

The Billboard

JULY 5, 1952



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

Video May Offer the Glitter, Radio Actors Have the Gold

SOAP SELLS SONGS TO DANES

COPENHAGEN, June 28.—Danivera toilet soap distributors are encouraging the musical Danes to sing in the bath tub by placing inside the wrapper of each cake of their product the words of a pop song.

A cake of the soap recently plucked from an automatic vendor contained the lyrics, in English, of Cole Porter's "Wonderbar," coincidentally called "Wonder Bar."

TV Camera to Go for Swim

HOLLYWOOD, June 28.—KNBH Program Director Dub Cole will attempt to float a TV camera alongside Florence Chadwick to provide continuous coverage of the swimmer's effort to span the 28-mile water gap between Catalina and the California mainland. Miss Chadwick's Catalina-California swim is scheduled for July 7. She plans to dive into the Pacific at approximately 10 p.m., with KNEH lenses focused on her throughout the ensuing 15 hours.

Cole is hoping to locate a 5,000 megacycle portable transmitter which could allow for the movement of the camera-bearing boat.

(Continued on page 43)

May Lift Ceiling on Political Spending

WASHINGTON, June 28.—Legislation to remove the ceiling from campaign outlays for presidential elections and pave the way for unlimited TV-radio spending is being drafted for early submission to Congress by a Senate Privileges and Elections Subcommittee. It was learned authoritatively this week. The bill is intended to wipe out present ambiguities in the law, which have puzzled candidates, political committees and broadcasters alike. The subcommittee is shaping the legislation as a result of an exhaustive study which included a number of hearings earlier in the session. The subcommittee's bill, besides wiping out the current ceiling on presidential campaign spending, would clarify

Tele Theaters 90% Full for Sugar-Joe Fight

38 Houses Twice Stadium Capacity Gross Near 200G

NEW YORK, June 28.—Fight fans, on the average, filled to 90 per cent total capacity the 38 film houses in 24 cities which carried the Ray Robinson-Joe Maxim fight via theater television this week. The houses, representing 25 different theater circuits, charged admissions running from a low of \$2.40 to a high of \$3.60. The Billboard estimates the total gross from theater TV admissions at about \$200,000 from about twice the number of ticket-buyers as actually attended the bout at Yankee Stadium, where some 48,000 paid.

The number of houses carrying the fight via Theater Network Television was far more than the previous high of 17 rung up last year. Just about a year ago, the first of the current series of TNT bouts was piped into only nine houses. Of the 38 involved this time, about a dozen were carrying their initial theater TV presentation.

2 CONVENTIONS MAY PUT CURSE ON BUSINESS

CHICAGO, June 28.—Businessmen, store owners and theater operators are afraid that the worst summer slump in history will sweat them during the telecasts of the two national conventions. With some 60,000,000 sitting at home to watch the sessions, and the usual hot weather and vacation slowdowns, retailers are tearing their hair. The situation is especially ironical in Chicago. Businessmen "baked in a kity" of \$300,000 to get the two conventions here and now fear they'll lose far more than that in sales because of TV. Politicians are known as great ones for picking up 60-cent knickknacks to take home to the kids.

As for the hundreds of newsmen who'll converge on the city, they're notorious for sitting around waiting for somebody else to pick up the check.

Florida Lures TV Film Firms

TALLAHASSEE, Fla., June 28.—The State of Florida this week started making a major pitch for TV film producers to set up in that State under what Gov. Fuller Warren calls "the most favorable tax and sun climate in the nation." This follows a major push started last week by this city to hold on to its position in the TV film producing industry. The local drive is being sparked by New York City's Commerce Commissioner Walter Shirley and several top TV film producers. The Florida campaign will be operated by the State, which would be willing to push thru new legislation offering tax concessions to TV film firms setting up there. He pointed out that in 1933, the Floridians voted a constitutional amendment exempting movie firms from all property taxes. Warren also pointed out that Florida's constitution prohibits income taxes, State ad valorem taxes, and that homestead exemptions would be a boon to tax-riders stars and film production personnel.

(Continued on page 2)

On Hour Basis, AM Can Pay 3 Times TV

CBS Uses Survey to Retain Radio Stars As Net Debates Rate Cuts With Stations

By LEON MORSE

NEW YORK, June 28.—Radio performers can earn three times as much per hour spent working in the medium as do TV performers on shows of comparable importance, according to a survey made by Lester Gottlieb, head of the Columbia Broadcasting System's radio program department. This survey points up the fact that while TV entertainers get much higher sums, the inordinate amount of time spent rehearsing is responsible for the unfavorable comparison in their hourly rate of pay.

Paradoxically while CBS is using this survey to persuade talent of radio's soundness, the web reportedly is preparing to impose a rate cut on its affiliates which could make uneconomic the use of names and might lead to reduction of talent fees. The CBS affiliates will hold a closed session Tuesday (1), and the web's execs will present their rationale the following day. Latest reports have CBS toppers planning a rate cut which would follow radio's alleged decline in nighttime audiences with a 23 per cent figure the newest used.

The network's execs this week maintained that they had no thought of seeking a 50 per cent rate cut, because this would leave no room for further cuts a year hence if they felt conditions so warranted. Some affiliates, meanwhile, were preparing to fight any cuts, feeling that radio rates now

(Continued on page 4)

Jackie Gleason Now Maestro

NEW YORK, June 28.—Jackie Gleason, comedian, has found new worlds to conquer. The round comic signed a three-year contract with Capitol Records this week. As a conductor for record albums, the diskery has already had two recording sessions with Gleason handling the baton.

The first albums featuring Gleason as maestro will be released in the fall. According to the comic the music will be for lovers only, and he will not attempt any vocals. The deal was set by Music Corporation of America.

CANDIDATES' SCORES

Of 50 Aspirants' Tunes, Ike Cops 41

WASHINGTON, June 28.—The box-score of copyrighted tunes written about presidential candidates this year gives Dwight D. Eisenhower a overwhelming margin over all other contenders, Republican and Democrat alike. An unofficial tally shows Eisenhower as the hero of 41 out of 50 copyrighted tunes in praise of presidential contenders so far this year. Gen. Douglas MacArthur and Sen. Estes Kefauver (D., Tenn.) are honored with four copyrighted tunes each, while only a single copyrighted tune has

turned up this year about President Harry S. Truman and none for such major presidential aspirants as Sen. Robert A. Taft (R., O.) and Gov. Earl Warren, of California. Let anybody regard Tin Pan Alley's selections as a clew to the delegates' choices, however, it should be recalled that General MacArthur led the popularity list of copyrighted tunes in 1948, while Gov. Thomas E. Dewey, of New York, the GOP nominee that year, shared second place on the list with his Democratic victor, President Truman.

Most of the tunes about the

(Continued on page 20)

Canada Outdoor Shows Boom; Dollar Exchange a Big Boon

TORONTO, June 28.—Outdoor show business thruout Canada is booming, judging from reports received here this week.

At Winnipeg, the Royal American Shows, biggest touring carnival on the American Continent, last Saturday (21) registered the largest single-day return for a still-date in its history.

The same week at Winnipeg, the Andrews Sisters, booked in as

the come-on crowd here rather than with a view to making money, surprised execs of the first Red River Valley Exhibition by returning a profit on their appearance at that fair.

At Regina, Sask., Wallace Bros. Shows, top-ranking Canadian carnival registered whopping grosses that surpassed last year's take by about 20 per cent. Better weather

than 1951, in this instance, helped hike business.

Grosses Amazing

In distant British Columbia, a California-based motorized carnival, Cavalcade of the West, piled up grosses rated amazing for a show of its size. In one B.C. town, the opening day turnout was so big that the owner gave a 5 a.m. call for the following day

(Continued on page 50)

Index

Am. Assoc.	26	MUSIC	20
Baltimore	27	Amic Charts	26
Calgary	28	Amic Audien.	52
Chicago	29	Amic Chart	12
Class. Adv.	65	Pops & Pol.	60
Coln. Mus.	76	Pops	71
Coln. Mus.	76	Radio	4
Coln. Mus.	76	Radio & Shows	58
Coln. Mus.	76	Radio Rec.	46
Coln. Mus.	76	Records	55
Coln. Mus.	76	Television	2
Coln. Mus.	76	Variety	27
Coln. Mus.	76	Variety Mus.	27
Coln. Mus.	76		

382 lbs.—6 feet tall

He'll sell 3 tremendous suits, first come, first served. See The Mill in this week's general classified ad department, and that's only a sample of the wide variety of goods and services bought and sold each week in the money-making section.

That's not all! Market Place classified sections in the Outdoor, Music and Coin Machine pages offer actually great chances for profit. Use them to buy at bargain rates. And if you're willing to risk as little as \$5, test them yourself for speedy, profitable results!

For BIG Opportunities...

See pages 15, 45, 54, 87.

Billboard Backstage

By JOE LISA

It is extremely difficult for a great performer to be truly loved by the majority of the people in the business of which he is a part. The reason for this is simple: There are so many important functions an artist may perform for all kinds of people with whom he becomes associated in show business and so few he can actually perform due to the irrevocable facts that there are only 24 hours in any given day, and of these a reasonable number must be utilized for eating, sleeping and, after a fashion, relaxation.

All of this is particularly true of singing performers of great stature. Thus, music publishers, songwriters, contact men (song pluggers, if you please) all sweat, toil and pray to have a top singer record one of their tunes. And if that top singer doesn't (tune after tune after tune), they quickly and wholeheartedly learn to hate him.

A remarkable exception to this unhappy and inescapable set of conditions is Perry Como. Each year for the past four years the industry's music publishers, contact men, writers and record men have participated in a golf tournament, dinner and general let-your-hair-down occasion, which is nothing more nor less than an all-out tribute to Perry Como as a human being and member of the industry in which we all work.

Believe me that Como has failed to record tunes for at least as

many of these music men as has any other singer. Nevertheless, on this one day, they turn out to a man, to let Mr. C. know how highly they regard him. And this stems purely from the fact that Como is a difficult guy to dislike. In a thank-you speech at the last party a couple of weeks ago, he said: "The important thing about any business you're in is that you love the people in your business, and that they love you. I love all of you fellows, and I hope you feel the same way about me."

I looked around at the publishers who hadn't had a Como record in years (some of whom have never had one) and could see that they believed what Como was saying, because they knew he meant it. He lives by as simple, basic and honest a code as any person I've ever met. Let alone any performer (for which type of person), it is considerably more difficult to live by simple, basic, honest codes than for the rest of us.

In all the years he has been on the top of the heap there's never been (and I'll lay odds there never will be) the slightest breath of scandal concerning any phase of his life. He loves his family, golf, good food, pleasant company and his work in the order named. He takes neither himself nor his work too seriously, the any time he steps up to sing, he wants it to be the best he can possibly do.

To him a popular song, no matter how successful it proves to be commercially, is still a popular song. But when he sings "Ave Maria" or "The Lord's Prayer," he approaches the task with great reverence and humility, and is actually moved by his own rendition. If it turns out well.

During my stay as RCA Victor's popular a.&r. director, I made quite a few records with Como. He had, for instance, a low regard for "Hoop De Doo," which turned out immensely successful. But one evening we were listening to the playbacks of "The Lord's Prayer" and "Ave Maria." He was seated before the speaker and I was seated behind him. On "The Lord's Prayer" as the choros and Como swelled into the thrilling crescendo climax of the record, I watched the pink creep up his neck to his hairline. He was immensely moved. Moved as he could never be by any popular song.

All of which makes the guy, possibly, sound somewhat stuffy. But you'll just have to take my word for it, he isn't. He's as normal, natural, relaxed and regular as any guy you'll ever meet. It's just that he has a set of values so real that he'll never make the kind of copy that the Errol Flynn, Sinatra, Franchot Tone and Berles create from time to time.

Old N. Y. Tax Law May Put Bite on Actors

NEW YORK, June 28.—New teeth in an old New York State tax law may find any performers who classify themselves as independent contractors behind the eight ball. Under the Unincorporated Business Tax Law, any person doing business in the State has to pay an annual 3 per cent tax on his net income. This is separate from the State income tax.

The law has been on the books for some years, but in recent weeks the State, in searching for new income, came to the conclusion that many actors, working as independent contractors, have neglected such a tax nor registered under the Unincorporated Business Law. State tax officials admitted that a new drive to get the extra loot was in the cards but refused to say what additional steps would be taken to enforce it. Insiders, however, said that State Income Tax reports of many performers were being culled and spot checks could be made in the near future. If any violators are found, it is expected that new and more drastic steps will be taken to enforce collection.

Tax Computation

Under the law any person (not a corporation) doing business in the State of New York has to pay an unincorporated business tax. Tax is computed in the following manner:

There's a \$5,000 deduction plus (Continued on page 19)

London Dispatch

By LEIGH VANCE

LONDON, June 28.—Ring up a showman in this town and ask him for figures on his latest production and you'll get the dead hand. They just don't like talking money. However, Henry Sherek, who put on Clifford Odets' "Country Girl" here under the title "Winter Journey" has come out with facts and figures down to the last cent, giving an average week's balance sheet at the St. James Theater where the piece is running.

Receipts (980 seats): \$7,579. Theater rent: \$1,232. Lighting and heat: \$170. Management and front of house: \$569. Stage expenses: \$784. Hire accounts: \$154. Publicity and printing: \$258. Artists' salaries: \$1,802. Orchestra, pit, Author's fee: \$750. Producer's fee: \$154. Accountant's fee: \$15. Insurance charges: (\$ay) \$98. Miscellaneous expenses: \$30. Profit for the week: \$1,585.

Broken down these figures show that after entertainment tax has been paid, every \$2.80 is split in the following way (to the nearest cent): Artists, 70 cents; Sherek, 58 cents; Sir Laurence Olivier (as theater lessee): 45 cents; Clifford Odets, 28 cents. The balance is broken into smaller expenses.

BUSINESS JUMPS ON TV ANNOUNCEMENT

Big business here jumped in quickly after the Government announced last week that they would allow commercial TV as "soon as conditions permit." That is taken to mean as soon as there is sufficient studio space and equipment. Now the directors of a new and as-yet unnamed company to present sponsored TV programs have raised their plans. The directors include Sir Alexander Aikman, the Chairman of Electric and Musical Industries; Norman Collins, late head of British Broadcasting Corporation TV and now chairman of High-Definition Films; Viscount Duncannon, financier of Robert Benson, Lonsdale & Company; Sir Alexander Korda, London (Continued on page 49)

Paris Peek

By ANNE MICHAELS

PARIS, June 28.—America now has two theaters in Paris, setting American executives a precedent that it can be proud of. The theater which surprised most Americans in Paris is the Lyric Company which twice a week plays at the Theater Babylone. Under the direction of Victor Delafosse, who began working in Paris-American musicals with the American club theater's production of "Knickerbocker Holiday," the company, predominantly American, presented Kurt Weill's "Down in the Valley" and Gian-Carlo Menotti's "Amelia Goes to the Ball," to the acclaim of almost everybody. The Weill opus came over with great charm and beauty. Especially fine was Morris Gessell as Bruck Weaver, who, despite a limited amount of experience, is a big cut above the average musical leading man. Menotti's work came over equally well, if not more entertainingly, with credit due to Nina de Courson's Amelia, and again to Gessell for the comedy part of the betrayed husband. Now, with equal success, the company has added two French pieces to its rep. Milhaud's three-minute operas and the "Market of Regrets" by Crommelyoek.

The other American company piling up critical plaudits is the New York City Ballet, with Balanchine the hitting husband. Now, with equal success, the company has added two French pieces to its rep. Milhaud's three-minute operas and the "Market of Regrets" by Crommelyoek.

NEW CLUB BOWS: U. S. DOES OK

Jean Parks, a Negro girl who used to have her own all-girl orchestra, has opened a club here called "Jean's Intimate" with Aaron (Continued on page 49)

Legit Line-Up

"Ah Wilderness" has been selected for American National Theater and Equity Library Theater sponsorship, with a two-week tour planned for next season, primarily in colleges, as laid out by the National Concert Artists Corporation. Jose Ferrer plans London versions for "The Shrike" and "Stalag 17," provided the country's capital requirements can be met. Celeste Holm takes over for Gertrude Lawrence for six weeks in "The King and I," beginning July 1. Dorothy Stewart has signed Richard Collett, Mary La Roche, Virginia Paris and Leonard Stone on the J. C. Williamson Theaters, Ltd. production of "South Pacific" in Australia next season. Actors Studio is beginning a fund raising campaign to expand operations from its present loft to a building suitable for productions. Jed Harris will direct "If I Wanted You," French comedy on Arthur Lessor's December books. Sylvia Sidney and Conrad Nagel open June 30 in "Goodbye, My Fancy" at the Park, Philadelphia. The Maplewood (N. J.) Summer Theater closed its doors for the season tonight.

LIBRARY ORG MEET SET; FALL SKEDS... The Theater Library Association will hold its national meeting July 2 at the New York Society Library on East 79th Street. Margo Jones, Clarence Derwent and Robert C. Schmitzer will speak. Arthur Kennedy will play the lead next season in "See the Jaguar" by N. Richard Nash under Lemuel Ayers' banner. New scripts must be submitted by October 15 to the New Play Committee, Illini Theater Guild, University of Illinois, Urbana, Ill., for the group's playwrighting contest. Irving L. Jacobs begins work on his agenda of four plays for fall. The first is Mary Chase's "Bernardine," with rehearsals August 25. The Catholic Actors Guild re-elected Gene Buek proxy, and Pat O'Brien and Jay Jostyn vicepres. Robert Breen and Blevins Davis, having chalked up a 14-performance, 93G success with "Porgy and Bess," in Dallas, plan the show as a beginning of Negro music rep. Duke Ellington's "Book" may be examined next. Robert Fryer plans "My Sister Eileen" for musical version for fall. Talks are going on with George Abbott.

Joseph Fields and Jerome Chodorov... Philip Barry Jr. and Martin Manulis have bought Richard Condon's "How to Fly With One Feather" for summer tryout before Broadway in the fall.

WEEK'S BILLS AT STRAWHATS

The summer theater line-up for the week starting June 30 reads as follows: Play "Bent" in the new Zoe Akins play, "The Swallows' Nest," Cape Theater, Cape May, N. J.; Luba Malina in "Idiot's Delight," Westport (Conn.) Country Playhouse; Alice Pearce, Kay Ballard and Beverlee Bozeman in "Three to One," Grist Mill Playhouse, Andover, N. J.; Hurd Hatfield in "Happy Time," Peconic Playhouse, Mountaintop, Pa.; Fran Warren in "Jackie Cooper, Remains to Be Seen," Princeton (N. J.) Summer Theater; Zasu Pitts, "Ramshackle Inn," Lakewood (Me.) Playhouse; Edward Everett Horton, "Nina," Saratoga Spa (N. Y.) Summer Theater; Pamela Simpson, "Ladies in Retirement," Robin Hood Theater, Arden, N. C.; June Havoc, "Rain," Pawling (N. Y.) Starlight Theater; "Happy Time," Old (Continued on page 46)

Cafe Grosses Up \$32 Mil

WASHINGTON, June 28.—May sales at seasonally adjusted eat and drink establishments totaled \$99 million, or \$32 million more than sales for May of last year, according to recent Commerce Department figures. The May total was also \$19 million over total sales reported by seasonally adjusted eat and drink places for April of this year.

April sales at unadjusted eateries and drinkeries reached \$952 million, as compared with May sales of \$990 million at the unadjusted establishments. The May total at unadjusted eat and drink spots was \$28 million over that of the same month last year.

BROADWAY SHOWLOG

Performances Thru June 28, 1952

DRAMAS	
I Am a Camera (Empire)	11-27 '51 247
Mrs. McThing (Waring)	2-26 '52 149
Point of No Return (Albia)	12-13 '51 228
The Fourposter (Waring)	10-23 '51 287
The Male Animal (Music Box)	4-30 '52 65
The Moon is Blue (Henry Miller)	3-8 '51 541
MUSICALS	
Gypsy and Dolls (Albia Street)	12-25 '50 666
New Faces of 1952 (Reverie)	5-16 '52 51
A Night in Venice (Love Beach Marine Stadium)	6-7-52 6
Oh, Yes! I Sing (Empire)	5-5 '52 64
Paint Your Wagon (Sullivan)	11-12 '51 265
Pal Joey (Broadhurst)	3-3 '51 204
South Pacific (Waring)	4-7 '49 1,324
The King and I (St. James)	3-19 '51 504
Top Banana (Waring)	11-1 '51 277
With You Were He (Imperial)	6-25 '52 5

Review Index

Record Reviews	40
Classical Reviews	30
Legit Reviews	30
Night Club Reviews	17
Radio Reviews	14
Television Reviews	14
Vaudeville Reviews	17

Picture Business

By LEE ZIHTO

HOLLYWOOD, June 28.—Independent picture producers seeking to make their old feature films available for TV can find a ray of hope in the continuing negotiations between the independent Motion Picture Producers' Association and the American Federation of Musicians. While a substantial amount of independently produced films have found their way to TV screens, a number of the smaller producers have blamed what they call high AFM demands for keeping their pix out of TV.

As in the case of Bob Kipper, producers at first looked at TV as a means of bringing some of their productions into the black. Some films, whose box office returns weren't sufficient to cover their investment, were channeled into TV release in the hope of clearing their initial cost of production. In other cases, producers made available to TV product that had already exhausted its potential theater earnings thru repeated reissues or age of the film.

For the latter, some movie makers found it worth the necessary investment to comply with AFM recording demands and adherence to the union's 5 per cent royalty. However, a number of producers seeking either to get

out of the red on a picture or to gain additional revenue from a film that has been milked dry at the theaters, have been reluctant to release these films to TV because of the additional investment required to meet the musicians' union's terms.

One who looks to TV release to get his picture out of the red feels that he has invested too much in the film as an investor eager to throw good money after bad with no assurance that the picture can be brought into the black as well as get back the money needed for recording, prints, distribution and other costs of preparing a film for TV release. Movie maker who feels a film has worn out its welcome at the theaters is similarly hesitant about pouring more dough into an old picture unless he is certain the chances for return warrant the investment.

MPMFA's head, E. I. Chadwick, explained the problem to Frey James C. Petrillo and AFM executive board during a meeting here last week (The Billboard, June 28), contending that the film association would be willing to adhere to the controversial 5 per cent formula provided producers could be relieved of the cost of recording. (According to Chadwick, this cost can run from \$2,000 to \$10,000 depending upon the film.)

A readjustment of the feature film rescoring plan can be expected so that cost to producers will be lessened, according to present indications. AFM exec board told Chadwick it would consider the problem and advise MPMFA of its decision. This will not be taken up by the union's board until Petrillo returns to the Federation's headquarters in New York. Fact that Chadwick wasn't turned down immediately following the meeting—in the case of the major studios who asked for a two-year moratorium on the 5 per cent formula on TV film production—would in itself indicate a good chance Chadwick's proposal would get favorable consideration.

Further, in discussing the matter with Petrillo, this reporter found the musicians' chief receptive to the MPMFA side. Petrillo said that while he can't indicate at this point what the final solution will be to the problem, Chadwick "has a good argument and makes a lot of sense." General tone of his conversation indicated there'll be some changes made in turn which will be reflected in more old films on TV.

This'll be good news for the producers, bound to benefit the musicians, but what about the viewers?

Washington Once-Over

By BEN ATLAS

WASHINGTON, June 28.—Wisdom from Capitol Hill, Sen. Pat McCarran (D., Nev.) admonishing a witness to tell the truth during a hearing on State department's "Voice of America" program. "There is no use trying to fool the members of Congress at all. We have common horse sense just the same as anybody else. You might not think so, but we do. We have some experience in life just the same as some of the others have had and we know double talk when we hear it."

GOP CONVENTION TO TEACH DEMS TV . . .

Something new in big-time political strategy is the TV "Monitoring" job which Democratic brasshats are quietly planning to undertake at the Republican national convention. Democratic bigwigs aren't crowing publicly but they're plenty grateful that the Republican convention will precede theirs. The Democrats will do something more than watch every second of GOP televised programming. They'll have experts at the scene on the lookout for "bugs" and other errors which may creep into the GOP telecasts. It's not that the Dems will be hoping for TV bloopers during the Republican shindig; the Democrats simply want to make sure there'll be no recurrence of blunders when they go on. In Chicago during the Republican convention will be J. Leonard Reinsch, TV-radio consultant to the Democratic national committee, and Kenneth Fry, TV-radio director of the committee. Observed one Democratic brasshat, "Televising the Republican convention will be a dry run for ours." And that, they figure, is one of the best breaks available this political year when TV will cast its first decisive vote on a coast-to-coast scale.

HOPE, CROSBY KEEP INDONESIAN AWAKE . . .

Bing Crosby and Bob Hope don't know it yet, but they were responsible for a night's loss of sleep for Indonesia's radio director during his visit this week. In the capitol at the wind-up of U. S. broadcast facilities, R. Maladi, director general of Radio Republic Indonesia tuned in on the Hope-Crosby telethon, and thereby lost his night's sleep. Maladi has become so addicted to U. S. television that he's hoping his country can launch a station of its own soon. The TV signal won't reach many of the myriad islands that comprise Indonesia, but Maladi figures there'll be plenty of avid viewers besides himself, especially if the station's program fare includes Hollywood films. Maladi speaks English fluently altho he had no schooling outside his homeland, said he learned the language

"from listening to British broadcasts and watching American-made movies."

HENNOCK, TRUMAN MEET ON TELE . . .

Commissioner Frieda S. Hennock of the Federal Communications Commission, was strategist behind an unprecedented White House conference this week between President Truman and the FCC commissioners. The unusual confab left Potomac deputies conjecturing a wild variety of motives, but the meeting had the sole purpose of serving as a publicity springboard for educational TV. All of the commissioners except Miss Hennock were in the dark on the purpose of the moment. The confab was climaxed by President Truman's congratulating the FCCers for reserving educational TV channels. . . . If there are any congressmen still complaining about the Mutual Security Agency's current European junket for farm editors, Claude Maloney, of Columbia Broadcasting System, would like to advise them that the trip has cost him money. The per diem allowance wasn't enough to cover cab fares, says the CBS program director. Besides, he missed out on his sponsored shows during the trip. . . . Don't be fooled by a mid-summer lull in hearings of the House Interstate and Foreign Commerce Subcommittee investigating TV-radio programs. The Subcommittee will submit a detailed report to the current Congress even if the session is over by the time the report is drafted. Effect of the timing will be to put the subcommittee's recommendations squarely before the next Congress. That will be just about when prohibitionists will be renewing pressure on Capitol Hill for a curb on liquor plug broadcasts. Important but little-known fact is that the number of congressmen from "dry" districts has been steadily on the rise. Nearly a third of all the counties in the U. S. are in the prohibition column—from moderate to bone dry.

Rome Round-Up

By SYD STOGEL

(This column appears once each month.)

ROME, June 28.—As far as the Italian public was concerned, the birth of the Bergman babies was one of the year's top news events, important enough to crowd off the front pages many vital stories. Local papers, however, are still critical of Roberto Rossellini for what they call his strange manner of handling the "birth of the century," complaining that thruout the long period that Bergman was in the clinic, he never even once stopped to say hello to any of the newsways. The deluge of good wishes and congratulations that poured into the hospital following the birth proves that Ingrid holds undisputed reign as the most popular flick star in Italy today.

KAYE TOURS ITALY; OTHERS IN NEWS . . .

Among recent visitors was Danny Kaye, who spent a night in Rome showing off his dancing talents at a local club, then going on to Leghorn and Naples to appear in a USO show. At Naples, Kaye played to an audience of 2,000, including two baseball teams who canceled a game to attend the show after seeing Dolores Gray step off the plane at the airport. . . . In town are songwriter Frankie Loesser and his wife. . . . Gregory Peck is getting in some sightseeing before starting "Roman Holiday." . . . Lili St. Cyr, the bubble bath babe, is in Rome for possible TV flick work.

Allida Valli, now in Spain for a film, is skedaddled to "Angels on the Side" with her favorite director, Gianni Franciotti, at the megaphone. Gossip says the flick will also star Eric Von Stroheim and Joseph Cotton. . . . Rossellini's next will be "My Italy," a pic which continues in the tradition of realism of "Paisa." . . . (Continued on page 49)

Highlight Reviews

OUTDOOR SPECTACLE

Mike Todd Puts on the Doge, His 'Venice' a Lush & Tuneful Triumph

By BOB FRANCIS

Mike Todd's spectacle out at Jones Beach comes close to justifying the staggering advances verbiage bestowed upon it by its official press agent. The new State Park Marine Stadium is a 10-lu, seating over 8,000 and with a new lagoon stage 105 feet wide. It is just the sort of setting required to backstop the latest Todd musical charade, "A Night in Venice" by Johann Strauss, which utilizes a small cast of some 400 players and a 50-piece orchestra. "Venice" has never been done before this side of the Atlantic. According to the program, Ruth and Thomas Martin, translators of the maestro's "Fledermaus," have devised a new book and lyrics for it. The book is operetta-ish, having somewhat to do with the efforts of an amorous duke to seduce the wife of a Venetian judge during carnival time, and the usual mix-up of cooks and barbers with their social betters. Nor are the lyrics exactly out of an Oscar Hammerstein scrapbook. Be that as it may, much of the music is very lovely—particularly served by loud-speaker across the lagoon, and the

eye-filling qualities of the production are something to marvel at. Todd and his backers have spared nothing in an effort to make this the super-colossal of song and dancers. A 75-foot turntable can transform a market square populated with a couple of hundred peasants into a dual ballroom containing a similar number of waiting gentry, at the drop of a hat. Raoul Pene Du-Bois has made canny use of this facility in designing magnificent settings and matched them with equally colorful costumes. Bows likewise go to Jack Donohue's fluid grouping of huge crowds, while keeping the action paced to operetta dimensions. It is a tremendous chore accomplished with professional polish. James Nygren's dance patterns for a magnificent waltz design, a festive tarantella and a beautiful white ballet also rate high praise. "Venice" is as pictorially restful and elegant as money and talent can make it. Metopera's Thomas Hayward is on hand to lend a splendid tenor to the proceedings. There

are other excellent vocal contributions from Nola Fairbanks as the spritely cook and Norwood Smith as her barber boyfriend. High on the list also are performances by Jack Russell, Guen Omeron and Laurel Hurley, and Gloria Gilbert again leads a corps of tulle-and-lighters superbly. Obviously, with projection arriving at the stands across some 90 feet of water, there isn't any acting opportunity in "Venice" for sly character shading or sly double-takes. The dialog is laid flat on the line at all times, and any comedy injections are perforce of the bawled-from-the-belly, pratfall variety. What little comicallities the authors have allowed to creep in are handled by Jimmy Casanova, who apparently winds up for some obscure reason as the duke's official spaghetti entrepreneur. He does all right with his skimpy material. However, any one who goes alfresco operetta wants primarily music and an eye-ful. With "Venice" a pew-buyer gets a top buy of both at anywhere from a modest 60 cents to \$4.80. He even gets (Continued on page 16)

THEATER COLOR-TV

Eidophor Big-Screen Color System Impressive in Full-Scale Preview

By JUNE BUNDY

Eidophor, 20th Century-Fox's new large-screen, live-color television system, was officially unveiled here Wednesday (25) in the first of a week-long series of special showings for press, theater exhibitors, agencies, scientists and the Federal Communications Commission. Altho 20th Century urged that the 30-minute variety program be regarded as strictly a test of Eidophor's "color transmission capabilities," previews were also treated to a fast-paced variety show at the same time. All of which would seem to indicate that 20th Century-Fox prexy, Spyros P. Skouras, intends to give his new "baby" the red carpet treatment all the way.

On the basis of Wednesday's demonstration, there is little doubt that this carbon arc Swiss system (converted to color, via the Columbia Broadcasting System's color process) will live up to its build-up. In many respects Eidophor was more impressive than Technicolor, particularly in closeups, which revealed remarkably true skin tones, including a few freckles belonging to erusee Kyle McDonnell. Settings and costumes were necessarily rainbow-hued, with a wide range of shadings in each

color and equally sharp definition of bold tones and pastels. The reds and greens were particularly effective. A plus for performers is fact that only a heavy street make-up is required for this true-to-life color reproduction. Flesh tones weren't as convincing in long shots, but Skouras points out that the system is still being developed and that this will be corrected before Eidophor equipment is installed in theaters, reportedly at a price of less than \$20,000. Clarity of the sound system at times was almost third-dimensional in quality.

The test show originated from the sound stages of Movietone News Studios in New York, and was transmitted to 20th's home offices two blocks away. Skouras over-reached himself a bit on the demonstration talent-wise, in that the 30-minute show included everything from musical comedy, drama and vaude, to opera and prize fights. Miss McDonnell, a pioneer in black-and-white TV, may be discovered all over again once color TV hits the theaters. She looked beautiful in the close-ups and handled her emcee chores with genuine warmth and poise. Later on in the show she warbled a medley of "Pal Joey" tunes,

backed by a chorus of 20, and a vocal group of 12. Runner-up in the close-up department was dancer Beatrice Kraft, whose exotic makeup came thru without a trace of grotesqueness in a full-screen face shot. Anthony Ross' capsule dramatic scene with Joan Chandler was well-executed, but would have carried more impact in an earlier spot. Comedian-magician Jay Marshall was on for a telling bit of satire on a fumbling British music hall performer, and he should have had more to do. Over-all, the revue stacked up with anything on TV today, and was considerably superior to many top-notch shows.

Eidophor TV Test Show

TELEVISION — Reviewed Wednesday (25) 2:30-3 p.m., EDT, at special press screening held at 20th Century-Fox's New York offices. Producers-directors: Sam Rauch, Gae Foster. Costumes, Joan Personette. Sets, Arthur Knorr. Cast: Kyle McDonnell, George Tapps, Jay Marshall, Mary Raye and Naldi. Beatrice Kraft, Dancers, Anthony Ross, Joan Chandler and others.

The Billboard
The Entertainment Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson
Publishers
Roger S. Littleford is
William O. Littleford
E. W. Evans, Pres. & Gen. Secy.
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Phone: DInbar 6450
Subscription rates payable in advance. One year, \$10 in U. S. and possessions; \$12 in foreign countries. \$20. Subscribers when requesting change of address, should give old as well as new address. Advertising rates: Classified advertising, per line per week, \$1.00. Entered as second class matter June 4, 1897, at Post Office at Cincinnati, Ohio, under act of October 3, 1917. Post Office at Cincinnati, Ohio, under act of October 3, 1917. The Billboard Publishing Company, The Bill-board also publishes "The Musician," the monthly magazine of automatic music, and "The Musician's Handbook" one year, \$2.
Vol. 64 No. 27

RADIO

Hope Ends Season on a Jive Note As Petrillo Fronts AFM Tribute

By NEV GEIMAN

Hope closed out his second year with Chesterfields with a tribute to the American Federation of Musicians. Taped at Santa Barbara during the AFM's annual convention, the show was a corker for the delegates but a little too tradey for the average listener. Guests for the show were Peggy Lee, now recording for Decca, and James C. Petrillo, perennial prexy of the musicians' union. Both played a major part in the proceedings. Miss Lee registered in glowing fashion with a warm and torchy rendition of the current click, "Be Anything," and joined with Hope in a light-hearted duet of "Wing Ding To-

night." The backing by the Les Brown ork on the latter tune was great. In addition, the thrush played opposite the comic in a skit and chipped in with a commercial for the sponsor. Jovial Role Petrillo, in a rare radio appearance, was cast in a jovial role of the antagonist to Hope's jibes. Most of the banter revolved around union dues, with Petrillo declining Hope's request to play a trumpet solo because he (Petrillo) was behind in his dues. Les Brown also came into the act, with Hope, borrowing from the Jack Benny-Phil Harris routine, playing the parsimonious employer. The Petrillo slowed

down the rapid-fire repartee of Hope, the union prexy appeared to enjoy letting his hair down in front of "his boys," a far cry from the czar-like leader which the public conception of him has been.

Bob Hope Show

RADIO — Reviewed Tuesday (24), 9:30 p.m., EDT. Sponsored by Liggett and Meyers Tobacco Company thru Cunningham & Walsh via the National Broadcasting Company. Producer-director, Al Copstaff. Announcer, Hy Averbach. Guests, Peggy Lee, James C. Petrillo.

Radio Actors Can Triple TV Pay on Ratio of Time Spent

Tele's Longer Hours Spread Big Salaries Out, Says Gottlieb Survey

• Continued from page 1

are fair when measured with a "three-foot yardstick." Some advertisers are seeking to cut the yardstick down to two feet, using as a weapon rating services which do not take into account multiple sets and out of home listening, these affiliates claim.

Conclusions of the CBS talent income survey are borne out by a study of salaries and rehearsal schedules on typical radio and TV shows, "Lux Radio Theater" and "Studio One," both of which are on the Columbia Broadcasting System. On "Studio One" a top TV dramatic actor can earn \$3,500 for a stint which includes 33 hours of rehearsal. A radio actor can get \$2,500 for working "Lux Radio Theater," which includes but eight and a half hours of rehearsal. On this basis, the hourly rate for a name thesp on TV is \$100, while on radio it is \$294.

Run of the mill thesp receive \$170 video base pay. The date includes 22 regular hours of rehearsal for working "Studio One." For the 13 hours of overtime re-

hearsal, they get another \$85, bringing their total salary to \$255. The radio dramatic series, on the other hand, pays them \$155, which includes the eight and a half hours of rehearsal. The radio actor, therefore, gets paid \$18.23 per hour as compared to the TV actor's \$6.70 per hour.

Variety Shows

A comparison of radio and TV variety shows is also instructive. A top guest can get \$1,500 for working the Bing Crosby radio show. This, of course, includes four hours of rehearsal. Should he work the "Texaco Star Theater," he can make \$5,000, but this includes 40 hours of rehearsal. On radio, the same performer thus will make \$375 per hour as com-

pared to the \$125 hourly rate on TV.

Inducements

There have been other potent arguments marshalled to induce talent to continue or return to radio. Taping is now a common practice on AM which makes it a cinch for entertainers to do a program in leisure hours without any conflicts. Besides, artists can remain virtually unknown in non-TV areas should they by-pass radio entirely.

The facts are that most talent still is overly impressed with the glamour of TV, but this season, even more than last, they are at last beginning to place radio in its proper perspective.

Big Video Station Rush Is Under Way

Over 200 Applications Pour Into FCC Headquarters Under Allocations Plan

WASHINGTON, June 28.—The rush is finally under way for new TV stations. More than 200 applications have poured into the Federal Communications Commission since issuance of the new TV Allocations Plan, with most of the bids piling up in the last fortnight, and a heavy batch of additional ones are expected next week. Expectations are that the total figure will soar to over 600 next week.

Contests are in store for scores of the license contenders. Every bid for VHF channels will be tied up in hearings, while several of the UHF applications are headed for hearings too as the result of a show of competition for them in some of the medium-sized communities where the allocations are scarce. About 75 of the pending bids for TV stations are from applicants who had not filed prior to the TV Allocations Plan announcement. The balance are amended bids from previous applicants. At the time of the FCC's allocations announcement, there were 500 applications, and it is anticipated that most of these will be back in the race with amended forms before long. The rush that became apparent this week was apparently based on the July 1 deadline for amending old applications. This deadline, however, does not represent a cut-off date, since previous applicants can file new bids at any time. Nevertheless, a lot of late-comer applicants apparently waited to avoid "showing their hand" to potential rivals.

A logjam is obviously in store, and also that doesn't surprise the FCC or observers here, it complicates matters, for the FCC is inundated at the same time with more than 50 petitions for changes in its allocations (see separate story for details), and a large number of the petitioners are threatening to hail the FCC into court unless relief is granted.

mitting experimentation with compatible color TV systems during regular broadcast hours ought to be maintained. At the same time the FCC recognized that "deviations from this policy will be necessary on occasion in order to permit full scale experimentation and field testing." Applications for experimental authorization during regular broadcast hours will be considered on a "case-to-case" basis, the Commission said, with applicants required to "describe in detail" the nature of the field test and to state exactly why it cannot be carried out in other than regular broadcast hours.

(The Billboard, June 7, 14 and 21). Five court actions against the plan already are on file, threatening a new TV freeze (The Billboard, April 26, June 14, 21 and 28).

Color TV Ban Lift Means Little to Biz

WASHINGTON, June 28.—National Production Authority's long expected "freeze" this week of its ban on the manufacture of color TV equipment is viewed in government and industry circles here as having left the situation unchanged—namely, the defense emergency freeze continues. NPA officials made it clear that a total lifting of the blackout is nowhere in sight until after the global emergency is relaxed. The NPA this week replaced its flat ban on the manufacture of household color TV receivers with an amended M-90 order, allowing TV manufacturers to apply for permission to make home-type color TV under "certain conditions," but NPA Administrator Henry H. Fowler said he expects that "few producers of household radio and TV equipment will be able to qualify under the revised order to make color TV sets."

Fowler stressed that the revised order is not meant to permit unlimited production of household color TV sets, but is intended to give manufacturers who have no defense contracts at present an opportunity to indicate whether their production of color TV equipment would affect the defense effort. He said industry representatives told mobilization officials at the last color TV con-

Panel Show to Spell 'Claudia'

NEW YORK, June 28.—General Foods this week bought "Who's There" to replace "Claudia" this summer. The show goes on the Monday 9:30-10 p.m. slot on the Columbia Broadcasting System's TV web for nine weeks beginning July 14.

Arlene Francis will be femsee and the panel will probably use Bill Cullen and Robert Coote. The program will have panelists identify well-known personalities by associating them with objects. Benton & Bowles is the agency, Richard Lewis the packager.

JO STAFFORD AWAITS STORK

HOLLYWOOD, June 28.—Jo (Mrs. Paul Weston) Stafford, awaiting motherhood in December, will delay her TV debut until the first of the year. She planned to make the tele plunge this fall.

Performer's Suit Charges NBC Ruined Draw

CHICAGO, June 28.—National Broadcasting Company has been sued in Federal Court here for \$500,000 by Osborne P. Stearns, billed as "The Food Magician" on a morning food show on WMAQ between 1946 and 1951. Stearns charges that the station ruined his earning capacity by constant juggling of his time slot, causing him to lose his audience. Stearns said that his cooking show was drawing up to 2,000 letters a week. He talked about recipes on his show, and WMAQ sent copies of the recipes to those who wrote in.

In 1949, Stearns charges, the station changed its policy and refused to send out the recipes. Against his will, Stearns continued on the air with a different type of format. His ratings and sponsors dwindled steadily, he maintains, because of the station's refusal to follow his old format and because his time slot was changed five times in 13 months.

The legal basis of the suit, he said, was defamation and breach of contract.

FCC Allocation Plan In for More Criticism

WASHINGTON, June 28.—More charges that the Federal Communications Commission allocation plan was "arbitrary and capricious" piled up this week as petitions seeking changes soared to over 50. The 75-mile separation requirement came in for special criticism, with WLBR, of Lebanon, Pa., calling it "arbitrary, capricious and therefore illegal" in a petition claiming its radio station site was just four blocks too close to qualify for TV. A change of location would put them to "great additional expense," WLBR said, but claimed it had been told unofficially that an application for Channel 15 would be dismissed if not in compliance with FCC rules. WLBR asked either a change in the allocation plan or reopened hearings.

The Telegraph Herald, of Dubuque, Ia., also objected to what it labeled "arbitrary" FCC action in "adopting an inflexible separation rule." It asked the assignment of Channels 5 and 11 to Dubuque with power limitations and claimed the FCC rule stopped it from showing that "the public interest would be served" by assignment of the two channels to Dubuque.

The dispute over Pittsburgh allocations continued to rage with WCAE, Inc., of that city, asking the FCC to supplement Channels 2 and 11, now assigned to Pittsburgh, with another VHF channel, such as 9 or 4. The hills of Pittsburgh make it difficult to use the UHF channels assigned to the city, WCAE declared, adding that

POLITICAL POINTS

NARTB Brews Batch in Its New Booklet

WASHINGTON, June 28.—Latest in a growing batch of TV pointers for political candidates came this week from National Association of Radio and Television Broadcasters in a booklet titled, "Campaigning on TV." The booklet, which will be widely distributed, advises political candidates and parties that TV, "newest of broadcast media, offers an unusual service to the candidate and to the voter," stressing that "thru television the candidate has an opportunity to become known to the voter in a 'personal' manner, rather than as a distant, impersonal figure."

An elaborate folder on the same subject and urging wide use of TV in electioneering already has been distributed by the Republican national committee (The Billboard, June 14) and Columbia Broadcasting System's "School for Political Candidates" is undertaking an educational campaign along the same lines (The Billboard, May 24).

Recognizing TV's potency in swaying the electorate, now that television is on a coast-to-coast basis, the NARTB encourages political candidates to make intelligent use of it. Get "action" into TV speeches, advises the NARTB. "Don't read our television talk," says the booklet. "Fifty per cent of the effectiveness and sincerity of your message will be lost if your eyes are continually glued to a script. Remember, you are a guest in the homes of your viewers. They expect you to be informal, to look at them while you speak."

"Be relaxed—be friendly—be sincere," says NARTB. "Nothing is more convincing. That is television at its best." The booklet is a TV edition of NARTB's "Is Your Hat in the Ring?", which deals similarly with radio.

State Dept. Faced With Senate Probe

WASHINGTON, June 28.—State Department's foreign propaganda set-up, which includes the "Voice of America," under bitter criticism from Congress the last two years for alleged waste and ineptness, faces a Senatorial study. The Senate Foreign Relations Committee late Friday (27) approved a \$50,000 inquiry study of the information program by a select Senate committee. Floor approval of the inquiry appears certain.

The study was called for in a resolution sponsored by Senators William D. Benton (D., Conn.) and Alexander Wiley (R., Wis.). Congress last year deeply slashed the information budget after sharply rebuking the program's administration for wastefulness, padding of payrolls, "too many brass hats" and "global junketing."

This year, the House voted a slash in the budget with another rebuke, and the Senate this week voted to restore part of the cut. In doing so, the Senate voted to include television among facilities covered in funds for State's international information and educational activities. The appropriations bill now goes to a joint conference committee.

FCC Okays RCA TV Color Tests

WASHINGTON, June 28.—Experimentation with compatible color TV during regular broadcasting hours will be allowed upon occasion if necessary for "full scale experimentation and field testing," the Federal Communication told Radio Corporation of America this week. FCC made known its position in answer to a letter from C. E. Jolliffe, vice-president and technical director of RCA. Jolliffe had asked permission to make field test broadcasts of the RCA color system during regular broadcast hours.

The Commission said that "in general" its policy against per-

it was only "a blind adherence to technicalities" which prevented the FCC from granting its request.

WIIYU at Newport News, Va., objected to the assignment of Channel 33 to The Norfolk-Portsmouth-Newport News area, when it claimed the commission originally planned to assign the channel to Newport News alone. WIIYU said it has programed its radio station to serve primarily the interests of Newport News and would like to program its TV station the same way. Any plan to serve the larger area designated by the commission, WIIYU said, "would require the installation of equipment at a cost that would be economically unsound for a station designed primarily to serve a community of 41,551 people."

The commission also continued to act as speedily as possible on requests for clarification of minor changes in its allocation plan. It told the Connecticut Broadcasting Company that, when it said the main studio of a TV station should be located in "the principal community to be served," it meant within the corporate boundary of the city, town or village which the station would serve. Unless the area does not fit political boundaries, in which case applications would be considered on a case-to-case basis. It turned down an appeal from Westinghouse Radio Stations, Inc., Pittsburgh, for a different way of determining which requests for UHF stations should be considered first.

FCC to Hear Jeff on ABC, Para Merger

WASHINGTON, June 28.—Appearance of former Federal Communications Commission chairman, Commander E. K. Jeff, before the FCC hearing on the proposed United Paramount Theaters, Inc.-American Broadcasting Company merger was requested Friday (27) by Paramount Pictures Corporation attorney Paul Porter. Porter said he wants to question Jeff, who is now vice-president in charge of WMAR-TV, the Sunpapers' TV station in Baltimore, about a conversation reported by this week's witness, Arthur Levey, wartime president of the Scophony Corporation of America.

A memorandum written by Levey in 1944 portrayed Jeff as an enthusiastic supporter of Scophony's intention to file applications for TV station licenses. Levey said he believed Metro-Goldwyn-Mayer also was about to file for a TV station license. Porter cited a memorandum which, he said, was written by Jeff in which Levey quoted Jeff as saying Scophony's application would receive fair treatment. The memorandum quoted Jeff as saying the FCC was interested in establishing "a competitive situation" which would be in "the public interest." Levey said Jeff assured him his application would be considered on the basis of merit and not according to which applicant had the most money.

In connection with the question of whether Paramount tried to suppress Scophony patents, Porter said Paramount could have waited until Scophony went into receivership and bought it out rather than becoming affiliated with it beforehand. Levey claimed, however, that Scophony paid off its debts before it became affiliated with Paramount. FCC Examiner Leo Resnick, at the conclusion of the week's hearings, asked Porter to submit proof of United States citizenship for Paramount stockholders, 80 per cent of which must be proved citizens before an organization can be authorized to operate a TV-radio station. Levey is scheduled to take the witness stand again and Dr. Adolph Rosenthal, inventor of the Skiatron Dark Trace Tube, has been recalled for additional questioning June 30.

Senate, House Mull Disk Bill

WASHINGTON, June 28.—A joint Senate-House Conference Committee will resolve the fate of legislation to extend the Copyright Law to cover recording, televising and broadcasting of non-dramatic literary works. The Senate Judiciary Committee favorably discharged a House-passed bill with minor amendments last week, and the House Judiciary Committee followed that up this week with a request for a joint conference committee to iron out differences.

Under the present law, if an author dramatizes his poems, short stories, magazine articles or novels in a play before publishing them in a book, he is protected against unauthorized performance as the author of the play, the Senate Judiciary Committee said in its report. Coverage is likewise assured if the works are copyrighted as musical compositions, but if they are put on disks or broadcast or televised in original form, copyright protection is not established, said the committee. The new bill seeks to provide this protection by guaranteeing coverage where "pecuniary profit" is involved.

Apple Juice Firm Mulls Laughton Seg

NEW YORK, June 28.—Duffy-Mott Apple Juice this week was considering the purchase of a one-man video show to feature Charles Laughton. Young & Rubicam is the agency.

SPONSORS SEEK VIDEO STANZAS

NEW YORK, June 28.—Several advertisers this week were searching for TV programs. Dodge motors has instructed the Grant Advertising agency to find a suitable prestige program to meet its needs. Regent cigarettes was on the lookout for a musical property. And Bristol-Myers, which is far from set for fall, would like a low-cost video program with a new audience-participation gimmick.

NO TWO-TIMING FCC Nixes Dual Control On TV-ers

WASHINGTON, June 28.—A plea for a ruling authorizing common ownership of a TV station by AM broadcasters was rejected by the Federal Communications Commission this week on the grounds that such an issue could only be answered "in the light of the circumstances presented by a specific application." The ruling had been sought by Station KFBI, Wichita, Kan., which had asked FCC whether it would consider an application for a TV station made by two radio stations. Earlier in the year the matter had been raised by Senate Commerce Committee Chairman Edwin Johnson (D., Colo.), who said he had been questioned by stations in his State.

In its decision, the FCC pointed out that its "multiple ownership rules" limit the extent to which AM stations with overlapping service areas may be under common control. The rules also have an escape clause, however, which would permit common control if it can be shown that the "public interest, convenience and necessity" will be served by such multiple ownership.

Morals Hearings Up Again in August

WASHINGTON, June 28.—Commerce Subcommittee hearings on the morals of TV-radio will be resumed in August after President Harold Fellows, of the National Association of Radio and Television Broadcasters, and Chairman John Fetzer, of the NARTB Code Review Board, in testimony at a one-day session this week declared that TV is in healthy shape and the best future lies in self-regulation by the industry. Subcommittee Chairman Orrin Harris (D., Ark.) said his group plans to give "ample time" for other industry witnesses after the national political conventions. He apologized for the necessity of interrupting this week's hearing at which several other industry witnesses, including Charles Denny, executive vice-president of the National Broadcasting Corporation, were prepared to testify. Denny, who, along with others, will testify at resumption of hearings, is slated to give the subcommittee a demonstration of typical TV programs. The former FCC chairman, bulwarked by technical aids, was ready to present the showing on a screen in the committee hearing chamber this week.

In his testimony, Fellows put the broadcasting industry on record as being "deeply appreciative" of the manner in which the hearings were conducted. He expressed gratification that all committee members are aware that new legislation containing any shade of censorship would be "a most unsatisfactory solution." Subcommittee questioning indicated a new members interest in determining whether the present TV code is working and the extent of compliance. Fetzer, in answer, said he saw "evidence of tangible progress toward the goals we seek is very gratifying," altho he added that "we have produced no miracles overnight."

Fetzer praised the caliber of his code board members J. Leonard Reisch, managing director of the TV-radio stations in Miami,

NBC to Revive Tuesday as High-Powered Comedy Night

NEW YORK, June 28.—One of the new moves of the new Pat Weaver-Frank White radio regime at the National Broadcasting Company is expected to be the revival of Tuesday as a high-powered "comedy night" on the web next fall. Despite the loss of Bob Hope from the line-up, the web is understood to be blue-printing one of its most expensive evenings of radio in some time, including a new version of "Baby Snooks." Martin and Lewis, Fibber McGee and Molly, Fred Allen and Red Skelton.

As for some years, the 8 p.m. leadoff slot would be occupied by Du Pont's "Cavalcade of America" as the only non-taught stana in the block. This would be followed by the new "Snooks" series, which NBC recently obtained for both AM and TV from the William Morris office.

The major problem here is obtaining a suitable lead to take over the role made famous by the late Fannie Brice. The web is known to lean toward Audrey Meadows, who has a featured role in the legit musical, "Top Ba-

AFRA Board Favors Merger

NEW YORK, June 28.—The national executive board of the American Federation of Radio Artists this week voted Thursday (26) in favor of the college blueprint for a five union merger of the various Associated Actors and Artists unions. The vote was about 37 for the merger with 19 against. A large number of West Coast radio performers on the board were against the plan.

There is expected to be a mail poll of national executive members to get their votes on the record.

Atlanta and Dayton, O.: Mrs. A. Scott Bullitt, owner of King-TV in Seattle; Walter Damm, general manager of The Milwaukee Journal-TV-radio properties, and Commander E. K. Jeff, vice-president in charge of WMAR-TV, The Sun paper's TV station in Baltimore. A code board of this caliber, he said, "cannot and will not defend the misdeeds of bad television programming." Fetzer said his code board recognizes that TV advertising has "tremendous impact" on many phases of society and will insist upon the elimination of bad advertising practices.

He recognized that TV must face "head-on its responsibility in the matter of education, the church, children's programs, public issues and matters of decency and decorum in production." He also pointed, however, to the exceptional work done by radio during the past war in complying with a voluntary censorship code, recalled that television is a new industry and asked Congress and the public to give the TV code a chance to work. At the same time Fetzer warned that the code should never be permitted "to negate against a great creative effort" declaring, "after all, television is a mirror of the genius and talent and of the thought of the American people."

Norge Mulling Package Shows

CHICAGO, June 28.—Norge, thru J. Walter Thompson, is considering several package shows for a fall and winter campaign, which would include a campaign over either the Columbia Broadcasting System or the National Broadcasting Company. Firm wants a personality that can be tied in with the merchandising of its line. Included in the packages being pitched is one featuring Walter O'Keefe.

"If the show's problems are ironed out, it doubtless would again be sponsored by Lewis-Howe for Tuma, Miss Brice's last bankroller, which now airs the "Bartie Craig" private eye series in that time.

Martin, Lewis Cinch
Martin and Lewis are deemed certain to inherit the 8 p.m. time

Govt. Dept. Sums Global TV Advances

WASHINGTON, June 28.—Latest advances toward global TV summed up this week by the Commerce Department show moves toward more standard equipment in selected places such as Bogota, Colombia, Cuba, Norway, Britain and Italy. In Bogota, TV will be on the United States standard—825 lines, 30 frames. Station antenna equipment and 5,000 TV sets will be supplied by two British firms, and construction of a 5-kw. transmitting station is expected to be started within a year.

Cuba imported 4,774 TV receivers valued at \$833,590 in the first quarter of 1952, compared with 7,499 sets valued at \$1,519,214 in the first quarter of 1951, commerce reported. The decline was attributed to dealers' fear that a ruling suspending the televising of professional baseball games would cut heavily into TV popularity. Sales went up, however, when semiprofessional baseball and other sports appeared on TV, and dealers expected heavier imports later in the year. All TV receivers imported in the first quarter were of United States origin. Six TV stations are in operation, one is under construction, and channels for 12 other stations have been officially reserved and licenses authorized.

In Norway, the Parliament has been requested to appropriate 400,000 crowns to cover costs for the first of a two-year trial TV transmission period.

In Italy, where the first regular TV program was transmitted at the Milan International Sample Fair on April 12, the Commerce Department said an agreement between an Italian and a British company will result in the manufacture of TV receivers of British design. British sources also were quoted as saying a TV link with the United States could be established thru use of combined cable and radio links via Canada, Greenland and Iceland. They predicted transatlantic TV would come very soon.

"Spotted" Film Shows Rated by New Chart

NEW YORK, June 28.—Proponents of TV film have long argued that they possess a major advantage in the ability of a sponsor to slot film differently in each market to assure best possible audience results. This, they claim, is a considerable improvement over airing a show via an interconnected network, which allows no opportunity to assess the preceding, following and opposing shows in each market. Up until now, there has been little opportunity to prove their arguments. Starting in this issue, The Billboard will provide an answer, with the collaboration of Videodex, the audience research agency (see accompanying charts on opposite page).

For the past three weeks The Billboard has published a list of "Current TV Film Series," broken down by program format, with a list of the cities in which each film is currently showing. Now, thanks to Videodex, which at this time issues individual reports on 20 of the television markets, this chart has been expanded to include the latest Videodex rating of each film in the Videodex markets in which it was showing during the latest Videodex reporting period. Also appearing on this

from Bob Hope for Chesterfields. Tho their more recent radio efforts have not been particularly successful, the comics have come a long way in national stature since, and may make the grade this time. Fibber and Molly in the 9:30 time for Pat Milk are virtually a cinch for the fall, altho the renewal pact has not yet been inked.

At 10 p.m., the new Fred Allen comedy quiz show for Old Golds will move into the line-up. There is a good possibility that this show will be simulcast, should Old Gold move its original Amateur Hour TV show to the Columbia Broadcasting System, which is pitching hard for it. If the amateurs stay on NBC, either they will get a different berth or the Allen TV stanza would be offered as a separate entity rather than a simulcast. The line-up likely will wind up with the Red Skelton radio series, which bows on NBC come fall. The comic has been airing via transcription over CBS this season.

The Tuesday block, in toto, is deemed the strongest single line-up that NBC will offer next season, and comparable both rating-wise and commercially with the CBS Monday powerhouse.

Truman Plugs Educational TV

WASHINGTON, June 28.—Educational TV will get a national plug from President Truman in a forthcoming public talk. It was indicated this week as the result of an unprecedented White House conference by the president with members of the Federal Communications Commission. FCC Chairman Paul Walker said the President congratulated the commission on setting aside 342 TV channels for non-commercial educational stations, describing it as a far-reaching authorized.

Walker informed the President that the channels cannot be reserved indefinitely and that it is up to the educators to apply for them. The White House visit, credited largely to Commissioner Frieda S. Henock (see Washington Once-Over), produced a start of activity at the joint committee on educational television, which quickly sent renewed pleas to educational institutions to file applications. Meanwhile, the FCC this week announced a revision in TV application forms so that groups seeking non-commercial channels will supply full information concerning their non-profit status, sources of funds and so forth.

chart is the rating of the show preceding the film of the same station and the ratings of the shows on opposition stations at the same time as the film.

Altho the factors contributing to the success — or lack of it of any show in any market are various and complex, the data provided in this chart do make possible extensive analyses of the audience pull of each film.

Thus, Television Productions' "Cisco Kid," which is generally slotted in the early evening during weekdays or in the afternoon on Saturday or Sunday, stacks up as a solid draw. In all

(Continued on page 10)

Set 5G Tab For 2 Pkgs.

NEW YORK, June 28.—The Music Corporation of America is asking \$5,000 a week each for two of its top radio packages. They are "Safari," which stars Ray Milland, and "Six Gun" which stars Jimmy Stewart. Gulf Oil is said to be considering purchase of "Six Gun" for this fall.

Skouras Predicts 500 Eidophors In Theaters Within 18 Months

NEW YORK, June 28.—Ediphor, 20th Century-Fox's new large-screen color television, was previewed for members of the Federal Communication Commission here Friday (27) night, as part of a special series of demonstration screenings attended by agencies, press, technicians, exhibitors and rival movie outfits.

With favorable reaction to early showings, 20th Century-Fox prexy Spyros P. Skouras told one preview group that he expects to have 500 Ediphor projector-sets installed in theaters by the next year and a half, and will produce from 40 to 50 a week thereafter. In line with this, he is hopeful that the FCC will give him the go-ahead signal on closed-circuit channel allocations sometime between fall and the first of the year.

Since Ediphor can duplicate (and exceed, if necessary) any screen-size and throw-distance now used in theaters, Skouras said he plans to make it available to drive-in theaters as well. Skouras declared he now plans to tee off on his own programming for theater TV in about a year, via a revue-type show, that will be telecast to theaters three or four times a day (in accordance with house policy) and paired in each case with a feature film.

Exhibitors will pay a regular rental fee for shows, which will be telecast to cover the time zone of their origination point. There will be one new show every week, and eventually there will be four or perhaps more telecasting every week to cover all theaters and enable small town exhibitors to have two or more changes each week.

Skouras also foresees regional-type programming in some cases, with daily local news coverage and talent "drawn to these centers and decentralized to some extent." Skouras estimates that a regional week could deliver 70,000 to 6,250,000 admissions per night in 60 to 200 theaters.

20th Century's ambitious programming plans encompass tele-

casts of Broadway shows, concerts and (eventually) events abroad. However, Skouras told a preview group this week that he thinks sports events should be telecast over home TV sets, rather than via large-screen systems. This may have been inspired by some unfavorable public reaction to home-set blackouts on big sports events, when they were covered by theater TV.

Possibility of foreign coverage, of course, brings up the subject of film. The way it's set up now, Ediphor can't handle film, but 20th Century is working on equipment which will use it, and film

coverage will eventually be part of the over-all programming plan. The Ediphor system hasn't evinced itself in the stock market yet, but tests here have been extended thru next week at the request of Wall Street, which may be indicative of some action there shortly. The system was developed by a group of Swiss scientists at the Federal Institute of Technology 12 years ago. Since then it has been perfected and converted to color, thru joint efforts of CBS color engineers and 20th Century-Fox's technical staff, under the direction of Earl I. Sponable.

Delegates to RTMA Meet Get Optimistic Picture

CHICAGO, June 28.—A record registration was chalked up this week at the Palmer House here as the Radio-Television Manufacturers' Association convened its 28th annual convention. Delegates, who represented all phases of the manufacturing of radio and TV receivers, were given an optimistic picture of the future by RTMA execs and guest speakers who addressed more than 25 separate sessions from Monday (23) thru the closing banquet Thursday (26).

One of the highlights of the convention was the award to Gen. David Sarnoff of the first annual RTMA Medal of Honor for his "outstanding contributions to the advancement of the radio-television industry." Award was made at the banquet by Robert C. Sprague, board chairman of the association.

Spearheading the outlook for a bright future was Glen McDaniel, RTMA president, who delivered his annual report to the convention on the closing day. McDaniel, in revealing that the over-all production of military electronic and communication equipment, combined with output of radio and TV receivers and replacement parts now exceeded peak production during World War II, said that the combined production rate was \$4,000,000,000.

Craig Report
Further stressing the optimistic future which the industry faces was John W. Craig, vice-president and general manager, Crosley/Division, Avco Manufacturing, who

said sales of television receivers should rise in 1953 and remain at a higher level for several years to come. Craig, chairman of the RTMA set division, said sales of radios, especially portables and car receivers, have continued "surprisingly active" and there is every indication they will continue to do so in the future.

Production of radio sets is now more stable, Craig stated, and at no time this year have inventories in manufacturer, dealer or distributor levels reached the dangerous point they did in early 1951.

Material Shortages
R. G. Zender, vice-president, Lenox Manufacturing Company, Chicago, and chairman of the RTMA parts division, reported that production of radio and TV and component parts had been held at a high level during the past year despite material shortages and a lower output of receivers. New conservation techniques, developed since the outbreak of the Korean conflict, have enabled the manufacturers to meet both their military and civilian requirements.

Meet Highlights
Other important sessions at the convention included the election late Thursday of 17 directors, chairman of the five RTMA divisions and the appointment of executive committees. The board of directors also named new officers, with the exception of McDaniel, who is serving a three-year term as president.

SKUNK OR NO, SHOW GOES ON

MILWAUKEE, June 28.—Gordon Thomas, who conducts the "Time Out With Thomas" show each morning on WTMJ-TV, Milwaukee, was almost obliged to call a time out period for his own benefit on a recent stanza. Once a week, Thomas spotlights some confab with George Speidel, director of the Washington Park Zoo, and features some of the smaller inhabitants of the zoo. This time Speidel brought along a litter of seven newly born baby skunks as the topic of discussion. He handed Thomas one of the little striped pussies to hold, but evidently the skunk did not approve of the idea—and he let the unsuspecting emcee see have it with both barrels. Like a true trouper, Thomas finished his TV stint before retiring to the showers to douse himself with tomato juice and assorted deodorants. Unfortunately for the rest of the station staff and visitors, the odor was picked up by the air conditioning system which wafted it all over Milwaukee's Radio City.

Pabst Formula Is Split Shows For Summer

NEW YORK, June 28.—Pabst this week came up with a summer radio formula designed to give it maximum penetration for its 30 minutes of time. The beer firm bought the first 15 minutes of two different stanzas airing via the National Broadcasting Company, on an eight-week basis.

Starting June 27, Pabst will bankroll the first half of the Bob and Ray show, which airs 8:30 to 9 p.m. Fridays. Starting July 3, it will pick up the initial 15 minutes of the "Nightbeat" stanza, in the 10-10:30 p.m. Thursday slot. Agency is Warwick & Legler.

FCC Ponders TV-Theater Hearing Date

WASHINGTON, June 28.—Federal Communications Commission is seeing whether it is possible to advance its latest designated date for theater-TV hearings, currently slated for January 15 (The Billboard, June 7). The Commission was prodded into its latest study by a petition Monday (23) from the Motion Picture Association of America, Inc., and the National Exhibitors Theater Television Committee, reminding the FCC that the hearing already has been postponed six times in nine months and that the delay has placed "a heavy burden" on participants.

The two organizations asked the commission to assign eight hearing days on the issue this autumn, starting either October 13 or October 20. At this time, they said, participants would plan to present engineering and accounting phases of the theater television case, such as video and audio signals, sample theater TV microwave distribution systems, theater TV projection equipment and costs of theater TV television transmission.

Whether the commission can move up the date is uncertain, because of the press of other business, especially TV allocations, according to FCCers. The latest petition was signed by Vincent B. Welch, of Welch, Mott & Morgan; James Laurence Fly, of Fly, Shuebruk & Blume; and Marcus Cohn, of Cohn & Marks.

this year, compared to 1 per cent four years ago when there were only 420,000 TV homes.

F&P TO STRESS LIVE PROGRAMING ...

NEW YORK—Free & Peters this week started showing what is said to be the first 16mm. sound-on-film sales presentation using live studio programming and talent. The film was turned out for KRON-TV, San Francisco, by Don Flagg Productions at a cost of about \$3,000. Station personalities taking part in the film include program director Al Constant, Lu Hurley, Barbara Angell, Bonnie Keever, Edith Green, Marjorie Trumbull, Lew Boyd and Russ Coglein. F & P TV sales manager Jack Brooke reports that his office has made several sales via use of the film.

NO REPLACEMENT FOR GRAY ...
NEW YORK—When gambler Barry Gray takes a summer vacation from WMCA here, beginning July 7, the station will not attempt to find a substitute spicler for the midnight to 3 a.m. show, but will suspend the program until August 20, when Gray returns. The station claims that a full line-up of sponsors has been set for the show following the Gray (Continued on page 9)

NCAA to Get Build-Up Via NBC Grid Bid

NEW YORK, June 28.—The amount of money bid by the National Broadcasting Company was not the prime consideration in the web's winning rights to the TV college football package of the National Collegiate Athletic Association. It's understood that NCAA, feeling that it is badly in need of a heavy public relations build-up, awarded the games to NBC because of a potent corollary campaign outlined in detail by the web.

The NBC proposal included use of the web's facilities to plug the NCAA restricted grid plan, as well as to disseminate information about the participating colleges and their educational advantages. Spots and special interviews will be used, and the web also will give out with brochures and promotional literature of various types. NBC gained the games over bids from other webs, and from agencies and sponsors. Cost of the 12-week deal cannot be definitely set now, pending clearance of stations. It probably is based on station card rates, as last year.

NEWS CAPSULES—COAST-TO-COAST

Jessel Vetoes CBS Post for Indie Film Production and Guest Shots

HOLLYWOOD, June 28.—George Jessel has turned down a top executive post at Columbia Broadcasting System-TV because he does not want to be tied to a desk job. He leaves 20th Century-Fox at the end of this year to go into indie film production. Jessel also will do six guest shots on top video shows. They include "Information Please" and the Milton Berle and Eddie Cantor segs. Jessel is considering a booking at the Palace sometime next fall.

BUTTONS TO TEST VIDEO PKG. ...

NEW YORK—Red Buttons will try out his new video package before several live studio audi-

ences prior to his being kined by CBS-TV. Buttons' program will have a revue format in which he will do two skits and a stand-up spot. Should this program fail to click, the web will fashion a situation-comedy for him which will also be kined. His CBS-TV pact, negotiated by attorneys Silverstone and Rosenthal, provides for five guest shots.

PROTEST REMOVAL OF RADIO EQUIP. ...

NEW YORK—In a letter to Mayor Impellitteri, Thomas Velotta Thursday (26) protested the removal of radio equipment from the hearing room of the New York Board of Estimate. A discussion on taxi fares was slated to take place there. Velotta claimed that a skedded half-hour local show was forced to be cancelled because of the action. He labelled it "decided infringement on the freedom of communication."

CAMELS RENEWS MONROE: P & G RE-SIGNS "BEALUH"

NEW YORK—There were several important radio and TV renewals this week. Camels renewed Vaughn Monroe on National Broadcasting Company-AM for the fall. On TV "Beulah" was renewed by Procter & Gamble over American Broadcasting Company-TV and Gene Autry was renewed for a year by Wrigley on CBS-TV.

MILWAUKEE STATION CHANGES NAME ...

MILWAUKEE—WMAW, here, was re-named WCAN, by Alex

Kinsenman, new general manager and part owner of the station, which is an ABC affiliate. The station was purchased last winter for \$235,000 following license renewal difficulties with the Federal Communications Commission for former owners. The WJZ-TV, purchased by Rosenman, Lou Poller, boss of WPWA, Chester, Pa., and also part owner of WABL, Arlington, Va., and Cy Blumenthal, another part owner of WABL. Former station manager, Jack Bundy leaves the outlet to join the announcing staff of WFOK.

LIFE SAVERS: BUY CONVENTION SPOTS ...

NEW YORK—Life Savers this week purchased a spot campaign covering the two convention weeks of July 7 to 21 over four TV outlets of the American Broadcasting Company. Similar spot campaigns have already been bought by the Royal Typewriter Company and Philip Morris cigarettes. The stations are WJZ-TV here; WENR-TV, Chicago; KECA-TV, Los Angeles and KGO-TV, San Francisco.

40% OF U. S. HOMES CAN VIEW CONVENTION ...

NEW YORK—About 17,900,000 U. S. homes will have TV receivers by convention time, July 7, and 99.9 per cent of these will be able to watch live network programming from Chicago according to an estimate by Hugh Beville Jr., director of plans and research for NBC. This means that 40 per cent of all American homes will have TV sets by convention time

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Clair R. McCollough, Pres.

Represented by

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Chicago San Francisco New York Los Angeles

WLW

1922 • 1952

30th Year

WWJ

NBC AFFILIATE in DETROIT

Owned and Operated by THE DETROIT NEWS

Special Representative THE GEORGE P. HOLLINGSBERRY COMPANY



2500 SONG WRITERS WORKING FOR YOU

MR. SHOWMAN:

Suppose you put the country's 2500 leading song-writers on your payroll to create the music your customers demand. Picture the size of your payroll! But there is a simple way to get the same result at a nominal cost.

The way, of course, is through an ASCAP license, which gives you ready access to the best-loved American music . . . an unparalleled catalog containing tens of thousands of compositions of the more than 2500 leading American song-writers . . . the favorites of the past half-century.

In brief, you get the MUSIC that has made the field of entertainment one of America's great Industries. MUSIC is the lifeblood of radio and television, night clubs and taverns, restaurants and hotels . . . wherever Americans while away their hours of relaxation.

The creative talent that makes MUSIC good business for you is available at low cost. Look at it this way . . . *the total royalties paid to writers and copyright owners last year through ASCAP by all commercial users of music are only a fraction of a cent of each dollar spent on entertainment by the American public.*

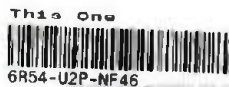
An ASCAP license is the biggest bargain in entertainment!

This is the second of a series of advertisements telling the story of ASCAP



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THE BILLBOARD

Radio-TV Show Charts

For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

Top 10 TV Shows Each Day of the Week in ATLANTA

(749,000 TV sets)* panel size 350)

... According to Videodex Reports

Table listing TV stations and their affiliations: WAGA-TV (CBS, Du Mont), WLTV (ABC), WSB-TV (NBC).

Videodex reports monthly on each of 70 major markets, besides publishing a monthly national network report based on all 63 markets.

Due to the fact that Atlanta stayed on Standard Time, rather than shift to Daylight Saving Time, network shows came in an hour earlier in May.

Table showing Top 10 TV Shows for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.

Table showing Top 10 TV Shows for Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.

Table showing Top 10 TV Shows for Tuesday, Wednesday, Thursday, Friday, and Saturday.

Table showing Top 10 TV Shows for Wednesday, Thursday, Friday, and Saturday.

Table showing Top 10 TV Shows for Thursday, Friday, and Saturday.

Table showing Top 10 TV Shows for Friday, Saturday, and Sunday.

Table showing Top 10 TV Shows for Saturday, Sunday, and Monday.

Share of Total Audience Radio vs. TV in ATLANTA

... According to Pulse Reports

March-April, 1952

Table showing Share of Total Audience for Radio vs. TV in Atlanta for various time slots.

NEXT WEEK Videodex and Pulse Studies of BOSTON

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience Radio Vs. TV

... According to Pulse

FOR FULL INFORMATION

about all radio and television shows ratings, audience compositions and the many other factors which determine the success or failure of a program.

ALE-ING SEG

Beer Strike Jeopardizes CBS Show

NEW YORK, June 28. The Columbia Broadcasting System this week was sweating out a strike at the Newark plant of P. Ballantine and Sons.

Top 5 Radio Shows Each Day of the Week in ATLANTA

(773,800 Families*)

... According to Pulse Reports

Table listing radio stations and their affiliations: WAGA (CBS), WFTL (NBC), WWSB (NBC), WWSB (NBC).

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except to New York, which is monthly.

"FIBBER MCGEE AND MOLLY" achieved the top rating in Atlanta during March and April.

In Monday-Friday daylight listening, the National Broadcasting Company soap operas from 4-5 p.m. have a clear lead.

Table showing Top 5 Radio Shows for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.

Table showing Top 5 Radio Shows for Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.

Table showing Top 5 Radio Shows for Tuesday, Wednesday, Thursday, Friday, and Saturday.

Table showing Top 5 Radio Shows for Wednesday, Thursday, Friday, and Saturday.

Table showing Top 5 Radio Shows for Thursday, Friday, and Saturday.

Table showing Top 5 Radio Shows for Friday, Saturday, and Sunday.

Table showing Top 5 Radio Shows for Saturday, Sunday, and Monday.

Table showing Top 5 Radio Shows for Sunday, Monday, and Tuesday.

Table showing Top 5 Radio Shows for Monday, Tuesday, and Wednesday.

NEWS CAPSULES

Jessel Lured by Pic Making, Guesters

Continued from page 6

hiatus. New contracts are being signed on an "as available" basis.

BERGEN TO MAKE VIDEO FILMS

HOLLYWOOD—Edgar Bergen begins production on a series of 13 half-hour video films this week. The ventriloquist is filming exteriors at Pike's Peak. Meanwhile, several advertisers were said to be interested in Bergen's radio show. A deal is to be announced shortly by CBS.

WINS TO HYPE COUNTRY MUSIC

NEW YORK, June 28.—On top of the recent similar programing moves at the American and National Broadcasting Company networks, local station WINS jumps whole hog into country music next Monday (30), when the Crosley station begins a two-hour, across-the-board disk show from 8 p.m. to 10 p.m. The new show will be called "Folk Fare" and replaces a pop music segment which has been aired for several years. The station becomes the first local outlet to program 12 hours of country music weekly.

WHDH TO REMAIN ON 24-HR. BASIS

BOSTON — WHDH, a local 50,000 watt independent station has decided to remain on the air on an around-the-clock basis after experimenting with an all-night show since April. The station is airing recorded music from 1 a.m. to 6 a.m. daily in a show called "All Through the Night." Programming plans call for continued use of light classical and lush pop music.

STANDARD OIL TESTS WNBQ VIDEO NEWS SEG

CHICAGO—Standard Oil of Indiana, which dropped its Midwest web sponsorship of the Wayne King Show over the National Broadcasting Company effective Thursday (28), is going to test a video news show over WNBQ here starting July 2. Firm will sponsor Clifton Utey Wednesday, Thursday and Friday, 10:18-10:30 p.m. CDT, weekly.

In addition to its TV probing, firm sponsors news and sports shows on 27 radio stations in 24 Midwestern cities.

DEMOCRATIC COMMITTEE NAMES REINSCH SAUTER

WASHINGTON — Democratic National Committee Chairman Frank McKinney announced the appointment this week of Leonard Reinsch and James Sauter as co-chairmen of an Entertainment Industry Committee in connection with the convention and campaign. Reinsch, onetime TV-radio consultant for President Truman, is on leave of absence from his position as general manager of TV and radio stations owned by former Presidential candidate, James Cox. He said the committee, as in past years, would call upon name figures in the entertainment world.

ERNIE SIMON SIGNS WITH WGN, WGN-TV AND DU MONT

CHICAGO—Ernie Simon, leading Windy City disk jockey who terminated his contract with WKBB here a few months ago, then went to California for a short vacation, has signed with WGN, WGN-TV and the Du Mont network for a series of radio and TV airers. Initial program set for Simon is a 15-min Monday thru Fridays at 2-3 p.m. CDT over WGN, which debuts this week. A television show and a web video airer are being set.

HELP SET FOR HOUSE AM ROOM

WASHINGTON, June 28.—An additional technician will be hired to help handle the workload in the congressional radio room where transcriptions are made for lawmakers' radio messages to stations in their home districts and States. The Senate yesterday voted an additional \$3,300 for the purpose. The recording studio, located on an attic floor of the old House office building, is supervised by Robert Coar.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR

James Webb Young, consultant to the Ford Foundation, has resigned to return to private industry. Dennis James subs for Best Parks for five weeks on "Stop the Music," beginning July 6. Bob Fuller, WCBS-TV publicity director, is the father of a new daughter, Wendy, born in the Englewood Hospital June 28. Budd Wild has joined the CBS-AM program department as program sales liaison. Walter (Red) Barber to handle commercials on TV version of "Information."

Abse Plough, president of Plough, Inc., owners of WMPS, Inc., Memphis, has been moved up to chairman of the executive committee of the station. Harold Kreisstein becomes president of WMPS and William Rudner has been selected a vice-president. Walter Damm, general manager of WTMJ, Milwaukee has promoted three execs at the outlet: L. W. Herzog becomes research and development co-ordinator, his assistant general manager post will be filled by Russel G. White and George Comte will move into the station's manager post succeeding White.

Roy Battles has resigned as head of WLW's farm department, Cincinnati, effective July 15, to become executive assistant to the master of the National Grange in Washington. Battles is featured on such popular farm programs as "Everybody's Farm," "Choretime," "Farm Front," "Sunday on the Farm" and "From the Ground Up," most of which originate from WLW's Everybody's Farm near Mason, O., on which is located the station's powerful antenna. Battles has been with WLW since 1943.

Lt. Colonel Robert P. Keim, chief of the Air Force TV-radio section, takes over chief of the Air Force section of the Armed Forces Public Information Center, New York. Capt. Cass Blasiak, Colonel Keim's former deputy, succeeds Keim as chief of the TV-radio section at the Pentagon, Washington.

Turns Down 100G for TV Fight Rights

PHILADELPHIA, June 28.—Offers of \$100,000 for television and radio rights to the Kid Gavilan-Gil Turner welterweight championship match have been turned down by promoter Herman Taylor, who will stage the July 7 match at the Municipal Stadium in association with the Philadelphia Inquirer Charities. Taylor said he also rejected an offer to channel the fight, via television, into 70 theaters.

"There will be no home television, no theater television and no radio broadcast of the fight," said the Philadelphia ringmaster. "There will be no deviation from this decision." Adding that he is not against progress, TV or radio, the promoter said he believed the fight would draw more money without the revenue from those sources. "I just want to see what this fight—I rate it the greatest fight of the year—will draw on its own merits at the gate." Taylor said he expects a turn-out of some 40,000 fans, pointing out that the advance gate is well over the \$100,000 mark already.

BILL UP TO ERASE CEILING ON ELECTION SPENDING

Continued from page 1

spending regulations for congressional candidates. Under the present law senatorial candidates are limited to expenditures of \$25,000 and representatives to \$5,000, but there is no limit on the amount that can be spent for a congressional candidate by a special working committee working for his election. The bill now being drafted would set up a simple spending formula based on the

BIG CONVENTION JOB

Bell System Keeps Abreast of Killing Installation Schedule

CHICAGO, June 28.—Working against a killing time schedule, the Bell system's multi-million-dollar program to complete facilities for TV coverage of the political conventions is still on schedule and by July 7, when the Republican meet convenes, 10 new cities will be added to the interconnected TV network. Four non-visitant areas will be able to see the convention via closed circuit transmissions and only one of the nation's 108 television stations, KOB-TV, Albuquerque, N. M., will be unable to pick up the live shows from Chicago.

By convention time the TV network provided by the long lines department of American Telephone & Telegraph Company and the Associated Bell Telephone Companies, will be stepped up by 5,000 miles of radio relay and coaxial cable channels, bringing

total interconnected mileage to 29,500.

New cities which will be added to the network by July 7 are Miami, New Orleans, Dallas, Fort Worth, Houston, San Antonio, Oklahoma City, Tulsa, Phoenix and Seattle, thus bringing the total number of stations able to carry live web telecasts to 107 located in 65 cities.

Television signals also will be piped into theaters and/or hotels in Denver, Sacramento and Fresno, Calif., and Portland, Ore. via a closed circuit, so that the population in those non-television areas will be able to view the proceedings at the conventions.

In order to safeguard against emergencies, special PSV video cables are being installed at the Amphitheater, site of the convention here, and at the Conrad Hilton Hotel, where all TV webs also

will maintain telecasting facilities. Special antennas will be used at both places, as well as at the four network stations here. In addition, several hundred technicians are being schooled for all emergencies and will work in crews at the conventions, roving thru the television and radio areas to keep a constant check on equipment.

For radio, program grade circuits to interconnect over 1,200 stations of the four networks will be provided by AT&T. In all, there will be 215 radio channels and 70 visual and audio TV channels installed.

Illinois Bell Telephone experts, who have been working for about a year planning the physical set-up for the conventions, said the 1952 effort will require 75 per cent more service than their predecessors. First telecast from a convention was held in 1950 when the GOP met in Philadelphia was carried to New York over a single 76-mile channel. During World War II there was no video coverage, but in 1948 the Republican meet, also from Philadelphia, was carried to seven cities: Boston, New York, Newark, Philadelphia, Baltimore, Washington and Richmond, where a total of 10 stations telecast the events.

Work at the Amphitheater will be held up for a few days now as heavy equipment, brought in for an electro-plate convention, is being removed, then the final touches will be rushed so as to meet the July 7 deadline.

The Bell System also is preparing a series of live telecasts and radio shows, which will be made available to both the AM and TV networks covering the conventions. These shows, running from three to five minutes, are intended as fillers for the webs during lulls in the conventions. Done in laymen terms, they will feature personnel explaining how the television coverage is achieved, etc.

VIDEO MOTIF

Revamped White House Heavy on TV Facilities

WASHINGTON, June 28.—Sign of the times is a forest of TV aerials atop the refurbished White House. The modernized mansion has the latest of built-in equipment for TV reception on a scale comparable with the most modern apartment houses and hotels. This is in addition to elaborate improvements for setting up telecasts from the White House (for details on White House TV broadcasts set-up, see Washington Once-Over column).

