

# The Billboard

JULY 7, 1951



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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## CBS-RCA Blueprint Color-TV Battle Strategies for 1951

### Theaters Boom As Fightcasts Draw the Mobs

S.R.O. Signs Out in 10 Minutes in Philly; Chi, Pitt Pack 'Em

NEW YORK, June 30.—Reaction this week to the exclusive theater TV coverage of the second major boxing bout in the past few weeks is best summed up by Jake Mintz, manager of heavyweight champion Ezzard Charles. Mintz exclaimed: "This is a revolution! They talk about a million-dollar gate. Why, in a year or so, that will be the government's take in taxes!"

The Jake LaMotta-Irish Bob Murphy go, picked up from Yankee Stadium, New York, and fed

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### Souffle Dish & Sour Cream On 'My House'

NEW YORK, June 30.—Coverage diskings on the William Saroyan-Ross Bagdasarian *Come On-a My House* ditty are taking on the flavor of a series of international menus. Lyrics of the Rosemary Clooney hit version on Columbia make mention of such "Fresno Fruit" as pomegranates, apricots, etc. Other versions released this week are a rhythm and blues disk on Savoy pitching *Pork and Beans* and *Collie Greens*, a Spanish ver-

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### Grid-TV: NCAA Facing Wake at Chicago Meet

NEW YORK, June 30.—The meeting in Chicago next Friday (6) of the full TV committee of the National Collegiate Athletic Association is likely to wind up as a wake, informed quarters believed this week. The group will convene to select a sponsor and/or network among any bidders for rights to telecast next fall's college grid games under NCAA's "controlled" TV plan. However, the group will meet in an atmosphere of gloom, inspired in part by a statement issued late Friday (29) by the Department of Justice, and in part by a scarcity of sponsors and networks willing to buy its plan.

Fran Murray, athletic director of the University of Pennsylvania, which already bolted the NCAA plan, received a letter from H. G. Morison, assistant U. S. attorney general, who said he had written NCAA that the Department of

### OUTDOOR ASKS: TV, WHATSSAT?

#### Carnies, Parks, Fairs Get Coin Regardless of Upstart

By JIM McHUGH

NEW YORK, June 30.—Only the ancient one in the amusement world, outdoor show business, seems to have escaped the competing ravages of television. While its complete immunity may yet be questioned, there is, nevertheless, enough evidence to indicate that it will continue to prosper in accordance with the times, despite the continued growth of the home entertainment medium.

Altho analysis at the beginning of the etheral tidal wave added up to the facts that are provable now, it wasn't until this season that the test period could be claimed adequate and conclusive. While the new medium is yet unknown in

the hinterlands, the thickly populated East and the areas surrounding many of the nation's major cities have been well blanketed. Accordingly, video is no longer a novelty to millions of folks in areas that normally harbor a great many outdoor segs.

Circuses and carnivals, inoculated with their own peculiar appeal that dates back to man's first efforts at entertaining himself, have made substantial gains in many instances in television areas. Amusement parks have prospered, aided in some instances by astute judgment on the part of funspot operators which has led to affiliations with the new media for publicity-advertising purposes. Fairs,

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### Artful Bally Beats Slumps In Summer Sales of Disks

NEW YORK, June 30.—Striking evidence was brought to light this week indicating that the summer slump can be surmounted by diskeries which possess sufficient initiative and promotional know-how. The two prime illustrations are RCA Victor and Columbia, diskeries which earlier this year blueprinted special promotional drives for the summer. A check-up has revealed the following:

For the week of June 18, Victor's top 15 disks sold a total of 350,000. In the case of Columbia, no comparative set of figures is available, but the diskery's statistics are just as striking. Six disks, none of which has been out more than two months, have had a total sale of over 1,500,000. Both

the Victor and Columbia figures are reminiscent of peak fall sales.

Of the 15 Victor best-sellers for the week, the No. 1 disk sold 60,000; second racked up 48,000; third, 31,000, and fourth, 26,000. The week's sales figures on the remainder of the 15 ranged from 25,000 down to 11,300.

The six Columbia disks are Frankie Laine's *Jezebel* (paired with *Rose, Rose I Love You*); Guy Mitchell's *Truly, Truly Fair*; Rosemary Clooney's *Come On-a My House*; Lefty Frizzell's *I Want to Be With You Always*; the Jo Stafford-Frankie Laine *Pretty Eyed Baby*; and Percy Faith's *Syncoated Clock* (backed by Burl Ives' *On Top of Old Smoky*).

Jim Conkling, Columbia Records president, stated, "I know records can be sold in the summer... the defeatist attitude of so many record men hurts more than anything else." Conkling said that Colum-

### GRID-TV

#### CBS Color to Use Football As Promotion

NEW YORK, June 30.—Columbia Broadcasting System's most ambitious effort to sell color TV will probably be the airing of its full TV football schedule in color this fall. The National Collegiate Athletic Association has given its unofficial blessing to the scheme because it falls entirely within its experimental video program.

Remembering how sports helped black-and-white set sales, the network is expected to throw its entire weight behind color football

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### Calculated Risks Engage Both Sides

CBS Superiority by 1953 Weighed Vs. RCA's Solo Spot in Compatible Field

By JOE CSIDA

NEW YORK, June 30.—The Columbia Broadcasting System President Frank Stanton, Radio Corporation of America President Frank Folsom and their top aids are obviously reluctant to reveal vital details of their strategy in the upcoming struggle for supremacy in color television. *The Billboard*, in interviews with the rival presidents and other key persons involved in all phases of the conflict, this week pieced together the respective battle blueprints as they shape up for the remainder of 1951.

CBS strategy is based on the fundamental premise that, if it

gets just under two years—until January, 1953—to promote the field sequential system without competition from another (all-electronic, compatible Federal Communications Commission-approved system), it can so firmly establish its system that it will continue indefinitely as one (if not the only) color system. Obviously, FCC approval or no, CBS expects competition from RCA, but feels that at least until such time as the FCC approves the RCA system, it can successfully beat the rival.

Between now and September CBS will promote color in an un-aggressive manner, completely un-characteristic of the web, long recognized as the ablest exploitation group in broadcasting. The

(Continued on page 4)

### U.S Agents War On Quebec Law Affecting \$\$

NEW YORK, June 30.—The battle between American agents and the Province of Quebec flared higher when the Artists Representatives' Association notified all its members to disregard the Quebec law as not being applicable to deals made outside of Quebec.

The Quebec law dates back to 1941, but was revived two months ago with new teeth added. It limits the booking of acts to Quebec

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### Grid-TV: Pros Flock To Video's Rich Till

NEW YORK, June 30.—Professional football teams are becoming increasingly interested in cashing in quickly on some of the TV money available, while sponsors have not yet committed themselves fully to bankrolling college grid tilts next fall. First pro club reported to have set a deal is the champion Cleveland Browns, which is said to have sold rights to its home games to Carling's Ale, for airing via DuMont TV network.

The play-for-pay clubs this year will dicker for their rights individually, and not on a league basis, as in the past three years. This is due to the fear of anti-trust action which might ensue from group sale of rights, as exemplified by the current controversy over the National Collegiate Athletic Association plan to represent all colleges.

Should the NCAA plan be upheld by any chance, with very limited gridcasting of the collegians, at least two pro teams are

known to be ready to shift their games from Sundays to Saturdays. One of these is Ted Collins' New York Yanks. Reason for such a

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### Crosby-Wyman Team on Disk

NEW YORK, June 30.—Decca Records came up with a new singing partner for Bing Crosby this week in the person of Jane Wyman, who is better known for her Academy Award performance as the deaf mute in the *Johnny Belinda* flicker than for her ability as a canary. She sliced a pair of duets with Crosby on songs which are done in a forthcoming flicker, *Here Comes the Groom*, which incidentally co-stars the couple.

The tunes are *In the Cool, Cool, Cool of the Evening* and *Mister Christof Columbus*. The disk is being rushed as a special release for immediate shipment.



# Billboard Backstage

B. JOE CSIDA

\*A couple of *Backstages* back I addressed an open letter to the Messrs. Paley, Sarnoff, Folsom and Stanton concerning the mounting dealer and consumer confusion stemming from their efforts to promote their respective (Columbia Broadcasting System and Radio Corporation of America) color television systems. Mr. Paley is in Washington a good deal of the time, and General Sarnoff is in Europe at the moment, but Frank Stanton and Frank Folsom were nice enough to kick the "letter" around with me. In effect, both said, "You're right, there's going to be plenty of confusion, but what can we do about it?"

Stanton, CBS' president, resented the fact, just a little, that I didn't stress in my piece that the CBS field sequential color system is approved by the Federal Communications Commission, and is the only system so approved. I did, of course, mention that the CBS system was FCC-approved, but I didn't stress it.

"Do you expect CBS," said Stanton, "to slow down in its efforts to establish the field sequential system in order to avoid confusion, when it's the only government approved color television system?"

Naturally I didn't and don't expect CBS to slow up in its efforts to promote its system. That would be silly. Stanton has a point.

But when I saw Frank Folsom, he reiterated his firm belief that, regardless of the FCC approval

of the CBS system, the electronic, compatible RCA system was the only color system for the American public.

"Tell Me How"

"We know," said Folsom, "that sooner or later the FCC will approve our system, and we're going to do everything possible to bring it to the people. I'd prefer to avoid confusion as much as possible, but you tell me how."

Well, as I said in the open letter, I don't know how the confusion may be avoided if CBS and RCA are to properly prosecute the systems in which they believe. And I certainly don't criticize the right, indeed the obligation, of the head of any company, and all the people in the company, to do the best job they know how.

All of which, I realize, doesn't get us very far. But after talking with Stanton and Folsom and a couple of dozen other people, including other telecasters, set manufacturers, distributors and dealers, a pretty good story began to take shape in my mind. From the conversations—what amounts to a battle blueprint for RCA and CBS evolved. That story is on page 1 this week, and if you're interested in color television I think you'll find it interesting.

**Dunlap Called Turn In 1942 Prophecy . . .**

Talking about television, I doubt that any one who has had anything

to do with it directly or indirectly hasn't at one time or another gone in for a little crystal balling. Orrin Dunlap, RCA's director of information, goes way back in television and radio. In 1942 he wrote a book called *The Future of Television*, the title of which, of course, is another way of saying crystal-balling TV. And Orrin has turned out to be a pretty good prophet, in view of what's happened in recent weeks in theater television with the Joe Louis-Lee Savold and the Jake LaMotta-Bob Murphy fights. In the course of 194 pages of fascinating prognosticating, Orrin said:

"The (fight) promoters are not asleep. They have their eyes on an idea which already has been tried and tested in London: Syndicate the bombardment (prize fight) by wire or radio to a string of theaters in towns thruout America. Each seat brings 50 cents, the 'gate' would surpass the turnstile total, and the \$2,000,000 Tunney-Dempsey receipt might look like small change."

And in the next paragraph Orrin predicts that some day championship fights will be promoted by "television artists bureau." "In fact," says Orrin, "pugilism may become a studio affair, with invitee guests at the ringside as at a Toscanini concert."

On that one we'll have to wait and see.

# Excise Upswing For May Shows '51 Grade Gains

WASHINGTON, June 30.—Uncle Sam's yield from the bulk of amusement excises continued to show gains in May over the corresponding month the previous year, according to the Bureau of Internal Revenue's latest figures.

An almost unbroken trend of soaring increases in collections from phonograph disk taxes continued in May, while the yield from the tax on radio and TV sets, phonographs and component parts ran four times ahead. Also in the plus column were excises on musical instruments, cabaret admissions and tobacco. Declines were shown in the take from excise on theater and concert admissions, coin-operated devices and liquor.

The May collection from the phonograph tax was \$532,790, a gain of \$39,712 over the previous May. The total collection from this tax since the start of the fiscal year last July 1 has reached \$6,500,602, which is more than \$1,200,000 ahead of the previous fiscal year.

The phenomenal yield of \$17,327,084 from the tax on radio-TV sets, phonos and components was almost \$13 million greater than the previous May's field. This gain is attributed partly to good business volume, but also in considerable measure to the presence of a TV sets tax which had not yet been imposed the previous May. The total tax yield so far this fiscal year is \$118,432,958, which is \$80,513,161 ahead of the corresponding period in the previous fiscal year.

The tax on admissions to cabarets and roof gardens yielded \$3,782,171 in May, almost \$400,000 ahead of the previous May. Total so far this fiscal year is \$39,042,058, which is \$1,134,158 ahead of the same period in the previous fiscal year.

Tax on musical instruments brought in \$1,060,278 in May, a gain of \$315,857 over the previous May. The fiscal year's total so far has come to slightly over \$10 million, almost \$2 million ahead of the identical period of the previous fiscal year.

The tax on admissions to theaters and concerts yielded \$28,800,000 in May, almost \$4 million ahead of the previous May. Total so far this fiscal year is \$288,000,000, which is \$28 million ahead of the corresponding period in the previous fiscal year.

# London Dispatch

B. LEIGH VANCE

LONDON, June 30.—Biggest mopey-maker among Continental films showing here is the sexy Italian saga, *Bitter Rice*, known round the town as *Bitter Vice*. An earthy tale of Italian girl harvesters who descend in a flock on a country farm area, the film was sold by a lush still of curvaceous Sylvana Mangano. The flick ran 16 weeks at London's *Regent*, slightly cut in two places and carrying sub-titles. Then Archway, the distributors, arranged dubbing, sent the film out on circuit where it has been booked to play 1,500 cinemas by the end of the year. An un-dubbed Continental picture can usually get 100 bookings. So far *Rice* has taken \$140,000.

## Comedy Dancer Files Infringement Action . . .

Rubber-legged comedy dancer Nat Jackley, currently starring in *Latin Quarter* at the Casino, has taken out a writ against Ben Wrigley for infringement of copyright. Says Jackley: "I have specialized in a particular and highly individual style of comedy dancing. I thought up and developed it myself, and have been doing variations of the same act for 15 years. Before the war Wrigley was a small-time performer who never crossed my circuit, so I didn't bother to do anything about him. But since he went to the States and got into the big time he's become a definite rival."

Jackley took time off from *Quarter* to watch Wrigley wriggling in Nat Karson's lavish stage-show at MGM's Empire Theater, Leicester Square; then went home in a huff to take legal action.

Says Wrigley: "Hokey!"

## Exhibitor Exec Raps Film Quota System . . .

T. E. Robinson, secretary of the Manchester and Salford Cinema Exhibitors' Association, speaks up against the British film quota.

*(Continued on page 38)*

# Paris Peek

B. ART ROSETT

PARIS, June 30.—Three big theatrical events occurred recently. One was the *Fair of the Stars* in the Tuileries Garden Saturday and Sunday (23-24) commemorating the 2,000th anniversary of Paris. Attendance went well over 50,000 with tickets selling for 200 francs (57 cents). *Everyone of importance* in the theatrical world here turned out for this event. Enough electricity was consumed to light, refrigerate, iron and vacuum clean a city of 30,000 population for a 24-hour period. Leading American, French and English actors worked as barkers and pitchmen at the 30-odd booths. Proceeds went to the Leclerc Division, which outfit spent their first night there after the liberation of Paris.

## Moulin Rouge New Hit After Many Years Closed . . .

Second big event was the re-opening of the Moulin Rouge, one of Paris' oldest clubs, which has been shuttered many years. Advance reservations for over 2,000 were accepted, making the house a sure sell-out. Management plans to have a line of can-can girls provide the entertainment. Place has been scrubbed clean, but original decor remains, bringing back nostalgic memories to old-timers.

## 25,000 Turn Out for Chancellery's Gala . . .

Third was the gala held Friday (29) night called *Grande Nuit de la Chancellerie* under the chairmanship of M. Vincent Auriol, president of France. French stars who appeared included Martine Carol, Claude Dauphin, Edwige Feuillere, Victor Francen, Robert Lamoureux, Pierre Larquey, Pierre Malar, Marie France, Margaret Mas, Jeanne Raymond, Pierre Spiers, Georges Ulmer and various stars of the opera, ballet and television. Three orchestras furnished dancing until dawn. A fashion show was held and an automobile auctioned off. Proceeds went to the Social Institution of

*(Continued on page 38)*

# Washington Once-Over

B. BEN ATLAS

WASHINGTON, June 30.—Contrary to what you'd expect, top GOP strategists aren't gloating over Senate Judiciary Committee's indecision over confirming President Truman's judgeship appointment for Commissioner Frieda S. Henock of Federal Communications Commission. A full-dress hearing on the Democratic appointment could develop into a political side show. That's what worries the Republicans. Said one bigwig: "The eve of a presidential election year is no time to cross swords with the White House on history's first appointment of a woman to the federal bench."

**Un-American Probers To Visit Hollywood**

House Un-American Activities Committee is studying plane schedules to California. Committee's un-

announced plans tentatively call for a scene shift to Hollywood in about a month for next big public hearing on the Committee's probe of Communist activities in film-land. The Hollywood setting for full Committee hearing has long been in the cards, but this is the first scheduling. Committee Chairman John S. Wood (D., Ga.) will stick to his ban on telecasts and newsreels even in Hollywood.

**Sen. Benton Cites TV Role in Senate Address . . .**

Jack Gould's *New York Times* series on TV provided the springboard for TV's getting its latest plug on the Senate floor this week. Sen. William Benton (D., Conn.) called the chamber's attention to the Gould pieces and advised fellow-lawmakers to stay mindful of video's growing role. However,

Benton went on record with a minor correction to Gould's report that the Connecticut senator favors telecasts of Congress. "Fact is," Benton told the chamber, "I haven't made up my mind." News galleries got a special chuckle out of an exchange between Senators Paul Douglas (D., Ill.), and Blair Moody (D., Mich.), during this week's floor debate on Defense Production Act. Moody, former radio-newspaperman, had been tangling with several senators when Douglas addressed the chair, saying, "May I ask the senator from Michigan if, when he was not a member of this chamber, but sat in the Olympian heights of the press galleries up there—"

Moody perspiring, interjected: "It's a good deal more comfortable up there I will say, than it is down here."

# Picture Business

B. LEE ZHITO

HOLLYWOOD, June 30.—First crack in the picture-making wall in favor of adopting subscription TV whereby the viewer would pay to see televised film, was seen this week when the larger independents supported utilization of any of the home box-office TV systems. Society of Independent Motion Picture Producers, composed of 33 firms, including Samuel Goldwyn, Walt Disney, Stanley Kramer and Sol Lesser, called for the use of pay-as-you-see films on television.

Former Georgia Governor Ellis Arnall said that TV was essential motion pictures and that if a home box-office system will effect a final wedding between the two he and the Society strongly supported it. Arnall admitted that TV was cutting deeply into the film box office and indicated that the industry's survival depended upon its ability to collect from home viewers. Arnall said that Hollywood too long has fought TV without realizing that in the new medium can be found a source of revenue far greater than heretofore has been realized.

Arnall predicted that the major studios will soon follow in his Society's footsteps by supporting subscription TV. Actually Paramount Pictures is half owner of Telemeter, Inc., latest home b.o. leviee to be introduced, guaranteeing the cause at least one major follower. Walter Wanger, who made a stab at TV film production but returned to theatrical film canks, said he supported subscription TV for it will sure home viewers better and more recent film product than they can now have.

**Three Systems Vie For Place in Sun**

At present there are three home b.o. systems that have been introduced. These are Phonevision, Skiatron and Telemeter. Phonevision, developed by Zenith, will use telephone company lines—piping paid-for entertainment into subscribers' homes. Those using the Skiatron system will purchase punched-out cards in advance of the showing, and by inserting the card into the Skiatron box the subscriber will be able to see the desired show. Telemeter, as explained here recently, will throw on the desired program upon in-

## KENTON GIVES RICO A RIDE

HOLLYWOOD, June 30.—WWOL's (Buffalo) disk jockey Joe Rico was honored this week by the man whose praise he has been shouting for 10 years. Since Stan Kenton introduced his progressive music, Rico has done more than any other jock in bringing it to the public. In many instances his love for the radical jazz interpretations was the nucleus of hassles between himself and the station.

This week Kenton cut two sides for Capitol. First was *Laura*, flip is *Jump for Joe*. In the upper right hand corner of the latter side is the tribute, Dedicated to Joe Rico.

sertion of the necessary amount into a coin box attached to the TV set.

None of the three systems has been licensed by the Federal Communications Commission. Arnall asked that FCC permit all three systems to operate and let the one that has the greater public acceptance emerge the stronger.

David Lowe, co-founder with Carl Lesserman of the Telemeter system, immediately wired Arnall congratulating him on the stand taken in favoring subscription TV for films. Lowe was quick to plug his own system as the only one proposed which calls for viewers to pay immediately before seeing the program in question as the cheapest one to operate.

One thing was certain, indie Society's move immeasurably speeded up industry acceptance of some form of pay-as-you-see televising of film.

**How Has TV Hit Movies? SEP Tells . . .**

How is television affecting movies? *Saturday Evening Post* will devote a series to that one. Milton Mackay is here scripting a two-part article. Vivian Blaine takes a leading part with Esther Williams and Sally Forest in Joe Pasternak's *Skirts Ahoy*.

MGM denied trade talk that some of its products will be released by United Artists. Metro will handle all that's been filmed on the Leo lot. . . . *On Moonlight Bay* looks like another Doris Day-Gordon MacRae winner for Warner Bros. The best all-round film job yet turned in by Miss Day.

# H'wood Casts Korean Units

HOLLYWOOD, June 30.—Gen. Albert Wedemeyer, now retired, will meet Thursday (5) with Stan Richardson of the Hollywood Coordinating Committee and heads of film studios to tell the entertainment needs of the GI's overseas. Since the outbreak of Korean hostilities there has been a dearth of overseas entertainment with, of course, the exception of a handful of showbiz personalities. Confab is hoped to gear into action plans for continued entertainment.

Jack Benny and troupe, including Errol Flynn, Marjorie Reynolds and Benay Venuta left Wednesday (27) from Travis Air Base on the way to Korea. In the fall, singer Dick Haymes tops a group headed for the battle area.

Hollywood Canteen, it was learned at press time, would not reopen Wednesday (4) as originally skedded. Date is indefinite.

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ANTA CASE HISTORY (II)

More Plays Produced; Labor Union Relations

By DENNIS McDONALD (Continued from last week)

Whatever, American National Theater and Academy up until this season, has undertaken to do has been within the budget of capital on hand. But with the acquisition of the old Guild Theater, the financial operation took on much greater scope. The search for a theater, a headquarters for the org, has been going on since 1946 when the group had its eye on the Princess Theater. Since 1946, it has been operating out of Breen's office-apartment, rent free. But in March, 1950, the Guild Theater was settled on, and one year later ANTA took possession. According to C. Lawton Campbell, it was necessary to have a headquarters in order to establish the Academy, the workshop, provide space enough to entertain visitors and expand the various services. Also it was deemed necessary to start a fund-raising campaign in order to meet the higher level of the financial structure.

With acquisition of the theater came the ANTA Play Series, 10 in all, which tho it granted the org \$19,000, made it necessary to pay out about \$53,000 for renovating equipment and initial ballyhoo, etc. Incidentally, the purchase of the theater marked the beginning of a change of attitude on behalf of the press, which had heretofore been plugging for the struggling organization. Critically, many of the plays received thumbs down treatment. According to the critics, the plays either were too far off the beaten track unworthy in stature, or experimentally emasculated standard fare, such as Peer Gynt. Special bombardment was poured on 20th Century, with such cries as "Now ANTA has gone Broadway," or "Now ANTA has become nothing but a cheap tryout house for Broadway." Producers leveled their guns with accusations of "competition."

But if the play series proved one thing, it proved that as far as the labor unions were concerned ANTA still had the right idea. In order to make the series possible, the unions made various concessions so that ANTA might operate under its limited budget. And, according to Milton Weintraub, labor consultant for ANTA and exec secretary for the Association of Theatrical Press Agents and Managers, there has been no gripe from the unions over the arrangements nor any indication that they would not co-operate similarly for the coming fall.

Union Scales

In no way did any of the unions make salary concessions as is generally thought in the trade, except, perhaps, for the scenic artists who quoted ANTA the stock-rate for their sets. The rate is \$164 a week for as long as the show runs, with the proviso, of

course, that if the show were transferred to Broadway, they would receive full payment. The International Alliance of Theatrical Stage Employees' main concession was over the "foreign show" regulation. On Broadway, new stagehands are required for any show that plays in any house (Continued on page 36)

Rome Round-Up

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

ROME, June 30.—The Italian theater season is about over. Eduardo and Titina De Filippo closed a four-month run June 21 at the Eliseo. Only stage show still on the boards is the coolly-received Gabriele d'Annunzio play, Jorio's Daughter, at Valle Theater. Italian stage and opera suffered heavy losses the past month. Giulio Donadio, Sicily's top dramatic star, died in Milan June 15 after a two-year illness. He was 62.

Also in Milan, Lucia Chiodetti, opera star, collapsed at the end of the second act of Butterfly June 18. Rushed from the Puccini Theater to a hospital, she never regained consciousness.

MGM's Mario Lanza is getting some space in local press as a result of The Great Caruso. Altho the pic has not been released here, Caruso fans already are sniping at MGM because they claim the flick does not conform to the truth, especially as regards Caruso's love life. That stretch of street known as Via Veneto probably will be re-named Hollywood and Vino if the Stateside film folk continue to flock in the way they have the past fortnight. Passing thru on vacation were the Robert Montgomerys and Youngs, Mark Lawrence, Bob Lewis, the Richard Conles and Cobina Wright. NBC's Maggie McNellis in town nursing hubby thru a touch of influenza. Geza Herzog is en route to India for a film. Jan Sterling has joined Paul Douglas. Van Johnson arrived to start When in Rome with Douglas.

While there's no lack of American performers over here, Italian pic producers moan that there's a shortage of native talent. True or not, both Vittorio De Sica and Renato Castellani are using non-professionals in their next productions. Radio Budapest has started propaganda broadcast in Italian. . . . Rome autograph hounds cornered Ingrid and Roberto at a Piazza Navona restaurant the other night and in 20 minutes the clamor for Bergman's autografo became so intense that a jeep-load of armed Carabinieri was called out to hold off the fans while the couple gulped down a hasty supper. Rossellini, by the way, finally has found a bankroll for his next pic, Europe 51.

Hottest hit in the hinterlands these days is the recently organized Roman New Orleans Jazz Band, which has been acclaimed by music critics in Bologna and Parma, where the band gave concerts last week. Playing before a packed house at the Lux Theater in Parma, the eight-piece combo gave out with such familiar classics as Basin Street Blues, St. James Infirmary and Muskrat Ramble. Others included 2 originals by Luciano Fineschi titled Sunday Night Blues and Closed Shutters Ragtime, originally written for the film, Closed Shutters. Critics said that Fineschi's two pieces were "positively Ellingtonian."

Exio Pinza vacationing here with the wife and children. Ork director, Willy Ferrero, is back from a tour of Russia. Next flick pic, is titled It Is Love That Ruined Me.

Review Index

Table with 2 columns: Review Type and Count. Includes Record Reviews (29), Classical Reviews (20), Legit Reviews (36), Night Club Reviews (34), Radio Reviews (6-7), Television Reviews (6-7), Vaudeville Reviews (34).

Highlight Reviews

COLOR TELEVISION

Preem and First 2 Regular CBS Shows Tip Color Advantages, Problems

By JOE CSIDA

Five Billboard staffers caught various phases of the rehearsals of Premiere, Columbia Broadcasting System's first commercial colorvision show last week, and on the basis of viewing the rehearsals previewed the show. That preview was published in last week's issue. As Premiere came over the tube Monday (25), 4:30-5:30 p.m., the show turned out substantially as previewed. Somewhat uncannily so, as a matter of fact. The highlight comedy spot of the show, as predicted, was the Garry Moore-Durward Kirby pitchman bit. The most effective over-all portion was the New York (Continued on page 6)

By LEON MORSE

The first regularly scheduled color TV program, The World Is Yours, if anything, was more of a success than the much ballyhooed debut sponsored program, Premiere. Noteworthy was the use of color in a manner hitting the medium so that the viewers were fairly overwhelmed by the array of hues on the screen.

Featuring naturalist Ivan Sanderson, who was assisted by Patty Painter, the program displayed several birds—peacocks and tanagers—in all their varied and dazzling tints. Sanderson then lectured on how the eye sees color thru light refraction. The naturalist, via his British accent and self-effacing manner, made his chatter (Continued on page 6)

By SAM CHASE

The morning color TV show now being beamed by CBS, Modern Homemakers, served on the edition caught to indicate a couple of things. One is that color TV directors will have to be infinitely more careful in calling shots and placement of cameras. Another is that the CBS color system seems to register potently on static, inanimate objects, and somewhat less effectively on humans, particularly in motion.

The show itself had demonstrator Edalene Stohr go thru a pretty standard cookery routine, in this case the preparation of a Sunday brunch consisting of onion soup, fried chicken, glazed carrots and ice cream covered meringue shells. (Continued on page 6)

FILMUSICAL

Damone Over Big as Terper-Chirper In Debut Showing; New Juve Is Born

By LEE ZHITO

Vic Damone makes an impressive screen debut in Metro-Goldwyn-Mayer's Rich, Young and Pretty, proving he can handle lines as well as lyrics and still turn in a palatable acting job. Metro's technicolor treat, along with the Mercury Records backlog, should help keep the Damone following faithful for the duration of his Army career. Damone was fortunate to be assigned an important part in one of the brightest musicals of the season. He plays the part of a young Frenchman who falls in love with the daughter (Jane Powell) of an American United Nations delegate (Wendell Corey) visiting Paris. Plot is light and at times implausible, but perfectly frames the sparkling Sammy Cahn-Nicholas Brodsky songs and the vocal tal-

ents of both Damone and Miss Powell.

A device seldom used in musicals of late is the repetition of the score's stronger tunes, which gives the songs a chance to stick in the ticket buyer's memory. Too often a tune with great potential is given a quick chorus or entirely fluffed off as background for the action. Tunes getting more than one performance include Paris, a pretty ballad which need not fear comparison with other songs dedicated to that city. This is first sung by Fernando Lamas, later by Miss Powell, and at the close of the picture by Danielle Darrieux and chorus. I Wonder Why and I Can See You get a dual performance by both Miss Powell and Damone. A clever novelty sure to catch on, We Never Talk Much, gets two

production treatments, one featuring Miss Darrieux and Lamas, the other as a duet between Damone and Miss Powell. L'Amour Toujours Tonight for Sure, a melodic ditty, gets full treatment by Miss Darrieux with chorus, but performed only once, as is Dark Is the Night also by Miss Darrieux.

On the basis of this strong debut Damone can look forward to a successful screen career once he sheds the uniform. Previewed at a Westwood Village, Calif., theater near the UCLA campus, lad received a rousing hand from the bobby soxers for his performance.

Film should ring up high b.o. receipts on the basis of marquee appeal of its headliners along with Damone. And the tunes should help keep alive its popularity.

RECORDS

"Love Me" That Old Nostalgia in O'Connell-Eberly Reprise of J. D.

By JOE MARTIN

The disk team of Helen O'Connell and Bob Eberly is back on wax for the first time since 1942. The pair recorded two ditties for Capitol Records last week (29), with one side done in the style which shot the team to the top in pre-World War II days with the Jimmy Dorsey ork. Both the trade and the disk buying public still recall the Dorsey disks with Eberly and O'Connell—Green Eyes, Amapola, Yours, Tangerine and Brazil. The new duet dishing in the same pattern is If You're Gonna Love Me, Love Me,

skedded for release about July 30.

The waxing date brought together such other Dorsey alumni as arranger Harold Mooney and Capitol a. and r. exec Dave Dexter. Mooney was flown in from Hollywood specifically for this date and both arranged and conducted on the session. Dexter shared control room duties with Capitol's Eastern a. and r. topper, Dave Cavanaugh. Dexter was with the Dorsey crew for only a short time in the early '40's while Mooney was a Dorsey arranger credited with writing and scoring

such Dorsey instrumental clicks as Swamp Fire and Rigamarole. He also scored several O'Connell-Eberly duets, tho they were never recorded because of the ban on waxings issued by the American Federation of Musicians.

Still in Groove

The Love Me side cut recently proved the ex-Dorsey vocalists have lost none of their abilities nor their flair for selling the lyrics in two different tempos. Pattern calls for Eberly to chant the first

(Continued on page 12)

RADIO

United Nations Punches Hole in AM Death Myth With Malik's Sockeroo

By SAUL CARSON

That Old Lady Radio still has lots of life in her. Written off by cynics, scoffers and skeptics (plus a few screwballs tossed in for good measure), the sound medium has re-established itself as a tremendous force with one 15-minute program that originated on the Columbia Broadcasting System's radio network on June 23. Television's deserved success cannot beget this radio triumph. The show undoubtedly got the biggest worldwide audience any broadcast ever received. This program was produced,

wrapped up and packaged by a small group of zealous pros making up the United Nations Radio Division. On June 23 this unit brought to the air the voice of Yakov Malik, chief delegate of the Soviet Union, who ended a 13 1/2-minute tirade of usual attack against the United States by calling for a cease-fire agreement between military commanders on the Korean battlefield.

Within 48 hours the show had been broadcast in just about every language in the world. In English alone it was carried—precisely as

voiced by Russia's Malik—by the Australian Broadcasting Commission's network, the Canadian Broadcasting Corporation, Voice of America, All-India Radio, New Zealand Broadcasting Service, Radio Pakistan, South African Broadcasting Corporation, over 50 Spanish and Portuguese stations making up the "network for peace" in South America, and networks and stations in the Middle East, Iran, Liberia, the Philippines and the West Indies. The program was broadcast even in Russia—in (Continued on page 7)

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

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## CBS-RCA Color Television Battle Strategies for 1951

• Continued from page 1

reason for this is simple. CBS believes that the only way to effectively promote color TV is to have people see it themselves. And even the most optimistic brass in the CBS camp do not believe that there will be any appreciable number of color sets available thru any source until September at the earliest.

Beginning in September, however, CBS color sets, slave sets, adapters and converters from many sources will be placed in hundreds, possibly thousands of public places. At that time, and at an increasingly accelerated pace, CBS will then utilize every known advertising and exploitation medium to persuade people to go and have a look at CBS color. CBS realizes that it will have extremely limited direct control over the disposition of whatever sets are built. Such control will stem from the resources of Hytron and Air King, the tube and set manufacturing firms which CBS recently acquired. And even in the cases of Hytron and Air King, CBS control will not be absolute, because the set manufacturing adjuncts of CBS must maintain the best possible distributor and dealer relationships.

Maintenance of Hytron and Air King relationships may not permit, for example, supplying a major department store in a key area

with sets unless that store's competitors are simultaneously supplied. This should, however, prove a minor deterrent to the force of the eventual drive. And while CBS has no control at all over other set manufacturers (Muntz, Colortone, Crosley, etc.), who are making color equipment, the network is working extremely closely with all such manufacturers and getting excellent co-operation from them.

CBS is reconciled to the fact that, at least thru the summer and

### Franken Exits Billboard for Lester Lewis

NEW YORK, June 30.—Merritt (Jerry) Franken, *The Billboard's* radio editor for 10 years, resigned this week. As of July 16, he'll join the Lester Lewis AM-TV packaging organization in New York.

Franken joined this paper in the late 30's, and after a stint on PM and with the American Red Cross, returned in 1946. He has also been a staffer for *Variety* and the *New York Times*.

Lewis manages Bill Stern, Eloise McElhone and Betty Furness, among others, and produces *Success Story* and *Hollywood Screen Test* in TV.

probably thru early fall, it will get no support whatsoever from the larger set makers. Philco, Admiral, Emerson, General Electric, Westinghouse, DuMont et al., are, thru the period mentioned, calculated to continue, in the "enemy" camp. It is generally known, however, that monochrome receiver sales are in the usual summer slump. Comparatively few sets are being sold for many reasons. Most major set manufacturers, however, are hoping for, if not expecting, a pick-up in black-and-white set sales in the fall.

With CBS rolling on an increasingly aggressive color campaign, frequently highlighted by rather spectacular showings (the major college football games on color, as detailed in another story in this issue, for example) and, indeed, with RCA itself holding public color demonstrations in the form of field tests, CBS believes that black-and-white set sales in the fall will remain at a standstill. At that time, with smaller, but aggressive manufacturers turning out CBS color equipment, CBS believes the big manufacturer lines will be breached.

One or more of the major set makers, the Paley-Stanton army reasons, faced with an inability to sell monochrome merchandise, pressured by distributors and dealers, threatened with loss of position, will begin making CBS color equipment. And, CBS figures, if one or two of the bigger manufac-

(Continued on page 12)

### Witting to 'Separate' WABD and DuMont Web

NEW YORK, June 30 — One of the first moves to be made by Chris J. Witting, recently named director of the DuMont video network, will be to set up an autonomous organization for WABD, the network's owned-and-operated key station here. Witting is now completing his plans for the new set-up.

Behind the move is an aim to strengthen the entire position of the DuMont network. WTTG and WDTV, the DuMont owned-and-operated stations in Washington and Pittsburgh, respectively, are now showing handsome profits, it's understood—especially WDTV, which has the Pittsburgh market to itself. Witting believes that with TV stations showing increasing profits, WABD can do likewise

if operated with autonomy in the major departments. This would in turn improve the network picture. Witting's No. 1 assignment in his new post is to get the DuMont network out of the red.

Indications are that separate sales and programing departments will be established for WABD. Other major departments will draw on network staffers rather than go for the costlier procedure of double staffing.

### Warners Said To Be Leaping Into Movie TV

PHILADELPHIA, June 30.—With the turn-away business of the Warner's Stanley Theater here for the La Motta-Murphy fight cementing the feeling the theater television era has arrived, reports this week had Warners ordering equipment for some 23 more houses in this area. Seven of these are for Philly proper. In addition, another four houses have decided to go theater TV, with six more in the offing. All orders are for RCA equipment.

Besides the Warner theaters, equipment is said to have been ordered by Morris Wax for one theater, by Fox-Shapiro for one house and by William Goldman for two. The six in the offing are slated for an indie circuit here. Total value of 33 orders is over \$600,000.

Ted Schlanger, Warner Bros.' theaters' zone chief here, observed: "We believe combining big sports events and big pictures is the right thing and don't intend just to give the outstanding sports event alone. It's a new era. It will help the fight game and all sports now, where before, television in the home was drying up the source of talent. But the fight clubs will do a bigger business as well as the movies under this set-up."

### PABST WANTS HEAVY FIGHT; 400G BIG?

CHICAGO, June 30. — Pabst Brewing Company definitely is bidding for TV and AM rights to the Joe Louis-Ezzard Charles heavyweight title fight scheduled for next September. The site has not been set yet, but latest talk between Pabst and the International Boxing Club indicates it may be in Pittsburgh. Pabst and IBC both agree there should be a TV blackout in the Pittsburgh area.

The stumbling block naturally is the price. However, Pabst wasn't discouraged by the statement of Louis' manager that no sponsor could afford what would be asked for rights to this scrap. Whether Pabst would go near the \$400,000 figure which the IBC is believed to have in mind isn't certain.

There is a possibility of Pabst teaming with another sponsor to share the cost. Inasmuch as there isn't too much likelihood of an early knockout, and commercials could be used for full 15 rounds, this could be a fair gamble. Pabst

### Food Sponsor Quits TV's 'Who's Whose'

NEW YORK, June 30.—Who's Whose this week found its TV career cut short when General Foods canceled the show after one telecasting in the Monday night 9:30-10 p.m. slot on the Columbia Broadcasting System's TV network. *It's News to Me* will replace.

Former package was conceived by Young & Rubicam, the client's agency, but produced by packager Lester Lewis, who was called in to supervise.

### WTIC CRUSADE LEADS TO CONN. LAW VS. DOPE

HARTFORD, Conn., June 30.—As the result of a crusade started by radio outlet WTIC, Hartford, a model narcotics law has been passed in Connecticut, making mandatory a prison sentence of 15 to 30 years for conviction of "illegal sale, barter, exchange, gift or offer of any narcotic drug to a minor." The station is offering advice and help to other stations interested in similar measures, and will send copies of the new bill to any outlet requesting it. The campaign was kicked off on WTIC's teen-age show, *Mind Your Manners*, which it feeds to the National Broadcasting Company. The show aired a recorded interview with a 16-year-old girl convicted of addiction. Response was so great that station Manager Paul W. Morency conferred with State officials on the subject. All Connecticut outlets collaborated on a week-long campaign urging listeners to write demanding the measure's passage, and nine days after its introduction it became law.

### Theater TV Is Featured at Philly Stanley

PHILADELPHIA, June 30.—Theater television, originally tested here several years ago by RCA at the Fox Theater, becomes a regular feature for the first time at Warner's Stanley Theater, first-run downtown house. The 2,600-seat house installed large-screen RCA television in time for the Jake LaMotta-Bob Murphy fight from the Yankee Stadium in New York on Wednesday (27). Box-office closed at 5:15 p.m. to prepare for the evening, reopening at 7:30 p.m. with the admission hiked to \$1.25.

Regular film feature, *Stranger on a Train*, was shown before and after the telecast.

### BOYCOTT LOOMS

## Blatz Sticks By TV Amos 'N' Andy Seg

NEW YORK, June 30.—Despite threats by the National Association for the Advancement of Colored People of a possible boycott, the Blatz Beer Company intends to continue sponsoring *Amos 'n' Andy* on television. The program had its initial telecast Thursday (28) 8:30-9 p.m. on the Columbia Broadcasting System's TV network. (See review this issue.)

The warning was given to Blatz, the web and stations carrying the program in a resolution passed by a majority of NAACP delegates Friday (29) at its annual convention in Atlanta. Claiming *Amos 'n' Andy* and *Beulah* depicted Negroes in a stereotyped and derogatory manner, the resolution asked all branches of the group to protest directly to the sponsor and "even to the extent, if necessary, of resorting to a boycott of its goods, product and services" unless these programs were yanked. The NAACP statement alleged that the Negro TV programs "strengthened the conclusion among uninformed or prejudiced or dishonest people that Negroes and other minorities are lazy, dumb and dishonest."

An official of CBS-TV pointed out that *Amos 'n' Andy* uses a sympathetic approach to the characters, that years have been spent in its casting, that for the first time an all-Negro cast has a chance to make a national impact and that the United States Government has accepted the series for showing to troops here and overseas. The statement further maintained that *Amos 'n' Andy* has been a part of the American scene for 25 years.

### Mark Woods Quits ABC Exec Job

NEW YORK, June 30.—Mark Woods today resigned as vice-chairman of the board of the American Broadcasting Company. After a summer vacation, he said, his plans are, tentatively, "to enter the advertising agency business or the radio-television consulting and brokerage fields."

Woods has been in the industry almost 30 years, and from 1942 to January, 1950, was president of ABC. In 1923, while with American Telephone & Telegraph Company, he first became involved with the early aspects of commercial broadcasting, via the operations of AT&T's Broadcasting Company of America. In 1926 BCA was transformed into the National Broadcasting Company when purchased from AT&T by Westinghouse, General Electric and Radio Corporation of America. Woods became treasurer of NBC. In 1934 he became assistant executive vice-president and administrative officer, posts he retained until NBC divested itself of the Blue network, which Woods then was elected to head.

### WPIX Quits Film Syndication, Lost \$200,000 on Operation

NEW YORK, June 30.—WPIX here this week discontinued its film syndication operation, thus putting the damper on an operation conservatively estimated to have cost the station at least 200G. From now on the station will book films only for itself.

The most expensive plunge into syndication took place several years ago, when WPIX long-leased 26 Korda films for about \$125,000. These included such top products as *Pygmalion* and *Major Barbara*. They were turned over to Associated Artists recently when the station found it wasn't equipped to peddle the film.

The next venture was the leasing of a group of 13 independent American films, including several which starred Charles Laughton. Associated Artists also took over these properties. The last purchase of 36 movies, 20 of which are Westerns and six adventures, has

now found its way into the hands of Stewart Productions. The WPIX lease on this group expires September 30, when they will revert to their owners.

### Wade to Quit WPIX Aug. 1

NEW YORK, June 30.—Warren Wade, program director of WPIX here, will resign from the TV station August 1 when his two-year pact lapses. For some time now there have been disagreements between Wade and the management over his program ideas.

No selection has been made of his successor, but in the running is John McClay, manager of operations, for the indie outlet. Wade has no new plans.

### Indie Frozen Out of Video Soap Operas

NEW YORK, June 30.—The independent packager thus far seems to have been frozen out of the field, insofar as television soap operas are concerned. This directly reverses the radio practice, in which the AM soapers were mainly developed by indie outlets, some of which, like the Hummerts, existed almost entirely on such fare. Basic reason for the reversal is that networks and ad agencies seem to be able to turn out the stanzas at prices which the indies cannot meet.

First of the tele species was Procter & Gamble's *The First Hundred Years*, developed for the bankroller by Benton & Bowles, and airing over the Columbia Broadcasting System. An entire stable of soapers has been developed by the National Broadcasting Company, of which *Hawkins Falls*, airing out of Chicago, is a typical example.

The situation has been highlighted by the sale of two soapers by the Biow agency, one to Procter & Gamble and the other to the Whitehall drug firm, to go into the 12:15 and 12:30 p.m. slots, respectively, on CBS-TV. Each is slated to come in at about \$8,500 per week across the board. This brings the soaper cost down still further from the approximately \$10,000 P&G is putting out for its trail-blazer, *First Hundred Years*.

### Murray TV-er Goes to WNBT

NEW YORK, June 30.—The Arthur Murray variety TV stanza this week moved to WNBT, New York, becoming a local show for the first time in its checkered career. The show bowed on the DuMont web, then shifted to the American Broadcast Company, where it recently held down the 9 to 9:30 p.m. Monday time. It will air at 10 p.m. Mondays on WNBT, starting July 9.

Show will be one of the most expensive local programs on the air, since its budget has been averaging about \$20,000 per week. Under the new set-up, production will be in the hands of the station. WNBT also is interested in Mrs. Katherine Murray, the show's emcee, as a potential daytime personality.



# 10 of 11 Theaters Pack 'Em In Fightcast Success Story

Continued from page 1

to 11 theaters, was responsible for sellouts in 10 houses. The Louis-Savold bout was aired in nine houses. Only the Lincoln Theater, in Washington's Negro section, played to less than capacity, and that was two-thirds filled. Most of the other theaters turned away patrons and competing theaters picked up the overflow.

In Albany, Fabian's Palace turned away 700 customers. The Palace filled all 3,600 seats and had standees all over, at the regular 70 cents admission.

In Richmond, Va., the 1,350-seat Fabian's National turned away 500 at admission upped from 65 cents to \$1.

Assistant Manager Richard Leaters, of Cleveland's RKO Palace, said the 3,300-seat house, which upped charges from 75 cents to 90 cents, was filled.

Shea's Fulton, Pittsburgh, packed in 1,700 people with admission hiked to \$1.50 from 85 cents. Charge for the Louis fight was \$1.30. All seats were sold in advance.

Ninety minutes after tickets went on sale at Warner's Stanley, Philadelphia, all 2,950 seats were gone and some 600 more went to aisle-sitters and standees. The 5,000 turned away flooded the neighboring Stanton and Mastbaum theaters to capacity. Regular price of 99 cents was upped to \$1.25. The house emptied almost as soon as the fight ended.

### 2 Washington Stories

Altho Washington's Lincoln Theater had a disappointing turnout compared with the Louis fight, when over 1,000 were turned away 30 minutes before the fight, the story was different at the RKO Keith. There, the 1,850 capacity was filled and standing room was used up, with hundreds turned away. Both houses charged 74 cents.

Every one of the 3,300 seats at Baltimore's Century were occupied 90 minutes before fight time, and 400 s.r.o. tix were sold within the next 30 minutes. Some 2,500 were turned away. Patrons paid the regular 65 cents. Jack Dempsey witnessed the bout and said he had a better view than he ever obtained at actual ringside.

Chicago had two United Paramount houses covering the event, the downtown State-Lake and the

South Side Tivoli. Former, with 2,700 seats, was sold out by 6:30. By 8 p.m., lines were forming for tickets to a film re-run of the bout, at 10 p.m. The house was about three-quarters filled for the re-run. At the 3,400-seat Tivoli, tickets were gone by 7:55, with the overflow advised to go to the Loop for the re-run at the State-Lake. Both houses had regular prices, 98 cents at the State-Lake and 73 cents at the Tivoli.

Balaban & Katz officials said most of the overflow from the State-Lake headed for the Chicago across the street, or to other Loop houses.

## EVEN GAMBLERS LIKE FIGHT TV

CHICAGO, June 30. — Any doubts Loop movie houses are in the fight business were removed Wednesday night (27) during the La Motta-Murphy fight. The gamblers who normally haunt the balconies at the Chicago Stadium for big fights were out in force in the balcony of the State-Lake.

The characters stood in their seats, waving their cigars and rolls of bills, making book and screaming encouragement, advice and insults to the fighters and their seconds. They were as much at home as they are at the big West Side arena.

# Hooper Blasts Pulse as "Puff Sheet" For Using System He, Too, Employs

NEW YORK, June 30.—The most sharply worded attack yet unleashed by C. E. Hooper against The Pulse, Inc., now vying for the No. 1 spot in AM-TV audience measurement research, was made this

week during the course of a meeting in which Hooper presented his "media-meter" to advertiser-agency execs.

Hooper's blast caused considerable surprise in some research circles. The reason was his attack on the Pulse system of aided roster recall, and his charge that it tended to inflate certain ratings, to the extent, Hooper charged, that it is a "radio puff sheet." The basis for the surprise is that Hooper now is using, in certain cities, unaided recall, regarded by some research authorities as the least reliable procedure available.

It is also pointed out that one reason for the collapse of the Co-Operative Analysis of Broadcasting (Crossley reports) was the CAB's complete reliance on unaided recall. Hooper himself was a major factor in its demise thru his own telephone coincidental operation.

Hooper is using unaided recall in a number of cities to get "computed" ratings for shows aired in periods when it's too late or too early to phone. His procedure is to take a phone coincidental for a portion of this time and then relate it to the other hours, asking phone respondents what shows were heard in the period before the time of phoning them. It is said no other survey organization combined techniques in this fashion.

So far, Sydney Roslow, director of Pulse, has refused to comment on the Hooper attacks, other than

to write Pulse subscribers advising them that Hooper has been using unaided phone recall himself.

## Auto-Lite To Continue With Suspense Seg

NEW YORK, June 30.—Auto Lite this week decided to stay with *Suspense* on radio next fall on the Columbia Broadcasting System. The program, however, will be moved from Thursdays, 9-9:30 p.m., to Monday evenings, 8-8:30.

The sponsor had initially planned to get another radio program, but decided its present vehicle was a good buy. Cecil & Presbrey is the agency.

## Air Force Will Sponsor Laine

NEW YORK, June 30. — The Army Air Force Recruiting Services this week purchased the Frankie Laine show for airing over the Columbia Broadcasting System radio network. Show will begin October 7 in the 4:30-5 Sunday afternoon slot.

Grant Advertising is the agency.

## 200 Republic Pix Go to TV

HOLLYWOOD, June 30.—Over 200 full-length films will compose Republic Pictures' initial release to TV, it was learned this week. Republic's TV-releasing subsid firm, Hollywood Television Service, is currently dickering for multiple market release of the pix. Over half of the first block of 200 will be composed of Westerns, including films by Roy Rogers, Gene Autry and the Red Ryder series. HTS can offer over 50 of the Autry and Rogers and 26 of the Ryder pix.

As a result of legal action threatened by Autry and taken by Rogers against Republic's TV use of their product, studio said it will indemnify all product it releases to sponsors and stations, thereby protecting others against possible court action. According to a studio spokesman, Republic's contracts with the film players will be used in an effort to prove the studio has the right to issue pix in the new medium. Both Rogers and Autry have taken issue with this.

# WTIC Leads Attack on Dope Peddlers



Paul W. Morency, WTIC Vice President and General Manager (left); Leonard J. Patricelli, Program Manager (right); and Allen Ludlun, Moderator of "Mind Your Manners" program, witness the signing of Connecticut's new Narcotics Law by Governor John Lodge.

## Connecticut Radio Stations Speed Passage of Tough Narcotics Law

THE ABILITY of radio to render notable public service was again demonstrated in Connecticut this month when STATION WTIC, supported by other broadcasters, brought about the swift enactment of a new State Narcotics Law designed to protect teenagers from the insidious menace of dope peddlers. This is the first legislation of its kind specifically directed toward solving the growing problem of youth drug addiction.

WTIC's effort, which involved a complete study of existing laws and specific recommendations to legislative bodies, was inspired by the nation-wide response to the anti-narcotics crusade conducted by the station's teen-age program "Mind Your Manners" (NBC, Saturdays, 10:00-10:30 A. M.).

WTIC is hopeful that what has been accomplished in Connecticut will be repeated in other states, and offers its help to all other radio stations in the country interested in furthering this worth-while crusade.

### THE NEW LAW

For selling narcotics to minors—  
Mandatory Prison Sentence  
15 to 30 years for first offense.

Copy of the new Connecticut law is available on request.

## See SAG Winner In Hwd. Contest

HOLLYWOOD, June 30.—Screen Actors' Guild is expected to make a clean sweep of the local studios as opposed to Television Authority when, Monday (2), ballots are counted in the National Labor Relations Board election. Of the nine voting units in which the election is being held, SAG's jurisdiction is being challenged in six—Apex Films, Bing Crosby Enterprises, Clisco Kid Pictures, Flying A Pictures, Jerry Fairbanks and Hal Roach studios. Of the 600 ballots sent out to actors employed in these units, over 500 had been received by the NLRB office by press time. Official designation of the victor in the Western phase of the dispute will be announced by NLRB Monday (2).

Similar election will be held in New York, with voting skedded to start September 15. Inasmuch as this phase of the fight will be held on TVA's home grounds, a harder fought battle is anticipated, but SAG still expects to emerge the victor. New York phase will canvass thespes employed by 10 movie makers who heretofore have been the basic signatories of the Guild on the East Coast. Gotham firms include Audio Productions, Caravel Films, Inc., John Bransby Productions, Leslie Roush Productions, Pathscope Company, Sound Masters, March of Time, Transfilms, Inc., West Coast Sound Studios and Williard Pictures.

## Hormel May Shift Girl Ork From NBC to MBS

NEW YORK, June 30.—Hormel may shift its Sunday all-girl orchestra show to Mutual when a new short-term renewal contract, recently signed with the National Broadcasting Company, runs its course. The bankroller recently secured an eight-week extension from NBC, but is understood to be planning to shift when the run ends.

A similar show, airing Saturdays on the Columbia Broadcasting System, probably stays put.

### Connecticut radio stations that participated in the Anti-Narcotics Campaign

- |   |  |
|---|--|
| Bridgeport . . . . . WICC, WLIZ, WNAB           | New Haven . . . . . WAVZ, WBIB, WELI, WNHC |
| Bristol . . . . . WBIS                          | New London . . . . . WNLC                  |
| Danbury . . . . . WLAD                          | Norwalk . . . . . WNLK                     |
| Greenwich . . . . . WGCH-FM                     | Norwich . . . . . WICH                     |
| Hartford . . . . . WCCC, WDRC, WONS, WTHT, WTIC | Stamford . . . . . WSTC                    |
| Meriden . . . . . WMMW                          | Torrington . . . . . WLCR, WTOR            |
| Middletown . . . . . WCNX                       | Waterbury . . . . . WATR, WBRY, WWCO       |
| New Britain . . . . . WHAY, WKNB                |  |

# WTIC

WTIC's 50,000 Watts represented nationally by Weed & Co.



## The Ramparts We Watch

**RADIO**—Reviewed Monday (23), 9-10 p.m. EDT. Sustaining via American Broadcasting Company. Produced by the ABC Public Affairs Department. Director, Martin Andrews. Original music, David Broekman. Script, Joel Sayre. Narrator, Jackson Beck. Cast: Luis Van Rosten, Doris Rich, Joe Julian, Ronald Liss, Guy Sorel, Roc Rodgers, Carl Emory, Frank Behrens, Sandy Bichart, Burford Hampden, Somer Alberg and Maurice Tarplin.

If *The Ramparts We Watch* is any criterion the radio documentary is falling into the slough of "uncreativity" that marks much of radio's current programming. This hour-long exposition of the battle democracy is giving Communism for the souls of the French, instead of being made digestible and stimulating thru artistic fashioning of the subject, tasted like medicine—the kind that's left on the shelf of the drug closet forever. Moreover, by refusing to face the guts of the problem—rising rearmament-created prices that take from the European worker many of his necessities and give Communism a potent sales pitch—the program tilted at windmills and set up straw men easily knocked down, but with no resultant clarification of the issues.

Tho it was only thru characters that the ideas could have been made real, the people presented—a confused leader of a free trade union and a Communist harridan—never stepped out of the script.

The Commie woman, especially, was so black and so stupid as to insult the intelligence of her followers. The story told of the mining town of Distelbach in Lorraine, the arrival of an American mining engineer, the hostility toward him and a mining accident in which he figured prominently.

So much time was given to the arguments pro and con that little was left to build situation or to treat it in more than a cursory manner. None of the Gallic flavor of the inhabitants came over, and most of the actors' voices had a particularly American ring.

The direction by Martin Andrews was smooth and polished. Radio, however, needs to reach out for new voices as well as new programs. *Leon Morse.*

## All Around the Town

**TELEVISION**—Monday (25), 3:30-4 p.m. EDT. Sustaining via the Columbia Broadcasting System's TV network. Producer-director, Rai Purdy. Emcee, Mike Wallace. Guests: Bob Christenberry, Dick Maney and Dave Ferguson.

The Columbia Broadcasting System's *All Around the Town* will undoubtedly set the pattern for a host of similar TV shows. A blend of education and entertainment, the program features interesting buildings and places. Times Square was the point of origination of the program caught.

The program interviews people and gives a camera eye description of places. Emceed by Mike Wallace, the stanza introduced the Hotel Astor's Bob Christenberry and legit flack Dick Maney. Both were full of stimulating chatter with perhaps Maney a shade more colorful. Some of his chief gripes were unloaded: Ball club owners who tailor their parks to their hitter's talents and Talullah Bankhead's penchant for wild animal pets with a taste for mahogany furniture. Later to Wallace's dismay he interviewed a pretty Metro-Goldwyn-Mayer stenographer who had had more than her fill of the Great White way. She added the necessary touch of realism.

The roving eye of the camera roamed up and down the Main Stem showing televiewers via its zoomer lens the Bond waterfall sign, Duffy Square, the name theaters, etc. This camera was stationed on the fourth floor of the Times Building. Two cameras photographed from ground level, one from behind Wallace and another in front of him. The lens work was good, but better lighting perhaps with a portable dynabeam is indicated.

By this time it should be obvious CBS-TV has one of the better emcees in the slick, good-looking Wallace. This crew-cut young man is relaxed, intelligent and has the important ability to put people immediately at their ease under abnormal circumstances.

The program stacks up as a whole as an astute buy for a sponsor who wants an off-beat show, but one which should get a large audience.

# Television—Radio Reviews

## Preem and First 2 Regular CBS Shows

### Premiere

• *Continued from page 2*

City Center Ballet version of Ravel's *La Valse*.

The difficulties outlined as to properly lighting the show turned out to be the single greatest drawback. Arthur Godfrey's face, for example, changed color as he moved toward and away from the camera, and in and out of the best lighting range. Faye Emerson's chignon and natural hair, occasionally didn't seem to match. CBS President Frank Stanton and Board Chairman Bill Paley seemed to be wearing green suits, tho actually they were clothed in gray. That it will take some time before this problem is finally licked is evidenced by the companion color reviews in these columns. Both the *Modern Homemakers* and *The World Is Yours* shows still suffer somewhat from this shortcoming, which more experience and time will certainly eradicate.

The show unquestionably demonstrated, as indicated in the preview last week, that color has vastly greater impact than monochrome, that it adds untold entertainment and information values, and does a phenomenal job of enabling the advertiser to sock across the product.

In last week's preview, the last paragraph read: "What the CBS'ers went thru is probably best summed up by Veepee Adrian Murphy's remark to a *Billboard* reporter during a rehearsal: 'Now I know,' said Murphy."

If you've been wondering what Murphy's seemingly cryptic remark meant, the explanation is simple. The *Billboard* teleprinter operator in New York, while transmitting the copy to the plant in Cincinnati, failed to complete Murphy's sentence. What he said was: "Now I know how it feels to be pregnant."

To which, having since seen the show on Monday, this reviewer would like to comment, "It's a fine baby, Adrian, and we hope he'll grow up to be a big strapping man."

### Plainclothesman

**TELEVISION**—Reviewed Sunday (24), 9:30-10 p.m. EDT. Sponsored by Larus & Bros. Company, Inc., thru Warwick & Legler via the DuMont Television Network. Producer, John L. Clark for Trans American in association with DuMont. Director, William Marceau. Writer for show caught, Milton Kramer. Cast: Ken Lynch, Jack Orrison, Betty Beukler, Tommy Nello, William Keene and James Van Dyke.

Opener of the new *Plainclothesman* series, titled *Graft Cop* was a well-written yarn by Milton Kramer, who wisely kept his dialog on a common-sense plane and avoided hoked melo situations. Plot backlog was the familiar one about the honest cop who gets murdered for knowing too much. This time he was made to look like a grafter via phony deposits to his bank account. Booky menace was tracked down by the plainclothesman and his assisting sergeant by more or less reasonable police methods. There were no brilliant amateurs or hard-boiled shamuses in this one. The only real fault in the plot was the incredible denouement. No villain, as slick as Kramer made his, would be ass enough to souvenir his murder gun in a hollow book on his library table.

Cast and direction were uniformly good, with Ken Lynch as the plainclothesman and Jack Orrison as his humbler assistant giving solid characterizations, which will likely grow on viewers. Fine support was contributed by Betty Beukler, Tommy Nello, William Keene and James Van Dyke. Plugs for Edgewood pipe tobacco and Holiday Cigarettes, while not given too original treatment, were partially integrated into the actual story line and focussed attention with a minimum of commercial push.

If *Plainclothesman* sticks to its bread-and-butter last and keeps off the over-worked, smart-aleck melo beat, it ought to build itself a Sunday night following.

Bob Francis.

### The World Is Yours

• *Continued from page 3*

interesting by the use of a black-board.

Undoubtedly of consummate interest to advertisers was the amazing attractiveness of the General Mills commercials for its cake mix products. "Betty Crocker" narrated the plugs, but her copy was wasted because the cakes on display—devil's food, white butterfly and birthday—more than sold the product. While not all the colors were always true to the eye, there was little color bouncing.

The production was marked by slick camera work, the lensmen seemingly having gotten over their opening-day jitters

**COLOR TELEVISION**—Presented Tuesday (26), 4:30-5 p.m., EDT., over the CBS-TV color network. Sponsored for one telecast by General Mills. Thru Batten, Barton, Durstine & Osborn. Producer-director, Frances Buss. Moderator, Ivan Sanderson. Assistant, Patty Painter.

### 400 House Party

**TELEVISION**—Reviewed Thursday (28), 9:30-10 p.m. CDT. Sponsored by Fox Head 400 Beer thru Weiss & Geiller, via WBKB, Chicago. Producer, Dave Duranton. Director, Scott Young. Emcees, Pat Murphy and Maggie Daly.

WBKB has made a noble attempt to put on a talent show and still break away from the hackneyed introductions. They have succeeded in getting a fresh approach, but this session emphasized that a talent show is still only as good as its talent.

Pat Murphy and Maggie Daly, oldest of the writing Daly sisters, recently succeeded Mike Wallace and Buff Cobb in the patter show on WMAQ from the *Chez Paree*. In emceeing this show they used the same line of banter. The only objection is that it can get overly cute, particularly in constant play on Pat liking the girls, and Maggie liking the boys.

The couple sat on a divan, drank their sponsor's beer, and chatted with the talent before each number. Both Murphy and Miss Daly were very much at ease and were good interviewers. There were four contestants—a young, popular man singer, a girl classical singer, a veteran vaudevillian and a mixed quartet. All four were a cut above the run of amateur talent. Prizes were jewelry and a trip to the *Chez Paree*. Murphy and Miss Daly invited viewers to join their party if they could entertain in any way. A smart qualification was that all guests must be over 21. Commercials were casually worked in during the chatter. They also had one effective commercial with a brunette serving dark beer, and a blonde serving the light beer. *Jack Mabley.*

### Story Theater

**TELEVISION**—Reviewed Monday (25), 10:30-11 p.m. EDT. Sponsored by New York District Ford Dealers' Association thru J. Walter Thompson Agency, via WNBZ, New York. Produced by Ziv Television Programs. Emcee, Arthur Shields. Cast for "The Substitute" by Francois Coppee: Robert Alda and Susanne Dalbert.

A first sample of WNBZ's new 11-week package-pic series predicts necessity for vast improvement if the seg is to stand up. Angle is a 30-minute celluloid adaptation of some celebrated short story with featured players, and plugging 1951 Fords.

Monday (25) bow-in format had Arthur Shields introing the yarn, an adaptation of *The Substitute*, by Francois Coppee. To begin with, Shields' diction could have been clearer. The description of the story's background was largely lost, nor was the adaptation of much greater help when the action got under way.

Locale of *The Substitute* is Paris in the '90's, altho a viewer would scarce guess it either via costumes, sets or dialog. It gives every evidence of having been thrown together in jig time.

Its premise concerns a young crook who joins a pal in an enter-

### Modern Homemakers

• *Continued from page 3*

If viewed on black and white, comment would be confined to stating that Miss Stohr is a moderately attractive gal who does an effective job despite a slightly nasal delivery.

Inasmuch as color is involved, however, a number of additional comments are necessary. As to sets, Miss Stohr let it be known that a new set built especially for her will come into use next week. The current set has cabinets, refrigerator and other background pieces mainly in green. The refrigerator registered somewhat lighter than the cabinets. This may be due to the exigencies of setting up a rush set.

Miss Stohr herself has a pleasing auburn tint in her hair, but her fingernails are much too brilliant a red, enough so to be distracting in a show in which her hands are so important. The directorial problems, however, are something else again. For one thing, the two shots most frequently used were a close-up of Miss Stohr's hands pattering about with the food on white dishes, and a longer shot with the set in the background. A good portion of the show had her beating egg whites on white dishes, and placing vanilla ice cream on white meringue shells. This brilliant white on the short shots was suddenly switched to the long shot, with the bright green suddenly becoming the most prominent color. Not only was this disturbing to the eye, but it tended to distract, on the long shots, away from the white plates and food, to the sharpness of the green background.

The director and producer, therefore, should subordinate background coloring. They should beware of sudden changes from one strong solid color mass to another. There should be less such masses, with the food, for example, less concentrated in whites during extended periods.

The color on the finished products was excellent, for the most part. The soup, however, looked more like cherry soda in color than the deep tone of the true French onion soup. The fried chicken certainly was lent enchantment by the color, and the carrots looked better than any on display in the neighborhood fruiterers. The ice cream-cum-meringue was pretty pallid until raspberries were added, and they really dressed it up. Miss Stohr herself did not fare quite so well. Facial lighting still remains a major color TV problem, and her face washed out slightly if lifted toward the lights, while an arm in shadow took on a reddish hue.

The demonstrator made some attempts at light change of pace chatter. One fell flat when she spoke of a kid who acquired a cat to be a pal to his own dog-pal. However, she did come up with a line that got a rise out of the traders assembled at CBS to see the show, when she said, "Color television's wonderful, but it will really be something when we develop it to bring you the aromas of the dishes, too."

**COLOR TELEVISION**—Reviewed Thursday (28), 10:30-11 a.m. Sustaining via CBS-TV. Producer-director, Frances Buss. Cast: Edalene Stohr.

savings. Unfortunately, for the crook, the dope has a wife, with whom he falls in love. So he goes straight and gets an honest job in order to win her respect. However, the dope turns out to be a tippler and finally a thief. When the lid blows off and the wife discovers the lad has been in on the deal to make a sucker of her husband, she gives him the contempt treatment. Thereupon, despite the fact that he knows it will be for life as an habitual criminal, he takes the blame for the petty theft and goes to jail. If there were some French or period flavor to all this, matters might jell. As it stands, about all that can be said is that Robert Alda plays the young crook and Suzanne Dalbert is the suffering wife.

Ford commercials are the usual film sequences plugging new models. Photography is generally good. *Story Theater* will have to do better. *Bob Francis.*

## Jessie's TV Notebook

**TELEVISION**—Reviewed Tuesday (26), 12:30-1 p.m., EDT, over the American Broadcasting Company's TV network. Sponsored by Clorox, Crossley and La Choy Foods thru Honig-Cooper Company, Benton & Bowles, and Foote, Cong & Belding, respectively. Producer-director, A. Burke Cratty; assistant-director, Mickey Ward. Technical director, Mickey Trener. *Homemakers*, Jessie DeBoth and Mary Murphy.

This is a program for the homemaker who wants recipes dished out by someone representing that certain middle-aged stability and authority rather than glamour and chi-chi. Its chances of clicking would be enhanced were it beamed to a large farm audience, on the basis of the show caught, efforts should be made to liven up its rather static treatment of cookery.

Matronly Jessie DeBoth, syndicated newspaper cooking expert, makes with the tips on creative feeding. She stood around her kitchen like a colonel marshalling his forces and ordered her first lieutenant, Mary Murphy, to aid her with food preparations to assault the male appetite. Dishes included luscious-looking pork chops and fancy chop suey and meatball concoction surrounded by a large carrot-riced mound. Incidentally, feeling chipper, she'd instruct the studio audience to say "mm, mm" to express themselves emotionally about her gastronomic preparations.

There were a few half-hearted attempts to work the audience into the show—a cake of ice with a wrist watch imbedded in it was given to a lucky female—but for the most part Jessie just cooked and seemed astonished at her talents. This solid and substantial looking homemaker should make an effort to do something about her high-pitched, nasal voice which undoubtedly interferes with easy acceptance of her recipes. A few sessions with a voice coach should be the cure.

The commercials for Clorox and La Choy were well integrated and well delivered, but the Crossley plug seemed an afterthought.

*Leon Morse.*

## Now Hear This

**RADIO**—Reviewed Sunday (24), 5:30-6 EDT. Sustaining via National Broadcasting Company. Producer, Chick Vincent and Si Levine. Writer-director, David Harmon. Cast: Arnold Robertson, Larry Haines, Everett Sloane, Jackson Beck, Billy Redfield, Billy Quinn.

The aim of this public service show is to encourage enlistments in the U. S. Navy. Each show will depict a story about the Navy based on fact. But story of the first show was not one to attract enlistments from the timid or lazy. It concerned the happenings on a destroyer when a fire broke out in the hold, just above the ammunition magazine, with three men trapped in a forward hatch. At mid-show, just when the situation was looking most desperate, when it seemed a sure bet that the three fellows were going to get roasted and the whole ship blow up, the announcer broke in with a jovial description of Navy training. It was a change of pace, plus.

Acting was slick and over-all effect most gripping. Script and its direction were well paced, mostly shifting between the trapped sailors and the crew fighting the fire. The wind-up was neat, with a bad guy playing hero and making the rescue possible. Turned out he did this because one of trapped fellows held his head out of the water 18 hours when they were both blown off the Lexington.

Arnold Robertson, as an old boatswain, was narrator, as he will be in future airings.

*Gene Plotnik.*

## WIP Narcotic Program

**RADIO**—Reviewed Friday (29). Sustaining over WIP, Philadelphia. Producer, Varner Paulsen. Cast, John Facenda.

WIP cashed in on the headlines and turned the spotlight on Philadelphia's own drive against the narcotic racket.

For an hour last night (29), starting at 9 p.m., WIP took its listeners on raiding expeditions

*(Continued on page 7)*

## Highlight Reviews

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



# Another Look

Brief criticism and comment re tv shows previously reviewed in detail

## Amos 'n' Andy

CBS-TV Network, Thursday 8:30-9 p.m.

Few radio programs will go into TV with the heritage and tradition behind them of Amos 'n' Andy, and still fewer with the ready-made and perhaps even anticipatory, audience accruing the show. For virtually a quarter of a century the AM show has been paving the way for the TV version, setting up in the minds of viewers and listeners the concepts and characters involved.

By far the majority will find the filmed video version a highly satisfactory, frequently comic, projection of the original. In the main, the people in A 'n' A look like what you'd expect and they certainly sound like what you'd expect. All of which may well spell out a satisfactory rating, certainly among the top 10 or 15 Videodex shows—and which may very well also spell out sturdy protests from organized Negro groups throughout the country.

The reason, of course, is that such groups have been fighting the "stereotype" battle for some years, and now, in this visualization of a radio perennial, they will encounter almost the distillation and essence of all to which they object. Certainly the Kingfish (who is and has been for some time the lead character) can be silhouetted against a stereotype and find the patterns dovetailing just about perfectly. This is true of the others, too. It is difficult, then, to forecast anything but a hostile reaction on the part of the majority of Negroes. The problem, thus, becomes one of delicate public relations for Blatz Beer, the Schenley division which is the program's sponsor—\$40,000 per week, plus time.

The situation on this premier program (*The Billboard* reviewed the program last week, but the initial telecast offered a different film) was typical of the program's radio plots, a routine wherein Kingfish gets a draft call for another fellow, also named George Stevens. Hailed by his lodge brothers as a hero, he fails to tell them it's all a mistake and he's been rejected, and the pay-off develops when his wife discovers the deception.

Many loyal fans may have been disappointed in this particular episode, since Andy (Spencer Williams) came off as a weak second lead and Amos (Alvin Childress) a virtual one-line bit. The playing was effective throughout, but the situation was too transparent to be particularly funny. The production itself is excellent, one of the very best of jobs in films designed for TV, with medium tight shots used almost throughout and rarely exceeding two characters on screen at once.

The Blatz commercials weren't too sharp. The pattern on such sales pitches seems to preclude anything but a musical approach, and Blatz (via William Weintraub) has embellished its theme—No. 1 selling beer in Milwaukee—with a fairly large vocal group, as opposed to the standard beer jingle—and the result seems to make some of the chorused plugs difficult to understand. The "Blatz for Me" theme (based on the pop tune *That's for Me*) comes off better. *Jerry Franken.*

## Between the Lines

WPIX, New York, Wednesdays, 10:45-11:15 p.m.

This show, which uses a local controversy as a take-off point for a forum-type argument, took up the case of Prof. William L. Fordrungen this week. Fordrungen recently was brought up on charges by authorities at Hunter College, all-female city institution, for neglect of duty and conduct unbecoming a faculty member, because of his handling of a class in personal hygiene. Charges also were made that he included personal views on sex and offended many members of his class with his strong anti-birth control views.

Based upon his appearance on this show, however, it is difficult to see how Professor Fordrungen made either friends or enemies for his views. His pronouncements in his defense were so ambiguous as to constitute the most learned routine of double talk heard in many a moon. Thus, in prefacing his side of the case, he said, "Everything I say is to be regarded as suppositious unless I qualify it otherwise." Other gems included: "My philosophy of education is

not mine—it's the true philosophy." Also, "Merely interpreting the facts of hygiene is not education, it is merely giving facts." And, "Any action in violation of the nature of man is contrary to nature."

It would seem that the trial board which is to hear evidence and take sworn testimony on this case is going to receive a jolt if the good professor goes thru the same routine.

Moderator on the show is Eugene Bannegan, who also had his difficulties. Fordrungen insisted on interrupting frequently and demanded the privilege of making statements—a privilege that was accorded him, incidentally. The opposing point of view was represented by newspaper columnist William Gailmor, who had time for just one question: Has Fordrungen the right to tell his class that birth control is an immoral practice when it is one adopted by millions of decent people? In other words, has he the right to shape the ethical thinking of immature girls for which they may not yet be prepared, since the class has many 16 and 17-year-olds in it?

In reply, Fordrungen merely cited the Declaration of Independence as noting that all men are created equal, which proves there is a Creator; which in turn proves that men are not cattle, and that since people are made up of spirit as well as body, all sorts of problems fall under the purview of a course in hygiene.

The program, incidentally, also queried a gal, Rita McCarthy, who was one of Fordrungen's former students. Miss McCarthy testified that she never heard the prof say anything offensive and that it was good to hear someone not afraid to inject his ethics into a hygiene course. However, no student who felt otherwise was brought into the show, and inasmuch as the complaint against Fordrungen originated in part, at least, by students who professed to be outraged, this was a serious omission.

Plugs for the sponsor, Associated Food Stores, stressed a number of products carried by the outlets. The pitches, for the most part, utilized slides and were quite static. *Sam Chase.*

## Short Scannings

Brief but important video news

### Jack Palmer Appointed To WKRC-TV Sales Staff . . .

Appointment of Jack Palmer to the sales staff of WKRC-TV, Cincinnati, was announced last week by Sales Manager Don Chapin. Palmer formerly was an accountant executive for Pacific Broadcasting Corporation with territory in Centralia, Wash., moving from there to Raymond, Wash. During the war he was in the public relations office of the Naval Medical Corps.

### Uskali Promoted By Jam Handy Org . . .

William Uskali, formerly in charge of the sales office, has been upped to a dual post as manager of television production operations as well as of motion picture production for the Jam Handy Organization in the New York office, according to Vice-President George B. Finch.

### Lady Iris Show To Fold July 22 . . .

Bonañide Mills will drop its "Versatile Varieties" after its July 22 telecast. Stanza features TV's only legitimate royalty, Lady Iris Mountbatten, and is in the 11:30-12 a.m. Saturday slot on the Columbia Broadcasting System's video network.

### P&G Considering Steve Allen Show . . .

Procter & Gamble last week was on the verge of purchasing two 15-minute segments of the Steve Allen daytime show. Allen will go into the 12:45-1:30 strip this fall on the Columbia Broadcasting System's TV web following the block of three 15-minute soap operas scheduled for 12-12:45.

# Air Checks

Brief but important radio news

### Bob Hawk Moves Up to 10 P.M. Slot . . .

Camels last week moved its Bob Hawk show from 10:30 to 10 p.m. Monday evenings on the Columbia Broadcasting System's radio network. The advertiser had been after the slot for many years, and the cancellation of "My Friend Irma" opened up the time. The slotting of the Hawk show gives the CBS Monday night radio schedule a new look. "Suspense" goes 8-8:30 for Auto-Lite; "Godfrey's Talent Scouts," 8:30-9, and "Lux Radio Theater," 9-10 p.m. William Esty is the Camels agency.

### Van Line Buys ABC Web Time . . .

Continuing the rapid sales pace on five-minute radio shows, North American Van Lines, Inc., last week bought the 4 to 4:05 p. m. period across the board on the American Broadcasting Company. Show will be "Jay Stewart's Fan Mail," originating in Hollywood, and featuring guests stars answering fan letters on the air. Show tees off July 6. Agency is Joseph Castor & Associates.

### Bert Lebar III Weds Dorothy Cohn . . .

Bert Lebar III, son of Bert Lebar Jr., WMGM, New York, managing director, last week married Dorothy Joyce Cohn at the Waldorf-Astoria. Young Lebar is a sportscaster.

## WIP Narcotic

Continued from page 6

with federal men—a tape recorder was carried by news commentator John Facenda—catching on-the-scene conversations with drug users and pushers.

Producer Varner Paulsen tied the tapes together in expert documentary style, and he and Facenda provided the voice contrast in reading the telling copy.

No script writer can ever hope to match the conversation of an agent and a dope peddler as the talk turned to the reactions displayed by the peddler's young son. While the three or four other raids recorded did not produce as much program meat, the sum effect was a potent word picture of human degradation that would be hard to duplicate under any professional standards.

Also included with great effectiveness is a taped interview with a 27-year-old musician, who is joined in the round robin with his mother as he tells how he started to smoke "tea" at 19, graduating to heroin at 22 and (at the peak of his addiction, used over \$100 worth of narcotics each week.

That it takes an aroused citizenry to stamp out the evil is a point underscored in lengthy interview with Lt. William C. Leinhauser, chief of the city's narcotics division.

The case is made, the impact is a decided one, and WIP proves that radio can do a telling job. Unfortunately, the program doesn't stop there. For over a quarter-hour after having capped the climax comes a stilted and virtually nullifying interview by Sam Serota, station's production chief, with Lt. Leinhauser and the city's chief health officer, Dr. Rufus L. Reeves.

Serota tries hard enough to maintain pace and interest, but after 40 to 45 minutes of packed documentary interest and excitement, the discourse by two city officials fell flat. To the listener seeking intelligent answers from a physician as to cause, effect and treatment, Dr. Reeves seemed hardly qualified as an expert. Nor did he fare much better in discussing a proposed State law to deal with the problem, particularly among juveniles. He seemed as unfamiliar with the law and its intent as most of the public itself.

For the topper that hit the station's effort below the belt, the police lieutenant would have the listener believe—despite stories appearing prominently in the local press during the past year or so—that of the hundreds of arrests made by his squad, not a single one involved anybody under the age of 18. His statement dumps much of the effort into fiction. Nonetheless, it's still "E" for effort on the part of Facenda, Paulsen and Serota, who fortunately have taken the station's charge more seriously than the two city officials. *Maurie Orodener.*

# TV Talent and Show Tips

## Hollywood Bowl

Famed open-air site of the Symphony Under the Stars summer series of classical concerts should be sewed up by a major net, now that micro-wave link will allow cross-country TV beaming. Even if the Los Angeles market has to be excluded from the televising of the Bowl concert series to protect box-office, sponsor would assure himself of an eye and ear-worthy summer music series for the remainder of the country. No concert setting in the land is so well suited for visual presentation. This, coupled with possible shots of movie celebs in the audience, makes the Bowl a top tele bet for net viewing. (FOR OTHER SHOW IDEAS READ ALL DEPARTMENTS EVERY WEEK.) *L.Z.*

## French Phenom

Albert Junior is a French singer with a phenomenal voice, ranging from a male baritone to high soprano, with falsetto in his warbling in the higher octaves. The ease with which he switches from baritone to soprano would provide a distinct surprise element on video as there is nothing effeminate about his appearance or actions. His repertory includes opera, light opera and popular numbers in French. He has worked Radio Luxembourg, Radio Paris and other European stations, and is currently playing club dates in Scandinavia. (FOR OTHER SHOW IDEAS READ ALL DEPARTMENTS EVERY WEEK.) *T. W.*

## Patrice and Conlow

Smart TV scouts may well drop in at Courtin' Time at the National Theater in New York for a peek at a most promising pair of youngsters, Gloria Patrice and Peter Conlow. Every once in so often a duo comes along that sells on sheer ingenuousness. They so evidently enjoy what they're doing that a pewsitter likes them on sight. Both can sing well enough to get by, but dancing is their forte.

Both have a sound backlog of Stem musical and revue experience, but their current team-up brings out unsuspected possibilities.

(FOR COMMENT ON OTHER PERFORMERS AND LEGIT ATTRACTIONS, READ THE LEGITIMATE DEPARTMENT EVERY WEEK.) *B. F.*

## Comic Bean

Orson Bean, caught at New York's Blue Angel, is a stocky, well built comic with a crew cut and he works in a stand-up fashion with a delivery somewhat resembling Peter Lind Hayes. His material is a combo of shaggy dog yarns, sotto voces and little bits of business. Much of his stuff is of a double-take variety, getting greater results because of it.

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

# UN Blasts AM Death Myth

Continued from page 3

a Russian-language version specially voiced by Malik. All this in addition to its coast-to-coast U. S. transmission.

Title of the show is *The Price of Peace*. It was a special series of talks voiced by heads of important delegations at the United Nations, each striped-pants expert giving out with his country's official view on things that matter. *Price of Peace* was the summer fill-in for one of the UN radio's old stand-bys, *Memo From Lake Success*, which CBS has been broadcasting every Saturday for a couple of years. (When the UN radio moved from Lake Success to the new headquarters in New York a couple of months ago, the over-all *Memo* title was changed to *On the Record*.)

### The Staffers

Responsible for the electrifying program were the following UN staffers: Assistant Secretary-General Benjamin Cohen, of Chile; Radio Division Chief Peter Ayles, of Canada; W. Gibson-Parker, Great Britain, and Dorothy Lewis, Gerald Kean and Michael Hayward, the last three from the U. S.

For 12 weeks the show rolled along, attracting some attention but not creating too much stir. Speakers up to June 23 included the following: Sir Benegal N. Rau, India; Gen. Carlos P. Romulo, Philippines; Sir Gladwyn Jebb, United Kingdom; Charles Malik, Lebanon; Warren R. Austin, U. S.; Abba Eban, Israel; Fawzi Bey, Egypt; Tsingfu Tsiang, Nationalist China; Lester B. Pearson, Canada; Arne Sunde and Francis Lacoste, France, and Selim Sarper, Turkey.

Meanwhile UN radio had approached Malik several times, asking him if he wouldn't like to say his piece. First he didn't answer, then he gave his traditional "not

yet." Finally he said he'd play and asked for one of two alternate dates—June 16 or June 30. The radio gang had reserved June 30—the closing date for Secretary General Trygve Lie. Malik finally chose the date closest to the June 25 anniversary of the Korean War's outbreak. The UN boys then knew that he would without doubt have something important to say. They had called the turn.

Recording of Malik's voice—first in Russian, then in English translation—was done with mobile equipment brought from the UN to his Manhattan apartment. The job took a little over six hours. The radio group in charge said he was extremely co-operative. His script in the English version had run to 17 minutes. He couldn't understand at first why he was asked to cut his time to under 15 minutes. Finally the American Broadcasting System's need for sticking to 15-minute segments was explained to him. He helped edit the final version.

Michael Hayward introduced Malik on the air. The Russian delegate spoke clearly. He tripped over very few of the tougher English words—showing careful rehearsal. Before the last four paragraphs—where he came to the cease-fire nub of his message—he noticeably stopped for breath and enunciated with extreme clarity. It was those last four paragraphs for which the world had waited.

On June 30, the closing day, Lie took to the air. With his speech he closed the *Price of Peace* series. But he had opened a new chapter in the history of radio. It was under Lie's general direction—since Benjamin Cohen, of Chile, is his assistant—that radio proved its genuine, dynamic effectiveness.

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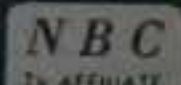
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# Growing Beefs Over Subscription TV Give FCC New Headache; Action Asked

WASHINGTON, June 30.—The Federal Communications Commission is facing a dilemma over closed-circuit theater telecasts, it developed this week as the Commission began nosing into a growing volume of gripes pouring in from TV set owners rankled over being deprived of the Murphy-LaMotta and Louis-Savold fights on their home receivers.

The issue is still embryonic, but FCC insiders see possibilities of it becoming a major issue because of its wide implications to the TV broadcast industry, movie and theater exhibitor interests and agencies.

Involved in the problem is the question of licensing subscription TV as well as the question of whether a change of policy may be necessitated on closed-circuit use for TV if the current trend of special hook-ups to theaters grows.

The issue has been thrown into focus by a sharp flurry of letters,

phone calls and telegrams from TV set owners this week asking FCC to explain why their sets were blacked out from the recent boxing bouts and asking for protection against a threat of a blackout of even bigger events in the future. Altho the volume of communications up to now has been moderate, FCC-ers see possibilities of a vast ground swell.

## FCC Keeps Hands Off

The Commission is continuing to take the position that there is no regulatory problem in the current use of closed-circuit hook-ups for special theater telecasts and that no licensing is required. Nevertheless, as one FCC-er pointed out, "The growing indignation of set owners may compel us to re-examine this whole subject." This same spokesman explained that so far as the FCC rules and regulations are concerned, the sole administrative problem which can

presently spring up would be based on a possible overloading of the circuit. As for regulation, the FCC is continuing to take the position that the only requirement for closed-circuit operation is filing of tariffs, even tho the circuits are used to transmit TV. "Technically," he said, "these shows are not telecasts at all; the pictures seen on the theater screen are in the same category as any wirephoto still picture, so far as FCC regulation is concerned."

Another FCC-er said that the problem currently is one involving "competition between various interests" and the FCC must be "a disinterested onlooker." However, this spokesman voiced doubt that the Commission can stay "disinterested" if the incoming complaints from set owners grow and if the issue is forced upon the agency in formal complaints. This particular issue is not scheduled for the agenda of the upcoming September hearings on theater TV channels.

Pending before the FCC is the related question of licensing subscription TV. The Commission was informally advised this week that the Society of Independent Motion Picture Producers will press for an expediting action on bids for such licensing.

## SHOULD'VE BEEN A TV COLORCAST

MIAMI, June 30.—The Hotel Greeters of America, tropical charter No. 19, this week had their reactions recorded while donating blood at the Delano Hotel here via a mobile blood bank. The recorded interviews were later broadcast over WMIE, which had previously taped them.

## Kreiser Buys Science Show For ABC's TV

NEW YORK, June 30.—Kreiser Watchbands this week bought the first adult science-fiction drama, *Tales of Tomorrow*, for televising over the American Broadcasting Company's video network on alternate Friday evenings, 9:30-10 p.m. The stanza will begin in late fall.

The package is Kreiser's second TV programming venture, the first being its canceled *Bandstand*. Both shows are Foley-Gordon packages. Hirshon-Garfield is the agency.

NEW YORK, June 30.—Snow-crop this week started to search for a nighttime video show of prestige proportions. The client currently has a daytime stanza on 48 stations on a spot basis, but feels it is necessary to project himself into the big-time picture.

## New TV Developments Befuddle TV Hearings

WASHINGTON, June 30.—Timetable for lifting the three-year-old TV freeze is foggy than ever. Developments here this week were highlighted by the Federal Communications Commission's deferring until July 23 the previously scheduled July 9 start of city-by-city hearings on proposed TV allocations. The Commission declared the latest postponement is necessary to provide time to reach a decision on the question of whether its proposed allocations plan is legal. The question was argued at a day-long hearing here Thursday (29).

Feeling here is that the Commission will declare its proposed allocations plan is not in violation of the Communications Act and will go ahead with the deferred July 23 hearing, which could last several months. Scuttlebutt in some trade quarters here is that the FCC may take a shortcut by dispensing with oral arguments July 23 and instead examine filed briefs, but FCC bigwigs give no support to this, pointing out on the contrary that such procedure would violate the Administrative Procedures Act. Some tradesters nevertheless are firm in predicting the procedural shift.

Chief attack against the FCC's presently proposed system of allocating frequencies on a geographical "rather than economic" basis came from the FCC Bar Association at this week's hearing. William A. Porter, FCBA prexy, warned that the system is illegal and that if the Commission persists in its adoption, TV expansion will be throttled for years by a court challenge of the Commission's allocations.

D. C. Legalists Paul D. P. Spearman and Theodore Pierson, representing a big array of radio-TV clients, gave strong support to the FCBA contention. At one juncture, Spearman told the FCC that if it persists in its present allocations system, it will "be killing TV as dead as FM for which everything but the funeral has been held." Pierson told the commissioners that their plan is in "direct violation" of the Communications Act, which, he said, forbids freezing allocations on a geographical basis that would waste valuable channels in scores of towns financially unable to support stations.

From the line of questioning by Chairman Coy and his fellow-commissioners, it appeared they are convinced that their allocations set-up is inviolate and that a withdrawal would delay the freeze lift beyond the most optimistic hopes, now centering around the spring of 1952.

Singled out for attack by the

FCBA was the FCC's proposed reservation of non-commercial educational channels. However, Richard Salant, legalist for Columbia Broadcasting System, voiced no objection to such reservations. Strongly championing the educational reservations was Gen. Telford Taylor, chief spokesman for the joint committee on educational television, supported by Seymour Kreiger.

General Counsel Benedict Cotton, of the FCC, in a 32-page memorandum, supported the FCC's allocation plan as specifically in accordance with Section 303 of the Communications Act.

## BBD&O Snags Schenley Line

NEW YORK, June 30.—Batten, Barton, Durstine & Osborn this week came up with a good chunk of the Schenley account which formerly was held by the Biow Agency. The new agency will represent the distillers on Old Schenley, Schenley Reserve, Schenley 94.8 gin and Sir John Schenley lines.

Altho the liquors primarily advertise in newspapers, talk has been revived in the trade that network radio may let down the bans on such advertising.

## NCAA Facing Wake at Chi

• Continued from page 1

full investigation of the plan was under way now.

Even apart from this new woe, industry execs were questioning the amount of success NCAA has had, if any, in lining up sponsor and web support for its plan. Should NCAA be unsuccessful in turning up a bankroller willing to pick up the tab for the limited schedule the plan would make available, the plan automatically would collapse. Should no network agree to go along and carry those games, this too would make the plan unworkable.

### ABC and CBS

As to the networks, the American Broadcasting Company already has definitely flouted NCAA by inking to air the eight Penn games this fall. The Columbia Broadcasting System virtually has reached agreement with NCAA over gridcasts, but will air them in color, reaching a negligible audience (see separate story this issue).

DuMont and the National Broadcasting Company have indicated in the past that they will not carry games via the NCAA plan for fear of making themselves accessories to restraint of anti-trust and trade suits. NBC is reported willing to work out a compromise plan with NCAA but, if it does so, it would not be along the highly restricted lines of the NCAA's formula.

Result is that there is a strong possibility that NCAA committee members may legislate their own plan out of existence next Friday. If so, they may do it one of two ways. They may issue a statement suggesting that the effects of TV on grid gates will be studied

this fall with no restrictions placed on telecasting at all. Another possibility is that the group will come out favoring a compromise plan, such as the N. W. Ayer Agency proposal (*The Billboard*, June 30). The chances of NCAA going ahead on its own plan now rest on what success the group has had romancing sponsors and networks.

## CBS Color to Use Football

• Continued from page 1

programming if President Frank Stanton gives the okay.

The CBS-TV sports division is working on a proposed color schedule. The network already has hold-over football contracts with Army, Navy and Columbia. It is also possible to program games as far North as Boston and as far South as Baltimore. This would give CBS-TV the pick of the Eastern teams, including such powerhouse elevens as Princeton and Pennsylvania, with a good sprinkling of intersectional clashes when teams from the West and Pacific Coast come East.

The CBS-TV basic color network includes stations in New York, Washington, Baltimore and Boston. Lured by top football games not available on black and white because of the NCAA, fans might decide to buy color converters.

Reports are also current that CBS-TV has made overtures to Gillette for a colorcast of the World Series. This would be in addition to black and white. The web, insiders feel, might offer Gillette free commercial time, for

the privilege of carrying this event.

CBS-TV will tee off its color sports coverage with an hour telecast of the featured race from Monmouth Park, Oceanport, N. J., July 14. One and perhaps two other races will be presented in the colorcast. Jud Bailey of the CBS-TV sports staff will direct.

the morals clause contravened several existing provisions of the current contract; for example, the provision dealing with subsidiary rights. It further maintained that the morals clause, by hampering the writer's creativity, further impinged on the provision of the agreement in which CBS recognized such creativity.

Arbitrators were Lewis Gannett of *The New York Herald-Tribune*, Dr. Harold Taylor, president of Sarah Lawrence College, and attorney Allen Gilbert. William Fitts handled the CBS case.

shift is strictly to take advantage of the schedule, which would permit web telecasts to go into all cities on the cable. As things stand now, the Cleveland club's telecasts, for example, would not be carried in any city in which a league game is being played on the same day. This cuts down the value of the rights.

Another major factor is the heavy dough involved. With Notre Dame known to be able to get about

\$500,000 for its rights, and the American Broadcasting Company reportedly paying Penn about \$250,000 for eight home games, the pro clubs would like to get some of that loot. On the basis of the Penn deal, a club would get better than \$30,000 per game. Visiting teams are guaranteed \$15,000 per game, so the TV rights alone would more than pay off all expenses connected with a game, without a ticket being sold.

## Grid Pros Flock to Video

• Continued from page 1

There are also indications that the Shuberts intend to film TV shows themselves at Fort Lee. They have a substantial interest in numerous old legit properties which have never been filmed. The Shuberts will be affiliated in any video movie making with the Motion Picture Television Center of Hollywood.

## ABC to Take 3 Test Kines Of Winchell

NEW YORK, June 30.—Walter Winchell's last three radio broadcasts for the American Broadcasting Company before summer hiatus will be lensed and kined, so the web can work up a suitable sight format for the gabber for the fall. Three cameras probably will be used in the studio, starting tomorrow (July 1), with Winchell making little or no departure from his usual technique for the first time. Moderate changes may be introduced in the last two shows, depending on what studies of the first films indicate are needed.

Winchell has declared, in print, that he will insist on simulcasting his show in the fall, but said that ABC thus far has been able to clear only about a dozen TV stations. This, he feared, would murder him in the ratings. The show could not be aired via kine because of the time element in the gabber's material.

## SUGARED

### Integrated Blurbs for "B and B"

HOLLYWOOD, June 30.—A new wrinkle in TV film plugs, the integrated commercial, will be used in the *Bread and Board* half-hour film series co-starring Charles Coburn and Spring Byington. Series of 39, completed last night (29) by Producer Morris M. Wein, is designed to be entirely free of commercials at the start, middle and end of the film. Instead, inserts will be filmed showing in use the various products advertised.

Wein is set up to sell series for either national or regional sponsorship. Test plugs have been filmed for demonstration to agencies. According to Wein's plan, film will be introed by announcer who will inform audience that program will be entirely free of the usual commercials. Viewers will be told that they will see a number of advertised products in use. Any viewer who sends in a postal card bearing the proper brand names of commodities shown in the film series will receive a prize. Altho program will be free of commercials, Wein hopes gimmick will have viewers writing sponsors' names each week.

Filmed inserts will be flashed on as story unfolds and will appear as part of the story's development. Series was brought in at an estimated \$17,500 per 30-minute episode.

## Shuberts Seen Moving Into TV

NEW YORK, June 30.—The Shuberts this week moved slowly into the TV picture by throwing shooting space at their newly acquired Fort Lee, N. J., studios open to video film producers. Chief lure to TV movie makers, in addition to the stages, is the tremendous library of costumes, sets, properties and drapes owned by the Shuberts and which are on hand at Fort Lee.

There are also indications that the Shuberts intend to film TV shows themselves at Fort Lee. They have a substantial interest in numerous old legit properties which have never been filmed. The Shuberts will be affiliated in any video movie making with the Motion Picture Television Center of Hollywood.

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## EDITORIAL

## A Hot Sales Tip

It's June 30, 1951—the good old summer time—when people buy bathing suits, hot dogs, popcorn, straw hats. This week we discovered that a few more items can be added to this list, notably, phonograph records. (See separate story on RCA Victor and Columbia summer disk sales.)

Frankly, there's a great temptation to go off half-cocked and mutter "I told you so!" In an April issue of *The Billboard* an editorial lauded the efforts of RCA Victor and Columbia who were blueprinting sales drives designed to beat the summer slump. As we go to press this week we learn that both Victor and Columbia, thru a combination of good records, initiative and well-planned promotion, have racked up some sales figures which would do credit to a peak fall season. The Victor and Columbia figures do not represent one or two isolated sides. Rather, they are indicative of heightened sales on a fairly broad base.

The time is not yet to enthusiastically beat the drums and say there is no such thing as a summer slack period. That would be ridiculous. But it is proper and fitting at this point to state that a combination of good promotion and good product, careful planning coupled with thoughtful a. and r. work, can considerably ease the strain of those summer months.

The Victor and Columbia summer drives should not be construed at this stage as completely upsetting traditional industry philosophy. The experiment has not progressed far enough. But these companies have had the courage to point the way. They have done spade work of inestimable value to every serious manufacturer in the record business.

So, we repeat. It's June 30. The good old summer time. And from this vantage point it would appear that you can sell records after all. At least enough to change some of that red ink to black.

## Fox Seeking Hike In LP Royalties

## Agent Also Puts Thru a Boost In TV Film Short Synchronization

NEW YORK, June 30.—Harry Fox, publishers' agent and trustee, is currently negotiating a hike in the royalty rate applying on pop LP's. Fox has also put thru a revision on synchronization rates applying to TV film shorts.

The deal now being worked out with major and indie diskeries will probably provide a synchronization rate of 1 3/4 cents per tune on disks retailing at \$3. At present, the current rate on pop LP's is 1 1/2 cents per tune on disks selling at \$2.85 or less. However, the excise tax, plus costs of jackets, has upped this cost to \$3, thereby lifting such disks out of the 1 1/2-cent rate class.

Some publishers have been pressing for the full 2-cent rate. Fox, however, points out that a quarter-cent hike per tune will mean a total hike of about 2 cents

per disk (depending upon how many tunes are carried on the LP). This will mean a substantial increase in revenue for publishers. Fox hopes to conclude the negotiations for a new rate before the next quarterly statement.

Revision in the synchronization rate on film TV is already effective. For shorts of the type of Louis Snader's three-minute Telecriptions, the new deal is a \$100 advance against 2 per cent of the gross. Fox is making a continuing study of the TV film field with a view toward fixing the synch rate structure. Formerly, the general rate was \$50 advance against 2 per cent of the gross.

Production on three-minute TV films is picking up. Snader on June 22 started production on a new series of 400 films. Many of these are being done in color.

## New ASCAP Writer Plan Up; Big Change Unlikely

NEW YORK, June 30.—A mimeographed questionnaire and petition calling for a general meeting of the American Society of Composers, Authors and Publishers to consider a new writer distribution plan has been sent to writer members by ASCAP rank-and-filer H. J. Lengsfelder.

The Lengsfelder plan calls for 30 per cent for seniority, 30 for availability, 40 for performances. The seniority would be based on years of active membership, one unit for each year under 10 years served, and two units for each one unit for each year under 10 years served two units for each year over 10 years. The availability would be determined by an availability committee, comprising 12 members representing the various income levels of the Society. Availability ratings would be determined on the basis of the imponderables not revealed in performance logs—prestige, artistic merits, etc. The rating would not be permitted to fluctuate more than 10 per cent in a year.

Lengsfelder also suggests that the sources of performance figures be broadened; sampling should be extended to the smaller radio stations, nightclubs, concert halls.

He criticizes the current 60-20-20 plan because of its "financial shortcomings for the large majority" and because it pays off for "leg work, not brain work, and only good promoters, not good artists, will have a right to survive." His reference here is to the rash of plugging that has broken out among cleffers since the 60 per cent performance plan went in. He also castigates the expense of

the current plan, which he calls the costliest in the Society's history.

Meanwhile the writer classification committee which has been working toward a revision of the distribution system, has reportedly made little real progress by way

(Continued on page 32)

## Artful Bally Seen Clue to Boosting Summer Disk Sales

## RCA Victor and Columbia Show Way With Successful Promotion Drives

• Continued from page 1

a strong push via newspapers, radio, TV and point-of-sale merchandising. The campaigns included both co-op money and factory-sponsored drives, special tie-ups with Mario Lanza's *Great Caruso* film, etc. Victor did not go in heavily for national magazine advertising.

## FOOD FAIR

## "House" Lines Offer Beans &amp; Blintzes, Too

• Continued from page 1

sion on Columbia with south-of-the-border dishes mentioned; and an Italian-American diskings by Louis Prime on Robin Hood, with the orkster chanting the names of Italian foods.

Expected to be released shortly are hillbilly and Yiddish versions of the tune, with the lyrics containing offers of food like turnip greens and cheese blintzes.

Meanwhile, Coral Records, Decca subsidiary, signed co-writers Saroyan and Bagdasarian to wax their own novelty for the label. In addition to the two Columbia disks and the Savoy and Robin Hood platters, the tune has been waxed by Ella Fitzgerald on Decca, Kay Starr on Capitol, and Kay Armen, who "found" the tune, on Federal. Trade expects to see Spike Jones, Homer & Jethro, Three Suns and Mickey Katz diskings on the tune issued shortly.

## GRUNTER WINS DISKING PACT

HOLLYWOOD, June 30.—Leo Garibaldi, half of the father-son mat team of Gino and Leo Garibaldi, has inked with Charm Recording Company and will be featured with his accordion and ork. Diskery's initial sides hit the stands this week. Thyavals, one of the sponsors of local wrestling, has okayed an order of 100,000 Garibaldi platters for exploitation purposes. Charm's Don Meyers, who manages Garibaldi, is packaging a TV show built around the youthful athlete-turned-artist. Second release on the matman will include a tune cleffed especially for him, Garibaldi Polka.

## IT'S UNETHICAL BUT IT PAYS OFF

## Major Disk Dealer Trans-Ships Any LP, Anywhere, Coining Dough

NEW YORK, June 30.—The trans-shipment of long-playing records from one area into another, and at cut prices, has been hurting numerous disk dealers, but one major dealer in this city has discovered that he can make more money by operating as a sub-rosa trans-shipper than as a retailer. The dealer about whom this is written operates more than one store, does not advertise his trans-shipment business, does not ship to consumers and has only recently gone into this end of the business.

That it is lucrative is borne out by the fact that the dealer's average shipment to other disk retailers is for \$5,000 worth of merchandise. Tho most of the orders are on one of the major LP lines, the trans-shipper is currently able to fill orders for LP disks on any label. Major labels are being

shipped from here at discounts of 50 per cent with freight charges prepaid. The trans-shipper admits that he has little difficulty in getting his stocks at an average of 60 per cent off the list price. Some lines, he says, can be bought at 80 per cent off, tho others are picked up for as little as 50 per cent and 5 per cent.

Most of the trans-shipper's business is being done in the Metropolitan New York area, tho he has made heavy shipment to other cities. Net profit on trans-shipment is ordinarily better than 10 per cent, he claims. And the future for this operation looks good enough for the dealer so that he is getting ready to make a cross-country trip in order to assure himself of a constant supply of records for the remainder of the year. He claims that he's been offered some "excellent deals" by

Columbia, whose president stated in April that he would try to disprove the theory that business will be poor, has relied heavily on magazine space. The diskery has also committed itself to the policy of continuous, year-round promotion rather than periodic promotional splurges. Columbia's mag schedule included space in *Time*, *New Yorker*, *Atlantic Monthly*, *American*, *Cosmopolitan*, *House Beautiful*, *Redbook* and others. The general campaign also included factory-sponsored newspaper ads and, for the first time, active plugging of the 45 line.

## The Other Companies

None of the other diskeries announced plans for extensive promotion during the summer.

Decca, currently not enjoying the peak business of Victor and Columbia, is selling well with *On Top of Old Smoky*, *Good Morning Mr. Echo* and *I'm in Love Again*.

Capitol is currently doing a bouncing business with Les Paul's *How High the Moon* and Josephine, Nat (King) Cole's diskings of *Too Young* and Stan Kenton's *September Song*.

