this increase, the major influence has been the growing international awareness of the services offered by automatic merchandisers.

Record Output Of Cigarettes Seen for 1952

Production Rises
7%; Export Sales
Help Boost Total

WASHINGTON, July 21.—Cigarette manufacturing is expected to continue at a record level in the year ahead, the Department of Agriculture predicts. An estimated 410 billion cigarettes were manufactured during the fiscal year ending June 30 a rise of 7 per cent above the year before. The prospects for cigarette exports also continue to look favorable.

The auction marketlines beginning July 19 in the Florida-Georgia area can expect an active demand for this year's crop of flue-cured tobacco, the major component of domestic cigarettes. The 1951 government price support for flue-cured tobacco is 50.5 cents per pound. Last year's crop support level was 45 cents, with Florida and Georgia growers receiving, however, a season average of 48.3 cents per pound, a record high.

ILL. CIG VENDER BILL GETS VETO

Chicago Can Still Lift Its Ban
On Machines Despite Bill's Fate

SPRINGFIELD, Ill., July 21.—Chicago's city council may at some future date decide to repeal its prohibition of cigarette vending machines, but it will have no specific authority from the State to tax them for revenue purposes, as Gov. Adlai Stevenson this week vetoed a bill which would have given Illinois cities that power.

The governor's veto of this bill, and of another which would have expanded the law pertaining to amusement games (see story elsewhere in the Coin Machine department), wrote another chapter in efforts to bring cigarette venders back to Chicago. The machines were outlawed in Chicago in 1936 on the contention that they contributed to juvenile delinquency.

NAMA Objects

A strong objection to the bill which would have permitted cities to tax cigarette venders for revenue purposes was registered by the National Automatic Merchandising Association. NAMA asked the governor to veto the bill as "a bad piece of legislation" since it singled out a specific industry and discriminates against one method of cigarette retailing and favors other methods.

Fred Brandstrader, legislative counsel for NAMA, wrote the governor, "It is obviously unfair to enable cities to tax the vending of cigarettes thru automatic merchandising machines without also giving them the power to tax cigarette counters. A cigarette vending machine is nothing more than a piece of business equipment, like a cash register or a show case. As such, it should not be subjected to special taxes."

Would It Help?

Brandstrader recalled that the

Thru the 1946-'50 era 23,138 merchandisers handling a wide variety of products, were imported by operators in over 50 countries. Some—notably Canada, the Philippines, Cuba and Mexico—had venders prior to 1941. While this group is still the backbone of the export trade, several other nations now are regular volume purchasers. One, Japan, received its first equipment in 1947 and since then has accounted for 640 pieces valued at \$143,785. Last year alone Japanese firms purchased 335 units, valued at \$75,246, second only to the Canadian totals of 975 machines for \$221,775.

Average Price

The average price of a vender exported in 1938 was \$39. Thoroughly reconditioned used cigarette venders could be bought for as little

Export Sales Push Volume Up for P. M.

RICHMOND, Va., July 21.—Philip Morris & Company's first-quarter sales this year hit \$77,818,000, compared to \$75,859,000 last year, stockholders attending the firm's annual meeting were told by O. Parker McComas, president. Earnings for the quarter amounted to \$1.32 per share, compared to \$1.46 last year.

Much of the increase in volume, the company reported, came from export sales and from shipments to the armed forces overseas.

McComas pointed out it was difficult to show trends in buying in the cigarette industry presently since there was excessive buying and stockpiling the first three months of this year in anticipation of higher excise taxes. Much of this excess inventory, McComas added, has been liquidated.

as \$14.50, and new peanut and gum bulk units went for \$2.40. Last year the unit price was \$198 and a used mechanical cigarette vender now sells for \$77.50 to \$85.

More venders are exported in May, June and July, the low months are December and January. The other seven months are about even and appear to be the normal vender export trade months. Judging from the variations in weather, especially on the waterways part of the trade, drop during the winter seems attributable to weather, and the upsurge in the middle of the year coincides with good shipping weather.

The more amusement games and photographs are now sold for export, it is generally conceded vender will some day pace the over-all market. From a comparative curiosity piece in all but England, Canada, Germany, France and Sweden, in the 1930's the automatic merchandiser has become an accepted part of every day living in over one-third of the world.

BARGAIN

Colo. Smoke Prices Lure Tourist \$\$

DENVER, July 21.—Vending machine operators, particularly cigarette firms, report a healthy increase in volume due to an unexpectedly large number of summer tourists.

Altho merchandise machine operators in all fields have noted the increase, cigarette operators, according to such firms as National Cigarette Service and Dikeco Brothers, have shown the most marked increase.

Cigarette operators believe part of the explanation for increased sales lies in the fact that most tourists come from States where a package of smokes costs a quarter. In Colorado most cigarette machines are still at 20 cents.

Even the weather has been helpfully cool. The U-Select-It Company here reports it has been able to maintain a full inventory of all popular bars, even solid chocolate bars, because of the cool weather.

FLOODS CAUSE DRINK FAMINE

KANSAS CITY, Mo., July 21.—With much of the flood area still under water, and drinking water still being boiled, even the cup venders which escaped damage were not operative as the week drew to a close.

For full story of the effects of the disaster on the coin machine industry see separate story in general section.

SWEDEN EYES U. S. MARKET

Scandinavia Nations Produce All-Purpose Vending Machines

STOCKHOLM, July 21.—Design and build automatic merchandising machines that will vend a wide variety of products as possible. That's the formula Swedish and Danish vending machine manufacturers follow, and the formula has developed the Scandinavian countries' vending industry to a high degree.

Everything is vended here—from such staples as cigarettes and candy to salads and sandwiches. And the profit margin in many of the items would make an operator in the States gasp with envy. For example, a salad-sandwich vender dispenses a crispy green product at the equivalent of an American dollar. Cost to produce: Approximately 18 cents in U. S. coinage.

Love Cup Vender

Only one manufacturer in all Sweden, however, is producing a

hnt-cold cup drink machine. The firm, Swedish Automatic Corporation, Stockholm, has succeeded in designing a cup vender which meets rigid Swedish specifications. Complying with the law for such dispensers, it has no tubes or valves. The device works on the thermos principle—keeps pre-made drinks up to 12 hours without losing cold or heat. It is entirely manual and, because of its construction, portable.

Competition between automatic merchandising machine manufacturers here is keen, with most of the effort directed toward machine appearance and toward broadening the merchandising uses of the venders. Stainless steel cabinets, highly polished, are the commonest finish for venders in the Scandinavian countries.

One of the largest, most aggressive

NO SUPPLY SHORTAGE

Vended Farm Produce To Set New Records

WASHINGTON, July 21.—Worried about a shortage of merchandise to sell thru your vending machine? The Agriculture Department's latest nationwide crop surveys indicate that no one need worry very long. Supplies of the products operators sell directly thru machines, such as nuts, as well as those which are used in making vended products, are in plentiful supply. If anything, says Agriculture, next year's supply will be even greater.

Tobacco, popcorn, almonds, walnuts and filberts will be in greater supply than last year.

Down somewhat, but not enough to affect the market appreciably, will be peanuts, sugar beets and sugar cane. Generally, the Department of Agriculture reports, growing conditions have been favorable this year. Crops are good.

There are some 2 per cent less

acres in peanut plantings during 1951, as compared to last year but acreage is still 3 per cent higher than farmers estimated it would be as of last March. For the bulk machine operator, and the candy manufacturer who uses peanuts in his products, Department of Agriculture experts predict the average yield will be up to average. This means plenty of nuts at relatively firm prices.

As of July 1, there were about 22,000,000 pounds of popcorn. The 11 States which produce commercial popcorn planted 147,600 acres this year—a 6 per cent increase over 1950.

Early Popcorn Harvest

Popcorn supplies, Agriculture said, may roll earlier this year because of an increase in popcorn planting in the Southern States. The so-called corn belt States

(Continued on page 94)

Candy, Scales Big Volume Producers For French Firms

Inflation Cuts Coinage But Ops
Make Arrangements for Change

PARIS, July 21.—While new machines are not as plentiful as operators would like, coinage and supplies, rather than machines, are the biggest problems confronting France's automatic merchandising companies.

Vending in France is nearly 60 years old. The first successful candy venders were placed on location in French railway stations in 1895, and the Paris subway got its first machines, also candy, in 1901. By 1939, approximately 4,300 candy machines were on location, the majority of them in railway stations and subways.

Two Big Operations

Largest operators of automatic merchandise and service vending machines in France are Les Distributeurs Automatiques and Ste. Francaises Des Bascules Automatiques. The former operates candy, the latter has scales, but they have common management and confine their activities almost exclusively to transportation centers.

Caught in the postwar inflationary trend, France's supply of paper money rose at an alarming rate, to keep pace with rising prices, and its coinage began to dry up. Both big French vending machine companies were forced to place signs on their machines advising customers to obtain coins from a cashier near by.

Currently, Les Distributeurs have over 2,000 candy venders on lo-

cation—nearly 500 of them post-war machines. For a time, the firm had to manufacture its own machines, but prefers to expand with U. S.-made venders. The scale firm has approximately 3,000 dial and ticket scales on location.

Candy commissions run considerably higher in France than in the United States. The railroads, for example, are paid 20 per cent of the gross on 5, 10 and 20 franc machines. Les Distributeurs has two, four and six-column equipment.

Route Problems

The scattered nature of Les Distributeurs' operation requires deals with local station managers, in small communities, and the maintenance of traveling routemen (in France, they call them technicians). Where possible, a man is retained to service equipment on a full-time basis, but this is impractical in many of the smaller stations.

Where Les Distributeurs has the station manager keep the machines filled, he is paid a percentage of the gross sales. Traveling technicians for the firm, which headquarters in Paris, make the collections.