Almost every room in the White House can be set up for television, right now there are five TV sets in the mansion. These include built-in receivers in the President's study and in the family living room. Other sets are located in Mrs. Truman's sitting room, the usher's office and

in daughter Margaret's room. It's likely that some day there will be a set in practically every room. Present TV sets aren't expected to get much use by the Truman family inasmuch as the First Family will be absent from D. C. much of the summer. Mr. Truman is known to have switched on his own set for programs in which Margaret has appeared, but he has reportedly "kicked" few other ganders. His office set is at arm's length from his desk. Staffers say he didn't watch Gen. Dwight Eisenhower's Abilene appearance or Gen. Douglas MacArthur's "old soldiers never die" address to Congress.

Expectations are that Mr. Truman won't take any of the portable TV sets with him when he leaves the White House. That goes for the myriad radio sets, too. Story is told here that when Calvin Coolidge wound up his White House tenure, he had nearly a score of radio sets crated for delivery to his New England home.

Outlets Get Convention Recordings

CHICAGO, June 28.—Local radio stations thruout the country will be able to record special programs on the spot at the Republican and Democratic national conventions here next week. A supplement shows fed to them by the networks, Magnecord, Inc., Chicago, has been authorized to set up recording facilities under auspices of and in co-operation with National Association of Radio News Directors and the Chicago News Broadcasters' Association.

Thru the Magnecord arrangement, convention-accredited engineers, equipment, individual recording booths, tape and handling and mailing facilities will be provided or all radio newscasters desiring to make use of the service. Indies will be able to provide their own coverage of the events, including spot news reports, interviews, etc., at the total cost of \$5 for a five-minute tape, and \$9 for a full quarter-hour program.

The recording headquarters at the Amphitheater will be in the radio-TV wing in the north wing. Additional facilities will be available at the Conrad Hilton Hotel.

Shoe Co. Buys 'Smilin' Ed' Seg

NEW YORK, June 28.—Brown Shoe Company this week bought "Smilin' Ed McConnell" for slotting this fall on the Columbia Broadcasting System's radio web. Show goes into Saturdays 10:30-11 a.m. beginning in August. Advertiser also sponsors Smilin' Ed on the CBS-TV network Leo Burnett is the agency.

Best Foods Drops Moore

NEW YORK, June 28.—Best Foods drops its 15-minute segment of the Garry Moore daytime video show after its July 15 telecast over the Columbia Broadcasting System's TV web. This leaves Moore with two sponsors, General Electric with two

Pooler Seeks 5 UHF Spots

HOLLYWOOD, June 28.—John H. Pooler, owner of Catalina's newly launched KBIG, AM station, will ask the Federal Communications Commission for licenses to five ultra-high frequency TV stations in California. Application is for outlets in Los Angeles, Fresno, Bakersfield, Stockton and the Monterey-Salinas area. Five-station project will take an estimated investment exceeding \$1,000,000.

Pooler, whose KBIG went on the air three weeks ago, is also considering setting up remote facilities on Catalina to provide programming originating from the island where his AM transmitter is now located. He intends to lean heavily on filmed product for programming along with local fare. AT&T of Long Beach has been assigned as engineers for Fresno and George P. Adair for the remaining four outlets. First station will be on within three months to a year after FCC approval, with others to be operating within three years.

15-minute periods, and Stokeley-Van Camp with a quarter-hour slot. Moore will be cut back to a half hour across the board shortly.

Your Top TV Sales Opportunity
WDEL-TV
Wilmington, Delaware
In the Market which has highest income per family in the country.
Represented by ROBERT MEEKER ASSOCIATES
New York San Francisco Chicago Los Angeles

Nighttime TV-Film Output to Be Doubled by Webs in Fall

NEW YORK, June 28.—About twice as many nighttime hours of film, especially made for TV, will be aired next fall as compared with the current season on the National Broadcasting Company and the Columbia Broadcasting System. The figures now

'Spotted' Film Shows Rated By New Chart

Videodex Service Gives 20-Market Vidpix Break-Down

Continued from page 5

but three of the 14 markets in which the chart covers it, "Kid" had a higher rating in May than the show that preceded it, indicating not only that it got favorable slotting but also that the "Cisco Kid" title has enough appeal of its own to get the kiddies to turn on their sets.

In the Dallas-Ft. Worth market (because of their proximity, Videodex reports on the two cities together), "Kid" followed "Texaco Star Theater" on WBAP, Ft. Worth, and drew more than twice the audience to the station than the Milton Berle show did. It must be noted, however, that Berle's audience was split, since it was also on WFAA, Dallas, at the same time. But Berle's total audience on the two stations still did not exceed "Cisco Kid's" to be sure, "Kid's" 8 p.m. slot is preferable to the 7-8 slot Berle is forced into in this market by the time-zone difference, which again illustrates the advantage to be had by the greater flexibility of film.

In only two of the Videodex cities does the chart show "Cisco Kid" bowing to opposition. In Chicago it was on Sunday afternoon, when the baseballcast on WGN got a greater tune-in. And in Detroit it was opposite "Mama," another big night attraction. "Mama" got the bigger Detroit audience, but "Kid" still had a healthy 13.3 there.

"The Range Rider," produced by Gene Autry's Flying A Pictures, competes with "The Gene Autry Show" in Boston and outdrew it there in May. "Range Rider," the chart shows, did quite well in single and two-channel markets, but not so well in Cleveland and Philadelphia. In Cleveland, a good part of the audience that was on WEWS for "Super Circus" did not stay on for "Range Rider" but preferred to switch to Roy Rogers on WNBK. In Philadelphia, "Range Rider" could not hold all the audience "Kit Carson" brought to WPZZ. Sammie Kaye, on the same time as "Rider" in Philly, had about twice the audience.

"Hopalong Cassidy" in three-station markets on week-end afternoons generally drew ratings of around 10. In Cleveland, according to the chart, "Hoppy" showed tremendous popularity with a 20.3, the farming only minor competition for the Wild-West audience. In Chicago, "Hopalong" outrated its Sunday afternoon competition but got less than "Kit Carson," which was on WENR the preceding half hour.

Further analyses of this sort will be possible as the chart continues. Films in all 16 of the program categories will be covered over the course of four weeks. The films in this week's chart, including Westerns, documentaries, etc., will be listed again in the August 2 issue with later Videodex ratings.

The chart offers a handy package of rating information on films. It is made possible by the generous co-operation of the Videodex organization. Allen Jay, in particular, by the use of a dual market coverage Videodex provides and the general facilities of this research agency. For further audience composition and flow, share of audience, and sets in use, as well as cumulatives, Videodex itself should be consulted.

show that about nine hours of film are scheduled for weekly viewing next season on both webs. The 1951-52 season saw about 10 hours of TV film presented each week via those facilities.

The past month has seen the greatest activity in the buying of TV film series by major advertisers. The latest big-time purchase was the heavily budgeted "Four Star Playhouse" which Singer Sewing Machine bought to alternate with "Amos 'n' Andy," another video film series, in the Thursday night 8:30-9 p.m. slot on CBS-TV.

Other major film purchases include "Biff Baker, U. S. A." by Lucky Strike cigarettes, which goes into a CBS-TV slot, the Ford Motor Company show which Screen Gems, the Columbia Pictures subsidiary is producing for NBC-TV; the General Foods acquisition of "Our Miss Brooks," and the virtual completion of its deal for "Life with Luigi" (both these \$25,000 weekly packages will be programmed on CBS-TV), and the Pepsi-Cola buy of its "Short Story TV Theater" for viewing via NBC-TV. Du Pont is also readying its half-hour "Cavalcade of America" series for alternate week showing on the web which offers the best time period.

Thursday Night Top
Next season will see Thursday night as the top video film series night. Should Burns and Allen, which goes to film next season, stay in the 8-8:30 slot on CBS-TV, this web will have film shows skedded from 8-10:30 p.m. continuation of "Our Miss Brooks."

NBC-TV will air an hour and a half of film that evening. This evaluation, of course, does not take into account the many open

time slots which may yet be bought for film series. And many of the current live shows may also be switched to film. The American Tobacco Company is considering such a move for its "Big Story," as is Borden's for its "T-Men in Action." Both shows are on NBC-TV.

Several sponsors have gone to film for summer replacement properties. These programs include "My Little Margie" for "I Love Lucy," "The Hunter" for "Man Against Crime" and "The Bow" for "Fireside Theater." It is believed that many advertisers feel that film stanzas are of more constant quality, and therefore better for shorter runs than live programs.

There are many other factors besides the amazing success of "I Love Lucy" which have made clients film conscious. Advertisers, sponsors, even agencies, since that the program they buy for \$20,000 a week, will cost the producers \$25,000 weekly, the producer to get his dough back on residual rights. Sponsors get film names and the consequent Hollywood glamour which brushes off such packages. They are in a position to place their business on a spot basis should the networks prove troublesome, and they also have an option to repeat the series a second time should it click.

Film Series Trend
This trend to film series, however, is greatly dependent upon their success next fall. Should the film packages establish themselves more firmly next season in the rating charts, sponsors will probably continue their parade to the Coast. Otherwise, many of these advertisers may return to the live New York marts for the season of 1953-54.

30% of 1/4-Hour Segs In N. Y. Are on Film

NEW YORK, June 28.—Thirty per cent of 2,250 quarter hours programmed on six New York TV stations are on film, with theatrical feature films accounting for 609 quarter hours and TV film series totaling 78 quarters. This was pointed up in a special survey this week by Ross Reports. The six local stations' logs were checked for May.

The amount of film being used on the local stations is: WCBS-TV, 141 of 424 quarter hours; WJZ-TV, 133 of 332 quarter hours; WPIX, 123 of 343 quarter hours; WNBT, 120 of 496 quarter hours; WOR-TV, 110 of 385 quarter hours, and WABD, 53 of 270 quarter hours.

WNBT and WCBS-TV programmed 25 and 24 quarter hours respectively of TV-film series. WJZ-TV's schedule showed 13 quarter hours of TV-film series. WABD used 19 quarter hours, while WPIX and WOR-TV programmed out two quarter hours of TV-film series.

The breakdown on feature film showed WPIX leading with 128 quarter hours. Other stations pro-

grammed the following quarter hours of feature film: WJZ-TV, 120; WCBS-TV, 117; WOR-TV, 108; WNBT, 95, and WABD, 43.

SCORECARD

"Pot o' Gold" Leads Race In Philly

PHILADELPHIA, June 28.—Although it sometimes seems like much more, Philadelphia TV stations aren't showing the same films 20 or 30 times. Merrill Panitt, editor of The Philadelphia Inquirer, took time out to check the number of rounds the feature films have been making. According to Panitt, the record for being shown the most locally on TV is the Paulette Goddard-James Stewart oldie, "Pot o' Gold," which was screened by WCAU-TV three times, by WFIL-TV three times and by WPZZ once.

Local film buyers consider the best of the lot these days to be "Stagecoach," which WFIL-TV showed exclusively three times, and which is scheduled for two more repeat runs. The "Scattergood Baines" series, one of the first good buys to TV, has been on WPZZ twice, and WFIL-TV twice, and several of the subjects shown once on WCAU-TV. The "Topper" films were seen via the networks before WPZZ bought the three films and ran them twice. And they've been on WFIL-TV twice, too.

"Oliver Twist" has played WCAU-TV four times and WFIL-TV once. "One Million B. C." went three times on WFIL-TV and once on WCAU-TV, while "G. I. Joe" played WFIL-TV twice. Nearly all of the 2,000 films released for TV have played to local TV audiences at least once. The job of film buying locally is handled at WPZZ by Ed Murray, at WFIL-TV by Walt Tillman, and at WCAU-TV by Lee Barker.

NEW SERIES AND FIRMS

Norm and Irv Pincus To Form TV-Film Unit

NEW YORK, June 28.—Television producers Norman and Irving Pincus this week announced plans to form a TV film production unit in the West Coast to turn out comedy, adventure and dramatic film series. The Pincus video firm produces such live television programs as "Elery Queen," "Mr. I. Magination," and "Authors League Theater." Norman Pincus is scheduled to leave for Hollywood shortly to complete arrangements for the new unit, and to acquire a studio lot and production personnel. Pincus will bid for name film talent for his TV film series.

CHI FIRM PREPS WESTERN SERIES

CHICAGO — Lewis & Clark, Inc. a local radio-TV production outfit is producing a series of 26 fifteen-minute Western musical films to ready for distribution late this summer. The program series is already in production.

SKED MADISON SQ. GARDEN SERIES

NEW YORK—A dramatic series called "Madison Square Garden Playhouse" in which films of activities in the arena will be integrated, has been announced by Garden corporation headed by General John Reed Kilpatrick. The deal was set by Garden executive veepee Ned Irish and co-producers Louis M. Hayward and E. J. Rosenberg. The program idea was conceived by Hayward, a TV writer. The script will dramatize stories of the various people who perform in Madison Square Garden with circuses, rodeos, bicycles, races, sporting events and include bits about Garden employees.

O'KEEFE COMPLETES PILOT REEL

HOLLYWOOD — Walter O'Keefe completed shooting the pilot reel of a new series this week. The show is called "Out Of The Red—The Program That Pays Your Bills." Plans call for the film series to be simulcast via the National Broadcasting Company. The package is owned by Walter O'Keefe Enterprises and David R. Schwartz. Filming was by Filmmcraft Productions. (See full story for details.)

KORDA HEADS ENGLISH FIRM

LONDON—A new firm, headed by Sir Alexander Korda, has been set-up to produce TV films aimed at the American market until such time as commercial TV starts in this country. In addition to Korda, Norman Collins will handle production at the EMI and Shepperton film studios. Involved in the new firm are Korda, Collins, Sir Alexander Aikman of Electrical and Musical Industries, C. O. Stanley of Pye Radio, and Sir Robert Enwick of Associated Electrical Industries.

NBC TO FEATURE MARK, BATES

HOLLYWOOD — The National Broadcasting Company TV network started this week on two pilot reels for TV film series to star Chico Marx and Florence Bates. Manny Mannheim is producing both films. The Marx film, "The Little Matchmaker" is

Peerless Adds Boston, Seattle

NEW YORK, June 28.—Sales made this week to WNAC, Boston, and KING, Seattle, of feature film packages of 26 theatrical products, now has Peerless Television Productions products being shown on 21 video markets. The distributing firm recently concluded deals for its films with WKRC-TV, Cincinnati, WTGN, Minneapolis and the Ford Dealers Association of Greater St. Louis for use on KSD-TV. Films, all first runs in the markets, include "The Count of Monte Cristo," "Intrigue," "My Son, My Son," "The Man in the Iron Mask" and "The Last of the Mohicans."

being shot at Filmmcraft Studios, while Miss Bates will star in "Madame Chairman" on which shooting has not yet started. Marx had a brief run on live TV over a year ago.

"DEFENSE ATTORNEY" GOES TV-FILM

HOLLYWOOD — Mercedes McCambridge will convert her American Broadcasting Company radio series, "Defense Attorney," into a TV film series. The actress and her agents, Don Sharpe and Kurt Frings, plan to film the dramatic series the end of July for fall release.

XAVIER CUGAT SETTING UP 3-A-WEEKER FOR FALL

CHICAGO — Xavier Cugat, currently at the Edgewater Beach Hotel here, setting up a three-time-a-week, quarter-hour TV show for the fall, with Abbe Lane (Cugat) and other featured members of the troupe included. Plan is to film the series.

QUICK TAKES

New York

Aaron Beckwith, United Television Programs sales exec. went to Syracuse for a one-week vacation. He returns to UTP offices on July 1 for a series of confabs here with UTP toppers Jerry King and Mill Blinn. The all-film television panel discussion staged here this week by the Atlantic Coast Chapter of the Society of Motion Picture and Television Engineers drew over 100 people. Participating in the discussion were New York University Professor Robert T. Gessner, Joseph Marone of Dancer, Fitzgerald & Sample, Vernon Duke of the National Broadcasting Company, Larry Ruddle of the American Broadcasting Company, Jack O'Reilly of Gray-O'Reilly Studios and John Maurer of Precision Film Laboratories. Screen Gems has inaugurated a monthly newsletter, "Talk of the Trade," with new notes on TV film. Editing the sheet is Will Baltin. Screen Gems' public and station relations exec. Studio Films has signed Conna Russell for a series of 10 film shorts for the United Television Programs Multi-Film library. Final luncheon meeting of the season for the National Television Film Council will be held July 9 at the Warwick Hotel. The luncheon session marks the fourth anniversary of NTFC.

Hollywood

Snader Television execs will decide within 10 days on a deal for Lou Snader, company's prey and founder, to buy out the firm's partner. Snader returned last week from New York where he concluded negotiations for distribution rights to Glen-Carlo Mott's film, "The Medium." Full-length production is now in theatrical release, playing art houses.

Roland Reed is currently in Italy completing arrangements with interests there for the production of a 26 half-hour TV film series. Louis Weiss & Company is preparing for release a quarter-hour series, David Wade's "Carine." Comments featuring championships dogs and interviews by Wade with their handlers. Series will number 52, with its initial 13 episodes ready for release in August.

Lou Victor, formerly with Snader Television Productions, has joined Wilshire Television Productions as a veepee. He left the Snader firm last March to start his own firm which he merged with Wilshire. Hal Roach is reshooting some Sequences in its "The Children's Hour" TV film prior to making it available for agency showing. Hour-long telepic consists of four varying segments designed for kid audiences. Three half-hour segs in the Gloria Swanson Show, now being filmed in Mexico, have been completed under Ed Sammel's direction. Series featuring the screen actress, is being released South of the border with Simmel Messervey to handle distribution.

Italian TV Rep Buys 17 U. S. Film Programs

NEW YORK, June 28.—Franco Passigli, TV representative in the U. S. of R. A. I., the Italian broadcasting organization, this week departed for home after one of the heaviest buying sprees the TV film marts have yet seen. Passigli took back with him 17 different film programs, on the average, he contracted for 13 editions of each series, which will be dubbed with Italian-language sound. Based on the growth of video in Italy, and the audience reaction to these series, he will be back for more.

Deals were set with Louis Snader for musical shorts, Sterling for "Armchair Adventures," Encyclopedia Britannica for science documentaries, March of Time for "Crusade in the Pacific," Explorer Films for "Big Game Hunt," 20th Century-Fox for "Crusade in Europe," Crosley for "Royal Playhouse Theater," Hal Roach for "Racket Squad" and a comedy series, United TV for "Big Town," Monogram for "Wild Bill Hickok," Roland Reed for "Trouble With Father," the National Broadcasting Company for "Hopalong Cassidy" and "Dangerous Assignment," and the Columbia Broadcasting System for Gene Autry, "Range Rider," and "Files of Jeffrey Jones."

Stations in Milan and Turin already have been airborne exper-

imentally, and are expected to start running full-blast this fall. They are linked by micro-wave relay. Stations in Venice and Piacenza are under construction, with additional outlets in Genoa, Florence, Rome and Naples to be added later.

Italian TV will operate in a manner similar to the current radio system there. Set-owners will pay an annual subscription fee. There will be some sponsorship, as on radio, but as in AM, this will return only about 15 per cent of the system's income. Bankrollers actually buy participating announcements in going shows, but do not have control over programming. Passigli said future film deals probably would have Italian TV pay in proportion to audience. He anticipates possible film exchange deals for Italian product, when the industry there develops further.

Benton Paschal To Roach Post

HOLLYWOOD, June 28.—Benton Paschal, ex-Coast vicepres of the Liberty net, was named general sales manager for Hal Roach Studios. Hal E. Roach, prexy of the firm, indicated his company will launch an all-out drive for more commercial spot biz.

With Herb Gelspan remaining as head of the Roach New York office, Paschal will open offices in Chicago and Hollywood from which he will operate in repping the Culver City studios. Roach already boasts the housing of more TV film production than any other here and intends to hypo its commercial telefilm operations with sales representation in Hollywood as well as Chicago to serve ad agencies and sponsors.

THEATRICAL ON TV

CBS Skeds 9 Films For Saturday Nights

NEW YORK, June 28.—The Columbia Broadcasting System has lined up the first nine theatrical films for slotting in the 9 p.m.-10 p.m. and 10 p.m.-11 p.m. time periods Saturdays. The web film package for the earlier segment includes such top Italian products as "Open City," "Paisan," and "The Bicycle Thief." All set for that time period are the Selznick produced "Waterloo Bridge," starring Robert Taylor and Vivien Leigh, and "The Gentle Sex." The 10-11 p.m. time segment will get the 1938 "Ginger" with Frank Albertson, and the more recent "Winner Take All," "The Big Fix," and "Kilroy Was Here." The latter stars Jackie Coogan. All films are making their local TV bow on WCBS-TV. The purchase

was handled for the web by David Savage.

MARCUS LOEW HAS NEW FILM PKG. . . .

NEW YORK.—Marcus Loew's Standard TV Sales Company is offering a new film package of about 15 features, headed by such products as the Burgess Meredith-Margo "Winterset" and "Girl From Manhattan" starring Dorothy Lamour. The rest of the films are also independently produced films.

PEERLESS SALES ON UPSWING

NEW YORK.—Peerless Television Productions in the past few weeks has sold its theatrical film packages to W.N.A.C. Boston; (Continued on page 16)

Transfilm and De Rochemont Sign a Pact

NEW YORK, June 28.—Transfilm, Inc., a commercial TV film outfit, and Richard De Rochemont, former executive producer of March of Time, have signed a deal this week whereby De Rochemont joined Transfilm in a major drive to grab off a big slice of the TV commercial business in this area. The deal calls for De Rochemont to bring all his current and future film accounts into the organization. These accounts are said to be more than \$500,000.

William Burnham, Transfilm vice-president, said that De Rochemont will be a producer at Transfilm and also act as consultant on new business. Plans previously announced by De Rochemont are for two topical video films to be ready this fall. Time, Inc., plans to produce a theatrical feature film based on the life of Henry James. De Rochemont resigned from March of Time last year when Time, Inc., decided to give up on the theatrical MOT films.

TV FILM PURCHASES

Hamilton Watch Company and International Silver thru Batten, Barton, Durstine & Osborne, will sponsor a film series, "Jewelers' Showcase," next fall. Two sponsors will slot the dramatic film series either on a network or on a national spot basis. Series will be filmed in Hollywood.

Sharpe & Dohme, Inc., will sponsor a 15-minute documentary to be produced by WFIL-TV, Philadelphia, with the co-operation of the Defense Department. Film will cover every phase in the development and use of whole blood and blood plasma. After the premiere performance on WFIL-TV, film will be offered to other TV stations at cost.

Atlantic Refining Company will sponsor United Television Programs' "Big Town" on WTVJ, Miami, beginning July 31.

Krueger Brewing Company, will sponsor "Royal Playhouse," re-runs of Bing Crosby Enterprises' "Fireside Theater" on WNHC, New Haven, Conn. Sale was made by United Television Programs.

United Television Programs reports the sale of "Big Town" to WOAI-TV, San Antonio, Tex., for televising beginning July 6; "Sleepy Joe" to WDTV, Pittsburgh, and KSL-TV, Salt Lake City; and "The Chimps," to WBAP-TV, Ft. Worth, and to KSL-TV, Salt Lake City.

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5.....	Snader Telescriptions Sales 229 W. 42d St., New York, N. Y.	39
6.....	Peerless Film Co. 165 W. 46th St., New York, N. Y.	35
7.....	Monogram Pictures 4376 Sunset Blvd., Hollywood, Calif.	28
8.....	M & A Alexander Productions, Inc. 6040 Sunset Blvd., Hollywood 23, Calif.	14
9.....	Consolidated Television Sales 44 W. 56th St., New York 19, N. Y.	10

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TV-Film Reviews

Crosby Tries To Keep Auto Firm in Fold

NEW YORK, June 28. — Bing Crosby Productions this week was maneuvering to try to sell Packard Motors another film program should it cancel its current film series, "Rebound," which is produced by Crosby. The show is aired on the five American Broadcasting Company owned and operated stations, and is spot booked on about 15 others.

The Packard cancellation would come after 17 programs in the series have been presented. Maxon is the agency.

Hollywood Off-Beat

TV FILM—Reviewed Thursday (19), 8-8:30 p.m., EDT. Sponsored by Dixie Cup Company, thru Hicks and Greist, Inc., via WJS-TV, New York. Producer-director, Marion Parsonnet, Writer, A. Fred Stephanie, Cast: Melvyn Douglas, Cara Williams, Donald McKee, Ann Ives, others. Distributed by United Television Programs, Inc., 444 Madison Avenue, New York.

"Hollywood Off-Beat" is blessed with the services of an excellent actor, Melvyn Douglas, (Continued on page 46)

Double Play With Durocher and Day

TV FILM—Fifteen-minute series. Producer, Marty Martyn. Director, Ted Kneeland. Script, Robert Todd. Guest, Sal Maglie. Regulars, Leo Durocher and Laraine Day. Distributed by United Television Programs, 444 Madison Avenue, New York.

Because of the large number of females who have caught baseball fever thru the influence of TV, this program should rate equally with both sexes. The series' chief asset is the talents of charming Laraine Day, a girl with a smile, and retreated and personalized Leo Durocher, a leopord who has changed his spots. They work nicely together and continually inject life into what might otherwise be a flat show.

The series is a pleasant, informal 15 minutes of ad lib chatter, mainly about baseball. Actually it is not ad lib, but the writing is so expert and the Day's so adept that the stanza has a fresh, spontaneous look.

Maglie Guests

Sal (the Barber) Maglie, the guest proved as poised before the cameras as he is on the field. Miss Day questioned him about his Mexican League adventure, and Maglie was far from bitter over his five-year ban from the majors. The pitcher pointed out that the tutelage he had received down there under Adolfo Luque had made his pitching. Later a film showing Maglie's curves—one breaks and the other sweeps—was shown.

The final portion of the program was devoted to chatter about the nicknames of baseball players. Durocher talked about his being tagged "Lippy," Maglie related how he had come by "the Barber" and other such names were considered. Here Leo got somewhat balky but Laraine charmed him into submission.

Leon Morse.

Cyclone Malone

TV FILM—Series available in quarter or half-hour segments. Produced by Consolidated TV Productions. Producer, Carl Hittleman. Director, John Gaunt. Script and lyrics, Ann Davis and Dorothy Novis. Voice of Cyclone, Ross Jones. Distributed by Consolidated TV Sales, Inc., 25 Vanderbilt Ave., New York.

This puppet program should catch the fancy of the younger element. It is cute, well-written and well-produced, a combination that should produce results for a client. Its only fault is that the marionettes seem too unlife-like. This inadequacy, however, should not be noticed too closely by the youngsters.

The story was custom-made for the kid audience. In typical black and white fashion, the script related the attempt made by Cyclone Malone to rescue the heroine, Cosy, from the clutches of the Lizard, arch villain of the prairies. At the end of the show, Cyclone had found his way into Cosy's prison, only to find her gone.

One of the highlights of the program is the excellent use of voices: Cyclone has a Southern drawl; Cosy's voice is sweet and gentle, and the Lizard sounds ominously threatening. Cyclone and Cosy sing back and forth to each other. The lyrics and music are original and add something to the program. The filming is intelligently handled.

Leon Morse.

LS Mulls New Film Series

NEW YORK, June 28.—Lucky Strike cigarettes this week was considering a new film series featuring Ann Southern. The program is about a secretary's adventures, and is being produced by Jack Chertok. Batten, Barton, Durstine & Osborn is the agency.

Moses

TV FILM—Reviewed at special showing Tuesday (24). Produced by the Broadcasting and Film Commission of the National Council of Churches. Producer, Albert Crews. Director, Charles F. Schwep. Puppets created by Abel Beaton. Staging and art, Les Beaton. Music composed and conducted by Morris Mamorsky. Narrator, Alex Scourby.

With the completion of the three-part story of "Moses" each 14 minutes in running time, the Broadcasting and Film Commission now has available for television a total of nine films. But this newest addition to the series is by far the best. The BFC, with the "Moses" story, has taken over the entire production of the religious programs, calling on top talent in all allied fields, from planners to producers, to turn out a product which, if handled by private industry, would obviously be prohibitive cost-wise.

Produced basically for television, these religious films utilize series of puppets which are outstanding in their characterizations. While no attempt is made to use different voices for the various characters, the narrator, Alex Scourby, a radio film and stage actor, tells the complete story as the puppets spell out the action. Authentic costumes of the times are used, and the pilot film shown at this special screening for station execs, was in color, thus heightening the effect.

Only obvious weakness in the film screened, which covered the final stages of the flight of the Jews from Egypt, was in the writing, with the narrator plunging immediately into the story without covering any of the events leading up to the action, and the closing, which was too abrupt.

Minute detail of the puppets, however, and their well-planned action, more than made up for writing miscues. The face of Moses appeared as if it had stepped out of a Hebrew prayer book, while the customary Tallis, prayer shawl worn by the Jews of those days, and the Yamilka, the small, round hat which was never removed by the males, were perfect in every detail.

Striking effects were achieved by producer Crews in such sequences as the crossing of the waters which God had miraculously opened, then the rushing together of the river, and the subsequent drownin of the Egyptian soldiers. Too, the scene where Moses receives the 10 Commandments atop Mount Sinai was extremely effective.

There has been considerable money, planning and care in connection with the filming of this series to date. In addition to the three quarter-hour pic rams covering the story of Moses, there are two episodes devoted to Joseph, and four to the Parables.

Future programs will be filmed in Larchmont, N. Y., under the supervision of Crews, by the BFC. There is no doubt they will all find wide usage via television outlets nationally. The Commission will give the series to the stations free of charge if they are used as sustainers, and outlets may secure the prints by contacting their local Council of Churches or writing to the National Council at 220 Fifth Avenue, New York City.

2 to Sponsor Drama Series

NEW YORK, June 28. — Two clients this week combined forces for the presentation of a TV film series next season to be titled "Jeweler's Showcase." The program is to be presented by Hamilton Watch and International Silver thru Batten, Barton, Durstine & Osborn and Young & Rubicam, respectively.

The show will be dramatic and will feature film names and be made in Hollywood. The advertisers are considering several network slots, but will spot book the package should they not find an acceptable period.

Top 25 TV Shows NATIONALLY

June 1 thru 7

... According to American Research Bureau

THE ratings below are based on countrywide, county by county, urban and rural sampling covering all 43 TV markets. They are obtained from diaries placed for the week in 2,200 TV homes, with a 60-70 per cent recovery factor. Completely new samples are used for each set of ratings. The rating for a particular show is based only on the sample in those areas where that show can be seen. When viewing for five minutes or more is reported, credit for the quarter hour is given. Half-hour and hour ratings are averages of the quarter hours. Also shown below are the percentages of men, women and children under 18 in the audience and the average number of viewers per set. All time given is New York time.

Program	ARB Rating	Homes (000's)	Clas.	% Men	% Women	% Kids	% Viewers Per Set
1. WALCOTT-CHARLES FIGHT	67.8	10,600	50	45	43	12	2.9
NBC, Thursday, 10-11:15							
2. I LOVE LUCY	65.6	11,400	62	30	45	25	3.0
CBS, Monday, 9-9:30							
3. GODFREY'S TALENT SCOUTS	54.8	6,190	23	32	46	22	2.7
CBS, Monday, 8:30-9							
4. RED SKELTON	49.4	8,240	60	38	43	19	2.9
NBC, Sunday, 10-10:30							
5. PAST BLUE RIBBON BOUTS	44.1	6,900	47	53	36	11	2.4
CBS, Wednesday, 10-10:55							
6. YOU BET YOUR LIFE	44.0	7,450	61	35	45	20	2.8
CBS, Thursday, 8-8:30							
7. GODFREY AND FRIENDS	43.7	7,180	53	33	45	22	2.7
CBS, Wednesday, 9-9							
8. JACK BENNY	40.8	5,620	36	35	41	24	3.1
CBS, Sunday, 7:30-8							
9. WHAT'S MY LINE!	39.8	5,650	38	41	48	11	2.6
CBS, Sunday, 10:30-11							
10. TOAST OF THE TOWN	38.8	5,480	37	37	46	17	3.1
CBS, Sunday, 9-9							
11. TEXACO STAR THEATER	37.5	6,960	62	28	44	28	2.8
NBC, Tuesday, 8-9							
12. ROBERT MONTGOMERY PRESENTS	37.1	6,480	58	38	52	10	2.4
NBC, Monday, 9:30-10:30							
13. TELEVISION PLAYHOUSE	36.7	6,400	60	40	46	14	2.7
NBC, Sunday, 9-10							
14. FIRESTONE THEATER	36.0	5,910	55	32	50	18	2.5
NBC, Tuesday, 9-9:30							
15. BIG TOWN	36.0	4,800	31	35	47	18	2.6
CBS, Thursday, 9:30-10							
16. DRAGNET	35.4	4,700	35	38	46	16	2.7
NBC, Thursday, 9-9:30							
17. COMEDY HOUR (Herb Shriner)	33.6	5,690	60	33	38	29	3.4
NBC, Sunday, 8-9							
18. CAVALCADE OF SPORTS	32.7	4,830	44	54	35	11	2.5
NBC, Friday, 10-10:51							
19. STRIKE IT RICH	31.3	4,200	31	33	45	22	2.9
CBS, Wednesday, 9-9:30							
20. MAMA	30.6	4,600	39	23	39	38	2.9
CBS, Friday, 8-8:30							
21. MY FRIEND IRMA	30.2	4,340	43	27	37	36	2.9
NBC, Friday, 8:30-9							
22. THE WEB	28.9	4,050	33	41	48	11	2.5
CBS, Wednesday, 9:30-10							
23. AMOS 'N' ANDY	28.5	3,850	35	33	38	29	3.2
CBS, Thursday, 8:30-9							
24. YOUR HIT PARADE	26.4	4,500	59	37	48	15	2.7
NBC, Saturday, 8:30-11							
25. KRAFT TV THEATER	26.2	3,810	45	38	49	13	2.4
NBC, Wednesday, 9-10							
26. STUDIO ONE	26.2	4,460	51	36	50	14	2.3
CBS, Monday, 10-11							

Vote Chasers' Ratings

(June 1 thru 7)

... According to American Research Bureau

FOLLOWING is a list of television programs on which political personalities appeared during the first week of this month. They are listed in order of their ARB ratings. The Billboard will publish this feature monthly until election day. Publication of this list is not intended to imply that a candidate's vote-getting strength is directly proportional to his TV popularity. But this list should indicate the importance of television to the current political campaign.

Program	Date	Time	Homes (000's)	ARB Rating
1. GEN. DWIGHT EISENHOWER	Wed. (4)	7:00-7:30	2,780	18.8
Abilene Address				
2. WE, THE PEOPLE	Fri. (6)	8:30-9:00	1,680	15.3
W. Averell Harriman				
3. GEN. DWIGHT EISENHOWER	Sun. (1)	3:56-4:14	1,660	12.0
Washington Arrival				
4. MEET THE PRESS	Sun. (1)	7:30-8:00	1,270	10.7
W. Averell Harriman				
5. HATS IN THE RING	Sun. (1)	2:00-2:30	820	7.4
Sen. Robert Taft				
6. GEN. DWIGHT EISENHOWER	Tues. (3)	10:00-10:45	620	6.8
Penagon Press Conference				
7. KEEP POSTED	Tues. (3)	8:30-9:00	460	5.8
"Are We Losing the Cold War?"				
Sen. Wm. Fulbright				
Sen. Albert Wedemeyer				
8. GEN. DWIGHT EISENHOWER	Thurs. (5)	11:00 Noon	460	4.4
Abilene Press Conference				
9. AMERICAN FORUM	Sun. (1)	10:30-11:00	230	3.9
"What's the Answer" to the Civil Rights Issue!"				
Sen. Irving Ives				
Sen. George Smathers				

Series Name	Length in Minutes	No. Releases Available	Videoex Ratings
Videoex Rating of			
Preceding Shows: 8:15 to 9:00			1.3
Opposition Shows: 8-9			28.4
WPTZ—Comedy Hour			21.4
WCAU—Talent of the Town			21.4
ALSO CURRENTLY SHOWING IN: Oklahoma City, San Antonio.**			

MARCH OF TIME	THRU THE YEARS 30
Distr.: The March of Time	
CURRENTLY SHOWING IN: None	

GOING PLACES	
15	26
Distr.: United Television Programs, Inc.	
TOLEDO (1 station)**	

MOVIE QUICK QUIZ	
Distr.: United Television Programs, Inc.	
ATLANTA (3 stations)	
WLTV, 10-10:15, Wed.	
May Videodex Rating	9.3
Videoex Rating of	
Preceding Shows: Coliseum Theater	16.3
Opposition Shows, 10-10:15	
WAGA—Chronoscope	2.2
WSB—News & Weather	7.3

BALTIMORE (3 stations)	
WJAM, 6:45-7, Tues. & Thurs.	
May Videodex Rating	0.5
May Videodex Rating	1.3
Videoex Rating of	
Preceding Shows: Second Freedom	0.5
Opposition Shows: Fish & Hunt Club	0.8
WMAR—Youth Board	2.4
WBAL—Esso Reporter	6.2
Opposition Shows: 6:45-7, Thurs.	6.7
WMAR—Political Talk	6.7
WBAL—Esso Reporter	1.9

BOSTON (2 stations)*	
WBTV, 5:45-6, Mon., Wed. & Fri.	
May Videodex Rating (Avg.)	10.8
Avg. Videodex Rating of	
Preceding Shows: Wild Life Adv.	6.5
Opposition Shows: 6:45-7, Tues.	6.7
WBAL—Esso Reporter	1.9

CHICAGO (4 stations)	
WGN, 5:45-6, Mon.-Fri.	
May Videodex Rating (Avg.)	0.8
Avg. Videodex Rating of	
Preceding Shows: Traveller's Sketchbook	1.0
Opposition Shows: 5:45-6, Mon.-Fri.	1.1
WBNS—Window Shopping	1.1
WGNQ—Clifton Utley	1.9
WENR—King Calico Adv. Theater	6.7

DALLAS-FT. WORTH (3 stations)*	
DS LOS ANGELES (7 stations)	
KRLD, 4-4:15, Mon.-Fri.	
May Videodex Rating (Avg.)	0.7
Avg. Videodex Rating of	
Preceding Shows: Mama Weils	1.9
Opposition Shows: 4:45-5, Mon.-Fri.	1.1
KRBC—Johnnie Carson	1.1
KNSB—Chet Mifflin	0.7
KLAC—Owl Fun Time	1.4

ALSO CURRENTLY SHOWING IN: Greensboro, N.C.; Memphis, Tenn.; New Orleans, La.; Norfolk, Providence, Richmond, Rochester, San Francisco, Seattle.**	

MISCELLANEOUS		
ADVENTURES	15-30	26
IN LIVING		
Distr.: Sterling Television Company, Inc.		
CURRENTLY SHOWING IN: None		

BEST THINGS IN LIFE	
15-30	7
Distr.: Consolidated TV Programs	
CURRENTLY SHOWING IN: None	

HANDY ANDY	
15	13
Distr.: Sterling Television Company, Inc.	
CURRENTLY SHOWING IN: None	

HOLLYWOOD ON THE LINE	
15	26
Distr.: CBS Television Film Sales	
CURRENTLY SHOWING IN: None	

STRANGER THAN FICTION	
15	65
Distr.: United World Films, Inc.	
BOSTON (2 stations)	
WJAZ, 7:30-7:45, Tues.	
May Videodex Rating	3.9
Videoex Rating of	
Preceding Shows: Music Hall Varieties	1.9
Opposition Shows: 7:30-7:45	14.6
WBZ—Dinah Shore	14.6

BIFFALO (1 station)	
WSEB-TV, 7:30-7:45, Mon.	
May Videodex Rating	20.0
Videoex Rating of	
Preceding Shows: The Goldbergs	17.0

DETROIT (3 stations)*	
DALLAS-FT. WORTH (3 stations)*	
PHILADELPHIA (3 stations)	
WPTZ, 6:30-6:45, Sun.	
May Videodex Rating	6.9
Videoex Rating of	
Preceding Shows: Frontier Playhouse	10.4
Opposition Shows: 6:30-6:45	4.4
WFIL—Town Meeting	4.4
WCAU—See It Now	7.3

ALSO CURRENTLY SHOWING IN: Erie, Jacksonville, Oklahoma City, San Diego, San Francisco, Schenectady.**	

RELIGIOUS	
15	13
Distr.: Du Mont Television Network	
CURRENTLY SHOWING IN: None, new release.	

FEDERAL FILMS	
30	26
Distr.: Major TV Productions	
LOS ANGELES (7 stations)*	
WASHINGTON (4 stations)*	
ALSO CURRENTLY SHOWING IN: Memphis, Newark, San Francisco.**	

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ZIV-TV	

THE FIRST name in outstanding television production	

Colgate Comedy Hour

TELEVISION—Reviewed Sunday (15), 8:30 p.m., EDT. Sponsored by Colgate-Palmolive-Peet Company via National Broadcasting Company TV Network thru Sherman & Marquette, Ted Bates and William Esty agencies. Executive producer, Sam Fuller. Producer this show, Al Capstaff. Director, Jim Jordan. Music, Henry Russell conducting Les Brown's ork. Cast: Bob Hope, Paul Douglas, June Hutton, Johnny Mack.

The wind-up show of the season, with Bob Hope starring, was done outdoors at the Douglas aircraft plant in Santa Monica, Calif. It was still daylight there while the show was on, obviating the necessity of klieg lights. Several Zoomar shots were thrown in, showing a huge Douglas airplane parked behind the platform and several rows of the audience. During such shots, the home viewer could get the feeling he was watching from the last row of the Hollywood Bowl, for the performer became no larger than a pinpoint. Those shots were impressive, but hardly contributed to the comedy.

The live audience had a howl of a big time, and their regular yucking came over loud and clear. Sometimes they would catch part of the routine before it was in camera range with the result that the bit would fall rather flat for the home viewer. The material Hope had was not so good it could withstand such telegraphing.

But the open air seemed to suit Hope's style more than any TV studio. His yeoman's service in entertaining troops seems to have accustomed him to this milieu, for his pacing was sharper than it has been on many of his other TV appearances when the studio lights and the cameras seemed mysteriously to disturb him.

If the outdoor arrangement made it necessary for Hope and his guest, Paul Douglas, to play it broader than is apt for television, it must be said that on this occasion it did not seem to matter much, except for the advance warning the live audience gave on some of the routines. Hope and Douglas had an especially successful skit in which the latter played an umpire being psychoanalyzed, and Hope played the psychoanalyst. The pair also did a sketch giving three episodes in the history of aviation, in the first of which they were cavemen and in the second Hope played Leonardo da Vinci. While the scripts were not sensational, a lot of laughs were derived from the zany costuming and the gusto the two of them put into their performance.

At the wind-up, Hope announced that Bing Crosby would make his TV debut at an upcoming telethon. A big portrait of Crosby was brought on, which preceded to stick its tongue out at Hope and squirt him with water, for some obvious slapstick. Hooper Johnny Mack did his magic cane turn effectively and June Hutton did a couple of songs. She also worked with Hope in a court-of-Nero sketch, which was broken up by the police looking for the stolen plans to a secret Douglas aircraft, which was finally found in Hope's flowing costume.

On the whole, altho the set-up brought out the Hope as he's known on radio, the gags just weren't there to put the show over with the home audience. But that's television for you.

Gene Plotnik

Television—Radio Reviews

Meet the Boss

TELEVISION—Reviewed Tuesday (17) 10:30-11 p.m., EDT. Sustaining via Du Mont Television Network, New York. Producer-director, David Lowe. Writer, Howard Merrill. Emcee, Bill Cunningham. Guests, Ralph C. Persons, president, George Morrill Printing Ink Company; John E. McKeen, president, Charles Pfizer Company; Hobart Cole Ramsey, president, Worthington Corporation.

"Meet the Boss" spotlights America's leading business tycoons, via live interviews and film clips on subjects relative to their respective fields. The basic idea (brainchild of Du Mont's program chief Jim Caddigan) is a good one, but its execution on the show caught (17) would never measure up to the efficiency standards set by the execs themselves. Production on the interviews was extremely awkward, with brass forced to rise and walk off set, rather than camera moving away from their chairs.

Emcee-columnist (Boston Herald-Traveler) Bill Cunningham should smooth out his interview technique before tackling any more of the big boys. He talks too much. His voice is too loud, and his questions too mundane to stimulate any genuine interest on the part of viewers. Latter, of course, may be fault of scripter.

Cunningham's commentary behind the film clips Tuesday sounded distinctly ad lib. If so, he'd do better with a script, because his off-camera narration was irritatingly vague and often inaccurate. In view of the series' format, Cunningham should certainly furnish a better description of a manufacturing process than "a treatment of some sort, I assume."

Last Tuesday's guests included Ralph C. Persons, president, George Morrill Printing Ink Company; John E. McKeen, president, Charles Pfizer Company (antibiotics), and Hobart Cole Ramsey, president, Worthington Corporation (pumps). Ramsey was nervous, but former two did their best to lead Cunningham into more interesting conversation channels. Chemist McKeen scored best with his informative comments on the development of penicillin and how it has decreased in price (e.g., "a prescription which once cost \$120 sells for less today than the cost of the container to put it in"). June Bundy

Songs of B-Bar-B

RADIO—Reviewed Monday (16), 5:30-5:50 p.m., EDT. Sustaining via Mutual Broadcasting System. Producer, Herbert Rice. Director, Bob Novak. Announcer, Carl Warren. Cast: Tex Fletcher, Dan Knott.

This is a transcribed summer replacement in Mutual's afternoon small fry block. It makes use of the personalities of the "Bobby Benson Show," which rests for the warm months.

Show made for pleasant enough listening. Fletcher has a free and easy singing style, and Wales has the proper old-timer flair. But with the accent these days on blood and thunder and science fiction, it's doubtful that a show as placid as this one will keep the youngsters indoors.

Neve Gehman

CAPSULE COMMENT

Visiting Disk Jockeys (Radio) WOR, Saturday (14), 2:30-4 p.m., EDT.

New series by WOR features deejays from other sections of the country presenting the type of program performed at home. Unless the show features stanzas with some special attraction, stanza is not worth the trouble. Ed Hurst of WPEN, Philadelphia, working without his partner Joe Grady, did not impress, nor did records used vary from those of local deejay shows. (See full review this issue.)

Dave Elman's Curiosity Shop (TV), WOR-TV, New York, Sunday (15), 8-8:30 p.m., EDT.

Featuring Dave Elman, of "Hobby Lobby" fame, this show presents curious in the form of unusual items, with some guests in the person of people who own them. Prosaic camera work and none too smooth production handicaps Elman, who otherwise has a show which makes for interesting viewing. (See full review this issue.)

On a Sunday Afternoon (Radio), CBS, Sunday (15), 2:30-5:00 p.m., EDT.

New musical variety sustainer adds up to pleasant Sunday afternoon listening. Program features live and plattered music which is light and easy on the ear. Emcee Eddie Gallaher does a fine selling job and integrates the two-and-a-half hour seg for a homey, relaxed reception. (See full review in this issue.)

Frank Fontaine Show (Radio), CBS, Sunday (15), 8-8:30 p.m., EDT.

Stretching Frank Fontaine's cackling, John L. Savoni's characterization over a 30-minute show places too much of a burden on a routine which at best was never more than a good six or seven minutes. The use of a permanent straightman, Harry Von Zell, or a guest who also doubles as a straighter, is only a poor solution. The show needs sharp writing plus a closer audience identification with the comedy situations to make it for the long run. (See full review this issue.)

NBC-TV, Sunday (15), 8-9 p.m., EDT.

The show was shot outdoors at the Douglas aircraft plant. The fresh air brought out the sharp but relaxed Hope of radio fame. Paul Douglas gave him vigorous support in a couple of sketches that were laughworthy mostly on the basis of costuming and slapstick. The sock gags were at a shortage. (See full review this issue.)

Songs of the B-Bar-B (Radio), MBS, Monday (16), 5:30-5:50 p.m., EDT.

The summer replacement for the small fry draws its talent from the Bobby Benson show, which excites for the summer. The show involves a Western singer and tall tales. It's pleasant enough but too placid to keep the kids from outdoor activities. (See full review this issue.)

The Chamber Music Society of Lower Basin Street (TV), NBC-TV, Sunday (15), 5:30-6 p.m., EDT.

The program still has to find an acceptable visual formula. Its major troubles are inadequate writing and production. Comedian Orson Bean has the manner, but doesn't take his material seriously enough to get laughs from its stupidities. The few dramatic numbers by Henry (Hot Lips) Levine and his crew were okay. Singing by Martha Lou Harp is also acceptable, if lacking something extra. The program has possibilities which should be exploited. (See full review this issue.)

Talk of the Office

TELEVISION—Reviewed Sunday (15), 11-11:30 p.m., EDT. Sponsored by Brown's Steno Service via WPIX, New York. Producer, Dick Randall. Cast, David and Dorothy Paige and guests.

This local talent stanza has as its premise that some able performers are working in various offices around town. The attempt is to unearth the talent for showing in this stanza, with some pretty good prizes as bait. The sponsor is a clerical employment agency, with the pitch made both to employers and stenos to use the service. The bosses also are urged to induce their employees to go on this show.

Co-emcees are David and Dorothy Paige, who say that they played the Palace about a year ago, and rendered "Donkey Serenade" as if to prove it. Their act was better than their emceeing, which was just not effective. Most of the questioning was handled by Mrs. Paige, who usually looked everywhere but at the person she was interviewing. Cues were scrambled, and ad lib remarks sounded amateurish rather than clever. The talent on the show was fair, the winner on this stanza being a singer who is a secretary at Music Corporation of America. The gal almost did not get on the show, as the Paiges turned to the judges for a decision after the first two acts, and forgot they had a third contestant.

Typing Test

The participants, after putting on their acts, were put thru an office efficiency (dictation and typing) test. The winner was selected on ability in both spheres. This is a clever idea, but in practice it didn't work out too well. While the gals were typing, the emcees were yucking it up, which must have been very disturbing to the concentration. Only a brief glimpse was offered of the gals at their keyboards, and the final judgment did not break down how the selection was made, even tho the show ran slightly short on time.

There is room for such a show, particularly on the local level. But this one has to perk up a good deal before it can prove to be the one. Sam Chase.

The Big Payoff

TELEVISION—Reviewed Sunday (22), 8-9 p.m., EDT. Presented by the Colgate-Palmolive-Peet Company thru the William Esty agency via National Broadcasting Company TV. Producer, Walt Frammer. Director, Paul Alter. NBC-TV supervisor, Mitchell Johnson. Guests, Ralph Kiner and Nancy Chaffee. Emcees, Randy Merriman and Bess Meyerson.

"The Big Payoff" should make the collective heart of the free-loading fraternity beat faster. This program should figure in their dreams if they are interested in a crack at small but costly prizes and a few very expensive ones—an auto, a mink coat and trips to far away places.

The advertisers supplying this booty have also hit the jackpot. The show gives them continual verbal plugs, a spot and complete demonstrations of their products. Other advertisers who know a good thing had better walk, not run, to producer Walt Frammer's office. And he is gifting Colgate, his sponsor, with a comparatively low-budgeted program; so their pay off is obvious.

Everybody is probably happy, except the televiewer. He gets a daytime show minus strong entertainment values in a prime evening hour. This program, of course, was created for a daytime audience of females. It remains just that even with the addition of the expensive prizes. The program, nevertheless, completely answers the needs of romantically inclined women, more than part of the answer to its dramatic success. To get a chance at the loot, the old man must tell why mama needs new shoes. Then mama plays Hollywood star as the camera focuses on the door thru which she makes her glamorous entrance. Finally, the peachy-dreamy situation is given

The Chamber Music Society of Lower Basin Street

TELEVISION—Reviewed Sunday (15), 5:30-6 p.m., EDT. Sustaining via the National Broadcasting Company's TV web. Producer, Robert K. Adams. Director, John Goetz. Writer, Welbourn Kelley. Dancers: Sandra Lee, Gene Myers and Milton Kanen. Guests, Ross Gorman and Arthur Treacher. Music, Henry (Hot Lips) Levine and ork. Comediantor, Orson Bean.

Judging from its debut, "The Chamber Music Society of Lower Basin Street" still has a major problem. A show with some, predominantly to offer, the stanza must evolve a formula for TV which is a visual medium. So far it has failed to do more than throw together a mixture of half-baked comedy, Dixieland music and unimpressive dancing.

Undoubtedly, the program would be stronger were the comedy commentary by Orson Bean more humorous. The young comedian, in spite of some ineffectual comedy writing, does not get the most from his material because he doesn't take it seriously. His play with Arthur Treacher, however, might have been funnier if their routine were comically conceived. Treacher finally played on some screwy looking instrument that sounded like a kazoo. A little of this inanity goes a long way.

Another allegedly humorous stunt was to have guest Ross Gorman play "Dardanella" on the bagpipe accompanied by the ork. Seldom is a one-note noise which sounds like sex-starved cats construed as music. Such noise is, of course, not funny after the first minute of listening.

Torrid Dixie

Henry (Hot Lips) Levine and his Dixieland crew opened with a torrid version of "Blues in Nothing Flat" and finished with "Honeysuckle Rose." Both were expertly played, but could have been improved visually with better camera work. Martha Lou Harp sang "Solitude" and "Swing Low Sweet Charlot" acceptably. The husky voiced, tall singer should find a more distinctive sound.

A few ballet turns and a pole were handled by Sandra Lee and Gene Myers. Milton Kanen offered some loose-limbed Lindy hopping which was limited to knee-shaking.

Altogether the program suffered from inadequate production. Instead of playing weak, mournful music, it might be wise to find some original jazz used for instruments which don't play pop. A name guest musician, preferably in the Dixieland groove, might go well. A program session if it can be well presented visually as well as musically, would be an improvement. Leon Morse

a further build-up when mama seated on a throne and papa tried to win for his baby.

The Prizes

Before contestants are questioned the prizes are demonstrated by a few models who huge uncovered portions of skin. These talented girls perform such arduous duties as putting in contentment after smelling perfume. The whispery voice of Bess Meyerson describes their ecstasy. The first and second questions are fairly easy. Question of which is always about popular songs, should be varied. The emceeing is competent. Randy Merriman is straightforward, affable and likeable as the "male half" of the team. Tho Bess Meyerson not quite as polished, she handles herself fairly well. A few voice lessons would help.

The show has a few good moments. Genuine excitement was created when one family walked off with all the loot. The show almost got hysterical. Over all, however, more entertainment is needed.

The Colgate commercials are mainly on film. In a rapid-fire manner they explain the virtues of the Colgate line. In most cases they use a man in a white coat to sock home the Colgate sales message. Leon Morse

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Visiting Disk Jockeys

RADIO - Reviewed Saturday (14), 2:30-4 p.m., EDT. Sponsored by Plough, Inc., thru Lake, Spiro & Shurman, via WOR, New York. Produced by Program Department. WOR. Visiting disk jockey, Ed Hurst.

The object of this new series is to acquaint New Yorkers with key deejays from other sections of the country and the type of program and musical selections presented by out-of-town jocks. This week's stanza featured Ed Hurst, of station WPEN, Philadelphia, as visitor. If the program caught by this reviewer is any criterion, the series is not worth the trouble.

First of all, it would seem logical that deejays used on the program should have some special attraction, something that sets them off from the average run of jocks, in order to bring them into New York and feature them on an hour and a half stanza. If they are merely run-of-the-mill, the competition from other deejay shows in New York is strong enough to make their visit mean very little. It so happens that Ed Hurst works with Joe Grady on his Philadelphia deejay show, the "920 Club." The feature of their program is the banter between the two, the musical performance of Joe Grady during the show, etc. Working alone on WOR, Ed Hurst had to tell all this, instead of being able to demonstrate it. This merely tended to make Hurst more garrulous, a constant deejay peril, and did not help his program.

As far as musical selections were concerned, there was little difference in the waxings played by Hurst and those spun on dozens of local deejay shows. The jock played a few high-riding pops, some that were on their way up, and some standards. Hurst did introduce singer Art Tatum, and Treat from Philadelphia, and interviewed the warbler before spinning his record. Outside of this, however, and his nostalgic references to his partner Joe Grady while explaining about his Philly show, the jock did not impress too strongly. He did not have the sparkle, the fancy line of chatter or the knowingsness to brighten up the program alone.

The idea behind the visiting jockey show is a good one, but better selection, planning and programming would help a lot. Commercials on Mexana Skin Cream and Powder were of the hard selling type, and were introduced between every two disks. Bob Rolnitz.

On a Sunday Afternoon

RADIO - Reviewed Sunday (15), 2:30-5 p.m., EDT. Sustaining via Columbia Broadcasting System. Producer, James Melamed. Director, Bruno Zirato Jr. Host, Eddie Gallaher.

CBS' new musical variety sustainer, "On a Sunday Afternoon," adds up to over-all pleasant summer Sabbath listening. While it is unlikely that the average listener will hold still for the full two-and-a-half-hour stint of melody and song, the program has been ingeniously integrated so that any part of it can be tuned in and it will stand alone on its merits.

The current format comprises a succession of five half-hour musical segs, three of them emanating from New York and two from Chicago and Atlantic City, respectively. Interspersed are news, weather, baseball and Sunday traffic reports. Program features disk-jockey Eddie Gallaher in the host's chair, ably intruding an excellently balanced mixture of live and plattered talent. Gallaher sells it all in fine form, giving it a homey, intimate touch in keeping with the light, easy-going type of material. "String Serenade," the first seg, spotlighted recordings by Nelson Eddy and Rise Stevens with Alfredo Antonini leading the live orchestra. Addy contributed Foster's "Beautiful Dreamer" and encored with his venerable "Shortnin' Bread." Miss Stevens followed with the perennial "Summertime" from "Porgy and Bess." Antonini added fine arrangements of "Oh Susannah," "Mexican Hat Dance" and "Say It With Music."

Following half-hour, tabbed "Gallaher's Galaxy of Hits," was a smartly selected seg of plattered hits old and new. Along with Peggy Lee and Gordon Jenkins' hit dishing of "Lover," Eddie Fisher's "Any Time" and Al Martino's "Here in My Heart" were Bob Hope's re-

Frank Fontaine Show

RADIO - Reviewed Sunday (15), 8:30 p.m., EDT. Sustaining via Columbia Broadcasting System. Producer - director, Al Schwartz. Announcer, Harry Von Zell. Music, Lud Gluskin. Writers, Al Schwartz and Si Rose. Cast: Frank Fontaine, (Fontaine's four children - Larry, Bobby, Irene and Frank Jr.) Mary Jane Croft, Bob Crosby.

The show is built around a series of sketches that need sharp writing to catch on and elaborate on Fontaine's basic act, the dim-witted John L. C. Savoni. In the second show of the series, the writers have come thru with a characterization, but the plots are so thin that too much burden is placed on the abilities of Fontaine, and he's not strong enough to carry them. Using the erudite Von Zell as a straight creates too much disparity between the two. Bob Crosby, who came on later in the show, made a better foil for Fontaine's cackling giggle and contrived vocal inanities.

Father's Day was the subject for part of the show, with Fontaine chiding about his eight kids and Crosby discussing his five offspring. At best the sketch was laborious. Besides, the "I-have-so-many-kids" has become too trite. Bill Smith.

Dave Elman's Curiosity Shop

TELEVISION - Reviewed Sunday (15), 8:30-3 p.m., EDT. Sustaining via WOR-TV, New York. Producer, Dave Elman. Director, Sandy Howard. Cast, Dave Elman and guests.

This show features Dave Elman of "Hobby Lobby" fame, with some curious in the form of unusual items and some guests in the person of the people who own some of the items. On this edition, items included Sitting Bull's breeches, some antique torture weapons, some ancient and his torical locks, and the fan which was in Gen. Tojo's hand when the Japanese warlord attempted suicide. Latter item was brought by the co-pilot of the plane which dropped the A-bomb on Hiroshima, leading to some comments on that event. Also on the show was one straight entertainment billed as the only practitioner of his art in this hemisphere, who also demonstrated how sharp were the blades on his props before he went into his whirling routine.

Elman is handicapped somewhat by prosaic camera work and none too smooth production. But the show as a whole is interesting viewing, with its off-beat items and guests who can explain their backgrounds and uses; Elman is a pleasant host. This show, with a bigger budget and sprightlier production, might be of web calibre. As it is, it's aired opposite some high-powered network offerings, which makes it tough to develop further. Sam Chase.

Recording of "Thanks for the Memories" from the "Big Broadcast" and Groucho Marx chanting a number from "Animal Crackers." "Music for You," originating in Chicago, went live again with Caesar Petrillo and his ork on the stand and vocalists Lou Saxon and Millie Courie in the chanting slots. Saxon registered soundly with "Walkin' My Baby and So in Love," and Miss Courie scored with "I'm Yours" and "T. Young." The ork was solid with arrangements of "Swingtime" and "You and the Night and the Music."

The switch to Atlantic City's Marine Ballroom, under title of "Band of the Day," focused on Tex Beneke and his ork. Beneke opened with "Chattanooga Choo-choo" and followed with a sock arrangement of "September Song." Vocalists were Bill Raymond and Joan Cavanaugh. Wind-up seg brought the program back to New York, with Antonini again with the baton. Ork highlights were "Of Thee I Sing," from "Porgy," "I Got Plenty of Nothin'," and a good recording of Ethel Merman with "I Got Rhythm."

It may be gathered from the type of numbers mentioned that the program is geared to have something for all listeners who like their music light and easy. "Sunday Afternoon" and Gallaher could relax a lot of such to a point of getting too lazy to turn the dial. Bob Francis.

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Young Dr. Malone

RADIO - Reviewed Monday-Friday (23-27), 9:30-9:45 a.m. EDT. Sponsored by Procter & Gamble for Lilt and Ivory Flakes thru Benton & Bowles via National Broadcasting Company...

Soap operas are doing quite well these days. A top notcher like "Helen Trent" or "Our Gal, Sunday" can be expected to reach the ears of around 3,000,000 housewives who haven't got enough troubles of their own...

The Old Formula "Young Dr. Malone" sticks close to the soap opera formula. What Julian Funt's script may lack in schmaltz, the cast more than compensates for in its readings...

R&G plugs Ivory Flakes in the opening commercial as the only soap that melts in water so fast. The closing pitch for Lilt emphasizes that it contains "naturalizer." The spels were virtually identical each day this week.

Gene Plotnik.

Curtain Call

TELEVISION - Reviewed Friday (20), 8-8:30 p.m. EDT. Sponsored by RCA Victor, thru J. Walter Thompson agency, via the National Broadcasting Company TV, Producer Worthington Minor...

On the basis of the production of its opening seg, a matter titled "The Promise," there may be considerable merit in Worthington Minor's new half-hour drama series. The opener was well done, with a carefully selected cast...

However, in one opinion, while the initial effort had obviously been held down to its barest essentials, it still suffered from the complaint of most half-hour dramas. There just wasn't time enough to develop character and motivations. Emotional decisions had to be pre-announced and made in a few sentences of dialog.

Well Played Carol Bruce and Robert Preston were effective as the contending couple, altho the former's love scenes smacked somewhat of the musical comedy approach.

Harry Towns' portrait of the balmly old gent was all that the script permitted him to give it, and the remaining bit parts were excellently conceived and played. As stated above, Kirk Browning's direction was concise and to the point, and Harry Horner's settings were fine.

Truth or Consequences RADIO - Reviewed Tuesday (17), 9:30-10 p.m. EDT. Sponsored by Pet Milk thru Gardner agency via National Broadcasting Company...

The format that has long established "Truth or Consequences" was kept intact for the transcribed version of the Ralph Edwards seg. It had the ingredients to make it an ideal studio audience show; it had surprises with twists, drama around a Cinderella motif, and a gag situation with a suspense angle to bring the same listening audience back for the following week.

The gimmicks on this one was a contrived love scene between a G.I. and a grandmother. Both were then blindfolded and the grandmother was replaced by Elizabeth Scott. The second scene was a high school gal who couldn't go to the senior prom be-

CAPSULE COMMENT

Talk of the Office (TV), WPIX. New York, Sunday (15), 11-11:30 p.m. EDT. Local talent stanza uses gals who are working as stenos in offices around town. It has some good ideas, and the talent isn't bad, but the emcee fails to perk up a good deal to make the show stand up. (See full review this issue.)

The Big Payoff (TV), NBC-TV. Sunday (22), 8-9 p.m. EDT. Spotted in this nighttime spot as a summer replacement, this program, in spite of a few more expensive prizes, remains a daytime show tailored to the needs of the romantically-inclined female. The show gives papa a crack at heavy loot if he can give an interesting reason why mama needs new shoes. It also gives advertisers who donate the prizes all kinds of free plugs.

Meet the Boss (TV), Du Mont. Tuesday (17), 10:30-11 p.m. EDT. Series spotlights America's leading business tycoons, via live interviews and film clips on subjects relative to their respective fields. Basic idea is a good one, but its execution on the show caught (17) would never measure up to the efficiency standards set by the execs themselves. Production on interviews was extremely awkward, and emcee-columnist Bill C. out his interview technique before tackling any more of the big boys. (See full interview this issue.)

Bob Hope Show (Radio, NBC). Tuesday (24), 9-9:30 p.m. EDT. Hope closed out his second year with Chesterfields with a tribute to the American Federation of Musicians. The show, which was taped during the musicians' annual convention, was a corker for the delegates but a little too tradey for the general public.

Young Dr. Malone (Radio). NBC, Monday - Friday (23-27), 9:30-9:45 a.m. EDT. The 9:30 slot is earlier than the main soap opera blocks, but should put the show in line for the heavy morning listening. The script and its reading sticks to the soap opera formula. Two separate stories, one on Dr. Malone and one on his wife, Anne (they're separated), are being carried forward on this show currently. (See full review this issue.)

Curtain Call (TV), NBC-TV. Friday (20), 8-8:30 p.m. EDT. Tee-off effort of new summer half-hour drama series suffered usual time element complaint. However, if similar production ingenuity is expended on future segs, "Curtain Time" can be developed into a dog-days winner. All the program needs is better devised and integrated scripts. (See full review this issue.)

Truth or Consequences (Radio), NBC, Tuesday (17), 9-9:30 p.m. EDT. The formula that has made Ralph Edwards' "Truth" such a highly rated show still continues to hold forth. It has the elements that can keep listeners tuned in and studio audiences happy. (See full review this issue.)

cause she didn't have a date or the necessary clothes. Her squeals of joy when she got the outfit (courtesy of Pet Milk) and her date, Aldo Ray, to escort her, was dramatic radio. The final gimmick was to have a fem participant, living in Los Angeles, phone a grocer in Buffalo to deliver a single can of Pet Milk. The grocer was apparently unrehearsed. Bill Smith.

Legit Reviews

WISH YOU WERE HERE (Opened Wednesday, June 25) Imperial Theater A musical by Arthur Kooper and Joshua Logan (based on Kober's "Having Wonderful Time"). Music and lyrics by Harold Rome. Direction and dance by Joshua Logan. Settings by Jo Mielziner. Costumes by Robert Weston. Musical Director, Jay Diction. Orchestration, Don Walker. Company Manager, Carl Fisher. Stage Manager, Leo Steiner. Press Representatives, Leo Steiner and Abner Klippstein. Presented by Leland Hayward and Joshua Logan.

Teddy Stern, Patricia Marand, Chick Miller, Jack Cassidy, Fay Prokin, Sheila Bond, Lucy Fleener, Beverly Weston, Pinky Harris, Paul Valentine, Harry (Muscles) Green, John Perkins, Louis Kandel, Tommy Smith, Herman Fabricant, Harry Clark. MUSIC LOVERS: Fred Sadoff, Elaine Gordon. ITCHE'S ASSISTANTS: Larry Blyden, Frank Aletter. WAITER FRIENDS OF CHICK'S: Sidney Hysen, Robert Dixon. PAW'S DANCING PARTNERS: Richard France, Joe Milan, Tom Myran. FLOWERS: Mendi Bayne, Gussie, Lella Martin, Rosalind Lova, Shirley, Denise Griffin, Miriam, who has hay, Nancy Franklin, Florence Henderson, Steve Wilson, Joseph Thomas.

The New Girl, The Girl Diver, The Acrobat, The Girl Diver, Joseph Thomas. WAITERS: Ous Giordano, Stan Grover, Bill Houer, Leo Kayewitch, George Lenz, Bill Houer, Harry Snow, Ray Steele, Tom Wilson, Don Wayne. BEAUTIES: Sue Brin, Norma Dosett, Joan Johnston, Phyllis Weston, Gloria Van Dweel, John Stuart, Rita Wilson. ATHLETES GUESTS, STAFF MEMBERS: Nancy Baker, Joan Burke, Toni Parker, Nancy Parsons, Inez Rode, Elliot West, Al Lawrence, Don Paterson, Walter Strauss. SONGS: "Camp Karetree," "Goodbye Love," "Social Director," "Shopping Around," "Bright Colored Day," "Fris and Mincie," "Could Be," "Tripping the Light Fantastic," "Where Did the Night Go," "Certain Individuals," "They Know Me," "Summer Afternoon," "Don't You Were Here," "Ria," "Flatter."

EW TO COME Fifteen years back, Arthur Kober wrote an amusing little satire about escapes from year-punch dreariness—the gals who pinch pennies for 50 weeks in order to achieve a fortnight of synthetic romance and frenzied frolic in a Borscht Belt summer camp. Kober was having fun with them, but tender heart went into his diagnosis of their variously rather pitiful desperations. "Having Wonderful Time" was warm and human about little have-nots who accept a shoddy counterfeit for romance.

So now Camp Carefree has come back again with little Teddy Stern, stenog from Pitkin Avenue, Brooklyn, and her boy friend Chick, student and summer waiter, from the Bronx. They fall in love again, an again economics intervene to a final happy ending, but this time it is to music. "Time" has become a huge, handsome song-and-dancer, under the title of "Wish You Were Here." It would be pleasant to report, with all the top professionalism that has gone into the making of the musical adaptation—to wit: Leland Hayward, producer; Joshua Logan, co-producer; Harold Rome, lyrics and tunes; Jo Mielziner, sets and lighting—that "Wish" is a whizz-bang. However, somewhere in the transition, the sentimental, homely flavor of the original has gone overboard in favor of a lush swimming pool and even a basketball game. The book has become as dreary as the every day lives of its protagonists, and the tunes with few exceptions are far from Rome's best clefting. As usual, Mielziner has framed it hand-

(Continued on page 46)

Theatrical TV ● Continued from page 11 KING, Seattle: WKRC-TV, Cincinnati, WCTM, Minneapolis and the Ford Dealers Association of Greater St. Louis for use on KSD-TV. The Peerless feature films are now shown in 21 markets covering more than 75 per cent of the video audience according to George T. Shupert, Peerless vice-pee. All films are on a first run basis.

LA TETE DES AUTRES (The Head of Others) (Reviewed Wednesday, June 25) Theater D'Atelier, Paris A comedy by Marcel Ayme. Staged by Zandra Baras. Settings by Jean-Denis Gasc. Costumes by Karitaka and Raoul Falke. Presented by Andre Baras. Juliette Fabre, Marcel D'Orval, Renee Adrien, Marie-Claire Tourre, DJS Adrien, Marcel D'Orval, Maitland, Jenn Marilyn, Henri Cremie, Pierrette, Joelle Roba, Valonin, Yves Robert, Lambourde, Marcel Fere, Gorin, Maurice Maréchal, Simone Chambard, Duland, P-J Moncorbe, Alessandrovici, Paul Bata, Robert, Monique Melinand.

Gilbert Miller's latest French purchase will need hefty reworking by translator if it is to become b.o. for American audiences. This No. 1 hit of the local theatrical season starts out as a fine, rip-roaring sex comedy, but literally bogs itself down in a welter of politics, philosophy and other assorted items better-suited to bistro discussions.

Marcel Ayme's happy conceit embraces the imbroglio of a prosecutor, who, having jubilantly obtained his third capital conviction, finds himself forced to prove the condemned's innocence. The involvement comes about via the fact that his mistress, incidentally the wife of the trial judge, has shackled-up with the prisoner on the night of the crime in question. So the condemned lad, demanding justice, moves into friend prosecutor's menage until the real culprit can be found, and being a man of parts immediately has both the latter's wife and mistress in love with him.

Confusion Follows To this point, Ayme's yarn is fast paced and always funny. But then for reasons best known to himself, he clutters up the plot with a pair of burlesqued crooks and a weaseling politico, plus discussions of public versus church school systems and other Gallic domestic problems. Out of something more than chaos comes the discovery of the real murderer. (Continued on page 46)

OUTDOOR SPECTACLE Pappacoda, Jimmy Casanova, Mario, Thomas Hayward, Sen. Bartoldi, David Kusin, Sen. Lorenzo, Arthur Newman, Ted DeLoach, Kenneth Sells, Cibolotta, Nola Fairbank, Centurio, Michael Reilly, Carmello, Norwood, Francesco, Larry Lauffe, Duke, Jack Reilly, Barbara, Queen Orla, Agrippina, Rose Peck, Serafine, Betty Spina, Nina, Lauree, Gloria Galt, The Dancer, Rosita Reed.

BOYS: John Aristides, Hubert Black, Alfredo Corvino, Peter Deijn, Phil Gert, Ted Highmore, Kelly, Joseph Lorton, Gerald Levitt, Carl Luman, Donald Martin, Lee Murray, Louis Shaw, Jay Smith. GIRLS: Estelle Ana, Virginia Barnes, Ann Darney, Janet Cowan, Wilma Curtis, Catherine Damon, Lerna Delmestre, Leonard, Penny Green, Maria Harzine, Ruby Herndon, Emika Hulova, Audrey Ken, Nancy Kozupa, Joan Krupa, Zoya Leporsky, Sally McRoberts, Lutz Meyer, Barbara Michaels, Irene Miller, Zebra, Christine Peterson, Lucille Ricker, Kirsten Valzer, Nikki Willis, Don Wright.

BARITONES: Harold Bertelson, Charles Booth, Walter Brandin, Donald Dawkins, Philip Douglas, John Teydel, Carl Wright, Henry Lawrence, Steve Martin, James Morris, Tom Powell, Michael Roberts, Howard Shaw, Carlos Sherman, Bill Treby, John Zadorany, Al Lowell, Francis Monachino. TENORS: Max Alperstein, Glenn Bigman, Bill Carlson, Matthew Fattucio, Frank Finn, James Galvin, Duke Oldies, Norman O'Hlin, William Golden, Joe Gregory, Ken Kesler, Charles Kuestner, Alfred Morley, Roland Miles, Bernard Rabinin, Abraham Tamres, Deloy Tibbs, Norman Warwick, Benjamin Wilk.

SOPRANOS: Jennie Andrea, Betsy Bridg, Sara Carter, Olga Christie, Kathy Collins, Lela Flinn, Freda Forno, Nell Foster, Teresa Gannon, Marie Gibson, Teresa Gray, Ruth Kelly, Ethel Kerner, Helen Lawrence, Mary Sawyer, Helen Orla, Edith Terry, Adrian Wadsworth, John Williams, Betty Winslett, Eleanor Wisn, Sara Ertel, Bernardman, Ethel Daniels, Lori Daw, Gloria Eisner, Ellen Greene, Katherine Harvey, Frances Paul, Neeli Pelouquin, Dorothy Stone, Nancy Yauker, Maria Yayne. SONGS: "Now the Day is Done," "Spaghetti Song," "Matter Song," "A Little Yellow," "Tartanella," "Marrying," "We Festive Pride," "We Always Get Our Man," "Gondola Wagon," "Birds," "Berenice," "Carnival Parade," "Wine, Woman and Song," "Belis of St. Marks," "Polka Furliosa," "Ni-nai-nai," "Bigone," "San Marco," "Ballet," "Don't Speak Love to Me," "There's Nothing Like a Spruce," "I Can't Find My Wife," "Where Are Here to Stay."

● Continued from page 3 fireworks, gondolas and a water tableau (which unfortunately conked out on opening night) thrown in. The stadium is lovely, cool way to absorb a song-and-dancer. Todd and his associates look to have a natural when it doesn't rain.

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National-Scala, Copenhagen
(Wednesday, June 4)

Capacity, 1,500 in cafe-cabaret; 2,000 in Scala-Salen ballroom. Price policy, no cover, no minimum. One show nightly. Booked by Ernst Sahlstrom. Publicity, Edel Winkel-Peterson.

Synnove Haugan, Norwegian chirper with a pleasing personality, opens the show with classical numbers which netted her a big hand and an encore. She has a fine voice and usually good diction.

Annell and Brask are a clever pair of unicycle riders who will be seen in New York shortly (signed up by Dave Solti and Leo Grund). They feature speedy costume changes and comedy bits to help sell their trick riding.

Two Svendys offer a novel balancing number. The teen-age lad sells the act thru his boyish, smiling nonchalance, while being tossed up and around into difficult balancing stances by a very capable under-stander. The duo works at swift pace, and the act is neatly presented. It doubles in the late show in the Scala-Salen. Syd Burns gets off to a good start with amusing imitations of musical instruments, which he burlesques with gestures and mugging. Some of his gags are not very funny, but he elicits with good parodies of Spanish and Russian dances. He closes with a series of very fast spins to a good hand. Burns also doubles in the Scala-Salen show.

BBC Favorite

Pat Hyde, British Broadcasting Corporation radio favorite, accompanies herself with accordion in pop American tunes, such as "Domino" and "Broadway Lullaby." Hyde appears also in the Scala-Salen midnight show. Eise Marie Elmer, pianist-entertainer from the Scala Bar, follows with a quarter-hour session at the piano, while the ork takes time out.

The Bizzaro Brothers are newcomers and good. The act is a trio of two males and a nifty fem who are all excellent equilibrist and contortionists. The two boys start off with a funny magic gag, followed by the girl's coming out

Night Club-Vaude Reviews

Vogue Room, Hotel Hollenden, Cleveland
(Tuesday, June 17)

Capacity, 250. Price policy, \$1 cover week nights; Saturdays \$1.50. Shows at 8:30 and 12. Booking policy, non-exclusive. Entertainment director, Mortie Jacobs. Press, Koehl, Landis & Landen. Estimated budget this show, \$3,750. Estimated budget last show, \$4,000.

Mindy Carson, sole performer at Celveland's swank Vogue Room, worked her way thru 35 minutes of uninterrupted song backed by George Sterney and his ork. It was a heart-warming and intimate performance that delighted the near-capacity house. Miss Carson is not only warm, she's hot.

Posies for Men

Her "Boutonniere" had every male in the room trying to grab a posie. A political parody to wind up this song brought plus responses.

The gal worked well, set up her chatter bits in ad lib style and was particularly effective on "The Folks Back Home." Her talent was not limited to straight singing. In a minstrel get-up, she pulled a surprise impersonation of Bert Williams for added mirths. Marge Rickards.

for a good acro dance. The wind-up has all three working a fast-tempored routine of hand-stands, hand-to-hand and other balancing feats, plus contortion bits. They get off to big hand here and in the Scala-Salen midnight show.

Poul Christiansen's 10-piece ork does a swell job cutting the show and playing the dance sessions. Johnny Campbell's ork plays the midnight show and dance sessions in the Scala-Salen ballroom. Ted Wolfgram.

Three Rivers Inn, Syracuse
(Wednesday, June 4)

Capacity, 150. Price policy, \$1 admission. Two shows nightly. Operator, Herman Galanter. Booking, non-exclusive. Show played by Jimmy Meiff's ork. Estimated budget this show, \$5,000.

The Three Rivers Inn, some 12 miles outside Syracuse, is in its fourth week of a summer policy. The spot, enlarged this season to just over a 1,000 capacity, is a large well-appointed room, with good acoustics. It looks right out over the water, making for a fine summer layout. The show has Nat Cole holding the spotlight.

King Cole was a smash from his first appearance, went thru his repertoire in his own inimitable style and had them begging for more, with the house lights failing to quell the mits out front. Backed up by his trio, Cole opened with "Embraceable You," quickly following with "Walking My Baby," "Unforgettable," "Calypso Blues" and "That's My Girl." With the house in an uproar, Cole had to satisfy them with "Paper Moon," "Mona Lisa" and "Too Young."

Styles Too

Herkie Styles, emceeing and handling the comedy angle, now has developed a style and has material that is both fresh and new.

Completing the long show was Al Royce, a better than average Negro hooper, and a three-gal line, augmented by two principals, did two opening and closing numbers.

Jimmy Meiff (5) cut a swell show besides playing for dancing. Two local boys, Johnny LaTone and Golby Gowin, on the electric guitar and accordion did fine relief sessions. B. S. Bennett.

Elliott Murphy's Aquashow, Flushing Meadow Park, New York
(Tuesday, June 24)

Capacity, 8,272. Price range, 72 cents-\$1.50. One show nightly. Closed Mondays. Producer, Elliott Murphy. Emcee, John McKnight. Cast: Jack Carter, Gordon Goodman, the Five Amandis, Hazel Barr, Betty Harrison, Whitley Hart, Stan Dudek, John Edwards, Marshall Wayne, Len Carny, Cini Osborne, Frank Campisi, Jim Cosmo, George Cronin, George Bronka, Lee Levin, Smiley Cannon, Di Mattiazzi, June Earning, the Borrah Minevitch Harmonica Rascals with Johnny Puleo, Basile and Marinette, Bobby Knapp, the Fitzsimmons Sisters and others. Show played by Fred Culley's ork.

Opening the eighth season at the Flushing Meadow Amphitheater, Elliott Murphy pulled out all stops—show and promotion-wise—for one of his best entertainment packages. If Murphy can keep up the pace, he may be able to fight off what should be heavy competition from Mike Todd's water show at Jones Beach. The latter figures to cut in on Murphy's take this year, since the two layouts are drawing from the same potential audience.

Murphy's layout this year is more of the extravaganza type than it has ever been. For his opening week, he booked Jack Carter, the Harmonica Rascals, the Amandis and Di Mattiazzi—all first-rate acts. In addition, the Aquashow sports a big ork, a 24-girl swimming line, a raft of comedy and straight divers and an 11-voice glee club out of the Fred Waring group. Lighting, production and costuming looked more expensive than ever. Opening night included a special line-up of former Olympic champions

Ciro's, Hollywood
(Tuesday, June 17)

Capacity, 460. Price policy, \$2 cover. Shows at 8:30 and 12. Owner-operator, Herman Hoyer. Publicity, Jim Byron. Booking policy, non-exclusive. Estimated budget this show, \$6,000. Estimated budget last show, \$5,000.

Step Brothers and Peggy Lee prove the smoothest running combination spot has had in months. The tap foursome, which has been in Europe and Scandinavia for the past 30 months, hasn't lost any of its zest and enthusiasm which make it the fastest and most varied act in the clear field. Quartet hewed closely to its standard pattern of solo and unison clearing, netting rousing mits.

Recent TV show series has made Peggy Lee more conscious of her visual work, the result that she is using her hands and facial gimmicks to much better advantage. Gal brought in her own foursome, piano, trumpet, bass and drums, to augment the house band. New numbers that impressed were "San Souci" to which she gives a dramatic reading, and "Louisville Lou," out of which Miss Lee made top drawer comedy material. Her current Decca topper, "Lover," got an ovation.

Johnny Sippel.

who took quick bows as part of the ceremony. Take for the night went to the Olympic Fund.

U. S. Lines

Staging was based on a tie-in with the U. S. Lines' new superliner, S. S. United States. The show opened with the band and glee club on the revolving stage, rather than in their usual built-in box over stage right. Props and drops were made to resemble the afterdeck of a liner with the acts working in front of the ork. The water ballet and diving turns, as usual, worked in the curved pool in front of the stage.

Di Mattiazzi, the Amandis and the Rascals drew hefty mits for their standard material. All went over big with the large and well-papered house. The standard diving, comedy and water ballet routines all drew well, too. The show included some standard swim-

(Continued on page 47)

"a very funny guy... solid smash"

JIM O'CONNOR

(Genie Knight) N. Y. Journal-American

SID SHALIT, N. Y. Daily News—

"Jackie Kannon, show stopping comedian at the Latin Quarter, is a great star of the future."

ROBERT DANA, N. Y. World-Telegram-Sun—

"... has a style that is refreshing, and ready to make New Yorkers claim him for their own."

LEE MORTIMER, N. Y. Daily Mirror—

"A comedy newcomer undoubtedly headed to the stars."

Billboard—

"Drew such yucks as are seldom heard at the Latin Quarter... Had 'em doubling up with howls."

HY GARDNER, N. Y. Herald Tribune—

"Is the freshest thing to come out of Detroit since Ford switched from a Tin Lizzie to a snazzy night."

EARL WILSON, New York Post—

"TODAY'S BRAVOS: Jackie Kannon's comedy at the Latin Quarter."

DOROTHY KILGALLEN, N. Y. Journal-American—

"Big click."

WALTER WINCHELL, Daily Mirror—

"Jackie Kannon has coast coast bidding."

Variety—

"Strong item is Jackie Kannon, a solid hit in this room."