There were indications elsewhere that some of the summer business lethargy was being overcome.

MGM Records, for instance, reports that it already has shipped 51,000 copies of its sound track

## Capitol Execs Hit Road for Area Huddles

HOLLYWOOD, June 30.—Capitol Records' top brass will hit the road for a series of regional sales meetings during which diskery's upper echelons will unveil fall-winter merchandise and sales campaigns to its reps in the field. En-tourage will consist of Capitol

(Continued on page 32)

## PINKERTONS GUARD PLATTERS

## Richmond Shelves Release Date Suit

NEW YORK, June 30.—Music publisher Howie Richmond made a last-minute decision to withhold suit against Mercury Records for breaking the release date of his tune, *Longing for You*, but only after the diskery had gone to ex-

album of *Show Boat*. This sizable shipment was made several weeks prior to the first scheduled public showings of the flicker.

Mercury's Joe Carlton reported that business took a sizable turn for the better this week for that waxery with Patti Page's *Mister Go, Go, Go*, Richard Hayes' *My Truly, Truly Fair* showing the way.

## Barry Vacates Morris Set-Up After 7 Years

NEW YORK, June 30.—General Professional Manager Paul Barry and the Edwin H. Morris pubberies this week parted company after a seven-year association. Barry still has two-and-a-half years to go on a five-year contract and negotiations currently are going on for an amicable settlement. Lee Eastman, is representing Morris and Barry has hired Jaffe & Haffe to handle his end of the negotiations. The remainder of the pact is worth close to \$40,000.

Barry has been general professional manager of the firms since he replaced Henry Spitzer in the Morris set-up. No replacement has been set for Barry, but General Manager Sidney Kornheiser is flying to the Coast over the week-end to confer with Morris regarding the pubberies' future professional plans.

Barry, meanwhile, will vacation most of the summer before making a final decision as to a future move. He is mulling a proposition to go into partnership with a recently opened and fairly successful pubberies and also is entertaining the possibility of going into his own publishing business on a modest scale.

tremes to show its good faith in protecting the play date for the pubber

The diskery went so far as to hire five Pinkerton detectives to impress the importance of the release date on deejays, distributors and the general trade further reiterating the importance of observing the release date.

In addition the diskery, operating on plans drawn by veepees Art Talmadge and Joe Carlton, sent letters to deejays, distributors and the general trade further reiterating the importance of observing the release date.

Carlton hired the Pinkerton

(Continued on page 30)

## Mills, Mayer Hold Confabs

HOLLYWOOD, June 30.—Irving Mills, prexy of Mills Music, revealed that he had discussed sale of the Mills catalog to Louis B. Mayer, thereby confirming an exclusive report in *The Billboard* dated June 30. Mills said that Vic Orsatti, of the Orsatti agency, longtime friend of the resigned head of Metro-Goldwyn-Mayer Studios, is agenting the deal. Also confirming *The Billboard's* report, Mills said he asked \$5,000,000 for the catalog of the largest inde-

(Continued on page 32)



# Orchestras to Settle Future On Television This Summer

Sammy Kaye Latest to Dive In; Audiences to Tell if Water's Fine

NEW YORK, June 30.—The future of bands on television will be shaped largely this summer and fall. Sammy Kaye, going into the Columbia Broadcasting System video web, 7 to 7:30 Saturday night slot, starting July 28 for 13 weeks, is the latest of the name orksters to take the tele plunge. What Kaye and Freddy Martin (who debuts his *Band of Tomorrow* on DuMont for nine weeks, starting July 11) and a handful of other ork shows produce in the way of ratings during the dog days and in the coming fall season will determine the fate of bands in video for the immediate future.

If these bands build audience followings there is little doubt more name orks will find their way into the medium. If they lay eggs, agencies and advertisers will

no doubt steer clear of orksters. The pattern for orks on tele is already becoming quite clear, and it's as simple as it was in radio. The band needs an idea. Just as Kay Kyser racked up hefty hoopers in AM years ago, so Kaye is presently counting on his "so you want to lead a band" gimmick (with elaborations and variations, of course); Martin is counting on his *Band of Tomorrow* hook, and Horace Heidt has been pushing his Philip Morris talent scout proposition.

### Another Formula

The only other seemingly successful formula is that employable only when the ork fronter is a top vocalist in his own right, as per the case of Vaughn Monroe. Monroe goes back on his Camel video show next October, and tho he must be reckoned a name band fronter, the show has been produced along musical-variety lines, featuring Monroe's baritone rather than as a band show.

Aside from individual name band stanzas, such other basic ork shows as *Cavalcade of Bands* on DuMont, and the remote shot from

Frank Dailey's Meadowbrook are also helping to blaze the tele trail for orks.

Top personal managers and agency men are knocking themselves out trying to develop entertainment ideas for such of their ork properties as have eyes for video.

### Remember Theaters

They well recall that bands as theater attractions virtually died after a lengthy and profitable run, mainly because too many orksters simply played music on theater stages just as tho they were working a hotel room. Too few put any money, time, thought or effort into building really entertaining shows. The more astute ork pilots are battling against a similar blunder in video.

Of course, many top band leaders are still steering clear of video. Some feel the medium is still not far enough advanced to risk the plunge. Others just don't want to be tied down to an originating point like New York, Chi or Hollywood, because they dislike giving up the still often lush one-nighter and other road money.

Most observers, however, agree this summer and fall will find enough bands on the video lanes to have a distinct bearing on the whole future of orksters in tele.

## "HUB'S" IN BIZ, BUB

# Hwd. Writer Co-Op Grows Its Muscles

NEW YORK, June 30.—Designed to protect interests and properties as well as safeguard the independence of songwriters, a Hollywood-born clefter co-operative venture, known commonly as "The Hub," has begun to emerge from its embryonic stages after some 10 months of incubation. The half dozen songwriters who comprise The Hub explain that they banded together to combat what they allege is the disintegration of honesty and integrity in the music business. Considering the cut-throat nature of the music business today, this group's venture is quite unique and is being eyed with much interest in the trade.

The writer members of The Hub include Bob Russell, Harold Spina, Don Raye, Gene DePaul, Ben Oakland and Paul Webster. The group got together about 10 months ago at a point when they found that between them the sextet had placed something like 20 songs with a single publisher, who had promised each a No. 1 plug. Knowing this to be impossible, and to attempt to overcome repetition of such an instance, the clefters devised a firm policy to be applied in dealing with publishers:

1. The sextet demands a contractual guarantee of performances, with activity to be gauged by the Peatman sheet.
2. The group offers no concessions in money guarantees and will

not become involved in deals where payola is involved.

3. Hub members help one another in both selling and writing of songs.

4. The group has set an "open-door" policy for diskers and publishers to supply these sources with songs made to order.

Typical of the type set-up the group has developed was a recent New York trek made by Hub-ite Harold Spina. Spina, on this jaunt, sold no less than six songs to publishers, none of which was penned by him. He sold *Till All the Stars Fall in the Ocean* and *Mr. Peppi*.

(Continued on page 32)

## Berne Named Remington VP

NEW YORK, June 30. — In line with the company's expansion program started last week with the introduction of 79-cent Pontiac LP disks, Remington Records prexy, Don H. Gabor, this week named Dan Berne as vice-president of the diskery. Berne was formerly executive vice-president of London Records. At the same time, Gabor named General Sales Manager Jack Meyerson a vice-president.

Berne will handle administration and financial matters. Meyerson, who remains in control of sales, announced the addition of three regional distributors for the Remington line. Artist Record now handles the line in Seattle, Jather Distributing in Minneapolis, and Perkins Distributors in St. Louis.

Gabor will head for Europe again in September for further diskery and to complete setting up a pressing plant in Paris.

## Merc Extends Bonus Plan

CHICAGO, June 30. — Mercury Records this week announced an extension of its previously reported June 1-30 three-for-one bonus plan for record retailers to July 15, following a survey of hinterland stores which indicated that the plan still hasn't reached all retailers. Further reason for extending the plan has stemmed from the fact that already total volume from the bonus plan is 20 per cent over a similar period last year when Mercury tried the plan for the first time. Last year, Mercury had competition from London, which started a similar plan after the Mercury announcement.

Under the bonus program, Mercury distrib-points will take back \$1 worth of any label or speed for every \$3 in LP stock purchased by the retailer in June. The \$1 return is then credited against the \$3 purchase. Twenty-five per cent of the purchase may be in Mercury's 45-r.p.m. catalog.

## Victor Teams Pinza With The Pioneers

NEW YORK, June 30. — RCA Victor continued its experiments with teaming classical and pop series by release this week of a disk featuring Ezio Pinza and the Sons of the Pioneers. Label previously coupled Helen Traubel with Jimmy Durante, Pinza with Fran Warren and Patrice Munsel with Tony Martin. Munsel-Martin teaming was on the *King and I* album. Columbia also worked the same gimmick recently in pairing Nelson Eddy with Jo Stafford.

The Pinza-Sons disk couples *The Wind Is a Woman* and *Little Ol' State of Texas*. Sammy Cahn, who wrote *Be My Love*, the Mario Lanza click, also penned *Texas*. *Wind* was written by Stan Jones, who clicked with *Ghost Riders in the Sky*.

## Atlantic Gets Jubilee Line

NEW YORK, June 30. — Jerry Blaine, of Cosnat distribbery, is going out of the manufacturing end of the disk business. Blaine has sold his Jubilee line to Atlantic Records. Deal includes transfer of artists' contracts, including the Orioles and other rhythm and blues talents.

Cosnat chief is expanding his distribution business with the opening of a new branch in Philadelphia (see separate story). He is retaining a minority stock interest in Jubilee.

## Siegel Signs 3-Way Deal

NEW YORK, June 30.—Ralph Maria Siegel, top money earner in the German performing rights society (*The Billboard*, June 23), has set up a Broadcast Music, Inc., affiliate here. Siegel, who has been visiting in New York several weeks, signed a five-year optional BMI deal as publisher, writer and composer. His BMI firm is Ralph Siegel Music, Inc. Repping Siegel here will be Frederick Reiter who also represents the Spanish performing rights society.

Siegel, who represents Ralph Peer's Southern Music in Germany, left for that country late this week. He is scheduled to return here in December.

## MCA's Barnett on Dallas-L.A. Swing

NEW YORK, June 30.—Larry Barnett, Music Corporation of America veepee in charge of the bands and acts department, left this week for a business trip to Dallas, whence he will go on to the West Coast.

He will operate out of the agency's Beverly Hills, Calif., office for the next four weeks or so.

# Kidiskery's Leaf From Drug Book

Children's Guild Offering "Samples"; Will Spend Half Million to Hype Sales

NEW YORK, June 30.—Children's Record Guild, kidiskery here, has set an exploitation budget of \$500,000 for the next 12 months —\$150,000 more than the label spent last year to hype sales. Part of the program calls for promotional and merchandising schemes considered unorthodox in the business, but standard procedure in packaged food and drug fields. Label's first experiment broke recently with full-page ads offering readers a 10-inch kidisk for 25-cent handling charges. Disks normally sell for \$1.15.

The Guild's offer, intended to

acquaint potential kidisk buyers with the label's merchandise, is reported to have drawn some dealer squawks. Anticipating the beefs, however, kidiskery's Sales Manager Arv Katz rushed explanations to distributors and sales reps. Katz explained the label's move by drawing a parallel with free samples handed out by soap, cereal and cigarette manufacturers who familiarize the consumer with their products or restimulate buying interest by offering samples.

Meanwhile CRG announced its heavy consumer advertising campaign would continue with a four-color back cover ad in a July issue of the *This Week* Sunday supplement and other ads during that month in Sunday editions of *The New York Times*, *Philadelphia Inquirer*, *Chicago Sun-Times*, *Portland (Ore.) Journal*, *Columbus Citizen*, *San Francisco Chronicle*, *New York Herald-Tribune* and *Omaha World-Herald*. Label has also scheduled institutional ads in such national mags as *Parents* and *Good Housekeeping*.

Other merchandising gimmicks (Continued on page 32)

## Basie Preems In TV Theater

KANSAS CITY, June 30.—Count Basie, his orchestra and company, and the Herman Chittison Trio will inaugurate a series of legitimate attractions to be sponsored by KMBC starting July 6.

The series will be presented in the CBS affiliate's new TV Playhouse, the largest theater in Kansas City and the second largest television playhouse in the nation. The 2,600-seat auditorium already is the home of the *Brush Creek Follies* stage and radio show on Saturday nights and, come fall, will also house the Kansas City Townhall presentations every Monday.

## LANZA COLLECTS GOLD PLATTER

NEW YORK, June 30.—RCA Victor execs this week went thru the standard disk business ceremony of presenting a gold-plated disk to an artist hitting the 1,000,000 mark in sales of a single record. Getting the honors was Mario Lanza for his disking of *Be My Love*, the biggest selling single classical disk by a vocalist in the company's history. Only other classical single ever to hit the 1,000,000 mark for the label was Jose Iturbi's waxing of Chopin's *Polonaise in A Flat*. At the moment Lanza has two other disks on *The Billboard's* best-selling singles list and also tops the list for best-selling 45 and LP pop albums and 45 and LP classical albums. *Loveliest Night of the Year* is currently RCA Victor's best-selling single disk.

# 2 More Indies Cut Price on LP Disks

Vega Charging 60 Cents on 19 Labels, Varsity Schedules 40 Albums at 79

NEW YORK, June 30. — The low-priced disk firms were still tossing bombshells into the record industry this week with two more manufacturers slashing list prices on LP wax as an aftermath of last week's introduction of the 79-cent Pontiac disks by Remington Prexy Don Gabor. Vega Records, West Coast diskery, announced that 19 out of the 32 LP's in its catalog are being retailed at 60 cents a disk while Eli Oberstein re-activated his Varsity label by putting out 40 LP albums to retail at 79 cents.

According to Vega Prexy Jim Bray, the 60-cent LP disks will offer dealers the standard trade discounts, but the records will not be sold thru distributors. Cut price deal runs only thru September 15. Disks are packaged in Vega's new "albumfold" covers and include such waxings as square dance, waltz, Latin-American, sacred, polka and Dutch hop music. Each disk contains six selections.

The Varsity answer to the Pon-

tac line was the release of 40 LP packages to combat Gabor's 24 albums. Both diskers issue their cut-priced, long-playing records in hard-cover, multi-colored jackets. Neither Gabor nor Oberstein has put a time limitation on their 79-cent lines, tho many tradesters believe the disks will go back to their previous prices when the fall selling season arrives.

Some of the low-priced diskers, particularly those in the pop singles field, have gained acceptance in retail circles as either traffic-building lines or actually profitable lines to handle. One national "five and dime" chain reports heavy reorders on the Tops line of 48-cent singles.

The Harry Fox office, agent and trustee for music publishers, reports some of the low-priced manufacturers are apparently doing better business than some tradesters imagine. Fox, however, is policing this end of the disk busi-

(Continued on page 32)

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- VALUABLE DEALER SURVEY DATA
- IMPORTANT REFERENCE LISTS
- SPECIAL FEATURE ARTICLES
- as well as the complete current MUSIC POPULARITY CHARTS



*America's Fastest Selling Records*

**DECCA**  
RECORDS



*Evelyn Knight*  
Sings

**OH, HOW I LOVE YOU**

and

**Good Luck, Good Health,  
God Bless You**

Decca 27625 (78 RPM) and 9-27625 (45 RPM)

**NEW RELEASES—SINGLES**

- Wonder Why GUY LOMBARDO AND HIS ROYAL CANADIANS
- Dark Is The Night (C'est Fini) Decca 27640 and \*9-27640
- Both from MGM Picture "Rich, Young And Pretty"
- Paris Interlude CAMARATA Conducts THE KINGSWAY SYMPHONY ORCHESTRA
- Cascade Of Stars (Lluvia De Estrellas) Decca 40214 and \*9-40214
- In The Valley Of The Moon BARON ELLIOT OCTET with JIMMY CONFER
- Mexicali Rose Decca 27642 and \*9-27642
- Just A Closer Walk With Thee MORTON DOWNEY
- I've Been A Stranger Decca 14571 and \*9-14571
- In My Father's House
- Life's Railway To Heaven MERVIN SHINER with JORDANAIRE
- My Lord's Gonna Decca 14572 and \*9-14572
- Move This Wicked Race
- Money Talks DUB DICKERSON
- Chinchie Hotel Decca 46329 and \*9-46329
- You Remind Me So Much EDDIE ZACK
- The Clouds Will Soon Roll By Decca 46330 and \*9-46330
- He Bore It All RANGERS QUARTET
- I Shall Go Home In The Morning Decca 46331 and \*9-46331
- The Old Rugged Cross MARIE KNIGHT
- Satisfied With Jesus Decca 48219 and \*9-48219
- Race Horse TINY DAVIS AND HER ORCHESTRA
- Bug Juice Decca 48220 and \*9-48220

\*Indicates 45 RPM Version

**NEW RELEASES—ALBUMS**

Songs from Walt Disney's  
**ALICE IN WONDERLAND**  
FRED WARING AND HIS PENNSYLVANIANS  
Story with Songs, Solos, Dialogue, Glee Club and Orchestra  
Selections include: Alice In Wonderland—In A World Of My Own—  
I'm Late—The Walrus And The Carpenter—(Reprise: In A World Of  
My Own—Alice In Wonderland)—All In The Golden Afternoon—Twos  
Brillig—The Unbirthday Song—Very Good Advice—  
Painting The Roses Red—March Of The Cards  
Children's Set CUS-22 • Two 10-inch 78 RPM Decalite® Records • Price \$2.25  
Children's Set 2-120 • Two 45 RPM Unbreakable Records • Price \$1.90  
\*Decalite—Unbreakable Under Normal Use

Memorable Moments In  
**MUSICAL COMEDY**  
WALTER HUSTON • ETHEL MERMAN • MARY MARTIN  
GERTRUDE NIESEN • JULIA SANDERSON  
MILLIE WEITZ • THE FOURSOME  
Selections include: September Song (From "Knickerbocker Holiday")  
—They Didn't Believe Me (From "The Girl From Utah")—My Heart  
Belongs To Daddy (From "Leave It To Me")—Nobody Makes A Pass  
At Me (From "Pins And Needles")—I Got Rhythm (From "Girl Crazy")  
—Let's Be Buddies (From "Panama Hattie")—I Wanna Get Married  
(From "Follow The Girls")—Bidin' My Time (From "Girl Crazy")  
Decca Album A-865 • Four 10-inch 78 RPM Records • Price \$4.75  
Decca Album 9-245 • Four 45 RPM Unbreakable Records • Price \$4.15  
DL 6019 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.35

**GALOPING FINGERS**  
ETHEL SMITH  
The First Lady of the Organ  
Selections include: Sleigh Ride—The Galloping Comedians—The 3rd  
Man Theme—The Cafe Mozart Waltz—Fiddle-Fiddle—By The Waters  
Of Minnetonka—Maple Leaf Rag—Steamboat Rag  
Decca Album A-846 • Four 10-inch 78 RPM Records • Price \$4.15  
Decca Album 9-227 • Four 45 RPM Unbreakable Records • Price \$3.75  
DL 5327 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

**PERCY FAITH**  
and His Orchestra  
PROGRAM  
Selections include: Long Ago (And Far Away)—I Love You—Star Dust  
—Embraceable You—I'll Close My Eyes—There's No Holding Me—Amor  
—Spring Will Be A Little Late This Year  
Decca Album A-872 • Four 10-inch 78 RPM Records • Price \$4.15  
Decca Album 9-256 • Four 45 RPM Unbreakable Records • Price \$3.75  
DL 5349 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

**LOVER MAN**  
BILLIE HOLIDAY  
Selections include: Lover Man (Oh, Where Can You Be)—That Ole Devil  
Called Love—You're My Thrill—Crazy He Calls Me—My Man  
(Man Hottie)—Porgy—No Greater Love—Solitude  
Decca Album 9-250 • Four 45 RPM Unbreakable Records • Price \$3.75  
DL 5345 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00

**NEW ON 33 1/3 RPM**  
"WHOOPEE" JOHN WILFAHRT AND HIS BAND  
POLKAS  
Instrumental  
Selections include: Unita Polka—Favorite Polka—Whoopee John Polka  
—Martha Polka—Red Bear Polka—Our Mike Polka—  
Repeat Polka—Not Not Polka  
DL 5336 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.00  
Also on 78 RPM and 45 RPM:  
Decca Album A-555 • Four 10-inch 78 RPM Records • Price \$4.15  
Decca Album 9-24 • Three 45 RPM Unbreakable Records • Price \$2.90  
(\*Repeat Polka and "Not Not Polka" not included in 45 RPM Album)

**DECCA BEST BETS**

Four Great Songs from BING CROSBY'S  
Smash New Paramount Picture  
"HERE COMES THE GROOM"

**BING CROSBY** and **JANE WYMAN**  
Sing with THE 4 HITS AND A MISS and  
MATTY MATLOCK'S ALL STARS  
**IN THE COOL, COOL, COOL OF THE EVENING**  
coupled with MISTO CRISTOFLO COLUMBO  
Decca 27678 (78 RPM) and 9-27678 (45 RPM)

**BING CROSBY** sings  
with JOHN SCOTT TROTTER AND HIS ORCHESTRA  
**BONNE NUIT (Bonwee)**  
and **YOUR OWN LITTLE HOUSE**  
Decca 27679 (78 RPM) and 9-27679 (45 RPM)



# Project RCA, CBS Color Maneuvers Thru 1951; Mfrs., Dealers Jittery

Continued from page 4

urers swing over, the remaining hold-outs will have to fall in line or wind up behind the economic eight-ball.

CBS has carefully weighed a number of other factors which may make execution of the strategy outlined somewhat difficult. It realizes that even Air King and the other manufacturers, who are striving to produce CBS color equipment as rapidly as possible, may not be able to turn out the merchandise at an effective rate due to such governmental defense restrictions as Order M-47, which limits the use of copper, steel, aluminum, etc., for civilian items.

### Defense Dollars

CBS also realizes that the major manufacturers who must swing over to the CBS side fairly soon, to insure victory, may not find it necessary to do so from a profit standpoint because virtually all of these firms have huge defense contracts. Earnings on such defense work will make up for a considerable drop-off in black-and-white receiver sales. DuMont has \$30,000,000 worth of such orders. Only the top brass in RCA and a few people in government know how much in defense orders RCA has, but if DuMont has \$30,000,000 worth, an extremely conservative guess on RCA would be \$100,000,000 worth.

CBS also recognizes that, if color circulation builds too slowly, its own portion of the colorcasting bill may reach phenomenal proportions. It is an inherent part of the campaign that colorcasting time be increased at a steady and consistent rate. And even at the nominal rate advertisers are now paying it helps CBS foot the bill. If the advertisers eventually decide the limited circulation just isn't worth even the low rates, CBS' colorcasting bill could become alarming.

Proceeding in the face of these and other obstacles, Paley-Stanton and company consider a calculated risk.

### RCA Stance

RCA's strategy is not as clear-cut because (1) it is not completely formulated, and (2) much of it will be determined by the success or lack of some of developing CBS moves. RCA's strategy is largely one of counter-attack.

First counter-attack move is the series of field tests of the all-electronic compatible system and tri-colored tube, to which the public will be invited. The theme at these showings, subtle and otherwise, will be RCA's already widely publicized and promoted battle cry: "The only color television in the public interest is all-electronic, compatible color."

President Folsom told *The Billboard* unqualifiedly this week that the fact that, after July 9, the public will be invited to see the RCA

system and tube, means "we have a perfect system." In view of that statement this reporter asked Folsom when RCA would officially petition the FCC to look, act, study and approve the RCA system. "We are not ready to reveal that information," said the RCA president.

In the meantime, RCA will vigorously promote its own color system direct to the public thru field tests over a period of "months." Folsom said recently: "During the coming months the public will have an opportunity to see the RCA color system and judge its many advantages in our field tests. We also plan to send the color programs to other cities in network operation, linked with New York via radio relay stations or coaxial cable. We expect at least 100 RCA color television receivers will be used in the tests at these various points. Each set will be equipped with the RCA tri-color tube."

Altho the field tests must be on the air before the start of regularly scheduled telecasting in the morning, to comply with FCC restrictions on experimental color television programs, RCA claims the public at home will be able to watch the colorcasts in black-and-white on their present sets.

The implication is plain that it is part of RCA's strategy, then, to sell the public on the compatibility features by urging them to tune in on the field test colorcasts.

Here, too, final promotion, publicity and exploitation plans have not yet been formulated.

### RCA Risks

The RCA strategy too recognizes and provides for a certain number

of calculated risks. One of these is the unspoken question as to whether and how long the FCC will sit still for extensive public viewing of experimental field telecasts. The question, of course, is also open as to whether the FCC has any right to restrict field test viewing in any way.

Another major calculated risk in the RCA blueprint is the previously mentioned possibility that RCA's major set manufacturing competitors (Philco, Admiral, etc.) may swing over to CBS and make CBS color equipment. There is precedent for the probable RCA attitude in such a situation. During the 45-r.p.m., 33 1/2 long-playing record battle, RCA stood firm in its position and permitted every one of its major competitors (Decca, Capitol and, of course, Columbia) to sell hundreds of thousands of dollars worth of 33 1/2 record merchandise, without producing a single 33 1/2 platter itself.

On the set manufacturing side, however, in addition to the possibility that lush defense contracts would make RCA competitors less eager than normally to jump into CBS color equipment production, there is one other consideration. Should Philco, Admiral or any other manufacturer tool up to produce CBS color system merchandise, they would be faced with the possibility of a quick move on RCA's part to secure FCC approval for its electronic system, and the eventual possibility of leaving RCA in the position of being the only manufacturer with compatible color equipment on the market.

The relationship of Folsom's (Continued on page 32)

## Det. Symph. Reborn as Patrons Provide 600G

DETROIT, June 30.—A three-year contract to re-establish the Detroit Symphony Orchestra, after a lapse of two seasons, was signed this week by the Detroit Federation of Musicians. Move to make possible the revival of the orchestra was sparked by the current 250th Birthday Festival, in which symphony players as well as other musicians are figuring prominently. As reported several weeks ago in *The Billboard*, a drive to get several local business firms to underwrite the orchestra to the tune of \$10,000 a year for a three-year period got under way quietly. Twenty-two firms signed up, guaranteeing \$660,000 over the period.

Eduard Werner, local Federation president, told *The Billboard* that the present set-up is "on a sounder basis financially than at any time since the symphony was established in 1914."

The contract calls for an orchestra of 90 men and guarantees a minimum of \$100 per week for a 22-week season each year—compared to 21 weeks in the contracts which were in effect before the hiatus. It is planned to extend the season some additional weeks in the second and third years, tho that is not definitely contracted. The guarantees from strong industrial concerns will more than cover the contractual payroll for the orchestra personnel, giving the organization a safe margin in donations from the women's committee and other donors, in addition to ticket sales.

While the contract provides no increase in basic minimum pay, there have been substantial changes in fringe benefits, with a guarantee of Social Security benefits as the most important. Tho not obliged by law, as a non-profit organization, the Symphony Society is agreeing to place its personnel under Social Security, giving them the same type of coverage now generally extended to other employees in other fields. This is said to be one of the first symphony organizations to come under this provision.

Concerts are to be given in the 4,500-seat Masonic Temple, with the series opening October 18, and musicians reporting for rehearsal October 8.

## Scott-Crosse Marnel Merge

PHILADELPHIA, June 30.—Two of this city's largest independent disk distributors merged this week when Marnel Record Distributing and Scott-Crosse combined in a single Marnel firm which will now handle about 40 independent labels. Combine is the second of its kind born in recent months, with traders expecting more mergers to follow in other cities. First big merger of this type was in New York when distributors Harry Sultan and Lou Boorstein formed a single Douglas-Bruce firm out of their individual distribberies.

Meanwhile, the local combination is reported to have been the stimulus for New York distributor Jerry Blaine to open a branch of his Cosmat distribberies here for the handling of 14 disk lines plus phono needles, radios, phono and storage albums. Harry Chipetz, former sales manager for Scott-

## TV-Phono Merchandising

NEW YORK, June 30.—Trade here was waiting for some fireworks to start this week as a result of a traffic-building ad run in local papers by Sunset Appliance Stores, local TV-appliance chain. Large ad read, "Color TV today at Sunset. Caution. Before you buy be sure you know all the answers. Sunset has the answers." Rest of the ad listed a series of questions, including: Should I buy a TV set now? Will my set receive color? What happens to my set when color programs are available? Will the set receive both black and white and color? Will my favorite stars be on color now and is a 10 1/2-inch picture the largest that could be had in color? Ad also advised readers to call the store for information.

A phone call to the store only elicited a suggestion that "it would be better if you came in and discussed it—we don't think it can be explained over the phone." Further questioning only revealed that the store had a "color set" on display and in operation when CBS was telecasting in color. CBS, it is known, is highly peeved at the dealer and dissatisfied with the

color set being demonstrated and which was built by the store itself. Sunset Co-owner Morris Sobel told *The Billboard* that customers visiting the store would be given the following information: Black and white sets should be purchased now; they will receive color and black and white telecasts by the addition of an adaptor or converter; that "favorite stars" won't be on color now and that a 10 1/2-inch picture is now the largest that can be had in color. Store's salesmen were also instructed to tell customers that color sets may be available from Air King, Columbia subsidiary, in September and that they will sell for about \$500. Sobel claims to have asked CBS for the use of one of their color sets but was turned down. Therefore, he says, he decided to use his own set for the demonstrations in hopes of attracting customers to the stores and switching them to buying a set now. Results of the ad, according to Sobel, were poor.

### TV Set Production

Drops for May . . .

TV set production in May fell 28 per cent below April and 54 per cent under the monthly average of the first quarter this year, the Radio-Television Manufacturers' Association (RTMA) reported this week (28). Output of radio receivers rose 3 per cent above the preceding month and fell 3 per cent below the quarter's monthly average. RTMA reported 339,132 TV sets manufactured in May, and 1,372,609 radio sets, compared with 469,157 TV sets produced in April and a monthly first-quarter average of 733,223 TV receivers. April's radio production totaled 1,337,042 and the first quarter's average was 1,411,866.

## Total Ten as Ross Joins With Robbins-Kassner

NEW YORK, June 30.—Charlie Ross, vet music man and until now a pubber, takes over as general professional manager of the combined J. J. Robbins and Ed Kassner music firms Monday (2). Deal calls for Ross to move his own two firms, Charles Ross Music and Town & Country Music into the combine under a set-up which gives Robbins-Kassner a half interest in the pubberies. Remaining 50 per cent will be held by Ross and writer Buddy Kaye, who have previously owned the two firms.

Addition of the two pubbers to the Robbins-Kassner set-up now gives the combine a total of 10 pubberies: J. J. Robbins & Sons, Kassner, Words & Music, Lincoln, Piccadilly, Gold Mark, Villa-Lobos and Maceo. Group also acts as selling agent for Ben Bloom, and is talking a merger with Duke Ellinger's Tempo Music and other firms.

Goldie Goldmark, who recently went with the Robbins-Kassner firms in a top spot is not affected by Ross' affiliation with the group. Goldmark will act as professional manager on the West Coast, with Ross taking over in the East. Goldmark also went in with his own pubberly.

According to Ross, Buddy Kaye will now write for the combine on direct assignment in addition to bringing in several new tunes either written by himself or pubbed by the Ross and Town & Country firms.

## "Love Me" That Old Nostalgia

Continued from page 3

chorus in a mood, beguine tempo, and an orchestral bridge to make the change into Miss O'Connell's up-tempo second chorus. Tune, incidentally, was written by Latin-American orkster Luis Arcaez, with lyrics by Ray Gilbert, and is published by Southern Music. Gilbert came up with some special lyrics for the jump chorus chanted by Miss O'Connell.

The Dorsey-Eberly-O'Connell team broke up in 1943 when she left the ork and the music business for the career of a housewife and mother. Eberly left a few months later to enter the Army. Mooney went into the Army that same year. Eberly had been with Dorsey since 1934 and Miss O'Connell since 1939.

### Two Comebacks

Within the last year both Miss O'Connell and Eberly started to make comebacks in the music busi-

ness, but each as a single act. Eberly began as single, working clubs in the East, while Miss O'Connell took a five-week charting spot in Hollywood with Frank DeVol early this year. DeVol, also a Capitol artist, was influential in getting her signed to a waxing contract. Eberly was also signed by the label at about the same time. Work schedules prevented the diskery from getting the two together for duet diskings until last week, when Miss O'Connell was in New York prepping for a vaude date at the Paramount Theater with Dean Martin and Jerry Lewis. Eberly is also working in the East.

Flip side of the disk cut last Friday is an Irving Berlin oldie, *The Little Things in Life*, on which the pair handle the lyrics in more conventional duet style with a harmony passage ending the disk.

Both sides, as they sounded in the recording studio control room and on the tape playbacks, could stir more than a little action. Whether the disk buying public is hungry for a duet in the old Jimmy Dorsey style remains a moot question. In any case, there's plenty of good old nostalgia coming out of the *Love Me* grooves.

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**IMPORTANT**  
**VALUABLE ISSUE**  
**OUT NEXT WEEK**

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**USE THE COUPON Right Now!**

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**THE SENSATIONAL**

# EDDIE FISHER



*with his  
Newest Record  
Hit*

**I'LL HOLD YOU  
IN MY HEART**

*and*

**I HEARD  
A SONG**

**RCA VICTOR RECORDS**  20-4191  
47-4191



# Music as Written

## Mendez Settles Suit Against Charles Koff . . .

Rafael Mendez's damage suit against his former partner, Charles Koff, has been settled, with the latter paying all debts and the trumpeter acquiring four of the eight arrangements in question. Mendez will make different arrangements of Koff's four acquisitions, thus enabling him to have his original material. Mendez maintained Koff had been using his name on interpretive solos and selling them without payment to the tootler. The pair dissolved their partnership in 1949.

## Keystone Plans Drive On 'The Freedom Song' . . .

Keystone, publishers of "The Freedom Song," is lining up a far-flung campaign on the tune in conjunction with the 175th anniversary of the signing of the Declaration of Independence. Celebration will be held thruout the nation July 4. Tune is to be carried in many newspapers, which have been furnished mats of the song. Anti-Commie song is also being displayed on large lithographed forms in store windows of key cities. A flock of radio and TV spots are also being blueprinted.

## Canadian Decca Ready To Go on 45 R.P.M. Wax

Decca of Canada is ready to issue 45 r.p.m. records. The delay has been a matter of setting up the presses, according to Bill Bradbeer, p.a. for the Canadian company in Toronto.

## Loses at Softball Wins Highballs . . .

The Broadcast Music, Inc., softball team, which lost the Rockefeller Center league championship by one run, was feted at a cocktail party thrown by BMI Prexy Carl Haverlin at the Rainbow Room Thursday night (21). The team is managed by Ike Diamond and coached by Al Feilich.

## Waring Reappointed To Penn State Board . . .

Maestro Fred Waring, Penn State grad who got his start in music at the college, has been reappointed by Gov. John S. Fine to another term as a member of the board of trustees of Pennsylvania State College. Waring's voting address is Shawnee-on-Delaware, Pa.

## Carpenter Movie Tune Pubbed by Simon-House . . .

"Ev'ry Other Day," the Carleton Carpenter tune used as the theme of "Whistle at Eaton Falls," is being published by Simon-House, not the Big Three group as reported in the June 9 issue.

## Harold Byrnes Chamber Ork Maps Subscription Series . . .

Harold Byrnes Chamber Orchestra, Inc. has skedded a subscription concert series beginning October 14 and extending thru March. This is the fourth annual program directed by Byrnes and set for the Wilshire-Ebell Theater, Hollywood. Five programs will be given. First two concerts were under auspices of the Los Angeles Chamber Symphony Orchestra which last year dissolved to form the new group. Each of the series will feature a soloist with the ork (30). American Federation of Musicians, Local 47, set the scale at \$22 per concert, with four rehearsals of two hours at \$6 per.

## New York

Ralph Peer, head of Peer International and Southern Music pubberies, due in from the West Coast for an extended stay. . . . Francine Palmer is staying in Hollywood instead of heading east as previously reported. . . . A girl was born last week to Mr. and Mrs. Larry Dorn. Father is producer of the Bob Poole Mutual network jazz combo playing a return date at Birdland from July 1 to 18. . . . Capitol Records' chirp, Mary Mayo, signed as vocalist on the Freddy Martin ork TV show, set to premiere July 12. . . . People Today, July 18 issue, has a picture story about chirp Annette Warren, whose voice was dubbed in for Ava Gardner in the "Showboat" flick. . . . London Records tossing a cocktail party for Anne Shelton Monday (2) to introduce her new disk. . . . Singer Ralph Young currently working at the Capri Beach Club, Atlantic Beach, L. I.

Redd Evans sold English publication rights for "Vanity" to Francis, Day & Hunter, the pubbery which a couple of weeks ago acquired his "Too Young" for a sizable advance. Deal was handled by the British firm by Sonny Cox. . . . Mills Music last week acquired publishing rights to

## Paul & Ford Trek East in Fall for 22G

HOLLYWOOD, June 30.—Les Paul and Mary Ford kick off an Eastern tour this fall which will gross the pair \$22,050. Trek includes five locations and two TV guest shots. First date is at the Capitol Theater, Washington, August 9-15, \$3,750; Ed Sullivan TV show, 19, \$1,750; Club Bolero, Wildwood, N. J., August 24-September 2, \$3,550; Vogue Terrace, Pittsburgh, 7-13, \$3,750; Town Casino, Buffalo, 15-22, \$3,750; Casino Theater, Toronto, October 4-10, \$3,750, and Ken Murray TV show, 13, \$1,750.

Duo will be accompanied by Carol Ford, Mary's sister, and Wally Kammins, bass player.

## Disbands Ork To Reorganize

DETROIT, June 30. — Elliot Lawrence disbanded his orchestra after closing Sunday night (24) at Celina, O., and is organizing a new unit, to open at Steel Pier, Atlantic City, July 6. Lawrence is keeping key men, but will have largely new personnel. He will continue to be handled by Joe Glaser. Sam Arnold is joining the band in about eight weeks as combined promotion and advance man.

## 15 YEARS WITH SAME SPONSOR

DETROIT, June 30. — Dick Osgood, show-business commentator on WXYZ, marked his 15th anniversary of the Osgood show under the same sponsor, Hi-Speed Gasoline, last week. Osgood logged a total of 6,260 shows during the 15 years. Unusual aspect is that the sponsor has used little other advertising during this period, concentrating on air time.

"Francesca," a tune penned by Boston deejay Sherm Feller and already recorded by Edmundo Ros and Xavier Cugat. . . . Buddy Gately, recently with Bourne Music, last week replaced Larry Tayler at Maypole Music.

Coral Records' recording veepee, Jimmy Hilliard, took off for two weeks during which he will marry off his son and attend the NAMM convention. . . . Jose Morand returned to batoning for a four-side record session for the Coral label last week. . . . Orkster Bobby Byrne was married to Catherine Migliori June 18. Byrne is slated to go into Arcadia Ballroom July 10 for a four-week stand. . . . Georgia Gibbs got in a Mercury recording session Tuesday (26) before flying to England for a month's engagement at the London Colony Club.

## Hollywood

Broadcast Music, Inc.'s Julie Stearns arrives here the end of July to mull plans for BMI's fall catalog. Coast topper Ed Janus was to return Monday (2). . . . Movieland Record Company has options on Chris Dane and Jeanne McManus Quartet. . . . Paul Hewitt, International Sacred Recordings' prexy, left last week for Chicago. . . . Dick Haymes leaves September 20 for Korea. Accompanist Al Lerner will also make the trip. . . . Local 47, American Federation of Labor, put Al Reefer's band on the unfair list. Racquet Club and Altadena (Calif.) Country Club okayed by music execs. . . . Tops Music Enterprises branded unfair for using non-union orks. . . . Harold Adamson-Jimmy McHugh oldie, "You're a Sweetheart," gets revived in Universal's "Meet Danny Wilson." . . . Tom Acheson, Coast rep of Sheidon Music, prepping full-scale activities for the pubbery here. . . . Vido Musso freed from contractual ties at Associated Booking Corporation. . . . Lana Turner and Fernando Lamas in rehearsal for dance sequences in "The Merry Widow." . . . Gordon MacRae cut a Capitol disking of "Cuddle Up a Little Closer" for Warner Bros.' "On Moonlight Bay."

Some of Kahn's top songs "Memories," "It Had to Be You," "Pretty Baby," "My Buddy" will be heard in Warner's biopic. Ray Heindorf is musical director. . . . Coral Records has skedded a wax session for "In My Heart," with Herb Jeffries. . . . MGM will test its new contract with the Western Union "Telegift" service with the sound-track album of "Showboat."

## Denies Cole Trio Split-Up

HOLLYWOOD, June 30. — A spokesman for Carlos Castel, personal manager for King Cole, this week denied a general rumor that the entertainer was splitting his noted trio to work as a single. Cole will wind up his current tour at Top's in San Diego, Calif., August 26, at which time rumors persist, he will leave the group. Cole is booked solid thru the San Diego date.

Saturday (30) the trio works the Club Riviera, St. Louis, for eight days; Tiffany Club, here, July 9; Cal-Vada, Lake Tahoe, July 27, and dates in Salt Lake City and San Diego.

## RCA Adds New Foreign Orks

NEW YORK, June 30. — On the strength of two successful experiments, RCA Victor is now thinking of moving several additional foreign-language artists into the label's pop series. Company has started to release Latin-American orkster Luis Arcaz disks as pops, following tests in several areas. First such switch was the addition of the Perez Prado ork to the pop lists. Plans are said to call for the issuance of Prado and Arcaz disks on both the international and pop labels. Same procedure would hold for other international artists skedded for pop merchandising. Arcaz is currently in the United States for a look-see at the American music and dance band business. Mexico City orkster is also investigating TV production and touring deejay shows to hype sales on his RCA Victor disks.

## Disagree on Plan for Disk Release Code

NEW YORK, June 30.—Recent declarations of intentions by leading music pubbers to combine in a united front to protect release dates have been relegated to the file-and-forget basket. The last reports had the Music Publishers' Protective Association meeting to work over the plan. This week an MPPA official said that the association couldn't even consider sanctioning such a movement.

The few individual pubbers who had hoped to appoint a representative with power of attorney to act for the group in the case of violations have apparently found that co-operation from their fellow pubbers would not be forthcoming and have decided not to be torchbearers for the industry.

## Sinatra Career Aped in 'Wilson'

HOLLYWOOD, June 30.—Meet Danny Wilson, a musical scribbled by Don McGuire and currently being filmed at Universal-International, closely parallels Frank Sinatra's rise from the Pied Pipers to his present status as a top singer and entertainer. Sinatra stars in the pic with Shelley Winters and Alex Nicol. Studio is skedding a fall release and considering the idea of playing the flicker at the New York Paramount during Christmas, with Sinatra headlining the stage bill.

Wilson is expected to get under way a revival of the many oldies. Pic scores include *Someone to Watch Over Me*, *Black Magic*, *I've Got a Crush on You*, *You're a Sweetheart*, *She's Funny That Way*, *A Good Man Is Hard to Find*, *When You're Smiling, How Deep Is the Ocean*, *All of Me*, *I'll Remember April* and *Lonesome Man Blues*. Last is an original.

Story was originally written as an idea for a radio series. However, when Sinatra heard of it he thought the treatment of film caliber. The singer has recorded most of the songs in the film with the exception of *A Good Man Is Hard to Find*. Highlights of Sinatra's career—bobby soxer's rage, his move to Hollywood—are all brought out in the pic.

## Discov'y Cuts Rates on Wax

HOLLYWOOD, June 30.—Discovery Records this week cut disk prices of its entire catalog. Plan is effective July 15. Robert D. Kirstein, sales manager of the label and of Good Time Jazz Records, latter taking over other's operation in May, told *The Billboard* the reduction has been tested both here and in New York, resulting in an increase in sales of close to 25 per cent. Discovery last year was the first Coast indie to hike its prices (*The Billboard*, November 25).

New structure resulted in 78 and 45 r.p.m. pressings dropping from \$1.05 to 89 cents; LP's, formerly \$3.85, to \$3, and \$5.95 LP's to \$3.85. Latter includes classical works and Phil Moore's waxings. Diskery's Red Norvo pop 12-inch vinylite LP is \$3.85 from \$4.85. Discovery is prepared to drop standard etchings to 79 cents, should the situation warrant such a move.

## ROME READIES SUMMER OPERA

ROME, June 30. — The Eternal City's traditional summer opera season opens Sunday night (8) at the ancient Roman open-air arena known as the Baths of Caracalla with *Andrea Chenier* by Umberto Giordano. In all, 25 performances are skedded for a six-week run ending August 19. In addition to the Giordano piece, this year's program includes Ponchielli's *La Gioconda*, Bellini's *Norma* and three operas by Verdi, *La Traviata*, *Il Trovatore* and *La Forza Del Destino*. Most of the artists who will appear in the open-air performances will come from the Rome Opera Theater.

**MUSIC BOURNE TO LIVE**

COLUMBIA'S RECORD OF "THEM THERE EYES" by CHAMP BUTLER

BOURNE, Inc. 702 14 Ave. N.Y.C.N.Y.

**Another BMI Pin-Up Hit!**

COME ON-A MY HOUSE

Published by Duchess

Recorded by Rosemary Clooney (Columbia) Kay Armon (King) Richard Hayes (Mercury) Louis Prima (Robin Hood)

Licensed exclusively by BROADCAST MUSIC, INC.

HERE'S THE GOOD WORD!

the WONDROUS WORD

PICCADILLY MUSIC CORP. 1619 B'way, New York 19

"FAST FREIGHT"

"BEAUTIFUL BROWN EYES"

"CHRISTOPHER COLUMBUS"

AMERICAN MUSIC, INC 1576 B-way N.Y. • 9109 Sunget Blvd. Hollywood CO 3-7880 CR 1-3254

"LONELY LITTLE ROBIN"

OXFORD MUSIC CORPORATION 1619 Broadway New York 19

START your subscription to The Billboard with this . . .

**BIG IMPORTANT VALUABLE ISSUE OUT NEXT WEEK**

The Billboard 1951 NAMM CONVENTION NUMBER

USE THE COUPON **Right Now!**

THE BILLBOARD 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 5 Special Issues. 601

Name . . . . .

Address . . . . .

City . . . . . Zone . . . . . State . . . . .

Occupation . . . . .

- to get The Billboard 1951 NAMM Convention Number with its
- VALUABLE DEALER SURVEY DATA
  - IMPORTANT REFERENCE LISTS
  - SPECIAL FEATURE ARTICLES
  - as well as the complete current MUSIC POPULARITY CHARTS

DETROIT, June 30. — Dick Osgood, show-business commentator on WXYZ, marked his 15th anniversary of the Osgood show under the same sponsor, Hi-Speed Gasoline, last week. Osgood logged a total of 6,260 shows during the 15 years. Unusual aspect is that the sponsor has used little other advertising during this period, concentrating on air time.





HIT OF THE WEEK



**Bob Connally**

**"THERE'S A LULL IN MY LIFE"**

COUPLED WITH

**"I'M A FOOL TO WANT YOU"**

MERCURY 5672 • 5672X45

**COUNTRY AND WESTERN HITS**

**"ROCK ALL THE BABIES TO SLEEP"**

AND

**"I'M JUST HERE TO GET MY BABY OUT OF JAIL"**

**JIMMY HINCHEE**

MERCURY 6340

**UNUSUAL! DIFFERENT!**

**EDDIE HILL**

**"HOT GUITAR"**

AND

**"STEAMBOAT STOMP"**

MERCURY 6347

BREAKING BIG EVERYWHERE

**RED KIRK**

**"SUGAR COATED LOVE"**

**"MAD AT MY HEART"**

MERCURY 6332



**MOVING UP IN THE HIT PARADE**

**RICHARD HAYES**

**"GO, GO, GO, GO"**

AND

**"COME ON - A MY HOUSE"**

MERCURY 5671 • 5671X45



**EDDY HOWARD**

AND HIS ORCHESTRA

**"DEADLY WEAPON"**

AND

**"OUT OF BREATH"**

MERCURY 5676 • 5676X45



**RAY BARBER**

**"BECAUSE OF YOU"**

AND

**"I HAVE NO HEART"**

MERCURY 5643 • 5643X45



**GEORGIA GIBBS**

**"GOOD MORNING MISTER ECHO"**

AND

**"BE DOGGONE SURE YOU CALL"**

MERCURY 5662 • 5662X45



**DORIS DREW**

**"SWEET VIOLETS"**

AND A SURPRISE FLIP

**"THEM THERE EYES"**

MERCURY 5673 • 5673X45



**TONY FONTANE**

**"JUG OF WINE"**

**"LOSING YOU"**

MERCURY 5660 • 5660X45

**"VANITY"**

**"WONDROUS WORD"**

MERCURY 5659 • 5659X45



**America's Newest Novelty Hit!**

WRITTEN BY AL TRACE OF "MAIRZY DOATS" FAME



**'HITSITY HOTSITY'**

(HOOTSY TOOTSY)

WITH **LOLA AMECHE**

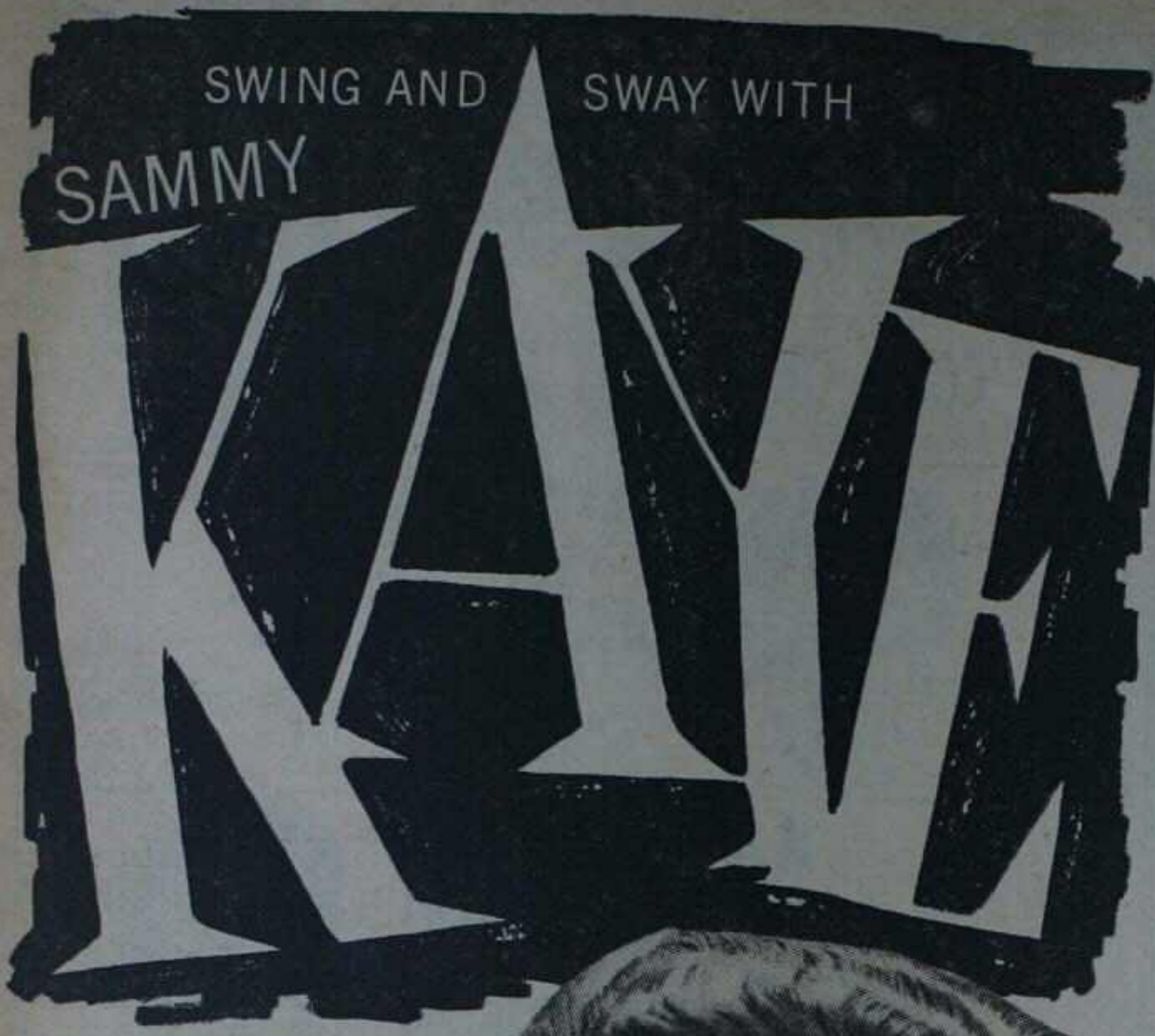
("THE PRETTY EYED BABY" SINGING FIND)

WITH

**AL TRACE ORCHESTRA** Flip Side "JOSEPHINE"

MERCURY 5675 • 5675X45





SWING  
plenty of sales!

SWAY plenty  
of customers!  
with these TWO  
GREAT NEW SIDES



"**WOULD  
I MIND?**"

backed by "Del Rio"

78 rpm 39421

33 1/3 rpm 3-39421

45 rpm 4-39421

**Columbia Records**

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

**THE BILLBOARD Music  
Popularity Charts**

**HONOR ROLL OF HITS**  
Trade Mark Reg.

**The Nation's Top Tunes**

The nation's 20 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received June 27, 28 and 29.

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. 27549; T. Arden, Cal. 39273; N. (King) Cole, Cap. 3449; J. Desmond, MGM 10930; R. Hayes, Mer. 5599; D. Vaughan, Coral 46393; V. Young Ork, Dec. 27264; C. Moody, King 977

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

**2. 2. How High the Moon**

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

RECORDS AVAILABLE: C. Brown, Aladin 3071; Errol Garner, Cal. 39145; Les Paul, Cap. 1451; S. Kenton, Cap. 15117; D. Ellington Ork, Cal. 38950; E. Fitzgerald, Dec. 24387; D. Rose Ork, MGM 36612; MGM 10322; D. Brubeck Trio, Fantasy 515; O. Peterson, MER 8943

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

**3. 3. On Top of Old Smoky**

By Pete Seeger—Published by Folkways (BMI)

RECORDS AVAILABLE: C. Cates, Coral 404-36; V. Monroe, V. 20-4114; The Weavers, Dec. 27515; P. Faith-B. Ives, Cal. 39323; Torres Lox, Intro 4014; G. Stray Ork, Mer. 5612; Josh White, London 1038; B. Johnson, Merit 303; M. Pearl, King 978

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

**4. 4. Jezebel**

By Wayne Shanklin—Published by Broadcast Music (BMI)

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

ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Chester, Standard; Larry Fatone, World

**5. 5. My Truly, Truly Fair**

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

RECORDS AVAILABLE: V. Damone-G. Bassman Ork, Mer. 4646; F. Martin Ork, V. 20-4129; G. Mitchell, Cal. 39435; A. Mooney, MGM 10004; R. Anthony, Cap. 1583; D. James, 1050; G. Auld, Coral 40515; R. Morgan, Dec. 27630

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

**6. 6. Mister and Mississippi**

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

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

ELECTRICAL TRANSCRIPTION LIBRARIES: Larry Fatone, World

**8. 7. Rose, Rose, I Love You**

By Wilfrid Thomas—Published by Chappell (ASCAP)

RECORDS AVAILABLE: Lou Dinning, Cap. 1532; G. Jenkins, Dec. 27594; F. Laine, Cal. 39367; A. Lund, MGM 10978; B. Morrow, V. 20-4135; Lou Ella Robertson, Cap. 1532; M. Mitchell Trio, 40484; Bomp Lee, London 1029; Miss Hue Lee, Cal. 39420

ELECTRICAL TRANSCRIPTION LIBRARIES: Ross Morgan, World

**9. 8. Loveliest Night of the Year**

By Paul Francis Webster and Irving Aaronson—Published by Robbins (ASCAP)  
From the MGM film, "The Great Caruso"

RECORDS AVAILABLE: A. Blyth, MGM 30332; P. Faith Ork, Cal. 39192; M. Lanza, V. 20-3380; H. O'Connell, Cap. 1408; A. Shelton, London 937; L. Smith, Dec. 27583; F. Waring, Dec. 27507; B. Hart, Merit 307

ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Darian, Standard; Bill Mill Ork, Standard; Shep Fields, Lang-Worth; Monica Lewis, World

**7. 9. Mockin' Bird Hill**

By Vaughn Horton—Published by Southern (ASCAP)

RECORDS AVAILABLE: R. Allen-E. Brill, V. 45140-0396; (78121-0396); Marie Sisters-D. Miles, London 851; A. Miller, Corcoran GRS 1168; R. Morgan, Dec. 27444; L. Paul-M. Ford, Cap. 1373; Pinetoppers, Coral 44061; P. Page, Mer. 5595, 1453505X45; Clark and McMullen, R.F.D. 5075; T. Hill Ork, Mer. 5552; Saddle Kings, Mailorder 653

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

**10. 10. Sound Off**

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

RECORDS AVAILABLE: J. Gray Ork, Dec. 27034; V. Monroe, V. 20-4113; De Paul's Infantry Chorus, Cal. 39413

ELECTRICAL TRANSCRIPTION LIBRARIES: Eddy Howard, World



**DEALERS!  
OPERATORS!  
DISC JOCKEYS!**

# Capitol Buyer's Guide

**COMING UP FAST!**

	<b>78</b>	<b>45</b>
	<small>rpm</small>	<small>rpm</small>
"I WISH I HAD NEVER SEEN SUNSHINE," "JOSEPHINE" Les Paul and Mary Ford.....	1592	F1592
"BECAUSE OF RAIN," "SONG OF DELILAH" Nat (King) Cole.....	1501	F1501
"BECAUSE OF YOU," "UNLESS" Les Baxter.....	1493	F1493
"PRETTY EYED BABY," "MY TRULY, TRULY FAIR" Ray Anthony.....	1583	F1583
"GOOD MORNING, MR. ECHO," "RIVER ROAD TWO-STEP" Margaret Whiting.....	1702	F1702

## HOT SELLERS!

### POPULAR

"TOO YOUNG," "THAT'S MY GIRL" Nat (King) Cole.....	1449	F1449
"HOW HIGH THE MOON," "WALKIN' AND WHISTLIN' BLUES" Les Paul and Mary Ford.....	1451	F1451
"OCEAN OF TEARS," "YOU'RE MY SUGAR" Kay Starr and Tennessee Ernie.....	1567	F1567
"MOCKIN' BIRD HILL," "CHICKEN REEL" Les Paul and Mary Ford.....	1373	F1373
"SEPTEMBER SONG," "ARTISTRY IN TANGO" Stan Kenton.....	1480	F1480
"MR. AND MISSISSIPPI," "SHE'S MY BABY" Tennessee Ernie.....	1521	F1521
"DREAM," "HALLS OF IVY" The Voices of Walter Schumann.....	1505	F1505
"STAR OF HOPE," "WHY AM I LOSING YOU" Margaret Whiting and Jimmy Wakely.....	1555	F1555
"LITTLE CHILD," "RED SAILS IN THE SUNSET" Nat (King) Cole.....	1468	F1468
"THERE ARE TWO SIDES TO EV'RY HEARTACHE," "DREAM TRAIN" Jan Garber.....	1578	F1578

### WESTERN & FOLK

"I AIN'T CRYIN' OVER YOU," "HANGOVER HEART" Hank Thompson.....	1528	F1528
"IT'S A BARGAIN DAY (IN BROKEN HEARTS)," "I CAN'T TELL MY HEART THAT" Jimmie Skinner.....	1563	F1563
"I WANNA BE READY," "LISTEN TO THE BELLS" The Statesmen Quartet.....	1582	F1582
"BLESS YOUR LITTLE OL' HEART (YOU'RE MINE)," "TODAY I'M MOVIN' OUT" Skeets McDonald.....	1570	F1570
"THE SHOT GUN BOOGIE," "I AIN'T GONNA LET IT HAPPEN NO MORE" Tennessee Ernie.....	1295	F1295
"R C COLA AND MOON PIE," "BEER DRINKING BLUES" "Big Bill" Lister.....	1488	F1488
"HONKY TONK HARDWOOD FLOOR," "HANG ON THE BALL AND CHAIN" Jess Willard.....	1562	F1562
"GOODNIGHT CINCINNATI, GOOD MORNING TENNESSEE," "SUGAR COATED LOVE" Tex Williams.....	1540	F1540
"WHERE IS YOUR HEART TONIGHT," "THOSE THINGS MONEY CAN'T BUY" Hank Thompson.....	1444	F1444



Week Ending  
**JULY 7, 1951**

Hot Sellers based on  
Actual Sales Reports

## THE BIG ONE TO WATCH!

THIS RECORD IS BREAKING FOR A HIT!

### The **FOUR KNIGHTS**



**"I LOVE THE SUNSHINE OF YOUR SMILE"**  
**"SENTIMENTAL FOOL"** 78 rpm No. 1587 45 rpm No. F1587

### WESTERN & FOLK



## JIMMIE SKINNER

SINGS THE TUNE THAT'S BEEN HIS TOP-MAIL DRAWING SONG!

**"CALL ME SWEETHEART"** 78 rpm No. 1564  
**"DON'T STEAL DADDY'S MEDAL"** 45 rpm No. F1564

## NEW RELEASES ON Capitol

POPULAR		78 rpm	45 rpm
<b>JAN GARBER</b> <small>and His Orchestra</small>	<b>THE MORNINGSIDE OF THE MOUNTAIN</b> <small>Vocal by Ray Cornell</small> <b>MOON, JUNE, SPOON</b> <small>Vocal by Ray Cornell and Eric</small>	1594	F1594
<b>BOB CROSBY</b> <small>and His Orchestra</small>	<b>I'M WAITING JUST FOR YOU</b> <small>Vocal Duets by Bob Crosby and Jeanne Gayle</small> <b>LONESOME AND SORRY</b> <small>Vocal by Bob Crosby</small>	1595	F1595
<b>LES BAXTER</b> <small>His Chorus and Orchestra</small>	<b>HOW MANY TIMES (CAN I FALL IN LOVE)</b> <small>Vocal by Dick Reynolds and The Baxter Chorus</small> <b>BACOA</b>	1596	F1596
<b>BOB EBERLY</b> <small>with Orchestra Conducted by Harold Healey</small>	<b>YOU'LL NEVER KNOW HOW IT FEELS TO BE LONELY</b> <b>THE BEAT O' MY HEART</b>	1597	F1597
<b>MEL TORME</b>	<b>WHO SENDS YOU ORCHIDS?</b> <small>with Orchestra Conducted by Jess Lipman</small> <b>YOU LOCKED MY HEART</b> <small>with Orchestra Conducted by Sid Feller</small>	1598	F1598
<b>RED INGLE</b> <small>and His Orchestra</small>	<b>PEOPLE ARE FUNNY</b> <small>with Linda Lou</small> <b>POOL</b>	1599	F1599
WESTERN & COUNTRY			
<b>TEX WILLIAMS</b> <small>and His Orchestra</small>	<b>BLACK STRAP MOLASSES (WHEAT GERM BREAD)</b> <b>LOVE AND DEVOTION</b>	1700	F1700
<b>CARL BUTLER</b>	<b>NO TRESPASSING</b> <small>with Linda Lou</small> <b>LINDA LOU</b>	1701	F1701



# THE BILLBOARD Music Popularity Charts

## Records Most Played by Disk Jockeys

... Based on reports received June 27, 28 and 29

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

POSITION	Weeks Last   This	Tune	Artist	Label
Weeks   Last   This	to date   Week   Week			
12	1	1.	TOO YOUNG	Nat (King) Cole
				Cap(78)1449; (45)F-1449-ASCAP
14	2	2.	HOW HIGH THE MOON	L. Paul-M. Ford
				Cap(78)1451; (45)F-1451-ASCAP
10	3	3.	JEZEBEL	F. Laine
				Col(78)39367; (45)4-39367; (33)3-39367-BMI
9	6	4.	ROSE, ROSE, I LOVE YOU	F. Laine
				Col(78)39367; (45)4-39367; (33)3-39367-ASCAP
5	7	5.	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller
				Col(78)39415; (45)4-39415; (33)3-39415-ASCAP
6	4	6.	MY TRULY, TRULY FAIR	V. Damone
				Mercury(78)5646; (45)5646X45-ASCAP
12	5	7.	SOUND OFF	V. Monroe
				V(78)20-4113; (45)47-4113-ASCAP
4	8	8.	I'M IN LOVE AGAIN	A. Stevens-H. Rene
				V(78)20-4148; (45)47-4148-ASCAP
7	9	9.	MISTER AND MISSISSIPPI	P. Page
				Mercury(78)5645; (45)5645X45-ASCAP
1	—	9.	COME ON-A MY HOUSE	R. Clooney
				Col(78)39467; (45)4-39467; (33)3-39467-BMI
14	16	11.	ON TOP OF OLD SMOKY	V. Monroe
				V(78)20-4114; (45)47-4114-BMI
1	—	12.	SWEET VIOLETS	D. Shore
				V(78)20-4174; (45)47-4174-ASCAP
11	13	13.	LOVELIEST NIGHT OF THE YEAR	M. Lanza
				V(78)10-3300; (45)49-3300-ASCAP
6	11	14.	THESE THINGS I OFFER YOU	S. Vaughan
				Col(78)39370; (45)4-39370; (33)3-39370-ASCAP
6	23	15.	TOO YOUNG	T. Arden
				Col(78)39271; (45)4-39271; (33)3-39271-ASCAP
12	9	16.	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers-V. Schoen
				Decca(78)27515; (45)19-27515-BMI
1	—	16.	WANG WANG BLUES	Ames Brothers
				Coral(78)60489; (45)19-60489-ASCAP
3	17	18.	MISTER AND MISSISSIPPI	D. Day
				V(78)20-4140; (45)47-4140-ASCAP
3	14	19.	I'M A FOOL TO WANT YOU	F. Sinatra
				Col(78)39425; (45)4-39425; (33)3-39425-ASCAP
5	25	20.	I GET IDEAS	T. Martin
				V(78)20-4141; (45)47-4141-BMI
3	30	21.	MAMA WILL BARK	F. Sinatra-Dagmar
				Col(78)39425; (45)4-39425; (33)3-39425-ASCAP
1	—	21.	MOPPING SIDE OF THE MOUNTAIN	P. Weston
				Col(78)39424; (45)4-39424; (33)3-39424-ASCAP
20	22	23.	MOCKIN' BIRD HILL	L. Paul-M. Ford
				Cap(78)1373; (45)F-1373-ASCAP
8	12	24.	ROSE, ROSE, I LOVE YOU	B. Morrow
				V(78)20-4135; (45)47-4135-ASCAP
5	15	25.	SOMEBODY	J. Stafford
				Col(78)38389; (45)4-38389; (33)3-38389-ASCAP
6	20	25.	THESE THINGS I OFFER YOU	R. Anthony
				Cap(78)1522; (45)F-1522-ASCAP
8	—	27.	ON TOP OF OLD SMOKY	P. Faith-B. Ives
				Col(78)39328; (45)4-39328; (33)3-39328-BMI
1	—	28.	THESE THINGS I OFFER YOU	P. Page
				Mercury(78)5645; (45)5645X45-ASCAP
2	30	29.	SHANGHAI	D. Day-P. Weston
				Col(78)39423; (45)4-39423; (33)3-39423-ASCAP
18	27	30.	MOCKIN' BIRD HILL	P. Page
				Mercury(78)5595; (45)5595X45-ASCAP

## England's Top Twenty

POSITION	Weeks Last   This	Tune	English	American
Weeks   Last   This	to date   Week   Week			
13	1	1.	MOCKIN' BIRD HILL	Southern
				Southern
5	2	2.	WITH THESE HANDS	Edw. Kassner, Ltd.
				Ben Bloom
16	3	3.	BE MY LOVE	Francis Day
				Robbins
3	6	4.	MY RESISTANCE IS LOW	Morris
				E. H. Morris
10	4	5.	SHOTGUN BOOGIE	Campbell-Connelly
				Century
18	5	6.	GOOD LUCK, GOOD HEALTH, GOD BLESS YOU	Unit
				Dartmouth
3	7	7.	IVY RAG	Mac Melodies
				Ardmore
4	13	8.	ON TOP OF OLD SMOKY	Leeds
				Folkways
7	8	9.	WOULD I LOVE YOU	Disney
				Disney
11	10	10.	SPARROW IN THE TREE TOP	Cleophonic
				Santly-Joy
13	9	11.	ROSE, ROSE, I LOVE YOU	Sterling
				Chappell
2	16	12.	THE LOVELIEST NIGHT OF THE YEAR	Francis Day
				Robbins
22	12	13.	SEPTEMBER SONG	Chappell, Ltd.
				Crawford
6	15	14.	OUR VERY OWN	Bradbury Wood
				Henry Spitzer
22	11	15.	TENNESSEE WALTZ	Cleophonic
				Acuff-Rose
1	—	16.	JEZEBEL	Campbell-Connelly
				Broadcast Music
2	20	17.	I APOLOGIZE	Victory
				Crawford
12	19	18.	MARY ROSE	Magna
				Shapiro-Bernstein
8	17	19.	MY LIFE'S DESIRE	Lynema
				Shapiro-Bernstein
21	14	20.	MY HEART CRIES FOR YOU	Morris
				Massey

## VOX JOX

### Spinning It Out

Bill Silbert, who recently switched from WXYZ to WWJ, both in Detroit, pens that 11 separate sponsors made the switch also, in order to stay on his record show. Silbert's session is again originating from the Wonder Bar, downtown nitery. . . . Scrivner's Drive-In now sponsoring 18 hours weekly of Art Laboe, the roving disk jock, over KXLA, Pasadena, Calif., and KGFJ, Hollywood. . . . A call from "Lucky" Len Ross, KRUX, Phoenix, Ariz., who says his station is on the air 24 hours daily and depends on recorded music for 95 per cent of its programing, "Can't Get a London record," says Ross. "What gives?" . . . Rick Weaver, WIOU, Kokomo, Ind., back on the air with "Rick's Record Rack." Claims Billy Eckstine is terrific in Kokomo.

Jack Mills, KSIB, Creston, Ia., has discovered a trio of local gals, the Three B's, and he's spotting them on a weekly seg of his Record Shop show. . . . Jerry Roberts, WAAT, Newark, N. J., the proud father of an eight-pound son. . . . Jack Gale, WTBO, Cumberland, Md., recently tried to phone President Truman at the White House to ask him what was his favorite disk. A White House secretary told him, "Write your question on a piece of paper and send it to Mr. Truman." Gale figured this was too much trouble, so he promptly dedicated "The Missouri Waltz" to the President and Margaret. That's action, Jack, and we like your spirit.

### Personnel & Notes

Bob Lay, who recently left his early morning duties at WJAX, Jacksonville, Fla., is taking over new duties as program director at WACL, Waycross, Ga. . . . Ernie Snyder has joined the WKNA, Charleston, W. Va., announcing staff. . . . Doug Rains, Waco, Tex., doing a new show called "Money for Music," with a jackpot based upon tunes played earlier in the day. . . . Robin Busse, WHLS, Port Huron, Mich., has completed one year of "Robin and Records." . . . The Bill Britton show, heard 6-8 a.m., Monday thru Friday, over WNLK, New London, Conn., has added the 6-10 a.m. segment Saturdays. . . . Bob Ray's show on WIRK, West Palm Beach, Fla., has moved to the Blue Marlin Club, 11:30-1 a.m., six nights weekly. . . . Bobbie Lee Davis, 19-year-old jockey and traffic manager of KCOY, Santa Maria, Calif., recently chosen "Sweetheart of Camp Cooke." Bobbie plays both soldiers' and civilians' favorites over her "Disc Date With Davis" show. . . . Harry Nigocia's show over WJBW, New Orleans, now in its 18th year. . . . Former announcer Gene Socher, of KWJB, has been reported missing in action in Korea. . . . Eddie Phelan has joined the staff at WMIS, Natchez, Miss. . . . Stew McDaniel, WIMS, Michigan City, Ind., taking a few weeks off for a bit of Army Reserve training.

Proof positive that Don Hobens, Decca district manager for Northern New England, is a gentleman, has come in. Hobens guested for one hour on Dick Smith's "Matinee" over WMTW, Portland, Me., and he included only two Decca disks during the hour. . . . Ed Penney leaving WFGM, Fitchburg, Mass., to join WTAD, Cambridge. . . . Dick Biondi recently started a new late night show titled "Dick's Disc Shop," over KSYL, Alexandria, La. . . . Alex Blake pens he's now doing a "soft lights and sweet music" show over WABY, Albany, N. Y.

## Best Selling Sheet Music

... Based on reports received June 27, 28 and 29

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

POSITION	Weeks Last   This	Tune	Publisher	
Weeks   Last   This	to date   Week   Week			
11	2	1.	TOO YOUNG (R)	Jefferson
14	1	2.	ON TOP OF OLD SMOKY (R)	Folkways
8	5	3.	LOVELIEST NIGHT OF THE YEAR (F) (R)	Robbins
20	3	4.	MOCKIN' BIRD HILL (R)	Southern
5	4	5.	MISTER AND MISSISSIPPI (R)	Shapiro-Bernstein
6	13	6.	UNLESS (R)	Bourne
9	7	7.	HOW HIGH THE MOON (R)	Chappell
4	6	8.	MY TRULY, TRULY FAIR (R)	Santly-Joy
5	10	9.	ROSE, ROSE, I LOVE YOU (R)	Chappell
27	8	10.	IT IS NO SECRET (R)	Duchess
4	9	11.	JEZEBEL (R)	Broadcast Music
21	12	12.	MAY THE GOOD LORD BLESS AND KEEP YOU (R)	Pickwick
6	11	13.	SYNCOPIATED CLOCK (R)	Mills
11	—	14.	I APOLOGIZE (R)	Crawford
1	—	15.	PRETTY EYED BABY (R)	Pickwick

## Songs With Greatest Radio Audiences (ACI)

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

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

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(Beginning Friday, June 22, 8 a. m., and ending Friday, June 29, 8 a. m.)

Chesapeake & Ohio (R)	Famous-ASCAP
Dark Is the Night (F) (R)	Feist-ASCAP
Happiness (R)	George Simon-ASCAP
Hello Young Lovers (M) (R)	Williamson-ASCAP
Here's to Your Illusions (M) (R)	Chappell-ASCAP
Hot Canary (R)	Leeds-ASCAP
How High the Moon (R)	Chappell-ASCAP
I Whistle a Happy Tune (M) (R)	Williamson-ASCAP
It's a Lovely Day Today (M) (R)	Berlin-ASCAP
Jezebel (R)	Broadcast Music-BMI
Lonesome and Sorry (R)	Mills-ASCAP
Loveliest Night of the Year (F) (R)	Robbins-ASCAP
Make the Man Love Me (M) (R)	T. B. Harms-ASCAP
May the Good Lord Bless and Keep You (R)	Pickwick-ASCAP
Mister and Mississippi (R)	Shapiro-Bernstein-ASCAP
Mockin' Bird Hill (R)	Southern-ASCAP
My Resistance Is Low (R)	E. H. Morris-ASCAP
My Truly, Truly Fair (R)	Santly-Joy-ASCAP
On Top of Old Smoky (R)	Folkways-BMI
Pretty-Eyed Baby (R)	Pickwick-ASCAP
Rose, Rose, I Love You (R)	Chappell-ASCAP
Shanghai (R)	Advanced-ASCAP
Songs Is Ended (R)	Berlin-ASCAP
Sound Off (R)	Shapiro-Bernstein-ASCAP
Syncoated Clock (R)	Mills-ASCAP
Tahiti My Island (F) (R)	Paramount-ASCAP
These Things I Offer You (R)	Valiano-ASCAP
Too Young (R)	Jefferson-ASCAP
Unless (R)	Bourne-ASCAP
Wang Wang Blues (R)	Miller-ASCAP
We Kiss in a Shadow (M) (R)	Williamson-ASCAP
When You and I Were Young Maggie Blues (R)	Mills-ASCAP
Wonder Why (F) (R)	Robbins-ASCAP
World Is Your Balloon (M) (R)	Chappell-ASCAP
Would I Love You (R)	Walt Disney-ASCAP

## Songs With Most TV Performances (RH Tele-Log)

The Richard Himber (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Point totals are derived in the following manner: Every time a song is performed on a sustaining show, instrumentally, it receives a credit of 5 points; when performed vocally on a sustainer it receives 10 points; when done instrumentally on a commercial show it receives 15 points and, when done vocally on a commercial show it gets 20 points.

Week of June 21 to June 27

1. Hello, Young Lovers—Williamson	125
2. Too Young—Jefferson	115
3. Pretty-Eyed Baby—Pickwick	100
4. How High the Moon—Chappell	80
5. Jezebel—BMI	75
6. Mister and Mississippi—Shapiro	70
7. Shanghai—Advanced	70
8. I'm Late—Disney	60
9. My Truly, Truly Fair—Santly	60
10. Alice in Wonderland—Disney	60
11. You and Your Beautiful Eyes—Paramount	55
12. On Top of Old Smoky—Folkways	50
13. I'll Buy You a Star—T. B. Harms	40
14. Loveliest Night of the Year—Robbins	40
15. Make the Man Love Me—T. B. Harms	40
16. Sound Off—Shapiro	40
17. Hot Canary—Leeds	35
18. Mockin' Bird Hill—Southern	30
19. Unless—Bourne	25
20. Aha Daba Honeymoon—Feist	20
21. Beautiful Brown Eyes—American	20
22. Because of You—BMI	20
23. Be My Love—Miller	20
24. How Many Times—Paxton	20
25. If—Shapiro	20
26. I Like the Wide Open Spaces—Morris	20
27. I'm in Love Again—Crawford	20
28. In a World of My Own—Disney	20
29. Love Is the Reason—T. B. Harms	20
30. Worrying for Love—Bellini	20







# THE BILLBOARD Music Popularity Charts

## Best Selling Pop Singles

Based on reports received June 27, 28 and 29

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

POSITION	Weeks Last	This to date/Week/Week	Title	Artist	Label
13	1	1	TOO YOUNG	Nat (King) Cole	Cap(78)1449; (45)F-1449-ASCAP
10	3	2	JEZEBEL	F. Laine	Col(78)39367; (45)A-39367; (33)3-39367-BMI
15	2	3	HOW HIGH THE MOON	L. Paul-M. Ford	Cap(78)1451; (45)F-1451-ASCAP
13	6	4	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V(78)10-3300; (45)49-3300-ASCAP
15	4	5	ON TOP OF OLD SMOKY	Weavers-T. Gilkyson	Dec(78)27515; (45)9-27515-BMI
6	8	6	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col(78)39415; (45)4-39415; (33)3-39415-ASCAP
9	7	7	ROSE, ROSE, I LOVE YOU	F. Laine	Col(78)39367; (45)A-39367; (33)3-39367-ASCAP
1	—	8	COME ON-A MY HOUSE	R. Clooney	Col(78)39467; (45)4-39467; (33)3-39467-BMI
12	5	9	SOUND OFF	V. Monroe	V(78)20-4113; (45)47-4113-ASCAP
8	9	10	MISTER AND MISSISSIPPI	P. Page	Mercury(78)5645; (45)5645X45-ASCAP
6	12	11	I GET IDEAS	T. Martin	V(78)21-4141; (45)47-4141-BMI
1	—	12	SWEET VIOLETS	D. Shore	V(78)20-4174; (45)47-4174
5	11	13	I'M IN LOVE AGAIN	A. Stevens-H. Rene	V(78)20-4148; (45)47-4148-ASCAP
10	14	14	ON TOP OF OLD SMOKY	V. Monroe	V(78)20-4114; (45)47-4114-BMI
5	15	15	MISTER AND MISSISSIPPI	D. Day	V(78)20-4140; (45)47-4140-ASCAP
3	19	16	BECAUSE OF YOU	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362-BMI
21	9	17	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap(78)1373; (45)F-1373-ASCAP
20	13	17	MOCKIN' BIRD HILL	P. Page	Mercury(78)5595; (45)5595X45-ASCAP
30	16	19	BE MY LOVE	M. Lanza	V(78)10-1561; (45)49-1353-ASCAP
1	—	19	JOSEPHINE	L. Paul-M. Ford	Cap(78)1592; (45)F-1592
19	17	21	I APOLOGIZE	B. Eckstine	MGM(78)10903; (45)K-10903-ASCAP
6	—	22	ON TOP OF OLD SMOKY	P. Faith-B. Ives	Col(78)39328; (45)4-39328; (33)3-39328-BMI
2	—	23	BECAUSE	M. Lanza	V(78)10-3207; (45)47-3207-ASCAP
5	—	23	PRETTY EYED BABY	J. Stafford-F. Laine	Col(78)39388; (45)4-39388; (33)3-39388-ASCAP
5	18	25	MY TRULY, TRULY FAIR	V. Damone	Mercury(78)5646; (45)5646X45-ASCAP
10	20	26	UNLESS	E. Fisher-H. Winterhalter	V(78)20-4120; (45)47-4120-ASCAP
11	23	27	SEPTEMBER SONG	S. Kenton	Cap(78)1480; (45)F-1480-ASCAP
10	26	27	UNLESS	G. Mitchell-M. Miller	Col(78)39331; (45)4-39331; (33)3-39331-ASCAP
1	—	29	GOOD MORNING, MR. ECHO	J. Turzy	Dec(78)27622; (45)9-27622
2	26	30	I WON'T CRY ANYMORE	T. Bennett	Col(78)39362; (45)4-39362; (33)3-39362-ASCAP
1	—	30	THESE THINGS I OFFER YOU	S. Vaughan	Col(78)39370; (45)4-39370; (33)3-39370-ASCAP

## DEALER DOINGS

### Releases Gripes

"Record companies are pressing far too many numbers in hopes of having a hit occasionally."—University Co-Op Radio & Record Shop, Austin, Tex. "Too many LP releases. Too many manufacturers. Too many duplications."—The Disc Shop, Washington. "I think every company in the record business issues too many records on each release."—Royal Record & Television Company, Detroit. "Too many releases—either inventory piles up or dealer doesn't have the proper selection."—Alex A. Gettlin, Philadelphia. "Our one big headache and complaint is the multitude of record releases."—Wack Sales Company, Milwaukee. "Record companies are putting out too many releases. Much could be done along these lines to improve the whole record industry."—Varsity Music Shop, Buffalo. "Too many releases per week."—Alexander's Record Shop, Chicago. "Most of the new releases are not worth stocking."—John Wade, Inc., Cleveland. "Record companies are issuing too many records, which glut the market, hindering rather than helping the industry as a whole."—King Radio Company, Clayton, Mo. "The rate of release is way beyond the digestion of the public."—Metro Music Company, New York City. "Record companies would do better if they combined and had fewer releases and concentrated on them."—Berman Company, Nanticoke, Pa. "All the companies are putting out entirely too many numbers."—Ross Music Store, Long Island City, N. Y. "We are not in an area where television is received, yet record business is still at an all-time low. I believe this is due to the fact of too many releases."—Johnny's Record Shop, Lykens, Pa.

### It's Unethical

Continued from page 9

slashed prices of the department stores.

The dealer also points out that trans-shipping is highly profitable because of the volume being done, the lack of overhead costs and commissions to the sales clerks. He claims only to need himself, a packer, and a stock picker to operate the trans-shipping business.

According to this dealer, it has become increasingly easy to get merchandise from legitimate distributors. He reports that the distributors are willing to dump huge lots because of the need for ready cash and the heavy quotas handed to distributors by their factory sales execs.

### Quotas Blamed

The trans-shipper admits that he may find it a little difficult to get every item he needs when the fall selling season arrives, but says that at least 75 per cent of his business is done on standard classical and light classical catalog items. Quota systems used by many labels in dealing with their distributors places the wholesaler in the position of either turning down the line or buying his quota in order to be sure of getting needed quantities of hot items when the Christmas season arrives.

While record company execs and distributors are admittedly trying to put a stop to trans-shipping, many traders believe that the policing problem is so large as to make impossible the stopping of all leaks. Additional problem facing many manufacturers is the inability to find new distributors financially able to take over their lines if and when the transshipping distributors are found and lose their franchises.

Meanwhile word-of-mouth publicity is apparently enough to keep the dealer about which this is written amply supplied with both merchandise and customers.

## Best Selling Children's Records

Based on reports received June 27, 28 and 29

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

POSITION	Weeks Last	This to date/Week/Week	Title	Artist	Label
30	1	1	TWEETY PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
7	10	2	LITTLE RED CABOOSE (One Record)	Sparky-Ray Carter and CBS Ork	Col(78)M-JV-105; (45)A-105
157	6	3	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DA5-80; (45)CAS-3001; (33)HX3065
73	2	4	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399
38	5	4	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBX-3076
7	13	4	LONE RANGER Vol II (He Finds Silver) (One Record)	G. Trenble	Dec(78)K-30; (45)J-153
21	3	7	I TAUT I TAW A PUDDY TAT (One Record)	Mei Blanc	Cap(78)1360; (45)F-1360
7	3	8	LONE RANGER Vol I (He Becomes the Lone Ranger) (One Record)	G. Trenble	Dec(78)K-29; (45)J-152
19	8	9	LITTLE WHITE DUCK (One Record)	B. Ives-P. Faith Ork	Col(78)M-JV-85; (33)A-709
43	9	10	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Cap(78)CAS-3072; (45)CAS-3072
77	11	11	BOZO UNDER THE SEA (Two Records)	Voice "Pinto" Colvig-Alan Livingston	Cap(78)DBX-99
153	7	12	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Voice Pinto Colvig	Cap(78)DBX-34; (45)CBX-3030; (33)DBX-114
27	14	13	HOPALONG CASSIDY AND THE SQUARE DANCE (One Record)	B. Boyd	Cap(78)CBX-3075; (45)CBX-3075
1	—	13	GUESS WHO I AM (One Record)	Sparkle	Col(78)M-JV-106; (45)M-JV-4-106
68	11	15	HOPPING CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBX-3058; (33)HX3059

## Best Selling Pop Albums

Based on reports received June 27, 28 and 29

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

Last Week	This Week	Title	Artist	Label
1	1	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"	M. Lanza-RCA Victor Ork	V(78)DM-1506; (33)LM-1127
2	2	VOICE OF THE XTABAY	Yma Sumac	Cap(78)CD-244; (33)H-244
3	3	KING AND I	Original Cast	Dec(78)DA-876; (33)DL-9008
4	4	LULLABY OF BROADWAY	Doris Day	Col(78)C-235; (33)CI-6168
5	5	SOUTH PACIFIC	Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180
6	6	CARNEGIE HALL JAZZ CONCERT	B. Goodman, Vol. I and II	Col(33)SL-160
7	7	ROYAL WEDDING	J. Powell-F. Astaire	MGM(78)MGM-70; (33)E-543
9	8	TREE GROWS IN BROOKLYN	Original Cast	Col(78)MM-1000; (33)ML-4405
7	9	GUYS AND DOLLS	Original Cast	Dec(78)DA-825; (33)DL-8036
—	10	SATCHMO AT SYMPHONY HALL—COMPLETE	L. Armstrong	Dec(33)DX-108

Best Selling 33 1/3 R.P.M.	
1	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records)
2	VOICE OF THE XTABAY (Four Records)
3	LULLABY OF BROADWAY (Four Records)
4	KING AND I (Six Records)
5	CARNEGIE HALL JAZZ CONCERT, Vol. I and II (Twelve Records)
6	SOUTH PACIFIC (Seven Records)
7	ROYAL WEDDING (Four Records)
8	TOAST OF NEW ORLEANS (Two Records)
9	LET'S DANCE AGAIN WITH FLANAGAN (Three Records)
10	GUYS AND DOLLS (Seven Records)

Best Selling 45 R.P.M.	
1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor
2	Teast of New Orleans, M. Lanza, RCA Victor Ork, C. Callinicos, conductor
3	Caruso (Treasury of Immortal Performances), E. Caruso
4	Rachmaninoff: Concerto No. 2, Rubinstein-St. Louis Symphony Ork
5	That Midnight Kiss, M. Lanza, RCA Victor Ork

**68** PROKOFIEFF: CONCERTO FOR PIANO AND ORCHESTRA NO. 5 IN G MAJOR, OPUS 55—Alfred Brendel; Vienna State Ork-Jonathan Sternberg, Cond., AND SONATA FOR PIANOFORTE NO. 5 IN C MAJOR, OPUS 38—Hans Graf (1-12")

The first waxings of the Piano Concerto No. 5 and Sonata No. 5 make an eminently satisfying Prokofieff disk addition, and a must for his admirers. The concerto is in a pixie-ish, ironic vein, written in a period when Prokofieff was given to comment on the Mechanical Age. Brendel, playing the solo part, does a good job, tho' the ork is a bit on the thin and ghostly side. Graf's work on the sonata is clean, light, technically excellent, and in perfect accord with the style of the piece. Not the heaviest Prokofieff in either case, but stimulating and pleasurable listening for followers of the contemporary composer.

**78** BRAHMS: SONATA NO. 3 IN D MINOR, OP. 108—Jascha Heifetz-William Kapell (1-10")

The beautiful Brahms sonata for violin and piano is masterfully interpreted on this second disk of the same work issued by RCA Victor. Earlier LP featured Mischa Elman. For many this version will take first honors on the strength of the combined talents and name power of Heifetz and Kapell. As for interpretation it is a matter of personal taste. Both artists here are excellently and evenly recorded with much respect for the piano as a solo instrument rather than as accompaniment for the violin. Market, obviously, is in the combined Heifetz, Kapell and Brahms categories.

## Classical Reviews

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

**78** POPULAR CONCERT BY LILY PONS—Andor Kozsianetz, Maurice Abravanel, Pietro Cimara orks (1-10")

Lo! Hear the Gentle Lady, Villanelle, The Rose and the Nightingale, L'Amour Tourjours L'Amour, Think On Me, The Jockey on the Carousel, Ave Maria, Vocalise.

For those who consider Lily Pons as one of the great operatic coloraturas, this should be a welcome disk. Selections are, in part, taken from Columbia's large catalog; the several appear to be fairly recent recordings. Music is chosen to please both the pops and classical consumers. Included are the expected voice and flute challenges. Transference to LP has been successfully accomplished. Recording and packaging are excellent. Fine catalog material and particularly salable in the summer pops concert season.

**70** CHOPIN—SZYMANOWSKI SELECTIONS—Maryon Filar, piano (1-12")

Columbia (33) CLP-1003

Chopin Sonata in B Minor, Szymanowski Four Preludes, Etude in B Flat Minor.

Of prime interest here are the Szymanowski works. These are the first time the composer's piano pieces have been committed to LP wax. Competition on the Chopin sonata is formidable, but not over-powerful. Polish refugee Filar plays with assurance, exhibiting top-grade technique and feeling. For the uninitiated it would be well to describe these early Szymanowski works as those to Chopin. The master's influence is quite evident, tho' the younger composer was much more modern in concept. Recording, accomplished in the United States, is excellent.

## Best Selling Classical Titles

Last Week	This Week	Title	Artist	Label
1	1	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor		V(33)LM-1127
2	2	Strauss: Die Fledermaus, J. Patzak, H. Gudden, A. Dermota, A. Poell, W. Lipp, A. Jaresch, S. Wagner, K. Pregar, Vienna State Opera Chorus, Vienna Philharmonic Ork		London(33)LP-281-R2
2	3	Caruso (Treasury of Immortal Performances), E. Caruso		V(33)LC-1007
5	3	Rachmaninoff: Concerto for Piano and Ork, #2 in C Minor, A. Rubinstein-NBC Symphony Ork, V. Golschmann		V(33)LM-1005
4	5	Bizet Carmen, Paris Opera Comique Soloists, Cluyton, conductor		Col(33)SL-109

## Advance Classical Releases

All Through the Night—R. Stevens-RCA Victor Ork-M. Katims, Cond. (Ovort: Songs My) V(45)49-3297

Bethoven: Sonata for Trombone and Piano in F Major, Op. 17—Three Equals for Four Trombones—Six Short Works of the 18th and 19th Centuries Album—D. Schuman-S. De-Vincenzo-A. Pearlstein-J. Clark (1-12") Renaissance (33) X-31

Bethoven: Sonata No. 10 in G Major, Op. 46 Album—T. Spivakovsky-R. Firkusny (1-12") (Violin Favorites) Col (33) ML-4402

Coleridge-Taylor: Petite Suite de Concerti Album S. Torch, Cond.-Queen's Hall Light Ork (Luigini) Ballet Col (33) ML-2180

Debussy: Trois Chansons de Bilitis—J. Tourel (1-10") (Rare: Chansons) Col(33) ML-2184

Falling in Love Album—A. Jones-R. Armbruster, Cond. (1-10") V (33) LM-95—Deep in My Heart, Dear; Falling in Love With Love; I Love You Truly; I'm Falling in Love With Someone; On the Trail; So in Love; Thine Alone; Who Are You?

Irving Fine: Partita for Woodwind Quintet Album—New Art Wind Quintet (Milhaud: Two Sketches and Brezowsky: Suite) (1-12") Classic Editions (33) CE-1003

Folk Songs by Richard Dyer Bennett Album (1-12") Remington (33) RLP-199-34

Haydn: Quartet No. 75, Op. 76, No. 1 in G Major and Quartet No. 80, Op. 76, No. 6 in E Major (1-12") Barchet String Quartet (R. Barchet-Hopfer-Kirchner-S. Barchet)





The Way the Public Likes Him Best!!!  
**FRANKIE CARLE**  
 with his new album  
**COCKTAIL TIME**

featuring  
 MARIE  
 CHEEK TO CHEEK  
 ALL ALONE  
 WHAT'LL I DO  
 ALWAYS  
 SAY IT WITH MUSIC  
 BLUE SKIES  
 REMEMBER

EASTER PARADE  
 SAY IT ISN'T SO  
 A PRETTY GIRL IS LIKE A MELODY  
 MANDY  
 ALL BY MYSELF  
 HOW DEEP IS THE OCEAN  
 WHEN I LOST YOU  
 NOBODY KNOWS

78 RPM-P305  
 45 RPM-WP305  
 LONG PLAY-LPM2

This week's

*New Releases*  
 ... on **RCA Victor**

Release 51-27

*Ships Coast to Coast, Week of July 8*

**POPULAR**

**BOB DEWEY** and his Orchestra  
 When I'm Gone  
 Piano Roll Boogie  
 20-4190—(47-4190)\*

**FREDDY MARTIN** and his Orchestra  
 Mystery Record  
 20-4193—(47-4193)\*

**VAUGHN MONROE** and his Orchestra  
 Everlasting  
 Red Sails in the Sunset  
 20-4194—(47-4194)\*

**PEREZ PRADO** and his Orchestra  
 The Syncopated Clock Mambo  
 Broadway Mambo-Mambo  
 20-4196—(47-4196)\*

**COUNTRY**

**PEE WEE KING** and his Golden West Cowboys  
 Slow Poke  
 Whisper Waltz  
 21-0489—(48-0489)\*

**WESTERN**

**DALE EVANS** and **ROY ROGERS**  
 Snow on the Mountain  
 Strawberry Tears  
 21-0490—(48-0490)\*

**BLUES**

**TAMPA RED**  
 Since Baby's Been Gone  
 Pretty Baby Blues  
 22-0136—(50-0136)\*

**RHYTHM**

**JOHN GREER** and his Rhythm Rockers  
 Big Rock  
 How Can You Forget  
 22-0137—(50-0137)\*

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

*Going Strong...*

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

- \$ The Loveliest Night of the Year  
 Mario Lanza .....10-3300—(49-3300)\*
- \$ Sweet Violets  
 Dinah Shore .....20-4174—(47-4174)\*
- \$ I'm in Love Again  
 Henri Rene and His Orchestra with April Stevens 20-4148—(47-4148)\*
- \$ Sound Off/Marry, Marry Me  
 Vaughn Monroe .....20-4113—(47-4113)\*
- \$ I Get Ideas  
 Tony Martin .....20-4141—(47-4141)\*
- \$ Because/For You Alone  
 Mario Lanza .....10-3207—(49-3207)\*
- \$ On Top of Old Smoky  
 Vaughn Monroe .....20-4114—(47-4114)\*
- \$ Vesti La Giubba  
 Mario Lanza .....10-3228—(49-3228)\*
- \$ I Wanna Play House With You  
 Eddy Arnold .....21-0476—(48-0476)\*
- \$ By My Love  
 Mario Lanza .....10-1561—(49-1561)\*
- \$ Mister and Mississippi  
 Dennis Day .....20-4140—(47-4140)\*
- \$ Tell Me (You Will Love Me Forever)  
 Tony Martin .....20-4169—(47-4169)\*
- \$ What Is a Boy  
 Jan Peerce .....10-3425—(49-3425)\*
- \$ Cryin' Heart Blues  
 Johnny and Jack .....21-0478—(48-0478)\*
- \$ There's a Big Blue Cloud (Next to Heaven) Perry Como
- \$ There's No Boat Like a Rowboat  
 Perry Como and Fontane Sisters .....20-4158—(47-4158)\*

*Coming Up...*

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

- ★ Do You Really Love Me  
 Tony Martin .....20-4619—(47-4619)\*  
 Disc Jockeys Pick, Billboard June 23d
- ★ Lonely Little Robin  
 Mindy Carson .....20-4151—(47-4151)\*  
 Retailers Pick, Billboard, June 23d
- ★ My Truly, Truly Fair  
 Freddy Martin .....20-4159—(47-4159)\*

**TIPS**

**EVERLASTING/RED SAILS IN THE SUNSET**  
 Vaughn Monroe 20-4194 (47-4194)\*



COLUMN CANCELED THIS WEEK TO FLASH THE NEWS ACROSS THE COUNTRY THAT RCA VICTOR'S "SUMMER POP DRIVE" IS BRINGING MORE SUMMER BUSINESS TO DEALERS SINCE PRE-WAR DAYS.

RCA VICTOR RECORDS ARE "HOT."

RCA VICTOR RELEASES WILL BE "HOTTER" STILL IN THE WEEKS TO COME.

The stars who make the hits are on

**RCA VICTOR Records**

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY





# THE BILLBOARD Music Popularity Charts

## Best Selling Pops by Territories

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

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

### NEW YORK

#### Best Selling Pop Singles

1. **TOO YOUNG**  
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **COME ON-A MY HOUSE**  
R. Clooney, Col(78)39467, (45)4-39467, (33)3-39467 BMI (Rose of the Mountain)
3. **HOW HIGH THE MOON**  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451, ASCAP (Walkin' and Whistlin' Blues)
4. **JEZEBEL**  
F. Laine, Col(78)39367, (45)4-39367, (33)3-39367 BMI (Rose, Rose, I Love You)
5. **BECAUSE OF YOU**  
T. Bennett, Col(78)39362, (45)4-39362, (33)3-39362 BMI (I Won't Cry Anymore)

#### Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **KING AND I**  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **GUY'S AND DOLLS**  
Original Cast, Dec(78)DA-825, (45)9-263, (33)DL-8036

### CHICAGO

#### Best Selling Pop Singles

1. **TOO YOUNG**  
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **LOVELIEST NIGHT OF THE YEAR**  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
3. **JEZEBEL**  
F. Laine, Col(78)39367, (45)4-39367, (33)3-39367 BMI (Rose, Rose, I Love You)
4. **I'M IN LOVE AGAIN**  
A. Stevens-H. Rene, V(78)20-4148, (45)47-4148 ASCAP (Roller Coaster)

### LOS ANGELES

#### Best Selling Pop Singles

1. **HOW HIGH THE MOON**  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
2. **TOO YOUNG**  
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
3. **ON TOP OF OLD SMOKY**  
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)
4. **LOVELIEST NIGHT OF THE YEAR**  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
5. **BE MY LOVE**  
M. Lanza, V(78)10-1561, (45)49-3353 ASCAP (If I Never Love You)

#### Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **KING AND I**  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **THAT MIDNIGHT KISS (Three Records)**  
M. Lanza, V(78)DM-1330, (45)WDM-1330, (33)LM-86

### NEW ORLEANS

#### Best Selling Pop Singles

1. **JEZEBEL**  
F. Laine, Col(78)39367, (45)4-39367, (33)3-39367 BMI (Rose, Rose, I Love You)
2. **TOO YOUNG**  
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
3. **HOW HIGH THE MOON**  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
4. **ON TOP OF OLD SMOKY**  
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)
5. **MISTER AND MISSISSIPPI**  
P. Page, Mercury (78)5645, (45)5645X45 ASCAP (These Things I Offer You)

#### Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **SHOWBOAT**  
Original Cast, K. Grayson-A. Gardner-H. Keel, MGM(78)104, (45)K84, (33)E-559
3. **KING AND I**  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008

### ST. LOUIS

#### Best Selling Pop Singles

1. **ROSE, ROSE, I LOVE YOU**  
F. Laine, Col(78)39367, (45)4-39367(33)3-39367 ASCAP (Jezebel)
2. **I GET IDEAS**  
T. Martin, V(78)21-4141, (45)47-4141 BMI (Tahiti, My Island)
3. **TOO YOUNG**  
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
4. **I'M IN LOVE AGAIN**  
A. Stevens-H. Rene, V(78)20-4148, (45)47-4148 ASCAP (Roller Coaster)
5. **LOVELIEST NIGHT OF THE YEAR**  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)

#### Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **KING AND I**  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **CARNegie HALL JAZZ CONCERT VOL. I AND II**  
B. Goodman, Col(33)SL-160

### SEATTLE

#### Best Selling Pop Singles

1. **TOO YOUNG**  
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **HOW HIGH THE MOON**  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
3. **JEZEBEL**  
F. Laine, Col(78)39367, (45)4-39367, (33)3-39367 BMI (Rose, Rose, I Love You)
4. **LOVELIEST NIGHT OF THE YEAR**  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
5. **ON TOP OF OLD SMOKY**  
V. Monroe, V(78)20-4114, (45)47-4114 BMI (Shall We Dance?)

#### Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127

2. **VOICE OF THE XTABAY**  
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. **KING AND I**  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008

### PITTSBURGH

#### Best Selling Pop Singles

1. **TOO YOUNG**  
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **COME ON-A MY HOUSE**  
R. Clooney, Col(78)39467, (45)4-39467, (33)3-39467 BMI (Rose of the Mountain)
3. **ON TOP OF OLD SMOKY**  
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)
4. **MY TRULY, TRULY FAIR**  
G. Mitchell-M. Miller, Col(78)39415, (45)4-39415, (33)3-39415 ASCAP (Who Knows How)
5. **HOW HIGH THE MOON**  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)

#### Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **KING AND I**  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **VOICE OF THE XTABAY**  
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244

### ATLANTA

#### Best Selling Pop Singles

1. **TOO YOUNG**  
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **HOW HIGH THE MOON**  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
3. **MY TRULY, TRULY FAIR**  
G. Mitchell-M. Miller, Col(78)39415, (45)4-39415, (33)3-39415 ASCAP (Who Knows How)
4. **ROSE, ROSE I LOVE YOU**  
F. Laine, Col(78)39367, (45)4-39367, (33)3-39367 ASCAP (Jezebel)
5. **I'M IN LOVE AGAIN**  
A. Stevens-H. Rene, V(78)20-4148, (45)47-4148 ASCAP (Roller Coaster)

#### Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **VOICE OF THE XTABAY**  
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. **KING AND I**  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008

### BOSTON

#### Best Selling Pop Singles

1. **TOO YOUNG**  
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **ROSE, ROSE, I LOVE YOU**  
F. Laine, Col(78)39367, (45)4-39367, (33)3-39367 ASCAP (Jezebel)
3. **COME ON-A MY HOUSE**  
R. Clooney, Col(78)39467, (45)4-39467, (33)3-39467 BMI (Rose of the Mountain)
4. **JEZEBEL**  
F. Laine, Col(78)39367, (45)4-39367, (33)3-39367 BMI (Rose, Rose, I Love You)
5. **LOVELIEST NIGHT OF THE YEAR**  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)

#### Best Selling Albums

1. **KING AND I**  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
2. **SHOWBOAT**  
Original Cast, K. Grayson-A. Gardner-H. Keel, MGM(78)104, (45)K84, (33)E-559
3. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127

### WASHINGTON, D. C.

#### Best Selling Pop Singles

1. **LOVELIEST NIGHT OF THE YEAR**  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
2. **TOO YOUNG**  
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
3. **I'M IN LOVE AGAIN**  
A. Stevens-H. Rene, V(78)20-4148, (45)47-4148 ASCAP (Roller Coaster)
4. **HOW HIGH THE MOON**  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
5. **ON TOP OF OLD SMOKY**  
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)

#### Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **VOICE OF THE XTABAY**  
Yma Sumac, Cap(78)CD-244, (45)CDF-244, (33)H-244
3. **KING AND I**  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008

### DETROIT

#### Best Selling Pop Singles

1. **COME ON-A MY HOUSE**  
R. Clooney, Col(78)39467, (45)4-39467, (33)3-39467 BMI (Rose of the Mountain)
2. **I GET IDEAS**  
T. Martin, V(78)21-4141, (45)47-4141 BMI (Tahiti, My Island)

3. **TOO YOUNG**  
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
4. **LOVELIEST NIGHT OF THE YEAR**  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
5. **ON TOP OF OLD SMOKY**  
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)

#### Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **SOUTH PACIFIC**  
Original Cast, Col(78)MM-850, (45)4-850, (33)ML-8180
3. **TOAST OF NEW ORLEANS**  
M. Lanza, V(78)DM-1417, (45)WDM-1417

### PHILADELPHIA

#### Best Selling Pop Singles

1. **TOO YOUNG**  
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **ON TOP OF OLD SMOKY**  
Weavers-T. Gilkyson, Dec(78)27515, (45)9-27515 BMI (Across the Wide Missouri)
3. **HOW HIGH THE MOON**  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
4. **LOVELIEST NIGHT OF THE YEAR**  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
5. **MOCKIN' BIRD HILL**  
P. Page, Mercury(78)5595, (45)5595X45 ASCAP (I Love You Because)

#### Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **KING AND I**  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **FLAHOOLEY**  
Yma Sumac, Cap(78)DF-284, (45)EDM-284, (33)S-284

### DALLAS-FORT WORTH

#### Best Selling Pop Singles

1. **JEZEBEL**  
F. Laine, Col(78)39367, (45)4-39367, (33)3-39367 BMI (Rose, Rose, I Love You)
2. **TOO YOUNG**  
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
3. **HOW HIGH THE MOON**  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)
4. **LOVELIEST NIGHT OF THE YEAR**  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
5. **MY TRULY, TRULY FAIR**  
G. Mitchell-M. Miller, Col(78)39415, (45)4-39415, (33)3-39415 ASCAP (Who Knows How)

#### Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
2. **KING AND I**  
Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **TOAST OF NEW ORLEANS**  
M. Lanza, V(78)DM-1417, (45)WDM-1417

### DENVER

#### Best Selling Pop Singles

1. **TOO YOUNG**  
Nat (King) Cole, Cap(78)1449, (45)F-1449 ASCAP (That's My Girl)
2. **JEZEBEL**  
F. Laine, Col(78)39367, (45)4-39367, (33)3-39367 BMI (Rose, Rose, I Love You)

3. **LOVELIEST NIGHT OF THE YEAR**  
M. Lanza, V(78)10-3300, (45)49-3300 ASCAP (La Donna E Mobile)
4. **ROSE, ROSE, I LOVE YOU**  
F. Laine, Col(78)39367, (45)4-39367, (33)3-39367 ASCAP (Jezebel)
5. **HOW HIGH THE MOON**  
L. Paul-M. Ford, Cap(78)1451, (45)F-1451 ASCAP (Walkin' and Whistlin' Blues)

#### Best Selling Albums

1. **MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"** RCA Victor Ork. M. Lanza-C. Callinicos, V(78)DM-1506, (45)WDM-1506, (33)LM-1127
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Original Cast, Dec(78)DA-876, (45)9-260, (33)DL-9008
3. **TOAST OF NEW ORLEANS**  
M. Lanza, V(78)DM-1417, (45)WDM-1417

## Victor Adds 25 LP Albums

NEW YORK, June 30. — RCA Victor this week added 25 additional long-play albums to the firm's Red Seal catalog. Total LP list now reaches 247 albums. Latest LP release, Victor's fifth, includes instrumental classics, light classics and musical comedy waxings and a group of vocal selections.