Looking ahead, Les Distributeurs has its eye on Morocco, Algiers and Tunisia, all in North Africa, where the operating company's officials believe cigarette machines can be profitably operated. Cigarette machines are impossible to operate in France because tobacco is a government monopoly with retailing rights handed out only to individual, wounded war veterans.

BELGIUM TAKES 1,000 VENDERS FOR GUM BALLS

NEWARK, N. J., July 21.—Gum machines are again on the increase in Belgium, following a placement decline preceding the last war, according to Abe Witsen, of the International Amusement Company. Witsen pointed to recent sales of about 1,000 bulk venders by his firm's Belgian affiliate, the Belgian Amusement Company, as evidence of growing volume.

The machines, he said, were manufactured in Holland, altho the ball gum, including the bubble variety, is imported from the United States. Vended price is one franc (about 2 cents) and the customer gets one or two balls of gum, depending on location. Best spots are cafes, Witsen said.

American market.

SMOKESHOP '612'



The NATION'S FINEST CIGARETTE VENDOR

Tear Out And Mail This Ad For Details

AUTOMATIC PRODUCTS CO.
250-W West 57th St., New York 19, N. Y.
Please 7-3123

Battle Looms On Drink Tax

HARRISBURG, Pa., July 21.—Bottling and soft drink interests in Pennsylvania are girding for another fight in the Legislature. If necessary, to halt a proposed re-enactment of the controversial soft drink tax.

The 1-cent a bottle excise levy, which expired May 31, is being mentioned for re-enactment at 2 cents a bottle.

While nothing definite has yet been decided by a special committee to tax-hunting senators and House members, the tax is said to be regarded as one of the likely substitutes for the Senate-stalled State income tax.

NO JOKE, SON; JULY SNOWBALLS FLY IN DETROIT

DETROIT, July 21.—New hazard of the automatic age was reported in The Detroit Free Press by Donald F. Schram, when three youngsters got relief from the recent heat wave by throwing snowballs. Police, puzzled by the presence of snow in July, finally discovered the boys had been collecting shavings from an ice vender.

Mercury Scale Inventory Sold; Resume Output

DETROIT, July 21.—Resumption of the sale of the Mercury Athletic Scale, a multiple-purpose weighing and testing machine, used in Arcades and specialty locations during the past two years, was assured this week by purchase of parts by Great Lakes System, of Flint, Mich. Deal includes the entire stock of completely or partially fabricated parts, unassembled, which the Mercury Steel Company, of Hamtramck, Mich., had on hand.

The latter company switched over some months ago to government work, but had a large stock of unassembled parts on hand, according to Edward A. Gorney, president. Gorney is the inventor of the device.

Great Lakes System is headed by Jacob and Al Kremak, Flint, Mich., who have been active in the coin machine field as manufacturer and as operators. They will continue to assemble and manufacture the scales as long as the present stock of parts lasts.

Oregon Cig Fair Trade Law Fight Drawing to End

PORTLAND, Ore., July 21.—Danger of thwarting cigarette fair-trade legislation thru the referendum route appeared lessened this week. Operators favored the act, passed by the 1951 Legislature and due to become effective October 1, as tending to bring prices nearer those obtained in machines and stopping less-leader sales over counters.

The fair-trade act was tied in with a 3-cent-a-package tax, which is under attack by organized labor. However, Gust Anderson, secretary of the Portland Central Labor Council, which is pushing the referendum, move on the tax, reportedly is now coming slowly. Only 4,000 of the necessary 16,429 names have been obtained. Deadline for obtaining the signatures is August 2, and Anderson expressed doubt enough names would be obtained to refer the tax law. Failure would permit the fair-trade law as well as the tax to become operative October 1. Success on the referendum petition would delay the law until the November election.

Theaters Major B. C. Vend Sites

VANCOUVER, B. C., July 21.—By far the largest number of vending machines on location in Vancouver are in theater lobbies. Famous Players and Odeon chains, the two largest National Canadian groups with theaters from Coast to Coast, have their own vending machine departments to look after this branch of their business. Pop corn, candy and soft drinks are the main commodities vended.

At various times different bps have applied to Vancouver Licensing Department for permits to install cigarette vending machines but due to opposition from both retail and wholesale tobacco firms, licenses have never been granted. Franchise stamp and insurance policy vendors at airports are the only other machines in operation here.

Charter S. C. Firm

COLUMBIA, S. C., July 21.—Secretary of State has issued a charter to Coastal Cigarette Service, Myrtle Beach, S. C., to deal in the distribution, thru vending machines, any and all kinds of food products for human consumption, and other products. Authorized capital stock is \$12,000. Bryce T. Little is president.

Ill. Cig Vender

These existing fees would penalize operators unreasonably, Brandstrader argued.

NAMA pointed out that Chicago can move to permit the operator of cigarette vendors any time it wishes, without specific authority from the State.

"Indeed," Brandstrader concluded, "Chicago could derive a \$120 retail cigarette license from each cigarette vending machine if the council would permit them."

Brandstrader said NAMA figures such licensing would add \$600,000 in new revenue to the city coffers each year.

No Shortage

Continued from page 92

planted less popcorn this year with the exception of Illinois, where planting was 10 per cent above last year.

Tobacco production is going to run 13 per cent above last year. Production for 1951 will reach 2,305 million pounds, compared to 2,032 million pounds in 1950. California almonds will be available in quantity, 15 per cent above last year. Some 42,100 tons are predicted for 1951. Walnuts from California and Oregon will run 10 per cent above last year. The forecast is for 70,700 tons. Oregon and Washington filbert crops will reach 8,360 tons this year, a 25 per cent increase over a year ago.

Schutter Candy Names Market Research Exec

CHICAGO, July 21.—S. M. Rosenberg, president of Schutter Candy Company, announced the appointment of B. J. Schaffner as director of market research. Move marks further development of firm's sales and promotional campaign initiated last fall with the appointment of John Feinstein as sales manager.

Schaffner was previously active in tobacco trade association administration, most recent was his chairmanship of the legislation committee of National Association of Tobacco Distributors.

OUR PRICES ARE STILL LOW

CIGARETTE MACHINES

National 325 375 Pack Cap.	\$5.00
Royal, Royal, 3 Col. 475 Pack	6.00
Royal, Royal, 10 Col. 475 Pack	14.00
Cap.	2.00
Uneda Model A, 9 Col. 375 Pack	8.00
Cap.	1.00
Dugrenier Model S, 9 Col. 310 Pack	7.50
Cap.	1.00
55.00 Additional for Silver Quarter or King Size Vending	

CANDY MACHINES

Rawa Candy, 120 Bar Cap.	\$45.00
Uneda Candy, 120 Bar Cap.	75.00
Uneda Candy, 60 Bar Cap.	25.00
Advance Candy, 60 Bar Cap.	25.00
Vendall Candy (New)	25.00

KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

SPECIAL \$50.00 CASH/MAIL (Wall Model, No. 72 Bar Cap.)

TOP EQUIPMENT UNCONDITIONALLY GUARANTEED

ONE-THIRD BALANCE WITH ORDERS

DEPOSIT BALANCE AVAILABLE FOR ALL MAKES AND MODELS

Parts and Mirrors available for all makes and models

CONVERSIONS

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25¢ OR 30¢ 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

Reconditioned & Refinished Vendors

Vic. Mod. V Drink Type	6.50	NW Mod. 33 Ball Gum	7.50
Vic. Mod. V Cig. Type	7.00	Adams Col. 10	14.50
SE Bulk, 10 or 20	9.00	Adams Col. Gum & Mint, 50	20.00
Lobby Rev. 10	9.00	Electro Servo Popcorn, 10	22.50
NW Deluxe 16 & 20	10.00	Electro Servo Popcorn, 10	22.50
Monitor 12 & 20	10.00	N.Y. Stamp, 14-30	12.00
Monitor 16	10.00	Popcorn Stamp, 14-30	12.00
NW Mod. 29 10 Bulk	6.75	Match Box Machs. (new, 12)	17.50
NW Mod. 40 12 Bulk	6.75	U-Shop Ball Gum, 10	12.50
Columbus 10 Bulk	6.00	Ad. Stamp, 34, new	5.00
Columbus 24 Bulk	6.00	Columbus Dun, 9 Camp.	5.00

SPECIAL AJAX HOT NUT VENDORS, LIKE NEW, Adjustable for 5¢, 10¢ or 25¢ operation. Original cost \$85.00. NOW \$39.50 COMPLETE WITH HEAVY STAND, 5 OR MORE \$35.00 EA.

RECONDITIONED AND REFINISHED COUNTER GAMES

SK Target King	679.50
SE Hunter	10.50
ABY Target Skill with stand	10.50
ABY Challenger with stand	10.50
Kicker & Catcher	10.50
ABY Skill Gun with stand	20.50
Whirlwind	10.50
Camera Chief	10.50
Sic. Snickers	10.50

NEW VENDORS

NW Mod. 49, 16, 50, or 100 or 12	\$17.50
Ball Gum	27.00
NW Deluxe, 16 & 20	20.00
NW Deluxe, 10 & 20	20.00
Columbus Ball Gum, 10	9.00
SK Ball Gum, 10	9.00

CIGARETTE MACHINES

National 9 Col., 250	\$40.00
Dugrenier Mod. W, 9 Col., 310	40.50
U-Shop-A-Pak "A", 9 Col., 350	40.50
U-Shop-A-Pak "B", 9 Col., 350	40.50
Uneda Model A, 9 Col., 375	40.50
Dugrenier "B", 9 Col., King Size, 375	75.00
3-Col. Clear Machine, 100	25.00

COMPLETE LINE OF PARTS, SUPPLIES—SEND FOR LIST!

WE TAKE TRADE-INS—LIBERAL ALLOWANCE TIME PAYMENTS!

1/3 Deposit With All Machine Orders. Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

607A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 21, PA.