JACKIE KANNON

Just Concluded

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Rodio City Music Hall, New York

(Thursday, June 26)

Capacity, 5,945 seats. Price policy, 80 cents-\$2.40. Four shows daily. House books—senior producer, Leon Leonidoff. Show played by Raymond Paige house ork.

A big part of the current stage show is tied into the flick, "Where's Charley?" with lines and songs either taken out of the original musical or built around it to give it continuity. What wasn't tied to the pic was geared to the Independence Day holiday, with red, white and blue flash sequences and patriotic touches ending in a sensational fireworks display that must have driven the switchboard guys daffy following cues on dimmers, floods and spots. It all added up to a solid sight spectacle which the big house with its mechanical and electrical facilities can do so well.

The show started with a railroad station set, complete with a locomotive, passengers and vacationers. It was on this one that the Rockettes did their big routine. The slotting was unusual because the high-stepping line usually works in the finale rather than the opener. This segued into an Atlantic City boardwalk set with a standard act, Tom and Jerry, as "lifeguards" doing a bang up job on the high bars with some remarkable tricks and comedy bits. The boardwalk scene itself was backed by a medley of the Frank Loesser hits out of "Where's Charley?" with bary Robert Shackleton doing an impressive vocal job backed by the house glee club.

More Dancing

The bridge between the two halves of the show was excellently filled by the Four Step Brothers in their on-the-beat hoofology and challenge terp routines. It seemed odd, however, that with so much dancing in the picture, plus the precision terps of the house lines, that a dance act would be used on such a bill. But

(Continued on page 47)

Roxy, New York

(Friday, June 27)

Capacity 6,000. Price range 80 cents-\$2. House booker, Sam Rauch. Producers Arthur Knorr and Gae Foster. Show played by Paul Ash house band.

The ice show is back again at the theater for the summer, and this, plus additional variety presentation, adds up to powerful program which should be a strong draw these hot summer days. Billy Daniels and comic Pat Henning are featured on stage, with Arnold Shoda starring in the ice spectacle.

Billy Daniels, working with his pianist Benny Payne, did his usual smooth, sophisticated job with a group of old standards, getting the most out of each tune. His sock performance of "Sunny Side of the Street," backed by the singing of Payne, received a big mitt, and he reinforced this with an outstanding job on the oldie "Bye, Bye Blackbird." The singer's dancing bits, warm personality and effective renditions pleased the crowd thruout. Top pop song by Daniels was "Be Anything (But Be Mine)" which he dedicated to the young couples in the audience.

Pat Henning drew solid yocks with his cute gags and stories, and especially his short, snappy vocal impersonations of Hollywood stars. The comic's routine about his salary, his job, ect, went over strongly with the audience who called him back for many bows. His final bit, in which he gave his impressions of the members of a small town band, was delightful.

Arnold Shoda, who has starred on the Roxy lee many times, did a sensational job with his new routine in which the talented skater demonstrated some skillful blade work. Showcased prettily by the chorus on stage, the skater did a dance routine to stango beat, featuring some flashy stag jumps, exels, headless and sit spins. He ended the routine with a fast spin and pulled a big hand.

(Continued on page 47)

Palace, New York

(Friday, June 27)

Capacity, 1,650. Price range, 55 cents to \$1.80. Four shows daily. Chain booker, Dan Friendly. Producer, Dave Benis. Show played by Jo Lombardi's ork.

Fifty per cent of the current bill registered solidly. From the fourth stanza on, matters picked up materially after a relatively tired early start.

Eddie White, in the next-to-closing key slot, with his familiar chatter about marriage in general and his relatives in particular, speedily warmed up the customers for a fine overall reception. This reporter could wish him a little new material, but it is likely senseless to ask it, when the old routines appear to sell so effectively.

This reporter has long been a push-over for Ross Wyse's and June Mann's burlesque adagio—in fact, for their combined talent for knockabout clowning in general. Their standard stint this week was up to par on all counts, except that it seemed too short. Apparently the pew-buyers could have willingly taken more of them, too.

Ciro Rimac

Likewise, a good seller was Giro Rimac and his trio of Latin terpers. The two girls are lookers and exceptionally gifted in the rumba-tango school of footwork. Rimac has an easy mike personality and keeps the act going at top speed.

The wind-up featured the Edwards Brothers, an excellent acro trio, who not only play a grand piano, but do most of their stuff on top of same. The boys have three or four top-flight tricks with chair-balanceing, and put them across in fine style. They finished to a big hand.

If the first half of the show stood up to the second, the Palace would have quite a bill. The opener spotted the Wong Sisters in a fair acro-terp routine. The act is adequately projected but packs nothing original.

Dave and Doty Workman of

(Continued on page 47)

Empire Room, Palmer House, Chicago

(Thursday, June 26)

Capacity, 500. Price policy, \$1-\$1.50 cover, with \$2 minimum. Shows at 8. Owner, Hilton Hotel. Publicity, Fred Townsend. Production and exclusive booking, Merriel Abbott. Estimated budget this show, \$6,500. Estimated budget last show, \$6,000.

What might have been one of the weakest entries in the convention sweepstakes here, was saved by the foresight of Merriel Abbott, veteran producer, who a few weeks ago shuffled this bill, dropping her line and adding the Mata and Hari team. As a result it should offer fair competition for the visiting purists.

Satirical terps team, assisted by Bill Bradley and George Tormel, handles four numbers, two of them new to this room. Turn opens with its "sports newsreel," a highly effective number which runs the gamut of popular competitive games. Excellent costuming, lighting, plus the over-all movement of the quartet, gets the show moving off to a speedy start.

The twosome, after sitting out the next three acts, returns with another new routine, "Hindu Fakir Dance." It is a well-contrived bit, allowing Mata to show off her amazing muscular control, and Hari to display his satire and terps talents. Duo takes a short breather while Bradley and Tormel dance "Street Scene," then closes the show with its classic "Carnegie Hall," which is now a must here. As in the previous numbers danced by the team, Lothar Peri conducts.

Shares Top Billing

Sharing top billing with Mata and Hari is Felix Knight, previously tagged for show top. Never a top name in this area, Knight does have a following in this room which is probably due to the wide variety in his program. Tenor took off on six tunes ranging from "La Donna Mobile" to "Nothing Like a Dame." His closer, a parody on "Casey Lowered the Boom" devoted to the coning elections, will probably get a good reception from the politicians who will be in during July.

Sleeper on the bill is Helen Wood, a well-stacked, good looking 16-year-old dancer, fresh out of the Broadway company of "Pal Joey" who is picking up a few extra bucks while on route to Hollywood and a picture commitment. Looking several years older than she really is, Miss Wood should pop more than one eye during her five-week stand here with her good looks, smart dancing and fresh personality. She could eliminate her singing bit, but her three routines are top sellers.

Rudy Gardenas

Fourth act is Rudy Gardenas, a young juggler who is about as good as this type of entertainment comes, but he's far better suited to a circus or a theater than a room of this type. He works at hurricane pace thru his rather lengthy bit, but much of his more intricate maneuvering is done close to the floor and is lost to all but ringsiders. Most of his juggling bits are done from a crouch, which also affects visibility further back in the large, flat room. His closer, in which he spins around, juggles six small wooden balls and catches them in small mesh baskets attached to his belt, is an excellent seller if it can be seen.

Eddie O'Neal, who celebrates his third year in the room July 23, cut the show, and played for dancing.

Norman Weiser.

Atlantic City's OK Re-Lights Margate

ATLANTIC CITY, June 28.—The Margate Casino got the okay to operate again from the City Commission, after holding public hearings. Neighbors had filed complaints against renewing the liquor license.

The Margate Casino, operated by James Schott, has four separate rooms with entertainment. For the start of a second season, the club has the Angle Marrandino Trio and Pat O'Dare in the Royal Continental Room. The Tri-Ade are in the Vert-Mar Supper Club, and Jackie Burns and his Crazy Kapers hold at the Musical Bar. The Casino also has an outdoor Essex Terrace for alfresco dancing. When the season gets into full swing, name units will be brought in.

The Crescendo, Hollywood

(Thursday, June 27)

Capacity, 200. Price policy, no cover or minimum. Operator, Harold Steinman. Publicity, Paul Ross. Booking policy, non-exclusive. Estimated budget last show, \$3,500. Estimated budget this show, \$4,500.

Not since its opening six weeks ago with Billy Eckstine has this Strip bistro had as strong a lineup as the combination of Ella Mae Morse and Freddy Slack's Trio. This talent pairing, some as that which gave Capitol Records its first hit, "Cow-Cow Boogie," could take right off again, judging by the groove into which the duo got after the first couple of numbers opening night.

While her blues warbling is as good as ever, it's Miss Morse's animated chatter between ditties that sets her apart. She is fast on the ad lib, her comedy adding zest to her rhythm singing. Miss Morse did several blues ditties so well received that Cap should ngle a blues album for this chirp.

The Slack Trio (piano, guitar and bass) is tops in the boogie vein, but Slack should pace his show with some straight 88-ing in either the standard jazz or pop groove. Slack has a pleasant vocal delivery that breaks up the monotony of straight pianists. The Walter Gross Trio has switched from electric guitar to drums, accenting brush work, with the group getting a lighter sound.

Johnny Sippel.

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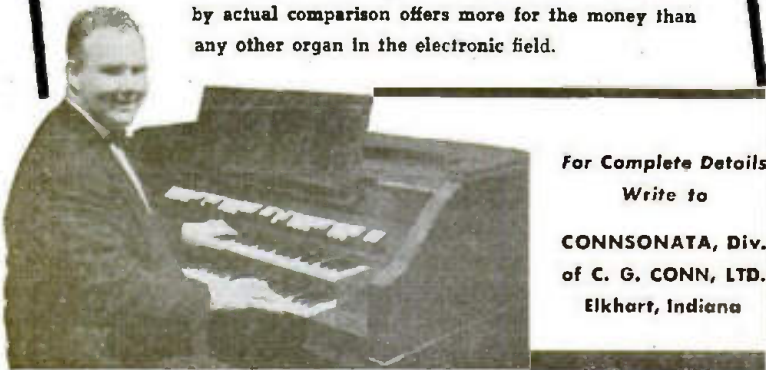
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\$1,000,000 "PEEP" SUIT

Sennes, Hart Tie Up Wildwood & Syndicate

NEW YORK, June 28.—Frank Sennes and Charlie Hart are starting suit against the city of Wildwood, N. J., for \$1,000,000 for out of pocket and potential damages in a case that has the local syndicate and the local authorities all wound up.

Sennes and Hart made a deal to put on "Peep Show" under canvas on the beach at Wildwood for nine and a half weeks, to start July 3. Permits and okay's were received from the mayor, county judge and State senators.

Hart put bulldozers to work leveling the area; Sennes hired actors Red Marshall, Linda Bishop, June Allan, the Albins, Lynson and Mann, Tito Valdez, Lynn Merlin, a 24-girl line, four boys and a band. The troupe started rehearsing and contracts were issued.

Bulldozers were stopped by the building commission for "lack of permit," and the mayor appointed two commissioners to hold public hearings, "assuring us we had nothing to worry about," said Hart. Hearings became frenzied with the audience charging Sennes and Hart with being "New York sharpshooters." Two commissioners, startled by the demonstration, turned down the Sennes-Hart deal.

Meet Requirements

"We lived up to all the requirements," said Hart. "We had to build sanitary facilities, provide fire protection and insurance. We did all that."

Word came to Hart and Sennes that the reason they were turned down was because the local syndicate (who they claim staged the noisy public hearing) had been bypassed. Thru an intermediary, Hart got to the syndicate spokesman and was told, "No one gets an okay here without seeing me."

Negotiations were begun again. Hart said the syndicate demanded 15 per cent of the weekly gross, plus \$1,500 when the show opened. Sennes and Hart were willing, but city authorities said they couldn't get an okay because it would mean that the syndicate was running things and would hold up the city to ridicule.

In the meantime, all acts have been signed to American Guild of Variety Artists' contracts with play-by-play clauses amounting to about \$7,000 weekly. "Peep Show" was scaled to do \$28,000 weekly against a nut of about \$9,700.

There's some talk about putting the show on at the Barge, Washington, and later putting it on under canvas in Miami. In the meantime, however, a suit is being readied against Wildwood municipal authorities.

Torrid Spell Aids Gate at Stem Combos

NEW YORK, June 28.—It was a pleasant week for combo houses last week, with the hot spell driving Stem visitors into the air conditioned theaters.

Radio City Music Hall (5,945 seats; June average \$128,000) wound up with \$131,000 for the fourth and final week with "Lovely to Look At," plus its stagershow, against \$120,000 for the previous week. The new bill has "Where's Charley," the Four Step Brothers and the team of Tom and Jerry.

The Roxy (5,880 seats; June average \$57,000) did \$56,000 for its second and final week with "Diplomatic Courier," Jay Marshall, and Kathy Barr, against \$58,000 for the previous week. The new bill has the Ice Show, Billy Daniels and "Wait 'Til the Sun Shines."

The Paramount (3,054 seats; June average \$111,000) collected \$95,000 for its first week with Les Faul, Mary Ford, Joey Bishop and "Clash by Night."

The Palace (1,650 seats; June average \$17,000) did \$16,000 for its eight-act bill plus "Confidence Girl," against \$16,200 the week before. The new bill, another eight-act has the flick, "Just Across the Street."

Milwaukee Flocks To Nelson Show

MILWAUKEE, June 28.—Turn-away crowds greeted the Saturday afternoon Jimmy Nelson special moppet show at the Tie-Toc, June 21. Slanted to appeal to the kid TV fans, Nelson's appearance was plugged earlier in the week via a personal appearance on the local TV station.

The announcement drew a flood of reservations, and about 400 kids and their parents got in for lunch and the show, which went for \$1.50 per person.

BRIGHT IN DJ RULE PROTEST

NEW YORK, June 28.—The anti-disk jockey rule which was voted by the national board of the American Guild of Variety Artists and which went into effect June 23, may be thrown out before it even starts rolling.

Jackie Bright, board member, plans to present a motion to the AGVA board Monday (30), charging that the rule was passed by only eight board members (vote was eight to six; one abstaining) when 40 board members should have voted. Furthermore, said Bright, such a rule couldn't be policed and will ask that a national referendum be issued or its application be postponed until the next national board meeting (Miami next October).

The rule provides that no AGVA member may appear on a deejay show originating from a cafe or restaurant without receiving one-seventh of his customary salary.

NEW ORLEANS CRACKS CLUBS

NEW ORLEANS, June 28.

—New Orleans' famous Bourbon Street, nationally known midway of night clubs, is slowly being draped in crepe by the newly created Louisiana Board of Control of Alcohol Beverages. This one carefree boulevard, the delight of visiting firemen, is now the main target of Board Chairman Thomas Schneidau, a former liquor dealer himself.

Schneidau recently ordered Lily Christine, Odessa, Jerri Russell, Hillary Dawn and others to add some four inches of fringe to their cost me and generally "ape their bodies with much more than these gals are accustomed to wear."

The latest edicts are to have all waitresses wear especially designed uniforms, to bar women from working in places where liquor is sold and to stress the elimination of minors.

BAND QUILTS

Refuses to Back Comic Who Heckles

PHILADELPHIA, June 28.—For the first time in memory, a band went on strike against a comic; it refused to play for him and was backed in its move by the local American Federation of Musicians.

Guy Marks, comedy emcee, opened last week at Ciro's with the Ned Brill band behind him. When the band saw the comic it went off the stand claiming orders from Local 77 AFM were not to play for him. According to insiders the hassle began the previous week at Frank Palumbo's.

Marks was on and, in part of his Howard Reynolds. So in the midst of one of Marks' hottest jokes the band played his exit music and Marks did a burn. Musicians claimed that comic was on for 45 minutes and anyway it was time to get off. Marks claimed he had been on only 13 minutes.

Marks charged backstage and gave Reynolds a "push." Reynolds charged it was more a "haymaker" than a push and got in touch with Frank Luzzi, president of AFM Local 77, who notified musicians not to play for him.

So Marks now does his act to four bazookas (not recognized as instruments by AFM). Ciro's is honoring contracts of the comic and the band.

Calif. Probes Status of Acts

HOLLYWOOD, June 28.—Possibility the acts may be classified as employees instead of independent contractors under California law is being investigated by the State Unemployment Relations' Division. Irv Mazza, aid to Eddie Rio, regional director of AGVA here, has been contacted by State reps as to actual provisions of a working contract and various phases of the employer-act relationship. State investigators have hinted that they may subpoena AGVA's records here for a more thoro study of the situation.

If California were to declare acts employees rather than independent contractors, acts would be eligible for workmen's compensation coverage, which in this State, includes medical coverage plus payment of 65 per cent of their salary or a \$35 maximum benefit when bedded by injury, and also weekly benefits when not employed. They would also be eligible to obtain care in local, county and State health institutions, where now, as they are classified as transients, they are barred.

OLD TAX LAW MAY NIP ACTORS

Unenforced N. Y. Business Statute May Bite Independent Contractors

• Continued from page 2

20 per cent of the net. All net income above that is subject to a 3 per cent bite. A name performer who comes to town for a month or so may net say \$100,000. He is permitted a deduction of 20 per cent which would leave him \$80,000. Then he takes off another \$5,000 which leaves him with \$75,000. On this \$75,000 he will be required to pay 3 per cent or \$2,250.

To avoid paying this tax, performers will have to declare themselves employees rather than go on as independent contractors. Actors working in cafes, theaters, vaits, etc., are now predominately classified as independent contractors. Those working in radio, television, pictures and in legit shows are usually carried as employees.

The City of New York, also in tax collection troubles, has a business tax law which says owners of businesses (and it classifies actors in that category unless they're employees) are subject to a two-tenths of 1 per cent tax on

all gross income above \$10,000 a year. So far the city has not made any concerted effort to collect it. Nevertheless, the law is on the books.

VAN'S PLAN

Would Reopen Vauders With Actors' Assist

NEW YORK, June 28.—A plan to reopen independent vaude houses with financing furnished by top performers was presented by Gus Van to the national board of the American Guild of Variety Artists recently in session in Los Angeles. A committee was formed to study the plan together with other plans proposed by members.

Van, a past president of AGVA and now a member of its national board, said that he feels there are enough closed theaters around the country, with mortgages held by banks, which would reopen with vaude if a workable formula could be presented. Van's idea is to open a circuit with the help of local chambers of commerce, local merchants and the various craft unions involved in backstage or front of the house operations.

Unions, e.g., stagehands, musicians, etc., will be asked to cooperate by reducing their management requirements, chambers of commerce to assist thru subscription plans to permit houses to operate on a two-show-a-night basis (no matinees).

Maybe 30 Weeks

Performers would get 20 to 30 weeks' work depending on the number of houses that will open, but salaries would be limited to a top of maybe \$500.

To get the plan moving, said Van, would require a bankroll. "I intend to talk to Bob Hope, Bing Crosby, Burns and Allen and other people and get them to put up some dough. After all they invest in ball clubs and buy horses. Here's a chance to help out the business that gave them their start."

Van said he would put up \$25,000 and will ask others to put up additional money, "so we have a big enough bankroll to start the ball rolling." If the big names want to come out for a week or so to help out, so much the better, said Van. But basically the idea is to help the small performer and to bring back flesh in towns that will support it. Van explained.

Van also said he discussed the plan with George Hamid about a year ago. "Hamid was so enthusiastic he was willing to put up \$150,000. But we'd rather have actors in on the plan."

BEST MAN IS FORGOTTEN MAN

NEW YORK, June 28.—Phil Foster who married Joan Featherstone (ex-Copa girl) Thursday (26), was so confused on invitations that he neglected to invite Harry Morton, who was to be his best man until the day of the wedding. A hurried phone call Thursday disclosed that Morton was driving to the Catskills. Foster put a call thru to the Red Apple, a cafeteria on Route 17 that every actor playing the hills stops at, to flag Morton down and tell him to get back to town for Foster's wedding to make like a best man. Morton finally showed up and the ceremony went off as scheduled.

Patti Page Ups Boston's Biz

BOSTON, June 28.—The phenomenal success of singer Patti Page at Blinstrub's Village in South Boston last week has hyped a drab Hub misery season. The thrush was booked with a large surrounding show as an experiment to see if "name" packages would sell in the redecorated bistro seating 1,800 — generally considered the largest in the East.

Owner Stanley Blinstrub's gamble drew 1,200 opening night, 1,600 the next, and 1,700, third night. The remainder of the week was pandemonium at capacity, with many turned away. On one occasion Blinstrub let about 100 customers stand at the back and see the show for free, which paid off in good will.

Present plans have Kay Starr set to ice off the season September 19. The club is also seeking Lena Horne and Eddie Fisher on his release from the Army. (Fisher made a guest-bow at one show during Miss Page's stint and went over splendidly.)

Veep to Spark AGVA Election

NEW YORK, June 28.—The coming election for officers for the American Guild of Variety Artists promises to be one of the hottest in the union's history, with the office of first vice-president now a key post.

The reason is that the chairing of all executive meetings, usually done by the president, will probably fall to the first vice-president because Bob Hope, if elected president, will not be available for all huddles.

The crux of the problem is that all executive board meetings are held in New York at the national office, and the candidates for first v.p., with the exception of Jackie Bright, all come from either the Midwest or the West Coast. Nominees are Jack Gwynn and Tommy Martin, Chicago; George West, Los Angeles. It is obvious that of the four running for office only the New York designate, Bright, will be on the spot.

An ironic feature of the nominations is that George Price, AGVA president now running for office, was not nominated for the national board. If he loses to Hope, Price will be out of AGVA's upper echelon to all intents and purposes.

RIAA to Launch National Drive To Boost Interest In Records

NEW YORK, June 28.—The Record Industry Association of America is preparing a national drive this fall to promote public interest in buying phonograph records. It will be a cooperative advertising and publicity campaign, conducted on an institutional level, and will be financed by voluntary contributions made by individual firms belonging to the RIAA with contributions based upon membership class of the diskery. It is expected that all members of the Association will participate.

The decision to inaugurate the national publicity campaign to heighten interest in, and sales of, disks was taken at the meeting this week of the advisory committee of the RIAA held Thursday (26). The step was sparked by the industry promotion committee, which is now working on a detailed promotion plan to cover the first six months of the promotion drive, which will start September 1.

More than 40 record manufacturers are now members of the RIAA, with additional firms joining weekly. The forthcoming drive will stress the importance of recorded music of all types, popular, classical, country and Western and rhythm and blues disks.

List of Members

Members of the RIAA include Capitol, Mercury, MGM, and London, who manufacture various classifications of musical disks, as well as many other firms specializing in one or two disk categories, including kiddie outfits such as Little Golden Records; classical firms like Vox, Cetra-Soria and Urania; r&b. diskeries such as Atlantic, Savoy and Specialty;

UN Groups To Discuss Copyrights

WASHINGTON, June 28.—Copyright provisions for possible insertion in the United Nations Educational, Scientific and Cultural Organization model copyright pact will be discussed by a 50-member panel composed of representatives of 14 of the 21 United States groups meeting in New York July 10. The panel will include such leading figures as John Schulman, chairman of the copyrights committee of the American Bar Association, and Herman Finkelstein, attorney for the American Society of Composers, Authors and Publishers.

It will recommend American positions on crucial issues such as duration of the copyright term, translations, definition of publication, reactivity and whether the pact should list all types of work to be protected. Panel recommendations will be communicated to the August 18 inter-governmental conference in Geneva, hopes to work out final provisions of the model copyright pact. Twenty-five nations already have signified their intention of attending the UNESCO conference on the draft convention, which has been several years in the making.

An especially heated battle is expected on the question of duration of the copyright term, since most European countries have longer terms than the United States. In many European nations the copyright term is set at life, plus 50 years, while U. S. law sets the term at 28 years, with the right to renew for another 28 years. Some nations, including the United States, have tended to urge incorporation of a provision extending the copyright laws of each individual country to all foreign works. Others hold that a world-wide, uniform copyright term would better carry out the pact's aim of making it easier to determine the status of copyrights in foreign countries and warding off complicated international copyright law suits.

and Latin-American firms like Ansonia, as well as Dot and Derby which produce several classifications of disks.

The details of the plan are not yet available, it is expected that it will deal with popularizing disks via public service or institutional advertising in newspapers and radio-TV and by publicity for records from manufacturers of record players, disk jockeys, and others in, or connected with, the record industry.

This action by the RIAA, according to Exec Secretary John W. Griffin, means that members of the association will set aside part of their general advertising

budget and will pool this share in a central or general fund to promote the sale of all records, rather than those of any particular label. It is hoped that this unusual cooperative endeavor will boost overall record sales over the coming season.

The RIAA is also working on another front, attempting to get a more favorable freight rate on non-breakable disks. If successful, this move will save manufacturers 15 per cent on transportation costs. The RIAA will hire an organization specializing in freight traffic service to prepare and present the RIAA petition to the various freight lines.

Rodzinski Warned On O'seas Disking

Petrillo Says Conductor Could Be Tried By AFM Board and Ousted From Union

HOLLYWOOD, June 28.—James C. Petrillo, American Federation of Musicians proxy, Friday (27) wired symphony orchestra conductor Arthur Rodzinski, calling for clarification of the New York Times report that he had made records in Europe for sale

in this country. Petrillo told The Billboard that Rodzinski was warned not to make recordings abroad intended for U.S. import, and that if the facts bear out the Times story the conductor will be called for trial by the AFM board and most likely will be expelled from the union.

(The Federation's threatened clampdown on foreign disking efforts of American conductors was originally reported by The Billboard in the issue dated April 26.)

Petrillo said the AFM ban against foreign recording by its members of disks intended for sale in the U. S. has existed for some time. Musicians desiring to record abroad for U. S. sale, he said, must first gain AFM permission. This he said, pointing to granted in the past, pointing to

(Continued on page 44)

BANS BREES

WIP Nixes Disk by DJ From WPEN

PHILADELPHIA, June 28.—The new disk of Bud Brees on the Segar label has been banned by a number of local radio stations. Brees is a deejay on the indie station WPEN. It has been confirmed that the Mutual affiliate, WIP, has banned the playing of the disk on the grounds that the station will not promote deejays of rival stations. An unconfirmed report claims that KYW and WFIL, both network affiliates, have also banned the disk for the same reason. A WCAU staffer, when contacted, reported that the disk had not been received, no ban was contemplated.

A WIP exec stated that he saw no reason to promote a rival jockey and that several disks by competitive deejays had been previously restricted for the same reason by the station. He added that KYW had once banned a disk by Mac McGuire, a WIP jockey.

Laine Record 23G at Grove

HOLLYWOOD, June 28.—Frankie Laine established a new all-time attendance record at the Coconut Grove of the Ambassador Hotel here when he closed a three-week stint Wednesday (25) after racking up 11,857 covers at \$2 per set, totaling \$23,714. Previous high was set in 1938 when the room had Edgar Bergen and Rudy Vallee making their second appearance there.

Laine, during his local stay, has been talking over motion picture and TV deals with Milt Krasny of GAC. Included were "odd's" over propositions from King Brees, indie pic firm; Columbia Pictures and Desilu Productions over a proposed TV-film series.

Laine will probably take the latter part of November and the full month of December off, returning to work in Florida during the first of the year. Laine said that Norm Rothman, who is associated with the San Souse, Havana, contacted him personally regarding his working there early next year. Rothman also is seeking dates with Lena Horne and Tony Martin.

Symphony Exec Backs Petrillo

PHILADELPHIA, June 28.—Harl McDonald, general manager of the Philadelphia Orchestra, put himself on the side of AFM chief James C. Petrillo, on the question of American conductors or musicians recording abroad. McDonald said he was the one who put Petrillo up to it. "I don't want to see these foreign recordings prohibited, however," the orchestra manager added. "I just want to see symphony orchestras in this country protected."

McDonald said he became alarmed last year when he went into a music store and noticed that several foreign recordings of the same works that the Philadelphia Orchestra had recorded on the Columbia label—were selling at "dirt cheap" prices. He began investigating, he said, and discovered that the foreign recordings were being made abroad at reduced wage rates for the musicians.

"Our minimum scale for a two-hour recording session is \$38.50," he explained. "Topflight conduc-

(Continued on page 45)

Palladium Sets Names for Fall

HOLLYWOOD, June 28.—The confirmation could not be obtained from GAC nor Sterling Way, manager of the Palladium here, it was understood that the Tom Roekwell office was setting the longest continuous string of its bands in the local band showcase in years. With Ray Anthony, Woody Herman and Billy May, set in that order, up to the end of October, it was understood that Ralph Flanagan, Stan Kenton and Ralph Marterie are linked for the

(Continued on page 41)

EDITORIAL

The RIAA Campaign

The decision to spearhead an industry-wide campaign this fall to promote greater consumer interest in buying records is by far the most important reached by the fledgling Record Industry Association of America (see adjoining story). While there are many knotty problems, the association can tackle that would help streamline and standardize various facets of the record business at the manufacturer, distributor and dealer levels, it is on this industry-wide plane that the RIAA can best justify its existence.

The history of the postwar record business shows the need for such an over-all institutional program. Any way it's sliced, the disk industry is not a large one in today's economy. Less than 40 per cent of the more than 50 million American families own record players, and the bulk of these are spasmotic disk buyers at best. The sale of a million copies of a smash hit sounds like a healthy total, it means that less than 2 per cent of the families have bought the record (discounting the number of copies the nation's half million juke boxes absorb) hardly a significant figure, and it's often a long haul between these smash hits.

To prosper, the disk business must grow. The RIAA project is aimed at that goal. Because this is a plan that benefits all, we feel sure that it will be backed enthusiastically by all association members, other diskeries, distributors and all alert dealers as well as deejays and others directly connected with the industry. Certainly all phono manufacturers should join in whole-heartedly. An immediate step should be made to persuade all TV makers to incorporate a phono jack connection in all their projected phono-less television sets. For several years, The Billboard has campaigned for this. With the increased availability of low-cost three-speed disk attachments and the steady trend away from TV-phono combinations, the reason for this is all too obvious.

The operating budget of the RIAA is insufficient to finance a campaign of this scope. Recognizing this, it is planned to ask the membership to defray the cost thru voluntary contributions. Certainly this is a venture all members will support. It is hoped that the program blueprinted for the first six months of this drive by the promotion committee will be planned on a sufficiently sound base, both economically and promotionally, to ensure the necessary impact and continuity.

With a united front and a program that is well-conceived and aggressively executed, this promotion should benefit all who have a stake in the record business.

THEY LIKE IKE

Eisenhower Tops List On Candidates' Songs

Continued from page 1

candidates are unpublished, those copyrighted. Among published tunes rallying around General Ike have been "Ike You'll Guide Us Right," "Let's O. K. Ike," "Eisenhower," and "Dwight D. Eisenhower March." Best-known tho' is Irving Berlin's "I Like Ike" from "Call Me Madam." Unpublished tunes include four different numbers with the title of just plain "Eisenhower," while one tune-smith voiced his ticket choice with the title of "Eisenhower and Stassen." Others include "Eisenhower Is Best for President," "Eisenhower Is the Man," "We Want Eisenhower for President," "Eisenhower, It's Up to You," "Let's Vote for Eisenhower," "Eisenhower's the Man of the Hour," "The Eisenhower Song" and three additional Eisenhower marches. Kefauver is the hero of "Estes Is Bestest," "Estes is the Bestest After All," "Kefauver from Tennessee," and "We Want Kefauver." MacArthur is the inspiration for three new copyrighted marches and an unpublished tune called "Draft MacArthur." Four years ago the general led the field with 15 tunes, his praise (10 of them never published), as against a dozen in praise of President Truman, who tied with Tom Dewey in the song title list. MacArthur melodies that year

included: "Come Back Home, MacArthur," "There's a New Washington and His Name Is MacArthur," and "Here Comes MacArthur." There were four different unpublished tunes called "MacArthur for President," an equal number titled "MacArthur for America," and a MacArthur march.

Cavanaugh to N.Y. for Capitol

HOLLYWOOD, June 28.—Dave Cavanaugh, who has headed up the New York repertoire department of Capitol Records for the past two years, is being transferred to the local headquarters here. Cavanaugh will take over repertoire for the company's children's department.

Alan Livingston, veepee in charge of repertoire for Capitol, and originator of the firm's "Bozo" series has been working with Francis M. Scott III, album director, in handling the production and supervision of the kiddie department. Under the reorganization, Cavanaugh will take over these duties.

The New York repertoire department of the diskery will now be under the direction of Dick Jones, head of Eastern pops and the classical a.&r. chief. Cavanaugh leaves for the Coast early in August.

WESTON TAKES ON H'W'D POPS

NEW YORK, June 28.—Paul Weston, Columbia's West Coast a.&r. chief, will expand his present tasks to take over planning and waxing of pop albums in Hollywood for the diskery. In addition to supervising all single pop waxings on the Coast, Weston will create and develop new albums. Columbia artists waxed by Weston in the Hollywood studios include Frankie Laine, Jo Stafford, Doris Day, Frank Sinatra and Harry James.

NIPPER

Victor Dog Returns to Spotlight

NEW YORK, June 28.—The first showing of the original "His Master's Voice" painting in this country Wednesday (25), brought out two little known bits of memorabilia about the famous Nipper dog, for years the trade-mark for the RCA Victor and HMV labels.

The painting, owned by The Gramophone Company, Ltd., was shown in conjunction with the announcement of the new speed HMV disks. (See story on this page.) The painting, which was made by Francis Barraud in 1898, originally included the cylindrical Edison phonograph. Barraud was unsuccessful in his attempt to sell the painting to the old Victor Talking Machine Company, whereupon he approached the Gramophone Company. Officials agreed to purchase the painting on the proviso that he paint out the Edison machine and substitute the latest model gramophone.

Recently, officials of the Gramophone Company learned that the famous dog had been buried under a mulberry tree outside of London. Upon investigation, however, it was found that the tree had been replaced by a bank. A co-operative bank official saved the day by agreeing to put a commemorative plaque on the building.

It is estimated that more than \$50,000,000 has been spent during the last half-century publicizing Nipper.

BE Maps Coast R. & B. Circuit

HOLLYWOOD, June 28.—An ambitious touring circuit for r.&b. packages on the Coast is currently being set by Brisk Enterprises, local packaging firm headed by Les Sill, former Modern Records' rep. and Ralph Bass, King and Federal disks' a.&r. chief, with Red Baldwin and Jackie Levy on promotion. Bass is acting as consultant in selecting the packages. During the past two weeks, Sill has contracted with various booking offices for four major talent packages to play the Coast and Canada before the end of the year.

Thus far, Sill has set 33 dates (Continued on page 45)

Columbia Promotion: Buy 2, Get 1 Free

NEW YORK, June 28.—Columbia Records next week will launch its most intensive summer merchandising plan, "One for Good Measure," which will allow the consumer to purchase two selected best-selling standard popular, country or classical disks on 78 or 45 r.p.m. disks and receive one free. Cost of the free disk will be borne by the firm, and all franchised Columbia dealers will be able to participate in the promotion. Object of the plan is to hype sales of the firm's standard single platters and to increase business generally throughout the July and August months. The "One for Good Measure" program will be sparked by local advertising, plus window streamers and ad mats for dealer use.

The "OFGM" plan will work as follows: The diskery has selected from its catalog about 100 standard waxings in the pop, c.w. and classical field, which are best sellers in these categories. The firm has made up "packages" for dealers: an "A" package consisting of classical and pop disks; "B" unit of pop and hillbilly waxings; a "C" set of hillbilly platters and a "D" package of classical waxings. These packages were set up to satisfy the different types of dealers: those that sell only classical, those who sell pop and hillbilly, etc. Each package (except unit "C") costs the dealer \$99, and contains 270 disks, or 180 that the dealer can sell and 90 that the customer can select from for his free waxing. Package "C" costs the dealer only \$49.50, and con-

CORRECTION: STANDARD SHEET SALES ARE OK

NEW YORK, June 28.—That a typesetting error, the impression was conveyed in the opening paragraph of a story last week, that standard publishers find sheet music sales slumping. Actually sales are satisfactory, as the body of the story brought out in reporting on a recent meeting of the Music Publishers' Association of the United States.

Set Flanagan Ork Thru Feb.; Morrow Dates

NEW YORK, June 28.—Bookings for the Ralph Flanagan ork are set thru February of next year. Advance dates have also been set for the Buddy Morrow ork that carry the band thru most of October.

The Flanagan tour revolves around four pivotal dates with one-nighters for the most part sandwiched between. The first of these pivotal points is a four-week engagement in Chicago at the Edgewater Beach Hotel beginning September 4. Following that, the band works thru Canada, New England and the East before starting a two-week date at the New York Statler's Cafe Rouge on November 3. The hotel wanted the band for a month, but Flanagan had only two weeks open. The ork is set to gross a minimum of \$42,000 during the October one-nighters.

After the band leaves the Statler, one-night stands lead up to a two-week date at the Meadowbrook which closes December 30. Then Flanagan will work the South and Southwest preparatory to a four-week stay at the Falladium in Hollywood, beginning February 10.

After appearing on the NBC-TV "Dance Party" tonight, the Morrow ork is booked for one-nighters in Pennsylvania and New York during July. It then moves on to the Forest in St. Louis for a week, on July 25. The band then works back East to the Cavalier in Virginia Beach, after which comes a week at the Steel Pier, beginning September 1. One-nighters are now being booked which will carry the Morrow group out to Chicago on September 23 for a month-long engagement at the Aragon Ballroom.

5,000 Dance To Moondog

NEW YORK, June 28.—Disk jockey Alan (Moondog) Freed's Dance Caravan of Rhythm and Blues Stars, featuring the Swallows, Edna McGriff and the Buddy Lucas ork, pulled nearly 5,000 admissions last week-end, at three dances staged in Vermilion, Akron and Youngstown, O., on June 19, 20 and 21. Moondog, as the jock is known via his r.&b. stanza over WJW, Cleveland, sponsored the three dances and did remote over WJW from the dance halls.

The first dance at the Crystal Beach ballroom, Vermilion, was only fair attendance-wise, with about 1,000 present. However, capacity crowds packed the Summit Beach ballroom in Akron (2,342), and at Avon Oaks ballroom, near Youngstown (1,522). Deejay Freed, who stresses dance orks and dance disks on his Moondog program, has sponsored a number (Continued on page 45)

According to the firm, all franchised dealers will have the opportunity to order from their distributor at least one of the packages of the various classifications, with all to get an equal crack. There will be a time limit on the offer, and stores who do not take a package on the "One for Good Measure" plan within the time limit will not be able to participate. The plan will run until the September 1. Most of the records offered under the Columbia plan are those that have been requested by the public over the years, and con- (Continued on page 45)

Survey Shows Country Clubs As Ork Outlet at Right Price

Most Go for Local Territory Bands; Music Must Be Danceable

By NORMAN WEISER

CHICAGO, June 28.—Country and private clubs throughout the country are showing more interest in (and buying more) bands and talent than at any time in the past, but the cost factor may result in a slowdown before the summer is out. This was revealed by a survey of such clubs in all sections of the United States and Canada conducted by The Billboard.

The use of bands (see separate story in Night Clubs-Vaude section for buying of acts), according to most clubs, is growing constantly, with the members responding most heavily to those orks which stress danceable music. However, because in the average club memberships are limited in number, the cost of booking names must be limited due to their higher

asking prices. Actually, there is another factor which enters the picture—the fact that space, too, is limited, so that even where memberships are larger, and a guest policy is in force for dances and other entertainments, there is still not enough room to accommodate the crowds necessary to make the nut on a name booking.

Prices which the average location of this type of pay, and still come out on range from a low of \$300 to a high of \$750 per night for a full band. There are a number of clubs which can and do pay \$1,000 for a name band, and a handful can go as high as \$1,500 to \$1,750, but these are the exceptions.

Dances Favored

Practically all club executives revealed that regularly scheduled dances, in many cases running on

a weekly basis 12 months a year, are favored by the memberships. Too, the weekly dances, especially in areas where there is little else to offer of an entertainment nature, are excellent lures for new members.

Two factors which were stressed by club management as slowing up the growth of the band business in their field were the licensing fees which must be paid and, in some instances, the 20 per cent federal amusement tax which is invoked when there is entertainment. Execs did not object to these payments, but did say that the extra charges helped to raise the costs of the dances to a point where they could not be conducted profitably.

Tastes in bands, of course, vary considerably from one section of the country to another. In Florida, for example, some clubs reported memberships demanded traveling bands in the semi-name or name categories. On the other hand, in Oklahoma, where a number of clubs have set a \$600 top for their bands, they can get by for considerably less by booking local and territory units, and as long as they play straight dance music, the members are satisfied.

Golf Slice

In those clubs where golf is the primary interest of the members, most of the dance bookings are made on a one-day-a-week basis only, usually Wednesday or Saturday nights. However, many of these locations reported that when the days get shorter, even an hour in the winter and early spring, the usual procedure is to step up the indoor entertainment.

In one regard, the clubs play a most important role in the current program being conducted by some segments of the music industry to get people out dancing again. In a majority of the localities throughout the country, the country club has become a focal point for the promotion, especially the ancient members of the community. Clubs are often located in areas where there is no television, few movies and few, if any, other public places where couples may go for an evening's outing.

Club execs feel the bookers and other facets of the industry interested in building bands thru educating more people to dance, could do much to help the situation if they could make available more properties within the budgets which now exist.

"BIGGEST SHOW"

Cole-Kenton-Vaughan Unit Readies for Tour

NEW YORK, June 28.—The fall edition of the "Biggest Show of '52" will feature Nat King Cole, the Stan Kenton ork, and Sarah Vaughan, in addition to four other acts, including a comedy duo and a dance team. The new show is set to start on a 10-week tour, kicking off September 10. It will play from 75 to 85 one-nighters in arenas and auditoriums throughout the United States and Canada.

The new package is produced by Tim Gale and Cress Courtney, and is being booked by the Gale Agency, in association with the General Artists Corporation.

The Autumn issue of the "Biggest Show" is expected to have a weekly operating net of nearly \$50,000. It is being sold at a price varying from \$8,000 to \$10,000, against 60 per cent of the gross. Admission prices for the show will range from \$1 to \$4 in the arenas.

Third Package

This is the third "Biggest Show" package sent out by the Gale Agency-GAC combination and the second this year. The first "Biggest Show," which was on the road 10 weeks, and which featured Nat Cole, Duke Ellington's ork and Sarah Vaughan, raked up over \$900,000 in grosses. The second edition, which went out this spring starring Frankie Laine, Pat Boone and the Billy May ork, raked up close to \$500,000 in four weeks of one-nighters. The original package had a weekly net in the neighborhood of \$25,000, whereas the latest edition is almost twice as high.

The Cole-Kenton-Vaughan unit is expected to start in the West, possibly in Fort Wayne, Ind., and will work its way thru the South and East. The show will play all major cities in the Middle West, South and East, including New York and Chicago. It is understood that Gale and GAC are also prepping another "Biggest Show" package to run this fall as well, but artists have not yet been set for the tour.

20 Items on HMV's 1st U. S. LP-45 List

NEW YORK, June 28.—The introduction of His Master's Voice disks in this country Tuesday (1) will be kicked off with an initial release of 20 items available in each of the new speeds. News of this, which was previously reported (The Billboard, June 28), was announced at a press lunch Wednesday (25), by George Marek, director of the a.&r. department of RCA Victor, and J. David Bicknell, manager of the artists' department of the Gramophone Company, Ltd., producers of the HMV label.

The first release of the HMV disks in the new speeds includes a number of works previously unavailable on the label as well as repertoire already on the English market on 78 r.p.m. The new items include Tchaikovsky's Fourth Symphony with Furtwangler conducting the Vienna Philharmonic ork; highlights from Mozart's "Idomeneo," with the Glyndebourne ork and chorus conducted by the late Fritz Busch; the complete "Dido and Aeneas," featuring Kirsten Flagstad and members of the Mermaid Theater Company; a number of Bach sonatas for the violin and piano, played by Yehudi Menuhin and Louis Kentner, and two Mozart piano concertos with the Philharmonic ork conducted by Walter Susskind.

Bulk are Orchestral

The bulk of the remainder of the first release is devoted to orchestral works, including standard repertoire as well as works of contemporary European composers. The former group includes such perennial favorites as Beethoven's Seventh Symphony, conducted by Furtwangler; Tchaikovsky's Fifth Symphony, by Guido Cantelli and the La Scala ork; Haydn's "Surprise" Symphony; and "Eine Kleine Nachtmusik" by Mozart, conducted by Furtwangler and the Vienna Philharmonic.

Less well-known works, in this country, among the orchestral selections, include Nielsen's Symphony No. 4, played by the Danish State Radio Symphony and conducted by Launy Grandahl; the Fifth Symphony by Rubbra, with John Barbirolli and the Halle ork; and "The Planets," by Holst, performed by the BBC Symphony ork.

In addition to the orchestra works and opera, among the first release is rounded out by a number of piano and violin disks. Suggested list prices for the disks in the initial release are pegged at \$5.95 for each 12-inch LP and \$5.14 for the 45 counterpart. A second release of about the same number of disks is planned for December.

The decision to introduce the new speeds, according to Bicknell, is the result of a plan initiated several years ago to broaden the Gramophone Company's repre- (Continued on page 45)

Phila. Ork Has 20G Deficit

PHILADELPHIA, June 28.—The Philadelphia Orchestra ended its 1951-'52 season with a net deficit of \$20,307.83, it was reported at the annual meeting of the Philadelphia Orchestra Association this week. Orville H. Bullitt, president, said that although there had been no public campaign for sustaining funds, a few friends of the local symphony had come forward with generous gifts.

During the past season, the symphony put in 128 performances at its home here, the Academy of Music, and on the road. Touring took in cities from Canada to Virginia and as far west as Chicago.

N. Y. STADIUM CONCERTS

40G Loss Wouldn't Faze the Sponsors

NEW YORK, June 28.—Delayed one day by rain, New York's summer institution, Stadium Concerts, opened its 35th season before a crowd of 17,500 Tuesday (24), with the usual hope of keeping its deficit this year within manageable bounds.

The deficit which actually developed will again be made up by donations furnished primarily by Mrs. Charles S. (Minnie) Gage, who has sparked and cajoled attendance and support of the concerts since she helped found the project in 1918.

For the opening concert at City College's Lewisohn Stadium, Marian Anderson's return to the amphitheater, after a five-year hiatus, proved a powerful draw.

With the support of the orchestra under Dimitri Mitropoulos, she showed unusual command of her superb vocal equipment in moving renditions of the brooding "Lamento di Arianna," by Monteverdi, and the dramatic aria, "O Don Falale," from "Don Carlos" by Verdi.

But the huge audience reacted most enthusiastically to her sensitive projection of a closing group of three spirituals.

The orchestral portion of the program, led with spirit by Tannhauser, consisted of the "Tannhauser Overture," by Wagner; a suite from "Der Rosenkavalier," by Richard Strauss, and a dance suite from "Galante," by Kodaly.

Standard stadium fixtures, the roar of flags and from LaGuardia field, and an opening night address by the city's mayor, were again in evidence. The planes proved no respecter of the music's softer passages and the appearance of Mayor Impellitteri, was greeted by a dissonant admixture of boos, hisses and applause.

Details of the pact between the orchestra and Decca were withheld by both parties, but it will be interesting to note the artists Slip Cancels Try-Cry Suit

NEW YORK, June 28.—The suit by Perry Alexander, head of Mellow Music and publisher of "Cry," against Clifffe Stone, Capitol Records, Central Songs, et al, alleging that the song "Try" infringes upon "Cry," was dismissed in Federal District Court this week by Judge Thomas F. Murphy.

Capitol Records had moved in court to dismiss the complaint on the ground that the plaintiff violated a rule in that he failed to annex to his complaint copies of the sheet music, the music which he claims is infringed upon and the so-called infringing music.

Judge Murphy did not give an opinion but issued a memorandum that the motion by the diskery to dismiss the suit was granted. Perry Alexander is still free to start the action over by amending the complaint and attaching the music of "Cry" and "Try" to the papers. It was not known at press time whether or not the publisher would do so.

ADVANCE DATA AND TRADE ACTION ON "SONGS FOR SALE"

SONGS TO BE AIRED JULY 5 OVER CBS-TV

AFTER THE RAIN—By John Roger. Song by Frances Langford IF I COULD SET YOU TO MUSIC—By Donnie Loren. Song by Mel Torme THE BARK SONG—By Frank A. Sell. Song by Mel Torme A SITTIN' AND A KITTIN'—By Dorothy Ferris. Song by Frances Langford LET'S GO ON A HAYRIDE—By Philip Marlowe. Song by Frances Langford

and repertoire that will be etched. The New York Philharmonic, which differs from the Stadium group primarily in name, is under exclusive contract to Columbia Records.

The two industrial sponsors thus far participating in the Stadium Concerts program are the National City Bank and Loft's Candy Shops. To become a sponsor, a firm must donate \$1,000 to the project. In return, it receives 1,000 tickets for distribution among its employees, and the in promotion for a single concert. National City, because it contributed \$2,000, received a double ticket quota.

The committee named to promote the sponsorship plan was able to sign only the two firms this year. Next season, it hopes to sign more. Conductors skedded to appear under Stadium auspices later this season include Andre Kostelanetz, Pierre Monteux and Alexander Smallens. Among the soloists are Mischa Elman, Isaac Morini, Claudio Arrau, Oscar Levant, Lily Pons, Jane Picken, Roberta Peters, Jarmila Novotna, Eileen Farrell, Rise Stevens, Richard Tucker, Jan Peerce, Robert Merrill and Salvatore Bucaloni.

Is Horowitz. Reissues of Jazz Waxings Set by Okeh

NEW YORK, June 28.—Okeh Records will re-issue some of the famous jazz waxings made on the label back in the 1920's and 1930's. Starting next week, recordings by Louis Armstrong, Bessie Smith, Jimmie Lunceford, Count Basie and Cab Calloway will be available from the Columbia subsidiary.

Disks to be issued are Armstrong's "I'm Confessin'" and "If I Could Be With You"; Bessie Smith's "Gimmie a Pigfoot" with "Take Me for a Buggy Ride"; Lunceford's "It's Time to Jump and Shout" and "Cheatin' on Me"; Count Basie's "Jump the Blues Away" backed by "Wiggle Wiggle" and Cab Calloway's "Willow Weep for Me" and "At the Clam Bake Carnival." The label will release other famous jazz waxings in the future.

Decca Midwest Brass Meets

CHICAGO, June 28.—Decca Records held the annual meeting of its Midwest division here yesterday (27). All sales staffers in the area attended the sessions presided over by Sellman Schulz, division vice-president.

Decca brass on hand included Sydney Goldberg, veepee in charge of sales; Mike Conner, artists relations and publicity head; Mike Ross, accessories chief; Mort Nassari, ad manager, and Art Gorbart, sales promotion exec.

Hot Lips Page, 3 Others for King

NEW YORK, June 28.—In line with King Records expansion plans in the pop field, Dewey Bergman, pop a.&r. topper for the label, has signed a flock of new talent. Included is "Hot Lips" Page whose term pact includes vocalizing as well as blowing his trumpet.

Also signed were Roye Goodrich, who has worked in a number of night spots in and around New York; Billy Keith, and the Baker Brothers, a Dallas quartet. It's the first record contract for the last three.

On the Stand

Ray Pearl (Reviewed June 6 at the Trignon Ballrooms, Chicago. Managed by McConkey Artists, Corporation.)

SAXES: Ted Lega, Jack Williams, Chuck Terrell and Don Glasser.

TRUMPETS: Art Taylor and Bill Darlow.

TROMBONES: Bill Wayne and Pal Herman.

RHYTHM: Bill Hilborn, piano; Bob Beatty, bass, and Dick Glerum, drums.

VOCALISTS: Lois Costello, Pat Harmon, Bill Wayne, Bill Darlow, Dick Glerum, Don Glasser and Art Taylor.

ARRANGERS: Ted Lega, Paul Brusendina and Don Glasser.

LEADER and arrangements, Ray Pearl.

Going on the premise that good, danceable music can be sold and can sustain itself over a long period of time, Ray Pearl has proved his point this year by making more progress than at any previous period in his career.

Long considered a Midwest "mickiey" ork, the Pearl band is being looked deep into the Southwest, and repeat orders from new territories where the band played early this year imports a continuing growth. Even this engagement at the Karzas South Side ballroom is a point in proof, for it makes Pearl one of the few bands which has been able to successfully handle both the Aragon and Trignon with its widely different type of dancing clientele.

Stresses Dancing

Pearl, as a result of his many ballroom stands in this territory, has developed a band which places all the stress on dancing, yet has a strong visual attraction.

In Lois Costello, Pearl has a well-stocked trump who has good pipes as well.

Girl handles all types of tunes, being equally effective on ballads and up-beat tunes. To spell her, the band features six sidemen as soloists or working as duos or threesomes.

Bill Darlow, 285-pound trumpet man, takes on most of the novelties, dragging the dancers to the bandstand to watch him.

Musically, the band is on the sweet side. Four saxes all double on clarinets, with Ted Lega, first alto, proving a sound-double for one of this territory's perennials, Wayne King. For the large Latin-American book which the band also features, Bill Wayne switches from trombone to bongu drums, while Pearl performs on a more effective lobster gourd and the girl singer dances.

Pearl has built a big book and has it well sprinkled with oldies, pops and standards. Novelties are not used extensively, but those that were played at the date caught were extremely effective.

"Cherry" and "Honkie and Johnny" and "Darktown Strutters' Ball" would prove effective platters for the org.

Norman Weisler. Adams, King Set Pubberies

HOLLYWOOD, June 28.—Charley Adams and Pee Wee King have established two more BMI pubberies to augment their initial firm, Ridgeway Music. In association with Harry Bluestone, the ex-Standard e.t. exec, Adams, the local pubber, and King have incorporated Blue River Music, which is capitalized at \$25,000. Together with Redd Seaton, King's collaborator on a number of top hits, and Mrs. J. L. Frank, widow of King's late mentor, the duo have also established Burley Music. Ridgeway will handle tunes which are directed toward a pop and country audience, while Burley's catalog will be made up of real h.b. material.

Nat Tannen of New York, who is selling agent for Ridgeway, will act in a similar capacity for Blue River and Burley. Gene King, Pee Wee's brother, will handle d.j. promotion while Frankie More will work out of Nashville for the King-Adams firms.

Adams has set up a new deal with Archie Levington, Chicago publisher, who has Alton and Midway, who are being Levington will plug the latest Ridgeway contender, "You Belong to Me," in the Midwest, and set disking deals.

Sides in Current Release

Week Ending June 28

Because of the lack of consistency with which each of the six record companies prefer consideration of new releases, individually and in relation to one another, listed each week are all latest releases on which The Billboard has been able to secure information from all available, reliable sources. Dates listed may actually be issued a few days prior to or following publication of this scorecard.

Table with columns: PUBLISHER, TUNE, ARTIST AND LABEL. Lists various records like 'I'm Loving You Low', 'That's My Heart Talking', 'Cheatin' On Me', etc.

Total Sides for Week Released by Each Label

Week Ending June 28

(These totals do not include P.D. Times)

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Shows totals for Capitol, Columbia, Decca, Mercury, MGM, RCA.

Total Number of Sides Released by Each Label

January 1, 1952, to Date

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Shows cumulative totals for Capitol, Columbia, Decca, Mercury, MGM, RCA.

Materiale protetto da copyright



FORECAST

KISSES ON PAPER
and
ARE YOU TRYING TO TELL
ME GOODBYE
by
Red Foley
28283*

DECCA DATA

YOUR WEEKLY GUIDE

TO
AMERICA'S FASTEST SELLING RECORDS



Be Sure to Stock
THE GOLD LABEL 4000
SERIES
for Terrific Turnover

TO BUILD SALES

Vol. II

Published in the Interests of Decca Dealers and Music Operators

No. 27

TO BUILD PROFITS

NEW RELEASES—SINGLES

The Bells of St. Mary's Bing Crosby 282619
I'll Take You Home Again, Kathleen
(Now Can I Sleep When I'm) Tommy Dorsey 28257*
Deep in the Blue
Your Daddy's Got the Glacks 28257*
Fond Affection Terry Gilkyson 28258*
The Man You Don't Meet Ev'ry Day
I Heard You Talking in Your Sleep Jimmie Davis 28259*
Like the Waves upon the River

New Lovely Cooks the Meat Josef Marais and Miranda
(1) Sugarbush (Vostrap) (2) The Capetown Girls Josef Marais 28287*
My Grandmother's Place in the Bible Anita Kerr
A Promise and a Prayer 28260*
NOW AVAILABLE IN 45 RPM
Take Me Out to the Ball Game Andrews Sisters and Dan Dailey 24605*
In the Good Old Summer Time

JUST RELEASED IN 78 RPM AND 45 RPM
Songs from the Warner Brothers Production
"WHIREE'S CHARLEY"
Vocal with Chorus and Orchestra
directed by Sy Oliver
RAY BOLGER and ALLYN McLERIE
ONCE IN LOVE WITH AMY
MAKE A MIRACLE
DU-414-\$1.00 • 1-111-45c

NEW ALBUM
JUST RELEASED IN 45 RPM AND LONG PLAY
The Voice of F. D. R.
THE PRESIDENTIAL YEARS (1932-1945)
Special Narration by
QUENTIN REYNOLDS
Music Composed and Dir. by Victor Young
9-340-\$6.85 • DL 9628-\$5.87

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST	COUNTRY	ARTIST	DECCA NO.
8	SO USED TO LOVING YOU THAT HEART BELONGS TO ME	Webb Pierce	28091*
5	RACK UP THE BALLS BOYS TILL THE WELL GOES DRY	Rex Allen	28146*
34	PEACE IN THE VALLEY Where Could I Go But To The Lord	Red Foley	14573*
31	WONDERING New Silver Bells	Webb Pierce	46364*
10	WILD SIDE OF LIFE IT'S SO-LONG AND GOOD-BYE TO YOU	Burl Ives and Grady Martin	28055*
1	** CRAZY 'CAUSE I LOVE YOU SWINGIN' THE DEVIL'S DREAM	Spade Cooley	28253*
57	STEAL AWAY JUST A CLOSER WALK WITH THEE	Red Foley with Jordanaires	14505*
2	WHEN THE CACTUS IS IN BLOOM SAILOR'S PLEA	Bill Monroe	28183*
6	ALMOST Let's Take A Trip To The Moon	Mervin Shiner and Grady Martin	28121*
5	I'M BOUND FOR THE KINGDOM I'D RATHER HAVE JESUS	Red Foley with Jordanaires	28147*

RHYTHM AND BLUES

3	JORDAN FOR PRESIDENT OIL WELL, TEXAS	Louis Jordan	28225*
4	MY ACHING HEART I DON'T KNOW WHAT'S TROUBLIN' YOUR MIND	Buddy Johnson	28145*
17	PEACE IN THE VALLEY NEAR THE CROSS	Sister Rosette Thorne with the Anita Kerr Singers	48279*
7	SLOW DOWN NEVER TRUST A WOMAN	Louis Jordan	28088*
10	AT LAST ROOY MAN BLUES	Buddy Johnson	27998*

*Also available in 45 RPM [add prefix "9" to record number]
**Another Decca "Best Bet" makes the "Best Seller" list this week!

BEST BETS
Stock these fast-moving Decca Records now
... the coming hits as indicated by actual sales.

POSITION THIS WEEK	ARTIST	DECCA NO.
1.	HARD AIN'T IT HARD? RUN HOME TO MA-MA	The Weavers 28228*
2.	TILL THE END OF THE WORLD JUST A LITTLE LOVIN'	Bing Crosby and Grady Martin 28265*
3.	IT WASN'T GOD WHO MADE HONKY TONK ANGELS I DON'T WANT YOUR MONEY, I WANT YOUR TIME	Kitty Wells 28232*
4.	NIGHT AND DAY YOU ARE THE LIGHT O' MY LIFE	Grady Martin 28231*
5.	WALKIN' MY BABY BACK HOME ONCE IN A WHILE	Guy Lombardo 28277*
6.	HALF AS MUCH AUF WIEDERSEH'N SWEETHEART	Guy Lombardo 28271*
7.	FROM THE TIME YOU SAY GOODBYE (The Parting Song) SO MADLY IN LOVE	Dorothy Collins and Gordon Jenkins 28251*
8.	ONE FOR THE WONDER IDLE CHATTER	Andrews Sisters 28276*
9.	(I'm a) SENTIMENTAL FOOL SCHOOL OF LOVE	Arthur Prysock 28270*
10.	IS IT TRUE WHAT THEY SAY ABOUT DIXIE? SOMEDAY SWEETHEART	Al Morgan and Frankie Frobe 28229*
11.	I'VE BEEN WORKING ON THE RAILROAD-POLKA TURNPIKE POLKA	Georgie Cook 28223*
12.	SATURDAY RAG BUSYBODY	Roberta Lee with the Lawson-Haggart Jazz Band 28236*
13.	MAYBE We Three (My Echo, My Shadow And Me)	Ink Spots 23634*
14.	CHEROKEE (Indian Love Song) YOU'RE THE CREAM IN MY COFFEE	Jerry Wald and Chris Connors Jerry Wald 28203*
15.	THE MAN IN THE MOON CRIED LAST NIGHT YOUR HEART IS TOO CROWDED	Mervin Shiner 28220*

*Also available in 45 RPM [add prefix "9" to record number]

NEW ALBUM

JUST RELEASED IN 45 RPM AND LONG PLAY

The Voice of F. D. R.

THE PRESIDENTIAL YEARS
(1932-1945)

Special Narration by QUENTIN REYNOLDS



Written Foreword by Robert Sherwood
Speech and Narration with Orchestra
Written and Produced by Arthur Lane
Music Composed and Directed by Victor Young



9-340 - \$6.05 • DL 9628 - \$5.85

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST	POPULAR	ARTIST	DECCA NO.
23	BLUE TANGO Belle Of The Ball	Leroy Anderson	27875*
4	LOVER You Go To My Head	Peggy Lee and Gordon Jenkins	28215*
2	(The Angels Are Lighting) GOD'S LITTLE CANDLES SOMEBODY BIGGER THAN YOU AND I	Red Foley with The Anita Kerr Singers	28252*
16	AT LAST, AT LAST Blue Tango	Guy Lombardo	28031*
8	I'M TOURS I UNDERSTAND	Four Aces	28162*
7	KISS OF FIRE DELICADO (Delicate)	Guy Lombardo	28179*
3	PRETTY AS A PICTURE WHEN YOU COME BACK TO ME	Mills Brothers	28180*
4	HANG YOUR HEAD IN SHAME WHERE IS YOUR WANDERING MOTHER TONIGHT	Andrews Sisters and Red Foley	28163*
2	WATERMELON WEATHER THE MOON CAME UP WITH A GREAT IOEA LAST NIGHT	Bing Crosby and Peggy Lee	28238*
1	** A MIGHTY PRETTY WALTZ WHEN I FALL IN LOVE	Jeri Southern with Victor Young	28224*
5	WABASH BLUES LINGER AWHILE	Andrews Sisters and Russ Morgan	28143*
4	JUNCO PARTNER Azure Te	Louis Jordan	28211*
18	YOU BROUGHT ME LOVE PERFIDIA	Four Aces	27987*
1	** YOU (Based on Musetta's Waltz from "La Bohème") IT HAPPENED IN MONTEBEY	Fred Waring	28235*
7	KISS OF FIRE I'LL WALK ALONE	Louis Armstrong	28177*

*Also available in 45 RPM [add prefix "9" to record number]
**Another Decca "Best Bet" makes the "Best Seller" list this week!



JERI SOUTHERN with VICTOR YOUNG

WHEN I FALL IN LOVE

and **A Mighty Pretty Waltz**

Decca 28224 (78 RPM) and 9-28224 (45 RPM)



MUSIC, BANDS ABROAD

Weston Gives Account Of European Industry

By PAUL WESTON

HOLLYWOOD, June 28.—(Ed. note: In the following article Paul Weston, West Coast a&r director for Columbia Records, who has recently returned from a European tour, recounts his impressions of various phases of the band and music business in England and France.)

As far as orchestras and musicians are concerned, the situation in England certainly compares most favorably with our own. The Skyrockets Orchestra at the Palladium, led by Woolfie Phillips, is all that an American artist could ask for when it comes to accompanying a singer. The individual musicians are some of the best in England, and they do recording and some radio work in addition to their Palladium job. Their situation is similar to that of our top studio men in radio and recording, and they perform equally as well.

The Ted Heath band impressed me most as far as a dance band is concerned—clean, with a fine beat and interesting arrangements and good soloists.

Perhaps the most exciting sound was made by the new Jack Parnell band, which still has a few rough edges, but is young, enthusiastic and definitely looking forward as far as its style of music is concerned. Most of the soloists show a decided confidence, and one gets the feeling that pop was much more easily absorbed into the general field of music than it was here.

The music business in England and France seemed very similar to what American publishers would refer to as "the good old days." Songs are still designated as "plug" songs, and worked on as such, with live plugs playing an important part in the exploitation. The BBC has what is known as "needle time," which is a definite restriction as to the number of hours records can be played on the air, so a publisher is not out of business if he doesn't happen to get a top record on his tune—good live plugs can make a hit.

This healthy state of affairs might start some American publishers heading for the Cunard Pier, but a word of warning—some English publishers are concerned over the growing interest in "zimmick" records from the U. S. and feel that it is only a question of time until the situation approximates our own. However, for the present, ballads are still important, and to use an illustration "close to home," Jo Stafford had three big records in England this year on ballads which were pretty much secret material here in America—"With These Hands" (with Nelson Eddy), "Allentown Jail" and "He Bought My Soul at Calvary."

The situation in France is somewhat different, since the language barrier keeps American pop songs from being hits unless they are recorded with French lyrics. Few American songs are adaptable—the biggest recent exception being "Jezebel," which with the help of an exciting Edith Piaf rendition, was a real smash this spring. Incidentally, the well-known inde-

pendence of the average Frenchman carries over into the entertainment business. Eddie Constantine, an American singer who has become a big favorite with the French, told me of an incident where a radio engineer, annoyed because he was working too close to the mike, simply turned the mike off until he had finished singing.

The top French musicians seem to be employed in the pit orchestras, since it seems as if the money to be earned there is greater than in radio or night clubs. The brass section of the band playing the new Maurice Chevalier show, "Plein Feu," was really outstanding.

In closing I might remark that whatever other complications there may be in British-American relations, those between American performers and their English audiences are really wonderful to watch. The English fans are very polite and attentive, and their enthusiastic applause at the conclusion of each number just bowls the artist over. In fact, it has gotten so that Val Parnell has to warn American artists working the Palladium not to go overboard drooling about their receptions, since the applause is so startling that the artists tend to find themselves making long speeches of thanks.

It is to be hoped that more and more American artists will find time to play engagements in England and on the Continent, since they have a definite function as good will ambassadors. Their help in improving our relations with people abroad can be viewed as sort of a "Musical Marshall Plan" and can really increase the effectiveness of the funds we are sending overseas.

Jack Starnes Files 25G Frizzell Suit

BEAUMONT, Tex., June 28.—William Orville (Lefty) Frizzell, well-known hillbilly singer, composer and recording artist, was being sued here by Jack Starnes Jr. for \$25,250 in damages and has asked for a court order to prevent Frizzell from making any further public appearances without Starnes' consent. A hearing is scheduled on June 30 on a temporary injunction.

Starnes in his petition contends that Frizzell has repudiated a contract under which Starnes was to be business manager and promotion manager for Frizzell in return for 50 per cent of the hillbilly star's earnings. The contract was entered into by the two on January 26, 1951, and contained a two-year renewal option which the manager exercised on January 26 of this year.

The temporary restraining order would prevent Frizzell from receiving or collecting royalties from various record companies and song publishers or from collecting 50 per cent of the royalties from those sources or having any other contract for the star's services except Starnes.

"Wiederseh'n" Suit Filed Vs. 14 Firms

NEW YORK, June 28.—Abner Greenberg, of Manhattan Music, has filed suit in New York Federal Court against 14 companies asking an injunction against further exploitation of the hit ditty, "Auf Wiederseh'n, Sweetheart." Plaintiff claims the songs infringe on a tune he wrote in 1928.

Defendants in the action include Hill & Range, Eberhard Storch, John Sexton, John Turner, Peter Maurice Music, Editions Corso, Coral Records, Columbia Records, RCA Victor, Decca Records, Music Dealers Service and Music Sales Corporation. Plaintiff seeks damages and attorney fees, in addition to the injunction.

Rainbow Inks Esquire Boys for Recording

NEW YORK, June 28.—Eddie Heller, Rainbow Records proxy, this week signed the Esquire Boys to a recording pact. Earlier, Heller acquired the master of an etching the vocal combo made for Top Tune Records, a diskery headed by Edward (Bud) French,

MGM TO ISSUE HERMAN HERD

MGM Records will release a two-volume set of "Woody Herman and the Herd at Carnegie Hall—1946." Albums will be available in all three speeds. The Herman band included at that time Red Norvo, Chubby Jackson, Candoli and Sonny Berina.

FRAN WARREN SET FOR SILOS

Fran Warren, MGM thrush, will appear in four summer stock productions of "Remains to Be Seen," beginning June 30 in Princeton, N. J. The other three spots are Andover, N. J., Maplewood, N. J. and Olney, Md. Each run will be a week's duration. The story has been reworked in one spot to include the playing of Miss Warren's disk "What Is This Thing Called Love."

KRUPA TRIO OFF TO SWEDEN

The Gene Krupa Trio planned to Sweden yesterday (27) to fill dates in Stockholm and other Swedish cities. Following a month in that country, they expect to tour the Continent. Jack Egan went along as manager of the unit, which consists of Krupa, Flip Phillips and Teddy Napoletan. Junket was set by Joe Glaser, of Associated Booking.

New York

Jane Froman appointed honorary chairman for National Nephros Foundation this week.

Paul Denis show will premiere at the Blue Ribbon Restaurant here Monday over WJVL. This will be Denis' debut as radio commentator and he will offer music, celebrity interviews and news of Broadway Monday thru Friday night.

Al Knopf, local 802 recording and transcription chief, was elected state vice-president of the New York State Labor Trades Department of the American Federation of Labor last week.

Dimini Tomkin acquired the rights to the life story of Arturo Toscanini for a film. He is trying to set a movie deal whereby he will be associate producer and director of the flick.

The Bob Snyder show which runs over the NBC network on Sunday nights, will be broadcast from Lake Compounce, Bristol, Conn., for the next three Sundays. On May 29 it will feature the Billy May ork; July 6, Johnny Long ork; July 13, the Stan Kenton ork. Snyder, Albany deejay, will emcee.

Pubber Howie Richmond is on a deejay spin thru New England.

Al Martino makes his first Eastern bistro appearance at the 500 Club in Atlantic City for a week at a \$500 guarantee. Following that the singer is scheduled for appearances in Syracuse, Philadelphia and New Haven before opening at the Paramount, here, in September.

Lucky Carle, who handles deejay promotion for Southern Music - Peer International, was married Friday (27).

The Gotham Record Corporation is for Arade Records, distributor Oscar Brand entertained children of the graduates of the class of 1942 at the recent Princeton reunions. Brand appeared last week (24) on the Mike and Buff show on CBS-TV.

Nat (King) Cole opens at the Tiffany Club in Los Angeles for three weeks beginning July 3. Remington Records has applied to the Office of Price Stabilization to increase the retail price of their LP's by approximately 15 per cent.

Jackie Locke is in town for a Mercury recording date. He also held a publisher audition at the Nola Studio (27). Deste Records' new album of selections from "Pal Joey" and "The Connecticut Yankee" includes "I Blush" from the original score of the latter show. Tune passed into obscurity after being dropped during the tryout run.

George Simon, head of Simon House publishing firms, is returning here to stay and will work out of his New York office. Publisher has been on the West Coast for the past year. RGM Associates have signed the Bernie Mann ork to a personal management pact. The firm now has Tony Bennett, Bobby Wayne, Al Morgan and Lisa Morrow.

Music as Written

B. Marks is publishing a new tune by Frederick Herber and Frank Skinner, "The World in His Arms," from the flick of the same title. Movie features the tune as the theme throat. Herbert Music is selling agent for the ditty "When I Fall in Love," from the flick "The Korean Story." Tune is published by Victor Young Publications.

Harry Fox left Sunday (22) for a vacation in Europe. He will be away about three weeks. Singer Mary Over just completed a week's guest appearance on the Ted Steele show over WPX here.

Ray Anthony's ork booked into the Fox Theater, Detroit, for Thanksgiving week. Fred Benson, Ray Anthony ork manager, off to California July 1.

Deejay Bob Snyder, of WPTX, Albany, will broadcast his dance show from the Town Casino, Cleveland, Sunday night, when the Stan Kenton ork will be playing.

Elliot Lawrence ork, now at Statler Hotel here, has been pacted for four weeks at the Paramount Theater, with a four-week option, starting July 23.

Danny Kessler, Okeh a&r chief, off on business trip thru New Orleans, Birmingham, Memphis, and then California. He will return to New York in August.

Doc Berger, of Rex Music, is in the Veterans' Hospital at Fort Hamilton for an operation.

Tony Bennett plays his first date at the Copa here in October. Joe E. Lewis opens at the club in September, and Bennett goes in on the same bill with the comedian Ernie Winters. In town with the Johnstone-Monteit Music has signed with Canadian Music Sales for another two years.

Ork leader Sammy Kaye has been appointed General Chairman of National Dog Week for 1953, the 25th anniversary of the special week.

Composer Paul Siegal is now the owner of Rex Music (BMI), in addition to his Symphony House (ASCAP) firm.

Jerry Wald ork opened at the Roosevelt Hotel, New Orleans, June 26 for four weeks. The ork then does one-nighters thru Texas.

Chicago

Stan Kenton playing one-nighters thru this territory, in Chicago for a stop at the Aragon and a visit with the General Artists Corporation staff, including Pat Lombard, Chuck Suber and Bob Ehlerz.

Lionel Hampton plays the Rainbow in Denver August 15-17.

Tiny Hill started his first tour of the Far West in over five years last week. In the next month he will play in Colorado, Wyoming, Washington, Oregon and Idaho.

Ray Shaw reported set to take over the lead in "Guys and Dolls" when Allen Jones vacations.

Wayne King celebrated his silver anniversary as a frontier last week. Phil Chess, Chess Records, back from an Eastern tour where he kicked off the firm's newest release, "Love of Mine," by Eddie Johnson. Brother Leonard heads for a Southern tour later this month.

Lee Egalnick, local publisher bringing out "Barefoot Boy" with Danny Holliday, due to cut it for Topper Records.

Ray Pearl opens at the Claridge Hotel, Memphis, July 4. Pearl hits the road for a week, then goes into the Roosevelt, New Orleans, July 24-August 20. Also set are dates at the Texas Hotel, Fort Worth, September 5-October 9; Trianon, Chicago, October 14-November 30, and the Aragon, December 25-February 1.

Band also is completing arrangements for a disk session for King Records after the Memphis date.

Edgewater Park, Detroit, has set Ralph Flanagan for August 1-3 and Jimmy Dorsey August 8-10. Jan Garber set for Forest Park Highlands, St. Louis, August 1-7.

Bill (Flying Fingers) Snyder opened at the Congress Hotel, St. Louis, June 27 for three weeks.

Shelby Davis set as the thrush on the "America's Music" series over the National Broadcasting Company network, with Joseph Gallicio's orchestra Mondays out of Chicago for the summer.

Dolores Hawkins into Eddy's, Kansas City, Mo., July 18 for two weeks.

Tex Beneke into Gladys, Montevideo, Minn., July 17. Twentieth Century Records held its

first wax session here this week with Charles Sheldon cutting two sides for the New York label. Bob Broz, general manager of Job Records, vacationing in Canada for a few weeks. Low Simpkins, United and States, now has 22 artists recording on the two labels.

Art Sheridan, American Distributors' moving his headquarters to 47th Street next month. Blue Note will hold a special concert for Marian Michael, local composer, June 30 with Jimmy Hill and his band playing the tunes written by Miss Michael, who formerly was associated with Duke Ellington. Lorry Raine at the Casablanca, Miami Beach, Fla., for two weeks, then returns to Chicago.

Cincinnati

Dick Florin, president of Skyline Publishing Company, with headquarters here, has changed the name of his firm to Buckeye Publishing Company to avoid confusion with another music company bearing a tag similar to that of Skyline. Harry Carlson and Erwin King, local songwriting pair, have just had seven of their ditties waxed by Coral, including "I Can't Cry Anymore," by Doc Cornell.

Detroit

The Four Freshmen, Capitol Record artists currently at the Crest Lounge, have been held over three weeks. The Bobbie Stevenson Trio follows the Freshmen at the Lounge next month after a year and a half at the Adams Brass Rail. Vocalist Jerry Winters, in town with the Stan Kenton orchestra, and Frank Rossilino, Kenton's trombone artist, were guests of the premier production of "Jazz Nocturne" on WXYZ-TV.

Hollywood

The Bell Sisters have signed with William Morris. Kids will start theaters in mid-July, closing in late August or early September so they can return to school.

Helen Carr has replaced G. Winters as Stan Kenton's ship. Miss Winters left the band in order to work as a nitery singer. Bill Richards, the ex-Columbia a&r man and for the past three years proxy of Kcm, the indie here, planned to New York Friday (20) to confer with Victor execs about a post with Victor here.

Irving Mills, of Mills Music, has picked William Friml, son of Redding Friml, to an exclusive writing pact.

Tutti Camera (Continued on page 4)

Watch for . . .

"SMOKEY THE BEAR"

HILL and RANGE

SONGS, INC.

BEVERLY HILLS, CALIF.

THE NEW SOCK NOVELTY!

Saturday Rag

ROBBINS MUSIC CORPORATION

3 GREAT SONGS!

"YOU'LL NEVER BE MINE"

"TAKE MY HEART"

"STRANGE SENSATION"

SANTLY-JOY, INC.

1619 Broadway New York 19, N. Y.

Les Paul and Mary Ford
"I'm Confessin'"
(THAT I LOVE YOU)
Capitol 2080
BOURNE, INC.
799 7th Ave. New York 19, N. Y.

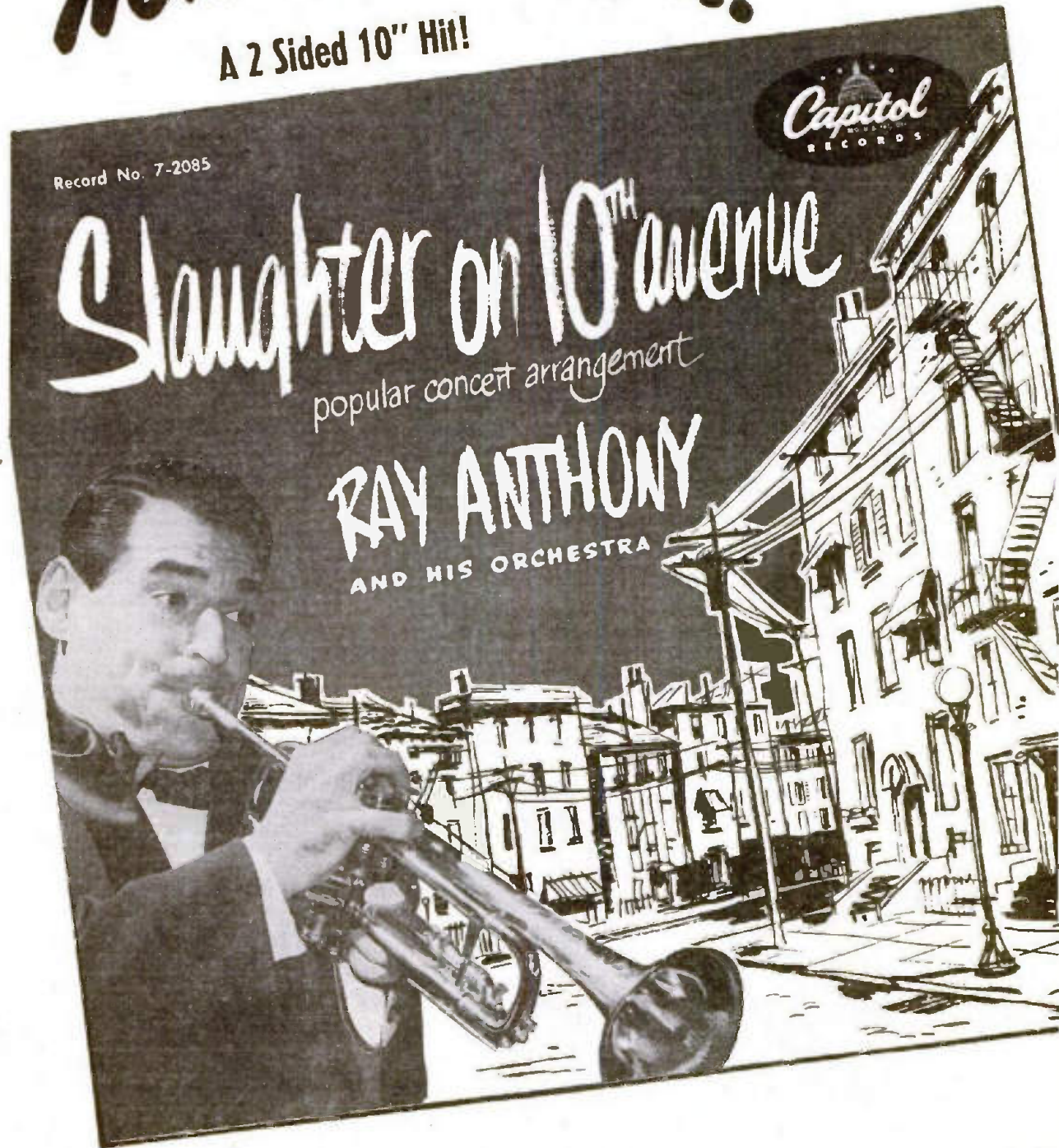
"LOVE SONG OF THE WATERFALL"
JIMMY WAKELY—CAPITOL
SLIM WHITMAN—IMPERIAL
AMERICAN MUSIC, INC.
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RAY ANTHONY'S COLLEGE CONCERT FAVORITE

Now Available...

A 2 Sided 10" Hit!

Also Available on 45 rpm
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Also Riding Higher and Higher . . .

"SCATTERBRAIN" and

Record Promotion: Jim McCarthy

"As Time Goes By"—Capitol 2104

NOW!

The Hit of the Continent

"Auf Wiederseh'n Sweetheart"

Performed by the Hit Group,

LES BAXTER



His Chorus
and Orchestra



Record No.
2143



THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio
and TV Shows See The Billboard
Radio-TV Show Charts (Radio
Section).

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey returns of The Billboard's Popularity Chart based on reports received June 25, 26, 27.

Last
Week

This
Week

1. 1. Kiss of Fire

By Lester Allen and Robert Hill—Published by Duches (BMI)

RECORDS AVAILABLE: T. Arson, Col 39337; L. Armstrong, Dec 28177; L. Baxter, Cap 2102; L. Brown, Cap 62745; J. Crawford, Dec 28234; J. D'Arson, V 423-0036; B. Eckstein, MGM 11175; R. Flanagan, V 20-4705; L. Fuchs, V 25-3214; G. Gilder, Mercury 5872; G. Lombardo, Dec 28178; T. Martin, V 20-4622; The Quebec Kansas Fields Quartet, Mile 1406; A. Shelton, London 1216; W. Ventura Standard 1-167.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Lang-Wertz; Dolly Dawn, Therman.

2. 2. Here in My Heart

By Ernest Lorenzo Borelli—Published by Melita (BMI)

RECORDS AVAILABLE: T. Bennett, Col 39745; A. Oak, Col 60746; V. Damone, Mercury 5408; V. Dillard, Savoy 631; D. Haynes-Andrews, Sirena, Dec 3013; A. Martino, BBS 102.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Therman; Earl Shelton, Associated.

3. 3. I'm Yours

By Robert Melita—Published by Algonquin (BMI)

RECORDS AVAILABLE: T. Arson, Col 39737; L. Baxter, Cap 2107; D. Cornell, Coral 46496; V. Dillard, Savoy 631; E. Fisher-H. Winterhalter, Col, V 20-4606; F. Flanagan, V 20-4705; Four Aces, Dec 28162; B. Malibu, Coral 7318; B. Martini, Mercury 5852.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Bassman, Associated; Henry Jerome, Lang-Wertz.

4. 4. Blue Tango

By Leon Anderson—Published by Mills Music (ASCAP)

RECORDS AVAILABLE: L. Anderson, Dec 28075; L. Baxter, Cap 19644; R. Cole, V 20-4541; C. Cavallaro, Dec 28083; K. Copart, Mercury 5817; D. Haynes, Mercury 5390; G. Lombardo, Dec 28031; J. Thomas, Mercury 6768; H. Winterhalter, V 20-4516.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Wertz; Freddy Martin, Therman; Dave Terry, Associated.