Artists highlighted in the new release are Sigmund Romberg, Boston Pops Ork. First Piano Quartet, Nathan Milstein, Mischa Elman, Yehudi Menuhin, Jose Iturbi, Vladimir Horowitz, Serge Koussevitzky, Mario Lanza, Patrice Munsel, Jeanette MacDonald, Robert Shaw Chorale, Jane Pearce, Rise Stevens, Robert Merrill and James Melton. Many of the disks are LP pressings of recordings previously issued on other speeds.

## Circle to Branch Out Into Longhair And Modern Jazz

NEW YORK, June 30.—Circle Records, an indie which has specialized in Dixieland jazz recordings, currently is preparing to expand its operations to include a classical line and a modern jazz series. The diskery will take its first plunge into longhair in September with a series of contemporary works to be issued under the name, *Composers' Workshop*. The all-modern series will include only works which have never previously been recorded and will also feature a number of items which will be especially commissioned for recording. The project will be handled by Circle boss, Rudy Blesh.

The diskery's modern jazz series will debut shortly with four sides by Mary Lou Williams. The diskings are of her songs and feature a vocal octet headed by Dave Lambert.

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— FEATURING —

ED WYNN AS THE MAD HATTER  
STERLING HOLLOWAY AS THE CHESHIRE CAT  
JERRY COLONNA AS THE MARCH HARE  
KATHRYN BEAUMONT AS ALICE

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I'M LATE . . . . . ALL IN THE GOLDEN AFTERNOON . . . . . THE UNBIRTHDAY SONG  
PAINTING THE ROSES RED . . . VERY GOOD ADVICE . . . TWAS BRILLIG . . . ALICE IN WONDERLAND

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featuring Kathryn Beaumont with original songs and characters



#### "ALICE AND THE WHITE RABBIT"

including "The Doorknob Lets Alice Into Wonderland," "Alice Runs the Caucus Race With the Dodo," and "Twodledee and Twodledum Tell the Story of the Walrus and the Carpenter."



#### "ALICE AND THE TRIAL"

including "The Cards Paint the Roses Red," "Alice Plays Croquet With the Queen of Hearts," and "Alice Returns From Wonderland."



#### "ALICE AND THE MAD TEA PARTY"

including "Alice in the White Rabbit's Home," "Alice Is Driven from the Garden of Roses," "The Caterpillar Help Alice," and "Alice Meets the Cheshire Cat."



### PLUS — BIG SINGLE HIT! MEDLEY OF "ALICE IN WONDERLAND" TUNES by the BOSTON POPS ORCHESTRA WITH ARTHUR FIEDLER (10-3451 and 49-3451)

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- VALUABLE DEALER SURVEY DATA
- IMPORTANT REFERENCE LISTS
- SPECIAL FEATURE ARTICLES
- as well as the complete current MUSIC POPULARITY CHARTS

# THE BILLBOARD Music Popularity Charts

## • Most Played Juke Box Records

... Based on reports received June 27, 28 and 29

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION	Weeks Last	This to date	Title	Artist	Label	Copyright
12	2	1	TOO YOUNG	Nat (King) Cole	Cap	7811449, (45)F-1449-ASCAP
14	1	2	HOW HIGH THE MOON	L. Paul-M. Ford	Cap	7811451, (45)F-1451-ASCAP
8	4	3	JEZEBEL	F. Laine	Col	78139367, (45)4-39367, (33)3-39367-BMI
14	3	4	ON TOP OF OLD SMOKY	T. Gilkyson-Weavers	Dec	78127515, (45)9-27515-BMI
9	6	5	ROSE, ROSE, I LOVE YOU	F. Laine	Col	78139367, (45)4-39367, (33)3-39367-ASCAP
10	5	6	SOUND OFF	V. Monroe	V	78120-4113, (45)47-4113-ASCAP
5	7	7	MY TRULY, TRULY FAIR	G. Mitchell-M. Miller	Col	78139415, (45)4-39415, (33)3-39415-ASCAP
7	8	8	MISTER AND MISSISSIPPI	P. Page	Mercury	7815645, (45)5645X45-ASCAP
10	9	9	ON TOP OF OLD SMOKY	V. Monroe	V	78120-4114, (45)47-4114-ASCAP
20	11	10	MOCKIN' BIRD HILL	L. Paul-M. Ford	Cap	7811373, (45)F-1373-ASCAP
7	14	11	LOVELIEST NIGHT OF THE YEAR	M. Lanza	V	78110-3300, (45)49-3300-ASCAP
16	12	12	I APOLOGIZE	B. Eckstine	MGM	7810903, (45)K-10903-ASCAP
<small>(D. Washington, Mer 8209; D. Cherry-D. Terry-Ork, Dec 27484; T. Martin, V 20-4056; Champ Butler, Col 39189; Anita O'Day, London 964)</small>						
20	10	13	MOCKIN' BIRD HILL	P. Page	Mercury	7815595, (45)5595X45-ASCAP
4	16	13	MY TRULY, TRULY FAIR	V. Damone	Mercury	7815646, (45)5646X45-ASCAP
2	27	15	SHANGHAI	D. Day-P. Weston	Col	78139423, (45)4-39423, (33)3-39423-ASCAP
<small>(Andrew Sisters, Dec 27635; Eddy Howard, Mer 5663)</small>						
<small>(Billy Williams Quartet, MGM 10998; Bob Crosby, Cap 1525; Bing Crosby, Dec 27653; Harry Dabill-Moderaires, Coral 60521; Buddy Morrow, V 20-4192)</small>						
5	13	16	PRETTY EYED BABY	F. Laine-J. Stafford	Col	78139388, (45)4-39388, (33)3-39388-ASCAP
<small>(Al Trace Mer 5609; Billy Williams Quartet, MGM 10967; J. Turcy Trio, Dec 27479; Gene Williams, King 15107; Ray Anthony, Cap 1583; Joan Shaw-Billy Ford, Regal 3326)</small>						
3	17	17	BECAUSE OF RAIN	Nat (King) Cole	Cap	7811501, (45)F-1501-ASCAP
<small>(Clive McCoy Mer 5648; Ella Fitzgerald, Dec 27602)</small>						
2	27	17	BECAUSE OF YOU	T. Bennett	Col	78139362, (45)4-39362, (33)3-39362-BMI
<small>(Jan Pearce V 10-3425; Ray Barber, Mer 5625; Les Baxter, Cap 1493; Bob Crosby, Coral 60440; Johnny Desmond, MGM 10947; Gloria De Haven-G. Lombardo, Dec 27666)</small>						
2	27	17	I'M IN LOVE AGAIN	A. Stevens-H. Rene	V	78120-4148, (45)47-4148-ASCAP
<small>(Andrew Sisters, Dec 27635; E. Howard, Mer 5663; Jeri Southern, Sharp S 32)</small>						
1	—	17	COME ON-A MY HOUSE	R. Clooney	Col	78139467, (45)4-39467, (33)3-39467-BMI
6	22	21	PRETTY EYED BABY	A. Trace	Mercury	7815609, (45)5609X45-ASCAP
2	30	21	OCEANS OF TEARS	K. Starr-Tennessee Ernie	Cap	7811567, (45)F-1567
24	18	23	MISTER AND MISSISSIPPI	Tennessee Ernie	Cap	7811521, (45)F-1521-ASCAP
2	22	23	MISTER AND MISSISSIPPI	D. Day	V	78120-4140, (45)47-4140-ASCAP
3	19	25	TOO YOUNG	Patty Andrews & V. Young	Dec	78127569, (45)9-27569-ASCAP
2	20	25	I GET IDEAS	T. Martin	B	78120-4141, (45)47-4141-BMI
<small>(Peggy Lee, Cap 1573)</small>						
2	22	27	YOU'RE ME SUGAR	K. Starr-Tennessee Ernie	Cap	7811567, (45)F-1567
1	—	28	SWEET VIOLETS	D. Shore	V	78120-4174, (45)47-4174-ASCAP
6	—	28	ON TOP OF OLD SMOKY	P. Faith-B. Ives	Col	78139328, (45)4-39328, (33)3-39328-ASCAP
3	—	30	STRANGE LITTLE GIRL	E. Howard	Mercury	7815630, (45)5630X45-ASCAP
<small>(Bill Hickel, MGM 10972; Owen Bradley, Coral 60434; Fae Wee King, V 21-0451; Tennessee Ernie, Cap 1470; G. Lombardo, Dec 27607; Ernest Tubb-Rod Foley, Dec 46311; Cowboy Copas, King 951; Les Brothers, Col 39303)</small>						
1	—	30	I WON'T CRY ANYMORE	T. Bennett	Col	78139362, (45)4-39362, (33)3-39362-ASCAP
<small>(Georgie Auld, Coral 60446; Billy Williams Quartet, MGM 10928; Eileen Wilson, Dec 27546; Dick Brown, Jubilee 4025; Dinah Washington, Mer 8211; Little Jimmy Scott, Roost 815)</small>						



Federal

### ★ RECORDS

#### FOLK-WESTERN

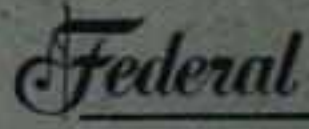
- ★ HAWKSHAW HAWKINS  
I'M WAITING JUST FOR YOU  
A HEARTACHE TO RECALL  
969 and 45-969
- ★ WAYNE RANEY  
I AIN'T NOTHIN' BUT A TOMCAT'S MITTEN  
I'M ON MY WAY  
956 and 45-956
- ★ BOB NEWMAN  
TURTLE DOVIN'  
QUARANTINED LOVE  
959 and 45-959
- ★ ZEB TURNER  
BACK, BACK, BACK TO BALTIMORE  
I GOT A LOT OF TIME FOR A LOT OF THINGS  
960 and 45-960
- ★ YORK BROTHERS  
SIXTY MINUTE MAN  
LOOKIN' FOR SOMEBODY NEW  
970 and 45-970
- ★ CLYDE MOODY  
TOO YOUNG  
TEND TO YOUR BUSINESS  
977 and 45-977

#### SEPIA-BLUES

- ★ LUCKY MILLINDER  
I'M WAITING JUST FOR YOU  
BONGO BOOGIE  
4453 and 45-4453
- ★ TINY BRADSHAW  
WALKIN' THE CHALK LINE  
BRADSHAW BOOGIE  
4457 and 45-4457
- ★ EARL BOSTIC  
SLEEP  
SEPTEMBER SONG  
4444 and 45-4444
- ★ WYNONIE HARRIS  
BLOODSHOT EYES  
CONFESSIN' THE BLUES  
4461

#### POPULAR

- ★ MOOSE JACKSON  
UNLESS  
END THIS MISERY  
4462 and 45-4462



- ★ THE DOMINOES  
SIXTY MINUTE MAN  
I CAN'T ESCAPE FROM YOU  
12022 and 45-12022
- DO SOMETHING FOR ME  
CHICKEN BLUES  
12001 and 45-12001

#### DELUXE

- ★ ROY BROWN  
WRONG WOMAN BLUES  
BEAUTICIAN BLUES  
2313



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# **JOHNNY HODGES**

*AND HIS ORCHESTRA*

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FLIP SIDE "JEEP'S BLUES"

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

... Based on reports received June 27, 28 and 29

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

POSITION	Weeks	Last	This	to date	Week	Week	Record	Artist	Label
10	1	1	1	1	1	1	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Capitol
2	10	2	2	2	2	2	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	Capitol
18	2	3	3	3	3	3	RHUMBA BOOGIE	Hank Snow	MGM
5	4	3	3	3	3	3	I CAN'T HELP IT	H. Williams	MGM
7	3	5	5	5	5	5	HOWLIN' AT THE MOON	H. Williams	MGM
4	4	5	5	5	5	5	LET'S LIVE A LITTLE	Carl Smith	Capitol
16	9	7	7	7	7	7	COLD, COLD HEART	H. Williams	MGM

(Continued on page 72)

## FOLK TALENT AND TUNES

By JOHNNY SIPPEL

### Artists' Activities

Gene O'Quin (Capitol), currently working the Los Angeles area, was married recently. . . . Hank Thompson and his eight-piece dance band will play a three-week junket thru the Pacific Coast area, booked by Steve Stebbins of Americana Corporation, Hollywood, starting August 24. Johnny Hitt, the ex-d.j. now managing Thompson, and Wayne Foster are doing comedy with the band. . . . Ken Nelson, Capitol's Western and h.b. chief, is touring the country, looking over the operation of the diskery's rustic wing.

Neva and Jack Starns, the Lefty Frizzell management team, report the Columbia recorder will play 10 West Coast dates before going on the "Grand Ole Opry," WSM, Nashville, after July 4. Starns plans to move to Nashville when Frizzell goes on the station steady. Mrs. Starns was injured in an automobile accident recently, but is on the mend. . . . Kenny Roberts is set for a three-day date at the Woodlawn Drive-In, Cincinnati's largest, next week. It's the first vaude the huge theater has worked thus far.

Jimmie Osborne (King), at WKLO, Louisville, is doing four hours of singing and d.j. work per day. He has an 18-station e.t. hook-up for a loan firm. . . . The Bob Atchers are parents of a son, Robert Whitehill Jr., born June 12 in Chicago. The Atchers have moved to a farm at Barrington, Ill. Atcher, ex-Capitol, is diskering with Decca and Columbia. . . . Harry Rodcay, the yodeler, is doing a one-year tour of Far East army posts. He is working with a rustic music cast in Korea.

Elton Britt and his rustic troupe returned to the States from Korea late last week. . . . George Morgan drew the biggest crowd to date this season at the weekly free concert in Nashville's Centennial Park June 24 when 15,000 heard his performance. . . . Carl Smith (Columbia) is taking a rustic show to the Great Lakes Naval Training Station July 4-6. The 101 Ranch Boys (Columbia) shuttered their park after two weeks' operation. Boys found that too many factors made it impossible for them to do their personals and still operate at the park.

Sauceman brothers, Carl and J. P., and their Green Valley Boys, are now at WCBY, Bristol, Va. Lou Epstein and Jimmie Skinner are working a one-hour d.j. show over WNOP, Covington, Ky., from their disk shop in Cincinnati. They are seeking guests for the shows. Chuck Seitz, who works the shop, is managing Joe (Cannonball) Lewis, the new MGM singer. Don Gibson (Victor), last at Shelby, N. C., has moved to WNOX, Knoxville.

### Disk Jockey Doings

Jack Weir is doing the h.b. spinning at WFYC, Alma, Mich., replacing Tex Ferguson. . . . Donn Reynolds is doing a h. b. d.j. stint at KOPO, Tucson, Ariz. . . . Bill Mack, KWFT, Wichita Falls, Tex., has added a two-and-a-half hour Saturday afternoon show. . . . Bob Wills and the Texas Playboys returned to the West Coast following two weeks at the Lakeside amusement park, Denver, according to Rocky Rauch, KTLN, Denver. . . . Johnny Rion, WIBV, Belleville, Ill., reports he has Johnny Bond set for his hillbilly park July 4. He holds amateur contest at the park, making a recording of the winner's act, which he uses on his shows the following week. . . . Al Morris, WONE, Dayton, O., may do a daily remote show from his trailer sponsor's headquarters.

Uncle Don Andrews, WSGW, Saginaw, Mich., is doing a Saturday show direct from the veterans' hospital there. . . . Don Larkin, WAAT, Newark, N. J., is starting two new sponsored TV shows on WATV, Newark, in addition to his two rustic shows already on video. . . . Dave Dewitt, WWXL, Peoria, Ill., is doing a six-hour all-night h.b. show. . . .

(Continued on page 72)

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

... Based on reports received June 27, 28 and 29

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

POSITION	Weeks	Last	This	to date	Week	Week	Record	Artist	Label
10	1	1	1	1	1	1	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Capitol
2	3	2	2	2	2	2	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	Capitol
3	8	3	3	3	3	3	LET'S LIVE A LITTLE	C. Smith	Capitol
2	—	4	4	4	4	4	MISTER AND MISSISSIPPI	Tennessee Ernie	Capitol
18	2	5	5	5	5	5	RHUMBA BOOGIE	Hank Snow	MGM
3	7	6	6	6	6	6	I CAN'T HELP IT	Hank Williams	MGM
13	4	7	7	7	7	7	KENTUCKY WALTZ	E. Arnold	Capitol
6	—	7	7	7	7	7	DOWN THE TRAIL OF ACHIN' HEARTS	Hank Snow	Capitol
7	5	9	9	9	9	9	HOWLIN' AT THE MOON	Hank Williams	MGM
17	10	10	10	10	10	10	COLD, COLD HEART	Hank Williams	MGM

### 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.	SOMETHING OLD, SOMETHING NEW	E. Arnold
2.	TENNESSEE HILLBILLY GHOST	Red Foley
3.	OCEANS OF TEARS	Tennessee Ernie-K. Starr

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

... Based on reports received June 27, 28 and 29

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

POSITION	Weeks	Last	This	to date	Week	Week	Record	Artist	Label
13	1	1	1	1	1	1	I WANT TO BE WITH YOU ALWAYS	L. Frizzell	Capitol
4	3	2	2	2	2	2	I CAN'T HELP IT	H. Williams	MGM
5	2	3	3	3	3	3	LET'S LIVE A LITTLE	Carl Smith	Capitol
19	5	4	4	4	4	4	RHUMBA BOOGIE	Hank Snow	MGM
3	8	4	4	4	4	4	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	Capitol
17	4	6	6	6	6	6	COLD, COLD HEART	H. Williams	MGM
1	—	7	7	7	7	7	PEACE IN THE VALLEY	R. Foley	Decca
6	7	8	8	8	8	8	HOWLIN' AT THE MOON	Hank Williams	MGM
8	6	9	9	9	9	9	KENTUCKY WALTZ	E. Arnold	Capitol
3	—	9	9	9	9	9	DON'T STAY TOO LONG	E. Tubb	Decca

### 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.	IT MAY BE SILLY	"Little" Jimmy Dickens
2.	LONELY LITTLE ROBIN	E. Britt
3.	MR. MOON	C. Smith

## • Advance Folk (Country & Western) Record Releases

Angel Smiles, An—R. Hankins (I'm Praying) King 6357	Handful of Nickels—R. Crabtree (You're Breaking) Col 20831
Beer, Whiskey and Wine—J. Holden-F. Kay (Everyone) V 21-0483	I'll Say I Do—Dallas Turner (You Are) Rich-Tone 1001
Candy Coated Lies—Skeets Yaney (Another World) MGM 11011	Jesus Is Calling—C. Monroe (My Lord's) V 21-0485
Doin' My Time—L. Flatt-E. Scruggs (Farewell Blues) Mer 5333	Knock-Kneed Suzy—J. Carter (Six Lanes) V 21-0484
Everlasting Love—S. Williams (Lovin' Overtime) Coral 64099	Life's Been So Beautiful—N. Burris (Please Excuse) King 967
Farewell Blues—L. Flatt-E. Scruggs (Doin' My) Mer 5333	Mad as My Heart—R. Kirk (Sugar-Coated) Mer 6332
Gladiola Waltz—B. Boyd (Why Do) V 21-0482	No Help Wanted Today—Texas Slim Dwendy (Somebody) Folk-Star 609

### MOVING FAST THRUOUT THE NATION

## "WHY AM I LOSING YOU"

Written by Borney Bergantine, writer of "My Happiness"

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RESPONSE CREATED ON "WHY AM I LOSING YOU"



Borney Bergantine

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Recorded by Margaret Whiting and Jimmy Wakely on Capitol Records No. 1555  
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## Columbia Records

Originators of 33 1/3 LP Records



# THE BILLBOARD Music Popularity Charts

## RHYTHM AND BLUES NOTES

By HAL WEBMAN

King Records has purchased 20 masters from blues indie Recorded in Hollywood and will issue the sides possibly on its subsid, Federal. King will make its own masters, releasing the first batch in mid-July. All forthcoming tunes on RIH will be taken by King in a similar manner, for release on both 78 and 45 r.p.m. RIH Prexy John Dolphin will get a percentage on the deal. Masters include RIH's top dishing of

(Continued on page 30)

### 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 last week.

GO! GO! GO!.....Dkeh 6804

The Treniers.....Dkeh 6804

**WATCH THIS RECORD CLIMB TO #1!**

SAVOY #788

**"ALL NITE LONG"**  
by JOHNNY OTIS ORCH.  
backed with  
**"NEW LOVE"**  
by MEL WALKER

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

## Best Selling Retail Rhythm & Blues Records

... Based on reports received June 27, 28 and 29.

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

POSITION	Weeks	Last	This	to date	Week	Week	Record	Label
6	1	1.	60 MINUTE MAN	Dominoes				
			I Can't Escape From You	Federal 12022				BMI
9	2	2.	ROCKET 88	J. Brenston				
			Come Back Where You Belong	Chess 1458				BMI
5	5	3.	DON'T YOU KNOW I LOVE YOU	The Clovers				
			Skyarks	Atlantic 934				
3	3	4.	I'M WAITING JUST FOR YOU	Lucky Millinder				
			Bongo Boogie	King 4453				BMI
7	4	5.	TOO YOUNG	Nat (King) Cole				
			That's My Girl	Cap(78)1449; (45)F-1449				ASCAP
10	7	6.	DO SOMETHING FOR ME	Dominoes				
			Chicken Blues	Federal 12001				BMI
10	8	7.	TEND TO YOUR BUSINESS	J. Wayne				
			Love Me Blues	Sittin' In 588				
7	9	8.	I WILL WAIT	Four Buddies				
			Just To See You Smile Again	Savoy 769				BMI
1	—	9.	CHICA BOO	L. Glenn				
			Jungle Town Jubilee	Swing Time 254				BMI
9	—	10.	I APOLOGIZE	B. Eckstine				
			Bring Back the Thrill	MGM(78)10903; (45)K-10903				

## Advance Rhythm & Blues Record Releases

All Nite Long—Johnny Otis (New Love) Savoy 788  
Big Fat Mama—Kid Tanner (Moss Point) Rich-R-Tone 802  
Big Town—Roy Brown (Train Time) DeLuxe 331B  
R-Tone 802  
Bloodshot Eyes—Wynonie Harris (Confessin') King 4461  
Breeze—Julia Lee (Mama Don't) Cap 1589  
Bring Me Another Jug of Wine—Hot Lips Johnson Ork (Catch 'Em) Dec 27656  
Catch 'Em Young, Treat 'Em Rough, Tell 'Em Nothin'—Hot Lips Johnson Ork (Bring Me) Dec 27656  
Confessin' the Blues—Wynonie Harris (Bloodshot) King 4461  
Hold Me Baby—Henry Hill (Since You've) Federal 12037  
I Don't Want Anybody—Ruth Brown (I Know) Atlantic 941  
I Hope You're Satisfied—J. Morris Ork (You're My) Atlantic 942  
I Know—Ruth Brown (I Don't) Atlantic 941  
If I Could Be With You—Joe Thomas (Jumpin' Joe) King 4460  
In Misery—Joe Fritz (Summer's Coming) Peacock 1574  
Jumpin' Joe—Joe Thomas (If I) King 4460  
Lonely Little Robin—Hot Lips Johnson Ork (Winky Dink) Dec 27651  
Mama Don't Allow It—Julia Lee (Breeze) Cap 1589  
Moss Point Blues—Kid Tanner (Big Fat) Rich-R-Tone 802  
New Love—Mel Walker-J. Otis (All Nite) Savoy 788  
Since You've Been Away—Henry Hill (Hold Me) Federal 12037  
Summer's Coming On—Joe Fritz (In Misery) Peacock 1574  
Take Me, I'm Yours—Lonnie Johnson (Why Should) King 4459  
Train Time Blues—Roy Brown (Big Town) DeLuxe 331B  
Why Should I Cry—Lonnie Johnson (Take Me) King 4459  
Winky Dink, The—Hot Lips Johnson Ork (Lonely Little) Dec 27651  
You're My Darling—J. Morris Ork (I Hope) Atlantic 942

## Most Played Juke Box Rhythm & Blues Records

... Based on reports received June 27, 28 and 29

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

POSITION	Weeks	Last	This	to date	Week	Week	Record	Label
9	1	1.	ROCKET 88	J. Brenston				
				Chess 1458				BMI
2	8	2.	I'M WAITING JUST FOR YOU	Lucky Millinder				
				King 4453				BMI
13	2	3.	CHICA BOO	L. Glenn				
				Swingtime 254				BMI
7	8	4.	60 MINUTE MAN	Dominoes				
				Federal 12022				BMI
1	—	5.	CASTLE ROCK	J. Hodges				
				Mercury (78)8944; (45)8944X45				BMI
4	4	6.	TOO YOUNG	King Cole				
				Cap(78)1449; (45)F-1449				ASCAP
5	7	7.	TEND TO YOUR BUSINESS	J. Wayne				
				Sittin' In 588				
1	—	8.	I WON'T CRY ANYMORE	D. Washington				
				Mercury (78)8211; (45)8211X45				
22	3	9.	BLACK NIGHT	C. Brown				
				Aladdin 3076				BMI
10	6	10.	I WILL WAIT	Four Buddies				
				Savoy 769				BMI

## Rhythm & Blues Record Reviews

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

LABEL AND NO.	ARTIST	COMMENT TUNES	REVIEW
THE DRIFTERS	Honey Chile	EXCELSIOR 1314-15—Male group does a so-so job on a weak pop rhythm novelty.	50--50--50--50
	Mobile	Local blues item is a slight improvement over flip.	55--55--55--55
RENE HALL TRIO	My Kind of Rockin'	DECCA 48217—Tepid good-rock novelty by vocal quartet and rhythm trio.	57--57--57--57
	Summertime Blues	Outfit's slow, seasonal blues doesn't quite ring true.	59--59--59--59
CALVERT JONES	Tra-La-La	ORAL 65056—Title is used as the recurring refrain in this striking blues job, with Jones shouting powerfully in front of a medium-rock combo backing.	82--82--81--83
	Two Timin' Woman	Straightforward, routine slow blues is done expressively.	73--73--72--74
HERB FISHER	Baby, Please Don't Cry	MODERN 20-825—Fisher chants a soulful slow blues, set in an effective after-hours orking.	78--78--78--78
	Wine, Wine, Wine	Socking, rocking novelty features a penetrating vocal job by Fisher, and belting combo backing. Could be a big one.	82--82--81--83
ROY HAWKINS	Trouble Makin' Woman	MODERN 826—Hawkins chants a tight rhythm blues to a deft shuffle beat by combo. Material is too flimsy here.	66--66--64--68
	The Thrill Is Gone	Not the pop standard by that name, but a moody minor blues, done expressively by Hawkins.	74--74--74--74
JOE HILL LOUIS	Eyesight to the Blind	MODERN 828—Louis sings and does a one-man band routine. His chanting and playing are in the old Deep South style. Performance is hard-hitting on all counts, should go in Dixie.	73--73--73--73
	Going Down Slow	Another old styled blues job, with Louis handling the vocal and three instruments.	70--70--70--70
HOT LIPS JOHNSON ORK (The Winky Dinks)	Bring Me Another Jug of Wine	DECCA 27656—New combo takes the likely new pop-folker with recurring refrain as a jump hanocapper, with the leader chanting lead and group humming harmony. Effective disk, in the Louis Prima manner.	78--78--78--78
	Catch 'Em Young, Treat 'Em Rough, Tell 'Em Nothin'	Shuffle boogie novelty borrows from the "Mexican Hat Dance" and "T-Aint What You Do" for a mildly comic effect. Instrumental work is excellent.	74--74--73--75
JULIA LEE AND HER BOYFRIENDS	Breeze (Blow My Baby Back to Me)	CAPITOL 1589—If artistic merit were the standard, this would be an overnight hit. Tune's a great pop-blues oleie, and Miss Lee sells it with rare beauty, with her piano, and fine combo setting the mood. Results are too delicate and fine for immediate commercial values.	78--79--78--77
	Mama Don't Allow It	Didie greez combo a chance for take-your-turn sales: Benny Carter's alto, Bobby Sherwood's horn, Red Norvo's woodpile, Vic Dickenson's trom, thus: BB. A brisk jazz entry.	75--75--74--76
KID TANNER (His Swing Crew)	Most Point Blues	RICH-R-TONE 802—Tanner chants a slow blues in rough-hewn Southern style, with tenor and rhythm blowing well. Recording a bit muddy.	62--62--60--64
	Big Fat Mama	Crude, but very exuberant shout blues, with combo working up a fast, hot ooogie in back of Tanner's zealous chant.	73--73--72--74
JOHNNY OTIS ORK (J. Otis)	All Nite Long	SAVOY 788—Title phrase recurs as a tag thru this good-rocker, lending it an unusual flavor. Otk at the mike and the combo deliver an endogastic job.	83--83--83--83
	New Love (Mel Walker)	Walker delivers a soulful slow blues in his distinctive, safety voice. This one could stare.	84--84--84--84

(Continued on page 74)

### New Moneymaking Releases!

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DOT 1680  
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## Record Reviews

### How Ratings Are Determined

Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

### The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (broadcast adv'ts—promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISK JOCKEYS	RETAILERS	OPERATORS
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**DAVID ROSE ORK**  
**The Flying Horse** 72--75--72--70  
 MQM 30394—Dave Rose original instrumental has the sparkle expected of the Hollywood strider. Melody is, in part, an adaptation from the classics.  
**Tenderly** 73--76--73--71  
 The familiar standard is handled a soft, tho, lush, instrumental reading from the Rose ork.

**RALPH FLANAGAN ORK (Singing Winds)**  
**You for Me** 76--80--74--75  
 VICTOR 20-4182—Gang-sing, hand-clapping reading of a ditty written by the orkster and manager Hendler. Reminiscent of "Rag Mop," tune could stir a little action.  
**The Wang Wang Blues** 74--77--72--74  
 Okay dance band coverage of the currently active alkie.

**BETTY HUTTON (Pete Rugolo Ork)**  
**Murder, He Says** 78--82--76--77  
 VICTOR 20-4179—Flick star's re-cutting of a hunk of material with which she's long been identified. She hands it a pseudo-dramatic reading replete with shouts et al.  
**It's Oh So Quiet** 75--79--73--73  
 More novelty material here in a typical Hutton surprise chant.

**VAUGHN MONROE & HIS ORK**  
**Dark is the Night** 85--86--86--84  
 VICTOR 20-4180—Monroe chants effectively on the "Rich, Young and Pretty" flick song. Ork supplies a neat bolero rhythm. Could get action if the tune breaks for a hit.  
**Wonder Why** 86--87--86--85  
 Big plug entry from the same flick gets a typical Monroe ballad-chant. Combination of name power, material and flick promotion could make this a big one.

**MERV GRIFFIN (H. Winterhalter Ork)**  
**I Love the Sunshine of Your Smile** 86--86--85--86  
 VICTOR 20-4181—Here's a likely hunk of wax. Griffin and the Winterhalter ork sparkle on this reading of a march-tempo novelty with an underlying "Mademoiselle From Armentieres" theme.  
**The Morningside of the Mountain** 82--83--82--82  
 Excellent coverage wax on the promising new ballad. The Freddy Martin ork chanter hands it a warm chant.

**BING CROSBY (Dave Barbour Ork)**  
**Shanghai** 86--86--85--86  
 DECCA 27653—Fast and strong coverage on the bounce ditty. Der Bingle hands it a neat, relaxed reading.  
**I've Got To Fall In Love Again** 83--84--82--83  
 Bing sounds fine on an excellent bounce ditty from the Burke and Van Housen gems.

**CHAMP BUTLER (Paul Weston Ork-N. Luboff Choir)**  
**At Your Beck and Call** 76--80--73--75  
 COLUMBIA 39458—Excellent Paul Weston ork and backing by the Luboff choir does much to make this an effective hunk of wax. Butler's piping is strong.  
**Them There Eyes** 78--83--74--76  
 Jump-tempo reading of the plie is bright and effective. Vocal tricks could make this the disk to get the chanter started.

**JANE POWELL (David Rose Ork)**  
**L'Amour Toujours** 70--72--70--68  
 MGM 30383—Hollywood soprano essays the ditty from her own flick, "Rich, Young and Pretty." Result is too legit for a pop bouncer. Rose orking is typically lush.  
**We Never Talk Much** 73--75--72--71  
 (Jud Conlon Singers)  
 Another novelty from the same flick comes off much better with the aid of the Jud Conlon group.

**BLUE BARRON ORK (Johnny Goodfellow-The Blue Notes)**  
**Afraid** 70--70--70--70  
 MGM 11009—Rustic slow ballad done in the sentimental style by warbler and group.  
**Sugar Coated Lies** 74--74--73--75  
 (Slim Harris)  
 Complete contrast here, as Blue goes hillbilly, with accomnium, guitar, and a straightaway country warbler in Slim Harris. Tune's a formula Fin Pan Ality hillbilly.

**KITTY KALLEN-RICHARD HAYES (Jimmy Carroll Ork)**  
**Everyone Is Welcome in the House of the Lord** 72--74--72--71  
 MERCURY 5661—Vocal team hands the spiritual-like ditty a meaningful chant with attention to the lyric content.  
**Good Luck, Good Health, God Bless You** 71--72--71--70  
 More good wax on another semi-religious song.  
**HARRY BABBITT (The Modernaires-George Cates Ork)**  
**Shanghai** 73--74--72--73  
 CORAL 60321—Okay coverage dishing of novelty ditty. Should get a share of the action.  
**Never Again** 74--74--72--75  
 The Gus Kahn-Luhm Jones nidle gets a neat chanting from the combined pipes of Babbitt and The Modernaires.

(Continued on page 30)

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- 331 45346 Wang Wang Blues My Truly, Truly Fair
  - 8094 45347 Howlin' at the Moon I Can't Help It (If I'm Still in Love With You)
  - 8090 45294 Strange Little Girl Down the Trail of Aching Hearts
  - 330 45304 Unless Mr. and Mississippi
  - 329 45303 How High the Moon Hot Canary
  - 328 45298 Old Soldiers Never Die Sound Off
  - 327 45297 Rose, Rose, I Love You When You and I Were Young Maggie
  - 8093 45301 Blue Bird Island I Want To Be With You Always
  - 8021 45213 Kentucky Waltz Rainbow at Midnight
  - 8087 45270 Beautiful Brown Eyes I'm Following the Stars
  - 326 45302 Too Young The Loveliest Night of the Year
  - 322 45286 On Top of Old Smoky Syncopated Clock

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# THE BILLBOARD Music Popularity Charts

## Record Reviews

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISC JOCKEYS	RETAILERS	COLLECTORS
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Continued from page 29

### POPULAR

<b>RICHARD HAYES (George Bassman Ork)</b> <b>Go, Go, Go, Go</b> MERCURY 5671—Latin-American tempo, gang-sing chanting and Hayes bright chanting add up to a lively hunk of wax. Strong production by Bassman could stake up action.	85--86--84--84
<b>Come On-a My House</b> Quick coverage on the novelty. Hayes adds a lengthy introduction. Disk fails to generate the excitement of the Clooney version.	80--81--80--79
<b>WOODY HERMAN ORK (Dolly Houston)</b> <b>I Can See You</b> MGM 11008—The pretty ballad from "Rich, Young and Pretty" gets a nice job from through Dolly Houston. Ork doesn't do much.	69--72--68--68
<b>Leo the Lion</b> A top original by Tiny Kahn is done with the spirit if not the polish of earlier Herman bands. Sales are so-so.	68--70--68--66
<b>MARTHA TILTON-MODERNAIRES (George Cafes Ork)</b> <b>Out of Breath</b> CORAL 60522—The fine new semi-novelty tune is given a fair-to-middlin' reading by the femme chirp with the group lending a nice assist.	73--74--72--72
<b>Please Don't Cry</b> Tilton gal, group and ork combine on a filling reading of an attractive waltz ballad.	73--74--72--72
<b>ART MOONEY ORK (Alan Foster-The Cloverleafs)</b> <b>Maybe It's Because</b> MGM 11015—Tune's not the pop hit of two years ago, but an old Berlin item. Foster and group do a warm and appealing job with it.	78--78--78--78
<b>The Song Is Ended (But the Melody Lingers On)</b> Another good vocal and ork job on the Berlin standard.	78--78--78--78
<b>FOUR KNIGHTS</b> <b>I Love the Sunshine of Your Smile</b> CAPITOL 1567—New male quartet hand the slick march-tempo ditty a strong chant. Background of tramping feet, harmonica and whistling sells a big.	86--86--86--87
<b>Sentimental Fool</b> Group displays a good Mills Brothers blend on an okay sentimentalizer.	81--82--80--81
<b>PEGGY LEE (Billy May Ork)</b> <b>So Far, So Good</b> CAPITOL 1566—Light bounce ballad from the musical "Two on the Aisle" is handed a soft rhythm chant by Miss Lee. A very attractive ditty.	82--83--82--81
<b>My Magic Heart</b> Another tune from the same show. This one is a love ballad adaptation from "Tango in D." Peggy's piping is warm and effective.	78--79--77--78
<b>EDDY HOWARD ORK &amp; TRIO</b> <b>Deadly Weapon</b> MERCURY 5663—Strong rhythm novelty entry from Howard and the trio. Fine lyric idea is well-mated with the orking and chanting. Could be big.	85--85--85--85
<b>I'm In Love Again</b> Okay coverage on the sexy, new click. This is the only male version.	78--80--78--77
<b>PRIMO SCALA ORK (The Keynotes)</b> <b>Love Me Forever</b> LONDON 929—The familiar Scata banjo and accordion sound lends itself well to an above average waltz ballad. Chanting is by the Keynotes mixed voice chorus.	72--73--70--72
<b>Whisper While You Waltz</b> More of the same here, but on less effective material.	71--72--69--70
<b>GLORIA DE HAVEN-GUY LOMBARDO ORK</b> <b>Out o' Breath</b> DECCA 27666—The flick star and Lombardo ork have a fine reading of the clever Benjamin-Weiss ditty. Good vocal projection and fine dance tempo.	85--85--85--85
<b>Because of You</b> The ex-band singer is well-mated with the Lombardo dance band reading of the active new ballad.	82--83--81--82

(Continued on page 72)

## Album and LP Reviews

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

### POPULAR

<b>SONGS FOR EVERYONE—Leonard Warren-RCA Victor Ork-Frank Black, Cond. (1-10")</b> Victor (33) LM-94 America the Beautiful; Love's Old Sweet Song; Mother Machree; A Little Bit of Heaven; Home on the Range; On the Road to Mandalay; O! Man River; Battle Hymn of the Republic. If the current appeal of big, operatic-like voices lasts for any length of time this 10-inch LP should make a fine catalog item. At the moment, it should appeal to the older folks, sentimentalists and collectors who have a special interest in Metopera baritone Warren. Music here is almost completely standard concert material. Orchestration and performance by Dr. Frank Black's studio orchestra are pretty much what you'd expect for this type of recording. Possibility exists for some okay sales as single disks, particularly "O! Man River" and "On the Road to Mandalay."	68
<b>AMERICAN WALTZES—Percy Faith Ork (1-10")</b> Columbia (33) CL-6178 Carrousel Waltz; The Girl That I Marry; Valse Huguette; I'll Take Romance; Waltz in Swingtime; A Kiss in the Dark; While We're Young; When I'm Not Near the Girl I Love. With disk catalogs well-laden with European waltz recordings, this collection of American three-quarter time is most welcome. There's plenty of proof here that Irving Berlin, Richard Rodgers, Jerome Kern and Alec Wilder can score a hitting waltz in the best Viennese tradition. Represented are such stage shows as "Carrousel," "Annie Get Your Gun," "The Vagabond King" and "Finian's Rainbow." Several waltzes were also drawn from film scores. The Percy Faith orking is top-flight. Excellent catalog material.	75
<b>RADIO CITY RECITAL—Dick Leibert (3-7")</b> Victor (45) WP-312 "Meditation" from "Thais"; Largo; The Lost Chord; Where the Pussywillows Grow; Ave Maria; Pray for Me. This is a package of organ music played exactly as at intermission time at the Radio City Music Hall by Dick Leibert. Tunes are drawn from familiar hymns, classical and semi-classical works. Mood is soft, relaxed and, at times, cathedral. For the older or home-loving folks this should be a first-rate item.	67
<b>COCKTAIL TIME WITH FRANKIE CARLE (3-7")</b> Victor (45) WP-305 Marie; Cheek to Cheek; All Alone; What'll I Do; Always; Say It With Music; Blue Skies; Remember; Easter Parade; Say It Isn't So; A Pretty Girl Is Like a Melody; Mandy; All by Myself; How Deep Is the Ocean. Combination of Carle's melody-selling piano style and a batch of fine old standards should guarantee a good sale for this package. Backing the skater-pianist is a fine rhythm section. Tunes range from a slow waltz to the bouncy fox-trot. Here's a first-rate package for both the dance set and buyers of "listening" music. Recording and packaging are excellent. Good catalog material. If it follows in the sales tradition of earlier Carle-keyboard packages, this should do exceptionally well.	81
<b>FALLING IN LOVE—Allan Jones-Robert Armbruster, Cond. (1-10")</b> Victor (33) LM-95 Falling in Love With Love; So In Love; I'm Falling in Love With Someone; On the Trail; Who Are You; Thine Alone; I Love You Truly; Deep in My Heart, Dear. Apparently the market for love songs is never satiated. If for no other reason, then, there should be numerous buyers for this collection of romantic tunes drawn from the writings of Rodgers and Hart, Cole Porter, Victor Herbert, Ferde Grofe and Carrie Jacobs Bond. Jones' full tenor voice is effective in selling the romanticism of the lyrics. Armbruster's orking is lush. Recording and packaging are fine.	77
<b>SWEET AND LOW—The Robert Shaw Chorale (1-10")</b> Victor (33) LM-96 Sweet and Low; In the Gloaming; The Rosary; None But the Lonely Heart; Through the Years; Ave Maria; All Thro' the Night; Lullaby. The Robert Shaw Chorale is already quite familiar to thousands. The combination, therefore, of the group and highly familiar choral pieces should assure a good sale for this disk. Selections range from the religious "Ave Maria" to the lullaby, "Sweet and Low," and include folk songs and glee club favorites. The group is well-recorded and ably accompanied by a single piano. Raymond Keast's baritone solo and Shirlee Emmons' soprano solo are clear, forthright and in keeping with the mood. Both pop buyers looking for nostalgia and classical buyers familiar with the group's long-lair waxings should be interested in this disk.	73
<b>EVENING WITH PARIS—Norman Paris Trio (1-10")</b> Columbia (33) CL-6179 Pavane; Someone to Watch Over Me; Brother, Can You Spare a Dime; I'll Remember April; This Nearly Was Mine; Can I Forget You; I'll Take Romance; Lullaby of the Leaves. The pianist Norman Paris has been known to musicians as a highly inventive talent, in the past few seasons he's developed a general following. His trio (piano, bass and electric guitar) is now a favorite among habitués of Le Ruban Bleu, the swank New York night spot. This then is a collection of the music dispensed at that club every night. It's mood music. The melody is never forgotten, but is embellished with some amazing piano coloring and intricate guitar work by Frank Cerchia. Market for this disk appears to be among both musicians and ordinary seekers of relaxed music.	67

## Pinkertons Guard

Continued from page 1

agents early this week to accompany his deejay contact men when they make the rounds of the deejays in five cities Tuesday (3). The Pinkerton order slip describes the duties as follows:

"Type of service—protection—record delivery—one uniformed armed guard during delivery of records to five disk jockeys in five different cities Tuesday, July 3, 1951. Agency representative will contact client's representatives Monday, July 2, 1951, to co-ordinate all necessary arrangements for the delivery of these records."

### No Hit Now

The letter circular sent to the deejays and general disk trade opened thusly:

"The publisher of *Longing for You* doesn't want a hit right now." The missive continues that August 1 is the release date on the song but that there would be no objection to getting performances or making sales of the flip side, *Son of the Sailor*. The diskery two weeks ago, shipped some 50,000 copies of the record to distributors to prepare for the *Longing* song, which the firm's execs feel will be important.

The *Longing* release date situation brings to light another interesting aspect of modern day diskery operation and its perils. Damone, who has been in the army for some two months, sliced a lot of wax prior to his induction. The diskery attempted to select tunes for the warbler which would be staggered in releasing dates so that he could have a steady flow of wax during the first year or so of his service.

### Hot Platter

Damone currently has a hot platter in *My Truly, Truly Fair* and the diskery had not anticipated difficulty with the *Longing* side. The Damone release schedule was to have included another couple of disks prior to *Longing*. These were to have been three songs from his coming movie, *Rich, Young and Pretty*, as well as a disk of *In the Cool, Cool, Cool, of the Evening*, an important flick song from the new Bing Crosby pic score.

Carlton and Talmadge currently are trying to figure how to issue these disks without saturating the Damone market. Such situations had driven the diskery to a recording policy whereby they slice most of the important artists and tunes for immediate release.

### Just Accident

Meanwhile, a spokesman for Richmond claimed that the pubber thus far has spent in excess of \$1,200 to protect the release date on *Longing*. In spite of the sturdy efforts being made by both pubber and diskery, by sheer accident, the record has received two or three intermittent plays, including one by Ted Husing in New York this week.

At press time Mercury received a more, less anti-climatic letter from Richmond's general manager, Al Brackman, which asked the diskery to forward 100 copies of the Damone disk to his office "for exploitation purposes."

## RHYTHM AND BLUES NOTES

Continued from page 13

Jimmy Grissom's "Once There Lived a Fool."

Song stylist Nellie Lutchler closes her stint at the Hippodrome, Bristol, England, and leaves Saturday (7) on the Queen Mary for New York. Gal has a tentative two-week date at the Kavakas Club, Washington, after which she will trek Coastward for a vacation. Following her Coast stay Miss Lutchler goes into the Casino Club, Toronto, September 3; Celebrity Club, Providence, 17; Boston's RKO Theater, 24; Club 86, Geneva, N. Y., October 1, and Gotham's Cafe Society October 11 thru November 7. While overseas she worked the Prince of Wales Theater, London; Hippodrome, Coventry; Hippodrome, Manchester; Empire, Liverpool; Empire, Edinborough; Empire, Newcastle; Hippodrome, Birmingham, and Bristol's Hippodrome.

## 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

<b>Afraid—Blue Barron (Sugar-Coated) MGM 11009</b>	After Hours—Ted Brooks (The Pencil) Bama 2103
<b>Because of You—Gloria De Haven-Guy Lombardo (Out o') Dec 27666</b>	<b>Body and Soul—Buddy De Franco (Rampart Room) MGM 11007</b>
<b>Come On-a My House—Richard Hayes (Go Go) Mer 5671</b>	<b>Dark Is the Night—V. Monroe (Wonder Why) V 20-4180</b>
<b>Everybody's Fishin'—Lew Childre (Ridin' the) Mer 6339</b>	<b>Flying Horse, The—David Rose (Tenderly) MGM 30384</b>
<b>Go, Go, Go, Go—Richard Hayes (Come On) Dec 5671</b>	<b>Good Morning Mister Echo—Buddy Morrow (Shanghai) V 20-4192</b>
<b>I Can See You—Woody Herman (Leo the) MGM 11008</b>	<b>I Love the Sunshine of Your Smile—Merv Griffin-H. Winterhalter (The Morningside) V 20-4181</b>
<b>If the Moon Should Tell All It Knew—Monte Cesar (You're Laughing) Pyramid E-197</b>	<b>It's Oh, So Quiet—Betty Hutton (Murder He) V 20-4179</b>
<b>Just Dreaming—Bruce Hudson (Shiver My) Theme P-152</b>	<b>L'Amour Toujours—Jane Powell (We Never) MGM 30383</b>
<b>Leo the Lion—Woody Herman (I Can) MGM 11008</b>	<b>Lonesome and Sorry—Guy Lombardo (With These) Dec 27645</b>
<b>Maybe It's Because—Art Mooney (The Song) MGM 11015</b>	<b>Morningside of the Mountain, The—Merv Griffin-H. Winterhalter (I Love) V 20-4181</b>
<b>Murder, He Says—Betty Hutton (It's Oh) V 20-4179</b>	<b>Music in Romance—Slick Slavin (Stranger in) Picture 561</b>
<b>Never Again—Harry Babbitt-Modernaires (Shanghai) Coral 60521</b>	<b>Not There, Right There—Fats Waller (You Can't) Circle R-3005</b>
<b>Out o' Breath—G. Lombardo-G. De Haven (Because of) Dec 27666</b>	<b>Out of Breath—Martha Tilton-Modernaires (Please Don't) Coral 60522</b>
<b>Papa-De-De-De—Rampart Street Paraders (The Rhythm) MGM 11010</b>	<b>Pencil Broke, The—Ted Brooks Ensemble (After Hours) Bama 2103</b>
<b>People Change, So Does Love—Dick Dearborn (Things Are) Pyramid E-222-3</b>	<b>Please Don't Cry—Martha Tilton-Modernaires (Out of) Coral 60522</b>
<b>Rhythm Rag, The—Rampart Street Paraders (I-Papa-De) MGM 11010</b>	<b>Ridin' the Elevated Train—Lew Childre (Everybody's) Mer 6339</b>
<b>Rumpart Room—Buddy De Franco (Body and) MGM 11007</b>	<b>Shanghai—Harry Babbitt-Modernaires (Never Again) Coral 60521</b>
<b>Shanghai—Buddy Morrow (Good Morning) V 20-4192</b>	<b>Shiver My Liver—Bruce Hudson (Just Dreaming) Theme P-152</b>
<b>Song It Ended, The—Art Mooney (Maybe It's) MGM 11015</b>	<b>Stranger in Paris—Slick Slavin (Music in) Picture 561</b>
<b>Sugar-Coated Lies—Blue Barron (Afraid) MGM 11009</b>	<b>Take Back Your Paper Heart—Tiny Hill (Three Handed) Mer 5664</b>
<b>Tell Me—Dick Haymes (Who'll Take) Dec 27646</b>	<b>Tenderly—David Rose (The Flying) MGM 30384</b>
<b>Things Are Different Than They Used To Be—Dick Dearborn (People Change) Pyramid E-222-3</b>	<b>Three-Handed Woman—Tiny Hill (Take Back) Mer 5664</b>
<b>We Never Talk Much—Jane Powell (L'Amour) MGM 30383</b>	<b>Who'll Take My Place—Dick Haymes (Tell Me) Dec 27646</b>
<b>Who—Er. Lee-EEE-Siana—Modernaires (You'll Always) Coral 60525</b>	<b>With These Hands—Guy Lombardo (Lonesome and) Dec 27645</b>
<b>Wonder Why—V. Monroe (Dark Is) V 20-4180</b>	<b>You Can't Have Your Cake and Eat It—Fats Waller (Not There) Circle R-3005</b>
<b>You'll Always Be the Sweetheart of My Dreams—Modernaires (Who-EE) Coral 60525</b>	<b>You're Laughing While I'm Crying Over You—Monte Cesar (If the) Pyramid E-197</b>

### RELIGIOUS

<b>Doctor Jesus—Rev. I. H. Gordon-A. Brownlee (Seek the) Peacock 1573</b>
<b>Every Day and Every Hour—Spirit of Memphis Quartet (World Prayer) King 4463</b>
<b>I've Been a Stranger in My Father's House—M. Downey (Just a) Dec 14571</b>
<b>Just a Closer Walk With Thee—M. Downey (I've Been) Dec 14571</b>
<b>Little Country Preacher—T. Magness &amp; Tennessee Buddies (Wings of) Federal 10021</b>
<b>Oh, My Lord, What a Time—Ward Singers (When He) Savoy 4026</b>
<b>Seek the Lord—Rev. I. H. Gordon (Doctor Jesus) Peacock 1573</b>
<b>Sing to the Lord—Payne Family Quartet (There Is) Folk-Star 540</b>
<b>There is Glory in My Soul—Payne Family Quartet (Sing to) Folk-Star 540</b>
<b>When He Spoke—C. Ward (Oh, My) Savoy 4026</b>
<b>Wings of Faith—T. Magness &amp; Tennessee Buddies (Little Country) Federal 10021</b>
<b>World Prayer, The—Spirit of Memphis Quartet (Every Day) King 4463</b>

### CHILDREN

<b>Bluetail, the Red Fox—T. Ritter (Noise Song) Cap CAS-3100</b>
<b>Noise Song, The—T. Ritter (Bluetail, the) Cap CAS-3100</b>

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# THE BILLBOARD Music Popularity Charts

## • The Billboard Picks

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

IN THE COOL, COOL, COOL OF THE EVENING... Bing Crosby and Jane Wyman... Decca 27678

This one is a bright and happy ditty which Dar Bingle and Miss Wyman do in their forthcoming motion picture, "Here Comes the Groom." Clefied by Hoagy Carmichael and Johnny Mercer, the tune sports a clever lyric and an infectious melody.

## • The Disk Jockeys Pick

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

1. DO YOU REALLY LOVE ME?..... Tony Martin..... Victor 20-4159
2. MORNING SIDE OF THE MOUNTAIN..... Merv Griffin-Hugo Winterhalter Ork..... Victor 20-4181
3. DO YOU REALLY LOVE ME?..... Ella Fitzgerald..... Decca 27634
4. I WISH I HAD NEVER SEEN SUNSHINE..... Les Paul-Mary Ford..... Capitol 6311
5. JOSEPHINE..... Les Paul..... Capitol 6311

## • The Retailers Pick

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

1. MORNING SIDE OF THE MOUNTAIN..... Tommy Edwards..... MGM 10989
2. DEADLY WEAPON..... Eddy Howard Ork..... Mercury 5676
3. TELL ME..... Tony Martin..... Victor 20-4159
4. COME ON-A MY HOUSE..... Louis Prima Ork.....
5. VANITY..... Sarah Vaughan..... Columbia 39446
6. I WISH I HAD NEVER SEEN SUNSHINE..... Les Paul-Mary Ford..... Capitol 6311

## • The Operators Pick

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

1. GOOD MORNING, MR. ECHO..... Jane Turry..... Decca 27622
2. I'M A FOOL TO WANT YOU..... Frank Sinatra..... Columbia 39425
3. I'M IN LOVE AGAIN..... Andrews Sisters-Gordon Jenkins Ork..... Decca 27635
4. JOSEPHINE..... Les Paul..... Capitol 6311
5. HEART OF MY HEART..... Frankie Laine.....
6. THERE'S NO BOAT LIKE A ROWBOAT..... Perry Como..... Victor 20-4158

## • The Country and Western Disk Jockeys Pick

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

1. HEY, GOOD LOOKIN'..... Hank Williams..... MGM 11000
2. CRYIN' HEART BLUES..... Johnnie and Jack..... Victor(45)48-0478
3. MR. MOON..... Carl Smith..... Columbia 20825
4. DON'T FOOL AROUND..... Stuart Hamblen.....
5. IF TEARDROPS WERE PENNIES..... Carl Smith..... Columbia 20825

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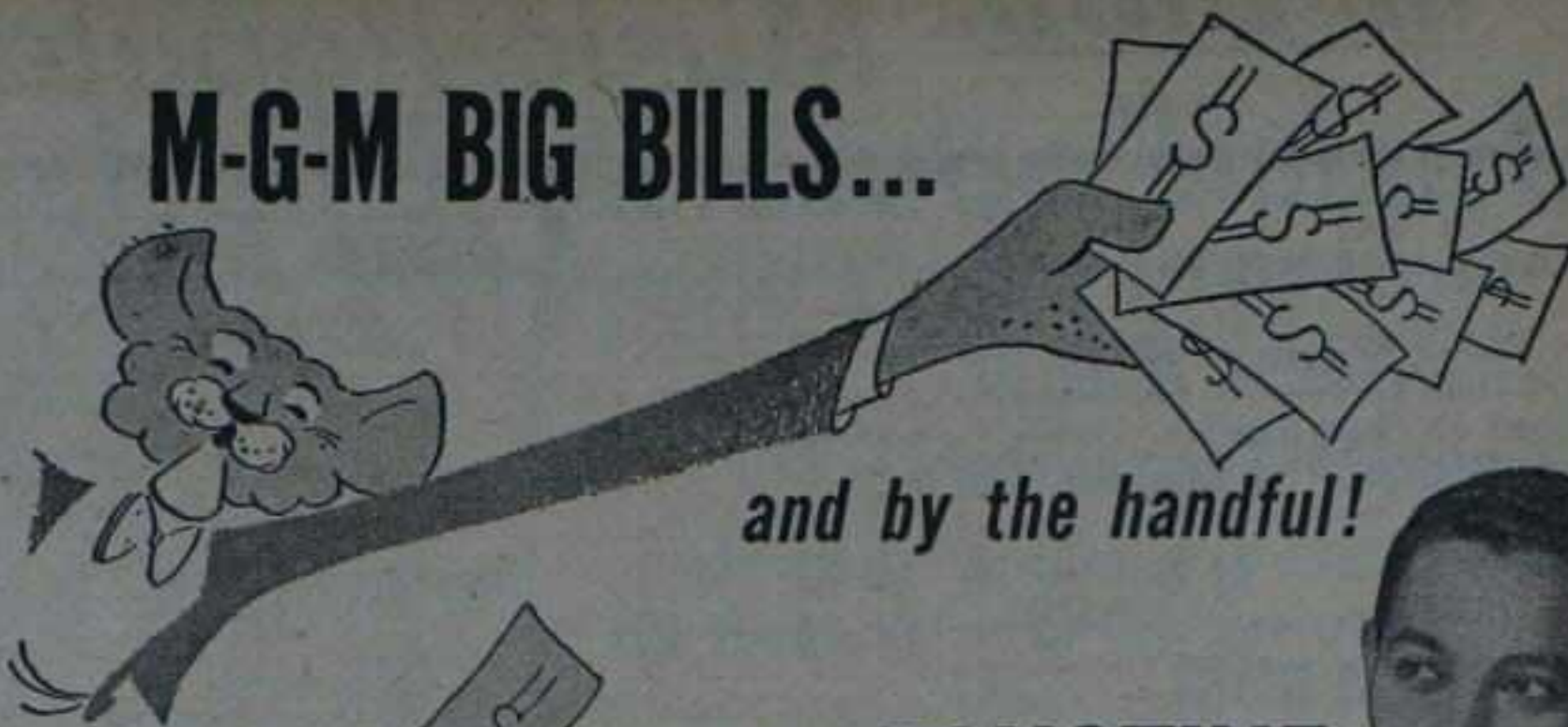
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I'M YOURS TO COMMAND • WHAT WILL I TELL MY HEART

78 RPM—MGM 10944 • 45 RPM—MGM K10944

## BILL HAYES

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78 RPM—MGM 11006 • 45 RPM—MGM K11006

## BILLY WILLIAMS

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LONESOME AND SORRY  
ZIG'S POLKA

78 RPM—MGM 11001  
45 RPM—MGM K11001

AND A  
COUPLE  
OF BIG  
WILLIAMS!

## HANK WILLIAMS

HEY, GOOD LOOKIN'  
MY HEART WOULD KNOW

78 RPM—MGM 11000  
45 RPM—MGM K11000

COLD, COLD HEART  
DEAR JOHN

78 RPM—MGM 10904  
45 RPM—MGM K10904

## ARTHUR SMITH

GUITAR BOOGIE  
WHO SHOT WILLIE  
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78 RPM—MGM 10991  
45 RPM—MGM K10991

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THE BILLBOARD

# Music Popularity Charts

## The Honor Roll of Popular Songwriters

By Jack Burton

### No. 98—JOSEPH MEYER

"California, je viens." That's what Joseph Meyer's father probably said back in the early 1880's when he came to America from Alsace-Lorraine and, following Horace Greeley's advice, went West. He settled in Modesto, Calif., and became the owner of a dry goods store. Forty years later Joseph Meyer echoed his father's sentiment in a song that sold better than 1,000,000 sheet music copies: *California, Here I Come*. With that song and the other hits he subsequently wrote, Joe Meyer proved his father was wrong when Papa Meyer told him: "There's no future in music!" in a futile attempt to have his son follow in his footsteps and pursue a mercantile career. But Joseph Meyer was more interested in sharps and flats than in satins and foulards. On a trip to Europe when he was 17 years old he studied violin for a year in Paris. He mastered the piano while working in a haberdashery store on his return to the United States. And he played with a dance and concert orchestra at the Techau Tavern in San Francisco for a year and a half before serving a 13-month hitch in the army during World War I. When Joe discarded khaki for mufti, he became a business man much against his will. His father set him up in a wholesale dry goods house in the belief that if

Joe had his name in gold leaf on the door he'd quit fooling around with his fiddle. But it didn't work out that way. After a year behind an executive's desk Joe bolted the bolt goods and came to New York to shape a career of his own choosing. Like other unknown songwriters, Joe Meyer struggled and starved for two years. Then, when frost-bitten by Manhattan's cold and Tin Pan Alley's apathy, Buddy DeSylva handed him the title for a song. It struck a responsive chord in Joe's heart and he completed the melody within an hour. Al Jolson sang the song at the Winter Garden, and with *California, Here I Come*, Joe Meyer found his place in the sun. Soon Joe Meyer had other headline artists plugging his songs. Gertrude Lawrence and Jack Buchanan stopped the show when they sang *A Cup of Coffee, a Sandwich and You in Andre Charlot's Revue* the following year. *Clap Hands, Here Comes Charley* and *Golden Gate* were equally successful. And when Al Jolson turned thumbs down on *If You Knew Susie*, Eddie Cantor grabbed it and made it a rung in his ladder to fame. Of course, you can't measure Tin Pan Alley success as you do dry goods—with a yardstick—but with two million-copy songs to his credit, Joe Meyer has no reason to regret abandoning muslin for music.

### PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release. Songs which have attained a sheet music sale of one million or more are marked with an asterisk (\*). In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit. In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

### JOSEPH MEYER'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

**Popular Songs**  
 1922—*MY HONEY'S LOVIN' ARMS*  
 Lyrics by Herman Ruby. Mills Music, Inc.  
 1925—*HEADIN' FOR LOUISVILLE*  
 Lyrics by B. G. DeSylva. Shapiro Bernstein & Company.  
*SUGAR PLUM*  
 Lyrics by B. G. DeSylva. Harms, Inc.

*CLAP HANDS HERE COMES CHARLEY*  
 Lyrics by Billy Rose and Ballard MacDonald. Advanced Music Corporation. (Available on Columbia 38731 (1-554), Jimmy Dorsey.)  
*\*IF YOU KNEW SUSIE?*  
 Lyrics by B. G. DeSylva. Shapiro Bernstein & Company. (Available on the following records: Decca 23986, Eddie Cantor; Capitol 354, Cliffie Stone orchestra.)

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1926—*FALLING IN LOVE (WITH YOU)*  
 Lyrics by Benny Davis. Harms, Inc.  
 1928—*GOLDEN GATE*  
 With Dave Dreyer. Lyrics by Billy Rose. Bourne, Inc. (Available on Decca 24107, Al Jolson.)  
*HAPPY-GO-LUCKY LANE*  
 Lyrics by Sam Lewis and Joe Young. Remick Music Corporation.  
 1933—*ISN'T IT HEAVENLY?*  
 Lyrics by E. Y. Harburg. Harms, Inc.  
 1934—*I WISH I WERE TWINS*  
 Lyrics by Edgar DeLange and Frank Loesser. Bregman, Vacca & Conn.  
 1938—*HURRY HOME*  
 Lyrics by Buddy Bernier. Larry Spier, Inc.  
 1940—*WATCHING THE CLOCK*  
 With Carl Sigman. Lyrics by Bob Russell. Leo Feist, Inc.  
*BUSY AS A BEE I'M BUZZ, BUZZ, BUZZING*  
 With Carl Sigman. Lyrics by Bob Russell. Leo Feist, Inc.  
 1949—*MEADOWS OF HEAVEN*  
 Lyrics by Joseph McCarthy Jr. Laurel Music Corporation. (Available on the following records: Capitol 57-743, Mel Tormé; Columbia 38575 (1-329), Dick Jurgens; Victor 20-3543 (47-3036), Perry Como; Decca 24721, Bing Crosby; MGM 10509; Bob Houston.)

**Stage Songs and Scores**  
 1925—*ANDRE CHARLOT'S REVUE*  
 An English revue with Gertrude Lawrence and Jack Buchanan. Lyrics by Billy Rose and Al Dubin. Harms, Inc.  
*A CUP OF COFFEE, A SANDWICH AND YOU*  
 BIG BOY  
 Starring Al Jolson. Lyrics by B. G.

- DeSylva, M. Witmark & Son, Inc.  
 \*CALIFORNIA, HERE I COME  
 (Available on the following Decca record: 23612, Al Jolson; 24030 in A-1924, Bob Grant orchestra.)  
*AS LONG AS I'VE GOT MY MAMMY BORN AND BRED IN OLD KENTUCKY DANCE FROM DOWN YONDER HELLO, LUCKY*  
 1926—*SWEETHEART TIME*  
 With Mary Milburn and Eddie Buzzell. Lyrics by Ballard MacDonald and Irving Caesar.  
*SWEETHEART TIME WHO LOVES YOU LIKE I DO?*  
 1928—*HERE'S HOWE*  
 With Irene Delroy, Allen Kearns and Eric Bero. Lyrics by Irving Caesar. Harms, Inc.  
*CRAZY RHYTHM*  
 Roger Wolfe Kahn co-composer. (Available on the following records: Capitol 15333, Skitch Henderson; Decca 6, Three Suns; Victor 26219, Coleman Hawkins; Columbia 36545, Harry James.)  
*IMAGINATION*  
 1929—*LADY FINGERS*  
 Book by Eddie Buzzell, lyrics by Edward Eliscu, and presented by a cast headed by Eddie Buzzell, John Price Jones, Louise Brown and Ruth Gordon.  
*THERE'S SOMETHING IN THAT ALL ABOARD YOU'RE PERFECT THE LIFE OF A NURSE AN OPEN BOOK I LOVE YOU MORE THAN YESTERDAY SING "BOOM" FOLLOW MASTER GA-GA MY WEDDING SHAH! RAISE THE DUST*  
 1929—*WAKE UP AND DREAM*  
 An English revue with Jack Buchanan, Jessie Matthews and Tilly Losch. Lyrics by Douglas Furber. Harms, Inc.  
*FANCY OUR MEETING*  
 Phil Charig co-composer.  
 1931—*SHOOT THE WORKS*  
 With Heywood Brown, George Murphy, Imogene Coca and Jack Hazzard. Lyrics by Ira Gershwin. Harms, Inc.  
*CHIRP, CHIRP*  
 Phil Charig co-composer.  
 1931—*SWEET AND LOW*  
 With James Barton, Fanny Brice and George Jessel. Lyrics by Ira Gershwin.  
*YOU SWEET SO-AND-SO*  
 Phil Charig co-composer.  
 1934—*ZIEGFELD FOLLIES OF 1934*  
 With Jane Bryan, Fanny Brice, Willie and Eugene Howard and Everett Marshall. Lyrics by Ballard MacDonald and Billy Rose. Harms, Inc.  
*SARAH THE SUNSHINE GIRL COUNTESS DUBINSKY SOUL-SAVING SADIE*

### Film Songs and Scores

- 1930—*REMOTE CONTROL*  
 An MGM picture with William Haines, Charles King and Mary Moran. Lyrics by Howard Johnson. Robbins Music Corp.  
*JUST A LITTLE CLOSER*  
 1930—*THOSE THREE FRENCH GIRLS*  
 An MGM picture with Fifi Dorsay, Cliff Edwards and Reginald Denny. Lyrics by Arthur Freed. Robbins Music Corp.  
*YOU'RE SIMPLY DELISH*  
 1930—*WAY OUT WEST*  
 An MGM picture with Will Haines, Lella Hyams, Cliff Edwards and Polly Moran. Lyrics by Howard Johnson. Robbins Music Corp.  
*SINGING A SONG TO THE STARS*  
 1930—*DANCING SWEETIES*  
 A Warner Bros. picture with Grant Withers, Sue Carol, Edna Murphy and Kate Price. Lyrics by Alfred Bryan. M. Witmark & Son.  
*I LOVE YOU, I HATE YOU (for Making a Fool Out of Me)*  
 1931—*POSSESSED*  
 An MGM picture with Clark Gable, Joan Crawford and Wallace Ford. Lyrics by Max Leiff. Robbins Music Corp.  
*HOW LONG WILL IT LAST?*  
 1935—*GEORGE WHITE'S SCANDALS OF 1935*  
 A 20th Century-Fox picture with Alice Faye, Jimmy Dunn, Eleanor Powell, Lyda Roberti and Cliff Edwards. Lyrics by Jack Yellen. Molestone Music Corp.  
*IT'S AN OLD SOUTHERN CUSTOM ACCORDING TO THE MOONLIGHT OH, I DIDN'T KNOW YOU GOT THAT WAY IT'S TIME TO SAY GOOD NIGHT I WAS BORN TOO LATE MUNKADOLA*  
 1935—*THIS IS THE LIFE*  
 A 20th Century-Fox picture with Jane Withers, Sally Blane and Sidney Toler. Lyrics by Jack Yellen. Molestone Music Corp.  
*I GOT SHOES, YOU GOT SHOESIES*

### Excise Upswing

870,113 in May, a loss of \$1,300,462 from the previous May. The fiscal year's total so far has reached \$320,677,741, which is almost \$22 million behind the corresponding period of the previous fiscal year. The tobacco tax yield was \$121,669,993, a gain of \$1,682,496 over the previous May. Alcohol taxes yielded \$159,877,877, a drop of \$20,500,000 from the previous May. Yield from the tax on coin-operated devices was \$325,151, which was \$11,014 ahead of the previous May.

## "Hub's" in Biz, Bub!

Continued from page 10

mist to Valando Music; songs were penned by DePaul and Raye. Leeds Music bought Don't Play That Song and Dimples and Cherry Cheeks; authors were Raye and Oakland. A third song deal with Levy is in the process of being completed. Southern Music tentatively has a Hub song.

### Has Own Pubbery

The sextet has its own publishing outlet, Hub Music Publishing Company, Inc., but this firm will only house those songs which are or a novelty or non-plug nature. Aside from whatever income the group derives from the pubbery, additional monies will be realized from a percentage of the writers' incomes on song created in the Hub. The individual members of the group are not committed to write solely for the Hub but may do as much outside writing as they choose.

To back up their demands on pubbers and pitches to diskers, the group has built a promotion circuit. The group has Red Doff working out of Los Angeles, Saxie Dowell in Chicago and Leo Levine in New York. The trio specializes in disk exploitation for the group and works for them on a percentage of income basis on the items which they exploit. In addition, the sextet has uncovered a key Midwestern juke box connection thru whom they are able to test their product in some 2,000 machines in an important disk and sheet music area. This machinery is employed for all songs in the Hub regardless of whether the group publishes them or not.

To date the most successful product out of the enterprise was *Would*

### Capitol Execs

Continued from page 9

Prexy Glenn E. Wallichs, Artist-Repertoire Veepee Alan Livingston, newly appointed Sales Veepee Bill Fowler, who will be based in New York and head label's Eastern operations (*The Billboard*, June 30); merchandising head Lloyd Dunn, and Hal Cook, recently promoted as national promotion-advertising-publicity director for the label.

First meeting will be held here Friday (6), followed by similar sessions in Dallas (7), Atlanta (8), New York (13), Cleveland (14) and Chicago (15). Among new items to be introduced as part of Cap's fall line will be a kidisk phonograph bearing the Bozo tag and retailing for \$24.95. Other items to be unveiled to interest dealers will be label's new display racks.

After completion of the tour of their regional sales offices, Cap's execs will attend the National Association of Music Merchants' convention in Chicago, where the fall line of merchandise will be displayed.

### New ASCAP Plan

Continued from page 9

of a practicable formula. Wolfie Gilbert and Ned Washington, who had been sitting in on the confabs as reps of the Coast writers, returned to Los Angeles. An informant said that Lengsfelder will doubtless be invited to place his views before the committee, out doubts that they will measure up. This week, after some eight months of meeting, a qualified observer said that if a modification is ever arrived at it will be only slight change from the present plan. "Too many of the boys have tasted blood," he said. "The productive earners who have had their checks boosted under the new system like it the way it is. It does have the approval of the Justice Department, and it stresses performance, which so many members as well as the government have always said is the fairest criterion."

### Mills and Mayer

Continued from page 9

pendent publishing firm in the music biz. Catalog is currently being surveyed by Mayer's reps to determine latter's next move in the negotiations. Mayer's interest in the music catalog definitely points to his plans of continuing pic production along broad scales. It also points out that Mayer's pic plans go beyond theatrical release and into the realm of TV. In owning a large music catalog, picture company wouldn't have to be concerned with gaining clearance for TV use of tunes. Negotiations are expected to be continued next week.

*I Love You*, which was published by Disney Music and which was penned by Russell and Spina. The most important copyright retained in the Hub music firm is *Sidewalk Shufflers*, which drew four records. Incidentally, Hub Music has applied for a charter in the American Society of Composers, Authors and Publishers. The writers all are ASCAP clefters and they are not considering a Broadcast Music, Inc. affiliate. Eddie Traubner is serving as business manager for the group.

### 2 More Indies Cut

Continued from page 10

ness with utmost care. In some cases, he refuses to make any royalty deals, forcing the diskers to pay the full rate of 2 cents per song. One of the low-priced lines is paying this full rate and "is coming along okay." Some of the low-priced diskers, however, are so tough to collect from that a Fox office spokesman said, "I wish they would use public domain stuff."

Music publishers, for the most part, don't like to do business with these labels. Some pubbers, tho, are making an effort to service them, feeling there may be a new field to exploit—if not for actual sales, then for getting a tune started.

Dealers, particularly the smaller ones, are very wary at the moment about handling low-priced lines for fear they may be hurting the sales of their regular priced labels. Several of the more promotion-minded disk outlets which have experimented with low-priced records are now convinced these lines have a definite place in the disk industry.

### Kidiskery's Leaf

Continued from page 10

ready for release are a 30-60-90-day deferred payment plan on stock orders placed in August, a heavy co-op ad program, a deejay service plan to cover over 700 kidisk platter spinners (including a script service), point of sale promotional material and a series of package deals for new accounts.

Package deals are as follows: (1) 24 CRG disks with a free counter display box; (2) CRG disks with a free metal counter display rack and a free two-record album of the label's *Cinderella* waxings, and (3) a 12-dozen package with free metal floor display rack and three *Cinderella* albums. Point of sale material includes two sizes of streamers, easel cover blow-ups, empty covers, slogan stickers and, for the first time in the label's history, a complete catalog folder for counter and direct mail use.

### RCA, CBS Color

Continued from page 12

statement to *The Billboard* that: "We are not yet ready to reveal when we will ask the FCC to officially take another look at, and approve our system," to the aforementioned calculated risks is readily apparent.

### Tough Fight

At the moment, and for the foreseeable future, of course, CBS is in the position of any army being attacked on both flanks, as well as front and rear. While the RCA barrage booms, other manufacturers opposed to the CBS field sequential system, notably DuMont, the National Television Systems Committee, composed of RCA, Philco, Hazeltine, General Electric and other manufacturers will continue to fire broadsides at the CBS drive. It is generally recognized, however, that RCA is the major opponent.

Also affecting the battle and its ultimate outcome to a greater or lesser degree all thru its course will be various pressures evolving from the network broadcasting side of the business. Pressures from advertisers, agencies, affiliated stations, distributors, dealers and possibly even the public will play some part in the progress of the tint tussle and in its outcome. These, however, while recognized by both sides, cannot be properly weighed or evaluated too far in advance. CBS and RCA will both play such elements by ear. Whatever the course of the fight, whatever the outcome, it promises to be one of the industry's most exciting and interesting conflicts. It also holds promise of making new fortunes for some and bankrupting others.



## U. S. AGENTS WAR ON QUEBEC LAW

ARA Lawyer Thinks Statute Favoring Local Reps Is Illegal

• Continued from page 1

franchised agents; forbids acts to book themselves direct; orders all deals to be net and further forbids acts to pay commissions. It provides, however, that commissions be deducted from a performer's salary by the operator who is then to transmit the commission to the Quebec franchised agent.

Under Canadian law no currency may be sent out of the country, so American agents were not only barred from the lush Quebec (which includes Montreal) field, but were in effect prevented from making deals with Quebec agents because under Canadian law they too couldn't send dough out of the country.

Jack Katz, attorney for ARA, sent letters the past week-end to all ARA members that in his opinion the Quebec law is out of bounds because it attempts to

police negotiations on matters that originated outside of its jurisdiction. Katz advised that the law be disregarded and agents continue business with Quebec spots as heretofore.

The first warning that such a law was in effect was a letter, dated June 14, sent by Armand Marion, Quebec rep, to all agents, warning that acts would be stopped at the Quebec border if the employment contracts were not issued by licensed Quebec agents. It further warned any infractions of the law would not be tolerated.

In ruling on this letter, Katz charged that Marion had violated AGVA's Rule B, and further notified Henry Dunn, AGVA head, to that effect.

AGVA, which hadn't received the ARA letter at this writing, said the law wasn't of its own making; it was a local governmental law. It insisted, however, that agents who send performers to work in Quebec spots, in violation of the law, will be held responsible for all salaries which acts may have due them.

Similar laws, tho not as drastic, are in effect in other places in the U. S. Florida, Pennsylvania and Michigan have regulations forbidding all out-of-State agents from booking in their territories. Katz said he felt all such laws were illegal.

## FIRE, RHUBARB

### Vie En Rose Pricked by Pair of Thorns

NEW YORK, June 30.—Monte Proser's La Vie En Rose was almost knocked out of the box last week by (1) a fire that did only small damage and (2) a blow from the American Guild of Variety Artists for "violation of its agreement with AGVA."

Proser, thru his lawyers, Beck & Odell, got an injunction tying up AGVA from paying Henri Salvador \$4,200 which the union's appeal board ruled Proser owed Salvador on a pay-or-play contract.

When the order was served, AGVA ordered the show out on the charge that Proser, by going to court, had violated his agreement with AGVA that says, in part, all disputes must be handled within the union.

The blow-off came late Thursday (28) when AGVA marched in to call the acts out. Proser wasn't there. He was in Atlantic City. Finally a compromise was reached. Proser, reached by phone, would drop his legal action and would ask Salvador to play the date next fall. Everybody agreed. Now all that remains is to notify Salvador, who has since returned to Paris. Nobody knows what'll happen if Salvador refuses, wants more money or just isn't available.

## AGVA Rulings Talked at MCA

CHICAGO, June 30.—Clarification of agency problems created by recent union rulings (American Guild of Variety Artists' club-date tax, etc.) was one of the key subjects discussed by Music Corporation of America brass at the regular meeting of heads of all MCA offices held here early this month.

Sales planning for all departments for the remainder of the summer and the upcoming fall season was also on the agenda.

## Detroit Flickery To Add Live Show

DETROIT, June 30.—The Riviera, 2,766-seater, operated as a second-run house by United Detroit Theaters, local unit of United Paramount, is starting four weeks of Wednesday night shows. Program is slim—an organist, a vocalist and one guest artist (amateur).

Project is tied in with the development of local talent, with Bill Liss, officer of United Auto Workers, Local 600, assisting. Selection of a different amateur each week is hoped to bring in the local biz, help pay off the nut and create some kind of following.

## ONE LAMB WHO WON'T LIE DOWN

NEW YORK, June 30.—It takes guts in this man's town for a guy who was once on top to keep plugging in a minor job in front of people who knew him when. Freddy Lamb was a headliner in the cafe field in the late '30's and early '40's when he was the operator of the highly successful 18 Club, a 52d Street joint with a coast-to-coast rep. When the Rockefellers bought the site, Lamb sunk a lot of loot into a building further west on 52d Street. But business being what it was, Lamb lost the club and the building and became a taxicab driver; then a waiter. He's now a captain at the Club Capri, and a good one.

## Two New Bills Fail to Pep Up Stem Business

NEW YORK, June 30.—Two new bills didn't help the Stem much last week. It was just another week with so-so biz attributed to the hot spell.

Radio City Music Hall (6,200 seats; June average \$135,000) did \$132,000 for *Great Caruso*, Larry Storch and Myrtil and Pacaud for the sixth week.

Roxy (6,000 seats; June average \$80,000) wound up with \$58,000 for the second and final week with the Andrews Sisters and *Half Angel* against an opener of \$80,000. New show has the Kean Sisters, an ice show and *The Frogmen*.

Capitol (4,627 seats; June average \$35,000) wound up its deucer with \$25,000 against a preem stanza of \$42,000. Bill consisted of Ethel

(Continued on page 35)

## Oasis Owners Drop Eckstine

HOLLYWOOD, June 30.—Oasis owners Jerry Horne and Les Shear, in a last-minute decision, nixed Billy Eckstine, who was to have opened Monday (2) at the nitery. Reason for the move was blamed on the high guarantee asked by the singer (\$5,000). Ops felt the price was too much and sought to sign the singer on a \$2,500 plus 50 per cent split only. Eckstine will be replaced by Crip Heard and the Red Callendar ork (5). Count Basie band is skedded to play the nitery the last week in July.

## AGVA Commission Pitch Draws Ire of Chicago Percenters

EMA-ARA Membership Gets Copies Of Code, Will Offer Counter Plan

CHICAGO, June 30.—Major beef from percenters here stems from the 10 per cent maximum commission provision, as proposed in the American Guild of Variety Artists draft. Under the old Form B, a maximum of 15 per cent, allowing 10 per cent for the agent and 5 per cent for the booker, was allowed. It was hoped by Midwest agents that the new code would provide for a 15 per cent maximum, with a split down the middle instead of the 10 and 5. This will probably be the most contested issue of the pact, along with the projected one-year exclusive agency pact, as proposed at the recent Detroit AGVA national confab (*The Billboard*, June 16).

Another controversial clause proposed by the actors' union is one which would bar music teachers, persons operating TV, radio, dramatic and dancing schools from holding agents' franchises, for several Midwest agent members of the Artists Representatives' Association are also operating this type of enterprise. Another troublesome point is a provision which rules that no working musician or artist who works regularly as a musician or artist in the variety field shall be granted an agent's franchise. Under this decree, Lou Brees, Lou Brown, Johnny Jones and Lou Diamond, all prominent club-date bookers, would have to leave their agents' desks to concentrate on the baton or vice versa.

## N. E. Agents Ink AGVA's Code of Fair Practices

BOSTON, June 30.—The Theatrical Agents of New England have signed the national code of fair practices set up by the American Guild of Variety Artists last December. Pact was signed June 14 and goes into effect July 5.

The code provides better working conditions for performers and insurance benefits costing agents \$1 per person. A \$7,500 death benefit covers accidental death, in effect for 24 hours; medical expenses up to \$1,000 are also included, disability benefits of \$50 weekly up to 13 weeks and \$3,750 to \$7,500 for dismemberment.

Signing for TANE were Henry Cogert, chairman, and Peg Norton, secretary. Ralph Morgan, national representative of the Boston branch of AGVA, signed for the Guild.

Tho the rule has been worked individually by the various AGVA branches, the new Form B-51 definitely rules against benefits, except where the free work is okayed by the actors' union rep. For the first time, AGVA proposes to definitely state the maximum amount which an agent may be fined for violating a new code provision. Maximum is \$5,000, with the expense of administering the disciplinary proceeding to be deducted from the amount of the fine.

As was the case with the club-date code, the new Form B-51 asks

(Continued on page 35)

## CAPRI CLUB OPENS MIDST CAMPO HASSLE

Rival Op's Claim Of Verbal Contract Settled Favorably

NEW YORK, June 30.—The newly opened Club Capri, Atlantic Beach, L. I., is the newest cafe to preem in the New York area in recent weeks. Strictly a summer operation, spot is run by Dave Victorson and Nat Winston with Harry Morton as general manager and booker.

Room is an ambitious project. Seating arrangement is in tiers, capacity about 1,000, giving plenty of room for a talent budget. Unfortunately, as at most resorts, business is big on week-ends only, which means that tho the Capri would like big names it can't go for the \$7,500 to \$12,000 attractions—assuming they were available.

Spot started off with a battle between Bill (Riviera) Miller and Simon Gohen, owner of the entire project (Victorson and Winston lease the night club). Morton was asked to get Pupi Campo for the preem. A deal was made for the

(Continued on page 35)

## Bookers Okay Club Date Code

CHICAGO, June 30.—The threatened local rebellion against the new club date code, recently negotiated by the American Guild of Variety Artists and Artists Representatives' Association, died a-bornin' this week, following a meeting between the Entertainment Managers' Association's board of governors and the insurgent group (*The Billboard*, June 30). Following the meeting, all but one of the club-date skedders agreed to conform to provision of the club-date order.

Still remaining outside the fold was Len Fisher. Chuck Suber, EMA-ARA secretary, sent a wire to Fisher, informing him that unless he makes his \$1-per-club-date-per-member payments and files weekly booking reports, EMA-ARA will take action with AGVA to suspend his franchise. Included in the group which succumbed to the code's provision were Dave O'Malley and Lyman Goss, both bellwether members of the group.

In addition to Fisher, AGVA here is taking action against Vic Brown, an indie member who suspended his membership in EMA-ARA by failure to pay dues for the last quarter.

Jack Irving, AGVA chief here, is setting up a series of Midwest junkets in which he will personally advise club-date agents in various localities, who are not ARA members, as to the procedure necessary to fulfill provisions of the code.

## Cafes Still the Cradle for Top Stars in Other Fields

By BILL SMITH

NEW YORK, June 30.—Cafes, small and big, are still the main sources of talent which feed television, theaters, radio and to some extent the motion pictures. Practically all the big names of today started in night clubs, or got their second wind there, then went out and made the grade.

Milton Berle, who was slowly moving back after his radio shows were dropped, got a shot in the arm at Nicky Blair's Carnival. The rest is familiar history. Danny Thomas came in via the 5100 Club, Chicago, and smashed across at Dario's La Martinique. Danny Kaye didn't mean a thing until he cracked thru at the Martinique. It was out of these that he got his initial crack at pictures in *Lady in the Dark*.

Jimmy Durante, after a couple of n. s. g. pictures, got a big boost and a new deal at MGM after he was a smash at the Copa. Today he can write his own ticket in almost any medium of showbiz. Frank Sinatra got his start at the old Riobomba; so did Jane Froman.

The list of solid attractions who started in the clubs can reach from here to Hollywood and Vine. Josephine Baker made her comeback via the Copa City, Miami Beach, less than a year ago. Today she's smashing b.-o. records wherever she works.

The sensational Martin and Lewis might never have happened if it wasn't for night clubs. They started casually at the Havana-Madrid, solidified officially at the 500 Club, Atlantic City, and became the smash they are today after 12 solid weeks at Bill Miller's Riviera.

Joe E. Lewis is the odd one in the biz. He first came to local notice at the old Frolics and never stopped being a hit. But unlike the others, he stayed with clubs, seldom venturing into other branches of showbiz.

Bill Daniels, who also became the smash at the Riviera, jumped his salary from a couple of hundred a week to over \$5,000 in less than a year. He might have made it in any case. But it was the cafe date that shot him up. Eddie Fisher was another lad who got

his break at the Riviera, and that thru an accident when Fran Warren, originally booked, fell out because of illness. Peter Lind Hayes came up via his mother, Grace Hayes' lodge, and pinned it down via the Copa. Vic Damone was a scared skinny kid when he got his first whack at La Martinique. Mitzie Green first came to notice as a comedienne at the Copa. Jan Murray and Dick Haymes were also La Martinique firsters. Jackie Miles, who used to do a double with Lenny Kent, did his first single at a club. Kent, who went back as a single after his armed forces discharge, is now getting a crack at the flickers.

Even the dancers got their start, and sometimes even made their biggest dough, out of the niteries. Marge and Gower Champion are an example.

Clubs are of age today. They are the cradle of talent that vaude used to be before the talkies, radio and now TV pushed it aside. They're not the clipperos which are part of common legend. It is out of the clubs that the talent of the future will come.



Club L'Aiglon's Nocturnes Folies '51, Paris (Sunday, June 24)

Capacity, 450. Drinks, \$2.85 to \$12 a bottle, approximately. One show nightly. Booker-director, Gilles Margaritis. Show played by Christian Faure Quintet.

Spot is one of the few that gets a floorshow off with any of the precision and neatness of the standard American productions.

Sharing top billing are Barra and Rhum, two old-timers here. Working two and single, they provide most of the laughs on the program; Barra does an involved impression of a neurotic Italian violin soloist, Rhum does a hilarious dead-pan parody on a French juggler, and they team up as a pair of insane explorers just back from the Congo.

Jean Bretonniere and Nejla Ates provide the sex appeal. Bretonniere has a good baritone voice and a nice comedy sense, and Nejla, a Turkish girl who was in the Paris Casino show for seven months, does a jolting shake dance. Background for the show is a six-girl line, used with several of the spot numbers, and the entire corps of the show is brought together in an audience-participation parody on Faust. Customers are given bells labelled with the name of the notes they sound, and the girls flash electric signs on and off corresponding to the notes to be played. In the midst of all this bedlam, Rhym, Barra, Bretonniere and all the others leap about the stage in operatic costumes.

Arthur Rosett.

Chicago, Chicago (Friday, June 29)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Six shows daily. House booker, Harry Levine. Show played by Irv Kaplan's house band.

Hollywood can be proud of the Modernaires and Bob Crosby. The Club 15 radio alumni pair up to make a sock vaude act. The Modernaires, especially, are in high gear for video. They do magic, juggling, good imitations of various celebs by Allan Copeland and Hal Dickinson. Most of their material is new and grabs attention.

Crosby, in addition to his chirping of the standards and ballads, does a top emcee job and throws in a new parody on being always in brother Bing's wake, which is good for laughs. He grabbed solid mits on all his work. Modernaires and Crosby wind up with an entertaining plug for Campbell Soup, which pays their radio salaries, in a rundown of the different broths to the tune of Old McDonald.

Remainder of the bill is similar class. Pryde and Day have worked hard to work the curvaceous gal's juggling into lad's juggling and unicycle work. Gal should do more dialog at the beginning of the turn.

Harris and Shore offer ballroom dancing almost devoid of the trite slapstick shoving and pushing. Duo inserts awkward lifts done in tempo to get laughs.

Crosby has his own guitarman here and addition of the picker makes the band sound much better and tightens the rhythm section. House band should drop one of its three fiddles and sub a guitar steady.

Johnny Sippel.

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Night Club-Vaude Reviews

Empire Room, Palmer House, Chicago (Thursday, June 21)

Capacity, 500. Price policy, \$1-\$1.50 cover with \$2 minimum. Shows at 8:30 and 11:30. Publicity, Fred Townsend. Production and booking, Merriell Abbott. Estimated budget this show, \$5,100. Estimated budget last show, \$5,800.

Merriell Abbott's recent beef at Music Corporation of America's high price for acts (The Billboard, May 26) probably is correlated with this inexpensive, but effective 60-minute revue.

Charles Durand and Guy Brion, youthful Hawaiians, have plenty of talent that needs much rehearsal yet. They stick to pops and standards. Durand, on one solo number, showed a top-grade tenor.

The Nita Bieber Dancers (three girls and three men) open with two well-executed routines. However, the sextet failed to come up with any new formats for group dancing. Such a talented group should pioneer in a field not yet penetrated.

Bill Hughes and his crew (?), Blackie, are the most puzzling act seen in some time. Hughes comes out with his bird or a lifelike fascimile and puts it thru amazing tricks. Act won terrific response.

Eileen and Carver have the rudiments of a top dance team, but they need more than the present skillful over-head handling of the gal by Carver.

Eddie O'Neal's ork will have to do some rehearsing on the show book. Clinkers were many and loud. Played good dance sets, tho. Johnny Sippel.

Jackie Heller's Carousel, Pittsburgh (Thursday, June 28)

Owner-operators, Jackie, Sol and Bill Heller. Price policy, \$1 cover. This show only, minimum \$3. Publicity, Joe Leiber. Booking, non-exclusive. Estimated budget this show, \$6,000. Estimated budget previous show, \$1,800.

Gypsy Rose Lee is still carefully adhering to the tricks that made her the biggest burly star of all time, and packed house here showed that the formula can be used in any branch of show business. Gypsy has surrounded herself with four beautiful girls, has an excellently written act and keeps the show moving at a terrific pace, right up to the big finale when she does her famous strip.

Johnny Gallis, one of the top acts in town, does a capable emcee job and brings down the house with four carefully selected tunes. The Albins were used while Gypsy made her change, and the sock terp duo did their standard turn to a buff mitt.

House sold out for the week, which set a new house record. Gypsy was to put on an extra show on Friday and Saturday (29-30) to satisfy the demand for reservations.

Herman Middlemans ork (5) cut the show in great style and played for dancing. Len Litman.

Le Boeuf, Chicago (Tuesday, June 26)

Capacity, 50. Owner, Al Higgins and Stan Levine. Publicity, Al Milton. Booking policy, non-exclusive. Price policy, no cover or minimum, with dinners from \$3.25. Talent budget, \$500.

This North Side bistro, very similar to some of the renovated brownstone fronts in Gotham, has a pair of well-qualified young ops, who have wisely picked talent to fit the spot. Two small rooms, each seating 25, have singing pianist in each to good effect. Orlando, talented Negro pianist-singer, has blossomed from his early lounge days when he was billed as Orlando Murden. Working among the customers, the handsome youngster covers the gamut from pure French to latest pops, with some wonderfully intimate and individually styled instrumentals to pace his half-hour stints.

The basement room features Earl Smith, who was once accompanist for Tallulah Bankhead. While his piano style is more confined to the top show tunes, his personality keeps eyes and ears riveted.

Ops have done a fine job of decorating the spot into what is one of the smartest in Chicago. Johnny Sippel.

Capitol, New York (Wednesday, June 27)

Capacity, 4,627. Prices, 55 cents-\$1.50. Four shows daily. Loew chain booker, Sidney Piermont. Producer, Allan Zee. Show played by Frank DeVolk.

This is one of the fastest and most entertaining shows this theater's had in a long time. Much of the speed and presentation was due to Frank DeVolk's exciting band. Consisting of four trumpets, four trombones and four rhythm, the outfit showed a terrific drive in its own spots as well as in playing for the show. But not the least of its assets was the personality of DeVolk himself. A disarming kind of chap, DeVolk under-talks his emceeing, injecting bits of sly humor that makes him an act by himself. He won the audience over completely.

Margaret Whiting, in her much-postponed date here, was superb. Besides being a top Capitol disk artist she also knows how to set and sell a live act. Using her father's (Dick Whiting) tunes, plus some of her standards and more recent recordings, gal told a song story that held them entranced. She finally wound it up with a duet accompanied by Jack Smith, Baby, it's Cold Outside, for a smash finale.

Show started with the band doing a sparkling Caravan. First on were the Clark Brothers in their novelty hoofology. Two boys garnered solid hands as the band walloped out equally solid beats behind them.

Jack Smith, sporting television blue shirt and hanky, made an intensive effort to sell an arrangement of Lullaby of Broadway, followed by Not for Me, Sound Off, September Song and wound it up with a Cuban novelty. Chief trouble with Smith's style was his over-eagerness to please. Result was that every song sounded the same. They all had that repressed drive that made for a level rather than a building job.

Professor Backwards (Jimmy Edmondson) did his standard act, plus a long chatter intro that had them screaming. Some of his gags seemed a little blue for a theater but the crowd screamed. Flick, Excuse My Dust. Bill Smith.

Palace, New York (Thursday, June 28)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five, week-ends. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show played by Don Albert's house ork.

This was one of those audiences performers dream about. Every act got from good to great hands. Nobody did a bad job. Current bill started off with the Four Tatali Girls, a well-dressed flash acrobatic-tumbling-perch act, who made up in speed what they lacked in skill. Particularly poor was the comedy, which seldom got anywhere. It was the speed that pulled the mits. Minda Lang, on in two spot, sold her whistling act in skillful fashion. Using a vocal effect with standards like Bewitched, gal got interest and kept it for a big walk-off.

Maxie and Mille is a fine comedy musical act. Boy, in baggy pants and trick effects, plays a combo of instruments and does a lot of sight comedy. Girl assists in sotto voce style. Act finished big. Billy Banks, a perennial with the Diamond Horseshoe, belted out Love Is Sweeping the Country and a Show Boat medley, winding up with Ted Lewis-Jolson songs. They loved him.

Dick Buckley's standard polysyllabic bellows, three part vent and hat switch act seldom did better than on show caught. Rita and Allan Farrell's ballroomology made for a smooth pace-changer. Their looks, skill and three-number routine was well received. Dick Drake, another standard, did okay with his dead-pan mandolin-chatter act. He's done better here, however, on previous dates.

Paul Remos and his two midgets, always a natural, proved it again this time. Even the routine is quite familiar, the work of the two tykes drew solid hands. Eddie White's novelty songs and gags were right off the stalk. But his skill, timing and setting were good enough to put him way ahead.

Show closed with the bicycle act of Al Libby and Betty. Team showed some nice tricks, tho none of them were outstanding. Pic, Three Steps North. Bill Smith.

Cafe Gala, Hollywood (Sunday, June 24)

Capacity, 100. Price policy, \$2.50 minimum weekdays; \$3 Saturdays. Show, continuous from 10:45. Owner-operator, Jim Dolan. Publicity, Jerry Riley. Estimated budget this show, \$1,350. Estimated budget last show, \$1,100.

Jim Dolan has found it tough to select a show to follow the successful Dorothy Dandridge-Phil Moore combo, and the current bill isn't it. Club is featuring the third in a line of French singers, Odette Myrtil, the Four Freshmen and piano stylings of Larry Carr.

Relying on showmanship and gestures, Miss Myrtil socks across a variety of parodies, her best being a tongue-in-cheek dig at the opera. Style however, is old-hat for this intimate room and would do better in the larger swankeries. She also played a gypsy tune on the fiddle, interspersing the bit with patter.

Freshmen are what their name implies. Boys play well together (bass, drums, guitar, trumpet-trombone) but lack personality. Arrangements seldom vary and after several selections, the stuff becomes monotonous. Foursome's Circus and Flamingo, pulled well.

Larry Carr displays an interesting keyboard-vocal technique, offering such tunes as Funny Valentine, Little Girl Blue and I've Got a Crush On You to solid returns. Carr and Roger Adams play for intermission with the latter cutting Miss Myrtil's routine. Joe Bleeden.

RKO Boston, Boston (Saturday, June 23)

Capacity, 3,200. Price range, 60 cents-\$1.10. Four shows daily. RKO chain booker, Dan Friendly. Show played by the Dave Lester band.

Josephine Baker still has the critics scrambling for unused adjectives following her opening performance. She admits to being 45, but with the eye-appeal and the lure and the showmanship of old she revives the gussy vitality that made the '20's sit up and roar.

Mayo Brothers get the show off to a good start in their tap routines. They bowed off to heavy mits and were followed by Leo de Lyon. His singing in falsetto or bass, whistling and humming at the same time made for good foil for the exotic scenes to come. His timing was excellent and his tumult bits earned him solid response.

Miss Baker sang in French, Italian, Spanish, Portuguese and English, did a samba and took a whirlwind tour of Morocco and Brazil in song. An air of easy informality covered up her act's shrewdly contrived theatrical appeal. Dealing out candy to 20 moppets, she stayed on for an hour. There was a little mike trouble at first, but the spontaneity covered that up too. What it amounted to was an hour of spine-tingling projected personality and a wow of a show.

Pic, Hollywood Story. Bob Taylor.

Follow-Up

RIVIERA, Fort Lee, N. J.: The boom in business that started here at the beginning of the season is continuing unabated with the entrance of the Ritz Brothers and Joyce Bryant.

The Ritzes, Al, Harry and Jimmy, are as mad and tumultuous as ever. If their familiar lunatic routines got yells, it was their new material that helped give their act a sense of freshness. Boys did two new things; a Lucky Strike Be Happy-Go-Lucky thing which was the epitome of lunacy. The lines were hilarious and the comedy sight bits fractured them. Their second was a Swami routine with Harry as the tea-ball reader and Al and Jimmy out front feeding the straight lines. Latter idea isn't new but it's always solid, permitting ad libs for additional screams. The audience couldn't get enough of them. As far as business is concerned, it looks like Bill Miller has all he can handle. Even the tables in the lounge were jammed.

Joyce Bryant, slim, attractive Negress, only other change in the bill, showed a remarkable singing voice using a four-octave range. Miss B sold pops and standards to

Hotel New Yorker, Terrace Room, New York (Thursday, June 28)

Capacity 450. Price policy, no cover or minimum before 10 p.m.; Monday to Friday, \$2.50 minimum; Saturday and holiday even, \$2 cover charav. Two shows daily, 7:45 and 11:45. Saturday matinee, 1:15 p.m. Closed Sundays. Booking, non-exclusive. Publicity, Doris Vinton. Staged and directed by Robert Sidney.

Director Bob Sidney's movie, TV and legit experience is much in evidence as the current ice is run off in this pleasant hotel room. Show has timing, pacing, costuming, music and just plain professionalism. Running only a half hour, it's a crowd-pleaser all the way.

Format of the show is best described by the title it's been given—Under the Rio Ton. Line-up has baritone Kevin O'Sullivan as ringmaster, the Cavanaugh's skating duet making like tight-rope walkers, ice comic Johnny Flanagan running thru a couple of routines typical of any circus jock, and Gloria Dawn working solo and with the line as animal trainer. Line of four gals skate well and look even better.

The Cavanaugh's got plenty of cohs and aahs with smoothly executed spins and lifts. The pair look good and work smoothly. La Dawn impresses as a good skater with a flair for making the standard tricks look tough. Flanagan came close to breaking it up with his comedy work. O'Sullivan, a handsome youngster ran thru a couple of standards, which showed him as only an okay production singer. Strict tempo arrangement on Wonderful didn't help him.

Bernie Cummins' ork did an excellent job of show-cutting and supplying the dance music both before and after. The 10-man group keeps a fine tempo beat and has a book well-scouted with both oldie and the new pop hits. Gal vocalist Helen Ramsay was so-so. Dell Staton trio alternates with the Cummins ork for dancing. Joe Martin.

Chez Paree, Chicago (Wednesday, June 29)

Capacity, 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 11:30 and 2. Operator, Dave Halper. Production, Arden Fletcher. Publicity, Bob Curley. Booking policy, non-exclusive. Estimated budget this show, \$5,500. Estimated budget last show, \$10,000.

Lack of a substantial comedy act makes this 11-day revue one of the weakest at the Chez in a long time. Diners here enjoy their top yocks and this one is only mildly funny at times. Headliner Romo Vincent has an act that is primarily singing and his ditties are personality songs, rather than straight comedy for the most part. One Texas parody number hit the song, but the rest of his stuff lacked the yock quality the show needed. His stuff would go great in more of a family type audience spot.

Sammy Davis Jr., with the Will Mastin Trio, actually Davis with his dad and uncle, save this show. Davis is a combination emcee, mimic and tapster, doing each very well. His vocal impressions of Frankie Laine and Billy Eckstine got sock mits. Both his partners do a different type of stepping, with the result that there's plenty of varied action at all times. Act got warmest mitt of the show.

The DeMarlos have a rough spot, opening the show with their esthetic type dancing. This fine young team needs an easily understood number for this spot, where back tables have difficulty catching the full impact of their top footwork. Their encore bit, in which they do a flirtation routine while gal opens seated on a chair is a very simple but effective example of what they need more of.

The new Arden Fletcher line of 10 gals is the best looking line this town has had for seven years. Gals do little more than a walking drill with little dancing, but who watched the dancing outside of this scribe? Johnny Sippel.

an audience that listened as if hypnotized. Her biggest attention-getter was Tsena, Tsena in which she segued from a gurtural to a coloratura soprano in breath-taking fashion. She did five songs and judging from the applause could have done more.

The rest of the show is basically the same as started the season. The productions are eye-catching; the

(Continued on page 35)



# Burlesque Bits

By UNO

**LUCIA (BLAZE FURY) PARKS** and Tommy Timblin have bought four lots in Hiawatha Lake, N. J. and will build a new home this summer. Property adjoins the home of Mr. and Mrs. Irving Harmon. While **Arthur Clamage**, operator of the Gayety, Detroit is out of town, his son, **Harold**, is taking his place. New comic is **Scurvy Miller**. **Pat Burns** is in his sixth week. **Solitaire** is the current feature and **Judy Carron** joined last week for two weeks. **Walter Reade** is planning to install burly stock for the first time in one of his Asbury Park, N. J. houses this summer. **Booker Dave Cohn** spends his summer vacation week-ending in Atlantic City. **Nat Tash**, concession manager at the Globe, Atlantic City, Gayety, Washington, and Gaiety, Baltimore, for **Oscar Markovich**, is mourning the loss of a brother, **Isadore**, well known in the carnival world and Coney Island, N. Y., who died June 22. **Little Flitter**, 4-year-old daughter of **Marion and Tiger Fodal**, visited his godmother, **Blaze Fury**, in Atlantic City, last week accompanied by **Opal Parks**, **Blaze's** grandma. **Don Lynn**, straight man and **Ilka DeCava**, strip, returned to their home in Los Angeles upon completion of their Hirst tour. After a brief vacation, they return East to play niteries. **Refurbishing** difficulties postponed opening of the **Trade Winds**, Inglewood, Calif., for a couple of weeks. New stripper was skedded to preem June 22. **Joy Damon** left the **Sarong Club**, Long Beach, Calif., to bow at **Talk of the Town**, Fairbanks, Alaska.