PROMOTIONAL VENDING MACHINE SALESMEN

If you can travel extensively, have had actual experience establishing new operators through medium of Business Opportunity Column, can sell your deals clean and can finance yourself, we may have a "spot" for you. Our men all securing replies and doing business. Tell us where you travel and for whom you have sold. Write

BOX 5-66 Cincinnati 22, O.

c/o The Billboard

CHARMS—Proven Sales Boosters

Write for Complete Price List

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

YOUR AMERICAN RED CROSS IS ALWAYS THERE

FRENCH BOY POP CORN Dispenser



Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy outdoor profits. Write for full information

It means BIG PROFITS!

\$51.50

S. D. S. Chicago

Pop your own corn or buy fresh, ready-to-put popcorn from us. Write to Sales Dept.

A B C Popcorn Co., Inc.
2440 W. NORTH AVE.
CHICAGO 47, ILLINOIS

Perfumatic MEANS PROFITS



THE SEASONAL NEW 100 PERCENT PROFITABLE BUSINESS

THERE'S A LOCATION WHEREVER THERE'S A WOMAN

Write for details

PERFUMATIC OF CANADA LTD.

561 Eglinton Ave. W.
Toronto, Canada

SPECIAL SALE!!!

NORTHWESTERN 40% NEW IN ORIGINAL CARTONS. Write For LOWEST PRICES!

19 Sixe Snark (Manufacturer)	Each
Machines 2 Col., non-com. operated, cost \$47.50	59.50
2 Pkg. 100 SACRIFICE	59.50
1 Col. Cola Drink Machine	65.00
20 Hunter Target Games, 10	25.00
25 Atlas Banham Vendors, 50	9.00
1 LBS. NEW	17.50
25 Adams Gum, 10	9.00
25 Silver King Hat Gum, 10	17.50
25 Northwestern Deluxe Mat. 10-50	17.50
25 Platinium Hat Vendors, 50	9.00
25 Adams Vendors, 50, BRAND NEW	4.95

MERCHANDISE

Plasticine, Cashew, Ball Gum and Candy.

Write for LOWEST PRICES

1/2 WITH ORDER, BAL. C.O.D.

WANT TO BUY 1000'S OF SLIVER KING, small Counter Games, Silver Candy Machine and Shuffles

CANDY VENDING SERVICE
620 West of St., New York 12, N. Y.
LONG 9-1234

Try VICTOR Once and you will BUY VICTOR ALWAYS ORDER TODAY!

VEEDCO SALES CO.

2124 Market St., Philadelphia 2, Pa.
Phone: LOcalt 7-1458

WRITE FOR CATALOG

On Bulk Vendors, Merchandise Games, etc.

COPPER CHARMS

Large Size, new series, 1,000	\$2.95
Plastic Charms, new large series, 1,000	9.45
Small Size, new series, 1,000	2.30
Hand Painted, 1,000	1.35
Toy Watches, 2 or 3, 1,000	1.35
Plastic Hat, 1,000	1.35
"Hot Car" Buttons, 1,000	1.35

STANDS

All steel—minimum finish. No need to add sand, gravel, cement, etc. Ready for location.

\$3.25 each

We are the distributors for all leading makes of vending machines. One-Third Deposit on All Orders.

PARKWAY MACHINE CORP.
713 Essex St., Baltimore 3, Md.

VICTOR'S TOPPER

With Glass or Plastic Globe

\$48.00

CASE OF 4 **\$12.25**

SINGLE COMPLETE VICTOR 1800 IN STOCK!

CHAMPION NUT & CHOCOLATE CO.
1194 TREMONT ST., BOSTON, MASS.

Coinmen You Know

GET RID OF YOUR ANTIQUES!

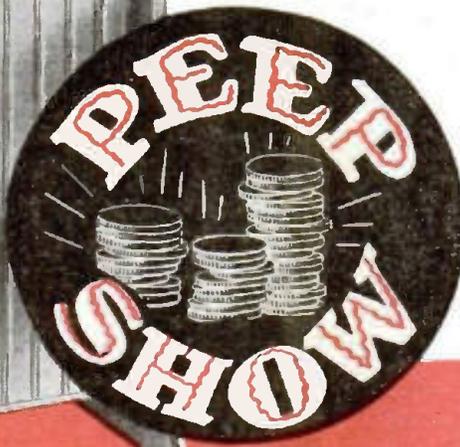
**STOP WASTING MONEY ON REPAIRS
TRADE 'EM IN!**



**NOW MAKE SOME
REAL MONEY!**



**WITH
CAPITOL'S
NEW**



Exclusive Eye-Catching Features:

- Lifetime 'life-like' illuminated action full color displays.
- Flashy chrome trim exterior.
- Brightly colored illumination.
- Available with natural color film.
- Front service operation. Every part of the mechanism easy to get at. Projector slides out and can be changed in a minute.
- The simplest, most efficient projector mechanism yet devised.
- Location tests reveal terrific public acceptance.
- Made by the manufacturers of the famous Midget Movies.

**ACT NOW!! WRITE TO:
CAPITOL PROJECTOR OR
YOUR NEAREST DEALER**

CAPITOL PROJECTOR CORP

814 Tenth Avenue • New York 19, N. Y.

Miami

Miami Beach is enjoying its biggest summer tourist boom in history with a resulting upsurge in biz for coin ops. . . . Miami, however, is rather quiet and following usual summer trend.

Harry Goldberg, H & G Novelty Company, back from a fishing junkie to Marco, on Florida's West Coast. . . . Sam Lano, formerly of Washington, D. C., is now operating here with pins, music and cigarette machines. Lenny Beitler, Taran Distributing, has miseries with a head cold.

The Coral Gables Medical Center, which houses 10 of the city's leading doctors, believes in accommodating waiting patients with machine-vended refreshments. Just off the waiting room is a Du Grenier candy vendor, proceeds of which go to the Masonic Home Endowment Fund; a penny bulk vendor, proceeds of which are earmarked for the Kiwanis Club fund for underprivileged children; a coke machine and a cigarette machine.

Harry Steinberg has severed partnership with Charles Polgar in their Hialeah venture, with Steinberg retaining shuffle games and music, and Polgar taking over the pin game operation. Steinberg's 11-year-old son, Junior, makes the rounds with his daddy while sporting a two-gun Gene Autry outfit.

Sonny Lonberg, from Tennessee, is Taran Distributing's new salesman on the West Coast of Florida.

Recent additions to the Taran showroom are Keeney's Big League Bowler, United's 6-Player Shuffle Alley and Gottlieb's Mermaid.

Gradual reactivation of Army Navy and Air Force bases in Florida has proved cheering news to coin ops. The Air Force is to take over Morrison Field at West Palm Beach any day, and Camp Blanding in North Florida is on a national list of army camps to be reopened soon. There have been recent rumors of the screening some of the plush oceanfront hotels in Miami Beach for G.I.s, but no official announcement has been made. Samuel Rivkind, president of the Miami Beach Hotel Owners Association and Grant Stockdale, publicist for the organization, are in Washington, getting the lowdown from the defense department on future plans.

Birthdays congrats to Eli Ross. Cigar-o-Mat Corporation of America has named Taran Distributing as its Southeastern distributor for the Cigar-o-Mat, selective cigar machine which vends six different brands at varying prices. Taran's service manager, Jack Litsiner, is spending his vacation the way more and more of the local folk are doing—at a swank Miami Beach oceanfront hotel where the same room in the winter would cost three to four times as much per day.

Pittsburgh

M. J. Abelson, Acme Vending Machine Company reports people are having their good times closer to home this year. . . . George Sopira, partner, Service-Rental Coin Machine Company, in addition to his route bolsters his income with long established serv-ice to offices for picnics, parties and wedding breakfasts.

Glen Gillette fails to see grounds for reports that conditions are unfavorable at present. In the 30's he points out, we had bread lines. . . . Raymond W. Watts, sales manager, Mills Automatic Merchandising Corporation, believes the drink, Moxie, will come back into popularity as a beverage in Pittsburgh.

Andrew Yoch of the Frank Leon Organization puts in practically a 12-hour stint on his job every day before touching his "book work". Sidney Weinstein, partner, Sidmor Vending Company, says the firm now has two men on the road operating within a 300-mile radius.

Joseph McGleam for three years has given his employees a 10-minute recess at 10 and 2 for a quick snack in addition to their regular lunch hour, and reports improved employee efficiency.

Clyde E. Stewart Sr., who operates an exchange at Mount

Oliver, is advertising shuffle bowlers for sale at \$120, and music boxes at \$100 up. Many homes with basement recreation rooms are prospects, he says, and could use music boxes to supplement TV at their parties. Stewart ran an ad in a community newspaper which in its circulation of 10,000 copies, includes one very well-to-do area. Sales terms are \$10 down, \$10 per month with one year of service free. Equipment is on display in the store.

Louis Hoffman of Atlas Novelty Company writes from California that it is very nice on the Coast.

S. P. Moore, district sales manager, Tri-State Automatic Candy Corporation, reports cooler weather is picking up indoor theater vending, and theater TV on fight sports shows is taking people away from home TV.

Joseph Blonstein, partner, Coin Machine Agency, has returned from a combination vacation and business trip to Hartford, Conn. where he formerly lived, and to Springfield, Mass.

Harry Rosen, president, Milk Vending Service Company, recounting his week-end fishing trip, says that when the auto party arrived at Tonawanda, N. Y., the last car failed to arrive. When Rosen and his carload drove back to investigate, he found the other car had been forced off the road and had crashed into a concrete bridge abutment. At the hospital the three occupants of the car discovered they had suffered only a sore chest, bruised knee and a sprained hand.