5. 5. Delicado

By Waldyr Azevedo and Jack Lawrence—Published by Remick (ASCAP)

RECORDS AVAILABLE: L. Almedia, Coral 60724; J. August, Mercury 5859; W. Arnone, Ori, Dec 28061; B. Dettlor, V 23-5489; P. Faith-S. Freeman, Col 39709; R. Flanagan, V 20-4706; S. Kanton, Cap 2040; G. Lombardo, Dec 28177; L. M. Minton, MGM 11259; F. Norman's Ork., Top-Ten 78-135; Orquesta de la Alegria, Pampa 11014; E. Ros, London 1151; D. Shore, V 20-4719; Three Stars, V 20-4677.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.

9. 6. Auf Wiederseh'n Sweetheart

By Parson & Storch—Published by Hill & Range (BMI)

RECORDS AVAILABLE: Ames Brothers, Coral 60773; Chamo Butler-P. Faith, Col 39776; E. Howard, Mercury 5871; G. Lombardo, Dec 28071; V. Lynn, London 1277; B. Shepard-H. Winterhalter, V 20-4777.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Siravo, Associated.

- 7. Walkin' My Baby Back Home

By Ray Turk & Fred Ahler—Published by De Siva, Brown & Henderson

(ASCAP)

RECORDS AVAILABLE: Hal (Kino) Cole & B. May, Cap 2130; G. Lombardo, Dec 28277; F. Norman's Ork., Top-Ten 78-135; J. Ray, Col 39750; C. Spahn, London 1091; J. Stafford, Cap P-995.

- 8. Half as Much

By C. Williams—Published by Acuff-Rose (BMI)

RECORDS AVAILABLE: R. Cooney, Col 39710; G. Lombardo, Dec 28271; M. Martin, Mercury 6366; C. Williams, Col 28078; H. Williams, MGM 11262.

6. 9. I'll Walk Alone

By Jules Styne and Sammy Cahn—Published by Mayfair (ASCAP)

RECORDS AVAILABLE: @ Ammons, Dec 28094; P. Andrews, Dec 28088; L. Armstrong, Dec 28177; D. Barnett, Coral 60656; R. Flanagan, V 47-4766; A. Freeman, Cap 20440; R. Hayes, Mercury 5871; L. Holmes, MGM 11198; P. King Singers, V 20-1642; D. Lee, Rhapsody R-25027; G. Lombardo, Dec 27466; M. Martin, Dec 28340; L. Prima, Mercury 5818; B. Taylor-P. Faith, Col 39694; M. Weitzel, Cap 2000.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.

7. 10. Guy Is a Guy

By Dickie R. Ross—Published by Lashco (BMI)

RECORDS AVAILABLE: Doris Day, Col 39673; E. Fitzgerald, Dec 28046; D. Lee-J. Harlan Ork., Rhapsody R-25108; P. Taylor, Mercury 5841.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Bassman, Associated.

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The Buyboard



JULY 5, 1952

RECORDS AND ALBUMS LISTED ACCORDING TO CAPITOL'S ACTUAL SALES

Best Selling "Pops"

Based on Actual Capitol Sales Reports

Records listed below are those selling best in the total record stores of the nation. List is based on weekly branch reports of sales to dealers in every market area. The three positions indicate the trend of sales for each record listed.

POSITION	Weeks Last This Record Weekly Week	Record Title	Artist	Label
3	2	1. TAKE MY HEART	A. Marino	ASCAP
4	1	2. IN THE GOOD OLD SUMMERTIME	L. Paul-M. Ford	BMI
9	3	3. CARIDCA	L. Paul-M. Ford	ASCAP
3	5	4. FUNNY	N. Cole	ASCAP
20	4	5. WHEEL OF FORTUNE	N. Starr	ASCAP
13	6	6. I'LL WALK ALONE	J. Froman	ASCAP
21	8	7. THE BLACKSMITH BLUES	E. Mae Morte	BMI
10	7	8. SOMEWHERE ALONG THE WAY	N. Cole	ASCAP
8	9	9. I WAITED A LITTLE TOO LONG	N. Starr	ASCAP
6	10	10. SCATTERBRAIN	R. Anthony	ASCAP
6	11	11. FAREWELL (For Just Awhile)	H. O'Connell	ASCAP
—	—	12. CUCKOO WALTZ	J. Shand	ASCAP
—	—	13. I'M GONNA VOTE REPUBLICAN	Y. Yorgesson	BMI
—	—	14. (The Angels Are Lighting) GOD'S LITTLE CANDLES	J. Gayle	ASCAP
—	—	15. THE FAR LANDS	Voices of W. Schumann	ASCAP

Best Selling Popular Albums

Based on Actual Capitol Field Reports

POSITION	Weeks Last This Record Weekly Week	Record Title	Artist
12	1	1. WITH A SONG IN MY HEART	Jane Froman
6	2	2. BIG BAND BASH	Billy May
2	10	3. DIXIELAND DETOUR	Pea Wee Hunt
2	6	4. A BAND IS BORN	Billy May
4	5	5. BEN LIGHT'S JUKE BOX FAVORITES	Ben Light
2	12	6. ROBERTA	Gordon MacRae-Lucille Norman
—	—	7. TODAY'S TOP HITS, VOLUME IV	7 Top Artists
2	4	8. CLASSICS IN JAZZ—COLEMAN HAWKINS	Coleman Hawkins
—	—	9. LEGEND OF THE SUN VIRGIN	Yma Sumac
4	7	10. CLASSICS IN JAZZ—WOODY HERMAN	Woody Herman
—	—	11. GYPSY NIGHTS	Jascha Datsko
—	—	12. VOICE OF THE XTABAY	Yma Sumac

ROBIN HOOD CAPTURED!

All the thrills of the Walt Disney Movie captured in the new Capitol Record-Reader for children



Album No. 3138



RECORDS WITH 4-PAGE FULL COLOR PICTURE BOOK

Best Selling Children's Albums

Based on Actual Capitol Field Reports

- HOPALONG CASSIDY AND THE STORY OF TOPPER
- TWEETY PIE
- I'M A LITTLE TEA POT AND THE TEDDY BEAR'S PICNIC
- I TAUT I TAW A PUDDY-TAT AND YOSEMITE SAM
- BOZO ON THE FARM
- HOPPY'S HAPPY BIRTHDAY
- HOPALONG CASSIDY AND THE SINGING BANDIT
- BOZO AT THE CIRCUS
- THREE ORPHAN KITTENS
- LITTLE TOOT
- SPARKY AND THE TALKING TRAIN
- WOODY WOODPECKER AND HIS TALENT SHOW
- I'M POPEYE THE SAILOR MAN & THE LITTLE WHITE DUCK
- WOODY WOODPECKER'S PICNIC
- WOODY WOODPECKER AND HIS TALENT SHOW
- BUGS BUNNY SINGS
- THREE LITTLE PIGS
- TABLE MANNERS * BABY SNOOKS

Best Selling Country & Hillbilly Records

Based on Actual Capitol Sales Reports

Country and Hillbilly records are listed according to actual branch reports of sales to dealers. These reports cover the top Country and Hillbilly markets of the nation.

POSITION	Weeks Last This Record Weekly Week	Record Title	Artist
19	1	1. THE WILD SIDE OF LIFE	H. Thompson
9	2	2. WAITING IN THE LOBBY OF YOUR HEART	H. Thompson
—	—	3. IF YOU WOULD ONLY BE MINE	J. Wakely
—	—	4. HANDY MAN	C. Sauceman
2	5	5. EVERYBODY'S GOT A GUILT BUT ME	T. Ernie
2	4	6. FOOLISH PRIDE	F. Young
2	8	7. RUBBER BALL HEART	Ramblin' Jimmie Dolan
2	7	8. HILLBILLY HEAVEN	J.W. Tuttle
2	6	9. I LOVE YOU 24 HOURS A DAY	S. Strange
2	3	10. SATISFIED	M. Carson

Latest Releases No. 324

- SLAUGHTER ON TENTH AVENUE—PART I
- SLAUGHTER ON TENTH AVENUE—PART II
- AUF WIEDERSEHN, SWEETHEART
- PADAM...PADAM (How It Echoes In My Heart)
- I'M MOVIN' ON
- MR. FLY-BY-NIGHT
- I'M GONNA WALK AND TALK WITH MY LORD
- BEYOND THE SHADOW
- I WANT MY MAMA (Mama' Yo Quiere)
- GREEN EYES
- TAKE BACK YOUR HEART—POLKA
- SONDRA POLKA
- GIVE IT BACK TO THE INDIANS
- THERE'S A TEAR IN MY BEER

ALWAYS ON TOP!

Nat "King" COLE

"MONA LISA"
Then "TOO YOUNG"

AND NOW—"SOMEWHERE ALONG THE WAY"

Orchestra conducted by Nelson Riddle

backed by "WHAT DOES IT TAKE"

Here is Nat "King" Cole at his sophisticated best. His intimate styling... his tender interpretation... his brilliant technique all demonstrates the inimitable "King" Cole touch that makes a Hit of a song.



Record No. 2069

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Records Most Played by Disk Jockeys

Based on reports received June 25, 26 and 27

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly surveys among disk jockeys throughout the country. Unless shown in this chart, other available records of same issue will be found in the Record Chart of *THE BILLBOARD* Music Popularity Chart, Part 2. (F) indicates tune is from a film; (M) indicates tune is from a legit market.

POSITION	Weeks Last 13	Tunes to date/Week	Record	Label
11	2	1	KISS OF FIRE	G. Gibbs (Mercury 7815823; 4515823X45-BMI)
7	1	2	HERE IN MY HEART	A. Marina (865-781101; 45145-101-BMI)
9	6	3	I'M YOURS	E. Fisher-H. Winterhalter (V78120-4630; 45147-4630-BMI)
10	3	4	DELICADO	P. Faith (Capitol 59708; 4514-39708-ASCAP)
3	9	5	AUF WIEDERSEHN SWEETHEART	V. Lynn (London 7811227; 45345-1227-ASCAP)
9	14	6	HALF AS MUCH	R. Clooney (Capitol 39710; 4514-39710-BMI)
7	16	7	WALKIN' MY BABY BACK HOME	J. Roy (Capitol 10135; 4514-10135-ASCAP)
10	7	8	I'M YOURS	D. Cornell (Capitol 40690; 4514-40690-BMI)
5	4	9	LOVER	P. Lee-G. Jenkins (Decca 28215; 4514-28215-ASCAP)
4	17	10	MAYBE	P. Como-E. Fisher (V78120-4744; 45147-4744-ASCAP)
4	8	11	HERE IN MY HEART	V. Domone (Mercury 7815458; 4515823X45-BMI)
22	5	12	BLUE TANGO	L. Anderson (Decca 27875; 4514-27875-ASCAP)
1	-	13	WALKIN' MY BABY BACK HOME	Nat (King) Cole (Capitol 2130; 4514-2130-ASCAP)
2	11	14	AUF WIEDERSEHN SWEETHEART	E. Howard (Mercury 7815871; 4515871X45-BMI)
17	22	15	BLUE TANGO	H. Winterhalter (V78120-4518; 45147-4518-ASCAP)
2	30	16	SMOKE RINGS	L. Paul-M. Ford (Capitol 2123; 4514-2123)
7	15	17	KISS OF FIRE	T. Arden (Capitol 39737; 4514-39737-BMI)
16	13	18	GUY IS A GUY	Doris Day-P. Weston (Capitol 39673; 4514-39673-BMI)
2	10	19	AS TIME GOES BY	R. Anthony (Capitol 2104; 4514-2104)
3	24	19	BOTCH A ME	R. Clooney (Capitol 39767; 4514-39767-BMI)
15	12	21	I'LL WALK ALONE	D. Cornell (Capitol 40659; 4514-40659-ASCAP)
5	26	21	SOMEWHERE ALONG THE WAY	Nat (King) Cole (Capitol 2069; 4514-2069-ASCAP)
2	-	21	IN THE GOOD OLD SUMMER TIME	L. Paul-M. Ford (Capitol 2123; 4514-2123-BMI)
17	20	24	BLUE TANGO	L. Baxter (Capitol 1966; 4514-1966-ASCAP)
10	22	25	KISS OF FIRE	T. Martin (V78120-4671; 45147-4671-BMI)
1	-	26	POINCIANA	S. Lawrence (King 7813185; 45145-13185)
5	30	27	HERE IN MY HEART	T. Bennett (Capitol 39745; 4514-39745-BMI)
3	-	27	VANESSA	H. Winterhalter (V78120-4691; 45147-4691-BMI)
3	19	29	WATERMELON WEATHER	P. Como-E. Fisher (V78120-4744; 45147-4744-ASCAP)
14	17	30	BE ANYTHING (BUT BE MINE)	E. Howard (Mercury 7815815; 4515815X45-ASCAP)
8	21	30	I'M CONFESSIN'	L. Paul-M. Ford (Capitol 2080; 4514-2080-ASCAP)
15	26	30	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller (Capitol 39663; 4514-39663-ASCAP)

VOX JOX

By JOE MARTIN

Preems

Bill Angel has a pop show called "Musical Promenade" on KFDX, Wichita Falls, Tex. A recent addition to that station's staff is Phil Harlow, son of Broadcast Music, Inc.'s Roy Harlow. Clarence Hamanna has added another two-hour show to his early morning schedule on WJMR, New Orleans. Not really a "preem," but Harry Nicolia's afternoon show on WJBW, New Orleans, has been increased to three full hours a day. Nicolia's been on the air there for 19 years. Joe Powers, WNAV, Annapolis, Md., is now running an afternoon show from 1 p.m. to 5 p.m. across the board on WOLF, Syracuse, N.Y. Ray Golden, KSTN, Stockton, Calif., is now airing his "Saturday Night Disk Date" on the Griffin Club. The show runs from 8 to 10:30 p.m. and has the club's combo doing live tunes during the show. Golden advises other jocks to try the same gimmick, but to make certain that the talent in the club is tops.

Gimmix

Rex Dale, WKCY, Cincinnati, interviewed the Hilton Sisters, Siamese twins, on his regular show and hit the jackpot when he asked "How come it was so hard for Daisy to get a marriage license?" And Violet answered: "They were afraid the husband would get too good a bargain." Dale also interviewed the cast of the "Hollywood Lee Revue" and songwriters Charles Tobias and Peter De Rose. The same station's Lee and Leo Underhill did a one-hour stint on Government Square for the Cerebral Palsy Fund but were stopped by the police when traffic was blocked. Sherm Olson claims to have had the world's youngest announcer on his WJCB, Bloomington, Ill., show—his son who was born on May 21.

Chatter

Fred Vinzell has been promoted to program director of WIST, Charlotte, N.C., but is keeping his disk show. Jan August guested with Bill Ruff on KOLO, Reno, Nev. Lou Barile, WKAL, Rome, N.Y., reports that all disk companies except Capitol have been great in sending him disks. Fred Lewis, WJNO, West Palm Beach, Fla., thinks it's about time that Percy Faith achieved real commercial success via his "Delicado" disk. Gil Henry, KING, Seattle, kicks off the Mutual network's series of jazz shows on July 7. Bob E. Lloyd, WTHI, Hartford, Conn., reports that the nightly jazz show, started on the station last January, is now completely sold out. We're blushing over the nice things said about The Billboard by Frank Sinatra's high school senior who's spinning disks for KCTI, Concho, Tex. Bob (Coffeehead) Larsen, WCMP, Milwaukee, emceed the grocers' convention in that town. Jay Michaels switched from WFIT to WCAE in Pittsburgh. Alan Sands, radio-TV comedy writer, is now syndicating a weekly comedy and gag bulletin for deejays. Idea started when Sands was traveling with the Johnny Olson network show and got requests from jocks for the service. Dick Corington, p.d. at WHBO, Memphis, is back from a West Coast vacation. Jimmy Young, formerly with KTHI, Houston, is back at his alma mater station, WHHM, Memphis. Harry O'Connor has resigned from WBOK, New Orleans, and is heading back home to Austin, Tex. Mary Lou White, formerly at KLBS, Houston, is set to start a new show in September in Galveston, Tex. Charles Gray left KOMA, Oklahoma City, for WHB, Kansas City, Mo. Ken Wright, organist at WKY, Oklahoma City, is also doing a deejay show. Harry Gunther, same station, has taken on a late evening stint.

Best Selling Sheet Music

Based on reports received June 25, 26 and 27

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

POSITION	Weeks Last 13	Tunes to date/Week	Record	Label
10	1	1	KISS OF FIRE (R)	Duchess
16	2	2	BLUE TANGO (R)	Mills
8	3	3	I'M YOURS (R)	Algonquin
6	4	4	HERE IN MY HEART (R)	Mellin
11	5	5	I'LL WALK ALONE (R) (F)	Mayfair
5	7	6	DELICADO (R)	Remick
11	6	7	BE ANYTHING (BUT BE MINE) (R)	Shopiro Bernstein
15	8	8	GUY IS A GUY (R)	Ludlow
2	15	9	WALKIN' MY BABY BACK HOME (R)	DeSylva, Brown & Henderson
1	-	10	AUF WIEDERSEHN SWEETHEART (R)	Hill & Range
16	9	11	BLACKSMITH BLUES (R)	Hill & Range
3	11	11	HALF AS MUCH (R)	Acuff-Rose
15	14	13	PITTSBURGH, PENNSYLVANIA (R)	Oxford
12	12	14	FORGIVE ME (R)	Advanced
4	-	15	YOU'LL NEVER WALK ALONE (R)	Williamson

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. Peasner's National Coverage Index. The index is projected upon radio logs made available to Peasner's ACI by the Accuracy Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 tunes in the case of sheet music alphabetically. This music obtained is predominantly cover-up for record sales. (F) 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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1	A Girl and a Feller and a Beach Umbrella (R)	Valiano-ASCAP
2	Am I So Lame? (R) (F)	Famous-ASCAP
3	Any Time (R)	Hill & Range-BMI
4	Be Anything (But Be Mine) (R)	Shopiro Bernstein-ASCAP
5	Blue Tango (R)	Mills-ASCAP
6	Delicado (R)	Remick-ASCAP
7	For the Very First Time (R)	Bertin-ASCAP
8	Forever My (R)	Advanced-ASCAP
9	From the Time You Say Goodbye (R)	Pickwick-ASCAP
10	Gloria (R)	Life-BMI
11	Here in My Heart (R)	Mellin-ASCAP
12	How Close (R)	Life-BMI
13	I Understand (R)	Felix-ASCAP
14	If Someone Had Told Me (R)	Whitman-ASCAP
15	I'll Walk Alone (R)	Mayfair-ASCAP
16	Jim Cookston (R)	Bertin-ASCAP
17	Let Me Love You (R)	Advanced-ASCAP
18	Let's Sin as Well as Live (R)	Bryman, Vocco & Conn-ASCAP
19	Just a Little Lovin' (R)	Hill & Range-BMI
20	Just for You (R)	Bertin-ASCAP
21	King of Kings (R)	Duchess-BMI
22	Lover (R)	Famous-ASCAP
23	Maybe (R)	Bertin-ASCAP
24	So Gladly I Love (R)	Shopiro Bernstein-ASCAP
25	South (R)	Peer-ASCAP
26	To Be Loved by You (R)	Remick-ASCAP
27	Up and Down Romance (R)	Life-BMI
28	Walkin' My Baby Back Home (R)	DeSylva Brown & Henderson-ASCAP
29	Watermelon Weather (R)	E. M. Morris-ASCAP
30	Whistle My Love (R)	Disney-ASCAP
31	You Did You Leave Me (R)	Remick-ASCAP

Top Ten in Television

1	A Guy Is a Guy (R)	Ludlow-BMI
2	Be Anything (But Be Mine) (R)	Shopiro Bernstein-ASCAP
3	Blue Tango (R)	Mills-ASCAP
4	Gandy Dancers (R)	Disney-ASCAP
5	Here in My Heart (R)	Mellin
6	If You Go (R)	Pickwick-ASCAP
7	I'll Walk Alone (R)	Mayfair-ASCAP
8	I'm Yours (R)	Algonquin-BMI
9	King of Kings (R)	Duchess-BMI
10	Lover (R)	Famous-ASCAP

England's Top Twenty

POSITION	Weeks Last 13	Tunes to date/Week	Record	Label
5	1	2	AUF WIEDERSEHN SWEETHEART	Mayfair
6	2	2	BLACKSMITH BLUES	Chappell
10	4	3	NEVER	Frank Day & Henter, Ltd.
10	5	4	AROUND THE CORNER	Dash
15	5	5	WE WON'T LIVE IN A CASTLE	Garnett-Gannett
12	6	6	TELL ME WHY	E. M. Morris
8	7	7	PITTSBURGH, PENNSYLVANIA	Climaphonic
9	7	8	WHEEL OF FORTUNE	Malindo
2	20	9	BLUE TANGO	Mills
16	9	10	CRY	Francis Day
4	11	11	BE ANYTHING (BUT BE MINE)	Giesbrecht
10	10	12	UNFORGETTABLE	Bourne
2	17	13	KISS OF FIRE	Duchess
12	13	14	AT LAST	Pickwick
13	12	15	BE MY LIFE'S COMPANION	Morris
6	14	16	GANDY DANCERS	Disney
4	15	17	A GUY IS A GUY	Ludlow
8	19	18	ANYTIME	Chappell
19	16	19	SLOWDACH	Stirling
1	-	20	DANCE ME LOOSE	Maera
14	18	20	SATURDAY RAG	John Flitts

this week on COLUMBIA

SOLO FLIGHT
 Celebrate for Two a Dandling
 in the Dark a It Don't Mean
 a Thing a Willow We a
 Chopin Impressions a How
 Come You Do Me Like You
 Do a Love Me or Leave Me
 a With Every Breath I Take



ERROLL GARNER
 "Lp" Cl. 6209 • 45
 Set B-303


COLUMBIA'S No. 1
ROSEMARY CLOONEY
Boleh-a-Me
On the First
Warm Day



78 rpm 39767 • 45 rpm
 4-39767


four explosive new hits!

JOHNNIE RAY
All of Me
A Sinner I Am




39788, 4-39788

ARTHUR GODFREY
I Love Girls
Honey




39792, 4-39792

SARAH VAUGHAN
Street of Dreams
Time to Go



39789, 4-39789

PERCY FAITH
Jamaican
Rhumba
Da-Du



39790, 4-39790

OTHER NEW RELEASES

<p>KEN GRIFFIN LOVE ME, LOVE ME, LOVE ME MISTAKES 39785, 4-39785</p>	<p>THE MARINERS THE GIRLS ARE MARCHING MIGHTY NAVY WINGS 39791, 4-39791</p>	<p>VIN BRUCE SWEET LOVE I TRUSTED YOU 20973, 4-20973</p>	<p>NEAL BUBBIS MY HEART NEEDS YOUR HEART I BROKE A HEART 20972, 4-20972</p>
<p>LOUIS ARMSTRONG I'M CONFESSIN' IF I COULD BE WITH YOU Okeh 6892, 4-6892</p>	<p>COUNT BASIE JUMP THE BLUES JUMP AWAY WIGGLE WOOGIE Okeh 6895, 4-6895</p>	<p>HESSIE SMITH GIMME A PIGFOOT TAKE ME FOR A BUGGY RIDE Okeh 6893, 4-6893</p>	<p>THE CARTER SISTERS and MOTHER MAYBELLE SUN'S GONNA SHINE IN MY BACK DOOR I NEVER WILL MARRY 20974, 4-20974</p>
	<p>CAR CALLOWAY WILLOW, WEEP FOR ME AT THE CLAM-BAKE CARNIVAL Okeh 6896, 4-6896</p>	<p>JIMMIE LUNCEFORD IT'S TIME TO JUMP AND SHOUT CHEATIN' ON ME Okeh 6894, 4-6894</p>	

your check list - COLUMBIA'S TOP TWELVE

based on actual sales reports for week ending June 28

<p>JOHNNIE RAY Walkin' My Baby Back Home Give Me Time 39750, 4-39750</p>	<p>FRANKIE LAINE High Noon Rock of Gibraltar 39770, 4-39770</p>	<p>LEFTY FRIZZELL It's Just You If You Can Spare the Time 20950, 4-20950</p>
<p>ROSEMARY CLOONEY Half As Much Poor Whip-Poor-Will 39710, 4-39710</p>	<p>GUY MITCHELL Pittsburgh, Pennsylvania The Doll With a Sawdust Heart 39663, 4-39663</p>	<p>GEORGE MORGAN Almost You're a Little Doll 20906, 4-20906</p>
<p>PERCY FAITH Delicado Festival 39708, 4-39708</p>	<p>DORIS DAY A Guy Is a Guy Who, Who, Who 39673, 4-39673</p>	<p>CARL SMITH It's a Lovely, Lovely World Are You Teasing Me? 20922, 4-20922</p>
		<p>TONY BENNETT Have a Good Time Please, My Love 39764, 4-39764</p>
		<p>RAY PRICE I Know I'll Never Win Your Love Again The Road of No Return 20963, 4-20963</p>
		<p>TONI ARDEN Take My Heart Tell Your Tale, Nightingale 39768, 4-39768</p>

COLUMBIA  RECORDS
 for music that sends them . . . to you!

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Best Selling Pop Singles

Based on reports received June 25, 26 and 27

Table with columns: POSITION, Week, Title, Artist, Record Label. Lists top 28 pop singles including 'Delicado', 'Here in My Heart', 'Auf Wiederseh'n Sweetheart', etc.

Best Selling Classical Albums

Table with columns: Last This Week, Title, Artist, Record Label. Lists top 5 classical albums including 'Puccini: La Boheme', 'Puccini: Tosca', etc.

DEALER DOINGS

By IS HOROWITZ

Returns

The perennial problem of return privileges is one close to the hearts of all dealers. But while most do little more than ask that they be liberalized...

Selling Aids

Somerset Record Shop, of Somerville, Mass., would like some co-operation from dealers. Patrons often don't catch songs titles when they are played over the air...

News & Views

Pace Music, of Saginaw, Mich., reacts to stories that Columbia is starting to release 45's with optional centers with the comment, "What's with this?"

Best Selling Children's Records

Based on reports received June 25, 26 and 27

Table with columns: POSITION, Week, Title, Artist, Record Label. Lists top 14 children's records including 'Snow White and the Seven Dwarfs', 'Cinderella', etc.

Best Selling Pop Albums

Based on reports received June 25, 26 and 27

Since all labels are not listed on all weeks it is difficult to conduct a one 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 one chart questionnaire...

Table with columns: Last This Week, Title, Artist, Record Label. Lists top 10 pop albums including 'With a Song in My Heart', 'Singin' in the Rain', etc.

Classical Reviews

ALBUM - Country & Western 8 Rating 83 COUNTRY CLASSICS - Edy Arnold (1-107) V (53) LPM 3027

This set is one of Victor's recently issued series of Country Classics, and it features Edy Arnold singing eight of his most famous hits. Titles include "Buckets of Roses," "It's a Sin," "Don't Let Another Man's Castle," "Anytime," and four other fine Arnold diskings.

DINO LIPIATTE PLAYS WALTZES BY CHOPIN (1-127) V (45) WDM-1020

When Lipatte died in 1945, at the age of 33, the concert world lost an artist who might well have become one of its brightest stars. He was a brilliant pianist who has become known to American audiences through his recordings by Schumann and Grieg.

83 form of the 14 Chopin waltzes. The price, for all as well as those who assure new brightness under Lipatte's fingers it's a fine album and it should move briskly.

84 SMETANA: THE WOLFGANG AMBROSE BOMBEHANS HEADS AND POETS BY THE BRIMING SYMPHONY ORK. Joseph Krilichoff, Cond. (1-107) Capitol (33) L-1126

Smetana's orchestral work "My Country" containing 50-100 poems based upon various aspects of Bohemian life, is rarely heard in its original form. But one of the more poems, "The Moldau" has become a standard and an orchestral favorite, and has also become a favorite selection in concert audiences. Evidence of its popularity are apparent in the fact that there are six versions of the score now available on LP. This new edition by the Brimning Symphony Orchestra, under the direction of Joseph Krilichoff, the conductor brings out the best of the over-coming music here and the brilliant climaxes of this outstanding piece of program music. The other work, the not so often performed, is in the same vein as "The Moldau" and the orchestra performs it lovingly and with the competition for the other disks will be heavy. This fine recording should have strong appeal.

STOCK UP ON THIS ONE

"WISH YOU WERE HERE"

(The Title Song from the Hit Broadway Musical)

"THE HAND OF FATE"



EDDIE FISHER

RCA VICTOR 20-4830-47-4830

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

Release 55-27

Ships Coast to Coast, July 6

POPULAR

HENRI RENE AND HIS ORCHESTRA

See, Bye Blues
Mandoline Mandoline 20-4791-(47-4791)*

EDDIE FISHER WITH HUGO WINTERHALTER AND HIS ORCHESTRA

Wish You Were Here
The Hand of Fate 20-4830-(47-4830)*

TONY MARTIN WITH HENRI RENE AND HIS ORCH.

Some Day
Love Me 20-4836-(47-4836)*

LAWRENCE DUCHOW AND HIS RED RAVEN ORCH.

Tell Me—Waltz
Dutch Garden—Schubert 20-4825-(47-4825)*

COUNTRY — WESTERN

KEN MARVIN

When I Stop Loving You
The Honky Tonk Melody 20-4826-(47-4826)*

BILLY MCGHEE

Heavenly Hooper
I'll Copyright My Baby 20-4877-(47-4877)*

SONS OF THE PIONEERS

Outlaws
I SHAN'T Do 20-4831-(47-4831)*

RHYTHM-BLUES

THE FOUR TUNES

Why Did You Do This to Me?
They Don't Understand 20-4828-(47-4828)*

JACKIE DAVIS TRIO

Goodbye
Burr Me, Baby 20-4831-(47-4831)*

*45 rpm cat. num.

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.

- 5 Maybe/Watermelon Weather
Perry Como and Eddie Fisher 20-4744-(47-4744)*
- 5 Lady's Man/Married by the Bible, Divorced by the Law
Hank Snow 20-4733-(47-4733)*
- 5 I'm Yours/Just a Little Lovin'
Eddie Fisher 20-4680-(47-4680)*
- 5 Slow Poison/Heart Trouble
Johnnie & Jack 20-4765-(47-4765)*
- 5 Vanessa/Somewhere Along the Way
Hugo Winterhalter 20-4691-(47-4691)*
- 5 That's the Chance You Take/Forgive Me
Eddie Fisher 20-4574-(47-4574)*
- 5 I Remember When
Eddie Fisher 20-4618-(47-4618)*
- 5 Anytime
Eddie Fisher 20-4359-(47-4359)*
- 5 Kiss of Fire
Tony Martin 20-4671-(47-4671)*
- 5 Blue Tango
Hugo Winterhalter 20-4518-(47-4518)*
- 5 Strange Sensation/So Madly in Love
June Valli 20-4759-(47-4759)*
- 5 Looped
Melvin Smith 20-4735-(47-4735)*
- 5 From the Time You Say Goodbye/West of the Mountains
Dinah Shore 20-4768-(47-4768)*
- 5 A Full Time Job/Shepherd of My Heart
Eddy Arnold 20-4787-(47-4787)*
- 5 Night Train
Rudde Morrow 20-4693-(47-4693)*

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.

- 5 STRANGE SENSATION
June Valli 20-4759-(47-4759)*
The Retailers Pick, Billboard, June 26th issue.
- 5 I LAUGHED AT LOVE
Sunny Gale 20-4180-(47-4180)*
The Billboard Pick, June 26th issue.
- 5 VANESSA
Hugo Winterhalter and His Orchestra 20-4691-(47-4691)*

TIPS

SOMEDAY
LUNA ROSSA

Tony Martin
20-4836-(47-4836)



LATEST FLASH ON THE SPLASH!

Eddie Fisher's new recording is the title tune from the Broadway musical WISH YOU WERE HERE. This is the show which got a lot of special publicity because it features a swimming pool built right into the stage. The show is about a group of young people in a summer resort, and what is a summer resort without a swimming pool?

RCA Victor will have the original cast album of WISH YOU WERE HERE ready for your listening pleasure very shortly. But right now you can hear a preview of the title song by getting the Eddie Fisher recording of WISH YOU WERE HERE.

The RCA Victor original cast album of WISH YOU WERE HERE will bring you practically everything in the Broadway production with the exception of the aforementioned swimming pool. We had originally planned to obtain a completely realistic effect by recording the show under water, but we ran into a little trouble with the acoustics. The final recorded version, made with dry microphones and a slightly damp cast of singers, is a cool musical treat that you will enjoy.

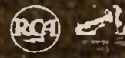
With all this talk of WISH YOU WERE HERE, though, we want to be certain not to overlook the flip-side of the Eddie Fisher recording of WISH YOU WERE HERE. The tune is called THE HAND OF FATE, and Eddie gives a dramatic rendition of this number which demonstrates why he is generally regarded as the best of the younger crop of crooners.

We think THE HAND OF FATE will get firm grip on the top seller lists. Why not give it a listen?

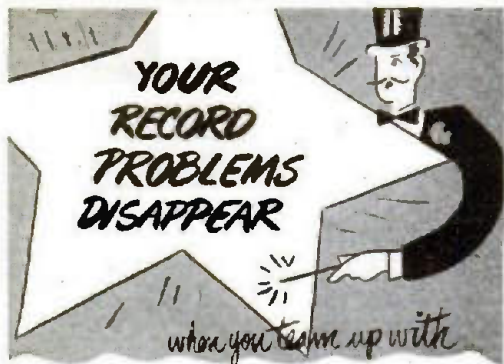
P.S. Don't forget to be on the lookout for the RCA Victor original cast album of WISH YOU WERE HERE based on the Broadway musical with the built-in swimming pool. You never heard such clean performers.

The stars who make the hits
are on

RCA VICTOR Records



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



RCA VICTOR'S CUSTOM RECORD SERVICE!

★ RECORDING

your material and production ideas ... in the nation's best equipped studios

★ PROCESSING

your order gets RCA's famous engineering know-how ... latest and soundest duplicating techniques

★ PRESSING

your records are precision-pressed ... carefully inspected to insure uniform high quality

★ SHIPPING & HANDLING

your job is handled with care ... delivered promptly

A COMPLETE SERVICE AT COMPETITIVE PRICES FOR ALL INDEPENDENT LABELS

RCA CUSTOM-MAKES every type and speed record including!

- ★ 45" and 7" children's records
- ★ a variety of special records to meet your individual requirements

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RCA VICTOR ... A SOLID NAME BEHIND YOUR LABEL

THE BILLBOARD
Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

• 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 101 minute sales reports from key dealers in the nation's largest record markets. ARMB the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

NEW YORK

1. HERE IN MY HEART—A. Martino—B.B.S.
2. KISS OF FIRE—G. Gibbs—Mercury
3. DELICADO—P. Faith—Columbia
4. BLUE TANGO—L. Anderson—Decca
5. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
6. LOVE—P. Lee—G. Jenkins—Decca
7. I'M YOURS—E. Fisher—M. Winterhalter—Victor
8. I'M YOURS—E. Fisher—M. Winterhalter—Victor
9. WHEEL OF FORTUNE—E. Star—Capitol
10. WALKIN' MY BABY BACK HOME—J. Ray—Columbia

CHICAGO

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. HERE IN MY HEART—A. Martino—B.B.S.
3. DELICADO—P. Faith—Columbia
4. KISS OF FIRE—G. Gibbs—Mercury
5. BLUE TANGO—L. Anderson—Decca
6. HALF AS MUCH—R. Clooney—Columbia
7. LOVE—P. Lee—G. Jenkins—Decca
8. I'M YOURS—E. Fisher—M. Winterhalter—Victor
9. I'M YOURS—D. Cornell—Coral
10. TAKE MY HEART—A. Martino—Capitol

DETROIT

1. HERE IN MY HEART—A. Martino—B.B.S.
2. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
3. KISS OF FIRE—G. Gibbs—Mercury
4. BOTCH A ME—R. Clooney—Columbia
5. BLUE TANGO—L. Anderson—Decca
6. LOVE—P. Lee—G. Jenkins—Decca
7. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
8. HALF AS MUCH—R. Clooney—Columbia
9. DELICADO—P. Faith—Columbia
10. I'M YOURS—D. Cornell—Coral

SEATTLE

1. DELICADO—P. Faith—Columbia
2. KISS OF FIRE—G. Gibbs—Mercury
3. HALF AS MUCH—R. Clooney—Columbia
4. KISS OF FIRE—T. Martin—Victor
5. BLUE TANGO—L. Anderson—Decca
6. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
7. I'M YOURS—E. Fisher—M. Winterhalter—Victor

PHILADELPHIA

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. MAYBE—E. Fisher—P. Come—Victor
3. KISS OF FIRE—G. Gibbs—Mercury
4. DELICADO—P. Faith—Columbia
5. HERE IN MY HEART—A. Martino—B.B.S.
6. BLUE TANGO—L. Anderson—Decca
7. BOTCH A ME—R. Clooney—Columbia
8. LOVE—P. Lee—G. Jenkins—Decca
9. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
10. I'M YOURS—D. Cornell—Coral

ATLANTA

1. DELICADO—P. Faith—Columbia
2. HERE IN MY HEART—A. Martino—B.B.S.
3. KISS OF FIRE—T. Martin—Victor
4. BLUE TANGO—L. Anderson—Decca
5. I'M YOURS—E. Fisher—M. Winterhalter—Victor
6. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London

DALLAS-FORT WORTH

1. DELICADO—P. Faith—Columbia
2. KISS OF FIRE—T. Martin—Victor
3. I'M YOURS—D. Cornell—Coral
4. I'M YOURS—E. Fisher—M. Winterhalter—Victor
5. BLUE TANGO—L. Anderson—Decca
6. HERE IN MY HEART—A. Martino—B.B.S.
7. BE ANYTHING (BUT BE MINE)—P. Lee—G. Jenkins—Decca

LOS ANGELES

1. DELICADO—P. Faith—Columbia
2. HERE IN MY HEART—A. Martino—B.B.S.
3. BLUE TANGO—L. Anderson—Decca
4. HALF AS MUCH—R. Clooney—Columbia
5. KISS OF FIRE—G. Gibbs—Mercury
6. I'M YOURS—D. Cornell—Coral
7. LOVE—P. Lee—G. Jenkins—Decca
8. KISS OF FIRE—T. Martin—Victor
9. I'M YOURS—E. Fisher—M. Winterhalter—Victor
10. BOTCH A ME—R. Clooney—Columbia

BOSTON

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. BLUE TANGO—L. Anderson—Decca
3. KISS OF FIRE—G. Gibbs—Mercury
4. DELICADO—P. Faith—Columbia
5. I'M YOURS—E. Fisher—M. Winterhalter—Victor
6. BOTCH A ME—R. Clooney—Columbia
7. HERE IN MY HEART—A. Martino—B.B.S.
8. WHEEL OF FORTUNE—E. Star—Capitol

PITTSBURGH

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. HERE IN MY HEART—A. Martino—B.B.S.
3. BOTCH A ME—R. Clooney—Columbia
4. KISS OF FIRE—G. Gibbs—Mercury
5. BLUE TANGO—L. Anderson—Decca
6. TAKE MY HEART—A. Martino—Capitol
7. HALF AS MUCH—R. Clooney—Columbia

ST. LOUIS

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. MAYBE—E. Fisher—P. Come—Victor
3. DELICADO—P. Faith—Columbia
4. BOTCH A ME—R. Clooney—Columbia
5. LOVE—P. Lee—G. Jenkins—Decca
6. SMOKE RINGS—L. Paul—E. Star—Capitol
7. HERE IN MY HEART—A. Martino—B.B.S.

WASHINGTON, D. C.

1. DELICADO—P. Faith—Columbia
2. KISS OF FIRE—G. Gibbs—Mercury
3. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
4. HERE IN MY HEART—A. Martino—B.B.S.
5. BLUE TANGO—L. Anderson—Decca
6. BE ANYTHING (BUT BE MINE)—E. Howard—Mercury
7. WATERMELON WEATHER—P. Come—E. Fisher—Victor

(Continued on page 45)

the perfect combination

HAMBLEN writes them

ARNOLD sings them

"SOMEONE CALLS ME DADDY"

(and his Mother calls me Dear)

RCA VICTOR #20-4646 (47-4646)

on RCA VICTOR RECORDS

Just Out!

JIMMY WAKELY



sings

Direction:
Music Corporation of America

"IF YOU WOULD ONLY BE MINE"

coupled with...

"MY HEART HAS ROOM FOR YOU"

record no. 2126



America's Favorite Dance Band

DICK JURGENS

TWO SUMMER SPECIALS

'IT'S A 100 TO 1'

And A New Novelty Hit!

'YAK TIDDA

BINGO'

OPERATORS!...

Cash In On Dick Jurgens'
Popularity In Your Territory!

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THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio
and TV Shows See The Billboard
Radio-TV Show Charts (Radio
Section).

• Most Played Juke Box Records

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

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,958 operators in all sections of the country. Listed under the title of each are the record's label and other available recordings of the same tune. Titles shown in this chart on other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part 1.

POSITION	Weeks [Last] This	to Date/Weeks [This]	RECORD	ARTIST	Label
11	1	1	KISS OF FIRE	G. Gibbs	Mercury 7815803; 14515223945—BMI
7	2	2	HERE IN MY HEART	A. Martino	BBS 7813101; 145145-101—BMI
9	3	3	I'M YOURS	E. Fisher-H. Winterhalter	V 78120-4620; 145147-4620—BMI
8	5	4	DELICADO	P. Faith	Col 78139710; 14514-39710—ASCAP
6	9	5	WALKIN' MY BABY BACK HOME	J. Ray	Col 78139750; 14514-39750—ASCAP
20	6	6	BLUE TANGO	L. Anderson	De 78127875; 14516-27875—ASCAP
16	8	7	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Col 78139663; 14514-39663—ASCAP
6	13	7	HALF AS MUCH	R. Clooney	Col 78139710; 14514-39710—BMI
15	4	9	WHEEL OF FORTUNE	K. Starr	Cap 7813964; 14513-3964—ASCAP
8	9	11	I'M YOURS	D. Cornell	Cap 78160690; 14519-60690—BMI
4	11	12	MAYBE	P. Coma-E. Fisher	V 78120-4744; 145147-4744—ASCAP
15	11	13	BLUE TANGO	G. Lombardo	De 78128931; 14516-28931—ASCAP
2	25	13	AUF WIEDERSEHN SWEETHEART	V. Lynn	London 781227; 145145-2227—BMI
14	16	15	BLUE TANGO	H. Winterhalter	V 78120-4518; 145147-4518—ASCAP
16	18	16	FORGIVE ME	E. Fisher-H. Winterhalter	V 78120-4574; 145147-4574—ASCAP
4	15	17	LOVER	P. Lee-G. Jenkins	De 78128215; 14516-28215—ASCAP
15	20	17	I'M CONFESSIN'	L. Paul-M. Ford	Cap 7812060; 14513-2060—ASCAP
2	26	17	ONCE IN A WHILE	P. Page	Mercury 7815867; 14515867945—ASCAP
9	20	20	KISS OF FIRE	T. Martin	V 78120-4671; 145147-4671—BMI
7	29	21	ONE LITTLE CANDLE	P. Coma	V 78120-4631; 145147-4631—ASCAP
21	14	22	BLACKSMITH BLUES	E. M. Morse	Cap 7811922; 14513-1922—BMI
6	—	22	IDAHO STATE FAIR	V. Monroe	V 78120-4611; 145147-4611—ASCAP
13	19	24	BE ANYTHING (BUT BE MINE)	E. Howard	Mercury 7815815; 14515815945—ASCAP
6	16	25	KISS OF FIRE	B. Eckstine	WGM 78132251; 14513-32251—BMI
3	20	26	JUST A LITTLE LOVIN'	E. Fisher-H. Winterhalter	V 78120-4680; 145147-4680—BMI
5	—	26	I WAITED A LITTLE TOO LONG	K. Starr	Cap 7812067; 14513-2067—ASCAP
14	28	28	I'LL WALK ALONE	D. Cornell	Cap 78160650; 14519-60650—ASCAP
1	—	28	SOMEWHERE ALONG THE WAY	Not (King) Cale	Cap 7812069; 14513-2069—ASCAP
7	27	30	CARIOCA	L. Paul	Cap 7812080; 14517-2080—ASCAP

A Perfect Combination



A JUKE BOX SPECIAL

and . . .



Eddy Arnold

singing . . .

Exclusive Management
THOMAS A. PARKER
Box 412, Madison, Tenn.
Publicity—Eug. Roberts, Nilton
Brasbury & Associates



RCA #20-4787 (78)
#47-4787 (45)

 **RCA VICTOR RECORDS** 

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

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

Based on reports received June 25, 26 and 27

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

Weeks Last in List	Position	Title	Artist	Label
12	1	1. WILD SIDE OF LIFE	Hank Thompson	Capitol
13	2	2. GOLD RUSH IS OVER	Hank Snow	Vocalion
5	3	3. ALMOST	G. Morgan	Capitol
7	5	4. ARE YOU TEASING ME?	Carl Smith	Capitol
19	3	5. DON'T JUST STAND THERE	Carl Smith	Capitol
7	9	6. HALF AS MUCH	Hank Williams	MGM
23	4	7. WONDERING	W. Pierce	Decca
9	7	8. EASY ON THE EYES	E. Arnold	Vocalion
33	—	9. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Capitol
11	7	10. DON'T STAY AWAY	Lefty Frizzell	Capitol

FOLK TALENT AND TUNES

Communications in care The Billboard, 4800 Sunset Blvd., Hollywood 30.

By JOHNNY SHIPPEE

Merl Travis is reorganizing his band and will go out with seven pieces for MCA until July 21 when Steve Stebbins, of Americana Corporation, begins booking him. Travis has Joe Mathes, the Larat recording artist, in the band.

Cliffie Stone has set up an ASCAP firm, Snyder Music. Stone's first plug tune is "Love Me Sweet." Bill Carlisle, leader of the Carlisle Mercury Record group, which includes Roy

Smeed and Minnie O'Neill, who is the sister of Martha Carson, reports that Pat Cook, veteran disk jockey at KSTL, St. Louis, was killed in an auto accident, Saturday (7) while he was returning from a dance promotion date to his home in St. Louis. According to present plans, Cook's widow intends to work out existing contracts at his chain of Rocks Park, located out of St. Louis, which had been booking country music talent. Cook was well known in

country music circles, having been a disk jockey for a long time in the St. Louis area, and a promoter of dance dates. This year he had opened his own country music park, chain of Rocks Park. Jimmy Swan, of WFOR, Hattiesburg, Miss., who recently signed with Trumpet Records, reports that he is doing one hour and 15 minutes of disk jockey per day in addition to his own live show. Swan also intends to produce a radio transcribed series which he will put on sale himself. Leo W. Fry has opened Lansing's Beach Ranch, Broadalbin, N. Y., for the second season. The park will run hillbilly and Western shows on Sundays and holidays and opened June 4. They are open any day of the week, however, whenever a good attraction is traveling. Melvin Price Easton, Md., unit has started his own

C&W Records to Watch

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

SLOW POISON
Kara & Joe... RCA Victor 20-4765

Santa Fe record. First release is "Tve Got News for You" and "I'll Never Love Another." The Price band is now working Sundays at Sunset Park, West Grove, Pa. Bill Ellsworth, a Chicago booker, reports that the DeZurik Sisters are touring with Pee Wee King and doing TV film work in Chicago.

Carl Sauceman and the Green Valley Boys, who record for Capitol, are doing a daily show over WRAG, Carrollton, Ala., with Sauceman also handling a separate disk jockey stint on the same outlet. In addition to Sauceman, the group includes Joe Stuart, fiddle; Bill Wilburn, bass; Ben

(Continued on page 37)

• Best Selling Retail Folk (Country & Western) Records

Based on reports received June 25, 26 and 27

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.

Weeks Last in List	Position	Title	Artist	Label
13	1	1. WILD SIDE OF LIFE	Hank Thompson	Capitol
10	2	2. ALMOST	G. Morgan	Vocalion
10	4	3. HALF AS MUCH	Hank Williams	MGM
7	3	4. ARE YOU TEASING ME?	Carl Smith	Capitol
21	6	5. WONDERING	W. Pierce	Decca
2	10	5. WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson	Capitol
14	5	7. GOLD RUSH IS OVER	Hank Snow	Vocalion
14	6	8. EASY ON THE EYES	E. Arnold	Vocalion
5	8	9. IT'S A LOVELY, LOVELY DAY	Carl Smith	Capitol
1	—	10. LADY'S MAN	Hank Snow	Vocalion

• Folk Record Releases

- A Drinkard's Child—Harrison Boucher (Mother) Coe 336
- A Full-Time Job—Eddy Arnold (Shepard) V 20-4767
- All These My Dreams—L. C. Williams (Want My) Imperial 5195
- Also Someone Else—Weldon Allard (I Like) Imperial 8153
- Are You Trying to Tell Me Goodbye?—Red May (Kisses) Decca 20220
- As the Lord—Doris Wright (Don't You) Imperial 8157
- Broken Dreams—Sherry Ashford, with Bob Barton & His Sunny South Boys (Pinky) Marvel 900
- Blue Yodel No. 6—Harrison Boucher (Traveler) Bluebird 338
- Bobby Sox Rambles—Joe Houston (Hercules) Imperial 5196
- Dirty Lines—Eddie Hazelwood (Holdin' My) Intro 8057
- Don't You Know or Don't You Care?—Doris Wright (Day) Imperial 8157
- Heart Trouble—Johnnie & Jack (Slow) Polka! V 20-4765
- Holdin' My Best Tight—Eddie Hazelwood (Dirty Lines) Intro 8057
- Horricane—Joe Houston (Bobby Sox) Imperial 5175
- I Heard You Talking in Your Sleep—Jimmy Davis (Like) Decca 20220
- I Like Candy—Weldon Allard (Also Someone) Imperial 8153
- Inward Bound the Grave—Lavinia Brothers (The Great) V 20-4765
- It's Over, All Over—Frank Tillman (Take My) Coe 20956

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Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received June 25, 26 and 27

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

POSITION	WEEKS LISTED	THIS WEEK	TITLE	ARTIST	RECORD NO.	COMPANY
17	1	1	WILD SIDE OF LIFE	H. Thompson	Cap 7811942	(45)F-1942-BMI
12	2	2	ALMOST	G. Morgan	Cap 7812096	(45)F-2096-BMI
5	3	3	THAT HEART BELONGS TO ME	W. Pierce	De 7812809	(45)F-2809-BMI
5	5	3	ARE YOU TEASING ME	Carl Smith	Cap 7812092	(45)F-2092-BMI
19	7	5	DON'T JUST STAND THERE	Carl Smith	Cap 7812093	(45)F-2093-BMI
8	3	6	TALK TO YOUR HEART	R. Price	Cap 7812091	(45)F-2091-BMI
6	6	7	IT'S A LOVELY, LOVELY WORLD	Carl Smith	Cap 7812092	(45)F-2092-BMI
3	9	8	LADY'S MAN	Hank Snow	Cap 7812093	(45)F-2093-BMI
1	-	9	INDIAN LOVE CALL	S. Whitman	Imperial 8156	ASCAP
25	-	10	WONDERING	W. Pierce	De 7811636	(45)F-1636-BMI

I'm Make Sweet Love to You—Maddox Brothers and Roy (Weedon) Co 20955
 I'm Yours—Homer & Jethro (I'm Yours) V 20-4770
 Love Him on the Farm—Bill Mack (Oh, Please) Imperial 8158
 Make Him Dance—The Beaver Valley Sweethearts (Chester) MCA V 20-4769
 Kisses on Paper—Red Foley (Any You) Dec 28238
 Like the Waves Upon the Shore—Henry Davis (I Hear) Dec 28259
 Let the Wind of Fate—Homer & Jethro (I'm Yours) V 20-4770

Watch . . .

PEE WEE
'BUSY BODY'
 KING'S
 RCA VICTOR RECORD
 #20-4655

FOLK TALENT AND TUNES

Continued from page 36

Drianon, mandolin, and Don McHan, banjo. Group has also been playing theaters in Alabama and Mississippi in recent weeks.

Beaver Valley Sweethearts. WLS Barn Dance, Chicago, are going East for a few days. Girls will stop off at Reading, Pa., to appear at Shorty Long's club, then continue to New York where they are scheduled to cut four sides for RCA with Elton Britt. Homer and Jethro have returned to Chicago after a visit to Nashville where they recorded for RCA, cutting four sides of their own, and an additional quartet with an all-star country group.

Bill Bailey, who heads the "Old American Barn Dance" TV show, is doing a series of week-end rodeo dates. First appearance was in Norfolk, where Bill was hosted by Norman Phelps and Virginia Rambler. Phelps, along with his brothers, Wally and Earl, operate Fernwood Farms, and also have their own country music label, called Fernwood. Bailey also is scheduled for appearances with rodeos in Richmond, Va., and Roanoke in upcoming week-ends.

Disk Jockey Doings
 Sam Lillibridge, KCLW, Hamilton, Tex., reports that he and Murl Alexander had a wonderful opening for their new hillbilly park at Hamilton May 25. Opening show included the Texas Wranglers, two local bands; Joe Carson, boy singer, and Gaylon Christian and his sister. The promoters also staged an old-time fiddlers' contest. The first name act which the boys booked was Bob Shelton, who came in June 8. The operators charged 25 cents for car parking, but there is no admission. They are utilizing a number of food concessions and are considering also putting in further concessions when business becomes more assured.

The leasing deal on the park grounds was worked out with (Continued on page 84)

Country & Western (Folk) Record Reviews

FOLK Record Reviews

JIMMY WAKELY
 MY HEART HAS ROOM FOR YOU . . . 78-79-76-80
 CAPITOL 2126—Jimmy Wakely does a strong job with this bright, light-hearted ditty, with some good support from the trio. A good side for the country market.

IF YOU WOULD ONLY BE MINE, 80-82-78-80
 The country singer sells this sweetly ballad with a lot of heart and feeling, making it one of his strongest offerings in a while. It strongly gets spins.

ROY ACUFF
 CHEATING . . . 78-79-77-78
 COLUMBIA 20981—Strong vocal by the singer on a wistful country-essence, who good lyrics. This one should rate some spins and plays in the country market.

DON'T HANG YOUR DIRTY TRIFLE ON MY LIFE . . . 80-82-78-80
 Acuff turns in a bright, happy reading of a late, fast-tempo novelty, while the band creates excitement behind him. Disk is a good one and could catch heat in the country area.

JACK HUNT
 TRIFLE ON ME . . . 70-70-70-70
 CAPITOL 2128—Hunt tells about his folkie baby in enjoyable style, tho' the material is not very impressive.

I LEARNED MY LESSON FROM YOU . . . 74-75-74-72
 The material is effective on a better than-average country weeper, albeit in regional style, that ought to get spins.

JACK GUTHRIE
 OKLAHOMA HILLS . . . 75-76-74-75
 CAPITOL 2128—Guthrie does a careful job on a fine ditty that tells of nostalgia for the home territory. Good work that should earn spins.

DAMIE BOOGIE . . . 76-77-78-79
 The strong rhythm ditty with novelty lyrics is given a driving reading by Guthrie and combo. Fine picture for juke.

LEON MCGILLIFF ORK
 WHO TOOK MY RING FROM YOUR FINGER . . . 76-77-74-77
 COLUMBIA 20952—This fine weeper ballad is performed with warmth and sincerity by charter ditty Walter to sympathetic backing by the McGilliff band.

THIS SIDE OF TOWN . . . 70-70-68-72
 A swings item, done with an attractive bounce, comes thru nicely on this side. McGilliff does okay on the lyrics.

FOLK Record Reviews

JOHNNY NICKS
 AN ANGEL IN DISGUISE . . . 77-78-76-87
 COLUMBIA 20984—Slow, dreamy ballad to bring with warmth by Nicks. Backing is done in elegant style. One for spins.

HO DEE DEE AN . . . 75-75-73-77
 Careful selection with a low-end-too tempo that gets a brisk read up by charter one string band. Rural juke can use.

BILLY WALLACE
 BACK STREET AFFAIR . . . 72-74-71-71
 DECCA 21035—Wallace has a fine voice and sells the tune well. Strong backing helps out.

COUNTED OUT . . . 68-68-68-68
 Vocal by Wallace is handled nicely but material is not as strong as the flip side. Instrumental accompaniment is pleasant.

SHEE WOOLEY
 WHA' HOPPEN TO ME BABY . . . 75-74-74-77
 MGM 11272—Material is clever, and Wooley sells it pleasantly with his free and easy reading. Shee sets pace with a boogie beat. Should do well in the bars.

YOU'RE THE CAT'S MEOW . . . 74-74-73-74
 Lively item is wrapped up well by Wooley and the steel. Steel stands out in the backing. A good disk.

ROY ARNOLD
 SHEPHERD OF MY HEART . . . 82-83-82-81
 V 20-4787—The gentle ballad is warmly read in the best Arnold style, which is very fine indeed. Backing is simple and admirably suited to the material. Could be another big one for the chanter.

A FULL TIME JOB . . . 87-87-87-87
 Rhythmic change of pace from the flip makes for an effective coupling. Whistly-voiced ditty is put over in solid fashion by the chanter. A powerful entry that should earn a number.

RED FOLEY
 ARE YOU TRYING TO TELL ME GOODBYE . . . 78-79-77-79
 DECCA 28208—Simple ditty is fitted out of the alan-rass by the chanter, who is heard in a sincere and moving rendition.

KISSES ON PAPER . . . 80-82-81-81
 Ditty of romance by male has an engaging bounce and a relative melody. Foley makes the most of it with a persuasive reading. Both sides of this disk should enjoy heavy spins. (Continued on page 87)

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 (and put away the cues!)

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THE BILLBOARD

Music Popularity Charts

For Releases and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

• Best Selling Retail Rhythm & Blues Records

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

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

POSITION	Weeks Last	This to date	Title	Artist	Label
7	1	1	HAVE MERCY, BABY	Domino	Federal (78)12068 (45)45-12068
6	4	2	LAWDY MISS CLAWDEY	L. Price	Specialty 428-BMI
9	2	3	GOIN' HOME	Fats Domino	Imperial (78)5180 (45)45-5180
12	3	4	ONE MINT JULEP	Clovers	Atlantic 963-BMI
6	7	5	MOODY MOOD FOR LOVE	King Pleasure	Prestige (78)924 (45)45-924
13	6	6	NO MORE DOGGIN'	R. Gordon	RPM (78)350 (45)45-350-BMI
13	5	7	5-10-15 HOURS	Ruth Brown	Atlantic 962-BMI
18	-	8	NIGHT TRAIN	J. Forest	United (78)110 (45)45-110-BMI
1	-	9	EASY, EASY, BABY	V. Dillard	Savoy 847-BMI
13	9	10	HEAVENLY FATHER	E. McGriff-B. Lucas	Jubilee (78)5073 (45)45-5073

• Most Played Juke Box Rhythm & Blues Records

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

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

POSITION	Weeks Last	This to date	Title	Artist	Label
6	1	1	HAVE MERCY, BABY	Domino	Federal (78)12068 (45)45-12068
8	3	2	LAWDY MISS CLAWDEY	L. Price	Specialty 428
13	2	3	5-10-15 HOURS	Ruth Brown	Atlantic 962-BMI
10	3	4	GOIN' HOME	Fats Domino	Imperial (78)5180 (45)45-5180
13	5	5	NO MORE DOGGIN'	R. Gordon	RPM (78)350 (45)45-350-BMI
7	8	6	MOODY MOOD FOR LOVE	King Pleasure	Prestige (78)924 (45)45-924
6	6	7	SO TIRED	R. Milton	Specialty 429
7	10	7	HEAVENLY FATHER	E. McGriff	Jubilee (78)5073 (45)45-5073-BMI
17	7	9	GOT YOU ON MY MIND	J. Greer	VGT (20) 4348 (45)47-4348
11	9	10	ONE MINT JULEP	Clovers	Atlantic 963-BMI

RHYTHM & BLUES NOTES

By BOB ROLONTZ

Earle Theater, Watter house in Philadelphia, which has been housing band and vocal names for stage offerings, shut down for the summer season with the same stage policy to be resumed with the re-opening for the Labor Day holiday... Bill Gerson has enlarged the bandstand at his Pep's Musical Bar, Philadelphia, to accommodate larger units and even full-size orchestra. For the June weeks, the larger bandstand enabled him to bring in Willis Jackson and Tiny Bradshaw, Coatesville (James) Harris, the

one-time drummer boy for Louis Armstrong, winds up his stay this week at The Web, Philadelphia, and moves to the Regal's, Atlantic City, for the rest of the summer... Slim Furness and the Keys into the Rendezvous, Philadelphia, early in July for the remainder of the summer. Rainbow Records, on a full-scale drive for r.&b. loot, added to its talent stable last week with the signing of the Miller Sisters, youngsters aged 8, 11 and 13, and the Five Crowns, new r.&b. group. Bettelou Purvis, who used to

A GUARANTEED HIT!

This record has already taken off in Los Angeles, Dallas, Houston and New Orleans

"LILLIE MAE"

s/w "THE BELLS ARE RINGING"
Smiley Lewis

Imperial 5194
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'Easy, Easy Baby'

Savoy 8851

"I'm Yours"

Savoy 8849

"HELP ME BLUES"

s/w

"HEARTACHE, HERE I COME"

MEL WALKER

with Johnny Otis Ork.

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The August schedule reads as follows: August 2, the Dominoes and Bull Moose Jackson; August 10, the Clovers and Jackson; August 17, Coofie Williams and Tiny Davis' ork. Shows are booked by Shaw Artists.

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THE BILLBOARD

Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

Rhythm & Blues Record Releases

- Back Bitin'-Freddie Mitchell Ork (1 A1m) Deroy 500
Bertie-The Orioles with Buddy Lucas & Ork (Gittler) Jubilee 5051
Blam I Can't Forget-Errol Garner (Gittler) Atlantic 577
Cracklin' Bread-Ed Sarrao (Daley Mae) Deroy 750
Daley Mae-Ed Sarrao (Cracklin' Bread) Deroy 780
Dinky Boyce-Jimmy (Piano) Jackson (Piano) Sunset Deroy 781
Don't Say You Love Me-Mickey Champion (Two-Faced) Aladdin 3137
Don't You Cry-Joe Turner, with Van (Piano Man) Writs (Poor Lovers) Atlantic 970
Guitar Tired, Tired, Tired-The Orioles with Buddy Lucas Ork (Bertie) Jubilee 5084
Gits in the Dark-Errol Garner (Blam) Atlantic 577
Get Mad, Bury-The Cardinals (Go On) Savoy 852
Go On, Bury-The Cardinals (Get Mad) Savoy 952
Here in My Heart-Wills (Gator Tail) Jackson (Rock, Rock) Atlantic 967
Hold Me-The Five Keys (I Had'n) Aladdin 3136
Hottin' Family Blues-Buddy Lucas and His Band of Tomorrow (I'll Never) Jubilee 5083
I Ain't Gonna Worry My Life Anymore-Freddie Mitchell Ork (Black Blues) Deroy 500
I'm Still in Love-Hudda Brooks (Remember) Ork 6086
I Can't Get Started With You-Frank (Fat Man) Humphries Ork with the 4 Notes (Lulu) Jubilee 5085
I Haven't Anyone to Tell-The Five Keys (Hold Me) Aladdin 3136
It's Raining-Edna McGriff with Buddy Lucas & Ork (Hot, Hot) Jubilee 5087
I'll Never Smile Again-Buddy Lucas & His Band of Tomorrow (Hottin') Jubilee 5083
L'Amour Tougours-Les Harris (96 Lbs.) V 20-4779
Little Mae-Samley Lewis (The Beth) Imperial 5194
Lift Every Voice and Sing-Johny Hartman & Ork (There Is) V 20-4767
Lullaby Blues-Frank (Fat Man) Humphries Ork, with the 4 Notes (I Can't) Jubilee 5085
My Ideal-Billy Maconi & Ork (Ork, Ork) Federal 12084
96 Lbs.-Les Harris (L'Amour) V 20-4779
New Rose-Edna McGriff with Buddy Lucas Ork (It's Raining) Jubilee 5087
Ork Ork-Billy Maconi & Ork (My Ideal) Federal 12084
Open House-Arnet Cook & Ork (Whispering) Ork 6087
Piano Boogie-Jimmy (Piano) Jackson (Dinky Boyce) Deroy 781
Poor Lovers Blues-Joe Turner, with Van (Piano Man) Writs (Gator Tail) Atlantic 970
Remember-Hudda Brooks (I'm Still) Jubilee 5086
Rock, Rock, Rock-Wills (Gator Tail) Jackson (Here Is) Atlantic 967
She Walks Right In-Piano Red (The Same) V 20-4766
The Sales Tax Boogie-Piano Red (She Walks) V 20-4766
Tears Is a Way-Johny Hartman & Ork (Lift Every) V 20-4767
The Beths Are Singing-Samley Lewis (Little Mae) Imperial 5194
The Stars Are Mine-Billy Paul, with Buddy Lucas & Ork (You Didn't) Jubilee 5086
Ting-A-Ling-The Clovers (Wonder Where) Atlantic 969
Two-Faced Dandy-Mickey Cl-John (Don't Say) Aladdin 3137
What More Can I Ask-Austin Powell & the James Quintet (Wonder Where) Atlantic 968
Wonder Where My Baby's Gone-The Clovers (Ting-A-Ling) Atlantic 969
Wrong Again-Austin Powell & the James Quintet (Urban Heavy) Atlantic 968
You Don't Know-Billy Paul, with Buddy Lucas Ork (The Stars) Jubilee 5086

Rhythm & Blues Record Reviews

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

RHYTHM & BLUES Record Reviews

LES HARRIS
96 LBS 76-75-73-75
V 20-4779-Harris on first disc with label shows in good advantage with a bright vocal on a jump blues item with humorous lyrics. Ork pours out heavy beat.
L'AMOUR TOUGOURS 76-78-75-75
Ork sets a strong beat on a disc with sax backing and horn. Vocal by Harris is delivered with warmth. Could spill over into the pop field. Overlays should stop.

RHYTHM & BLUES Record Reviews

PIANO RED
SHE WALKS RIGHT IN 77-78-76-77
V 20-4766-Piano Red and ork give this one a big ear. Beat is strong. Red's singing and playing help solo job.
THE SALES TAX BOOGIE 90-79-79-92
Title is enough to tell this one. It's Piano Red's best effort in recent months. Lyrics are clever and Red rocks them across. Should catch a lot of coin in pop as well as R.B. locations.
AUSTIN POWELL
WHAT MORE CAN I ASK 72-73-71-72
ATLANTIC 968-Powell handles the title warmly. "The James Quintet provides solid rhythmic as well as chord backing.
WRONG AGAIN 70-71-70-69
This side follows the same pattern as the flip. A slow and rhythmic ork and chord backing for a capable vocal by Powell.

WIMI BROWN
YOUR HAPPINESS IS MINE 76-77-75-75
Mercury 5816-Brown projects this one with warmth. Chord and ork backing give a good lift.
HERE IN MY HEART 75-77-73-75
Miss Brown's reading is an unimagined one. Tempo is on the slow side. Powerful backing is supplied by the chord group and ork with an organ adding excitement.

TIMY BRADSHAW
LAY IT ON THE LINE 86-86-86-86
ATLAS 1007-Her's a moving rendition of a peppy tune that drives hard from start to finish. Ork is as powerful as the chanting of the suggestive lyrics. Due for plenty of action.
RIPPIN' AND RIPPIN' 80-81-78-81
Little Tim Kennedy backs Bradshaw in another driving song. It's a strong blues with a solid beat on the way.

JIMMY THORNDIKE HORNE
HELLO, LITTLE GIRL 69-69-69-69
ATLAS 1007-Horne shows a powerful set of pipes in a real-time rhythmic spot.
HONEYBUCKLE ROSE 80-80-78-82
Chuckle back the title on a 67-color interpretation that should keep the turntable working overtime. Ork backs the chanteuse powerfully for a size that should make ahead records.

HATTIE GREEN
I GOT IT BAD AND THAT AIRT 6000 78-79-76-79
ATLAS 1007-Hattie Green plays the circle blues pretty. She has an impressive style that comes across easily on wax. May catch some love.
ROCKS IN MY BED 75-75-73-75
The roundful blues classic by Ellington is given a powerful reading by Miss Green. She sells strongly through.

WILLS JACKSON
HERE IN MY HEART 82-83-80-83
ATLANTIC 967-The tune itself is now a big hit in the pop field, receives a beautiful instrumental making Jim Jackson's teeny sax solo a haunting melody by acoustic Gladys Brock. Ork backing is mighty talented. This one could bust out and, it should set sales and plays.
ROCK, ROCK, ROCK 75-75-73-77
Instrumental version of the Mammy Lane is performed with a big beat by the ork, featuring "Gator Tail" on sax and a strong organ. Side doesn't help. Label could easily have shipped this one.

SONNY BOY HOLMES
WALKING AND CRYING BLUES AND CRYING 76-77-79-76
HOLLYWOOD 223-Holmes gives out with a fine effort on this Southern blues item. His sounding style is very absorbing. Guitars and harmonica provide an interesting backing.
I'M GOT THE 504 00 QUESTION BLUES 78-80-77-78
Smiler builds a lot of excitement on this side with his fine vocal. Strumming guitars set off his effort really. Ork would be all right in the Southern market.

JOE TURNER-VAN WALLS
DON'T YOU CRY 78-79-77-78
ATLANTIC 970-The member tells his baby not to cry, and he will be back, on this new platter. He sells the effort strongly while Van Walls fills out a lot of music on the B-side.
POOR LOVERS BLUES 72-73-72-72
Turner sees a good job on this blues item and the ork furnishes smooth support. Side is not as strong as the other.

THE CLOVERS
WONDER WHERE MY BABY'S GONE 94-94-88-88
ATLANTIC 969-The Clovers have a solid swing here, one that should be a healthy follow-up to their smash "One Mint Julep." It's a blues meager and the boys give it a warm, heart-felt reading, over an exciting ork backing. Item looks like a coin-grubber.

TING-A-LING 81-81-80-82
An attractive fast-tempo novelty item, with a fine beat, receives a rousing reading from the Clovers. Ditty rhythm with the ork make the guys' hearts go Ting-A-Ling. This side too could catch hot.

JAY McSHANN ORK
DUKE AND THE BRUTE 74-75-73-73
MERCURY 828-McShann tempo instrumental is given an interesting flip by the McShann group. Lead is carried through by Ben Webster and his vibrant tenor sax.

GOT YOU BEGGING 75-76-74-75
Standard blues in song with enthusiasm by the Clovers. Ditty rhythm with the ork make the guys' hearts go Ting-A-Ling. This side too could catch hot.

DEBBIE ANDREWS
I AIN'T GOT NOBODY 70-72-69-69
MERCURY 828-Debbie gives the evergreen a lovely reading. Ork adds an interesting accompaniment.

I LOST YOU 75-76-74-75
Ork sets a slow and maddy pace for a warm performance by Miss Andrews. Use of sax choruse at beginning and again at the end of vocal adds to the attractiveness.

MEMPHIS SLIM
THE QUESTION 73-74-73-72
MERCURY 828-Memphis Slim sports with an undiluted soul in a pleasant groove and slow vocal. Ork sets an effective backing and flashes some nice instrumentation.
NEVER LET ME LOVE 76-76-75-77
Memphis Slim is in top form on this slow burn. His vocal is full of heart. Ork adds a healthy background.

HERB RANCE
ALONE 65-65-65-65
MERCURY 828-Lance sings the evergreen in spiritless fashion. Ork effort is okay.
LONESOME AND BLUE 60-60-60-60
The Lance sets more heart into this slow. It is an unexciting effort. Lament of disk doesn't help. Label could easily have shipped this one.

SONNY BOY HOLMES
WALKING AND CRYING BLUES AND CRYING 76-77-79-76
HOLLYWOOD 223-Holmes gives out with a fine effort on this Southern blues item. His sounding style is very absorbing. Guitars and harmonica provide an interesting backing.

JOE SWANSON
FORGIVE ME 70-70-70-70
HOLLYWOOD 221-Swanson delivers a sympathetic vocal while his ork comes thro with a good backing.
OR BLUES 65-65-65-65
Instrumental by Swanson and includes some nice instrumentation but fails to materialize.

SONNY THOMPSON
I'LL GROW IN MY TEARS CLANG CLANG CLANG 4527 and 45-4527
LET'S CALL IT A DAY BLUES MAMBO 4541 and 45-4541

THE SWALLOWS
BESIDE YOU YOU LEFT ME 4525 and 45-4525

TODD RHODES
ROCKET 69 POSSESSED 4528 and 45-4528

EARL BOSTIC
LINGER A WHILE VELVET SUNSET 4536 and 45-4536

THE DOMINOES
HAVE MERCY, BABY DEEP SEA BLUES 12068 and 45-12068

THAT'S WHAT YOU'RE DOING TO ME WHEN THE SWALLOWS COME BACK TO CAPIS-TRANO 12059 and 45-12059

LITTLE ESTHER
ACED AND MELLOW BRING MY LOVIN' BACK TO ME 12078 and 45-12078

Federal Records logo and list of records including: STEVE LAWRENCE POINCIANA NEVER LEAVE ME 15185 and 45-15185; TEDDY PHILLIPS I'M NOY GONNA LET'CHA IN TODAY TOMORROW AND ALWAYS 15183 and 45-15183; DICK BROWN BOOMERANG A LETTER FROM A LADY 15188 and 45-15188; GRANDPA JONES FIX ME A PALLIT FIFTEEN CENTS IS ALL I GOT 1069 and 45-1069; HAWKSWHAW HAWKINS UNWANTED GOT YOU ON MY MIND 1062 and 45-1062; YORK BROTHERS THE HARD WAY I LOVE YOU WALTZ 1067 and 45-1067; SHORTY LONG and DOLLY DIMPFL I MISS YOU SO HILLSBILLY WEDDING 1076 and 45-1076; CLYDE MOODY WHEN YOU HAVE NO ONE TO LOVE YOU WHY DON'T YOU COME BACK TO ME 1072 and 45-1072; SONNY THOMPSON I'LL GROW IN MY TEARS CLANG CLANG CLANG 4527 and 45-4527; LET'S CALL IT A DAY BLUES MAMBO 4541 and 45-4541; THE SWALLOWS BESIDE YOU YOU LEFT ME 4525 and 45-4525; TODD RHODES ROCKET 69 POSSESSED 4528 and 45-4528; EARL BOSTIC LINGER A WHILE VELVET SUNSET 4536 and 45-4536; THE DOMINOES HAVE MERCY, BABY DEEP SEA BLUES 12068 and 45-12068; THAT'S WHAT YOU'RE DOING TO ME WHEN THE SWALLOWS COME BACK TO CAPIS-TRANO 12059 and 45-12059; LITTLE ESTHER ACED AND MELLOW BRING MY LOVIN' BACK TO ME 12078 and 45-12078.

Advertisement for 'THE CLOVERS' featuring 'DON'T YOU KNOW I LOVE YOU', 'FOOL, FOOL, FOOL', and 'ONE MINT JULEP'. Includes a large image of the band and promotional text: 'Now ANOTHER SMASH HIT by THE CLOVERS "WONDER WHERE MY BABY'S GONE" backed by "TING A LING" ATLANTIC 969'. Also features 'DON'T YOU CRY' backed by 'THE BOSS OF THE BLUES' and 'POOR LOVER'S BLUES' backed by 'ATLANTIC 970'. The ad is for Atlantic Recording Corp., 234 West 56th St., New York 19, N. Y.

Advertisement for 'THIS IS A HIT! "ONCE IN A WHILE" by EDNA McGRIFF, SONNY TIL, and BUDDY LUCAS. Released by JURILEE RECORD CO., Inc., 335 W. 47th St., N. Y., N. Y.

Advertisement for 'PROVEN HIT! LOUISIANA BY Percy Mayfield #432. Released by Specialty Records, 8502 Sunset Blvd., Hollywood 48, Cal.

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1 month later ...

...Please send us 100 additional Today's Top Tunes*...



1 month later ...

...now receiving Today's Top Tunes*... in 150 quantity. I want you to change it to 400*...

3 months later ...

...Would like to order Today's Top Tunes* to make a total of 750*...

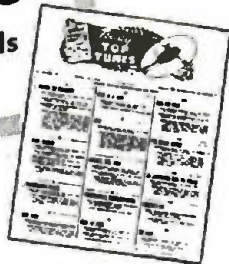


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7 months later ...

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Name of Store

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City Zone State

Phone Number Your Name

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Records and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Record Reviews

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

How Ratings Are Determined Records are rated four ways: (1) overall, (2) as to their value for disk jockeys, (3) for retailers, and (4) for operators. Each category is based on 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; Vocal style, 15; Record quality (surface, etc.), 5; Music publisher's air performance potential 10; Exploitable record series—production firm, logic and other "long" sales, 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.

POPULAR Record Reviews	POPULAR Record Reviews
<p>THE PHINOTOPPERS TWIN MAZURKS 70-70-68-72 CORAL 64783—A fast-tempo, melodic mazurka item is handed a sharp instrumental reading by the Phinotoppers on the steel guitar.</p> <p>THE IRISH POLKA 75-77-71-77 Unusual combination of a polka played with an Irish beat is given a clever performance by the Phinotoppers, who make a steel guitar sound like a banjo. Good, bright reading for jibes.</p> <p>FRANK SINATRA LUNA ROSSA 78-80-78-76 COLUMBIA 39785—Lively new import from Italy, where it has been a big hit for years, is performed persuasively by Sinatra over a top-flight orchestra arrangement. Tune, simple and appealing, could break out.</p> <p>TENNESSEE NEWSBOY 82-83-78-84 The warbler lends this spirited, fast tempo, melodic riff item a strong vocal, one of his best warblers in a long time, while the orchestra creates a lot of excitement in the background, and pounds out a fine beat. A good side by Sinatra that could grab hold.</p> <p>DORIS DAY WHEN I FALL IN LOVE 87-87-87-87 COLUMBIA 39786—Doris Day does a beautiful job with this lovely new ballad giving it a warm, heart-rending performance, over a rich backing by the Percy Faith orchestra. This one should be another big winner for Doris after her recent "May Is A Lovely Time Is By Your Side" from the movie "The Mirror To Love."</p> <p>TAKE ME IN YOUR ARMS 82-84-82-80 Here is another mighty fine rendition by the beautiful and accomplished singer, and once again the orchestra backing is lovely. This side too should ride high with the jacks.</p> <p>ARTHUR PRYSROCK I'M A SENTIMENTAL FOOL 72-73-71-72 DECCA 28270—Prysock does a good job with this new tune, singing it with a lot of feeling, over an attractive orchestra arrangement. Don't miss this.</p> <p>SCHOOL OF LOVE 69-70-70-67 A pleasant new ballad is sold with charm by the warbler, who he doesn't get much chance to show off his new pipes. Another item that wicks can use.</p> <p>FREDDI HALL FASCINATING RHYTHM 74-75-73-74 KING 15319—Lyrics are chanted at breath-taking speed by Hall, and the band follows there in style. Group projects some unusual side that should create attention for the side if properly exposed. It's a galish new dress for the Gershwin classic.</p> <p>PUDDING HEAD JONES 68-69-67-68 Recently while about a big that was somewhat less than brilliant is favored a fresh-sounding reading by the group.</p> <p>JOHNNY HARTMAN LIFT EVERY VOICE AND SING 74-76-74-69 V 20-4767—Tune, penned in 1938, has just been officially adopted for the NAACP. Hartman gives it an inspired performance. An extra-facial clear and soft tenor by Howard Biggs and an impressive backing. Should get spins.</p> <p>THERE IS A WAY 72-74-72-68 Religious item is given a superb reading by Hartman with orchestra and chorus creating a tasteful backdrop.</p> <p>TED STRAETER ORK THE FOLKS WHO LIVE ON THE HILL 72-73-72-72 MGM 13275—Tune is from the "High Wide and Handsome." Ork provides an effective quiet setting for a beautiful arrangement. Straeter half-chorus, half-chorus the vocal.</p> <p>THE MOST BEAUTIFUL GIRL IN THE WORLD 74-76-73-75 Another past show song that one from "Jumbo." Straeter sings the lyric brightly with fine vocal support from the Straeter Singers. Ork again backs in excellent style should get plenty spins.</p> <p>THE WINNERS MY SIN 72-72-69-75 DERBY 802—The Winners, new group on the scene with a style similar to that of the Four Aces, turn in a very effective rendition of the oldie, which could grab some new ears. Group sings with a beat, and lead is good.</p> <p>TO THINK WE'RE ONLY FRIENDS 72-73-68-75 The Winners hand this melodic city-walker a strong performance, making good use of their strong vocal and solid beat. Lead singer stands out. Disc should get plays.</p>	<p>ERROLL GARNER GLISS IN THE DARK 70-70-70-70 ATLANTIC 377—Garnier has some balls with this unusual and interesting piece of material, a cross between a ruff item and a novelty blues.</p> <p>BLUES I CAN'T FORGET 75-76-73-74 The pianist gives this novelty blues item a good performance backed by an unobtrusive rhythm group. Waring should appeal to Garner's followers.</p> <p>RAY BROWN ROSES ALL THE WAY 69-69-68-70 MERCURY 586—Vocal by Ray Brown is pleasant but lacks real distinction. Raymond Ferguson also offers in tone and features some fine trumpet work.</p> <p>WOW 67-68-66-67 Lively disc is given a light-hearted performance by Strath with the aid of more good backing.</p> <p>TERESA BREWER RHODE ISLAND REDHEAD 74-76-73-73 CORAL 60775—"Songs for Sale" winner is backed by an enthusiastic performance by Miss Brewer. Melodrama and orchestra provide accompaniment.</p> <p>EILEEN BARTON EM-TUZE E-LUZ-E-AS-IM 72-73-71-71 Another "Song for Sale" prize winner, this one backed by Eileen Barton through lyrics a lot of balls into the top and gets a healthy assist from the Sweetland Singers. Ray Block arrangement also helps out.</p> <p>ALAN DEAN I'LL FORGET YOU 74-76-73-73 MGM 13266—Dean is in top form on this ballad. His big wide projects warmly. Disk composed by Joe Lipman supplies a lush backing.</p> <p>LUNA ROSSA 77-79-76-76 Ork treats out an excellent slow rhumba rhythm while Dean warbles in heartfelt manner. A fine side that could get some action. Tune has been a big hit in Italy for the past three years.</p> <p>GILLY BOWEN YOU BROKE MY HEART 72-73-71-71 MGM 13271—Performance by Bowen and the Butterfield Four is slow and quiet. Rhythm group adds to the moody setting.</p> <p>DIAMOND MINE IN MADAGASCAR 69-70-68-69 Tempo is slow. Bowen leads nicely with his smooth phrasing and gets solid accompaniment from the Butterfield Four.</p> <p>TOMMY EDWARDS EASY TO SAY 77-78-78-76 MGM 13268—A lovely ballad with a warm-hearted vocal. Ed Ray Holmes orchestra with a lush backing. Disc should pull plenty spins.</p> <p>THE GREATEST SINNER OF THEM ALL 78-79-77-78 Lovely ballad is given a top flight performance by singer. His relaxed and heartfelt style makes for easy listening. Holmes orchestra with accent on strings adds to beauty of side.</p> <p>EDDIE WILCOX ORK POSSESSED 73-76-78-73 DERBY 801—A strong new item, played to a snappy beat, receives a powerful rendition, full of feeling, from struth Nadine Healy, a girl worth listening to on any side. Wilcox orchestra arrangement is good. The singer has a sound and an individual style. Side should pull plenty spins.</p> <p>DON'T APOLOGIZE 65-65-65-65 Singer Sylvia Rhodes gives this agreeable new tune an effective reading while the orchestra contributes interesting backing.</p> <p>TERRY GILKYSOHN FOUND AFFECTION 72-73-71-72 DECCA 28258—A lovely folk-influenced item penned by the singer receives a pleasant performance from Gilkysohn with aid from the Katsaris and orchestra. Big girl spins.</p> <p>THE MAN YOU DON'T MEET EVERY DAY 68-70-66-68 The warbler lends this simple Irish styled country air a warm reading with smooth chorus and good support.</p> <p>HELEN O'CONNELLES BAXTER ORK LONG AGO LAST NIGHT 79-80-80-77 CAPITOL 2140—A lovely folk-influenced ballad receives a fine rendition from Helen O'Connell, with the orchestra contributing some lovely sounds. Should receive a lot of spins and interest and could build.</p> <p>ONE FOR THE WONDER 77-78-76-75 The struth, with the help of the Les Baxter chorus and orchestra, turns in a bright, happy reading of the new novelty item. Devjays will like.</p>



FRAN-TASTIC!