**BARNEY GERARD**, former Columbia wheel show owner and producer and Hollywood film producer since 1925, was a new film "According to Mrs. Hoyle," in release and is preparing others at

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Monogram Studios. His future projects include a biographical pic dealing with his burly career and many famous names who appeared in his shows. It is to be called "King Of Burlesque" . . . **Gayety**, Detroit staff lost one of its oldest members in the death of **Charles (The Sheriff) Hunt**, recently. He was a stage hand at that house for 30 years and at the Avenue and in legit before that for 20 years. The Detroit Times headed its obit with "A Legend Of Burlesque Is Dead" . . . **Ben Victor** and **Pat King**, following their summer engagement at Le-Reine Hotel, Bradley Beach, N. J., go to the Neon Club Louisville, for a September opening.

## Follow-Up

Continued from page 34

girls, all lookers, move with zest and **Nanci Crompton**, ballerina, is as lithe and winning as ever.  
**Bill Smith.**

**BLUE ANGEL**, New York: For its final show of the season (spot closes the end of June), club has **Orson Bean**, **Jane Dulo**, **Joan Nichols**, **Josh White** and the **Ellis Larkin Trio**, making up one of the best-rounded packages it has had in a long time.

**Orson Bean**, a clean, crew-cut, husky lad, does stand-up gags of the shaggy dog type and works somewhat like **Peter Lind Hayes**. He has worked around Boston and this is his first crack at New York. He has the ingredients and the poise. What he needs is more material and polish.

**Jane Dulo** has seldom been better. Her material is wonderful; her style entrancing. **Girl** was good enough to get yocks even on straight lines.

**Joan Nichols**, a tall, slim blonde, showed a voice that held them no matter whether she did a rhythm or a ballad. Her phrasing was delightful. **Gal** showed an ability to make old standards sound like exciting new things.

**Josh White's** guitar and voice is too familiar to need further description. His roundelays and folk songs deserved and got rapt attention and fine hands.

The **Ellis Larkin Trio** backed in easy, effortless style. **Bill Smith.**

## Capri Club Opens

Continued from page 33

band leader with **Leonard Green** agency for \$650, plus scale for sidemen, for July and August, signed and stamped by the American Federation of Musicians. The preem was thus advertised.

**Bill Miller**, for whom **Campo** is currently working, claimed he had a prior verbal commitment for the orker, and called in the Jersey AFM to substantiate his claim.

The **Capri** ops did a burn and called for an AFM arbitration, charging that **Green** had told them that **Campo** was open for July and August and their contract had to be honored. Prior to the arbitration, **Miller** agreed to release **Campo** to the **Capri** for 10 days, but **Morton** turned it down.

A subsequent hearing was held before the AFM, and **Green** admitted that the letter to the Jersey local was written after the **Capri** contract was signed. **Green** was told he was flirting with his franchise and the **Capri** contract was declared legal.

**Capri's** show policy calls for a talent budget of about \$4,000, not including two-three bands. Operating at \$3.50-\$5 minimum to 6,000 potential customers daily, room looks like it has a good chance. Club has 6,000 paid up members who are fenced in the beach property and can't get out. They must eat at the club or go without.

Room started off with **Georgie Price**, followed by **Lenny Kent** and, starting Friday (29), will have **Ben Blue**. It's now hunting for shows to follow and hopes to come up with enough strong attractions to give it a heavy play.

Operation of the dining room is under **Marcel** and **Al Lewis**, both headwaiters with long histories on the Stem.

## Highlight Reviews

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

## Extra Added

Brief but important night club-vaudeville news

### New York

**Dave Stern** has given up booking the **RKO Jefferson** after 24 years of handling the house. **Irving Barrett** will book instead. . . . **Bob Carroll**, signed by **Val Irving**, will replace **Roberta Quinlan** and **John Conte** on **NBC-TV** starting July 3. . . . **Peter Lind Hayes** and **Mary Healy** will go into the **Riviera** following **Jackie Miles**.

**Mike Todd's** doing a three-dimension picture in **Buffalo**. Will release it on a road-show basis in the fall. . . . **Martin and Lewis** will break in their **Paramount** act in **New Haven**. . . . **Ritz Carlton**, Atlantic City, with **Tony Martin** opening the season, will operate on a cover charge policy. . . . The disk jockey deal for the **Riviera** is out. . . . A top cafe has a press agent on its payroll because a certain columnist has applied pressure.

### Tommy Dix Back In Showbiz

**NEW YORK**, June 30.—**Tommy Dix**, erstwhile performer who worked in **Best Foot Forward**, among other musicals, and who most recently has been in the lumber business, returns to the entertainment industry August 1. **Dix** will go to work for **Music Corporation of America** in the act department, under **Veepee Larry Barnett**.

### Two Combo Houses Close in C. Christi

**CORPUS CHRISTI**, Tex., June 30.—The **Key Theater** which is operated here by the **Martini** circuit, will shutter. Loss of the building lease to the owners was given as the reason for the closing.

This makes the second house closed here by the circuit. Announcement was made last week that the **Tremond** would be closed for repairs, but it may also be closed permanently, according to **G. Martini**.

### AGVA Pitch

Continued from page 31

for a weekly booking report, showing name of act, play worked and amount of salary. This provision of the club-date code was modified later, with place worked and salary excluded in the final draft.

Because **AGVA** claims that the cost of administering properly the new **Form B-51** would be \$80,000, the proposed code asks an assessment of \$35 for each agent and each associate. This is bound to come under fire from **ARA**, for the previous code asked for no such assessment. It further demands a \$10 transfer fee of an associate franchise, another stipend not previously demanded. In the event that these assessments don't pay for half of the administration of **Form B-51**, **AGVA** asks the right to assess pro rata the deficiency. **AGVA** agrees to keep a set of books, showing the cost of administration which **ARA** members may examine at any time.

The new **Form B-51** pact will hold on any agent, if he is either franchised thru **ARA** or independently thru his **AGVA** branch.

All **Entertainment-Managers' Association-ARA** percenters received copies of the proposed code from **AGVA** this week. **Chuck Suber**, **EMA-ARA** secretary, emphasized to the membership that the mimeographed code, sent out this week, is merely a proposed set of rules from **AGVA**, and **ARA** will counter with its own revised code before final negotiations begin.

### Two New Bills

Continued from page 31

**Waters**, **Georgie Kaye**, **Teddy Powell** ork and **Sirocco**. New bill has **Margaret Whiting**, **Jack Smith**, **Frank DeVol** ork and **Excuse My Dust**.

**Paramount** (3,654 seats; June average \$50,000) opened with \$60,000 for its initial week of **Juanita Hall**, **Cy Reeves**, **Carman Cavallaro** ork and **He Ran All the Way**.

**Palace** (1,700 seats; June average \$15,000) wound up with \$17,500 for a 10-act bill and **The Last Outpost**. New show has another 10-acter and **Three Steps North**.

# Hocus-Pocus

By BILL SACHS

**RUSSELL SWANN** is a feature of the **Edgar Bergen** show, currently touring army camps. . . . **Milbourne Christopher** is set for an appearance on the **Fourth of July Garry Moore** show over the **Columbia Broadcasting System-TV** network. **Don Redmon** is manufacturing **Christopher's** TV **Production Box** which won the **Linking Ring's** **Fleming Bronze Medal** this year. . . . **Lou Tannen** is on a **Bermuda** cruise. . . . **Del Rey** was a guestar on **Ed Sullivan's** "Toast of the Town" video network show Sunday night (24).

**Joan Brandon** is at the **Palace Theater**, **New York**. . . . **Tung Pin Soo** (**Al Wheatley**), now a resident of **Los Angeles**, is keeping busy on nitery, theater and TV dates in that area. . . . **September** issue of **Parents** magazine will carry photos of **Milbourne Christopher**, **John Weiss**, **Dick Richards** and **Frank Garcia** in its center fashion spread. . . . **Arthur Schalek**, **Montreal** magic enthusiast, advises that **Madeleine** and **Bob Haskell** have been held over at **Ruby Foo's** nitery in **Montreal**. The **Haskells** also presented their nifties as a feature of the show staged for the recent physicians convention in the **Mount Royal Hotel** there. **Schalek** says that over 600 doctors from the **United States** and **Canada** were in attendance. . . . **Dr. Frederick Karr**, completely recovered from the two broken legs sustained several months ago, wound up a 13-week engagement in **Sandy, Ore.**, June 23. **Karr** says that he's adding some new effects to his **Midnighter** turn. . . . **George Johnstone**, of the **Johnstones**, magical funsters, has had his share of rough luck of late. He had a polyp removed from his vocal chord recently with the result that he couldn't talk and had to lay off for two weeks. On his first job in **Ashland, Ky.**, June 25 following the operation, he rammed into a giant fan while dashing up the stage stairs after having a card selected and snapped off a 12-inch blade with his shoulder. He finished the act with his suit ripped and the shoulder padding hanging out. After the show a physician taped him up and directed **George** to take a week or more of rest.

**MEMBERS** of the **International Jugglers' Association** concluded their four-day, fourth annual convention in **Williamsport, Pa.**, June 20 by electing **Lou Meyer**, **Baltimore**, president; **Oliver Helmrich**, **Williamsport**, first vice-president; **Bernard Joyce**, **Altoona, Pa.**, second vice-president; **Edward Johnson**, **Altoona**, secretary-treasurer; **Elinor Johnson**, **Altoona**, assistant secretary-treasurer. **Vin Carey**, **Baltimore**, and **Harry Lind**, **Jamestown, Pa.**, were elected directors. **Bill Talent**, **Hollywood**, and **Jack Greene** were elected honorary directors. Over 50 members attended the convention and early arrivals held a pre-convention party in **Helmrich's** home June 16. A matinee and night show were presented June 19 in the **Williamsport High School Auditorium**. Both were sponsored by the **Rotary Club** and profits were turned over to the **Crippled Children's Fund**. Participating in both shows were **George Lerch**, **Paul Gordon**, **Rose Sisters**, **George DeMott**, **Joe Boyle**, **Lou Meyer**, **Howard Nickols**, **Studley Foster**, **Vin Carey** and **George Foster**. **Earl Davis** emceed the matinee, with **Lou Meyer** handling those chores at night. Convention closed Wednesday night (20) with a banquet. . . . Members of the **Texas chapters** of the **International Brotherhood of Magicians** at a meeting in **Austin, Tex.**, June

23 honored **Mahendra**, **San Antonio** magician and secretary of the **IBM San Antonio chapter**. Until his retirement in 1942, **Mahendra** was one of the country's best known bafflers. He is one of the founders of the **Texas Association of Magicians** and the author of many articles and books on magic. . . . **Lester C. Clock**, old-time magician, died recently at **Menominee, Mich.**. . . . **Marquis, the Magician**, closed a run June 24 at **Geisz's Inn**, **East Side Detroit** spot.

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ANTA CASE HISTORY (II)

More Plays Produced;  
Labor Union Relations

Continued from page 3

during a run of a current tenant. At ANTA, with a change of bill every two weeks or so, the stagehands from the current production also worked on the upcoming one. A regular crew on Broadway consists of eight men for a one-set show. But the union also allowed ANTA to get by with only five. However, grips were added when physical problems required.

The musicians' union made only one proviso, that ANTA might use the minimum amount of men. Actually the box-office personnel threw their weight behind ANTA. Regulations for Broadway are that two men to be hired for each production. But in the case of ANTA, the two b.o. employees worked the current show, advance sales on all upcoming productions, and a certain amount of membership sales.

The fact that a company manager was put on the Play Series two weeks before the first production and retained thru the series (likewise the house and press manager) was, in effect, an Association of Theatrical Press Agents and Managers concession.

As far as the scenic houses were concerned, ANTA attempted to make a deal with one single construction firm on the whole series, providing a cut-rate on each show. This plan was not successful, however, because TV commitments on the houses made it impossible for them to meet ANTA deadlines.

Equity, too, made definite concessions to ANTA, tho as far as salaries were concerned, that was left up to the individual actor. At a Council meeting on October 3, it was granted by Equity that the Louis Jouet company from France be treated as a unit company. In that way initiation fee and first alien dues were waived, and the members of the company were required to pay just the current dues.

Also on the matter of sound effect recordings, it was stipulated that they might be used if the recordings were made (in the case of off-stage voices) by actors in the production, that they were not used outside the production, not used to augment any off-stage group, and that they were made during regular rehearsal hours.

And additional concessions were made in the case of Peer Gynt, one of this past season's productions, by classifying it as a spectacle. The effect was that five weeks rehearsal were allowed instead of four.

But the local picture is not all there is to the corporation. There is the National Theater Assembly, which is a part of ANTA, and International Theater Institute of which ANTA is a part. The NTA is also a plan of Breen's, and is an association of educational and community drama leaders in 11 district divisions thruout the U. S. The first conviave of the NTA was

held in New York January 2-4, and it brought the hinterland leaders together with headliners of the professional theater.

A committee was chosen at that session to draw up a plan by which the NTA could be more representative and represented within ANTA. Under consideration now is that plan which asks that all members in ANTA be voting members and that representatives on the board be elected from different groups in the theater as a whole — educational, community, professional and from the public.

On the international level, ANTA was one of the instigators of the ITI, a committee set up by the United Nations Educational, Social and Cultural Organization to promote education and good will among nations thru drama. In its three-year history, the ITI has now become self-sustaining, and from a handful of nations it has grown to include almost every nation in the free world. ANTA has been from the beginning the U. S. center of the ITI, and has co-operated with other countries in stimulating interest here in their culture. An example is the International Theater Month which was set up for March for the past two years, during which time producing groups in ANTA presented plays of foreign significance. Also ANTA has sponsored the Ballet Theater tour of Europe and this year in South America, as well as participating in European drama festivals. There is also a student exchange program, at present on a limited basis.

(Next week's third and last installment of ANTA's case history will discuss the pros and cons of the various criticisms leveled at ANTA's administration.)

Resort Bureau  
In Penn Lists  
22 Strawhats

PHILADELPHIA, June 30.—With summer strawhats getting into full swing, the State's vacation and resort bureau has decided to keep track of the playhouses for the first time, with the result that it has come up with a Pennsylvania circuit taking in 22 theaters covering more than a score of suburban communities.

At least two new silo playhouses join the circuit for the first time this season—the Michaux Summer Playhouse at Pine Grove Furnace in Cumberland County, and the brookside Playhouse in an old mill at Petersburg in Huntington County.

A complete list of summer theaters in Pennsylvania and their seasons, as reported to the State Department of Commerce, are as follows:

- Bucks County Playhouse, New Hope, June 8-September 15; Allenberry Playhouse, Boiling Springs, June 8-September 22; Hedgerow Theater, Moylan-Rose Valley, March 21-December 1; Greta Playhouse, Mt. Gretna, June 7-September 8; the Hayloft, Allentown, June 8-September 15; Grove Theater, Nuangola, June 4-September 30; Pocono Playhouse, Mountaintop, June 18-September 8; Milford Theater, Milford, July 5-September 1; Kenley Players Theater, Mahanoy City, June 5-September 23; Mountain Playhouse, Jennerstown, June 2-October 6; the Playhouse, Eagles Mere, July 1-September 4; Haubert Theater, Newfoundland, July 2-September 3; Wellsboro Summer Playhouse, Wellsboro, June 28 opening; Trevoze Summer Theater, Trevoze, June 25-September 1; White Barn Theater, Irwin, June 9-September 15; Shea Summer Theater, Bradford, July 10-September 2; Little Lake Theater, Cannonsburg, June 2-September 15; Civic Light Opera Association, Pittsburgh, June 1-August 11; Wagon Wheel Playhouse, Sewickly, June 11 opening; Brookside Playhouse, Petersburg, June 6 opening; Michaux Summer Playhouse, Pine Grove Furnace, June 1-August 4, and Penn Playhouse, Meadville, July 4-August 25.

"Sing" Marks  
Moore Return  
To Main Stem

HOLLYWOOD, June 30.—Victor Moore will return to Broadway this fall to star in the Pulitzer Prize winner of 1933, *Of Thee I Sing*. Robert Cummings and Sam Hearn are also slated to headline the George S. Kaufman-Morris Ryskind musical. Producer H. Levin is working the show, with some alleged physical and financial aid by Billy Rose.

Show, with music by George Gershwin, will bow in Philadelphia in October for three weeks. Farce then moves to Gotham, possibly at the Ziegfeld Theater. Moore was in the original cast when the play premiered in the early 1930's. He played in the show for two years.

Reactivation of the play will undoubtedly bring about a revival of such tunes as *Love Is Sweeping the Country*, *Who Cares*, *Wintergreen for President* and the title song.

BROADWAY  
SHOWLOG

Performances Thru  
June 30, 1951

Table with 3 columns: Title, Dates, Performances. Includes Dramas like 'Affairs of State', 'Gramercy Ghost', 'Season in the Sun', 'Stalag 17', 'The Happy Time', 'The Moon Is Blue', 'The Rose Tattoo'.

MUSICALS

Table with 3 columns: Title, Dates, Performances. Includes 'A Tree Grows in Brooklyn', 'Call Me Madam', 'Courtin' Time', 'Gentlemen Prefer Blondes', 'Guys and Dolls', 'Kiss Me, Kate', 'Make a Wish', 'Oklahoma!', 'Seventeen', 'South Pacific', 'The King and I'.

CLOSED

Table with 3 columns: Title, Dates, Performances. Includes 'Darkness at Noon', 'Twentieth Century'.

ATAM-Brandt in  
Compromise on  
Cirk Operation

NEW YORK, June 30.—The threatened shuttering of the subway circuit for the summer (*The Billboard*, June 30) via a wrangle between management and the Association of Theatrical Agents and Managers which reached stalemate stage last week, apparently has been satisfactorily avoided. The operation of the circuit will continue, and operator George Brandt has signed contracts for a lease of the Jamaica (Long Island) Theater and for bookings of all of his shows into the Rugoff-Becker-operated New Brighton at Coney Island. These, in addition to the Flatbush in Brooklyn and the Windsor in the Bronx, will give the circuit a four-house swing.

While exact details were not forthcoming from either camp, a reliable source stated that the additional man for each production which the union demanded be put on as company manager will be employed. However, Brandt will pay no additional salary, and it will now be up to the union to allocate the \$160 weekly salary currently paid to each house manager between him and each new incumbent. Exactly what the ratio will be could not be learned.

Compromise efforts began Tuesday (26) with a meeting of ATAM's board of governors, attended by Angus Duncan of Actors' Equity and Tom Murtha of the stagehands' Brooklyn local, No. 4. Both unions have more than a considerable employment stake in the continued operation of the circuit, and it is reported that ATAM was told that neither union was exactly sympathetic to a hard-boiled attitude toward settlement. ATAM called a special board meeting the next day (27) and concessions were agreed upon.

As the circuit schedule stands now, the Brighton will light July 10 with *Diamond Lil*, and the Mae West vehicle will tee-off the Jamaica the following week. Death of a Salesman will follow along a week later in both spots, after a return date at the Flatbush next week. Future-wise, only *Black Chiffon* is set as the next circuit entrant. However, strong possibilities are revivals of *Lead an Ear* and *Angel in a Pawnshop*.

Highlight Reviews

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

Equity Wins Vs. AGMA  
In 'Fledermaus' Tiff

NEW YORK, June 30.—Actors Equity's and Chorus Equity's bitter dispute with the American Guild of Musical Artists over union jurisdiction on productions of *Fledermaus*, which has been boiling merrily for the past two weeks, was settled Wednesday (27). The international board of the Associated Actors and Artistes of America (the Four A's), parent body of thesping unions, after a lengthy meeting, reaffirmed the jurisdictional nod to the actor and chorus orgs.

There seems little doubt that the decision was stimulated by the resignation last week of the Four A's long-time international president, Paul Dullzell. In his letter of resignation, Dullzell stated: "This present situation is the culmination of a series of like events extending over a long period of time, and I cannot go on being an accessory to the kind of methods which bring us all into these kinds of conflicts and misunderstandings."

As a party to the 1939 agreement giving AE and CE jurisdiction over operetta, Dullzell stated that, in his opinion, such rights still belong to those unions.

In any event, after upholding Equity's claim to "legal and traditional" jurisdiction over *Fledermaus*, the board unanimously rejected Dullzell's resignation and voted that he be requested to resume his post. What the latter's final decision will be is a question at this date, but George Heller, Four A's first vice-president, said that he had discussed the matter with Dullzell on the telephone, and had "every reason to believe" that he will return.

Under the motion passed Wednesday, AGMA members will be permitted to work in *Fledermaus* productions during the 1951-'52 season without having to pay initiation fees or dues to AE or CE. Equity representatives at the

meeting likewise made it plain that, as in the past, their org would interpose no objections to AGMA administration of *Fledermaus* productions as a part of the rep of a regular opera season. However, they will exercise jurisdiction over all touring and stock operations of the Johann Straus operetta in any of its versions.

Off-Broadway  
Review

DAKOTA

(Reviewed Tuesday, June 26)

Original Only Playhouse

A musical melo, Book by Tom Hill, Music and lyrics by Hardy Wiedner, Frances Ziffer and Horty Belson. Staged by the author and composers. Costumes by Peggy Mott. Dances by Avis Jean Davis. Stage manager, Roland Jones. Presented by Originals Only.

- Jeannie Robbins ..... Ginger Lamare
- Robert Randall ..... Rick Regan
- Windy ..... Ted Peters
- Barbara Bennett ..... Marilyn Haney
- Elizabeth ..... Rose Lynch
- Nakwah ..... Loretta Cole
- Curt Wilson ..... Donald Cole
- Square Dance Girl ..... Jo Piliat
- Rocky ..... Ted Peters

ENSEMBLE: Helen Fihn, Jerry Lazarre, Jaquie Britton, Liddle Murphy, Otis Lohman, Ralph Lowe, Muriel Dorne, Francine Agen, Marion Shupatzik

Originals Only, that group that plays for free on the outskirts of Greenwich Village, has come up with a melo-musical for summer, pass-the-hat fare. This observation is in no way intended to belittle the group's efforts toward showcasing original scripts, which on occasion have been quite creditable.

The current effort, titled for obviously pseudo-satirical reasons *Dakota*, is not a particularly happy one, altho here and there it has its points. It has been written by Tom Hill, the troupe's entrepreneur, with tune and lyric assistance from Hardy Wiedner, Frances Ziffer and Horty Belson. The result has been staged in the theater's three-quarter-round technique by the author and the composers—according to the program. Likely, therein lies *Dakota's* trouble. Hill has attempted a tongue-in-cheek, melo burlesque replete with audience asides and hammy overplaying, a la the Krimsky freres of fond memory. His musical and rhyming associates have written straight musical comedy numbers. The two approaches just don't jell, and combined stage direction only makes matters worse.

Hill's diaphanous plot, embracing the saving of a *Dakota* homestead for the hero and his prospective bride from the mortgage machinations of a neighbor villain and the interference of a fem city slicker, is a fair-enough frame on which to build an old fashioned melo travesty. However, its musical tinsel bogs it down. Tunewise, several of the numbers are far from bad, and they get a good delivery, but they are unfortunately given a definite, interpolated play, and matters come to a complete halt after each one until the dialog can pick up again.

What *Dakota* needs is movement and swing, proper integration of its music into its dance department. Currently its over-all stacks up to a superlative non-get-together by most of the parties concerned. This is too bad, because *Dakota*, while well off a finished professional beam, could still be a lot of fun.

Castwise, as usual in this reporter's book, Originals Only has its ups and downs. Occasionally, however, it is pleasant to note some off-Broadway youngsters who sparks a definite talent. This time it is Marilyn Haney, a personable miss with considerable community theater experience, who shows a distinct flair for comedy playing and a natural aptitude for getting herself about a stage. Something like Original Only could be a springboard for her. Ginger Lamare and Rick Regan are the happily inhibited hero and heroine and do credit to several ballads. Donald Stuart makes a lecherously handsome neighborhood villain, and Lisette Cole overcomes a dreadful Indian chore via a few moments of excellent vocalizing. The rest of them try hard, without much result.

*Dakota* should get a throa fast-lifting by a single boss. Currently it looks like a case of too many foremen on the job.

Bob Francis

KC Operetta  
Bows Outdoor

KANSAS CITY, June 30.—The town's first season of outdoor operetta got off to an impressive start Monday (25) with attendance 100 short of the 7,600 capacity of the new Starlight Theater in Swope Park. Opening bill for the dedication ceremonies was *Desert Song*.

Several novel construction features make the new \$1,500,000 amphitheater ideal for summer song-and-dance projection. All overhead equipment has been eliminated in designing the 130-by-45-foot stage. The theater's \$200,000 light and sound equipment is housed in four pylons, one at each side of the stage and two spanned by a light bridge at the rear of the orchestra. Natural slope of the ground provided seat elevation for full visibility from all parts of the theater.

Most outstanding feature, however, is a curtain—a new departure for an outdoor theater—designed by Albert Johnson. The screen is a venetian blind affair built in two 65-foot sections and rolled on in much the same manner as a traveler. The motion is a natural for outdoor scene changes.

Other entries in the Starlight inaugural season of 71 performances are: *Rio Rita*, *Song of Norway*, *Roberta*, *Rose Marie*, *Chocolate Soldier*, *Brigadoon*, *Bittersweet*, *Babes in Toyland* and *Naughty Marietta*. Price scale is 65 cents to \$3.60. A further gimmick is a block of 400 free seats put by for each performance on a first-come-first-get basis.

Aisle Adds 4th  
Week in Philly

PHILADELPHIA, June 30.—Arthur Lesser adds a fourth week to the three originally planned for his *Two on the Aisle* revue which opened June 20 at the Forrest Theater here. Extra week will enable the ensemble scenes to be repaired for the Bert Lahr-Dolores Gray show, now that Valerie Bettis has bowed out as choreographer with Ruthann Boris replacing.



## Drivin' 'Round the Drive-Ins

**PAUL AMADEO**, manager of the Pike Drive-In, Newington, Conn., uses rhymes on occasion in his daily newspaper advertising. A recent one was "Let's Go Tonight . . . to the Pike!" . . . As a warm weather gag, Manager **Frank McWeeney**, of the Pine Drive-In Theater, Waterbury, Conn., offered guest theater tickets for the nearest correct answers to this newspaper ad poser: "How long does it take for a 100-pound cake of ice to melt?" . . . **George Lougee**, manager of E. M. Loew's Milford, Conn., Drive-In Theater, has been shifted to the West Boylston, Mass., Drive-In, replacing **Bruno Weingarten**, who has resumed his previous duties as manager of the Norwich-New London Drive-In, Montville, Conn. **John Chapman** has been named manager of the Milford Drive-In. Appointments were announced by **George E. Landers**, Hartford division manager, for E. M. Loew's Theaters. . . . **Phil Cahill**, of Post Drive-In Theater, East Haven, Conn., runs a Dollar-a-Carful Admission Night occasionally, with \$1 charged for a car full of patrons. He also offers a free hot dog and soft drink to each passenger in the car with the greatest number of riders.

**Virgil Ferris**, of Flint, Mich., and **G. M. Studebaker**, of Detroit, are partners in the operation of the new Lakes Drive-In, recently opened at Brighton, Mich. . . . **H. C. Cox** has been named manager of the Sunset Drive-In, Yoakum, Tex. . . . **W. O. Bearden** has announced plans for the construction of a new \$39,500 drive-

in at Lubbock, Tex. . . . A \$6,000 remodeling project has been announced by El Paso Drive-In Company, for its spot at El Paso, Tex. . . . Leaksville, N. C., Drive-In Theater was opened on the Leaksville-Stoneville Road, recently.

**IN A BID** to attract regular patrons of the professional people of the area, Pottsville Drive-In, Pottsville, Pa., sent letters to over 80 physicians, giving them a code number, whereby they could be paged anonymously when attending. This was followed by a novel prescription form from the office of **Charlie Poorman**, M. D., manager of the drive-in advising them to "take the treatment" for mental and physical relaxation by visiting the ozone. Psychology of the approach is that doctors are potential patronage builders thru the many people they contact each day. An attraction not on the regular program was booked at the Pottsville Drive-In. It's a big white seagull, not at all shy, living on handouts of candy, hot dogs and popcorn thrown to it by moviegoers. Seagulls are rarely seen so far inland. Dearborn Drive-In, Dearborn, Mich., operated by the Ross Brothers, has been doing all right on its candy and refreshment business. Concession Manager **John Boler** and \$2,975 disappeared simultaneously last Sunday. **Ben Lefkowitz**, concession owner, said the amount represented eight days' take at the stand.

## Aud Managers' Group Elects C. Van Lopik

**QUEBEC**, June 30.—C. W. Van Lopik, general manager of Detroit's Masonic Auditorium, was elected president of the International Association of Auditorium Managers at that group's annual convention held here last week. Miami was chosen as the site for next year's conclave.

Other officers of the association are: **James Hendy**, Cleveland Arena; **Emery Boucher**, Coliseum, Quebec; **Axel H. Reed**, Mayo Auditorium, Rochester, N. Y.; **Clarence Hoff**, Auditorium, Kansas City, Mo.; **William A. Coker**, Auditorium, New Orleans; **E. P. Allison**, Auditorium, Shreveport, La.; **Jay McCabe**, Auditorium, San Jose, Calif.; and **Charles McElravy**, Auditorium, Memphis.

## Sell Theater Housing Skating Rink at Perth

**PERTH**, Australia, June 30.—Tivoli Theater here, which at present houses the Perth Skating Rink, has been sold for \$120,000 to a group of investors by Sir Ben Fuller and Dan and Bruce Carroll. Fuller's Theaters hold a five-year lease on the rink, with three yet to run, plus a five-year option. The Carrolls are directors of the theater concern.

## RECENT LAWSUITS REVIEWED:

### Court Decisions in Brief As Service to Operators

By **LEO T. PARKER**

Recently the higher courts rendered several outstanding decisions likely to assist owners and officials of rinks and other places of amusement in avoiding local controversies. Not a few of these citations may be used advantageously to win unavoidable lawsuits. To provide an easy-to-understand briefing of these decisions, *The Billboard* engaged **Leo T. Parker**, an attorney specializing in the briefing of amusement business cases, to compile a review of recent important cases.)

According to a recent higher court it is the duty of the operator of a roller rink, or other amusement device, to eject promptly a patron who is visibly intoxicated and disorderly and, therefore, dangerous to other patrons.

Failure of the operator or proprietor to eject from the premises a disorderly and dangerous patron may result in heavy damage allowance to an injured patron.

For illustration, in *Martin vs. Philadelphia Gardens, Inc.*, 35 Atl. (2d) 317, the testimony proved that while a minor, age 13, was skating in a rink, another patron came into violent collision with him, causing him to be thrown to the floor and to be injured seriously. The boy sued the proprietor and alleged the proprietor permitted the patron, who was disorderly and visibly intoxicated, to use and skate upon the rink, and this dangerous patron, collided with him.

Altho the lower court refused to hold the proprietor liable, the higher court reversed the verdict and said:

"Nothing could be clearer than the fact that the patron was drunk and was a menace to all patrons in the place. . . . It was the defendant's (proprietor's) duty to eject promptly from his place of public entertainment a man in the drunken and dangerous condition of this patron, and he is answerable in damages for his failure to do so."

Also, see *Easler, Down Amusement Company*, 133 Atl. 905, where a boy who purchased a circus ticket was struck by a circus employee. The higher court held the circus owner liable because inadequate police protection was provided patrons.

Modern higher courts consistently hold that if the proprietor of a place of amusement proves that he made reasonably frequent inspection of the premises he exercised an "ordinary" degree of care to discover and remedy dangerous or defective conditions and no liability exists for injuries to patrons. Otherwise the proprietor is liable.

In *Johnson vs. Long*, 180 Pac. (2d) 31, the testimony showed facts, as follows: One Johnson was injured when an overhead door fell on him. He proved that the carpenter who installed the door did not tie the end of the wire cable securely to prevent it from unwinding. Also, Johnson proved that the proprietor had not inspected the door before putting it in use.

The lower court granted Johnson \$87,575 damages. The case was appealed but the higher court approved the verdict.

The court explained that this proprietor could have avoided liability if he had proved that he used ordinary care and inspected the door. Altho he may not have discovered the defect, yet he would not have been liable because a proprietor who regularly inspects premises is not expected by law to discover defective equipment.

Contracts to operate a place of

amusement for charity will not always relieve the proprietor for taxation payments.

In *Forehand v. Moody*, 36 S. E. (2d) 321, a State law prohibits operation of places of amusement on the "Lord's day unless for necessity or charity."

A man named Rogers leased an amusement place for Sunday only of each week. The lease went into considerable detail stating that Rogers intended to operate the amusement on Sundays for "charity" and Rogers paid the building owner \$20 per Sunday plus 25 per cent of the gross receipts.

The higher court promptly granted an injunction against Rogers operating the amusement on Sundays, and said that the apparent purpose of the lease contract was to escape the State law.

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Occupation . . . . .

land resort dates and move to the West Coast later on. . . . **Dwight Halborn**, of Nashville, wants to know if **Charles Worthan** is still in the land of the living. He'd also like to see a roster of the Worthan Players for the 1940 season. . . . "I've been here since late in the winter," pens **James Cluney** from Mount Dora, Fla. "Plan to move into Texas soon, however, and present a two-cast platform show, with merchandising. Outside of playing some vaude dates, I've done nothing but vacation since coming to Florida. . . . **Chester Cobb** plans to play some Eastern resort dates before resuming his coast-to-coast trek with his solo show late in August.

**JACK APPLE**, one-time repster, is making his home in Treynor, Ia., where he and his wife operate a tavern and 300-acre farm. Apple goes in for raising blooded cattle and hogs. Jack was identified with the old Mason Stock Company, Ona Williams Show and other well-known rep organizations. While on a recent trip to the Great Smokey Mountains, Apple stopped off in La Center, Ky., and visited members of **Bisbee's Comedians**. . . . **Slim Williams**, blackface comic, is in Canada with the Grand Ole Opry unit, featuring **Ernest Tubb**. . . . **Leon Long**, general contracting agent for **Sammy Green's** Minstrel Show, while en route to Atlanta stopped off in Jackson, Miss., for a visit with the **Rabbit Foot Minstrels**. . . . **Robert Freeley** writes from Alexander, Pa., that his show is back in Pennsylvania following two years in the Far West. He plans to play some summer resort dates before moving west again by way of Canada. "We met a number of small shows in the States west of the Mississippi River, but on our tour thru Indiana, Michigan and Ohio we met only two lecturers," Freeley advises. "They also had been West but were coming back East for the summer. For the past two summers we have used only one stage bill, **E. F. Hannan's** 'Okie From Oklahoma.' The four members of our troupe all play music and we are able to take on church and other dates as well as a few sponsored lodge dates. The Far West has good people and while the jumps are long and it takes some hustle we like it well enough so that we'll start back that way late in August. We also plan to spend next winter in Canada where we played to good business two years ago."



# THE GREAT GREGORESKO



I'd love to take a journey,  
But time has taken toll.  
Yet mem'ries sweet of other  
days,  
Are written on my soul.

## KAYLETTA

# THE GREAT GREGORESKO



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AND JACK ZEMATER

# EDWARD (SLIM) JOHNSON

Died July 10, 1950

Sadly Missed By

RUTH ANN & CHESTER LEVIN

### IN MEMORY

# EDWARD (SLIM) JOHNSON

WHO PASSED AWAY JULY 10, 1950



RUTH and VINCE McCABE

# The Final Curtain

**APPELL—Lewis J.**, 57, president of the Keystone Broadcasting Company, which operated Station WSDA, York, Pa., suddenly June 23 at his home in Sinking Springs, Pa. He was also head until several years ago of the Appell Theatrical-Enterprises, which operated a string of theaters in South-eastern Pennsylvania. At the time of death he was president of the York Advertising Company and a trustee of the York Symphony Orchestra. Surviving are his widow, Helen; two sons and a daughter. Burial June 26 in York, Pa.

**BUCKLEY—Bert J.**, 50, circus animal trainer at Wichita Falls, Tex., June 18. He had been with Hagen Bros. and Kelly-Miller circuses, Shows Comedians and other shows, and had been a clown and minstrel comedian. Survivors include his widow, of Wichita Falls two brothers and two sisters of Grayville, Ill. Burial in Wichita Falls, June 19.

**BURNETT—Lee C.**, 55, concessionaire on the Sammy Lane Shows and prior to that with the Otto Stevens Shows, June 21 at his home in Beaumont, Tex., of a heart attack. Survived by his widow, Edith; two sons, Leon and Leslie, Beaumont; an aunt, Mrs. Mary Zugg, Lancaster, Mo., who is co-owner of the Sammy Lane Shows, and a brother-in-law, Harry Slanson, concessionaire with the Lane org.

**CAMM—Edward S.**, 75, concessionaire with the B. & H. Amusement Company, June 23 in Greer, S. C., of a heart attack. With various circuses and carnivals for over 50 years, in early years he had been associated with his brothers in road show enterprises. Camm had also been connected with the Union News Company in Cincinnati; Ashville and Wilmington, N. C.; Ashland, Ky., and Huntington, W. Va. Survived by his widow, Stella; a sister, Lee, and a brother, Alf, of Pittsburgh. Burial in Covington, Ky.

**CANDLER—Ah (Shimny)**, 59, veteran tab and burlesque comedian, June 10 in an Indianapolis hospital after suffering a heart attack the day before at the Mutual Theater, that city, where he was appearing in burlesque stock. Candler, a native of Lynchburg, Va., was one of the best-known comedians of the old tab show days. For many years he tramped the old Joe Spiegelberg and Gus Sun tab circuits with his own "School Time" unit and other attractions. Survived by two brothers, Warren, also a performer, and Carl, who until recently was door man at the Fox Theater, Indianapolis, and two sisters.

**CLOCK—Lester C.**, former sharpshooter, magician and aerialist, recently in Menominee, Mich. Clock at one time headed his own show and had traveled with various tent and hall shows. No immediate survivors.

**CRANDALL—Everett (Red)**, 64, vaude performer during the early 1900's, and in recent years with the Biller Bros. Circus, where he directed the Coriell Brothers, wire and acrobatic act, June 13 in St. Joseph Hospital, Theiford Mines, Que. Crandall had worked the Keith-Orpheum vaude circuit, had owned an act known as the Riding Crandalls and had tramped with leading circuses in South America and Europe. At one time he was associated with Tommy Burchell in the operation of a booking agency in Chicago. Burial in St. John's Cemetery, Theiford Mines.

**CURTIS—Samuel J.**, 64, former minstrel, vaude performer and legit actor, June 24 in New York. He appeared for many years with the Lew Dockstader Minstrels, later with Neil Burgess in "The County Fair" and in several Shubert productions. Later he was a member of the Gotham Quartette in vaudeville.

**DORRE—Thea**, 90, former opera singer, June 22 in Santa Ana, Calif. Interment in Hollywood Memorial Park Cemetery.

**EDWARDS—George W.**, 77, former head of the Philadelphia advertising agency bearing his name, June 20 at his home in Haverford, Pa. Among his advertising agency clients was Atwater Kent radios. Surviving are his widow, Mabel; a daughter and a son. Burial in West Laurel Hill Cemetery, Philadelphia, June 22.

**EMERY—Edwin T.**, 78, former legit actor, June 24 at his home in New York. He began his stage career 1893, appearing in many leading stock companies, including the Girard Avenue in Philadelphia and the Tann-

hauser Company in Milwaukee. He next appeared with Maude Adams under Charles Frohman's management before playing with E. H. Sothern in "The Prisoner of Zenda." For several years he was a member of the Alcazar Theater Company in San Francisco and later appeared in "The Geisha" in New York. Other appearances were in "The Belle of Bond Street" with Sam Bernard; "Tick Tack Toe" with Sophie Tucker; "Mrs. Black Is Back," with May Irwin, and the original production of "The Velvet Lady" with Klaw and Erlanger. In recent years he directed Gilbert and Sullivan revivals and was a dramatic coach at his own studio. Survived by his widow.

**GATTEY—Herman L.**, 56, active in musical circles in Philadelphia for many years, suddenly June 21 at his home in Wyncote, Pa. He was a radio singer and for many years was a member of the Philadelphia Operatic Society. In recent years he was a soloist with various groups and director of choral groups. Surviving are his widow, Elsie; two sons and a daughter. Burial June 24 in Philadelphia.

**HENRY—Mabel C.**, 73, who with her late husband, J. E. Henry, owned and operated the Henry Bros. Circus until his death eight years ago, June 26. Survived by a daughter, Bertha Connor, and five sons, Arthur, Robert, George, Glenn and Clifford. Burial in El Monte, Calif., July 1.

**HUNT—Charles (Sheriff)**, 74, stage carpenter for 56 years, June 22 in Detroit. He had worked at the former Palace, Avenue and Gayety theaters in Detroit. He was on the road for about 20 years with dramatic shows, in which he also played bit parts.

**KEENAN—Thomas M.**, 55, formerly in charge of theatrical advertising for the newspaper, The Philadelphia Bulletin, daily, June 23 at Veterans' Hospital, Butler, Pa. Surviving are his widow, Ethel; a daughter, a sister and two brothers. Burial June 26 in Philadelphia.

**LEAMON—Dale (Cap)**, Joplin, Mo., school teacher and years ago a trombonist with Freiburger's Band on the Great Patterson Circus, June 25 at his home in Joplin, Mo., of a heart attack.

**MARTIN—Dr. Harry W.**, 61, medical director at 20th Century-Fox and husband of columnist Louella O. Parsons, June 24 in Los Angeles. He also leaves a stepdaughter, Harriet Parsons, pic producer.

**MARX—Mrs. Anna**, 80, partner with her late sister, Mrs. Mary Sawirchins, in a theatrical costume business in Cincinnati for many years, June 28 at the Dunn Rest Home, that city. Survived by a daughter, Mrs. Alice Key, Cincinnati. Burial in Spring Grove Cemetery, Cincinnati, June 20.

**McINTOSH—Mrs. Sarah C.**, 91, mother of Glenn McIntosh, of McIntosh's Monkey Circus at Ramona Park, Grand Rapids, Mich., June 18 in Bellevue, Mich. She had been with her son for the past 10 years. Burial in Bellevue.

**MOORE—Pryor**, 59, contractor-manager of the Billmore Theater, Los Angeles, for 18 years, June 25 in West Los Angeles, Calif. He had also played with the Los Angeles Philharmonic Orchestra and conducted Ken Murray's Blackouts until the show moved East. Survived by his widow, Virginia, and son, Robert. Interment at Inglewood (Calif.) Park Cemetery.

**MURPHY—Martha**, wife of Edwin C. Murphy, veteran film salesman, June 18 in Detroit. One daughter also survives. Interment in Holy Sepulchre Cemetery, Detroit.

**MYERS—Ethel M.**, June 24 in Oakland, Calif., at the home of her daughter, Mrs. J. R. Johnston. She also leaves her husband, Thomas, and three brothers. Burial in Oakland.

**OBERFIELD—Michael**, 78, former well-known circus acrobat and trapeze performer, June 21 at his home in Wheeling, W. Va. He and his two late brothers operated the Oberfield Bros. Circus for many years. Survived by a sister, Mrs. Rose Shook, Wheeling. Burial in Mt. Calvary Cemetery, Wheeling, June 25.

**PERRY—Charles Henry**, 56, son of Charles Perry, founder of Perry Bros. Circus, recently on the Hundaberg showgrounds in Sydney. He had not been active in show business for some time but toured Australian fairs with a team of horses. Survived by a son and a daughter.

**REPASZ—H. F.**, 58, owner-operator of the Leslie (Ark.) Theater, June 1 while visiting his mother, Mrs. B. W. Hockule, at Jackson, Mich. He also leaves his wife, his father, four sons and four daughters.

**SHERWOOD—Arthur Murray**, 63, brother of Playwright Robert E. Sherwood and former exec with Radio Corporation of America, June 28 in Princeton, N. J. After serving with the General Electric Company in Schenectady, N. Y., and Portland, he joined RCA, retiring from the firm several years ago. He also leaves two daughters, a son, a sister and another brother.

**TASH—Isidore**, 53, concessionaire with carnivals and at New York's Coney Island, June 22 in that city. Survivors include his widow, father, two sisters and three brothers.

**THOMAS—Mrs. Catherine**, 58, with the Wilson Famous Shows for several years, June 21 at St. Francis Hospital, North Fektin, Ill. She had also been with the Bunting Shows. Burial in Lutheran Cemetery, Fektin.

**TOSCANINI—Carla**, 73, wife of conductor Arturo Toscanini, June 21 in Milan, Italy. In addition to her husband, a son, Walter, who aided his father in presenting National Broadcasting Company concerts, and two daughters, one the wife of pianist Vladimir Horowitz, survive.

**WARFIELD—David**, 84, former top legit character actor, June 27 at his home in New York. After an unsuccessful stage debut in San Francisco, he went to New York in 1890. He was spotted in 1906 by David Belasco while doing a Jewish comedy routine with a Weber and Fields burlesque company, and his rank as a character actor was established as Simon Levi in "The Auctioneer," which Belasco wrote for him. The work ran for three years and was the start of his career as a headliner, which lasted for 25 years. During that period his attention was given to four roles: "The Auctioneer," "The Music Master," which followed "Auctioneer" and ran for four years, "The Grand Army Man" and "The Return of Peter Grimm." He played the same roles repeatedly, he injected new business constantly, and was able to successfully revise the works over long stretches. Belasco gave him the Shakespearean part of Shylock in "The Merchant of Venice" 23 years after his discovery as a comedian. He declined an offer to appear in films and retired in 1924. Survivors include his widow, Mary; a brother, Jack, and two sisters, Julia Warfield and Mrs. Millie Harriman, all of San Francisco.

**WEAVER—Howard W.**, 30, theater manager, June 20 in York, Pa. Burial in York June 23.

**WILLIAMS—John L.**, recently in Harlan, Ky. Survived by a brother, Jay.

**WOOD—Frederic D.**, 73, former band and orchestra leader in this country and England, June 23 in Freeport, N. Y. Born in Britain, he came to the United States when 14 and was billed as the world's youngest band leader in Philadelphia. For 12 years he was bandmaster at Wanamaker's department store in New York, and later was musical director for Loew's State Theater, New York, and the Fox movie chain. Survived by his widow Gladys Weston, English actress, and a son.

**WORDLEY—Ralph**, 69, character actor, June 24 at his home in New York. At the turn of the century he played in dramatic and musical stock companies before appearing in "Frankie and Johnny" and in vaudeville and burlesque. He appeared in the New York production of "Arsenic and Old Lace" and his last engagement was with Joe E. Howard.

**ZIMBALIST—Mrs. Aaron**, 83, mother of violinist and composer Efrem Zimbalist and widow of Aaron Zimbalist, conductor of the town-hall orchestra at Rostov-on-the-Don in Russia, June 21 at her home in New York. Two other sons and four daughters survive.

# Paris Peek

By ART ROSETT

Continued from page 2  
the Chancellery. Over 25,000 people turned out for this one.

## Margaret Truman Sees Parisian Night Life . . .

Most important event, since it garnered more news space than the other three combined, was the visit of Margaret Truman. Margaret was wined and dined like a president's daughter should be, with all the pomp and ceremony she didn't want. On Wednesday night she determined to see the night life. So she went on a tour accompanied only by her friend, Mrs. Frank Wright, two Secret Service men, a French detective and a bevy of uninvited newshawks. After dinner at the Tour D'Argent, the party toured the left bank and then headed for Club Lido. Head waiters at this emporium of laughter and mirth, in typical Club Lido style, placed Miss Truman and party way in the back of the house where they could comfortably observe the roof-supporting columns that obstruct the view of the floorshow. After the show, Miss Truman and company drove around Pigalle, and finally went back to her embassy residence after, what our authoritative informant said, "was a disappointing and dull evening."

## Trampolinists Devise Tricky Promotion Book . . .

One of the slickest pieces of publicity material to cross our desk in a long time is the four-color program of Club Bal Tabarin sent out with the compliments of the Schaller Brothers, Tony and John, trampolinists, currently appearing there. Program is an impressive piece of literature bound in white velvet stamped in gold. Inside cover has a card stating that "This program is presented with the compliments of the Schaller Brothers." Impressive tri-color ribbon book-mark leads to inner section which is taken up with Schaller Brothers billing. The boys told *The Billboard* that this program has been sent to leading bookers thruout the United States.

## Francois Fratellini, Clown, Dies at 72 . . .

Francois Fratellini, 72, one of the best known clowns of his time, passed away in Paris Monday night. During the first half of the century, with his two brothers, Paul and Albert, he created the famous Fratellini Trio which amused circus crowds thruout the world. Paul, the oldest, died in Paris in 1946 and was replaced by Albert Geretti, who threw himself in front of an oncoming subway train last November. Albert, the youngest, is the sole survivor.

## Club Owners Hurt By U. S. Scrip Change . . .

Many club owners in Paris were left holding the bag this week when the United States Army, without warning, decided to change its scrip used in all monetary exchanges in government installations. Club owners have been cashing this paper currency into French francs, in many cases as a convenience to G.I.'s, but in other cases, as an opportunity to make a profit on the black market.

## Suggests U. S. Send Anti-Commie Gags . . .

A high governmental official, well-versed in psychological warfare, suggested to *The Billboard* that gag-writers would do well by their country to create new gags for Europeans to use belittling the Commies. . . . William C. Tubbs, who left Broadway and Hollywood after years of playing bit parts, has just finished his 16th consecutive film here in the past three years, making him the first foreigner to hold such a record. Present pic, to be released next fall in French and Italian, distributed by Sirius, is tentatively titled *Notre Peau (Our Skin)*. It stars Edwige Feuillere and Frank Villard; directed by Raymond Bernard. . . . Jack Kennedy, versatile American artist-director, leaves Paris this week for a three-month contract with Norsk Film in Oslo, pic tentatively titled *Forced Landing*. . . . *Justice Est Fait (Justice Is Done)* was French film awarded David O. Selznick silver laurel this week

# London Dispatch

By LEIGH VANCE

Continued from page 2

Says he: "In one year with a 45 per cent British quota I showed 25 pictures with a net result of \$140 profit on the 25 weeks; 14 pictures showed a profit of \$2,114, and 11 showed a loss of \$1,974. If there had not been a quota I should have had 18 of those pictures; most decidedly not the other seven."

In figures, this would mean that with a free hand he would have made a profit of \$1,442. The pictures grossed \$39,200.

## See Commies Taking Over Musicians' Org . . .

Trouble comes to the Musicians' Organization for Peace. President is Sir Adrian Boult, who formed the Society with composer Arthur Benjamin. As usual, the Commies seem to have got their foot in and turned it into a politically slanted set-up. Says Sir Adrian, "I may have to resign." Benjamin is more forthright, threatens complete disbandment if politics are brought in.

## Spanish Ballet Star Insures Legs for 2806 . . .

Jose Greco, whose Spanish ballet company is now playing here, has just had his legs insured for \$280,000. Mistinguette did it, of course, and Burt Lancaster, but so far few people have bothered with it in Britain. Greco's policy was taken out by American Joe Panus. The Spanish ballet was well received but criticized for being too long. Greco has now cut the show to 135 minutes.

In Memory of  
Our Friend and Pal  
**MELVIN H. VAUGHT**  
Who passed away  
June 27, 1948  
**MARGARET PUGH**  
and  
**JOE and SALLY MURPHY**



## Ill. Hike in Aid To County Fairs Up to Governor

### Permanent Chicago Annual Would Get 700G Each Year

SPRINGFIELD, Ill., June 30.—Bills which would finance a permanent Chicago Lake Front Fair and make additional State aid available for Illinois county fairs are now awaiting signature by Gov. Adlai Stevenson.

The measures went thru the House with big majorities and were passed, 39 to 2, by the Senate Friday (22).

The bills would set up a new fairs and exposition fund of about \$1,400,000 which would be split evenly between the Chicago fair and down-State fairs. The money would come from an increase in the percentage withheld from winning bets at Chicago horse race tracks.

One of the bills would enable the sale of beer on the Chicago fair site, which is part of the park system under the control of the Chicago Park Commission. Under existing legislation the sale of beer is prohibited.

## Dates Booked For Detroit Elephant Ride

DETROIT, June 30.—Jumbo, life-size mechanical elephant ride imported by Cunningham Drug chain here as a promotional venture, carried about 10,000 youngsters in its first four weeks of operation at stores in the Detroit area, according to Herman Wise, promotion rep for Cunningham. The attraction is being booked like a guest artist, with dates set for the 250th birthday festival parade here July 28, and the Michigan State Fair in September. Other dates are being set in 17 up-State cities, and Ohio where the chain has interests. Two dates have been set at theaters, with Jumbo appearing out in front to give the youngsters rides.

### Local Publicity

Local publicity has been exceptional, with the attraction a natural for tie-ins—such as a visit to the zoo, comparison with live elephants, and a breakdown in the heart of the city resulting in a traffic ticket.

The ride cost \$4,000, and a special truck, built like a float for display purposes, is used to transport it. It was developed by Frank Stuart, English stage mask designer. Stuart has built only three units to date, and the others are in England.

## TALE OF TIME, TOADS RELATED BY HAGENBECK

NEW YORK, June 30.—The name Hagenbeck has long been one to conjure with in the realm of European circuses and the world of animals suppliers and dealers, but a tale wagged here this week by Lorenz Hagenbeck, who just arrived in this country from Germany, put things in a new light.

Seems that Dr. William H. Mann, director of the Washington Zoo, shortly before World War II requested the Hagenbecks to furnish a few fire-bellied toads if possible. Lorenz didn't know what manner of beast it was but agreed to try.

Came several years of war, the cessation of hostilities and finally, the arrival of Lorenz here this week. No elephants, bears or lions were along, but with Lorenz were not a few but a dozen fire-bellied toads bound for Dr. Mann.

## NEW TWIST TO 3-A-DAY

NEW YORK, June 30.—Irah Watkins and his chimps will be popping around like fire-crackers on July 4 when they are scheduled to appear at three separate doings in as many communities. The George A. Hamid & Son agency has Irah and his obstreperous Simians scheduled to appear at celebrations at Brighton, Maplewood and Union, N. J., at 10 a.m., 3 p.m. and 8 p.m., in that order. It was reported that there was another date available but that Irah and the chimps couldn't come to terms.

## Legionnaires Seek to Crack N. Y. Blue Law

POUGHKEEPSIE, N. Y., June 30.—Still rankled over the prohibition by State police of their Sunday (17) Ringling-Barnum circus date, Dutchess County American Legion posts urged this week that blue laws be strictly enforced, including bans on Sunday swimming, golf and picnicking.

Legionnaires believe that enforcement of all blue laws will lead to their repeal. State law forbids "all shooting, hunting, playing, horse racing, gaming or other public sports, exercises or shows upon the first day of the week and all noise unreasonably disturbing the peace of the day." First offenders can be hit with a \$5 to \$10 fine, and second offenders can be given 20 days in jail.

The law about outlawed everything except going to church on Sunday, the Legionnaires claimed. However, baseball and bowling are specifically exempted in the law after 2 p.m., and local authorities are empowered to issue licenses for football, soccer, hockey and basketball.

## Jimmy Dickens Pulls 3,000 in 500-Pop. Greenville, W. Va.

GREENVILLE, W. Va., June 30.—Jimmy Dickens, Columbia hill-billy recording artist, played to a whopping 3,000 turnout recently in one day at the fairgrounds here. Business was rated phenomenal in view of fact that community has a population of only 500. Date was set by Dusty Shaver, promoter of Clarksville, W. Va.

## PHILLY TO OKLAHOMA CITY

### Moving Clemens' Cat Act By Airplane Costs \$1,600

PHILADELPHIA, June 30.—Dick Clemens and his complete lion act jumped from here to Oklahoma City by chartered plane Tuesday night (26) in what may have been the first move of its kind, or least insofar as George A. Hamid & Son agency execs have any knowledge.

The plane trip was necessary because of the short time between Clemens' date at the Lions' convention in Atlantic City and his scheduled opening in Oklahoma City today in a polio circus staged by the Veterans of Foreign Wars in Municipal Stadium.

The 12-hour flight cost \$1,600, and is perhaps a record sum for moving a cat act for a single date. The cargo included 10 lions in cages, a steel arena, netting and props plus Clemens and an assistant.

Altho not revealed, the cost of

## Moose Jaw, Sask., Sets Tractor Rodeo

MOOSE JAW, Sask., June 30.—A tractor rodeo, with the machines covering an obstacle course, will be a feature of the Moose Jaw Exhibition, July 4-7.

Fireworks displays will be presented on three nights and the annual Travelers' day parade will be held on the second last day.

# TV THREAT FADES AWAY AS OUTDOOR UNITS GAIN

## Video Can't Supplant Participation, Beat Lure of Fresh (Warm) Air

• Continued from page 1

the majority of which are still outside the orbit of video waves, have prospered, and will continue to do so, having overcome all threats to survival for the past 2,000 years. Acutly, quite a few major fairs are located in television areas and to date not one has attributed any ill effects to video.

### Participation Essential

The continuing success of outdoor show business is due principally to the fact that participation on the part of the public is needed for the full enjoyment of the features offered by carnivals, parks and fairs and, to a lesser degree, circuses. The show lot entrepreneur reasons that folks can't sit at home and enjoy a ride on the Merry-Go-Round or have fun pitching baseballs at milk bottles. Neither can the Side Shows be enjoyed, despite the libelous infringements of video producers strapped for novelty presentations whose best efforts fall far short of the original.

Amusement parks are continuing successful for pretty much the same reasons. The appeal of the circus can't be captured by television either, altho efforts along these lines have been numerous

with circus-format shows common, and with big top talent continuing to be featured more or less regularly on virtually every variety show. With fairs the story is the same. You can't compete for premiums, and your friends and neighbors can't have the fun of gauging your efforts by remote control.

In the New York area, where television holds its most dominant position, the test period could hardly have been more conclusive had it been conducted under rigged laboratory conditions. In every known instance the outdoor brethren in the area have held their own and many have registered substantial gains. Apparently, even the most comfort-loving and lazy citizens want out in the fresh air, even if a little dust and sun are involved, when the temperatures rise to the point that they can venture forth without getting chilled.

### Rides Have Appeal

While all parents with children who are exposed to TV know that they have to practically blast their offspring from in front of the screens, they also know that Junior and Sis are equally addicted to

amusement rides. Teen-agers love video, too, but how can a fellow impress his girl, or she him, when there are diversions like television and the family gatherings it attracts?

In the beginning amusement parks seemed to be in the most vulnerable spot of all outdoor segs because of their permanency and stabilized features. But TV sought out the interesting features of the funspots for screening and the park operators made overtures to the new medium which was proving its potency for tie-in promotional deals. The deals, reported with more and more frequency in *The Billboard*, have worked out splendidly for all concerned.

The circus, an institution in the Western world, has not suffered from video competition. The Ringling-Barnum circus this year, playing in the thick of the video belt, equalled or bettered last year's figures in every instance. Several seasons ago Ringling televised its program from Madison Square Garden, but later nixed TV entirely at all times for all acts, altho the medium is used extensively for publicity purposes.

### Small Operators Unhurt

It might be said that the Ringling-Barnum show is unique, and therefore does not offer a good example. In that case there is the record of Hunt Bros.' Circus, a truck outfit that could be lost in the Ringling back yard. The Hunts play their entire season in video-saturated territory. This year they are racking up the biggest business in their 50-year history.

With the slackening off of business two years ago, the outdoor showman was inclined to blame television. Actually, the recession of the time was to blame. There was less money around and people were cagey with their spending. As business picked up money became looser and the better times were reflected in the spending. Outdoor show business is still essentially a hard money entertainment media with change paying for ducats to most attractions. It has the cheap appeal of beer and prospective patrons don't usually think of avoiding its attractions as an economy measure.

Eliminating the screening of major fistic battles as they occur was a good thing for the outdoor showman. The drain on attendance on nights that big fights were telecast was obvious, as it would be during the screening of other events of national import, such as the Kefauver hearings and the initial appearances of General McArthur. But it takes programs of this magnitude to make any appreciable dent in the fortunes of the outdoor operator.

### Parks Feature TV

Recognizing the import of this type of top video feature, several amusement parks early installed giant screens to insure patrons against missing important events. While a novelty in the beginning, interest soon lagged and only folks without sets continued their interest.

Television has acknowledged the appeal of outdoor show features on literally hundreds of occasions thru its programming of features identified with that amusement seg. The durability of outdoor units and the fact that their combined attendance has been constantly increasing to the point where it is somewhere above the astronomical reaches represented by the nation's total population, attest to the wisdom of program directors.

While animosity was frequently voiced by the fearful outdoor showman as television was gaining stature, there is little of this kind of talk heard today. Many of the carnival brethren touring the video belt have their trailers equipped with sets and standard antenna which they can erect in brackets and adjust in a minute or two after having hauled their mobile living quarters on a new lot. Television is progress that adds up to the enjoyment of living and it is used as such. It holds no promise of retrogression or extinction for the outdoor showman.

# Help Shortage Hits Most Mobile Outfits

## Circuses, Carnivals Struggle With Short Working Crews as Help Gets Tighter

NEW YORK, June 30.—A worsening help situation that promises to parallel the shortages of the boom period of just a few years ago has been shaping up in outdoor show circles in recent weeks. Help has not been plentiful at any time since the season began and the lack of experienced personnel, or even able-bodied men, has become more acute since carnivals and circuses hit highly industrialized areas where demand for unskilled manpower has been on the increase and wage offerings are too high for show owners to compete. The armed forces have also cut heavily into available manpower.

Circuses, as usual, are in the most vulnerable position. Heavy

equipment and one-day stands add up to hard work for all hands with little interruption in the daily routine. Shortages in any department generally add to the chores of available personnel. If and when they hit the doubling-up pace the loss of additional help can be expected as workers hit the road in search of softer berths.

There has been no indication, as yet, that sawdust arenas are going to have to abandon any of their contemplated one-day stands, as has happened in the past, because of insufficient manpower. Any unit would be glad to pitch its tents on any lot for as many days as top earnings were assured, as has happened with the Big Show when it sold its performances outright, but there are few dates of that kind to be had.

### R-B Short

Ringling-Barnum, credited with the magnetic power to draw help away from lesser units, particularly the glamour struck 40-milers, is short in the vital train, lot and canvas departments. Motorized units are in the same fix, with some owners describing the exist-

(Continued on page 54)

## Moving Clemens' Cat Act By Airplane Costs \$1,600

the act is certain to have hit a top figure in view of the high transportation costs, which were anticipated in advance of booking.

Herman Blumenfeld, Hamid exec, reported that newsreel coverage of the departure from Northeast Airport here was arranged by Bert Nevins. The arrival in Oklahoma City was expected to rate considerable attention and publicity.

## Hamtramck Police Circus Sets Mark

HAMTRAMCK, Mich., June 30.—Third annual Policemen's Circus drew an estimated 21,000 in three nights this week at Keyworth Stadium, reaching a peak of 9,500 on closing night. Threatening weather the first two nights held down attendance slightly. Business was the best in the three years of the event, running between 3,000 and 4,000 ahead of last year, according to Patrolman John Pietrzak, general chairman.

Acts booked by Charles A. Klein Attractions of New Waterford, O., included Great Berosini, aerialist; Haag's elephants; Antalok, perch act; Great Fussner, high spiral; Fleet Brothers' Chimps; Dusty Rhodes and Lady Jill; Jan Latin, hand balancing; George Lerch, juggler and wire, and Terry Koski, unsupported ladder.

## Check Social Security No., Board Urges

CINCINNATI, June 30.—The local field office of the Federal Security Agency, Social Security Board, this week came up with a poser for showfolk generally. What it is attempting to learn from persons employed in show business is whether their employers have a correct record of their Social Security number. The local office said that the Social Security Administration is attempting to locate 100 employees of circuses and carnivals whose wages have been reported without a Social Security number or with an incorrect name or number.

In an effort to clarify the situation, the local office released the following information:

"Social Security taxes are being deducted from your wages. But (Continued on page 54)



# The MIDGE-O-RACER

KIDDIE-KONTROLLED



The BIG STORY in Kiddie Ride news is the high grossing performance of Eyerly's Sensational Midge-O-Racer—the only captive Kiddie Auto Ride featuring Kiddie-Kontrolled steering—an exclusive Eyerly development—that is rapidly winning the top spot in Kiddie appeal and earnings.

A sturdy, flashy, authentic miniature race car — with a new exclusive steering feature attraction.

Phone, wire or write for additional details about this sensational money winning ride.



Originators and manufacturers of the Octopus, Rolloplane, Flyoplane, Rockoplane, Midge-o-Racer and Bulgy

# CLOSE-UPS: DOROTHY PACKTMAN

## Hit Top in Talent Field Thru Versatile Effort

By JIM McHUGH

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

FOR 25 years Dorothy Packtman has been keeping pace with, and at times setting the tempo for, a dynamic organization. Starting as a young girl fired with an aggressive spirit and a generous share of ambition, Dorothy has endured and progressed in creating a career that has earned her prominence and an enviable reputation in the outdoor show business field as the manager of the George A. Hamid & Son talent agency.

Perhaps the only oddity about Dorothy's accomplishment is the fact that her appearance utterly belies the possibility that she has lived enough years to pile up such a record. The thought that she must have been in pigtails when she first went to work for George A. Hamid, who was only then starting on his own in the agency field, is perhaps not far from the truth. At any rate, Dorothy was young enough to be impressed, and just a bit scared. And the fact that things didn't go too smoothly the first week or so didn't help matters a bit.

Dorothy actually entered the booking field in the employ of Frank Melville, then a power among agents. She was last in a line of some 50 applicants for the job but, despite her youth, her manner was forceful and impressive and she won the appointment.

### Attracted to Business

Seeking out employment in the theatrical business was a deliberate move. As a little girl, Dorothy's dreams of the future and adulthood were focused mostly on being a teacher, a traveling companion or



DOROTHY PACKTMAN

in show business. The glamour and excitement of the entertainment world was the strongest attraction by far.

When she first went to work for Melville, Dorothy met Anita Goldie, a saleswoman for the firm. They formed a fast friendship which continues today. It was only a year or so before Melville began devoting his time and talents to real estate, and while Dorothy didn't care for dabbling in buildings and plots, she remained with Melville, who sold his amusement interests in the meantime and without her knowledge.

The first Dorothy knew that Melville was out of the booking business was when Hamid, accompanied by Ernie Anderson, showed up at the office to cart away the Melville booking files. The sale was actually made to the new firm of Wirth & Hamid. Dorothy disliked the real estate business and decided to make a change when she heard that there were possible openings in the booking field for a girl. She asked Melville for a raise, and when this was not forthcoming, said she would have to make a change. He advised her to go with Wirth & Hamid if she could because her aggressive abilities would advance her with the new firm.

### Novel Interview

Dorothy describes her interview with Frank Wirth, Hamid's partner, as the most peculiar she ever had. After greeting her he told her to go to a typewriter and write a letter selling a show. Dorothy remembers that she tried to put herself in the position of a salesman and wrote a letter listing acts and prices. It was, she says, the darndest show that was ever put together. It must have been a good one, because Wirth hired her on the strength of it.

She stalled for a while in accepting the job because she wanted to give two weeks' notice and also because she wanted to investigate an opening with World Amusements. Ed Carruthers did the interviewing on that job. He was, Dorothy says, big and loud and a little frightening. With that she headed back to work for the embryonic agency.

Like newcomers everywhere, Dorothy was low girl on the totem pole when she started to work for Wirth & Hamid. She had a small desk in an area without a window and did everything there was to be done, including a lot of errands.

### Sets Rapid Pace

It wasn't long after she joined the firm that there was an opening as Hamid's private secretary, and Dorothy got the job. In the beginning the pace set by the volcanic Hamid was not easy to keep

(Continued on page 54)

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## FIRST U. S. VISIT SINCE '39

# Hagenbeck on Road Back After Stunning War Losses

NEW YORK, June 30.—Lorenz Hagenbeck, head of the noted German clan of animal dealers, circus and zoo operators, arrived here Tuesday (26) for his first visit to this country since 1939.

While the purpose of this trip is business, Hagenbeck indicated that there wasn't much business that he could do in view of the losses he sustained during the last war and restrictions imposed since then.

There are more circuses in Germany today than before the war, he said. He described the competition as "fierce" but said that his unit continued to do excellent business despite the fact that the occupation of part of Germany by the Russians eliminated a big chunk of potential territory. The one-ring big top seats 4,200 and

generally shows each stand two or three days.

Bombings during the last war virtually wiped out all of the Hagenbeck holdings. All of the animals in the famous zoo at Hamburg were lost and about 85 per cent of the unique and model plant was badly damaged. All of the circus equipment was destroyed, as was the Hagenbeck home. Animals that were leased to Swedish operators during the war, principally in an effort to save them since little money was involved, were confiscated and sold after the war by the Swedish government. Altho the action was said to be "not final," there is only a slim chance that Hagenbeck will ever realize any payment for the valuable beasts, which included 7 elephants, 6 sea lions, 14 horses, 6

performing zebras and 14 tigers.

The circus was rebuilt and the zoo again is operating, but the Hagenbeck animal business is just a ghost of the former enterprise. The depletion of stock during the war and restrictions after the conflict have left Hagenbeck short of sufficient stock for his own needs, besides eliminating him from the time from the world market.

Hagenbeck was on the outside looking in during the postwar boom in the animal market. Only recently a shipment of over 50 animals was received from Africa; one of the few consigned to the zoo since the end of the war. The French were credited with being highly co-operative by Hagenbeck who hopes soon to again become a power in the animal market.

Hagenbeck plans to remain here about a month and to visit a number of zoos and to spend considerable time with the Ringling circus. It is possible that he will be involved in discussions relating to trained wild animal groups, a field in which his family has long excelled, and the type of act of which there is not an overabundance in this country.

The feeling in Germany is that there has been enough war and the hope of all is for lasting peace, Hagenbeck said. After visiting The Billboard accompanied by Stanley W. Wathon, talent agent and producer, Hagenbeck headed for the Central Park Zoo.

## Expect Senate to OK Lifting Tax at Fairs

Approval Also Seen for House Bill Ending 20% Levy on Free Admissions

WASHINGTON, June 30.—Exemption of non-profit agricultural fairs from the 20 per cent federal admissions tax faces good prospects of Senate approval. The exemption, which would be a boon to the outdoor show world, was among key provisions of the House Ways and Means Committee's tax bill approved a week ago by the House (The Billboard, June 30).

Also kept intact in the House-passed bill and likely to get Senate concurrence is a provision limiting the admissions tax to the actual price of an admission ticket, rather than to the stated price, when a discount is given. In addition, the House-passed bill exempts free tickets from the tax.

### Beneficial Exemptions

These major exemptions, widely beneficial to the amusement industry, are viewed as likely to escape serious debate in the Senate Finance Committee, which nevertheless is already beginning to face a surge of pressure from some movie exhibitor interests opposed to the exemptions.

Chief hurdle facing the exemptions will be any compromise action by a Senate-House joint conference committee. It is a foregone conclusion that the Senate will make a number of changes in the House-passed version of the tax bill, and this would send the legislation into joint conference committee where the fate of major provisions in the present House bill will be subject to compromise negotiations.

### Capitol Hill Talk

Also, talk continues on Capitol Hill about the possibility of the Senate Finance Committee coming up with a complete substitute for the House-passed version. The Senate committee is known to be weighing such substitute fund-raising proposals as a manufacturers' sales tax and manufacturers' excise taxes.

## Dallas Midway Sets Act Sked

DALLAS, June 30.—Booking of free acts for the State Fair of Texas summer midway has been completed with the signing of Harold Barnes, wire act, and Lady Barbara's dog, pony and monkey show. Act schedule runs thru September 2, and performances are at 8 and 10 p.m. daily.

Pepsi-Cola Company pays for a big part of the acts and the midway stage is flashed with the company's signs. The soft drink firm boosts midway acts with banners on its fleet of trucks, and has worked the plug into the familiar hits-the-spot jingle.

Frank Tennant Jr., midway superintendent, said the week of June 18-24 was one of the best in spot's park history. Big Negro Day (19) boosted the take with 80,000 attending, and hot, dry weather the remainder of the week brought additional crowds.

On July 2 the grandstand was to be rented to Shriners for a father-son party with midget races, wrestling, boxing and contests.

### Edgerton Sets Program

EDGERTON, Minn., June 30.—This city's Dutch Festival to be held here July 25-26 will feature a varied entertainment program under American Legion Post and Edgerton Civic Club auspices. Clifford H. Peterson, general chairman, said this week. Parades are to be held at 1:30 and 7:30 p.m., both days and will feature drum corps, bands, drill squads and floats. Other features include ball games, races, street sports, water fights. Klein Amusement Company will provide rides, shows and concessions.



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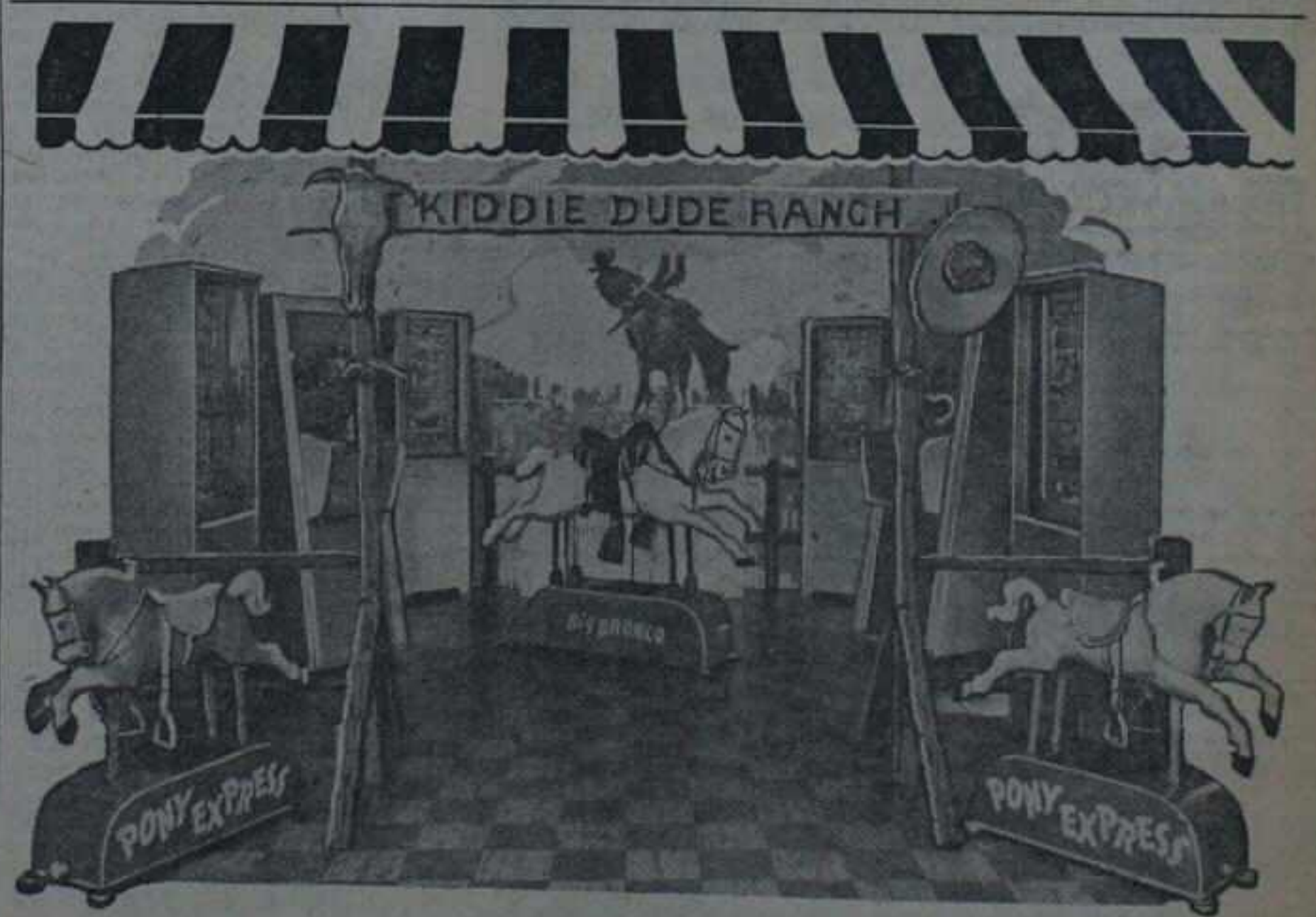
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**Talent Topics**  
 By CHARLIE BYRNES and JIM McHUGH

**Joe Roth**, comedy pantomimist, sails July 13 for Germany to entertain American troops and play European theater dates. He has been working West Coast dates out of Hollywood, including several television shows. . . . The Alcidos, Edna, Louie and Wilfred, are back in the U. S. after a four-week tour in Canada.

**Pedro and Durand** completed a two-week date in New York following four weeks in Canada and returned to the Dominion to open July 2 at the Fairmount Country Club, Hull, Que. . . . **Jim Witteried**, Paris theatrical producer, and **Wally Overman** spent considerable time together in New York during the former's visit there to line up a new show to play Club Lido, Venice, Italy. Overman, who saw Witteried off on the S. S. Constitution, will join him in France later in the year. Overman is booked into the Keith Theater, Washington, by Universal Film for the World Premiere of "Francis Goes to the Races," opening July 4. He will follow with dates at the Keith, Baltimore; Earle, Philadelphia, and in New York.

Among acts booked in for the Ballyhoo Show, Bridgeport, Conn., July 3 as part of the three-day Barnum Festival, are: **Winnie Colleano**, **Great Drisco**, **Les Eldonas**, **Paul Lavalle's Band of America** and **Cities Service Green and White Quartette**. Bookings were made through the Joseph V. Dunn office.

**Bert Dearo**, slack wire, and his wife, **Corinne**, cloud swing, opened June 25 with the Hamid-Morton Circus in Memorial Stadium, Kitchener, Ont. Following the engagement, they will visit friends in Ottawa and Toronto before returning to Indiana to start the

fair season. . . . Acts set for the American Broadcasting Company July 8 "Super Circus" TV show include **Gautier's Tallyho**; **Grettonas**, wire, and the **Gialombardo Family**, trampoline. The last-named act is headed by **Joe Gialombardo**, physical instructor at New Trier High School, Winnetka, Ill. His three daughters make up the act.

Line-up of acts set for the circus grandstand show at Greenville, Miss., Fair include the **Victoria Troupe**, bicycles; **Adaros**, head-to-head; **Merry Pioneers**, hillbillies; **Ralph Jelly-Duke Troupe**, aerial; **James and Dolly Connors**, dogs and roly-boly; **Drougett Family**, hat-throwing, and **Ala Ming**, wire.

**Irah Watkins**, back at Palisades Park for a repeat engagement with his chimp act, reports that he hasn't had an idle week since showing the St. Louis Police Circus, and prior to that took off only two weeks after a lengthy engagement in Mexico. Currently working six chimps, Watkins said he is booked solid at fairs with a closing slated for early December, after which he leaves for a repeat tour of South America. He has not worked television dates and intends to stay away from the medium because, he says, it tends to kill a variety or novelty act.

**Clown Bozo Ward** has agreed with the management of Fairyland (New York) Park, large suburban kiddie spot, to work as a featured attraction on a test basis, with the deal to extend thru the season if everything is satisfactory.

After touring 2,600 miles in their trailer, the **Juggling Jewels** opened at Lethbridge Fair, Can., with a three-month swing around Canadian annuals to follow.

**Out in the Open**

**Sol Potemkin** and **Barney Fink** are operating a miniature telescope concession at Rockaways' (N.Y.) Playland after starting the season with Fairyland Park, kiddie spot in that city.

The business of manufacturers of baseball pitching machines should get a shot in the arm following last week's Life magazine. The regular feature, "Speaking of Pictures," is devoted to a layout showing a mechanical thrower in action at Boonton, N. J. Business at the location pictured was reported as terrific.

Fairyland (New York) park operator, **Bernie Berkley**, expects to reap newspaper space for his recently opened kiddie spot thru the appearance July 2 of name band leader **Ray McKinley** and his family. Berkley also is thinking of connecting with local dairies in a deal which gives the firms use of the park at specific times. The dairies then invite their customers to take rides at the park for bottle caps. The angle has worked successfully at a Phoenix kiddie park and was described in The Billboard for June 30.

**Mike Benton**, president of Lakewood Park and Southeastern Fair-a-Ganza, Atlanta, has ap-

pointed **Tommy Read**, Atlanta theater man, director of public relations for the park and fair.

**Mrs. Billie Burke**, veteran State Fair of Texas, Dallas, staffer, has retired to move to Biloxi, Miss., where she will make her home with her niece. Mrs. Burke was one of the oldest employees of the fair in point of service. She has worked for the expo since 1938 as secretary of the midway superintendent's offices, where she checked in ride ops and concessionaires and also helped sell exhibit space. . . . Post of president emeritus has been created by the Dallas expo to honor four living past presidents, **Rosser J. Coke**, **Otto Herold**, **T. E. Jackson** and **Harry L. Seay**. Fancy badges give them lifetime free admission to fair. Fair board also elected **William J. Brown**, president of Titche-Goettinger Company, department store, to the board to succeed the late **E. P. Simmons**.

Palisades (N. J.) Park has set Saturday (21) as **Don Russell Day** at the spot in honor of emcee of DuMont network's New York TV show, "Cavalcade of Stars." Russell's fans get tickets to the park by writing to him at the station.

**Charro Days Fete Contract Given To Jack Ruback**

BROWNSVILLE, Tex., June 30.—Jack Ruback's Alamo Exposition Shows has been awarded the midway contract for the 1951 Charro Days Fiestas here. The award gives the Ruback organization the contract for the first time. The event is regarded as one of the best in Texas from the standpoint of midway operations.

**Bridgeport Shrine Sets Home Show**

BRIDGEPORT, Conn., June 30.—Pyramid Temple, a Shrine unit, will sponsor a Home Progress Exposition at the Mosque here September 5-9.

**Jacob S. Hawie**, potentate, is general chairman, assisted by **Gabriel Hawie**.

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**Fair Dates**

The following corrections and additions to the list of Fair Dates were received during the week ended June 23.

The complete list of Fair Dates was published in the issue dated June 30. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- ARIZONA**  
Safford—Graham Co. Fair Assn. Oct. 4-7. A. Mark Bliss.
- COLORADO**  
Brush—Morgan Co. Junior Fair. Aug. 15-17.  
Springfield—Baca Co. Fair Assn. Aug. 3-4. Jim Herbert.
- CONNECTICUT**  
Middletown—Middlesex Co. Fair. Oct. 5-8. Robert L. Speat.  
Rocky Hill—Rocky Hill Grange Fair. Sept. 7-8. Mrs. Dorothy Herlick.
- FLORIDA**  
Fort Myers—Southwest Fla. Fair. Feb. 4-9. Jack D. Hughes.  
Marianna—West Fla. Fair. Oct. 22-27. M. M. Brinson Jr.
- GEORGIA**  
Savannah—Coastal Empire Fair. Nov. 5-12. Carl Holt.
- INDIANA**  
Oakland City—4-H Fair. July 9-14. (Correction). August Mason.
- KENTUCKY**  
Brodhead—Brodhead Fair. Aug. 14-18.  
Sandy Hook—Elliott Co. Fair. Sept. 20-22.
- MAINE**  
Brewer—Penobscot Co. 4-H Fair. Aug. 22-25.  
C. T. Buckus, Bangor.  
Cherryfield—Cherryfield Fair. Sept. 11-13. Palmer Hart.  
Monmouth—Monmouth Fair. Sept. 26-27. Clarence Maxim.  
New Gloucester—Androscoggin Agri. Soc. Oct. 13-20. William B. Harnden, Lewiston.  
Norway & Paris—Oxford Co. Agri. Soc. Sept. 10-15. Elmore C. Edmunds, S. Paris.  
Presque Isle—Northern Maine Fair. July 30-Aug. 4. Robert D. Andrews.  
Springfield—North Penobscot Agri. Soc. Sept. 1-3. Paul H. McKenney, Brewer.
- MINNESOTA**  
Elk River—Sherburne Co. Agri. Soc. Aug. 9-11. E. E. Bjugg.  
Mankato—Tri-County Fair. Sept. 18-19. Ben J. Jones.  
Marshall—Lyon Co. Fair. Aug. 20-23. F. J. Meade.  
Slayton—Murray Co. Agri. Soc. Aug. 13-16. W. M. Leebens, Fulda, Minn.  
White Bear Lake—Ramsey Co. Fair. Aug. 2-3. George W. Gietzner, North St. Paul.
- MISSISSIPPI**  
Laurel—South Miss. Fair. Sept. 24-28. R. B. Jeffries.
- NEW MEXICO**  
Farmington—San Juan Co. Fair Assn. Sept. 21-23. Mrs. Milton Sage.
- TEXAS**  
Houston—Houston Fair. Oct. 27-Nov. 11. Ira W. Curry.  
Shamrock—State Line Free Fair. Sept. 30-22. Pat Ryan.
- WASHINGTON**  
Friday Harbor—San Juan Co. Fair Assn. Sept. 7-9. Cecil Carter.

**King Business Big in Mass.; Clawson Joins**

NEW BEDFORD, Mass., June 30.—King Bros.' Circus won more top-flight business in New England this week, with near-capacity houses being the rule.

Ralph Clawson, former circus exec and recently with carnivals, joined as legal adjuster to replace David Fineman.

The show had two capacity houses here Wednesday (27), with some on straw at the matinee. Fall River-Somerset, Mass., first of the show's eight stands in the State, gave a full matinee and straw at night Tuesday (26).

New London, Conn. (23), was good for a turnaway matinee and near-capacity at night. Middletown, Conn. (21), had a pair of near-capacity houses.

Both New Bedford and New London had rain in the afternoon. Parade at Fall River drew a large crowd. A number of New England stands were sponsored by local fire departments and others used service club backing.

**Fair Dates**

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**Carnival Routes**

Send to  
2160 Patterson St.  
Cincinnati 22, O.

- (Routes are for current week when no dates are given. In some instances possible mailing points are listed.)
- Alamo Expo. Salida, Colo.  
All Valley: LaFeria, Tex.  
American Bazaar: Manheim, Pa.; (Seat Pleasant, Md.); Washington, D. C., 9-14.  
American Beauty: Creston, Ia., 2-4.  
American Eagle: (Fair) Nashville, Ill.; Christian 9-14.  
American Midway: Wamego, Kan., 2-5.  
A. M. P.: Oakland, Md.  
Badger State: (Fair) Rugby, N. D., 2-4.  
Baker's United: Linton, Ind.  
B. & C.: Livingston Manor, N. Y.  
Beam's Altra: Brookville, Pa.  
Becht, Lee: Norwood, O., 2-4.  
Bo's Old Reliable: Greenup, Ky.; Winchester 9-14.  
Bernard & Barry: Kirkland Lake, Ont., Can., 4-7; Toronto 13-28.  
B. & H. Am. Co.: Gaffney, S. C.  
Big Four Am.: Marengo, Ill.  
Big State: Denison, Tex.  
Blue Grass: Harrisburg, Ill.  
Bluff City: Winterset, Iowa.  
Bodart: Madison, Wis.  
Bogle: Nevada, Mo., 2-4.  
Boone Valley: Gowrie, Ia., 2-4; Rhodes 6-7.  
Borderland: Vaughn, N. M.  
Brodbeck-Schrader, No. 1: Liberal, Kan.; Mangum, Okla., 9-14.  
Brodbeck-Schrader, No. 2: Larned, Kan.; Attila 6-14.  
Buck, O. C.: Keene, N. H.  
Burdick's Greater: Terrell, Tex.; Valley Mills 9-14.  
Burke, Harry: Erath, La.  
Burkhart: Wilmington, Ill., 2-4; Rollins 5-8; Ottawa 9-14.  
Capital City: Stearns, Ky.; Albany 9-14.  
Canitol City Am.: Hoopston, Ill.  
Carnival Shows: East Farmingdale, L. I., N. Y.  
Casey, E. J.: (Fair) Dominion City Man., Can., 4-5; (Fair) Morris 6-7; Metis 8; Clear Lake Park 10-11.  
Carnivals of Amusements: East Liverpool, O.; Erie, Pa., 9-14.  
Central States: Neleigh, Neb., 2-4; South Sioux City 5-14.  
Cetlin & Wilson: Bridgeport, O.; (Fair) Fort Wayne, Ind., 2-14.  
Cherokee Am. Co.: Pittsburg, Kan., 2-5.  
Coleman Bros.: Catskill, N. Y.  
Collins, W. T.: Detroit Lakes, Minn.; (Fair) Fessenden, N. D., 9-14.  
Columbia Calais, Me.  
Coney Island: Stowah, Tenn.  
Continental: Plattsburg, N. Y.  
County Fair: Lewellen, Neb., 2-4.  
Crafts Expo.: Richmond, Calif., 5-15.  
Crafts 20 Big: Stockton, Calif.  
Cumberland Valley: Tullahoma, Tenn.  
Dan-Louis: Brookville, Ky.; (Fair) Oakland City, Ind., 9-14.  
Del-Mar: Bessemer, Pa.  
Delta Am. Co.: Winona, Minn., 4.  
DeLuxe: Dalton, Mass.  
Dobson's United: Richfield, Minneapolis, Minn., 8-9.  
Douglas Greater: Toppenish, Wash., 2-4; Yakima 9-9.  
Down River Am. Co.: Ecorse, Mich.  
Drew, James H.: Louisa, Ky.; Olive Hill 9-14.  
Dudley, D. S.: Ruidosa, N. M.  
Dumont: Stephenville, O.  
Dyer's Greater: Geneseo, Ill., 2-4; Ladd 5-8; Amboy 10-14.  
Easter Am.: Thomaston, Me.  
Eddie's Expo.: Beaver Falls, Pa.; Warren 9-14.

**Circus Routes**

Send to  
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Cincinnati 22, O.

- Beatty, Clyde: Vancouver, B. C., Can., 2-7; Fort Albert 8; Courtenay 9; Victoria 11-13; Nanaimo 14.  
Bailey Bros.: Knox, Pa., 2; Clarion 3; Rimersburg 4; New Bethlehem 5; Reynoldsville 6; Curwensville 7; Houttsdale 9.  
Billor Bros.: Yarmouth, N. S., Can., 7.  
Capell Bros.: Emmetsburg, Ia., 4.  
Cole & Walters: Willow City, N. D., 2; Dunsmuir 3; Westhope 4; Birbee 5; Leeds 6; Maddock 7; New Rockford 8; Coopers-town 10; Aneta 11; Hope 12; Enderlin 13; Lisbon 14.  
Gould, Jay: Villa Park, Ill., 1-4; (E. 106th & Mackinaw) Chicago 5-8; River Grove 9-10; Chillietho 11-12; Alpha 13-14.  
Hagen Bros.: Lackawanna, N. Y., 2; Hamburg 3; Tonawanda 4; Batavia 5; Canandaigua 6; Geneva 7-8.  
Hagan-Wallace: Marion, N. C., 2; Morgan-son 3; Spindale 4; Kings Mountain 5; Gastonia 6; Mount Holly 7; Mooreville 9; Salisbury 10.  
Hunt Bros.: Milford, Conn., 5.  
Kelly-Miller: Van Wert, O., 2; Paulding 3; Montpelier 4; Napoleon 5; Bowling Green 9; Tiffin 7.  
Kelly-Morris: Red Wing, Minn., 2; Hastings 3; Fairbault 4; St. Peter 5; Waseca 6; Fairmont 7.  
King Bros.: Haverhill, Mass., 2; Lynn 3; Gloucester 4; Lawrence 5; Portsmouth, N. H., 6; Biddeford, Me., 7; Portland 8; Brunswick 10; Rockland 11; Bangor 12; Waterville 13; Augusta 14; Rumford 16.  
Mills Bros.: Columbia, Mo., 3; Kirkwood 4; E. St. Louis, Ill., 5; Alton 6; Springfield 7; Decatur 9; Lincoln 10; Peoria 11; Bloomington 12; Aurora 13; Rockford 14.  
Polack Bros.: Eastern: (Stadium) Fort Collins, Colo., 2-3; (Fairgrounds) Rapid City, S. D., 5-8; (Fairgrounds) Fargo, N. D., 12-14.  
Polack Bros.: Western: (Rose Bowl) Pasadena, Calif., 4; (Fairgrounds) Merced 6-7; (Fairgrounds) Vallejo 10-11; (Fairgrounds) Chico 13-14.  
Ringling Bros. and Barnum & Bailey: Xeneville, O., 2; Parkersburg, W. Va., 3; Huntington 4; Charleston 5; Portsmouth, O., 6; Columbus 7-8; Dayton 9; Lima 10; Toledo 11-12; Detroit, Mich. 13-15.  
Robinson, Don: Dandridge, Tenn., 2.  
Rogers Bros.: New Albany, Ind., 2; Madison 3; Paris, Ky., 4; Richmond 5; Lexington 6-7; Somerset 8.  
Wallace & Clark: Chelan, Wash., 6.

**Misc. Routes**

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Green, Sammy, Minstrel Show: Chattanooga, Tenn., 7-7; South Pittsburgh 9-11; Cowan 12-14.  
In-Fuller of 1851 (Waterland): San Fran-

**Maritime Trek Hits Fair Pace For Biller Org**

FREDERICTON, N. B., June 30.—Biller Bros.' Circus got fair business here Monday afternoon (25) and near-capacity at night as it opened the first full week of Maritime stands.

Show had entered the Maritimes from Quebec at Edmundston, New Brunswick, Thursday (21). Rain and mud dogged the outfit thru Edmundston, Grand Falls (22) and Woodstock (23) and business suffered accordingly.

Show moved to the Trotting Park here early Sunday for a day of painting and washing. The dining hall canvas had been destroyed by a gale at Lauzon, Que., and a spare middle piece was being used as a marquee over the tables.

Intermittent rain here thru the morning and early afternoon dampened local enthusiasm and matinee business. In the evening clearing skies brought patrons out for a sizable house. Midway was well populated thruout the evening and Chester Gregory's Side Show got good play.

**Arlington Downs Auto Race Fatal To Joe Rogers**

FORT WORTH, June 30.—Tragedy marked the first appearance of the big cars in Texas this year. Veteran Tampa driver, Joe Rogers, 52, was killed Sunday (24) in the first event of an Auto Racing, Inc., meet at Arlington Downs.

Rogers, who owned five big racers and drove one of them, stuck the fence on the second turn of the opening qualification race. His car vaulted end over end, tossing Rogers out. He was dead on arrival at a Fort Worth hospital.

A crowd of 7,000 persons witnessed the accident, only mar to an otherwise thrilling and successful speedway meeting.

The plant has been leased for three years by Frank R. Winkley, of Minneapolis, for exclusive control of motorized events at the former horse racing location. It has a mile and sixteenth track and a grandstand seating 7,000, both of which have been practically idle

**Illinois Towns Good for K-M**

WATSEKA, Ill., June 30.—Al G. Kelly & Miller Bros.' Circus played to good business in Illinois this week. The Sunday (24) matinee-only here drew a three-quarter-house in clear weather that followed a rainy morning.

Pontiac, Ill., Saturday (23), had a near-capacity matinee and three-quarter night house in cloudy weather.

Ottawa, Ill., gave strong houses for matinee and night and a fair house for a third, extra show.

**TICKETS**

Cash with order F.O.B. Collinsville, Ill.  
ROLL OR MACHINE FOLDED 100,000 \$31.00

10M \$10.30—20M \$12.60—30M \$14.90—50M \$19.50  
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**It's Poppers for Your Snowball Needs!**

Still available—the "Sno-Konetto"—tops in appearance and efficiency—only \$125 complete. Also Echols ice shavers from \$60. Poppers can still supply flavors, cups and dispensers but stocks are limited, so act now!

**DISTRIBUTORS FOR GOLD MEDAL PRODUCTS**

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**IT'S AUTOMATIC—INSULATED**

You can dispense a 4 oz. serving in less than 3 seconds with one hand using the new Sport-Kater automatic dispenser for hot or cold drinks. Makes money faster. Just hold the cup against the automatic dispensing valve. Can be operated easily in total darkness. No spigots... holds 75 cups and 3 1/2 gallons of liquid weighs only 12 pounds when empty. A real profit maker at only \$129.50. Write

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## Train, Bus, Boat Excursions Roll \$\$ to Cedar Point

### Greyhound Starts Regular Schedule; 2 Railroads Set Sandusky Specials

SANDUSKY, O., June 30.—Excursion-hop Cedar Point is playing to business slightly above 1950, with patrons coming from distant points by special trains, boat and busses.

The resort also is promoting free movies, a dog show, summer stock and business tie-ins, D. M. Schneider, general manager, reports. The spot opened June 15.

A trainload of 4-H Club members from Central Ohio are due at Cedar Point July 10 aboard a Nickel Plate railroad special, and the Baltimore & Ohio is bringing an excursion from Cambridge, O., and way points July 15. Train excursions proved money makers last year, and Schneider pointed out that with a round-trip ticket pocketed, patrons didn't hold back cash for going home.

#### Bus Sponsored Tours

A nation-wide tour group sponsored by the Greyhound company out of Chicago visited the resort last week for a day and a night. Under an arrangement, new this season, Cedar Point is a regular stop on certain Greyhound tours.

Nearly two bus-loads of excursionists took advantage of special rates offered by Greyhound out of Cleveland Saturday and Sunday (23-24). These week-end trips

will continue thru the summer and passengers coming on Saturdays may stay over until Sunday or until the following week-end.

Fair-sized crowds came across Lake Erie from Detroit on Sunday (24), Tuesday (26) and Thursday (28) aboard the steamer, Put-in-Bay. The excursion boat will continue a three-a-week schedule thru Labor Day. In Detroit, Cedar Point has a tie-in with about 280 grocery stores where customers are given reduced rate coupons for Tuesday trips.

#### Free Movies

Monday night free movies have been drawing about 500 persons. Square dancing on Sundays and Wednesdays and ballroom dancing on Tuesdays and Thursdays have been drawing well with a free gate. Friday night polka parties have been pulling about 1,000, and there is Saturday night dancing to a local band with a 60-cent charge.

#### Summer Theater Opens

Professional performers from Cleveland and elsewhere opened a summer theater at Cedar Point Tuesday (26) with *Personal Appearance*. Their current offering is *John Loves Mary*. Name plays will be continued all season.

Sandusky Kennel Club will bring about 500 dogs to Cedar Point Sunday (8) for its annual dog show, which draws participants from many points in the Middle West.

About 15,000 took advantage of reduced rates Saturday (23) when the second annual Esmond Dairy Day was held by a local dairy serving four neighboring counties. Capt. Earl McDonald, Warren, O., was feature free act with his high dive into a flaming tank of water. Most rides and concessions went for 7 cents plus a dairy coupon.

W. H. Evans, publicity rep, said Cedar Point is pioneering in this area with TV spot ads, going on the air several times weekly over WEWS, Cleveland, with a short film. "Fun in the Sun" ads are attracting attention in metropolitan papers, and WLEC, Sandusky, carries many ads weekly.

## Playland, Rye, Notches Solid Week-End Biz

RYE, N. Y., June 30.—Aided by good weather, Sunday (24) saw a hefty turnout at Playland here. Rain thinned the Saturday (23) attendance, however.

Rides did capacity business Sunday, with waiting lines for several devices, and the swim pool and beach were packed. Playland's game room, which is set up for the season in the space occupied by an ice rink during the winter, got fair play. Some grumbling was noted over the many games that functioned only partially or not at all.

### BAKERS KNEAD PUBLIC

## Bread Co. Deal Promises More Dough for Fairyland

NEW YORK, June 30.—Suburban Fairyland Park here secured two strong promotions this week when tie-ups that had been pending with Gnome Bakers and the makers of Silvercup bread were completed.

Under the terms of both arrangements, patrons coming to the kiddie spot with a wrapper of either firm's products plus a quarter will get six rides. Both companies also will mention the park in their advertising and on the sides of their delivery trucks.

## A. C. OUTLOOK SPARKLES AS SUMMER STARTS BIG

ATLANTIC CITY, June 30.—The resort is in for an exceptionally good summer in the opinion of local business prognosticators whose observations over the years have enabled them to tell with reasonable accuracy the trends in the resort industry, with due allowance for the vagaries of weather and national emergencies.

What is more, a good beginning has been made during June, regarded as exceptional despite its period of cool and damp weather. Some good conventions helped in that respect, particularly the gatherings of the American Medical Association earlier in the month and the Lions' International this week.

Speaking for the resort hotels and business in general, Frank Amstutz, secretary-manager of the Hotel Association and Chamber of Commerce, characterized the outlook for the season ahead as "very good indeed." He based his opinion, in part, on the fact that inquiries as to accommodations, etc., are far ahead of last year and that the hotels are well pleased with the developing summer business picture.

Amstutz also pointed out that because of general business conditions thruout the country, there has been produced an increased demand by more people for the type of entertainment and relaxation seashore resorts have to offer. He added that union labor contracts provide for vacations with pay, with a corresponding impact upon the vacation industry. As another index to seasonal business, Amstutz cited sales of souvenirs and candy here.

## N. E. SPOTS TAB SOLID WEEK-END

### Balmy Weather Sends Crowds To Shore and Fun Centers

BOSTON, June 30.—New England outdoor amusement centers harnessed one of the best week-ends in recent years June 23-24. With temperature at 85 on Sunday, record throngs were registered at nearly all shore resorts.

More than 150,000 jammed Revere Beach and police found it necessary to bar traffic along the boulevard in order to insure the safety of the overflow Boardwalk crowds.

Nantasket Beach reported 130,000 visitors, and Paragon Park, funspot facing on the ocean, registered one of the best days of the season.

While only 20,000 were reported at Salisbury Beach, Old Orchard Beach, Me., drew 125,000 and Hampton Beach, N. H., 60,000.

Norumbega Park, Auburndale, Mass., had one of its biggest Sundays with attendance near 25,000. Only mishap was the breaking down of the spot's miniature train.

#### Record Traffic Flow

Cape Cod beaches got their heaviest play of the year. Massachusetts police, judging the crowds by automobile traffic, said it was comparable to a Sunday in August, and probably the largest traffic flow in history for this time of year.

## Barr Scores In Chi Paper

MICHIGAN CITY, Ind., June 30.—Washington Park here was the subject of a full page of pictures and a news story in *The Chicago Sun-Times* Sunday (17). Spread pictured operator Harold K. Barr's beach, picnic area and Kiddieland and showed several views of the park zoo.

Barr said about 70 per cent of his business comes from the Chicago metropolitan area. Press attention was seen as a major hit for the park. John Thoma is publicity director at the spot.

Connecticut and Rhode Island shore spots also drew hefty crowds with the weather ideal in most communities.

While the biggest attraction seemed to be the water, fun unit operators got an unexpected break in play when a terrific undertow developed from Maine to Cape Cod. Lifeguards at many of the principal beaches warned bathers to stay out of the dangerous waters as early as 1 p.m.

Amusement units and eating stands all got a heavy play that lasted until late at night.

## Weekly Kiddie Day Scheduled At Bridgeport

BRIDGEPORT, Conn., June 30.—Municipally operated Pleasure Beach Park here has instituted Kiddies' Day on Wednesdays, when all rides are reduced in price from 1 until 6 p.m. for children and adults. The policy will hold thru the season.

Bus services to the park has been increased to replace the ferry service of former years, and free parking space at the spot has been enlarged. Name bands continue to play at the park Sunday nights and holidays, with territorial bands present during the week. This week the Dixieland Rhythm Kings are in, a group that has played local niteries and the Central Plaza in New York.

## A. C. Schedules Sunday Concerts

ATLANTIC CITY, June 30.—Sunday night musical pop concerts, which enjoyed tremendous popularity here last summer, will be resumed this season. The city has completed arrangements for William Madden to conduct a 24-piece Atlantic City Festival Orchestra for a series of performances each Sunday evening thru July and August.

The concerts will be staged on the new set-up on the Garden Pier instead of Convention Hall Plaza, where they played last year. This will mark the first activity on the pier since it was taken over by the city and rehabilitated to serve as a public park. The old theater has been removed and the Garden Pier now provides a municipal park area. The weekly concerts will go toward re-establishing the pier as a resort entertainment center.

The city commission appropriated \$7,500 for the summer concert series.

## West View Op Credits Hike To Hyped Ads

PITTSBURGH, June 30.—Wind-up of the school picnic schedule at West View Park finds the spot's business ahead of a year ago, according to George M. Harton, park president. Weather has been good and the spot stands to score the best year of its history, he said.

Harton attributed increased business to a heavier newspaper advertising schedule together with use of streetcar cards and one-sheet billing. He said television spot announcement advertising is to be added soon.

Free-act activity at the spot included daily appearances by Happy Kellems, clown; two a day by the Diving Sensations, and free stage shows at the spot's Talkie Temple on Sundays.

Community and industrial picnics have replaced the school outings on the West View schedule. Among those coming in are employees of the H. J. Heinz Company and members of the carpenters' and milk drivers' unions.

## Palisades Hits Jackpot Despite Rain

NEW YORK, June 30.—Palisades (N. J.) Park hit the jackpot last week-end (23-24), altho rain marred Saturday operations. Weather cleared that night and business was good. Sunday drew capacity.

Swim pool reached capacity by Sunday morning, and cars were lined up waiting entrance to the park. With school out in New Jersey, the pool is getting a heavy weekday play. Children responded enthusiastically to the first appearance Monday (25) of Buster Crabbe at the park as a swimming and calisthenics instructor.

Four Sandys and Noro Morales' orchestra were the free attractions over the week-end.