Cincinnati

Mr. and Mrs. Bill Bigner and son, Michael, have returned from a two-week vacation at Daytona Beach, Fla. Bill is associated with his father in Bigner, Inc. . . . Mr. and Mrs. Al Lieberman and son, have been motorizing thru the East visiting their families. They expect to return after three weeks by way of Canada. Lieberman is with the B. W. Novelty Company here.

Mr. and Mrs. Abe Salman, who operate Globe Games, expect to leave in this month for Miami Beach, Fla. Their daughter will accompany them. . . . Mr. and Mrs. Harry Hester and family are on a two-week vacation at Indian Lake, O. Hester operates B. & H. Vending Company. . . . Charles Kanter, owner-operator of Ace Sales Company, leaves late this month for a month's vacation in Miami Beach, Fla.

New York

Joe Hirsch, manager of the Associated Amusement Machine Operators of New York is back home after being hospitalized for a heart attack. Dr. Samuel Weisger also performed an operation on Hirsch's right eye to correct acute glaucoma, eye to correct the seizure. Hirsch hopes to rest up for a few weeks before returning to association duties.

George Wightman, experimental engineer for Eastern Electric, recently left for an eight-week vacation in his native Scotland. He made the crossing on the Queen Elizabeth and wrote to Jim Tebb, vice president, of his surprise on finding one of the firm's Electro consoles operating in the ship's lounge. At New Bedford, Mass., Eastern headquarters, U. E. Estlin, treasurer, is handing out cigars. A daughter was born last week to his wife, Isabel. Meanwhile plans are being made to welcome Mario Caruso, founder, Eastern, who is due back in Italy Monday (23).

Leo Willens, secretary of Capital Projector, reports that Goldsmith, of the sales staff, shooting in plenty of orders for Midget Movies from the Coast, scene of his current effort. Thru his latest deal, the converted movie machines will be placed in a chain of California supermarkets.

**Vital Statistics
Marriage**

Lee Jones, president of Oregon Music Association, Portland, Ore., married a Hamilton recently. Couple honeymoon in Southern California.

Moe Mandell, head of Northwestern Sales & Service, is home after an emergency appendectomy last week. Until he is back on his feet, **Carl Koren**, associate, is managing the firm's 42d Street outlet. **Marcus Klein**, Coinrow jobber, is getting set for a fishing vacation on Cape Cod. **Moe Bitter** will be in charge during Klein's absence.

Barney Sugerman and **Morris Rood**, of Rutgers Sales, are hosting ops who drop in to see and try out Bally's newest game, Shuffle-Line. Samples arrived last week. . . Hints of yet another new amusement piece, due for introduction here soon, come from Al Simon, factory agent for Chicago Coin. Meanwhile, Simon is completing plans for the new building he will pull up on 10th Avenue. Work should begin on the headquarters in a couple of weeks, he said.

Harold Cummings, president of Cadbury-Frank (America), is out of town this week on a biz trip. . . **George Millington**, president of Edward Sharp Sales, Inc., firm offering a vending pack of English toffee, is in Maidstone, England, visiting the company factory. **Ed Barnett**, Cameo Vending proxy, leaves soon on Catskill vacation.

Indianapolis
Louis Jones, juke box operator, is building a modern workshop in the rear of his residence to be used as a service department. **Rex Hassler**, who has been working for Shaffer Music Company in the service section during his vacation, has returned to his regular position with the James Music Company. . . **Dick Adair**, son of Bud Adair, King Music Company, Elwood, Ind., is home on furlough. He is stationed at Camp LeJeune, North Carolina.

The used equipment department at Shaffer Music Company is humming with activity getting used phonographs in condition to ship to many sections of the country. . . The Siler Sales Company, of Indianapolis, has installed coin-operated radios in the Methodist and St. Vincent's hospitals. The Siler company is replacing much of its old equipment with new Seeburg 45 r.p.m. units.

Mrs. Lottie Berman, head of Sicking Company, Inc., is recuperating at home after an operation at St. Vincent's Hospital. During her absence from the business, **Mac McClean** is taking over management.



WISCONSIN'S LEADING DISTRIBUTOR . . . ONE OF AMERICA'S LEADING EXPORTERS

EXPORT SPECIALS

ALL RECONDITIONED AND PACKED FOR EXPORT SHIPMENT

Wurlitzer 500	\$ 59.50
Wurlitzer 800	89.50
Wurlitzer 850	89.50
Wurlitzer 950	99.50
Wurlitzer 730E	129.50
W. Throne	59.50
W. Empress	69.50
W. Ola Super	59.50
W. Ola Playmaster	79.50
W. Regal	49.50
W. Colonel	69.50
W. 8800	79.50

WRITE FOR PRICE LIST OF RECADE EQUIPMENT AND PIN MACHINES; PRE-FLIPPER AND THE MODELS.

Form 1/2 Certified Dealer Balance C. O. D.

Wisconsin's Leading Distributor

UNITED INC.

101 West St., Milwaukee 8, Wis. Phone: WE 3-3224

Exclusive Distributors for Wurlitzer Wisconsin and Upper Mich.

Roberta Hunt, of the James Music Company record department, Chicago, will take a lake cruise before returning to her post. . . **Max Swain** has been added to the sales organization at Cain-Cailoute, Wurlitzer distributors. . . **George Wagner**, service manager at Cain-Cailoute, spent the week-end in the Smoky Mountains.

Los Angeles
Al Silberman, of the Badger Sales Company, hit the jackpot last week when his group was booked. Included in the group were **Danny Thomas** and **Phil Berle**. **Mrs. Jack Leonard**, wife of the Badger Sales parts department manager, takes off soon for Chicago. She and the children will be joined later by Jack, who will leave on his vacation August 17.

Rudy Jacob, Derby operator, on coin row buying parts for his game just before leaving for the East to join the Strates Shows. **M. L. Slater**, of Slater Vending Service, Rosemead, in town to purchase a fan. The hot weather has made many of the operators look for air-conditioning.

Charlie Daniels, of Paul Layman Company, due back soon from his vacation in the East that was interrupted by the floods in Missouri and Kansas. **Nick Carter**, of the Nickabob Company, returned from a business trip to Visalia, where the firm has both cigarette and music operations.

Stan Rouso, Stoner representative, back from a trip to Fresno and San Francisco. **Herb Rouso**, of Food-o-Matic, is reported enlarging his route. **Larry Granfield**, of County Sales, Spacarb representatives in San Diego, in town on business. **Mary Solle**, of Louenhagen Record Bar, visited the Hollywood Palladium to hear **Tony Pastor** and his orchestra. . . **The Fred Gauntz**, he of General Music, back from a visit with the **Walter Gauntz** at 29 Palms. The **Fred Gauntz** spent some time during the summer at Balboa.

Al Bettelman, of C. A. Robinson Company, preparing to take off on his annual vacation. **Phil Sreden**, of Western Vending machine servicing company, has started the installation of Acorn vendors in the supermarkets in San Bernardino. . . **Irving Gayer** in town from San Bernardino. **A. F. Grenier**, of the Arthur Dugrenier Company, Inc., expected in town soon on business. **Gordon Wolf**, of the Sun Electric Company, MGM Record distributor, was recently featured on the Don Otis disk jockey show from Dalton's Restaurant on LaCienega.

Bob Briggs, salesman for the Weymouth Service Company, distributors of Electro cigarette machines, back from a business trip thru the Northwest. **Ray Huizing**, bulk merchandise vender, is now making his home in La Habra, Calif., after living in Los Angeles for many years. He is associated with his father, **Abraham**, and theirs is one of the oldest firms of its kind in the section. **Randolph Leland**, Puller gum representative, soon to take off for Idaho on one of his infrequent business trips to that area.

Detroit
Fred Chlopan, executive secretary of Detroit Shuffleboard Association, caught "Call Me Madam" and "Gentlemen Prefer Blondes" in New York en route to Bermuda. . . **Donald J. McCarthy** has discontinued operation of the Northwest Vending Service, cigarette firm, and is now with the Detroit Department of Parks and Recreation.

Joseph Auton, branch manager for King-Pin Distributing Company, was in Kalamazoo, home office of the firm, for a few days. **Arnold McKeown**, service manager, was busy handling operator contacts here in his absence. **J. R. Pieters**, King-Pin chief, is due in Detroit again soon.

Milwaukee
Coinmen in the Badger State, especially in the tourist territory, are enjoying one of the finest seasons on record. Travel agencies report crowds are flocking to the lake region, and making things boom for resort owners and ops are getting their share. Added proof that biz must be good, according to **Sam Hastings**, is the fact that up-State ops are not finding the time to come to the

Beer City on shopping trips as they normally do.

Cigarette vending machine operator Ray Erster, is finding his receipts up, he reports. A recent buying trip resulted in the purchase of several new National still top the list on Erster's sales total, he reports. **Tarevtons** and **Pail Mails** steadily climbing in volume of sales.

Copeland Russell, who heads Russell Candy Service, finds personal turnover becoming more and more of a headache. Meanwhile, in spite of the help situation, biz continues good, with ice cream vending sales leading the pack. **Cup ice cream**, put up in specially created packages retailing for a dime is Russell's specialty. The ice cream is manufactured and packed for him exclusively by the **Luick** and the **Benfeldt** companies.

Regular weekly shopping trips to Milwaukee are seldom if ever skipped by the team of **Jack Schaller** and **Tony Hirt**. **Sheboygan**. Both report premiums keeping machine play generally at good levels. **Leroy Bartel**, Waupaca Modern Music, was another recent visitor to Milwaukee distributors of games and music equipment.

Ed Gessert, who spent many years in the employ of the General Novelty Company, is now on the **Sam Hastings** pay roll. Gessert handles the office chores and does some floor selling.

No dime play switch-overs are in the immediate planning stages for **Red's Novelty firm**, according to **Red Jacomet**. He says that

if and when the telephone charges in Milwaukee are upped to a dime this fall, as rumored, it might make dime music prices easier to sell to the public. Meanwhile, **Red reports United Five Players** and **Hook Bowlers** are doing well.