FRAN WARREN

What is This Thing Called Love?

and
Wish You Were Here

MGM 11270 78 rpm—K11270 45 rpm

BILLY ECKSTINE

Hold Me Close to You

and
If They Ask Me

MGM 11217 78 rpm—K11217 45 rpm

BILL HAYES

High Noon

and
Padam-Padam

MGM 11266 78 rpm—K11266 45 rpm

THE DE MARCO SISTERS

Auf Wiederseh'n Sweetheart

and
Watermelon Weather

MGM 11278 78 rpm—K11278 45 rpm

BARBARA RUICK

How About You?

and
I'd Wanna Walk Right Out of This World

MGM 11231 78 rpm—K11231 45 rpm

BLUE BARRON

& His Orchestra

A Girl, A Fella, A Beach Umbrella

and
A Mighty Pretty Waltz

MGM 11239 78 rpm—K11239 45 rpm

PEGGY KING

I Cried For You

and
There's Doubt In My Mind

MGM 11260 78 rpm—K11260 45 rpm

HANK WILLIAMS

Half as Much

and
Let's Turn Back the Years

MGM 11202 78 rpm—K11202 45 rpm

JACK HART

Rabbits Don't Ever Get Married

and
Angelina

MGM 11261 78 rpm—K11261 45 rpm



**M.G.M.'S
ROLL CALL
OF HITS!**

BILLY ECKSTINE
KISS OF FIRE

and
NEVER LIKE THIS
MGM 11225 78 rpm
K11225 45 rpm

DAVID ROSE & His Orchestra
THE FLYING HORSE

and
TENDERLY
MGM 30384 78 rpm
K10384 45 rpm

HENRY JEROME & His Orchestra
BOO-HOO

and
WHISTLE MY LOVE
MGM 11240 78 rpm
K11240 45 rpm

JONI JAMES
LET THERE BE LOVE

and
MY BABY JUST CARES FOR ME
MGM 11223 78 rpm

BILL FARRELL
BREAK THE BANDS
THAT BIND ME

and
STAY
MGM 11256 78 rpm
K11256 45 rpm

BUDDY DeFRANCO & His Quartet
GET HAPPY

and
SAMIA SHUFFLE
MGM 11250 78 rpm

LeROY HOLMES & His Orchestra

ISN'T THIS A NIGHT FOR LOVE

and
OOH THAT KISS
MGM 11247 78 rpm
K11247 45 rpm

SKIP MARTIN & His Orchestra
I CONCENTRATE ON YOU

and
YVILIA
MGM 11248 78 rpm
K11248 45 rpm

FESS FRITSCH & His Goosetown Band
HOPELESS POLKA

and
THE MOON BEAMS CLEAR
MGM 11246 78 rpm

COY McDANIEL
DEVIL'S DREAM

and
OLD JOE CLARK
MGM 11243 78 rpm

BOB WILLS
SNATCHIN' AND GRABBIN'

and
I WANT TO BE WANTED
MGM 11241 78 rpm
K11241 45 rpm

**THE BILLBOARD Music
Popularity Charts**

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio)

• 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.

WISH YOU WERE HERE Eddie Fisher-Hugo Winterhalter
THE HAND OF FATE RCA Victor 20-4800..

Eddie Fisher turns in a warm rendition of the lovely new tune from the show, "Wish You Were Here." The flip side is a big one backed and it receives a big-sided rendition from the warbler. Winterhalter gets backing on both is classy.

KAYS LAMENT Kay Starr Capitol 2151

The throat with this swarming blues item with a powerful rendition that should create a lot of action. Singer is backed by a vocal group and a driving one arrangement. Flip side, "Fool, Fool, Fool" is another slick blues item.

• 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. HIGH NOON Frankie Laine Columbia 39770
2. I DON'T WANT TO TAKE A CHANCE Eddy Howard Mercury 5871
3. WHAT IS THIS THING CALLED LOVE? Fran Warren MGM 11270
4. ONCE IN A WHILE Patti Page Mercury 5067
5. TAKE MY HEART Al Martino Capitol 2122

• 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. VANESSA Hugo Winterhalter Ork. Victor 20 4691
2. STRANGE SENSATION Gene Valli Victor 20 4759
3. ROCK OF GIBRALTAR Frankie Laine Columbia 39770
4. SUGARBUSH Doris Day-Frankie Laine Columbia 39693
5. WHAT IS THIS THING CALLED LOVE? Fran Warren MGM 11270

• 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 tune the juke box operators think tomorrow's hits will be:

1. IN THE GOOD OLD SUMMERTIME Les Paul Mary Ford Capitol 2123
2. TAKE MY HEART Al Martino Capitol 2122
3. THE MASK IS OFF Richard Hayes Mercury 5872
4. SUGARBUSH Doris Day-Frankie Laine Columbia 39693
5. BOTTLE ME Rosemary Clooney Columbia 39767

• The Country and Western 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 the Country & Western disk jockeys think tomorrow's hits will be:

1. IT WASN'T GOD WHO MADE HONKY TONK ANGELS. Kitty Wells Decca 28232
2. HEART TROUBLE Janette and Jack Victor 20-4765
3. I LOVE YOU 24 HOURS A DAY Billy Strange Capitol 2122
4. FULL TIME JOB Eddy Arnold Victor 20 4787
5. FOOLISH PRIDE Faron Young Capitol 2133



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SALES RESULTS—
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*Merely
Sensational!*

**'hang out
the
stars'**

RCA VICTOR
20-4844 (78)
47-4844 (45)

by the **BELL SISTERS** with
HENRI RENE and his orchestra

RCA VICTOR RECORDS

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

Advance Record Releases

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

POPULAR

- Birds 'n' Bees—The Three Suns (S) High V 20-4790
- Blues in the Night—Chris Henderson & His Hammond Organ (Templeton) Par 12319
- Body and Soul—Helen O'Connell (Cling) Cap 2137
- Brotherhood—Lawrence Welk & His Champagne Music (Watermark) Coral 60784
- Brotherly—Romie Adams & Ork (Who, Who, Who?) London 1235
- Buzz Me, Baby—Dolly Dawn (Golden Mail) Jubilee 6009
- Can You Whistle Japanese?—Benny Lee (Pretty Boy) London 1238
- Come Back to Sorrento—Dean Martin (Dick) Siskit Ork (M) Main 210
- How Can I Sleep When I'm Deep in the Blues—Tennery Dorsey & Ork (You Fuddy) Dec 28257
- How Do You Feel—Frank Stevens & Ork (Please, Say) Gramercy 1059
- Diamond Mine in Madagascar—Billy Bowen (You Buke) MGM 11271
- Down in the Heart of the Cats Home District—Bill Strawn (Maundy) Coral 60782
- Don't Apologize—Eddie Wilson Ork (Promenade) Derby 801
- Do You Care?—Tommy Feoli-Franco Wayne & Ork (Siboney) Coral 60785
- Easy to Be—Nancy Foy (The Greatest) MGM 11268
- Everything Happens to Me—Ervil Garner (Perfidio) Atlantic 676
- Father Time—Sonny Gale with Ralph Bunch Ork (I Laughed) V 20-4769
- Few and Far Between—Les Brown & Ork, Martha Tilton (You Forget) Coral 60785
- Fire Accident—Terry Gilchrist (The Best) Dec 28258
- Golden Hair—Dolly Dawn (Buzz Me) Jubilee 6009
- Good Night, Good Morning—Bobby Darin (Mary Lou) Columbia 101
- How Lovely Gode the Moon—Joel Mazari and Miriam (Sugabab) Dec 28267
- I Laughed at Love—Sonny Gale-Ralph Bunch Ork (Father Time) V 20-4769
- I'm a Child by the Side of the Road—Ron Griffin (I Dugan Ted Starford, vocal) (Rouley Label) Cal 39778
- I'll Always Be in Love With You—The Merry Macs (Rippy Dippy) Intre 6046
- I'll Forget You—Alan Dean (Luna Ross) MGM 11269
- Love Is Like a—Zippo Dixon & Ork (Smote Get) MGM 11274
- Luna Ross—Frank Sinatra (Tennessee Newboy) Cal 39757
- Luna Ross—Alan Dean (I'll Forget) MGM 11269
- Ma-Ma-Ma Put the "It" On—Donny London (It's All) V 20-4792
- Manly—Cliff Stevens (Down In) Coral 60782
- Mary Lou—Ricky Hill (Good Night) Columbia 101
- My Sil—The Winners (To Think) Derby 802
- Oh! Maria—Dean Martin-Dick Stabile Ork (Come Back) Cap 2140
- On the Beach—George Auld (Overdue) Dec 28261
- Perfidio—Ervil Garner (Everything) Atlantic 676
- Perfidio—Ervil Garner & His Piano Band (The Central) London 1234
- Please My Love—Frank Sinatra & Ork (Devin) Gramercy 1059
- Posessed—Eddie Wilson Ork (Don't Apologize) Derby 801
- Pretty Bird—Benny Lee (Can You) London 1238
- Ride or Die—Dee Dee Day—Eton Hones (Vocal) Dec 28214
- Rippy Dippy—The Merry Macs (I'll Always) Intre 6046
- Rippy Dippy—The Merry Macs (I'll Always) Intre 6046
- Rippy Dippy—The Merry Macs (I'll Always) Intre 6046
- Shower—Neal Hefti-Francis Wayne & Ork (Do You) Coral 60780
- Skating—The Three Suns (Birds 'n' Bees) V 20-4790
- Smoke Gets in Your Eyes—Zippo Dixon & Ork (Lovely) MGM 11274
- No. 1, Sugarbush, No. 2, The Capetown Girls—Joel Mazari & Harlan (How Lovely) Dec 28267
- Take Me to Your Arms—Doris Day-Percy Faith & Ork (Who?) Cal 39786
- Templeton Rag—Chris Henderson & His Hammond Organ (Homes in) London 12310
- Tennessee Newboy—Frank Sinatra (Luna Ross) Cal 39787
- The Caricac—Edmundo Ros & His Rumba Band (Perfidio) London 1234
- The Fools Who Live on the Hill—Ted Straker & Ork (The Hill) MGM 11275
- The Greatest Singer of Them All—Tommy Edwards (Easy) Cal 39775
- The Irish Polka—The Pinetoppers (Twin Mazurka) Coral 60783
- The Man You Don't Meet Everyday—Terry Gilchrist (Fond) Dec 28258
- The Most Beautiful Girl in the World—Ted Straker & Ork (The Fools) MGM 11275
- The Thank You—The Winners (The Winners) (My Sil) Derby 802
- Trying—The Hill Toppers (You Made) Dec 15018
- Twin Mazurka—The Pinetoppers (The Irish) Coral 60783
- Watermark Weather—Lawrence Welk & His Champagne Music (Body) Coral 60784
- When I Fall in Love—Doris Day-Percy Faith Ork (Take Me) Cal 39786
- When My Love—Eton Hones (Radio) Dec 28214
- Who, Who, Who?—Romie Adams & Ork (Body) London 1235
- You Made Us My Mind—The Hill Toppers (Trying) Cal 15018
- Your Daddy Got the Gleeck—Tommy Dorsey & Ork (Little) Dec 28257
- Zag a Little—Zag—Miles O'Connell (Body and Soul) Cal 3137
- Zag a Little—Zag—Dorothy London (M-M) V 20-4792

INTERNATIONAL

- Africa Mama (Sugar Mama)—Compta Mabum (M) (Dico) Exite 20-345
- Dados De Mi (Your Dances)—Luis (Lijal) Ortiz (E) (Paoletti) Exite 20-346
- Lina—Alfredo Valdes Y Su Conjunto (Servicio) Exite 20-340
- Mi Deseo Ben (My Sweet Love)—Corvino Habana (Sawar) Exite 20-345
- Rio Rio Rio—Julio Arcaño Y Su Orquesta (Sawar) Exite 20-343
- Servicio Dilegato—Alfredo Valdes Y Su (Lina) Exite 20-340
- Solvez Vos Djes (Sailing Eyes)—Julio Arcaño Y Su Orquesta (Rio Rio) Exite 20-343
- Un Pochito Mas (A Little Bit More)—Luis (Lijal) Ortiz (Dances De) Exite 20-344

HOT JAZZ

- Bennie Bouvier—The Bennie King (Susanne Foster) Good Time Jazz 64
- Blues My Neatly Sweetly Gives to Me—Bob Sabersky's Frisco Band (Do You) Good Time Jazz 66
- Marjand, My Marjand—Kid Ory's Creole Jazz Band (Oh! Didi) U Good Time Jazz 63
- Oh! Didi! He Rumble—Kid Ory's Creole Jazz Band (Marjand) Good Time Jazz 65
- Siraham Foster Wiley No. 2—The Bennie King (Blues Bouvier) Good Time Jazz 64
- Do You Know What It Means to Miss New Orleans?—Bob Sabersky's Frisco Band (Blues My) Good Time Jazz 66

SPIRITUAL

- Come in My Room—Robert Anderson & His Gospel Caravan (New Covid) United 1113
- Friends of Mine—The Sons of Calvary (Luce) Will Score 5938
- How Wonderful Much We Can Do—The 5 Sisters (Oh, Lord) Savoy 4037
- New Covid It Is!—Robert Anderson & His Gospel Caravan (Come in) United 1113
- Jesus Will Help Me—The Sons of Calvary (Friends) Will Score 5938
- Oh, Lord, Somebody Touch Me—The Gay Sisters (We Know) Savoy 4037

SACRED

- A Promise and a Prayer—Anita Kerr (My Grandmother's) Dec 28260
- Beyond the Shadow—Martha Carson and the Gospel Singers (I'm Gonna) Cap 2145
- I'm Gonna Walk and Talk With My Lord—Martha Carson and the Gospel Singers (Beyond) Cap 2145
- My Grandmother's Place in the Bible—Anita Kerr (A Promise) Dec 28260

HOT JAZZ ALBUMS

- George Washington Ties Album (1-1077)—Max Roach, drums; Curry Russell, bass; George Wallington, piano; Currier (33) PEP 3001

CHILDREN

- Tom & Jerry & Dix MacDonald's Barnyard Band (Parts 1 and 2)—Bert Morrison, MGM 5-25

Rodzinski Is Warned

Continued from page 20

London Symphony Orchestra recordings as an example. "You can't be a scab and a union man," Petrillo said, referring to Rodzinski's AFM sale in the event facts confirm that the conductor has been balking foreign recording sessions.

Petrillo, still on the Coast following his sessions with the pit producers, (The Billboard, June 28), said the Rodzinski storm arose following a report in the New York Times that the former Chicago Symphony Orchestra conductor cut disks last March in Budapest. This, he muscians' chief said, is in open defiance of what the Federation told the conductor a month prior to the reported recording sessions, and would probably lead to his being expelled from the AFM.

Following is the text of Petrillo's warning to Rodzinski: "You were warned by the Federation in February not to make recordings in Europe to be sent to America. New York Times reported that you made recordings there last March which is a month after you were informed not to do this. Kindly advise if this is so."

Referring to a Times quote to the effect that Petrillo can't stop the conductor from waxing abroad for U. S. sale, the musicians' chief retorted:

"No man is bigger than the Federation. I don't care, whether it's Rodzinski or Petrillo. If the Federation says you can't record in Europe, that means you can't do it and be a member of the Federation. As the hassle gathered steam, Don Gabor, head of Remington Records, which parted Rodzinski for the foreign recording dates, wired Petrillo yesterday (27) asking that the diskery not be singled out for discrimination. Gabor claimed that other top American conductors under contract to domestic record companies conducted in Europe at the same time Rodzinski was cutting the disputed masters. His telegram read, in part:

"Catalog of all major recording companies show great numbers of classic releases are European recordings. All Remingtons are manufactured here in States. All royalties paid in line with present arrangements with artist members AFM."

The Remington chief also pointed out that the Rodzinski pact with the diskery carries the clause, "If the AFM orders the stoppage of recordings, the agreement shall be terminated."

This situation indicates a general tightening on competition from foreign recording, one of the major problems facing the musicians' union. During the Santa Lane album (1-127)—Eddie Howard; Gertrude Clair; Bobby Werner; Patti Page; Ralph Marterie & Ork; Xavier Cugat & Ork; Jimmy Palmer & Ork—MGM 112-251-64

Dealer Ass'n to Quiz Dealers on Preferred Pricing

NEW YORK, June 28.—Questionnaires apparently aimed at proving that certain LP diskeries or their distributors engage in preferential pricing practices, were mailed to New York record dealers late this week. The questionnaires, which ask for information dealers usually guard as confidential, were mailed by the Association of Record Dealers, Inc., a local organization.

At the same time, the association began distribution of a house organ, ARD News, which claimed in its first issue that the Federal Trade Commission has started an investigation of the record industry. It tied together the investigation and the questionnaires, implying that the latter would be used to spur the former.

The questionnaires ask dealers to furnish the following information: Date of record purchase, identification of purchase, invoice number, unit price, amount purchased, discount if any and advertising allowance. Data is asked on disks bought beginning in January of this year.

Chi Blue Note Sets Name Series

CHICAGO, June 28.—Frank Holtzfiend this week completed his bookings thru October, lining up one of the strongest series of attractions in the Blue Note's history. Spot is booked exclusively by Associated Booking Corporation.

Teasing off the all-star parade is Louis Armstrong, who started a four-week run last night (27). He will be followed by Duke Ellington, in for three weeks, starting July 25; Benny Goodman and a sextet, two weeks, starting August 15; Stan Kenton, opening August 29 for two weeks; Neal Hefti and then Count Basie.

Blue Note is making regular mailings to a list of more than 25,000 names, located in 22 States, every two weeks. Holtzfiend reports that the mailings have resulted in heavy reservations requests for the convention and vacation periods running thru Labor Day.

Urania Preps 3 LP Opero 'Firsts'

NEW YORK, June 28.—Urania Records is preparing three important additions to the LP catalog with the first waxings in their complete form of Wagner's "Loghgrin," Massenet's "Thais," and Gluck's "Orpheus and Euridice." Soprano Erna Berger sings the role of Euridice in the latter work. The operas, already recorded, will be released in the fall.

The diskery is also initiating a series of "Best-selling" display material as point-of-sale merchandising aids. These will be furnished to dealers thru distributors.

POPULAR ALBUMS

- Hit Parade Album (1-127)—Eddie Howard; Gertrude Clair; Bobby Werner; Patti Page; Ralph Marterie & Ork; Xavier Cugat & Ork; Jimmy Palmer & Ork—MGM 112-251-64
- The Music Up On the Line (1-127)—Symphony Sultans-Stanley Black (concerto) The Kingsway Promenade Ork—London (33) LL-579
- Soobie Tackler Album (1-127)—Cabaret Dipp—MGM 112-200-64

CLASSICAL ALBUMS

- Feroc Music (1-127)—Ravel: Sami-Samir; Berlioz: Lalo Albin; Charles Munch conducts Boston Symphony Ork—V (33) LV-1700
- Group: Pier Gini; Santos Nat. 1 and 2 Album (1-127)—Britten: Pops Ork, Arthur Fiedler, cond.—V (33) LV-7002
- Strass: Salire Album (1-127)—Orchestra Strauss & the Vienna Philharmonic Ork—V (33) LV-5140

Palladium Sets

Continued from page 20

fall-winter season. The string of bands will be broken by a late year stay by Freddie Martin, who is an MCA property. It would be the first Coast stay for Materie.

Palladium bookings have taken on an added significance since a location stay at the Sunset Boulevard teryery is the biggest incentive which can be given an orkster for the long jump from the Midwest, since vaude has almost been closed to bands on the Coast and fall bookings in gambling spots appear few and far between. It's understood that the Sahara, palatial new Las Vegas hotel which will open this fall, is dealing for Kenton, following a closing at the Palladium in February.

Album and LP Reviews

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

CLASSICAL

MEDELSSON: CONCERTO IN G MINOR FOR PIANO AND ORK. OPUS 25—1951. Victor (33) PL 7445

One of the major piano works by Mendelssohn, the G Minor Concerto has been recorded on LP long since before there is a room in the catalog for this version, a sound performance of a sparkling score scored by the composer when he was little more than a youth. Frigini has a way with Mendelssohn, and his sensitive handling here is supported in style by Marcell at the helm of the Vienna Symphony Ork. Disk also offers two Mendelssohn overtures by the same phenomenal artist, conducted by Hans Knickmeyer. The works are "Calin Seas and Prosperous Voyage" and "The Legend of the Beautiful Melusine." See, however, later the overtures by their German names, a beautiful nod to English ears. This recording has been better served by the English titles had been used. Both, too, are concertino performed.

BACH: PHOENIX & PAN (CANTATA NO. 208)—Chas. Ork and Ork of the Bach Guild, Helmut Koch, Cond. (1-127)—Vanguard (33) BG 518

A charming example of the many regular cantata Bach wrote, this recording will provide listeners many joyful moments. The Greek fable of a beautiful contest between Phoenix and Pan was used by the German master as a vehicle for some of his most beautiful writing. It's a lovely score, expertly performed by soloists, who (some of whom) are left unnamed by Vanguard. There's a libretto on the jacket.

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Best Selling Pops by Territories

Continued from page 22

NEW ORLEANS

- 1. HERE IN MY HEART—A. Martin—S.S.S.
2. DELICADO—P. Faith—Columbia
3. I'M YOUR—E. Fisher—Victor
4. WALKIN' BY BABY BACK HOME—J. Ray—Columbia
5. KISS OF FIRE—T. Martin—Victor
6. HALF AS MUCH—A. Gomez—Columbia
7. FANCIE ME—E. Fisher—Victor
8. BLUE TANGO—L. Anderson—Decca
9. HERE IN MY HEART—T. Bennett—Columbia

DENVER

- 1. DELICADO—P. Faith—Columbia
2. KISS OF FIRE—T. Martin—Victor
3. HALF AS MUCH—A. Gomez—Columbia
4. I'M YOURS—E. Fisher—Victor
5. I'LL WALK ALONG—J. Froman—Columbia
6. HERE IN MY HEART—A. Martin—S.S.S.
7. WALKIN' BY BABY BACK HOME—J. Ray—Columbia

R. & B. Circuit

Continued from page 21

for Lionel Hampton's band, skedded by BE from August 29 thru October 18. It's understood that Bobby Phillips, of Associated Booking Corporation, who set the deal, got a hefty deposit for the tour. The entire guarantee of the tour is near \$50,000. Still it tends to work primarily dance dates with Hampton, but in perhaps four major cities he intends to work Hampton and other attractions in concert dates. Starting on the same date, Ruth Brown and either Paul Williams or Willis Jackson's band will start for BE on 21 dates. First attraction which the firm is taking out is a package composed of the Clovers and Roscoe Gordon. The Dominoes and a small name R.&B. band will make 21 cities for Hill and B. so, starting November 7.

Philly Ork

Continued from page 20

tors have been going to Vienna and Paris where they pay musicians \$6 for a half-day session. It just wasn't fair." McDonald said he saw Petrillo at last year's AFM convention and complained. He pointed out it might cost \$8,000 for the Philadelphia Orchestra to make a recording, but only \$2,000 for a foreign group to cut the same side. He added that he asked Petrillo to prohibit the making of records abroad by any member of the AFM unless the wage scale in this country is matched over there. Most of the "so-called foreign orchestras," he said, have never been heard of. Anyone can start a symphony over there," said McDonald. "All I'd have to do is to go over to Vienna, get a group of musicians together, and call them the Ancient and Honorable Music Society of Vienna, or something like that." McDonald said he didn't think Petrillo means to halt foreign recordings, but only to protect local musicians from "cut-rate competition."

"But that's only my opinion," he hastily added. "I want it understood that I don't speak for Mr. Petrillo."

Moondog Dances

Continued from page 21

of dances in the past in the Cleveland area. His program is expected to be heard over five active hook-ups in September, taking in Detroit, Columbus, O., Chicago, Pittsburgh and New York, in addition to Cleveland.

Georgia Carr, who chirped under the monicker of Mary Louise for six years at the Club Royal, San Diego, will get her first Capitol release August 1. The Negro thrash is managed by Joe Green and Eddie Beal, with flackery by Cole Howard, Miss Carr, who was discovered by Stan Kenton, is pacted to GAC.

PUBLICITY FOR YOUR TALENT. TUNE OR PRODUCT. Publicity can't sell a flat-tongued singer or a flat-chested bathing beauty. Publicity can give a chance to a worth-while song, a deserving record, a talented artist. Publicity doesn't always do the trick—but the trick's never been done without it. TIM GAYLE Publicity—Song & Record Exploitation—Management 476 Castaneda Hotel, Miami Beach, Fla., until July 7. Perm. Address: 451 W. 14th St., Chicago 14, Ill.

CINCINNATI

- 1. HERE IN MY HEART—A. Martin—S.S.S.
2. WALKIN' BY BABY BACK HOME—J. Ray—Columbia
3. KISS OF FIRE—G. Gibbs—Mercury
4. MAYBE—E. Fisher—P. Gomez—Victor
5. LOVER—P. Lipp—J. Joplin—Decca
6. RUP WIDERSEHN, SWEETHEART—M. Lynn—London
7. DELICADO—P. Faith—Columbia
8. I'M YOURS—E. Fisher—Coral
9. POLKAS—S. Lawrence—Epic
10. BLUE TANGO—L. Anderson—Decca

Buy 2, Get 1

Continued from page 21

sold well since first issued. There will be no limit on the number of disks a customer will be able to get for free under the plan. As long as he buys two records, he gets a record free; and if he buys ten records from among these standards, he gets five disks at no charge.

This single record promotion will be announced to all dealers via the Columbia weekly release card, and the dealer will then be able to mail it to the distributor to participate. The firm is of the opinion that the "One for Good Measure" plan will be an important spur to the buying of disks throughout the summer. The pop and hillbilly platters will sell at the regular 65 cent price (plus tax) for 45's and 78's, and the classical waxings on either speed will retail at the standard \$1.10 (plus tax).

HMV's First List

Continued from page 21

sentation in the American market. While HMV disks on 78 r.p.m. have been available in the past to American dealers as imports, problems have always been faced in regard to merchandising new releases effectively in this country. By pressing the new speed HMV disks in this country and merchandising them as a part of RCA Victor distributors' regular inventory, HMV and Victor execs hope to eliminate these past handicaps.

Actually HMV new speed disks will be available in this country at several months before being offered to English customers. The kick-off in England is scheduled for October.

Two other English record execs were present at the press meeting, John McCloud, chief officer of continental operations for the Electrical and Musical Industries (parent of the Gramophone Company) and Bren Mittel, supervisor of record operations for EMI.

Arcesi, Carr Ink Capital Wax Pacts

HOLLYWOOD, June 28.—Capitol last week inked two new artists in the vocal department, John Arcesi, who once worked as Don Darcy with name bands and is now doing two backlogged regional CBS 15-minute segs per week here, will get his first release in July. Arcesi is mentored by Bert Richmond, local ad exec. Arcesi will tour for GAC later this summer.

Georgia Carr, who chirped under the monicker of Mary Louise for six years at the Club Royal, San Diego, will get her first Capitol release August 1. The Negro thrash is managed by Joe Green and Eddie Beal, with flackery by Cole Howard, Miss Carr, who was discovered by Stan Kenton, is pacted to GAC.

Continued from page 24

will visit here soon to discuss with studio execs possibility of movie scoring and conducting. Capitol Records is sending out 100,000 "I'll Take Snake" campaign buttons to promote Stan Freberg's latest record, "Abe Snake for President," a parody on presidential campaigners. Oak Rubber Company, the Ohio balloon maker, is working up a Bozo and His Spaceship Balloon as part of Capitol's fall merchandising program.

The Paul Nerson (his jazz fiddler and composer of "Hot Canary") are parents of a son, born Saturday (21). Norman Graess, Mercury's jazz a.&r. chief, has decided to create a more realistic jazz LP by allowing his artists to perform for a full side, improving on just one tune for the entire period. First such of a series of disks is "The Oscar Peterson Quartet" disk. Graess has also cut four 10-inch LPs with an all-star group, including Barney Kessel, guitar; Johnny Hodges, Charley Parker, Benny Carter, Flip Phillips and Ben Webster, saxes; Charlie Shavers, trumpet; Peterson, piano; Ray Brown, bass, and J. C. Heard, drums, on the same format.

Gene Krupa, who has lost Charley Ventura, with Krupa attempting to get Flip Phillips to join the group by July 1, when Krupa takes off for 30 days in the Scandinavian countries. Phillips is trying to get a release from the last week of his pact at the Say When, San Francisco, in order to make his long-time manager, Don Palmer, also have split. Eddie Pedicini has broken up his lounge act, the Zany-Acks, and is doing an emcee single. Jack Kurtze has built a four-piece unit around Jack Holmes, composer of "Blacksmith Blues," which opens July 1, Allen's Spokane. Jack Russell, former act, has joined the Kurtze staff, handling TV and act bookings. Dick Dixon, 42, president of Southern Artists Bureau, New Orleans, died in New Orleans recently. Ben Sabia, formerly office manager for HL and Range Music here, is setting up permanent headquarters in Nashville for the firm. He'll tour the South and Southwest. Bobby Ross will continue to work for Hill & Range there.

Philadelphia

Abbey Records' Bud Messner and The Skyliners, of WCHA, Chamberburg, W. Va., and Birdie Castle and His Stardusters, featuring the singing of Bill San-

tail, are the newest musical units added to the talent stable of the Jolly Joyce Agency here and in New York. Jerry Williams, disk jockey of WKDN, Camden, N. J., originates a one-hour hot jazz record show from the Blue Note jazz spot here on Saturday afternoons. Bill Huggins, formerly with Roney Waxes' band, is now singing solo to his guitar strums at the Cambridge Club.

Harold Reynolds shifts his band from Frank Palumbo's to the Cadillac Tavern when the Palumbo room shutters for the summer the end of this month. Pianist Mimi Warren opened with a trio of her own last week at the Penn Sheraton Hotel. Thomas R. Farrell sets up a new local music pubbery in the Farrell Music Company. Johnny Lynch, maestro at the Town Tavern at near-by Delair, N. J., is fronting a new band at the Club Esquire, Wildwood, N. J., for the summer season.

Harold Singer, former bass man for Jan Savitt, Annie Hinton and Charlie Barnet, has whipped together a group of sidemen from name bands to become the Harold Singer All-Stars, bowing this month at the New Catalina Sho-Bar. Barry Kaye, the all-night WCAU deejay, moves to Atlantic City's Steel Pier for the summer season. Johnny McGee takes over the bandstand at Wagner's Ballroom. Freddie Beer moves his unit to the 5500 Club, Atlantic City, for the third summer in a row. Walt Jaffries joins the brigade of piano pounders featured at the Cambridge Club while Dottie Blaine is new at the 88's at the Embassy Cafe. Philadelphia Musical Association, forerunner of the local musicians' union now linked with the AFM, applied to the courts for permission to dissolve its status as a non-profit corporation. Ernie Ventura takes over at Henry's Cafe for the summer.

Ernie Ventura takes over at Henry's Cafe for the summer.

Jerome Ork Takes The Road September

NEW YORK, June 28.—In five consecutive years at the Hotel Edison the Henry Jerome ork will go on the road beginning in September. While on tour the band will play extended dates in out-of-town hotels as well as one-nighters. Hotel dates tentatively set include the Chase in St. Louis, Milwaukee's Schroeder, the Muhlebach in Kansas City, Mo., and the Claridge in Memphis.

Jack Newlon, local pianist who wrote "Oriental Blues" some 40 years ago, comes out of retirement to take over the Steinway seat at the Circle Cafe in Somers Point, N. J. Jay Jerome and Bobby Roberts, partners in a band and talent agency, will both occupy Atlantic City hotel stands with their bands this summer. Roberts locates in the Round-the-World Room at the Hotel President, while Jerome will hold forth in the Submarine Room at the Hotel Traymore. Al Raymond, trumpet-vocalist with George Sommer, leaves the band to form a musical unit of his own.

Goody-Schwann Suit Settled

NEW YORK, June 28.—The suit instituted by William Schwann to enjoin Sam Goody from selling an LP catalog, on the grounds that the Goody catalog infringed on similar listings published by the plaintiff, reached settlement last week. Although the case was scheduled for trial in October, Goody agreed to pay damages and counsel fees and accepted a permanent injunction. Altho Goody denied the infringement charge, he discontinued publication of the disputed catalog, dated December-January, after the suit was begun, and he abandoned plans for a second issue. He has since been reported interested in another LP catalog, on which no infringement charges have been brought. The firm of Lauterstein represented Schwann in the action. Telsey, Lowenthal, Rothenberg & Mason repped Goody. Judge Vincent L. Leibell, of U. S. District Court, signed the settlement order.

Jensen Releases Needle Catalog

CHICAGO, June 28.—Jensen Industries has released a new comprehensive catalog covering every known type of needle replacement for all types of phonographs. In preparation for over a year, the 16-page brochure is cross-referenced according to phono manufacturer, cartridge makers and competitive needle sources.

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WAYNE KING PLANS AUD PACKAGE UNIT

25-Year Favorite Scheduled to Include Large Band, Choir in MCA Fall Offering

CHICAGO, June 28. — Wayne King, perennial band favorite who, over the past 25 years has built up a nation-wide following thru his radio, recording, personal appearances and television activities, will tour auds and arenas next fall—the first time he will have a complete package out on a booking of this kind.

Frater, who has done numerous concerts with his band, will have a complete two-hour package show for the tour, complete with his large orchestra and choir. Music Corporation of America will handle the bookings, which are expected to start shortly after the Labor Day period.

The package which will play the aud-arena circuit was given a preview here last Friday (20) in a concert at Orchestra Hall, and had the "Standing Room Only" sign up for the performance.

Actual dates for the tour still have not been determined, but will be as soon as King's fall and winter television and radio plans are completed. King on Thursday (26) wound up a three-year TV series for Standard Oil (Indiana) which was seen weekly over a Midwestern hook-up of National Broadcasting Company outlets. Most of the personnel who were featured on this series will be in the aud-arena package.

DEE TOURS

Heavy '52-'53 Attractions Schedule Set for Denver

By DAPHNE (DEE) POLE

DENVER, June 28.—Arthur M. Oberfelder, Denver concert and theatrical promoter, spent two weeks in New York recently, booking a heavy schedule for the Denver Auditorium.

Attractions signed for Denver include "Stalag 17," August 29-30; "Call Me Madam," September 11-13; "Bell, Book and Candle" with Joan Bennett, October 24-25; "South Pacific," November 5-8; "John Brown's Body" with Tyrone Power and Raymond Massey, November 16-17; "Cornelia Olin Skinner" in "Paris Night," December 13; "Skating Vanities," Olsen & Johnson, December 26-January 1; "Gentlemen Prefer Blondes," January 17-24; "Jane," February 13-14; Charles Laughon Character Readings, March 12, and Emlyn Williams in

"Charles Dickens," March 28. Concert attractions he booked include Ferruccio Tagliavini, October 23; Phil Spitalny and His All-Girl Orchestra, November 19; Anna Maria's Spanish Ballet, November 24; Frank Guarrera, November 24; Artur Rubinstein, January 5; Marian Anderson, February 12; Vienna Boys' Choir, February 18; Gershwin Concert Orchestra, March 13; and Franklin-Slavenska Ballet and Greco and His Spanish Ballet in April.

Troy Seals 6,000

TROY, N. Y. — The new Rensselaer Polytechnic Institute field house here seats 4,000 persons for arena type shows and 6,000 for stage and concert attractions.

Floor space is 85 by 185 feet, which coincides with the ice arena for which the building has its own plant. There are ample storage and dressing rooms, plus parking for about 4,000 cars.

The field house serves Troy, Albany, Schenectady and is easily reached from Syracuse, Utica and other cities. The building is featuring ice skating, hockey, skating shows, basketball, concerts, expositions, conventions and stagshows.

H. L. (Jack) Garren, managing director, said that some open time remains.

Raleigh Open All Year

RALEIGH, N. C.—Among the newer auditoriums is the William Neal Reynolds Coliseum at the North Carolina State College, Raleigh. Director W. Z. Betts keeps the building open the year around with ice skating, circuses, basketball, concerts, expositions, skating shows, conventions, hockey, stagshows and summer events.

Seating capacity is 12,000 for stage events and 10,000 for arena-type shows. Ice surface or floor space is 90 by 200 feet. The Coliseum is equipped with modern dressing rooms with showers, plenty of storage space and ample parking area.

Dramatic & Musical Routes

Ballets and Operas: (Blackstone) Chicago, Ill.; Book and Candle: (Sears) Chicago, Ill.; Me Madam: (Philharmonic Auditorium) Los Angeles.
 Good Night Ladies: (Hanna) Cleveland, Ohio and Dallas: (Shubert) Chicago.
 Moon Is Blue: (Harris) Chicago.
 Moon Is Blue: (La Jolla Playhouse) La Jolla, Calif.
 Polly and Beaz: (Orpheum) Kansas City, Mo.
 Song of Norway: (Civic) San Francisco.
 South Pacific: (War Memorial) San Francisco.
 State 17: (Biltmore) Los Angeles.

Cowboys to Get 100G Pot in Garden Rodeo

NEW YORK, June 28. — The Rodeo Cowboys of America and the management of the World's Championship Rodeo, to be held at Madison Square Garden, September 24-October 18, came to terms Thursday (26), with the cowhands coming out on top. The bronk-busters will split \$18,480 in prize money for each of the five major events, with another \$8,400 tossed in for the wild horse competition.

Prize money will total \$100,800 this year, compared with \$75,600 in 1951, said Frank Moore, rodeo manager. The six-week stalemate was broken when the rodeo gave in to the demands presented by President Bill Lindeman of the cowboy union. The rodeo had been holding out for last year's prize money.

Tough Nut

This means that slicker-radio star Roy Rogers, his wife, Dale Evans, comic Pat Brady and the famed horse Trigger, will have to play to near capacity houses if the rodeo is to make money.

The combo reportedly signed for \$78,000 for the three-day event, plus a percentage if the gross should near the three-quarter million mark.

Hwd. Off-Beat

Continued from page 13

as his private-eye hero. The veteran film-stage star is adept at lending importance where little or none is due, and consequently the series itself, in effect, rises above its material.

The script on the show caught (19) was only so-so, with Douglas (as Steve Randall, a cynical disabled attorney) tracing down a jewel theft case for a major studio. Odds narrowed down between the studio gate man and a young starlet (Cara Williams) with both denying their guilt.

Douglas finally cleared the aging guard, and pinned the crime on Miss Williams, who took the gems because her option had been dropped, and faked an alibi with her look-alike stand-in. Gimmick wind-up had Douglas stage a phony fire (via the studio's special effects department), which forced the actress to reveal where she'd hidden the loot—in a vase.

Williams Telegenic

Miss Williams, (telegenic and husky-voiced) is a provocative young actress. Like Douglas, she put a great deal more into the part than was actually written into it.

In all fairness to the scripter too, it should be reiterated that it's almost impossible to imbue a half-hour mystery drama with any real depth of characterization.

The series offers good promotional possibilities for newspaper ads and publicity spreads, via the marquee value of long-time flicker star and his semi-name leading ladies.

The Dixie Cup Company spotted the cooling commercial, with the announcer extolling the virtues of unspiced different brands of ice cream, all neatly packaged in Dixie containers.

June Bundy.

Legit Line-Up

Continued from page 2

Town Theater, Smithtown Branch, L. I.; "Gramercy Ghost," Valley Players, Mount Park Casino, Holyoke, Mass.; "Glass Menagerie," Maplewood (N. J.) Theater; "On Your Toes," Ogunquit (Me.) Playhouse, and "Goodbye, My Fancy," McLean (Va.) Summer Theater. Opening July 1 are "Happy Time," Cragmoor Summer Theater, Ellenville, N. Y., and Manuel Davis' Neptune Music Circus, Asbury Park, N. J., with "Desert Song." "Side by Side," new script by William McCleery, Peterboro (N. H.) Players, opens July 2.

NEWS NUGGETS

Hank Snow Makes W. Canada Dates

REGINA, Sask., June 28. — Cowboy singer Hank Snow played the Stadium here Tuesday (17) to an audience of 1,400 and grossed \$1,650. Tickets sold at \$1.25 for adults and 50 cents for children. Unit which had little advance build - up, included Snow's son, Jimmy; Hillous Butrum, rhythm guitar; Buford Gentry, steel guitar; James McDaniel, bass; Tommy Vadon, fiddle. Sleepy McDaniel, comic.

The same "Grand Ole Opry" troupe played the Stampede Corral at Calgary Saturday (14), drawing 5,700 paid admissions for the 6,040 seats. On Friday (13), the show had 6,700 payees at Edmonton. At Calgary, the local "Red Head Jamboree" with Ray Little appeared with Snow and the others.

DOROTHY GODFREY HEADS CHICAGO TRAVEL EXPO...

CHICAGO — Dorothy Godfrey has been named executive director of the International Avia-

tion and Travel Exposition at Navy Pier here October 25-November 2. She was assistant director of home shows at Navy Pier in 1951 and 1952. Her father is C. A. Godfrey, president of National Home Shows, Inc. Her appointment was announced by R. M. Kelly, president of Kelly - Hughes Enterprises, Chicago.

SING SETS RECORD FOR SPARTANBURG...

SPARTANBURG, S. C. — Spartanburg Auditorium attained the new attendance record it sought with an all-night sing here Saturday (21). Manager Van C. Ivey said attendance totaled 3,600. Elmo Fagg, leader of the Blue Hidge quartet, was co-manager for the event. Chairs were set up in the arena and participating singing groups alternated between the arena and auditorium sections. The auditorium seats 3,400 and there are 1,800 bleacher seats in the arena.

Steinman Sees Long Season For O&J-"Vanities" Revuesical

NEW YORK, June 28. — An eight-month run for the "Skating Vanities" - Olsen & Johnson combination is envisioned by Frances Harold Steinman. The show will be called Olsen and Johnson - "Skating Vanities" Revuesical.

Tentative dates have been set for auditoriums and arenas at Quebec, where the show opens August 29; Montreal; Springfield, Mass.; New Haven, Conn.; Boston, Moline, Ill.; Milwaukee; Detroit; Louisville and Chicago. Steinman said the show probably will close in May, 1953.

Steinman estimated this week that he must gross \$1,500,000 to break even. The company of 200 will work on the roller skating Masonite floor. Gae Foster, production director at New York's Roxy Theater, will direct and stage the show. Joan Pennington will design costumes. Flo Kelly and Anolyn Arden will do the choreography and Benjamin

Schwartz will arrange and conduct the music.

This year's edition of "Vanities" is now in Europe and is scheduled to return here July 20. Rehearsal of the new show is scheduled to start during August at Convention Hall, Asbury N. J.

Wish You Were

Continued from page 16

someby with a succession of scenes covering every aspect of Catskill camp elegance up to the aforementioned practical and bemurred swimming pool, but what goes on within them is singularly tedious and unfunny. The result is the more disappointing, because so much more was expected of the talent that went into "Wish's" production.

Talent Wanted

The company is over-all young and willing, with most of the distaff contingent looking as if they had won inter-office beauty contests. But they don't get much of anywhere — except pictorially. Patricia Marand makes a pretty Teddy with a voice to match, but has little to do except sit on a stump and look happily hopeful. Jack Cassidy as her Chick does well with Rome's balladearer of "Where Did the Night Go" and "They Won't Know Me," but personally this reporter didn't care whether their romance came to anything or not. Paul Valentine, who is an exceptional dancer, gets little more than a chance to look smug as the camp wolf, and a fine comic like Harry Clark is wasted on a couple of walk-on scenes. The one tower of strength in the proceedings is young Sheila Bond, who works heroically thru-out both to snare her man and keep the show going. When Miss Bond is on deck, certain chanting of matters like "Certain Individuals" and "Everybody Loves Everybody" or indulging in her own brand of hectic stepping. Camp Carefree lives up to its inspirational brochure. The trouble is, she has practically to carry the ball alone.

Since a hefty advance is reported, likely "Wish" will be dunking in its swimming pool at the Imperial for a considerable time. But it would take much more than what gives on that stage to make this reporter sign-up as a camper. Bob Francis.

Head of Others

Continued from page 16

and vindication and the embraces of the somewhat nymphomaniacal lady follow for the hero. What the lady's husband, the judge, thinks about it doesn't matter.

Over-all the comedy suffers from an excessive amount of over-acting and ineffective direction. Jean Martinelli and Henri Cremie, as prosecutor and judge, destroy much of the play's abundant humor by incredible farce performances. Juliette Faber is sound as the wife, but Paul Barge is bisteringly inconvincing as the politico. And while Monique Melinand has her moments as the mistress, she frequently lets hysteria get the best of her. It is only in the performance of Yves Robert as the unjustly convicted young man in love with justice and a singularly loose-moraled lady that the play gives hints of how good it can be. Robert is extraordinarily impressive by reason of his complete lack of the usual French style of over-emphasis. He is also a happy departure from the habitual type of pretty juvenile.

Jean-Denis Malcles' sets are expected, as are likewise the costumes of Kariakas and Raoul Falke. But a great deal of over-hauling will have to be given "La Tete Des Autres," if Miller expects it to burgeon on Broadway in the fall. Anne Michaels.

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see page 3 for rates

Hocus-Pocus

By BILL SACIUS

LADY FRANCIS (Frances R. Francis), who has been keeping busy on outdoor dates in the New York area, flew into Cincinnati Monday (30) for a few days' visit with friends. Miss Francis still believes Midwest folks are the salt of the earth, especially a certain Cincinnati guy.

Charles T. Jackson posts that he's again showing his magical wares in Springfield, Mo. Jackson hails from Webb City, Mo.

Harold Martin, both a performer and maker of magic, is reported to have entered a Peoria, Ill., hospital June 24 for observation. He was recently at Mayo's at Rochester, Minn., for treatment of his teeth and a hernia.

Lucille and Eddie Roberts, who concluded a return engagement at the Rice Hotel, Houston, last Wednesday (23), move into the Schroeder Hotel, Milwaukee, in October for their fourth return at that spot.

Blackstone is currently touring the Butterfield houses in Michigan, with Harry Blackstone Jr. on vacation from Swarthmore University, serving as chief aid to his dad.

Mr. and Mrs. Charles Roskam left their home in Cranston, R. I., last week-end for a two-week vacation, which will include taking in the International Brotherhood of Magicians convention in St. Louis. Charlie will cover the St. Louis conclave for this column.

Thomas the Magician (Thomas A. Henricks), after concluding his "Breakfast in Birmingham" TV series, was booked last week into the Lotus Club nitery in that city.

Dr. Frederick Karr, who passed on in

Portland, Ore., June 14 of a heart condition after a lengthy illness, was well known in magic circles from coast to coast. He toured for many years in theaters and was one of the first to present a mental turn as a regular radio feature.

Don Scope, California conjuror, is presenting his magic nightly with the Toby and Ora Slout Players, tent show playing the Ohio and Michigan territory.

SOME 200 members, wives and friends attended the annual banquet and installation of officers held by Assembly No. 22, Society of American Magicians, at Ciro's in Hollywood June 20. Officers installed were Max Terhune, president; Ed Rock, vice-president; William Larsen, Jr., corresponding secretary; William Preston, recording secretary; William Stone, treasurer; Ed Riekard, organist; Shirley Reid and Belinda, vent, and Bob and Madeline Haskell showing their wares.

Marvin Roy, after two weeks at the Park Lane Hotel, Denver, visit briefly in Las Vegas, Nev., before resuming his dates.

Alphonse Deleporte recently appeared on the TV program, "You're Never Too Old," winning out over a field of contestants with his puzzling version of the cups and balls. He received a watch and piece of luggage as prizes. Deleporte is 77.

Larry Nelson, school magician, and Mrs. Nelson left the Coast recently for an extended vacation in Oklahoma and Texas. They'll take time out on the trip to take in the IBM convention in St. Louis.

Among Los Angeles magi slated to appear on the various programs at the Pacific Coast Association of Magicians convention at Long Beach, Calif., July 16-19, are Aubrey and Company, Ten Kai and Okinau, Buddy Hughes, Vic Perry, Leo Terby, the Haskells and Max Terhune. The Long Beach Societs are underwriting the convention's public shows, thus assuring the conclave's financial success.

Merlin Elfert is general chairman of the convention; Bob Wonnell has charge of all shows; Bill Ulrich is handling publicity, and Howard McConahay, public relations. Advance registrations indicate a good turnout.

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A. C. Paddock Re-Padlocked

ATLANTIC CITY, June 28.—Just as the summer season gets ready to go, the Paddock International found itself in hot water as the State Alcoholic Beverage Control Board requested that the club's license be permanently revoked for running an alleged low-down show. The nitery has had a number of temporary closings over the years on various charges.

The nitery, formerly operated by Eddie and Harry Kravis, created a mild sensation in September, 1939, by featuring a dance by Zorita with a live snake, which resulted in a 10-day shutdown for the spot. In 1943 cars were shut-down and demands for license revocation. Gov. Alfred E. Driscoll, then State Commissioner, was hot after the Paddock in 1946 for "lewd performances," and the Chamber of Commerce demanded that the City Commission revoke the license. In 1947, the cafe was closed for 90 days on charge of selling incorrectly labeled bottles.

Plans to Reopen Oriental Hit Snag

CHICAGO, June 28.—Plans to reopen the Oriental Theater here in time for the July 4 week-end hit a snag this week when Connie Pappas, operator of the Towne Theater, Milwaukee, was reported to have dropped negotiations to take over the loop house.

A meeting has been scheduled for next week with prospective operators, at which time the decision will be made as to when and if the house will resume.

Roxy, N. Y.

Freddie Fulton, in his New York studio this week, presented a plaque to Mrs. Gerri Major, society editor of the Amsterdam News for humane deeds performed in behalf of her community. Hostesses at the affair were Odesa O'Connell and Kay Jubon.

The Raven and her bubble bath are skedded for a featured spot in Hurl Circuit shows next season thru Jack Fauer.

The Savoy, Asbury Park, N. J., a Walter Reads theater, reopened with a second season of summer stock booked by Dave Cohn on July 3, with Bobby Morris, Irving Selig, Irving Harmon, Murray Brasco, Carry Finnell, Mary Ann, Evelyn Marlowe, the Action Girl, Mickey Ginger Jones comes in July 6; Vicky Wells, July 13, and Peaches, July 20. Hal Sands' eight-girl line, Manhattan Rockets, constitutes the chorus. The policy is two shows nightly plus a Saturday midnight. Shows are billed "Star Spangled Revue of 1952."

Charles Davis and Gene

Radio City, N. Y.

despite the conflict, the house gave the four boys a terrific mitt.

Next was the patriotic motif using Colonel Williamsburg as the central set. The house staff, in period costumes, spread out up both sides of the stage steps. A king-sized hand writing the Declaration of Independence was thrown on the screen, while appropriate songs were chanted. This segued into a ballet beautifully conceived by Florence Rogge, ending in a swirl of skirts showing red, white and blue. The Williamsburg set was lowered and the "sky" became lit up with a series of "fireworks" for a smash finish and rousing mitta.

Bill Smith.

Aquashow

ming and diving bits used in previous seasons, including the Superman hit.

The first act ran a full 90 minutes, after a short intermission; the second act opened with a George M. Cohan medley, an arty routine which featured Basile and Martinet in a ballet interpretation called "The Mariner's Dream," followed by a water interpretation on the same theme featuring the line plus Bobby Knapp and June Earning. The special Olympic salute with former champions and a torch-lighting routine slowed up the pace somewhat, which made it a little tough for Jack Carter, who followed. The spot is not particularly well-suited to straight gag material. The distance from the audience to the stage is so large as to make it rough on comics.

Competition from planes going into La Guardia Field (the amphibitheater is in the landing pattern) also worked to the performers' disadvantage. What with the show running extra-long, Carter suffered thru audience walk-out, too, tho it wasn't because of his material. The show closed with a patriotic medley, while customers fled to the exits to get their cars out of the parking lot.

Some healthy slicing of the two hour and 45 minute show seems called for, if only to keep the customers from squawking on the wooden seats. Murphy, incidentally, has dressed up the usher staff in straw skimmers and blazers.

Joe Martin.

Palace, N. Y.

ferred their bell-ringing, glass-rubbing act, which is extremely good of its kind. The pair work hard, but this time sparked only limited audience enthusiasm. The same went for the comedy of Sully and Thomas. Their laughs stemmed mostly from corny blue gags which should go better on a club date than in a theater.

A newcomer to this reporter, calling herself Gabi, chanted songs in the manner of Chevalier and Edith Piaf, with much rolling of Gallic "r's." She has a pleasant voice and a good, if somewhat inexperienced, delivery. If the gal would toss over the phony French accent for straight singing, she could be a smart entertainer.

The pie was "Just Across the Street."

Bob Francis.

Burlesque Bits

By UNO

Rita Cortes, besides being featured in the Moulin Rouge show, also operates a pony track and a posing group, tagged "The Flame," with the Royal American carné. Co-featured and producer is Leon Moller. . . . Wayne Kirk, for many years a straight act on the circuits, is now in Anchorage, Alaska, currently at the Trade Winds and would like to hear from friends at his home 1134 G Street. Niteries in Anchorage are Billard Whistle and The Last Chance, each employing five strips, with Harvey Braemer doing emceeing at the former. Floor shows are also the policy at The Aleutian Gardens and Village Barr.

Mary Cord, Eddie Lloyd and Chat Dixon replaced Toni Breen, Mike Monroe and Eddie Matthews at the Roxy, Montreal, June 14. . . . Harry Manny and Mack Kolar are mourning the loss of another brother, Eddie, who died of a heart attack in Las Vegas June 18. Harry and Manny were comics on the old major circuits, the former of the trio, Kolar, Hall and Morton. . . . Lily Christie, opened at Prima's 500 Club, New Orleans, last week. . . . Jack Fauer's recent bookings include Sandy Wayne, Billie Dawn and Elaine Jewel for the Samos nitery, New York; Terry Maye, Daisy Green and Florabel, Gayety, Norfolk, for August 1 opening; the Three Holly Girls, harmony singers, RKO Palace, New York, and Renee and Vickie Terry, Covalee of Varieties, Coney Island, N. Y.

Winnie Garrett opened a two-week engagement at the B-N-B Club, near Providence, on June 22. . . . Charles Lauk, former house and show manager, is back in New York after a two-year battle with a heart ailment in the Veteran's Administration Hospital, Bath, N. Y.

Stapleton, former concessionaires for Oscar Markovitch, are sponsoring Charlie Rogers in the producing of chorus lines to four burly theaters that are without girl ensembles. . . . Duddy Orlando, Mary Mack and Pat Holiday are wanted for a color film built around a burly story being shot in a New York studio. . . . Eddie Chester, vocalist and emcee, began an all-summer engagement June 20 at the Paddock, Greenwood Lake, N. Y., with Tony Solido at the piano. . . . Lill Dawn, who just finished a dramatic pic for the Hyperion Corporation of New York, has had her contract renewed for another film.

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Great Lakes Regional Pulls 5,000 Spectators

MILWAUKEE, June 28—Record crowds totaling about 5,000 persons attended the 1952 Great Lakes Regional Championship of the Roller Skating Rink Operators' Association, June 1, at Fallomar Roller Rink here.

Trade visitors taking in the event were: Sam Assab, Cleveland Skate Company, Mr. Thompson, Chicago Skate Company, Harry Portugal, Johnny Jones Company, Mr. and Mrs. Vi Swanson, Roller Derby Skate Company, George Sloniger and Caven Hill, Hyde Shoe Company, and according to Fallomar operator Phil Hays, approximately 30 rink ops.

Results: Figure, juvenile girls: Kathleen D'Amico, Skiatland, Cleveland; Kay Johnston, Arcadia, Chicago; Bonnie Baird, Mount Clemens (Mich.) Arena. Juvenile boys, Terry

Middleton, Prim, Peoria, Ill.; Eugene Hansen, Coliseum, Toledo; Ronald Baumert, unattached, Hammond, Ind. Junior girls: Betty Roberts, Kettering, Ohio; Carol Hailer, Perwood, Peoria, Ill.; Sandra Riggler, Arena Gardens, Detroit. Junior boys: John Malejcek, Arena Gardens, Detroit; Ronald Jellis, Perwood, Peoria, Ill.; Harrison Beal, Arcadia, Detroit; Nestor Jadin, Josephine Park, Arena Gardens, Detroit; Steve Ross, Ivan Pindley, Midway, Middletown, O.; James Miller, Robert Drummond, Arena Gardens, Detroit; Billie Burt, Skiatland, Cleveland; Gail Lock, Arena Gardens, Detroit; Betty Rosdahl, Arcadia, Detroit; Beverly Cook, Arena Gardens, Detroit; Intermediate men: Archie Patton, Rolladium, Pontiac, Mich.; Billy Jackson, Rolladium, Pontiac, Mich.; Senior: Nancy Kromb, Arena Gardens, Detroit; Lawrence Anselmi, Rolladium, Pontiac, Mich.; Shirley Rupp, Triangle Skatland, Dayton, O.; Senior: William Pate Jr., Arena Gardens, Detroit; Ronald Reed, Mount Clemens (Mich.) Arena.

Pair: Juvenile, Kathleen D'Amico-William Collins, Skiatland, Cleveland; Sharon Rolladium, Peoria, Ill.; Junior, Maxine Dorn-Gray Houck, Middletown, O.; Carol Ralke-Rolladium, Peoria, Ill.; Intermediate Ladies: Craze-James Harding, Riverside, Indianapolis, Ind.; Novice, Marilee Olson-Paul Kever, Skiatland, Cleveland; Dea Rodahl-Lek, Mount Clemens (Mich.) Arena; Pat Crech-Dan Abbott, Midway, Middletown, O.; Intermediate: John Kowalski, Arena Gardens, Detroit; Frances Necker, Skiatland, Midway, Middletown, O.; Carolyn Neilson-Tina, Midway, Middletown, O.; Senior, Gail Lock-William Miller-Raymond, Miller, Mount Clemens (Mich.) Arena; Janet Durand-Gordon Dombrowski, Fallomar, Milwaukee; Figure, Novice, Fay Crech—Don Abbott-Carolin Nell-Ivan Pindley, Midway, Middletown, O.; Betty Frensdahl-Kudon-Ferocci-Kristine, Coleman, Dea Rodahl-Pellmar, Milwaukee; Robert Drummond-Caroline Greene-Sandra Riggler-James Miller, Arena Gardens, Detroit; Intermediate: Maxine Dorn-Gray Houck-Frances Rechner, Skiatland, Midway, Middletown, O.; Senior, Nancy Kromb-John Kowalski-Gail Lock-William Pate, Arena Gardens, Detroit.

Single: Juvenile girls, Patricia Holmsh, Rolocade, Cleveland; Jean Bari, Coliseum, Mansfield, O.; Kathleen D'Amico, Skiatland, Cleveland; Juvenile boys: Dick Stachon, Midway, Middletown, O.; Danny Middleton, unattached, Milwaukee; Terry Oleson, Peoria, Ill.; Junior girls: Linda Craig, Riverside, Indianapolis; Judith Giesner, unattached, Milwaukee; Patricia Marline, Arena Gardens, Detroit; John, Ronald Jellis, Perwood, Peoria, Ill.; John Malejcek, Arena Gardens, Detroit; Novice ladies, Marilyn Adams, Arena Gardens, Detroit.

Theresa Taylor, Arcadia, Detroit; Shirley Radro, Triangle Skatland, Dayton, O.; Novice men, Ivan Pindley, Midway, Middletown, O.; Raymond McDermott, Arcadia, Detroit; Robert Drummond, Arena Gardens, Detroit; Intermediate ladies, Gail Lock, Arena Gardens, Detroit; Beverly Cook, Arena Gardens, Detroit; Donna Lynn, Fallomar, Milwaukee; Intermediate men, Billy Stuchon, Midway, Middletown, O.; Gordon Patton, Rolladium, Pontiac, Mich.; Dave DeLore, Fallomar, Milwaukee; Senior ladies, Laurene Anselmi, Rolladium, Pontiac, Mich.; John Kowalski, Arena Gardens, Detroit; Gertrude Miller, Mount Clemens (Mich.) Arena; Senior men: Ted Rodahl, Skiatland, Cleveland; Raymond Miller, Mount Clemens (Mich.) Arena; William Pate, Arena Gardens, Detroit. Dances: Juvenile, Sharon Pando-Ronald Bugg, Rolladium, Pontiac, Mich.; Barbara Dullinger-Terry Middleton, Prim, Peoria, Ill.; Skiatland-Betsy Kishon, Midway, Middletown, O.; Junior, Frances Reicht-Gary Houck, Midway, Middletown, O.; Gail Hailer-Ronald Jellis, Perwood, Peoria, Ill.; Gerry Greene-Donald Gale, Arena Gardens, Detroit; Novice, Frank Wacker, Rolladium, Pontiac, Mich.; Rhyrie, O.; Carroll Herr-Robert Mills, Rolladium, Pontiac, Mich.; Frank Wacker-Patricia Wacker, Rolladium, Pontiac, Mich.; Intermediate, Gail Lock-William Pate, Arena Gardens, Detroit; Jean Berryvalle-Gordon Patton, Rolladium, Pontiac, Mich.; Novice, Hessel-Joe Hessel, Triangle Skatland, Dayton, O.; Senior, Betty Rosdahl-Ted Rodahl, Arcadia, Chicago; Nancy Frensdahl, John Malejcek, Arena Gardens, Detroit.

(Continued on page 49)

Holland Assets Go for Taxes, Bringing 3G

Connie J. Macklow Buyer, Planning Early Reopening

BRIDGEPORT, Conn., June 28. Assets of Holland's Skatland, Bridgeport's only skating rink, located in Pyramid Mosque, were sold at auction this week for \$3,200 by the Internal Revenue Bureau for unpaid taxes totaling more than \$4,000. Household articles were also sold for \$380. It was pointed out that the sum of \$1,258 is to be deducted from the total to pay a lien against an organ, which was part of the assets.

The property was sold to Connie J. Macklow, who plans to reopen and operate the rink within a few days. Operator of the rink at the time of the seizure by the Revenue Bureau was Mrs. Ruth E. Holland, former wife of William Holland, nationally known auto racer and former rink operator.

According to tax officials, she had been given an opportunity to meet the obligations, and also arrangements had been made by her, she failed to carry out the program.

Lone Star Skaters Set For Denver Contests

HOUSTON, June 28.—Three Houston roller skaters, Peggy Hakemack, Ronald Cooper and Grace Huffman, have qualified for the RSROA national championships at Denver, July 7-12. Laura Lee Payne, member of two Houston skating clubs, will represent Texas in the association beauty contest. Miss Huffman placed first in the State meet and third in the Midwestern novice ladies free skating contests. Cooper won two seconds in intermediate mens speed skating. Miss Hakemack won second at the State meet and third at Midwestern contests in novice figure skating.

Demich Dies in Gary

GARY, Ind., June 28.—George Demich, former president of Oak Ridge Dance and Figure Skating Club at Oak Ridge Roller Dome here; treasurer and chairman of the Rules and Tests Committee of the Indiana division of the United States Amateur Roller Skating Association, and commissioned judge of the national body, died June 7 of a malignant lung ailment. Jim Darling, president of the Oak Ridge club, succeeds Demich as treasurer of the Indiana ARSA.

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Roadshow Rep

E. A. (JIMMY) JAMES, who passed away recently at his home in Joplin, Mo., in addition to his widow, James is survived by a son, Jim Jr., trombonist of Chicago and currently attending the University of Arizona, Tucson; a daughter, Billie Beatrice, wife of Del Noell, well-known cornet man with Ted Rogers' ork at the Driscoll Hotel, Corpus Christi, Mrs. James is making her home with her son and daughter-in-law in Tucson, Ariz.

Drivin' Round The Drive-Ins

JERRY EBEIRER has sold his King Drive-In, San Marcos, Tex., to Frank W. Zimmerman who operates all the other theaters in that town. Powell Theaters have opened the Prairie Drive-In, Dumas, Tex., for its fourth season of operation. Spot is featuring a tape recorded program titled, "Listen to the Stars," after opening until start of the screen program which features the day's top popular tunes. Virby Conley has been named manager of the new drive-in being constructed at Perryton, Tex., by Carl Ellis. Spot will have a 10-car capacity. Capacity of the Caprock Drive-In, Slaton, Tex., has been increased to 224 by Joe Dennis. Wald Bill Tucker, is being featured in a 30-minute Western show at the five State-wide Drive-In Theaters, San Antonio. At one time was billed as Hollywood's original sound man, he will perform at the Alamo, Rigsby, South Loop 13, Mission and Kelly drive-ins, appearing at one drive in each night.

HOUSTON'S largest and most modern open-air theater, the King Center Drive-In, opened June 25. Owned by Log, Inc., an affiliate of Jefferson Amusement Company, Beaumont, Tex., spot covers 15 acres and cost over \$500,000. It has a 58-foot double screen and a 1,200-car capacity and is the seventh of a string of open-air theaters in East Texas controlled by Jefferson Amusement. Opening ceremonies were attended by movie stars Tim Holt, Preston Foster and Coleen Gray, and Julius Gordon, S. L. Oakley and L. C. Kybers, president, vice-president and architect respectively of Jefferson Amusement Company. Music was furnished by Jack Perry's Light Crust Doughboys. Robert Keller, of Fountain Inn S. C., last week announced plans for the construction of a drive-in theater between Seneca and Clemson. John G. Nargang, manager of Cedar Rapids Drive-In Theater, has added nightly dancing as an added attraction. Every Tuesday night Joe's Troubadours will play for an hour of dancing before the regular shows. On other nights dancers can step to disk tunes for 45-minutes before the movie program. Gate tariff remains the same.

terior decorator, a trade he learned earlier in life. In addition to his widow, James is survived by a son, Jim Jr., trombonist of Chicago and currently attending the University of Arizona, Tucson; a daughter, Billie Beatrice, wife of Del Noell, well-known cornet man with Ted Rogers' ork at the Driscoll Hotel, Corpus Christi, Mrs. James is making her home with her son and daughter-in-law in Tucson, Ariz.

HURLEY'S Family Show is vacationing in Ottawa, Ont., following a long winter and spring tour of Western Canada. Unit will take on some Eastern Canada dates about mid-July. Dr. H. H. Walther, who is spending the summer in the Cape Cod sector of Massachusetts, opens his lecture and solo show in that area about August 1. He plans to return to Oregon playing dates all the way. Recent visitors to the Toby and Ora Slout Players Show included the veteran manager of tent shows (now retired), Norma Ginnivan. (Continued on page 49)

Record Entries For ARSA Meet At Muskegon

MUSKEGON, Mich., June 28. According to word received early this week from New York headquarters of the United States Amateur Roller Skating Association, entries for the association's June 23-28 national championships at Perry B. Giles' Curvestroller Roller Rink here hit a record high. Entries from the Midwest and Southern States were unusually strong this year, according to Giles, as many of these skaters were unable to attend previous national competitions because of the distance involved. An informal mid-season meeting of the United Rink Operators was scheduled to be held some time during the week, said Giles. Contrary to practice at previous national contests, public sessions were eliminated at the Curvestroller rink. The contests occupied each day from 8 a. m. to midnight, and terminated with the usual banquet, dance and presentation of trophies tonight. (Details in next issue.)

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London Dispatch

By LEIGH VANCE

Continued from page 2
 Films Production; Sir Robert Renwick, director of Associated Electrical Industries and president of the Television Society, Pye Radio. They will be able to draw city money up to about \$280,000,000. Recently Socialists in Parliament have been imploring the government to withdraw their permission for sponsored TV on the grounds it would lower the tone of the BBC programs. Winston Churchill replied that he was now more convinced than ever that the BBC's monopoly should be broken.

AMERICANS STAY LONG IN ENG

When Americans in show business settle here, they usually move in so deep, it's hard to remember they aren't British. Ben Lyon has been here for as long as most people can remember; Vic Oliver, for longer. Nat Karson, already here three years appears to be staying at least one more. One who became a permanent resident and did more to forge friendly Anglo-American relations than anyone but Dwight Eisenhower was composer Manning ("A Nightingale Sang in Berkeley Square") Sherwin. Last year he was taken seriously ill. He had to be shipped back to Florida. Now that he is up and around again, everyone wants to know why he doesn't hurry back "home."

COWARD RETURNS TO CAPE PARIS

Noel Coward opened this week for a return cabaret engagement at the Cafe de Paris. Frederick Knott's original TV play, "Dial M for Murder," was transferred to the Westminster Theater last week amid raves. British screenwriters held a dinner at the Savoy this week to celebrate the Order of the British Empire. He wrote "The Lavender Hill Mob" and "The Man in the White Suit" among many other top hits. Gene Tierney is in town. Evelyn ("The Loved One") Waugh is working on a new film story with Carol Reed.

Great Lakes

Continued from page 41

Lauren Anderson-Archie Patton Rolladum, Pontiac, Mich.
 Racine: Jennifer Eric (C), Penny Mancy Arena, Gardens Detroit; Amelia Hamm, Patricia Gardner, Detroit; Barbara Davis, Priscilla, Hill, Gardenia, Detroit; James Bell, Arena, Gardens Detroit; Richard Clara, Roll-Arena, Elyria, O.; Larry Mason, Riverside, Indianapolis; Juvenile girls in (Karen Seigins) Dearborn, Mich.; Hollister, Barbara Paulson, Fairview Gardens, Detroit; Flora Rustin, Arena Gardens, Detroit; Juvenile boys (B) Oswald Onda, Dearborn, Mich.; Rolladum, Rusty, Herron, Arena, Gardens, Detroit; Jerry Howard, Patricia, Dearborn, Mich.; Juvenile girls (A), Sara, Richardson, Arena Gardens, Detroit; Renee Gault, Arena, Chicago; Sally, Richardson, Arena Gardens, Detroit; Juvenile boys (A), James Butler, Roll-Arena, Elyria, O.; Gene Goldberg, Arcadia, Chicago; Paul Wain, Fairview Gardens, Detroit; Juvenile girls, Beverly Clark, Rolladum, Pontiac; Mira, Betty Wieland, unattached, Cincinnati; Sandra Lavandis, Roll-Arena, Elyria, O.; Juvenile boys, Dale Bally, Roll-Arena, Elyria, O.; John Piccolini, Arena, Gardens, Detroit; George, Hertz, Arcadia, Chicago; Intermediate girls, Joan Karmelini, Rolladum, Alliance, O.; Maxine Harlan, Roll-Arena, Elyria, O.; Betty Field, Dearborn, Mich.; Rolladum, Intermediate girls, Dan Wood, Roll-Arena, Elyria, O.; Edward Hagen, Arcadia, Chicago; Jack De Carlo, Roll-Arena, Elyria, O.; Senior girls, Betty Stone, Rolladum, Pontiac; O. Scolor, Mrs. Earl Knight, Arcadia, Chicago; Richard Romer, Rolladum, Pontiac; Michael, Raymond, Arcadia, Chicago; Juvenile girls, Betty, Dearborn, Mich.; Juvenile boys, Raymond Sopper, Jerry Krowiec, Arcadia, Chicago; Juvenile girls, Eileen Clark, Dearborn, Mich.; Juvenile boys, Sandra, Dearborn, Mich.; Juvenile girls, Barbara Malhot, Roll-Arena, Elyria, O.; Mixed relay, Jerry French, Joe Harkin, Deane Wallace, Fairview Gardens, Detroit.

TV Camera Swims

Continued from page 1
 At press time he hadn't been able to locate this equipment. Today Cole and his crew will experiment, crossing the channel with a 500 megacycle transmitter to see if this would suffice. Signal will be relayed to a remote unit on the mainland and relayed to KNBH's Mount Wilson transmitter.

Divorces

DAVE—Aunt O'Day, jazz and blues singer, formerly with O'Jay Krupa and now on Mercury Records, from Carl Hoff, public relations man, June 24, in Waukegan, Ill.

Rome Round-Up

By SYD STOGEL

Continued from page 1
 In the fall he will do "Deux" from the novel by Collette, starring Miss Bergman. There is talk that Technicolor is planning to set up a huge processing laboratory in Rome in association with the Italian film monopoly, Ferrania. The Italian Radio network's Public Opinion Service reports a strong trend against "bebop and cool jazz" in Italy. "Musical success in this country," declares the report, "is the road of melodious compositions of a typical local character and far removed from the jazz type of music."

STARS ALIGN FALL; NEW MAG SET

Valentina Cortese will return to Italy this fall after a long absence to appear in the Italian National Theater about which there has been considerable talk during the past year. Ginn Cervi, Paolo Stoppa and Rina Morelli will participate. The Italian Theater Annual, unpublished in 10 years is being printed this year under auspices of the Italian Society of Authors and Publishers. Part of the annual lists all Italian plays shown in the 1950-51 season, with synopsis of each play in five languages, including English. The International Theater Festival at Venice this year will honor Italian playwright, critic and director Renato Simoni. In September, when his comedy, "Carlo Gozzi," will be staged. The play premiered with acclaim in Milan 50 years ago.

Bill Johnson, of U. S. musicals, is leaving to entertain troops in Korea under auspices of the British War Office. In the film biography of the Venetian Pope, "Men Do Not Watch the Sky," the role of His Holiness is played by Enrico Vidon. British naval officer Pius X as a child is portrayed by a lad named Pietro Teglio, who is Jewish. Rome is now climbing from fourth to first place in Europe in motion picture production, and from fifth post to second in the world, following Hollywood. The Eternal City has 14 studios available with 55 shooting sets. Cinecitta, Rome's film center, has 11 theaters and capacity to produce 40 flicks annually. Other Rome studios can turn out another 70 pix.

Paris Peek

By ANNE MICHAELS

Continued from page 2
 Bridges at the piano and Quentin Foster and Lobo Noche taking care of the singing. Dick Edwards "Ringside" features American singer Sydel Robbins, Dennis Carlton, from Hollywood, who sang his Paris debut at Carriere's and continued to score heavily in Italy's La Cabala, is appearing at Maxime's in Juanles-Pins on the Riviera. Josephine Premice is off to Rio de Janeiro. Frank Libuse, "the mad waiter," is now getting headliner billing in the Lido cabaret. Saroyan will be played on the Paris stage for the first time in French when the Theater Laney presents, at the beginning of July, "Hello, Out There!" and "Saint Agnes." As expected, Jean Vilard's budget for his Theater National Populaire, government subsidized is suffering a big cut.

Jean Guilton has two plays ready for next season. "The Egg-holder" for the Theater Gymnase, and "The Cord" to go into the Theater Michel. Rena Dorfin, who usually writes musical reviews, will present a straight play next season called "People Supreme," dealing with the French way of life and dictatorships. Not to be outdone by crime trials on American TV, Tele-Lille is filming the whole case and trial of the murder of a little girl, Joelle, whose death has been front page news in all sensational sheets for the last month. Milton Berle arrived and didn't particularly endow himself to Paris. He answered an interviewer's question on whether he would bring back any French acts with "No, we don't need that type of gal in the U. S."

YVES—Mrs. Anne G. former director of Park State (theatrical circles and publicity writer for George M. Cohan in the 1920s, in Nashville, N. C. June 27, she also conducted summer theater in Cranford and Marlboro, N. J. Survived by a daughter, Mrs. Gilbert B. Meyer.

BALNESS—William C., 38, former president of the Virginia Press Association, June 21 in Marlboro, Va. He was the owner of radio station WVAW and also of a local daily. His wife and four children survive.

RENFREW—Lawrence E., 52, in Evansville, Ind. He was vice-president of Community Centers, Inc., a division of Columbia Artists Management. He had been organist for several Milwaukee churches and had been on the faculty of Wisconsin College of Music. He handled concert bookings in Milwaukee for several years. Survived by widow and son and two brothers.

HOYT—H. Earl, June 10 in Owatonna, Minn.

DAER—James R., 78, known as Jersey Care, formerly with Ringling-Barnum circus, Saturday 24 in Evansville, Ind. He was caretaker at "Real Van Poo's" bottling plant.

CADE—Seva, 19, Danville theater and motion picture actress, June 21 in Danville, Va. He worked in Hollywood from 1922-23.

CALDER—Walter H., 68, brother of Benck Beniam water show performer, June 17 of a heart attack in Detroit, Mich. He was a singing waiter in Detroit, was a member of Sacred Heart Cathedral and a member of World War I Burial and the American Legion. National Cemetery, Raleigh.

DEARDORFF—Charles G., 74, great representative for the Cleveland Exchange of Metro-Goldwyn-Mayer until 1926, Wednesday 25 in Cleveland, A. A widow survives.

FINE—Benjamin, member of Danny Kaye's wife, Sylvia, June 23 in Los Angeles. Another daughter and son survive.

GILBERT—Earl, former vaudeville known as Wind in the early 1920s in the singing team of Gilbert and Wimp, June 30 near Wilman, Ark. In an automobile accident. She died her husband owned the restaurant of having the greatest number of broadcasts of any radio artist in the O. S. Her husband was a member of 20 years. Her husband, Dick Gilbert, former magazine editor and now stock jockey on KTTW, Phoenix, Ariz. Her mother and an infant survive.

FACTY—James, 79, famous fashion model and actress known in France as Patricia, June 24 in Paris. Besides being a top model with the house of Pierre Balmain, she had appeared in several plays and films. She was killed in an automobile accident.

GUMPERT—Homer, 54, showman who began a famous circus career as a member of a troupe of acrobats at the age of nine and during his 44 years in show business was an aid to John Ringling and ruled the road empire, June 22 in Sarasota, Fla. (See Outdoor Department for details.)

HUTCHINSON—Arthur E., 54, old man and concessionaire with Northern Exposition Shows, June 19 in Littleton, Wis. A member of Piquette, Minn. he had been with the Miss Smith show since 1923. He was a member of the American Showmen's Assn. Survived by a sister, Richard Kelly, Clarkston, Neb. Burial in Littleton, June 21 (detail in Criminal Department.)

HOFFMAN—Herbert, 72, for over 30 years associated with the Capitol Automatic Music Machine Company, New York, June 22 of a rare fatal disease, survived by his wife, Laura, and a daughter, Sherry, and a brother, Samuel (details in Music Market Section.)

JAMES—A. A. Jimmy, 51, dramatic actor, recently in his home in Canton, Ga. Early in the century he was a juvenile leading man with such Midwestern companies as the Williams-Phipps and the North Bros., no computer.

Roadshow Rep

Continued from page 48

Norma spent several days on the show and was interviewed by a writer interested in the Ginnivan show history. She displayed some rare photographs of the org whose history ran thru four generations. Prof. William G. Bale, a former member of the org and now a special director at strawhat theaters, has spent considerable time on the unit. Professor Bale, an authority on "Uncle Tom's Cabin" history, is writing a book on the Tommers. L. Verna Stout, manager of the show, has a large private collection on Tom shows. Al Sager, formerly from WGN, Detroit, visited one day and will return later to spend a week's vacation. Andy and Leigh, another former member of the Toby and Ora gang, dropped in for a couple of days on the way back from a picture job in Detroit. Andy is making his headquarters in Chicago where he is active in pictures and television. Dave Gardner, a free lance photographer, spent two weeks on the show gathering material for sale to various publications.

The Final Curtain

and Perc R. Benton's Comedians. Later he did comedy with the Ginnivan. With his wife, known professionally as Beatrice Deane, he appeared with the Jack Brooks June 27, she also conducted summer theater in Cranford and Marlboro, N. J. Survived by a daughter, Mrs. Gilbert B. Meyer.

KARR—Dr. Frederick, 60, Magellan and metallurgist who toured theaters from coast to coast and was one of the first to present a mental act on radio, June 16 in Portland, Ore., of a heart ailment. Survived by his widow, Loreta.

KLEIN—Earl Alfred, 53, owner of Klevin's Amusement, supplier of attractions to Ohio fairs for many years, recently of a heart attack in Salem, O. He died Wednesday 24 in Philadelphia. Survived by his widow, Margaret, a daughter, Mrs. Robert Kaitenbach Columbus, O. and a son, Jack, Tallahassee, Fla. (Detail in General Outdoor Section.)

KIRBY—Frederick W., 77, a retired vice-president of N. W. Aver & Bon, Inc., Philadelphia advertising agency, June 18 at his home in that city. He was the 1944 winner of the healthiest surviving act his widow, Emma D. and a sister, Services June 24 in Philadelphia and interment in West Laurel Hill Cemetery.

LEE—Herbert (Max), 61, veteran performer who had been a blackface and Toby comedian and for the past 10 years owner of his own tent, died of a heart attack in St. Bride, Va. He had spent about 43 years in show business. Survived by his widow, Addie, and two daughters, Virginia and Caroline. Burial in River View Cemetery, Norfolk, Va.

LEWIN—Merle, 50, cellist with the Philadelphia Orchestra for 24 years, June 22 at his home in that city. He was with the Cleveland Orchestra for several years before joining the Philadelphia Orchestra in 1926. Survived by his widow, Dorothy R.

LEWIS—Thos. Ligan, actress and playwright whose days of stardom covered the first decade of this century, June 22 in New York. She had been with the A. S. Palmer company in Chicago and later started with her husband, Louis Mann, in "The Girl From Paris." All on account of illness and other plays. An author of 10 plays, she also collaborated on about 20 others with August Strindberg in 1910. She made a short-lived comeback in "It's a Girl."

NIENSTVEDT—Mrs. Bertha, 77, in Bridgeport, Conn., June 23. She was the mother of Dr. Maxwell J. Nusen-Circuit in that city. Also survived by two other sons, Maurice R. and Edward R., the house of Pierre Balmain, she had appeared in several plays and films. She was killed in an automobile accident.

PARSONS—George D., 48, at Deaconess Hospital, Milwaukee, after a long illness. He was a drummer with the Joe Caravello band for over 15 years and in recent years had been fronting a band at his club. He was a member of the Milwaukee Musicians' Association, survived by wife, two daughters and two sons.

PICKENS—Jack, owner and operator of the El Paso, Rip and Texas Theaters and the Gay 99 and Broadway Drive-In in Uvalde, Tex., recently. He also operated theaters in Arcata and Hollister, Cal., and

Marriages

REYNOLDS—Miss—George Joseph Bryson and Bernice Smith. Ceremony in Bobby Berne's Big Show June 26 in Hazard Ky.

WATKINS—WALTER—Edward (Shorty) Davis, former outdoor showman and now operating a paint store in Canton, Ga., and Lulu Walters, June 18

SMITH—HUGHES—William Smith and Thelma Hughes, members of the Amusement Company of America, June 19 in Aurora, Ill.

WATKINS STONE—William Watkins and Millie Stone, both of the James B. Street Show, June 12 in Waterlet, N. Y.

FELT—FISHER—Cecil Felt, a partner in Felt Theaters independent chain of film houses in Philadelphia, and Charlotte Fisher, non-pro. June 15 in Philadelphia.

WHITNEY—WHITEHEAD—Catherine Whitehead, daughter of Mr. and Mrs. Art Whitehead, outdoor concert operator in John Whitney's Valley City, Tenn. June 13

Births

REIFENHARD—A daughter to Mr. and Mrs. Bob Pfeiffer and June 15 in Philadelphia. Father is professional football player who was featured as a duck jockey on Philadelphia radio stations and as a night club singer.

WATKINS—A daughter, Deborah Jean, to Mr. and Mrs. Edoo Coffman, in Houston recently. Father is manager of the Sunset Theater.

GREENE—To Donald and Frances Greene, Fern Wheel operators on Avery's Modern Shows, a son, Eugene Robert, June 8 at Royal Oak, Mich.

MURPHY—A son, June 28 in Oklahoma Beach, Okla., to Mr. and Mrs. Phillip Murphy. Father is wheel foreman at Turner Scott amusement park that city.

Prior to that was a film salesman for Metro-Goldwyn-Mayer.

MCARDINE—Tom, 70, theaterian, recently at Wichita Falls, Tex. He was associated with the Montgomery & McCullum Theater Circuit.

SMITH—WORTH—Frank, 62, leading man for Anna Held and other stars of the 90s, June 27 in New Haven, Conn. He appeared in a series of productions with Miss Held that included "Laloupe" staged by Oscar Hammerstein in New York. He also appeared with Natalie Tjorne, who he later married, and in several musical productions with Fritzie Scheff.

SCHEIDT—Mrs. Azucena Brock, 70, widow of Johann C. Scheidt, violinist and composer, June 14 at the home of her daughter in Philadelphia. Another daughter and a sister survive. Her husband died in March, 1931. Services June 18 in Philadelphia and interment in West Laurel Hill Cemetery.

WARMETHE—Al, who spent most of his life in the carnival business, June 13 in Brunswick, Ga. Hospital as a result of injuries suffered in a bus accident in a rest room at St. Simons Island, Ga., where he was operating a Merry-Go-Round. Among the shows he had toured with in recent years were the Lee Amusement Company, Georgia Amusement Company and Southern States Shows. Survived by his widow, Pauline, who is also well known in show business.

VOGEL—Louis, 77, owner of Materiorum Para. Spokane, June 17 in a Spokane hospital following a long illness. A New York City lawyer at the turn of the century, he went to Spokane for his health in 1910. He soon went into the Merry-Go-Round amusement business at the park. The father-in-law the late Charles J. D. Looff, was the original manager-utler of the Carousel or platform-type, counter-rotation type of Merry-Go-Round. Vogel purchased the park in 1927. A son, Lloyd, park manager and another son, Harold, Sherman Oaks, Calif., and his widow, Lillie W., survive. Burial was in Peace Abbey, Fairmount Cemetery, Spokane.