## Outing Lure Foils Rain at Indian Point

PEEKSKILL, N. Y., June 30.—With last Saturday shaping up as the heaviest yet for outing biz, Indian Point Park here drew 7,000 despite rain. Operator Ed Kelmans reported that in perfect Sunday (24) weather attendance hit 13,000.

Dodgem ride, recently brought into the park, will probably be ready for play this week-end. Distribution of bargain tickets for industrial outings via tie-ups which Indian Point has with several national advertisers is under way. Kelmans is waiting to gauge effects on Friday and Saturday business, which he is attempting to build.

## Olympic Pool Hits Top Mark

IRVINGTON, N. J., June 30.—Olympic Park's swim pool drew the highest number of patrons for any Sunday since 1948 last week (24), Treasurer Robert Guenther reported. About 5,400 persons used the pool.

Saturday rain cut the daytime throng, but night play was good. Rides did good but not capacity business Sunday. Free acts this week included Irah Walkins, chimps; Howard Nichols, hoop juggler; Aerial Apollons and the Two Karolis, balancers.

### HEAT WAVE

## Gotham Area Spots Get Big Week-End Biz

NEW YORK, June 30.—With the East in the grip of hot, humid weather last week-end (23-24), parks and shore spots did land-office business.

Altho Saturday was partially restricted by early rains, Steeplechase, Palisades, Indian Point and Rockaways funspots in New York and Palisades and Olympic in New Jersey got satisfactory takes at night. With the mercury 86 degrees Sunday, pool business was high at all parks.

At public beaches, Rockaways had a reported crowd of 1,200,000, the largest of the season. Coney Island drew 1,500,000 visitors, while Orchard Beach had 85,000. On hand at Jones Beach were 20,000 autos. Traffic on all highways leading to beaches was extremely heavy.

## Rockaways' Take Upped By Weather

NEW YORK, June 30.—Business at Rockaways' Playland here continued to run well ahead of last year as the park hit one of the best week-ends of the season so far Saturday (23) and Sunday (24).

Rain Saturday abated by noon, and Sunday weather was perfect, with police reporting extremely heavy crowds in the beach area. Free acts, supplied by the Al Martin Agency, Boston, begin July 2.

In line with the Mardi Gras to be held at the park September 4-8, tavern owners in the Rockaways area have installed ballot boxes for the selection of a king and queen, to be crowned the last night of the event. Proceeds on tickets for the drawing of a car during the week will go to the local American Legion Post and Damon Runyon Cancer Fund.



# Steeplechase Catches Big Sunday Play

NEW YORK, June 30.—Top grosses Sunday (24) were enjoyed at Steeplechase Park here, Manager James J. Onorato reported, with Saturday (23) night also big. Rain held down business during Saturday daylight hours.

Onorato said that the park had purchased 20 spot announcements daily for a month over stations WNBC and WCBS, key local outlets for National Broadcasting Company and the Columbia Broadcasting System. WNBC spots will be concentrated in the morning, with the time on WCBS spread thru morning and afternoon. Program went into operation last week, and the park manager said response was strong to an offer of free ride tickets at Steeplechase made the first day over WCBS.

Tuesday (26) proved a strong day for the park, with church groups from thruout the city and Northern New Jersey swelling usual attendance. The park swim pool, which provides lockers for 3,000 on a seasonal basis only, has been sold out, Onorato said.

# Lagoon Draws 12,000 Kids For Fun Day

SALT LAKE CITY, June 30.—Over 12,000 children swarmed to Lagoon Tuesday (19) for the annual Fun Day, a free treat sponsored by The Salt Lake Tribune-Telegraph and Utah Amusement Corporation, resort operator.

Youngsters didn't have to buy or subscribe to anything to get strip tickets entitling them to free rides, popcorn and beverage, special swim pool prices and an opportunity to participate in a bicycle giveaway. They picked up their tickets at the newspaper office in Salt Lake City by turning in a coupon from the paper.

The party began at noon and ended at 6 p.m. and was for youngster 16 and under. Swim pool age scale was extended from 12 to 16 so all the kids could swim for 35 cents.

Park Manager Robert Freed reported long lines waiting for rides thruout the afternoon. Included on the free list were Merry-Go-Round, Train, Kiddie Autos, Kiddie Airplanes, Rocket and Whip. Freed said rides which were not included on the free list did a land office business.

# Pine Island Stages Special Kids' Day

MANCHESTER, N. H., June 30.—New Pine Island Park staged a Kiddies' Day recently and all ride admissions in the spot were reduced to 5 cents for youngsters. The park's Swan Boat is in operation.

Free acts are a regular Sunday feature. Spot's Kiddieland uses six-ride strip tickets selling for 25 cents.

# Coney Island, N. Y.

By UNO

With the exception of a few showers Saturday forenoon, the weather man offered a sunny and hot week-end (June 23-24) for the first time in a month and business improved.

Harry Novins, Isadore Krauz and James Patano have three rides, Hi-Ball, Flying Scooter and Cuddle-Up at Surf and West Sixth, and another, Streamlined Scooter, across the Avenue near West Eighth. Ticket sellers are Hugh Flaherty, Charles Cohn, Sam Kemper and Simon Kallman. Joseph Dietrich is mechanic and Martin Talansky manages the Cuddle-Up.

Joe Bonsignore, 22 years an Islander, operates Thomson's Roller Coaster on Surf, and the Bob Sled, a World's Fair importation, on the Bowery. Former employes Samuel Yakia and Frank Lustig, ticket sellers; Alvine Habib, ticket taker; Happy McDonald, all-round man; Warren Reilly and Teddy Fazio, brakeman, and Bennie Devey, mechanic. Bob Sled, managed by Joe's son, John, has Richard Lenz, ticket seller; Harry Engelhardt, ticket taker; Martin Lopez, platform man; Tony Tagliarferro, trackman, and Walter McDonald, mechanic. Another Bonsignore possession, Tunnel of Fun, alongside the Roller Coaster, has been rented to Joseph and Mildred Feld, making their first appearance in the amusement area this season. Their son, Stuart, is manager. The Felds during the last 10 years have been operating two groups of bungalows, the Sea Gate Casino and Carlton Court at West 33rd and West 37th close to the Boardwalk.

Charles J. Larkin, old time real-estate, finds the current season sadly lacking in concession renters and deplores the forced exodus of Gypsy horoscope readers, which left that many more rental losses for property owners to worry about. Larkin's solution of the situation was to license and finger-print the horoscope readers. . . . Arthur Fishbein, frozen custard concessionaire, has sold his original possession, a four-unit one on Surf near Stillwell, to Max Goldstein, former merchant and a Coney newcomer. Fishbein retains the three-unit one he took over last season on Surf. Managing the latter is Joe Tamas with Harry and Herbert Bursack, assists. In charge for Max is Danny Goldstein (no relation.)

Stage celebs Skitch Henderson, Faye Emerson, Ann Blyth and Roddy McDowall were last week guests of George Tilyou at Steeplechase Park where Camp Fire Girls of Greater New York enjoyed their fourth annual outing on June 23 and chose Susan Duberstein for their 1951 queen. A new radio promotion for the park consists of three-minute spot announcements over four networks with free tickets mailed to post-card requests of listeners.

Joe Miller, who started his Island career with the Red Devil ride 1912, is now ticket seller and platform man on the Cyclone ride, with which he became associated in 1924 when the Rosenthal Bros., of Palisades (N. J.) Park were

owners. That was when Chris Feucht, now in control with George Kister, ran his then famous Drop the Dip on the Bowery.

SHORTS. Karl Klarnet is to remodel his Oriole Baths on a large scale for next season. . . . Samuel Yakia, ticket seller at Bonsignore's Roller Coaster the last 10 years, became a Coney citizen 40 years ago. . . . Madge Carmyle, Sunda Walker, Ravine, Shelly Wayne, Lucille Wray, Josephine Daye, Olive Ray, and Erina and Cansino comprise the dancers in Fred Sindell's girlie shows, all booked thru Jack Fauer.

Tony and Tessie Saviano continue making Italian sandwiches at a Dworkman-Ravenhall concession on West 19th; also at a new spot this season on the Boardwalk at Bushman's Baths. . . . Jerry O'Brien and Bill Taylor, direct from the James E. Strates shows, are new talkers at Dave Rosen's freakery, replacing Bob LaVerne. . . . Mr. and Mrs. Harry Nelson, high striker builders and operators, celebrated their 24th wedding anniversary last week.

Boardwalk chair privilege remains under the operation of Albert C. Myer and his ma, Jennie. Service extends from Manhattan Beach to Sea Gate with equipment of 6,000 rolling and stationery chairs. The late Alexander Myer, dad and husband of Albert C. and Jennie, started chair-rolling first at Revere Beach, Mass., in 1910 with a stock of 1,000 chairs. His Coney debut was in 1916. . . . Harry Daley has revived an oldie, driving nails into a plank. Game is labeled "10,000 Carpenters Wanted." It is a Bonsignore concession on Surf. . . . Barton's Chocolates became a new tenant in Brighton Beach recently. Coney is slated for the new invasion by this growing chain store outfit.

ATLANTA, June 30.—Weekly grosses at Lakewood Park have been from 59 to 114 per cent ahead of corresponding times last year, according to Mike Benton, president of the layout. He attributed much of the increase to new lighting installed in May. Figures announced by Benton showed increases of 88 per cent for the week ending May 27; 65 per cent for the period ending June 3; 114 per cent for the week ending June 10, and 59 per cent for the week ending June 27, when rain killed the week-end.

New name for the midway, Fun City, is being pushed in a full line of advertising which includes newspapers, radio, tack cards, outdoor billing and bumper strips. Pitch for servicemen trade is made with a reduced price for rides, and Benton reported Lakewood is being publicized in camp newspapers and post exchanges.

# Lights Brighten Atlanta Spot's Weekly Takes

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# Movie Company Joins Backers In '52 Contest

HOLLYWOOD, June 30.—Universal-International Pictures, Inc., has joined Catalina Swimsuits, Pan American Airways and the city of Long Beach in sponsoring a world-wide beauty contest at which Miss Universe will be selected.

The contest is set for June, 1952, in Long Beach with beauties from 40 countries competing against Miss United States. The U. S. winner will be selected from among 48 State contest winners.

Thru participation of U-I, Miss Universe will be groomed for stardom. She will receive a long-term contract from the studio. She and four runners-up in the world-wide contest will be given stock picture contracts.

A week-long festival is planned in Long Beach with the Long Beach Amusement Company's Nu-Pike an active part of the events.

# Snyder Talent Appears Twice At Steel Pier

ATLANTIC CITY, June 30.—H. K. Snyder's American Amusements, Inc., staged one of its Talent Tonight shows at Steel Pier here June 18, using finalists and runners-up from earlier shows conducted at office-owned locations, including park and theaters. Don Fantine emceed the Steel Pier show.

Snyder stated that plans are being formulated for staging Talent Tonight shows at other Shore resorts this summer and that a package television show using talent from the shows is being studied. Contacts are being made with recording companies to wax some of the talent turned up in the shows, he said.

Another Snyder show was given at Steel Pier June 11. A number of contestants were retained for other appearances in the area.

**RIDE HELP**  
In all departments. No moving, good pay, come on. Agents for Hanksy Parks, Women preferred. Get in touch with Shorly & Mickey Bell  
**EARL KLUTZ, Mgr.**  
**ATLANTIC AMUSEMENT PARK**  
Atlantic Beach, N. C.

**BIG OPPORTUNITY**  
Season just started in famous Ohio Resort. For Sale—8-car Whip in fine condition and location with 3 year lease. Reason for selling, have other business. Must be seen to appreciate. Contact  
**HOWARD BERNI**  
At Shooting Gallery, Cedar Point, P.O. Box 23, Sandusky, Ohio.

**OPENING**  
Have fully equipped Candy Floss Stand. Want an Operator for balance of season, attractive proposition. Write or wire for full information.  
**R. M. SPANGLER**  
Rolling Green Park Sunbury, Pa.

**Pt. Pleasant Beach, N. J.**  
WONDERFUL OPPORTUNITY FOR BOARDWALK OPERATOR. Floor Space, 30 by 40 Ft. Great Money Maker.  
CALL, WIRE OR SEE  
**HENRY S. SCHWIER**  
Wash. Blvd. at The Plaza, Sea Girt, N. J.  
Tel.: Spring Lake 2-6200

**MINIATURE GOLF IS BIG!**  
See why we say so. Watch Holmes Cook supervise construction of one of his popular money makers during July at Playland Park, San Antonio, Tex. Plan to start your own this fall. 200 players an hour.  
**HOLMES COOK COMPANY**  
302 State St. New London, Conn.

**BOAT RIDE**  
Gas driven, extra motor, perfect condition, sell or trade Pony Cart, P.D.Q. Camera, \$4.00 lens, paper, lights, etc. with live, donkey optional, sell or trade.  
**DONALD L. DILLON SR.**  
Ramona Park Grand Rapids, Mich.

ANY SIZE  ANY CAPACITY  
**MINIATURE TRAIN CO.**  
RENSSELAER, INDIANA

**RIDES FOR SALE**  
Cheap, 1947 Allan Herschell Looper now in operation, also 34-Car Caterpillar. Immediate delivery. HELP WANTED—Operator for No. 18 Ferris Wheel, no moving.  
**GRIFFEN AMUSEMENT PARK**  
Jacksonville Beach, Florida

**SKEE-BALL**  
REG. U. S. PAT. OFF.  
*America's Favorite Skill Game*  
for PARKS, RESORTS or LOCATION  
**Capacity 30 GAMES PER HOUR**  
5c or 10c coin slots optional  
A few 1951 SKEE-BALL Alleys available for immediate delivery  
Also Laffing Sal and Sam, Animated Heads and a limited number of Stunts for Dark Rides and Fun Houses.  
**PHILADELPHIA TOBOGGAN CO.** 130 E. Duval Street Philadelphia 44, Pa.

**MINIATURE STEAM TRAIN**  
Train grosses next to Coaster in three big parks. 83 Trains now in operation.  
**GROSS \$2,500 TO \$15,000 A SEASON**  
Burns coal for normal steam operation. Can also operate on compressed air. Make real money in any town over 10,000 population. Approved A.S.M.E. boiler. Steam Trains are unexcelled for appeal and repeat rides. Hauls from 15 to 60 kids and adults every trip. Ask your customers which trains they like BEST.  
**OTTAWAY AMUSEMENT CO.**  
Mfrs. Miniature Steam Trains  
234 W DOUGLAS WICHITA 2, KANSAS

High Quality  
**KIDDIE RIDES**  
ROTO WHIP—SPEED BOATS—PONY CARTS  
GALLOPING HORSE CARROUSEL  
Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island 24, N. Y.**

**FOR SALE CHEAP—FOR SALE QUICK**  
40-foot Jenny, Smith & Smith Chairplane; factory-built Steam Train, plenty of track, brass and stainless steel, a beauty and money getter; Kiddie Ferris Wheel, 8 seats; Kiddie Auto, 10 cars. These Rides in operation 7 days a week to good business at beautiful Isle of Palms, 12 miles from Charleston. The fastest growing beach on the coast. If interested, come look them over; price is less than what Rides are worth. Have 2 years' lease after this year at reasonable rent. Concessions pay all overhead. Act quick.  
**PAT JOHNSON, Isle of Palms, S. C.**

**YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE**

**MINIATURE GOLF COURSES**  
Outdoor Bowling Alleys  
Two Big Money Makers  
Designed and Built by  
**ARLAND**  
America's Largest Builder  
From Coast to Coast  
444 Brooklyn Ave., New Hyde Park, N. Y.

**KIDDIE AIRPLANE RIDE**  
(Smith & Smith), perfect condition. Also the world's best Miniature Train, 619 (Gonzalez), practically new. Both Rides are operating in only amusement park in Duluth, Minn. Lease available or could be moved. Write to  
**ARCHIE MELTZ**  
848 Grandview Ave. Duluth, Minn.

**WANTED**  
**10 DODGEM CARS**  
Must be in A-1 condition. Quota prices. Age of cars.  
**EDGEWATER PARK**  
23000 W. 3 Mile Road Detroit, Mich.

# Detroit Spots Ahead of 1950

DETROIT, June 30.—Park operators here report business has been running ahead of last season despite early handicaps of bad weather on from one to three days each week-end. At some parks the figures have gone far ahead of last year.

End of the long transit strike in Detroit has restored normal conditions and has contributed some to attendance figures. Edgewater again has bus service direct to the park entrance.

Picnic activity, bread-and-butter in more ways than one, continues okay. Typically, Edgewater's line-up included two—the Moose Lodge and the Association for the Deaf—Sunday (24); employees of an iron company Saturday (30), and members of a church Sunday (1).

Newspaper publicity has been generous this season, with the spots landing frequent two and three-column art. Fred W. Pearce Jr., son of the founder of Walled Lake, was pictured this week taking a young woman for a motorboat ride.

# Coney Sets Pyro Sked

NEW YORK, June 30.—Two fireworks displays, one the night of July 3 and the second July 4, have been scheduled by the Coney Island Chamber of Commerce, with pyro programs set for every Tuesday during July and August.

F. & M. Shafer Brewing Company picks up the tab for the displays. The Independence Day program will include a showing of the national colors by the bursting of simulated bombshells and an "Independence" shell, which when exploded will depict a parachute carrying floating stars attached to invisible balloons with changing colors of red, white and blue.

**MINIATURE TRAINS**  
Complete with track. 18 to 25 passenger. Powered by Standard Wisconsin Gasoline Motor. Close-out prices due to cut-back of metal. Write for literature.  
**TROUSDALE MFG. CO.**  
266 Madison Memphis, Tenn.



## Pawnee, Robinson Shows Merge As Bantams Regroup at Mid-Year

Billette Starts Fay Bros., Hits Snag; Duggan Org Quits Okla. for Carolinas

WARRENTON, N. C., June 30.—Pawnee Bros.' Circus and Don Robinson Ameri-Congo Animal Circus combined and opened in North Carolina Monday (25) under the Don Robinson title. Ralph Green and Howard Ingram, owners of the separate orgs, are co-owners of the combination.

The amalgamation is one of a series of events linking smaller shows from the Carolinas to Colorado. Part of the defunct Horne Bros.' Circus was acquired by Jimmy Winters, who contributed the equipment to the new Don Robinson org and will work ahead of that show. Clarence Auskings will continue as Robinson agent.

Ingram and Eddie Billette, original owners of Don Robinson, parted and the show closed at Young Harris, Ga., a month ago. Since then Ingram had had his

Ameri-Congo show back on the road and Billette joined James D. Forrest to open Fay Bros.' Circus.

### Chimp Bites Cop

On Fay Bros. a chimp belonging to Dan Riley injured a policeman during a performance at Spring City, Tenn., Tuesday (19). The show moved on to Oliver Springs, Tenn., but Riley was detained. Near Tracy City, Tenn., a Fay Bros. truck was wrecked.

Folding of the original Robinson show several weeks ago, prompted Pawnee Bros. to blow its old territory and jump to the Robinson route. In doing so it lost two days and erroneous reports that it had folded resulted.

Meanwhile, in Colorado, Horne Bros. was leased to Clyde and William Newton and the title reportedly was changed to James Allen's Trained Animal Circus. It closed at Rocky Ford, Colo., May 29, soon after Clyde Newton had taken over, and laid over at Las Animas and Pueblo, Colo., for several days before H. J. Rumbaugh, Horne Bros. owner took it back to Everett, Wash. The equipment Winters brought from

Horne to Robinson was concession paraphernalia

### Hagan-Wallace Shifts

Several employees of the Horne-Allen show have come on various show lots, including that of Hagan-Wallace Circus in Oklahoma, seeking new engagements. However, Dub Duggan, owner of the Hagan-Wallace org, was ordering his outfit eastward after a run of weak takes. Show blew its old route after Claremore, Okla., and made Copper Hill, Tenn., Saturday (23). It was reportedly making king-size jumps on its way to North Carolina to pick up a new route.

The combined Robinson show is using an 80, with three 30s for the big top and a 40, with three 30s for Side Show-menagerie. Advance ticket sales and auspices will be used. The elephant and a sound truck will supply downtown bally. Combination will mean that most acts are show-owned. This is expected to ease the labor shortage experienced early by the separate shows. Both staffs will be retained. Green and Ingram remain back with the show.

## 3-WAY STAFF SWITCH

# Lindemann, Harvey, Watts in Job Swap

CHICAGO, June 30.—In a shuffle of circus staffs this week, Ira M. Watts closed with Al G. Kelly & Miller Bros., Pete Lindemann joined Kelly-Miller as general superintendent, and R. M. Harvey went to Campa Bros. as general agent.

Watts said in Pontiac, Ill., that he and his wife, Mrs. Leona Watts, were leaving because of her health. He announced plans for an advertising promotion business but emphasized he was not retiring from show business and expects to be back on the road next season. He had been K-M's general superintendent since 1949.

Ill health caused Lindemann to close recently with Ben Davenport's Campa Bros., where he was general agent. Before joining Kelly-Miller he said he had been hospitalized at Sheboygan, Wis., but was able to return to the road when the need for an operation was averted.

Harvey joined Campa Bros. early

this week. Between the time Lindemann left and Harvey came on, the agent's work was being done by Bertha Drane, long-time Davenport staffer. Harvey was general agent of Davenport's Dailey Bros. Circus during its rapid climb to major status several years ago and was with Mills Bros. for a short time this spring.

Lindemann also had been with Davenport a number of years and, with his brothers, formerly had the Seils-Sterling Circus. A brother, Al Lindemann, is brigade manager on the Kelly-Miller show.

## Seattle, Spokane Go Big for Beatty

SEATTLE, June 30.—Clyde Beatty Circus played to more customers in five shows here this week than in six shows last season.

Beatty had a full house Monday night (25), a turnaway Tuesday night and capacity Wednesday night. Tuesday and Wednesday matinees were strong half houses. There was no Monday matinee.

Spokane business was reported 25 per cent better than last year's. Show came in Thursday (21) for a three-quarter matinee and full night house and repeated this on the second day of the stand. Beatty was first show to use the new Spokane Fairgrounds lot. Press breaks there were good and billing was described as strong. Show was late in arriving from Walla Walla and first matinee was an hour late.

The blowdown at Ephrata, Wash., Saturday (23) cost the show both performances there. Freak wind crumpled the big top while seats were being erected before the matinee. Raymond Esquida and a tractor driver received minor injuries.

The big top was severely dam-

## THEY MUST BE CLOWNING

WASHINGTON, June 30.—Reports reaching here indicate that the Moscow notion of what a clown should be is having its effect in satellite countries of Hungary and Czechoslovakia.

Kremlin recently decreed that joeys must dispense with red noses, oversized shoes and slapstick humor and base their routines on Communist doctrine. Now comes an announcement from Budapest that old-line clowns with their hackneyed and stupid anecdotes will disappear. How that will be accomplished is not reported, but the new brand of funmaker will confine himself to reciting Russian verses based on the economic plan, and other daily problems. Only compensation seems to be that during the recital he gets the center ring.

Czech joeys are in for a dose of the same, and an official publication reported that Side Shows are doomed.

## TIGER BILL'S

# Snyder Plans Wild West Org For 1952 Bow

PONTIAC, Ill., June 30.—Plans for framing of a motorized Wild West show for next season are being made by Leo (Tiger Bill) Snyder, equestrian director with Kelly-Miller Circus.

Altho Snyder declined to discuss his plans in detail it was learned that the show will use an open-arena type canvas such as was used by Buffalo Bill, Pawnee Bill and Tim McCoy. The performance will be made up largely of Wild West turns. A well-known agent is expected to be ahead of the show.

Snyder operated his own Wild West show a number of years ago and his father, also known as Tiger Bill, had a show about 40 years ago. Snyder was with Dailey Bros before joining the Kelly-Miller show last season.

# LOS ANGELES GIVES POLACK CAPACITY RUN

Press Liberal; Radio, TV Air Over 700 Plugs

LOS ANGELES, June 30.—Polack Bros.' Western Unit, which concluded its seven-day run for Shrine here Sunday (24), had seven turnaways plus full houses for the other performances. Newspapers gave more space than in past years and the number of radio and television plugs were upped from 500 in 1950 to over 700.

Advance for the date was handled by Sam Ward, who opened his offices here three months ago. As the show had played the Shrine Auditorium in October, 1950, the actual campaign was started only five months after the closing. The date was played within eight months. For past engagements the dates have been separated by a full year.

Ward's sales of block tickets was far in excess of any other year. While in past years the ticket sale has been good, with many of the ducks going unused, this year tickets were sold and were used. Ten days before the engagement opened Monday (18), press and radio passes for certain nights were unavailable.

Justus Edwards, press agent, made frequent jumps here to spot stories. He carried on the campaigns in Tulare and Bakersfield prior to the local opening, and did not concentrate on this engagement until three days before the opening.

Parley Baer handled radio and television for the third year. In radio he worked thru 19 stations. Television was thru six channels. Radio and television promotion shots in the immediate area, both before and during the show, included Columbia Broadcasting System, over KNX, 81; Don Lee Network, KHJ, 78; American Broadcasting Company and KECA, 39; National Broadcasting Company, 4; KFI, NBC independent outlet, 56; KMPC, 93, and KFWB, 67. Television coverage included a 30-minute remote from backstage on opening night over KTLA.

## Beers-Barnes Speeds North

ELWOOD, Ind., June 30.—Beers-Barnes Circus will play here Saturday (30), midway in an eight-day run thru Indiana to Michigan. The show left Kentucky after making Carrollton Monday (25) and enters Michigan at Quincy, July 5. Columbia City, Ind., will be the Monday (2) stand.

In Kentucky, Hodgenville (18) was good and Harrodsburg (20) gave two capacities. Bloomfield (19) and Taylorsville (21), both contracted in order to avoid following Campa Bros., were weak. The matinee was lost at Owenton (22) but the night house was full.

Capell Bros. blew that town and local sources said that altho the town had not been papered and only two newspaper ads had appeared, about 300 cars had turned out for the canceled night show.

## Late Arrival Slows Ringling At Pittsburgh; New Lots Used

PITTSBURGH, June 30.—A late arrival marred opening of Ringling-Barnum's three-day stand here Thursday (28). A slow railroad move was blamed. Part of the show didn't leave Youngstown, O. (27), until 6 a.m. Thursday. Matinee was delayed until 4:45 p.m. and drew about half capacity. Night house was three-quarters filled. Show continues in Pittsburgh thru Saturday (30).

Rain at Erie, Pa., Tuesday (26) halted shortly before the night show and a new-capacity house turned out. Matinee, in good weather, had a two-thirds house. Peach Street lot there has been acquired by the city and was available to the show after a 10-year hiatus.

Shrine auspices was used at Jamestown, N. Y., Monday (25), with two three-quarter houses,

counting about 400 orphans. At Syracuse (22), Ringling had a strong night house but rain held the matinee to the one-quarter mark. New lot, city-owned Mescham Field, was used. In Watertown, N. Y. (21), the show drew two three-quarter houses. It was R-B's first stop there in 13 years. A snake escaped from the Side Show and was recaptured by a 15-year-old boy.

Show will be in Huntington, W. Va., July 4. After a week in Ohio it opens in Detroit July 13 for three days. A recent strike of transit workers in Detroit threatened to force cancellation there, but date became certain when strike was settled.

Ringling's advance car is expected in Chicago July 5. Tack Carl billing got underway there this week, with local courtesies. That phase of the billing.

## Mills Bros. Hit By Mud, Loses 2 at Atchison

ATCHISON, Kan., June 30.—Mills Bros. Circus lost both shows here Wednesday (27) when it was unable to get on the lot because of mud. Altho the sun was shining at noon, previous days' rains made it impossible to move trucks and execs canceled.

By 1 p.m., most of the show was en route to Topeka via detours intended to avoid flooded highways.

At Lincoln, Neb., Monday (25), Mills played to a three-quarter matinee and half house at night. This was the most westward spot on the Mills route.

The menagerie tent and only one ring were used for the big show for the Shenandoah, Ia., stand Tuesday (26). Mills officials said the big top had been damaged at Lincoln. Muddy grounds and threatening weather interfered at Shenandoah, where some of the trucks were not brought onto the lot.

In Council Bluffs, Ia. (22), Mills had two small houses and more mud.

## Wallace-Clark Crews Short, Business Fair

EATONVILLE, Wash., June 30.—Wallace & Clark Circus has been battling bad roads and a shortage of labor and playing to fair business. Matinees have been light because most of the populace is busy with the Washington fruit crops. Raymond, Wash., however, gave a straw house Friday night (22).

Show had only five canvassmen this week and many of the others on the show have helped out. Only one matinee has been as much as an hour late.

Walter Jenner is breaking another seal. Mr. and Mrs. Johnny Fitch joined for their vacation, bringing the show's census to 59. Jean Prince was on the sick list.

## Wathon Books New Bedford

NEW BEDFORD, Mass., June 20.—Fire Fighters Charity Circus will be presented here today thru July 3, with New York agent Stanley W. Wathon supplying the talent and Edmund H. Therrien supervising the stand.

Line-up includes Bruno Family, high wire; Four Skating Carters; Gautier's Steeplechase, dogs and ponies; the Vagabounders; Herzog's Aerial Ballet Billy Rice and Company, clowns; Eva Walker, trapeze; Ernie and Dolly Burke, rope act; Marcelli and Bernice, wire act and Tete Carr and Eve.

## Hamid-Morton Bags Boff Date At Kitchener

KITCHENER, Ont., June 30.—A Hamid-Morton Circus unit showing Municipal Auditorium here for the first time this week scored excellent business and indications are that the date will become an annual event.

Circus execs booked in on a trial basis in the hope that a successful date would open up new routing possibilities in medium sized Canadian towns with adequate arena facilities.

Omar Kenyon handled the advance sale which was reported excellent.

## Shrine Show Weak In Cedar Rapids

CEDAR RAPIDS, Ia., June 30.—Circus staged by the Shrine at Hawkeye Downs (26-27) may have lost money, according to preliminary reports. Price for 18 acts from the Knight & Schneck office, New York, totaled \$2,200. About 2,500 underprivileged children attended the show.

The stand here was part of an eight-day booking which put the same acts in Davenport, Ia., June 22-24, and Des Moines, June 28-30.

## Mills Schedules Bridgeport Date

BRIDGEPORT, Conn., June 30.—Mills Bros. Circus will stage two performances at Candlelight Stadium here September 5 under local Exchange Club auspices.

Stand will be an initial one for the circus. The Ringling-Barnum show played here June 11 to capacity business and the Mills unit will be the second circus to play locally this season. Date will mark the first time that a circus has used the stadium.



# Dressing Room Gossip

## Ringling-Barnum

Tour thru New York and into Pennsylvania finds business good. Weather continues to give cool days with some rain. Utica, N. Y., was a busy place for Dave Murphy. His hometown friends turned out to see him. The following day, he was called to Sarasota because of his wife's illness. Red McKettrick, of the Side Show, took over announcing chores and did a good job. Count Nicholas is now doing announcing, so Red can get back to his Side Show. Watertown gave packed houses. Syracuse lot was a new one and big houses turned out.

Hubert Castle Tent of the Circus Fans honored Castle at a reception at the home of Bruce M. Souter in Utica. Those attending were: Bruce Souter, Fred Roedel, Waldo Griffiths, Wilbur Tinney, Milo Smith, Charles Baker, Howard Adams, George Fisher, Stuart Davis, Harold Jones and Al Kimball. Joe Hodgini visited his sons, Joey and Tommy. Rusty Parent celebrated her birthday with a dressing room party. Mrs. Black joined the ladies' wardrobe department. Bessie McPhearson joined the same department recently. Bill Ballantine, magazine writer, joined the show.

Visitors: Esterena and Joe Repenski, Mr. and Mrs. Meyers, Mr. Bennett of The Billboard, Lee Smith, Eastman Kodak; Ward C. Shafer, Richard J. De Jongh, Henry Van Loon, Mr. and Mrs. Hart, Claude Bentley, Nate Eagles and his midgets; Whiskers Balantine and son, Toby; Roger Towne; Mr. and Mrs. Charley Jones and son, Larry; Mr. and Mrs. Warner and daughter, Mr. and Mrs. Tom Gregory, Pete Daniels, Dr. Pils, Hedy and Harry May, Cody Ordner and Peter Heyn.

Back yard scenes: Albert White teaching the summer school for kids. . . Side Show and midway gang signing a petition to get Red McKettrick to sing the spec theme song when he announced the big show.—MARY JANE MILLER.

Bookings for Cole Bros. elephants include an appearance at Fort Sill, Okla.; a beer company promotion and tie-ins with dollar-day sales. Several of the dates are in Indiana towns.

## Mills Bros.

Bob Chalmers, former 24-hour man and now an Air Force captain, flew in at Council Bluffs, Ia., and visited also at Omaha. Paul Hoy, Sheldon, Ia., fan, played bass drum at the Storm Lake, Ia., night show and was host to the show folks at his ice cream parlor in Sheldon the next day.

Gene Bogino is doing nicely with his new act in the juggling display. Robert Grant, clarinetist, joined Bob Mills' band, replacing Frank Owen. Lee Fox, former circus press agent and now in the theater business, was on hand at Council Bluffs and Omaha. Peggy Baker entertained her sister and brother-in-law at Omaha. Little Frankie Bogino is sporting a Hopalong Cassidy outfit in the spec.

Everyone is looking forward to the picnic at Janesville, Wis., July 16, and to renewing acquaintances with Wisconsin fans. Doc Waddell received a front-page spread in The Lincoln (Neb.) Star. Proctor Baughman observed a birthday June 27. The Richard Conover family, Xenia, O., joined at Topeka, Kan., for a few days. Mr. and Mrs. Paul Van Pool came on there, too. Other visitors included Charles L. House, C. L. Brown, Bob and Evelina (Rossi) Snodgrass and their 10-week-old son, Dr. George Boyd, John Grubtill, John Thiele, Jim McRoberts and several from the Council Bluffs Playland staff, and Mr. Schultz, of Nebraska State Fair.—JACK LA PEARL.

## Plunkett's

Show had its first clear day in eight weeks at Martin, S. D. During that time, however, we lost only one day. Nine-year-old Barbara Kay Howard is stopping the show with her ladder act. The changeover from a rep show to a circus was drastic, but after four months of experimenting, we now have dependable men in every department. Mrs. Bee Reflogal is serving excellent food in the cook-house. Jerrie and Charlene Plunkett are the new purchasing agents.

Gloria is back in the show. Rusty Howard has been getting big tips on the Side Show. Gus Mathews is now boss prop man, with Herbert Barnhart assisting. Marie Plunkett's wardrobe looks immaculate in the elephant act. Fuzzy turned the fire hydrant on instead of off and the water knocked Dan Clark off the water wagon. It showered Rusty Howard's trailer, giving Marlis Howard a surprise shower bath. Congo, the chimp, decided to leave the stage and ran around the bandstand. The band boys, led by Jim Plunkett, made a flying exit under the side wall.

Visitors: Mr. and Mrs. Warren, Mrs. Schrader, Harry Evans and troupe, the Allen family, John O'Connell, and Mr. Hanks, former circus owner who is now president of the Rushville (Neb.) Bank.—SNOOKS PLUNKETT.

## Clyde Beatty

Our trip along the Columbia River afforded plenty of scenery but trailerites complained about the mountains they had to climb. At Yakima, Wash., Harry B. Chipman visited and many of the folks went to his Circus Inn. Pat Graham has been all smiles since his wife, Vivian, and their three sons joined for a week. Mrs. Don Lakin planned in from New York to spend a few weeks with Don. Blackie Porter celebrated his birthday.

The excitement of the week was the blowdown at Ephrata. It happened before the doors were opened. Raymond Esquida was hit by a quarter pole and received a hip bruise but continued working.

Harper Joy, CFA, visited in Spokane. When it was rumored we would play Alaska, everyone shopped for snowshoes and parkas. We're looking forward to the week-stand in Vancouver. Billy and Renee Pape left at Kennewick to fill prior engagements. Recent visitors included Dave Cavagnaro, Seldon Kelsey, Doryl Mack, Mr. and Mrs. Bobby Aceveda, Betty Aceveda and Mr. Atayde.—LAURENCE CROSS.

## Tom Packs

After 15 stands in Illinois, we invaded Indiana for a two-day stand at Evansville and returned to Illinois at Robinson. Crowds were waiting there. The seats were filled while personnel was having supper and the clowns capered to entertain the audience until the lights came on for the night show.

There have been many visitors and there is much practicing in the back yard. Jackie Laclair, clown, practiced drinking a glass of water while doing a headstand and blushed at the applause of performers and guests in the back yard.

Rose Behee, of the Wallenda Troupe, left at Fairfield, Ill., and flew to Holyoke, Mass., to see her son, Billy Porter, graduated. She returned at Wood River, Ill.

Mr. and Mrs. Van Wells greeted friends at Evansville, their former home. Joe Bird, of the Hoagland Horses act, is called the Yankee Doodle Boy. Roy Bowen and Al Tucker joined in Centralia with chameleons. Whitey Perry and assistant left for Peru, Ind., after working concessions at the Illinois stands. The Zaechini boys displayed skill in burlesque wrestling, a back yard comedy. Automatic laundry shops do a landoffice business on these one-day stands. Visitors have included Bill Blomberg, Lew Kish, Mr. and Mrs. Felix Morales, Ollie and Betty Heerdink, E. R. Gray, Eilene Hartman, Williams & Bernice and Ray B. Dean.—JO-JO LEWIS.

## Polack Eastern

Ralph and Evelyn Heller have added Stan Shaw and John Bull to their promotional staff. Fritz Seltnerman flew from Rapid City to see the show. Ray Jackson and Jack McCluskey are working with Clyde Harrison and Al Peary on promotion. Perry has gone to La Fayette, Ind., and Harrison to Quincy, Ill. Bill and Dorothy Kay are at Fort Collins, Colo.; Ben Yearly at Laramie, and Henry and Claire Barrett at Cheyenne. Recent visitors were Phil and Bonny, perch act, and Maurice Maramajelo.

Boise, Idaho, was an all-time high for this show, as it was the first visit there in 15 years. Date was promoted by Clyde Harrison. Bill Green, Sam T. Polack, Sliwers Madison and Bobo Barnett were made lifetime honorary members of the Shrine at Boise. Mr. and Mrs. Robinson gave a party to the Shriners on the show at the Shrine Club. The entire show were guests the closing day at the temple and dancing and games were enjoyed by the personnel. Members of the Pastebord Club have added seven-card rummy to the club agenda. Curt Oranto and Harold Gautier are new members. Whitey Boyd is chef of the week with a new recipe for Swiss steak. The Aussies have received a shipment of periwinkles and plum duff from England. Kriss Krenkle has joined the Gourmet Club with a recipe for shrimp remoulade.—HENRY KYES.

## Polack Western

Los Angeles engagement was pronounced the best yet by Louis Stern and Sam Ward, promoter. Charley and Irma Arley partied showfolk at their Culver City home. Ernie Wiswell had a new motor installed in his truck. Jesse and Dick Lewis entertained the Sherman Brothers at their home. Harry Quillan, Long Beach photographer, was a daily visitor. Ignacio Iborro is learning to fly airplanes under tutelage of Curt Wicons. Line-up of camels, horses and elephants in tents behind the theater looked like a menagerie layout.

Visitors included Long Troupe, Paul and Paulette, Mabel Stark, Eddie Trees, Dr. E. H. King, Leonard Karsh, Art LaRue, Jesse and Dick Lewis, Jimmy Reynolds, the Larry Bastians, Norman and Shirley Carroll, Leonard St. Leon, Mark Anthony, Harry Lipton, the Al Hubbards and daughter, Tex Rowan; Adolph, Maria and Clara Delbosq; the Howard Bryants, Donna Cameron, Louis (Baby) Valarde, Dave Breen, Penny Parker, Peggy Forstall, George Davis, the Pinky Madisons, Pete and Sis Madison Hope, S. L. Cronin, Eddie Brown, Herman and Lou Nolan, George and Terry Perkins, Renee Theizan, Mrs. Eddie Allen, Eddie Polo, Escalante Family, Carl Waddell, Mingie, Irma and Charley Arley; Harry Quillan, Mr. and Mrs. W. J. Dann; Dorothy Barnett and daughter, Mildred; Sam Hooker, the Howells; Sam Abbott, of The Billboard; Fred Johnsen, Marjorie Banks, Anna Rosa Bolin, Mrs. Rosa Bolin, Mrs. Marie Kamermayer, Elizabeth Clarke, Percy Clarke and Ben Turpin.—HARRY DANN.

## Under the Marquee

Harry Atwell, Chicago circus photographer, and his wife are vacationing on a Mississippi River steamboat. . . Fred H. Phillips turned out a review of circus days in Fredericton, N. B., for The Daily Gleaner. The two installment yarn is full of circus titles and history dating from 1836 to Biller Bros., 1951 date there.

Zack Miller, former owner of the 101 Ranch Wild West Show was in Chicago recently and made his second appearance on "Welcome Traveler," air show.

Mr. and Mrs. Fred Timon, Oswego, N. Y., spent a week on the Sam Dock Circus on the Pennsylvania-Maryland border, reporting good business for the show.

Mr. and Mrs. Joe Haworth, formerly with Cole Bros.' Circus, on a business trip in the East for King Bros.' Circus, visited some old friends. Among them was Capt. Andy Campbell, of Newport, R. I. Fire Department who, with Mrs. Campbell put out a spread of steamed clams and lobsters. They also visited with Ben (Doc) Cook, formerly with Tim McCoy Circus. He treated them and the captain to an old-fashioned chuck wagon dinner. He finished with (Continued on page 63)

## King Bros.

Our week in Connecticut will be long remembered—grassy lots, short jumps and splendid business. Paul O'Harris has the front yard grease joint, assisted by Red Dingle and wife. John Honing is in charge of the menagerie No. 1 stand. New members in Lee Hinckley's big show band are Eddie Damon, bass, and Jess Walton, trumpet. Steve Fanning, boss bull man, has his 15 charges on downtown streets at noon daily. With new parade trappings, elephants make a flash.

Sue Staley is back in the big show performance after a week of illness. Bonnie Paris also has recovered from illness. Corky Christian's baby, after a severe illness, is back on the show. Tony Diano, of the Diamond O Ranch, was a recent visitor with his young son, Tony now has the concert, which has been pulling good business. Belen Cristiani, son of Lucio and June, is out of school and has joined. Truzzi's wife and son joined (Continued on page 56)

## Biller Bros.

We are once again in country where people speak English and what a treat it is not to have to use your hands to explain what you want. Everett Coriell was surprised with a birthday party between shows. Joe and Martha Smiga are back. Joe has recovered from his illness. Tommy Bentley is the owner of three new pups.

Recent visitors included Bill McDonough, Cardiner, Me., Phil Hall, Portland, who helped in the cook-house while Chuck Taylor was off; Elmer, Irene and Emily Michaud, Van Buren, Me., and Hughette Delisle, Montreal.

Dave and Deacon McIntosh are keeping the trucks rolling. Pete March always has a smile when things get rough. The entire show was painted Sunday (24). —IRA GASKILL.

## Wallace & Clark

On June 17, show was near the Beatty show and personnels exchanged visits. Curly Shafer and Ted Gallup have left. Parents of Jack and Jean Princes motored from Denver for a visit. Mr. and Mrs. Johnny Fitch also visited.

Matinees have been from half to three-fourth houses. Night houses have been capacity and straw. Norman Anderson took delivery on a new car.—WARD HALL.

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**26TH ANNUAL POLICE & SHERIFF'S BALL PROGRAM & TICKETS**  
 10 week campaign starting July 9 in Orange County with 400,000 population. Best job in California. Others to follow. High-class Gentlemen ONLY.  
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 This is it—Come and get it—Best auspices. No need to apply if your conduct and ability doesn't prove you are top men. No collect calls or wires.  
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 Good show. Big crowds. Contact  
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 Outdoor and Indoor Circus Deals, strong auspices. No phone calls or collect wires accepted. Contact  
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**Wallace & Clark Circus**  
 Wants Side Show Manager and Side Show Acts. Chuck Gannon, Red White, Chester Gregory, answer. Also Man for Water Wagon, Mechanic's Helper, one Seat Butcher. Can always use useful people.  
 Chelan, July 6th; Brewster, 7th; Okanogan, 9th; Orville, 10th; all Washington.

**TELEPHONE MEN**  
 For National Veterans Organization to work in Detroit and vicinity (Veterans preferred) Permanent connection.  
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 Pay every night  
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 Year Around No Layoffs  
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**WALLACE & CLARK CIRCUS WANTS BILL POSTERS**  
 For balance of long, sure pay season. Must drive. No wins or hounds now or ever. Write or wire.  
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**TELEPHONE PITCHMEN Wanted**  
 For Top Radio Promotion Liberal Draw  
 INQUIRE: Office 328, 705 Olive St. St. Louis 1, Mo.

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 Trombone or Baritone Player. Union band. Answer Lfo Cole & Walters Circus as per route.  
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**WANTED—EXPERIENCED CAT MAN**  
 To work on door and chute. Good wages—quarters provided.  
**JULIE ALLEN, Director**  
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**RINGLING BROS AND BARNUM & BAILEY CIRCUS WANTS IMMEDIATELY**  
 TRAIN HANDS, POLERS, TRUCK DRIVERS, CAT SKINNERS, PROP- TY MEN, RIGGERS, CANVAS MEN AND LIGHT MEN.  
 Contact **FRANK McCLOSKEY, Mgr.**, as per route

**WANTED—ANIMAL MAN**  
 Willingness to work valued above experience. Good wages—quarters provided.  
**JULIE ALLEN, Director**  
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## ST. PAUL PLAYS SAFE

### Publicity Campaign Planned To Offset Any World News

ST. PAUL, June 30. — Minnesota State Fair isn't going to get caught with its publicity bristles down entirely should world-shattering news push it out of the papers when the annual exposition gets under way here August 25.

Ray Speer, the fair's ace publicity chief, already has a deal set with *The Minneapolis Tribune* to devote its rotogravure picture magazine of Sunday, August 19, exclusively to State fair promotion.

Speer had little difficulty selling the idea because *The Tribune* in 1950 made a stab at converting its pic section to the fair, turning out a 16-pager at that time.

The paper's advertising department liked the idea and already is out selling space. Present plans call for the section to be enlarged to 32 or 64 pages, depending upon the revenue to be received from space buyers. The section is tabloid size.

#### Photo Service

Speer, who takes hundreds of photographs thruout the State for months before the fair begins, will make his pictures available to *The Tribune* editors.

*Tribune* editors are "not at all hesitant" about using his pictures. His photographs are of "such high quality" that he is the only public relations man to their knowledge who "offers us a service of this kind." The pix will be printed in red and black and white.

The *Tribune* is planning a contest in connection with the special edition. In a couple of weeks it

will print a black-and-white reproduction of the front cover it plans to use on the fair magazine section. Kids will be asked to color the reproduction and mail it to the paper. The best 10 entries will be awarded with free trips to the State fair as *The Tribune's* guests, with the best color presentation to be used for the edition cover page.

#### Plans 2d Deal

Speer said he plans to approach the editors of *The St. Paul Sunday Pioneer Press* in the next week or two and offer them the use of his photographs for any special production the other Twin Cities' Sunday paper wants to put them to.

"I have seen where large attractions which normally get fine newspaper space have lost out at the last minute because of some big

international or national news break coming at the same time," Speer said. "Should that happen to the Minnesota State Fair, we at least will have this special magazine edition to carry us along. Should the situation be normal, this special edition will be added coverage for us."

## So. Bend, Ind., 4-H Annual Ups Gate Price 10c

SOUTH BEND, Ind., June 30.—St. Joseph County 4-H Fair here has announced a 10-cent price hike on gate admission this year, with the outer gates to carry a 60-cent fee.

Annual, which will celebrate its 25th anniversary, will play up the anniversary in its program, Oscar Valentine, secretary, announced.

Plant improvements since last year consist of new concrete flooring in the exhibit tent area.

New feature of the publicity-advertising campaign this year will be a tabloid supplement, to be published by *The South Bend (Ind.) Tribune*, the Sunday prior to the fair.

## San Antonio Stock Show Sets Date; Army Recalls Mgr.

SAN ANTONIO, June 30.—Dates for the 1952 San Antonio Livestock Exposition have been set for February 16-24.

Show's secretary-manager, James F. Grote, has been recalled to the Army as a major. His successor has not yet been named.

## Robert McLure New Dixon, Calif., Mgr.

DIXON, Calif., June 30.—Robert McLure, for five years secretary-manager of Del Norte County Fair, Crescent City, will take over similar duties at the 36th District Agricultural Fair here. He succeeds Patrick T. McCarthy, manager for three years, who resigned.

McLure assumes his new duties here July 1. McCarthy's plans were not disclosed.

## Dade City Reveals Report on Finances

DADE CITY, Fla., June 30.—Financial report of the Pasco County Fair Association from July 1, 1950, thru June 14, 1951, showed total receipts, including funds borrowed to finance construction of the agricultural center building, of \$19,467.59, with a bank balance of \$123.50.

Indebtedness of \$7,225 was listed on the new building. Total cost of the building to date, including all hired labor and all material, was reported at \$11,279.52.

Manager J. F. Higgins, who made the report at the association's annual meeting, stated that building contractors had appraised the building at a value of \$18,000.

## Placerville, Calif., Seeks Armory for Plant

PLACERVILLE, Calif., June 30.—An invitation has been extended to the State by the board of supervisors to build an armory on the east end of El Dorado County Fairgrounds here.

In offering a motion to make the site on Highway 50 frontage available, the board attached a provision there be an agreement for mutual use of an adjoining portion of fair property. The National Guard had proposed to use the area for a parade ground.

## Danbury Sets 6 Operettas For Outdoors

DANBURY, Conn., June 30.—Six musicals being presented this summer by the Danbury Fair at the grounds here were selected on the basis of a survey taken among patrons in this area last season. The series opens July 19 with the *Student Prince* and includes *New Moon*, *The Firefly*, *The Merry Widow*, *Rosemarie* and *Blossom Time*.

General Manager John W. Leahy, assisted by C. Irving Jarvis, is in charge of the productions. Greek Evans will direct, and Pierre de Reeder is musical supervisor. All grandstand seats are reserved and have foam rubber cushions. The grandstand seats are reserved and performers will use tunnels beneath the structure to enter the theater section, which is set off by shrubbery. The orchestra pit will be lowered, and the stage is arranged so that the actors will play on three sides.

## Jimmy Durante To Receive Flat 60G From CNE

TORONTO, June 30.—A flat \$60,000 will be paid Jimmy Durante for his appearance before the Canadian National Exposition grandstand this year.

The contract has been approved by the exhibition board of directors. It is understood to be virtually the same as that given Danny Kaye last year, a round \$130,000, out of which all but the incidental expenses of the grandstand must be paid.

## Bill King Named Fort Worth Stock Show Asst. Mgr.

FORT WORTH, June 30.—Only one change has been announced in staff of Southwestern Exposition and Fat Stock Show for 1952. President-Manager W. R. Watt said W. A. (Bill) King has been appointed assistant manager, succeeding Col. D. G. Talbot, who resigned after 20 years with the show.

Others on staff are Douglas B. Mitchell, assistant manager; Boyce House, publicity director; Grada Lee Johnson, secretary to the president, and Mrs. E. Lackey, livestock department secretary. Dates for the 1952 show are January 25-February 3.

## Seattle Japanese Trade Fair Pulls 37,000 1st 11 Days

SEATTLE, June 30.—Attendance hit 37,000 at the Japanese Trade Fair here, at the Edmundson Pavilion as of June 28, 11th day of its run. Event will continue thru July 4.

John Haydon, managing director of the fair, revealed that over \$500,000 worth of business by American firms had been done, with another \$500,000 in the hopper as of this date. Approximately 250 buyers from 194 firms have registered. Haydon thinks that the full impact of the fair on Seattle business will not be known for a year. Many buyers go in for small "test" quantities and then feed in the large orders later if the product hits.

## Roseville Tees Off

ROSEVILLE, Calif., June 30.—Nic Huddleston, secretary-manager, has started the ball rolling for Placer County Fair to be held here for four days beginning August 9 by making available the premium lists. Deadline for entries is July 25. Three horse shows and three parades are slated.

## L'ville Adds To Schedule; Runs 9 Days

### Ice Show Inked; State's Colleges To Have Exhibits

LOUISVILLE, June 30.—Kentucky State Fair, with Manager J. Dan Baldwin in his first year at the helm, is preparing to introduce many innovations.

Annual, which in recent years has run seven days, is to go nine; have eight horse show performances, two more than in the past, and offer more variety in its attractions and a stronger exhibit program.

Top new attraction will be *Ice Varieties* (Voorhees-Fleekles production), booked in for the last five nights and matinee performances the last four days.

Also planned for the grandstand is an audience-participation, give-away network radio show, negotiations for which are almost completed. Feature would be offered on tee-off night as a free presentation.

Lucky Lott's Thrill Show is set for matinee and night performances on two days, with a State-wide dance contest scheduled for one night in front of the grandstand.

State Department of Education is sponsoring exhibits by all Kentucky colleges. Fair for the first time has established an educational department and has skedded planned tours of the fair for school kids.

Preparations for the fair are further along at this stage than at any time in recent years. Premium books have already been mailed out, marking the first time they have been distributed so far in advance of the fair's dates.

L. (Doc) Cassidy, again serving as director of special events, is mapping an even more ambitious schedule than last year, the heaviest for that type of program in the annals of the event.

Gooding Amusement Company is contracted to supply rides and shows on the midway.

## 113TH CORTLAND COUNTY FAIR

August 13 Thru August 18

DAY AND NIGHT  
CORTLAND, N. Y.

Greatest Entertainment Program in History.

Big Car—Harness Horse—Running Races—Strates Shows—Thrill Shows—Frank Wirth's No. 1 Revue—Shrine Day—Fireworks—New York State Art Show.

Concessionaires write

HARRY B. TANNER, Secretary

## WANTED

CONCESSIONS, all types, for independent midway at Heart of Illinois Fair, August 21-26, Peoria, Ill. No games. Write, giving full details, to Exposition Gardens, Fair Manager 5301 N. University Rd., Peoria, Illinois

## WANTED

for the HICKORY COUNTY FAIR  
Hermitage, Missouri  
Small Carnival, 3 to 5 Rides  
Aug. 2-3-4  
Contact M. F. TAYLOR  
Hermitage, Mo.

GIVE TO THE RUNYON CANCER FUND

## Ohio Managers' Summer Meeting In Record Pull

COLUMBUS, June 30.—Summer conference of Ohio Fair Managers' Association at Deshler-Wallick Hotel here Friday (22) pulled record attendance.

Larger entries of purebred livestock and a greater number of home talent events were forecast by fair secretaries in discussions.

Myers Y. Cooper, former Ohio governor and honorary association president, told of his trip to Europe and detailed a description of the Festival of Britain.

Member fairs were urged by Dr. William E. Warner, an executive director of civil defense, to have displays of civil defense activities. Robert Wheeler, of the Ohio Sesqui-centennial, and Rhea McCarty, director of the Ohio Development and Publicity Commission, discussed the State's 150th birthday to be observed in 1953.

Clair L. Hill, Wellington, association's president, presided. Mrs. Don A. Detrick, Bellefontaine, executive secretary, headed program arrangements.

## Thrill Day Opens Escanaba Annual

ESCANABA, Mich., June 30.—Thrill Day, featuring Joie Chitwood's Daredevil Drivers in afternoon and evening performances before the grandstand, will kick off Upper Peninsula State Fair here, August 14-19.

Slated for the remainder of the week are Queen's Day, Wednesday, featuring selection of queen and appropriate ceremonies that night; Governor's Day, Thursday, plus events honoring boys and girls participating in club activities; Women's Day, Friday; Farmers' Day, Saturday, and a tribute to labor on closing day, Sunday.

## Mesquite, Tex., Hikes Gate Price 15c to 25c

MESQUITE, Tex., June 30.—Mesquite Community Fair here will operate behind 25-cent gates this year following a vote of the board to boost the admission price from the 10 cents of past years. Children under 12 will continue to be admitted free.

A total of 20,000 tickets good for free admission to children over 12 also will be distributed here and in neighboring communities, E. C. Cogburn, secretary-manager, announced.

## Tama, Ia., Dates Set

TAMA, Ia., June 30.—Local Chamber of Commerce will hold its second annual summer fair here July 26-28, Ed Kilcoin, manager, announced. Event, which is held on the streets, will feature rides and a stagemat.

Budget-wise buyers know ...

**BARNES-CARRUTHERS**

Gives You What You Want—at Your Price

**BARNES-CARRUTHERS**  
Theatrical Enterprises  
159 N. Dearborn St., Chicago 1, Ill.

Swing & Sway the "Orton Way"

**DORIS and VERN ORTON**

CRISS-CROSS SWAYING POLE THRILLERS

FEATURING  
The only girl to do a one-hand stand 100 feet in the air.  
Brilliant fireworks finish.

Represented by: AL MARTIN AGENCY  
Hotel Bradford, Boston, Mass.  
Foreign Representative: LEW & LESLIE  
GRADE, Ltd., Regent House, London, W

**WANTED**

Good, clean Carnival for ANNUAL OREGON COUNTY FAIR  
September 17 thru 22. Write  
**Geo. F. Hutchinson, Pres.**  
Thayer, Missouri

**WANTED**

Midway Attraction County Fair, week scheduled during month of October.  
Sponsor Civic Club. Must be clean and legitimate. Contact  
**WILLARD MILLS**  
Waynesboro, Georgia

**WANT CARNIVAL**

For County Fair for week ending September 15th, approximately 15 Rides, 40 Concessions.

**RANDOLPH COUNTY FAIR ASSOCIATION**  
Pocahontas, Ark., A. C. DeClerk, Secy-Treas., Box 411.

GIVE TO THE RUNYON CANCER FUND



## Rain Delays Hennies Bow At Negaunee

Neenah, Wis., Nets Good Gross; Peasey Hoffman Joins Org

NEGAUNEE, Mich., June 30.—Rain greeted Hennies Shows upon arrival here Monday (25) and it continued for 26 hours, delaying unloading and causing the opening to be moved back to Wednesday night (27).

New lot, quarter-mile away from the regular show lot, was used, and much work was done following the rain to get it into shape. Octopus and Hey-Dey were left on the train and the shows' cafeteria was not put up due to shortage of space.

Opening night turnout was reported at 7,500, rated good for the spot. Previous stand, Neenah, Wis., was given good weather on 1 but the opening day. Del Crouch and his Motordrome scored a good week in the spot. Other shows and the rides reported good biz. Paper-makers of the Neenah-Mensasha-Appleton area turned out in good numbers on Kids' Day, Sunday (24) also yielded good business.

Louis (Peasey) Hoffman joined on at Neenah to handle special agents chores and banner advertising.

## Winnipeg's 1st Six Days Ahead Of '50 for RAS

WINNIPEG, June 30.—The Monday (25) was hit by rain and the following two nights were cold. Royal American Shows, as of Wednesday night (27), the sixth day of its run here, had registered grosses slightly ahead of last year.

The shows, which opened here Thursday (21), enjoyed good weather and brisk business the first three days. Org was idle Sunday. Stand closes here tonight, with the shows moving west to open their tour of the Western Canadian Class A fair circuit.

## Cavalcade Bow Big in Wheeling

WHEELING, W. Va., June 30.—Cavalcade of Amusements opened here to the largest Monday crowd of the season, and business grew nightly thru the week despite showers. Paydays starting Wednesday made prospects bright for the week-end. Size of the lot made it necessary to eliminate two rides and a show from the line-up.

The condition of Owner Al Wagner is showing improvement, according to Frank J. Lee, press agent. The latter scored strongly here, with seven pictures and 10 stories in the local press and three 15-minute free radio programs.

Mr. and Mrs. Bobby Gloth, former carnival operators of Bellaire, O., were nightly visitors with Al and Hattie Wagner. Ralph Rothrock, former advertising agent for the Cetlin & Wilson Shows and an assistant to Lee when he was with Amusement Corporation of America units, visited before joining the Merchant Marines.

Arriving here were new tops for Merry-Go-Round and Midget Theater, and tractors and mules from the Fabick company.

## Whitey Woods Set By Patty Conklin For Midget Unit

TORONTO, June 30.—Whitey Woods has been signed by J. W. (Patty) Conklin to handle the Midget Show on the Canadian National Exhibition's midway. Deal, closed this week, puts Woods in charge of a unit consisting of Mrs. Rose and her midgets, plus others.

## CRAFT(Y) MOVE, WASN'T IT?

HOLLYWOOD, June 30.—Some film makers here seem to be of the opinion that there is hardly anything that doesn't warrant a bit of changing around. Consider the recent treatment given Crafts 20 Big Shows.

Alfred Hitchcock's latest thriller, *Strangers on a Train*, features an amusement park background during a climactic scene in which a Carrousel out of control carries the villain to destruction. For film footage, Crafts' title on the show gate is shown and Crafts poster also is viewed.

Despite the obvious carnival connection, the pic persists in laboring to convince the audience that they are looking at an amusement park.

## Ross Sinderson Sells; Mason Sole Star-Lite Owner

NEWTON, Ia., June 30.—M. R. (Spot) Mason is now sole owner of the Star-Lite Shows, having bought out the interest of Ross L. Sinderson June 23. The Mason-Sinderson partnership was formed last winter and the shows have been out since May. They will play thru Iowa the greater part of the season, with practically all of their dates already set.

Mason as owner-manager has Bill Norwood in charge of the back end, with Mrs. Norwood as secretary-treasurer. Org, which showed here this week, started the season with all new equipment.

## Southern States Inks 5-Yr. Pact For Panama City

PANAMA CITY, Fla., June 30.—Southern States Shows, in their fourth season at Long Beach Resort here, recently signed contracts to play the beach an additional five years. The season closes here Labor Day and the shows move to Pensacola, Fla., to play two dates sponsored by Civitan clubs. Officials also recently signed to play Crestview (Fla.) Fair, October 1-6.

Ford Smith, concessionaire, recently joined Egypt Temple Shrine at Tampa. He was sponsored in both the Scottish Rite and Shrine by John B. Davis, also of Southern States. Mrs. Davis has recovered from a two-week illness.

## Sullivan Org Heads For W. Canada Fairs

Rain, Cold Whacks Regina Still Date; Brantford, Hamilton Top Early Stands

REGINA, Sask., June 30.—Hounded by cold weather and rain, Wallace Bros.' Shows closed a week's run under Canadian Legion auspices here Saturday (23) and hopped to Lethbridge, Alta., to open their Western Canada Class B circuit tour.

Shows, which made their Regina debut last year in the heart of the city, played a new lot farther out, but, because of the weather, there was no chance to judge the effects, if any, that the change might have had on attendance.

Owner Jimmy Sullivan said the week's receipts were way down from last year. Business since the shows opened April 15 in London, Ont., has been off most of the way, he reported, with much cold and rain and tighter purse strings.

Monday here was considered fair for an opening day with receipts down about \$50 from last year's bow. Thursday, when returns were up slightly, was the best day. Rain washed out Wednesday's kids' day. Liberal use of straw and cinders made the lot passable at night, but there was little spending. Saturday, kiddies' day, was good, but rain cut night business again and continued during teardown. A. W. McCasin's Hell Belles,

## YEAR-ROUND SANTAS

# RAS Shrine Club Members Delight Kids, Win Friends

WINNIPEG, June 30.—Royal American Shrine Club this week gave another demonstration of how it brews up Christmases the year-round for crippled kids. And, at the same time, it won many friends not only for members but for the Royal American Shows and outdoor showmen as a whole.

Arrayed in tasseled red fezes, club members Thursday (28) staged a yule-like party at the Shrine Crippled Children's Hospital here. And they did a truly grand job of playing Santas in June.

They put on a full-scaled program, complete with entertainment, refreshments and gifts for every child in the hospital. To the members the party was not unusual; they have been doing the same thing here and in other cities since the club was founded five years ago and began to host crippled and underprivileged children on their season-long route from Tampa to Western Canada and back.

To the kids, however, the party

was the big break of the summer, looked forward to with the same eagerness as Christmas. And all of the element of surprise was in it, for the Shriners go so far in preparing for a party that they determine in advance exactly what each child would like, then get it.

Sometimes it takes a bit of doing. One year here, for instance, one of the crippled youngsters asked for a chemistry set of a certain type. None could be found locally. The Shriners consulted the head of a local department store. Wires were sent out to Eastern headquarters of the store and the set was airmailed, special delivery in time for the party.

Newspapers along the route of the RAS have taken notice of the Shrine Club activity. Not a few have sent feature writers and photographers to the crippled children's hospitals to cover the parties. Some papers have pointed up the praiseworthy work of the club with equally praising editorials.

Club members themselves find

the parties one of the most rewarding experiences of being on the road. The enthusiasm of the youngsters, their happy laughter, and gratitude has proved a refreshing tonic to many club members over the long Royal American route.

Performers with the Royal American—and performers turned managers, such as the Lorow brothers—Side Show operators, get a big charge out of playing for free to the youngsters. One of the most willing contributors of time and talent to the entertainment portion of the parties is Leon Claxton, manager of the Harlem in Havana revue.

### Most Notable Party

Probably the most notable party was the one given last week to 200 blind children at the Arkansas Blind Institute, Little Rock. There, the sightless youngsters were taken as the club's guests to the Arkansas Livestock Show, where the RAS was playing. Members transported them to the fair, gave them refreshments and gifts and placed and held them on the rides. Club members that day turned commentators, giving a running description of rides and detailing the operation of the carnival and of the fair.

The club has entertained many other worthy youth groups, such as spastic cases, orphans and underprivileged children. Estimates place the number thus hosted in the past five years at 12,000.

When organized, the club had 26 members, all Shriners on the Royal American. Now there are 40 Royal American men in the club, and the total club membership has increased to 400, with many showmen with other shows and in other phases of the business joining so that they could participate in the work of the club.

### Include Other Charities

This work is not confined solely to entertaining children; it embraces contributions to hospitals, orphanages, etc. Already the club has made donations of about \$15-

(Continued on page 54)

## WOM Scores Hefty Stand at Garfield In Solid N. J. Trek

Org Clicks at 4 Out of 6 Dates; Bergen Preps Units for Fair Tour

JERSEY CITY, N. J., June 30.—After closing their local stand today at Roosevelt Stadium, Frank Bergen's World of Mirth Shows will exit New Jersey for up-State New York and New England after having racked up four solid stands against two mediocre ones. The results, Bergen said, will about par last year when the shows had one of their most successful tours thru Jersey despite inclement weather that hampered attendance and grosses at every date.

Shows scored their biggest date last week at Garfield, a spot that was counted on for extra dough in view of its contribution a year ago when it was stumbled on as an extra date in the State. It held up in every respect, with all segs getting dough from the start, Bergen said. Org this year included a

Sunday (24) showing, figuring it to be a whopper since the date offers earnings comparable to a pretty good fair, but the day fell far short of expectations, altho it was not a dud by any means.

### Sunday Biz NSH

Reasons for the slackening in Sunday play are speculative. It could be that the current warm weather and the nearness of shore resorts form too potent a lure. Then, too, folks are seldom at a loss for something to do on Sunday, a day that is generally given over to family pursuits.

Bergen said he had no qualms about the season. The fairs will be good, he believes, and he is preparing the shows with this in mind. Work projects are more numerous than at any time in recent years during the same period. The Skooter is being rebuilt and will be ready for the fairs. Charley Holiday is building a new dark ride on a raised platform and this unit is scheduled for completion in a week or two. Painting is going on continuously and much new canvas has been ordered. Arthur E. (Continued on page 54)

## Page Readies Hillbilly Unit, Adds 2 Fairs

MURRAY, Ky., June 30.—W. E. Page, owner of Page Bros.' Shows, has closed a deal with Honey Wilds, of WSM's *Grand Ole Opry*, to take out a unit featuring Jam Up and Honey and Uncle Dave Macon under canvas. Equipment of Page Bros.' Circus, which has been used as a show on the Page carnival, will be used.

The unit will open Monday (16) at McMinnville, Tenn., and make five other Tennessee spots before moving into Virginia and the Carolinas. L. O. (Hoot) Black will be in charge.

Business for the carnival was good here. Fairs at Hohenwald, Tenn., and Green Hill, Ala., have been added to the route. Paul Pittman has taken over the electrical department. George Pappos has added three more waitresses at the cookhouse. Visitors included J. A. Gentch, of the Gentch Shows. E. H. Broome made a business trip to Washington.

## Hannum Tabs Biggest Date At Tamaqua

TAMAQUA, Pa., June 30.—Week ending Saturday (23) here proved the biggest of the season so far for Morris Hannum Shows after several stands of lukewarm business. Local lot was near the heart of town. Six County Firemen's Convention sponsored the date.

Altho making the stand between miners' payday, spending was good and showfolk reported solid takes. Mummies' parade staged Tuesday (19) and a firemen's parade Thursday (21) drew big crowds.

Convention ended Thursday night, and Ladies' Night was held Friday (22) with good results. Rain for the closer hurt the matinee, but the evening throng was heavy.

## Buckey Allen Hospitalized

BOSTON, June 30.—Bernard (Bucky) Allen, World of Mirth Shows concession manager, entered Phillips House, Massachusetts General Hospital, this week for rest and observation after discovering a heart ailment last week while with the shows in New Jersey.

Allen received preliminary treatment in Jersey and then made arrangements to enter the hospital where he will probably remain for two or three weeks. In his absence the shows' front end is being supervised by Frank Bergen, general manager, and Louis (Dada) King, concession secretary.



**FINAL CLOSE-OUT  
FARMER BOY  
Popcorn Trailer**  
**\$1250.00** F.O.B. DETROIT  
originally sold for \$1,950.00  
**YOU SAVE \$700.00**



**CANNOT BE DUPLICATED TODAY FOR  
MANY HUNDRED DOLLARS MORE**  
Completely equipped with Cretors #41  
Popper, warming elements, storage bins,  
etc. Space available for other concession  
items. Modern, fluorescent lighting.  
Sturdy construction.

**A TERRIFIC BUY  
AT THIS PRICE**

Also Available  
**LARGE DOUBLE TRAILER**  
**\$2,750.00** F.O.B. N.Y. originally sold for \$4750.00

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The Show With The Proud Reputation

**MERCHANTS EXPOSITION, DOVER, DELAWARE, JULY 16-21.**  
THIS EVENT POSITIVELY HELD ON THE STATE CAPITOL GROUNDS.

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| Crisfield, Maryland, Crab Fair     | New Bern, North Carolina (Fair)   |
| Pocomoke, Maryland (Fair)          | Louisburg, North Carolina (Fair)  |
| Snow Hill, Maryland, Legion Fair   | Edenton, North Carolina (Fair)    |
| Keller, Virginia (Fair)            | Wadesboro, North Carolina (Fair)  |
| West Point, Virginia (Fair)        | Dillon, South Carolina (Fair)     |
| Spring Hope, North Carolina (Fair) | Hartsville, South Carolina (Fair) |
| Warrenton, North Carolina (Fair)   |                                   |

WANT Ball Games, American Mitt Camp, Novelties, Photo Gallery, all Hanky Panks open. WANT Unborn Show, Pony Ride, Wild Life Show, Funhouse or Glasshouse, Motordrome. Mary Brown wants two Chorus Girls and Drummer for Minstrel Show. All Minstrel Show Performers join at Dover, Delaware.  
Newton, N. J., this week; Manville, N. J., July 9-15. All mail and wires to

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**LAWRENCE Greater Shows**  
AMERICA'S MOST PROGRESSIVE CARNIVAL

**WANT FOR BIG CELEBRATION IN NEW JERSEY  
AND HARRINGTON, DELAWARE, FAIR**

CONCESSIONS: Age and Scales, Legitimate Concessions of all kinds. Everything open for our Fairs. Also want Pan Game, Rat Game, Percentage Table and Cigarette Block Outfit. Want Agents for Office Owned Concessions. RIDES: Live Pony, Octopus, Kiddie Boat Ride. Can always use Capable Ride Help. SHOWS: Riders and Manager for Motordrome, Talker for Monkey Show, Manager for Fun House, useful Side Show Acts. Can place Penny Arcade. Also any Grind Shows. Jess and Carey McCormick, get in touch with Jack Pugal, Joe Blake, get in touch with Charlie Graham, Bud Collier, answered your wire.

**WANT SHOW BUILDER FOR ALL YEAR'S WORK**  
ADDRESS: STERLING HOTEL, WILKES-BARRE, PA.

**WANT FOR J & B SHOWS**

Want for Lively, Virginia, Firemen's Annual Carnival, July 12 to 21, right in the heart of tomato season.

Can place Fish and Duck Ponds, Balloon Dart, Hi-Striker, String Game. Want Ferris Wheel and Kiddie Merry-Go-Round Foremen. Must drive. Herbie, come home or answer. Can place flashy Sound Car for balance of season. Can place Monkeys, Snakes, or any other Show that is clean.

All replies to  
**John Hayes, J & B SHOWS**

WEST POINT, VIRGINIA

P.S.: No Gypsies or glass pickers, please.

**SPLINTER ROYAL WANTS**

Pin Store, Count Store, Slum Skillos, Swinging Ball Agents. Want Man to handle four Stores.

Attention: Mr. Seagraves wants Player. Frenchy Moore, answer. Playing Augusta, Georgia, lot at Number 1 and 78 Highway Junction, until July 7. Also ten Georgia Fairs starting Labor Day week. All answer

**SPLINTER ROYAL**

ROYAL EXPOSITION SHOWS, AUGUSTA, GEORGIA, WESTERN UNION

**I. K. WALLACE ATTRACTIONS**

WANT FOR MIDDLETOWN, VA., FIREMEN'S CELEBRATION, WEEK OF JULY 9

CONCESSIONS—Coke Bottles, Pitch-Tilt-U-Win, Darts, shooting and Cork Galleries, Fish and Duck Ponds, etc. SHOWS with own outfits. Good proposition. WANT RIDE HELP for Chairplane, Wheel and Kiddie Auto. Also Count Store Agents. Success and Baughman, come on. Boyce, same proposition as last season.

I. K. WALLACE, MIDDLETOWN, VA.

**WANT 3 SWINGER AGENTS**

For Entire Season

**WIRE: RONNIE**  
care WORLD OF MIRTH SHOWS  
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**H. N. (FOOTS) REEVES CAN USE SOME AGENTS**

FOR PEEK AND COUNT STORES. OUTSIDE MAN FOR SKILLO.  
NEED THESE MEN FOR MY OWN OUTFITS.

Address: H. N. (FOOTS) REEVES

c/o M. A. Sraider Shows, Great Bend, Kans., July 2-3-4; then Stafford, Kans.

**Midway Confab**

After completing the school year recently at St. John's Military Academy, near Chicago, Johnny Weer, son of Mr. and Mrs. J. C. Weer, planed to Miami where the Weers make their home. Johnny won the class trophy for athletics and finished sixth in his class, academically.

Louie Berger, general agent of the Cavalcade of Amusements, returned to Chicago recently, where he headquarters, following an extended booking trip. Max Cohen, secretary of the American Carnival Association, was a recent visitor to the Gaiety Shows at Holley, N. Y., and caught the Ringling-Barnum circus during its Rochester, N. Y. stand.

Frank Hanasaki, concessionaire, has booked his concessions with Gooding Park Attractions and plans to remain with that unit for the balance of the season. Hanasaki plans on playing some independent fair dates late in October. W. G. Wade Jr., operator of Wade Exposition Shows, has purchased a kiddie airplane and kiddie auto ride from Lloyd Birge to bring the number of office-owned rides to six.

George Stanley, West Palm Beach, Fla., concessionaire, was in Detroit recently to size up the carnival and celebration field there. He returned home Tuesday (26).

Ronnie Berall stopped off at

Boston to visit Bernard (Bucky) Allen at Massachusetts General Hospital while en route from Toronto to join the World of Mirth Shows. He visited The Billboard New York office accompanied by Dada King, World of Mirth concession secretary.

W. H. Kennedy's Side Show joined 20th Century Shows at Fort Dodge, Ia. Acts include Joe Noel, fire-eater; Van Stokes, Hindu torture; Louise Artur, contortionist; Joe Drake, iron eyelids; Chico, pin head; Harold Martin, pin cushion; Edna Kennedy, illumination; Terry McMahon, illusions; Jackie Dale, mentalist; Alice Johnson, alligator skin; Jean Mercer, annex No. 1, and Jessie and Frankie Lee, annex No. 2.

Arnold A. Anderson, former hanky pank agent, is in the Sanitarium at Tyler, Tex., and would like to hear from friends. Tommy Langille has taken over management of Brad Gould's cookhouse on the Frank Elliott Shows. Folks on the Peck Amusement Company staged a surprise party Tuesday 19 in Elwood, Ind., for Mr. and Mrs. Private, photo gallery operators, on the occasion of the couple's 50th wedding anniversary. The party was marked by refreshments, flowers for the couple and entertainment, including songs by Lon Patter.

Joining the Willis & Caler Shows in Macon, Ga., were Whitey Brown, snow cones; Jack Van-

**'America's Finest Show Canvas'**  
**TENTS—SIDESHOW BANNERS**  
USED CONCESSION TENTS  
10x16, 10x18, 10x20, in stock for  
**IMMEDIATE DELIVERY**  
Flameproof Material.  
All Excellent Condition.  
Bernie Mendelson—Charles Driver  
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**BASEBALL WHEELS—New**  
30" Decorated \$50.00 ea.  
48" Decorated \$125.00 ea.  
Merchandise Wheels, Motor Wheels, Laydowns, Midwest Rep. Advance New Co., Detroit, Mich. West Coast Rep. M. Monette & Co. San Francisco 3, Calif.  
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First Class Electrician, Wires.  
**JOHNNY T. TINSLEY SHOWS**  
Jasper, Georgia, July 2-7.

**FOR SALE**  
7 Mutoscope Sky Fighters, 7 Penny Machines mounted on trailer. Bargain for quick sale.  
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IMPERIAL SHOWS, Pana, Ill., next; then per route.

**FROZEN CUSTARD TRUCK**  
**FOR SALE**  
Fully Equipped  
Price \$1,800.00 or Best Offer  
Real Money Maker  
Phone: 2-4464 Bloomfield, N. J.

**AGENTS WANTED**  
FOR PIN STORE. NO GRIFT ON SHOW.  
JIMMIE CONTACT  
**CHAS. WRIGHT**  
c/o WESTERN UNION  
Harrisburg, Ill., this week.

**BOB RUSSELL**  
**CONTACT RAYNELL**  
**IMMEDIATELY**  
c/o Catlin & Wilson Shows  
Bridgeport, Ohio, this week.

**RIDE HELP WANTED**  
Good salary to experienced Ferris Wheel Men. Have 2 new Number 12's. Playing Chicago lots. No drunks.  
**D. J. ROHR**  
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**AGENTS WANTED**  
Pin Store, Count Store, all Hanky Pank Agents—Must take orders, throw stock. Only 3 Grind Stores here. Ride Help all departments. Jennys, Wheel, Springs. This week Whitmore Lake, Mich.; next week Whitehouse, Ohio. Contact Jack (Vaughn) Clark or Red Walker.  
**HIAWATHA SHOWS**

**WANTED AT ONCE**  
Foreman; Second Men for Merry-Go-Round, Ferris Wheel and Tilt-A-Whirl. Wages, \$75 per week; Second Men, \$50 per week. No drunks. Pay your own.  
**PRUDENT'S AMUSEMENT SHOWS**  
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Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.  
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Or other Concessions wanted at once for Fox Lake Kiddieland Fox Lake, Ill. Also want 2 more Rides not conflicting.  
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high class midway attractions

Athens, Pa., July 9th to 14th: New York and Pennsylvania Fireman's celebration combined. Parades, Fireworks. Then VFW Old Home Week at Hancock, N. Y.  
Want non-conflicting concessions, Penny Arcade, Stretch Rice wants One Wheel and Grind Store Agent, Ride Help who drive semis.  
Want sensational Free Act: Wilno, contact me.  
Want shows of merit, Fun, Glass House, Motor Drome. All answers Jersey Shore, Pa., this week. Louis A. Rice, Bus. Mgr.  
**MICKEY PERCELL, Gen. Mgr.**

**MT. VERNON STATE FAIR**

8 BIG DAYS AND NIGHTS MT. VERNON, ILLINOIS, JULY 8-14 8 BIG DAYS AND NIGHTS  
**WANT WANT**  
Legitimate Concessions of all kinds (no exclusive). Ten-in-One, Side Show to join at once with or without transportation, any other Show that doesn't conflict. Can place two Major Rides (Octopus, Spittire, Dark Ride or any other Ride not conflicting). We have 14 Fairs and Celebrations booked ending November 1st.  
**Contact H. V. PETERSEN, Tivoli Exposition Shows**  
Griggville, Ill., Fair this week; then Mt. Vernon, Ill., State Fair.

**CONTINENTAL SHOWS**

Want Scales, Two Ball Games, Six Cat, Photo, Duck Pond, String Game or Skill Games.  
**R. CHAMPAGNE**  
Cumberland Hotel, Plattsburg, N. Y.

**CAVALCADE OF AMUSEMENTS**  
**CAN PLACE ORGANIZED GIRL SHOW**

Must have own wardrobe, we furnish scenery and Hammond Organ. Long season of Fairs. Address:  
E. Liverpool, Ohio, this week; Erie, Pa., next week.

**SUNSET AMUSEMENT CO.**

Exclusives Open—Photos, Derby, Jewelry, Scales; can place Milk Bottles, Punk Rack, Basketball and any Hanky Pank. Can place Rat, Pea Ball and percentage who can work for stock when required. All fairs until end of season.  
Montevideo, Minn., July 2 to 4; Barnesville, Minn., Fair July 5 to 11

**WANT TO BOOK KIDDIE RIDES**

FOR A NEW PARK IN DOWNTOWN DALLAS, TEX.  
OPEN 365 DAYS IN THE YEAR—RAIN OR SHINE. Park is ideally situated and has the South's finest Pony Ring, Refreshment Stands, etc., etc. WANT KID RIDES OF ALL KINDS—BOAT RIDE, MERRY-GO-ROUND, ETC. Rides must be in first-class condition. No junk.  
**Wire or Phone: CHUCK MOSS**  
2214 N. BECKLEY (Phone: PROspect 2644) DALLAS, TEX.

**WANTED**

Concessions—Ball Games, Jewelry, Clothes Pins, Short Range, Long Range, any other Hanky Panks working for stock only. NO FLATS, NO P.C., NO GYPSIES.  
**C. S. PECK**  
Iroquois, Ill., the 4th; Depue, Ill., July 6-14; then Chicago Heights and Rockford, Ill., to follow. All big ones.



# LADY AGENTS WANTED

For Ball Game in Glass Pitch.  
Good proposition.  
Wire  
**JACK L. GREENSPON**  
Seaside Amusement Park  
Virginia Beach, Virginia

# CAN USE LION ACT FOR DROME

ALSO ANOTHER GIRL RIDER FOR BALANCE OF PARK SEASON

## THRILLS, INC.

Riverview Park Chicago, Ill.

# WANTED EXPERT CANVASMAN

GOOD PAY  
Must be able to erect, maintain and repair 100x140 tent.  
Write or phone  
**C. P. Cotter, Mgr.**  
ST. JOHN TERRELL'S MUSIC CIRCUS  
Lambertville, New Jersey

# FOR SALE

**OBRIEN'S WORKING WORLD**  
Carved from wood, one of the finest exhibits built. Will sell exhibit separate or complete outfit. A natural for fairs, celebrations, indoor shows and store rooms. All replies  
**JAMES O'BRIEN**  
718 Lincoln Ave., Niles, Ohio

# WANTED WANTED

Tilt Foreman, also First and Second Men. Must drive semi. Can also place Ferris Wheel Foreman and Merry-Go-Round Foreman. Drunks and easers, stay where you are. Want Concessions of all kinds.

# MOUND CITY SHOWS

Shelbyville, Ill., this week.

# GRAB STAND FOR SALE

10x10 Ft. Anchor Top. Booked on Hale's Shows of Tomorrow. Exclusive. All Celebrations and Fairs to follow. Chariton, Iowa, this week; then Unionville, Mo., next week.  
**ROY G. MARR**

# FOR SALE

Aluminum and glass Concession Trailer with Concession Truck as tractor. Both equipped with hot dog steamers, drink dispensers, coffee urns, ice boxes and extra equipment, \$3,000.00 for both.  
**VERNOY G. BROWN**  
518 Cypress Ave. San Bruno, Calif.

# WAX FIGURES

We make anything you want in Wax Figures—Celebrities, Old Timers, Public Enemies, War Criminals, F. T. Barnum's Freaks and many others. Two-Headed Babies in Glass Jars.  
**B. W. CHRISTOPHEL WAX FIGURE STUDIO**  
2928 Folsom Ave. St. Louis 10, Mo.

# WOLF GREATER SHOWS WANT

Shows of all kinds. Concessions that work for stock. For Sale—1948 Spitfire, Tractor and Trailer. Terms to responsible party. Will book on show for balance of season. All mail to Red Wing, Minn., July 6-8; then as per route.

# CLIFFORD (STASH) GRAY

Please contact  
**R. C. BRYAN**  
608 Tampa St. Tampa, Fla.

derstilt, bear wheel; Walter Alderman, pea pool, and Ned Poole, grocery wheel. Ed Terry, who operates the grab stand, put on a glass pitch following the departure of Dick Wilson, who left for the North. Terry also has a fish-pond and ping pong. Marie and Marjorie Bowens joined as percentage dealers.

Mr. and Mrs. Roland Street and Miss Lela, midget, met with an accident which damaged their car and living trailer while en route from Niagara Falls, N. Y., to join Virginia Greater Shows. During the show's stand at Bergenfield, N. J., George (Slim) Gillespie, Ferris Wheel foreman, and Christine Schott, of Spark Hill, N. Y., were married. Angelo Longo, of Silk City Shows, visited Virginia Greater the same week.

Harry LaRoy, who left Prell's Broadway Shows May 22 for a rest at his home in Fostoria, O., underwent an operation June 22 in Columbus, O., for removal of a lung tumor and is recuperating rapidly, according to his wife, Marie. The LaRois' baboon is being kept in the Columbus Zoo during their lay-off. They expect to return to the road later in the year. Friends may address the LaRois at 431 Elm Street, Fostoria.

Recent visitors to Prell's Broadway Shows were Jack Kellow and his cousin, Paul Kuntz. Billy Whelan was given a new car for his birthday. Amber West planned to the Prell org to visit Lillian Russell and discuss future club dates. Amber is with United States Shows. S. V. Russell, also with Prell, visited New York recently. . . . Jimmy Bennett, well-known carnival trouper, is in the Army Air Force and stationed at Great Falls, S. C. . . . Herman (Slim) Wolfe, Tex Rose and Bob Derr visited Pioneer Shows at Milesburg, Pa., George Jones reports.

Joining Virginia Greater Shows in Bergenfield, N. J., recently were Mr. and Mrs. J. O'Hara, formerly with Carl Ferris Shows, Animal Show; R. Stanley, palmistry booth; L. B. Winter, short-range gallery; Mr. and Mrs. Ed Klien, impalement and sharp shooting, and Mr. and Mrs. Roland Street and Miss Lela. . . . Members of G. & B. Rides tendered Madaline Latlip a surprise party while the org was in Spelter, Va. Party was held in Abe Bonario's cookhouse and guests included Mr. and Mrs. George Broas, Mrs. Marion Latlip, Mr. and Mrs. Billy Picozzy, David Latlip, Abe Bonario, Mr. and Mrs. Ben English, Bennie Bergan, Mr. and Mrs. James Ferrell, Mr. and Mrs. Gerard Normandin, Mr. and Mrs. Chris Church, Mr. and Mrs. Lawson, Mr. and Mrs. Cecil McGee, Mr. and Mrs. Larry Mitchell, Mr. and Mrs. Raymon C. Moore, Ralph Cole, Jack Smith, Billy Clark, Clarence Taylor, Floyd Droll and Lee Sigley Jr.

Walter B. Fox writes from his Mobile, Ala., headquarters that he enjoyed visits with Frank B. Hildebrand and Frank W. Peppers, who were in the city recently. Hildebrand was representing his Warren Bros. Circus and Peppers was en route from Selma, Ala., to New Orleans on business connected with his new amusement park in Selma. Peppers, who was hospitalized nearly all of last summer because of a heart ailment, has practically recovered from his illness. . . . Col. H. G. Coffey has joined American Eagle Shows.

Mr. and Mrs. Richard Welch and Pete and Marie Miller, of American Eagle Shows, took delivery on a new house trailer while the org was playing Kansas, Ill. Mrs. John Sinko celebrated her 30th birthday and Mr. and Mrs. Lehman Moore noted their 22d wedding anniversary June 18, while a baby shower was held June 27 for Mrs. Jake Hogan.

After spending a furlough with his parents, Pvt. Jimmy Lambert has returned to duty with the 469th Field Artillery Battalion at Fort Sill, Okla. While at home Lambert's mother presented him with a Buick convertible as a birthday gift, and gifts from friends and relatives included a watch studded with diamonds and rubies with matching cuff links and tie clasp. Lambert leaves soon for Monterey, Calif., where he will attend a Korean language school. . . . Merl Bissel, Merry-Go-Round foreman with the Pioneer Shows, has returned to the shows following a visit to his Wellsville, N. Y., home. Hambone Mitchell is back with the show.

# PENN PREMIER SHOWS

worlds \* cleanest \* midway

**LAST CALL LAST CALL LAST CALL**  
SELINGSGROVE FAIR, JULY 16-21—Day and Night

**CONCESSIONS** Can place legitimate Concessions of all kinds. Eating Concessions, Drinks, Demonstrators, Pitchmen, Gadget Workers, Novelties, Hats and some Percentage.

**SHOWS** Can place Wild Life, Animal, Arcade, or any Grind Show not conflicting.

**RIDES** Can place Spitfire, Fly-o-Plane, one more Wheel, Caterpillar, or any ride not conflicting. 125,000 attendance last year.

**HELP** Want to join on wire: SOBER, RELIABLE SECRETARY who can handle office and knows taxes. Must be willing to be bonded. Can place sober, reliable Ride Help on all rides who drive.

16 FAIRS—SAVE THIS AD FOR FUTURE REFERENCE—16 FAIRS

**OLD HOME WEEK**  
Allegany, N. Y.  
July 2-7

**SOMERSET CO. FAIR**  
Aug. 13th-18th  
Meyersdale, Penna.

**DURHAM CO. FAIR**  
Sept. 17th-22nd  
Durham, N. C.

**SCOTLAND CO. FAIR**  
Oct. 15th-20th  
Laurensburg, N. C.

**SELINGSGROVE FAIR**  
July 16th-21st  
Selingsgrove, Pa.

**HUNTINGDON CO. FAIR**  
Aug. 20th-25th  
Huntingdon, Pa.

**LEE CO. FAIR**  
Sept. 24th-29th  
Sanford, N. C.

**MOORE CO. FAIR**  
Oct. 22nd-27th  
Carthage, N. C.

**RED LION FAIR**  
July 23rd-28th  
Red Lion, Pa.

**JUNIATA CO. FAIR**  
Sept. 3rd-8th  
Port Royal, Pa.

**GOLDEN BELT FAIR**  
Oct. 1st-6th  
Henderson, N. C.

**YAMMESSEE CO. FAIR**  
Oct. 29-Nov. 3  
Loris, N. C.

**MONTGOMERY CO. FAIR**  
Aug. 6th-11th  
Hatfield, Penna.

**CHARLOTTE CO. FAIR**  
Sept. 10th-15th  
Charlottesville, Va.

**LANCASTER CO. FAIR**  
Oct. 8th-13th  
Lancaster, S. C.

**AMERICAN LEGION FAIR**  
Nov. 5th-10th  
Georgetown, S. C.

ADDRESS ALL MAIL AND WIRES TO  
**LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows, Allegany, N. Y., this week**

# Morris Hannum Shows

One of the Great Eastern Shows

EASTERN PENNSYLVANIA'S THREE OUTSTANDING DATES

SPRING MILL FAIR, Conshohocken, Pa.; Ten Tremendous Days, six miles from Philadelphia, July 11-21. CAHILL FIELD FAIR, July 23-28; the Biggest Catholic Reunion Date Ever Held in Philadelphia. Drawings for Three New Cars to be held Thursday, Friday and Saturday, climaxing eight months of ticket sales. GREAT FLOURTOWN FAIR, August 1-11; another ten days of assured attendance. These three dates are Free Gates. George Hamid Free Acts, Cars Given Away and Nightly Cash Prizes.

SHOWS—Snake, Wild Life, Monkey, Arcade and Motordrome. RIDES—Tilt, Caterpillar, Rocket, Whip. CONCESSIONS—Hanky Panks and legitimate concessions of all kinds, Novelties, Coke Bottles, Ball Games, Hi-Striker. HELP—First and Second Men who drive on all rides; top salaries. Good opening for Wheel Foreman and Second Man on Chairplane. Don't Write, come on. Replies to

**MORRIS HANNUM**

Tudor Hotel, Hawley, Penn., now; next week, Philadelphia. Telephone: Wissahickon 7-8176.

# W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

## WANT FOR NINE STRAIGHT FAIRS

Hanky Panks, stock only; Long Range, Short Range, Jewelry, Custard, Merchandise Concessions. OPEN MIDWAY. "No Phone calls."

This week, Camp Atterbury at Gate "A". All wires—Western Union, Columbus, Indiana. Followed by Indiana's Largest Street Fair, Marion, Indiana, July 9th to 14th, with eight Fairs straight in row to follow.

## FOR SALE

One 10 K. V. A. Light Plant, new, price, \$650.00; one Kid Train engine and two coaches, track 60x40 complete, price \$600; one 1948 Roll-o-Plane Super, like new with 28 ft. Semi and 1946 Tractor complete, \$5000.00.

All replies **BILL GEREN**, as per route

## WANT TALKER

Will give guarantee until Fairs. Also Magician who can M.C. and sell feature. Ticket Sellers and Wives if small for Illusions. Foots Middletown, contact immediately! Ray Stevens, contact.

**L. B. MALLOTT, Mgr.**  
Illusion Show, World of Mirth, Schenectady, N. Y., July 2-7.

## FOR SALE

One 8-Tub Octopus and one Eyerly Super-Rolloplane.

**D. CHUDY**

772 Farmington Ave.  
West Hartford, Conn.

## LONE STAR SHOWS

CONCESSIONS WANTED—Will book Hanky Panks, Ball Games, Fish Pond, Bomper, Guess Your Age and Weight, Hi-Striker, Novelties, Sno Balls, Frozen Custard, Candy Apples. Will also book Cookhouse and Bingo, Six Cats, Buckets and Swings that work for stock. SHOWS—Any Show of merit. Thrill Show, Ten-in-One, Snake Show, or what have you? Can use Ride Help on all Rides. Merry-Go-Round Foreman wanted, in Georgia, plus six Fairs in Georgia and five more pending. Have a few Fair dates open. Fair Committees, get in touch per route in The Billboard. Wire or write LONE STAR SHOWS, J. R. McSpadden, Owner, Kornersville, N. C., week of July 4. No wires collect, use your own.

## MIDWAY OF MIRTH SHOWS

WANT

CONCESSIONS: Fish Ponds, Scales, Bomper, Cork Gallery, Hoop-La, Slim Blower and American Mitt Camp. SHOWS: Wild Life, Hillbilly, Snake. Address: Trenton, July 1-4; Puchontas, July 7-9; Stonington, July 10-15; all Illinois.

WANT



Now playing Hoopston, Ill.

All bona fide fairs & celebrations from here on in! No gates, no blanks.

NEXT WEEK, THORNTOWN, IND., FREE FAIR, FIVE DAYS ON THE MAIN STREETS, followed by THE BIG OTTERBEIN, IND., ANNUAL on the streets.

# Capitol City Amusements, Incorporated

P. O. BOX 511 PHONE WA-1010 INDIANAPOLIS, INDIANA

## LAWRENCE GREATER SHOWS

WANT FOR HARRINGTON, DELAWARE, FAIR WILL MAKE GOOD PROPOSITION TO ALL SHOWMEN

On account of disappointment, can use Side Show, with or without equipment. Want Man to take over Life Show, or will buy specimens. Have complete equipment. Also want Man to take over Snake Show, Motordrome, Fun House. Can also use Talkers, Grinders and Acts for Side Show. Want Help of all kinds. Also Ride Superintendent and First and Second Men on rides. Tex Graham wants to hear from Al Short, Rubber Boy, Alexander and others who have worked for him before.

All address: Wilkes-Barre, Pa., this week

## C.C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT

WANT

For West Kentucky Fair, Paducah, Ky., July 18 thru July 19th and followed by 15 bona fide fairs, including the Great Southern Illinois State Fair at Du Quoin—9 Big Days. Make reservations now. Merchandise Concessions of all kinds—Derby, Ball Games, Hi Striker, Dart Games, Coke Bottle, Short Range. Can place Glass House, Motordrome, Fat People, Midget and Grind Shows with own equipment. Want Ride Help of all kinds. Especially want Wheel Foreman for Twin Wheels. Top salary and bonus.

All Address: C. C. GROSCURTH, Mgr. HARRISBURG, ILL., THIS WEEK.

## GEORGE CLYDE SMITH SHOWS

Want Custard, String Game, High Striker, Fish Pond, Blower, Guess Your Age and Weight, Long and Short Range Lead Gallery, Pitch Till You Win, Darts, Swinger, Slum Spindle, Buckets, Huckly Buck, Hanky Pank Agents. Want Penny Arcade, Illusion Show, Crime Show. General Ride Help and Tractor Drivers. Dot and Stall, contact Leonard Rogers at once. Want Train, Spit Fire and Tilt.

All replies to George Clyde Smith Shows Scalp Level, Pa., this week; Central City, Pa., next week.

## MODEL SHOWS, INC.

WANT

WANT

Drome Manager who can ride. Salary and percentage. Caterpillar Foreman who knows the ride, top salary; Junior Weeks, contact. Dodgem Foreman, must be able to keep ride up. Will book any Show not conflicting. Have 12 weeks top fairs. Want Stock Concessions.

Iowa City, Iowa, this week; Lyons, Iowa, Street Celebration, next.

## GET WELL WITH WILLIS & CALER SHOWS

Headed for Georgia's choice Tobacco Markets. Two more weeks on proven Macon lots, then into heart of tobacco land, booked solid. All joining now given preference. Can use Rides, Shows, Concessions of all kinds. Want Agents. Now completing 15 weeks in Macon. Our references the best: Chamber of Commerce, any bank. Georgia's Tobacco Markets open July 19. Largest crop in history. Join now. Address: C. M. WILLIS or GAYLORD CALER BROADWAY THIS WEEK; ORCHARD AVENUE NEXT; BOTH MACON, GA.

## C. A. STEPHENS SHOWS

WANT

CONCESSIONS: Cigarette Gallery, Pitch-Till-U-Win, Hoop-La, Ball Games, Six Cats and Buckets, Arthur S. Sweet, get in touch with Pop or come on. SHOWS: Can place Monkey Show, Wild Life, Big Snake. Stan Welsley can place Annex Attractions for Side Show. Want Man and Wife for Girl Show and Acts for Side Show. RIDES: Need Swing Foreman who can drive semi. Can place Rolltoplane, Spitfire or any Major Ride not conflicting. MAYSVILLE, KY., THIS WEEK.

## CAVALCADE OF AMUSEMENTS

CAN PLACE

High class organized Minstrel Show. Must have own wardrobe. We furnish sleeping car accommodations. Join Erie, Pennsylvania, July 9. Long season of Fairs. First Fair starts Muncie, Indiana, July 29.

Address: E. Liverpool, O., this week; Erie, Pa., next week

## FIDLERS UNITED SHOWS

WANT

WANT

TILT AND WHEEL FOREMEN WHO DRIVE SEMI TRAILERS, ALSO SECOND MEN ON RIDES. (BOB HOARD, COME ON.) (BILL RUDELL, CONTACT ME.) East Gary, Indiana, until Friday, July 6. Opening Janesville, Wisconsin, July 5.

SAM FIDLER, Mgr.

HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND

## From the Lots

### Willis & Caler

MACON, Ga., June 30.—C. M. Willis, who became a partner with Gaylord Caler after Paul T. Robertson left two weeks ago, has added several concessions.

Last week at a new East Macon lot, near Fort Hill Cemetery, biz was good, and Friday and Saturday nights were among top grossers of the season. This week the show played the Broadway lot, a repeat date. The show was on the lot 12 weeks ago.

Willis said this week may close Macon engagements, which covered 13 weeks. The show is headed to South Georgia tobacco markets. Gaylord Caler spent several days at home in Jackson, Mich., and returned with his brother, Virgil, who is ticket seller on the Chairplane, and Kenyon Rutledge, who operates the fishpond concession. New lighting system is well liked. Gate was taken off two weeks ago and crowds have been bigger every night.

### O. C. Buck

YORKVILLE, N. Y., June 30.—Opening Monday night (25) was well attended. Show equipment fans out over two lots, with a bridge over a ditch connecting.

At Watertown last week a birthday party was held for Oscar Buck Jr., in the bingo top. Bucky was gifted with many presents. Entertainment and refreshments were provided. Show personnel gave Oscar Buck Sr., a pen and pencil set which had been planned for presentation on his birthday but arrived too late.

Children's Day held up to the usual Watertown matinee, and was followed by good night attendance.—ROY F. PEUGH.

### American Eagle

KANSAS, Ill., June 30.—Shows played city park here this week. Dorothy Hockett has a new white and red front for her Kiddie Rides. Owner Danny Arnett bought seven ponies and two colts for a new pony ride. Dave Smith has the newly framed Snake Show and Yogi Ray and Chiquita the Girl Show.

Cliff Swisher joined the writer's crew for Glenn Hockett's concessions. Bingo had the best week of the season so far at Oakland, Ill. It is handled by Mrs. Arnett, with Mrs. William Reno, checker. William Barnett is electrician.—WILLIAM X. RENO.

### Frank Elliott

KENSINGTON, P. E. I., June 30.—Shows wind up a four-week tour of Prince Edward Island with tonight's close. Rain and cold weather played havoc with business at all spots. Charlottetown, the provincial capital, was a near blank with four days washed out. Stands at O'Leary and Souris were only fair, altho the weather was somewhat better. Shows are being managed by Ronald R. Elliott, brother of the late Frank Elliott Jr., who passed away in March.—R. K. JOHNSTON.

### J. A. Gentsch

NEW ALBANY, Miss., June 30.—Shows played a week's engagement here sponsored by the American Legion. Location was up town and business good. Johnnie Miller has joined. He is working for Mrs. Vivian Kennedy, who operates the diggers. Mrs. Gentsch and children, Sonnie and Merna, are motoring to Denver to visit Mrs. Gentsch's mother and relatives. Frank H. Owens is in Kentucky this week.

### Dick Wilcox

CARIBOU, Me., June 30.—Shows played here to small money all week, awaiting the big day, Saturday, but it rained from early morning until 9 p.m. Cookhouse, pill pool and Harem Girl Show were the only ones open.—SAM EDSTINE.

### Peck Amusement

ELWOOD, Ind., June 30.—Shows made the long jump here from Wilmington, Ill., in good time last week and everything was ready for the Monday opening. Lot was in the city park, a short distance from the business center. Business on Monday and Saturday nights was okay to give the shows a fair gross on the week.—FAY CURTIS.

### Virginia Greater

BERGENFIELD, N. J., June 30.—Business the early part of the week ending here Saturday (23) was fair but far below expectations, while bad weather the latter part of the stand held the take down.

Bob Millikin came from Atlanta to take over the duties of Arthur Gibson, chief electrician and builder on the show, who died Monday (18). A Wednesday (20) kiddie matinee was light, altho weather was ideal. Jesse and Mary (Caledonia) Brown came from North Carolina to work the Cotton Club Revue.

### Eastern Amusement

LISBON FALLS, Me., June 30.—Shows moved here from Mexico, Me., where a good week was recorded. Shows and rides are newly painted. Two concessions are to be added—a crew hat stand, operated by Brenda Perry, and penny pitch by Nancy Walczewski. Mrs. Lester Merrill, of the cookhouse, underwent a minor operation in Lewiston, Me. Chester Heaney has left to return to his taxi stand in Lowell, Mass. Rita and Phil Derap, electrician, took delivery on a convertible Buick.—P. TOMENDALE.

### Mighty Hoosier State

LAWRENCEBURG, Ind., June 30.—Shows made a short move here from Addyston, O., and set up on the main streets. Owner W. R. Geren reported business the best of the season thus far. Org was sponsored by the fire department. Geren presented his wife with a new car. Shows start their celebration and fairs season following this date.—WALDO JAMES.

## WILLIAM T. COLLINS SHOWS

WANT FOR 14 FAIRS Commencing July 9, FESSENDEN, N. D., followed by NORTH DAKOTA STATE FAIR, GRAND FORKS and other Big Ones.

Concessions of all kinds except Bingo, Diggers, Popcorn, Long Range and Mitt Camp. Reasonable privilege to all. Want Motordrome or any other Show not conflicting. Good show territory and money is still plentiful. Hot Papa Turner wants for Swingtime Revue: Chorus Girls, A-1 Comic, also Musicians. No drinks. Salary—no P.C. Floyd Walsley wants for high class Side Show outstanding Working Acts. Fire, Swords, Bally Acts, Frog Boy, Pin Act, Freaks. No Annex. Any Act that is strong. All who worked for me, Norma Curley, answer. Want Foreman for Wheels, \$75.00 per week, and pay every week. Also Second Men. Fly-o-Plane Foreman, \$60.00 per week; also Second Man. Second Men on all Rides who drive semi. Will pay you what you are worth and give you good treatment. Drunks and cheaters, stay where you are, as you won't last.

WM. T. COLLINS, Owner ART SIGNOR, Manager Detroit Lakes, Minn., this week; Fessenden, North Dakota, next week.

## CAPITOL CITY AMUSEMENTS, Unit #2

WANT WANT WANT For Orleans, Ind., 29th Annual American Legion Jubilee, on Court House Square, week July 16. Solid route of Fairs and Celebrations follows. No Still Dates.