The reopening last week of Wisconsin Avenue's "Magnificent Mile" resulted in immediate boosting of traffic in the downtown section and is responsible, according to ops, for considerable brightening of the coin machine business. **Arcade operators Doug Opitz** and **Bob Hoehl** report the street reopening has considerably aided their businesses.

Chicago
Howie Freer, export manager at Empire Coin Machine Exchange, notes increased demand for games in the two to three-year-old class. **Stanley Levin**, ace roadman, is quick road trips thru Illinois and Iowa. Firm has just lined up a lot of scarce merchandise and **Levin** wants his customers to get first crack at it. **GI K&H**, Empire boss, has been busy entertaining out-of-town operators.

Dave Simon and family, New York, called at United Manufacturing. **Simon** finds business steady and improving. Firm's Six-Player Shuffle Alley is making a host of new operator friends. The new 3-4-5 game, debuted last approach to in-line scoring. **Johnny Casola**, ace road staffer, found tests of the new game very encouraging. He and his wife, **Muriel**, celebrated their 17th anniversary Tuesday (17). **Billy De Selm**, sales manager, was busy last week with out-of-town calls.

"Everybody trying to get our games," **Billy** comments.

Irving Solovey, Panama, was a visitor at the NAMM show last week. He has several new ideas on record merchandising and is interested in becoming distributor for his country. **Solovey** went to Panama 40 years ago. He handles music, games and vendors.

Activity at Bally Manufacturing has reached a high pitch. Firm just released a new giant pin, Futurity, and the Shuffle game Shuffle-Line. As a result of these new units firm was visited by a steady run of out-of-town coinmen and **Herb Jones**, **George Jenkins**, **Ray Moloney** and **Jack Nelson** were on the receiving line.

Joe Schwartz, National Coin Machine Exchange, and his wife spent the July 21-22 week-end as guests of the **Dave** and **Nate Gottlieb** families in Eagle River, Wis. While in the area, they planned to visit **Nate's** son, **Shel**. (Continued on page 100)

24 Bally Turl Kings	... @ \$210.00
Completely Retinished	
17 Bally Champions	... @ 100.00
10 Bally Citations	... @ 72.50
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2 148-M	Hideaway	PACKARD
3 148-SL	1 H-147-M	7 Manhattan
11 147-M	Hideaway	1 Model "7"
13 147-MA	2 H-246-M	AIREON
15 147-S	Hideaway	3 "1207-A"
14 146-M	11 H-146-M	4 "1200-A"
6 146-S	Hideaway	

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16 Hi-Tones		1 Super '40
3 '41 RC Special	WURLITZER	3 '39 Deluxe
1 Casino	6 "750"	3 '39 Standard
4 Commander	6 "500"	
3 Regal	1 "700"	
6 Classic	1 "950"	
5 Colonel	1 Gem	
1 Gem	7 "800"	
1 Crown	1 "600-K"	
1 Envoy	1 "850"	

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Coinmen You Know

Continued from page 99

ley, who is spending the summer at Al Schwartz's Camp Ojibwa on Catfish Lake. Joe and Al are brothers.

Sam Lewis, Chicago Coin Machine Company, was the recipient of encouraging news from three areas. Harold Lieberman, Minneapolis. Jack Rosenfeld, St. Louis, and Al Simon, New York, were the messengers. They reported substantial pick-up in operators' receipts in their respec-

tive districts the past two weeks.

Art Weinand, vice-president and director of sales, Rock-Ola Manufacturing, reports the firm will hold a distributor meeting Sunday (29) here. The firm's field sales reps will also be on hand for the session. David C. Rockola, president, and J. Raymond Bacon, executive vice-president, will be on hand for the meeting, the first such get-together in over a year. Meanwhile, Weinand reports the

Rocket 51-50 is now in heavy demand, especially in those areas where ops are testing dime play.

Joe Kline and Wally Finkle, First Distributors partners, last week reported a continued upward trend in business, with pin and shuffle games, music and premiums all figuring in the sales. The sales of Chicago Coin's Hit Parade unit, handled in a four-State area by First, have been excellent in recent weeks. Mal Finkle, head of the premium division, reports he is now merchandising items, many of which will be in the hard-to-get category when the seasons roll around.

Charles Pieri and Clayton Namoroff, Monarch Coin, hope to have their new Lincoln Avenue headquarters officially open August 1.

The social side of the local and suburban music operators' business stepped up sharply the past two weeks. It started at the Recorded Music Service Association annual field day at Bunker Hill Country Club Thursday (12). Next day it was at Sampson Company, Columbus, a record distributors, tossed a get-together for operators with Frankie Laine, Sara Vaughan and Rosemary Clooney at the Sheraton, Monday thru Thursday of last week there were parties for operators in conjunction with the N.A.M.M. convention at the Palmer House.

Exhibit Supply Company was one of the busiest spots in the trade last week. Firm is doing heavy trade in its two horse units — Pony Express and Big Bronco — and is also bustling in its electro snap switch division. Ford Sebastian, executive vice-president, reports all production funds are turning out a good day's work. Frank Mancusi, sales manager, is expected back at the plant Tuesday (24). He has been on a business trip to New Orleans, Florida and Texas.

The Gottlieb factory resumed full scale operations Monday (18)

following a two-week group vacation. Alvin Gottlieb spent the time at Eagle River, Wis. Currently he and Sol Gottlieb are holding the fort at the plant while Nate and Dave Gottlieb and their families are up in the Wisconsin resort. New five-ball put on the line this week was Glamor.

Over at World Wide Distributors, Al Stern and Len Micon have been handling a lot of export inquiries in addition to domestic orders. Firm has been getting a lot of action on a batch of late model games. Micon counted 108 different models. Monty West is trying to line up the time to make a road trip thru the Illinois, Indiana and Iowa territory. Stern, a long time fighter, enjoyed watching Joe Walcott throw that Blockbuster at E. Charles.

Hartford, Conn.

The Hartford coin trade may have a representative in city council next year. Hy Steinberg, mechanic, tossed his hat in the campaign for the governing body. If elected, he will be the first coin machine man in some years to sit in the council. . . . Abe Fish, president of the Connecticut State Coin Association, told last week's meeting at the Hotel Bond, Hartford, that a Fairfield county membership campaign is being launched. "We'd like to get in more members from the area on the Connecticut and New York State lines," explained Abe. Next week he'll throw that blockbuster at the Hotel Bond.

Lou Chack, general manager of General Amusement Games, Hartford, sporting a new summer jacket. . . . There hasn't been much concrete reaction so far on switch-overs from 5 to 10-cent plays in juke boxes along the shoreline as yet, with operators still hesitant about going all-out for the change. The ops, it's understood here, are carefully feeling their way thru this new situation, with key locations particularly being handled with caution. "We don't want to lose a good account while trying to get more money per play," one op explained.

Milwaukee

Harry Jacobs Jr., president, United, Inc., is back home after a two-week trip thru Wisconsin and the upper peninsula in Michigan. Among those operators contacted by Jacobs during his trip were Harry LaFollette, Manistique, Mich.; Herb Flath, Escanaba; Leo Koswinski, Iron River; Mickey Green, Wausau; John Barros, Merrill; William Wanek, Marinette; Louis Jacobs, Stevens Point; Mark Case, Eagle River; and James McCann, Portage. During the trip Jacobs and his wife spent a few days at the Grand Hotel, Mackinac Island.

Philadelphia

Nate Raks, head of Rake Coin Machine Exchange, is back on the job after a week in the hospital and his secretary, Betty Applebaum, reports that the pace in company administration has been stepped up a notch since his return.

Leon Quinn, chief mechanic of Bob Bueschen's vending operation in Buffalo, was in town last week for visits to the Rowe office and factory. Jack Mill, Rowe vicepee in charge of sales, is out of town on a two-week business trip. . . . Hal Meeks, distributor of the Mills gum vender, has named Jack Schoenbach local handler of the penny machine. Meeks reports Mills factory re-builts are enjoying a heavy demand.

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- SEEBURG 146M 199.50
- SEEBURG 147M 229.50
- SEEBURG HIDEAWAYS H146M. . . \$189.50
- SEEBURG HIDEAWAYS H246M. . . 199.50
- SEEBURG HIDEAWAYS H148M. . . 239.50
- A.M.I. MODEL A \$319.50
- WI-L56—5c WIRELESS 17.50
- 3W-2-L56—5c, 3-WIRE 19.50

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- United Double Shuffle Alley 49.50
- UNITED SHUFFLE ALLEY EXPRESS 74.50
- United Super Shuffle Alley 39.50
- United Shuffle Alley 59.50
- With Disappearing Pin Conversion 149.00
- Universal Super Twin Bowler 64.50
- Chicago Bowling Alley 140.00
- Chicago Bowling Classic 150.00
- Chicago Trophy Bowl 275.00
- UNITED TWIN REBOUND 214.50
- Bally Hook Bowler 44.50
- Bally Shuffle Bowler, 9 1/2" 71.50
- Bally Speed Bowler, 9 1/2" 44.50
- Nationwide Shuffle Pool 69.50
- Gottlieb Bowler, 6 1/2" 69.50
- Keeney ABC Bowler 275.00
- Keeney League Bowler, 4 Player 149.50
- Wm. Double Header 275.00

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Acorn Charm 14.50

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Primo King 12.50

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W. W. 49.50

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U-Secret 34.50

Go Loco 34.50

W. W. Tub Gum 25.95

30 Ball Gum 7.50

Proshaver Berrie Sandwich Write

Turr King \$229.00

Champion 175.00

Pharo Finish 159.50

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Go Cup 84.50

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Wm. & Stone Write

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Wurlitzer 1080	185.00
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Gottlieb Select-A-Card	60.00
Gottlieb Pocketo	100.00
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Williams Dallas	75.00
Williams Maryland	75.00
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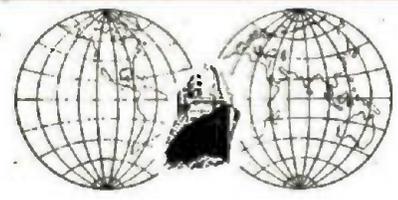
Manufacturers' Directory