WELSH—Lou, 67, former Louisville singer, June 23 in Miami. He was featured in the New York runs of "Adele's Irish Rose" from 1922 to 1926. He had appeared in a number of other stage and silent film comedies before moving to Miami Beach and entering the brokerage business about 20 years ago. At his death he was a member of the Miami Beach Boxing Commission.

WILLIAMS—Mrs. Jeanne, 70, June 18 at DePaul Hospital, St. Louis, following a cerebral hemorrhage. She spent 40 years in outdoor show business with her late husband, owning riding devices on Boll's Liberty Shows for five years. The Sherkey shows for 38 years and more recently with the Johnny J. Jones Exposition. Survived by a daughter, Mrs. Sue Moore, who is also in outdoor show business; a grandson, William A. Moore, who is in the Navy; and a brother, John Hellock, Garden Grove, Calif.

THE GREAT GREGORESKO



It has been five years, Joe. Since God lowered the curtain on our final Show. He wanted one in Heaven above. In share in the light of His Glory and Love

KAYLETTA

In Memory of Our Friend and Pat MELVIN H. VAUGHN

Who passed away June 27, 1948

MARGARET PUGH and SALLY JOE and ALLY MURPHY

150-DAY '53 FESTIVAL PLANNED BY ST. LOUIS

To Mark 150th Anniversary of La. Territory Buy; Plan Four Midways

ST. LOUIS, June 28.—A 150-day festival to mark the 150th anniversary of the acquisition by the U.S. of the Louisiana Territory will be held here next year, according to plans announced Wednesday (25) by Mayor Joseph M. Darst.

Projected to make use of all possible present facilities, plans of the Advertising Club of St. Louis and the Missouri Historical Society, call for the erection of only one new structure.

This building would be an open-air theater on the Mississippi water front that would be used for a series of six historical pageants, starting April 30, the date of the Louisiana Purchase, and continuing thru "Velled Prophet's Night" the latter part of October.

4 Midways Planned

Four midways are planned. They would be set up in the area of Forest Park Highlands, Fairgrounds Park, Grand Boulevard and Laclede Avenue, and in Carondelet Park. Latter would also be used for site of a pioneer village.

Other special exhibits would include an outdoor transportation museum in O'Fallon Park, an industrial fair in Fairgrounds Park, and an international trade show in Tower Grove Park. The Municipal Theater in Forest Park would be the scene of two events — a new musical show to be written especially for the Sesqui-centennial and a music festival.

Nightly shows of an historical nature would be given in Kiel Auditorium in May and September.

Steamboat Race

Special events would include a steamboat race on the Mississippi from Memphis and a dramatization of the historic Dred Scott decision in the room of the Old Courthouse in which the original trial was held.

In announcing the plans, Mayor Darst said, "The concept, the ideas and the benefits of this program cannot help but win support and enthusiasm. It should make 1953 a memorable year in our civic history."

Members of the joint committee, besides Jones, are Don O. Pyke, chairman; Harry F. Meyer, Richard C. Lynch, Dudley A. Ravensway.

A corporation to carry out the plans will be organized soon.

Mull Extending Aqua Follies Run In Minneapolis

Consider Adding Two Performances; Lead Roles Are Filled

MINNEAPOLIS, June 28.—The "Aqua Follies," major attraction of the Minneapolis Aquatennial here July 18-27, is set to open two nights prior to the annual festival and to have at least 14 performances, with the addition of two extra shows now under consideration, it was revealed this week.

Al Sheehan, "Aqua Follies" director, already has signed the leads and is negotiating for the remainder of the cast.

Katherine Rawls will have the girl's swimming lead, with Bruce Harlan, Olympia champion, the male diving lead. Supporting cast already packed includes Earl Clark, Hobie Billingsley, Bob Maxwell, Jim Strong and Marlan Parks, girl diver. Several other divers will be signed.

Tom Martin Returns

Tom Martin returns for the third year as emcee. Johnny O'Brien, comic doubling as harmonica player, is being returned after his outstanding hit here several years ago. Other acts signed are Lida Davalie, prima donna; Burt Hanson, tenor, and the glee club. Three other acts are yet to be inked.

Helen Starr, University of Minnesota professor, again is directing the 24-gal water ballet. The 24-gal stage line is being directed by Dorothy Lundstrom. Ben Barnett's ork again has been signed.

Assisting Sheehan are his partner, Lyle Wright, treasurer in charge of tickets and box office; Johnny Williams, costumes, and Fred Smith, props.

Advance sales on tickets opened June 16 and, according to Sheehan, are keeping pace with last year.

From here Sheehan will take the "Aqua Follies" to the Seattle Sea Fair for a 14-day run, starting July 31 and closing August 13.

IRISH ROMANCES FAT CANADIAN \$

OTTAWA, June 28.—With Canadian money pegged at \$1.05 U. S., Irish Horan and his Lucky Hell Drivers were rejecting American currency in favor of this country's legal tender during their current tour.

Irish, who has trouped the Dominion for many years, is somewhat awed by the current exchange rate. There have been times, he recalled, when a slide rule was necessary if an American promoter-operator was to come out on top. That was when Canadian money was discounted at 10, or more, per cent.

Step Up OPS Check to Cover All New England Area Spots

BOSTON, June 28.—A spot check of all amusements at New England fun spots and resorts to determine compliance with OPS price posting and filing requirements is under way, with price division personnel instructed to make sure that ops of rides and games are observing OPS regulations, and charging no higher than ceiling prices, preparatory to the big Fourth of July weekend, John A. Fox, deputy regional OPS director for New England, revealed.

"Many persons are unaware that amusement rides, rental of row boats, motor boats, canoes, bathing suits, lockers, etc., are under price controls," Fox said, "and we are making sure that the large number of servicemen and vacationists who traditionally begin their invasion of New Eng-

land's playgrounds over the Fourth and want to have a little fun for their money, are not victimized by unscrupulous operators."

The check of funspot will be a continuing one during the season, the deputy OPS director said.

Inspections On

Personnel making the check are carrying official credentials, and are surveying spots to ascertain whether prices are posted in a clearly visible position in each establishment, and if operators have a copy of their ceiling prices with OPS.

Fox said that information obtained from squads of OPS checkers in the surveys will be turned over to the OPS enforcement division for action. "Controlling inflation in this field protects not only New England's billion dollar resort business, servicemen and visitors, but goes a long way toward easing the strain on the pocketbooks of those with large families," he said.

Posted prices should indicate that they are "OPS Ceiling Prices." They must be clearly visible and displayed in a prominent position. Ops must file a copy of their ceiling prices with OPS, and keep a copy available for inspection. Under control also are such services as private renting of beach umbrellas, beach chairs, auto parking and picnic grounds, miniature golf, archery ranges and rifle ranges.

Survey Beaches

First spots to be visited by OPS squads were Revere, Salisbury and Nantasket beaches in Massachusetts; Hampton Beach, the Weirs and lake resorts in New Hampshire; Old Orchard Beach and other Maine spots; Norumbega Park, Boston; Pine Island Park, Manchester, N. H.; Rhode Island and Connecticut funspots, and Vermont spots on Lake Champlain.

Interstate Set To Shoot 101 Holiday Shows

BRIDGEWATER, Mass., June 28.—Fred C. Murray, vice-president, Interstate Fireworks Manufacturing & Display Company, this week announced that his firm would fire 101 shows over the Fourth of July holiday. The displays cover the Thursday-Saturday (3-5) period.

While many of the shows are in New England, others are set for St. Louis, New York, Pennsylvania, Virginia, three in Mississippi and a major event in Washington, the contract for which Murray acquired Thursday (26).

The tremendous problems of supply and personnel to fire the shows have been worked out. Murray said, and barring bad weather, there should be no hitch in the proceedings. To guard against the possibility of rain, all contracts calling for shows on the Fourth say that postponed brings must be held after the fifth.

Gladewater, Tex., Rodeo Gate Tops '52 Slightly

GLADEWATER, Tex., June 28.—Rodeo fans in slightly greater numbers than last year saw this community's 15th annual Gladewater Round-up Rodeo which closed its four-night run Friday (20). Actual rodeo attendance was not known, but estimates of Round-Up Association officials were about 19,800, slightly 800 above last year.

GASPARILLA DAY RULED HOLIDAY FOR STEVEDORES

TAMPA, June 28.—The federal government has declared Gasparilla Day—the big one of the annual Florida State Fair here—a legal holiday, at least for 150 stevedores who work for a banana importing firm.

The ruling, announced Monday (23) in Atlanta by the regional Wage Stabilization Board, approved the day and eight other holidays in a contract between the International Longshoremen's Association (ILA) and the Gulf Southern Corporation.

In its ruling, WSB held that Gasparilla Day activities were so vigorous and attract such big crowds that "gainful occupations must come to a halt."

As the stoppage is no fault of the stevedores, the ruling concluded "it is appropriate that the day be observed as a legal holiday since the employer concurs."

Regina, Sask., Up 20% for Sullivan

Continued from page 1

so that all hands could pitch in to expand the midway. Topper in that town, was a paid gate of 13,000 on the closing day.

The thumping Canadian economy has been a boon, too, for U. S. funspots near the border. Hampton Beach, N. H., which had figured on a drop-off in business due to the layoffs in the New England textile industry, is enjoying banner business despite unemployment in the area.

Canadian Dollar

This upsurge in business stems from the fact that the Canadian dollar is now equal in value to the U. S. buck. Restrictions on the amount of money Canadians may take across the border also have been lifted. The fact that the Canadian dollar is up is a boon to U. S. showmen, such as the Royal American personnel, for the increased value of the Cana-

dian dollar amounts to a price increase. They formerly had to discount their Canadian money for U. S. dollars.

Huddle on Plans For New Orleans Cele in '53-'54

McMasters Confers With City Leaders For Second Time

NEW ORLEANS, June 28.—Plans for the Louisiana Purchase Sesquicentennial Celebration here in late 1953-early 1954 advanced considerably this week with the arrival of Daniel M. McMasters, director of the Chicago Museum of Science and Industry.

One of the top execs of the Chicago Railroad Fair in 1946-1949, McMasters conferred with members of the celebration commission and civic leaders with a view to making a survey of the local possibilities for the celebration.

The conference followed a recent meeting in Chicago of McMasters and reps of the celebration commission after the latter had attended the Canadian International Trade Fair in Toronto. An international trade fair and an Inter-American Culture and Trade Center is proposed in conjunction with the sesquicentennial celebration.

After conferring with local officials here, McMasters commented optimistically upon the possibilities for a successful event.

William Zetmann is chairman of the local committee. Leon Irwin vice-chairman and Charles Nutter, secretary. All three are members of the International House.

Court Gives Hippo Keeper 65G for Loss of One Arm

NEW YORK, June 28.—A Brooklyn Federal Court July Tuesday (24) returned a verdict of \$65,000 for Robert H. Rawlins, 43-year-old seaman, whose right hand was bitten off by a hippopotamus aboard a freighter inbound from Kenya, East Africa, almost one year ago.

Rawlins, a former circus workman, was assigned to care for the beast as a crew member. However, on July 22, 1951, the seaman was chafed when he sought to pry loose a door to the hippo's cage to feed the animal.

Flown to New York after treatment at an African hospital, the seaman eventually lost his right arm.

The hippo, consigned to the Treflich Bird and Animal Company, Inc., New York, was purchased by the city and is now on display at the Central Park Zoo. The one-tonner is named Falstaff.

Juggler Meet Well Attended

ALTOONA, Pa., June 28.—The fifth annual convention of the International Jugglers' Association, held at the Penn Alto Hotel here, June 16-18, was attended by delegates from about 24 States.

Much of the convention time was spent in visiting orphanages, sanitariums and veterans' hospitals where impromptu juggling exhibitions were given. Highlighting the meet was the "Big Toss Up," annual show opened to the public. Proceeds from it were turned over to the American Business Club for distribution to charities. The show was produced and emceed by Vin Carey, and featured Lou Meyer, Paul Gordon, Carl Thorson, the Bamfields, Bobby May, and Francine and Rita Rose. Meyer was also toastmaster at the banquet which closed the convention.

Oliver Helmrich was elected president for the coming year, and Bernard J. Joyce was named first vice-president, with Floyd Dunham as second vice-president. Other officials appointed were Joseph Boyle, secretary-treasurer; Lou Meyer, chaplain; Bill Talent and Carl Thorson, directors, and Harry Lind, Jack Greene and Vin Carey, honorary directors.

The association voted to hold the 1953 convention in Erie, Pa.

Heat Wave Gives New Eng. Spots a Banner Week-End

BOSTON, June 28.—A red one was scored by New England resorts Sunday (15) when the hottest day of the year was recorded in the Hub with the mercury at 90. It was the first good week-end for biz since May 3-4. More than a million persons, it was estimated, trekked to parks and beaches to the day.

Paragon Park at Nantasket and Revere Beach were the favorites, with an estimated 275,000 sun seekers at the two spots. All available parking space was filled and ops reported land office biz. Another 100,000 hit the South

Beaches, City Point and Carson.

Hampton Beach in New Hampshire had the largest June crowd on record, according to Chief of Police John J. Malek, who estimated 75,000 persons. Salisbury Beach had a June record with more than 125,000, reported by Chief Grant E. Morse. Old Orchard Beach, Me., recorded 25,000. Beaches on the Cape had around 25,000.

Highways were jammed thru-out the area by fleeing city dwellers, and roadside and lake ops in the territory scored heavily.

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Great Ateno, who performs atop a revolving 100-foot pole, has top billing in the July 4 holiday week's show, which opens at Olympic Park, Irvington, N. J., Monday (30). Other acts slated to perform on the bill are Clem Billings and Company, trained dogs; Chay Somay, contortionists, and the Brockways, animated cartoon characters on bicycles.

Two American acts, Vic Hyde, the one-man band, and the Deep River Boys, singers, are features of the open-air show at Grana Lund Tivoli, Stockholm. Also on the bill are Maxie Louise and Charles, trapeze act recently with the Hamid-Morton Circus; Charly Wood, bike act, and Sabine's 10 Palazzo Accordion Girls, with Lupe Rica, Brazilian dancer.

Charles S. Berry reports the Berrys start their fair season July 27 for J. C. Michaels. Berry has been working club dates in addition to farming 225 acres near Kansas City. His son, Charles, completed military school June 1 and worked here with Ed Sullivan June 16. They play Chanute, Kan., July 4.

Paul M. Lewis writes that a recent reference to his being ill was in regard to an illness of two years ago. He's been fully recovered for some time now. He and his wife, Mae Lewis, will have their animal acts playing dates for Boyle Woolfolk, Charles Zemater and Henry Luaders as well as other agents this season.

Ernie Young, Chicago, announces the following talent will play the Allegheny County Fair, Pittsburgh, August 28-September 1; Frank Torrence and the Three Parfils, high acts; Tom and Betty, King Reynolds and the Three Acevedos, wire; Jordan

Duo. Two Olympics and Four Skating Macks, skating; Two Recklaws, Two Winlows, and Four Magnolia, cycles; Chase and Park, Monroes and Grant and the Steinmetz Duo, trampoline; Jorgen Christensen's mixed animals and his high school horse; Two Adamsons and the Three London Girls, juggling; Wallace and Gale, Hoffman and Kays and the Two Aces, acrobatics, and Dave Malcolm, master of ceremonies.

Ricardo and Gracie Orton were at the American Legion celebration at Riverdale, Ill. Recent visitors were Mrs. and Mrs. Charles Zomater, Mr. and Mrs. Harvey Earlin, Helen Beletti and Kayletta.

"Continental Varieties," a unit booked and produced by Henry H. Luaders of the United Booking Association, will start a six-weeks route of Ohio and Michigan fairs with a stand at the Crawford County Fair, Bucyrus, O., July 30-31. It will include the Lucas County Fair, Toledo, August 9. Unit includes Jack Seward, musical act; Spinning Wheels, skaters; Tom and Betty Waters, perch and high wire; Newt Loken, trampoline; York and Lewis, comedy dance team; The Lindermans, dogs and ponies; Jerry Ashton, juggling, and Jack Davis and His Rhythm Kings.

The Novellos, ladders, are currently at the Bellevue Casino, Montreal. Enroute to drive-in dates at Pueblo, Colorado Springs and Grand Junction, Colo., the Gretona Family, high wire, were guests of Silvers Johnson at Joe Stehka's rodeo in Springfield, Mo. Shirley Gretona has returned to the act after several days' illness in Pueblo. Seven-year-old Glori Gretona is working in the high wire and pyramids acts. The family will play the "Salute to America" celebration at Denver, and later will make Illinois and Ohio fairs, according to Otto Gretona.

The Orantios, the Maschinos, the Ridolas, Mr. and Mrs. Hap Hazard, Charles Siegrist, the Victorines, Al Kressman, Adrienne and Charley Jimmy Lee, the Adamsons, Billy Senior and Sam J. Levy Jr., caught Mills Bros' Circus at Park Ridge, Ill.

Happy Harrison's outdoor season for A Martin started June 16 at Marlton, N. Y., and she's at Crescent Park, Riverside, R. I., thru July 6.

Doris and Vera Orton, who are presenting their high sway pole thriller at Tivoli park, Copenhagen, were given a front-page spread in the Week-End magazine section of the Social-Democrat, Danish daily. Vic Hyde, one-man band, and Kim Bora, singer, are appearing at the Grana Lund Tivoli, Stockholm.

Leon F. Smith, on the road for the second season with his Great Dane dog act, has added a chimp to the act this year. For 12 years, Smith worked the famous chimp act at the St. Louis zoo and believes that his 14-animal act there was the largest chimp act. His present act opens in the East July 11.

Frankie Thomas, who portrays Tom Corbett's Space Cadet, on ABC radio and ABC-TV, was an added attraction at Palisades (N. Y.) Park Saturday (28). Novelty acts include the Ivanos with Johnny Austin and his ork.

Stanley W. Wathen is now handling the Ringling circus imporation, the Great Bomba, with his double-somersaulting automobile. Act is now appearing at Steel Pier, Atlantic City, and will be available for fairs. Due to a rearrangement in personnel and replacement by an English import, the Juggling Jewels will now be known as the Three London Girls.

Siegfried Stainwall (Great Siegfried), "ski" jumper without snow, who played the past sportsman show season in the U. S., under the management of the William Schilling office, sailed from England June 28 to make U. S. outdoor dates on the Coast. Since closing for Schilling, Stainwall had been vacationing in his native Sweden and the Black For-

Stocks, Park Get WFIL Aid In Philadelphia

PHILADELPHIA, June 28—Stock car races, bowing at Philadelphia's Municipal Stadium last night, are receiving intensive publicity and promotion over WFIL as part of the radio station's "Summer Selling Plan" started last week. The promotional package was used by George Marshman, auto racing backer, to publicize the Friday night races on the new and specially constructed macadam track at the Stadium.

Using WFIL's publicity resources on an around-the-schedule basis—spot announcements on LeRoy Miller's early morning disk show, the "Sleepy Hollow Gang" after noon Western stanza, and Marge Weiting's late evening record show gave the races complete coverage, in addition to announcements during the day, the "Summer Selling" package for the Stadium races will be supplemented by WFIL time-temperature-weather signals.

WFIL's "Summer Selling Plan" is already working for Woodside Park in a comprehensive promotion coverage for the entire summer.

Heart Attack Takes C. Klein

NEW WATERFORD, O., June 28—Funeral services for Carl Alfred Klein, owner of Klein's Attractions, supplier of acts for fairs and other events, were held Monday (23) at Warrick Funeral Home, Columbiana. O. Klein died of a heart attack shortly after entering Salem (O.) Clinic Hospital Thursday (19). Earlier that day he had been taken ill while en route from Cleveland with his wife.

Klein was born in New Brighton, Pa., December 22, 1898, and was a member of the New Brighton Lutheran Church; the Eagles Lodge, Warren, O., and the Michigan Showmen's Association, Detroit.

Surviving Klein are his widow, Margaret T.; a daughter, Mrs. Robert Kaitenbach, Columbus, O., and a son, Jack, Tallahassee, Fla.

Picnic Dates Hypo Fun Land Business

AUGUSTA, Ga., June 28—Outing dates have hypod business at Joe Haworth's Fun Land Park here. Haworth reported recently that he has booked several major and kiddie rides to augment the dozen now at the park, and more concessions are planned. The new roller rink has been operating to good business. Mr. and Mrs. Boyd Ashley have taken over management of the lunch stand and barbecue concession. Lynn Hunting, electrician, has several concessions, and Harry Monroe has the Walking Charley concession.

est of Germany. First of his bookings will be a July 22-26 date at Salt Lake City, set by the Silber & Bren office, Hollywood. He reported show business in Sweden and Denmark satisfactory despite unseasonably cold weather.

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WALLACE-CLARK HOPS TO NEW TERRITORY

WILMINGTON, Ill., June 28.—Wallace & Clark Circus jumped rapidly from Pennsylvania to Illinois last week in a change of route that was attributed to weak business in the East. At one time the show had contemplated touring New York and New England. Norman Anderson, owner-manager of the show, said that the show had done well in Kentucky and Tennessee but that West Virginia and Pennsylvania were mediocre. He blamed shut-down of steel mills and a general tightening of money for the situation, which also has been reported by other show owners. On the speedy trip to new territory, Wallace & Clark drew some good business. Vandergrift, Pa., (11) was off, but Mercer, Pa. (12) was good. Hudson, O., (13) came up strongly and was followed by a fair day at New London, O., (14). A matinee-only at Antwerp, O., Sunday (15) scored a full house, with farmers staying out of the fields on that day. Three Indiana towns were affected by the tendency of farmers to get in the crops which have been delayed by late rains. This is the show's first invasion of Eastern territory. In the past,

it and its predecessor generally stayed west of the Mississippi. Wallace & Clark was the third show known to have shied away from the East and New England in the past few weeks. About 10 shows still are routed into that area.

Kelly-Miller Heads for Wis.; CHS to Visit

GORDON, Neb., June 28.—Al G. Kelly & Miller Bros. Circus this week was speeding eastward in a series of long jumps. The hops will take the show into Wisconsin territory. At Lusk, Wyo., Saturday (21), Kelly-Miller had two near-capacity houses. At Gordon, Neb., Tuesday (24), it had a three-quarter matinee and near-capacity night house. It will play Postville, Ia., on July 9. At Richland Center, Wis., July 12, the show will be host to the

Earle, Ex-RB Giant, Writes Book of Poems

SAN FRANCISCO, June 28.—Jack Earle, who for several seasons was with Ringling Bros. and Barnum & Bailey as a Side Show giant, is the author of "The Long Shadows," a book of poetry published here recently. The volume includes seven poems. Two of them, "Circus Arrival" and "After the Parade," have to do with show business. Earle, who makes his home in El Paso, Texas, is known as a painter and sculptor as well as poet. Since leaving the Ringling show he has been employed by a wine company as a sales representative.

Circus Historical Society's conventioners. CHS confab will be at Baraboo July 10-12, and the schedule includes a trip to the Kelly-Miller show. At one time, it was expected that Mills Bros. would be in Baraboo for the convention but that plan was changed.

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We also handle Snow Supplies.
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Get on our Mailing List.
Each week The Billboard receives inquiries asking for names of individuals who might advertise and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
Please state the date and type of event or event you have presented in the past. Specify whether or not you were financially responsible or assured responsibility underwritten. Write Area-Auditorium Department, The Billboard, 186 W. Randolph St., Chicago 4, Ill.

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LONG RANGE SHOOTING GALLERY

For sale at less than half of original cost. Beautiful Gallery built on Semi-Trailer. Completely reconditioned and ready for immediate operation. Ten Winchester Rifles. Tubes and Loading Machine included.

W. O. KING 82 Orchard St. Mt. Clemens, Mich.

HAGAN-WALLACE BUCKS STRIKE, COMPETITION

FREDERICK, Md., June 28.—Hagan-Wallace Circus was held to half and three-quarters houses at most recent stands in Pennsylvania, with the steel strike taking much of the blame. However, the show came up with a straw night house at Lebanon. In Bedford, Pa., Friday (20), the show scheduled no matinee and had a near-capacity at night under Rotary Club auspices. The show was first in the town in eight years. Burling Bros played nearby Everett on Monday (23). At Altoona, Saturday (21) Hagan-Wallace had a pair of half houses in rain. Lebanon's straw night house came on Monday (23) along with more rain. The matinee was about half filled. Ringling-Barnum played 12 miles away on June 11, and King-Cristiani used wait ads against Hagan-Wallace for its August 12 date in Lebanon. Hanover was good for half and three-quarter houses on Tuesday (24). Lot actually was in Mc-

Sherrystown, and date was sponsored by the Lions club. Frederick, Md., on Wednesday (25) gave three-quarter matinee and half house at night. Hot weather, recent nearby Ringling date and farmers' preoccupation with the wheat fields served to cut the attendance. The steel strike was blamed for weak takes in Pennsylvania.

Straw at Caldwell For Hagan-Wallace

CALDWELL, O., June 28.—Dub Duggan's Hagan-Wallace Circus scored straw business at night here Tuesday (10) under Lions Club auspices. However, the matinee was less than one-quarter filled. At Bellaire, O., Saturday (7), the show won two near-capacity houses altho the temperature was near 100 and steel mills in the area were shut down.

Packs Schedule Omits Matinees In S. Illinois

EVANSVILLE, Ind. June 28.—Tom Packs' Circus moved in here today for a two-day stand under police auspices. The St. Louis date follows, July 1-6. Matinees have been eliminated this season for the series of Southern Illinois stands, according to Jack Leontini, a Packs staffer. The only afternoon performance to be given in the area will be at Granite City, July 9, he said.

Two rings and two stages are being used regularly by the show this season. In the past it used a single ring. The circus is carrying 3,000 chairs and blues for another 2,500 persons. This seating equipment is used to augment the fairground grandstands in Southern Illinois. The grandstands seat from 2,200 to 5,000. Metropolis, Marlon and Sparta, Ill., came up with good business for the show.

Such Southern Illinois towns as Metropolis, Sparta and Marion came up with good business for the show, and Leontini said the Little Egypt territory was better than last year for Packs. Advance sale for Evansville assured good business here. In St. Louis, the show will be joined by Shrine units and others for a downtown night parade Monday (30). St. Louis stores are open on Monday nights.

Leontini reported that Robert Baudy, of Baudy's Greyhounds, was bitten by a monkey several times but is continuing with the act. Peaches O'Neal has returned to the show after an eight-day hospital stay for treatment for food poisoning. John Phipps, prop man, broke a wrist in a fall but is continuing with the show.

Bronx Zoo Skeds 329G Improvements

NEW YORK, June 28.—The New York Zoological Society announced Thursday (19) a \$329,000 improvement program at the Bronx Zoo. Major improvement is a new parking field for 340 cars. To be completed in the fall at a cost of \$180,000, it will make possible reopening of the zoo's Farm-in-the-Zoo, closed for several years because of highway construction.

Other changes include roofing of the reptile house and complete remodeling of its interior; remodeling moats around the ape house, and a new wading pool for elephants.

A new casting pool for city fisherman, completed two years ago, but also closed by highway construction across zoo grounds, will be opened next year.

Howe's Animals, Equipment Sold To Tony Diano

PERU, Ind., June 28.—Tony Diano, Canton, O., showman and animal owner, purchased all equipment offered for sale here by Mrs. Arthur (Betty) Biller Sturmak. The equipment formerly was used on Biller Bros. and the recent Howe's Hippodrome circuses.

It also was reported that Diano purchased the Sturmak animals, which included a lion and bear from Howe's and an elephant, Modoc, which has been in Memphis since the Howe's show opened there in April. Not included, according to the report, was a pony drill.

The equipment had been parked at Cole Bros' quarters here following the closing of the Howe's circus.

Diano, who had the giraffe and concert on King Bros' Circus last year, owns numerous circus animals and horses, which are kept at his ranch near Canton. Additional animals are reported to be arriving from Africa.

Diano has announced plans for playing fairs with the animals

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- Advertise to reach the hours coming in to your area or territory.
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Business Opportunities

50¢ Snowballs—50.50 buys ice shaver that shaves into paper cup and enough flavor and cups for 1,000 snowballs; other outfits, \$2.50 up; supplies and equipment; illustrated circulars free. Snowball Company, 9534-K Lemturner, Jacksonville 8, Fla.

Food and Drink Concession Supplies and Services

Peanuts roasted daily, popcorn supplied Open Saturday until noon. Charles Levenstein Nut Co., 317 E. Railway Ave., Paterson, N. J.

Peanuts, Nuts, Popcorn and Supplies buy the best; buy it right. Virginia G. Spanish Peanut Co., 260 Dexter St., Providence 7, R. I.

Used Food and Drink Concession Equipment

1 Center Joint, 7'x7', with blue top, no burnings, joint new last year, well painted red and white with portable floor and door; this is a very neat outfit; first \$150 gets it to Washington, Pa. Hilton's Concession Co., 37 Jefferson St., Washington, Pa.



To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

Blank lines for writing the advertisement message.

2: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:
[] Display Classified
[] Regular Classified

3: Now check off the classification you want your advertisement to appear under:
[] Agents-Distributors
[] Business Opportunities
[] Food and Drink Concession Supplies and Services
[] New Food and Drink Concession Equipment
[] Used Food and Drink Concession Equipment

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:
Gentlemen: Run this advertisement in your "Market Place" as indicated below:
[] Next issue only
[] Next 3 issues
[] Next 52 issues
S. Payment enclosed
[] Bill me

Name _____
Company _____
Address _____
City _____ Zone _____ State _____
Signed _____

Table with columns for 'REGULAR CLASSIFIED' and 'DISPLAY CLASSIFIED' advertising rates. Includes rates for word counts and line lengths.

ALL ORDERS AND INQUIRIES TO: CONCESSION MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1, ILL.

Name Oldfield U. S. Air Col.

FONTAINEBLEAU, France, June 28.—The colonel's list of promotions in the U. S. Air Force this month reached over here and included the name of Barney Oldfield.

The much-traveled colonel, once press agent for Nebraska State Fair, a short time Beckman & Gerety Shows publicity hand, an amusement editor on a newspaper and a representative of The Billboard in Lincoln, Neb., last did a piece for this paper when he came across Dexter Fellows' book, "This Way to the Big Show," which had survived the Jap seizure of Wake Island and was still there when Barney went thru Korea in 1950.

Barney is presently here as chief of public information for Gen. Lauris Norstad's Allied Air Forces Central Europe.

Hot Spell Aids Rockaways

NEW YORK, June 28.—With this entire area blanketed in a brutal heat-wave, Rockaways' Playland had an estimated one million persons jamming their way onto the beach Thursday (26). The scene had the aspects of a Sunday afternoon.

Daytime business in the park itself was off, but Wednesday night (25) thousands kept rides going far in the night. The heat was so intense that the midway was constantly wetted-down, and rides were given extra lubrication. Park help was reported at the exhaustion stage.

Wednesday night mobs saw Morey Amsterdam, popular comedian, judge the second elimination for the "Miss WNET" contest. Thousands of families slept on the beach all night, and it was a common sight to view kids running around on the sand in their pajamas while their folks set alarm clocks for an early morning call. Hundreds came to the beach as late as 3 a.m. to escape the city heat.

TENTS ALL SIZES—ALL TYPES Materials on hand to make for either dyed in colors or "CNEX FLAME" Underwriters approved flame, water and mildew-treated ducks. WRITE TODAY S. I. JESSOP GEO. W. JOHNSON UNITED STATES TENT & AWNING CO. 2315-21 W. Huron CHICAGO 12 Chicago's Big Tent House Since 1870

JOHN BUNDY Formerly With HAUSS-STANDARD CHEVROLET CO., NOW FRISBIES AND GENERAL MANAGER YOUNG-BUNDY MOTORS, INC. CHRYSLER-PLYMOUTH AGENCY Several Models and Makes of NEW AND USED TRUCKS 'SPECIAL FINANCE PLAN FOR SHOWMEN' YOUNG-BUNDY MOTORS, INC. 108 St. Louis Ave. East St. Louis, Ill. (Phone: Bridge 5313)

SHOW TENTS CENTRAL Canvas Company 516-518 EAST 18th ST. Kansas City 4, Missouri Phone: Harrison 3034 HARRY SOMMERVILLE

Davies Manages Kelly-Morris; Switch Advance

GREENSBURG, Ind. June 28.—Ayres Davies has been named manager of the Kelly-Morris Circus and Co-Owner Bill Morris currently is handling advance chores for the show. Davies previously was contracting agent. Ken Murray, also contracting, closed recently.

Gladys Gillem's lion act closed with the show and moved to Peru, Ind., where it stopped at a farm near the Cole quarters. A lion escaped from a crate there Wednesday (25). Both the trainer and her husband John Wall, were injured as they recaptured the animal after six hours. Wall was clawed on the right hand and shoulder.

Meanwhile, Kelly-Morris drew three-quarter and near-capacity houses here Tuesday (24) with police suspects. A misunderstanding about whether a parade was to be given caused several hundred persons to gather in the business district during the morning. A callopie and several animals were taken downtown when it was learned a parade was expected.

At Montpelier, Ind., (21) the show had a weak matinee and half house at night. American Legion post was the auspices.

Maine Expo Scheduled for Race Track

PORTLAND, Me., June 28.—The first all-Maine exposition, The Maine Event, will be held at Scarborough Downs, located a few miles from downtown Portland, September 1-14. Sponsoring organization is the Portland Chamber of Commerce.

Special events and professional entertainment, with nightly fireworks, will highlight the event. The Maine Event grounds offer more than 23,000 square feet of covered exhibit space, and many times this figure in centrally located, graded and level outdoor exhibit area.

Free parking facilities accommodate 500 cars, and special bus service, direct to the exposition grounds, will be in continuous operation. The grandstand seats 7,500 spectators.

Gates will open at noon and close at 11 p.m. each day except Saturdays, when the grounds will open at 10:30 a.m. and close at 11 p.m. Grandstand special events and shows will be presented each day at 2:30 p.m. and 8 p.m. Fireworks are set each day at 11:45 p.m.

More than 200 exhibits and displays, presenting the products and services of Maine industries, businesses and organizations, will be shown, and various Canadian agencies are expected to have exhibitions.

A major publicity effort is planned. Releases will be sent to all Maine newspapers and many New England, Canadian and national press associations, newspapers and magazines.

The Gannett Publishing Company will publish a special edition of the Portland newspaper, devoted to The Maine Event, and an extensive Canadian advertising campaign is planned. Scarborough Downs will erect a billboard and make frequent spot announcements about the event.

Alfred Stern, New York, has been retained as special consultant on all phases of the programs and operation. Stern is director of the American National Theater and the Academy's Department of Community and Industrial Showmanship.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possible making points are listed.)
Alamo, Colorado Springs, Colo.
All Pairs: Rockdale, Tex.
American Beauty: Creston, Ia.; Knoxville 7-12.
American Eagle Casey, Ill. Crisman 7-12.
Benny's All Stars: Baxton, Pa.
Be's Old Reliable: Gretna, Ky.
Bernard & Barry: Val P'or, Que. Canada
Big Tent Amusements: Marvado, Ill.
Big State: Perry, Okla.
Black Hawk: Rushville, Ill. 1-4; Oxford Junction, Mo. 1-4; Alpha, Ill. 9-12.
Blue Ocean: West Gary, Ind.
Blue Ribbon: Madison, Wis.
Burt C. Chalmers: Kansas
Bobby Valley: Audubon, Ia. Cowrie 4-5; Oona Rapids 7-8.
Brookside: Franklin, Ohio.
Brookside & Senador: Blackwell, Okla.
Brown & Wallace: Covington, O. May 7-12.
Burdick's Greater: Austin, Tex.
Burke: Harry, DeQuincy, La.
Butler: Wilmington, N. C.
Capital City: Searcy, Ark.
Carriage of Amusements: Dravosburg, Pa. 6-12.
Cavaliers of West: Burton, Wash.
Central Am. Co. Hamilton, N. C.
Central States: Columbus, Neb. 30-July 2; High 3-4.
Cotton & Wilson: Adrian, Mich. (Fair) Port Wayne, Ind. 7-12.
Cranon, Jimmie: St. Marys, O.
Crows: Amesbury, Pittsburg, Kan. Spring Hill 7-12.
Coastal Plain: South Hill, Va.
Coleman Bros.: Kingsport, N. Y.
County Fair: Stuart, Neb. July 4-6
Crisp Amuse: Port Hope, Mich. 4-8.
Curtis Bros.: Channahon, Ill. July 1-8.
Crufts: Brockton, Calif.; Pittsburg 9-12.
Crufts 20 Bld: Del Mar, Calif.; Eastborne 9-12.
Crossroads: Menasha, Mich. July 3-8.
Cumberland Valley: Tullahoma, Tenn.
Cunningham Hippo: Parkersburg, W. Va.
Debon's United: Wheelock, Wis.
Douglas: Greater: Toppsville, Wash. 7-12.
Dura River Am. Co. Kearney, Mich.
Draco Amuse: Rome, Ind. North Jackson 7-12.
Drew, James H.: Louisville, Ky. Olive Hill 1-12.
Dunston: Barberton, O.
Dyer's Greater: Geneva, Ill. July 3-5.
Eastern Am. Co. Houston, Mo.
Eddie's Expo: Preppot, Pa. Chilton 9-12.
Emshoff: Burlington, Wis. 4-6; Capron, Ill. 10-12; Mazonia, Wis. 10-20.
Emsw United: London, Kan.
Fertis: Carl, O. Sandersport, Pa. Wellsboro 7-12.
Festival of Fun: Walkerton, Ind.
Fleming, Mad: Ocala, Fla.
Franklin: Dora, Ind.
Frontier: Precinct, Ariz.
Garden State: McAadoo, Pa.
G. E. Ripley: W. Va. Maconstown 7-12.
Golden City: Centralia, Ill.
Gottschalk: J. A. Martin, Tenn.
Gorris Amuse: Co. Jasper, Ga. Gainesville 7-12.
Oldstone Expo: Eminence, Ky.

Gold Medal: Sterling, Ill. (Fair) Mount Vernon 7-12.
Gooding Am. Co. No. 1: Chillicothe, O.
Gooding Am. Co. No. 2: Indiana, Pa.
Gooding Am. Co. No. 4: Vandalia, Ill.
Gooding Am. Co. No. 5: Reading, O.
Gooding Am. Co. No. 6: Martins Ferry, O.
Gooding Am. Co. No. 7: Wellsville, O.
Gooding Am. Co. No. 8: Hilldale, Mich.
Gooding Am. Co. No. 9: Wood, O.
Gooding Oracles: Weirton, W. Va.
(Continued on page 65)

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Barnes Bros.: Olympia Florida Ill. 30-July 2; Mitchell, Ind. 4-6; Bristol, Ill. 9-10.
Bealy, Clyde: Lovilton, Ia. 1-4; Monroe 2; Spokane 3-4; Kennebec, Wash. 5; Ritesburg 6; Yakima 7; Tacoma 8; Olympia 9; Longview 10; Hoquiam-Aberdeen 11; Bremerton 12-13.
Beers-Barnes: Washington, Mo. 2, 3; Belvidere 2.
Cape Bros.: Newark, Neb. 2; Wilber 3; Beatrice 4; Marysville, Kan. 5.
Cole & Walters: Hellingia, N. D. 2; Reeder 3; Foreman 4; Baker, Mont. 5; Gould, Jay: Denton, Ia. 5-5; Knox City, Mo. 7-8; St. Louis (Alton) 10-10; Wilmington Del. 10; Coatsville, Pa. 11; Pottsville 12; Lancaster 14, 6.
Hagan Wallace: Penns Grove, N. J. 3; Vineland 2; Hammonett 1; Cape May 4-5; Toms River 7; Freehold 8; Red Bank 9; Collinville 10.
Hunt Bros.: Beverly, Mass. 3.
Kelly-Morris: New Ulm, Minn. 2.
Kelly-Morris: Marion, O. 3-3; North Canton 4; Steubenville 6; Dover 8; Canton 10.
King Bros-Cristians: Bennington, Vt. 1; Gloverville, N. Y. 2; Orono Falls 3; Rutland 4; Claremont, N. H. 5; Lebanon 6; Littleton, N. H. 7; Winton 8; Charlestown, W. Va. 11; Parkersburg 12; Athens, O. 13.
Lawrence: Championship Rodeo: Wilmington, O. 1; Bellefontaine 2; Mansfield 3; Mount Vernon; Spckey Lake (Newark) 3-6; Portsmouth, N. H. Winton 5; Charleston, W. Va. 11; Parkersburg 12; Athens, O. 13.
Mills Bros.: Rockford, Ill. 1; Batavia 2; Lombard 3; Gary, Ind. 4; Plymouth 5; Dayton, O. 7; Zanesville 8; Cambridge 8; Massillon 10; Cuyahoga Falls 11; Geneva 12.
Packa, Tom: St. Louis 1-6; Belleville, Ill. 7; Wood River 8; Granite City 9; E. St. Louis 10; Greenville 12; Piqua 14; Only 15.
Polack Bros: Western: (Rose Bowl) Pasadena, Calif. 4; (Peabody Stadium) Pasadena 7-8; (Berkwood Acres) Karachi 10-12; (Fairgrounds) Chico 10-10.
Polack Bros: Eastern: (Civic Center) Butte, Mont. 3-6; (Fairgrounds) Rapid City, S. D. 11-13; (Barnett Field) Fargo, N. D. 17-19.
Rogers Bros.: Mishawaka, Ind. 1; Michigan City 2; Benton Harbor, Mich. 3; Kalamazoo 4; Battle Creek 5; Coldwater 6; Jackson 7.
Rippling Bros. and Barnum & Bailey: Pawtucket, R. I. 1; Worcester, Mass. 2; Pittsburg 3; Springfield 4; Poughkeepsie, N. Y. 5; Albany 7; Schenectady 8; Amsterdam 8; Utica 10; Syracuse 11; Rochester 12; Lyons (afternoon only) 13.
Walker Bros.: Haines, Wyo. 1; Haxlings 2; Rock Springs 3; Green River 4; Evanston 5.

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Our new Super Deluxe new style head, bowl, brushes, holders, spindles, smooth running heater, the best and best price parts. Wonderful opportunity to start your own business—big money—write for literature TODAY. Old one tomorrow—a good foot machine in now for stock up.

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734 Denon Avenue Nashville 6, Tenn.

TV IS ALL OF SHOWBUSINESS

Only The BILLBOARD covers ALL OF SHOWBUSINESS

Winsted Strong For Hunt Show

WINSTED, Conn., June 28.—Hunt Bros.' Circus played to two near-capacity houses here Friday (20) under fire department auspices. It was the second time a circus had played the town in 20 years. The hunt show also played it last year.

At Cheshire, Conn., Wednesday (18) the show was hit by a high wind at about 8 p.m. The top was vacated during the storm, which disrupted the lighting system and cracked a pole, but the performance was resumed about 45 minutes later.

The show is scheduled to play Franklin, N. H., Saturday (23) under Kiwanis auspices.

Hagen Finds Site For Wilm'ton Date

WILMINGTON, Del., June 28.—Failure to find a suitable location caused Ringling Bros. and Barnum & Bailey Circus to skip Wilmington this year, but it won't prevent Hagen Bros.' Circus from playing a one-day stand here, July 10.

The Monroe Park Apartment development has donated use of a section of its tract, earmarked for a future shopping center, as a site for the circus. Local sponsor is the Wilmington Optimist Club.

Spokane Stadium Books Outdoor Attractions

SPOKANE, June 28.—Memorial Stadium, seating 25,000, now is used for entertainment events. Manager J. Fred Bohler said the current policy is to lease the municipal stadium to show sponsors. It was built primarily for football games.

Auto races are conducted each Wednesday. The Chitwood thrill show was in Sunday (22). Shrine Rodeo plays the stadium July 18-20, and the fire department will have a show there August 1.

A-1 REPTILE EXHIBITS

Superb Snake Dens, All Sizes \$50 to \$125

Fast, accurate service. Full value.

WE ARE KNEE DEEP IN FRESH SNAKES AND REPTILES OF ALL KINDS

Century GARY GARRISON Sales Manager

ROSS ALLEN

Silver Springs, Fla. Phone 1-800

Stevens Bros. Closes in Mo.

BARNARD, Mo., June 28.—Stevens Bros.' Circus, operated by Little Bob Stevens, closed here this week. The show had experienced poor business all season and it had narrowly averted folding several times earlier this year.

Stevens opened his show at Hugo in March and played to week takes thru Arkansas, Missouri and Iowa. Eugene Christy's lion act and Albert Fleet's chimpanzee act were among those reported still with the show up until a short time before it closed. The band, headed by C. A. Woolrich, reportedly was pulled off the show several days before the closing.

End Atlantic City Skilo Court Action

ATLANTIC CITY, June 28.—Prosecutor Lewis P. Scott said this week that he and State Attorney General Theodore D. Parsons had agreed not to contest a recent ruling by State Superior Court Judge Vincent F. Haneman declaring Skilo to be a legal game of skill. Scott revealed that he had conferred with Parsons in Trenton last week, and that they were in accord in the belief that Judge Haneman's opening was "well considered and satisfactory."

This apparently ends the matter, observers felt, because it was incumbent upon the prosecutor to appeal the decision if it were to be upset. However, Scott pointed out that his obligation to appeal was not the same as if he were the plaintiff in the Skilo action. He was actually the defendant, for after the Skilo games were closed by police raiders last summer, their attorney sued the prosecutor's office to restrain the closing. Judge Haneman's ruling upset an earlier opinion by County Judge George T. Name declaring Skilo to be a game of chance and hence illegal.

JOIN THE "HEY RUBE" . . . GET WITH IT!

You Too Can Be A Winner in the New WISCONSIN DE LUXE CARTOON CAPTION CONTEST

Write a gag—or several gags—for this cartoon. Write them on a separate sheet of paper or in the coupon below. Be sure you send the coupon filled in with the necessary instructions of the contest. Your gag should be about show business and refer to some of the many common but amusing incidents that can arise only in our business.

HERE'S THE CARTOON . . . AND A SAMPLE GAG

Think You Can Do Better?

CONTEST RULES:

1. Everyone is eligible—with the exception of Billboard and Wisconsin Deluxe employees and members of their immediate families.
2. Mail your entries to: Wisconsin Deluxe Co. Cartoon Contest, 1902 N. Third St., Milwaukee, Wis.
3. Closing date for entries is July 12. Your entry must be in the mail by that date.
4. Prize winners will be announced in the July 26 issue of The Billboard.
5. The judges will be editors of The Billboard, Wisconsin captions will be chosen on the basis of originality, humor and if appropriate to outdoor show business.
6. One of the duplicate prizes will be awarded. Decisions of the judges will be final. All entries become the property of Wisconsin Deluxe Co.

LIST OF PRIZES:

- 1st Prize—Infra-Red Electric Broiler
- 2nd Prize—Electric Coffee Maker
- 3rd Prize—Beacon Wool Blanket



Wisconsin Deluxe Cartoon Contest, 1902 Third St., Milwaukee, Wis.

My Caption Entry for July 5th is:

Name _____ Show _____

Your Business _____

Permanent Address _____

City _____ Zone _____ State _____

Oregon Towns Pop For Beatty Show; Trainer Injured

Walsh Substitutes in Cat Act; Portland Stand Starts Slow, Builds

PORTLAND, Ore., June 28.—Six Oregon towns made by the Clyde Beatty Circus netted the show some top-grade houses, a neat publicity stunt and an accident that took the veteran animal trainer out of his featured act for several days.

Beatty was attacked by one of his lions at the afternoon performance Sunday (22) which wound up the Portland engagement. His thigh was deeply clawed by the cat as Beatty was

winding up the act. Tigers already had left the arena.

He was treated by a doctor called from the audience and later was taken to a hospital, where 20 stitches were required to close the wound. He was released from the hospital and later ordered back there for a stay of several days. During his absence, Joe Walsh worked the animal act.

The publicity stunt also came off at Portland. George Voise of the Voise flying act and Janice Franco, ballet girl, were married in the big top. The ceremony was performed by a district judge in mid-morning.

Most Stands Good

At North Bend, Ore., Saturday and Sunday (14-15), the show had two three-quarter houses and a

(Continued on page 74)

Ringling 1944 Hartford Fire Case Ending

All Claimants Are Paid; Attorneys' Fees Last Hurdle

HARTFORD, Conn., June 28.—The last legal aspect of the 1944 Ringling Bros. and Barnum & Bailey Circus fire here got under way in Superior Court Monday (23).

This court session involves the motion by Edward S. Rogin, attorney, for payment of his services as receiver for R-B following the fire which claimed 189 dead and hundreds more injured.

Since the fire, the circus has paid judgments to 676 claimants totaling \$3,946,355.70. The last payments were sent out December, 1950, and satisfactions of judgment were collected from all claimants.

Cyril F. Coleman, counsel for the circus, said that keeping R-B in receivership no longer serves any purpose and described the payment to Rogin as the "tag end" of legal proceedings. Before the entire litigation can be finally settled, however, Julius B. Schatz, counsel for the circus receiver, must also file a motion for payment of his services. He has not yet filed such a motion.

Rogin claimed earlier in the hearing that his services are worth \$255,000 but that he sought only \$175,000. He estimated that he had devoted more than 5,000 hours to the work as receiver, which fixed his requested fee at \$35 an hour.

King Racks Up Big Houses at Concord, N. H.

CONCORD, N. H., June 28.—King Bros.-Cristini Circus played here Tuesday (24) to a capacity matinee and strayed them at night despite the fact that the city was in the grip of a heat wave that produced 97 degree temperature. A morning parade drew an estimated 30,000 spectators.

The show played the Keniston lot, broke in by Co-Owner Floyd King in 1946. In 1950 Ralph Keniston built a drive-in restaurant on the front section of the lot and the successful eatery was made unofficial headquarters for show personnel during the stand here. The date was also marked by a reunion of King, Keniston and Paul Sullivan, who are close friends.

CIRCUSES

Rogers Stands In Iowa Give Weak Turnouts

MARSHALLTOWN, Ia., June 28.—A brief swing into Iowa brought mediocre business for Rogers Bros. Circus, which was back in the Chicago vicinity by late this week. The show was contracted for Eastern territory.

Rain reduced the business potential for the two-day stand at Davenport, Iowa, and Saturday (20-21). The final show drew close to a half house but others were one-quarter or less. American Legion was the auspices. Publicity in the Davenport Daily Times was good.

In Marshalltown on Monday (23), the matinee was less than one-quarter filled and the night house was about half filled. Hot weather hindered there and a rainstorm started about 11 p.m. Jaycees were the auspices. Kelly-Morris played the town four weeks earlier.

Prior to the Davenport stand, Rogers played Peoria, Ill., for two days of half and three-quarters business under auspices of the Moose lodge.

MILLS' BUSINESS TOPS LAST YEAR'S

Speed Replacement of Lost Wardrobe; Elephant Routine Attracts Attention

PARK RIDGE, Ill., June 28.—Jack Mills, co-owner of Mills Bros' Circus, said here Tuesday (24) that business for his show has been far above that of recent seasons. He asserted that actual attendance at the show as well as ticket sales has been better than last year. He credited better advance sales work for the hikes.

Replacement of show-owned wardrobe which was lost in a recent truck fire has been amazing, Mills said. He credited Mayme Ward, wardrobe mistress, and the many performers who worked late into the night after the fire for the rapid replacement. Jake Mills, co-owner, said that while the new wardrobe doesn't equal the original in some instances it was acquired with unusual speed, and he said that work is under way to duplicate the originals. Following the blaze, Jack Mills said, material was ordered from New York and Chicago. His daughter brought an order of new wardrobe shoes from Cleveland. For performances immediately after the loss, the show purchased skirts, sweaters and other clothing for temporary use. In one ballet number now these identical street sweaters are in use and in another the ballet girls wear stock skirts which have been decorated with spangles. In other numbers, show personnel wears costumes which have been turned out since the fire.

Bull Act Attracts

Attracting much attention from show people visiting in Chicago was the Mills show's present elephant act. Seven bulls are used, each carries a girl in leopard skin

costume. Trainer Hugo Schmidt has the animals working an impressive routine in a rapid manner. Completing the turn is the teeterboard act, which Mills purchased from Baptist Schrelber but which could not be used last year. One of the Antonette boys is flipped from a teeterboard to an elephant's head when a second bull strikes the teeterboard. Mills attracted two good houses here Tuesday (24). The Kiwanis Club was auspices. Dr. H. H. Conley, CPA, was instrumental.

(Continued on page 74)

Samuel Gumpertz Dies; Ran Ringling Empire

SARASOTA, Fla., June 28.—Samuel W. Gumpertz, who once ruled a canvas empire—the merged Ringling Bros. and Barnum & Bailey Circus, the Hagenbeck-Wallace Circus and the A. G. Barnes Circus—died here Sunday (22) at the age of 84. He was nine years old when he entered show business as a professional acrobat.

A year after 84 years in the entertainment business, he continued to operate the Eden Wax Museum at Coney Island for sentimental reasons.

At an age when most boys are attending grammar school, Gumpertz ran away from his home in St. Louis to join a circus. During the next 64 years he participated in every phase of show business—he was an actor, a producer, rodeo, shot and lassoed in Buffalo Bill's show, built Dreamland Park in Coney Island, and had been an agent scouring the world for strange people for his side shows.

Circus Lure

Born in Washington, Gumpertz was the son of Herman and Elizabeth Gumpertz. His father was a Civil War veteran and a lawyer. When the family moved to St. Louis, nine-year-old Samuel attended the Montgomery & Queens Circus when it came to town, and when the show left town, young Gumpertz was a member of it.

His first big job with the show was as a \$3 a week "top mounter" with the Jackley family of acrobats. Gumpertz won the job by walking on his hands and doing flip flops.

His acrobatic career didn't last very long. One day he climbed to the top of a human pyramid, posed, then did two back somersaults toward the sawdust. He landed on his head and was cured.

Eastern Cities Hold Strong for Ringling

Good Business Tabbed at Most Spots; Newark, Waterbury Are Weaker Links

WATERBURY, Conn., June 28.—Business for Ringling Bros. and Barnum & Bailey was generally good this week, with some full and near-full houses reported, but strikes and other conditions held down takes in other places.

Easton, Pa. (17), was fair. Next was a two-day stand in Newark, which drew half and three-quarters houses on the first day (18) and three-quarter houses on the second day. A violent thunderstorm hit Newark during the second afternoon and some damage was reported in the city, but the show was unharmed. VFW was the auspices.

Moving from Newark, the show moved by rail and water to Hicksville, L. I. for a two-day stand (20-21). The appearances there were sold outright to a group of 61 American Legion posts which also had the show in 1950 and 1951. Such sales are profitable for the show, and attendance was reported to have been strong. Settlement of the Long Island Railroad strike (17) cleared the way for a smooth jump by the show three days later.

Lucien Herman Of Norberty Act Injured in Fall

IDAHO FALLS, Idaho, June 28.—Lucien Herman, member of the Norberty Trio with Polack Bros. Eastern Unit, seriously injured in a fall while taking down his rigging Wednesday (18), remained in Memorial Hospital here this week.

Shortly after the accident, his condition was described as "poor" by hospital attendants. Injuries included fractures of the skull and leg as well as possible internal injuries.

Herman was dismantling the top section of a high pole. It was surmised that his safety belt moved above the joint. The top part of the pole fell when he did, and he was still strapped to it.

Mr. and Mrs. Louis Raynecker, who with Herman comprise the trio, remained in Idaho Falls with him. In their act, Herman and Raynecker performed on trapezes suspended from a ladder. Mrs. Raynecker balanced the ladder.

Stamford, Bridgeport Big

Stamford, Conn. (23), under Lions Club auspices was good for two near-capacity houses. Auspices treasurer said the date was highly profitable for the club.

Waterbury produced a half house for the matinee and a three-quarter turnout at night on Wednesday (25). Jaycees were the auspices. Attendance was affected by hot weather, a two-day-old strike at the city's largest brass company and threats of imminent strikes at five other brass companies.

An hour's delay was caused at Westbury when one car of the second section jumped the track near Stamford, Conn.

Tiger Bill Folds After 3 Months Of Bad Business

GALESBURG, Ill., June 28.—Tiger Bill's Wild West Show closed here Tuesday (17) after about three months of poor business. The show, owned by Leo (Tiger Bill) Snyder, had a succession of agents and it was reported that it would have continued on the road if another agent could have been obtained.

Some of the Tiger Bill personnel, including Leo and Kitty Snyder and Sig Bonhomme joined Rogers Bros' Circus in Illinois. It was reported some of the stock was returned to Ben Davenport. The equipment was moved from here and presumably was returned to the show's Waelter, Texas, quarters.

The show played few winning dates. Many matinees were cancelled for lack of patrons. The show used little billing and played percentage auspices in small towns and promotion auspices in larger spots.

It opened in Texas during March, and it did little business in Texas, Louisiana and Arkansas except at Shreveport, La., and El Dorado, Ark., which were good money makers. Jonesboro, Ark., Poplar Bluff, Mo., and Centralia, Ill., were among promotion stands made by the show.

Fast Moves Mark Change In Wallace-Clark Route

CHICAGO, June 28.—Wallace & Clark Circus was in Northern Illinois early this week after jumping rapidly from Pennsylvania in a change of route business in the East. At one time the show had contemplated a tour of New York and New England.

Norman Anderson, owner of the show, said here recently that the show had done well in Kentucky and Tennessee despite some rain in the latter State but that West Virginia and Pennsylvania had not been good. He blamed shut-down of steel mills and general tightening of money

for the situation, which also has been reported by several other show owners.

In the six days that brought Wallace & Clark from Pennsylvania to Illinois, the show drew some good business. Vandalia, Pa., (11) was off but Merion, Pa. (12) was good. Hudson, O., (13) came up strongly and was followed by a fair day at New London, O. (14). A matinee only at Antwerp, O., (15) scored a full house. Three Indiana stands were affected by tendency of farmers to stay in the fields.

Dressing Room Gossip

Ringling-Barnum

When the summer heat was broken by rain the show enjoyed cool days in Connecticut. The Long Island stand was big. First swimming party of the year was between shows in Newark, N. J. Had Sunday off in Stamford, Conn. with all trains arriving early in the morning. Many friends came to see Mr. and Mrs. Black, of the wardrobe department in Stamford, Conn., their home town. Show's soccer team played the Stamford team and was beaten 4-3. Dorothy Gray entertained circus friends at her home in Stamford.

Jeanette (Mousie) Rix celebrated her second birthday with a party. Fanny McClosky and Rusty Parent were busy entertaining in Bridgeport. Farnet clown, John Nelson, visited. His brother, Harry, is on the show. Agent Stanley Watton has been

a frequent visitor. Ted Evans, giant in the Side Show, has been proudly wearing the socks the girl midgets knitted him.

Bob Reynolds, Mike Petrello, Freddy Bennett and the prop boys keep the show riggings in top shape. Frank Phelan does a good job on outside props. Zefta Loyal's daughter, Dolly; Justino Loyal's son, Pepito, and Albertina Loyal joined for a few weeks. Dutch Luley is summing at Coney Island, N. Y.

Visitors included Frenchie and Marcel Wolthing Forgeur; Audrey Johns' husband and daughter; Kathy Kramer, Mrs. Gretchen Jahns, Hilda, Simone and Andre Pinceman, Helen, Marshall and Charley Geiger, Cornelia Otis Skinner, Joanne and Eldon Day and daughter, Janney Warner and son, Jim. Faye and Billy Snyder, Phylla Nystrom's parents, Doc McLoughlin, Mr. and Mrs. Duval, Mr. and Mrs. Ira Millette and daughter, Penny; Eddie Mader, Jack Tavlin, Mr. and Mrs. Ike Vern, Sam Stratton, Rose Alexander's sister and niece, Mr. and Mrs. Jim Hoye, Bill Day, Al Schwartz's mother, Bill Ballantine and Mrs. Pete Grace.—MARY JANE MILLER.

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Mills Bros.

It was like old home week at Peru, with showfolks and fans coming early and staying 'til the poles came down. Jimmy O'Conner of Logansport made a tape showing of the circus show. George Piercy of Kokomo showed circus pictures between shows. Joe Rossi, Harry Ruster, June Russell, who now has a taxi business in Peru, and Mr. and Mrs. Jack La Pearl were guests of O'Conner at Joe and Etta Hodgins' restaurant.

Herb Howard, Peru jeweler and Shrine circus chairman, clowns, both shows. Visitors included the Hodgins', Nick Freeman, Nick Carter, Mr. and Mrs. Carl Soltz, Mr. and Mrs. Mark Binkard, Mickey King, Paul and Jinx Nelson, Eddie Woekener, Chalmers Condon and Bob Weaver.

Wallabies, Kentons, Wang Hong, Schus, Billy Hammond and the clowns made a hospital show in Indianapolis. Visitors there included Mr. and Mrs. Paul Bowers, Bob King, the Fred Schortemiers, Jess Murden, Mr. and Mrs. Earl Fisher, Mr. and Mrs. Leo Francis, Al Jones, Cliff Monnett, Mr. and Mrs. Vern Smith, and Ethel Engle. Rita Stroud and Johnny Pugh celebrated birthdays.

Don Schneide joined Joe Rossi's band on trumpets. Mrs. Felix Tsap's mechanics have the fleet moving in A-1 style. Hans Duffe came some 300 miles, from Jefferson, Mo., to spend a few days. Doc and Ivy Wilson came on for several days, and everyone is looking forward to seeing them again at Rockford. At DeKalb, J. L. Bogat and family visited as did Doc Schlaack.—JACK LAPEARL.

Kelly-Morris

Longest jump on the season thus far was the 260-mile scorcher from Port Huon, Mich., to Ligonier, Ind. Matinee was canceled in latter town. The writer caught a mild case of oak poisoning while gathering berries. The Hodgins spent Sunday off attending the wedding of Betty Hodgins' sister. Showing around the Peru, Ind., area proved to be field day for visitors. Management purchased several pieces of equipment and some wardrobe in Peru.

Beverly Allen and Al Gardner were married in Wabash, Ind. Etta Hodgins also held festivities at her restaurant for Frank Doyle, Ann and Willie Epps, Johnny Wall and Gladys Gillem and the Hodgins. Mr. and Mrs. Ayers Davies joined with Davies acting as manager. The Don Morris Troupe joined in Kokomo, Ind. Marilyn Kelly is doing well in ladder practice. Hippo joined in Montpelier, Ind. after much delay due to trouble with the tank truck. Nelly Hodgins came on clowning and doing her clever dance routines. Bill and Bernice Morris have a new trailer.

Visitors included Caroline Carol and Bob Hodgson, Etta Hodgins, Mary Bowman, Fred and Lou Young, Mr. and Mrs. McClain, Mr. and Mrs. Paul Golen, Hetta Keckberry, Doris Clark, Circus Fans Condon and Pearey,

Clyde Beatty

The Portland date is history and show is back into the one-night stand routine. Clyde Beatty sustained a deep leg laceration when one of his cats swiped him. He was taken to Good Samaritan Hospital. Portland Joe Walsh is working the big cat show.

Janice Franco and George Voise were married in the center ring by District Judge John R. Mears June 20. Joe Walsh was best man and Zsokalen Walsh, matron of honor. Almost all personnel attended and presented the happy couple with gifts. A huge cake was presented by the Bohemian Restaurant & Bakery, Portland. The wedding supper was held at the House of Lum, Portland.

Clowns worked Portland stores, distributing tickets and favors. Newsboys of the Oregon Journal were guests of Beatty at Friday's matinee. Mr. and Mrs. Red White played host to Mrs. White's mother, sister and family. Merlin Hinkle, former clown with Pete Korless' Side Show, recently joined the Side Show to handle the sound department.

Chief Red Cloud renewed acquaintances with several Indian chiefs in Pendleton, Ore. Concha Erikson celebrated her birthday recently.

Clowns Duke Law and Mingo blossomed out in new wardrobe. Johnny and Wanda Joannides departed for club and fair dates. Don Hayman, press and radio, returned to his home in Uniontown, Pa. Visitors included Frances Fontaine, Fonte Clark, Walter Bartges, Sgt. S. A. (Jer) Worstler, Tiny Grant, Robert Emerico and Hugh (Ain) Lyon.—EDDIE DJULUM.

Kelly-Miller

Chuck Shepler had an eventful 12th birthday. He was accidentally left on the Bridgeport lot when he overslept and had to hitch 50 miles into Scottsbluff, Neb. Then he received as presents a new Western outfit, from boots to hat, and made his debut riding in the concert. Kitty Anne Colleano and Dick Scatterday celebrated birthdays.

A gravel pit in Scottsbluff provided swimming for many of the personnel. We traded lots with the Central States Shows. They began arriving as we left Torrington, Wyo., for Wheatland, where they had just played. Mary Thorne holds the record for two trouble—two blow outs in two miles. The stork also visited her house and left six puppies. Grace McIntosh's daughter, Ronna, arrived, accompanied by her grandmother, Mrs. Elizabeth Romig. Ronna will spend the summer on the show. Her grandmother will return home shortly. Jeanette Colleano is back after a week in the Scottsbluff hospital.

Evelina Rossi has purchased a Cadillac. On the road to Wheatland a hit and run driver backed into her trailer, punching a hole in the side. Doc Cooper of Wichita, Kan., is on the show for an indefinite visit. He proudly shows off his trailer, which is a Father's Day present from his daughter, Sharon. While Tom King is away for a few days on business Doc Cooper has taken over the little wild horse pit show. Eddie Murillo Jr. is studying trumpet under the tutelage of Paul Bolton. A recent visitor was Johnny Wright, a new attraction — FRANK CAIN.

Roger Bros.

Business was good on show's trek thru Illinois. At Marshalltown, Ia., personnel had its first Sunday off in four weeks and almost everyone took in the movies. Sig Bon Homme joined clown alley in Springfield, Ill. Plenty of sawdust was used in Davenport, Ia., where the org had two days of hard rains.

Leon and Kitty Snyder joined the Wild West concert at Peoria, Ill., and Roy Bible lost his chipm at Springfield, Ill. Recent visitors included R. M. Harvey, Loretta LaPearl, Vern Colbert, Earl and Vivian McLean, Charles Zemeter, Mrs. Edna Curtis, Roy Williams, Vern Correll, Fred Young and Leon Wink

—BUCK LEAHY.

Bob Helvey, Aliecia Ballard and son Hanna Grebling, Jack Ward and Jerry Hodgins.—JOE HODGES HODGINS.

Tom Packs

Show continues to play to standing room only at all spots. At Carbondale and Harrisburg, Ill., the Shrine had a community queen contest which held top honors. Mr. and Mrs. Bill Bentlage are still making week-end trips to St. Louis. Franklin and Astrid are popular gymnasts. A windstorm hit the show in Harrisburg and broke a water main, ending the water supply.

John Phelps, rigger, fell from a truck and sustained a broken arm and head cuts. The Sunday picnic, arranged by women on the show, proved a success. Hostess was Victoria Zucchini, assisted by Kay Francis and Astrid. Connie Weld is practicing tight wire.

Visitors included Mrs. Rowe, Jimmy Troy, Pauline and Lloyd Stolz, Mr. and Mrs. Charles Baker, Edna Curtis, Ethel Darcy Hamilton and the sister and brother-in-law of Grover O'Day, mailman and The Billboard sales agent.—JO JO LEWIS.

Hogen Bros.

Some of the personnel gave a special show at Children's Hospital, Auburn, N. Y. Program was emceed by Jim Conley, with music by Fancher Pierce at the calliope. Acts included Frieda Conley's riding dogs and monkey; Tommy Arenz's magic and Punch and Judy; Hans and Rosita Claire, chair balancing; Dixie, the elephant, worked by Eddie Aikens, and Indian war dance, featuring Fancher Pierce, Claudine Banta, Donna Pyle and Ginger Moody Somers.

Side Show has a new banner line painted by Charles Lockur, circus fan of Auburn. In a between-show baseball game in Oswego, N. Y., the Backyard Bears defeated the Big Top Bombers 18 to 6. Paulette, daughter of Paul and Mildred Pyle, made her first appearance in the spec recently. Mr. and Mrs. Harry Allen, Bertha Drane and the Pyle family visited in Niagara Falls.

Ivan Douglas, 24-hour man, is routing the show over some of Ohio's and New York's most scenic routes. At Elyria, O., a group of performers gave a special show for the crippled children. (Continued on page 58)

Under the Marquee

Dave Malcom, clown-juggler now playing night clubs and theaters around New York, will soon leave for the road.

Jake Posey, 40-horse driver, is now at a rest home at 5933 Miles Street, Huntington Park, Calif. Fan Tom Lawless, of Freeport, Ill., visited with Karl K. Knacht when the latter was in Freeport for a class reunion. Sgt. Harvey Foster, formerly with King Bros., caught Rogers Bros. at La Grange, Ill. Mrs. Edna Curtis, Charles Siegrist and Vernon McReary were also visitors at the Rogers stand.

Birthdays have been coming thick and fast on the Kelly-Miller show. Those recently feted include Iona Stevens, Tommy Thompson and Mel Lewis. J. Schmidt of Terre Haute, Ind., caught Hagen Bros. and Roger Bros. here. James McKenna and Dudley Sreeter of Pawtucket, R. I. talked with Harry Doll. (Continued on page 59)

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111 PHONEMEN 111

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POMONA'S NEW FUN ZONE TO OPEN ON TIME--ILLIONS

Will Be Ready Sept. 17, Showman Says; Year-Round Use Planned for 1953

POMONA, Calif., June 28.—Altho work on the permanent midway at the Los Angeles County Fair is running six weeks behind schedule because of labor shortage, the \$500,000 installation will be ready for the opening of the 17-day event on September 17, according to Harry A. Illions, veteran parkman in charge of the new amusement set-up.

The midway will occupy the 900 by 300 foot space used during the past two years by carnivals playing the event. Illions' plan is to open the new zone in September and then again in April as a permanent park. The section used during fair time for the display of automobiles will be used for industrial picnics during the summer.

Illions, operator of Celoron Park in Jamestown, N. Y., and the New Liberty Park in Buffalo, has brought the Phoenix Wheel, a Ferris-type ride, from the former spot. It is 130 feet high and has 12 cars with an individual capacity of 12 persons. This device is already up and is now being painted and given the finishing touches.

Adds Rides

Also installed and close to completion on the lot are the Bozo and Rapids rides. The carousel made by Illions' father, is up and a permanent building is being constructed around it.

Buildings for the Magic Carpet and Laff in the Dark have been completed with the exception of the fronts. These are steel structures 70 by 80 and 40 by 60 feet respectively. Two other buildings, both 32 by 40 feet are to be installed. One will house the Crystal Maze, Illions said.

Because of a late start in the construction of the midway, canvas will be used in some instances this September. The plan, however, is to have all of the attractions under permanent cover.

When the fair opens, Illions will have 22 rides in operation. A Loop-O-Plane is on the grounds and ready for installation as is a Rocket Ship, a three-ship device 85 feet high. Two kiddie ride sections will be in operation during the event.

Illions has a six year contract with the fair and will manage the midway. He is now booking concessions and shows in conjunction with C. B. (Jack) Afflerbaugh, president-general manager, for the September opening.

During the annual's stand, the south gate will be the main entrance. However, in off-fair times, the north gate will be used for this purpose. The parking facilities for 40,000 automobiles will be available to industrial groups holding their picnics on the fairgrounds.

Illions is assisted in the installation of the equipment by Charles Carson, Thor Peterson, Tiny Little, Speedy Williams and Glenn Morrison, key men from his other parks. During the regular operation, the park will employ 125 persons.

Predict 85G Toronto Net

TORONTO, June 28.—A profit of \$85,000 is predicted by Canadian National Exhibition execs for this year. A budget of \$2,311,148 was approved for 1952 and revenues were estimated at \$2,396,150. A special committee shaved expenses by some \$200,000 to make possible the anticipated surplus.

J. A. Northey, president, believes the surplus actually will top \$100,000 with the inauguration of further economies which are expected to be instituted upon the return of J. A. Northey, chief of works, who is in England.

Revenues from space are expected to be \$485,000; admissions, \$913,000; grandstand, \$504,000; outdoor concessions, \$240,000; women's department, \$148,000.

Racing Out, Circus In at Altamont

ALTAMONT, N. Y., June 28.—A big top with free entertainment opposite the main gate, and a 12-act circus will replace harness racing at Tri-County Fair here, which bows in the Eastern New York fair season, August 18-23.

Martin's Super Circus will play twice daily, beginning August 19, with all grandstand and bleachers seats free to children at every performance.

Featured on opening night will be Joe Chitwood's Hell Drivers. The fair board expects attendance to top 50,000, with tentative plans calling for two days during which school children of Albany, Schenectady and Orleans counties will be guests of the management.

A member of the fair board said: "We did our greatest business last year when children were admitted free to the grandstand. We took in more than \$1,100 for that one performance, which was our top take for the week."

SRO for Granges At Trenton Fair

TRENTON, N. J., June 28.—Grange exhibit space at the New Jersey State Fair, to be held here September 21-28, is sold out, according to fair officials.

Of the 20 Granges which can be accommodated, 14 have never before exhibited. Only six of last year's entries will be on hand this fall, with 14 on the waiting list. As per fair's policy, these will be given priorities if they wish to enter in 1953.

SYRACUSE UPS GATE TO \$1

SYRACUSE, N. Y., June 28.—New York State Fair has been hit by inflation. The daily admission price is now \$1, compared with 60 cents in previous years. The exposition is scheduled for August 30-September 6.

Tickets sold in advance for the week will be at the rate of 50 cents a day, compared to a previous cost of 35 cents.

Fair Dates

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The following corrections and additions to the list of Fair Dates were received during the week ended June 28. The complete list of Fair Dates was published in the issue dated June 28. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 3100 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- Arkansas**
Stamps-Lafayette Co. Fair, Sept. 1-13 & Thomas.
- Colorado**
Guthrie—El Paso Co. Fair, Assn. Aug. 22-24.
Fred C. Wagoner.
Erie—Erie Co. Fair, Sept. 11-13 T. T. Robinson.
Holtzke—Phillips Co. Fair, Assn. Aug. 18-20 Art. Fair.
Lamar—Prowers Co. Free Fair, Aug. 30-31.
Alan H. Pitt.
Loveland—Larimer Co. Fair & Rodeo, Aug. 18-20 Dennis Washington.
- Georgia**
Moultrie—Parm. Bureau & A-R Club Fair, Oct.—J. Harold Brown.
Vienna—Wilkes Fair, Sept. 8-12 William F. Ledford.
- Idaho**
Burley—Camia Co. Fair, Aug. 21-22 Saul E. Clark.
Cambridge—Washington Co. Fair, Assn. Sept. 8-7 Buck Rowland.
Preston—Franklin Co. Fair-Rodeo, July 21-Aug. 2—Paul R. Hawk.
- Kansas**
Alma—Wabaunsee Co. Fair, Assn. Aug. 21-22 Mrs. Albert Schultz, Alta Vista, Kan.
Amherst—Clark Co. Fair, Assn. Aug. 8-9 Ed Crosby.
Blue Rapids—Marshall Co. Fair, Assn. July 18-Aug. 2 Mrs. R. D. Ringle.
Canton—McPherson Co. Fair, Assn. Aug. 12-15 L. O. Hamilton.
Ethington—Atchison Co. Fair, Assn. Aug. 17-18 E. D. Motzka.
El Dorado—Butler Co. Fair, Assn. Aug. 19-21 P. A. Bacon.
Elyria—Morton Co. Fair, Assn. Sept. 23-27.
Rena B. Coan, Wilburton, Kan.
Ellis—Ellis Co. Junior Free Fair, Aug. 27.
John Zeyer.
Bureau—Greenwood Co. Fair, Assn. Aug. 19-21 Harrison Brookover.
Gardner—Johnson Co. Fair, Assn. Aug. 23-25 Dale Dorat.
Glasco—Chase Co. Fair, Assn. 25-27 Kenneth Schwartz.
Hilton—Jackson Co. Fair, Assn. Aug. 16-20 Henry B. Knott.
Longton—Dick. Fair, Assn. Sept. 11-13 Bert Speer, Howard, Kan.
Ogden—Polk-Wagoner Co. Fair, Aug. 24-26 Richard Junco.
Orange City—Osage Co. Fair, Aug. 20-22 Elmer Helms.
Osawatomie—Labette Co. Fair, Assn. Aug. 8-9 Dale Dickson.
Perryville—Osage Co. Fair, Assn. Aug. 21-23 Mrs. E. O. Fitzsimmons.
Rush Center—Rush Co. Fair, Assn. Aug. 11-14 Roy Peterson.
South Haven—South Haven Free Fair, Sept. 11-13 Nell F. Henneze.
- Kentucky**
Irvine—Butts Co. Fair, Assn. Sept. 17-20. A. R. Hopkins.
- Maine**
Presque Isle—Northern Main Fair, Aug. 4-8 Robert D. Andrews.
- Michigan**
Alpena—Mackinac Co. Fair, Assn. Sept. 1-14 Walter E. Beyer, 91 Leuce.
Alpena—Alpena Co. Agril. Soc. Aug. 26-28 Sept. 3 Floyd Thompson.
Bay City—Bay Co. Youth Expo. Aug. 13-18 Harry Hough, R. 1, Manager, Mich.
Barrington—Barrington Community Fair, Oct. 8-9 Portia M. Knapp.
Brown City—Brown City Agril. Assn. Sept. 19-21 Mark O. Wendt.
Prenons—Prenons Community Fair, Oct. 10-12 Lyle Meyer.
Gladwin—Gladwin Co. Fair, Assn. Sept. 2-4 E. D. Baker.
Goodrich—St. Clair Co. Agril. Soc. Aug. 21-23 O. S. Parsons, Smith Creek, Mich.
Grand Rapids—Grand Rapids Agril. Assn. Aug. 19-22 Elmer O. Olmstead.
Harrison—Stearns Co. Agril. Soc. Sept. 9-13 Ray Hartsell, Gladwin, Mich.
Hesperia—Hesperia Fair, Sept. 18-20 Elmer E. Arnold.
Ironwood—Ogemaw Co. Fair, Aug. 14-17 W. B. Phuhl, Bessemer, Mich.
Monroe—Monroe Co. Fair, Assn. Aug. 4-8 Eugene Anderson.
Norway—Richmond Co. Free Fair, Aug. 20-Sept. 1 Frank J. Molinar, Iron Mountain.
Peck—Peck Agril. Fair, Oct. 1-4 Joel O. Millar.
Pittsford—Pittsford District Agril. Soc. Sept. 6-10 Elwyn Smith.
Poultice—Oakland Co. 4-H Agril. Assn. Aug. 12-16 Mrs. Thurman Bowers, Midford.
Richmond—Richmond Agril. Assn. Aug. 30-Sept. 1 Vern Krause.
Sallina—Sallina Community Fair, Sept. 8-27 Charles E. Osgood.
- Minnesota**
Ada—Norman Co. Agril. Soc. June 24-28 E. E. Ewden.
Arlington—Sibley Co. Agril. Assn. Aug. 7-10 Louis Kili.
Garret City—Blue Earth Co. Fair, Aug. 14-20 Daniel James.
Grand Marais—Cook Co. Agril. Soc. Aug. 28-31 W. J. Hunsinger.
LaCenter—LeSueur Co. Fair, Aug. 11-13 R. D. Ryan.
Litchfield—Litchfield Co. Fair, Assn. 13-14 D. E. Murphy.
Littlefork—Northern Mich. Dist. Fair, Assn. Aug. 13-18 B. S. Arden.
Mankato—Twi-Ouassy Fair, Sept. 16-17 Ron J. Jones.
Moley—Jackson Co. Agril. Assn. Aug. 8-10 John W. Jacobs.
Pipe River—Cass Co. Agril. Assn. Aug. 15-20 Werns Hald.
Red Lake Falls—Red Lake Co. Agril. Soc. July 14-16 Mrs. James Ousey, Monitor, Minn.
St. Vincent—St. Vincent Indian Indust. Assn. Sept. 21-18 L. O. Ward.
Shogren—Shogren Agril. Soc. Aug. 18-20 R. T. Schumacher.
Warren—Marshall Co. Fair, July 11-19 Kenneth E. Nelson.
- Missouri**
Bowling Green—Pike Co. Fair, Assn. Sept. 3-6 Arvin E. Bole.
Chillicothe—Chillicothe Fair Festival, Sept. 1-4 A. M. Baber.
Hermann—Hickory Co. Free Fair, Assn. Sept. 4-6 E. A. McCool.

Michigan State Cuts Coliseum Ticket Prices

DETROIT, June 28. Reductions in admission charges for Coliseum shows at the Michigan State Fair this year were voted this week by the fair board. Adult tickets will be priced at \$1.20, compared to \$1.80 last year, with children's ducats to go at 60 cents, half the price in '52. Move was made to hike attendance in the large building.

Fair's premium books, which list prices of \$10,000, an increase of \$3,000 over last year, are slated to be mailed July 7. Several new classes of horses and sheep will be included.

Hibbing, Minn., To Use Turnstiles

HIBBING, Minn., June 28.—Patrons at the St. Louis County Fair will enter the grounds through turnstiles this year and will walk on newly paved walks, according to J. J. McCann, secretary. In addition the fair is putting money into remodeling several of the buildings on the grounds.

New special cart will be a tractor driving contest which will take place on machinery hill. Attraction program includes Auto races, 4-H style review and demonstrations, livestock judging contests and stock-car races.

Nebraska

- Hume—Hume Fair, Sept. 4-3 James Bergeson.
- Jasper—Jasper Free Fair, Sept. 8-6 Lawrence E. Sharp.
- Perryville—Perry Co. Fair, Sept. 4-8 Robert C. Herardie.
- Polk—Washington Co. Fair, Aug. 6-8 D. B. Groves.
- Reynolds—Reynolds Co. Fair, Aug. 28-30 Tom J. Clark.
- St. Genevieve—St. Genevieve Co. Fair, Aug. 28-30 J. W. McCleary.
- Unionville—Pulaski Co. Agril. Soc. Sept. 8-9 Marjorie S. Wyckoff.
- Nebraska**
Bartlett—Wheelock Co. Fair, Aug. 9-11 Clay Searles.
Chappell—Deuel Co. Fair, Aug. 14-16 Charles Pulley.
Culbertson—Hitchcock Co. Agril. Soc. Aug. 21-24 Evelyn Coak.
Franklin—Franklin Co. Agril. Soc. Aug. 13-15 Charles W. Mackovic, Riverton, Neb.
Fremont—Fremont 4-H Club Fair, Aug. 13-15 W. W. Martin.
Genoa—Plymouth Co. Fair, Aug. 19-22 Howard W. Hamilton.
Harrison—Grant Co. Agril. Soc. Aug. 28-31 Mrs. Earl Hayward.
Leop City—Sherman Co. Agril. Assn. Aug. 18-19 Clark S. Renshaw.
McCook—Red Willow Co. Fair, Aug. 11-13 Don Thompson.
Minden—Minden Co. Agril. Assn. Aug. 19-21 Mervin Peterson.
Ogden—Polk Co. Agril. Soc. Aug. 9-7 1952.
Ogden—Polk Co. Fair, Assn. Aug. 11-13 Don C. Smith.
- North Carolina**
Clinton—Catawba Co. Fair, Sept. 22-27 Edward Cooper.
Edenton—Chowan Co. American Legion Post, Oct. 8-11 J. W. McCleary.
Gony Hill—Am. Legion Greene Co. Fair, Oct. 8-11 Edward Cooper.
Taylorsville—Catawba Co. Fair, Sept. 8-13 Luther Dyson.
- Ohio**
Potosi—Potosi Free Fair, July 24-26 W. W. Hudson.
- Tennessee**
Fulaski—Clats Co. Fair, Sept. 8-13 Dr. C. O. Ehrhart, Lewis, Tenn.
- Texas**
Edna—Jackson Co. Fair, Sept. 15-17 Claudius Branch.
- Washington**
Port Angeles—Clallam Co. Fair, Aug. 21-24 Ed R. Haggerty.
Spokane—Spokane Interstate Fair, Aug. 28-Sept. 1 James B. Gough.
- West Virginia**
Mannington—Mannington Fair, Assn. Sept. 9-12 Charles H. Strain.
- Wisconsin**
Wausau—Marquette Co. Youth Org. Aug. 7-10 B. J. Cunningham, Menasha, Wis.
- Canada**
Manitoba
Dauphin—Dauphin Agril. Soc. July 11-22 Emma E. Ringstrom.
Dunlop—Dunlop Agril. Soc. June 19-19 A. Bready.
Melfort—Arthur Agril. Soc. June 20-31 E. R. Williams.
Russell—Russell Agril. Soc. July 11-18 J. A. Burge.
Swan River—Swan Lake Agril. Soc. July 21-24 S. J. Wray.
- Saskatchewan**
Assiniboia—Assiniboia Agril. Fair, July 8-9 Walter McMorris.
Carleton Place—Carleton Place Agril. Soc. July 23-24 W. A. Frith.
Grand Coulee—Grand Coulee Agril. Soc. July 10-11 Mrs. M. L. Doran.
Humboldt—Humboldt Agril. Soc. July 8-9 Carl Schorn.
Nipawin—Nipawin Agril. Soc. July 23-26 Mrs. W. E. Roberts.
Moose Jaw—Moose Jaw Agril. Soc. July 29-30 J. R. Robinson.
Shawano—Shawano Agril. Soc. July 18-18 A. E. R. M. Baber.
Swift Current—Swift Current Agril. Soc. June 10-17 J. M. Dooda.