CONCESSIONS: Short and Long Range Gallery, String Game, Jewelry, Age and Scales, Derby, Diggers, 2 Grind Stores. Will sell Ex on American Palmistry. Will place Six Cats and Buckets working for stock. Want Hanky Panks of all kinds. SHOWS: Can place attractive Shows, especially Girl, Fun House, Side Show or Monkey Show. Committee money only. RIDES: Want one Flat Ride for committee money only. NOTICE: Celebration and Fair Committees: Units #1 and #2 of Capitol City Amusements, capably staffed and organized, will positively fulfill all contracts.

Wire R. F. Judy, Mgr. #2 Unit, Boonville, Ind., this week Baron Paul, President, Capitol City Amusements, Inc.

## HELLER'S ACME SHOWS

BIG ELKS' FOURTH OF JULY CELEBRATION, RIDGEWOOD, N. J., ELKS' GROUNDS after that the BIGGEST CELEBRATION IN NEW JERSEY, HAMMONTON, N. J., 8 BIG DAYS, INCLUDING SUNDAY, JULY 9 TO 16

Then Franklin, N. J., 10 days, July 19 to 28; then south for 10 big Fairs. WANT SHOWS: Will give outstanding proposition to real show folks, including Girl Shows. Few Concessions open, Hanky Panks open, Photos, Cake Bottles, Dart, Shooting Gallery, Lane and Short Range, Popcorn and Candy Apples. No grill on this Show. Will book for these dates Rolltoplane, Ride-O or Caterpillar and one more Ferris Wheel. Can use sober Help on 10 office-owned Rides. Want Chairplane Foreman; Frechie, Merry-Go-Round Foreman. All address: HARRY HELLER, HELLER'S ACME SHOWS, at per route. Permanent address: Box 6, Camptown, N. J. Phone: Wycott 4-6323-M.



WANT

WANT

Ride Men who are semi trailer drivers for Octopus, Merry-Go-Round, Rock-o-Plane and other Rides. Drunks the cause of this ad. Shows: Snake Show, Monkey Show or any Grind Show not conflicting. Address: Connersville, Indiana, this week; Washington, Indiana, to follow.

## RAYNELL WANTS

TALKER — GIRLS — ACTS

Working Men; Bill Taylor, wife. People for all departments for new show. Also Girl to understudy for Under-Water Act; must be shapely. Wire, call or write RAYNELL

c/o CETLIN & WILSON SHOWS, Bridgeport, Ohio, this week.

## REELSVILLE, INDIANA ANNUAL P.T.A. HOMECOMING

JULY 13-14

Want Candy Floss, Sno Cone, Novelty, Ball Games, Fish Pond and Photos. All replies to JOHN PORTMONT Rensselaer, Indiana, this week

## BINGO WANTED

CAN PLACE LARGE, FLASHY BINGO FOR BALANCE OF SEASON. Have 17 Fairs booked. Address:

H. B. ROSEN, Mgr. INTERSTATE SHOWS Galax, Va., this week

## WANTED

DERBY RACER HELP AND CALLERS ENLARGING OUR CREWS FOR FAIR ROUTES.

BOB K. PARKER P. O. BOX 111 DELAVAN, WIS.

## BUFF HOTTE SHOWS WANT

PHOTO GALLERY Immediately. Join here or Zeigler next week. WANT SHOWS OF ALL KINDS WITH OWN EQUIPMENT TO JOIN MARION, ILLINOIS (FAIR), WEEK JUNE 18.

BUFF HOTTE, Mgr. Metropolis, Ill., this week

## FOUR PHONEMEN

For Annual Mid-September Show. Tickets, UPC's, and book. Strong deals to follow. No financing.

KENNETH RECTOR Morris Hotel Omaha, Nebraska

## GIVE TO DAMON RUNYON CANCER FUND



**TOUGH COMPETITION**

**Eastern Orgs Head Away From Beaches**

NEW YORK, June 30.—The exodus from Eastern shore areas is on again, occasioned by the coming of the Fourth of July and the certain hot weather that will send hordes of urbanites flocking to near-by beaches and away from dusty show lots.

Orgs are spreading out again, north and west to where residents are pretty much shackled, in that there is little to lure them from within a few miles of their homes. The attraction of shore resorts is regarded in terms of family vacations and not as a venture that can be embarked on in a single day because the morning loomed bright.

With the season about one-third over for most Eastern orgs, owners and personnel are gauging the future with mixed reactions. The season has not been a stinker, but neither has it resulted in a flurry of Cadillac buying.

**Fairs Look Good**

Most ops regard the outlook as good and look for sure winnings at the fairs which begin for many next month. Meanwhile, there is the prospect of better weather and earnings than has been encountered to date. While parks that

opened early got their best break in week-end spring weather in many a year, the carnivals were not so fortunate. Office records show that rain has been frequent, and even worse, it has fallen on the all-important Fridays and Saturdays. Balmey Sundays have been lost to the shows en route.

While the season has been spotty for most, the crys for help, if any, have not been given volume, except where the need is for manpower. Stringent shortages, which appeared likely as the Korean War gained momentum and the nation stepped up its defense effort, have not resulted in curtailment of any operations. Some items have been difficult, but not impossible, to get. Most ops regard difficulties of this kind as the sign of a thriving economy that can only benefit them.

Restrictions encountered in many areas have curtailed potential earnings, but adaptations have been made in many instances and total losses avoided. The optimists hope for easement come fair time. The versatile ones feel that they will be able to meet any situation that arises and do all right.

**Club Activities**

**Showmen's League of America**

400 S. State St., Chicago

CHICAGO, June 30.—Prospects seem favorable for closing of a lease for new quarters at 170 West Washington Street. Estimates on alteration costs are being worked out and are expected to be presented for approval in the near future.

President and Mrs. Lou Keller and Secretary Joe Streibich visited the Gem City Shows at Aurora, Ill., where assurance of support was given to the ways and means committee by Thomas D. Hickey, Don Greco and Art Frazier.

Herb Pickard, former press agent of the Royal American Shows, is active locally with his new public relations office. K. H. Garman, owner of Sunset Amusement, wires that the insurance company has already made adjustments and the show has recovered from the recent storm damage it suffered.

Bob Parker, past president, now at Mayo Clinic, Rochester, Minn., infos he is improving and expects to be released soon. Leona Parker arrived at Delavan, Wis., June 23. Max Hirsh has reentered Illinois Masonic Hospital.

Recent callers at clubrooms included Jack Krutt, Max Brantman, Jack Kaplan, Andre Dumont and President and Mrs. Lou Keller.

Chickie Miller, former member, was found dead in his bed Sunday morning (24).

The ways and means committee will put out bond award books after July 4. Dues for 1952 have started coming in, but there are still some delinquent on '51 dues.

Charles Owens came in from California for a short stay. Chick Bohdan is reported getting along nicely.

**National Showmen's Association**

1564 Broadway, New York

NEW YORK, June 30. — President Bernard (Buckey) Allen is at Phillips House, Massachusetts General Hospital, for a check-up. Hyman Tobin expects to be discharged from the hospital shortly. Shut-in James Cox will have a three-day pass for the July 4 holiday from Pawling Sanitarium, Wyantskill, N. Y. Sympathy is offered Herman Cohen on the death of his brother.

Eligibility committee has approved the following applications: Paul T. Little, sponsored by Jim McHugh and Woodrow Jones; Salvador Terracina and Harry Eddels, sponsored by Phil Cook. The 14th annual banquet will be held November 21 at the Astor Hotel. The 1951 year book is being readied and Gerald Snellens already has forwarded several advertisements for it.

Among recent visitors were William Carsky, Chicago; Al Burt, Stanley Wathon, Mack Kassow, Murray Zand, Thomas Williams, John McCormick, Sid Roemer, Emanuel Silver, Sam Finkel, Al Halpin and Morris Glass.

Membership cards for 1952 are ready for distribution. Dues are payable July 15.

**Carnival Routes**

Continued from page 43

- Elliott, Frank: Sankville, N. B. Can.
- Emshoff: Burlington, Wis., 2-4; Mazomanie 6-8; Lake Mills 13-15.
- Evans United: Lyndon, Kan., 2-4.
- Ferris, Carl D.: Medina, N. Y.
- Ferris Greater: Delmar, Calif., 2-8; Montebello 11-16.
- Pidler's United: East Gary, Ind.; Janesville, Wis., 9-14.
- Pleming, Mad Cody: (Mayson & Turner) Atlanta, Ga.
- Francis, John: Oceanmore, Wis.
- Gayland: Scitler, Alta, Can., 4-5; Coronation 6-7.
- G. & B. Rides: Ripley, W. Va.
- Gem City: Henry, Ill., 2-5; Springfield 6-14.
- Gentach, J. A.: Trenton, Tenn.
- Gladstone Expo.: Eminence, Ky.
- Gold Bond: Peshigo, Wis.; Green Bay 9-14.
- Gold Medal: Oak Ridge, Tenn.
- Golden Rule: North Wales, Pa.
- Gooding Am. Co. No. 1: Chillicothe, O.
- Gooding Am. Co. No. 2: Wellsville, O.
- Gooding Am. Co. No. 3: Hillsdale, Mich.
- Gooding Am. Co. No. 4: Vandergriff, Pa.
- Gooding Am. Co. No. 5: Bloomington, Ind.
- Gooding Am. Co. No. 6: Woodville, O.
- Gooding American Expo.: Indiana, Pa.
- Gooding Greater: (Fair) Anderson, Ind.
- Gooding Park Attrs.: Midland, Pa.
- Grand American: Kirksville, Mo., 2-4; Waterloo, Ia., 6-14.
- Granite State: Belfast, Maine.
- Great Lakes: White Cloud, Mich.
- Greater Dixieland: Crockett, Tex.
- Grover Greater: Elton, La., 2-4.
- Hale's: Chariton, Ia.; Unionville, Mo., 9-14.
- Hames, Bill: Round Rock, Tex.

- Hammond, Bob: Austin, Tex., 2-4; Grand Prairie 6-14.
- Hannum, Morris: Hawley, Pa.
- Happy Attrs.: Eollansbee, W. Va.; Bellairs, O., 9-14.
- Happyland: Ypsilanti, Mich.
- Harrison: Dillwyn, Va.; Scottsville 9-14.
- Hawkeye State: Rock Rapids, Ia., 2-4.
- Heart of Texas: Blackwell, Okla.
- Heller's Acme: Ridgewood, N. J.; Hammon 9-16.
- Hennies: Menominee, Mich.
- Heth, L. J.: Connorsville, Ind.; Washington 9-14.
- Hiawatha: Whitmore Lake, Mich.; Whitehouse, O., 9-14.
- Hill's Greater: Mohrville, S. D.
- Hottle, Buff: (Fair) Metropolis, Ill.
- Howard Bros. Rides: Charleroi, Pa.; Fredericktown 9-14.
- Howard Bros. Shows: Fairport Harbor, O., 4.
- Imperial: Pana, Ill.
- Inland: Oltard, Ill.
- Interstate: Galax, Va.
- Imperial Expo.: Albany, Ore.
- J. & B.: West Point, Va.
- Johnny's United: Rensselaer, Ind.
- Jollytime: Shenandoah, Va.
- Joyland Midway Attrs.: Mt. Clemens, Mich., 2-4; (Livernois & Michigan) Detroit 6-15.
- Karras, Gust. Greater: Stanberry, Mo., 2-4; Cosby 5-7; Oregon 10-14.
- Keystone Expo.: Belhaven, N. C.
- LaCrosse: Woodville, N. H.
- LaGrasse Am. Co. No. 1: Conway, N. H.; No. 2: Framingham, Mass.; No. 3, North Reading, Mass.; No. 4, New Bedford.
- Lane, Sammy: Eldon, Mo.; Iberia 9-14.
- Lawrence Greater: Exeter, Penn.
- Lee United: Sand Lake, Mich., 2-4.
- Lone Star: Kernersville, N. C.
- Lucky Strike: Linden, Tenn.
- Maddox Bros.: Peabody, Kan., 2-4; Clifton 12-14.
- Magic Empire: Watervliet, Mich.
- Magic Valley: Rowena, Tex.
- Manning, Ross: Quakertown, Pa.
- Marva, John H.: Riverhead, N. Y.
- Marva's Casey, Ill., 2-4; Glasford 6-8.
- Meeker: Jerome, Idaho; Twin Falls 9-14.
- Merriman's Midway: Cannon Falls, Minn., 2-4; Plainview 6-8; Red Wing 10-14.
- Merryland: Lake City, Mich., 2-4; Frankfort 6-8; Cadillac 10-14.
- Midway Expo.: Schuyler, Neb., 2-4.
- Midway of Mirth: Trenton, Ill., 1-4.
- Pocahontas 7-9; Stonington 10-15.
- Midwest: Richfield, Utah, 2-4.
- Mighty Hammontrise: Paintsville, Ky.
- Mighty Hoosier State: Camp Atterbury (Columbus), Ind.; Marion 9-14.
- Mighty Page: Richlands, Va.
- Migrothy, Curly: Carthage, Ark.
- Model: Iowa City, Ia.
- Model Shows of Canada: Montreal, Que., 2-11.
- Modernistic: Cape Charles, Va., 2-10; Easton, Md., 12-21.
- Moore's Modern: Mount Vernon, Ill.
- Motor City: (Jackson Park) Windsor, Ont., Can.; Hamilton 9-14.
- Motor State: Durand, Mich., 2-5; Maple Rapids 6-8; Paulding, O., 9-14.
- Mound City No. 1: Shelbyville, Ill.
- Mound City, No. 2: Hardin, Ill., 4; Chandlerville 5-7.
- Nelson, George W.: St. Cloud, Minn.; New Richland 11-12.
- Nessler Greater: Marceline, Mo.
- New York Gaiety: Danville, N. Y.
- Northern Expo.: Sanish, N. D., 2-5; Williston 6-7; Plentwood, Mont., 6-10; Scooby 11-12.
- Oklahoma Expo.: Salina, Okla., 2-4.
- Page Bros.: Martin, Tenn.
- Palmer: Gilbert, W. Va.
- Palmetto Expo.: Lyman, S. C.
- Pan-American: Hermosa Beach, Calif., 4-8; Hawthorne 11-15.
- Paul's Am. Co.: Springdale, Ark.; Colcord, Okla., 9-14.
- Peck Am. Co.: Iroquois, Ill.; Dupue 6-14.
- Penn Premier: Allegany, N. Y.
- Pioneer: Jersey Shore, Pa.; Altoona 9-14.
- Playland: 66th & Dennison, Cleveland, O.
- Playtime: Hyannis, Mass.; Buzzards Bay 2-14.
- Powelson Expo.: Mount Vernon, O.; New Washington 11-14.
- Powelson Greater: Byesville, O.; Reynoldsburg 11-14.
- Prell's Broadway: Amityville, L. I., N. Y.
- Reid King: Newport, Vt.
- Rockwell: Alva, Okla.
- Rogers Bros.: Bemidji, Minn.; Crosby 9-11; Cambridge 12-14.
- Rose City Rides: Seymour, Mo., 6-7; Ellington 10-19.
- Royal American: (Fair) Brandon, Man., Can., 2-6; (Fair) Calgary, Alta., 9-14.
- Royal Crown: Olney, Ill.
- Royal Duke: Columbia, S. C.
- Royal Midwest: Potomac, Ill.
- Royal United: Pipestone, Minn., 2-4; Westbrook 6-7.
- Rumble Rides: West Baden, Ind.; Leogottee 9-14.
- San Valley: Cuba, Kan., 2-4; Home City 6-7; Havensville 9-10.
- Sand Valley: Spruce Pine, N. C.
- Schafer's Just for Fun: (Fair) Belton, Tex.
- Siebrand Bros.: Butte, Mont.
- Skierbeck: Republic, Mich., 2-4; L'Anse 6-8.
- Smith, George: Clyde: Scalp Level, Pa.; Central City 9-14.
- Smith's Funland: Pennsburg, W. Va.
- Sopp Greater: Red Oak, Ia., 2-4; Clinton 5-8.
- Southern Valley: Portia, Ark., 2-4; Jonesboro 6-14.
- Strader, M. A.: Great Bend, Kan., 2-4; Stafford 5-7.
- Star Am. Co.: Berryville, Ark.
- Starlight: Bridgeport, Tex.; Blue Springs, Neb., 13-14.
- Stephen's: Oncoela, Ia., 2-4; Mt. Airy 9-14.
- Stephens, C. A.: Maysville, Ky.
- Strates, James E.: New Britain, Conn.
- Sunset Am. Co.: Montevideo, Minn., 2-4; (Fair) Barnesville 8-11; (Fair) Mahanomen 13-15.
- Tatham Bros.: Sullivan, Ill.; Havana 10-14.
- Tennessee Valley Am.: Nashville, Tenn.
- Thess United: Sheridan, Ill.; Cherry 11-15.
- Thomas Joyland: Charleston, W. Va.
- Trasley, Johnny T.: Jasper, Ga.
- The Top (Eastern): Oxford, N. Y.
- Tip Top (Western): Birmamwood, Wis., 6-8; Tomahawk 13-15.
- Tivoli Expo.: (Fair) Griggsville, Ill.; (Fair) Mount Vernon 9-14.
- Tri-State: Seneca, Mo.
- Turner Bros.: Decatur, Ill.; Danville 9-14.
- 20th Century: Jamestown, N. D.
- United Expo.: Aurora, Mo.
- United States: Spencer, W. Va.
- Veterans United: Cooperstown, N. D., 2-4; Adams 5-7.
- Victory: Brush, Colo.
- Virginia Greater: Newton, N. J.; Manville 9-14.
- Vivons Bros.: Lebanon, Pa.
- Wade Greater: Argos, Indiana.
- Wade Bros.: Centralia, Ill.
- Wallace Bros.: (Fair) Moose Jaw, Sask., Can., 4-7; Portage la Prairie, Man., 9-11; Carman 12-14.
- Wallace, I. K.: Middletown, Va.
- Wallace & Murray: Marietta, O.
- West Coast Expo.: Pleasanton, Calif.; Petaluma 10-14.
- West Coast: Prineville, Ore., 5-8.
- Western: Skyway, Wash., 5-6.
- Wilcox, Dick: Houlton, Me.; Jonesport 9-14.
- Wilson Famous: Strretor, Ill., 2-6; Deer Creek 7-9; Wyoming 11-14.
- Wilson Greater: Flagstaff, Ariz., 2-4.
- Wolfs Am. Co.: Freehold, Pa.
- WGR's: Blue Earth, Minn., 2-4.
- World of Mirth: Schenectady, N. Y.
- World of Pleasure: Muskegon, Mich.

**W.G. WADE SHOWS**

**IRONWOOD, MICH., July 9-14**

**SHOWS WANTED**

Life Show with Flashy Front (Donation or Ticket Sale). Midget Family. Fat Show (Fit or Stage). Illusion Show, Framed to Handle Crowd.

**W. W. Wade Shows, Calumet, Mich., All this Week**

P.S.: Concession Privileges always open to Good Operators.

**WADE GREATER SHOWS**

**ANNUAL HOMECOMING CELEBRATION**

**Camden, O., July 10-14**

Free Acts—Bands—Prizes—Etc.

CAN PLACE—Goldfish Bowl, Ice Cream, Ball Games, Jewelry, Pitch-Till-U-Win and Other Merchandising Concessions. WANTED—Fun House, Mechanical City, Freak Animal, Side Show.

**Wade Greater Shows, Argos, Ind., All This Week**

**AMERICAN BAZAAR**

Manheim, Pa., July 2-7; Washington, D. C. (Seat Pleasant, Md.), July 9-14, two miles from Oklahoma & Benning Rd., the heart of 2,000 colored population.

Open midway for Hanky Panks of all kinds for this date.

Free Gate and Circus Free Act.

Wire deposit for location.

Want help on rides and concessions. Contact

**GEO. HARMS or BEN PAUL**  
Per Route

**THE ORIGINAL BIRD HAT**

Same hat used at Tampa Fair. Immediate shipments.

**\$3.75 per dozen**  
**\$40.00 per gross**

**WHITE COWBOY HATS**  
2 dozen to a carton  
**\$5.50 per dozen**  
**\$60.00 per gross**  
With long silk cords

**BIRD HATS IN COLORS**  
Assorted colors woven into the straw.  
**\$4.25 per dozen**  
**\$48.00 per gross**

**GEAN BERNI & CO.** 910 W. CASS ST. TAMPA, FLORIDA  
IF WE KNOW YOU, NO DEPOSIT REQUIRED

**Soldiers and Sailors' 61st Annual Picnic**

HARPER MEMORIAL PARK — SHADE GAP, PA.  
JULY 30 TO AUGUST 4

High class Free Acts, Fireworks Displays, Popular Stage Presentations. Choice locations for all types Legitimate Concessions; also Shows—Wild Life or Educational Exhibits for family patronage. Ride Help Wanted—Tex Evans, get in touch with Hank Hankins.

**GOLDEN RULE SHOWS**  
North Wales, Pa., July 2-7; after July 9 address A. L. Blackmon, Shade Gap, Pa.

**WANT**

GIRL, POSING or any well framed Shows with own equipment for BEARDSTOWN FISH FRY week July 16th. Will also book RIDES not conflicting and a few more Legitimate Concessions. WANT Ride Help who drive. Address Strretor, Ill., to July 6th; Deer Creek, Ill., July 6-7-8.

**WILSON FAMOUS SHOWS**

**CHANGE IN CONCESSION POLICY**

Starting Montevideo, Minn., July 2 to 4, and balance of season Only Hanky Panks and Percentage; have openings for both

**SUNSET AMUSEMENT COMPANY**  
Barnesville, Minn., Fair, July 7 to 11

**WANT**  
Manager for Girl Show  
**EDDIE'S EXPO. SHOW**  
Beaver Falls, Pa.

**BOOTS BUTLER**  
WANTS AGENTS  
Soldiers' Pay Day, Denison, Texas. Wheel Man, Count Store, Six Cat, Pin Store, Balloon Dart, Cigarette Shooting Gallery. Ted Lee, Wray, come on.  
BIG STATE SHOWS, per route.

**CAVALCADE OF AMUSEMENTS**

**WANT**  
Can place Concessions. Photos, Mitt Camp (no gypsies), Scales, Age, Fish Pond. Also Hanky Panks of all kinds.

**WANT**  
FIRST FAIR, MUNCIE, INDIANA, JULY 29 TO AUGUST 4.

Can place Ride Help on all Rides, also Tractor Drivers and Mule Skinners. Capable, sober, union Billposters; we furnish truck. Also want Waiters and Griddle Men for Cookhouse.

Address: E. Liverpool, Ohio, this week; Erie, Pa., next week.



## WANT CARNIVAL at 16th ANNUAL FESTIVAL

American Legion Auspices  
SEPTEMBER 10-11-12

Write

**E. B. BARNES**  
325 Cowgill St.  
Chillicothe, Missouri

## FOR SALE

Complete Kitchen Mobile Unit, equipped with butane gas tanks, capable of serving 1,000 meals and up, steam table, griddle, gas stove. Mounted on dual rear wheels and all steel chassis, motor new, tires excellent. Highest cash offer will be considered.

**H. LEVINE**

T. & T. Grill, 172 Main St.  
Winnipeg, Man., Can.

## AMERICAN LEGION MIDSUMMER FESTIVAL

July 15-21 incl. Berry St., Woodbridge, N. J. Wanted—Cigarette Gallery, Hoop-La, Glass Pitch, Popcorn and Jelly Apples, Cotton Floss, High Striker, first class Ferris Wheel Man, few Kiddie Rides or any other Grind Stores. Address

**FRANK BIONDI**

213 Ridge St. Newark, N. J.  
Phone Humboldt 5-9036 or 3-1051

## WANT

## WANT

On the streets uptown, Loogoolee, Ind., Lions Club Festival, July 9-14. Want Shows and Concessions. H.A. members welcome. Gus Young with us. All address

**HOMER M. GINTHER or D. P. RUMBLE**  
RUMBLE RIDES, West Baden, Ind., this week.

## WANTED AT ONCE

Experienced Wrestler to manage Athletic Show in proven athletic territory.

**GUST KARRAS**

124 So. 8th St., St. Joseph, Mo.

## NOW WITH BIG STATE SHOWS HERMAN SCHWARTZ WANTS

For Denton, Tex., Fourth Celebration and Soldiers' Pay Day, Count State Agents. Address Denton, Texas, this week.

## WANTED

FOR JULY 18-19-20-21

Four Kiddie Rides and Concessions. Four Days Horse Racing. Four Nites Cherokee Hammonds Rodeo & Wild West No Games.

**H. L. KELLEY, Supl. Concessions**  
Montpelier, Ind.

## WANTED

RIDES FOR CHICAGO TERRITORY

For the season till the snow falls. Ferris Wheel, Merry-Go-Round and what have you that don't conflict. Very good proposition. Please contact immediately

**MIKE WOLD**

3206 AINSLIE CHICAGO, ILL.  
Phone: Independence 3-1600  
call before 10 a.m.

## COMMITTEES AND FAIRS

We have few open dates: August and September, including Labor Day. Five Major, three Kiddie Rides; twenty Concessions. Write

**FORREST BROWN**

Delphos, Ohio

## WANTED TO BUY KIDDIE RIDES

Interested in Airplane, Boat, Auto or a good Tilt-A-Whirl or Merry-Go-Round. State price, make and condition in first letter

**JAS. R. COLE**

R. R. No. 1, Peru, Ind.

## WANTED

AUTOMOBILE RACES, THRILL SHOW, CIRCUS OR RODEO FOR NIGHTS OF AUGUST 14, 15 & 16 116th & 17th filled.

**M. W. Hartsfield, Treas.**

**Purchase District Fair**  
Mayfield, Kentucky

## WANTED

Merry-Go-Round Foreman for 2-abreast Parker. Top salary if you know your business. No drunks or chasers. Can use Concessions to play Chicago lots. Those with me before, contact.

**FRED A. POTENZA**

741 N. Wolcott Ave. CHICAGO  
Phone: HAYmarket 1-4121

## AGENTS

Wanted for ten consecutive Minnesota and Wisconsin Fairs. Also Men who can up and down Concessions and drive semis.

**R. W. ROCCO**

c/o Cold Bond Shows  
Peshigo, Wis., this week; Green Bay, Wis., to follow.

# Hit Top in Talent Field Thru Versatile Effort

• Continued from page 40

up with, but Dorothy made the adjustments and their efforts soon dove-tailed perfectly. Hamid, she says, was ever considerate and responsible for her many advances in the firm.

When Wirth and Hamid split up, Dorothy elected to continue with the latter. Operating an agency without the aid of other experienced personnel was a big job, but Dorothy tackled and handled successfully multiple duties in which she had no prior experience. It was necessary to work frequently on Sundays, and on most days time meant nothing with the work day lasting until midnight before all the loose ends were wrapped up.

Dorothy's duties today sound like the chores of four men. In addition to managing the office she is Hamid's confidential secretary. She has charge of the entire office and its personnel and the recording of bookings. She handles the book-keeping and all finances of the firm. When Hamid is out of town, which is frequently, she handles much of the dictation to the staff with Herman Blumenfeld. Dorothy makes up the running order of shows on the road and spends considerable time on the road supervising shows.

### Handles Bookings

Dorothy is also unique in that she handles bookings for a number of clients. She is also frequently helpful in aiding salesmen to raise their accounts and to build one-day shows up to longer stands. The annual show staged by the Kodak Company in Rochester, N. Y., progressed from a one-day show in the summer to a week in the spring and now runs for 10 days in March with the s.r.o. sign out every night.

Despite her rigorous work schedule, Dorothy has always found the time for active participation in

civic and fraternal endeavors. She was active in the formation of the Ladies' Auxiliary of the National Showmen's Association and served as its first president. After serving a second term she was made honorary permanent president. She is also a member of the Eastern Star, Order of the Golden Chain and the Troupers.

Few persons have a wider acquaintance in outdoor show circles than Dorothy. Literally hundreds of acts, fair people and others concerned with the buying and staging of outdoor shows are familiar with her cordial manner.

### Testimonial Dinner

What the Hamids think of her apart from regarding her as a member of their family was demonstrated several weeks ago with a surprise testimonial dinner they staged in New York's Hotel Astor. About 50 friends and members of her family were on hand to honor her on the occasion of her 25th year with the firm. Mrs. Hamid planned the entire affair and made it a memorable occasion for everyone who attended.

When Dorothy was looking forward to rounding out a quarter-century with the firm a few years ago she used to think wistfully in terms of retirement. But last April 26 the mark was set and Dorothy was at her desk as usual and as she has been since. Dorothy could retire, for she has done exceptionally well. But it is unlikely that a person of her temperament could take to the pasture.

Apart from any desires on her part, Dorothy says that there is reciprocity involved for the many kindnesses of Mr. and Mrs. Hamid.

Thruout her lengthy business career, Dorothy has also successfully managed her home. She is married to Murray (Mack) Goldberg who, altho he is not in show business, is known to many of her friends.

## WOM Scores

• Continued from page 49

Campfield, head of the New York tent firm bearing his name, was on hand Wednesday (27) to take measurements.

Bergen said he expects to add a Monkey Show in the next week or two to complete his line-up of shows. The ride set-up will be about the same as last year. Five major rides were left in wagons here because the earning potential of mechanical units in this area is not great, since there is considerable competition from parks and shore spots.

### Jersey City Shows

This spot started off slow Tuesday (26) but Bergen said the expected play on the last couple of nights might turn the stand into a fair date. Shows were forced to skip a Monday opening when they played Sunday in Garfield. Trip here thru highly congested territory was made on the Erie Railroad, with the unloading siding considerable distance from the lot.

Biggest show tops and other paraphernalia were trucked over the highway in an effort to make a Monday night opening, but the move failed to pay off when the railroad movement didn't keep pace. This was the first rail move made by the org since its arrival in New Jersey. At all other dates all equipment was hauled over the highways.

Show canceled a July 4 date in Boston and will go instead to Schenectady, N. Y., for the holiday.

## RAS Shrine Club Members

• Continued from page 49

000 to assist in the maintenance of such institutions. Each party, besides the tremendous effort involved, is costly, too, currently ranging from \$700 to \$1,000, depending upon the size of the group to be given presents.

Bob Lohmar, general agent of the Royal American Shows, is president of the club. The executive committee is comprised of C. J. Sedlmayr Jr., chairman; Cortez Lorow, W. D. Bush and Al Rossman.

Officers include Sam Gordon, vice-president; Harry B. Julius, treasurer; Evald M. Erikson, U. S. secretary; Harry Robinson, Canadian secretary; Bill Kemp, sergeant at arms; Charles McDougal, chap-

lain, and Nat Rodgers, historian.

Committee heads include presidents' aid, Carl J. Sedlmayr Sr.; James Moeller, ways and means; Tommy Arger, underprivileged children's parties; Cortez Lorow, entertainment; Eddie Hunter, baby bonds; Earl Maddox, membership; Lester B. De May, transportation, and Al Rossman, Shrine hospital parties.

Art D. Pierce, Bill Carsky and Ned Torti are the club's ambassadors-at-large.

Representative at large are Sid Jessup, Bob Parker, George Golden, Bernie Mendelson, Pete Burkhardt, O. J. Weiss, Alton Pier-son, Art Frazier and Lloyd Serfass.

## Social Security

• Continued from page 39

are you receiving credit on your record for your wages? If you do not, you and your family may lose future benefits, which you are helping to pay for now. These benefits are based upon the total amount of wages posted to your record. Unless the Social Security Administration can positively identify your account, you will not receive credit even though taxes are paid. There are over 90 million social security accounts. In order to identify your record, the name and social security number that your employer reports must agree exactly with the name and number shown on your account.

"The following advice is offered to help you protect your benefits:

"1. Always show your social security card to each employer as soon as you start to work and let him make a record of the name and number shown on the card. Don't rely on memory or some written record.

"2. If you have lost your card, apply at any social security office for a duplicate card. You will be sent one free of charge in about a week after you apply.

"3. Be sure that the name on your card agrees with the name under which you work. The Social Security Administration doesn't care what name you use as long as you keep it advised of any changes. If you name does change, there is a small form for you to fill out which will insure that your account is identified.

"4. Check your record about once every three years. The administration provides a post card form for your convenience for this purpose. It is pre-addressed and can be obtained from any of the social security offices located throughout the country."

## FERRIS WHEEL MAN WANTED

No set-ups or tear-downs. Sleeping rooms available.  
**FAIRYLAND AMUSEMENT PARK**  
3928 South Harlem Lyons, Ill.  
Phone: Lyons 3-3279

## WANT

Rides and Concessions of all kinds for  
**OLD SETTLERS PICNIC**  
August 2-3. Write  
**J. O. JOHNSON, Con. Mgr.**  
Nemaha, Neb.

## MERRIAMS MIDWAY SHOWS WANT

Concessions—String Game, Photos, Fish Pond, Bumper, Knife Rack, Ice Cream, Milk Bottles, Snow Cone, or what have you? Shows—Mechanical and Fun House. C. North, J. Grueshner, C. H. Knox, answer. Ride Help—Need Second Men on Rides. Cannon Falls, Minn. (Fair), July 2-3-4; Plainview, Minn., July 6-7-8.

## WANTED TO BUY

For cash—Iron Lung, complete with truck, ready to operate. No junk. Must be in A-1 condition. Give full details and where can be seen; send photo if possible.

**CARL J. LAUTHER**  
GOODING GREATER SHOWS  
Anderson, Ind.

## COMPLETE CARNIVAL FOR SALE

Seven Rides, complete Bingo with P.A. Set, one Big Six, five Concession Stands, Wire and Junction Boxes, good transportation for all. Booked up for season for Fairs and Celebrations. Same yearly route. Due to ill health will sell for \$20,000.00; terms to reliable person. Write

**BOX D-60**

c/o The Billboard Cincinnati 22, Ohio

## Southern States Shows

New contracting Shows and Concessions for the best Still Dates and Fairs in Southern Georgia and Florida. Can place sober, reliable Ride Help who can drive semis and have license. Address all communications to

**JOHN B. DAVIS**

Long Beach Resort, Panama City, Fla., until Labor Day.

## JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

WANT FOR MARTINSVILLE, ILL., FAIR, JULY 16-21

Diggers, Rat Game, Kelly Pool, Pan Game, Penny Pitch and Hit and Miss. WANT for season—Grab, Custard, Long Range (W. A. Childs, phone me), Cork Gallery, Derby, Bumper, French Fries, Pronto Pup, Foot Long, Lemonade Shake, Ice Cream, Glass Pitch and Hoopla. SHOWS WANTED—Fun House, Glass House, Motordrome, Penny Arcade and Snake Show. HELP WANTED—Alfredo wants general Side Show Help. Joe Saladino wants Six-Cat Agents (Brownie, come home). Crip Carroll wants Bucket Agents. Dude Bierley wants Hanky Pank Agents (Tex, come on). Want Merry-Go-Round Foreman, must drive.

All replies to **JOHN PORTEMONT**  
Rensselaer, Ind., this week.

## CAVALCADE OF AMUSEMENTS

WANT

WANT

CAN PLACE FOR DETROIT, MICH.; JACKSON, TENN.;  
NASHVILLE, TENN., AND ATLANTA, GA., FAIRS

Legitimate Concessions of all kinds. Space limited. Will sell "ex" on Novelties on our midway at Detroit Fair to responsible party. Have few locations for Eats and Drinks at all Fairs. Address:

E. Liverpool, Ohio, this week; Erie, Pa., next week.

## LEE BECHT AMUSEMENTS

WANT for the FOLLOWING FAIRS and CELEBRATIONS

Norwood, Ohio, July 2-4; V. F. W. Convention, Sharonville, Ohio, July 15-16; Spring Grove and Colerain, Cincinnati, Ohio, July 17-22; Grant County Fair, Williamstown, Ky., Aug. 8-11; Adams County Fair, West Union, Ohio, Aug. 21-24; Farmers' Street Fair, Seaman, Ohio, Sept. 19-22.

CONCESSIONS: Age and Scales, Cork Gallery, Add-'Em Darts, Balloon Darts, Milk Bottles, Cat Raak, String Games, Gold Fish, Basket Ball, Short Range, Long Range, French Fries, Sno Ball, Candy Apples, Custard or any legitimate Concessions. SHOWS: Can place one or two Shows for these spots: Wild Life, Crime, Mechanical or any Grind Show not conflicting. RIDE HELP: Foreman for Octopus, Second Men on all Rides. Must be licensed drivers. All replies to

LEE BECHT, P. O. Box 92, Mt. Healthy, Ohio, or as per route.

## CAN PLACE FOR ST. JOSEPH BOYS SCHOOL FESTIVAL

Downtown Detroit Location—Crawford and Vernon Hwy., July 13-22, 10 days and nights. Hanky Parks: Photos, Scales, Cork and Lead Galleries, Derby, etc.—Ride Foreman for Merry-Go-Round, Wheel. Help on all Rides. Showing Warren-Livernon till July 9. All address:

**LEONARD GOULD**

1731 Lee Place, Detroit, Mich. Phone: TR 3-0189. No collect wires or calls.

## WANTED—RIDE HELP—WANTED

EXPERIENCED HELP ON TILT-A-WHIRL, FERRIS WHEEL AND CATERPILLAR. Must be sober and reliable. Come on—I can place you

HAVE FOR SALE: 1947 STREAMLINED CATERPILLAR  
In first-class condition, with or without trailers for same. Can be seen in operation. NOW PLAYING AT 97TH ST. AND 2ND AVE., MANHATTAN, NEW YORK CITY.

All replies:

**E. & B. AMUSEMENTS**

900 Grand Concourse, Bronx, New York City Phone: CYpress 3-9000—Extension 619



**My Dear Friends:**

If you have lost our address we suggest you write to The Billboard or 1902 N. Third St., in Milwaukee and you'll be able to get in touch with us. If you are suffering from the lack of "jingle board flash" don't let that embarrass you, we still love you. We can understand everything but silence. Remember, Old Crap Shooters never die . . . they just fade and fade.

Best wishes, for "Red Ones"

*Ned*

Speaking for Wisconsin Deluxe

**WANT COMPLETE CARNIVAL  
For Louisiana's Golden Oil Jubilee**

Jennings, Louisiana, September 21, 22, 23 (a \$50,000.00 Celebration commemorating the discovery of the first oil in Louisiana in the Jennings Field on September 21, 1901). Minimum 10 Rides, 50 Concessions, plus Side Shows. Celebration will include parades, pageant, dances, boat races, fireworks, air show, celebrities, etc. Will also book Free Act. Contact

**JENNINGS GOLDEN OIL JUBILEE, INC.**

BOX 37 PHONE 800 JENNINGS, LOUISIANA

**WADE EXPOSITION Shows**

ST. MARK'S CHURCH SUMMER FESTIVAL, DETROIT, Eight Mile & Mound Road, July 6-14; LIONS' CLUB HOMECOMING, FRASER, MICH., July 18-22. Other good spots to follow.

LEGITIMATE CONCESSIONS WANTED that work for stock. RIDE HELP WANTED—Ferris Wheel Foreman: must be able to drive semi; must be sober.

**W. G. WADE JR.**

19728 Rowe Phone Venice 9-6371 Detroit 5, Mich.

**GRAND AMERICAN SHOWS**

Want for Waterloo and Ottumwa, Iowa, and 15 bona fide Fairs and Celebrations in Iowa and Missouri to follow.

Want—Arcade, Glass or Fun House, any Grind Show with own equipment. Girls to work from office Posing Show and Girl Show. Girl Show with two or more girls, own equipment. Want Fighters and Wrestlers for Athletic Show. Want Concessions—Photo, Custard or Ice Cream, Candy Apples, Floss, Root Beer, Cookhouse or Sit Down Grab, Derby, Cork Gun, Balloon Dart, String Game, Hoop-La, Hi Striker, Short Range, Novelty, Hanky Panky that work for stock. For Sale—Complete Cookhouse or Sit Down Grab, 14x21 canvas and frame, bottle gas griddle, etc., all equipment new in 1950. Want Ride Help who will drive semi. Curly Shoemaker, contact Sam Weintraub. Have proposition for you.

**L. O. WEAVER, Mgr.**

Kirkville, Mo., July 2-4; Waterloo, Iowa, July 6-14

**WANTED: COMPETENT FAIR OPERATOR**

TO RUN FAIR AT THE NAZARETH FAIRGROUNDS NAZARETH, PA., ON A PERCENTAGE BASIS.

Some Concession Space also available for Farmers' Market and Auction Sales now operating two nights weekly, drawing thousands of customers.

FOR INFORMATION

**MURRAY REALTY COMPANY**

1616 WALNUT ST. KINGSLEY 5-2262 PHILADELPHIA 3, PA.

**ANCHOR TENTS**



CONCESSIONS, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS, ANYTHING IN CANVAS

California Approved Flameproof Materials Available. Tents and Booths for Benefits and Local Celebrations. NO CHANGE IN MANAGEMENT FOR FIFTY YEARS. 5 DAYS' SHIPMENT ON MOST SIZES

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

**WANT—TIP-TOP SHOWS—WANT OF SYRACUSE, N. Y.**

Slum Stores, Ponies, String, Cork Gallery, Ball Games, Striker, Basket Ball, any legit Stock Store for proven route of fine Celebrations featuring parades, fireworks weekly. 5 Rides here, very few Stores—a good time to get well. Want Man or Man and Wife to manage Sit Down Grab—salary or cut money, living quarters included. Want real opportunity for sober Operator that can stand prosperity and produce. Want sober Ride Help, especially Chairplane. Will book Kid Swings. Will place ARCADE BILL DEVAUL, let's hear from you.

En route R. V. "DICK" NEUGENT, Oxford, N. Y., July 2-7

STOCK TICKETS	To entertain some people, all you have to do is sit down and listen.	SPECIAL PRINTED 25th With Order Prices:
One Roll . . . . . \$ 1.50	We manufacture <b>TICKETS</b> of every description	25,000 . . . . . \$ 5.90
Five Rolls . . . . . 4.50		4,000 . . . . . 7.80
Ten Rolls . . . . . 6.50		6,000 . . . . . 8.70
Fifty Rolls . . . . . 32.00		8,000 . . . . . 9.60
100 Rolls . . . . . 48.00		10,000 . . . . . 10.50
ROLLS 2,000 EACH		20,000 . . . . . 16.50
Double Coupons		50,000 . . . . . 26.50
Double Prices		100,000 . . . . . 32.00
No C. O. D. Orders		200,000 . . . . . 38.00
Slam: Single Tel., 1x3		500,000 . . . . . 52.00
	1,000,000 . . . . . 68.00	Double Coupons, Double Prices

**THE TOLEDO TICKET COMPANY**  
114-116 Erie St.  
Toledo (Ticket City) 2, Ohio

**Girls Wanted**

Dancing Girls for beautiful new revue. Top salary, good treatment, work every week. Long season.

**DEAN SPOONER**

% W. G. WADE SHOWS  
Per Route

**BILL MOORE WANTS**

Blower, Alley, Pin Agents, also, General Concession Help. Sonny Levin, come on.

Contact **CETLIN & WILSON SHOWS**  
Bridgeport, Ohio

**ATTENTION, AMUSEMENT OPERATORS!**

Concession Space Available NAZARETH FARMERS MARKET Open 2 Nites Weekly—Where Route #12 and #45 Meet Year-round drawing many thousands each nite!

Write or call NAZARETH FARMERS MARKET  
Phone: Nazareth, Pa. Nazareth 9042  
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**JONES' BINGO WANTS**

CALLERS - COUNTERMEN No Managers WIRE OR PHONE

**BILL JONES**  
BENJAMIN FRANKLIN HOTEL PHILADELPHIA, PA.

**WANT AGENTS**

Count Store Agents for only store on show; also Six Cat Agents, Bucket, Set Spindle and Balloon Dart.

**Penn Premier Shows**  
Allegheny, N. Y.

**WANTED SIX CAT AGENTS**

Jack Nelson, Sam Roth, wire. **ERNIE COLLINS**  
c/o Alamo Exposition, Salda, Colo.

**TRUSS WEARERS**

Here's good news! FREE Penny demonstrator—proves that greater safety and comfort can be yours immediately. No obligation. Send post card for details.

**ACTIVE MAN TRUSS CO.**  
549 W. Randolph St., Dept. B-7 Chicago 4, Ill.

**MYERS SHOW**

Want Concessions of all kinds—Pitch Till U Win, Cork Gallery, Heart Pitch, Bumper, Slum Spindle, Mug Outfit, Agent for Outfit and Penny Pitch, Ride Help Tex who was with Blackie Gillman come on.

**SCOTT JROSSING, Atlanta, Ga.**

**JOSEPH E. HILTON**

Please contact **R. C. BRYAN**  
608 Tampa St. Tampa, Fla.

**WANTED**

Rides and Concessions for the 30TH ANNUAL AMERICAN LEGION STREET FAIR, on Main Street, open date. **H. L. MOORE, Chmn.**  
Cameron Ellis Post #242, American Legion Winchester, Ohio

**STRATES SHOWS**

AMERICA'S BEST MIDWAY

**Want for Hornell, N. Y., Centennial**

Six Big Days and Nights With Parades and Pageants  
WEEK OF JULY 15

Legitimate Concessions of all kinds. No ex. Cookhouses and Grab Stands.

Can place Foreman for Hi-Ball Ride, Ride Help for Scooter and other rides. Canvasmen for Miller's Brown Skin Models and other shows. Colored Train Hands, Truck and Tractor Drivers. Lester the Magician can place Talker and Girls for stage show.

Fairs start July 30, then solid until November 12.

**JAMES E. STRATES**

New Britain, Conn., this week; Hornell, N. Y., week of July 15.

**EVANS' NICKEL BOARDS**

The "bell-ringer" that fills a long-felt need by Concession Owners who want the outstanding, profitable merchandising medium! Builds the big crowds, gets big action!



A solid, substantial unit, the Electric Nickel Board is made of 5-ply Maple, 29 1/2" wide, 44 1/2" long. Contains 40 contact discs, each 2 1/4" in diameter and a 3/8" center disc. When pitched coin contacts any disc, a light flashes and a bell rings until coin is removed. It's a bally that reaches way out to draw the play!

Mr. Concessionaire! Make it a top season, every season, with just a 3-Board set-up in a 12 ft. stand. Place your order at once!

REGULAR BOARDS, EA., \$125.00 UNIT OF 3 BOARDS, \$350.00  
Jackpot contact available at nominal extra cost.

**H. C. EVANS & CO.**  
1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS  
Write for Catalog

**N. Y. GAIETY SHOWS, INC.**

DANSVILLE, N. Y. — LIVINGSTON COUNTY CONVENTION AND 4th OF JULY

Franklinville, N. Y.—Cataaugus County Convention. Western N. Y.—18 County Firemen's Convention, Mount Morris, N. Y.

WANT CONCESSIONS of all kinds—Candy Apple, Waffle, Ice Cream, Novelty, Penny Arcade and Race Horse, etc.

WANT GIRLS FOR GIRL SHOW—Dale Barron, come on in; Side Show, Illusion, etc.

WANT RIDES, BOAT, TRAIN, AUTO, OCTOPUS, ROLL-O-PLANE, TILT. All our Celebrations have MAMMOTH PARADES, FIREWORKS and NO GATE.

All Answers to Anthony Santillo, Gen. Mgr., Dansville, N. Y.

**35TH ANNUAL RED LION GALA WEEK FAIR**

July 23-28

WANT WANT

For Independent Midway—Legitimate Concessions of all kinds. Price \$4 a ft. Grab Stands, \$75; Cook House, \$100. Have new location. Plenty of parking space. Flat store boys and gypsies, save your stamps. Address

**R. M. SPANGLER, Sec., Gen. Mgr.**  
BOX 22, HUMMELS WHARF, PA.

**SKERBECK SHOWS**

Want Fun House, Glass House, Monkey, Snake, Hillbilly, Miniature—any Shows of merit. Good proposition to Penny Arcade. Concessions—Hi Striker, Candy Apples, Snow Cone, Pauline can use Agents for Ball Games. Will book one High Ride and Dark Ride. All 3-day spots from here on in. Fairs and Celebrations start July 23 in Wisconsin and Upper Michigan. Out till snow flies.

REPLY EUGENE W. SKERBECK

Republic, July 2-3-4; L'Anse, 6-7-8; Mahawk, 10-11-12-13-14; Atlantic Mine, 16-17-18; Ontonagon, 20-21-22; all Michigan. Then Fairs in Wisconsin and Michigan.

**NO GATE NO FLATS FIVE RIDES GEORGIA AMUSEMENT CO.**

Yes, it is Peach Picking Time Down South. Tobacco Comes Next. Have opening for the following Concessions: Mitt Camp, Coke Bottles, Milk Bottles, Long and Short Range Gallery, Cork Gallery, Bingo, Hoop-La, Heart Pitch, Duck Pond, Pan Game, Under & Over, if you have Hanky Panky. All those joining now will pay the same privilege at our eight Fairs, only \$21.00 per week. Friends, don't miss Cleveland, Ga., next week, big Firemen's Celebration and Horse Show. If you don't score on this show, blame me. Yes, a build contract for Moultrie, Ga., for the tobacco sales on the same lot I have had for the last four years. Shows, what have you? Will book everything but Girl Show for 25 p.c.

H. H. SCOTT, Owner & Mgr., Cleveland, Ga., this week.

One of America's Oldest and Most Reliable Suppliers of Carnival and Concession Merchandise!

Write for "Early-Bird" Price List!

**Karl Guggenheim inc.**

33 UNION SQUARE • NEW YORK 3, N. Y.

**BOOKING RIDES JULY 24-27 FOR**

**JOINT VETERANS OF FOREIGN WARS AND AMERICAN LEGION LAWN PARTY**

Show lot center of town. Also interested booking Rodeo any time this summer or fall. Contact C. A. CLAY, Harrisonburg, Va.



## PLANE PROVIDES POTENT PLUGS

## K-M's Advertise-Mechanize Recipe Spiced With Stronger Performance

By TOM PARKINSON

WATSEKA, Ill., June 30. — Al G. Kelly & Miller Bros., Circus makes its 1951 claim to fame with a more powerful performance than heretofore and a continuation of its all-out advertising and mechanization policy.

Playing here Sunday (24) to wind up a week in Illinois, the Oklahoma aggregation retained both its flashy appearance on the lot and its program pep, despite weeks of rain and mud that were climaxed recently by blowdown of the big top and menagerie.

Business has been strong but not always up to last year's level, it was reported. Most Iowa, Minnesota and Illinois stands were exceptionally good and coming time in Indiana and Ohio looked good.

## Plane Termed Success

Kelly-Miller this season has added an airborne public address system to its already full-scale circus billing and ballying. A new airplane equipped with loud-speakers was purchased in Kansas and is in addition to the plane bought last year for transportation. D. R. Miller, co-owner, said that

so far the new plane has worked nearly every town. Its equipment includes a small generator to power a record player and tape recorder. The plane's daily schedule calls for it to fly over that day's stand and the next day's town, broadcasting circus advertising to these and intermediate places.

The plane flies high and beams band music and a localized pitch, the latter recorded daily to serve each town on an individual basis. Despite the height from which the plane broadcasts, reception on the ground is excellent. No advance notice of the plane's coming is given so a surprise element adds to the effectiveness of the town-blanking bally.

Downtown trips by the elephants, cages and six-horse hitch are retained as is the heavy schedule of newspaper advertising, billing and heralding.

Generally, the K-M lot operator is unchanged. Joe Lewis' Pit Show is first on and it opens early. Side Show houses the caged animals, while elephants and horses are in the menagerie. Giraffe and small ponies are pit shows.

It's the performance on which

Kelly-Miller concentrated for this edition. Altho some of the additions used during the first few weeks of the season have been returned to quarters, the circus still totes new program weight and interest. There are five rings and all are kept busy much of the time. Leo (Tiger Bill) Snyder, equestrian director, and Charlie Cuthbert's 10-man band keep the show rolling rapidly.

The spec is dressed up with llama and pony carts, a pony cage and howdahs. Five camels also are new but a camel-carried sedan chair has been sloughed because of difficulty in making turns on the track, and the camel Liberty act has been dropped. The latter is adequately replaced in the No. 2 display by a large elephant hitched to a cart. Bill Woodcock, elephant superintendent, works the bull while clown Eddie Dullum rides the cart. This is flanked by dog-pony-monkey acts presented by Babe Woodcock, Mary Thorn, Jim Conley and Harry Rooks.

Clowns work the hairgrower and camera gags in a double appearance in the No. 3 spot. With Producer Dullum are Lee Virtue, Ernesto Sobrino and Lowell and Lois Kriel. Following is a strong array of wire-walking with Jimmy Colleano in the center and Victor Murillo, the Kriels, Jack and Media Banta and Claire Ratley in other rings. Five single elephants do plank and bottle walking, with Bill Woodcock, J. Carroll, Fred Logan, Babe Woodcock and Harry Rooks on hand. Woodcock keeps one young bull for a featured solo, a handstand on pedestal, that gets attention.

## Three Principal Acts

Three pony drills are worked by Mary Thorn, Babe Woodcock and Harry Rooks, and there is a clown walkaround before Claire Ratley and Jim Conley. Ruth Ratley and Frieda Conley and Virginia Conley and Fred Conley Jr., presents three principal riding displays.

The Bantas and the Kriels (3), acrobatic turns, flank the Murillos (3), trampoline. Display 10 puts the Conleys (4) in the center for a dog-pony-monkey revue that has a laugh-getting climax. At the same time, two elephant-pony combinations are worked by Isla Miller and Harry Rooks and Fred and Shirley Logan, and dogs are directed by Babe Woodcock and Mary Thorn.

Kay and Winnie Colleano's ladder and balancing turn is in the center with contortions by Pat and Jean Kriel at the sides. After the clowns, five more single elephant acts are presented by Karen Kay Miller and Harry Rooks, Isla Miller and George Williams, J. Carroll, Mary and Whitey Thorn and Fred Logan. In the 15th spot Dick Kriel has the center and the Colleano Family (4) and Conley Troupe (6) work the sides with juggling routines.

## Murillo Comedy Pleases

The Murillos, Edward and Victor with an assist from Eddie Jr., come thru with a casting-flying act that's tops for comedy and marks a high spot in the show.

The menage number is flashed with good horses and colorful jockey wardrobe. Riders are Isla Miller, Jack Banta, Jimmie Hamiter, Karen Kay Miller, Babe Woodcock, Shirley Logan, Frankie Lou Woods, Virginia Conley and Media Banta. John (Camel Dutch) Narfski brings the hippo around the track next and this still is an eye-opener. Eddie Dullum's clown car has been dropped because of mechanical difficulties and a barbershop gag is staged instead.

In the aerial ballet are Ora Jo Eagleman, Shirley Logan, Betty Sanders and Mary Pease, ladders; Winnie Colleano, Kitty Colleano, Lucille Eagleman and Media Banta, web. Frankie Lou Woods follows up with a single trap routine.

The big elephant number closes the show impressively. Two acts using large animals are worked by Shirley and Fred Logan and Whitey and Mary Thorn. In the center ring, Bill Woodcock and Isla Miller put the five young elephants thru a snappy, well-cued routine that includes several formations not seen in many bull acts. For the wind-up, the Kelly-Miller elephant herd shows its size with a long mount.

Also in the program are announcements for the giraffe Pit Show and the concert, which has 14 riders and Chief Eagleman's Indian family; plugs for national

## BEATTY OBTAINS LICENSE TO WED

SEATTLE, June 30. — Clyde Beatty, owner of the circus bearing his name, and Mrs. Lorraine Abel, of Fillmore, Calif., obtained a marriage license here Wednesday (27). A Superior Court judge waived the usual three-day waiting period when Beatty explained that the couple wished to be married before the show moved into Canada. Mrs. Abel is a native of Oklahoma. Beatty's wife, Harriett, died last year.

advertisers and clown walkarounds.

Wardrobe thruout the show is neat. In addition, men who double on reserved seat tickets add a new tone to the show by wearing business suits and prop boys appear in uniforms.

## Labor Shortage Eased

While there has been a critical shortage of labor, the situation has been eased greatly in the past several days. In the performance there's not likely to be much of a shortage. Kelly-Miller has numerous performers capable of taking over any of several acts.

Dick Scatterday, show's national advertising rep, has retained most of last year's accounts and added several new ones. Major holdovers are Chevrolet and International Harvester. New ones include Schwinn Bicycles, with several bikes being displayed, and Onan Electric Plants.

Spartan Trailers, another newcomer, has a trailer open for inspection on the midway. Other accounts include Diamond Gasoline, Coca-Cola and Longines Watches.

## Staff, Bosses

Business staff and department heads with the show include: Obert Miller, president and general manager; Kelly Miller and D. R. Miller, co-owners; Arthur W. Miller, general agent; Dale Miller, secretary-treasurer; Pete Lindemann, general superintendent; Fred Harry, auditor; Mel Lewis, legal adjuster and Side Show manager; Isla Miller, Social Security; Jimmie Hamiter, assistant superintendent; Lydia Miller, front door; Tommy Thompson, purchasing agent; Don Wilson, 24-hour agent; Al Lindemann, brigade manager; Leo Snyder, equestrian director; Charlie Cuthbert, bandmaster; Ione Stevens, concession manager; Frank Francois, cookhouse; Edward Wright, transportation; E. J. (Red) Rumbell, privileges; John Narfski, menagerie; Bill Woodcock, elephants; Pete Smith, big top canvas; Whitey Thorn, electrician; John (Red) Farrher, ring stock; Charles McGee, giraffe; Mrs. Enos, wardrobe, and Tom King, Pit Show.

## Cut Rail Rate Rockaway Aid

NEW YORK, June 30. — Long Island Railroad offer of a one-day, round-trip excursion fare of \$1 to Rockaway Park from New York and Brooklyn went into effect Monday (25) and will last thru August 31, with the exception of Saturdays, Sundays and July 4.

Amusement operators in the Rockaway area, Playland in particular, should reap increased week-day business thru the move. The park is giving a free ride to all patrons who present their excursion ticket at the spot. The present single-trip fare is 85 cents.

## Sioux City, Wirth Sign 5-Year Pact

ST. LOUIS, June 30. — Frank Wirth's office here has been awarded a five-year contract to produce a circus under police auspices at Sioux City, Ia. George Rixner, of Frank Wirth Productions, Inc., announced this year's show will be held October 8-14. The Wirth organization initiated the Sioux City date last year, and its success was a factor in the police there abandoning their annual Policemen's Ball. Committees for this year's show have been named.

MULLENS, W. Va., June 30. — Campa Bros. Circus played here Tuesday (26) to a three-quarter night house, but rain held the matinee to about 25 per cent of capacity.

## Chitwood Unit Draws 3,000

PEEKSKILL, N. Y., June 30. — Joie Chitwood's Hell Drivers played to a capacity house of 3,000 at Peekskill Stadium Wednesday night (27).

The one-fifth mile oval, recently completed for stock car racing, has no straightaway and is unsuitable for top-bracket auto-thrill presentations, but the Chitwood group worked in its full routine. A Chitwood unit handled by Pat Purcell played the spot last year when it was a baseball field and drew a similar crowd.

Personnel appearing here included Christy Wenzel and Billy Connor, Chitwood and his son, Joie Jr. Frankenstein Frakes blasted himself from a coffin with dynamite as an added feature.

## Pack Dickers For Cole Bulls

CHICAGO, June 30. — Negotiations between Tom Packs and Cole Bros. Circus regarding use of the Cole elephants and horses on the Packs org have been underway, but apparently stalemated when no agreement on price was reached.

Sources associated with both shows confirmed the report but whether the talks would be resumed was indefinite.

Meanwhile three of the 13 Cole elephants will appear at the Shrine Polio Circus, Oklahoma City, June 30-July 6. Paul Jones will be in charge of the bulls on the trip.

Lorne Russell, Cole treasurer for a number of years, resigned recently to enter business at Williamsport, Pa. Phil Worthen, who had been purchasing agent, has taken over the treasurer's post.

## King Bros.

Continued from page 47

for the New England tour. Daviso has completed training of the horse, Play Boy. Act will soon be added to the program.

Father Ed Sullivan, Boston, joined in Newport and will be with the show two weeks. He is making a record of the show on 16mm. film. Harry Greer, fresh from a Dude Ranch, joined the Wild West contingent. Colonel Hoy and family, fans, spent two days on the show. Another fish story; Brownie Gudath and Nollie Tate drove 15 miles to fish, but left their bait on the lot. Julie Tate looks swell on the flag horse in the spec, taking the place of Sue Staley who has been out because of illness. Corky Cristiani is back in the show after a brief illness, as is Bonnie Paris. Hedy Margas and husband joined, she to do web and he to have charge of inside props.

Lots of visitors in Paterson, N. J. They included Nicolangelo and Corrado Paolucci, brothers of Emilio Paolucci; the parents of Tommy Paris; the father, mother and two brothers of Mollie Tate; Mrs. Hugo Zaccchini's sister, Vander Barbett; Tony Diano and son, Canton, O.; Frank Bergen, Gerald Snelens, Bucky Allen, William McCarthy and Brad Bradford, World of Mirth Shows; Clay W. Reigle, H. Hyman, Dick Coleman and family, Joseph Carlin, Dr. Albert A. Liebman, Albert Loeffler, Carl Sonitz and Hal Rand. — COL. HARRY THOMAS.

## Arlington Downs

Continued from page 43

since mutuel betting was ruled out of Texas in 1937.

Bert Helmueller, Louisville, won the 25-lap feature, with Pete Folse, Tampa, second, and Leon De Rock, Mason City, Ia., third. A purse of \$4,300 (50 per cent of the promoter's end) was paid as it exceeded the \$3,000 guarantee.

A permanent Auto Racing, Inc., office is in operation in Fort Worth at 708 Hemphill Street. David J. Speer, son of Minnesota State Fair publicist Ray Speer, is Arlington Downs' business-promotion manager.

Several more events are planned for this season, on about a once-a-month basis. A 90-minute marathon stock car race will be held July 22. The plant will be closed the month of August, but Winkley plans on the big cars again September 16, and stock car dates September 30 and November 4. Joie Chitwood's Thrill Drivers will probably make a still date appearance.

## WAYNE COUNTY FREE FAIR FORT WAYNE, IND.,

Week JULY 9 to 14 Inclusive

CAN PLACE—Little Dipper, Hi Ball, Fly-o-Plane or any other Ride that doesn't conflict.

CAN PLACE—Worthwhile Grind Show with own equipment. Want Chairplane Foreman and Second Man to join immediately.

CAN PLACE ALL HANKY PANKS, NO EXCLUSIVES. CAN ALSO PLACE ALL EATING AND DRINKING STANDS.

ALL ADDRESS THIS WEEK

**CETLIN & WILSON SHOWS**  
BRIDGEPORT, OHIO

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NO NAILS. NO SUCTION CUPS. Sells fast. Patented pre-set MOUNTING TAPE to attach to wood, steel, glass, tile. You pay \$7.20 ds. ppd.—SELL for \$12.00. Try one dx today Sample 75¢ No C.O.D.'s.

NOVEL APPLIANCES, INC.

12 E. 14th St., Dept. B, New York 3, N.Y.

ALL METAL RETRACTABLE BALLPEN WITH CHAIN \$10 per gr. \$12 per gr. (Bulk) 1 Dc. to Ord. Send your orders now while they last 25% deposit with order; balance C.O.D.

CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration Greenish-Gray Stains rinse right out in cold water. Use over and over. Package holds 4 1/2" x 27" Towels. Sells \$1; \$56.00 gross. Send \$1 for sample package & Towels. Get profits every pitch. All orders 50% deposit. Sample C.O.D.

SUNBEAM PRODUCTS

824 6th St., South St. Petersburg, Fla.

HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Thursday for the Following Week's Issue

ATTRACTIVE YOUNG WOMAN, BRUNETTE, age 19-25; this is an exceptional opportunity with earnings for above average; for interview in Chicago, write enclosing photo if possible. Box 27-405, c/o Billboard, Cincinnati, O.

BOOKER—OLD REDPATH-HORNER CHAUTAUQU organization offers profitable, permanent, interesting field work with leaders of civic groups in smaller cities; advance \$100-\$150 weekly with semi-monthly bonuses; need car. Write Director, 3419 Broadway, Kansas City, Mo.

DANCE MUSICIANS—REPLACEMENTS ON employment; all instruments. Box 2-C-406, Billboard, Cincinnati, O.

DRUMMER—EXPERIENCED, SOBER, COMMERCIAL, Latin, etc.; must be willing to work for \$60 minimum, although salary ranges to \$90; state all in first. Barnett, 407 Forest St., Hattiesburg, Miss.

HELP WANTED—DRUMMER WITH GOOD equipment and show experience for 464 and show at fairs. Williams and Lee, 464 Holly Ave., St. Paul, Minn.

LADY, 31-45 TRAVEL NATIONALLY FOR direct pre-arranged entertainment; our company books 48 States and Canada; opportunity rendering definite community service as well as making real money; transportation, hotel, meals paid, plus income \$200-\$400 monthly; experience not necessary. Write Barbara Brooks, 3419 Broadway, Kansas City, Mo.

PIANIST—COMMERCIAL, COMBO, doubles or vocals preferred; must be willing to do entertaining; must travel; \$95 minimum; write all qualifications, send photo. Joe Sharon, El Rancho Hotel, Gallup, N.M.

RCA VICTOR REC. BAND—COMEDIAN Entertainer, some tap dancing; capable of fronting band; steady work. Wire or call New Ulm, Minn. 1217

REPLACEMENTS—COMMERCIAL BAND, Sleeper Bus, good condition; state all. Buddy Bair, Box 112, Colome, S. D. 8025

TRUMPET—VOCALS—COMBO, HOTEL, name, show experience; single, sober, reliable; appearance; fake, read, transpose; no broker; prefer location; available now. Box 27-407, c/o Billboard, Cincinnati, O.

VOCALIST TO ACCOMPANY HAMMOND Organ; must be able to sing request; no Sundays. Aragon Tavern, 610 Sycamore St., Waterloo, Ia. 1217

WANT AGENTS FOR SHORT RANGE Shooting Galleries. Tom Beard, 2406 Waugh Drive, Houston, Tex.

WANTED—SAXOPHONE PLAYER OR ACCORDION Player; tour around the world. Write: Ray Lynch, R. D. 22, Coatesville, Pa.

WANTED—ORGANIST, I HAVE ORGAN to play request and to accompany singer; prefer one that sings. Aragon Tavern, 610 Sycamore St., Waterloo, Ia. Open July 28. 1228

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL

BAR PERFORMER AT LIBERTY—AERIAL or ground bars. Louis Ozark, c/o Mr. Rodak, 520 N. State St., Chicago. 1217

DUE TO AN EARLY DISAPPOINTMENT I would like to book a Frozen Custard with a large show or circus. Michael Golden, 51 Union St., Chelsea, Mass. 1214

MISCELLANEOUS

AT LEISURE—THE WORLD'S GREATEST living Divine Healer. Prof. Erwin Spies, 202 Leff Ave., Rochester, N.Y.

FOR SALE—WAGNER 4 BY 4 STEAM ENGINE with four cars in good running condition. Box 51, Billboard Chicago, Ill. 1214

PHONOGRAPH, VENDER AND GAME Mechanic, 25 years old, sober, reliable; 7 years' experience, on last job 5 years; all parties interested, write, giving hours and salary. Chas. Cox, RD 21, Vicksburg, O.

ORGANIST—HAMMOND ORGAN AND piano; for theater, club, hotel or cocktail lounge; male, 31, draft exempt, 802 card; experience: Warner Bros. Theaters, radio and nite clubs; available July 1. Address Reed Stevens, La Salle Apts. 200D, 186 W. Chippewa, Buffalo, N.Y.

PIANIST—UNION, SINGLE, ALL AROUND professional experience; trained musician; Solovox; desires reliable opening; state particulars. Raymond Dempsey, Franklinville, N.Y.

POPULAR PIANIST—EXPERIENCED, ALL types of music; solo work only; cocktail lounge or restaurant. Box C-408, Billboard, Cincinnati, O.

TRUMPET—SECTION OR COMBO; OVER draft size; location; available July 7 or sooner. Write, wire or phone 231M2 Kenney Buckles, Box 73, Barry, Ill. c/o Don Patch.

VIBES, DOUBLE ACCORDION AND VOCAL; read, fake, sober, good appearance; experience, society of combo. Box 27-409, c/o Billboard, Cincinnati, O.

PARKS & FAIRS

AVAILABLE FOR FESTIVALS, HOMECOMINGS and Celebrations: Professor Wright and his 5-person stage show of original magic, talented dancing girls, escape artist and quiz. A show of outstanding clean entertainment, with new equipment; also sound and light system. For illustrated literature write Wright the Magician, Casey, Ill. 1217

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. 804

CLEAN EMCEE—WORKS BETWEEN PERFORMERS; featuring stroboscopic puppets, comedy magic, inexhaustible bottle; indoors outdoors; work hour alone; agents welcome. Osborne 5223 Cedar Ave. Philadelphia Pa. 1217

CLOWNING VENTRILOQUIST AND PERFORMER with sound truck and show equipment. Available for Midwest celebrations. Walter Banks, 623 S. Robberson, Springfield, Mo. 12121

CONTACT US FOR YOUR ENTERTAINMENT; several different acts; Acrobatic and Balancing Acts, Bicycle Animals, Lehmbek's Attractions, 2015 Oliver St., Ft. Wayne, Ind.

"ENGAGE" CHARLES LA CROIX, HIGH-class, outstanding Trapeze Act. Available for Outdoor Celebrations, etc. (platform required). For full particulars, address: Charles La Croix, 1204 South Anthony, Fort Wayne 4, Indiana.

GREAT CALVERT—HIGH WIRE IT PAYS to play the best. No collect telegrams accepted. "Calvert," 184 Averill Ave., Rochester, N.Y. 8025

SENSATIONAL HIGH DIVE ACT—25 years of impressive results; available parks, fairs, celebrations. Capt. Earl MacDonald 456 Lamplier Place, Warren, O. 1218

THE GREAT KELLY RIDE OF DEATH—Closing feature; attraction; the world's only wall trash act using glass walls, riding bicycle down chute thru fire and glass, leaping 2 cars; flag and V of fireworks finale; this act has closed some of the biggest Shrine shows. AGVA Mike Kelly Goshen, Ind. 1221

TWO BIG ACTS OPEN FOR ALL EVENTS; 5 people; literature on request. Address: The Lehmbeks, 2015 Oliver St., Fort Wayne, Ind.

Fast Selling POPULAR ITEMS

In spite of rising markets, we will not raise prices while our stocks on hand last!

Heavy Weight INDIAN HEAD RING



Hand made Yellow Gold Color—Decorated with Colored Enamels.

One Dozen On Attractive Counter Display Card.

No. BB21767

Per 6.50 Doz.

SPECIAL BUY!! HALF PRICE!!



BLUE CROWN Double Edge Blades

Will fit all popular models, double edge safety razors. First quality, etched blue steel, keen edge blades; 5 blades in package. 20 packages in carton.

No. BB8C34, Per Carton (100 Blades) REGULARLY 85c—NOW 42 1/2

GOLD CUP Double Edge Blades

As above in Gold Cup quality, No. BB8C87, Per Carton (100 Blades)

REGULARLY 90c—NOW 45

MINIMUM ORDER TO CARTONS—NO LESS SOLD.

Men's & Ladies' AVIATION STYLE SUN GLASSES



In transparent top plastic carrying case. Gold finish frames. Vinylite temples. Adjustable nose pads. Reinforcing cross bar. Improved plastic brow bar. Scientific Chromopic 4-base curvature lenses.

Men's Model Retail 98¢

Ladies' Modified Model, Retail 98¢

NO. B201J270

NO. B201J272

8.00 Dozen

8.00 Dozen

CARNIVAL NOVELTIES

CELLULOID FEATHER DOLLS WITH EARRINGS HAT AND CANE

No. Description Per Gr. B34N7 4 inch 6.40 B34N5 7 1/2 inch 18.00 B34N6 8 inch 21.00 B34N9 9 inch 24.00

NOVELTY HATS

No. Description Per Gr. B45N13 12 inch Coolie Hat 18.00 B45N14 16 inch Coolie Hat 24.00 B46N45 Hat Band, per 1000 14.00

CANES, WHIPS AND BATONS

No. Description Per Gr. B17N8 Baton With Bell 16.00 B17N7 Swagger Cane 13.50 B17N10 Lash Whip 13.00 B15N1 Pennant Cane, heavy grade, per 1000 18.00

HIGH HAT MONKEYS

No. Description Per Gr. B38N78 4 inch 3.50 B38N81 7 inch 7.20 B38N82 9 inch 15.00

SPECIAL CHINA HEAD CANES

No. B16N110—Fine quality China Head Cane with assorted heads: Dice Head, Baseball Head, Golf Ball Head, Police Dog Head, Bull Dog Head and Horse Head. Per gross 16.50 B17N22—Cane Rack Rings, per 100 4.00

DANGLING COMPOSITION NOVELTIES

No. Description Per Gr. B38N71 2 1/2 inch Donald Duck 3.25 B38N74 4 inch Donald Duck 4.00 B38N72 2 1/2 inch Frog 3.25 B38N73 2 inch Spider 3.25 B38N75 2 1/2 inch Spider 4.00 B38N79 2 1/2 inch Mula Doll 3.25 B38N80 4 1/2 inch Mula Doll 4.00 B38N78 4 1/2 inch Devil 4.00 B38N77 4 1/2 inch Skeleton 4.00

CARNIVAL SUPPLIES

No. Description Per Gr. B21N16 Cork Gun, Each 5.25 B21N26 Corks, Per thousand 2.75 B3N574 Comic Buffers, 1 1/2 inch, per 1000 10.00 B46N27 Leis, per gross 2.00

PAPER PARASOLS

No. Description Per Gr. B26N26 18 inch 6.00 B26N27 23 inch 18.00 B26N8 28 inch with handle 33.00

TRI COLOR BEACH BALLS

No. Description Per Gr. B28N84 9 inch, Per dozen (while stock lasts) 4.00

8 RIB RAYON FLORAL PARASOL

No. B26N9 32 inch, Per doz. 6.00

LARGE SIZE INSIDE HUMMER FLYING BIRD

No. Description Per Gr. B38N48 4.75

25% deposit required on all orders

NEW CATALOG No. 100!!

JUST OFF THE PRESS!! Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG No. 100!

N. SHURE CO. 200 W. ADAMS STREET CHICAGO 4, ILLINOIS

BUY FOR LESS!

IMPERIAL'S LOW PRICES DEFY COMPETITION...

\$7.20 per doz. \$72.00 per gross

Automatic Pencil Lighter

\$4.50 per doz. \$48.00 per gross

Genuine Mother of Pearl, Glistening Chrome Finish



\$6.00 per doz. \$64.80 per gross

Automatic Chrome Copy of \$4.00 retail Cigarette Lighter

35% DEPOSIT, BALANCE C.O.D. WRITE FOR NEW LIST

IMPERIAL MDSE. CO.

893 BROADWAY NEW YORK 3, N.Y.

Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Mats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo.

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

SHOW PEOPLE—Write for New Catalog

State name of show park or carnival

- MA1526—Three Barrel Money Changer, Each 9.00
MA4349—All Steel Folding Chair, Padded Seat, 4 for 2.20
MA1522—Worth Baseballs Dozen 5.75
MA6248—Daisy Cork Guns, Each 1.13
MA6481—Aluminum Milk Bottles, Pints, Each 1.35
MA4727—Illustrated Comic Buffers, 100 for 2.40
MA1653—Printed, Colored Pinwheels, 36 for 2.31
MA9483—Inside Whistle Birds, 36 for 2.31

25% Deposit Required With All C.O.D. Orders

Assortment of 5 dozen FUR MONKEY: ranging from 5 to 12 inches size for as many large as small. MA15604—60 Monkeys for \$6.31

LEVIN BROTHERS

Established 1886

TERRE HAUTE, INDIANA

OUR CATALOG IS BRIMMING!

From cover to cover with elaborately boxed real money-making promotional items for Store Workers—Carnival and Fair Workers—Pushboard and Mail Order House specializing in Boxed Pearls and Jewelry—Exposition Ident. Bracelets in Lighters—Men's and Ladies' Zircon and Cameo Rings in Gold Plats—Sterling and Gold Filled.

OUR CATALOG IS MAILED TO DEALERS ONLY. STATE YOUR BUSINESS AND YOUR PERMANENT ADDRESS. McBRIDE JEWELRY CO. 303 3th Ave., N. Y. 14, N. Y.



# TEMPLE EXCLUSIVES are THE TALK OF THE NATION

THE BENRUS WATCH COMPANY  
Has Designed for Our Exclusive Use

## BENRUS WATCHES and SETS

SPECIALY PACKAGED FOR THE PREMIUM TRADE



### BENRUS "LORD WINSTON" SET

Typical of the many fine Temple exclusive Benrus men's and ladies' watches and sets. Lord Winston is an outstanding combination. Handsome men's wrist watch. Ruby (simulated) and rhinestone dial. Raised crystal. Expansion band. Key chain, tie bar, collar clip and cuff links to match. Stunning box. Carries a \$62.50 retail price tag and worth it. Benrus Guarantee.

**PREMIUM BUYERS**  
Write for the  
**UNUSUALLY LOW TEMPLE PRICE**

Cash in on the Tremendous Demand Created for Benrus Products by Extensive National Advertising Promotion. WRITE FOR OUR "SPECIAL PREMIUM DEALER'S CONFIDENTIAL PRICE LIST" AND ILLUSTRATED CIRCULAR.

**IMMEDIATE DELIVERY**

### ANOTHER POWER HOUSE TEMPLE EXCLUSIVE

FAMOUS  
3-STRAND  
LA MOUR  
PEARLS\*

POWDER  
BOX



This beautiful lustrous pastel tinted metal powder box alone is worth \$1.50. A terrific value in combination with the high quality, 3-strand, graduated pearl necklace... white, pink or blue pearls... brilliant rhinestone clasp. La Mour Pearls (simulated) are noted for rich color. Guaranteed indestructible. Beautifully boxed. \$15.00 retail. Specify Color When Ordering.

ONLY \$1.15 EA. IN DOZ. SET DOZ. LOTS SAMPLE SET \$1.30 PREPAID

Federal Tax Additional if Not for Resale. 25% Deposit. Balance C.O.D. F.O.B. Philadelphia. No C.O.D.'s on Orders Under \$5.00.

DROP IN TO SEE US WHEN IN PHILADELPHIA  
WE ARE NOW IN NEW AND LARGER QUARTERS

**TEMPLE COMPANY** 708 Sansom Street Philadelphia 6, Pa. Market 7-6519

### a SONG of BEAUTY

4 PIECE JEWELRY SET  
Pear shaped Pearls delicately framed by exquisite rhinestones leaves. Earrings, pin and gorgeous 3 strand choker necklace with adjustable clasp. Hand-somely boxed in unique black and red presentation chest.



Retail \$15 ea.  
\$24 doz.  
\$2.50 for sample

Ask for Free Catalogue of 1500 unusual "specials" only 25% deposit C.O.D.'s. MU 4-6754

Ted Burke Industries Dept. B-48 10 W. 27th St. New York 1, N. Y.

### TERRIFIC SELLING TRICK

4 NICKELS TO 4 DIMES

Precision made of brass. Changes 4 nickels into 4 dimes! No 3¢ 11¢ required. Everybody wants one! Retail for \$1.50. SAMPLE \$1.00 Postpaid. DEALER'S PRICE—\$10 for 3 Doz., postpaid. Remit with order. DEALERS: Ask for No. 10 Wholesale Catalogue of fast selling Tricks and Jokes. D. ROBBINS & CO. 131-B W. 42nd St. New York 18, N. Y.

### Profit Making SPECIAL

SENSATIONALLY PRICED

PRECISION MADE  
ELECTRIC  
SHAVER

\$1.95 EA.



In Doz. Lots Individually packed in beautiful self-selling counter box with \$19.30 price tag. Each equipped with simulated pig skin pouch. Terms: 25% Deposit, Balance C.O.D. Sample \$1.00 Extra. NATIONAL DIST. CO. 421 Calumet Bldg. Miami, Fla.

LADIES' FULL FASHIONED  
51 GAUGE, 15 DENIER, DUPONT  
NYLON HOSE, \$6.50 Doz.

Packed 1 dozen of a size and a shade to a box. Latest shades. Terms: 25% with order, balance C.O.D. GAINOR SALES CO. 414 Transcription Bldg., Detroit 24, Mich. Phone: Woodward 2-6015

## Pipes for Pitchmen

By BILL BAKER

J. B. THOMAS... is at his home in Ellensburg, Wash., framing a new pitch layout which he plans to take on the road soon.

A NUMBER... of the boys report working the Silver five and dimer at Louisville and have left singing the praises of Mr. Grover, store manager.

CONTRARY... to early indications, Detroit's 250th Birthday Celebration, which reaches its climax next month, will not prove the bonanza that most pitchmen and street merchants expected. Under rules adopted by the directing committees, only local workers are to be given an opening. Transients were warned to stay away. This plan was made clear by Fred H. Ihme, who has been named general concessioner for the event. Ihme had the ice cream concession for Detroit's Automotive Golden Jubilee in 1946, which proved a top draw for specialty workers. Paul H. Becker, who was assistant general manager of the Jubilee, has been named consultant to the concessions department. Ihme also has subtle five departmental concessions. They are souvenirs, Harold Speed, old-time concessioner; peanuts, Harold Lambert; ginger ale, H. Rodway; ice cream, Gerald Ihme, and popcorn, H. Zagarian. Ihme's

general concession grant covers the downtown (Grand Circus Park) area, July 11-August 8, with a different entertainment program scheduled in the park nightly, together with the parade July 28 expected to draw 750,000. No permanent stands will be permitted in the area. All concessions are to be of a mobile type and taken down nightly. All concession workers are to be hired by Ihme or by the sub-concessioners, with the total restricted to 100 for the downtown area and 500 for the day of the parade. All souvenir merchandise will have to bear the (Continued on page 63)

## Mdse. Topics

### New York

Jack Greenberg, of the House of Bronze, says he has ready for delivery a new jeweled horse clock and lamp combination. The unit has a popular electric clock movement and retails for \$14.95.

A new, economical car wash solution is announced by Adept Laboratories, Inc. Named "No Haze Car Wash," the preparation is packaged in pint bottles selling for \$1.50, sufficient for 32 washings. One tablespoon of the preparation is added to a pail of water, producing a large quantity of suds. A damp towel removes the car wash... Perspiration is banished from the hands of housewives and others who do delicate work with a 25-cent cake of hand chalk introduced by John Dritz & Sons. It is especially effective in warm weather, the firm says... Lil' Abner raincoats, raindanas and rumpus room drapes are now offered the trade by Texicote, Inc. Quality-fashioned, the water repellent items are made of pure Vinylite materials and contain likenesses of some 20 Dogpatch characters... Guaranteed Sales presented its new line of turquoise jewelry retailing at \$1 to the trade last week. Line consists of hundreds of varied styles and designs of necklaces, chokers, pins, earrings, cuff, clip and tag bracelets; rings, etc. The firm also reports mosaic jewelry lines moving fast... American Agency (Continued on page 63)



Hit the Holidays with these Flashy, Fast Sellers Money Getters at Any Spot—Any Time

No. 9 PAT PATRIOTIC ASSORTMENT \$8.50 Gro.

Plus Shipping Charges

Order From Your Jobber Today

The OAK RUBBER CO. RAVENNA, OHIO.

## MILITARY RINGS ARE RED HOT!!



#1202 WHITE LUSTRE METAL AVAILABLE IN ARMY, NAVY AND AIR CORPS \$3.50 per doz. \$39.00 gr.

Get in on these fast selling Military Rings. These massive service men's rings are made of tarnish proof metal that catches the eye and puts money in your pocket.



NUMBER 0202 \$4.00 dz. \$45.00 gr. AVAILABLE IN ARMY AND NAVY

This handsome serviceman's ring has beautiful sim. ruby center.

Both of the above styles are available in 14 Kt. yellow gold. 25¢ per doz. extra.

Min. order—1 doz., either style. Samples on request, \$1.00 for both styles. State your business. (Free catalog on request)

STERLING JEWELERS

44 East Long Street, Columbus 15, O.

## Identification Bracelets!

Aluminum, brass and nickel slives at low prices. Also Men's and Ladies' Nickel Silver Signet Rings, Military Rings, Men's Cameo and Hematite Rings, Rings for grab bags in eight styles. Send \$2.00 for samples, money refunded if not satisfied. MILWAUKEE NOVELTY CO., 1012 N. 3rd St., Room 224, Milwaukee 3, Wis.

## PAPERMEN

Can use a few more good Papermen for Kentucky circulation.

THE KENTUCKY FARMER 408 McDowell Bldg. Louisville 2, Kentucky

## Oak Balloons

For immediate shipment Write for FREE Catalog

STATE NOVELTY CO. 618 W. St. Clair Cleveland 12, Ohio

3 NATIONALLY ADVERTISED TREMENDOUS VALUES TOP QUALITY MERCHANDISE 3  
NEW! DIFFERENT! SELLS ON SIGHT!

Complete 30-Pc. Bait Casting Outfit. Beautifully Boxed... Eye Appeal Plus Quality.

SET NO. 102—Newly designed 1-pc. lite weight fiberglass casting rod, 4 1/2 ft long, chuck grip; Bronson bait casting reel, asst. of popular lures, including South Bend, Jameson, Warth, Marathon, Paulson, etc.; 50 yds. line; nylon leader material; stringer; snelled hook; \$17.50 floats; utility scale; sinkers; reels; scraper; hook box.

SET NO. 103—22-pc. bait casting set with level-wind reel and steel 4 1/2 ft. rod, with South Bend \$8.95 plugs

SET NO. 101—Same as 102 except with "STUBCASTER" \$16.50 rod instead of glass rod

## GET QUICK MONEY FOR GYRO-PLANE



TWO TOYS IN ONE A GYROSCOPE AND A PLANE  
FASCINATING! IT ROARS IT MOVES IT TURNS IT BANKS  
Kids love this precision, perfectly balanced toy. Just as rugged as a gyroscope on the Gyroplane. It spins with a pull of the string! Individually boxed. Retail at \$1.00. Your sample \$4. Like a Real Plane. Adults as well as youngsters are completely captivated. Wonderful demonstration creates buying desire immediately! In just one store thousands were sold in 3 weeks! Handsome, colorful, precision construction—a quality toy. Retail at \$2.00. Each beautifully boxed for gift giving. Hurry for big fair sales. Write or send \$1.25 for prepaid sample. \$11.00 for one dozen. No C.O.D.'s. JOHN GALLAGHER, Dept. B-7, 2515 Kingston Ave. Chicago 49, Ill.

## MIDTET BIBLE

Big Profit From a Little Item

New edition, Has Last Super, Christian Pictures, Lord's Prayer, Over 200 pages. Size of postage stamp (1 1/2 in. x 1 1/2 in.) with 1/4 in. x 1/4 in. gold printed cover. Legible. Blank gold printed cover. Wonderful BIC PROFIT novelties Dealer's Prices. 100 doz., \$4.75 per 100. F. D. S. Detroit; add postage; C.O.D. or cash, special low (wholesale) quantity prices. Send for WHOLESALE CATALOG of 1000 novelties. JAMES H. SMITH & CO. Detroit 7, Mich. (Publishers of 100 Low Priced Paper Covered Books on Magic, Hypnotism, Hobbies, Girls, etc., etc.)



25% deposit, balance C.O.D., F.O.B. Chicago  
**ACE PREMIUM SALES CO.**

1012 MILWAUKEE AVENUE CHICAGO, ILLINOIS



# ATTENTION, JOBBERS

HERE ARE "5" BIG PROFITWISE SELLERS

\* STYLED FOR FAST PROFIT \* EACH IS AN EXCLUSIVE DEAL



**WATCH DEAL**

- 7 jewel precision movement and brand new, not rebuilt.
- Attractively packaged and guaranteed for one year.
- Gold filled band and gold case R.G.P.
- Complete with push card.

DEALER'S COST **\$14.95** PROFIT **\$31.05**

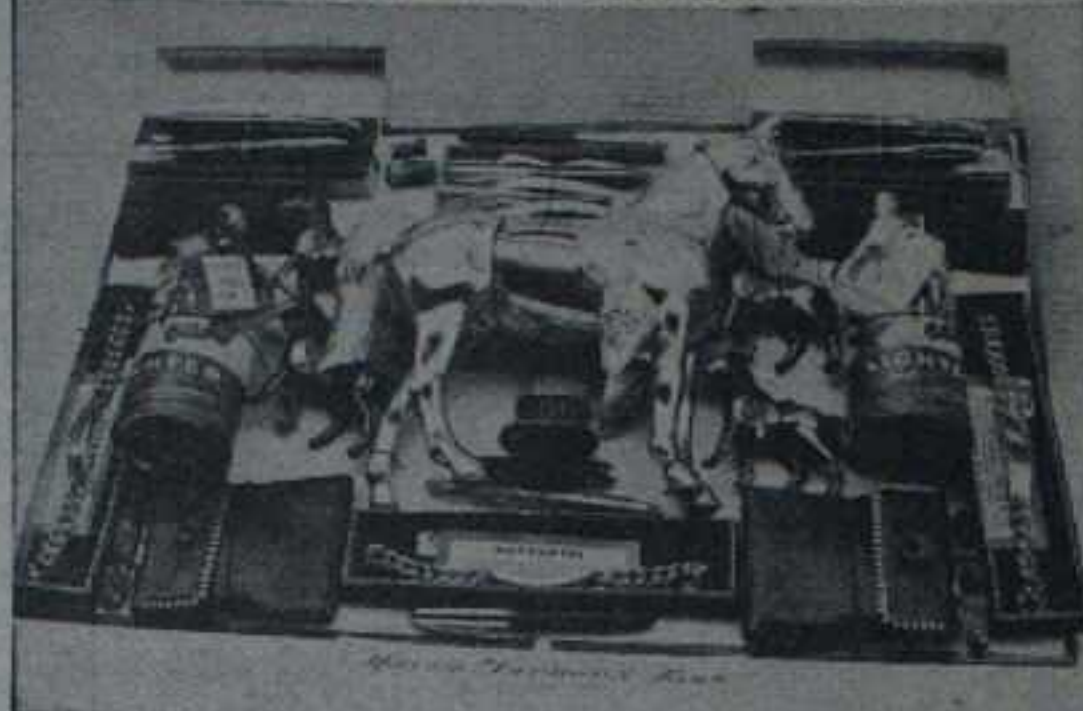
WRITE FOR SUMMER CATALOG



**HURRICANE LAMPS**

- Two exquisite Hurricane Lamps for an unheard-of price.
- Selection of colors, packed two per carton.
- Sold in Chain Stores, Grocery and Drug Stores, Bars, Taverns, Restaurants, Bus Stations, Cigar Stands, Gas Stations and House to House.

DEALER'S COST **\$4.25** PUSH CARD DEAL PROFIT, **\$8.20**



DEALER'S COST **\$14.50** PROFIT **\$7.00 PER DEAL**

"These Are All Dealers' Prices"

Write for Jobbers' Prices

25% Deposit, Balance C.O.D. Terms to Rated Accounts.

**ACT NOW! Harry Turner & Sons**

**BUY NOW!**

MANUFACTURERS — BROKERS — DISTRIBUTORS  
JEWELRY, GIFTWARE, NOVELTIES, TOYS, PREMIUMS AND CARD MERCHANDISE, NOTIONS  
SOUVENIRS, SUNDRIES, DRUGS  
2956 AUBURN ROAD, HUNTINGTON, W. VA. PHONES: OFFICE 39747, EVENING 35501

**BILLFOLD CARDS**

- 12 beautiful Giltie Billfolds \$1.00 to \$1.50 retailer.
- Perspiration and moisture proof will last for years.
- Here is a Billfold that will sell where others fail.



DEALER'S COST **\$7.50** PROFIT **\$3.50 TO \$10.50**

**LAMP AND CLOCK DEAL**

- Two fine Lustreware China Lamps and Sessions Clock with self-starting movement.
- Genuine Lusidite (Eastman Kodak) Plastic Shades.
- Base is hand-decorated with 22 kt. gold finish.
- Money back guaranteed.
- Eye appeal galore.

**SATISFACTION GUARANTEED**



DEALER'S COST **\$14.50** PROFIT ON PUSH CARD DEAL, **\$9.65**

48A17—2 1/2" 33A515—2" 28A34—2 3/4" 33A516—2 1/2"

28A26—2 1/2" 28A24—2 1/2" 28A20—1" 28A25—2"

**Special Purchase**  
NOVELTY SALT & PEPPERS  
**\$1.50 PAIRS DOZ. \* \$16.00 GROSS**

This special price applies to the illustrated numbers only. You may order assorted designs or a single design to make up a gross. Specify stock number.

**NEW CATALOG NOW READY**  
State your business.  
Prices do not include shipping charges. Include postage with order.  
25% deposit required on C.O.D. orders.

**KIPP BROTHERS**  
Wholesale Distributors Since 1880  
246-82 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

**LOW-PRICED NICKEL-SILVER IDENTIFICATION BRACELETS**

1N148 — \$4.75 doz.  
1N149 — \$4.50 doz.

Cleaming, nickel-silver, curved, rectangular nameplate. Strong curb chain. Sister hook catch. Individually carded. Best buy of the year!

Send \$5 for sample order of Idents from \$2.75 doz. Send \$5 for large selection of earrings and scatterers from \$3.50 doz.

Call WA 2-3250 or write, wire  
**SUPERIOR JEWELRY COMPANY**  
740 SANSON ST., PHILADELPHIA 6, PA.

**LATEST NOVELTY SENSATION!**  
"Little Atom" PISTOL  
SHOOTS BLANK CARTRIDGES  
MAKES TERRIFIC REPORT!

13 tubes of ammunition with each display card of 12 pistols. One tube (12 rounds) FREE for demonstration purposes.

Dozen tubes ammo \$2.40 (144 Shots)

**\$14.40 DOZ.** No Less Sold

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A few of the many kinds we have in stock.

- BB122 Stone Set Rings
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Any of above numbers—\$1.00 gross  
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BB117 No. 9 Rd. Balloons, Gr. . . . .3.25  
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All hollow handle knives. Each piece has Rogers' trade-mark Rogers' Anti-Tarnish Chests, Leatherette Two-Tone . . . . .\$1.75  
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Full Pen Visible Ink Supply 1/2 GROSS \$3.50

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New Home—2236 Michigan Ave  
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Jay or Night Parking Large, Beautiful

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SLUM—GLASS—PLUSH  
We Get It—Carries Hdars.  
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For 48 States and National Parks  
DECALS, 3 1/2c to 4c to DEALERS  
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HI-PROFIT for DEALERS AND JOBBERS  
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24K Gold Plated 5-Piece Jewelry Set Gold embossed \$29.50 price tag and 24K gold plate label. Plush silk-lined box. Must be seen to be appreciated. This set cannot be duplicated for anywhere near this price. SATISFACTION GUARANTEED. Immediate delivery. Available in other styles than illustrated. Comes in Rose, Blue and Multi.



\$51.00 Complete Doz. \$39.95 ea.

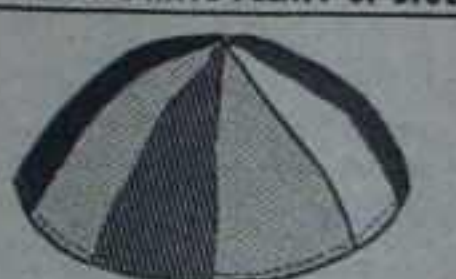
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25% Deposit, Balance C. O. D. If not for resale add Federal Tax Phone: ORegon 3-8330

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FLUORESCENT HATS

THE LATEST CRAZE AT PARKS, BEACHES, FAIRS BE-BOP FLUORESCENT HATS \$7.25 DOZ. \$84.00 GR. FLUORESCENT CREW HATS WITH POMPONS—WE HAVE PLENTY OF STOCK!



CREW HATS \$7.25 DOZ. \$81.00 GR.

BEANIES \$2.50 DOZ. \$27.00 GR.

26 MOTTLE PADDLE BALLOONS \$6.50 GR. ALL WHITE STRAW COWBOY HATS 4.50 DOZ. CREW HATS 58.00 GR.

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Gorgeous ladies' new watch sets. Brand new Windsor yellow gold case watch with rhinestone dial and cord band; beautiful cocktail style 24K gold plate costume set with earrings, bracelet and necklace to match. 7-J. Watch Set, \$14.95 17-J. Watch Set, \$17.95 Also available in rhinestone case watch and rhinestone costume set at same prices.

15-Jewel Watch Set, \$17.95 17-Jewel Watch Set, \$19.95 Lots of 6, wholesale only (\$1 additional for samples). 25% deposit with order, balance C.O.D. Open Account to Rated Houses.

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Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

- List of names and addresses for Cincinnati office parcel post.

- List of names and addresses for Cincinnati office mail on hand.

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- List of names and addresses for St. Louis office mail on hand.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post

- List of names and addresses for St. Louis office parcel post.

- List of names and addresses for St. Louis office mail on hand.

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SIBONNE PERFUME

The fragrance of world famous perfume is yours to sell at a fraction of its original cost.

Comes in 12 Fragrances:

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Sibonne Perfumes are faithfully reproduced with the finest imported oils. 1 1/2 drams in a beautiful gold-top bottle. We dare you to tell the difference! THE ORIGINAL FRAGRANCES ARE SOLD FROM \$3 TO \$8 PER 1 1/2 DRAM.

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HAND PAINTED GOLD TRIMMED CHINA BEDROOM LAMP—16" TALL

Crystal base, complete with shade. \$1.00 ea. in doz. lots LIMITED SUPPLY!

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## Salesboard Sidelights

**Joseph Zimmerman**, head of Empire Press, Chicago, puts out the word that "board buyers better take advantage of existing conditions" and check their requirements. Joseph, speaking for the industry as a whole, of course looks to service a number of the orders thru Empire. He still draws attention to the subway lists on his firm's newest offerings.

**Gam Sales Company**, Peoria, Ill. via **Samuel J. George**, boasts of bolstered requests for its Baseball Tip. The trend is looked to rise to a crescendo come the series. Michigan City Novelty Company, Michigan City, Ind., continues to quote "same day as received" shipment on orders.

**P. & M. Sales Company**, Dallas, tells of that needle in a haystack these days—something for nothing. Firm offers free merchandise or salesboards thru August with each \$100 order. P. & M. was formerly a representative for Mercury boards.

**M. R. (Dick) Hitter**, major domo of Carol Sales Company, Elmira, N. Y., climbs on the Sidelight platform this week to spiel about the sales doin's at his diggin's. Dick says the extensive group of customer friends who cater to Carol are the best indication of his firm's aim to serve. And the show-

room, replete with board, tickets and premiums, makes for a one-stop source for most visitors, he states.

**Triangle Manufacturing Company**, Minneapolis, under the helm of **Jay Zelle** and **Jay Goldman**, continues to concentrate on ticket offerings. In spite of the critical paper situation, Triangle customers' demand will continue to be met, say the boys, and point to present capacity output as a clincher.

### Mdse. Topics

is marketing a vinyl plastic all-weather car protector known as the Plastic Film Garage. Heavy gauge plastic will not mildew, crack or peel and an elastic bottom holds the cover snugly around the car. Weighing only five and a half pounds and selling for \$12.85, the product saves time and energy involved in frequent car washing.

### Chicago

**Vaco Products Company** offers a set of five assorted screwdrivers put up in a gift box with cellulose acetate cover with panel on which the donor may write his name. Interior of the box is lined with blue velour paper and contains partitions and slot in which each tool reposes. Contents consist of heavy duty, general service, electrician's type, stubby style and pocket clip screwdrivers, each with breakproof, shock-proof and fire-safe amberyll handles.

**Cook Bros.** is busy packing orders on new fishing set deals. A 14-piece bamboo fishing set and a 22-piece steel caster outfit are priced from \$4 up. Sets are packed in individual cellophane display boxes. Folders are available. Branded nylons for less is the way **Von Frankel-Trester Hosiery Company** advertises its line which comes in individual lengths. The merchandise is offered in all gauges, deniers and lengths.

**Cook Bros.** reports good results in the sale of its Victorian electric coach clock currently being advertised in The Billboard. The firm is offering a new six-page folder on clocks, lamps and novelties. **Electron Enterprises** announces an overnight case with built-in portable radio for the prize and premium field. Called the Mellotone Duo, the 16 by 12 by 7-inch item comes in Du Pont fabricoid alligator-grained leatherette with plate glass mirror on the inside of the lid and receptacles for cosmetics, etc. It's ideal for bathers, campers, etc., the firm says.

**Exclusive Import Company** is offering a selection of fine perfumes in 12 fragrances. These perfumes are made of imported oils and sell at prices well below the current perfume market. **Frisco Pets Enterprises** is offering a pocket-size combination catalog and memorandum book, "1951 Tips," to concessionaires and engravers. Copies may be obtained by writing to the firm at 604 West Lake Street.

### From All Around

**Gerber Toys** is presenting a line of soft plastic toys that includes Gurgling Gertie and Gurgling Gus, ducks; Gurgling Bunny; Silly Billy, clown; Mr. Braker, dog, and Olly the Ollyphant. **All Metal Products Company** offers Hoppalong Cassidy pistols, spurs, holster sets and cuffs for the small fry. A new barber shop set, molded of red and yellow Tenite plastic, offers a youngster a realistic but harmless haircut-and-shave kit containing scissors, razor, clippers, comb, shaving brush and mug. **Hippity Hop Products Corporation** is the manufacturer.

**Perma-Knot Tie Company's** new patented coil holds necktie knots in perfect position at all times, according to firm officials. **Lee Products Company** is handling a complete line of carded merchandise at low prices that includes razor blades, drug items and sun glasses. **Goodier Company** announces a special pearl offer comprising a gift packaged strand of simulated graduated pearls with filigree clasp and a jar of cream perfume.

## Under the Marquee

Continued from page 47

a song which he wrote. His piano accompanist was **Roy Grinnell**. At Augusta, Me., they met **Mr. and Mrs. Larry Butler**. They looked at his collection of pictures, letters, etc., of former circus days. The Hawthorns then went to Concord, N. H., and a week-end at the camp of **Eddie Lovejoy**.

**Mrs. W. B. Irons**, widow of the circus agent and adjuster and burlesque theater operator, was a visitor in Chicago last week. She manages a Toledo theater. **Clarence Shank**, CHS of Camden, O., planned to see "Super Circus," TV show, in Chicago Sunday (24). **Bill Bailey**, clown, visited **Dime** and **Connie Wilson**. **Shorty** and **Peggy Sylvester**, **Viola** and **Skinny Goe**, **Jackie Tolliver**, and the **Skating Carltons** on the **Rogers Circus** in Memphis.

**Cliff Darling**, of the Hamid-Morton promotion staff, underwent his fourth operation June 21 since being injured last September 2. He is at the Hospital for Crippled Adults, Memphis.

**H. L. Barrows**, the past 10 years a biller on the Ringling show, caught the Royal American Shows at Davenport, Ia., visiting **J. C. Thomas**, and saw the **Wilson Famous Shows** at Galva, Ill. **Glenn** and **Bess McIntosh**, with their **Monkey Circus**, are at **Ramona Park**, Grand Rapids, Mich., for the season. **Zora Blaire**, annex attraction for **Ted Milligan's Side Show** with **Cole & Walters**, is driving her truck and trailer.

**Charles** and **Edna Kistler**, circus fans **Jim McInnis** and son, and **Bertha Drane** and **L. Williams**, on advance of **Campa Bros.' Circus**, visited the **Sam Dork Circus** at **Fayetteville, Pa.**

**Citizens of King City, Mo.**, gave a Christian burial June 19 to **Paul LeRoy Thomas**, circus man, when it was learned that relatives in **Bellingham, Wash.**, were unable to pay the expense of shipping the

body home. **Thomas**, a ticket seller with a show that played **King City June 1**, drowned in a lake there. He joined the show three days prior to his death. **Wilson-Clark funeral home** supplied mortuary service, the **Rev. F. Edward Carter** conducted graveyard services and numerous citizens supplied flowers. Members of **Evans United Shows**, which played **King City June 18-23**, attended burial services.

**Jack Karens**, who had planned to stage a circus for the **Old Baldy Shrine Club**, **Pomona, Calif.**, promoted a program using television and movie talent instead. Event was held **Saturday (30)**. He will go to **Corpus Christi, Tex.**, in July and plans winter circuses there for **Elks clubs**.

**Bob Good** has returned to **Allentown, Pa.**, from a trip thru **New England**. He saw **Roy Arnold's** model of the **Barnum & Bailey Circus** parade of the early 1900's. He met **Charles Davitt**, **Joe Beach** and **Francis Laculine**, **CMBOA** members, and **Ray Bickford**, clown. He visited **Terrell Jacobs** on **James E. Strates Shows** at **North Adams, Mass.**, and **John Leahy**, president of **Danbury (Conn.) Fair**. Good says that **Jacobs** is recovering from his worst accident in 30 years of wild animal training. **Mr. and Mrs. O. C. Cox** and **Mr. and Mrs. Morris** visited the **Flying Hartzells** at the **TV Super Circus**, broadcast in **Chicago June 23**. All were together on **Wallace Bros.' Circus**.

**Frank T. (Cookhouse) Kelley** is supervising a restaurant and skating ring in **Peru, Ind.** He would like to hear from friends who may address him at **301 North Broadway**. **Charles A. Browker** reports that **King Bros.' Circus** got two good houses at its stand in **Norwich, Conn.** Citizens got an unexpected thrill **Friday (22)** afternoon during the **King parade** when the elephants got balky and reared.

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Music • Vending • Amusement • Bells • Counter  
Only advertisements of Used Machines accepted for publication in this column.  
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Remittance in full must accompany all ads for publication in this column.  
No charge accounts.  
Forms Close Thursday for the Following Week's Issue

**A-J BARGAIN—CIGARETTE AND CANDY** Vending Machines; all makes, models, lowest prices. What have you to sell? Mack Postel, 2552 Milwaukee Ave., Chicago, Ill. 1228

**A-1 CONDITION—75 VENDALL CANDY** Vendors; repaired, reconditioned since removal from location; some with bases others wall-attached. \$75 each. Automatic Merchandising Co., 2021 Carroll, Chicago 12

**ABT—SKILL GUN, CHALLENGER, TARGET SKILL, Strike-A-Light** all post war, like new, \$21.50 each, any five, \$100. ABT Target Skill, Challenger, Big Game Hunter; all pre war, \$14.50 each. 1/3 deposit with order, balance c.o.d. Verdun, 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

**AM BUYING ALL KINDS SECOND HAND** Electric Billboards provided with flipper. Write: Paris Swing, 5 Bd des Italiens, Paris (7eme) France. 1214

**ATLAS BANTAM TRAY 5c VENDORS**—Like new; send \$60 for ten. E. Barrack, 1001 Monroe Ave., Rochester, N. Y.

**BALLY HOT RODS—LATEST MODEL, LIKE** new, \$124.50; also One Balls, very good, ready for location; Victory Specials, \$20; Special Entries, \$40; Jockey Specials, \$55. One third dep., bal. c.o.d. W. E. Keeney Mfg. Co., 2225 S. Kedzie Ave., Chicago.