Continued from page 95

White's Comb Vendor Co. (comb)
865 Grace St., Plain, Ill.
Fruited Food, Inc. (cottage)
1135 Third St., Oakland, Calif.
Automatic Moust Corp. (moust)
333 W. 7th St., Long Beach, Calif.
Pinn Corp. (hair oil)
1619½ Vinton St., Omaha, Neb.
E. B. Metal Products Co., Inc. (handkerchief)
227½ E. 144th St., Bronx 51, N. Y.
A. M. (toilet)
& Craig Court, Pittsburgh.
Columbia Vending Co. (matches)
2905 Madison St., Columbus, O.
Haskays Novelty Co. (matches)
1754 E. Grand, Des Moines
Diaz Cup Co. (paper cups and dispensers)
Easton, Pa.
Lilly-Tulle Cup Corp. (paper cups and dispensers)
122 E. 42nd St., New York
Rove Mfg. Co., Inc. (toilet)
31 East 17th St., New York
Empire Penell Co. (penell)
Shelbyville, Tenn.
Walter's (toilet)
Box 1387, Cedar Rapids, Ia.
Karr & Co. (penell)
2913 W. Lehigh Ave., Philadelphia
Perfumatic of Canada (perfume)
1 London St., Toronto.
Andrew Gervais & Co. (powdered soap)
3290 Euclid Ave., Cleveland.
Vend-Rite Mfg. Co. (penell)
1616 N. Halsted St., Chicago.
Wilson-Ray Corp. (voice recorder)
Charlotte, N.C.
International Mascoppe Corp. (photo and voice recorder)
46-02 118th St., Long Island City, N. Y.
Auto-Photo Co. (photo)
1468 B San Pedro St., Los Angeles.
A. Worman Deper, (toilet)
1518 Fountain Ave., Hollywood.
Rec-O-Mat, Inc. (records)
2118 S. Catalina, Los Angeles 7.
Automatic Industries, Inc. (usa tan lotion)
King of Prussia, Pa.
Hagers, Jakes & Brittain Vending Co. (usa tan lotion)

Old Hickory, Tenn.
Techni-Kraft Corp. (usa tan lotion)
1009 Russell St., Nashville
General Register Corp. (ticket)
18-20 31st St., Long Island City 1, N. Y.
Trans Meter Corp. (ticket)
42 William St., New York.
Service
Kool-Sleep, Inc. (air cooler)
Cambridge, O.
Sec. Wash. Inc. (showercaps)
545 5th Ave., New York
Pap-Pull Manufacturing Co., Inc. (bottle opener)
770 San Pedro Ave., San Antonio.
Dime-A-Walk Corp. (clock)
Los Angeles
McDowell Manufacturing Co. (foot stimulator)
Pittsburgh 9
Consolidated Productions, Inc. (hair dryer)
77 Landerdale, Pa.
Electric-Aire Engineering Corp. (hair dryer)
209 W. Jackson Blvd., Chicago 4.
Joumograph, Inc. (insurance)
Brown-Mars, Bldg., Birmingham.
Johnson Pore Box (insurance)
4515 N. Ravenswood, Chicago.
L. E. Pratt Co., Inc. (hair trimmer)
277 Water St., Warren, N. I.
Auriform Corp. (massage)
Cryo-Lator Division, 1007 W. Grand, Chicago 11.
International Mascoppe Corp. (massage)
46-02 118th St., Long Island City, N. Y.
Reover Bros., Inc. (name plate)
14601 14th Ave., Brooklyn
American Lockster Co., Inc. (parcel locker)
211 Congress St., Boston.
Gitch-Hume, Inc. (sewing machine)
Watts Bldg., 5th & East Sts., San Diego
Aldrich C. Brown (shaver)
5211 27th Ave., San Francisco.
A. H. Pritchard Co. (shaver)
6 Craig Court, Pittsburgh.
Mountaintop, Inc. (shaver)
417 Liberty St., Springfield, Mass.
Acme Sales Co. (shoe shiner)
465 West 43 St., New York
Northwest Engineering & Mfg., Inc. (shoe shiner)
311 West 28th St., Minneapolis.
Electronic Devices (telescope)
1128 E. Michigan Ave., Chicago.
Advance Machine Co. (toilet lock)
4641 N. Ravenswood Ave., Chicago.
Nite-Loc Co., Inc. (toilet lock)
110 N. Illinois St., Indianapolis.
Perez Turanville Co. (burntish)
310 W. Jackson, Chicago.
Self-Service Typewriter Co. (typewriter)
1601 Barnett Bldg., Jacksonville, Fla.

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MECHANIC WANTED

Phones, One Balls and Slots. No floor. Send ref. and state salary expected.
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Exchange Rate

Continued from page 53

found a new market right in his lap. The problem that confronted him was to find someone who knew the ins and out of the foreign exchange regulations. The matter was solved in 1946 when Duarte was discharged from the Army and came to work for Badger in the newly created exporting department. Prior to his service in the Armed Forces, Duarte had been with an exporting firm.

A year ago the firm dispatched Duarte on a tour of 12 South American and Central American countries to obtain first-hand information as to what Badger customers in those territories needed. Duarte reported that only a few countries have restrictions on coin-operated equipment but the main problem is the rate of exchange.

Ships Appliances Too

After joining Badger, Duarte extended his market to other products with the result that the firm today not only handles coin-operated equipment shipments but other items such as appliances.

During the time that Duarte has been handling exports, he has built a sizable business in records. However, there are some barriers here which an exporting company cannot handle. As a rule, the countries have their own types of music and the available product made in this country does not always have the full appeal. Only recently this manager made a purchase of a number of records at a close-out that will be sold abroad.

Write some of the numbers are old, they may find places in other lands for the reason that they have not been heard there.

Japan, Mexico Tie-Up

Some time ago the firm made a tie-up with Fred Emerson, who had been on Okinawa for several years. Emerson was in this country and was returning to Japan. Happel made a deal with him to represent the firm there, selling equipment and also buying merchandise for Badger.

A recent addition to the firm is A. R. Zamora. He will headquarter in Guadalajara, Mexico, and cover the country, particularly the West Coast. Zamora visited the company's headquarters last week to acquaint himself with its stock.

Most of the exporting that Badger does is to South and Central America and the Orient. While this territory includes only a small part of the world outside of the United States, exporting and importing is big business for Badger.

WANTED Capable Mechanic

Familiar with Five Balls, One Balls and Phonographs. Steady employment. We are the country's foremost distributors of coin machines. Located in Chicago.
BOX 460
Care The Billboard
189 W. Randolph St., Chicago, Ill.

Plug Twill Bags As Collector Aid

NEW YORK, July 21.—Zipped cash bags, plugged as an aid to route collectors, will be featured in a sales drive aimed at operators now being mapped by the Lewis Mercantile Company here.

The bags, measuring 7½ by 9½ inches, are made of herringbone twill and have sling handles for easy portability.

Saskatchewan

Continued from page 53

1949 grosses. His figures last year are an indication of the scope of his operation. Jukes brought in \$20,500, hospital radios, \$2,000, and penny games and vending machines were worth \$3,500. His music equipment is located in the main (110 machines) in smaller towns, with only 35 situated here.

Commission Schedules
Here in Regina commission schedules are set at 50-50, with Portugal getting 60 per cent from machines in smaller communities and the location retaining the 40 per cent balance. Average total income per machine in Regina in 1950 was only \$300 for the year, and \$450 in the smaller towns.

Juke box licenses vary from \$10 to \$30 thru the province. Penny games, on the other hand, are taxed \$50 in Regina, thus practically prohibiting their use in the city.

Still on the outgo side, Portugal reports record, repairs, traveling, office and insurance expenses on the increase, but help is still abundant.

Dime Play?

Like other sections of Canada, this province has not as yet seen fit to make a move to increase the price of juke box play—despite the rising costs which face operators no matter which way they turn.

Most operators here feel that with business off at a nickel, it would be still further hurt if an attempt were made to hike the price to a dime. Instead of the higher per-play fee, operators believe that re-opening of many military installations thout Canada, and the subsequent emphasis on the military (including stepped-up enlistments of men and women) will start the pendulum swinging the profit way.

Also prominent in the picture here are Vincent Bryant, Jack Emery and Bus Derbyshire, operating as the Modern Coin Amusement Company. Firm has 80 new juke boxes, 25 in Regina, the balance in the country, several counter model jukes, pin ball games, shuffleboards, and 65 penny gripper and gun games. This company is comparatively new to the territory, but it is expanding steadily, and has brought new and aggressive operating procedures to the fore.

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Wurlitzer Model 1250 Phonographs for Free Play Tuff Klugs and Cool Tones

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Minneapolis, Minnesota

Shuffleboard Surfacing Machine

With Attachments and 2 Wheel Trailer with Electric Brakes and one Shuffleboard all for \$1,150.00.

J. D. WRIGHT

1055 E. Whittemore Fillet, Mich.

Portland Ops

Continued from page 84

conducted by an independent survey agency operated by Dan Clark II. It showed 70 per cent of persons polled favored licensing of games, 24 per cent opposed and the remainder undecided.

Harris reminded the commissioners pinball games yield \$100,000 a year revenue to the city.

Miles Brandon, past president of the Oregon Tavern Owners' Association, said the ban would have caused widespread unemployment in his field.