800 Events Set Crochet Contests

NEW YORK, June 28.—Over 800 State, county and local fairs will participate this year in the annual National-wide Crochet Contest, according to the sponsor, the National Needlecraft Bureau. The contest, which is expected to draw over 100,000 entries, is open to all. The 16 classifications enable men, women and teenagers to vie for the \$2,500 in prizes.

Selection of the best crocheted pieces in each classification will be made by judges at each participating fair and entered in the national finals to be held in Chicago the last week in November. The national champion will be awarded a prize of \$500 and an all-expense trip to Chicago. A special man's award of \$100 and a free trip to Chicago will also be made. The other national prize winners of each classification will receive cash awards.

Each fair will award an engraved loving cup for the crocheted article judged "Best of Fair" and special blue ribbons will be given the winners of each classification eligible for the national judging. Extra awards of \$500 are being offered by Woman's Day magazine for pieces of original design.

In early December, every article entered in the national finals will be on exhibit at Chicago's Conrad Hilton Hotel.

Rodeo Scheduled To Replace Horse Show at Salem, Ore.

SALEM, Ore., June 28.—A rodeo will replace the traditional horse show at the 52 Oregon State Fair, Leo Spitzbart, manager, announced this week.

The change was decided upon by the fair board on examining the cost of alterations to the stadium that would be necessary to meet objections of the State fire marshal. Work would cost \$3,500 in addition to \$1,300 in salaries for extra help. An alternative would be abandonment of 27 box stalls the fair management regarded as vital for conduct of a first-class show. Spitzbart said the 1951 horse show resulted in a \$3,453 deficit.

The fair has been offered a guarantee of \$3,000 for rental of the stadium for a rodeo during the fair, Spitzbart said.

MEN TO VIE IN CNE SNACK COMPETITION

TORONTO, June 28.—The Dagwood Bunsleed or late-evening type of sandwich makers will get a chance to show their inventiveness at Canadian National Exhibition here, August 22-September 6.

The Women's Section of the CNE will offer prizes in a mid-night snack competition. All supplies will be provided, but each contestant will get only 10 minutes to whip up enough sandwiches for four. Speed, taste and eye-appeal will all count.

With each of four prizes goes a solemn promise: no entrant will be required to eat his—or her—own breaded delights.

Saskatchewan Events Accent Youth Programs

REGINA, Sask., June 28.—Farm boys' and girls' caravans will be continued at Saskatchewan fairs this year despite the fact that there will be no livestock to work with because of hoof and mouth disease restrictions. The substitute program will include soil study and handicrafts for the boys and home economies for the girls.

Start Work on New Paragould, Ark., Bldg.

PARAGOULD, Ark., June 28.—Work started this week on a 195-foot yellow tile exhibit building for the Greene County Fair. The structure will be ready for this year's fair, according to C. H. Atkins, secretary. Altho only \$7,500 of the estimated \$17,500 cost has been raised, Atkins added that the campaign for money is continuing.

Racing Org Chartered

HENDERSON, N. C., June 28.—Henderson Speedway, Inc., here, obtained a charter from the State to operate grounds for competitive racing. Authorized capital stock was listed at \$100,000, with \$4,000 stock subscribed by J. Carl Knight, C. C. Johnson and H. S. Ellington, all of Henderson.

Under the Marquee

Continued from page 57

Jack and Ruby Landrus and Ernesto (Papa) Cristiani on the King-Cristiani show at Taunton, Mass. Streeter also visited recently with Norbert Provost.

Ed Wedman's elephant act is with Gil Gray's show, bringing that aggregation's elephant count to six... The buggy which Charles Ringling used to lead street parades is to be housed in the Museum of the American Circus at Sarasota. The State of Florida also has approved appropriation of funds to expand the museum buildings to house the Chambers circussiana collection, two Hemispheres bandwagon and also to shelter a cage and the Two Jesters callope, which have been in the open.

Rex N. Ingham of Ruffin, N. C., and family were guests of Sam Warren, manager, on the New Orleans Minstrel Show at Reidsville, N. C. At the previous stand, Roanoke, Va., the show lost two

days because of rain. Business at Reidsville was fair. Show moved to High Point, N. C., for the next three days... Recent guests at the Ingham home included Warren; George (Slim) Griffin, billposter for Warren's minstrel show; Christian (Dinky) de Kysar, former partner of Jack Crawford, and Snowden Holland, Carolina drive-in theater operator who was en route from a California vacation.

Johnny Fulghum left the Kelly-Miller advance because of illness in his family and has returned to Richmond, Va. Clown Ernie (Blinko) Burch appeared with Bob Hope and other names on a recent two-day television marathon benefit program... Billy Barton visited Albert White, Frank Cromwell, Gene Lewis, Walter Guice, Freddie Freeman, Arthur Burton and Chesley Morris on the Ringling show. He also chatted with Pat Valdo, and Josephine Helbing Razor... Louis and the Oliver Sisters are appearing currently at the Beach Pavilion, Myrtle Beach, S. C. Kinko and Arden Beecher are with an auto thrill show in Canada.

Dave Malcolm, clown juggler, currently playing clubs in New York, plans to return to canvas trouping soon.

Buck Reger, who handles the banners on Capell Bros.' Circus, celebrated his 50th anniversary in show business and his 30th year on banners while the show was in Hot Springs, S. D. He and his wife entertained his 83-year-old mother, Mrs. Moore, of Lincoln, Neb., and his brother-in-law and sister, Dr. and Mrs. Arlo Dunn, of Omaha.

Al Perry, of Polack Bros.' Eastern Unit, is recovering from a heart attack sustained during the promotion of show's Gallup, N. M., engagement. Mr. and Mrs. Jack Cushman visited his mother and dad during the Albuquerque stand. Recent visitors on the Polack show included Cleo Plunkett, Sylvia Gregory, Bob Stevens, Maurice Marmolejo, Ben Davenport, Hedy Walker, George and Helen Converse and family, Pat and Earl Lindsey, Emily Marks, Marie Wilson and Don Noblock.

Myles Bennett, former Ringling-Barnum gateman, visited the Gainesville Community Circus during its five-day stand in Dallas... The El Karubah Shrine Circus will be held in Municipal Auditorium, Shreveport, La., November 18-22. W. C. Evans, office manager, announced last week Matinees will be staged daily, excepting opening day, he said. All bookings and business is being handled by the tenor, Evans pointed out... Ivy (Irish) Knight, who closed with the Terrell Jacobs Circus in Charleston, S. C., has been named manager of the Alternan Transport Lines of Orlando, Fla., office. Knight was general agent with Howard Ingram and the Don Robinson Circus until late last September when he took over the inside concession for Jacobs. He has placed his concession at the new Rocket Speedway. Knight says he will remain off the road until the fair season starts when he plans to obtain a leave of absence.

Carey C. Emrie, circus vet, who despite his 85 years is as sharp as a whip and active as a colt left Cincinnati last week-end for Tafton, Pa., in the Poconos, where he will spend a two-month vacation with his son, Carey E. Emrie, who operates a tavern there. From the Poconos, Emrie will make a swing thru the East to visit friends in New York, Jersey and Washington before returning to Cincinnati. Emrie has netted considerable space in the Cincy dailies recently for his untiring work with boys in the poor section of the town.

Press agent Bill Green has returned to his Detroit base after completing special assignments in St. Louis and Pittsburgh for Columbia Pictures Corporation... Josh and Lillian Kitchens will be located at Tony Diano's farm near Canton, O., until fair dates begin. The Kitchens recently completed a string of Shrine circus dates in California and en route east appeared on "Super Circus" in Chicago... The McIntosh Monkeys

Winnipeg's Maiden Run Pulls 87,599

Red River Ex Rated Success; Andrews Sisters Score; To Repeat Event in '53

WINNIPEG, June 28.—Attendance at the first annual Red River Exhibition, which closed its seven-day run here Saturday (21), totaled 87,599 persons, exhibition officials announced this week. Execs reported that the support from the Winnipeg area was so encouraging that they plan to start work immediately for a larger-scale exhibition in 1953.

Underwritten by a local service club, the Winnipeg Kinsmen, the exhibition used the only available downtown site, Osborn Stadium, the Rugby field, and the amphitheater, plus the adjacent hockey area. The field was used for amusement rides supplied by Winnipeg's E. J. Casey and for concession games, while indoor space was used to house exhibits of Red River Valley products.

Andrews Sisters' Hit One end of the amphitheater was partitioned off and served as a location for the Andrews Sisters' show. The Andrews Sisters proved a financial success, surprising exhibition execs who had figured the two as their loss-leader to pull crowds to the exhibition. The water ballet, a local troupe of Olympic hopefuls, trained by the Winnipeg Synchronized Swimming Club, also proved a profitable show.

Midway games, however, are with the Marks Shows, having joined in May at Richmond, Beria (Tex) Rowe is emcee, and Jack Cobb is doing training. Glenn and Ben McIntosh present a 45-minute performance... While catching Mills Bros.' Circus recently in Peru, Ind., H. J. Willis and M. Dains visited with Joe Rossi and Ted Girard of the band.

Matt Saunders, veteran press agent who handled publicity for the old Buffalo Bill show, visited the Ringling show when it played Bridgeport, Conn., Tuesday (24). Saunders is city manager for the Loew circuit in Bridgeport and is stationed at the Palace Theater there.

Pete Grace, superintendent of ushers with Ringling-Barnum, celebrated his 10th anniversary at that position at Stamford, Conn., Sunday (22). Meal took place in dining tent and speeches were made by show executives including John Ringling North. Music was provided by a portion of Merle Evans' band. Selections were given by the Ushers and Butchers' Octette and the Men's Chorus, which was organized in Madison Square Garden in April. Manager Frank McCloskey presented Grace with a platinum wrist watch in behalf of the usher corps.

Kirk Bates, Milwaukee Journal writer who frequently does circus stories, summarized Wisconsin circus history in a yarn published June 19. Prof. J. Sharding of Kenosha states the article included a picture of Popcorn George Hall's wagon show... D. R. Miller, Charles Cuthbert and Jack Bennett visited at Joe Fleming's home when the Kelly-Miller show played McCook, Neb. Billy Dick and Robert Hagen are managing the Chester Gregory's trailer park at Charlotte, N. C. this season. The Gregorys are with Wallace Bros. July one of Better Living magazine carries a cover photo of Harry Dann, Polack clown... Red Rumble is on the Rogers Bros. advance.

A collection of circus posters, photographs, paintings, elephants' foot wastebasket, and a parade of miniature circus wagons and horses, owned by William H. Judd, chairman of the board of the New Britain (Conn.) National Bank, and a circus fan, has been on display at the New Britain Art Museum. Judd was national president, Circus Fans of America, 10 years ago.

Harry M. Seislove, Allentown, Pa., reports that he visited the Ringling-Barnum show in New York, Philadelphia, and Reading, Wilkes-Barre and Easton, Pa. Seislove is a member of the CFA and was on the old Barnum & Bailey Show in 1905 on the light

proved money-losers. Lack of merchandise, amateur concessions, and local anti-gambling regulations combined to cause the loss. To play any wheels or other games concession patrons were required to change cash into play money, and this held down business.

Raffle Trouble A profitable ear raffle nearly brought police wrath down upon the Kinsmen when an official complaint was registered with the chief of police, Provincial Atty., Gen. Rhodes C. Smith, however, held that chances of making the charge stick were slight due to ambiguities in the provincial lotteries act. The law pertains to agricultural or industrial exhibitions when run for charitable purposes.

It is the hope of Kinsmen that an advisory exhibition committee of Winnipeg big-wigs will be named to assist in the development of a full-scale fair plant here. Current expectations are that the exhibition will continue to operate in cramped quarters for two or three years until civic, provincial and federal assistance is forthcoming.

Gumpertz Dies

Continued from page 56

in Coney Island, and when fire destroyed the park in 1931, he set up shop on the charred ruins, opening a Congress of Freaks the day after the fire occurred.

Five years later the Eden Musee went bankrupt and Gumpertz bought it. Immediately he went in for sensationalism, depicting in wax the most fiendish crimes of passion of the day.

Later he became right-hand man to John Ringling, last of the Ringling Brothers, and in 1932 he became vice-president and general manager of the circus.

Joined Hamid Leaving the circus in 1937, he became an associate of George A. Hamid in Hamid's Millien Dollar Pier, Atlantic City. He retired in 1947.

Gumpertz is credited with introducing American show fans to the plate-lipped Ubangi women, leased from the government of the French Congo for \$3,000 a week for two years.

During his 31 years of freak-hunting he visited Asia five times, Africa twice and the Philippines and Java. He could bargain in German, French, Spanish and Italian.

In 1922 he married Evie Stetson, an original member of the Weber and Fields troupe, who later died. In 1932 he wed Edith I. Green, who also died. In 1942 he married the former Beatrice Francis Wood. There are no children.

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HOW BAD CAN IT GET?

Eastern Ops See Bleak Future As Lost Rainy Sundays Mount Up

NEW YORK, June 28.—As things stand now it will take a heap of doing if funspots in the East are to tote up winnings comparable with last year by the season's end.

Bad weather over the last week-end totaled up the awesome record of seven Sundays lost to rain out of the last nine. In some cases the loss was total, in others considerable. In every case the missed earnings added up to a serious problem as the cumulative week-end losses piled up to a point where many operators sadly observed that it would be almost impossible to make them up.

While optimists and pessimists hold to their own versions of the future, the bookkeepers can only

deal with hard, and currently stone cold, figures. It is doubtful that any funspots in the area can point to substantial winnings as they face a 10th week-end.

Promotion Lost
With the loss of multiple week-ends to weather, some of the best promotion-publicity ever garnered by the industry has been wasted for the moment. Nearly every funspot has secured considerable gains in selling its attractions and the hope remains that these efforts and accomplishments will pay off when the weather co-operates.

The loss of last week-end was the most serious blow to date, since it is traditionally one of the best of the season. It has to do,

some operators believe, with the fact that most schools shutter during the preceding week. While some business was done on Saturday (21), which was cold, cloudy and threatening, an all-day drizzle just about washed out Sunday (22) play.

Bookings provided captive audiences in the form of bus and boat parties at some spots but at best the turnouts were only a fraction of the expected crowds and this was, of course, represented in the grosses.

Rated Very Bad

While every bad spring is likely to be tagged the "worst" there is little dissent among operators discussing the present run. They let the facts speak for themselves.

Last week-end looked to be a bonanza. The weekdays were hot and humid and operators looked for record attendance as a result. This week has been much the same way with record heat providing a perfect build-up if clear weather continues thru today and tomorrow.

Always the optimist, Irving Rosenthal, of Palisades (N. J.) Park, says that the loss of revenues to date will be made up. It always works out that way, he says, unless, of course, it should happen to rain every single week-end. However, he doesn't look for nature to be so consistent, even when it is bad. The people will arrive eventually and spend all of the money they were going to spend, Irving says.

See Little Hope

Other operators take a dim view of the whole future. With fair weather on all week-ends throughout the remainder of the season business could be okay, they say. But they add, the law of averages is against perfect weather from here on in.

Some operators have worked up a happy surface show of optimism, wether they feel that way or not. They have to if they are to lend courage to their earnings-starved concessionaires. Many of the little guys are not happy about the past, present or future.

The long accepted formula of looking to the first third of the season for making the nut, just didn't prove out this year. As things stand, many operators are looking to the Fourth of July for expenses, rather than gravy, as in the past.

Start 55th Yr. Of Daily Play At Steel Pier

ATLANTIC CITY, June 28.—George A. Hamid's Steel Pier, in going into daily operations this week, marked its 55th anniversary as the resort's major entertainment enterprise.

For the new season, the outdoor stadium at the ocean end of the pier has been added to the pier program with a water sports show starring Lottie Mayer's new water ballet, "Queen of the Seas," and featuring "The Incredible Rombo," stunting in his rocket car.

For the holiday week-end, Steel Pier has Part Page headlining the stagshow which includes Howard and Wanda Bell, Ace Duval, Harris and Shore and Johnny Morgan. In the ballroom, it's the music of Johnny Long, with Louis Prima in on the Fourth. Two feature photo lays include "Denver" and Rio Grande" and "Jet Job."

Added to the pier's many exhibits is the "Home of the Century," which was reopened for a 17th season.

At Million Dollar Pier, a mid-way attraction was added for the first time with the showing of the three-year-old Siamese Twins, Yvonne and Yvette, who were born joined head to head.

HOW TO BEAT WEATHER WOES

NEW YORK, June 28.—Mark Twain once said, "Everybody talks about the weather but no one does anything about it." No one, that is, except Rockaways' Playland, Queens' funspot.

"Disgusted with rainy week-ends which have plagued the East, the park, tongue in cheek, ran this note in its ads: "Avoid inclement week-ends, and come on weekdays to Rockaways!"

R. Geist Quits NAAPPB Post, Blasts Group

NEW YORK, June 28.—Richard L. Geist, Rockaways' Playland, this week resigned from the membership committee of the National Association of Amusement Parks, Pools and Beaches. In a letter addressed to Chairman R. M. Spangler, Rolling Green Park, Sunbury, Pa., announcing his resignation, Geist criticized the NAAPPB for its lack of accomplishment "in the tax situation and other important matters."

When queried Geist reported that he would seek alliance with the New England Association of Amusement Parks and Beaches and predicted that other New York area and Eastern funspot operators would do the same in the interest of more constructive effort.

His reasons for relinquishing a committee post, as given in his letter, were:

"The association has had the same officers and directors for a long period of time, and altho they change jobs every few years, it seems we are under the guidance of a handful of people which, in this case, makes the association a static rather than dynamic one.

Aims Okay, Not Results

"The aims and purpose of our association were beautifully conceived, but there has been very little, if any progress in the tax situation and in other important matters."

"Having a government of a few is an unhealthy and demoralizing situation to people who believe in government that continually changes, giving the many members the opportunity to serve in an executive position."

Geist declared he did not seek office for himself, but had in mind others in the industry who were highly qualified.

According to Geist the money paid in federal taxes represents the difference between profit and loss. He was critical of the efforts made by NAPPB to have the tax reduced or eliminated, and said that the association stood principally for two things: a winter meeting and a summer meeting.

Hampton Eyes War \$\$, But Bars Trailers

HAMPTON BEACH, N. H., June 28.—With an influx of heavy spending expected at this beach resort because of construction of the \$48,000,000 jet bomber base in Newington and Portsmouth, N. H. which begins next month, the town has dragged one of its modern blue laws out of mothballs banning all two-wheel trailers.

The law has been on the books since March 8, 1949, but this week, selectmen ruled that trailers will have to go. The ban will set July 1 as the ban date. Beyond that date it will cost \$20 a day to park a two-wheel trailer any place, with only seasonal trailer camps, open for the summer, excepted.

DETROIT, June 28.—The Children's Zoo at Belle Isle Park has rung up its millionth patron with a tally kept since the unit was opened in 1947.

Takes Prompt Batt to Predict New Records

NEW ORLEANS, June 28.—Harry Batt, impresario of Pontchartrain Beach here, predicted this week that the funspot would set new attendance and gross marks if the present business pace continues. He said recent hot weather has been a factor in recent big business at the beach.

Batt also said that for the first time he is stressing picnic business and that numerous business concerns in New Orleans are coming into the park.

Free acts continue on a two-day basis, with the Great Celanus and the Maya Brothers in the spot currently.

Batt's publicity chief, Gar Moore, is increasing his advertising space in newspapers as the hot weather continues and the ads stress the breezes at Lake Pontchartrain.

Detroit Kiddieland Fails to Reopen

DETROIT, June 28.—Kiddieland operated by Paul Grude and Sloane Barbour on Woodward Superhighway north of here did not reopen this season and the single building remaining on the site is up for sale. The spot was the area's first modern Kiddieland.

The operation reportedly was drawing less business last season than during the previous two years and the equipment, removed for the winter, was not brought back this spring. Jack Bangham was manager for the Toledo owners.

WCAU Sets Mutual Aid Deals With 26 Philly Area Funspots

PHILADELPHIA, June 28.—A summer promotion tying in 26 parks, beaches and resorts in this area has been set up by radio Station WCAU here. The joint promotion, called "Vacation Express," and aired each morning from 9:45 to 10, has the spotlight turned on a different vacation spot each week.

The show features on-the-spot recordings, interviews and special event coverage at shore resorts in New Jersey, Delaware and Maryland, Pocono Mountains Upstate or in New Jersey and Maryland spots.

The station, in return, shares resort advertising in newspapers, billboards, posters and table gadgets in hotels and restaurant, and pictures of station talent are posted on boardwalks, in theaters and in other public places.

In an exclusive tie-up between Atlantic City's Steel Pier and Joseph T. Connolly, WCAU vice-president in charge of radio programming, the station acquired 24-sheet billboards on the amusement pier, in addition to WCAU streamers placed on 150 Pier billboards on all New Jersey high-

ways leading to shore points. On the other end of the deal, Steel Pier is to be plugged at the end of each "Vacation Express" program.

With the launching of the summer radio campaign, "The Steel Pier Show," featuring WCAU's 8-night disk jockey, Barry Kaye, originates from the Atlantic City Amusement center. Aired from 11:30 to midnight every night, the show provides a stay-at-home visit to Atlantic City and will include visits to the other Boardwalk attractions and interviews with show business personalities appearing on the pier stage and at other entertainment spots.

The WCAU resort promotion campaign is based on the fact that 90 per cent of the three and one-half million residents in the WCAU listening area never leave the area at vacation time. The campaign will be backed with heavy advertising and publicity pointing out that "At Home or Away They Never Leave WCAU."

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\$75,000 down, balance on terms. Or will take \$100,000 cash.

UNCLE BEN'S KIDDYLAND

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KIDDIE RIDES

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FOR SALE

10-Car Kiddie Auto Ride, new 1100 lbs., factory made, \$1000.00. New Rocket Swing Ride, \$800.00. Must see to appreciate. Call for more information. Free 2700. Call July 20 at the Fairfield Industrial Park, Stamford, Conn. For further information write wire **HORACE BRITT** 250 Palmer Hill Rd., Riverside, Conn.

Junebugs Plague Postelwaite, King-Owned Org

NEW BALTIMORE, Mich., June 28.—The World of Pleasure, co-owned by Walton O. King and William Postelwaite, this week ran into swarms of Junebugs that hurt business in the early days of the season. It had been fogged by a gas that killed off mosquitoes and some other insects but had no effect on the Junebugs. Hot, humid weather also hurt the early days here.

King and Postelwaite are in their first year as the org's owners, having acquired the show from John and Josephine Quinn during the winter. The Quinns, who now operate Wonderland Park, 18 miles south of Detroit, had established the show in the '30's.

Season for the new owners has been slightly below expectations. New equipment includes a Flying Scouter, Dodgem and Comet, giving it a line-up of 9 major rides, 5 kiddie rides, 3 shows and about 45 concessions.

Also new are the Merry-Go-Round horses, made of fibre-glass and cut to a pattern with legs in a position that eliminates breakage in dismounting and in shipping.

Walton O. King, and William Postelwaite, owners, with latter as general manager; Clinton Lowery, advance man; Omar (Dawood) Hans, secretary-treasurer; Carl Hammock, ride superintendent; Harold Birch, electrician; John Brown, watchman; Mary Feek, front gate; Jess Malone, back gate.

Rides
Merry-Go-Round — Chuck Christoff, foreman; Dennis Schwab, second man; Ferris Wheel — R. D. Burke, foreman; Tom Moline, second man; Dodgem — Tommy Lane, foreman; Tommy Heaton, second man; Lillian Crisfield, cashier; Ira Davidson, second man; Tilt-A-Whirl, Donald L. Berlin, foreman; Scooter, Andrew McLinton, foreman; Earl Williams, driver.
(Continued on page 65)

Navy Relief Event At Camp Pendleton Yields 60G Gross

OCEANSIDE, Calif., June 28.—The Navy Relief Carnival, staged at Camp Pendleton, the largest Marine base in the world, grossed \$60,000, Monroe (Moe) Eisenman, civilian consultant, said. The event ran for three days and featured the rides of Crafts 20 Big Shows.

Crafts supplied 10 major rides. 4 searchlights and an arch, Eisenman declared. Concessions were booked independently. Among the concessionaires and the number of stands they had were: Louis Cecchini, 8; Jack Dykes, 1; Charles Walpert, 2; Frank Platten, 1; Steve Vaughn, 4; Edna Kanthe, 2; Spot Murphy, 1; Ralph Christensen, 2; Joe Blash, 3; and Eisenman, 3. The committee operated 24 booths.

British Columbia Big For Cavalcade of West

NEW WESTMINSTER, B. C., June 28.—The Cavalcade of the West, owned by Bob and Betty Schoonover, has been enjoying good to thumping grosses thru British Columbia.

Victoria, played for 10 days prior to the opening here, was highly successful despite two nights of rain, and Nanaimo, the previous engagement provided whopping business. Albert, the other spot played since the show moved into the province, accounted for break-even business.

Business at Nanaimo was amazingly good. The opening night turnout was so huge that a 5 a.m. call was made for the following day so that the midway could be enlarged. All of the remaining days were big, with Saturday the topper, when \$3,900 paid thru the outside gates.

The show has been in British Columbia since May 15. It opened in California March 15 and worked up north thru Oregon and Washington. The entry into Canada was made at Blaine, with equipment and personnel



EDDIE YOUNG is back in action as a show owner following his recent purchase of the John Francis Shows which he has retitled the Sterling Crown Shows.

Model Scores Good Run at Connellsville

CONNELLSVILLE, Pa., June 28.—The newly framed railroader, Model Shows, was putting together the best stand of its initial season here this week after a long series of dates that did little to erase the big net resulting from the building of the new unit.

Manager David B. Endy and his forces have been trouping thru Pennsylvania for several weeks, but poor economic conditions have held down earnings previously.

Gooding, Gallagan Get Jackson Event

JACKSON, Miss., June 28.—F. E. Gooding Amusement Company has been contracted to provide the rides for the Jackson Apple Show to be held here September 18-20 and not September 22-27 as previously reported.

John Gallagan has the exclusive concessions contract, marking the sixth consecutive year he has held that pact. Event is held on the streets here annually.

Regina Date Up 20% For Wallace Bros.

REGINA, Sask., June 28.—Sullen skies, wind and chilly evenings curtailed attendance at the six-day still date of Wallace Bros. Shows, which closed Saturday (21) here, but biz for the week was 20 per cent ahead of last year when the Canadian-ian spending was dogged by rain. Spending was far from on the brisk side, possibly because the

play date was between the semi-monthly pay days. Shows, which played their third year here under auspices of the Canadian Legion were set up on the machinery exhibit area of the exhibition grounds. Site, a new one for carnival, was regarded as highly satisfactory and will most likely be used from now on by Wallace Bros., according to J. P. Sullivan, owner-manager, and Legion officials.

Org. bigger than ever, added three flat cars and a railroad colonist car at Winnipeg and is moving on 40 cars. Finishing touches were put on a new state-room car during the Regina stop-over. Shows left here for Lethbridge, Alta., where they opened their annual tour of 14 Western Canadian Class B fairs Monday (23).

Children's days on Wednesday and Saturday, with most attractions at 5 cents, were by far the best of the week, with biz reported 80 per cent ahead of last year. Afternoon play on the whole was weak. Moneywise, result was a toss-up between Alberta Slim's Roddey and Circus Revue and Sandy McKague's girl show, "Paris at Dawn." Slim (Eric Edwards) has a ready-made draw in Western Canada, having been a Regina and Saskatoon radio performer and having toured the Class B route with tented shows in past seasons.

The Leader - Post in Regina carried an illustrated feature on Slim and his newly-acquired elephant. Tie-in ads were displayed on all local music stores reminding that Slim, an RCA Victor record artist, was in town with Wallace Bros. Top ride for the week was John Morton's Scooter. Org came here from Edmonton,

Winnipeg Gives RAS Best One-Day, Still Date in Org's History

10-Day Stand Enters Home Stretch With All-Time High Yield in Sight

WINNIPEG, June 28.—Royal American Shows registered the largest returns on a still date in its history, both for the U. S. and Canada, here Saturday (21). Indications Thursday (26) morning, with three days of the 10-day stand remaining to go, were that the gross for the engagement would shatter all records for this city.

The Thursday (19) opening was good. Crowds flocked the midway in beautiful summer weather and took full advantage of everything the show had to offer. All shows and rides reported good returns. On Friday it was the same story.

Saturday (21) was one for the books. Throngs of kiddies and parents were lined up at the show lot entrance for the 1 o'clock opening and the pace did

not let up until closing time. Patrons on the midway moved at a snail's pace even on the ample acreage the RAS uses in West Kildave.

Personnel Pressed
RAS personnel was pressed to the limit. There were long lines at nearly all ticket boxes and at one point 250 kiddies were lined up for the Merry-Go-Round.

The shows fared as well as the rides. "Moulin Rouge" and "Harlem in Havana" played to stand-up crowds all afternoon and evening, with the grosses of both units considerably over the corresponding day last year.

Press and radio support for the RAS has been the heaviest ever given here. For a week prior to the opening the two Winnipeg dailies carried stock show pic-

tures daily. After the opening they switched to live pictures, accompanied by daily breaks in the form of personality stories, reviews and features. Radio coverage was equally strong. Two of the five local stations aired RAS personnel from the "Moulin Rouge" and "Harlem in Havana" in the 5:30 to 6 p.m. slots.

Publicity Stunt
One RAS publicity stunt caused much attention. Frank (Continued on page 65)

Upstate N. Y. Dates Fair for Strates

UTICA, N. Y., June 28.—While this town was work out fair for the James E. Strates Shows, and there was the possibility that it might be very good if the wind-up days were strong, the shows were still looking for the "big one."

It may be that the red ones were lost in the rain that washed out most of the early season dates, down country in New Jersey. The good weather that has prevailed in Northern New York has not brought any influx of wild spending.

With only four weeks of still dating remaining, the personnel is now largely looking to the fairs which this year comprise the strongest route of annuals

the Strates organization has ever had.

Annuals Look Good
While there is little hope to be seen in the grosses to date, the feeling is that earnings at the annuals will be very good. The kick-off date for Strates L. Clearfield, Pa. After that comes some of the biggest fairs in the East, including the bonanza spots at Syracuse, N. Y., and Raleigh, N. C. both harboring State events.

Next week the show goes to Johnson City, N. Y., to participate in a huge celebration. Date is the first held by a carnival in that town in some 20 years and, as a result, the novelty of the presentation is expected to pay off big.

Shooting of a video film series starring Terrell Jacobs and his Wild Animal Circus, a show unit, was started here under the direction of Bob Ensworth and earned considerable publicity.

Circus has been doing well with advance sales now determined as the most potent selling force. Advance was hampered to some extent here since the circus was pre-dated.

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Rain Hinders Hannum Date

NORTHAMPTON, Pa., June 28.—Opening here Thursday (19) for a 10-day run during the city's 50th anniversary celebration, the Morris Hannum Shows played to just fair crowds. Rain threatened Saturday (20) was big, however, with three parades skedded. Afternoon business was light, but by 9 p.m. the midway was packed. Although it rained again, everyone showed a good gross.

The skedded Sunday (21) matinee had to be canceled because of excessive heat followed by more rain. Big days were recorded Monday thru Wednesday (23-25) with sunset matinees filling the lot early and keeping it packed. A parade on the 25th drew thousands to town and again packed the midway.

A bicycle give-away Friday (25) sponsored by the local Pepsi-Cola and Berry beverage bottlers, gave the biggest matinee of the season. Some 5,500 free tickets were distributed to county merchants.

Mrs. Thelus, wife of the age and scale man, gave birth to a boy Wednesday (25).

Alta, and practically lost the opener because of high winds which hampered setting-up operations. Haul was a short one from runs into the fairgrounds, built to accommodate Royal American Shows.

During the stay here, Hank Blude, assistant manager, Phil Cronin, concession manager, and (Continued on page 65)

Hottle Org Loses Truck, Trailer In \$8,000 Fire

ELDORADO, Ill., June 28.—En route here this week, the Buff Hottle Shows suffered the loss of a truck and trailer, carrying a Tilt-a-Whirl, in a fire of undetermined origin.

The driver did not detect the fire until the back of the cab began to heat. He escaped uninjured, but the fire blazed 12 hours.

Tilt-a-Whirl equipment being transported included the bull plates, catwalks, crescents, the scenery, motor, fencing, and the ticket box.

Damage was estimated at \$8,000.

Owner Buff Hottle said that Sellner Manufacturing Company had given assurance of speedy replacement of the Tilt-a-Whirl equipment and that the ride would be in operation at the show's first fair, the Heart of Illinois Exposition, Peoria.

A. E. Hutchinson Dies in Wyo.; Plan Memorial

BUFFALO, Wyo., June 28.—Friends of Arthur E. Hutchinson, 54, who died in Gillette Thursday (19), on the Northern Exposition grounds, are planning a memorial to the well-known concessionaire and lot man, Mrs. Mike Smith, wife of the show's owner, said. A fund is being created for the purchase of a headstone or marking.

Hutchinson had been with the Smith organization since 1943. A native of Plainville, Minn., he was a World War I veteran and a member of the American Legion Post in Valentine, Neb. He also was a member of the Arizona Showmen's Club in Phoenix.

Mrs. Smith said that she did not know exactly how long Hutchinson had been in show business, but estimated it at 30 years.

Hutchinson is survived by a sister, Harriet, Reilly of Clarkson, Neb., and two nephews. Funeral services were held in Gillette June 21.

David Prevost Buys Palina Co.; Moves Plant to St. Louis

ST. LOUIS, June 28.—David J. Prevost, former outdoor showman, recently purchased the Palina Manufacturing Company of Houston and moved the plant to the Merchants Exchange Building here. He will manufacture bracelet rings and earrings for the carnival trade. Mrs. (Sally) Prevost is working with her husband in this business which operates under the name "Da-Sal Creations."

77TH OUR LADY OF MT. CARMEL FEAST

JULY 14-19, HAMMONTON, NEW JERSEY

CONCESSIONS — Novelty, Grab, Long Range, Hanky Panks, Ball Games, High Striker, Basket Ball. WANT Chairplane Foreman.

Two weeks in Richmond, Va. to follow: first fair starts August 4, 14 fairs, closing November 8. Write or wire ROSS MANNING, Elks' Club, Ridgewood, N. J.

ARNOLD, PA., 100 YEAR CENTENNIAL ON THE STREETS, JULY 14-21

This is a bona fide Celebration on the Streets—Parades, Bands, Bands, etc. CAN PLACE CONCESSIONS OF ALL KINDS. NO EXCLUSIVES. Have openings for Frozen Custard, Long and Short Range Galleries, Photos, French Fries, American Palmtree, Novelty, Ice Cream Disp., Hanky Panks of all kinds.

MUNCIE, IND., FAIR AND 100 YEAR CELEBRATION, JULY 25-AUG. 2 CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS. THIS IS A WONDERFUL CONCESSION FAIR AND NOTHING BUT LEGITIMATE CONCESSIONS WILL WORK. Will sell exclusive Novelty for this fair for the entire grounds (Red Lustenberg, contact me at once). Will place Frozen Custard for this date, also African Dip. All Address: Al Wagner, Mgr., Cavalcade of Amusements, Dravosburg, Pa. This week; Switzvale, Pa., next week.



16 FAIRS WANT FOR THE BEST FOURTH OF JULY SPOT IN KENTUCKY—STEARNS 16 FAIRS

SHOWS—Snacks, Mechanical, Monkey, Sideshow, Wild Life, Want Manager and Riders for Drome. RIDES—Kiddie Auto, Train, Sky Fighter, Little Dipper. CONCESSIONS—Custard, Long and Short Range, French Fries or Hanky Panks, American Mini Camp, no gyppies. Want Manager for office-owned Bingo; Dick Daibert, contact. Or will book well-finished Bingo. Our Fairs start July 7 at Orleans, Indiana, with Fairs and Celebrations until the middle of November. All replies to: J. L. KEFF, Stearns, Ky.

CARL D. FERRIS SHOWS

Want for Wellsville, N. Y., FIREMEN'S CELEBRATION AND OLD HOME WEEK, Parades and Fireworks every night, June 7 to 13.

Concessions of all kinds working for stock. No exclusives. Hardy Brady wants to hear from all his old help, Workingmen on all Concessions. Also Pin Store Agents Couple to operate Custard. Show with own equipment except Girl Shows. Want Bikes, Shoes and Concessions for Rochester, N. Y., and Watertown Fairs. All answers to: CARL D. FERRIS, Coudersport, Pa.

CAVALCADE OF AMUSEMENTS

WANT CAPABLE FOREMAN FOR TILT-A-WHIRL and CATERPILLAR RIDE. Top salaries to men who know their business. Walter Williams, if at liberty, will meet: P. J. McLAUGHLIN, TRAINMASTER, Can place Train Hands and Kite Swingers. Two Poles (Salary, \$50.00 per week and you get it here). WILD LIFE SHOW OPEN. CAN PLACE CIRCUS SIDE SHOW WITH OWN EQUIPMENT (Heine Golden, write me). Operator for show-owned Grail. Good proposition to sales Operator. Waiters for Cookhouse. Pullman accommodations.

Address AL WAGNER, Mgr., Dravosburg, Pa. This week; Switzvale, Pa., next week.

E & B AMUSEMENTS

Want Foreman for Caterpillar, Roll-a-Plane and Ferris Wheel. No Second Men. Also want General Motor Mechanic and General Ride Foreman. Will book Novelty Hat and Cap (Men with Sewing Machine) Concession.

Address JOHN A. BASS

245-04 Union Turnpike, Bellerose, Long Island, N. Y. (Phone) Fieldstone 7-0457

SHAN BROS.' SHOWS

Fairs Start July 28

Want Talker for Minstrel Show who can sell Candy. Also Musicians, Comedians and Girls. Want Grander for Wild Life. Man for Monkey Speedway, Girl and Boy Riders for Motorcycles. Want Stock Concessions. (Jenkins, Ky., this week; Oak Ridge, Tenn., next week.

WANT—AGENTS AND BINGO HELP—WANT

NO STILL SPOTS—YOU MUST BE ABLE TO STAND PROSPERITY. Due to change in operation policy can place Head Agents for Six Cans, Balloon Darts, String Camp, Pan Game, Spot Game, place one Bucket A game. Exceptionally good opportunity for man to take charge of 32 ft. Lamp and Grocery Deal. All the above very nicely framed and capable. Salary on Bings start at \$50.00, or more if you are worth it. Write or call at once. WENDE, McFARLANE, c/o Rockwell Shows, Alva, Okla., new Oklahoma's largest 4th of July Celebration; Mangum, Okla., next week. This has been a "Red One" for 40 years. This Show plays choice Fairs and Celebrations for balance of season.

PHONEMEN . . . NOW

JOHNSTOWN, PA., OFFICE READY. Another show has tried out the method promotion, as promoted by Terrell & Terrell, and now says: "It's the best method ever!" We proudly announce our association with the Lawrence Greater Shows.

TERRELL & TERRELL, HENDLER HOTEL, Crew Manager, T. C. Terrell, JOHNSTOWN, PA. P.S.: Copyrighted systems are patent to Chistler, Bowers.

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One Ball 50	TICKETS	Cash with Order, Prices
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Ten Balls 8.50		4,000 7.00
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Best Single Ticket, 1x1		512,000 428.00

THE TOLEDO TICKET CO., 3945 Cayuga St., Toledo 12, Ohio

Miami Showmen's Association

236 W. Flagler St., Miami
MIAMI, June 28.—Maxie Sharp, yearbook committee chairman, reports that he has sent personal letters to all business firms connected with outdoor shows, asking for ads in the book.

Also busy is Patrick J. Finnerty, banquet and ball committee chairman. Pat is sending banquet duets to all show owners and business managers, urging their attendance and support for the annual banquet and ball. It will be held January 5, 1953. The club is issuing an important bulletin for July, so please advise the secretary of your address.

Mail was received from Richard M. Crawford, Philip Berman, Sam Borden, Claude Sechrist, Leo Batany and Harry Matloff. Ane Rabinovic is showing improvement at home after suffering a stroke recently. Burt Rosenberger is recuperating from a recent illness. He's at home in Meyersdale, Pa.

Visitors recently were Harry Steche, Ross Dyer, Fred W. (Dutch) Holtzman and Mr. and Mrs. Harry Meyers. William Hornfield has left to play fairs with his blanket jam tank.

There is mail at the office for Louis Condell, Marvin Rose, Morris Saul, Anthony Reed, Michael Karr, John Chiccarelli, Col. Howard E. Stahler, Paul A. Peterson, Pele Glynn, Al (Spot) Pinsonault, John Lloyd, Raymond Bous, John J. Combing, Thomas E. Cooperstein, Phil (Jockey) Dustin, Ray Galiano, Eddie Horowitz, Jimmy Hurd, George F. Lewis, Albert Cherner and Joseph Bellinger.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16 Ladies' Auxiliary

Attendance was good at the June 16 meeting. Roll call of officers was answered by President Lucille Dolman. Third Vice-President, Marce Reynolds, Secretary Grace Merkel and Treasurer Peggy Furstall, Madison Hopes, Eva Dul Marr and Ethel Krug were invited to sit on the rostrum.

Mail was received from Zoe Wick, Mary Taylor and Cecil Martin. Estelle Hanscome, Babe Miller, June Reynolds, Fay Prosser, Blanche Henderson and Martha Konyon were reported sick. Gertrude Mathews was reported going back into the hospital. Bank night was won by Madison Hopes. Door prizes, donated by Cecil Branch, Grace Merkel, Doty Jensen and President Dolman, were won by Eva DeMarr, Ruth Woods and Norma Burke.

Many beautiful articles are being made for the bazaar and were displayed by Rose Rissard. A letter and donation to the club was received from Minnie Pounds. A letter was received by Trudi Desanti from Bea Stein, who is now in Alaska. The president called on Doty Jensen, Alta Deneaux, Maybelle Bennett, Bertha McCarthy, Cecil Branch, Nancy Myers, Jetta Clancy, Ethel Krug, Eva DeMarrs and Madison Hopes. Madison is leaving on a trip East. Next meeting will be held July 7.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo. Ladies' Auxiliary

KANSAS CITY, Mo., June 28.—Rosalee Elliott, past president of the Ladies Auxiliary, is convalescing at Research Hospital following a major operation. It was reported it would be some time before she is released to return to her home.

The Hale Shows have several of their rides playing the celebration of the Holy Rosary Church and the balance of the show is located in Kansas City, Kan. Past president Chester J. Levin and wife visited Vincent McCabe at Winfield, Kan., last week. George Hawk, who has a string of concessions at Fairyland Park, reports that business has been exceptionally good this season, with the park enjoying excellent patronage.

WANT

Combination mechanic and electrician with own tools to take care of 8 trucks, must know how and will use them. Bings wanted for 4th of July celebration and for balance of season. Concessions of all kinds, get Show and Athletic Show for Fayette County, Kan., last week, Ill., July 26-31, Chesterton, Ind., July 3-6.

Nessler's Greater Shows
Cary, Ind., to July 1.

GEORGE CLYDE SMITH SHOWS

WANT Photos, Candy Flies, Ball Games, Fish and Duck Ponds, Long and Short Range Lead Gallery, Six Cats, Backhills, Age and Weight, Spot the Spot, Novelty, String Game, Balloon Darts, Glass Pitch, Pitch Till You Win, Basket Ball, WANTED—Monkey Show, Side Show, Girl Show, Mechanical City, Plantation Show, Snake Show, Want General Ride Help—Truck and Tractor Drivers. Agents for office-owned Hanky Panks. All replies to:

GEORGE CLYDE SMITH SHOWS
Tyrore, Pa., this week; Bowler, Pa., next week.

GLENN PORTER Wants

Side Show Acts to join at once for Parks and Fairs starting soon. Can place Sword Swallower, Fin Cashion, Anatomical Act, 'Gator Boy or Girl, any worthwhile Freaks for first-class show. Top salaries paid every Wednesday. Write or wire at once.

GLENN PORTER
Summit Beach Park, Akron, Ohio

MOTOR STATE SHOWS

Want for All Celebrations and Fairs

Few more legitimate Concessions. Conterline, Mich., now till July 6th; then Paulding, O., on Court House Square follows.

Can use Foreman on Tit or Octopus, also Foreman for 2nd Wheel. Agitators and midway delegates, save your time. Will book one or two Rides not conflicting.

JOE FREDERICK, Owner-Mgr.

WANT—I. K. WALLACE SHOWS—WANT

MIDDLETOWN, VA., VOLUNTEER FIRE COMPANY ANNUAL CELEBRATION PARADES AND BANDS, JULY 7-11

Can place Major and Kiddie Bings, Girl Show and Grand Shows, Want small Cookhouse, French Fries, Popcorn, Apples, Flies, Custard, Duck Pond, Pitch Till You Win, Baseball, Ball Games, Short and Long Galleries, Six Cats, Buckles, Swimming Ball, Jewellery, Palmtree, Novelty and Hanky Panks of all kinds. Boye and Curtis, also Tom Martin, come on.

I. K. WALLACE
HOTEL JACK, WINCHESTER, VA.

GIRLS—\$80.00 A WEEK—GIRLS

Dancing Girls, looks, youth; essential wardrobe and transportation furnished. Paid nightly if wanted.

Tinklers, Candy Men, Ticket Sellers. Solid route of Fairs. Phil Marshall, Rita Canalech, Penny and Mack, Jennette, Sunette, Rudy and Senity McNeil, contact SHEILA RYAN, Wallace Shows, Menominee, Mich., June 30-July 6.

8 STATE FAIRS, INCLUDING DETROIT

JULY 4TH CELEBRATION, WALKERTON, INDIANA

JULY 1 THRU 5

FESTIVAL OF FUN SHOWS can place Popcorn, Snowball, Candy Apples, Cookhouse or Grail, Photos, Stock Concessions of all kinds. Solid route of Fairs and Street Celebrations following. All reply:

J. W. FAIRRELL, WALKERTON, INDIANA TOM MERRI.

BAYPORT, MICH., JULY 4-6

Large 4th of July Celebration in the THUNDER Continuous Programs Every Day! Governor Williams in Person! President Greenwood of the Golden Fireworks!

Want HANKY PANKS OF ALL KINDS. No Flats or Gyppies. Contact MRS. VERA AVERY, AVERY'S MODERN SHOWS BAYPORT, MICH., THIS WEEK

Livingston Co. Firemen's Convention, Livonia, N. Y.

FIREWORKS, PARADE, ETC.

Concessions of all kind. CUSTARD, ARCADE, Ice Cream, Ball Games, Novelty, Jewellery, Photo, Fish or Duck, SHOWS—Back end to anyone who can handle. Low P.C. if you have own equipment. Want Old Show, RIDES—Tilt or Octopus, any Flat Ride, Help on all Rides. Men for Athletic Show. FOB SALE—Ballplane and Chairplane.

All contact M. N. COLEHOVE LIVINGSTON MANDS, N. Y. THIS WEEK

No Gate—GEORGIA AMUSEMENT CO.—No Flats

Will book 30 non-conflicting Concessions for Gainesville, Ga., next week, followed by Warner Robins, Ga., in the heart of town on city school grounds. We will not be put off limits by all hand-crooked managers, so we carry no flat joints or gyppies. Slim Wills, your Pan Game will work, handy Sears, call or write me. Sell at an income. Photo Shows—Will book if you have something to offer. Bides—Will book any non-conflicting, with sure. Will pay cash for 8-Tube Octopus within radius of 500 miles. No junk wanted.

H. H. SCOTT, Jasper, Ga.

WANTED

Wild West People with own stock for week-end show. State lowest. Will buy Canopy or Top, 20x80, or what have you? 200 feet of 9-foot Wall, 7 or 8-High Seats. Ralph Green, write. Want Animals for Wild Life. Address:

TEX RANGER

Shan Bros.' Shows, Jenkins, Ky., this week; Oak Ridge, Tenn., next week.

WANT WANT WANT

Rock-a-Plane Foreman and Second Man, must drive. Tilt Foreman, Merry-Go-Round Foreman, Ferris Wheel Foreman, Bings, Courtmaster and Callers. Can place Concessions of all kinds. No "EX." Nothing but Fairs and Celebrations balance of season.

CHARLES CHANEY

Care Mount City Shows, Shelbyville, Ill., this week.

SUNSET AMUSEMENT COMPANY

Can place Merry-Go Round Foreman and Ferris Wheel Foreman starting Monday, July 14th at Clinton, Ia. Can place Second Men on all rides now. Everyone must drive. Montevideo, Minn., this week; Winona, Minn., next.

COOK HOUSE, HELP WANTED

Experienced Waiters and Dish Washer. Especially want good Dinner Cook. High wages to all. Join Clinton, Iowa, July 1-7; Fairs start July 8. Address:

SAMMY CALDWELL

c/o Snapp Greater Shows, Clinton, Iowa

FOR SALE

LEASE OR TRADE

Glass House and Dark Ride

PAT ANGER

1005 W. Flint Park Blvd., Flint 5, Mich.

Midway Contab

While playing Edmonton, Alta., J. P. (Jimmy) Sullivan, owner-manager of Wallace Bros. Shows was host at a dinner in the rear of the train Thursday (12). Guests were:

Fred Jenner, president Jenner Motors, Ltd.; Frank Filchok, coach, Eskimo Football club; Reg Jennings, chief of police; W. Hawrelak, mayor; W. Noakes, president, Queen City Meat Market; A. Carlson, president, A. V. Carlson Construction Company; Gordon Northfield, head of the income tax division; J. Hunter, department of transport; James Paul, manager, Edmonton Exhibition; J. Calhoun, president, King Edward hotel; A. Frame, deputy minister of highways; J. Patterson, manager, North West Breweries; E. Seener, Industrial and Road Equipment, Ltd.; A. Mathison, president, North West Purchasers, Ltd., all of Edmonton and D. W. Dougall Robertson, Red Deer, Alta., secretary-manager of the Red Deer Exhibition.

Caroline Holt, first vice-president of the Ladies' Auxiliary of the Hot Springs Showmen's Club, takes pen in hand to point out that one of the big projects in the life of Viola Fairly before her death had been to raise funds for a monument for the club's cemetery. "Viola shouldered the undertaking alone and was determined to put it over this year. We feel we can't let her down and are equally determined to put it over this year in her memory," the club's vice-pee writes.

"As we are such a small organization it is impossible to put it over without the help of her many friends and I am visiting the various shows to see if they will give a benefit and thus raise the needed money."

Mrs. Verna Avery reopened Avery's Modern Shows last week at Pinckney, Mich. after going into winter quarters at Royal Oak for two weeks, due to scarcity of suitable locations in the area.

Jimmie Stevens, veteran cook house operator, who tops the midway of the Pacific National Exhibition, Vancouver, B. C. with the largest under-canvass layout each year, has the grease joint with Dave Morris' Spectacular Shows this season. . . . Fred Christmas who with Mrs. Christmas had the candy floss concession on Crescent Shows for the past several years while under Henry Meyerhoff's ownership, is confined to his home at Langley, B. C. with a severe attack of neuritis—Wellington Copeland is electrician for Spectacular Shows.

Mrs. Ina Beckwith, wife of Curly Beckwith, Tilt-a-Whirl foreman on the Morris Hannum Shows, is recovering from a recent appendectomy at Northampton, Pa. . . . Phillip B. Meigs joined the Virginia Greater Shows recently with his frozen custard.

LLOYD D. SERFASS, owner, Penn Premier Shows, last week took delivery on a new Cadillac. Recent visitors to the Premier outfit were Joseph Walsh and Barney Lopez, Allied Premium Company; Roy B. Jones, Pepsi-Cola Company; Mr. and Mrs. Philo Farver, Mansfield (Pa.), Fair, and Al Boxall, Mrs. May Serfass visited her sister in Trenton, N. J. as the start of a vacation that will last several weeks. Mrs. Virginia McGee and Mrs. Buster Westbrook are vacationing in St. Louis.

Jimmy Fay, who has joined Strates Model Shows, gave a watermelon party recently for Bobby Kork with Charles Zene, Tex Allen, Robert Van Gale Summers, Charles Smith, Ted Grimm, Cora Hall and Caladenia attending. . . . Sgt. Thomas E. Ashton, formerly a concessionaire and ride owner, now is with the 7th Infantry division in Korea.

Line-up of the Pete Kortis No. 2 Side Show unit of Wallace Bros' Shows, Canadian midway org. follows: Manager, Marie Kortis; lecturer, magic, Don C. MacIvor; juggler, Georgie Fujita; electric lady, Orlanda; glass, Dick Manley; monkey girl, Athalia; knife box, Orlanda; vent, Lucas Monies; mitt camp, Norman; tattooed strong man, Rasmus Wilman; octopus man, Goodlow Grisy.

Unit joined at Winnipeg and played still dates there and at Edmonton and Regina prior to starting the 14-fair tour of the Western Canadian Class B fair circuit which ends at Prince Albert, Sask., August 9. Additional acts and new banners were expected during the Regina stand. Biz for the unit was fair.

Max Cohen, secretary of the American Carnival Association, infos from his Rochester, N. Y., headquarters that he plans to make his annual show-visiting trip in the Midwest over the July 4 week-end. Recently, Cohen visited Seneca Playland, Geneva, N. Y., where the Reno Di Marco Concessions were in operation, and also the Galey Shows at East Rochester, N. Y.

Mrs. Gladys McAllen, wife of George McAllen, manager of Paul's Shows, was a recent week-end visitor of Mr. and Mrs. John T. Hutchens at Independence, Mo. Mrs. McAllen is the daughter of Mrs. Hutchens. Leo Palmer has joined the Hutchens' Museum with two acts, which brings the total number of acts with the unit to 10. . . . Personnel of the Veterans Unit Shows includes: Charlie Carroll and Jack McDonald, owners; Mrs. Charlie Carroll, Mrs. Jack McDonald, Mr. and Mrs. Bob Evans, Gene Evans, Mr. and Mrs. Jack Cohen, Mr. and Mrs. Howard Kumale, Mary Watkin, Mr. and Mrs. Paul Cherole, Mr. and Mrs. Harry Bennett, Frank Heraghty, Bill Holland, Dick Carson, Jack Bradley, Pop Harris, Nellie Hallett, Mr. and Mrs. John Miller, Mr. and Mrs. Sam Mitchell; Blackie Hieson, Merry Go Round foreman; Blackie Rosley, Ferris Wheel foreman; M. F. Morey, kiddie rides.

Johnny Hatfield, pro prize-fighter-wrestler, who died June 11 in Kansas City, Kan., had toured with many carnivals, including the Patterson-Kline Shows and the John Francis Shows. He himself also had the athletic show on the Klausen Bros. Shows for several years.

M. H. (Spot) Mason, who last year operated the Star-Lite Shows, is now operating Star-Lite Park in Collins, Ill., where he has seven rides in operation and a string of concessions. He reports business good to date.

Foot trouble has put George E. Wilkinson, this year with Vivona Bros' Shows in Jefferson Hospital, Philadelphia. He would like to hear from friends, who may address him care the Senator Hotel, Philadelphia. . . . Al Edwards, of the Dumont Shows, reports he recently underwent an unsuccessful nose operation in McKeesport (Pa.) Hospital. . . . Scotty the Bagpiper visited New York before joining the King Reid Shows recently. Making the trip with him was Hi Nichols, who took off from Gotham by plane for South America.

While playing Clarksville, Tenn., recently with Gem City Shows, Robi Del Mar and Hedy Jo Stars did a benefit performance at Ft. Campbell Army base in Kentucky. . . . Peggy Ewell has her African python on the United States Shows, marking her 29th year on the road. . . . Rondell Lydick, who has been visiting on United States Shows, left recently for Pennsylvania to open a night club. . . . Clifford H. (Stach) Grey reports from Medina, O., that he has taken over as advance man on DuMont Shows. . . . Harvey (Doc) Arlington, veteran carnival executive, last week joined James H. Drew Shows as publicity agent and assistant office manager at Silverton, O. Arlington spent the past winter with the Upton Theater, Sedalia, Mo., and then moved to the Darb Theater, Manteno, Ill.

Mr. and Mrs. Ted Williams, cafeteria operators on the James E. Strates Shows, gave a combination wedding-birthday celebration party in the eatery Tuesday (24) night during the Utica, N. Y., stand. Mr. and Mrs. Ray Purdy, the newlyweds, were gifted by personnel of the cafeteria, the gift being presented by Art Lewis. Birthday congratulations were offered three members of the party, Lorene Purdy, Herbert Sanchez and Purdy. A big three attended were Mr. and Mrs. R. Watson.

(Continued on page 64)

W. R. GEREN, Presents

MIGHTY HOOSIER STATE SHOWS

WANT: For Indiana's largest Street Fair, Marion, Indiana, July 7-12. Matinee each afternoon with parades. Free acts, prizes given away each day and night. 2 Bicycles each day.

WANT: Hanky Panks: up to 14 foot, \$51.50 each. SHOWS that can set on streets. 35 per cent after tax. Wire footage and deposit now.

W. R. GEREN, Greensburg, Indiana

C. C. (SPECK) GROSICURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT


WANT **WANT** **WANT**

FOR 16 BOMA FIDE FAIRS AND CELEBRATIONS STARTING AT THE JOHNSON COUNTY FREE FAIR, FRANKLIN, INDIANA, JULY 7, INCLUDING THE SOUTHERN ILLINOIS STATE FAIR AT DU QUOIN; MID-SOUTH FAIR, MEMPHIS, TENN., AND AMERICAN LEGION FAIR, CAROLERSVILLE, MO.

CONCESSIONS SHOWS HELP

Legitimate Concessions of all kinds, Sid Cans that work for stock, Thresh Range, Fish and Duck Ponds, High Striker, Ball Games and other Hanky Panks; Non-conflicting Shows of all kinds with own transportation and equipment; Can place First and Second Men on all Major Rides, must drive semi and be licensed. Top salaries and bonus.

LUCHE CHEW-GET IN TOUCH-HAVE GOOD PROPOSITION. WIRE ME COLLECT
Address: C. C. GROSICURTH, Mur., Gary, Ind., this week



JAMES E. STRATES SHOWS

CAN PLACE FOR LONG ROUTE OF FAIRS

Starting last week in August. Ending in mid-November. Organized Midget Show. Will furnish beautiful frameup and wagon. West York and Tractor Drivers, Ride Foremen and Ride Help, Poles and Train Hands. Jack Norman can place Chorus Club. Ticket Sellers that make second openings and Canvasmen.

Clearfield, Pa., County Fair York, Pa., Interstate Fair Danville, Va., Fair
Cortland, N. Y., County Fair Cleveland County Fair, Shelby, N. C. North Carolina State Fair, Raleigh
Lata County Fair, Hamburg, N. Y. Asheville, N. C., Fall Festival York County Fair, Rock Hill, S. C.
New York State Fair, Syracuse Southern States Fair, Charlotte, N. C. Charleston S. C., Fair
North Florida State Fair, Jacksonville

Reply to **JAMES E. STRATES, JAMES E. STRATES SHOWS**
Johnson City, N. Y., this week; Schenectady, N. Y., July 7 thru 12.

PENN PREMIER SHOWS

world's cleanest midway

NOW BOOKING!! **NOW BOOKING!!**

FOR ALL FAIR DATES—RED LIONS, PA., FAIR, JULY 14-19; SELMSGROVE, PA., FAIR, JULY 21-26, AND SOLID FAIRS TO NOVEMBER 15.

CONCESSIONS All kinds of legitimate Hanky Panks. CAN PLACE IMMEDIATELY FRENCH FRIES AND DERBY RAGER.

SHOWS Can place Man to take complete charge of Snake Show; prefer one with own organization. Will furnish large top and barriers. Also place Arcade, Life Show, Mechanical City or any show not conflicting.

RIDES Can place Little Dipper, Flyplane or Spittine for long route of profitable sales.

HELP Can always use sober, reliable Ride Men who drive semi.

Address all mail and wires to **LLOYD D. SERFASS, Gen. Mgr.**
All phone calls to **HARRY (BUSTER) WESTBROOK, Bus. Mgr.**
Lafayette Hotel, Lock Haven, Pa., this week; Altoona, Pa., next week; then all solid fairs to November 15.

SPRING MILL FAIR, JULY 9-19, CONSHOHOCKEN, PA.

Nine Terrific Days

CAHILL FIELD FAIR, JULY 21-26, BIGGEST CATHOLIC DATE IN PHILADELPHIA—3 AUTOS GIVEN AWAY

WANTED

SHOWS: Funhouse, Monkey, Mechanical City, Midget, Illusion, Arcade or any shows catering to women and children.

CONCESSIONS: Limited space available for straight sales of merchandise. Want monogrammed Hats, Photos, Jewelry, Age and Weight.

HELP: Ride help who drive semi.

ALL replies:

MORRIS HANNUM

Care Western Union, Ephrata, Pa.

EVANS' GUIDED MISSILE

New Skill and Strength Tester

PORTABLE! MAKES ITS OWN BALL! NEEDS NO TENT OR BUILDING!

15 lb. steel cannon on wheels shoots standard .33 blank! Has need push to great up in time and into fast where start. Rides fire. Scoring lights flash as cannon rolls toward fast. Automatic return.



Sturdy steel structure! 16 ft. long, 12 ft. high! Requires 2x10 ft. of space!

A "FLASH-BANG" ATTRACTION AT FAIRS AND CARNIVALS! Immediate Delivery! Write today for information and Free Catalog.

H. C. EVANS & CO.
1556 W. Carroll Ave., Chicago 7, Illinois

Midway Confab

Continued from page 63

Chloe Carter, Kirstein Doll, Frances Fornier, Helen Lynch, Ray Holly, Lloyd Hamm, James E. Stratos, Hy Stein, Edward Keck, Frank Tye, J. K. Jackson, Billy Morris, Frank Castro and Charles Petrilla. Luncheon included a wedding cake baked by William.

State Fair Shows of Utah recently closed a successful week at Orem, Utah, under auspices of the Church of Jesus Christ of Latter Day Saints. Owner R. D. McCollin coming away from the date proud of a letter of recommendation he received from the auspices. Mrs. McCollin has returned from the East and joined the show, which now carries 10 rides and 29 concessions. Grace Goss, of Amusement Company of America, reports that a show is waiting for her in Aurora, Ill. She was married June 19 in Aurora, Ill. to William Smith, another member of the show.

Ben Morrison, show promoter and president of the Michigan Showmen's Association, left his Detroit home recently for a trip to California. En route he plans to visit in Hot Springs and Mexico. He will return to Detroit in August.

J. C. Weer, ride operator and former show-owner, is visiting in Adrian, Mich., and plans to spend much time renewing friendships on the Cettin & Wilson Shows. Weer recently visited the Amusement Company of America at Madison, Wis., while waiting for his son, Johnny, to finish the school term at a military academy at Delfield, Wis. Weer infers that he doesn't expect to be lonely in Adrian because, besides Cettin & Wilson shows, the Mills Bros. Circus is set to play nearby Niles, Mich., and Rogers Bros. Circus to show in Adrian within the first two weeks of July.

Perce'll's PIONEER SHOWS

high class midway attractions

FREE GATE FREE GATE FREE GATE

Great Bend Pa., July 13 to 19, Community Celebration, nothing but money! Home Hancock, N. Y., Celebration in the Mountains, Lake Resort Territory, Don't miss this one. Concessions wanted—Custard Ice Cream, Norelign, Jewelry, Hinky Parks, Hi-Stridge, Arcade, Buckets, Squirrels for Stock, Rat, Fan and Cigarette. What have you? Want Shows or merit. Rides—Live Pony, Train, Boats, Help—Bingo Circus "Stretch" Rich wants Razzle Agents, Operator for Posing Show. Useful and capable Show People. All replies **MICKEY PERCELL, Mgr.** Sayre, Pa., this week.

W.G. WADE SHOWS

WANTED

Fly-a-Plane Ride and organized Minstrel Show with own equipment for the MICHIGAN STATE FAIR, DETROIT, Aug. 29 to Sept. 7.

Can also place for complete Fair Route starting last week in July—Mechanical Show and Stock and Hinky Park Concessions.

Calumet, Mich., all this week: South St. Marie, Mich. ("The Soo"), July 7-12.

RIDES FOR SALE

PARKER 3-ABREAST MERRY-GO-ROUND, New Top and Side Walls	\$4,000.00
TILT-A-WHIRL	2,500.00
CROSLY FIRE TRUCK	1,500.00
KIDDIE JEEP RIDE, Ten-Car	500.00
KIDDIE AIRPLANE	300.00
CHAIR-PLANE TOWER, Complete With Motor	200.00
TRAIN WITH TRACK	750.00

Do not write. Can be seen in operation until Sept. 5

JESS BUEHLER
Park Ridge, Illinois Phone: Telcot 3-7559

PAGE BROS.' SHOWS

WANT WANT

Popcorn, Sno. Flim, Cookhouse, Custard, Ice Cream, Jewelry, Lead Gallery, Slime Concessions of all kinds. Kiddie Rides, Live Ponies.

Ride Help, Girls for Girl Show, top salaries, Manager with Acts for Side Show. We have all equipment.

W. E. (SHOTGUN) PAGE, Owner; E. H. (SHORT BARREL) BROOME, Mgr. Corbin, Ky., now: Williamsburg, Ky., next week.

P.S.—Have Fairs starting in August and ending in November.

WANT CANVASMEN

We have a wonderful opportunity for a top-notch Boss Canvasman and experienced Front and Stage Men. All brand new equipment, including trucks and canvas. Front men to sell rickets. Office-owned show featuring Irving C. Miller's Brown-Skin Models, Prefer Truck Drivers. Will consider only experienced, sober, reliable men. Write stating salary desired.

GOODING AMUSEMENT CO.
1300 NORTON AVE. COLUMBUS 8, OHIO

MERRYLAND SHOWS WANT

Hinky Parks non-conflicting. Need Ape and Scale, Balloon Dart, Sling Pull, etc. Can place Monkey Show or any good Grand Show, Coleman, Mich., Homecoming, June 30 thru July 2; followed by Michigan's best 4th of July spot, Lake City. Have a good route of Homecomings, Centennials and Fairs booked until October 1, including Ferrell for Labor Day. All replies to **BRUCE "RED" CRITTENDEN, Mgr.** Merryland Shows as per route.

ALLEN COUNTY FREE FAIR
JULY 7 TO 12 INCLUSIVE, FT. WAYNE, IND.

ATOMIC FAIR
JULY 14 TO 19 INCLUSIVE, CANTON, OHIO
NOW BOOKING

CETLIN & WILSON SHOWS

AS PER ROUTE

America's Finest Show Concessions

TENTS—SIDESHOW BANNER. CONCESSION TENTS.

IMMEDIATE DELIVERY. FLAMEFOIL FABRIC Available in all colors. All eyes color. Write for literature.

Merrie Mendelson—Charles Driver

O. Henry Tent & Awning Co.
1952 N. CLARK ST. CHICAGO 40

VETERANS UNITED SHOWS

WANT: For Concessions, M. D. Fair, July 3-6; Red Lake Falls, Minn., Celebration, July 5-8; Clearbrook, Minn., July 6-8; Bemidji, Minn., Water Carnival, July 18-19; Grand Rapids, Minn., July 14-15; followed by a group route of Celebrations and Fairs through Minnesota and Nebraska. Reply card to any interested party.

CONCESSIONS: Will book Fish Pond, Cake, Biring, Bumper, or any Hinky Park not conflicting with what we have. **RIDES:** Will book any Major Ride not conflicting; can use Tilt, Squirrel or Roll-a-Plane. **SLIDE HELM:** Chairlifts Foreman and Second Men for Merry-Go-Round, Detour and Kiddie Rides. **SHOWS:** We have Athletic, Girl, Animal, Mechanical, One-Man Band and Game House. Will book any Show of merit not conflicting. Want capable Man to handle Glass House, Outside and Inside Tainer for Athletic Show.

PLAYTIME SHOWS

E. W. BURR, Gen. Mgr.
PAUL PATRICK, Ride Supt.
WILLIAM DEAN, Kiddyland Supt.
HARRY ROACH, Lot Supt.

JOHN R. BURR, Secty.
PHILIP DEARS, Chief Elect.
TONY ALFANO, Show Painter.
JAMES MITCHELL, Spec. Agent

NOW BOOKING FOR OUR 10 FAIRS STARTING AUG. 10

WANT SHOWS
Particularly for Recreation, Gun Shows, Plaf Rides, Legitimate Concessions.

Week June 30—HYANNIS, MASS.; July 7—FALMOUTH, MASS.

JAMES H. DREW SHOWS

16—Bona Fide Fairs—16

Starting July 21 and ending middle of November.

Want Chairlifts Foreman to join now. Must be sober and experienced and able to handle tractor trailer unit. Concessions—Will place limited number of legitimate Merchandise Concessions.

JAMES H. DREW SHOWS
Address this week care Western Union, Louisville, Ky.; Ohio Hill, Ky., week July 7.

STRANGE AND WEIRD ATTRACTIONS

Shrunken Heads, Boilies, Devil Child, Fish Girl, Ape Boy, Wild Boy, many others made up. Free folder. Write **TAYLOR'S CURIOSITY SHOP**, 3558 S. Broadway, Phoenix, Arizona

TALKERS—SIDE SHOW ACTS

FOR PALACE OF WONDERS, CONEY ISLAND, N. Y.

FOR BALANCE OF SEASON HERE ENDING MIDDLE SEPTEMBER AND FAIRS TO FOLLOW. WOULD LIKE TO HEAR FROM: CHAS. LE ROY, HARRY JONES, White, Phone or Wire.

DAVID ROSEN
4015 ATLANTIC AVENUE, SEA GATE, BROOKLYN 24, N. Y. (ESplanade 2-2178)

DRAGO AMUSEMENTS WANT

Big 4th of July, Rensselaer, Ind., in City Park, North Hudson on Main Street, followed by Galveston Centennial, July 14-19, and 8 Big Fairs to follow.

Will sell X Cookhouse, Derby and Novelties. Will book any Hinky Parks working for stock. Like to have Monkey Show, Scentic or any Show for small per cent. Need Manager and Girls to take charge of Girl Show, Miltz Dixon. Let us hear from you at once.

PAUL DRAGO

KLENKE AMUSEMENTS WANT

For Annual Fourth of July Celebration at Arcanum, Ohio, July 2-5.

Can use legitimate Concessions of all kinds especially Ball Game, Scales, Ape, Hi-Strider, Hinky Parks of all kinds. Grand Shows or any Hinky Attractions. Rides and Shows not conflicting. Can use soap, dependable Second Men on all rides. Good pay if you qualify.

FLY-O-PLANE FOR SALE

On account of illness will sell late model Fly-o-Plane, just overhauled, including new upholstery, with everything else accordingly, and in very good operating condition. Buyer can pay for ride during balance of season by placing on direct truck show in the country, with 20 FAIRS, including 3 STATE FAIRS. Ride can be inspected at HOT SPRINGS and can be bought for \$7000.00. Will also furnish Federal Tractor and 20 ft. BEEM for \$1200.00. Contact me at **280 PROSPECT AVE., DE PHONE 4654, HOY SPRINGS, ARK.**

AL BAYSINGER

Want for 10 Big Celebrations in the Far East

LEGITIMATE CONCESSIONS OF ALL KINDS—WILL GIVE "EX." WILL PLACE LIVE PONY RIDE—ONE OR TWO MORE RIDES NOT CONFLICTING. Need several good Grand Shows Men, (Rodeo Men) and Kiddie Clerk, contact me. Others who know me and worked for me before, get in touch with me.

Address: A. OBADAL
c/o RANGER HOTEL, ALBUQUERQUE, N. MEX. (Phone after 11 p.m. or before 9 a.m.)

CORRECTION!

Our ad on Page 66, June 18 issue, should have read:

"NEW CATS" and not "new cats" for Big Cat Ball Game, \$2.00 each. Cats or Punks made to order.

MARIE DUNN
Columbia City, Indiana

MIDWAY OF MIRTH SHOWS

WANT WANT

Concessions of all kinds that work for stock. Shows with own outfit. Can place Tilt-a-Whirl Foreman and Second Men on all rides, must drive athletic. Those joining now will be given preference at our seven Illinois Fairs starting 31st. Contact week July 20. **ADDRESS:** Grand, Ill. (American Legion Celebration), this week; Carlyle, Ill. (On the Streets), July 31-19-12.

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

10,000	... \$ 9.50
20,000	... 12.00
50,000	... 18.50

Send Cash With Order. Stock Tickets, \$22.50 per 100,000

WANTED

Ride Help, Foreman for Hi-Strider, Foreman for Merry-Go-Round, Foreman for Octopus, Second Men on all Rides, Best of Waxes, 10th season. Contact **JOHN HANSEN**, 6024 N. KOSKIE AVE., Chicago 16, Ill. Phone: Wapentons 32993

NOLAN AMUSEMENT CO.

WANTED WANTED

Shows—Can use Monkey, Snake, Fun House, Wild Life or any Show of merit with own outfit. Concessions—Winky Parks of all kinds. Have signed All Celebration in Central Ohio—Advisable, followed by all Celebrations and three Centennials, booked until 1st October. Ride Help—Can use experienced Ride Help on Wheel, Detour, new Merry-Go-Round, roller and able to drive beam. Don't need and want! have would-be or dancers. Louis Seavers, Terry Seavers, Paul Smith, Roy Gray, Curly Duffy, come on, can use you, good pay, good treatment.

WANT

Farris Wheel Foreman, Long season's work. Agent for Candy Apples, Long Range Gallery and Water Games open.

Benni's Attractions
Sayre, Pa., this week.

AGENTS — WANTED — AGENTS FOR CENTRALIA, ILL., 4TH OF JULY

And 15 Fairs and Celebrations in Illinois, Tennessee and Alabama. For Fish Pond, Bumper, Ball Games, Set Spindles, Carke, Short Race, Hi-Strider and others.

WENDELL R. PIERCE
Care OSM CITY SHOWS, Centralia, Ill., this week.

From the Lots



D. P. (Frenchie) ROBICHEAUX
Texas Hotel
1013 Texas Avenue
Houston, Texas
Phone: CN 6790

PEE DEE SHOWS
Want for 4th of July Celebration at
Gibsonville, N. C.

Bingo, Cook House, Ball Game, Concessions of all kinds. Shows with own outfits, 5-in-1, Snake Shows, George Beardsley with events for War, Game, Ball Game, Bottle, Punks and Coke, also Pitch-Till-You-Win, Possibilities—25¢ or 50-50 after mid. Ride Men for Merry-Go-Round, Ferris Wheel, Chaperone.

Gibsonville, N. C., this week.

Universal Amusement
Can place me and my friends in season, giving Mill Town and Tobacco Markets till November 15. Plenty of money here.

Be on Main, Short Range, Jewelry, Ball Game, Cook, Football, Snake Shows, Buckets, Ploos, Novelties, Pan Game, Prizes, Wax. Agents who want to make money, not drinks, for Penny Pitcher, Bingo Help, Man and Wife to take charge of Booths and Lane Range Gallery. Call or wire, no time to write.

L. J. SANDLIN, Owner
Batham, Ga., on the street,
June 30 to July 5.

PROMOTERS
—Get on our Mailing List.
Each week The Billboard receives inquiries asking the name of the individuals who might undertake and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.

Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured someone underwriting. Write American Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

WANT
Agents for Pin Store and Razzle. Paul Mccoy and Elmer Witter, contact.

HARRY SMILEY
Care Interstate Shows, Galax, Va.

WANT—WANT—WANT
For 9 bona fide Wisconsin Fairs, balance season Celebrations. Shows—Snake, Monkey, Mechanical.

TIP TOP SHOWS
Evenville, Wis., 4th of July show per route. P.S.: Gee, come on.

BLACK HAWK SHOWS
Want Mug Booth, Bingo, Rifle Range and other Concessions that do not conflict.

Beulah, Ill., July 1-4; Oxford Junction, Iowa, 5-6; Alpha, Ill., 9-12.

WANTED
Arcade Help, sober, licensed truck and semi drivers. Long season, good pay and bonus.

RODGER M. WOK
R. D. #2, Carverville, Ohio

WANT TO RENT
Rides for Homecoming, preferably July 21-August 13 or nearest week end.

Temperance Rotary Club
Martin Hammerstein, Sec., Temperance, Mich.

FOR SALE
1-Abram Marshall-Splitman Merry-Go-Round, two GMC Trucks, new Top and Side Wall, price \$4,000.00. Two GMC Trucks, price \$2,000.00. 1946 Octopus with 34 ft. semi GMC Truck, price \$4,000.00. All trucks have late model engines and good tires. Prices listed are cash F.O.B. Wichita.

M. A. SHAOR
Box 1195, Wichita, Kan., Ph. 4-2456

Midway of Mirth Shows #2
WANT
Ferris Wheel Foreman. Second Men on all Rides. Concessions that work for week. Big Celebration, Trenton, Ill. this week, July 3-5; American Legion Celebration, Ill., July 13-15. Contact: FRANK LA VALLE.

Hammond's Pla-Park
YOAKUM, Tex., June 28.—Hammond's Pla-Park Shows have been running into good business.

While the show is in operation, work continues in quarters on the construction of a bingo, several concession fronts, new show equipment and a Fun House, with Ken Clair heading up the construction work.

Show currently is carrying 10 rides and 6 shows, an Octopus and Spitfire having been added this year to the line-up.

Besides Bob Hammond, owner, and Mabel Hammond, secretary-treasurer, the staff includes Bob Young, concession manager; Glen Hyder, ride superintendent, and Slum Starbury, electrician.

Concession personnel includes: Bingo—Mrs. Ruth Young, with Al Brown and Bill Clark, agents; bottle ball game—Sick, Sacrio; hit and miss—Clarence Wheeler; lamp wheel and slum spindle—Red White, with Danny Dell, agent; pin store—Mike Meshell; scale-age—J. L. Rainbo; snow cones, popcorn—Alex Downing.

Also balloon darts—Dea Clair; slum spindle-high striker—Frank and Mary Pegler; blower—Joe Shaugnessey, Roy Harkie, James Carson and Ray Kitehem; bracelet spindle—Mabel Hammond, Thomas McQuiston; jewelry sales—M. and M. Todd; cigarette gallery—Mamie Collins; Coke bottles—Mike Reilly; pitch 'til you win—Sam Johnson; sets—Bess Gray; rolldown—John Huston, Pat Collins; bumper—Irish Williams; floss, candy apples—Bobbie and Hubert Hall; short range gallery—Johnnie Owens; glass pitch—Freda Hyder; grab—Mr. and Mrs. S. K. Clark.

Dick Wilcox
CARIBOU, Me., June 28.—Show has been out six weeks and has had good weather, losing only three nights to rain. Spending has been off except for rides Ashland, Me., produced large crowds and free spending, since there hadn't been a show there in six years. The local date opened with a bang.

Staff includes: Dick Wilcox, owner manager; Hilda Wilcox, treasurer and vice-president; Jessie Watson, secretary; Don Watson, advance and billposter; Sam Edstine, The Billboard and mail agent, and Charlie McMann, lot man.

Recent visitors were Mrs. Frank Wright Houlton; Mel Biethen, president of the Dover Fair; Tommie Keeffe, Columbia Shows; William Muldoon, Granite State Shows, and Teddy Surgeon, James Bell and Sam Oulette, Boston.

Mrs. Wilcox recently received a 30th wedding anniversary gift of a 35-foot American house trailer from her husband.

Concession line-up includes: Nicky Potter, candy floss; Sam Edstine, pea pool and jingle board; Dave Blotner, ball game; Mr. and Mrs. Hank Higgins, cookhouse, candy apples and popcorn; Mr. and Mrs. Don Watson, bingo, pitch-til-you-win, cork gallery, balloon dart and add 'em darts; Tex Rickard, lead gallery; Ray Oulette, short range gallery; Mr. and Mrs. Freddy Brouette, hoopla and French fries; Mr. and Mrs. Gene Demaris, string game; Mr. and Mrs. Fred Hurd, duck pond; Mr. and Mrs. C. Ginsberg, novelties and jewelry; Mike Momano, pan store; Mr. and Mrs. Fred Stanton, photos, and George Storti, weight and age guessing and coke bottles.

Shows: Gay Hawaii, George Storti, operator, with Vickie Nelson and Dottie King; Athletic Show, Tex Tans; Monkey Speedway, Red Kelley, and 10-in-1, Lucky Roger.

Rides: Ferris Wheel J. McCarthy; Merry-Go-Round, Junior De Voo; Chair-o-plains, McCloud; kiddie rides, Clayton and Abe Devoe; Tilt-a-Whirl, Jack Smith; Octopus, Billy Gross, and train, Blacky Martin. Fred Stanton is ride foreman.

FOR SALE
Two 60" Searchlights mounted on semi with plenty of carbon. 1947 Reo Tractor. Good as new.

WONDERLAND PARK
W. Farr St. & Pennsylvania
Wyandotte, Mich.

FOR SALE
Complete Hat Outfit
BEING BROKE, MUST SELL!
Cannell A. Machine, cable, lens, lights, wire, threads, needles and other incidentals.
ONLY \$200.00

Write: Mr. H. Jerry
3812 Canal Avenue, Brooklyn, N. Y.

PENNY ARCADE
Built on a 25-foot trailer. Forty machines in good condition. No set-up fee—down to job here. Must be seen to appreciate.

DALLAS LYNCH
625 Stanley St., Peoria, Illinois

OLD SETTLERS' PICNIC
JULY 31-AUGUST 3
Want all kinds of Rides and Concessions.

Write
BILL ANDERSON
Concession Manager, Nemaha, Neb.

RIDE HELP WANTED
Foreman for Wheel, Speed Men for Wheel, Tilt and Merry-Go-Round. Join at once. Top wages. Nandy Orr, come on.

J. W. MAHAFFEY
CHEROKEE AMUSEMENT CO.
Piquette, Kan., July 1-6 & then per route.

TWIN CITY SHOWS
Want Rides Concessions of all kinds. Can use one Count Store, one Prop House, one Pin Store, Ride Help—Foreman for Wheel, Foreman for Merry-Go-Round, Aerists, Man and Wife to take charge of Grab Stand, 50-50. Agents for Count Store and Wheel, we have two Mts, take your pick—Licking, Mo., and Salem, Mo., with Caboot Celebration to follow, July 7-10. Wire or come on.

SAM WELLS

MAUDE LOUISE NORRIS
(AUSTIN)
of Nashville, Tennessee, and with the Griffin & Wilson Shows last season.

Contact: **BOX B-221**
Care Billboard, Cincinnati 12, Ohio
Insurance benefits involved.

CONCESSIONS WANTED
For July 2nd-5th on the Streets
New Lexington, Ohio

GRAZIANO & CARLIN AMUSEMENT CO.
Buckeye Lake, Ohio
Phone 2771

Crafts Exposition
SHAFER, Calif., June 28.—Shows pulled in here Monday (16) after what Manager Roger Warren said was the best still date of the year at Delano, Calif. Show played the annual Potato Festival here. The Tuesday opening drew 1,883 paid admissions.

Ray Leele booked a new pan joint with Lucky Lang and his wife working it. Ruth Earlywine, June Hartley, Ella Mae Hunting and Jake Box Gleason celebrated birthdays. A surprise birthday party was held by Mrs. Ed Butler for Al Cecchini in the bingo top. Shelly Ann Freetz finished school and joined her parents, Mr. and Mrs. Grant Freeze. George Lantz has joined his parents Mrs. George Bryant left for Gorman, Calif., to pick up her station wagon which had been undergoing repairs. Mrs. Roger Warren visited her children recently.—VINCENT B. KUROPATWA.

Virginia Greater
RIVERDALE, N. J., June 28.—Show made the jump here from Nyack, N. Y. Auspices here is Pompton Volunteer Fire Department. Opening night business was hurt by a storm which broke out before show time, almost flooding the lot, but the rest of the week was satisfactory.

Doc and Mrs. Turner joined here to take over the Side Show. Ed DeFaul and family closed here. Visitors included Mike Genovese and family, Orange, N.J.; Mr. and Mrs. Donald Masucci, and Mr. and Mrs. Humphries and family, Montclair, N. J.—H. W. (HAP) ARNOLD.

WANTED
Carnivals, Circuses and Outdoor Attractions to show at
COMMUNITY FIELD, NORFOLK, VA.
For July-August
Seating over 5,000, floodlights, Parking for 1,000 cars. We are surrounded by over 150,000 population. If interested, contact:
Mr. Willie Chambers, Secy.
Community Field
1318 Mathy Avenue Norfolk, Va.

SAM BARRETT JOHNNY GREEN
Please contact
CLAY HOUSTON
301 Tappan St., Tampa 2, Fla.