**CANDY MACHINES—5 VENDALL WITH** Wooden Stand, \$50 each; Eight Compartment Serving Trays, \$15 each; cash in advance. Paul Steichen, 6963 Oak Lane, Indianapolis, Ind. 1216

**CASH FOR DAIRY-MART MILK MACHINES**—In be used for parts; send full particulars. Box C-395 care Billboard, Cincinnati, Ohio. 1214

**CHALLENGERS AND GRIPPERS—VERY** nice, \$12; Scientific Pokerinos, like new \$65; Rayolite Guns, other good pieces; Reels for Mutoscopes. H. E. Loebbeck, 150 N. Main, Wichita, Kan. 1217

**CIGARETTE AND CANDY MACHINES**—Completely overhauled and refinished; see us on 30c mechanisms; we also buy used Cigarette and Candy Machines. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

**COIN RADIOS (500 CONSOLES), SACRI-** fice for sale, excellent condition, now on location. Box A-117, Billboard, 6000 Sunset, Hollywood 28, Calif.

**DIGGERS, ROTARIES, ARCADE MA-** chines; selling out cheap; Iron Claws, Eries for carnivals; Merchantmen, Electro Hounds. What will you have? National, 4243 Sanson, Philadelphia, Pa.

**FOR SALE—200 PENNY VENDING MA-** chines; bargain; cash or will trade; Show Property preferred. Walter Long, 301 Southwest Third St., Richmond, Ind.

**FOR SALE—ARCADE MACHINES, PENNY** Games; send for list, over 250 pieces; cash or will trade for Kiddie Rider. Walter Long, 301 Southwest Third St., Richmond, Ind.

**FOUR BISTROCAT NON-SELECTIVE** Phonographs, like new, \$85 each; Wilex-Gay Records with stand, \$100 each. King-Pin Equipment Co., 828 Mills St., Kalamazoo, Mich. 1217

**JUST OFF LOCATION—ONE EACH, TUC-** son, Dallas, Floating Power, Majors 49, Grand Award, Three Feathers, Band Leader, Blue Skies; \$300 takes inst. rated for shipment. A. B. Claycomb, 1210 W. Houston, Sherman, Tex.

**MINITOP POPCORN MACHINE—POPS** own corn automatically with the insertion of a dime; late model; used about 2 months. \$150; 25% cash with order, balance c.o.d. Mico Products Co., 170 Gorham Ave., Hamden 14, Conn.

**MUST SELL—THREE FLOOR SAMPLE** Kunkel 10c Popcorn Vendor, One Aristocrat, Ten Target Amusement and Gum Vending; make offer. Raw Specialty Co., 1137 Osage, Kansas City, Kan.

**PANORAM MOVIES—LARGEST AVAIL-** able stock of good used 100' 16mm musical films for Panoram projection; priced as low as \$9.95 per dozen prints, assorted plus 40c postage. Write today for list of available titles. Blackhawk Films Inc., 2304 Putnam Bldg, Davenport, Iowa 1228

**SEEBURG HIDEAWAY '48, PERFECT CON-** dition, \$205; Floating Power, \$70. Fort Steuben Music Co., 123 N. 7th St., Steubenville, O

**SPECIAL! AJAX 3-COLUMN HOT NUT** Machines, like new, \$39.50 each; \$44.50 with stand. 609 Spring Garden St., Philadelphia 22, Pa.

**STAMP FOLDERS DIRECT FROM MANU-** facturer at lowest prices; write for samples and prices. Flatto Mfg. Co., 5436 S. W. 8 St., Miami 44, Fla.

**STAMP FOLDERS—DIRECT FROM MANU-** facturer; unlimited quantities; immediate delivery; write for prices. Vedro Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

**STAMP FOLDERS DIRECT FROM MANU-** facturer; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

**USED PENNY BULK VENDING MA-** chines; Victors, Toppers, Northwestern 30c in lots of 25 or more, \$7.50 each; sample, 30c. 50 Northwestern Deluxe, entire lot, \$625. Machines in perfect condition, ready for location. Western Vending Machine Co., 8626 Washington Blvd., Culver City, Calif. 1221

**VENDING MACHINE SUPPLIES FOR BULK** vendors; lowest price quality merchandise; midgey cashed Boston Baked Beans, Rain-bow Peanuts, Red Hots, Spanish Sifted Peanuts, Cherry Nuts, Texas Candy & Nut Co., McKinney, Tex. 1221

**WANTED—USED FORD BALL GUM MA-** chines in any condition, any amount; give full particulars. John Horn, Box 1155, Abilene, Tex. 1217

**WILL SACRIFICE—LARGE STOCK SAFE** Cabinets, all styles, doubles and triples; also Downey Coin Counters; give offer. H. B. Horn, 91 Kenilworth, Akron, O. 1217

**WILL TRADE TURF KINGS (LIKE NEW)** for Music, Cigarette or any other Coin Machine Equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

**HURRY! HURRY!**  
BEFORE IT'S TOO LATE  
**ORDER YOUR BOARDS NOW**  
YOU'LL GET FIVE TIMES AS MUCH FOR THEM LATER  
**ORDER FROM EMPIRE TODAY!**  
LOWEST PRICES IN THE INDUSTRY  
FINEST AND MOST UP-TO-DATE LINE IN AMERICA  
**EMPIRE PRESS**  
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**PUSH CARDS**  
We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!  
Designed, Manufactured by  
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**PUSH CARDS**  
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Established 1914  
CHIFFEWA FALLS, WISC.

**12**  
New Profitable  
**Punchboards**  
Just Released

**Superior Products, Inc.**  
2133-59 W. Fulton St., Chicago, Illinois  
**PUNCHBOARD SPECIALS**  
500 Hole Plain ..... \$ .45  
600 Hole Plain ..... .60  
1000 Hole Plain ..... .75  
1500 Hole Plain ..... 1.18  
2000 Hole Plain ..... 1.43  
1000 25c J.P. Charley, Ek. Thick, Prof. \$53.04  
1000 25c Charley Board, Ek. Thick, Prof. \$50.00  
1000 5c Girlie Boards, Prof. \$20.00 1.83  
25% Dep., Bal. C.O.D.  
**J & M SALES** 6327 N. St. Louis Ave. Chicago 45, Ill.

**JAR DEALS and PUNCHBOARDS**  
Write for Circular  
**GALENTINE NOVELTY CO**  
South Bend 24, Ind

**SALESBOARDS**  
JULY SPECIALS—25% DEPOSIT  
1000 25c Charley ..... Prof. \$50.00 \$ 27  
1000 25c Charley, X Th ..... 50.00 1.25  
1800 5c LULU, X Th ..... Prof. 18.00 1.27  
1000 25c J.P. Charley Thin Prof. \$52.04 \$ 19  
1000 25c J.P. Charley, X Th Prof. \$2.06 1.45  
1000 5c J.P. Girlie Bds. .... Prof. 28.00 1.98  
240 4 for 25c Giant Hole ..... Prof. 32.00 1.98  
**DELUXE SALES CO., BLUE EARTH, MINN.**

**ATTENTION, JOBBERS!**  
We are looking for responsible jobbers for our new line of punchboards. Big money makers. Exclusive territorial rights to the right parties.  
**BOX 454, The Billboard, Chicago**

**GIVE TO DAMON RUNYON CANCER FUND**



# OPS Execs OK Regional Rule; Ops Must File Price Facts

WASHINGTON, June 30.—Office of Price Stabilization's national headquarters here this week gave an unofficial blessing to notifications already issued by DPS regional offices that coin-operated amusement machine operators are under Ceiling Price Regulation 34 (*The Billboard*, June 30).

A top legal spokesman for OPS said the regulation definitely affects operators of juke boxes and other amusement coin-operated devices, but he added that because of "the complicated nature of CPR-34" and because of OPS'

policy of decentralized administration, local regional offices are given full scope of authority in handling administration and hardship cases. He said regional administrators are expected to take a tolerant attitude in view of the fact that CPR-34 did not originally spell out its application to the various types of coin-operated devices.

## Is Vending Affected?

Up in the air at OPS is the question as to how vending machines are affected by OPS regulations. The agency spokesman told *The Billboard* that it is likely that some of the OPS commodity price ceiling regulations apply to products sold by vending machines, but OPS itself has not established precisely what those are. OPS is readying announcement of a ceiling price regulation applying to soft drink retail sales, and, an OPS spokesman said, this will definitely apply to soft drinks sold by vending machines.

Several division chiefs at OPS acknowledged confusion as to the application of most of the agency's

commodity regulations to goods sold by vending machines. Only point on which there is general agreement is that prices on the machines themselves are under price control.

## Dime Play

In connection with CPR 34's application to amusement machines, OPS said dime-play prices are okay under price ceilings if the dime plays had been started prior to or during the base period of December 19, 1950, to January 25, 1951.

## FEDERAL CM TAX INCOME DECLINE

WASHINGTON, June 30.—The federal coin machine tax yielded \$325,151.18 in May, a decline of \$11,014.19 below the previous May's collections, the Bureau of Internal Revenue reported this week.

Total collections from the tax since the start of the fiscal year last July 1, however, is running \$1,498,703.29 ahead of the corresponding period of the previous fiscal year. The fiscal year's total up to May 31 was \$19,573,172.10 compared with \$18,074,468.81 for the same period in the previous year.

Uncle Sam's return from tobacco taxes was \$121,669,993 in May, a gain of \$1,682,496 over the previous May. But alcohol tax revenues showed a decline of \$20,498,826 in May, 1951, when the total was \$159,877,877, Internal Revenue reported.

## LEGISLATIVE ROUND-UP

# Bay State Prohibits Possession of Bells

CHICAGO, June 30.—Massachusetts has joined the States which have enacted anti-gambling laws, based directly on the federal anti-slot machine law. The Legislature this week passed a bill to prohibit the manufacture, transportation, sale, repair or possession of gambling devices.

A week earlier, Ohio's law, almost identical to the Massachusetts legislation, went into effect. Both in Ohio and Massachusetts, the definition of what constitutes a gambling device is borrowed verbatim from the federal law. Missouri and Texas have already

enacted similar legislation. In all four States, the new laws now define a gambling device as "any slot machine or any other machine or mechanical device an essential part of which is a drum or reel with insignia thereon which when operated may deliver as the result of an element of chance, any money, property or other thing of value."

"Or any machine by the operation of which a person may become entitled to receive as the result of the application of an element of chance, any money, property, or other thing of value."

## GET EXTRA \$

# NPC Develops 8-State Route With Kid Item

CHICAGO, June 30.—National Popcorn Concessions, a three-man Chicago operating firm, has established an eight-State route by developing a new approach to the operating business. And with the firm now handling 149 pieces of equipment for moppets, conclusive results of the widespread operation prove that the idea may open entirely new avenues of income for operators throughout the country.

Firm started in this area with Ben Levy and Dave Brody starting an operation of Pony Express horses in the Neisner Bros.' 5-and-10-cent stores. Now the operation has extended to Neisner outlets in Illinois, Wisconsin, Michigan, Indiana, Ohio, Pennsylvania, New York and Massachusetts, with Levy, Brody and one roadman handling the entire route. At the present time firm has 83 Pony Express units, 16 Big Bronchos and 50 card venders (featuring Western movie stars) on location in the stores, and will add to this number thru the summer.

NPC, under the operating setup, places the equipment on location in the various stores in the chain. They guarantee service on the equipment, but to date report practically no calls from any of the outlets. In turn, each store manager is charged with making the collections from the equipment in his store and restocking the card venders. After emptying the coin box all receipts are sent to the chain's headquarters in Rochester. Chain keeps its share of the gross, sending a check for the balance to NPC at regular intervals.

# Cohn Adds New Firm to Roster

NEW YORK, June 30.—Nat Cohn, head of Conat and Bowl-o-Matic sales companies, this week announced formation of yet another enterprise to be known as the Electronic Bowler Sales Company. He said the latter firm will introduce a new coin game to the trade within a few weeks.

Meanwhile Cohn is pressuring contractors to complete alterations at 631 10th Avenue here, where headquarters of his firms will be based. He has maintained temporary office facilities at Simon Sales, 627 10th Avenue, but expects to occupy his new quarters on or about July 15.

## Central Holds Outing

ST. LOUIS, June 30.—Central Distributing here will hold its annual company outing and barbecue tomorrow (1) at Norwood Veatch's home on the Merrimac. All Central employees and their families have been invited, with Veatch hosting. Prizes will be awarded in game competitions, with an outdoor dinner completing the day.

# Williams Game Features Race Horse Theme

CHICAGO, June 30.—Williams Manufacturing this week started production of a new five-ball game, Hayburners, which introduces a new theme to the amusement novelty-skill game field. Game, which combines the action of regular horse racing with that of a pin game, features six miniature horses, complete with jockeys, which are advanced by the skillful manipulation of the balls shot by the player.

The animated horses are set in the backglass. Upon insertion of a coin, lights flash on behind the pictures of the six competing horses, coming to a stop behind one—the horse the player must bring home first. While the player can use the full five balls to complete the race, actual game can be finished with from one to five shots, the few used, the higher the score. Thus a player completing his game with the first ball gets the top score of 25 million points, with each additional ball used reducing the score by 5 million points. In order to win, player

(Continued on page 74)

# Como Appoints R. F. Jones Rep

CHICAGO, June 30.—Como Manufacturing Company, which recently introduced its first novelty game, Stadium, this week appointed the R. F. Jones Company to handle the game thru its San Francisco, Denver and Salt Lake City offices. Firm will not represent Como thru its Northwest offices, where the Dunis Distributing Company has the franchise.

Firm officials said Stadium is a novelty game, which features ball traps and player skill

# Genco Unveils New Skill Game, Shuffle Target

CHICAGO, June 30.—Genco this week started shipments of its new one or two-player Shuffle Target skill game which features a circular moving target, a new game design, simplified, trouble-free operation and a new puck rebound action.

Shuffle target is set at 10-cent play (20 cents for two players) and offers a theme new to shuffle games. Game features a circular moving target with numbered spokes extending from a hub. Numbers are staggered from one to five, with players shooting for the numbered spokes and attempting to hit them in numerical order, from one to five. Scoring on Shuffle Target is staggered so that players, by properly hitting the spokes, get single points for the first one to five sequence, double for the second, triple for the third and quadruple for the fourth.

Backglass on the game lists total points scored by first and second players respectively, lights up the single, double, triple, quadruple scoring sequences and reveals the number of shots used up by the players.

The moving target wheel can be raised or lowered to fit any location. All operating equipment of Shuffle Target is located in back of the wheel.

# Nemeroff, Pieri Buy Monarch Coin

CHICAGO, June 30.—Clayton Nemeroff and Charlie Pieri this week purchased the Monarch Coin Machine Company from Roy Bazelon and announced the distributing firm would move to new headquarters at 2257-59 Lincoln Avenue by August 1. With the completion of the transaction, Bazelon, who has been associated with the coin machine field as an operator, distributor and manufacturer for over 20 years, leaves the industry. He will enter the building and real estate field in Florida and has already started construction

on a series of homes in Miami Beach. Bazelon will reside at Golden Beach permanently.

New Monarch owners stated firm would continue to function as a distributing outlet and would handle a general line of coin machines. Firm will also act as distributor for the H. S. Evans Constellation juke box in Northern Indiana.

Nemeroff has been associated with Monarch in an executive capacity for the past 14 years. In addition to handling the business affairs of the firm, he has acted in a sales capacity. Pieri, who joined Monarch last May as sales manager, formerly was associated with Exhibit Supply and J. H. Keeney as sales manager. His affiliation with Monarch marked his entry into the distributing end of the business after having spent several years at the manufacturing level.

## Ready New Quarters

The building which Monarch will occupy on Lincoln Avenue is being remodeled. It will include showrooms, general offices, parts and repair departments and warehouse space.

With the sale of the firm Bazelon will move to Florida where he will make his permanent home. Present headquarters of Monarch will be leased, Bazelon revealed.

# Form Bell-o-Matic Nevada Division; Name Ryan Head

CHICAGO, June 30.—Bell-o-Matic Corporation, with headquarters at 4100 Fullerton Avenue here, this week set up a Nevada Division which will be headed by Midge Ryan, vice-president. It was announced by Herbert and Ralph Mills. Ryan, who left Thursday (28) for Reno, where the Nevada Division will be established, will temporarily headquarter at the Mapes Hotel until permanent quarters are set up at 50 Grove

Street.

Firm has also transferred Joseph Liska, foreman of the bell assembly line, and Ed Liska, who had previously been associated with bell production at the firm, to its Nevada set-up.

Bell-o-Matic officials, in announcing the formation of the Nevada Division, stressed that since passage of the Johnson Act the firm has been inactive, maintaining only a skeleton advisory force

here. Nevada, now the only State which has approved the use of bells, will be serviced thru the new office of the firm, with machines and parts to be stocked for use within the borders of Nevada.

Ryan, who was stationed on the West Coast for Bell-o-Matic prior to moving to the Chicago headquarters, took over when Vince Shay, Bell-o-Matic president, resigned early this year to enter the music machine business.



# Emergency Keynotes NAMA Region Meet

By SAM ABBOTT

LOS ANGELES, June 30.—Fresh from victories in the California Legislature in Sacramento and with shortages of equipment and supplies more than a possibility, National Automatic Merchandising Association members of Regions X and XI discussed plans for not letting those problems hit again. The operators spent two days in session at the Ambassador Hotel, winding up Wednesday (27) with a banquet attended by 358.

Henry Davidson, of Davidson Bros. was named chairman of Region X, which hosted the session. He succeeds Ed Stanton, of General Vendors. The selection of the new chairman gives the Davidson firm two chairmen, his brother, Dave Davidson, having served previous to Stanton.

H. F. (Pete) Maloy, NAMA Chicago, opened the session after the registration and appointment of committees Tuesday morning. He pointed out that present problems, including the national emergency, made it imperative that the NAMA grow in stature. Maloy discussed the benefits to be derived from membership in the association.

### Public Relations

Arch Riddell Sr., who with George Seedman issued the first year book, spoke on public relations, emphasizing that automatic merchandising is an essential part of the defense effort. Quoting figures, Riddell showed that California has more people in defense than any other section outside of Washington, with 18 per cent of the defense work in California and 25 per cent on the West Coast, the speaker drove home the importance of serving these people.

Riddle pointed out that by January 1, the defense expenditure will be boosted to \$65,000,000,000, making the need for vendors more necessary. With vending essential, the speaker urged operators to tell

their story to Chambers of Commerce, newspapers and other media. The availability of the publicity kit was made known.

### Sacramento Pic

The Sacramento picture, in which the operators successfully fought an increase in the cigarette tax as well as the bill to require machines to be supervised, was outlined by Bob Kerley, Oakland operator. He urged that past experiences had shown the importance for merchandisers to know their legislators. Kerley added that if the governmental representatives, who

(Continued on page 66)

## Top Milwaukee Arcade Leased To Hilltop Op

MILWAUKEE, June 30.—Hilltop Coin Machine Company top-pers Doug Opitz and Arnold Jost have closed an agreement with Zenoff Management to take over operation of the Plankinton Arcade amusement area in the building. Deal calls for Hilltop to take over July 1.

Attempt will be made, via heavy advertising and promotion efforts, to hypo traffic with special emphasis on the moppet trade. Spot formerly was the top Arcade in the area, but biz has suffered in recent years due to constant changes in leadership and lack of fresh equipment attractions.

Arcade's name will be changed to Game Room of the Arcade and will feature latest machines and arcade specialties. Slated for featured spots will be photograph booths, a rifle range and kiddie area.

## THE BILLBOARD CIRCULATION MAP



# No Readers in Russia?

Of course not! Nor in Bulgaria, Latvia, Estonia, Lithuania, Czechoslovakia or any of the other countries behind the Iron Curtain.

Wherever else in the world free trade exists . . . wherever coin machines are played . . . there The Billboard goes.

Foreign coinmen are just as eager to know "what's new" as their American brethren. For that information they turn to The Billboard. Last year they bought over \$3,000,000 in coin machine equipment. This year purchases in the first quarter have tripled. The industry is headed toward an all-time high of 8 to 9 million dollars.

To stimulate further interest in coin-operated equipment abroad as well as to spotlight its growing importance to the industry here at home, The Billboard is devoting its July 28 issue to the Export Market.

For advertisers it offers the opportunity not only to reach their customers here at home, but to tell their story to 4,000 prospective customers in 80 foreign countries who will receive copies of this issue.

# THE EXPORT SPECIAL

Dated **JULY 28** | Distributed **JULY 24** | Deadline **JULY 20**

### NATIONAL GUARANTEED VALUES!

15 HOLLYCRANES . . . Each \$275

#### RECONDITIONED SHUFFLE GAMES

All Playing Fields Refinished	EA.
15 HOOK BOWLERS	\$275.00
10 UNITED TWIN SHUFFLE ALLEY, REB.	230.00
8 UNIV. SUPER TWIN BOWLERS	135.00
7 CHICAGO COIN BOWLING CLASSIC	135.00
5 CHICAGO COIN TROPHY BOWLERS	140.00
3 CENCO BOWL-A-LINE, Disapp. Pins	95.00
3 UNITED EXPRESS SHUFFLE ALLEY	90.00
5 BALLY SPEED BOWLERS	65.00
5 UNITED SHUFFLE ALLEY, Fly-a-Way Pins	55.00

#### RECONDITIONED 5-BALLS

BANK-A-BALL	\$110.00
SELECT-A-CARD	85.00
GOTTLIEB BASKETBALL	115.00
BUTTONS & BOWS	75.00
CAMEL CARAVAN	105.00
CANASTA	105.00
COLLEGE DAZE	100.00
DE-ICER	125.00
FOOTBALL	105.00
GOLDEN GLOVES	90.00
GEORGIA	135.00
HARVEST TIME	135.00
K.C. JONES	125.00
JUST 21	75.00
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KNOCK OUT	140.00
MADISON SQUARE GARDEN	145.00
OLD FAITHFUL	125.00
FOUR HORSEMEN	145.00

### NATIONAL COIN MACHINE EXCHANGE

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#### THE NEWEST RAGE! BINGO PIN GAMES

UNIVERSAL 5-STAR  
UNITED A-B-C  
BALLY BRIGHT LIGHTS  
KEENEY LITE-A-LINE

ALSO NEW: United 6-Player Big League Bowler, Mermaid Hits & Runs

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RECONDITIONED! REFINISHED!  
PRICES SLASHED! WRITE:  
Seeburg 146 A.M.I. Model A  
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146 Hideaway Wurl. 1015  
Wurl. 1100

CLOSED SATURDAYS, JULY & AUGUST

SUMMER SIESTA BEGINS JUNE 30. CLOSED SATURDAYS, JULY & AUGUST

### ATLAS MUSIC CO.

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## CLOSING OUT

Bankrupt Shuffleboard Stock

30" 2-drum sanding machine for shuffleboard tops.

Shuffleboards, complete good condition.

New Shuffleboards, complete.

AND MANY OTHER ITEMS

FULLERTON TRADING CO.

Phone: Dickens 2-2424

2847 Fullerton Ave. Chicago 47, Ill.

BEST OFFER TAKES

\$39.50

\$100.00



## REGION X CONFAB AIRS NAMA'S EMERGENCY ROLE

Henry Davidson Elected Chairman; Discuss Equipment, Supply Picture

Continued from page 65

are also small businessmen, know the venders problems, situations such as confronted the industry in 1951, will not return.

Al Weymouth, of Weymouth Service Company, spoke on the vending machine industry and public morals in California. He pointed out that many changes had been made in opinions on morals in the past years, using the trend in bathing suits as an illustration. All operators were urged to read the NAMA code of ethics and to practice them. An incident in connection with the fight against supervised machines was that at the Sacramento airport there were two machines, both without the stickers, against sale to minors. Weymouth asked for strict compliance to State, county and city laws.

### Member Benefits

At the luncheon the first day, George Seedman described the benefits members receive from membership. Referring to the State fight, Seedman said that during World War II, the Office

of Price Administration had relied upon the NAMA for its information concerning vending. This, he added, is likely to be the case with the Office of Price Stabilization. He urged that all operators back the association, because it is necessary that all points in Washington, pertinent to production, be won. Pledges for the advancement of the organization's work were made.

The second morning session was opened with Seedman urging that a State association be formed. He added that he was the originator of regional meetings for the reason that particular problems of that area could be discussed. He asked that a strong group be formulated, which would, by necessity, operate in connection with NAMA.

Riddell spoke on the State group, saying that it was the theory that every operator is a member. While dues are reasonable, the non-payment of dues does not necessarily eliminate membership. However, for the organization to have strength, dues paying members are imperative.

### Outlines Work

Perry Taft, who was named by Clint Darling to coach the operators in their fight in Sacramento, briefly outlined the work done at the State Capitol. He emphasized the fact that it was necessary for the merchandisers to fight the bills themselves rather than have someone else do it for them. In this manner, there was the power of numbers and interest.

Agnes Booe, editor of *The Sacramento Newsletter*, included some of the legislative plight in

her talk. She added that she was alarmed at the monumental indifference shown by residents of California.

"Do not accept this slight victory as the end of your troubles," Mrs. Booe said. "The matter has come up once and the chances are that it will appear again—and again. Your fight should be now and not after the matter has been brought before the legislature."

"Do the ground work now. As the Legislature has a way of repeating its actions, do something today. Know your representatives. Tell them about your business and your problems. Acquaint them."

"There will be an election before the next legislative session. Know your candidates. If your man is elected, you certainly have a right to tell him what your business needs. If he is not elected, you still have a right to get things that are favorable to your trade."

### Past Legislation

Brandstrader outlined past legislation thruout the United States. In 1951, 44 State houses were in session. Seven States singled out vending for taxation. Georgia removed the per machine tax but put on a 3 per cent sales tax and Texas acted on the per machine tax. While Georgia's operators did not fare very well by the sales tax, it was at least a tax upon all businesses and not the merchandiser alone, he stated.

Michael Fanning, Los Angeles postmaster, spoke at the second day's luncheon in the interest of the United Cerebral Palsy Fund. A motion picture, showing the handling of these cases, was shown.

## BOOSTS NOV. NAMA CONFAB; MR. B. PROMISES

LOS ANGELES, June 30.—At the National Automatic Merchandising Association's meeting of Regions X and XI, which closed Wednesday (27) following a two-day session at the Ambassador Hotel here, Tom Hungerford, formerly of NAMA and now of National Vendors, and Fred Brandstrader, NAMA legislative expert, spoke on the coming national convention. They pointed out that many operators will be there for new ideas and manufacturers will be displaying machines for the first time.

Altho many promises were made, Brandstrader made one that he hopes to live up to—come November.

He pointed out that during the last three national meetings, one of the main topics of conversation was the arrival of the stork at his home just previous to the convention. Brandstrader said this will not be the case this year.

## Regions 10-11 Meet Sets 31 Free Exhibs

LOS ANGELES, June 30.—Thirty-one firms selling equipment, services or supplies availed themselves of the offer of free display space at the conclave of Regions X and XI, National Automatic Merchandising Association, which concluded its annual two-day meeting at the Ambassador Hotel here Wednesday (27). Al Weymouth, Weymouth Service Company, was chairman of the display committee.

Among those having booths were Nutt Bros. Cookies, H. Mac McDowell; Hollywood Candy Co.; Carl Bodin; Badger Sales Co.; Al Silberman, Adolph D'Este; R. J. Reynolds Tobacco Co.; J. K. Cone, E. A. Leter; General Vendors, Ed Stanton, Kenny Robertson; Munroe Dodge Motors, Ed Shlesinger; Weymouth Service Co.; Al Weymouth, Bob Briggs; Liggett & Myers Tobacco Co.; Bob Stewart, A. B. Rankin; Rowe Manufacturing Co.; Ralph Phipps, Joe Eppler; Libby Candy Co.; James Constantine, J. Yannacakis, Robert M. Fowler; Coca-Cola Co.; J. B. Trist.

(Continued on page 69)

## Air Fair, Unfair Trade Acts Talk At Calif. Meet

LOS ANGELES, June 30.—Members of Regions X and XI attending the National Automatic Merchandising Association two-day session which ended Wednesday (27) at the Ambassador Hotel here heard two speakers discuss the Fair Trades Act and Unfair Practices Act of California.

The speakers appeared near the close of the Wednesday morning session. Harry Swerdlow, of Loeb & Loeb, attorneys, and Donald Stoker, of the State's attorney's office, gave views on the two regulations.

Swerdlow, the first to talk, touched briefly upon the Fair Trades Act, defining it as a regulation that requires an item be sold at a minimum, and sometimes a maximum, price.

### Cost Factors

Getting into the Unfair Practices Act, which he considered more important to operators, Swerdlow said it prohibited the sale of items at cost or below cost to attract business. He emphasized that "cost" included not only the price of the merchandise but that of doing business. He pointed out that the remedies were obtained.

(Continued on page 69)

## Candy, Tobacco Firms Indicted

WASHINGTON, June 30.—Atty. Gen. J. Howard McGrath announced that a federal grand jury in Cleveland returned an indictment charging a trade association, a labor union, four corporations and seven individuals with conspiring to suppress and eliminate competition in the wholesale candy and tobacco business in the Cleveland area, in violation of the Sherman Anti-Trust Act.

At the same time, a companion civil case was filed by the Justice Department against the association, the union, the four jobber corporations and two individuals doing business in partnership to enjoin a continuation of the charged violations. The grand jury charged the accused had conspired since 1946 to raise and fix wholesale prices of candy, chewing gum, cigarettes, cigars and other tobacco products.

Named as defendants in the indictment, all located in the Cleveland area.

(Continued on page 68)

## Sanitation Study Helps Ops, Mfrs.

Report Progress on NAMA-Sponsored Research; to Test Hot Bev Venders

By IS HOROWITZ

NEW YORK, June 30.—Continuing research on the problems of cup vender sanitation is paying off in improved equipment and more efficient techniques of service in shop and on location. The industry-sponsored research program at Michigan State College has provided manufacturers with basic data that already has led to machine modification, in some cases, and given operators scientific information on which to base sanitation procedures.

The research, conducted under supervision of Dr. W. L. Mallmann, professor of bacteriology and public health at Michigan State, has also served to back up the view that a vended carbonated drink is truly a sanitary beverage, provided ordinary care is exercised by the operator.

The program, underwritten by the cup vending committee of the National Automatic Merchandising Association, also is building up a fund of technical knowledge for use by local and State health groups in setting up practical codes of operation.

Dr. Mallmann said here this week that work on carbonated dispensers has advanced at a rapid pace since the start of the study

about a year and a half ago. Some manufacturers of equipment, however, have yet to forward venders to his college for study.

Now engaged primarily in a

(Continued on page 69)

## BACK DIME CANDY AT NAMA MEET

Ops Hear Changer, Delivery Pic Facts; Beverage Biz Explored

LOS ANGELES, June 30.—Answers to these questions—Five or 10-cent? Should we go heavy on 10-cent candy? What was your experience—indicate that operator members of Regions X and XI, of the National Automatic Merchandising Association, are definitely for the dime sales. These questions were among those presented during a candy and beverage panel session at the two-day conclave at the Ambassador Hotel here. Meeting closed Wednesday (27).

Henry Davidson, of Davidson Bros. here, was chairman of the panel, which included William Tracy; Bill Specht, of Allied Automatic; Larry Granfield, of County Beverages; Stan Rouso, Stoner representative, and W. H. (Hap) Hazard, Automatic Canteen.

The question of 10-cent candy was the first handled in the informal discussion, with Hazard being called upon to answer it. He pointed out that Barney Hinkle, Canteen proxy, was familiar with the candy industry and some years ago discussed the price raise with confectioners. Some time ago, two locations, Hazard declared, were singled out for experiments with the 10-cent bar. These were Chicago and Los Angeles.

In this city the company placed a 5-cent candy bar machine next to a 10-cent one, seeing at all times that the nickel bar was offered. No one was forced to buy a dime bar. The 10-cent bar accounted for 60 per cent of sales on

(Continued on page 68)

## First Ice Cream Units For Chicago El Riders

CHICAGO, June 30.—Herman Stamer, vice-president of Mechanical Merchants, Inc., announced this week initial placement of 22 ice cream venders thru the Chicago Transit Authority and subway system would start Monday (2). Originally, the machines were to have been installed beginning June 4 (*The Billboard*, June 9), but equipment and supplier arrangements held up earlier operation.

Stammer told *The Billboard* the machines, Arctic Vendor 154 bar capacity units, will be serviced on location by a major Chicago dairy. Final decision on the supplier will be made today (30) and also on the use of milk bars or standard

## Cole's Eastern Seg Sets New Dept. Toppers

NEW YORK, June 30.—New services and personnel have been added by the Eastern division sales office of Cole Products, set up here recently to market the manufacturer's Cole Spa vender in New York, New Jersey and Pennsylvania.

Murray Nekris, head of the division, announced this week the appointment of George Kelly, until recently associated with the Warner theater circuit, as district sales manager for New Jersey. Kelly, a former operator and State concessions chief for the movie chain, has offices at 332 River Street, Hackensack.

Nekris also named Joseph J. Marcus, long active in the vending industry, as placement and location manager. With Cole's Eastern division pegging its program largely to the establishment of new operators, the securing of new machine locations of good volume potential gains added importance, Nekris stressed.

Marcus entered the industry in 1939 when he participated in the foundation of the Frigidrink Corporation, one of the earliest manufacturers of automatic beverage dispensers. He later became general manager of the Frigidrink Sales Corporation and president of Beverage Vending Corporation of Connecticut, an operating company.

Further aid to new-blood operators will be provided by a consumer service division, now being formed by Nekris. He said the division will offer service to machine purchasers on a round-the-clock basis. It will also train new operators in vender maintenance and route management.

## Location Sales Given Double-O At NAMA Meet

LOS ANGELES, June 30.—The sale of machines direct to location came in for discussion during a panel session as part of the two-day conclave of Regions X and XI of the National Automatic Merchandising Association at the Ambassador Hotel here. The question cropped up at the closing of the informal gathering on the afternoon of the first day.

While the panel was still seated at the speakers' table, the question was given to operators in the audience for their opinions.

Herman Cohen, Coast Cigarette Service, stated that if a manufacturer permitted a salesman to offer a retail outlet a machine, that he would not patronize that company. The operator further declared that he did not believe that the direct-to-location sale would offer a serious problem unless the major manufacturers of machines turned to this practice.

### Profits Small

Cohen said that the profit to

(Continued on page 69)

## DuGrenier Resigns Post

NEW YORK, June 30.—Julius A. Levy this week announced his resignation as district representative for Arthur H. DuGrenier, Inc., in New York and New Jersey.

Active in the cigarette vending industry since 1937, Levy became associated with the DuGrenier organization prior to the last war. He said he will disclose his future plans soon.

butterfat content bars. Unit will be installed on a 90-day test basis, volume of sales to determine whether the operation will be permanent, according to Stamer and CTA officials.

### Second Dime Units

The ice cream machines will be the second type of dime-operated venders placed by Mechanical Merchants in CTA stops. Original 10-cent units, placed last fall, were hot chocolate cup machines.

Further extension of firm's ice cream operation, scheduled during the next three weeks, will be installation of 10 more Arctic machines in the Joliet Arsenal. Firm continues to operate approximately 50 Arctics in its Beloit branch.



# Shortages, Taxes, Matches Highlight NAMA Cig Session

LOS ANGELES, June 30.—Operators of cigarette machines are concerned about the problems of giveaway matches, any coming shortages, increases in taxation or prices and the trend of king-size package sales. This was indicated at the Tuesday afternoon panel discussion of Regions X and XI of the National Automatic Merchandising Association, which closed a two-day conclave at the Ambassador Hotel here Wednesday.

The panel discussion was headed by Jack Gordon, chairman of Region XI and also a cigarette operator in San Francisco. The panel included Ed Heller, Philip Morris; Mrs. M. V. Farwell, Farwell Cigarette Service; Ed Specht, Allied Vending; Al Hanson, General Vendors; E. C. McNeil, National Vendors; Jack Nutter, Fresno, and Mannie Yellen, P. Lorillard Company.

The operators in the audience submitted questions with the panel member closest to the field giving his or her views. Altho no taxes have yet been announced, operators are thinking now of their solutions to the problem of increasing the sale price. This question provoked more interest than any other asked during the 30-minute period.

Specht was called upon to give his firm's action on giveaway

matches. His company has been delivering a box or two to the location. Specht said that he believed that matches were part of the service and if they can be given, they would tend to cement location and operator dealings.

Yellen advised the audience that it was difficult to answer and yet be correct on the question of any coming shortage of cigarettes. He pointed out that World War II was a spontaneous declaration with the nation and manufacturers being unable to prepare for materials. There is ample tobacco, he assured, but the problem would be cellophane, boxes, etc. Substitutes for these have been tested. In Yellen's opinion there will be no cigarette shortage, at least, such as the nation had during the last war.

Hanson advised that operators contact tax appraisers and advise them that cigarette machines cannot be evaluated as other products, namely automobiles. He stated that a machine's value is based upon what it is capable of earning on a given location. If tax assessors are familiar with this important fact, he declared, personal property taxes may be reduced.

### Tax Talk

The question of the effect of the federal tax on the profit structure was handled by Nutter. He stated that operators feel that a new tax is coming and that profits will be obtained by increased volume and a decrease in commissions.

Clint Darling, NAMA executive, took the floor to point out that no tax would be forthcoming until August 1, but that, perhaps, Nutter was correct in predicting the levy. Darling advised that the tax may not be a penny but may be higher or even lower. He suggested that no plans be made until it was

known what problem in assessment presented.

The operators agreed generally on the point that it would be best for them to keep prices under 20 cents per package. Will Golden, of California Cigarette Service, said that less resistance would be felt in the 16 to 20-cent than in the 19 to 21-cent range. He pointed out that in his mind the question was how much business could operators stand to lose by advancing price.

The matter of price ceilings was briefly discussed by George Seeman. According to Office of Price Administration, active in World War II, the freeze did not apply to new locations, the prices of which are set by prevailing prices in the area.

Mrs. Virginia Farwell suggested that operators wait definite figures on increases in merchandise and taxes before worrying about stuffing pennies. She took the floor to answer a question on this point.

McNeil, local National Vendors Distributor, reported, in answer to an operator, that steel had been cut 30 per cent and that chrome was difficult to obtain.

The question, what can be done with old machines not equipped to handle king-size cigarettes?, was discussed. Ed Stanton, speaking from the floor, suggested that two columns for the larger packages be installed. Cohen countered with a question as to how the major brands could be handled if two of a seven-column machine were allotted to the new size.

This point of the discussion claimed much interest. Heller, of Philip Morris, which does not have a king-sized package, reported there was a definite trend to the larger smokes. He based his opinion upon the fact that people are more conscious of values.

## M. J. Abelson Buys Character Charms, Inc.

PITTSBURGH, June 30.—Character Charms, Inc., of Los Angeles has been purchased by M. J. Abelson, sales manager, Oak Manufacturing Company.

First charm to be manufactured will be a picture frame into which will be fitted miniature photos of (1) Western radio stars; (2) movie stars; (3) TV stars; (4) baseball stars.

## Ciggie Ops in Annual Outing

SACKETT LAKE, N. Y., June 30.—Rain Friday (22) and Saturday (23) failed to dampen the spirits of cigarette operators who assembled at the Laurels here for the 15th annual week-end outing of the Cigarette Merchandisers' Association.

Over 85 operators from New York, New Jersey and Massachusetts checked in for the affair, plus representatives of cigarette, match and equipment manufacturing concerns. Route cares were laid aside as operators vied with each other on handball courts and golf greens.

The only serious note was the concern voiced by New Jersey operators that price cutting in the State might affect machine volume soon. Price slashes there followed a State court decision invalidating unfair sales legislation (*The Billboard*, June 30).

## Chase Intros New Nickel, Dime Bars

ST LOUIS, June 30.—Chase Candy Company has introduced a new nickel nougat bar, called Chase, and a dime edition of its Chunky 5-cent bar.

Prices and counts were not reported.

### Northwestern TAB GUM VENDERS

Singls  
**\$25.95**

35 to 100  
**\$25.45**

100 or More  
**\$24.95**

30-Day Money Back Guarantee

We Stock All Molds for Mach

Write for Charm and Merchandise List  
1/3 Dep. Bal. C.O.D.

**NORTHWESTERN SALES & SERVICE**  
1134 TREMONT ST., BOSTON, MASS.



# THE BILLBOARD Index of Advertised Used Machine Prices

## • Vending Machines

Equipment and prices listed below are taken from advertisements in *The Billboard* issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of June 30	Issue of June 23	Issue of June 16	Issue of June 9
ABT Astrology Scale.....			\$125.00	
Acorn 5c Charm.....	\$16.50	\$16.50	16.50	\$16.50
Acorn Vender 1c.....	14.50	14.50	14.50	14.50
Adams Gum 1c.....	9.95	9.95		
Advance Candy.....	25.00	25.00	25.00	25.00
Advance Stamp Vender, 5c and 10c.....			19.50	
Andrew Nut 1c.....		12.50		
Asco Hot Nut 5c.....		12.50		
Atlas Bantam 5c.....	8.95			
Bradley Drink Machine Model B.....	500.00			
Candyman 72 Bar.....	57.50	57.50	57.50	57.50
Coca-Cola Drink Machine.....	450.00			
DuGrenier Model S (7 col.).....			49.50	49.50
DuGrenier Model W.....	49.50	49.50	19.50	49.50
Electro Serve 5c Pop Corn.....			37.00	
Jennings Large Head Scale.....	95.00	95.00	95.00	95.00
Kirk's Astrology Scale.....	50.00	50.00	50.00	50.00
La Boy Scale.....	50.00			50.00
Mills Scale.....	80.00	80.00	80.00	80.00
National 930.....	24.50	24.50	24.50	24.50
Northwestern DeLuxe.....	25.95	25.95	25.95(2)	25.95
Northwestern Tab Gum.....			7.50	
Northwestern 33 Nut.....	7.50	7.50		7.50
Northwestern 33 Ball Gum.....	17.35	17.35	17.35	17.35
Northwestern 49, Bulk 1c.....	6.95	89.50	89.00	89.50
Pop Corn 5c.....	85.00		85.00	85.00
Rowe Candy.....	140.00	140.00	140.00	140.00
Rowe Crusader (10 col.).....			19.50	
Rowe 5c (Gum and Mint).....	77.50	77.50	77.50	77.50
Rowe Imperial (8 col.).....	80.00	80.00	80.00	80.00
Rowe Royal (8 col.).....	85.00	85.00	85.00	85.00
Rowe Royal (10 col.).....	39.50			
Royal Weighing Scale.....			19.50	
Selective Candy 50 Bar 5c.....			49.50	
Shoe Shine Machine (late).....	75.00	55.00	75.00	75.00
Sires Brush-Up.....	7.50	7.50		
Silver King 1c.....	17.50	29.95	29.95	29.95
Silver King Hot Nut.....	25.00	25.00	19.50	
Target Hunter (Silver King).....			19.50	
Target King (Silver King).....			37.00	
Toledo Large Head Scale.....	80.00	80.00	80.00	80.00
Uneda Model A (9 col.).....	69.50	85.00	69.50	69.50
Uneda (500).....	90.00	90.00	90.00	90.00
Uneda (9 col.) Model 500.....	35.00	35.00	35.00	35.00
U-Select-It.....	35.00	49.50	11.25	
Victor's Topper.....			90.00	
Watling Scale.....				

**REDUCED PRICES LIMITED TIME!**

### CIGARETTE MACHINES

National 930, 270 Pack Cap. ....	\$ 80.00
Rowe Royal, 8 Col. ....	80.00
Rowe Royal, 10 Col., 400 Pack Cap. ....	85.00
Rowe Crusader, 10 Col., 475 Pack Cap. ....	140.00
Uneda Model 500, 9 Col., 350 Pack Cap. ....	90.00
Uneda Model A, 9 Col., 270 Pack Cap. ....	80.00
Du Grenier Model S, 7 Col., 210 Pack Cap. ....	69.50

### CANDY MACHINES

Rowe Candy, 120 Bar Cap. ....	\$85.00
U-Select-It, 54 Bar Cap. ....	35.00
Advance Candy, 40 Bar Cap. ....	25.00
Vendall Candy (New) .....	Write

**KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES**

**SPECIAL \$57.50 CANDYMAN 72 Bar Cap. (Enclosed Base)**

**SPECIAL \$77.50 ROWE IMPERIAL 8 Col. 340 Pack Cap.**

**TOP EQUIPMENT — UNCONDITIONALLY GUARANTEED. ONE-THIRD DEPOSIT WITH ORDERS, BALANCE C.O.D.**

Parts and Mirrors available for all makes and models.

### CONVERSIONS

**ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING CANDY MACHINES CONVERTED TO 10c VENDING**

## 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



## BOOST PROFITS TO A NEW HIGH!

### NEW Northwestern '49 Special

1c or 5c. Immediate Delivery!

Singles **\$17.35 EA.**

25 to 100 **\$17.15 EA.**

100 or More **\$16.95 EA.**

Virginia Peanuts ..... 30c Lb.  
Spanish Peanuts ..... 25c Lb.  
Cashews ..... 40c Lb.  
Mixed Nuts ..... 50c Lb.  
Almonds ..... 90c Lb.  
All packed in 30 lb. ctns. except mixed nuts and cashews, which are packed in 10 lb. ctns.

### NORTHWESTERN 10-COLUMN SELECTIVE TAB GUM VENDOR

Less than 25 **\$25.95**

Less than 100 **\$25.45**

100 or More **\$24.95**

Adams Gum, 9 flavors ..... 43c  
Wrigley's Gum ..... 48c  
Candy Charms ..... 38c

**MINIMUM ORDER—25 BOXES**

**FULL CASH WITH ALL MERCHANDISE ORDERS. WRITE FOR CIRCULARS ON BOTH MACHINES! 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

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

From **LITTLE ACORNS** mighty INCOMES grow!

## ACORN

The only completely die-cast aluminum, precision-built

### ALL-PURPOSE VENDOR

- Vends all bulk mdse.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

Featuring the sensational new **WHITE FLASH BRUSH HOUSING**

**OAK manufacturing co., inc.**  
11411 Knightsbridge Ave., Culver City, Calif.

DISTRIBUTORS!  
Choice Territories Still Open—Write, Wire, Phone! East & Midwest  
M. J. Abelson, gen. sales mgr.  
1349 5th Ave., Pittsburgh AT 1-6478  
Pacific Coast Distributor Operators Vending Machine Supply  
1023 Grand Ave., Los Angeles

## FRENCH BOY POP CORN Dispenser

Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits. Write for full information it means **BIG PROFITS!**

**\$51.50**

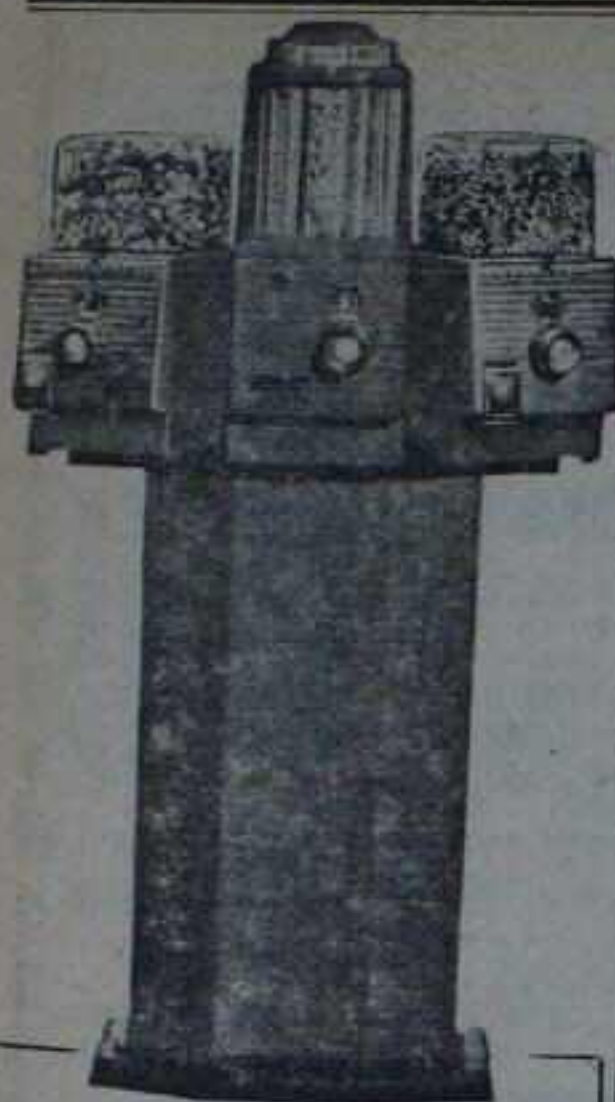
F. O. B. Chicago  
Pop your own corn or buy fresh, ready-to-eat popcorn from us. Write to Sales Dept.

**A B C Popcorn Co., Inc.**  
3440 W. NORTH AVE.  
CHICAGO 47, ILLINOIS

**YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE**







HERE, OPS, IS A MONEY-MAKING COMBINATION YOU CAN'T BEAT

Northwestern Model 49's—1c, 5c or 10c play—on each side of a new sensational Northwestern Selective Tab Gum Vender with its 10 varieties. All on a beautiful cabinet stand. A merchandise unit bringing unheard of profits in the bulk vending field.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION 630 Armstrong Street Morris, Illinois

NAMA Meet Backs 10c Candy

Continued from page 66

a unit basis. Hazard declared that in his opinion the dime bar was the operator's solution.

Martin Lang, Berkeley Canteen operator, was enthusiastic over the trend to dime packages. He pointed out that he did not believe in partial conversion from a nickel to a dime. With this in view, 85 per cent of the equipment was converted to a dime. A point was brought up by the union to the effect that handling bars at both prices made it necessary for route-men to carry twice as many boxes. The union offered to accept 10 per cent on 5-cent bars and 8 per cent on 10-cent sellers. Lang said that the higher priced candies were preferred because the patron wants a package that is filled with merchandise.

Hazard returned to the microphone to advise that in one location in which there were 32 pieces of equipment, one 10-cent machine was placed in an area of this defense spot where women worked. A request was made that four more similarly operated venders be placed on location.

Changers Lauded

The discussion continued with Tracy giving his views on the workings of change making candy machines as to mechanical and sales operation. He answered that in his opinion the manufacturers had waited too long to bring out such equipment. Sales were up 20 per cent where the changers were used. Mechanically, he added, there was room for improvement. He declared that he believed it would be wise for the machine to be equipped to handle quarters in view of the trend to 10-cent sellers.

Stan Rouso, in reporting on the outlook for obtaining candy and beverage machines, said that production is down and demand up. He said that equipment was on 90-day delivery. However, orders placed three months from now may take six months for shipment. In beverage machines the delivery problem is acute, the factory representative emphasized.

The problem of uniforms was handled by Hazard, who outlined the workings of his own firm. Larry Granfield, beverage machine operator in San Diego, was

handed the discussion on making sirups and carbon dioxide as against buying them. He answered that the manufacture of sirups was ticklish because of sanitation rules and also because the sirup companies have reasonable prices. He advised that if volume is sufficient and sanitary equipment can be installed, such a move would save money. Granfield added that the 10-cent price in beverages is being established.

Diversification

The question of specialization versus generalization of operation was given to Specht, who said he believed that diversification was a coming thing. However, he added that it was unnecessary to operate more than one type of machine to be successful.

Harry Mishkind, Oakland, took the floor to inquire if general operation did offer accounting problems. Specht said it was complicated but could be handled.

The question of whether it was best for a service man to specialize in handling his route was brought up. Henry Davidson declared that from his point it was best to specialize. Davre Davidson gave the opinion that a man located in a plant, if the volume could carry it, was one of the best plans for efficient operation.

Hot Drinks

Bob Kerley, of Oakland, was called upon to talk on the use of hot and cold drinks from a unit. William McCauley, of Bali Beverage, was invited to the speakers' table for this discussion. He gave his experiences on selling soup and cold drinks from a machine. He has been handling hot bouillon and plans to add chicken bouillon. Sales of hot drinks had boosted the take in plants where there were either night or early morning shifts, he stated.

Paul Halstead, of Welch Fruit Juice Company, asked as a point of information for reports on 10-cent fruit juice made from frozen concentrate. There were no operators present in this field.

Davre Davidson asked co-operation of beverage operators in adhering to the code of the Los Angeles Health Department. He pointed out that a minimum ordinance was not in effect. However, he said that the Health Department in the future would not issue requests but orders.

Regional Banquet Cites Vender Need

LOS ANGELES, June 30.—The importance of the vending machine business was pointed out during the banquet of Regions X and XI meeting in a two-day session in the Embassy Room of the Ambassador Hotel here. The potential market had already been recognized by 31 firms which availed themselves of free display space to show their wares.

Ed Stanton, retiring chairman of Region X, announced that there were 358 in attendance at the dinner marking the end of the sessions Wednesday (27). He added that the annual business of the operators present totaled \$165,000,000.

Entertainment for the event was supplied thru the courtesy of P. Lorillard Company with Jack Bailey, emcee of Old Gold's Queen for a Day, conducting informal interviews.

New Chocolate Bar Stands 120 Degrees

CHICAGO, June 30.—Successful development of a chocolate candy bar that will not melt at 120 degrees was reported by Dr. Kenneth T. Farrell, chief of the general products division, food laboratories, Quartermaster Food & Container Institute. The coating, designed especially for military use, passed taste tests, and according to Farrell "19 out of 24, or 80 per cent of our consumer taste panel prefer the new product to the ones previously used in our rations."

He urged the candymakers not to hesitate to modify so-called secret formulas in their brand merchandise for the Armed Forces. He said it was preferable to have edible candy products under the adverse conditions of weather, storage and warfare than a name-brand that "is not edible because its manufacturer refuses to adopt new technological developments."

Amer. Citrus Hot Dog Unit Set for July

CHICAGO, June 30.—Following completion of the first production model of American Citrus Corporation's Electronic Hot Dog Vendor last week by its contract manufacturer, Schwab Manufacturing Company, Chicago, the latter reported that regular output would commence some time during July. Cabinets from another supplier, Ice Cooling Appliance Corporation, Morrison, Ill. (The Billboard, June 16), were said to be scheduled for shipment here in 100-unit lots.

Production line runs of 10 machines at a time have been set by Schwab Manufacturing, with additional cabinets from each shipment warehoused until needed.

It was indicated that American Citrus would undertake ice cream vender production shortly after its sandwich machine was rolling. Unit eyed for possible manufacture is one designed by Schwab.

IBEW Program Hits Location-Sold Machines

LOS ANGELES, June 30.—In a move to curb the sale of cigarette machines direct to locations, Hal Sherry, representative of Local 1052, International Brotherhood of Electrical Workers, has instructed his member mechanics against repairing machines which do not display the operator's union label. Co-operation in its campaign has been offered by other unions. Sherry added.

Sherry said the jurisdictional dispute between his union and the Teamsters, both American Federation of Labor, had been settled. He asserted the Teamsters will support the IBEW campaign. In addition to this group, Sherry declared, the culinary workers and bartenders' unions will co-operate in the drive.

Orange-Crush Sets Bottler, Manager; Intros Coca Creme

CHICAGO, June 30.—The Orange-Crush Company this week signed a new bottler, appointed a territorial manager to cover the Midwest States, and introduced a new beverage.

New bottler is W S Woodson, Altoona, Pa., who marked his entry in this field with his affiliation with Orange-Crush. He formerly managed a bottling company in Decatur, Ill., which is controlled by his family.

Thomas B. Lashon, formerly associated with the East Kentucky Beverage Company, Pikeville, Ky., has been named territorial manager by Orange-Crush and will cover Missouri, Kansas, Iowa and Nebraska. He will headquarter at Corder, Mo.

New product introduced by the firm is Old Colony Cocoa Creme which features a chocolate flavor. Product is being released in quart-size bottles in the Chicago area and 10-ounce bottles thruout the balance of the country.

Candy, Tobacco

Continued from page 68

land area, were: Tobacco and Candy Jobbers' Association, Inc., and William Presser, executive secretary; Commission House Drivers and Employees Union, Local No. 400, International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers (AFL), and Mike P. Rini, vice-president; Anter Bros. Company, and Alfred Anter, secretary; H. Katovsky, Inc., and Irving Katovsky, secretary; Zell Company, and Richard Zeleznik, president; Robert Greene, partner, the A. & E. Tobacco Company, and Max M. Cohen, partner, Milton Candy Company.

Philip Morris Dividends

NEW YORK, June 30.—Philip Morris & Company, Ltd., Inc., announced a quarterly dividend of \$1 on cumulative preferred stock, 4 per cent series, and 375-cents per share on preferred 3.00 per cent series, was declared payable August 1 to holders of record July 16.

Firm also declared a quarterly dividend of 75 cents on common stock payable July 16 to holders of record July 2.

NAMA HONORS 3 OPERATORS

LOS ANGELES, June 30.—Honors for distinguished services were awarded three local operators here during the two-day meeting of Region X and XI of the National Automatic Merchandising Association, which closed Wednesday (27).

Arch Riddell Sr., Harmony Cigarette Service, was given a watch by Ed Stanton, retiring Region X chairman, for his work on the first year book. The presentation was made at the Tuesday morning session.

On the closing day Davre Davidson of Davidson Bros., a past Region X chairman and a NAMA director, presented Stanton with an inscribed gavel. At the banquet closing the session George Seedman, Rowe Cigarette Service and NAMA executive, received a plaque for "past and continued extraordinary services."

Pitt Buys Meters

PITTSBURGH, June 30.—Parking meters costing \$47,000 have been purchased from Martin Red Ball Meters of Benton, Ill., Art Meyers, engineer, Department of Traffic Planning, reported.

Award had been held up six months by exhaustive lab tests, study of maintenance costs and circumstance of some firms accepting defense work in preference to meter manufacturing. Martin, a relatively new concern, was placed first among eight bidders.

Meters will be installed in the Hazelwood and Brownsville Road districts in response to requests for them by businessmen. North Side district is also requesting more meters.

ADVANCE 21 FF VENDOR

A Flexible Profit Maker

In our opinion, one of the best machines ever made—the product of 50 years of specialized vending machine manufacturing experience. Typical Advance sturdy construction with famous Advance coin detector. Vends any merchandise that can be packed in a flat carton not exceeding 7 1/2" x 2 1/2" x 3 1/2" or in a cylindrical carton not exceeding 3" in length by 1" in diameter.

1c-5c or 10c MODELS

25¢ model at additional cost. Clutch handle and other accessories available.

WRITE FOR PRICES

J. SCHOENBACH

Distributor of Advance Vending Machines 1647 Bedford Ave., Brooklyn 25, N. Y.

EPHY CHARMS

Plastic #2 \$ 3.00 per 1,000 Silver Plated #2 4.50 per 1,000 Plastic Wonderful #70 3.75 per 1,000 Silver Plated #70 6.50 per 1,000 Plastic Comic 4.25 per 1,000 Silver Plated Comic 6.50 per 1,000 Grocery Charms 10.00 per 1,000

EPHY

Samuel Ephy & Co., Inc. 91-15 144th Place, Jamaica 2, L. I., N. Y.

SUMBRAND Pistachio Nuts

LARGE (43 COUNT) 42c LB. JUMBO SIZE (38 count), 62c lb. Packed in triple 5 lb. bags shipped 12 to a carton. Min. 300 lbs.

Importers & Retailers for a Quarter Century AMERICAN PISTACHIO CORP. 111 Rejo St. New York 13, N. Y.

WANTED

CIGARETTE MACHINES

25¢ PLAY State type, condition and price in first letter. Purveyor Shuffelboard Co. 4234 N. Western Ave. Chicago, Ill. Phone: JUNiper 6-1214

30 DAY MONEY BACK TRIAL

THE YEAR'S GREATEST VENDORS

Northwestern

OUTSTANDING MODEL 49 1c-5c-10c

PRICES Less than 25 \$17.35 Less than 100 17.15 100 or more 16.95

SENSATIONAL 10-COLUMN 1c SELECTIVE TAB GUM

PRICES Less than 25 \$25.00 Less than 100 25.45 100 or more 24.90



STAND, \$12.50

Complete Line of PARTS, SUPPLIES, STANDS, GLOBES, BRACKETS, CHARMS, Etc.

TIME PAYMENT PLAN AVAILABLE TRADE-INS ACCEPTED

MERCHANDISE

ADAMS, All Flavors, 100 Count 42¢ WRIGLEY'S, All Flavors, 100 Count 44¢ FRUIT CHARMS Assorted, 100 Count 40¢ SUCHARD 200 Count \$1.20 HERSEY'S 200 Count 1.37 MINIMUM ORDER 25 Boxes of Any Assortment

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL

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JUMBO UNIVERSAL

Vending 15/16" ball gum

SPECIAL PACKAGE DEAL

12 JUMBO UNIVERSALS and 700 Lbs. Jumbo Ball Gum all for \$239.00 cash

or on 20 weekly payment plan Small finance charge.

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**GET \* NEWER CHARMS**

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lowest. Send 35c for complete samples.

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415 Neptune Street  
Pittsburgh 30, Pa.

Try **VICTOR** Once and you will BUY **VICTOR** ALWAYS.

**ORDER TODAY!**

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**WRITE FOR CATALOG**  
On Bulk Vendors, Merchandise Games, etc.

**COPPER CHARMS**  
Large size, new series, 1,000 \$2.75  
Plastic Charms, new large series, 1,000 2.45  
Hand-Painted Imported Charms, set of 4 1.35  
Toy Watches, 2 gross 2.50  
Stone Set Rings, 1 gross 1.95  
"Her Cal" Buffers, 1,000 5.95

**STANDS**  
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.  
**\$3.25 each**

We are factory distributors for all leading makes of VENDING MACHINES. One-Trip Deposit on All Orders.

**PARKWAY MACHINE CORP.**  
715 Essar St. Baltimore 2, Md.

**VICTOR'S TOPPER**  
With Glass or Plastic Globes  
**\$48.00**  
CASE OF 4 **\$12.25**  
SINGLE COMPLETE VICTOR LINE IN STOCK!

**CHAMPION NUT & CHOCOLATE CO.**  
314 TREMONT ST., BOSTON, MASS.

**Northwestern TAB GUM VENDERS**  
100 or more  
**\$24.95 EA.**  
MODEL 49 BULK VENDERS **\$16.95**  
100 or more

National Postage Service Stamp Vender. Complete bulk vending and tab gum supplies. Send for Price List.  
1/2 Down, Balance C.O.D., F.O.B. Factory

**BADGER SALES CO.**  
2251 W. Pico Blvd., Los Angeles 6, Calif.

**Charms**

**Paul A. Price Co.**  
220 Broadway, New York 38, N. Y.

**Sanitation Study**  
• Continued from page 66

study of cleaning methods, Dr. Mallmann said he is anxious to proceed to another phase of the cup vending picture—hot beverages. To date, only a coffee machine using frozen concentrates, has been examined. He would like to get his crew working on powder coffee equipment, soup units and special attachments used to deliver hot chocolate thru otherwise standard refrigerated venders.

Machines, tho, are loaned by participating manufacturers and some hot-unit producers have yet to join the NAMA committee. Others, who are members, have neglected thus far to ship equipment.

**Findings Published**

Dr. Mallmann's findings on carbonated equipment and sirups during the first phase of his work, and the method of research, are published in detail in the current issue of *Modern Sanitation* authored in collaboration with R. J. Harley, of the Michigan State faculty, the article stated the following conclusions:

"Fountain sirups were found to be self-sanitizing.

"Vending areas protected by sliding doors and germicidal lights were low in bacterial populations.

"The use of filters in the water lines to remove particles and chlorine tend to collect bacteria and cause an increase in the bacterial population of the water supply. Where large numbers of drinks are vended, the bacterial population decreases.

"The bacteria initially present in the finished drink decrease rapidly due to the bactericidal activity of the sirups."

Twenty-three sirups were tested in machines. In all cases they were found to be self-sanitizing, with purposely introduced micro-organisms quickly decreasing in number. To test this factor more exhaustively, the sirup tanks, lines and valves on two machines were not cleaned for more than a year of continuous use. As the sirup supply diminished, more was poured in. Despite the fact that the venders are in a dusty location, "the sirup in both machines still has a zero (bacteria) count," according to the article.

Nevertheless, Dr. Mallmann and his associates recommend that machines be completely cleaned and sanitized every six months.

Sliding doors and germicidal lamps were found of definite value in cutting down contamination. The practice of removing doors in high-volume machines to speed service was frowned upon.

Filters should not be used, it was recommended, unless the suspended solids in the water causes undue loss of carbonation, or the taste of the finished drink is affected by chlorine content. A certain amount of bacteria build-up is caused by filters, altho the organisms are not harmful. "There is no public health hazard involved," it was pointed out, "as long as the supply is safe water."

**Air Fair, Unfair**  
• Continued from page 66

ing an injunction or seeking damages. He added that suits may be brought by retailers, distributors or even trade associations.

Stoker, who arrived unexpectedly after Swerdlow's talk, asked the group to bear with him in the event he duplicated any of the previous speaker. The State's attorney representative declared that unfair practices may be justified by (1) violation set forth where there is a deception to the people; and (2) that an extreme use of practices prohibited tend to a monopoly.

He placed in the unfair category sales below cost, use of loss leaders, use of rebates, discriminatory prices when offered to injure competition. Stoker said that unfair practices could be punished by penal provisions with fine or imprisonment and by persons so injured or trade group seeking injunction.

Stoker warned that trade groups are within their rights to bring suit for damages when they do not conspire to fix prices. He added that on previous occasions some groups had been guilty of violation of the Sherman Anti-Trust Act. Where there is no intent to fix prices or inflict unfair practices, there is no anti-trust violation.

**OPS Enters Pa. Soft Drink Tax Repeal Pic; Sets Cuts**

HARRISBURG, Pa., June 30.—The price of bottled soft drinks sold in Pennsylvania must be cut back 1 cent on small and 3 cents on quart-size containers, a spokesman for the Philadelphia branch of the Office of Price Stabilization announced this week. The ruling followed the State's abolition of its soft drink tax May 31. This placed an excise levy on distributors and manufacturers of 1 cent on each 12 ounces of bottled soft drinks and 1/2 cent an ounce

on sirups used in fountain and bulk vender mixing of drinks.

OPS declared that while there is no fixed price ceiling on soft drinks, prices all along the line from manufacturer to consumer must be lowered to compensate for absence of the State tax.

**Cig Group Contributes \$500 to NAMA Fund**

DETROIT, June 30.—Support of the move of National Automatic Merchandisers' Association to secure an essential status for the vending machine industry during the present emergency was voted by the Greater Detroit Cigarette Machine Operators' Association. The move was backed by the contribution of \$500 for the fund needed to implement the drive nationally. Action was taken by the group at a special dinner meeting at Andrews' Bar, presided over by Hugh C. Howes, of Howes-Shoemaker, association president.

Balance of the business session was devoted to informal discussion of trade problems.

**Op Pic**

Because the tax was on bottled drinks and sirup, and not on unit sales of latter, Pennsylvania cup vender operators are not affected by the OPS order. Bottle vender operators, however, who have set equipment for 6-cent operation are already readjusting machines to the straight nickel price.

On the dealer level, some firms are reported to have jumped prices from 6 to 7 cents a bottle when repeal of the tax became evident. Idea was that they could then cut back to 6 cents.

OPS ruled that firms which formerly posted the price of the soft drink and tax separately must remove the tax charge; firms posting only the gross price must reduce same by the amount of the tax even tho they claim they have been absorbing the tax themselves.

Initial reaction by dealers thru the State was a wait and see attitude before making any definite move, pending more definite information from OPS. In several instances the sale of soft drinks was halted or reduced until such clarification was received.

**Tax Refund**

Meanwhile the State Legislature was presented with a bill providing for \$25,000 in tax refunds on unused crowns.

A proposal by some Legislatures, while the tax cut back was going into effect, asked for a new tax of as much as 2 cents a bottle on soft drinks with proceeds earmarked for repayment of Pennsylvania's half-billion-dollar veterans bonus loan.



**Victor's TOPPER DELUXE**  
WITH THE ALL-PLASTIC GLOBE  
Also Available in Double, Triple and Revolving Super Market Units.

**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill

**VICTOR'S TOPPER**  
Only \$11.25 Each  
100 or More, Sample \$12.50

Glass or Plastic Globes, UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.

Lowest Prices on Ball Gum, Candy, Charms, Stands. We stock all parts and supplies.

"TRY THE BEST, TRY VICTOR'S!"

**WRITE TODAY!**  
**H. B. Hutchinson Jr.**  
840 North Ave., N. E., Atlanta, Ga.

**JULY SPECIALS!**

**NORTHWESTERN 49s NEW—IN ORIGINAL CARTONS. Write for LOWEST PRICES!**

10 Six Pack Frankfurter Machines, 3 col., non coin-operated, cost \$27.50	Each \$49.50
3 Hot Popcorn Machines, non coin-operated	35.00
1 Royal Weighing Scale	39.50
1 Coca-Cola Drink Machine, cost \$1,000, SACRIFICE	450.00
25 Hunter Target Games, 1c	25.00
25 Atlas Bantam Vendors, 5c	12.50
LIKE NEW	8.95
Northwestern 49s, slightly used	6.95
25 Adams Gum, 1c	9.95
25 Silver King Nut or Ball Gum, 1c or 3c, reconditioned	7.50
25 Silver King Hot Nut, 3c	17.50
1/2 With Order, Balance C.O.D.	

**WANT TO BUY**  
Northwestern 49, Silver King, Counter Games, Candy and Popcorn Machines.

**Cameo Vending Service**  
432-G West 42 St., New York 18, N. Y.  
LONGacre 3-1334

**Regional Meets**  
• Continued from page 66

Harvey Westfall, J. C. Harrell; Planters Nut & Chocolate Co., Bill McPhillips; Hershey Chocolate Co., William M. Maas, P. L. Cantwell.

Bishop Candy Co., H. A. Van Gestel; George A. Kiepe Candy Co., George A. Kiepe; Mars, Inc., James A. Gallagher; Circus Foods, Inc., James Kilian, Bill Fichtner, Ranny Moser; P. Lorillard Tobacco Co., Barney Regan, Georgia Clancy, Edra Siemons; Ben Myerson Candy Co., Jim Myerson, John McCardle, Obie Dobbs; Nicksbob Co., Nick Carter, H. O. Chapman; Ludens, Inc., Jerry Turmell; National Rejectors, Inc., H. O. Heddergott, Naomi Phillips; William Wrigley Jr., Charles S. Lonegran, William Scatchard; Dixie Cup Co., Reg Harris, Mel Mowrer, George Hacker, Bill Birney.

National Vendors, E. C. McNeil; Ace Vending & Distributing Co., William D. Evangeloff, O. S. North; Standard Johnson Coin Counters, Fred M. Lynde; Belvend Manufacturing Co., Otis A. Turman; Shipman Manufacturing Co., A. V. Shipman, Bob Shipman; Universal Match Corp., Ben Tychman; Philip Morris, Ed Heller.

**Location Sales**  
• Continued from page 66

retailer was small and the percentage of sales to individuals would also be little. Pointing out that the practice had been tried on several occasions, the operator said that the companies would sell some few machines.

Jack Gordon, chairman of the group, pointed out there were arguments against individual operation and asked for case histories on killing the sale.

Tom Hungerford, now with National Vendors, urged an educational campaign before and not after a location buys equipment. The same argument for installing an operator machine can be used against ownership, he declared.

**N. Y. Cig Tax Returns**

ALBANY, N. Y., June 30.—State Tax Division reported that gross cigarette tax stamp and meter sales of \$5,464,000 for May this year was down \$67,000 compared with \$5,531,000 sales in 1950. Returns for the two fiscal months ending May 31, 1951, totaled \$10,430,200 or \$1,452,000 over the \$8,978,000 received for same period last year.

**NET WEIGHT 119 POUNDS**

**\$25 DOWN**  
**Balance \$10 Monthly**

**ALL WEATHER SCALE FOR OUTSIDE LOCATIONS**

The head and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.

**WRITE FOR PRICES**  
Invented and Made Only by

**WATLING**  
Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

**USED SPECIALS**

50 N.W. 49s	\$ 5.00
50 TOPPERS	5.00
100 COL. MODEL A & M	3.00
25 MASTERS	6.00
25 SILVER KINGS	5.00
25 N.W. 1 & 5c DELUXE	10.00
50 N.W. MERCHANTISERS	3.00
10 5c HOT NUT MACHINES	5.00

\*MCHS. REQUIRE PAINT.

25 MCH. ORDER OR MORE, DEDUCT 10%  
1/2 DEP. WITH ORDER, BAL. C.O.D.

**OPERATORS VENDING MACHINE** Supply Company  
1023 So. Grand Ave. Los Angeles 15, Calif.

**BRAND NEW LUCKY BOY VENDORS**

**\$9.75** Lots of 5 \$8.75  
EACH Lots of 25 \$7.75  
1c or 3c

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors 800 Ball Gum. Fully Guaranteed.  
1/2 Deposit, Balance C.O.D.

**FREE**  
5 LBS. NUTS OR BALL GUM WITH EACH MACHINE.

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

**SMOKESHOP '612'**

The NATION'S FINEST CIGARETTE VENDOR

Tear Out And Mail This Ad For Details

**AUTOMATIC PRODUCTS CO.**  
250-B West 57th St., New York 19, N. Y.  
PLaza 7-3123



## 10c PLAY TESTS REVEAL SOME WINNERS, LOSERS

### Still Long Way to Go Before All Votes Are In; Try Alternatives

CHICAGO, June 30.—Dime play on the nation's juke boxes is still a long way from home, and there is still a large segment of the operating field which does not believe that a higher per-play price will answer the complex financial problems of the industry. In a spot survey covering the country from one Coast to the other, *The Billboard* this week was told that dime play was highly successful in some areas, a failure in others, was just in the test stages in a few spots, and was only in the consideration stages in vastly more areas.

This is the first of two articles on the dime play picture thruout the United States. Next week the effect of dime play on record sales, and the importance of programing as a means towards increasing grosses, will be discussed.

Primarily, an old operating lesson was again uncovered in the check—what may be good for an

## Wurgler Feted By Wurlitzer Sales, Rep Org

NORTH TONAWANDA, N. Y., June 30.—Ed R. Wurgler, general sales manager of the phonograph division of the Rudolph Wurlitzer Company, this week was given an engraved sterling silver Revere bowl by the firm's distributors and sales organizations in honor of his 14th anniversary with the corporation, his sixth anniversary as general sales manager, and his birthday. The award was made by Ray C. Haimbaugh, vice-president and manager of the North Tonawanda division.

The bowl carried the following inscription, "To Ed Wurgler from the Wurlitzer Distributors and Sales Organization with Esteem and Appreciation—June, 1951." Engraved were the following names: Carl Angott, Joe Ash, John Balk, Bob Baer, Al Bergman, John Bilotta, F. A. Blalock, C. B. Brady, Pete Brandt, Ted Bush, Joe Cacioppo Jr., Earl Cain, John Caillette, Gladys Campbell, Ben Coven, Tim Crummett, Speck Cruze, Shorty Culp, Len Goldstein, Rhona Hamann, Joe Hart, Howard Hold, Joe Hrdlicka, Harry

## AMI IN PHONO MAKERS' GROUP

CHICAGO, June 30.—AMI, Inc., Grand Rapids, Mich., has become the fourth member of the Automatic Phonograph Manufacturers' Association which has its headquarters in suburban Evanston, Ill. Other members of the association include J. B. Seeburg Corporation, Rudolph Wurlitzer and the Rock-Ola Manufacturing Company.

## Guarantees May Offer Ops Answer to More \$

DALLAS, June 30.—There is little or no prospect of a general changeover to 10-cent play on music machines here in the near future, operators agree. However, some are now getting guarantees from locations as hedge against dwindling revenues. Operators ask guarantees from \$25 to \$75 a week from locations depending on type of spot and business it is expected to do. Customers resistance to higher price is expected to keep operation on 5-cent basis in most instances.

operator (or operators) in one area, may not work for another in a different territory. Too, many operators are thinking in terms other than dime play as a means toward increasing grosses—such moves as guarantees, location rentals and even expanding into heretofore untapped locations.

### Pros and Cons

While it is still much too early to accurately forecast the outcome of the nickel vs. dime play question, many tests now under way range from one extreme to the other in early results. For example, in Chicago dime play apparently has helped those operators who are testing the higher price, just as it has helped operators in Rockford, Ill.; Denver, a few in Hartford, Conn., some parts of California, one operator in Indianapolis, and other unrelated areas. In New York, Minneapolis, parts of Wisconsin, Dallas and several other major urban areas there has been no attempt to test dime play. And in other spots, such as Detroit and Montreal, it was attempted by a few operators, then dropped. Still other areas are either just starting tests or ops are considering the question.

From those areas where ops have been testing dime play for a few months, and report their experiments successful, the following factors contributed to the findings: Play has dropped generally, but grosses are up; record wear is less, and programing is an important factor; tourist areas have been fruitful; 2-for-a-dime play keeps the machine going for longer periods, thus directing more attention

## CSCA President Finds Ten-Cent Play Ups Gross

HARTFORD, Conn., June 30.—"If anything, 10-cent play has increased play on juke boxes," according to Abe Fish, president of General Amusement Game Company and head of the Connecticut State Coin Association.

"I know of numerous locations," he added, "where previously, under 5-cent play, a person would put a nickel into the machine, and then there would be a pause until someone else got the idea of wanting to play a record. Now, with 10-cent play and two records for a dime there is music over a longer period of time, giving more people the idea of playing records."

### Predicts Benefits

Fish predicts that "in the long run, the 10-cent play will be one of the greatest benefits because it permits longer music periods. In the old days, a nickel player would play a tune once in a while. But today, I know of specific locations where the 10-cent play, and its subsequent development, six plays for a quarter, means a lot to the customer."

He believes there will be an eventual increase in record play because of the 10-cent play. "The 10-cent play will bring a lot of satisfaction to a lot of locations in the long run," he stated.

to the phonograph; with increased grosses, locations are receptive to the changeover, and, finally, each operator must evaluate his own locations and decide for himself what is best for his route, for his location and for his business as a whole.

### Alternatives

In several areas operators who tested dime play, or considered such tests but did not start them, are now mulling over alternative ideas to boost their grosses.

In Detroit an operator tried the two-for-a-dime play, found it wanting, and like several of his competitors, dropped the plan. A second experiment was then launched—that of renting a location for a juke box at a set fee, approximately \$20 per week, with the op handling the service and record changes, and the location

(Continued on page 74)

## Juke Problems Get Going-Over At AMOA Meet

NEW YORK, June 30.—Current dip in local route income and the threat to solvent operation posed by attempts to revise the federal Copyright Act were prime talking points as the Automatic Music Operators' Association met Tuesday (26) for its last member conclave until next fall.

A feature of the meet, however, was a question and answer session between the operators and representatives of Columbia Records. Mitch Miller, Columbia a. and r. executive, who attended with George Hayes, the diskery's juke specialist, told operators that Columbia is backing up hit disks with better material. Operators have long plugged for improved reverse-side pressings to make record purchases more productive of results on location.

Mitchell also reported that operators with 45 r.p.m. equipment can now get faster service on orders for doughnut platters in all tune categories. Attempts, too, are being made by Columbia to speed and extend title-strip service, he declared.

A report on the legislative situation was submitted by Sidney H. Levine, AMOA attorney and national counselor for Music Oper-

(Continued on page 74)

## Minnesota Juke Box Ops Retain 5c Phono Play

MINNEAPOLIS, June 30.—Operators of music equipment in Minnesota are still shying away from a per-play price hike to a dime, a survey of the State this week indicated. Operator opinion, however, varies considerably in different parts of Minnesota, with a majority against the price hike, while others predict tests of 10-cent play will be started in from 60 to 90 days.

In the Twin Cities area most music operators, while agreeing that costs have skyrocketed in recent years, stated they believed the loss in quantity would be more than the increase in collections if the higher price peg was attempted. It was pointed out that in the St. Paul-Minneapolis area there are 32 firms operating music equipment, and that competition for the patrons' play is stiff.

There were some indications that a few operators in the resort areas might try a dime-play test during the summer, but at the present time none have made any definite plans along these lines.

## 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:

**ARTFUL BALLY SEEN CLUE TO BOOSTING SUMMER DISK SALES.** With Victor and Columbia leading, diskeries combat summer slump with special promotional drives (Music Department).

**EXCISE UPSWING FOR MAY.** Increases in collections from phonograph disk taxes continued, but declines shown in take from coin-operated device (General Department).

**"LOVE ME" THAT OLD NOSTALGIA IN O'CONNELL-EBERLY REPRISE.** J. D. disk team of Helen O'Connell and Bob Eberly back on wax for first time since 1942. Review of their If You're Gonna Love Me (General Department).

**DISCOVERY RECORDS CUTS PRICES ON ENTIRE CATALOG** (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

## RMSA Holds Special Meet; Set Juke Day

CHICAGO, June 30.—The Recorded Music Service Association here held a special meeting June 22 to which all operators, distributors and manufacturers, as well as association heads in near-by States were invited. More than 125 persons were in attendance at the session, which was held at the Como Inn, with RMSA first giving a dinner before going into the business session.

With Ray Cunliffe, association president, presiding, the meeting was devoted to a general discussion of the music business, including such matters as the proposed federal legislation on use of music in juke boxes, reports from individual operators on their dime play experiments, and a discussion of the org's Second Annual Juke Box Day which will be held July 12 at a local country club.

Special guests of the association at the meeting who were introduced to the assemblage were George A. Miller, president of the Music Operators of America; Harrison Call, attorney; Sidney Levine, MOA counsel; Hirsch de La Vez; Clinton S. Pierce, president of the Wisconsin Phonograph Op-

erators' Association; Lou Casola, Rockford, Ill.; E. Lukins, Indiana org, and Les Montooth, representing operators in the Peoria area. Delegations from Wisconsin and Indiana were also in attendance.

Among the manufacturers and distributors represented were Wurlitzer, H. C. Evans, AMI, Miller Needle, Jensen Needle, Permo, Coven, Monarch, Empire and Atlas.

### Plan Outing

Cunliffe outlined plans for the association's second annual outing, to be held July 12, and reported the day would start with golf, followed by a banquet and entertainment. Prizes will again be given for the golf winners, as well as door prizes, which will be awarded at the banquet.

From subscriptions taken at the meeting, a record turnout is expected.

Final plans for the outing were made at a special association meeting held Wednesday (27) at the RMSA headquarters here.

## SDPA Schedules Meet July 8-10 In Sioux Falls

SIoux FALLS, S. D., June 30.—The South Dakota Phonograph Association will hold its regular quarterly meeting here July 8-10, Mike Imig, president, announced this week. Operators and distributors will gather informally Sunday (8), but business sessions will not start until Monday (9). A banquet is scheduled for Monday night.

Business on the agenda includes discussions of dime play, with some of those operators who are now testing the higher per-play price reporting on their findings, legislation, including the proposed music licensing bill recently introduced by Sen. Estes Kefauver and the selection of the site for the fall six-States convention.

A report will be made by Harold Scott, Moberge, secretary of the SDPA. Exhibits will be handled by distributors from Minneapolis, St. Paul and Omaha.

## DETROIT OP ON STUMP FOR JIT JUKE BOX PLAY

DETROIT June 30.—"Nickel play on music machines is okay, if you can get enough of it," Al Smith, partner in the Okay Vending Company, contends. He is a strong advocate of retaining the traditional rate structure for the juke box industry.

In fact, Smith says, keeping the price at the 5-cent level is economically sound.

"When we were younger, the nickel seemed like real money. But today's youngsters regard it much as we used to think of pennies," Smith said. "To them, a nickel is just something to spend down at at the candy store."

Accordingly, he believes, the operator who continues to offer them the chance to hear a favorite tune at the same price can get far more trade than if he discouraged their business by charging a dime.

## Oregon Op Org Sets July Portland Meet

PORTLAND, Ore., June 30.—Initial reports on dime play in Oregon will be forthcoming Thursday (12) at a State-wide meeting of ops.

Lee Jones, Portland, president of the Oregon Music Association, called a special meeting at the Multnomah Hotel here to hear results obtained by those ops now testing '0-cent play.

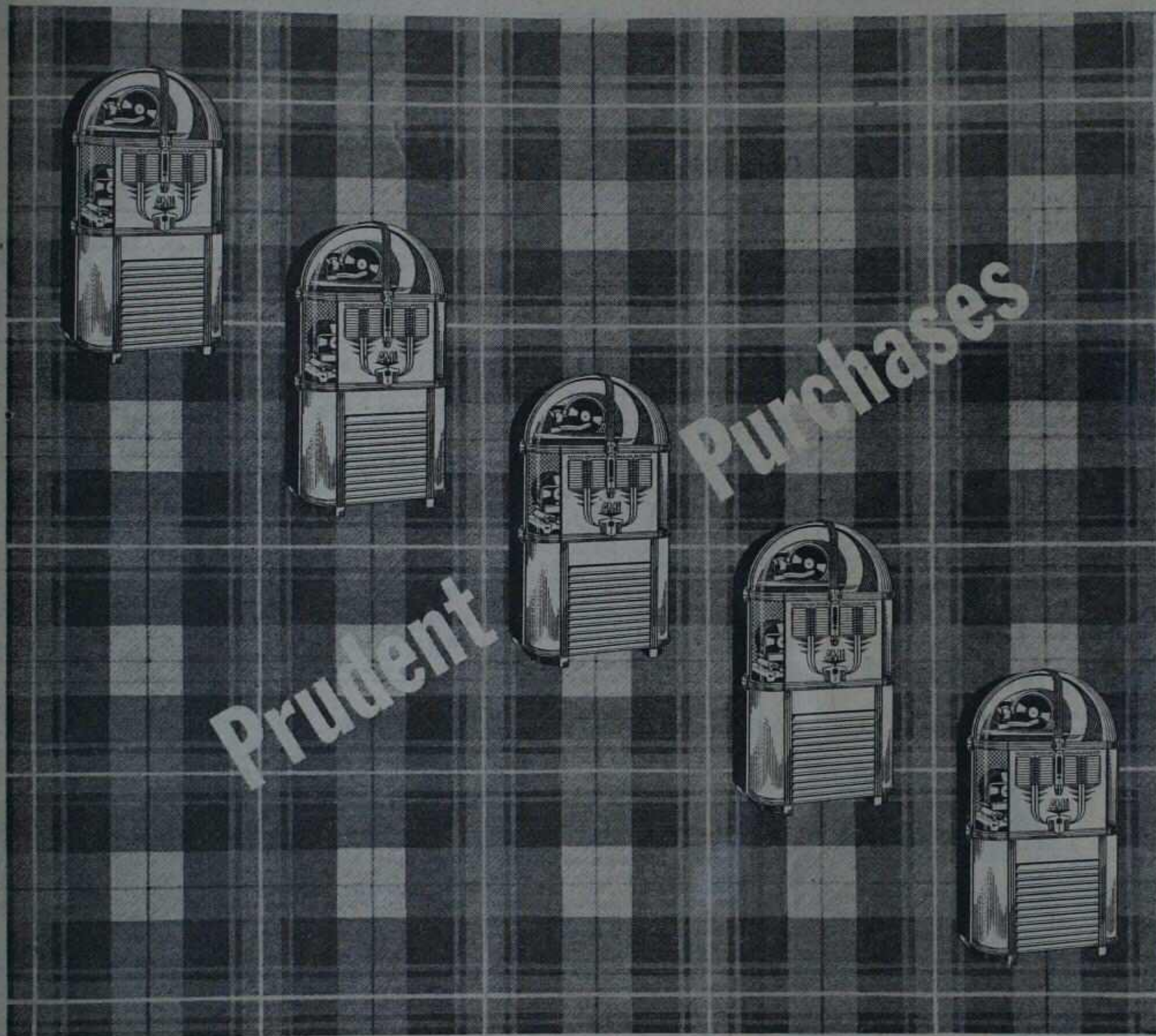
So far, dime play has been launched only in territory outside Portland. Up-State ops will report to Portlanders on results of their changeover.

While official reports awaited

the Thursday meeting, unofficial word trickling in indicated the major problem was the selling of the location owner on the benefits of dime play; that the public was more ready to accept the increase than was the location. First impact of conversion has been a slowing of the play, but a recovery in gross that surpassed that of pre-dime days.

Opinion persisted in some quarters that the 50-50 split with locations failed to take into consideration the increasing investment and costs of the operator.





Canny indeed is the operator who keeps adding AMI juke boxes to his routes.

There's muckle a saving with the Model "C" that appeals to the prudent man—and features aplenty to delight his eye for a profit.

First cost is lower; expense for service and maintenance practically nil. Added to this is the whopping big trade-in value on used AMI equipment making the purchase of this coin-coaxing juke box the logical investment for the dollar-wise operator.

**AMI** *Incorporated*

GENERAL OFFICE AND FACTORY: 1500 UNION AVENUE S. E., GRAND RAPIDS 2, MICHIGAN



Charter Calif. Firm

SACRAMENTO, June 30.—Bluehill Enterprises, Inc., has been granted a charter here to maintain and operate machines, mechanical equipment, amusement rides and games in Los Angeles County. Authorized capital is 1,000 shares, no par value. Clifford E. Enger, West Los Angeles, filed the incorporation papers. Directors of the firm are Clyde G. Hilliard, M. Ocella Hilliard and Bobby Merritt Scott, all of Santa Monica.

Hot Weather Specials!!!

Table listing various jukebox models and prices: SEEBURG 1475 \$239.00, SEEBURG 146 \$199.00, WURLITZER 1015 \$219.00, AMI MODEL A \$349.00, SEEBURG 3W2 WALLBOXES, 3-Wire \$22.50.

WANTED—NOW 1,000 PERSONAL MUSIC BOXES Must Be New, Chrome Only, Air Mail or Wire What You Have. BOX 118, The Billboard 6000 Sunset Blvd., Hollywood 28, Calif.

Insert Bushing Converts 5c Wall Boxes to 10c Fits All 5c Boxes 25c Each See Your Distributor or Write Direct. MID-WEST DISTRIBUTING CO. 308 N. Madison St. Rockford, Ill.

Most Played Juke Box Folk (Country & Western) Records

Based on reports received June 27, 28 and 29

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

Table of most played juke box folk records: 1-8. SOMETHING OLD, SOMETHING NEW E. Arnold; 8-9. DOWN THE TRAIL OF ACHIN' HEARTS H. Snow-A. Carter; 3-10. MISTER AND MISSISSIPPI Tennessee Ernie.

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.

Table of records coming up: 1. OCEANS OF TEARS Tennessee Ernie-K. Starr; 2. HANGOVER HEART H. Thompson; 3. SICK, SOBER AND SORRY T. Duncan.

FOLK TALENT AND TUNES

Continued from page 26

Frank Porter, who cuts for MGM, is leaving WXGI, Richmond, W. Va., for WRNL, Richmond.

Ray Anderson, WHTN, Huntington, W. Va., has added a one-hour evening show across the board. Don Larkin reports from WAAT, Newark, N. J., that the Sons of the Pioneers' diskings

of "Cool Water" has been accepted by the Library of Congress to be included in the recorded archives of Americana. They are doing some background music in the forthcoming John Ford production, "This Is Korea." They'll do a tour of Nevada niteries before returning to the Coast. Smilin' Max Henderson, WTAC, Flint, Mich., guested with Pee Wee King and Red Kirk during his recent vacation. Elmer Snodgrass, WAKE, Greenville, S. C., wants information on artists for his farm mag column. Mac Rains, WCTT, Williamsburg, Ky., is vacationing for two weeks in Canada.

Texas Stan Redmond, who is leaving KVLC, Little Rock, next month, is doing a 63 radio station e.t. hook-up for the Army Recruiting Service, featuring name rustic artists. Dick Jones, KULP, El Campo, Tex., reports that Claudie Ham (4 Star) was married recently and will soon go into service with the Army. Dick Embody, KGGF, Coffeyville, Kan., played Hank Thompson's disks, without any intros, asking for listeners to identify the Capitol disks. Gave away 10 free disks to promote Thompson's p.a. there. Cactus Jack Strong, WESC, Greenville, S. C., and Tommy Sosebee, the Coral disks, are working store appearances jointly.

Wurgler Feted

Continued from page 70

Jacobs Jr., Wes Knudson, Bill Landsheft, Paul Laymon, Harold Lieberman, Bill Mashek, Lowell Matthews, Mildred Miller, Ken O'Connor, A. D. Palmer Jr., Ron Pepple, Si Redd, M. H. Rosenberg, Mike Savio, Gary Sinclair, Lou Singer, Rusty Smith, Joe Steele, Ben Sterling Jr., Max Waters, Herb Wedewen, Jerry White, B. H. Williams, Raymond Williams, Buster Williams, Charlie Winters and Joe Young.

The presentation was made to Wurgler at his home where he is recuperating from an attack of pneumonia suffered in Memphis during a recent business trip. He was confined to the Methodist Hospital of that city for six days prior to his return home.

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.

Continued from page 30

Main table of record reviews with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale on the right. Includes reviews for Margaret Whiting, Buddy De Franco, Anne Shelton, Guy Lombardo, Dick Haymes, Stars of Harmony, Rev. I. H. Gordon, Ward Singers, Spirit of Memphis Quartet, Tex Ritter, Lawrence Duchow, Ted Zamecki, Bud Powell, and Pete Daily's Chicagoans.

Evans Protects Your Hard-Working Investment!

Constellation Tone, monitored from pickup to Grille by Evans' advance-design Acoustical System, safeguards the true-to-life beauty of music . . . protects your profits with assurance of greater play!



EVANS' 20 RECORD 40 SELECTION CONSTELLATION

STEP LIVELY!

Get ahead of the headaches now! Replace while you can with proven trouble-free Constellation . . . the Phonograph built with your future in mind! See your Evans Distributor or write Factory direct at once!

H. C. EVANS & CO.

1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS SEE EVANS' COIN MACHINE AD ON PAGE 81

ROCK-OLA Rocket Dependable The No. 1 Choice of operators all over the world. Since 1935 the most dependable phonograph of them all. ROCK-OLA MFG. CORPORATION 800 North Kedzie Avenue Chicago 51, Ill.



# Everything You Need to Convert Your **WURLITZER**

## Post-War **PHONOGRAPHS** and **WALL BOXES**

to various  
Combinations of  
**10¢-25¢** play

All over the country, music operators are switching their best locations to 10¢-25¢ play... and with an almost unbelievable increase in profits.

To help you convert your post-war phonographs and wall boxes, Wurlitzer has made available Coin Denomination Plates, Brackets, Stop Plates, Instruction Sheets and Decals.

Furthermore, Wurlitzer mailed to every music operator a chart that tells what coin combinations are available for each model and what parts are required. For extra copies, get in touch with your Wurlitzer Distributor, or write The Rudolph Wurlitzer Company, North Tonawanda, New York.

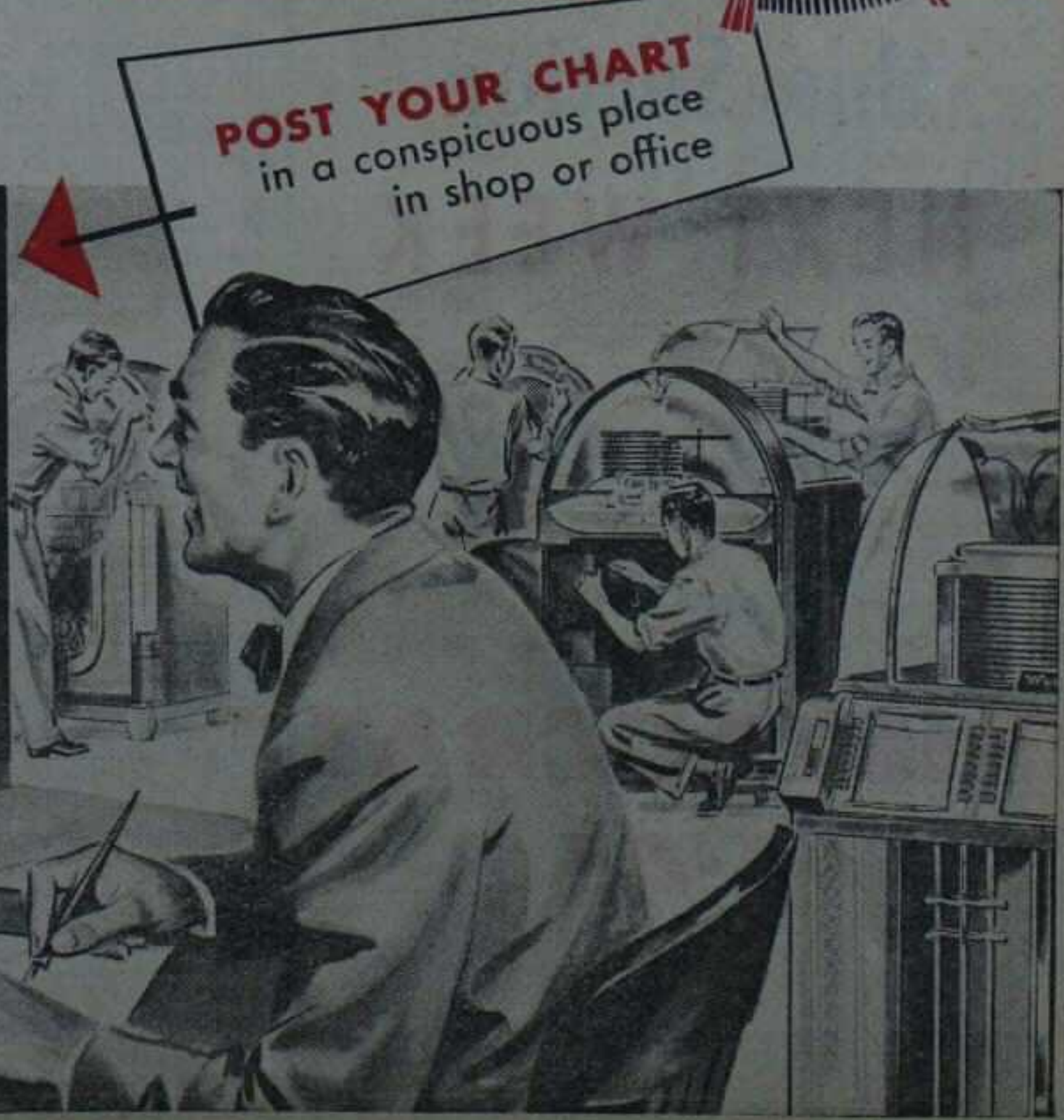


**WURLITZER COIN CONVERSION INSTRUCTIONS**  
POST-WAR PHONOGRAPHS

Model	10¢	25¢	50¢	1.00
Wurlitzer Model 100	Yes	Yes	No	No
Wurlitzer Model 101	Yes	Yes	No	No
Wurlitzer Model 102	Yes	Yes	No	No
Wurlitzer Model 103	Yes	Yes	No	No
Wurlitzer Model 104	Yes	Yes	No	No
Wurlitzer Model 105	Yes	Yes	No	No
Wurlitzer Model 106	Yes	Yes	No	No
Wurlitzer Model 107	Yes	Yes	No	No
Wurlitzer Model 108	Yes	Yes	No	No
Wurlitzer Model 109	Yes	Yes	No	No
Wurlitzer Model 110	Yes	Yes	No	No
Wurlitzer Model 111	Yes	Yes	No	No
Wurlitzer Model 112	Yes	Yes	No	No
Wurlitzer Model 113	Yes	Yes	No	No
Wurlitzer Model 114	Yes	Yes	No	No
Wurlitzer Model 115	Yes	Yes	No	No
Wurlitzer Model 116	Yes	Yes	No	No
Wurlitzer Model 117	Yes	Yes	No	No
Wurlitzer Model 118	Yes	Yes	No	No
Wurlitzer Model 119	Yes	Yes	No	No
Wurlitzer Model 120	Yes	Yes	No	No
Wurlitzer Model 121	Yes	Yes	No	No
Wurlitzer Model 122	Yes	Yes	No	No
Wurlitzer Model 123	Yes	Yes	No	No
Wurlitzer Model 124	Yes	Yes	No	No
Wurlitzer Model 125	Yes	Yes	No	No
Wurlitzer Model 126	Yes	Yes	No	No
Wurlitzer Model 127	Yes	Yes	No	No
Wurlitzer Model 128	Yes	Yes	No	No
Wurlitzer Model 129	Yes	Yes	No	No
Wurlitzer Model 130	Yes	Yes	No	No
Wurlitzer Model 131	Yes	Yes	No	No
Wurlitzer Model 132	Yes	Yes	No	No
Wurlitzer Model 133	Yes	Yes	No	No
Wurlitzer Model 134	Yes	Yes	No	No
Wurlitzer Model 135	Yes	Yes	No	No
Wurlitzer Model 136	Yes	Yes	No	No
Wurlitzer Model 137	Yes	Yes	No	No
Wurlitzer Model 138	Yes	Yes	No	No
Wurlitzer Model 139	Yes	Yes	No	No
Wurlitzer Model 140	Yes	Yes	No	No
Wurlitzer Model 141	Yes	Yes	No	No
Wurlitzer Model 142	Yes	Yes	No	No
Wurlitzer Model 143	Yes	Yes	No	No
Wurlitzer Model 144	Yes	Yes	No	No
Wurlitzer Model 145	Yes	Yes	No	No
Wurlitzer Model 146	Yes	Yes	No	No
Wurlitzer Model 147	Yes	Yes	No	No
Wurlitzer Model 148	Yes	Yes	No	No
Wurlitzer Model 149	Yes	Yes	No	No
Wurlitzer Model 150	Yes	Yes	No	No
Wurlitzer Model 151	Yes	Yes	No	No
Wurlitzer Model 152	Yes	Yes	No	No
Wurlitzer Model 153	Yes	Yes	No	No
Wurlitzer Model 154	Yes	Yes	No	No
Wurlitzer Model 155	Yes	Yes	No	No
Wurlitzer Model 156	Yes	Yes	No	No
Wurlitzer Model 157	Yes	Yes	No	No
Wurlitzer Model 158	Yes	Yes	No	No
Wurlitzer Model 159	Yes	Yes	No	No
Wurlitzer Model 160	Yes	Yes	No	No
Wurlitzer Model 161	Yes	Yes	No	No
Wurlitzer Model 162	Yes	Yes	No	No
Wurlitzer Model 163	Yes	Yes	No	No
Wurlitzer Model 164	Yes	Yes	No	No
Wurlitzer Model 165	Yes	Yes	No	No
Wurlitzer Model 166	Yes	Yes	No	No
Wurlitzer Model 167	Yes	Yes	No	No
Wurlitzer Model 168	Yes	Yes	No	No
Wurlitzer Model 169	Yes	Yes	No	No
Wurlitzer Model 170	Yes	Yes	No	No
Wurlitzer Model 171	Yes	Yes	No	No
Wurlitzer Model 172	Yes	Yes	No	No
Wurlitzer Model 173	Yes	Yes	No	No
Wurlitzer Model 174	Yes	Yes	No	No
Wurlitzer Model 175	Yes	Yes	No	No
Wurlitzer Model 176	Yes	Yes	No	No
Wurlitzer Model 177	Yes	Yes	No	No
Wurlitzer Model 178	Yes	Yes	No	No
Wurlitzer Model 179	Yes	Yes	No	No
Wurlitzer Model 180	Yes	Yes	No	No
Wurlitzer Model 181	Yes	Yes	No	No
Wurlitzer Model 182	Yes	Yes	No	No
Wurlitzer Model 183	Yes	Yes	No	No
Wurlitzer Model 184	Yes	Yes	No	No
Wurlitzer Model 185	Yes	Yes	No	No
Wurlitzer Model 186	Yes	Yes	No	No
Wurlitzer Model 187	Yes	Yes	No	No
Wurlitzer Model 188	Yes	Yes	No	No
Wurlitzer Model 189	Yes	Yes	No	No
Wurlitzer Model 190	Yes	Yes	No	No
Wurlitzer Model 191	Yes	Yes	No	No
Wurlitzer Model 192	Yes	Yes	No	No
Wurlitzer Model 193	Yes	Yes	No	No
Wurlitzer Model 194	Yes	Yes	No	No
Wurlitzer Model 195	Yes	Yes	No	No
Wurlitzer Model 196	Yes	Yes	No	No
Wurlitzer Model 197	Yes	Yes	No	No
Wurlitzer Model 198	Yes	Yes	No	No
Wurlitzer Model 199	Yes	Yes	No	No
Wurlitzer Model 200	Yes	Yes	No	No

POST-WAR WALL BOXES

Model	10¢	25¢	50¢	1.00
Wurlitzer Model 201	Yes	Yes	No	No
Wurlitzer Model 202	Yes	Yes	No	No
Wurlitzer Model 203	Yes	Yes	No	No
Wurlitzer Model 204	Yes	Yes	No	No
Wurlitzer Model 205	Yes	Yes	No	No
Wurlitzer Model 206	Yes	Yes	No	No
Wurlitzer Model 207	Yes	Yes	No	No
Wurlitzer Model 208	Yes	Yes	No	No
Wurlitzer Model 209	Yes	Yes	No	No
Wurlitzer Model 210	Yes	Yes	No	No
Wurlitzer Model 211	Yes	Yes	No	No
Wurlitzer Model 212	Yes	Yes	No	No
Wurlitzer Model 213	Yes	Yes	No	No
Wurlitzer Model 214	Yes	Yes	No	No
Wurlitzer Model 215	Yes	Yes	No	No
Wurlitzer Model 216	Yes	Yes	No	No
Wurlitzer Model 217	Yes	Yes	No	No
Wurlitzer Model 218	Yes	Yes	No	No
Wurlitzer Model 219	Yes	Yes	No	No
Wurlitzer Model 220	Yes	Yes	No	No
Wurlitzer Model 221	Yes	Yes	No	No
Wurlitzer Model 222	Yes	Yes	No	No
Wurlitzer Model 223	Yes	Yes	No	No
Wurlitzer Model 224	Yes	Yes	No	No
Wurlitzer Model 225	Yes	Yes	No	No
Wurlitzer Model 226	Yes	Yes	No	No
Wurlitzer Model 227	Yes	Yes	No	No
Wurlitzer Model 228	Yes	Yes	No	No
Wurlitzer Model 229	Yes	Yes	No	No
Wurlitzer Model 230	Yes	Yes	No	No
Wurlitzer Model 231	Yes	Yes	No	No
Wurlitzer Model 232	Yes	Yes	No	No
Wurlitzer Model 233	Yes	Yes	No	No
Wurlitzer Model 234	Yes	Yes	No	No
Wurlitzer Model 235	Yes	Yes	No	No
Wurlitzer Model 236	Yes	Yes	No	No
Wurlitzer Model 237	Yes	Yes	No	No
Wurlitzer Model 238	Yes	Yes	No	No
Wurlitzer Model 239	Yes	Yes	No	No
Wurlitzer Model 240	Yes	Yes	No	No
Wurlitzer Model 241	Yes	Yes	No	No
Wurlitzer Model 242	Yes	Yes	No	No
Wurlitzer Model 243	Yes	Yes	No	No
Wurlitzer Model 244	Yes	Yes	No	No
Wurlitzer Model 245	Yes	Yes	No	No
Wurlitzer Model 246	Yes	Yes	No	No
Wurlitzer Model 247	Yes	Yes	No	No
Wurlitzer Model 248	Yes	Yes	No	No
Wurlitzer Model 249	Yes	Yes	No	No
Wurlitzer Model 250	Yes	Yes	No	No





# THE BILLBOARD Index of Advertised Used Machine Prices

## Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of June 30	Issue of June 23	Issue of June 16	Issue of June 9
<b>AIREON</b>				
Coronet			\$25.00	
Deluxe	\$49.00	\$49.00	49.00	\$49.00
#400				149.50
1200A	69.50	59.50	89.50	69.50
1207A	129.50	129.50		
<b>AMI</b>				
Model A	349.00 349.50	349.00 395.00	349.00 349.50	325.00 349.00
			357.00 359.50	365.00 375.00
Model B	425.00 449.00	425.00 449.00	375.00 449.00	469.00 475.00
			465.00	
<b>FILBEN</b>				
Filben				174.50
<b>MILLS</b>				
Constellation		175.00		
Empress	39.00 39.50	39.00 39.50	39.00	39.00
Throne	29.50 39.50	39.50	50.00	
<b>PACKARD</b>				
Manhattan	149.00 149.50	149.50		149.50
7	79.50(2)	79.50	69.50 79.50	79.50
<b>ROCK-OLA</b>				
Commando	39.00 49.50	39.00 49.50	39.00	49.00
Counter Model	71.50			
Deluxe 39	39.50	39.50		
Master 40	39.50	39.50		
Playmaster	64.50	64.50	64.50	64.50
Standard 39	39.50			
Super '40	39.50 49.50	39.50 49.50	49.50	49.50
'46			149.50	
'47			169.50	
1418	49.50	49.50	49.50	49.50
1422	124.50 129.00	124.50 129.00	114.50 124.50	124.50 149.00
	139.50	139.50	125.00 129.00	149.50(2)
1426	199.00 199.50	199.00 199.50	199.00	199.50 219.00
<b>SEEBURG</b>				
Cadet		35.00		
Casino	39.50	39.50		
Classic	39.50	39.50 69.00	50.00 69.00	69.00
Colonel	49.50 59.00	49.50(2) 69.00	35.00 49.50	49.50 69.00
			69.00	
Commander	39.50	39.50		
Envoy	48.00 49.50(2)	49.50(2) 79.00	35.00 49.50	49.50 79.00
	79.00		49.50	
Gem	39.50 49.00	49.00	49.00	49.00
Hi Tones	48.00 49.50	49.50 59.50		

## 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.

Continued from page 38

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEWED	RECORDED	RELEASED	REMARKS
ROY BROWN, HIS ORK, HIS MIGHTY MIGHTY MEN Train Time Blues DE LUXE 3318	Rocking jump blues features the great blues shouter in top form, with combo generating strong excitement. Figures to bust thru.	84	84	84	84
Big Town Roy swims a medium blues to a snappy shuffle beat.		80	80	80	80
WYNONIE HARRIS & ORK Bloodshot Eyes KING 4461	Wynonie has a big ball with this racking hillbilly comic novelty, ideal material for his special brand of shouting. Combo does an exciting hand-clapper in back.	84	84	84	84
Confessin' the Blues The shouter does a serious blues, sells it convincingly. Tune is practically a blues standard.		80	80	80	80
LONNIE JOHNSON Take Me, I'm Yours KING 4459	The distinctive chamber-guitarist projects with warmth and feeling on this promising ballad of his own writing. Tenor sax and rhythm plus his own old-fashioned guitar make a toe-tapping medium beat.	81	81	81	81
Why Should I Cry? Flip offers a medium-beat blues, also a Johnson original. Material is routine, performance strong.		73	73	71	75
RUTH BROWN (Budd Johnson Ork) I Know ATLANTIC 941	Miss Brown belts stylishly on this fine medium-jump blues, framed in a "Teardrops" ark setting, with combo swinging. This one could step right out.	85	85	85	85
I Don't Want Anybody Thrush does a teasing, languorous job with this strong pop ballad, taken at a slow, sneaky tempo. Good contrast side.		80	80	80	80
JOE MORRIS ORK (Laurie Tate) You're My Darling ATLANTIC 942	Miss Tate's piercing, high-pitched voice is one of the unusual—and exceedingly effective—instruments in the blues field. Here she sells a neat, slow, blues.	82	82	82	82
I Hope You're Satisfied The individualistic Tate pipes are applied to a routine blues item, but she sure gets mileage.		77	77	77	77

	Issue of June 30	Issue of June 23	Issue of June 16	Issue of June 9
H-146 M Hideaway	200.00 229.00	200.00 229.00	225.00 229.00	212.50 229.00
H-147 M Hideaway	225.00	225.00		269.50
H-148 M Hideaway	275.00 299.00	275.00 299.00	229.00	299.00 300.00
				325.00
H-246 M Hideaway	200.00 269.00	200.00 269.00	269.00	259.50 269.00
Hightone ES		59.00	59.00	59.00
Hightone RC		69.00	69.00	69.00
Lotone	48.00 69.50	69.50		
Major	59.00			
Regal	39.50 59.00	39.50 59.00	37.00	59.00
Royal	39.50	39.50		
Vogues	39.50			50.00
46 Hideaway		250.00		
46M		250.00		
46S		200.00		
100M				795.00
146	199.00 250.00	150.00 199.00	150.00 199.00	150.00 250.00
146ES			200.00	
146 M	225.00 249.00	225.00 249.00	249.00	249.00 275.00
146 S	200.00	200.00		249.50
146 W				275.00
147				279.00
147 M	250.00 275.00	275.00 319.00	235.00 319.00	245.00 319.00
	319.00			325.00
147MA		275.00		
147S	235.00 239.00	235.00 239.00	195.00 239.00	275.00
147SA	225.00	225.00		
148	425.00			425.00
148ES			325.00	350.00
148 M	379.00	379.00	379.00	379.00
148 M1	375.00 399.00	375.00 399.00	399.00	399.00 400.00
				425.00
148RC			375.00	
148S			335.00	300.00
148 SL	325.00	325.00		375.00
1941 RC Special	69.50 89.00	69.00 89.00	89.00	89.00 99.50
1946 RC Special	249.50	249.50	225.00	249.50
1947 RC Special	274.50	274.50	274.50	260.00
8200			45.00	274.50
			45.00	
8800	48.00			
9800	48.00		45.00	
<b>WURLITZER</b>				
71			37.00	
500	29.50 49.50(2)	49.50 59.00	49.50	59.00 69.00
	59.00			
500K			37.00	
600		49.50	37.00	
600K	49.50 59.00	59.00 69.50	59.00	69.00
600R	39.50 54.00	54.00	54.00	64.00
600 Victory		69.50		
616	29.50 39.50	39.50		
	79.50			
700	69.50 89.50	89.50		
750	89.50 119.00	89.50 109.00	100.00	109.50
	124.50	119.00 124.00		124.50
750E	79.50 109.50			
780	89.00	99.00		99.00
780E				99.50
800	69.50 89.00	69.50 89.00	89.00	100.00
	110.00			
850	48.00 49.50	50.00 69.00	49.50	69.00 74.50
	69.00		75.00	
850E			49.50	49.50
950	49.50 69.50	49.50 50.00		
		89.50		
1000			195.00	195.00 219.00
1015	199.50 219.00	195.00 199.50	219.00 225.00	224.50 229.00
	225.00	219.00 225.00	219.00 235.00	239.00 239.50
	229.00(2)	229.00(2)	229.00 235.00	239.00 239.50
	230.00 239.50	275.00	239.00(2)	245.00(2)
	275.00		239.50(2)	249.50 275.00
			245.00	295.00
			225.00(2)	
1017	230.00 259.50	259.50	239.00 259.50	259.50
1080	229.00(2)	229.00(2)	229.00 245.00	225.00 239.00
	249.50	249.50	249.50	245.00 249.00
				249.50
1100	374.50 375.00	325.00 374.50	325.00 374.50	325.00 374.50
	379.00 379.50	375.00(2)	378.00 379.00	379.00
			379.50	395.00(2)
1250	475.00 524.00	450.00 500.00	450.00	450.00 495.00
	549.50	524.00	495.00(2)	525.00 549.00
			524.00 549.50	
1942 RC Special			39.00	39.00
Victory			39.00	39.00

## Gotham Arcade Gets Face Lift

NEW YORK, June 30.—The Broadway Playland Arcade, Times Square funspot, reopened late yesterday (29) after extensive remodeling. Place was closed to the public for a week to permit installation of new floor, walls, ceiling and fixtures. Equipment added includes 15 custom-built pokerinos, turned out as a special run by Scientific Machines, and a bank of new Skee-balls. Color scheme of the arcade is grey and red.