PIX CLICK IN L-A BOOTERY

SAN PEDRO, Honduras, July 21.—A shoe store may not seem an ideal location for a coin machine, but Lucio Ornelano's emporium here has found a Photomatic a major source of income. Since installation in his store about 18 months ago, the machine has swapped the local citizenry at an average rate of more than 400 a week. Charge per framed photo is 50 centavos (about 25 cents.)

Jennings Hospitalized

ROCHESTER, Minn., July 21.—O. D. Jennings, president of O. D. Jennings & Company, coin machine manufacturing firm, has been under observation at the Mayo Clinic here and is expected to undergo an operation shortly. Jennings flew to Chicago early this week on business, then returned to the clinic. His firm is now engaged in defense production.

Charter Ark. Firm

LITTLE ROCK, July 21.—Johnson-Peppard Amusement Company, North Crossett, Ark., has filed articles of incorporation, listing authorized capital stock at \$20,000. Incorporators were Norman B. Pearah, Fred Peppard and James D. Johnson.

WANTED!

- CASH \$ DOLLARS
- paid for
- NEW & USED
- * SHUFFLE MACHINES
- * JUKE BOXES
- * WALL BOXES
- * ONE BALLS
- * FIVE BALLS
- * BEAR GUNS
- * BAND BOXES

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BIG MONEY EARNER!

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OPERATORS
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CAN BE OPERATED IN ALL 48 STATES

- MAKE RINGERS—DOUBLE RINGERS
- 10c & 20c PLAY 1 OR 2 PLAYERS
- COMPETITION SKILL—SPEED
- EASY SERVICE FEATURES
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3 Ft. Long

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POST-WAR PHONOGRAPHS

Seeburg 1946 RC Specials	\$249.50	Wurlitzer 1180	\$374.50
Seeburg 1947 RC Specials	276.50	Wurlitzer 1200	399.50
Wurlitzer 1015	199.50	Wurlitzer 1210	424.50

PRE-WAR PHONOGRAPHS

Seeburg Hi Tones	\$49.50	Wurlitzer 950	\$49.50
Seeburg Colonels	49.50	Wurlitzer 960	49.50
Seeburg Kings	49.50	Wurlitzer 970	49.50
Wurlitzer 750	109.50	Wurlitzer 980	49.50
Wurlitzer 760	49.50	Wurlitzer 990	49.50

ACCESSORIES

Willis Wireless Seeburg 5c Boxes	\$22.50	Deluxe Bowler	\$79.50
Packard Boxes	17.50	Speed Bowler	79.50
Willis 5c Wired Seeburg 5c Boxes	17.50	Dial Gun	\$49.50
1180 Wurlitzer 5c-10c Boxes	19.50	All Star Baseball	\$19.50
3022 Wurlitzer 5c Boxes	19.50		

SHUFFLE GAMES

Deluxe Bowler	\$79.50
Speed Bowler	79.50
Dial Gun	\$49.50
All Star Baseball	\$19.50

CIARETTE MACHINES

Lincoln Model 100	\$49.50
De Graaf Model W	49.50

NEW GAME SPECIALS

Tri-Score	WRITE
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3 COMPLETE HOSTESS SYSTEMS—UNITS OF 10—MAKE AN OFFER!

Ten Pins	Take Your Choice	Pin Ball
Shuffle Alley	\$34.50 EACH	Shuffle Bowler
Beating Lasso		Shuffle
Shuffle Lane		Teen Shuffle

FIVE-BALLS

Friend Action	\$79.50	Virginia	\$29.50	Samba	\$97.50
Merry Widow	79.50	Tennessee	79.50	Morocco	49.50
Screw Ball	79.50	Texas	79.50	Swanee	59.50
Trade Winds	79.50	Dallas	79.50	Oklahoma	79.50
Bermuda	14.50	Maryland	79.50	All Stars	79.50
Trinidad	79.50	Star Master	79.50	Ohio in Wonder	79.50
Spin Ball	79.50	Booster	79.50	Ind	79.50
Crazy Ball	79.50	Blue Ball	79.50	Lady Robin Hood	79.50
Thrill	79.50	Roller	79.50	Memphy Dumpty	79.50
Cabine	79.50	Roller League	79.50	Telcord	79.50
TAMI	79.50	Ball	79.50	Dorcas Shuffle	79.50
Sunny	79.50	Moon Glow	79.50	Carnival	79.50
Shower	79.50	Acquada	79.50	HW Parade	79.50
Dew-W-Dilly	79.50	El Fand	79.50		

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Bank-a-Ball 65.00		
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Sin Bummy 100.00		
Madison Sq 100.00		
Garden 140.00		
Appaloosa 80.00		
Navada 55.00		
Sabin Hood 35.00		

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Exhibit SIX SHOOTER
Exhibit GUN PATROL
WRITE FOR PRICES

IRVING MORRIS, INC.

34 Frothingham Ave.
Newark 8, N. J.
Glaxo 3-1200

Panama Market Growing

Continued from page 83

owned by the U. S. government in the Canal Zone. Later when the military decided to operate its own equipment Solovey went into the distributing end of the business.

One of the oddities of Panama is its coinage. At one time the republic minted its own money. Now the country uses U. S. money. This was changed some years ago when the administration in power found it would cost much less to use U. S. minted coins. Therefore no changeover of coin chutes is necessary for equipment imported from the States. Another favorable point is Panama, which is equipped with 60 cycle current, the same cycle for which standard machines are designed. In the Canal Zone, most of the current is the 60 cycle variety but some of the older wiring, gradually being replaced, is 25 cycles.

Products brought into Panama carry 20 per cent duty but those brought into the Canal Zone are duty free. In order to avert the possibility of having coin machines or other imports being re-exported from the Canal Zone to Panama

or other neighboring Central American countries only clubs and PX's in the Canal Zone can import and shipments must be consigned direct to club or PX which is to place the machine on location.

Most of the coin machine shipments to Panama and the Canal Zone are in the music field but there has been a steady run of small shipments of cup and bottle venders and bulk units. The situation of games is variable. Some times it is permissible to bring in amusement games while in other periods temporary bans are put on this type of product. Since there is rarely any warning when the temporary game embargo is to be put in force, it is customary for coinmen to purchase heavily during opportune times to cover the months when no game imports are allowed.

One of the problems Solovey hoped to solve while in the States concerns records. Prices on records after duty and freight has been paid is about \$1.25 and operators are always worrying how often they can afford to change records at that price and still make out. Solovey feels if he can straighten out the price somewhat when he calls on different disk firms, more operators and more locations will be interested in buying equipment. Records favored vary a great deal but are mainly in the classical, Spanish and rhythm and blues classifications.

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RACE HORSE

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... FREE PLAY ... REMOTE CONTROL ...

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Automatic Payout
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Madison Sq. Garden	140.00	King Arthur	120.00
Georgia	130.00	3 Musketeers	115.00
Joker	120.00	Knock Out	145.00

PHONOGRAPHS

A.M.T. Model A	\$175.00
Wurlitzer 1100	245.00
Wurlitzer 1015	225.00

Chicago Coin Hit Parade—Write for Price

NEW 5-BALLS

Free Play and Monthly Trest
Gottlieb **GLAMOS**
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Bally **BRIGHT LIGHTS**
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ARCADE EQUIPMENT

Date Gun	\$85.00	Hubdell	\$15.00
Seeburg Beer Gun	\$245.00		

RECONDITIONED SHUFFLE GAMES

Keeley League Bowler	\$175.00	Super Twin Bowler	\$135.00
Bally Hook Bowler	275.00	Chicago Coin Trophy Bowl	145.00
Keeley Double Bowler	145.00	Shuffle Alley Express	85.00
Chicago Coin Classic	145.00	Genco Bowl-A-Line	85.00

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List Exports

Continued from page 82

San Francisco to Japan, a lined solid wood box should be used, plus the laminated paper. While weight is a factor in export shipments, especially when a big unit is involved, it is better to spend a little more and get the job done correctly than end up with an unhappy operator customer who has damaged merchandise.

In the past few years many distributors and manufacturers have turned their packaging problems over to experts, once volume was built up. The coin machine distributor and manufacturer often finds it cheaper to call in a firm whose staff, because of experience, can handle the job more efficiently.

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20-24-32 Records
5¢ or 10¢ Play



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Keeney DUEL BOWLER	155
United SHUFFLE SLUGGER	145
Chl. Coin BOWLING CLASSIC	120
Univ. SUPER TWIN BOWLER	120
Billy SHUFFLE CHAMP	65
Keeney KING PIN	65
United SHUFFLE ALLEY EXPRESS	65
Univ. TWIN BOWLER	65
Chl. Coin SHUFFLE BASEBALL	65
Wm. DELUXE BOWLER	65
Keeney ABC BOWLER	65
Billy SPEED BOWLER	55
Chl. Coin BOWLING ALLEY	55
Dot. BOWLETTE, 6 R	55
Billy SHUFFLE BOWLER	55
Genco GLIDER	55
Wm. TWIN SHUFFLE	55
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FIVE BALL GAMES