## Williams Game

must bring his horse to the wire before one of the other five reaches the finish line. With the selection made and play started, balls travel down the playfield, passing over rollers which advance even numbered horses (2-4-6) one place, and others which advance odd numbered horses (1-3-5) similarly. Six numbered thumper bumpers are placed in the middle of the playfield and, when contacted, advance the similarly numbered horse. If, after the first ball has been played and the player's horse is far in the rear, the player can shoot for a roll-over located at the center top of the playfield—the only spot on the board which will change the selection. Horses carry the names of well-known turf competitors, including Uncle Miltie, Lulu Bell, Whiz Kid, Louie II, Tizzie Liz and Frustration. Players can use flippers to keep a ball in action as long as possible. While it is possible to bring a horse to the finish line with one ball, it is also possible to shoot all five balls without a winner. Should the game be completed after the first, second, third or fourth shot, game is automatically finished and remainder of the balls are dead. Stern announced that shipments of Hayburners to Williams distributors will start this week.

## Dime Play Tests

getting the key to the coin box and making its own collections. These tests have not been in effect long, but the reporting operator said while some of his more lucrative spots had been lost thru the rental plan, the over-all income had risen, and overhead had dropped. In Pittsburgh, where dime play tests are only just now getting under way, several ops have rejected the higher price, and instead are now searching out new locations, such as drugstores, small coffee shops, etc., where they can use either an older juke or one of the new counter-model selective 45 r.p.m. phonos. This move is just starting and it will be some time before any concrete results will be obtained. A third plan, which is cropping up with greater frequency, is that of shooting for guarantee for front money from locations. With location resistance a known factor in raising juke box play, the operator, by showing his rising costs in black and white to a fellow merchant, who has been faced with similar financial woes, has found that the location will give more consideration to the front money or guarantee pitch than he did a few months ago.

## Juke Problems

ators of America. Tracing the history of past attempts to amend the Copyright Act by removing coin phonograph exemption, he charged that enactment of Sen. Estes Kefauver's revision bill would wreck the industry. Besides placing an intolerable financial burden on operators, it was said, the measure would saddle them with physically impossible inventory problems. Senator Kefauver's bill would require operators to pay a penny per week per record side in a phonograph, and to file sworn monthly reports to all tune copyright owners. Albert S. Denver, association president, reported that grosses have declined noticeably recently. This has been true especially in the past few weeks, he stated, and can be traced largely to a drop in tavern patronage. Other factors, it was noted, are competition for loose change by amusement equipment and a heavy night baseball schedule, with all home games televised.

# WATCH

## this Section

# NEXT WEEK

## for a Special Announcement

about the

# RISTAUCRAT

## S-45

RISTAUCRAT, Inc., 1216 E. Wisconsin Avenue, Appleton, Wisconsin



# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is listed in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, the single machine price is listed. Any price obviously depends on conditions of the equipment, time on location, territory and other related factors.

This week's prices consult the used machine advertisements in this issue.

	Issue of June 30	Issue of June 23	Issue of June 16	Issue of June 9
Academy (Chicago Coin)	339.50	35.00	35.00	35.00
Academy (Gottlieb)	29.50(2)	49.50	39.50(2)	45.00
Academy (United)	39.50	45.00	29.50	39.50
Academy (Williams)	50.00	39.50	49.50	39.50
Academy (Gottlieb)	94.50	69.00	94.50	94.50
Academy (United)	100.00	129.00	129.00	129.00
Academy (Williams)	100.00	129.00	129.00	129.00
Academy (Gottlieb)	17.50	49.50	49.50	49.50
Academy (United)	55.00	49.50	49.50	49.50
Academy (Williams)	49.50	49.50	49.50	49.50
Academy (Gottlieb)	85.00	115.00	125.00	125.00
Academy (United)	49.50	55.00	64.50	64.50
Academy (Williams)	115.00	115.00	115.00	115.00
Academy (Gottlieb)	75.00	99.50	69.50	114.50
Academy (United)	25.00	29.50	29.50	29.50
Academy (Williams)	79.50(2)	75.00	79.50	75.00
Academy (Gottlieb)	64.00	69.50	69.50	69.50
Academy (United)	39.50(2)	54.50	39.50	54.50
Academy (Williams)	79.50	104.50	79.50	80.00
Academy (Gottlieb)	45.00	69.50	69.50	64.50
Academy (United)	50.00	95.00	95.00	95.00
Academy (Williams)	49.50	79.50	49.50	75.00
Academy (Gottlieb)	125.00	110.00	110.00	110.00
Academy (United)	60.00	129.50	105.00	129.50
Academy (Williams)	119.50	105.00	129.50	100.00
Academy (Gottlieb)	69.50	39.50	69.50	50.00
Academy (United)	39.50	59.50	29.50	45.00
Academy (Williams)	29.50	49.50	29.50	45.00
Academy (Gottlieb)	125.00	135.00	145.00	150.00
Academy (United)	145.00(2)	155.00	165.00	155.00(2)
Academy (Williams)	149.50	145.00	199.50	195.00
Academy (Gottlieb)	195.00	200.00	249.50	199.50
Academy (United)	29.50	30.00	49.50	49.50
Academy (Williams)	60.00	75.00	75.00	90.00
Academy (Gottlieb)	85.00	97.00	98.00	124.50
Academy (United)	99.50	125.00	134.50	115.00
Academy (Williams)	100.00	125.00	145.00	145.00
Academy (Gottlieb)	134.50	145.00	149.00	150.00
Academy (United)	64.50	105.00	105.00	100.00
Academy (Williams)	39.50	29.50	29.50	29.50
Academy (Gottlieb)	29.50	45.00	29.50	45.00
Academy (United)	79.50(2)	65.00	79.50	65.00
Academy (Williams)	75.00	125.00	125.00	159.50
Academy (Gottlieb)	39.50	40.00	39.50	49.00
Academy (United)	154.50	90.00	95.00	99.50
Academy (Williams)	115.00	69.00	79.50	69.00
Academy (Gottlieb)	100.00	159.00	149.50	135.00
Academy (United)	54.50	69.50(2)	69.50	70.00
Academy (Williams)	100.00	125.00	139.00	139.00
Academy (Gottlieb)	144.50	145.00	149.00	149.50
Academy (United)	85.00	89.50	85.00	85.00
Academy (Williams)	100.00	140.00	145.00	145.00(2)
Academy (Gottlieb)	79.50	84.50	50.00	60.00
Academy (United)	89.50	95.00	84.50(2)	65.00
Academy (Williams)	64.50	64.50	64.50	49.50
Academy (Gottlieb)	55.00	59.50(2)	59.50	59.50
Academy (United)	135.00	137.50	137.50	140.00
Academy (Williams)	149.50	145.00	149.50	149.50
Academy (Gottlieb)	99.50	149.50	69.50	149.50
Academy (United)	29.50	44.50	29.50	39.50
Academy (Williams)	29.50(3)	30.00	29.50(2)	49.50
Academy (Gottlieb)	49.50	49.50	49.50	49.50
Academy (United)	45.00	64.50	25.00	55.00
Academy (Williams)	69.50	75.00	64.50	65.00
Academy (Gottlieb)	154.50	79.50	79.50	69.50
Academy (United)	22.50	39.50	44.50	75.00
Academy (Williams)	50.00	79.50(2)	79.50	85.00
Academy (Gottlieb)	20.00	20.00	20.00	20.00
Academy (United)	75.00	129.50	69.50	129.50
Academy (Williams)	39.50	39.50	39.50	39.50
Academy (Gottlieb)	39.50	25.00	25.00	25.00
Academy (United)	75.00	109.00	109.00	99.00

	Issue of June 30	Issue of May 26	Issue of June 16	Issue of June 9
Madison Sq. Garden (Gottlieb)	\$140.00	145.00	145.00	145.00
Major League Baseball (United)	39.50	39.50	39.50	39.50
Majors of '49 (Chicago Coin)	35.00	79.50	79.50	59.50
Manhattan (United)	29.50	29.50	29.50	29.50
Mardi Gras (Genco)	49.50	49.50	49.50	45.00
Maryland (Williams)	79.50	144.50	69.50	79.50
Melody (Bally)	39.50(2)	54.50	39.50	54.50
Merry Widow (Genco)	39.50(2)	54.50	39.50(2)	54.50
Mexico (United)			19.50	
Minstrel Man (Gottlieb)	159.50			
Miss America (Gottlieb)	49.50	29.50	49.50	29.50
Monterey (United)	25.00	39.50	39.50	49.50
Moon Glow (United)	49.50	55.00	55.00	55.00
Marocco (Exhibit)	49.50(2)	49.50(2)	49.50(2)	49.50(2)
Nevada (United)	25.00	149.50	149.50	149.50
Oasis (Exhibit)	79.50	89.50	79.50	109.50
Oklahoma (United)	109.50	109.50	109.50	109.50
Old Faithful (Gottlieb)	59.50	89.50	125.00	125.00
One, Two, Three (Genco)	39.50	50.00	59.50	39.50
Paradise (Gottlieb)	115.00	119.50	95.00	130.00
Photo Finish (Universal)	150.00	175.00	150.00	175.00
Pin Bowler (Chicago Coin)	110.00	140.00	145.00	140.00
Pinch Hitter (United)	39.50	44.50	59.00	59.00
Play Ball (Chicago Coin)	69.50	79.50	79.50	125.00
Playland (Exhibit)	90.00	144.50	135.00	144.50
Playtime (Exhibit)			50.00	50.00
Pro Score (Pinner)	34.50	54.50	54.50	55.00
Puddin' Head (Genco)	174.50(2)	177.50	74.50	74.50
Punchy (Chicago Coin)	49.50(2)	54.50	29.50	54.50
Quarterback (Williams)	54.50	45.00	54.50	45.00
Rainbow (Williams)	49.50(2)	54.50	29.50	54.50
Ramona (United)	49.50(2)	54.50	29.50	54.50
Rio (United)			20.00	
Rip Scorer (Genco)	35.00	49.50	49.50	49.50
Robin Hood (Daval)	65.00	75.00	139.50	139.50
Rocket (Bally)	139.50	139.50	139.50	139.50
Rockette (Gottlieb)	30.00	39.50	39.50	49.50
Rondene (United)	30.00	39.50	39.50	49.50
St. Louis (Williams)	79.50	65.00	89.50	65.00
Sally (Chicago Coin)	30.00	39.50	39.50	54.50
Samba (Exhibit)	64.50	79.50	79.50	79.50
Saratoga (Williams)	34.50	39.50(2)	29.50	39.50(2)
Screwball (Genco)	50.00	99.50	90.00	114.50
Select-a-Card (Gottlieb)	60.00	99.50	90.00	114.50
Serenade (United)	49.50	54.50	39.50	54.50
Shanghai (Chicago Coin)	75.00	119.50	115.00	119.50
Shantytown (Exhibit)	84.50	84.50	85.00(2)	84.50
Sharpshooter (Gottlieb)	169.50	169.50	169.50	169.50
Shoo-Shoe (Williams)			20.00	
Short Stop (Exhibit)			29.50	
Shook Boal (United)	89.50	119.50	69.50	119.50
South Pacific (Genco)	125.00	129.00	129.00	129.00
Special Entry (Bally)	49.50	54.50	50.00	54.50
Speedway (Gottlieb)	39.50	49.50	49.00	49.50
Spinball (Chicago Coin)	29.50	29.50	29.50	29.50
Stardust (United)	29.50	49.50	29.50(2)	49.50
Stormy (Williams)	30.00	49.50	39.50	49.00
Summer Time (Gottlieb)	29.50	49.50	29.50	49.50
Sunny (Williams)	50.00	79.50(2)	49.50	75.00
Super Hockey (Chicago Coin)	50.00	79.50(2)	79.50(2)	75.00
Swanee (Exhibit)	90.00	110.00	139.00	139.00
Sweetheart (Williams)	60.00	79.50	79.50	109.50
Tammy (Chicago Coin)	39.50	69.50	69.50	79.00
Tammy (Gottlieb)	50.00	69.50	69.50	79.00
Telecard (Gottlieb)	29.50	45.00	29.50	45.00
Temptation (Chicago Coin)	79.50	64.50	64.50	64.50
Tennessee (Williams)	29.50	49.50	29.50	49.50
Texas League (Keeney)	50.00	59.50	50.00	59.50
Thing (Chicago Coin)	129.50	150.00	149.50	149.50
Three Feathers (Genco)	79.50	49.50	79.00	79.00
Three Musketeers (Gottlieb)	119.50	115.00	124.50	115.00
Thrill (Chicago Coin)	34.50	39.50	34.50	39.50
Total Roll (Genco)	39.50	35.00	39.50	35.00
Trade Winds (Genco)	39.50	49.50	39.50	49.50
Trinidad (Chicago Coin)	29.50	34.50	29.50(2)	34.50
Triple Action (Genco)	29.50	34.50	29.50(2)	25.00
Triplets (Gottlieb)	145.00	109.00	135.00	119.00
Tri-Score (Genco)	145.00	109.00	135.00	119.00
Trophy (Bally)	100.00	29.50	29.50	29.50
Tropicana (United)	85.00	85.00	85.00	85.00
Tucson (Williams)	115.00	115.00	115.00	115.00
Tumbler (Exhibit)	99.50	65.00	69.50	65.00
Utah (United)	49.50	35.00	49.50	35.00
Victory Special (Bally)	19.50	30.00	29.50	49.50
Virginia (Williams)	30.00	39.50	39.50	39.50
Wisconsin (United)	30.00	39.50	39.50	39.50
Yanks (Williams)	30.00	39.50	39.50	45.00

# KICKER and CATCHER

NEW FLASH — NEW BEAUTY  
NEW SCORING ARRANGEMENT



**100 PER CENT SKILL!**  
TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!  
5 Balls **\$49.50** F.O.B. CHICAGO  
for One Cent  
5 BALLS FOR 5 CENTS, \$59.50  
**ORDER TODAY!**  
Try it for 10 days! Money back if not satisfied! You keep receipts!  
**BAKER NOVELTY CO.**  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

**100%**  
Return privilege within 10 days if not satisfied with our reconditioned equipment.  
**WURLITZER 616**  
Fully repaired. Perfect condition. Ready for location.  
**\$79.50** Crated  
1/3 With Order, Balance C. O. D.  
Send for Complete List

**DAVID ROSEN**  
Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

**TEXAS ROUND-UP**

TURF KINGS	\$275.00
CHAMPIONS	135.00
CITATIONS	89.50
PHOTO FINISH	125.00
WINNERS	225.00

All Games Clean—Ready for Location  
Send 1/3 deposit with order.  
**SOUTHWEST AMUSEMENT COMPANY**  
2916 Main Street Dallas 1, Texas  
Riverside 5141

**SELLING OUT**

8 United Shuffle Alloys	Each	\$19.50
1 United Super Shuffle		30.00
5 Universal Twin Bowler	Each	70.00
2 Genco Glider	Each	18.50
1 Keeney Ten Pin (Puck Con.)		39.50
1 Rock-Ola Shuffle Lane		39.50
5 Bingo Rolls	Each	19.50
2 United Shuffle Express	Each	70.00
1 Hi Roll		49.50
3 Hi Roll Tables		49.50

**PIN GAMES**

Acquasade	\$54.50	United Pinch	\$52.00
Black Gold	59.50	Rip Scorer	85.00
Cinderella	25.00	South Pacific	85.00
Et Pass	45.00	Three Musketeers	90.00
Freshie	85.00	3 Victory Sp.	145.00
Oklahoma	75.00	clats	25.00

All machines ready for locations.  
1/3 deposit with all orders.  
**Globe Amusement Co.**  
847 Lake Ave. Rochester 5, N. Y.  
Glenwood 5918

**FOR SALE**  
Late Model  
**CLOSED CHUTE HOLLYCRANES**  
Reconditioned and refinished ready for immediate delivery. For particulars please write or call  
**AMERICAN DISTRIBUTING CO.**  
4014 Elm St. Dallas, Texas  
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**WE HAVE SURPLUS ITEMS**  
In stock, such as Brushes, Motors, Coin Boxes, etc., for immediate shipment for Electric Shoe Shining Machines and Coin Machines.  
**Jackson & Church Co.**  
Saginaw, Michigan

**UNITED EXPRESS \$69.50**  
Excellent Condition

**UNIV. TWIN BOWLER \$129.50**  
Flying Pins

**22 FT. ROCK-OLA SHUFFLEBOARDS**  
Good Condition

**SHUFFLEBOARD SUPPLIES**

**NATIONWIDE BASEBALL-FI. SHUFFLEBOARD \$49.50**

**CHI. COIN TROPHY BOWL \$55.00**

**CHI. COIN BOWLING CLASSIC \$49.50**

**BALLY SPEED BOWLER \$95.00**

**UNIV. TWIN BOWLER \$95.00**

**EXH. SHUFFLE BOWL \$55.00**

**CONVERSION \$35.50**

**UNION SHUFFLE ALLEY \$95.50**

**EXHIBIT STRIKE \$95.50**

**Genco Baseball \$99.50**

**Wms. Double Header floor sample \$149.50**

**PURVEYOR SHUFFLEBOARD CO.**  
1221 N. Western Ave. Chicago 18, Ill.  
Univ. 2-1814



# LONDON'S GREATEST SALE!

All Merchandise in This Sale Completely Reconditioned—Ready for Location! No Hidden Charges... Crating Included! All This at These

## LOW, LOW PRICES!

### POST-WAR PHONOGRAPHS

Seeburg 1946 RC Specials	\$249.50	Wurlitzer 1100	\$374.50
Seeburg 1947 RC Specials	274.50	Rock-Ola 1422	134.50
Wurlitzer 1015	198.50	Packard Model 7	79.50
Wurlitzer 1080	249.50		

### PRE-WAR PHONOGRAPHS

Seeburg Colonals	\$ 49.50	Wurlitzer 950	\$49.50
Seeburg Envoy's	49.50	Rock-Ola 1418	49.50
Wurlitzer 750	124.50	Rock-Ola Super	49.50
Wurlitzer 500	49.50	Rock-Ola Playmaster	44.50

### ACCESSORIES

WTL56 Wireless Seeburg 5r Boxes	\$23.50
Packard Boxes	17.50
3W3L56 Wired Seeburg 5r Boxes	22.50
2140 Wurlitzer 5r-10r Boxes	34.50
3025 Wurlitzer 5r Boxes	19.50
3020 Wurlitzer 5-10-25c Boxes	29.50

### SHUFFLE GAMES

Deluxe Bowler	\$79.50
Speed Bowler	79.50
Dale Gun	\$49.50
All Star Baseball	69.50

### NEW GAME SPECIALS

Tri-Scare	WRITE
Double Header	WRITE

### CIGARETTE MACHINES

Uneda Model 500	\$49.50
Du Grenier Model W	49.50

### 3 COMPLETE HOSTESS SYSTEMS—UNITS OF 10—MAKE AN OFFER!

Ten Pins	Take Your Choice \$34.50 EACH	Pin Boy
Shuffle Alley		Shuffle Bowler
Bowling League		Bowlette
Shuffle Lane		Twin Shuffle

### FIVE-BALLS

Triple Action	\$29.50	Virginia	\$29.50	Samba	\$79.50
Merry Widow	29.50	Tennessee	29.50	Marocco	49.50
Screw Ball	29.50	Yanks	29.50	Swanee	59.50
Trade Winds	29.50	Dallas	79.50	Oklahoma	79.50
Bermuda	29.50	Maryland	79.50	Ali Baba	39.50
Sally	29.50	Super Hockey	79.50	Alice in Wandenland	39.50
Trinidad	29.50	Boston	79.50	Lady Robin Hood	39.50
Spin Ball	29.50	Lucky Innings (new)	119.50	Humpty Dumpty	29.50
Crazy Ball	29.50	Rondeveo	39.50	Buttons & Bows	49.50
Thrill	29.50	Blue Skies	39.50	Telecard	69.50
Catalina	29.50	Major League Base-Ball	39.50	Double Shuffle	79.50
Tahiti	29.50	Ball	39.50	Carnival	69.50
Sunny	29.50	Monon Glow	39.50	Hit Parade	29.50
Stormy	29.50	Aquacade	59.50		
Dew-Wa-Ditty	29.50	El Paso	79.50		

Terms: 1/3 Deposit, Balance C.O.D.

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★ Something DIFFERENT

★ Something NOVEL

A 5 BALL THAT'S COMPLETELY DIFFERENT!

See it TODAY at TRIMOUNT



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS 7-11-11 (City 7-9448)

### SPECIAL—Telequiz \$100.00

Pucks (set of 8)	5 7.00
Wax (case 24)	4.75
Used 22" Shuffleboard	\$69.50 crating
Used Maple Tops	\$25.00 & Up extra
Score Sheets, 10 pads	5 2.50
Fluorescent Lights (set of 4)	6.75
New Wall Mode Scoreboards	90.00
New Center Overhead Scoreboards	115.00

2 Column Card Vendor With Stand (Mutoscope)	\$ 19.50
Duck Pins	139.50
9 1/2" League Bowler	249.50
Double Bowler	149.50
Bally Speed Bowler	75.00
Universal Twin Bowler (Jumbo Pins)	97.50
Chicago Coin Bowling Alley (Jumbo Pins)	97.50
E.Z. Bowl (9" 10" or 11" Jumbo Pins)	215.00

**MID STATE CO.** 2369 MILWAUKEE AVE. CHICAGO 47, ILL. Ph. Dickers 2-3444

Finest Selection in the Nation  
**PIN BALLS**  
Reconditioned — Ready for Location  
WRITE FOR LIST AND PRICES

WE HAVE SATISFIED CUSTOMERS ALL OVER THE WORLD

**INTERNATIONAL AMUSEMENT CO.**  
5 PARKHURST STREET • NEWARK 2, NEW JERSEY

### JUST OFF LOCATION

24 TURF KINGS by Bally	\$330.00
16 CHAMPIONS by Bally	145.00
8 CITATIONS by Bally	89.00
2 PHOTO FINISH by Universal	115.00

Will accept in trade—BOWLING GAMES, with overhead pins by Bally, United, Universal and Chicago Coin.

**T & L DISTRIBUTING CO.**

1321 CENTRAL PARKWAY Main 8751 CINCINNATI 14, OHIO



# THE BILLBOARD Index of Advertised Used Machine Prices

## • Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of June 30	Issue of June 23	Issue of June 16	Issue of June 9
Air Hockey				
Air Raider (Keeney)	\$125.00	125.00	\$385.00	\$385.00
All Stars (Williams)	69.50 79.50 95.00 109.50 125.00	49.50 69.50 95.00 109.50 125.00	69.50 109.50 125.00	69.50 109.50 125.00
Art Show				49.50
Astroscope	125.00	125.00	125.00	125.00
Atomic Bomber (Mutoscope)	150.00	150.00	150.00	125.00 150.00
Auto Race (Face)	75.00			
Barrell Roll			25.00	
Batting Practice (Scientific)	75.00	75.00	75.00	75.00
Bear Gun (Seeburg)	369.50 375.00	375.00	175.00	369.50 375.00 185.00
Big Inning (Bally)				
Billiard Game #52			25.00	
Big-a-Roll (Genco)	85.00	85.00		85.00
Boomerang (Amusement Corp.)	45.00	45.00	45.00	45.00
Buckley Deluxe			119.50	
Build Up (Exhibit)	35.00	29.50		
Career Pilot	95.00	95.00	95.00	95.00
Challenger (ABT)	24.50	24.50	19.50	24.50
Chicken Sam (Seeburg)	75.00 95.00 109.50	75.00 95.00 109.50	95.00 109.50	75.00 89.50 95.00
Dale Gun (Exhibit)	69.50 75.00(2) 84.50 89.00 95.00(2)	69.50 84.50 89.00 95.00(2)	69.50 95.00(2)	69.50 89.00 94.50 95.00(2)
Deluxe Athletic Scale (Mercury)	69.50	69.50	69.50	75.00 79.50
Diggers (Exhibit)				225.00
Drive Mobile (Mutoscope)	145.00 150.00	145.00 150.00	150.00	149.00 150.00
Fishing Well (Mutoscope)				125.00
Flash Hockey (Coins)				69.50
Goalie (Chicago Coin)	95.00 99.50 125.00	95.00 99.50 125.00	99.50 125.00	49.50 95.00 99.50
Heavy Hitter (Bally)	59.50 65.00	59.50 65.00	59.50 65.00	65.00 79.50
Hi-Ball (Exhibit)	60.00	60.00	60.00	60.00
Hockey (Chicago Coin)	75.00	75.00	75.00	75.00
Hollycrane (Como)	295.00 395.00	295.00 395.00	395.00	
Jack Rabbit (Amusement Corp.)	109.50	109.50	109.50	109.50
Jungle Joe Ray Gun				195.00
Kicker & Catcher (Baker)		27.50	27.50	27.50
Magic Pen	125.00	125.00	125.00	125.00
Merchantman (Exhibit)	99.50			
Midget Movies (Capitol)				255.00 395.00
Monkey Shines Ray Gun				175.00
Mutoscope Crane	119.50	119.50	119.50	
Panorams (Mills)		195.00		179.50 195.00
Periscope	125.00	125.00	125.00	125.00
Phil Toboggan Ski Ball	525.00	525.00	525.00	525.00
Photomatic (Mutoscope)	375.00(early) 795.00(late)	375.00(early) 795.00(late)	375.00(early) 795.00(late)	375.00(early) 795.00(late) 69.50 149.50 150.00
Pistol Pete (Chicago Coin)	149.50 150.00	149.50 150.00	149.50 150.00	
Pitch 'Em & Bar 'Em	179.50			
Play Ball (Evans)	275.00	275.00	275.00	275.00
Poker & Joker	49.50	49.50	49.50	49.50
Pokerino (Scientific)	99.50	99.50	99.50	99.50
Pool Table (Edelco)	50.00 75.00	75.00	75.00	75.00
Q Ball (Lane)	100.00			159.00
Quizzer	99.00 125.00	99.00 125.00	37.50 125.00	99.00 125.00
Rapid Fire (Bally)	85.00	85.00	85.00	85.00
Recordio (Wilcox-Gay)	175.00	175.00	175.00	175.00
Rocket Buttons	65.00	65.00	65.00	65.00
Rotary Claw				225.00
Rotary Mdr (Exhibit)	175.00	175.00	175.00	
Rotary Pusher				275.00
Seven High (Edelman)	75.00	75.00	75.00	75.00
Shoot the Bear (Seeburg)	375.00	365.00	365.00	365.00 395.00
Shoot Jap Gun (Seeburg)			24.50	
Silver Bullet (Exhibit)	195.00	195.00	144.50 195.00	195.00
Silver Gloves				250.00
Sleeve Ball (Wurlitzer)	150.00	150.00	150.00	150.00
Sky Pilot	95.00	95.00		95.00
Spot Lite	25.00			
Standard Metal Typer			295.00	295.00
Star Series (Williams)	100.00 135.00 145.00 165.00	89.50 135.00 145.00 165.00	145.00 165.00	145.00(2) 165.00 169.50
Strikes and Spares (Alltel)				84.50
Super Bomber (Evans)	50.00			175.00
Target Master (Automatic Device)				84.50
Team Hockey (United)				175.00
Telequiz	119.50 145.00	119.50 145.00	119.50 145.00	145.00 149.50
Ten Strike (Evans)	75.00(2)	75.00(2)	75.00	75.00(2)
3-Way Gripper (Gottlieb)	22.50	22.50	22.50	22.50
Treasure Island (Buckley)			99.50	
Vitalizer (Exhibit)	95.00	95.00	95.00	95.00
Voiceograph (Mutoscope)	395.00	395.00	395.00	395.00
Western Baseball	85.00	85.00	85.00	85.00
X-Ray Poker (Scientific)	85.00	85.00	85.00	85.00

# Michigan Firm In Expansion; Buys Four Orgs

DETROIT, June 30. — Rapid growth of the Michigan Nickel Company, founded several years ago by Michael Benson and Norman F. La Fleur, is being signalized by the acquisition of four organizations in the amusement game and music fields. Most of the operations are centered in rural areas in Wayne County in the vicinity of Detroit. The firm operates a diversified route, in contrast to the trend toward specialization on the part of many larger operators.

Benson is president of the Detroit Shuffleboard Association and the Michigan Miniature Bowling Association.

Operators bought out by Michigan Nickel include: Joseph Godell, an operator for about two decades, who recently operated under the name of Music Inc., but sold out his music route, retaining the games until the present transaction. He is planning to retire from business activity.

Edward Oram of Detroit, who had a pin game route. He is opening a clothing store in Dearborn, Mich.

Horvater Music Company, headed by Earl Horvater, which had a mixed juke box and pin game route. Horvater has already moved to Los Angeles, where he expected to re-enter the industry.

Charles Varner of Wayne, who had a pin game operation, and is planning purchase of an automobile haulway truck, going into the cross-country trucking industry.

Typical of the operating policy of this firm is the program of resurfacing their shuffleboards. Benson said that all the boards operated by the company have been entirely resurfaced in recent weeks. This work was undertaken when the "normal" summertime slump started and was used as a measure to overcome that slump by offering players an attractive fresh surface for their play at this time.

### Set Thatcher Dividend

ELMIRA, N. Y., June 30.—Thatcher Glass Manufacturing Company, Inc. declared a dividend of 60-cents on its convertible preference stock, payable August 15 to stockholders of record July 31.

WATCH THIS AD EACH WEEK FOR EXCEPTIONAL BARGAINS

**This Week**

Wurlitzer Model 1015	\$199.00
Wurlitzer 1942 R.C.	
Special	125.00
WWurlitzer Model 850	65.00
Wurlitzer Victory Model	35.00
Wurlitzer Model 616	35.00

**W. B. DISTRIBUTORS, INC.**  
1012 Market St. St. Louis, Mo.

"ODDS" BODKIN SEZ:

FOR A SURE THING  
SEE PAGE 83

NEW EXHIBIT MACHINES WHILE THEY LAST

SIX BRONCO	WRITE FOR PRICES
PONY EXPRESS	
GUN PATROL	
SIX SHOOTER	

Hockey	\$145.00
Grip Developer	185.00
Foot Ease Vitalizer	145.00
Ideal Card Vendor	79.50

Write for Free 14 Page, 140 Illus. Catalog.

**MIKE MUNYER**  
577 10th Ave. (at 42nd St.) New York 18, N. Y. BRyant 9-6477

**YOUR RELIABLE DISTRIBUTOR**

RECONDITIONED 5-BALLS		ONE-BALL CLOSEOUTS	
Buccaneer	\$45.00	Photo Finish	\$175.00
Alice in Wandenland	45.00	Champion	208.00
Humpty Dumpty	30.00	Citation	125.00
Build Up	35.00		
Sally	30.00		
Summertime	30.00		
Rondeveo	30.00		
Wisconsin	30.00		
Cinderella	30.00		
Majors	35.00		
Grand Award	55.00		
Yanks	30.00		
Four Horsemen	\$145.00		
Knockouts	150.00		
Dreamy	115.00		
Telecard	50.00		
Bank-a-Ball	85.00		
Dew-Wa-Ditty	40.00		
Gin Rummy	100.00		
Madison Sq. Gardens	140.00		
Aquacade	50.00		
Nevada	35.00		
Robin Hood	35.00		

**WINNERS**  
NEW—WRITE

**NEW EQUIPMENT** UNITED ABC—UNIVERSAL 3 STAR—NEW KEENEY ELECTRIC CIGARETTE VENDORS

Terms: 1/3 Dep., Bal. C. O. D. Write for complete list and prices of Arcade Equipment, Cigarette Vending Machines, Coin Counters and Changers.

**AUTOMATIC COIN MACHINES & SUPPLY CO.**  
TELEPHONE: CApitol 7-8244  
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS



# ABC Intros Popping System

CHICAGO, June 30.—ABC Popcorn Company, Inc., this week announced the development of a fully automatic circulatory wet popping system which is said to reduce actual popping time by half. Devised by firm's president, William H. Beaudot, the system permits "truly uniform conditions for popping," according to sales manager R. H. Whitmer.

ABC also reported that up to July 1 this year, about 2,600 of its French Boy Hot-Popcorn dispensers will have been produced. Total production of the warmers for the four-year period during which they manufactured will be over 22,500 units, Whitmer said.

# New NCA Exec Post; Names '51 Officers

CHICAGO, June 30.—National Confectioners' Association announced the creation of a new executive post, a third vice-presidency, to effect a closer co-operation with the West Coast region. W. W. Cassidy, Sweet Candy Company, Salt Lake City, was elected to the new office.

NCA also reported that at its recent annual board meeting Philip P. Gott was re-elected president. Continuing as vice-presidents are Harry R. Chapman, New England Confectionery Company, and Theodore Stempfel, E. J. Brach & Sons. Named secretary-treasurer was Richard B. Kimbell, Kimbell Candy Company.

# See No Cig Price Law Action in Ga.

ATLANTA, June 30.—Constitutionality of Georgia's cigarette price-fixing law will not become an issue unless the State Revenue Department formally requests a ruling, according to Attorney-General Eugene J. Cook. The likelihood of such a request was seen as negligible with State Revenue Commissioner Charles Redwine's statement that he plans no such request.

Also the State's 1951 General Assembly initiated a bill to repeal the law, it will not be taken up for consideration by the House until the January session.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on conditions of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of June 30	Issue of June 23	Issue of June 16	Issue of June 9
ABC Bowler (Keeney).....	\$69.00 69.50	\$69.00 69.50	\$60.00 64.50	\$60.00 69.00
Ace Bowler (Chicago Coin)...	120.00 150.00	145.00w/p 150.00	149.00 150.00	150.00
Baseball (Genco).....	99.50	99.50	99.50	99.50
Baseball (Nationwide).....	49.50	49.50	49.50	49.50
Bowlette (Gottlieb).....	25.00(2) 34.50	34.50 39.50	34.50 45.00	34.50 45.00
	65.00 69.50	65.00 69.50	50.00 65.00	65.00 69.50
	75.00	75.00	69.50 75.00	75.00
Bowling Alley (Chicago Coin)	59.50 64.50	64.50w/p 64.50(2)	64.50 75.00(2)	75.00 89.00
	75.00w/p(2)	75.00w/p		94.50
	79.50w/p	75.00w/p		139.50w/p
	97.50	75.00		
Bowling Classic (Chicago Coin)	139.00 140.00	139.00 140.00	130.00 139.00	149.50 159.50
	149.50 155.00	149.50 155.00	140.00 149.50	165.00(2)
			165.00	
Bowling League (Genco)....	29.50 35.50	34.50 35.00	34.50 35.00	34.50 35.00
	35.00		50.00	50.00
Deluxe Bowler (Williams)...	50.00 69.50	75.00(2) 79.50	75.00 79.50	75.00 79.50
	75.00(2) 79.50	99.50	99.50	99.50
Double Bowler (Keeney)....	149.50 160.00	165.00 175.00	175.00(2)	175.00(2)
	165.00 175.00			
Double Header (Williams)...	100.00	125.00(2)	125.00(2)	125.00 139.00
	125.00(2)	134.50		169.50
	134.50 159.50			175.00(2)
	179.50			
Double Shuffle Alley (United)	79.50	79.50	79.50	99.50
				169.00w/p
Duck Pin (Keeney).....	139.50 159.00	159.00	159.00	159.00
Four Player Shuffle Alley (United)	285.00(2)	285.00 295.00	285.00 289.00	285.00
	295.00		295.00	295.00(2)
Glider (Genco).....	44.50	44.50	44.50	25.00 59.50
Hook Bowler (Bally).....	285.00(2)	285.00	285.00	285.00 295.00
King Pin (Keeney).....	94.50	94.50 99.50	99.50(2)	99.50(2)
	125.00(2)	125.00	125.00(2)	125.00(2)
League Bowler (Keeney)....	249.50 275.00	275.00	275.00	275.00 285.00
League Bowler (4-Player Rebound) (Keeney).....			275.00	275.00 285.00
Lucky Strike (Keeney).....			100.00	100.00
Pin Boy (Keeney).....	29.50 34.50	34.50 99.50	30.00 34.50	30.00 34.50
	35.00w/p		40.00 50.00	40.00 50.00
			99.50	99.50
Shuffle Alley (United)....	20.00 25.00	20.00 34.50	20.00 25.00	34.50 39.50(2)
	34.50 39.50(2)	39.50(2)	34.50 39.50(2)	45.00
	59.50w/p(3)	49.50w/p	45.00(2)	59.50w/p
		59.50w/p	49.50w/p	
Shuffle Alley Deluxe (United)		59.00		
Shuffle Alley Express (United)	69.50 74.50	69.50 74.50	69.50 74.50	79.50 99.50
	79.50w/p	85.00w/p	85.00 125.00	125.00 709.50
	99.50 140.00	199.50	199.50	
	199.50			
Shuffle Bowl (Exhibit).....	89.50	89.50	89.50	
"Shuffle Bowler (Bally).....	20.00 29.50	34.50 44.50	29.50 34.50	34.50 49.00
	34.50	45.00 75.00	44.50 49.00	50.00 54.50
	44.50 45.00		50.00 69.50w/p	75.00w/p
	75.00w/p		75.00w/p	
Shufflecade (United).....	195.00			
Shuffle Champs (Bally)....	100.00 119.50	195.00	124.50	
Shuffle Jungle (Rock-Ola)...	55.00	55.00	55.00	55.00
Shuffle Lane (Rock-Ola)...	29.50 34.50	29.50 34.50	34.50 35.00	34.50
Shuffle Pool (Nationwide)...	44.50	44.50	44.50	49.50
Shuffle Skill (United)....	44.50	44.50	44.50	59.50
Shuffle Slugger (United)...	159.50 165.00	159.50 165.00	159.00 165.00	165.00 179.50
Single Shuffle Alley (United)	199.50	199.50	199.50	199.50
Rebound (United).....	150.00	150.00	150.00	150.00
Skee Alley (United).....	59.50 60.00	70.00w/p	74.00 74.50	79.50(2) 85.00
	75.00(2)	85.00(2)	79.50(2)	139.50 175.00
	79.50(3)	139.50	85.00(2)	
	85.00(2)		125.00 139.50	
Spot Bowler.....	139.50			
Strike (Exhibit).....	60.00 99.50	99.50	99.50 100.00	99.50 100.00
Super Shuffle Alley (United)	39.50 49.50	49.50	49.50 60.00	60.00 69.50
	89.50w/p			139.50w/p
Super Twin Bowler (Universal)	65.00 110.00	125.00	125.00	85.00 145.00(3)
	119.50w/p	145.00(2)	129.50w/p	179.50
	125.00	164.50	145.00 164.50	
	145.00(2)			
	164.50			
Ten Pins (Keeney).....	34.50	34.50	34.50 75.00	34.50 75.00
Trophy Bowl (Chicago Coin)...	135.00 150.00	150.00 155.00	150.00 155.00	155.00 175.00
	155.00		185.00	185.00
Twin Bowler (Universal)....	49.50 75.00	75.00 85.00	75.00 85.00(2)	75.00 85.00
	85.00 95.00	95.00	95.00	89.50 95.00
	129.50w/p	129.50w/p		
	140.00			
Twin Bowling Alley (Chicago Coin).....	49.50			
Twin Shuffle Alley Rebound (United)	229.50	229.50 235.00	245.00	249.50
	235.00(2)	235.00(3)		
Twin Shuffle (Williams)....	15.00 20.00	34.50	15.00 34.50	34.50 50.00
	34.50 39.50		50.00	

# Detroit Firm Splits Route

DETROIT, June 30.—The Thaens Amusement Company, a diversified route operated as a partnership by Kenneth Thaens and Hugo A. Guensche, has been split up, with Guensche taking over the shuffleboards, while Thaens retains the firm, and the juke box and games operations.

It is understood Guensche plans to dispose of his interest in the boards. He is now with the Brilliant Music Company.

# GUARANTEED USED ONE BALLS

AT LOWEST PRICES  
 CHAMPION ..... \$149.50  
 CITATION ..... 99.50  
 GOLD CUP ..... 79.50  
 JOCKEY SPECIAL ..... 69.50  
 1/3 deposit with all orders

## SICKING, INC.

America's Oldest Distributor  
 Established 1895  
 1401 Central Pkwy.  
 Cincinnati 14, O.

# GETTING THE BIG MONEY EVERYWHERE

# TRADIO THE GREATEST NAME IN COIN-OPERATED TELEVISION

Cash in on Tradio's new 17" FULL CONSOLE 21 Tube RCA Licensed Chassis. Ideal for the nation's top locations... because it is specially designed and engineered (not adapted) for coin-operation... perfect for you.



Beautiful Mahogany Cabinet (Cash Box Swings With Door).

IMMEDIATE DELIVERY FOR SPECIAL OPERATORS' PRICE AND DETAILS... PHONE-WIRE-WRITE

## TRAD TELEVISION CORP.

Manufacturers of RCA Licensed Television  
 ASBURY PARK, N. J.  
 ASbury Park 2-7447

EXCLUSIVE DISTRIBUTOR FRANCHISES AVAILABLE

# for better buys buy McGinnis

## "READY TO GO"

PIN GAMES—FROM OUR FLOOR  
 Black Gold ..... \$ 39.50 Kilroy ..... \$ 19.50  
 The Four Horsemen 142.50 Paradise ..... 37.50  
 Harvest Time ..... 135.50 Select-A-Card ..... 72.50  
 Humpty Dumpty ..... 24.50 Thrill ..... 30.00  
 Trinidad ..... 31.50

## SHUFFLE-TYPE BOWLING GAMES

Keeney Pin Boy (Lited Pins) ..... \$32.50  
 Keeney Lite-Up ..... 22.50  
 Keeney King Pin ..... 87.50  
 Keeney League Bowler (4-Way) ..... 289.50

## NEW EQUIPMENT FOR IMMEDIATE DELIVERY

Keeney's LITE-A-LINE, Keeney's BIG LEAGUE BOWLER, Keeney's ELECTRIC CIGARETTE VENDOR, Downey-Johnson COIN COUNTER, MERMAID, FIVE STAR BRIGHT LIGHTS, FUTURITY

# ROY MCGINNIS CORP.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

## "Central Ohio Coin Quality Buys"

<p>3 Seeburg BEAR GUNS Like New \$369.50</p> <p>SHUFFLE ALLEYS</p> <p>NEW</p> <p>Chi. Coin—HORSESHOES                  United—5 PLAYER                  United—SKEE ALLEY</p> <p>USED</p> <p>Keeney—9 1/2" LEAGUE BOWLER, 4 Player                  Keeney—KING PIN                  United—DOUBLE EXPRESS                  United—ORIGINAL ALLEYS</p> <p>United—ORIGINAL w/dia. Pins                  Keeney—10 PINS                  Keeney—PIN BOY                  Genco—GLIDER                  Genco—BOWLING LEAGUE</p>	<p>UNITED'S A-B-C 3-COIN</p> <p>UNIVERSAL'S 5-STAR 5-COIN</p> <p>Distributors for</p> <p>AMI CENTRAL OHIO, WEST VIRGINIA</p>	<p>Keeney's LITE-A-LINE 6-Coin</p> <p>ONE BALLS New WINNERS FUTURITY</p> <p>Used CITATIONS CHAMPIONS TURF KINGS</p>
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WRITE, WIRE OR PHONE FOR PRICES—ADAMS 7254

## CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH—COLUMBUS 15, OHIO

## GOOD EQUIPMENT—LOW PRICED

Rockettes ..... \$ 95.00	Late Date Guns ..... \$ 69.50
Pin Bowlers ..... 125.00	Star Series ..... 150.00
K. C. Jones ..... 115.00	Shuffle Sluggers ..... 165.00
South Pacific ..... 100.00	Skee Alleys ..... 150.00
K.O. Filters ..... 160.00	Keeney Bowling Champs ..... 125.00
Jokers ..... 150.00	Paulettes ..... 50.00
Tri Scores ..... 115.00	Packard Boxes, late ..... 15.00
Dreams ..... 100.00	AMI 5c & 10c Boxes ..... 30.00
Harvest Times ..... 130.00	Seeburg 3w2-156 Boxes ..... 20.00

Seeburg H-147 Hidesways \$225.00

WURLITZER REMOTE EQUIPMENT—WRITE

Then 1/3 deposit, balance C.O.D.

## GILLES MUSIC CO.

725 MAIN STREET OSAGE, IOWA

## Need a Good Mechanic!

A-1 Mechanic—experienced music, pin, shuffle, knowledge, 7 balls, route management. Reliable, honest, sober. Own car, free to travel. Presently employed. Best references. State salary and working conditions. BOX No. 640, c/o The Billboard, 1544 Broadway, New York 19, N. Y.

## FOR SALE ROUTE OF 50 PIECES

Of 1046 thru 50 Phonos, Pin Games and Pool Tables with Shop and Store, Truck and good Mechanic. Located in heart of new atomic bomb plant area near Augusta, Ga.

HENRY SIMON  
 1041 Wise Rd. Macon, Ga.

FRUSTRATION SEZ:

"BETTER THAN PEOPLE RACES"

SEE PAGE 83

## RECONDITIONED 5 BALL PINBALLS

PINCH HITTER ..... \$34.50	SE BOP ..... \$59.50	OKLAHOMA ..... \$69.50
JUST 21 ..... 34.50	BANK-A-BALL ..... 84.50	RAMONA ..... 29.50
COLLEGE DAZE ..... 59.50	BOWLETTE ..... 34.50	ROCKET ..... 64.50
AQUACADE ..... 44.50	DOUBLE SHUFFLE ..... 34.50	ST. LOUIS ..... 54.50
BUILD UP ..... 29.50	FRESHIE ..... 49.50	SOUTH PACIFIC ..... 64.50
BASKETBALL ..... 94.50	FOOTBALL ..... 44.50	SCREW BALL ..... 39.50
	HOT ROD ..... 79.50	SUPER HOCKEY ..... 44.50
	HOLIDAY ..... 44.50	SHARPSHOOTER ..... 44.50
	MARYLAND ..... 49.50	THREE FEATHERS ..... 44.50
		UTAH ..... 44.50

1/3 Deposit, Balance C.O.D.

## BOYLE AMUSEMENT CO.

322 N. W. THIRD OKLAHOMA CITY, OKLA

## Nestle's Sales Exec

NEW YORK, June 30.—Nestle's Chocolate Company, Inc., announced the appointment of Ivan Huggins as divisional sales manager of its Pacific Coast operations. Area includes California, Washington, Oregon, New Mexico and Arizona. Huggins, who joined Nestle's in 1940, was formerly territory manager of the San Francisco area. He will retain headquarters in that city.

## DISTRIBUTORSHIP FOR SALE

Distributorship of leading coin-operated machines—Rock-Ola, Gottlieb, Williams, Universal for sale. Good location, big shop with lots of storage space. Owner retiring. Parts and machine inventory. \$10,000 will handle. Write

BOX D-61  
 c/o THE BILLBOARD CINCINNATI 22, OHIO



# BALANCE COUNTS!

Diversify your route with first-class reconditioned equipment from **FIRST**



## SHUFFLE GAMES

COMPLETELY RECONDITIONED  
ALL PLAYING FIELDS RESURFACED

United 4 PLAYER SHUFFLE ALLEY	\$275
Bally HOOK BOWLER	275
United TWIN SHUFFLE ALLEY	225
REBOUND	165
Keeney DOUBLE BOWLER	159
United SHUFFLE SLUGGER	159
Keeney DUCK PINS	159
Chi. Coin TROPHY BOWL	145
Uni. SUPER TWIN BOWLER	145
Chi. Coin BOWLING CLASSIC	139
Wms. DOUBLE HEADER	125
Keeney KING PIN	95
Bally SHUFFLE CHAMP	75
Uni. TWIN BOWLER	75
Bally SPEED BOWLER	65
Chi. Coin BOWLING ALLEY	65
Williams DELUXE BOWLER	65
Keeney ABC BOWLER	65
GOAT BOWLETTE	55
Ruck-Ola SHUFFLE JUNGLE	55
Bally SHUFFLE BOWLER	45
Genco BOWLING LEAGUE, 10 PL.	35

## ARCADE

Exhibit SIX SHOOTER	Write
New United TEAM HOCKEY	Write
HOLLYCRANE	\$295
Wms. STAR SERIES	145
DRIVE-MOBILE	145
TELEQUIZ, w/ Film	145
QUIZZER, w/ Film	99
Wms. ALL STARS	85
JKY PILOT	85
Chi. Coin GOALEE	85
Exhibit DALE GUN	89
Genco RING-A-HOLL	85
BAG-A-BUNNY	85
Seeburg CHICKEN SAM	75
Evans TEN STRIKE	75
ART CHALLENGER	65

## FIVE BALLS

Reconditioned					
FOUR HORSEMEN	\$149	LUCKY INNING	\$109	KING COLE	\$55
HARVEST TIME	145	TAHITI	105	PUDDIN' HEAD	55
PIN BOWLER	145	DOUBLE SHUFFLE	95	SPEEDWAY	49
GEORGIA	145	SHARPSHOOTER	85	STAR DUST	49
SWEETHEART	139	TELECARD	79	DEW-WA-DITTY	49
FLYING SAUCERS	139	THREE FEATHERS	79	SUMMERTIME	49
PLAYLAND	135	BIG TOP	75	TRINIDAD	45
SOUTH PACIFIC	129	CAROLINA	69	CRAZYBALL	45
ARIZONA	129	AQUACADE	69	ALI BABA	45
SANK-A-BALL	125	EL PASO	65	CATALINA	45
THREE MUS-	125	BABY FACE	65	BANJO	45
KETEERS	125	PINCH HITTER	59	YANKS	45
SELECT-A-CARD	115	1-2-3	59	COVER GIRL	45
SHANTY TOWN	115	RAMONA	55	RAINBOW	45
TUMBLEWEED	115	MOONGLOW	55	BALLY-HOOD	39
TRI-SCORE	109	SCREWBALL	55		

### All New FIVE BALL GAMES

Bally	United's	Keeney's	Universal
BRIGHT	ABC	LITE-A-LINE	5 STAR
LIGHTS			

### Chicago Coin HIT PARADE

Most Beautiful and economical of all.  
Exclusive Distributor for Ill., Wis., Ind., Iowa and N. Indiana.

### WANTED

Keeney LEAGUE BOWLERS  
United FOUR PLAYER  
Keeney SHUFFLEBOARD  
ATTACHMENTS

Wally Finke & Joe Kline

# FIRST DISTRIBUTORS

1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

# Coinmen You Know

## New York

Stephen, 13-year-old son of Meyer Porkoff, of Atlantic New York, was graduated from the Hebrew Institute of Long Island Monday (25). Later in the week Parkoff and partner, Harry Rosen, left for Chicago to attend the celebration marking the 25th wedding anniversary of Mr. and Mrs. Dave Gottlieb.

Bernie Boorstein, of Leslie Distributors, will be married to Anne Flinker, of Canada, early in September. They announced their engagement last week. Al Goldberg, of Emerson Music, commutes week-ends to Greenwood Lake where his family is vacationing for the summer.

Mike Munves, leading Arcade supplier, expects to get final shipments of coin equipment out to summer spots by the end of next week. He will then get his staff digging at filling export orders, which have been mounting while domestic business was at its peak.

Bill Burke, who heads up the vending division of Minute Maid, returned this week from a business trip to Washington. He expects to receive soon first shipments of a new dual frozen juice vender, for orange and lemonade, for location trials. The machines are being made by Mills, of Chicago.

Charles Brinkman, Rowe Veepee, out for a few days last week nursing a strep throat. Dr. W. L. Mallmann, who heads up a research project for the cup vending division of the National Automatic Merchandising Association at Michigan State College, was in town last week for confabs with Spacarb engineer, Bill King, and local sanitarians.

Al Cole, president of Cole Products, was in town Friday (29) for a session with Murray Nekris, head of the firm's Eastern divisional sales office. Teddy Blatt, attorney for the Associated Amusement Machine Operators of New York, was among the proud dads attending graduation ceremonies for their sons at a local high school. Paul Halstead, head of Welch's Vending, is on a West Coast biz trip.

Nat Cohn, soon to move his coin firms to a completely renovated store at 631 10th Avenue, a location formerly occupied by Milty Green's American Vending. He has been sharing space at Dave Simon's. "I am very grateful to Dave," said Nat last week, "for the wonderful courtesy he has extended these past few months. It was a true friendly gesture."

International Mutoscope Corporation, almost entirely in defense work, is still turning out a number of coin machines, reports Herb Klein, sales manager. Another old-line manufacturer busy on defense contracts is Scientific Machines. Max Levine, Scientific president, hopes eventually to return to coin equipment production on a regular basis.

## Bridgeport

Joseph Friedman, operator of the Crystal Palace, is being kept busy every night touring the State and visiting Knights of Pythias lodges, in his capacity of chancellor commander of that order.

Twenty-five workers of the Pepsi-Cola Bottling Company, of Fairfield, will receive four dollars per week wage increase as the result of negotiations between the company and Teamsters Local 145, AFL. John Heanue, business agent, stated that other features of the old contract remain, but agreement between Joseph P. Cleary, secretary-treasurer of the union, and William Leaderer, owner of the bottling plant, brought the wage change.

## Indianapolis

Richard (Dick) Wagner, manager, Can-Cailoutte, Inc., Wurlitzer distributor, reports conditions normal in the city, and good over the State. There is a steady flow of machines coming from the factory at North Tonawanda, N. Y., and these are being shipped to locations over the State. John Cailoutte, president, and Lowell Mathews, general manager, visited the local office on business during the week.

Russell Adair, Elwood operator, was a coin row visitor, buying parts and records. Mrs.

Blanche Janes, of the Janes Music Company, and party returned from their extended trip to the West Coast and Yellowstone National Park. Sam Weinberger, of Southern Automatic Music Company, reports business moving along as usual. Clarence (Dutch) Hohman, manager of the record department at Janes Music Company, is vacationing with his family in the lake regions of Wisconsin. He will remain about two weeks.

Dr. Pepper Company, Dallas-based soft drink firm, has picked Indianapolis for a merchandising test that the whole soft drink industry is watching with interest. Dr. Pepper is introducing 24-ounce, one-way bottles. There is a steady increase in collections from juke boxes reported by operators here.

## Chicago

Bill Ryan, Universal Industries vice-president and general manager, was feted by the firm and many of his friends in the industry in a double celebration. First, Bill and Mrs. Ryan celebrated their 25th wedding anniversary, and at the same time he observed the second anniversary of his association with the coin machine manufacturing firm. Mel Binks, president, and Ryan both report a continued heavy run on both its Five Star and Winner games.

Ralph and Herb Mills, Mills Industries execs, were busy last week helping Midge Ryan, Bell-o-Matic topper, prepare for his move to Nevada. Ryan was also busy saying goodbye to former Bell-o-Matic president, Vince Shay, who is now in the juke box field, and other former associates at the company in Chicago.

United Manufacturing stepped up its production last week in order to allow its personnel to have a long holiday week-end to celebrate July 4. Billy DeSelm, general sales manager, says he has been so busy getting shipments on A-B-C and the Five-Player Shuffle Alley game out that he has been forced to get up at 5 a.m. in order to get in some golf. Herb Oettinger, comptroller; Ray Riehl and DeSelm were all on hand thru the week to keep orders moving out as fast as possible. A visitor at the plant last week was Norwood Veatch, head of Central Distributing, St. Louis, who left Thursday in order to okay final details of his firm's annual outing Sunday (1).

Harry Williams, head of Williams Manufacturing, and Sam Stern, vice-president and general manager, were enthused last week as initial reports on tests of Hayburners, the firm's new five-ball game, came thru. Unit, which offers a new theme for the game biz, was also enthusiastically endorsed by Harry Rosen, Atlantic New York exec, who was in for a look-see last week. Dick Schultz reports the games are now rolling off the lines and shipments to distributors were started last week.

Sharp pick-up in the games and music business was reported last week by Wally Finke and Joe Kline, First Distributors partners. Both reported a marked upswing in sales for Hit Parade, the Chicago Coin counter-model juke which First represents in four States. Mal Finke, head of the firm's premium division, reported business also on the upswing, with many orders now coming in from ops in resort areas who are getting ready for their season which will officially start Wednesday (4).

Back in town for the wind-up of Exhibit's 50th Anniversary sales promotion program, Frank Menceri, sales manager, reports when the final tallies are in next week, the firm will have chalked up an all-time high in production, sales and deliveries. Leading the buying parade are Exhibit's Six Shooter gun, Pony Express, Big Broncho and the new card venders. The Kiddie Dude Ranch package is also moving, Menceri reports, and these installations are now scheduled thruout the country for summer openings.

Clayton Nemoroff and Charlie Pieri, who last week bought Monarch Coin, are busy getting ready for the move to their new headquarters at 2257 Lincoln Avenue. The building is now being remodeled, and both say they should

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Jumbo	Mandala	Dew-Wa-
Grand	Serenade	Ditty
Award	Puddin'	
Jack & Jill	Head	
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be ready to move their offices, warehouse and parts and service departments to the new location by late July. Firm, under the new ownership, will continue to handle a general line of coin machines, and will also continue as distributor for the Evans Constellation in Northern Indiana. Firm's secretary, Jean, will continue under the new set-up.

Purveyor Shuffleboard joins the parade of firms reporting an increase in business as summer finally arrives in the Chicago area. Herb Perkins, firm head, says Tom McNeill, road man, is now feeling much better after several months absence due to illness, and is once again handling most of the premium business for the company, while Perkins concentrates on the coin machine and shuffleboard lines.

Sam Lewis, Chicago coin exec, returned home last week after an extensive road trip which gave him an opportunity to study coin machine conditions in many parts of the country. Sam reported heavy operator interest in the firm's new game, Horse Shoes, and also stated that Hit Parade, the counter-model 45 r.p.m. selective juke manufactured by Chicago Coin, is now really on the move, with many summer locations, such as kiddielands and outdoor eateries, using the units. Harold Lieberman, Twin Cities rep, called Sam last week, requesting some tickets for the White Sox games next week when he will be visiting in Chicago.

With the furniture show over, and the Rocket production going strong, Art Weinand, Rock-Ola vice-president in charge of sales, took off last week-end on a two-week vacation. Art says he intends to get a good rest, then come back and get back to work for another year. Firm's line of furniture was one of the features of that industry's trade showing here the past two weeks.

Nate Gottlieb, D. Gottlieb exec, reports his eight-year-old son, Shelley, is at Camp Ojibwa in Wisconsin, the first time the youngster has been away from home by himself for a long stay. Nate, Sol and Alvin Gottlieb were on hand at the Drake Hotel Wednesday night to help Dave and his wife celebrate their silver anniversary. More than 250 guests attended.

At World Wide, Monty West, sales manager, is all smiles these days as the results of his new sales policy and planned program deal are beginning to hit the jackpot. Monty is another distrib rep on the committee for the Second Annual Juke Box Day celebration July 12. And just to keep him busy the rest of the time, boss Al Stern has put the premium sales under West's supervision.

Bally sales exec, Jack Nelson, advises that the firm's game Bright Lights is going strong, and that re-orders are coming in in every mail, as well as via long-distance calls. Phil Weinberg was in last week to discuss plans for the game as well as for Como's Stadium. Art Garvey traveled to Buffalo to confer with Alfred Sales execs, while Dan Moloney was on his way to the West Coast and Ben Becker was en route to Canada for the same purpose.

Lou Casola, who heads his own distributing firm in Rockford, Ill.,

has been in and out of Chicago with increasing frequency as he visits near-by areas to talk with operators who are testing dime juke box play. Lou's firm handles a bushing used in converting equipment. While in Chicago he has been headquartering at United Manufacturing.

Gil Kitt, head of Empire Coin Machine Exchange, reports Howie Freer has been concentrating on the export market, and that shipments were made last week to Canada and European operators. Meanwhile, in order to keep domestic shipments moving on schedule, Jerry Bernner, who heads that department, added another man to the staff. Stanley Levine, Empire's road man, was in town last week to lend a hand with the pre-July 4 holiday rush.

Wurlitzer's new chart, advising operators how to switch their Wurlitzer equipment to one of the various dime play combinations, has made a big hit with local ops, reports Ben Coven, head of Coven Distributing, local rep for the phonograph firm. Harold Saul, Coven salesman, is serving on a committee along with Atlas Music reps for the Second Annual Juke Box Day sponsored by the Recorded Music Service org here July 12 at Bunker Hill Country Club. Ray Cunliffe, association head, says Saul and the rest of the committee have done an excellent job in moving tickets for the event.

A virtual "Who's Who" of the coin machine industry turned out Wednesday (27) at the Drake Hotel here to help Dave Gottlieb and his wife celebrate their 25th wedding anniversary. Gottlieb distributes from all parts of the country were on hand for the party, and incidentally to step up their orders for the firm's new game, Mermaid.

Cincinnati

Executive board of Automatic Phonograph Owners' Association held its regular meeting June 26 at the association offices. In attendance were Charles Kanter, Fred Engel, Abe Villinsky, John Toney and Phil Ostand. Board decided to eliminate the regular monthly meetings during July and August and the next meeting will be held in September. Association's offices also will be closed on Saturday mornings during July and August.

Mr. and Mrs. Leonard Kanter have returned from a three-week vacation in Miami Beach, Florida. Leonard is associated with his father in the operation of Ace Sales Company and Atlas Music Company. Mr. and Mrs. William Strout left June 30 for a two-week vacation at Drummond Island, Mich. Strout owns and operates the Automatic Music Company.

Philadelphia

Jack Bersin, president of ABC Vending Corporation and Berlo Vending Company, was elected to a three-year term as a member of the board of directors of the Jewish Hospital. Ned Yaffe, of Y & Y Popcorn Supply, back from Chicago. Jack Kaufman is the sole owner of K. C. Specialty Company. Henry Grauf is operating Henry's Playland on the Boardwalk in Seaside Park, N. J., an amusement machine arcade. Paul J. Heenan, John O. Williams and Donald Thistle have joined forces to organize the Pol-o-Don Music Company. Fritz Vending Company is the newest vending machine operation in town, set up in the Wynnefield section of the city by Richard H. and Charles T. Fritz Jr.

Miriam, wife of Al Rodstein, of Banner Specialty, gave birth to a boy Monday (25) at Jewish Hospital. The youngster is the Rodstein's third.

Pittsburgh

Sidney Reinwasser, general manager, Pittsburgh Coin Machine Exchange, reports Meyer Popkin's building is just about completed. The ceiling is finished, tile floor will be installed, then there will be only the painting.

Phillip Greenburg, president of Atlas Novelty Company, is returning with his mother from a month's vacation in Los Angeles. Gary Shore, son of Ed Shore, sales manager for Atlas, was confirmed June 3.

M. J. Ballinger, owner, Acme Vending Machine Company, believes before ops can judge the full affect of TV here, they will have

to wait and see what the proposed new television stations are going to do. "There's more 'cooking' than you'd think," says Ballinger.

George Sopira, partner, Service-Rental Coin Machine Company, says the 3-4 p. m. crowd coming from the mills, after watching the game on TV at the tavern, are staying around and giving the music boxes their best play.

Thomas Moffat, formerly office manager for Mills Automatic Merchandising Corporation, is convalescing at St. Barnabas Home, Gibsonsia, Pa., from a recent illness.

Alexander Showe of Theatre Candy Company reports the belief that he would be leaving his present location stemmed from the fact that the Post Gazette rented the top part of the floor for a garage, space formerly rented by the City of Pittsburgh.

Andrew Yoch, who directed activities for the Frank Leon organization except for major buying, now has taken on this added responsibility. He enjoys contacting his customers, and will continue these contacts despite the added duties.

Despite some contrary reports, Glen Gillette reports no difficulty in avoiding overcharges. Most manufacturers, he says, notify of any price rise, set a date for that increase, and charge only the old price until the date of the increase. Only a few manufacturers do not follow this practice.

Harry Rosenthal of Banner Specialty Company is on the road again, covering Pennsylvania, and a new secretary, temporarily at least, is in charge of the office.

Gust Georges finds most of the locations that have phonographs also have TV, and the competition is lively.

Art Phillips who formerly operated an amusement Arcade at Carnegie, Pa., has been disposing of his games to carnival people because the Penn-Lincoln Parkway is cutting thru his property.

Pittsburgh Coin Machine Exchange's general manager, Sydney Reinwasser, reports Meyer Popkins sold and had delivered a number of games to Rock Springs Park, Chester, W. Va.

(Continued on page 80)

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LOUIE LONGSHOT SEZ: "I'D RATHER PLAY THAN RIDE" SEE PAGE 83

SHUFFLE GAMES NEW Univ. Bowl-o-Matic, 18' United 5-Player Keeney League Match Bowler Universal High Score Bowler United Skeel Alley Universal Shuffle Tournament RECONDITIONED United 4-Player \$295.00 Un. Double SA Express Rebound 229.50 United Shuffle Slugger 159.50 United 2-Player SA Express 199.50 United Single SA Rebound 199.50 United Double Shuffle Alley 79.50 UNITED SHUFFLE ALLEY EXPRESS 74.50 United Super Shuffle Alley 49.50 United Shuffle Alley 39.50 With Disappearing Pin Conversion 59.50 Universal Super Twin Bowler 164.50 Chicoin Bowling Alley 64.50 Chicoin Bowling Classic 140.00 Chicoin Trophy Bowl 150.00 UNITED TWIN REBOUND 235.00 Bally Shuffle Bowler, 9 1/2' 44.50 Bally Speed Bowler, 9 1/2' 79.50 Nationwide Shuffle Pool 44.50 Gottlieb Bowlette, 63" 69.50 Keeney ABC Bowler 69.50 Wms. Double Header 134.50 ARCADE Midget Movies Write Strikes & Spares, Latest Mod. \$175.00 Chi. Coin Pistol 149.50 Target Master Pistol Ray Gun, New 109.50 TELEQUIZ & FILM Wms. All Stars 109.50 Jack Rabbit 109.50 Chi. Coin Goalie 99.50 Scientific Pukeringo 99.50 Esh. Shuffle Bowl 89.50 EXHIBIT DALE GUN 84.50 Mercury 13-Way Ath. Scale 69.50 Chicken Sam, Reb. 109.50 Paker and Joker 49.50 GENCO GLIDER 44.50 Bal. Heavy Hitter & Stand 359.50 Un. Shuffle Skill 44.50 Keeney Texas Leaguer 59.50 Chi. Coin Bang 49.50 Total or Advance Roll 39.50 Kicker & Catcher, New 27.50 CHALLENGER 24.50 Gott 3-Way Crippler 22.50 Acme Shocker, New 24.50 Hit-a-Homer, New 24.50 Exh. Six Shooter Write Exh. Gun Patrol Write Un. Team Hockey Write Wms. Super World Series Write CHICAGO 8 Ft. SHUFFLE HORSESHOES Genco 8 or 10 Ft. SHUFFLE TARGET. Empire for QUALITY. Chicoin 8 Ft. SHUFFLE HORSESHOES Genco 8 or 10 Ft. SHUFFLE TARGET. Empire for SERVICE. E-Z-BOWL Convert your shuffleboards into fast, profitable rebound shuffle game. Official bowling scoring. \$179.50. 5-BALLS Bally Bright Lights Chi. Coin Thing Gatt. Mermaid Genco Hits & Runs NEW Hot Rod \$149.50 Oasis 149.50 Playland 144.50 Rocket 139.50 Tri-Score 119.50 Canasta 119.50 South Pacific 119.50 Maryland 114.50 Be-Boo 114.50 TAHITI 109.50 Oklahoma 109.50 Boston 104.50 Utah 99.50 Double Shuffle 94.50 Aquacade 94.50 Sharpshooter 84.50 St. Louis 79.50 Dallas 79.50 MAJORS OF '49 79.50 Buttons & Bows 79.50 Telcard 79.50 Just 21 79.50 Big Top 79.50 3 Feathers 79.50 Super Hockey 79.50 Black Gold 49.50 Harvest Moon 49.50 Floating Power 49.50 Buccaneer 49.50 TEMPTATION 64.50 Barnacle Bill 44.50 Gendola \$64.50 One-Two-Three 59.50 Swanes 59.50 Grand Award 39.50 Sully 54.50 Serenade 54.50 Magic 54.50 Puddin' Head 54.50 Rainbow 54.50 Blue Skies 54.50 Ramona 54.50 Merry Widow 54.50 Ali Baba 49.50 Jack 'n' Jill 49.50 Moon Glow 49.50 Humpty Dumpty 49.50 Trinidad 49.50 MARDI GRAS 49.50 Shanghai 49.50 Speedway 49.50 Cinderella 49.50 Sunny 49.50 Stormy 49.50 Rodeo 49.50 Yankee 49.50 Monterey 49.50 Robin Hood 49.50 Star Dust 49.50 SUMMERTIME 49.50 Tennessee 49.50 Morocco 49.50 Catalina 49.50 Trade Winds 49.50 Wisconsin 49.50 VENDERS SMOKESHOP 12 CUSTOM \$329.50 ROYAL 319.50 REGAL 14.50 Acorn Vender, 16 or 54 14.50 Acorn 5c Charm 16.50 Atlas 5c Bantam 14.50 Frantz Scale 115.00 Silver King 32.95 S.K. Hot Nut 29.95 N. W. 49, 1c or 5c 17.35 72-Bar U-Select-It 49.50 De Luxe, 1-5c 24.50 N. W. Tab Gum 25.95 33 Ball Gum 7.50 Freshway Refrig. Sandwich Write MUSIC Constellation, Band-Box, AMI Model C. Wurlitzer 1015 \$275.00 Wurl. 1017 Hidesway 239.50 Wms. Music Mite & Stand Write DIGGERS Hollycrane, New Exh. Merchantman 89.50 HOLLYCRANE 395.00 Muts. Crane 139.50 Exh. Rotary Claw Mstr. 175.00 WANTED TO BUY Turf Kings Exh. Rotary Pusher Mstrs. Gatt. & Genco 5 Balls. America's Largest Coin Machine Distributor. 1012-14 MILWAUKEE AVE. Phone 578-8100 CHICAGO 22, ILL.



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22 boards, New at factory. Reconditioned. ROCK-OLA UNIVERSAL standard score-board. Scores by frames. By points for horse collar or baseball. Coin control unit. Write.

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4 games in 1. 3 individual coin chutes. 5-10-25c.

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## Reconditioned SHUFFLE GAMES

United 4 PLAYER	\$275
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Bally HOOK BOWLER	225
United TWIN SHUFFLE ALLEY, reg.	175
KeeneY DOUBLE BOWLER	145
Chi. Coin BOWLING CLASSIC	125
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Bally SPEED BOWLER	85
Williams DELUXE BOWLER	75
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Chi. Coin BOWLING ALLEY	55
Gence GLIDERS	35

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50 al. . . . 75 ea. 75 al. . . . 110 ea.



# Coinmen You Know

Continued from page 79

Friends are still talking about the nice time they had at Harry Rosen's annual company dinner-dance at Hotel Webster Hall. . . . Morris Vinocur, president, Monarch Music Company reports his employees this year are choosing scattered week-end vacations in preference to taking a couple of weeks off so as to let their vacation periods extend thru the summer.

S. P. Moore, district manager, Tri-State Automatic Candy Corp. is optimistic about business conditions. By September, he reasons, defense orders should be rolling and people will have enough money to make biz more prosperous.

Recent itinerary of M. J. Abelson, sales manager, Oak Manufacturing Company, included Boston, New York, Philadelphia, and then short flights to Rochester, N. Y. and Erie, Pa.

Ops are putting in so many 45 r.p.m. machines and requests for all 45 disks says Miss Margaret Freshwater, sales manager, King Record Distributing Company, that the firm has spent a week building shelves, rearranging the stock room, making up files for 45's.

## Hartford, Conn.

Mrs. Abe Fish, wife of the owner of General Amusement Game Company of Hartford and president of the Connecticut State Coin Association, has been vacationing at Ocean Beach, New London. The Lou Chack family (he's general manager of General Amusement Game) is vacationing at Old Colony Beach, Saybrook, Connecticut.

Tony Wilkas, West Hartford coin operator, recuperating from serious illness. . . . Connecticut State Coin Association has dropped the twice-per-month meeting schedule for the summer, with one meeting a month now being held at the Bond Hotel, Hartford. In the fall, says Abe Fish, the meetings will increase to two each month. . . . Atlantic-New York Corporation, Seeburg distributors, and Self-Service Sales

Corporation, cigarette vending machine distributors, are in the midst of moving into new quarters.

Connecticut State Coin Association has a membership of 67. "We're still looking for members," points out Fish "who are not afraid to get out and talk to the public about the good things this industry is doing."

J. Sidney Greenbaum, sales promotion manager of Radio & Appliance Distributors, RCA Victor distributors, has been named honorary president of the Business and Professional Group of Emanuel Synagogue's Young People's League.

## Detroit

Louis Nemes, head of Music Systems, Inc., back from a trip to the Flint-Bay City-Saginaw area, is off on a Western Michigan tour, centering around Grand Rapids. He reports business in new Seeburg jukes so good the firm is having problems making deliveries.

Ben Okum, of Okay Vending Company, is leaving for a vacation in Florida. His partner, Al Smith, is heading west for Yellowstone National Park as soon as Ben returns. . . . Harry J. White, of White Music Company, and Mrs. White have returned from a motor trip in the South, where they picked up their son, Robert—formerly active in the business—who had just completed boot training with the Marines at Parris Island, S. C. Charles Miller, who is with the Army is stationed in Louisiana. Charles is being sent to Korea.

Fred Chlopan, executive director of the Detroit Shuffleboard Association, sends greetings from Atlantic City, where he attended the Lions convention. . . . Charles Friedenber, Al Frey, Barney Burke and Jim Brown are putting in a number of the new 12-foot shuffleboards. With most locations which are able to take the larger boards already well filled, the spots with restricted space are providing the principal field for expansion today, and offering a

good opportunity for the smaller units.

Joseph Brilliant, of the Brilliant Music Company, has bought out the extensive route operations of the Monarch Shuffleboard organization in this area, breaking them up into several routes which are being sold to various established as well as new operators.

John Moss, who managed the Monarch Shuffleboard branch, has returned to his home in Kalamazoo. . . . Michael Benson, president of the Detroit Shuffleboard Association, is planning to leave with his family early in July for a motor trip to Yellowstone Park.

Michigan Vending Company, operated by I. Finkelstein and his sons-in-law, Paul Chover and Paul Gold, has bought out the operation of the Superior Service Company, cigarette vending firm established over a decade ago. The former owners, Morrie M. Marcus and Samuel B. Paul, will devote their attention to a plastic tile-manufacturing business which they also operate.

Joseph H. Brown, who has operated a route of shuffleboards for some time in the city under his own name, has taken in Charles Orzell as a partner, forming a new concern under the name of Chief Amusement Company. Headquarters are on Michigan Avenue, where Orzell and Brown also operate the Day and Nite Cleaners. Brown, a member of the Detroit Shuffleboard Association, was active in the recent National Open Tournament held here.

## COL. SALTENPEPPER SEZ:



"MO' FUN THAN TH' DERBY"  
SEE PAGE 83

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TURF KINGS WINNERS	15 PHOTO FINISH	12 CHAMPIONS
	20 CITATIONS	6 GOLD CUPS
	10 JOCKEY SPECIALS	

THESE ARE PRICED TO SELL—PHONE US FOR PRICES.  
Crating \$5.00 Extra

## ARCADE EQUIPMENT

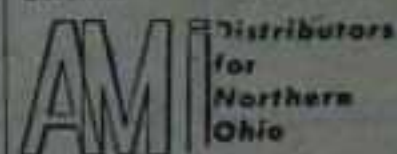
Orivemobile	\$150.00	Wattins Practice	\$ 75.00	Career Pilot	\$ 95.00
Chi. Coin Hockey	75.00	Chicken Sam	35.00	Boomerang	45.00
Evans Tor. Steiko	75.00	Heavy Mitter	65.00	Goalie	125.00
KeeneY Air Raider	125.00	u-Box 1c Scale	50.00	Mills Modern Scale	50.00
Photomatic Late	795.00	Photomatic Early	375.00	Recordia	175.00
Quizzer With Film	125.00	Scientific X-Ray	65.00	Western Baseball	85.00
Siro's Brush Up	75.00	Woke	85.00	Edelec Pool Table	75.00
William Star Series	165.00	William All Stars	125.00	Seeburg Bear Gun	375.00
Exhibit Dale Gun	95.00	Pariscop	125.00	Texas Leaguer	50.00
Kirk's 5c Ast Scale	95.00	Exhibit Vitalizer	95.00	Astronape 10c	125.00
Magic Pen	125.00	Wurlitzer Shee Ball	150.00	Silver Bullets	195.00
Rapid Fire	85.00	Hi-Ball	60.00	Jockeygraph	395.00
Chi. Coin Pistol	150.00	Atomic Bomber	150.00	Jockey Busters	65.00
Phil Tobog's Ski Ball	525.00	Pop Corn Sez	89.50	Evans Play Ball	275.00
Seven H Pool Table	75.00			Jun Patrol New	Write

## COUNTER GAMES, NEW

HIT-A-HOMER 10 or more	\$22.50 19.50	ABT MODEL F 10 or more	\$47.50 37.50	KICKER & CATCHER 10 or more	\$37.50 29.50
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## PIN GAMES

Harvest Time	\$135.00	Serenade	\$ 49.50	Terms:
Camel Caravan	125.00	Grand Award	59.50	1/3
Oklahoma	89.50	Carolana	59.50	Deposit
Floating Power	69.50			with all
Flying Saucers	125.00			orders,
Holiday	70.00			balance
Big Top	79.50			C.O.D.
Saratoga	79.50			
Just 21	79.50			



## CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE - CLEVELAND 15, OHIO

ALL PHONES: TOWER 1-4777

KEENEY BOWLING CHAMPS for SHUFFLE BOARDS . . .	\$169.50	No. Indiana Operators—Contact Us for NEW EVANS' CONSTELLATION PHONOGRAPHS	RECONDITIONED BALLY SPEED BOWLERS . . .	\$69.50
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WE REBUILD YOUR PANORAM PROJECTORS Guaranteed! WRITE

Write for Complete List of All New and Used Equipment and Closeouts!

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARmHops 6-1424) CHICAGO 22, ILL.

## Fishing for That BIG Catch? Get Your Line on GOTTLIEB

# MERMAID

### There's ACTION in These Features!

1 TO 7 RESETTING BUMPER  
SEQUENCE Advances value of ROLL OVERS  
KICK OUT POCKETS and 2 HIGH SCORE BUMPERS

## 9 ROLL-OVER BUTTONS

Open and close Gate and score points on control, when lit.

4 CYCLONIC BUMPERS  
3 "POP" BUMPERS  
—FLIPPERS . . .

Develop Super-INTENSIFIED ACTION on the field!

Laugh-getting play-building animation Comic 3-dimension Fisherman in backboard shadow-box pulls up "biggest catch of the year" when points are scored!

ORDER NOW  
FROM YOUR  
DISTRIBUTOR

"There is no substitute for Quality!"

## D. GOTTLIEB & CO.

1140-50 N. KOSTNER AVENUE, CHICAGO 51, ILLINOIS



# ★★★★★ EVANS' COALTOWN

Greatest Free Play Game Ever Built!

Especially Adaptable for Free Play Territory

EARN UP TO 4 TIMES AS MUCH AS ORDINARY GAMES — BY ACTUAL TEST — WITH FEATURES LIKE THESE!

★ GUARANTEED ODDS OF 24 for 1 — on the first 4 coins played with additional possibility of higher odds!

★ ODDS "IMPROVER"!

★ 400-REPLAY HIGH SCORE!

★ EXTRA ENTRIES — up to 5 selections each race!

★ FAST PLAY! FLASHING LIGHT ACTION!

5c, 10c, OR 25c PLAY. SINGLE COIN ENTRY.

LUXURY CABINET.



Don't take less! COALTOWN takes in not a few coins, but as many as player desires to improve his Odds and Entries. When player has obtained desired Odds and wishes to improve his Entries, the Odds Holding Button, when pushed, will hold the Odds. Additional coins may be inserted until desired Entries are obtained. Multiple Coin play at its best—and most profitable.

ORDER COALTOWN FROM YOUR DISTRIBUTOR OR WRITE FACTORY DIRECT

DISTRIBUTORS: Distributorship available in some Free Play Territories.

H. C. EVANS & CO. 1556 W. Carroll Ave. Chicago 7, Illinois

SEE EVANS' CONSTELLATION AD ON PAGE 72

# Chicago Coin's WINNERS — EACH ONE A BIG MONEY EARNER

NEW SHUFFLE-TYPE GAME

# "HORSE-SHOES"

OPERATORS OF TEST LOCATIONS CALL IT TOPS IN SHUFFLE GAMES CAN BE OPERATED IN ALL 48 STATES



SIZE  
2 Ft. Wide  
8 Ft. Long

- Ω MAKE RINGERS — DOUBLE RINGERS
- Ω 10c & 20c PLAY 1 OR 2 PLAYERS
- Ω COMPETITION SKILL-SPEED
- Ω EASY SERVICE FEATURES
- Ω PLAYER APPEAL

# BIG INCOME

WHEN YOU OPERATE

# STADIUM

America's Finest Novelty Game

- Faster Than Ordinary Games
- New 4-Step Tilt Feature
- New Scoring Ball Traps
- New Plastic Whip Springs
- Competitive or Free Play



and many other exclusive features that make STADIUM the fastest profit-maker in the field. See your distributor or write direct.

COMO MANUFACTURING CORP.

5013-5025 N. KEDZIE AVE.

CHICAGO 25, ILLINOIS

# "Hit Parade"

A LOW COST SELECTIVE PHONOGRAPH PLAYING TEN 45 R.P.M. RECORDS USING THE PROVEN RCA MUSIC SYSTEM.



# BAND-BOX

"THE WORLD'S SMALLEST BAND"  
(APPROX. SIZE: 2 FT. DEEP—4 FT. WIDE—3 1/2 FT. HIGH)

BAND BOX CAN BE CONNECTED TO EITHER A REGULAR PHONOGRAPH OR A HIDE-AWAY.

GETS TOP LOCATIONS

# WANTED

- Exhibit Six Shooter and Gun Patrols.
- Exhibit Rotary Merchandiser, pusher type.
- Wurlitzer 1100's.
- 1017 Hideaways.
- A. M. I.'s Models "B" and "C."
- Late model Gottlieb and Genco 5 ball free play tables.
- Watling Penny Weighing Scales, Junior Tom Thumb and De Luxe Fortune Telling Scales.
- Abco Hit-a-Homer, penny play counter games.

FRANK KIRKE NOVELTY

241 King St., East

Toronto, Ont., Can.



United Skee Alloy ..... \$119.50  
Chicago Coin Bowling Alley, plastic pins. 49.50  
Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

735 S. Brook St., Louisville 3, Ky.  
240 Jefferson St., Lexington 2, Ky.

1000 Broadway, Cincinnati, Ohio

3011 E. Maumee Ave., Ft. Wayne 4, Ind.  
129 W. North St., Indianapolis, Ind.

# Play Ball!



2 1/4 MINUTE AVERAGE PLAYING TIME

SEE THE BALLS ACTUALLY RUN BASES

ALL HITS—SINGLE, DOUBLE, TRIPLE, HOMER—Plus BALLS AND STRIKES

NEW "FLASH-ON" LITES IN BACK RACK

NOVELTY AND REPLAY

PLAY CONTINUES UNTIL 3 OUTS ARE MADE

10c PLAY!

# THING

A 5-BALL HIT!

The Hottest "THING" Since KILROY

COLORFUL-ILLUMINATED BACKBOARD "THING" FIGURES LITE-UP AS SCORE IS MADE

CHICOINS NEW "BLOCKING GATE" PLAYER ASSURED SCORING OF 300,000 AND OVER ON EACH BALL

"THING" ROLLERS  
"THING" FLIPPERS  
"THING" BOOM BUMPERS

5c DROP CHUTE

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS



*It's New! It's Different!*  
*Spectacular*  
**MOVING TARGET**

GENCO'S  
**Shuffle  
 TARGET**

• Nothing like it in  
 Shuffle Tables  
 Anywhere!

**SHUFFLE  
 TARGET**

is new, fast, dynamic!  
 For 1 or 2 players.  
 Attracts a crowd,  
 keeps things humming,  
 shuffles profits into  
 "target" at terrific  
 pace!

**NEW PUCK REBOUND**

for fast, smooth performance. Adjustable target wheel can be raised or lowered for any location. All operating equipment in back of target.

**STRIKING DESIGN!  
 TROUBLE-FREE OPERATION!**

- Single scoring with first 5 shots
- Double scoring with second 5 shots
- Triple scoring with third 5 shots
- Quadruple scoring with fourth 5 shots

ONE OR TWO  
 CAN PLAY  
**10¢ OR 20¢**

WRITE, PHONE or  
 WIRE for  
 SHUFFLE TARGET  
 NOW!

**GENCO**  
 2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.



# Williams HAYBURNERS



## the new racing riot!



### A COMPLETELY DIFFERENT 5-BALL!

**NOW ON DISPLAY  
AT YOUR  
DISTRIBUTOR**



**CREATORS OF DEPENDABLE  
PLAY APPEAL!**

4242 W. Fillmore St.

Chicago 24, Illinois



# Revolutionary



# Keeney's LITE A LINE

6-COIN • SIX PANEL  
5-BALL

### Recognized

BY EXPERIENCED OPERATORS EVERYWHERE  
AS THE LEADER IN THE 5-BALL FIELD...

### LITE-A-LINE FEATURES:

- 1 to 6 coins on each play lite up one to six scoring panels on the lite box in consecutive order to increase player's scoring opportunities. Replays register on lite box.
- Ball in pocket on playfield lites up corresponding numbers and letters on all panels in play on the lite box.
- Scoring principle: Lite up any line of 3 horizontally—vertically—diagonally—or lite up all letters, A to F. Lite up four corners or double diagonally on any panel played. SIXTY-ONE DIFFERENT SCORING COMBINATIONS with 10 WAYS TO SCORE ON EACH CARD plus lite up of all letters, A to F!
- No 'dead' balls until pocket is scored • Balls return for replay at bottom of playfield • No kickers • Player can score on 3-4-or 5 balls • 4th and 5th balls can boost score higher.

IT WILL PAY YOU TO SEE AND PLAY  
KEENEY'S "LITE-A-LINE" AT ONCE!

MOST  
VIVIDLY  
COLORFUL  
AND ACTIVELY  
ANIMATED  
PLAYFIELD  
OF ALL TIME!

### Keeney's

# LITE-A-LINE

This new 5-ball—6 coin—6 panel game is destined for a long run of profitable operation never before witnessed as proved by exhaustive location tests. It represents the combined knowledge and ideas of expert Keeney designers and men of long experience in actual operating. Keeney's LITE-A-LINE is the game you need to open up rich locations—to revive peak playing interest in your regular stops.

SEE YOUR KEENEY DISTRIBUTOR NOW!

J. H. Keeney & CO., INC.  
3600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

BIG LEAGUE BOWLER

BRIGHT SNAPP  
LITE-UP PINS  
BY THE ORIGINATOR OF THIS  
PLAYING FEATURE

Yours FOR POWERFUL 4 TO 1 PLAY

Keeney's  
**BIG LEAGUE BOWLER**

Yes! 1-2-3 OR 4 PLAYERS

Move INTO CHOICE LOCATIONS WITH THIS SMART NEW BOWLING EQUIPMENT FOR SENSATIONAL EARNINGS!

Sizes  
9 1/2 ft. Long  
2 ft. Wide  
8 ft. Long  
x 2 ft. Wide



**NEW!**

EVERYONE IS SHOOTING WITH  
UNIVERSAL'S **5 STAR**

OUTSTANDING!  
DIFFERENT!

UNIVERSAL'S  
5-BALL **5** 5-CARD  
**STAR**

**TREMENDOUSLY SENSATIONAL!**

- ★ ENTIRELY NEW PLAY PRINCIPLE!
- ★ ENTIRELY NEW PLAYFIELD ACTION!
- ★ ENTIRELY NEW SCORING FEATURES!

*Preferred*  
BY PLAYERS!



*Super  
Deluxe  
Cabinet*



OPERATE  
UNIVERSAL'S  
**"WINNER"**

ALWAYS  
AHEAD!

AS GOOD  
TODAY AS  
FROM THE  
START!

SEE YOUR DISTRIBUTOR!

**UNIVERSAL INDUSTRIES, Inc.**

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone UPTown 8-2345 • CHICAGO 40, ILLINOIS





# Fastest 5-Ball Game in Years!

## Bally®

# BRIGHT LIGHTS

### EARNING-POWER MULTIPLIED

BY NEW 6-SECTION SELECTIVE PLAY  
Players can skill-shoot to score in 1, 2, 3, 4, 5 or 6 sections  
... a new player's choice feature that insures extra earning-power and profits never before known in the novelty field.

### DESIGNED TO STIMULATE CONTINUOUS REPEAT PLAY

Every game played is either a scoring success or a near miss. "Come-Close" appeal excites the try-again spirit that insures repeat-play. Although player scores only in selected sections, scores light up in all sections, and tantalizing scores in non-selected sections inspire repeat-play and stimulate multiple-section play.

### LAST-BALL SUSPENSE

Skillfully shot fifth ball can turn defeat into sudden victory ... or boost a medium score to important totals. And every ball counts. Balls that are not shot into scoring-holes return to player for free shots.

### EASY to understand!

Walk up and start playing! You get the idea in a minute ... and keep on playing for hours!

### FUN to play!

Play 1 section, 2 sections or all 6 sections! You get big value for every coin you play ... big fun-value in suspense, skill-appeal and fast, exciting action!

### SIMPLE to score!

Every skill-shot is immediately visualized on the brilliant backglass. And you can keep your eye on 5 or 6 sections as easily as on 1, because of contrasting colors and easy-to-read numbers. Free plays registered on improved Bally register.

### BLAZINGLY COLORFUL EYE-APPEAL

Circus colors in cabinet, backglass and playfield ... and bold modern design ... attract players immediately, excite curiosity, start the play the minute the legs are bolted on!

### NOVELTY SIZE

24 in. by 48 in.

Fits into every type of location ... and brings the slowest spot back to life in a hurry!

**TURF KING**  
JUMBO PINBALL GAME  
•  
**BASEBALL**  
NEW SHUFFLE SENSATION

See and play BRIGHT LIGHTS today at your Bally distributor. Study the fascinating scoring-system. You will agree that BRIGHT LIGHTS is the answer to the operator's prayer for a money-making 5-ball free-play game. Be bright ... get BRIGHT LIGHTS now!

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



**UNITED'S**  
**A-B-C**

**NEW  
 DIFFERENT  
 5-BALL  
 REPLAY  
 GAME**



APPROXIMATE SIZE  
 4 FT. LONG BY 2 FT. WIDE

**SEE  
 YOUR  
 DISTRIBUTOR**

**UNITED MANUFACTURING COMPANY**  
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

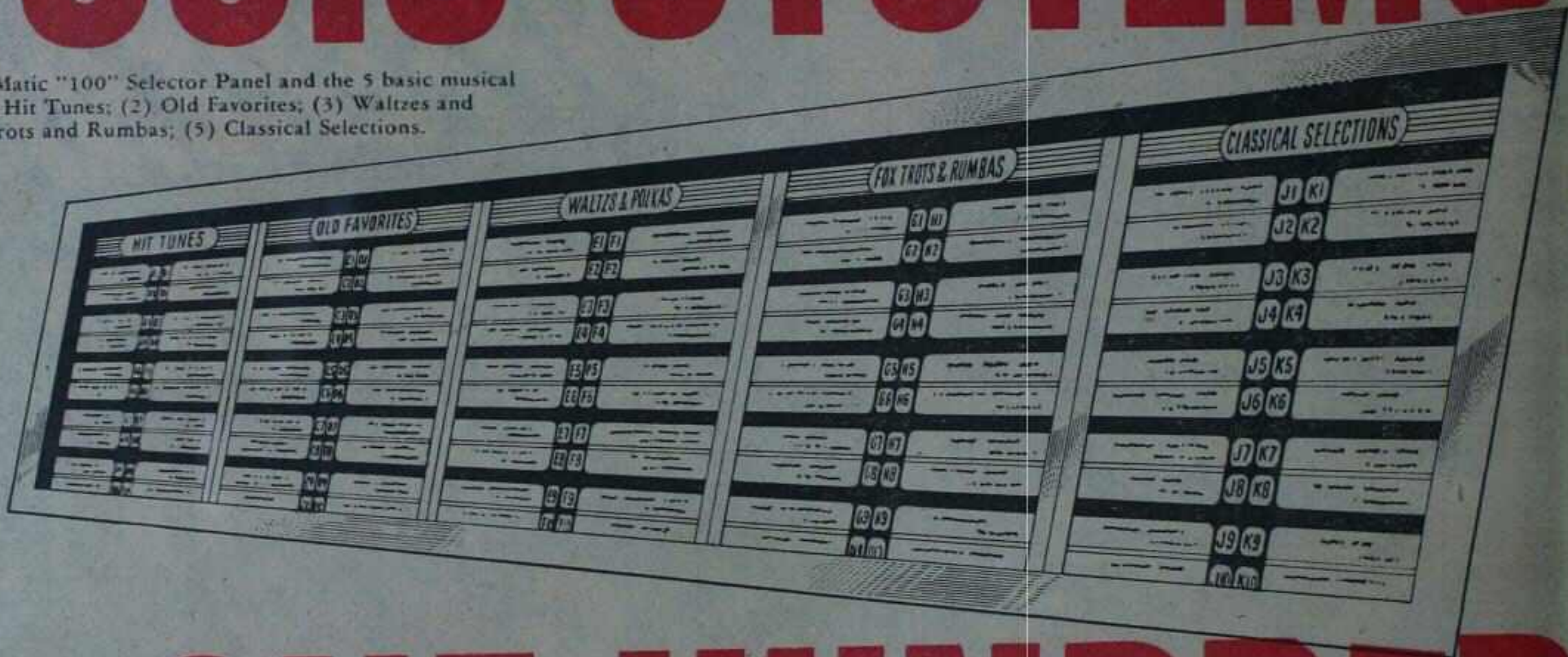


# ONLY SEEBURG

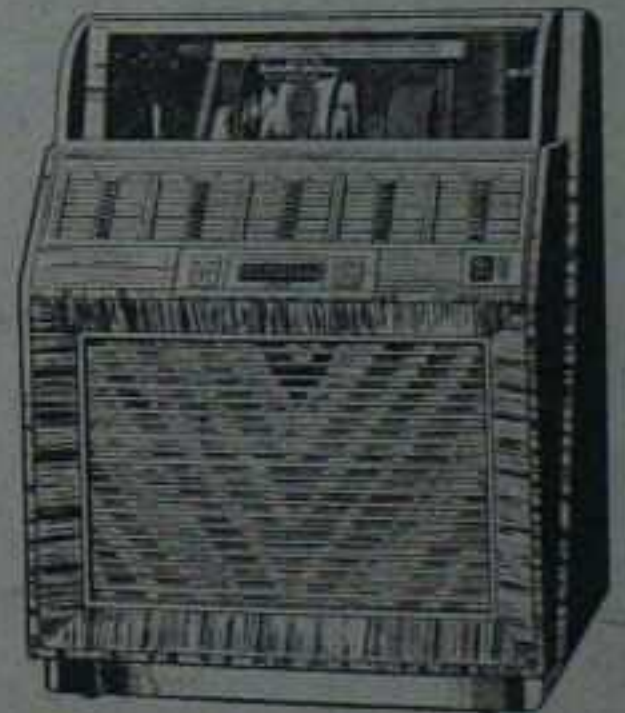
## Select-o-matic 100

# MUSIC SYSTEMS

Seeburg Select-O-Matic "100" Selector Panel and the 5 basic musical classifications: (1) Hit Tunes; (2) Old Favorites; (3) Waltzes and Polkas; (4) Fox Trots and Rumbas; (5) Classical Selections.



have **ONE HUNDRED SELECTIONS**



**AT 78 RPM**

The world's only 100 selection music system, designed for the playing of both 10 and 12-inch 78 RPM records.



**AT 45 RPM**

The world's only 100 selection music system, designed exclusively for the playing of 7-inch 45 RPM records.

# Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
1500 N. Dayton Street  
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**Wall-o-matic**

The most remarkable remote selection system ever developed—the Wall-O-Matic "100". Brings 100 selections—grouped under the five basic musical classifications—right to the finger tips of guests.

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