SHOO SHOO	\$155
4 HORSEMEN	145
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HOT ROD	135
KNOCKOUT	135
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5 FACIE	105
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CAMBL PASAVAN	105
TUMBL SWFO	105
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TAMTI	95
WARRIORS	95
DOUBLE SHUFFLE	85
WARRIORS	85
SHUFFLE CARD	85
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DALLAS	75
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SPARKING CHAIR	69
CAROLINA	69
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BARON SIX SHOOTER	\$259
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WML STAR SERIES	135
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Wm. QUARTERBACK	125
Chl. Coin GOALIE	95
QUICKEZ, w/ Film	85
Genco BING-A-BOLL	85
Seeburg SHOOT-THO-DOUCE (conv.)	85
BRNIN DALL GUN, late model	85
BRNIN DALL GUN, early model	75
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Brans 10 STRIKE	69
Genco ADVANCE BOLL	55
BRAND NEW CLOSEOUTS	6155
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(Honey)	31.00	Mercury	74.50	Trinidad	37.50
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8" Keeney Duck Pins	126.50	8 1/2" Keeney Pin Boy	29.50
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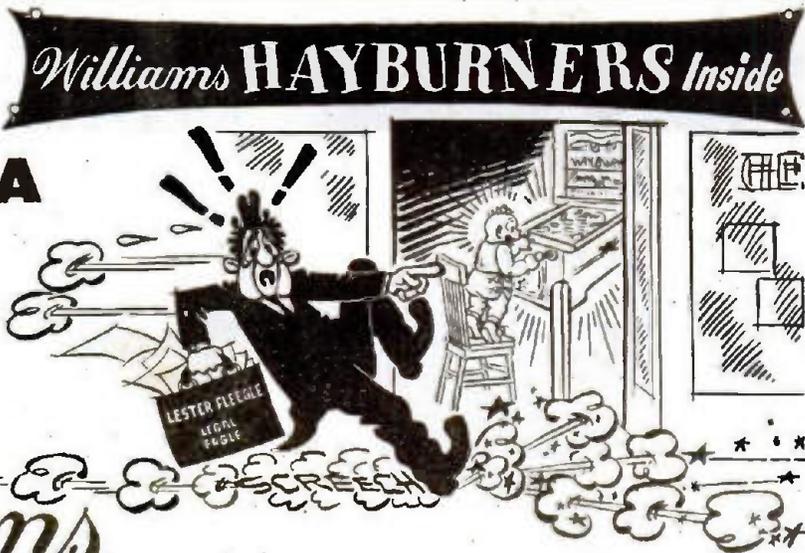
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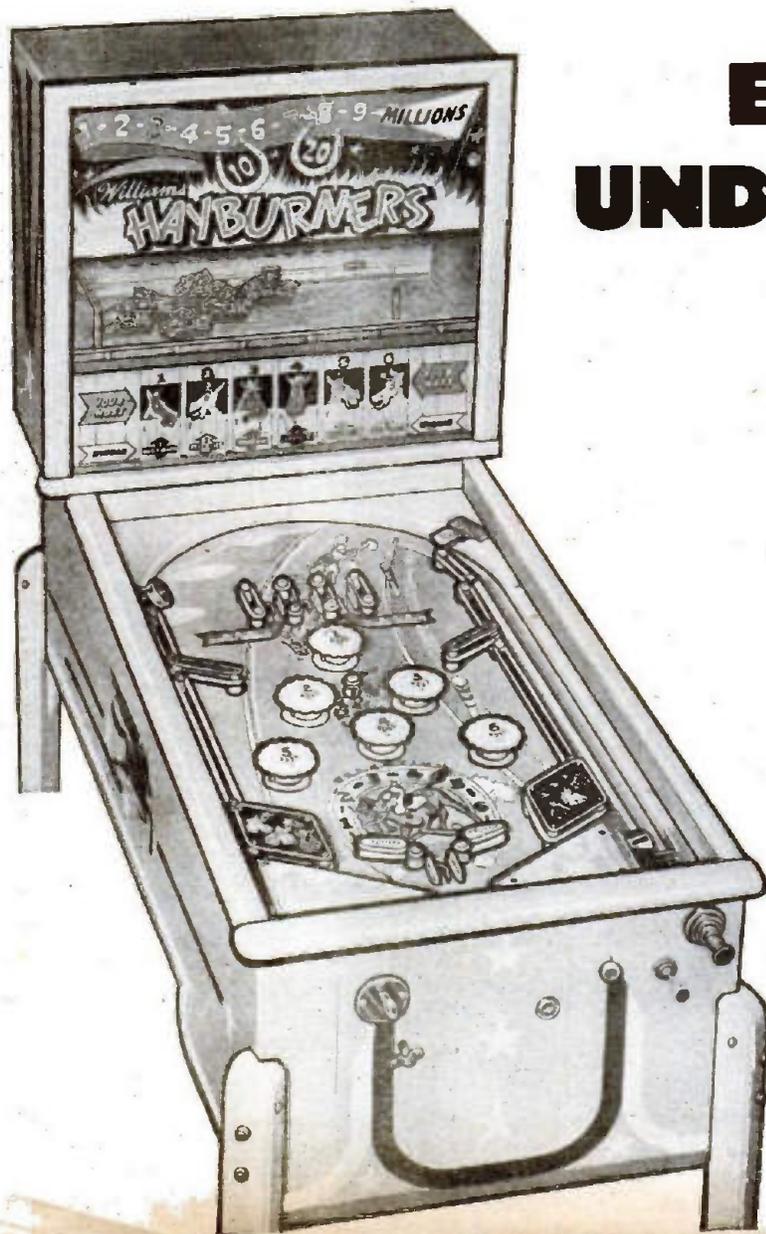
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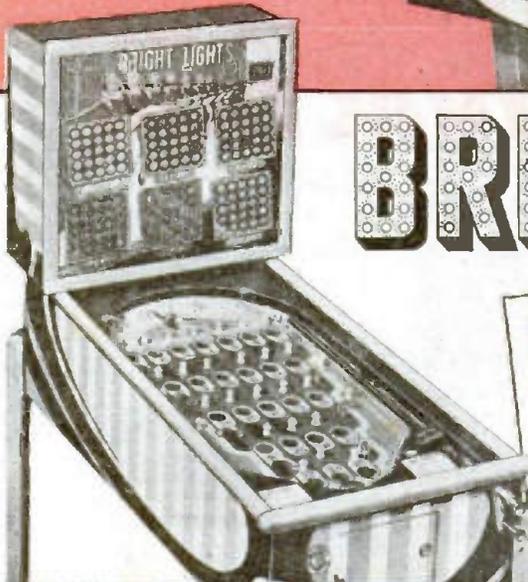
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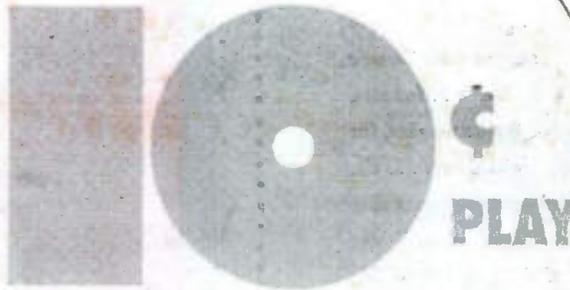
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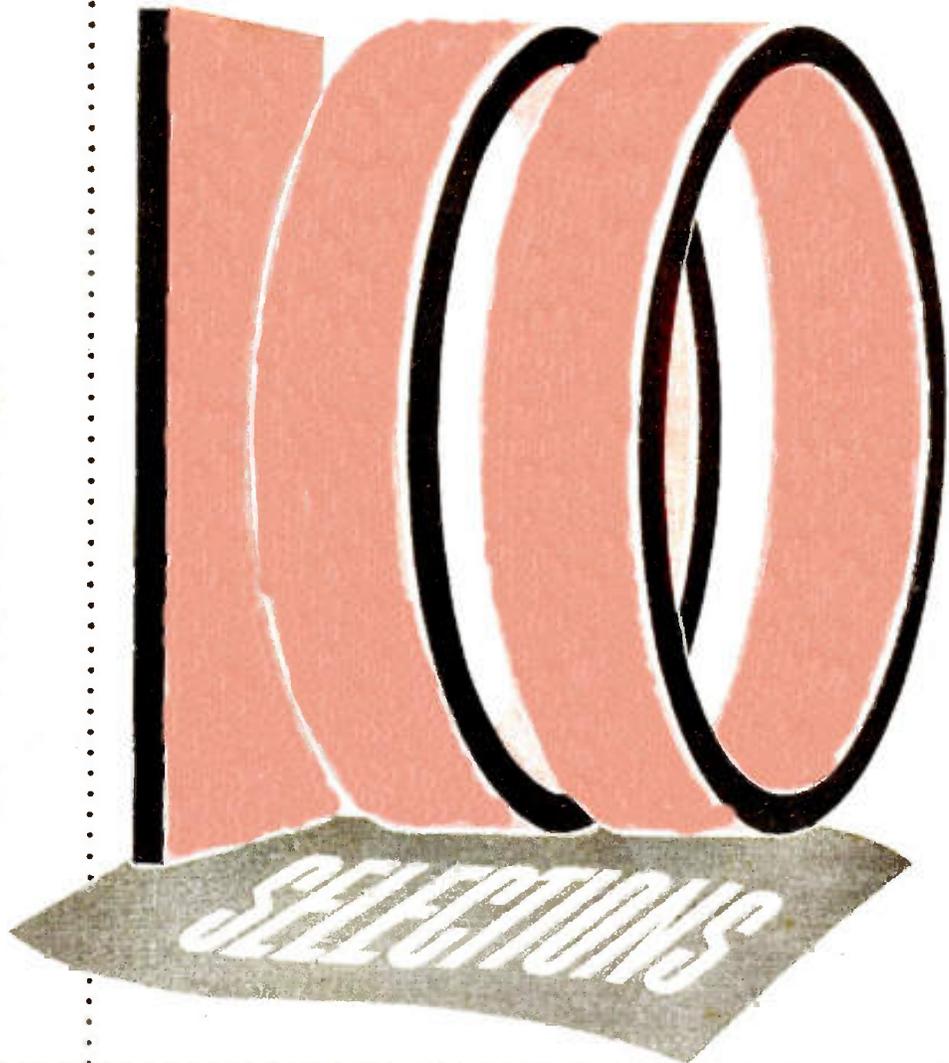


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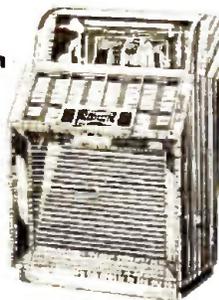


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