DESPERATELY NEED!!
Ride Men for Jeany, Wheel, Tilt, Park, no money. Good treatment, milk, bonus. Johnny O'Connell, come home. John Nicolson, others, contact, Bingo Caller and other Concessions. Write:
MADRID BAIN
Lake Shes, Attala, Ala.

FOR SALE
1950 factory-built 15-ft. Cuyard trailer with 30-gal. per hr. Eye-Way Machine, all stainless steel body, tandem wheels, fluorescent and neon lighting, very flashy, perfect condition, fully equipped.

E. A. SCHWAB
MILAN, OHIO PHONE 4043

RAY H. and JACKIE DAVIS
Please communicate with me immediately. IMPORTANT!

J. L. DENNEY
P. O. Box 2109 Orlando, Fla.

WANT
For Pawnee, Okla., 4th of July Celebration and balance of season, with fourteen fairs and Celebrations in fellow and Henryetta, Okla., Big Labor Day Celebration, carry your own show. Wire or phone.
MANAGER OF CARNIVAL
Pawnee, Okla., July 5-5.

RIDE MEN
Bill Foreman, 300-00, Merry-Go-Round Foreman, 200-00, good Second Men, 200-00, Kiddie Ride Man, 200-00 and a snip. More money if you are capable and willing. Come on to VILLE PLATTE, I.A., till July 6th. MONEY NO OBJECT. WE MUST HAVE FOREMEN AT ONCE. All Replies.
FLOYD O. KILE

THANK YOU BILLY LOGSDON
Highlight feature of Chas. Hodner "Midwest Show" May 29th purchase of your new Dynaflo Roadmaster. Please carry your "Best" destination. Congratulations!

JOHN BUNDY
YOUNG-BUNDY MOTORS CO.
East St. Louis, Ill.

HOWARD
Please contact
AL MERCY
c/o Sheband Show, Chyenne, Wyo.
This week: Sheb Fort Collins, Colo.

WANTED
Ride Men passing through Chicago. Stop and make a near-down and set-up. Also permanent jobs available.

JOHNNIE DOOLAN
3550 So. Halsted Chicago, Ill.

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Please contact
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JOHNNIE DOOLAN
3550 So. Halsted Chicago, Ill.

LONE STAR RIDES
WANTS
Want for Brookside, Ohio, Fireman's Celebration, 6 Days, July 14 to 19.

Any Concession working for stock—Fish Pond, Ball Games, Balloon Dart, etc. or any other stock concession. A. R. "Pete" Briggs wants Octopus for cash, must be in good condition.

LONE STAR RIDES
J. G. BAKE, MGR.
Permanent Address: Toronto, Ohio

FOR SALE
A complete Monkey Show—75 ft. banner line, all repaired, plenty of lights and flash, 30 by 80 top, new striped awning, 46 Chev. truck with built-in cage. Eight well-managed monkeys, two Java monkeys, including Ringling's on revolving ladder, two white-face Ringling's (humming and wiggling), one Golden Solder (the clown of the show), one Shesha (gentle and a good high diver), some female white-face Champ, six years old, well-mannered and well-trained (this group has appeared on television, played in night clubs and theaters during the past season). Also all props (two P.A. sets and speakers and all the whole show now booked with Fireworks & Davis Rides. A \$7500 investment over for \$4500 cash. Photos on request.

R. ROMMEL
418 E. Oak St., Ft. Collins, Colo.

COUNTY FAIR SHOWS
Want Popcorn, Flom, Mug, Lead Gallery. Any Concessions not conflicting. Girl show, and good show, including musical stunts, Merry-Go-Round, July 5-10, starting Celebrations and Fairs until middle of September. Contact

EARL D. JOHNSON

WANTED
Merry-Go-Round and Wheel Foremen top wages. Merchandise Concessions. Mil. Clemens, Mich., July 3-5; Port Huron Blue Water Festival follows.

SAM GOLDSTEIN
1731 Lee Place Detroit, Mich.
Phone: TR 3-6189

WANTED
Can place legitimate Concessions for the Ozark's biggest July 4th Fair, Missouri, \$1500 a week, including insurance and cut-in, no extras. Need Fish Pond, Mug Duffin, Popcorn, Candy Floss, all things Punks. No "Bait" deals.

Contact
BILL NORWOOD, Mgr.
Beria, Mo., at home on in.
P.S.: Need Bingo Help.

AGENTS WANTED
For Basketball, Balloon Darts, Long Range Gallery, Six Cans. Good drive of Fairs and Celebrations. Contact

JOHN ERNEST
BROCKEN-SCHMADT SHOWS, Blackwell, Okla. This week, then per route.

HERMAN ROEDER
Contact
RALPH GLICK
Riverview Park Chicago, Illinois

NOTICE!
\$25.00 reward for information as to the present whereabouts of Roger D. Fisher. Wire information to Bill to

CLAY COUNTY MOTORS, INC.
Box 1107 at Excelsior Springs, Missouri

WANTED
Snow Cans, Photos, Frozen Custard, Hotter Punks and other legitimate Concessions for Annual V.F.W. Street Fair, Stoneington, Ind., July 28-Aug. 2, 1952.

W. O. RANDOL, Fair Mgr.
Marke, Ind.

WANTED
Experienced HANBY PARK AGENTS For three of the best Balloon Dart Games on the road.

WALTER B. COX
Care STRATES SHOWS
Binghamton, N. Y., or per route.

WANTED
Capable Ferris Wheel Foreman who can set the wheels up and down. Salary and bonus.

AL WAGNER, Mgr.
Cavalcade of Amusements
McKeesport, Pa., this week

WANT TO PLACE BINGO
For balance of season.
Also want sober Bingo Help. Wire

BILL STACY
Care Henries Shows Anderson, Ind.

Nelson Preps New Kid Unit In Jersey

Ride Manufacturer Uses Own Equipment In Setting Up Third Moppet Operation

NEW YORK, June 28.—The continuing growth and success of small kiddie parks in the East is reflected in the opening, July 15, of another one at Saddle River, N. J.

To be called Kiddie Park, this installation is the second to be opened in the past two years by Arthur Nelson, of the Weld-Built Body Company, Brooklyn.

Nelson's latest funspot features six rides—Boat, Airplane, Tank, Whisp, Merry-go-Round, and an all-engine train. Each ride has its own attendant and is priced at 9 cents, three rides for 25 cents.

Other than an on-premises Coco-Cola machine and an adjacent frozen custard stand, the park has no refreshment or food set-ups. The summer sked, Monday thru Friday, is from 10 to 10 p.m.; weekends from 10 to 10. Winter operation is limited to Saturday and Sunday, weather permitting.

Long Island Spot First

The first Nelson park, opened nearly two years ago, is located on the busy Jericho Turnpike, Garden City, L. I. It, too, has six rides, one of which is a Ferris Wheel. Prices and operating hours, too, are identical with those at the Saddle River site.

Both parks are set on lots nearly 100 and 100 feet, and both have parking spaces.

Nelson's third location is an indoor one located on the basement floor toy department of Grant's block-long variety store in Hempstead, L. I. A three-ride concession, it is run on a 10-weeks-a-year basis, six days each week, from 9 to 5. The rides—Train, Tank and Whisp—go full blast on Fridays, when the store is open from 10 a.m. to 9 p.m.

The store co-operates in every way possible, Nelson says, even to running a free coupon in its weekly newspaper ads. Results have proved so successful here that plans are in the offing for an identical set-up at the Grant store in Syracuse.

Novel Growth

In this business for almost four years, Nelson's entry was a novel one. For seven years, his Weld-Built firm had manufactured tow trucks for garages and similar outfits. This more or less led to making truck-mounted kiddie rides. To his surprise, he found a market for them, and actually

Two Railroads May Add Cars For Park Men

CHICAGO, June 28.—Burlington and Union Pacific railroads will add special cars to Denver-bound trains for park men en route to the National Association of Amusement Parks, Pools and Beaches' summer session if enough reservations are made.

Paul Huedepohl, NAAPB secretary, said here this week that the cars would be on trains leaving Chicago on Tuesday, August 5, and arriving in Denver early Wednesday, August 6, main day of the session. Trains from Eastern cities connect with Denver trains at Chicago.

Arnold E. Guttler of Elitch Gardens and Ben Krasser of Lakeside Park will be hosts for the Denver meeting. Huedepohl now is taking reservations for the sessions.

Shopping Center Planned for Site Of Eastwood Park

DETROIT, June 28.—Site of Eastwood Park is to be used for construction of a new shopping center, it was announced this week by Samuel Karon, one of the owners. Razing of the Roller Coaster and other installations has been underway for some weeks. It was believed that the skating rink, which is still in operation, and both Eastwood Gardens and the swimming pool would be demolished to clear the site for the new construction.

opened his first park mainly as a place to demonstrate them. Logically, he decided to go into the park business himself.

Today, every piece of ride equipment used at his parks is the product of his own manufacture.

The operator deliberately limits the size of his locations and figures that six rides in each are just right. Nelson estimates that his customers (actually they are the parents of moppets) average a half-hour visit. This amount of time, he feels, is enough to satisfy both the kids and their folks. And the crowds keep moving, another reason which is greatly responsible for the large repeat business Nelson parks get.

Nix 500G Bid For Feltman's Coney Island

NEW YORK, June 28.—Feltman's Park, Coney Island's famous purveyor of hot dogs, acquired a new lease on life Wednesday (25) when a skeddad auction sale of the large site failed to produce buyers willing to meet the sellers' terms.

The owners, Feltman's Coney Island, Inc. rejected all bids and announced they would continue to operate the spot and its many concessions themselves.

Feltman's was founded in 1874 and for more than half a century its slogan was "Caterers to Millions." The property belonging to the restaurant totals 133,000 feet, 197 of it fronting on Surf Avenue and 200 feet on the Boardwalk. It is assessed at \$1,000,000. The first bid for the entire parcel was \$500,000 from Daniel J. Nelson of Manhattan. It was accepted by the auctioneer when no other bids were forthcoming, but turned down by the owners, Benno M. Berchold, Aidan Kallman and Harry Socloff. They also did not accept Nelson's bid of \$5,000 for the Feltman name and a series of other bids for the four parcels of the property made by others.

Harry James Jams Jantzen Ballroom

PORTLAND, Ore., June 28.—Harry James jammed the big Jantzen Beach Park ballroom with 2,956 customers at \$2.40 each Saturday (21) night. Band featured Pat O'Connor, Tony Gumia and Gordon Polk as vocalists.

Springlake Incorporated

DOVER, Del., June 28.—Springlake Amusement Park has been chartered with the corporation department of the secretary of state. The newly formed company's capital is 100 shares of stock of not par value. Principal office is listed in care of the Corporation Guarantee & Trust Company, 926 Land Title Building, Philadelphia.

CANADIANS HOP TO U. S. AS MONEY LIMITS GO OFF

HAMPTON BEACH, N.H., June 28.—Prosperous Canadians have been flooding New Hampshire resorts, and for the first time in Hampton Beach history more than half of the inquiries received are coming from Canada.

The influx of Canadians has gone a long way in removing the gloom that settled over amusement business in this area because of the weakness of the local textile industry's business.

Canadian business in the United States is important this year for two reasons. Uppermost is the fact that for the first time in years, Canadian tourist now are free to take unlimited amounts of money across the bor-

Coney Island, N. Y.

By UNO

Steeplechase Park concessions include Bessie Angel, frozen custard; B. & D. Concessions Company, food, drinks and bar; Max Brenner, Penny Arcade; James Corneio, food stands on Surf; De Polo Concessions, soda fountains; S. J. Frigant, shooting gallery; Ralph Heim, soft drinks and souvenirs; Pete Lazria, pool restaurant; Peter Pappas, frozen custard on the Boardwalk; Louis Rifkin, Pooker; Beatrice Salzman, skill ball games; Stratos Vergosa, souvenirs; S. Theil, Boardwalk bar and grill; Gus Tallman, home made candies; James Van Valko, cotton candy on the Boardwalk; Louis Fox, Penny Arcade, and Peter Weissman, Penny Arcade on the Boardwalk. Milton Berger is assistant to Fred Tilyou, acting as the park's Manhattan representative. Edward Francis Tilyou, II, 15 years old, is the park's youngest employee as attendant on the Zip Roller Coaster.

Hyman Schuchman, at his well-known Atlantis show spot on the Boardwalk, started a new policy July 1 in the form of a revue re-joined by a girlie line headed by Clyde Austin, formerly of the Red Caps and Toppers, plus Billy Bowen and his Butterball Four, a musical and vocal group and MGM recording artists. Bowen comes from the Ink Spots. Moe Lank, a nephew of Hyman, is general manager, and Eddie McQuay is head barkeep.

Harry and Anna Nelson with son Lester had Tilyou, outside concessions at their Nelson's Corner, Bowery and Steeplechase Walk. Family's own operations include a parking lot, two high strikers, doll rack, shooting gallery, balloon game, penny pitch, Star game and two bottle games.

Frank Gario's Variety of Follies show on Stillwell has for talent Lois Bancroft or Sheila Morgan, Rita Foster, Barbi King, Ann Lolley and Lem Jene. Rita Talkers are Eddie Tray and Dick Sarkis. Ticket seller is Joe Min and ticket taker Jack Roberts. Princess Bubble is the feature.

Harry and Sylvia Prostatok, operators of a basketball game, a concession on Nelson's Corner, are the parents of a girl, Barbara Susan, born recently in Peck's Memorial Hospital, Brooklyn.

Robert H. Gersh, son of Stanley Gersh, of Play the Races game on Surf, is now an airman first class, stationed at Sheppard Air Force Base, Wichita Falls, Tex.

Connie J. Hilbert, past proxy and now on the board of directors of the Chamber of Commerce, was inducted by Supreme Court Judge Peter B. Smith in the office of veepee of the Cathedral Club of Brooklyn on June 20.

New at Tirza's Wine Bath show are Sonny, Sutanya and Lutaya, members of the Afro-Cuban Trio, a sizzling group of dancers who joined the original Tanya. Shelley Wayne, Barbara May, Chiquita and Rosita Rodriguez. Also new talker, Reynolds.

Charles and Theora Miller have promoted Butch, their mascot, to general manager of their penny pitch and shoot-till-u-win concessions in Feltman's Arcade.

Fed and Carol Wilson are in their fifth season dealing out Crispids and ice cream on Surf.

Isadore Rubenstein, who is associated with Gene Florimont and Leo Stober in the manufacture and sale of Greyhound Rters and operates the game on the Bowery near Jones Walk (a Reiben concession) in conjunction

with frozen custard and soft drinks at Feltman's Park, has completed erection of a building on the Bowery front of Kyrimex Ride Park which will house a doll rack. Next season he contemplates changing to frozen custard.

Michael Donai has a new game on Jones Walk, in fact a new novelty for Coney in the shape of small glass fish bowls into which, for a dime, the customer must throw a ball to win a gold fish and a bowl. A similar Donai game at Rockaway's Playland has Manning Fisher in charge. Assistant at the Island's concession is Abe Kraemer.

Featured at Fred Sindell's Cavalcade of Variety are The Raven and Her Bubble Bath and Bonnie Blue in the Side Show. Art Rosen doubles as mechanical man and inside lecturer at Dave Rosen's Palace of Wonders. Bill Flannery has a new live goat and buggy ride for kiddies on Jones Walk where Bill Long operated a pony track for a long time.

July 4 Program Set for Dallas Midway, Bowl

DALLAS, June 28.—The July 4 program at State Fair Park here will include a Cotton Bowl show and a giveaway on the Midway.

The Fair Park Amusement Owners Association is sponsoring the giveaway on the Midway stage on the afternoon of the holiday, with two Shetland ponies, saddles and bridles, and eight bicycles due to be presented. Total of 150,000 tickets are being distributed thru Dallas grocery stores.

A similar giveaway was held last year, with 50,000 simulated "gold coins" being scattered over the park in a "gold rush" gimmick. Midway operators think the grocery store distribution will result in more visitors coming to the Midway in the days immediately before July 4 as well as on the big day itself.

Free act on the Midway stage on the holiday is Hubert Castle, wire act. Castle will perform twice nightly for the week beginning Monday (30).

Variety Club of Dallas is sponsoring Cotton Bowl shows and fireworks on the nights of July 4-5. Variety Club's share of proceeds will go to Variety Club Boys Ranch at Bedford, Tex. Members of the group are selling tickets in advance. Tickets are 50 cents each.

Ethel D'Arcy and the Aerial Sensations will be high acts for the show, which also will include Earl Gritz and clown car. Thearle-Duffield will present fireworks. Similar show last July 4 with hillbilly drew about 40,000 in a one-night stand.

Park had about 65,000 Negroes on hand June 19 for Emancipation Day holiday. For the first time in several years, fair publicity department was able to find an ex-slave, a 97-year-oldster, and came up with a traditional fried chicken dinner on him and his companions. The stunt resulted in front-page picture and story in Dallas Morning News.

More Hearings

Continued from page 53

public hearings here and in Albany Monday (23).

Among those attending the Albany hearing were Raymond Converse, president of the New York State Association of Fairs; J. Victor Faucett, association vice president; James A. Carey, association executive secretary; Lewis A. Sumberg, executive director of the Albany Area Theater Owners, and Sgt. E. V. Foster, State Police.

of Ray and Betty Moreau, and daughter, Margaret, in Niagara Falls. Ray is owner-builder of the Starlet Miniature Circus. Also present were Mr. and Mrs. Shrimpton and son, Don. Visitors included Wanda Jo and Michael Harger, Mrs. Harry Allen's relatives, Mr. and Mrs. Howard Suez and Mary Sue, Joe Myers, Mr. and Mrs. Thomas P. Molloy, Rusty Rusterholz, Jack Mailing, Ray Betty and Margaret Moreau, Mr. and Mrs. Don Shrimpton and Mrs. C. J. Lockur. On the sick list recently were Jim Conley, Bertha Drane and Carl Nelson.—JOHN TOY.

George Marquis promoted plenty of publicity for the show when it played Ashland. O. Jim Conley, Medela Banta and the writer made a radio broadcast there. Donna Pyle now rides a horse in the finale. Freddy Conley sees that the Animal Show gets up and down speedily. Joan and Carl Nelson have the cookhouse. Their daughter and son-in-law, Flora and Eddie Ostavitz and children, Eddie and Edina Ellen, visited for several days. Bill Ward enjoyed a visit from his parents, Mr. and Mrs. Robert Ward, and his sisters, Nancy and Shirley, and his nieces, Bonnie and Deborah.

Alfred and Theresa Melillo, Salvador Melillo and Dora Schwind, relatives of Frieda Conley, visited. Other visitors included Mr. and Mrs. George Marquis, Doreen Conley, Curran Rudy, Enos Sam Neilly and family, Ray Young, and family, Hack Harrison, Vernon Sadlers, Mr. and Mrs. A. W. Augspurg, Mabel Maybee, Leona Aenjockey, Mickey McGuire, Percy Rademaker, Mr. and Mrs. William Storey, Myron Gardner, Bulch Lewis, Harry Boardman, Harry Lotheridge, Carl J. Lauther, Frank Richards, Lucy Deftiskie Richards, Mr. and Mrs. Bob Hall, Jess Bradley, Joe Horvath, Rene and June Sebatini and Mr. and Mrs. Duke Hall.

Jack Medela, Ladana and Jacklyn Banta and the writer were guests

DINEEN DOINGS

Cupid Status Aids Hampton Casino Bally

HAMPTON BEACH, N. H., June 28.—John Dineen has launched a novel promotional stunt that has attracted wide attention in New England ballroom circles. He is attempting to locate thru newspaper and radio ads husbands and wives who first met at his Hampton Beach Casino. In return for the best letter telling of an initial meeting, the principals will be treated to a second honeymoon, free of charge, at Dineen's Ocean House.

Promotion is tied in with the 25th anniversary of the Casino, founded by Dineen's father, and the announcement of the winners will be made July 16 at the reunion dance.

With the beach emphasis on family trade, the Casino and ballroom have long noted as incubators of budding romance. As a matter of fact, Dineen and his wife, Eileen, started their court-ship there.

Hagen Bros.

Continued from page 51

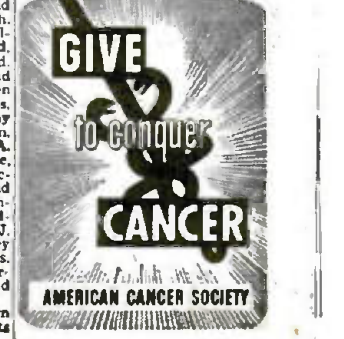
gren. Acts included Claudine Banta, Ginger Moody Summers, Fancher Pierce, Tommy Arenz, Eddie Alken and Dixie, the elephant. The horse truck has been rebuilt and Pierce's truck and equipment.

Willie Ray's, painter, continues to brighten up the trucks and equipment.

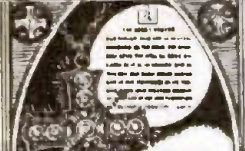
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Jack Medela, Ladana and Jacklyn Banta and the writer were guests



BEAUTIFUL CROSS



MIRACLE CROSS... When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

RETAILS UP TO \$6.95 EACH... OUR PRICES TALK!!! \$4.75 \$51.00

!! OUTSTANDING !! FOR SALES AND EYE APPEAL IT'S NEW - IT'S TERRIFIC!!



No. 710 GOLD FINISH \$4.00



No. 185 Gold Finish \$3.85

Deposits with all C.O.D. orders. Please state your business. Retail wholesale work for samples.

PROVIDENCE RING COMPANY of Westminster St., Providence, R. I.

FM Every "GUY" & Hollywood "DOLL"

The Tie with SPEX-APPEAL

Hand painted lovely designs... actual Maroon gold... Price \$12.00

for each quality... \$12.00

HARBOR CO. 1150 Broadway New York 1, N. Y.

1000 PIECES OF SLIM ONLY \$6.75

ADULTS AND CHILDREN... SPECIALS

Optical Broilers... 100 W. NINTH ST., KANSAS CITY 6, MO.

HERE'S BIG NEWS!

For Distributors, Wholesalers, Chain Managers, Concessionaires... ROYALCRAFT PRODUCTS

TABLES & STEEL OR WOOD CHAIRS

Adirondack Chair Co. 1140 B'way, N. Y. 102 51, Dept. 3C-14, MU 3-1283

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers RATE: 15¢ A WORD—MINIMUM \$3

THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ALL NEW COLLECTION PROFESSIONAL Comedy Material... COMEDY REQUEST SONGS FOR M.C.'S

NEW SILVER FOR OLD! AMAZING RE-SILVER

QUICK EXTRA CASH! SELL AMERICA'S outstanding line of Christmas box assortments and personalized items—plus hundreds of extra profit items.

HARRIS FOOT-MEDIUM SIZE, WITH LAST CHAIRS

SALESMEN DISTRIBUTORS—FAST SELLING Costume Jewelry, direct from factory.

SPENSATIONAL, POLITICAL NOVELTY—

COMPLETELY NEW and different: one dollar retailer, volume seller jobbers, wholesale.

SOMETHING NEW METAL, PENCIL, BEHAVIOR

SPECIALS—NECKLACE AND EARRING Sets, 88.40 each

STATE TERRITORIES OPEN! INSECT-O-LITE

STEADY PROFITS—SELL ATTRACTIVE Nylon Necklaces and Earrings

UNLIMITED PROSPECTS—ABSOLUTE IN-SECT CONTROL

VITAMINS—YOURS FREE WITH BIG TEST PROFITS

SELL AMERICA'S OUTSTANDING LINE of comic post cards

HARRISON WATCH, \$28.95 14K R.G.P. 15 jewels, 1 year guarantee

JOBBER'S FUN SHOPPE—FULL CREDIT allowed on items returned

NAME BRAND MERCHANDISE THAT mean ready sales

OKTRA WITH LIQUID RUBBER PAYE 200%

TITANIA GEM

DES MOINES RING CO.

SPECIAL! HORSE CLOCK

Two-Toned Bronze or Gold Finish with acoustic electric movement

THE BILLBOARD 2160 Patterson St., Cincinnati 22, Ohio

Insert the above Classified ad under the heading indicated, I enclose remittance of \$ covering the cost of insertions.

Name

Address

City and State

Forms close Thursday for following week's issue, distributed Tuesday.

RATE: Only 15¢ a WORD—Minimum \$3—CASH WITH COPY.

Mail copy and remittance promptly, or write for more information to Classified Advertising Department, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

WARNING!

The trade name STYLE GUILD is registered with the federal government and any concern unlawfully using or advertising said trade name will be subject to the full penalties as prescribed by law.

Only STYLE GUILD, INC., or authorized STYLE GUILD distributors are permitted to use the STYLE GUILD designation on any advertising matter.



NEW CATALOG JUST OFF THE PRESS

IT'S FREE Write today for your brand new 68-page, 2-color, Wholesale Jewelry Catalog No. 21

OVER 650 TESTED SELLERS

Big Profit Promotions including: Watch Bands, Costume Jewelry, Leather Goods, Cameras, Nationally Advertised Watches, etc.

MARVEL WHOLESALE WATCH CO. 211 N. Seventh St., Dept. 5, LOU 1, Mo.



BRONZE WESTERN SADDLE HORSES

White Stock Lasts Height and Demeanor

Free Factors on Other Items: 814 W. Maxwell St., Chicago 8, Ill.

To Order Your Classified Ad USE THIS HANDY FORM NOW

1 Type or print each word in a separate space in diagram. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted please figure 6 additional words.

Grid for typing classified ad text.

2 Then check below the heading under which you wish the ad placed.

- Acts, Songs, Parodies
Agents and Distributors
Animals, Birds, Pets
Business Opportunities
Costumes, Uniforms, Wardrobes
Formulas
For Sale—Secondhand Goods
For Sale—Secondhand
Partners Wanted
Show Property
Help Wanted
Instructions, Books, Cartoons
Locations Wanted
Magical Apparatus
Miscellaneous
Musical Instruments, Access.

3 And last—complete this authorization blank and mail it promptly with your remittance.

THE BILLBOARD 2160 Patterson St., Cincinnati 22, Ohio

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Mail copy and remittance promptly, or write for more information to Classified Advertising Department, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

NEW OAK-HYTEX PENNANT BALLOONS



FLASHY "Walking Billboard" SOUVENIRS

For Parks, Fairs Sports Events Openings

Pennant balloons have novel built-in loops for easy attaching to sticks. Specify souvenir pictures you want from 30 available designs.

Order From Your Jobber Today!

World's largest manufacturer of Toy Balloons

The OAK RUBBER CO.
RAVENNA, OHIO.

Oak Balloons

For Immediate Shipment Write for FREE Catalog

STATE NOVELTY CO.
618 W. St. Clair Cleveland 13, Ohio

pierce

World Famous 171

WATCHES

and Ensembles

An outstanding line priced to give you best value action.

DISTRIBUTORS—JOBBER'S
Write for Details and Illustrated Catalog

PIERCE WATCH CO., INC.
22 West 46th St., New York 15, N. Y.
PLaza 7-0733

SPECIAL SPECIAL CLOSE OUT

METAL STATUE

LONGHORN STEER

There's Longhorn faithfully reproduced in metal. Size 9" long, 4" high. Made in beautiful bronze finish.

Close-Out Price: \$12.00
While the supply lasts. Order.

CARDINAL MFG. CO.
430 Keok Street Brooklyn, N. Y.
Brooklyn 7-2927

TRAVEL DECALS

All 48 States carried in stock. See very Decals made to order. Write for samples and quotations on your letterhead.

A. J. WILDMAN & SON, MFGS.
139 W. 19th St., New York City, N. Y.

NEW YORK SOUVENIR TRAVEL STATE DECALS

For unobtainable reasons All states in stock in 25¢ for samples and the KENTUCKY ANTIQUARY CO. Box 402 Dept. 9 Owensboro, Ky.

Big Profits

Own your own business stamping key chains, name plates, social service tags, etc. Sample with a name and address.

Hart Mfg. Co.
161 Dugway St. Brooklyn 2, N. Y.

RUNYON CANCER FUND
GIVE TO THE

Pipes for Pitchmen

By BILL BAKER

KARL CARTWRIGHT . . . work cards from Norfolk that he was pleased to note the recent pipe from Bob and Anna Mae Kneoll, owners of the operators of Kneoll's Ark Gorilla Show. He says that he regretted to learn that Sam Dock is not on the road this season because "Doc is a grand old trouper." Norfolk, says Carl, is closed to pitchmen and sheetwriters.

E. S. HOLLAND . . . is reported to have his unit on tour in Virginia.

CHARLIE (TOBY) HUDSON . . . reports that he's been doing a bit of touring this season and thus far has visited Eddie Gould's Show and Dr. Billy B. Beam's Colored Show. Both are doing well on their tour of Alabama, he says. He adds that the steel strike is being felt in that territory.

HENRY H. VARNER . . . is getting back in shape by working three days a week around Akron. "We had a gas saver man working on a parking lot here with a 1952, 300 series Packard. There must be some dough in that business somewhere," Varner opines. "I would like to read more uplifting articles in the column. I have 18 years to go before I begin getting aid from the Kelo department."

"ANOTHER STROKE . . . of bad luck has hit the Ark." letters Mrs. Rochel Noell of Noell's Ark and Gorilla Show from Durham, N. C. "This time it is our oldest and best-loved animal. He was well at 4 p.m. and dead at 7 p.m. Snookie, the wrestling chimp, will be sadly missed all over the eastern half of the United States. He had wrestled literally thousands of men, women and children. He just cannot be replaced. We think he may have died of heat prostration. Many folks will be grieved to learn of his passing. At this moment the show is progressing nicely."

CURLEY BARTOK'S . . . Bardex Med Show is playing to good business at its current stand in Chattanooga, Hoxie Tucker reports from that southern city.

CURRENTLY . . . working Pennsylvania locations are George Collins, med; Jimmy Phillips, med; Harry King, needle threader; Walter Hicks, toothpowder; Joe Krouse, ring puzzles; Harold J. Woods, humpty dumpty, and Joe Brown, sheet.

ARTHUR O. NELSON . . . veteran an exponent of the pitch, is on a tour of Pennsylvania, but is expected back at his Crestline Company's Chicago headquarters soon.

GEORGE HANEY . . . The pipes column is holding a message of importance for you. Please contact this corner's chronicler immediately.

HARRY GOLDSTEIN . . . pipes from Pittsburgh that the boys in that sector are selling one another their merchandise because the steel strike has hit them hard. "No one is working at the mills," Harry says, "and the licenses run anywhere from \$2 to \$25 per day."

FRED C. LANDRUS . . . cards from Wichita Falls, Tex., that the Zarlington Show had a banner opening there. He says that he'd like to read pipes here from Maurice Cash.

JAMES E. MILLER . . . thunders from Lansing, Mich., that he's still with it and going strong. "I read Tom Kennedy's pipe about the home guards with extreme interest. There was one in St. Louis years ago who was on the same corner every day with gummy. He brought along his lunch and a jug of water. He would sit there all day and the juice from the tobacco he chewed usually found its way down his chin and vest. This character never got any real money, but he did keep any fellow who had brains, ambition and the ability to score off the spot when he hit town. Tulsa, Okla., at one time was full of these home guards, holding down good doorways and making an eye-sore of themselves. Naturally the merchants tired of looking at them day in a day out, with the result that city after city was closed to the clean working pitchman. Good pitched a week and left. The never closed a town, because they were interesting and entertaining, and the natives enjoyed watching them

work and bought merchandise. And when Mr. Livewire hit town and set up across the street from the home guard and gathered in the chinks, he naturally was no good. Dave Rose said something about Detroit. I wish to state that I was the first pitchman to work the lot at Monroe and Randolph streets across from Cut-Rate Sam's. A Detroit home guard tried to rent the spot out from under me. The person who owned the spot promptly told him the price per day and to come back when I did not want to work there any longer. I haven't heard of the home guard since and I think he went back to bussing dishes. Lem Lindburger, who has been working from his trips and keister all winter, says that he's ready to hit the road and would like to read pipes from Tom Kennedy's pals, Doctor Lushwell and Count Seidman Scott."

HUOH STEWART . . . known as the Sunshine Kid, is back on the job selling sheet after being confined in Salem Hospital, Salem, O., for some time.

BILLY MACK . . . is reported to be getting his share of the long green selling knife sharpeners at Pennsylvania locations.

PHILIP CULLIVAN . . . is purveying Aunt Mary's Fudge for C. J. Newberry's store, Worcester, Mass., to good returns. He moved into the new location following a few slow weeks in Upper New York State. He'd like to read pipes here from Eddie Gillespie and other fudge workers.

Mills Business

Continued from page 56

in getting the date. He entertained about 35 members of CFA at his home between shows Zion, Ill., the following day resulted in lighter matinee business for Mills.

At Milwaukee Thursday (26), Mills had a straw matinee and near-capacity night house with Lions Club auspices. Show benefited from much publicity in both morning and evening papers, including an 8-column story in the Milwaukee Sentinel, and also television plugs.

NAME BRANDS THAT MAKE SELLING EASY

COMPLETE LINES

- AMERICAN LIMOGES • DORMEYER
- SWING-A-WAY • WM. ROGERS
- RICHIELEU • ASR • WEAREVER
- FRYRYTE • ARVIN • ELGIN
- AMERICAN • ERKO • NATIONAL
- SILVER • ONEIDA • HICKOK
- FLINT • JUICE KING • OSTER
- EVERSHARP • PARKER
- PEPPERELL • JACQUES KRESLER
- TELECHROM • BULOVA • BUCKEYE
- MEI-L-TOP • WEST BEND
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- DE WILD • CASCO • BENRUS
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- VOLYUPE • SESSIONS

1952 CATALOG

More Than 200 Name Brand Items Beautifully Illustrated. Sent Free on Request.

Continuous Supply Wholesale Only

ALL ORDERS SHIPPED IN 24 HOURS

H. B. DAVIS CO.
324 W. 26th St., N. Y. 11, N. Y.
AL 5-6666 FREE PARKING

IDENTIFICATION BRACELETS!

Aluminum, nickel and nickel silver, at low prices. Nickel silver enamel rings for engraving. Double heart anklets at low prices. Cameo rings, heavy chain Mexican rings. Rings for spinning, games or golf. Made from \$8.00 to \$12.00. Free, hot numbers. Send \$2.00 or \$5.00 for samples. Write to: H. B. DAVIS CO., 1612 N. 3rd St., Milwaukee 3, Wis.

NOTICE PAPERMEN

Ladies and men wishing to spend winter in South America, please see leading publication.

Address all mail and wire to
E. A. Barnett, Field Mgr.
Farm and Ranch Pub. Co.
Manville, Tenn.

OUR NAME BRAND LINES INCLUDE:

- Dormeyer
- A. C. Clifton
- Oster
- Anson
- Cameras
- Remington
- Rand
- Sessions
- Elgin
- American
- Internat'l
- Silver
- Hornacks
- Liberton
- West Bend
- Dazey
- Evans
- Parker
- A.S.R.
- Ranson
- Jacques
- Kresler
- Camfield
- Richelieu
- Eversharp
- Sheffer
- Motors
- Rogers & Co.
- Wm. Rogers
- Waim
- Spedel
- Benus
- Bulova
- Longines
- New Haven
- Hickok

HICKOCK SPECIAL TERRIFIC VALUE



TIE BAR SETS with matching CUFF LINKS

Only \$12.00 per dozen sets assorted

Retails \$5.00 each set plus tax and worth it.

Hickok is a big name . . . and these tie bar and matching cuff link sets are big values. Nationally advertised, nationally accepted . . . a natural for carnival, board and gift promotion . . . wonderful for pre-Christmas buys. Complete assortment of handsome designs . . . each set Hickok master crafted for biggest consumer appeal. A grand buy.

Minimum order \$30.00 Federal Tax additional if not for resale 25% deposit, balance C.O.D. F.O.B. Philadelphia.

GET ON OUR MAILING LIST for the New Edition of the Tie Bar Catalog . . . Now in Production.

Drop in to see our enlarged showroom when in Philadelphia.

TEMPLE COMPANY INC.

708 Sanson Street Philadelphia 6, Pa. Market 7-8242

ELGIN • BENRUS • GRUEN • BULOVA • WALTHAM

RUTILE—the "Titanium" Gem
MORE BRILLIANT THAN DIAMONDS

"Rutile" not an imitation diamond, but a man-made "Gem" of clear by itself. It is clear in color and has much more brilliance than a diamond. Greatly exceeds gold mounting \$15.00 additional. Ladies' gold 14-karat styling, \$15.00 add.

Wholesale only—\$1 additional for sample. 25% with order, balance C.O.D. Satisfaction guaranteed if not satisfied.

JOSEPH BROS.
118 W. Wacker Ave. Dept. B-8, Chicago 10, Ill.

CARNIVALS! CONCESSIONS!

- 30" RAYON PLYSH BEAR \$22.50 doz.
 - in gross lots
 - 34" CROWN RAYON CLOTH. Printed face—\$37 doz. in gross \$20.00
 - 150" RAYON CLOTH CROWN. Printed face, smart colors. PREB cellulosic base. Dozen \$7.20
 - REAL FUR BRISTLE BEAR. Closeout—PLUSH SOLE sellers. \$33 doz. in gross \$30.00
 - PLUSH SCOTTY. Assorted colors \$4.25 G.S.L. in gross \$1.00
 - ROB N Y C. 25% disc. F.O.D. not rated.
- To receive FREE Catalog you must state nature of your business.
- ACE TOY MFG. CO.**
177 West 27 St., New York 1, N. Y.

AT LAST Electric GOLD STAMPING Outfit

Now . . . Skrocker your profits on sales of leather goods, wallets, place cards, hundreds of other (114) articles.

Stamps 3 initials for used with die. Complete stamping outfit. Portable. Weight about 13 lbs., no bolting to machine. Includes: 4 units, 110-120 volts. Includes: 4 units of the alphabet (metal) stamp one roll of gold stamping ink. Includes: 4 units. Carls rolls \$1.85 ea.

SIMPLE OPERATION. Insert three letters, heat, press on flat surface.

Shipped completely assembled. 114's underwriters approved. 90 DAY MFR'S GUARANTEE. COMPLETELY FULLY MATERIAL & WORKMANSHIP.

Remit by postal money order or certified check for same day shipment or send 1/2 deposit, balance C.O.D.

D. WHYTE
133 W. 47th St., N. Y. 10, N. Y.

PAPERMEN!

ARE YOU INTERESTED IN SELLING GOOD FARM OR LIVESTOCK PUBLICATIONS?

Something new and different in Western and Southern States.

WRITE FOR DETAILS

HUFF PUBLISHERS SERVICE
177 Broadway & East 1st St. Dept. 10, Tampa P. O. Box 7824 Dallas 16, Texas

PLASTIC RAYON TOWELS

Guaranteed Washable \$3.00 per doz. plus. Regular \$1.00 better. Six Profits Every Pitch

PAINTER CO.
19268 Warner Detroit 26, Mich.

COLLECT AND GROW RICH!

Here's YOUR opportunity to learn about a lifetime, fast or full-time office business in which earnings run as high as \$5,000-\$15,000 yearly in this simplified profession. BIG PROFIT! It's made by having hundreds of others work for you. A copy of "Collect and Grow Rich" the booklet that tells the full story of it, yours for the asking. No cost or obligation. T. J. SUBPAC, Pres. Dept. 309-B, Reno, Nev.

Get This FREE BOOK!

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

New York

Charles Brand Novelty Corporation offers the trade cooskin hats at \$7.50 per dozen; surtison cup dolls at \$18 a gross and the mechanical begging fur dog selling for \$2 a dozen. Trio Watch Time calls its Executive model wrist watch the newest timepiece sensation, featuring 17 jewels, RGP case and black enamel top and black suede, genuine lizard or matching goldplated expansion band. Fully guaranteed, it is offered to dealers at \$13.85. Junal Merchandise Company, Inc. announces a large line of mechanical toys priced from \$2 to \$5.25 a dozen. ABCO Novelty Company is pushing its electric bow tie, jumbo and snake bow ties and dribble tie. The Burke house is claiming rock-bottom prices for its large line of premium and prize merchandise it has readied for summer trade. . . . Space

cadet caps are getting a heavy play, according to J. E. Lindner. The firm also is pushing its Pluto and Mickey Mouse caps which quack when the top is squeezed. Blademaster, Inc. reports that its Magic Blade Master a device that gives a 10-second conditioning to any standard double-edged razor blade, will make one blade produce, 30, 50 or even 100 slick shaves.

Chicago

Four Guys Products, Inc. announces its newest novelty item, Jack-in-Pak, which fits into any ordinary cigarette pack. A simple forward movement causes Jack-in-Pak to hop out of the cigarette pack, producing astonishment and laughs. N. Shure Company announces its new catalog containing listings of complete lines of carnival novelties, premium merchandise and costume jewelry. . . . Four-piece

jewelry sets contained in chests of gold embossed simulated leather are offered jewelry workers at \$3 each by Arcade Sales Company. All jewelry is hand-pronged, the firm states.

Toplin Products Manufacturing Company announces a close-out of a big assortment of hand-painted, gold trimmed, china bedroom lamps 16 inches tall with crystal base and complete with shade at \$1 each in dozen lots.

Popell Brothers, Inc., has prepared a line of gadgets for workers at fairs that includes a slicer-shredder, spiral slicer, juice extractor, pancake flipper, glass knife, cookie press, doughnut maker, kitchen tongs and grater.

Five thousand lamps, below the manufacturer's price, are offered the trade by Smith's Jobbing House. The lamps come in a variety of styles.

Three items currently going well for H. Fishlove & Company are razor tie clasps, tied in with the coming presidential campaign; pin-up pencils and talking teeth, falsies that chatter, dance and open and close automatically.

Aetna Watch Company calls its rhinestone dial watch, selling for \$5.50, a \$159 flash. It comes with matching expansion band and features Swiss movement, jeweled dial and stainless steel back dome

Ore. Towns Pop for Beatty

Continued from page 56

fair second matinee. Albany turned in a straw house after a three-quarter matinee. Salem produced good night business. At Oregon City (18), Beatty was reported to be the first show in since before the war. The matinee was light, but the night show drew near-capacity. Show used the city-owned football field.

Portland started Thursday (19) with two half houses, built to three-quarters on the second day despite showers, and reached close to capacity on the third day, Saturday (21). The matinee-only on Sunday (22) gave a capacity house.

Don C. Hayman, who has handled press and radio since the show left Los Angeles, returned to Uniontown, Pa., where he is promotion manager for Uniontown Newspapers, Inc. His return was necessitated by the drafting of his replacement there. It was considered possible that he would return to the show early in its Canadian tour.

Johany Joannides, juggling and wire, left the show to play nitery dates which started at Las Vegas, Nev.

Doug and Dottie Morris from Ringling were on for a couple of

days prior to joining an ice show for the summer. Mr. Brown and the Tomlinsons were on for several visits in and around Portland. The two Zarrhini babies were christened by Father Sullivan during his stay. A gigantic birthday party was celebrated in the big top at Concord for the combined birthdays of Oscar and Pete Christian, who were born on the same date 20 years apart. Everyone on the show attended and enjoyed refreshments and entertainment which was climaxed by Truzzi's getting a custard pie in his face while attempting to sing. Daviso said he had been awaiting that opportunity for 10 years.

Paul Sullivan and Ralph Keniston were on hand in Concord and we enjoyed hospitality at their restaurant, which is adjacent to the lot. At Nashua many of the people visited Benson's Wild Animal Farm and the show bought a polar bear and wart hog there. Jack and Ruby Landrus took the wrong arrows and returned to Nashua from Manchester instead of going to Concord.

Shirley Wyche is doing a splendid job of laying out the show. He travels a day ahead and stakes out the complete set-up. Show hit a terrible wind storm between Concord and Gardner. With trees blowing down, across the road and narrowly missing some of the equipment.

Jerry Presslev was injured when her wire broke and she fell to the ground. She was out of the show for several days because of a leg injury. Jim Conway has recovered from injuries received when his parade horse fell over a bicycle. Ronnie Gudath was knocked cold in the fire house gag when the dummy came down too fast and struck him on the head.

Show looks good with the new paint applied during the Sunday off at Manchester. Parade is still socko publicity and streets are lined with crowds daily.—HARRY THOMAS

Cincinnati 22, O. 2160 Patterson St. DUbar 6450	New York 36, N. Y. 1564 Broadway PLass 7-2800	Chicago 1, Ill. 188 W. Randolph Central 6-8761	St. Louis 1, Mo. 390 Arcade Bldg. CHestnut 0443	Detroit 1, Mich. Fox Theatre Bldg. WOOward 2-1100	Hollywood 28 6000 Sunser Blvd. Hollywood 9-5831
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Burling Shorthanded

EVERETT, Pa., June 28. — Burling Bros' Circus attracted two near-capacity houses here Monday (23) under Rotary auspices. Owner Henry L. Vonderheid complained about the difficulty of finding and keeping working men and said the show was operating with shorthanded crews.

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100 1000 J.P. Boards	Prof. 65.00	1.50
50 1000 J.P. Boards	Prof. 72.00	1.50
250 J.P. Assorted Boards	Prof. 22.00	1.16
50 J.P. Girls	Prof. 20.00	1.07

DELUXE SALES CO., BLUE EARTH, MINN.

NLRB to Probe L. A. Union in Cafe Case

LOS ANGELES, June 28.—The National Labor Relations Board here will investigate charges made against the International Brotherhood of Electrical Workers, Local 1052, and its business representative, Hal G. Sherry, according to Norman Greer, NLRB field examiner.

The local and the agent are defendants in charge made by Mrs. Arlie Bray, cafe manager, of coercion of employees, secondary boycott, and featherbedding or using a picket line in an extortion attempt. The case involves the installation of a music machine in Mrs. Bray's Atlantic Ace cafe.

Mrs. Bray based the charge on an incident June 10, four days after she took over the cafe. She said she decided to replace the music machine in the cafe and called Larry Collins, Whittier operator, who, Mrs. Bray declared, agreed to install a new 100-selection phonograph on a profit sharing basis.

Mrs. Bray further charges that Sherry later appeared at the cafe and demanded that she use and pay an \$18 weekly guarantee for a music machine assertedly owned by Pete Pellegrino. Unless this proposition was accepted, she said she was threatened with picketing.

Join Union

When she refused, Mrs. Bray contends, Sherry countered with a proposition that she join the union and pay \$100 initiation fee and then \$7.50 per week to the union "whether or not any service on the machine was needed."

A picket was placed in front of her cafe Tuesday (17), Mrs. Bray said.

In her allegation, filed by At-

Court Denies Det. License On Bowl Game

DETROIT, June 28.—A decision was handed down in Circuit Court here this week by Judge Miles N. Culehan, denying the petition of the Automatic Amusement Company to compel the city of Detroit to license Bowl-O-Matic games. The judge ruled that the police department did not abuse its discretionary power, under a city ordinance, in refusing a license for this type of game. The petition for a writ of mandamus was denied.

The plaintiff company owned by James Robson, John R. Pieters of Kalamazoo, and Vincent A. Meli, was joined in the action against the city by the Sandlotiers Inn, operated by Phyllis Mercurio, as a location seeking to have the game on the premises.

It was considered likely in trade circles that the issue might be carried to the Michigan Supreme Court.

Purveyor Sets Full Schedule For July-Aug.

CHICAGO, June 28.—Purveyor Shuffleboard Company will be open through the summer and firm staffers will take vacations on a staggered basis, President Herb Perkins announced Friday (27).

Purpose of the program, Perkins explained, was to keep the shipping and shop departments at full scale operations and therefore offer steady service through the summer.

Firm handles a wide variety of new and used games and was recently appointed distributor for American Shuffleboard's Bank-Shot in this area.

storney William Walsh, Mrs. Bray stated that she is "being restrained, intimidated and coerced." Walsh's document bases the charges upon three sections of the Taft-Hartley law.

Local Named

In making the charges, Mrs. Bray named the IBEW, Local 1052, as the defendant but pointed out that "George F. Bevan, alias Harold Gladstone Sherry" is the agent. She added that on information she believes that "George F. Bevan" was convicted of robbery in Cleveland in 1921 and served 14 months in the State Reformatory in Mansfield.

It is also claimed that in 1930, he was indicted on two counts of robbery and one of burglary, tried in the Superior Court here

(Continued on page 82)

REVIEW STEADY GROWTH

Exhibit Supply Marks 51st Year in Trade

CHICAGO, June 28.—The Exhibit Supply Company completed its 51st year in the coin machine industry this week but because of the pre-occupation of all staffers with both defense contracts and Big Bronco output, no special ceremonies marked the occasion.

Organized in 1901, when the Indian head penny, the firm's trade mark, was the key coin in the arcade business, the company started in a rented production area consisting of two small floors. The real expansion of Exhibit Supply began following the arrival of John Frank Meyer as a firm partner in 1907. He eventually assumed full control in 1910.

Shortly after World War I, in 1919, Meyer added a line of Peoria Arcade supplies, a move which marked the firm's formal entry in the coin field. Virtually overnight Exhibit Supply aided by Meyer's creative capacities, became a major manufacturer of arcade and amusement game lines. Meyer remained in full

Enlarge Empire By Remodeling

CHICAGO, June 28.—Empire Coin Machine Exchange has completed modernization program on the front of its Milwaukee Avenue headquarters here. The alteration added several hundred square feet to the firm's main showrooms and executive offices.

Empire Coin is headed by Gil Kitt. The firm was appointed distributor for Genco products last week (The Billboard, June 26). The first Genco game it is handling is the upright unit called 400. This is the game on which Vince Shay, of Empire Coin, recently completed rigid field tests.

Conn. Game Co. Seeks Charter

HARTFORD, Conn., June 28.—Pleasure Land Amusements, a new Connecticut game firm, has filed a certificate of incorporation with the secretary of State here. The company, listed paid in cash, \$12,500; president, Seymour I. Manheimer; treasurer, Julius L. Sheriff; and secretary, Seymour S. Shifreen, all of New London, will handle amusement machines at Ocean Beach Park, New London.

Form New Coin Firm

GREENVILLE, S. C., June 28.—E. S. Coin Machine Operators has been incorporated here with capital stock of \$5,000 to operate coin machines. Thomas E. Worley is president.

GOLDSMITH, HUB FOUNDER, DIES

BALTIMORE, June 28.—Aaron Goldsmith, founder and for many years president of Hub Enterprises here, died June 21 at Offutt's Memorial Home, Cockeysville, Md. The 82-year-old former coinman retired four years ago when an accidental hip injury necessitated his entrance into a convalescent home.

Goldsmith had been a pioneer in the Baltimore coin machine field, having started as a manufacturer of miniature pool tables. Later he became a distributor of automatic phonographs and pin games for some of the leading manufacturers.

Goldsmith was well known to local coinmen, many of them attributing their initial success in the business to his encouragement and guidance. Surviving is his widow, Gussye, of Baltimore.

control of the firm until its incorporation January 1, 1935. He was then elected president, a post he filled until his death in November, 1948. Two other longtime firm executives, Perry C. Smith and John Chrest, vice-presidents, also passed away in 1948.

Key Staffers

Currently, Exhibit Supply is headed by Ford Sebastian, executive vice-president, elected to that post in January, 1950, following an illustrious career in both the refrigeration engineering and tool fields. Frank Mercuri is the sales manager and in this capacity has visited coinmen in virtually every city in this country and Canada. Other

(Continued on page 88)

Begin Gottlieb Plant Vacation

CHICAGO, June 28.—D. Gottlieb & Company is maintaining a skeleton crew to handle emergency equipment and parts requests during its present vacation shutdown. Firm ceased production operations following the end of the work day Friday (27) and will resume full scale output Monday, July 14.

Nate and Sol Gottlieb are among the key sales staffers on hand during the vacation period. The firm introduced last week a new five ball game, Four Stars (The Billboard, June 28).

San Antonio Ops Warned On Licenses

SAN ANTONIO, June 28.—Following a survey by the city licensing department, operators were warned a crackdown by police was in the offing if they did not purchase license stamps for all games on location.

The warning was issued after the survey disclosed 350 units were operating without licenses in 230 typical locations.

Name Badger Watch Distrib

LOS ANGELES, June 28.—Badger Sales Company here will handle the national distribution of Gruen watches to the premium division of the coin machine industry, Jack Leonard, manager of the local premium section, said.

The deal was closed with Dan Greeding, manager of the industrial division, representing the Gruen Company, Cincinnati.

BAND BOX DEMAND UP

Chicago Coin to Keep 2 New Games on Line

CHICAGO, June 28.—Altho Chicago Coin Machine Company originally scheduled its new 6-Player Match Bowler as the eventual successor to the 6-Player Deluxe Bowling Alley, the virtually equal heavy demand for both units has resulted in the production on a simultaneous basis till further notice. Owners Sam Gensburg and Sam Wolberg announced. Meanwhile, the firm also stepped up its production on the Band Box.

The 6-player Deluxe Bowling Alley was introduced in May and was the initial Chicago Coin game to feature easy to read dial scoring. It immediately proved to be one of the firm's most popular products with the operator trade. Match Bowler debuted two weeks ago (The Billboard, June 21), is the only six player game built around the machine score idea and also introduced the double matching score idea to shuffle bowling play.

Band Box

Sales executives Ed Levin and Sam Lewis disclosed that while interest had picked up on the Band Box unit, much of the new business stemmed from Canadian sources. The Band Box is handled in Canada by Donald Fielding & Company which has offices in Ottawa, Windsor and London, all in Ontario province, and the Toronto Trading Post, Toronto. Lewis emphasized that shipments were being made both in Eastern and Western Canada.

The Band Box is a seven piece band of miniature figures and is

built on a typical band stand measuring 4 by 2 feet. Unit is equipped with its own draw curtain, which automatically opens at the beginning of a tune and closes when the record is finished. It can be hooked up with any regular juke box or hide-away and has its own 10-inch speaker. Each time a coin is dropped in a music box connected with the Band Box, the curtain parts and the bandmen, playing different instruments, simulate the movements of regular bandmen. Because of the different speeds of their movements, the manikin bandmen appear to keep time with any tempo. Operators who have used the play stimulator on a regular basis have found it increases play sharply.

Midwest Steel Strike Regions Feeling Pinch

Early Play Rise Tapering Off; Location Biz Hit

GARY, Ind., June 28.—The initial spurt in amusement game play which resulted in the first two weeks of the steel strike in the Gary-Hammond area has gradually leveled off to a point where most operators now report receipts below normal.

When the labor dispute started early in June, locations in the area were heavily patronized by the idle workers and coin-operated games were getting play far above the seasonal average. However, at the time it was apparent to many trade veterans that the workers did not believe the strike would last. This was based on a general feeling that the emphasis on defense production would bring an early end to the dispute.

As the strike entered its fifth week, workers in allied industries were laid off and as a result the steel workers are now watching their money carefully and spending only for essentials.

If the strike were to end suddenly in the next week, it was pointed out, there would still be a lag before normal location business picks up.

Monarch Owners Fete 1st Year Of Partnership

CHICAGO, June 28.—Monarch Coin Machine, Inc., celebrated its first year in business under the Charles Pieri-Clayton Nemeroff partnership.

The pair purchased the distributing firm from Roy Bazelon last year and moved to new headquarters at 2257-59 Lincoln Avenue last August. The Pieri and Nemeroff have been at the Monarch helm only 12 months but previously had had extensive experience as sales executives in the coin machine industry. Following World War II Pieri was

(Continued on page 88)

NEW LOCATIONS

Defense Work Aiding Play In Maritimes

ST. JOHN, N. B. June 28.—Defense operations by U. S. and Canada in the Canadian North-east have greatly improved coin machine conditions in the maritime territory.

Coin-operated merchandise of various kinds and also games have made appearances at camps for workers in the Northeastern Labrador. The construction is for the U. S. government, with workers transported by air and steamers from Gander, Torbay, St. John's, Harmon Field, on Newfoundland; from Sydney and Dartmouth, in Nova Scotia; from Moncton in New Brunswick; from Charlottetown and Summerside on Prince Edward Island and from Quebec and Montreal, in Quebec.

Many workers' camps are spotted thru Labrador, both along the coast and inland. The contracts are for docks, roads, artillery emplacements, iron and coal mines, lumbering, harbors, etc.

Indians and Eskimos are seeing and using the machines for the first time, the games and vendors having been placed in use not only throughout Labrador but at Baffin's Bay, Hudson Bay, Greenland.

The Indians and Eskimos, who appeared to be afraid of the coin machines when they were introduced in the polar areas, have become accustomed to them to a large extent. Some of them have been placed in the villages composed of ice and log huts.

CALENDAR FOR COINMEN

- July 3—Washington Music Guild, Inc., monthly meeting, 3110 H Street, Washington.
- July 7—Illinois Amusement Operators' Association, Monthly meeting, 208 N. Madison Street, Rockford.
- July 7—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Balloy Restaurant, Baltimore.
- July 10—Music Operators of Northern Illinois, monthly meeting, site to be announced.
- July 23—Recorded Music Service Association, annual golf party, Bunker Hill Country Club, Chicago.

RR SANDWICHES CLICK

Rock Island Trains Add Vender Units

CHICAGO, June 28.—The Rock Island Railroad's vending machine program, started last November (The Billboard, December 1) on a suburban Rocket train, has to date expanded to include 12 sandwich venders on seven suburban and thru trains. Following initial readjustments and elimination of equipment type, railroad spokesmen indicated this week that the vender program is a permanent one and is scheduled for expansion.

As now planned, the Rock Island program will revolve around sandwich vending. Starting with the suburban Chicago-Joliet Rocket seven months ago, sandwich units are now installed in one or more cars of the four Peoria Rockets, two Des Moines Rockets and one Rocky Mountain Rocket. Eventually, it is planned to have the venders on all of the road's 27 Rocket runs.

Standees Factor

The hot coffee vender originally installed on the Chicago-Joliet train last year has been removed. This was not due to lack of potential demand, nor dissatisfaction with equipment or products vended, but to "human nature," according to the railroad. Because there were numbers of "standees" on the Chicago-Joliet run, commuters who had seats would not risk losing them to walk to the coffee and doughnut vender in another car.

Sandwiches are another matter, as they can be carried to seats upon entering the train for consumption later.

In addition to the low volume of coffee sales (amounting to \$4 to \$5 per week after the first week of installation), the cost of keeping the car hooked up to a steam line between runs proved high. Installation cost of the single coffee vender, it was stated, was \$900.

The sandwich venders, unrefrigerated Stoner Univendors, pose no hook-up problems or costly maintenance, Rock Island officials said. The machines, owned by Rock Island, are serviced by dining car stewards.

Fresh sandwiches are stocked in the venders before the start of the suburban runs and prior to mealtime on the thru trains.

While the Rock Island stated it did not expect to make a profit on the venders, sales of 25-cent sandwiches had been such that this service was returning a profit, spokesmen indicated.

Blue Sky Promoters Step Up Pace; Cite Fantastic Profits

Poor Locations, High-Cost Eqpt. Reward Hopeful Get-Rich-Quickers

CHICAGO, June 28.—"Blue Sky" promotions have become big business for unscrupulous salesmen and their equally unscrupulous (and usually short-lived) firms during the last two years. Buying up quantities of nationally-known equipment usually bulk nickel venders, these firms offer multiple machine deals to the general public and promise fantastic profits, such as \$400 to \$600 net per month for part-time work.

Most of the deals include "machines on location," with the buyer paying a fat fee for the privilege of taking over a "going route." Latter most always consists of the poorest possible types of locations, by-passed by the established operator, because

they are easily obtained by the promoter's "location-getters."

Editor's Note: This is the first in a series of articles citing sharp practices by a minority of promoters in the vending field. Subsequent articles will deal with a specific area of city, in which the heaviest "blue sky" activity has been centered. Next week, the Detroit picture will be discussed.

While the average "take" from a gullible respondent seeking "easy money" with little work is \$600, this has been increased to several thousand dollars in some instances. One New York promoter, for instance, took a would-be operator for \$6,000.

The deal involved gum machines in untenable locations. The "victim" figures that with persistent pulling and relocation of equipment, he can recoup his money in from three to five years. Then, he will begin to make a profit on his investment.

Blue Sky Areas

To date, however, few "blue sky" promoters have descended (Continued on page 80)

Thieves Hit Route Trucks

INDIANAPOLIS, June 28.—The theft of coins from vending machine service trucks has been on the increase over the past several months. Two of the most recent thefts occurred here and in Philadelphia in the last week. Automatic Sales company sustained a loss of \$400 when its candy route truck was robbed. The driver reported upon returning to the vehicle after a service stop he saw two men run from the truck; he found the wire net separating the driver and merchandise sections had been cut and the money bag stolen.

In Philadelphia a cigarette service truck was driven off and broken into. Approximately \$1,500 in coins was stolen while the driver was making collections. The vehicle was later found several blocks away.

Night Tennis Via Coin Lamp

PORTLAND, Ore., June 28.—The Portland city council has placed coin-operated lights on two tennis courts in Washington Park. Five 3,800 candlepower lamps have been erected over each court. For 25 cents the lights operate for 40 minutes of night tennis.

Mass. Eyes Cig Tax Stamp Use

BOSTON, June 28.—A study by the Special Commission on Taxation on cigarette tax stamps is scheduled for debate in the House shortly. Rep. Howard Whitmore Jr. (R) sponsored the move which would mark the third time that the commission had the bill.

Rep. John M. Shea (D) supported the move, claiming that thousands of dollars are being lost to Massachusetts because so many cigarettes are being sold at military installations.

Rep. Shea estimated that the yield alone from cigarettes could be increased as much as \$3 to \$4 million dollars annually if each package were stamped. Under the bill the State would pay an additional \$250,000 to wholesalers.

Lucky Strike Won't Join King-Size Stakes

NEW YORK, June 28.—The American Tobacco Company, thru its president, Paul M. Hahn, this week denied any intention of changing its Lucky Strike cigarettes to king-size. Hahn's statement to this effect came at a time when it was rumored that another of the Big Four cigarette makers might follow Chesterfield's entry into the king-size market. Lucky Strike is one of this group.

American Tobacco already makes the two leading long smokes, Pall Mall and Herbert Tareyton, which between them hold some 90 per cent of the king-sized sales.

According to Hahn's statement,

INDUSTRIAL ROUTES HIT

Reduced Plant Forces, Closing, Cut Grosses

CHICAGO, June 28.—With the steel strike going into its fifth week, other than mill facilities are feeling the impact of the growing metal supply shortage. Operators with steel-using industrial plant locations are beginning to feel the effects of the strike as employee ranks are reduced or eliminated completely.

However, unlike the straight mill location where equipment cannot be reached for servicing or for removal because of picket lines (The Billboard, June 21), non-mill plant installations remain open to the operator.

While general factory locations can still be serviced, reduced staffs in affected plants mean marked sales volume declines. Operators have indicated they

would remove some equipment in such plants that are closed down entirely pending resumption of full production.

Ops Hit

Hardest hit operators are those in the steel mill centers, such as Gary, thru the Pennsylvania mill areas, etc. In addition to their struck mill locations, they are finding their transient locations returning lower grosses as mill and allied industry workers and their families reduce their spending.

However, with the strike causing steel-using industry in general and its allied supplier firms to step down operations, operators in all major industrial sections of the country are or will shortly be directly affected. Examples are General Electric's Hotpoint, Inc., subsidiary, which this week began shutting down its civilian appliance production. A spokesman said some 4,000 Chicago area workers would be affected. Many firms in direct defense production are also reducing workers staffs; a Cleveland firm, Yoder Company, curtailed (Continued on page 81)

Annual Vacations Shutter Eppy Co.

NEW YORK, June 28.—All plant and office operations of Samuel Eppy & Company, Jamaica, L. I., plastic charm manufacturers, will be suspended from June 27 to July 7, employee vacation period.

Eppy leaves July 8 for a four-week trip to Canada where he will visit with old accounts as well as establish new ones.

Associate Operator Plan Gains Ground

49 Routes Make Up Howard Ailor's Ascovend Program; Cite Details

TOLEDO, June 28.—Following its inception in September, 1947, a new form of "associate" operation of vender-service equipment routes has quietly progressed from an initial four to the present 49 operator group.

Devised by Howard Ailor, former head of Hamilton Scale Company and now head of Aircraft Services Consolidated here, the organization is operated under the title, Ascovend. Ownership of all equipment (scales and the coin changers, stamp, gum, sanitary or other vender unit or units built into the scale column) is retained by Ailor; the associate

receives a five year operating lease.

Details of the plan are: Ailor and the associate share cost of the equipment on a 50-50 basis, for which the associate and Ailor receive 37 1-2 per cent each of net receipts (after payment of commission). If the associate also performs "management" duties (services equipment, makes collections and otherwise does actual route-work himself) he receives another 25 per cent of net receipts, bringing his share of the net earnings to 62 1-2 per cent.

Lease Renewable

The five-year lease is renewable at the option of both parties. All equipment is on location and operating at the time of the initial agreement between Ailor and the associate. The cost of the comprehensive insurance coverage (by Hartford Accident & Indemnity Company) is divided between Ailor and the actual operator.

Currently, Ailor has associates operating in all sections of the country. Locations include leading airports, five and dime and restaurant chains, etc.

Ailor stated that extensive character and general background checks were a prerequisite for new associate operators. He pointed out this was because they have full control of all collections, personally are responsible for the division of the profits on the stated percentage basis. Ailor's percentage is mailed at stated intervals to the Ascovend headquarters in Toledo.

Candymen, OPS Meet on Controls

WASHINGTON, June 28.—Members of the Candy and Related Products Industry Advisory Committee met Friday (20) for the first time with Office of Price Stabilization officials and voiced plea for suspension of controls for their industry.

The committee reported products they represented were largely selling below current ceilings. OPS officials, however, stated they could not commit themselves on suspension of controls, but said they would "study the matter."

Products involved in the discussion ranged from bars and boxed candies to bulk goods.

Ad Scale Uses Pepsi Bottle

TOLEDO, June 28.—Aircraft Services Consolidated announced a new addition to its line of "product package" advertising scales this week. New unit will be a plastic reproduction of a Pepsi-Cola bottle fitted to the platform and mechanism of a standard Hamilton scale. Aircraft Services head, Howard Ailor, stated.

The Pepsi-Cola scale will be added to firm's associate-operator route in New York City (see separate story on program). Pepsi's assistant sales promotion manager, John P. Stanton, okayed production of a pilot model bottle scale and suggested the New York location.

The Pepsi-Cola scale follows other of the firm's advertising scales such as the Squirt, shaving cream and other packaged product units. A Humpty Dumpty scale caters to the moppet trade.

Ailor said his service coin changer (also produced for Aircraft by Hamilton Scale) is being weatherproofed for outdoor installations. The changer returns two dimes and a nickel for a quarter.

Rowe Sets Conversion Units for 2 Cig Models

NEW YORK, June 28.—King-size conversion units for Royal and Imperial cigarette venders that can be installed on location with a minimum of time and effort will be offered by Rowe Manufacturing Company, Inc., next week, according to Jack Mill, vice-president in charge of sales.

The new units, which are improved versions of those marketed by Rowe some 10 years ago when the Kings' first began to make a dent in the market, are well timed with a trend that Mill said is "apparently established." The launching this week of the king-size Chesterfield flooded Rowe with operator queries and, according to Mill, "a pile of orders has been built up without soliciting." Company trade announcements are not due until next week.

Installation of the conversion units, which will handle king and

regular cigarettes, will result in the loss of the shift column but, Mill said, the assumption is that extra capacity is not so important.

Prices of units including automatic book match dispensers are: 6 column, \$17.50; 8 column, \$22.50; 10 column, \$25. With the match dispensers the units are priced: 6 column, \$14; 8 column, \$17; and 10 column, \$21. All orders require 10 per cent deposit and no cancellations.

Mill estimated that the units could be installed on locations in 15 minutes. Drilling or welding is not required. Complete instructions will be included with each unit.

While Rowe is short of steel for all its needs and the conversion units are expected to use up a big percentage of the available supply, Mill said that the move (Continued on page 80)

The Right Combination
for
More Profits—Steadier Income

VICTOR

BABY GRAND
CHICLE TREETS
CHLORO TREETS



Vends
CHLORO TREETS
and
CHICLE TREETS
2 for 1c

Patent
Pending

Also Vends
CHLORO TREETS
2 for 5c

Sold Exclusively by Authorized Victor
Distributors. Contact Your Nearest
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VICTOR VENDING CORPORATION

2701-13 W. Grand Avenue
Chicago 39, Illinois

Mfrs. of the famous line of TOPPER Vendors

There's a **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms
All Others! Be penny-wise... and profit!
American Scales pull better in stores, amusement
places, entrances, corners, etc. You'll realize an
immediate and never-failing income! Model 403
has 12 slots, one for each month of the year...
more appeal for customers, more pennies for you.
Guaranteed 5 years, built to last 20. Porcelain
and baked enamel finish in red, cream and black.



- ★ 2 Machines in 1... Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only

\$25
DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

AMERICAN SCALE MFG. CO.

3204 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- American Bill check for \$25 payment on one model 403 cash. Ship at once.
- Please send further details immediately.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

ADMEN OF EVERY KIND ENDORSE THE BILLBOARD AS A
TOP SELLING FORCE

THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Index as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of 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 condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 28	Issue of June 21	Issue of June 14	Issue of June 7
Advance Model B Ball Gum	150.00	\$150.00	\$150	150.00
Alize Electric (8 col.)	32.50	32.50		
Alize Hot Nut 5c				
Alize Wrecker Gum				
Life Saver (2 col.)	19.50	19.50		
Asco Hot Nut, 5c	14.50	14.50		
Alize Bonham Almonds	9.95	9.95		
Barel 1c (3 col.)	19.50	19.50		
Debo Hot Nut 5c (2 col.)	19.50	19.50		
Clearmat (3 col.)	64.00			
Clearmat (6 col.)	84.00			
C-B Electric (9 col.)	185.00	185.00	185.00	185.00
Columbus Model M 1c or 5c	8.50			
Columbus 1c Ball Gum	5.95	5.95		
Columbus Model 46G Ball Gum				
DuGreiner Champion 5c		57.50		6.50
DuGreiner Challenger 5c (9 col.)	22.50	22.50	22.50	
DuGreiner Champion (11 col.)	120.00	120.00	120.00	120.00
DuGreiner Model W (9 col.)	89.50			
Electro Serve Pop Corn, 5c	17.95	17.95		
Esco Foot Ease			99.00	99.00
Equip. 1c	6.95	6.95		
Exhibit Card Vender				
Foot Vibrator	119.50	119.50	95.00	119.50
Hawkeye 1c	12.50	12.50		
Hershey 105 Bar	39.50	39.50		
Hoff for Wrigley Gum (8 col.)	12.95	12.95		
Kenney (9 col.) Elec.	185.00	185.00	185.00	185.00
Kix Artomatic 5c		100.00		
Klones Vender 5c (2 col.)	27.50			
Kunkel Pop Corn, 5c	39.50	39.50		
Lehigh Pa King Size				149.50
Lucky Boy Ball Gum 1c	6.50	6.50		
Marl-B Scale	89.50	89.50	89.50	89.50
Master 1c	7.95	7.95		
Master 1c & 5c	7.95	7.95		
Master 5c	7.45	7.45	7.45	
Milk Pop				135.00
Multiform Power Vender 2c		39.50		
National Candy (7 col.)	75.00			
National Candy (9 col.)	85.00	85.00	85.00	85.00
National Postage 1c & 5c	45.00	45.00		39.50
National 750	85.00	85.00	85.00	85.00
National 930	85.00	85.00	85.00	85.00
National 950	125.00	125.00	125.00	125.00
Northern 33 Ball Gum	140.00	140.00	140.00	140.00
Northern Deluxe 1c and 5c	7.45	7.45	7.45	7.50
Northern Roll Type Postage, 1c & 5c	39.50			
Northern Standard 1c 5c	7.50	8.50	7.50	
Northern Tri-Selector (3 col.) 1c-5c	17.50	17.50		
Postcard Machine 10c				49.50
Pop Corn Ser.	69.50	69.50	69.50	49.00
Robins 2 in 1 (2 col.)	9.95	9.95		
Rowe Candy (8 col.)	60.00	75.00	60.00	60.00
Rowe Crusader (10 col.)	155.00	155.00	155.00	155.00
Rowe Imperial (6 col.)	95.00	95.00		
Rowe Imperial (8 col.)	85.00	85.00	85.00	
Rowe President (8 col.)	145.00	145.00	145.00	145.00
Rowe Royal (8 col.)	130.00	130.00	95.00	130.00
Rowe Royal (10 col.)	140.00	140.00	95.00	140.00
Rowe Slick Gum to col.	9.95	9.95		
Silver King Muster	17.50(2)	22.50	17.50	
Silver King 1c or 5c	8.50	8.50	8.50	
Silver King Ball Gum, 1c	8.50	8.50		
Slicks 1c 3 col.				
Snacks Wrigley Gum, 1 col., 1c	6.95	6.95		
Siron Brush-Up	12.50	12.50		
Uneda Candy	50.00	50.00	50.00	50.00
Uneda Model E (8 col.)	85.00	85.00		
Uneda Model E (12 col.)	85.00	85.00		
Uneda Model E (15 col.)	75.00	85.00	75.00	75.00
Uneda (9 col.) Model 500	95.00	95.00	85.00	85.00
Uneda (15 col.) Model 500	79.50	110.00	79.50	110.00
Uneda Monarch (9 col.)	110.00	110.00	99.50	110.00
Uneda Monarch (12 col.)	125.00	125.00	125.00	125.00
Uneda Monarch King Size 25c		99.50		
Uneda Paa Model 500 (7 col.)	75.00	110.00	75.00	110.00
U-Pop-N	130.00	110.00	130.00	130.00
U-Sweet-It	99.50	195.00	195.00	195.00
Variety Shop 1c (5 col.)	14.50	14.50	49.50	49.50
Yu Chu Ball Gum 1c	3.95	3.95		

PLAYING A WAITING GAME

CMA Undecided on Role In Vending Big Chesties

NEW YORK, June 28.—Members of the Cigarette Merchandisers' Association met Tuesday (24) for the purpose of discussing whether or not to vend the new king-size Chesterfield cigarettes. The new smokes pose quite a large problem for the New York vendors because most of their machines are equipped to handle only one king-size brand at present. Adding one or two more big columns to each unit would be a costly job since a change of this sort would ultimately lead

to a conversion of the coin mechanism as well. Matty Forbes, head of the CMA, said it is too soon to make a decision for or against the latest king-sizers. "We will have to wait 45 to 60 days," he estimates, "before the full effect of the Chesterfield longies on the market can be measured." Sales of the new cigarettes, while currently limited to New York and Boston, are reportedly doing well. Some part of this, however, must be credited to the novelty which a new product always creates.

BROTHER—THIS IS BASIC

560 Assorted
BASIC FILL CHARMS
\$1.50 PER BAG
S. B. Jamaica, N. Y.
(minimum order \$10.00 and up)

PUT IN THE WHOLE BAG FULL—
every single one of ALL the 560
assorted Charms into each FILL.

It's a Rich and Powerful assortment,
consisting of over a hundred different
Charms and Rings, in a Plastic
Copper-Plated and Silver-Plated
Mixture.

IMAGINE — 560 assorted BASIC
CHARMS for ONLY \$1.50 for your
basic fill.

Now you can afford a vast quantity
of basic-fill Charms AS WELL AS
many Egg charms to make your
machines a Treasure-House Indulgence
to Customers.

Samuel Epply & Co., Inc.
91-15 144th Place Jamaica 2, N. Y.

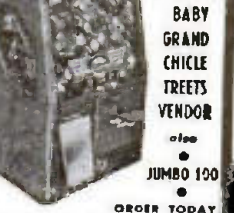
WHAT ARE you VENDING?

Stick Owm? Bull Owm? Tab
Owm? Bulk Merchandise?
Mints? Stamps? Perfumes?
Combs. Sanitary Products?
or other Merchandise?

ADVANCE
Is the Vendor for You
Want more Information? Write today

J. SCHOENBACH
Factory Distributor of
Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N. Y.
President 2-7900

IN STOCK VICTOR'S



New
BABY
GRAND
CHICLE
TREETS
VENDOR

also
JUMBO 100

ORDER TODAY
VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa.
Phone: LOcast 7-1448

VICTOR'S BABY GRAND

\$13.00 ea.
100 or more
\$12.00 ea.
Packed 8 per
case.

Vends the following models:
CHICLE
TREETS—
300 count
1 for 1c.
CHLORO
TREETS—
324 count
1 for 1c.
C-B
TREETS—
318 count
1 for 1c.

Beautiful decals
from only 10c
Baby Grand ordered.
Be first in your ter-
ritory with this new
Price on Gum and Charms. WE ALSO
HAVE JUMBO 100. Don't delay—Write
today.

H. B. HUTCHINSON JR.
860 North Ave., M. E. Atlanta 6, Ga.
Tel.: Emerson 4300

CIGARETTE VENDORS
Ready for Location—Newly Painted
DuGreiner Champion .7 Col. \$70.00
DuGreiner Champion .11 Col. 90.00
Rowe Royal .8 Col. 70.00
Rowe Royal .6 Col. 60.00
Rowe Imperials .6 Col. 55.00
Rowe Imperials .8 Col. 65.00
Rowe Presidents .8 Col. 95.00
25c 1 King Size Col.
1/2 Deposit, Balance C.O.D.
Cigarette Vending Machine Co.
380 Weaver St. Johnstown, Pa.

Cole Schedules Annual Meet

CHICAGO, June 28.—Richard Cole, vice-president of Cole Products Corporation, announced this week that the firm had scheduled its second national convention during the National Automatic Merchandising Association meeting in September. The Cole convalesce will be held both in the Palmer House and company offices here September 12-14.

During the meeting, Cole sales representatives will be advised of the firm's 1953 advertising program, see a new slide sales presentation and be introduced to a new sales kit.

Cole also stated the firm's bi-weekly house organ, Money-Maker, celebrated its third year of publication with the current issue. It is designed for company salesmen. A new monthly paper put out by Cole's subsidiary, Cole Equipment & Supply Company, called Cole-Spa Confidential, is aimed at the operator customer.

Paul Jacobs Buys Sam Taran Cig Op

MIAMI, June 28.—Stanmar Cigarette Vending Company was purchased by Cigarette Service, Inc. this week, it was announced by Paul Jacobs, president of Cigarette Service.

Jacobs did not cite the number of machines involved in the transaction but it was indicated the Stanmar operation consisted of approximately 150 venders. Stanmar was formed about a year ago by Sam Taran, president of Taran Distributing, and the late Sam Fox, who was part-owner of the Nautillus Hotel, Miami Beach. Taran was listed as sole owner at the time of the sale this week.

Jacobs said the Stanmar route lies entirely within Miami, also the Cigarette Service territory covers all of Dade County and a portion of Broward County.

Advance Operating Buys Fla. Cup Op

MIAMI, June 28.—Theodore W. Sewell, vice-president of Miami Cole-Spa, announced this week that the company's State-wide subsidiary, Advance Operating Company, has acquired the cup drink operation of Tonag Vending Company, of Jacksonville and Tampa.

The deal involved over 100 venders, equipment, supplies and five employees. Owner Frank McGuire, has joined Advance Operating in an executive capacity.

Ore. Coke Appointment

PORTLAND, Ore., June 28.—Coca-Cola Company of Oregon appointed William A. Bingham general manager and director this week.

For the past 18 months Bingham had been a member of the Oregon Liquor Control Commission. Previously, he was with Coca-Cola 24 years, in San Francisco, Pittsburgh, Boston and Cleveland.

Supplies in Brief

WASHINGTON, June 28.—Sugar deliveries for May continued to fall off, according to latest Agriculture Department figures, with distribution during the week ended May 31 totaling 118,890 short tons, compared to 137,343 tons the previous week and 150,761 tons during the corresponding week of last year. Sugar deliveries for March and April of this year were well above total deliveries during the same months of 1951, but lower distribution in January, February and May, as compared with last year's figures, brought the 1952 sugar distribution total thus far to 3,164,434 tons, as against 3,391,723 tons at the same time last year. As of April 30, sugar stocks totaled 1,257,967 tons, compared with 1,808,432 tons at the same time last year.

WASHINGTON, June 28.—Expenditures for new beverage plants and equipment are expected to fall off the third quarter of this year, as compared with second quarter expenditures and with spending during the same period of last year, according to Commerce Department survey made public this week. Plant and equipment expenditures in the beverage industry were anticipated at \$60 million in July, August and September, as compared with \$79 million the same months of last year. Similar expenditures in the second quarter of 1952 totaled \$78 million, as against \$82 million for the same period last year. Total beverage industry plant and equipment spending totaled \$311 million in 1951, \$154 million over building expenditures the first postwar year of 1946.

WASHINGTON, June 28.—Milk sales at seasonally adjusted eat and drink establishments totaled \$990 million, or \$32 million more than sales for May of last year, according to recent Commerce Department figures. The May total also was \$19 million over total sales reported by seasonally adjusted eat and drink places for April of this year. April sales at unadjusted eateries and drinkeries reached \$952 million, as compared with May sales of \$990 million at the unadjusted establishments. The May total at unadjusted eat and drink spots was \$28 million over that of the same month last year.

WASHINGTON, June 28.—Commercial peanut supply at the end of May, excluding shelled oil stock, totaled nearly 360 million pounds—about 8 per cent higher than the \$18 million pounds registered for the same date last year, according to Agriculture Department reported May stocks of shelled edible grade peanuts are lower than a year ago.

Farmers' stock peanuts milled during the last nine months totaled 1,141,000,000 pounds—about 22 per cent less than the 1,460,000,000 pounds milled during the corresponding nine months of the 1950-'51 season. The Department said it was the smallest quantity milled during a comparable period since the 1941-'42 season. Of the total quantity milled, 964 million pounds were cleaned and shelled, or about 32 per cent less than

thru May last season, while crushings of 177 million pounds were about 3 1/2 times as great as thru May of last year.

Shelled peanuts used in making candy and salted peanuts rose 2 and 8 per cent, respectively, above the quantities reported used for these purposes a year ago, while two per cent fewer shelled peanuts were used for peanut butter. The Department reported the disappearance of shelled peanuts, including oil stock for crushing, totaled 585 million pounds thru May—30 per cent under the disappearance of 837 million pounds thru the same month of last year.

WASHINGTON, June 28.—Minimum price supports for 1952-crop peanuts, based on a national average of not less than \$239.40 per ton, were announced by the Agriculture Department this week. Support prices will be increased, the Department said, if 90 per cent of parity at the beginning of the marketing year, August 1, exceeds \$239.40. Warehouse and handling charges will be paid by producers.

Support prices by types per ton of 1952-crop quota peanuts were set at: Virginias—\$231 per ton for Virginia type peanuts containing 65 per cent sound mature kernels; Runners—\$215 per ton for Runner type peanuts containing 65 per cent sound mature kernels; Spanish—\$236 per ton for Spanish type peanuts East of the Mississippi, containing 70 per cent sound mature kernels, and \$232 per ton for Spanish type peanuts West of the Mississippi, containing 70 per cent sound mature kernels; Valencias—\$231 per ton for Valencia type peanuts suitable for cleaning and roasting, with the price of the rest the same as for Spanish type peanuts in the same area. The Agriculture Department prices for farmers' stock peanuts will be supported by Commodity Credit Corporation loans and purchase agreements instead of thru the direct purchase program used in recent years.

WASHINGTON, June 28.—Agriculture Department this week announced the prororation of a 200,000 short ton deficit in the 1952 Philippine sugar quota. Of the deficit, 190,000 tons were prorated to Cuba; 4,493 tons to Peru; 2,695 tons to the Dominican Republic; 2,438 tons to Mexico and 372 tons to Haiti. Receipts of Philippine sugar in the United States in 1952 are currently estimated at close to 780,000 tons. The Department said, consisting of 740,000 tons from the 1951-'52 crop and 40,000 tons from the 1952-'53 crop.

Chesley New V.-P. At Philip Morris

NEW YORK, June 28.—The appointment of Harry W. Chesley, Jr. as a vice-president, effective July 7, was announced Tuesday (25) by Philip Morris & Company, Ltd.

Chesley is a former vice-president of the Pepsi-Cola Company, in charge of its national sales since 1949. In his new post, he will coordinate and supervise the Morris advertising selling and merchandising activities.

GREENVILLE, S. C., June 28.—Superior Cigar Service has been organized here to operate and lease cigarette vending machines. Authorized capital stock was listed at \$3,000. Thomas E. Worley is president.

CHARMS
At Lowest Prices
Direct From Manufacturer

Sensational New Easy-Spin BASEBALL TOP, Silver-plated. \$8 per M
plastic \$5 per M

SIRENS, bright red plastic with metal insert \$5 gr M
WHISTLES, 2 tone, colorful plastic, inch length \$10 per M

All prices F.O.B. N. Y. C.

PAUL A. PRICE CO.
220 Broadway New York 36, N. Y.

FOR SALE
15 New uncrated National Advance Vending Machines... Gum Ball and Hot Nut Venders. Value \$1100.
Will sacrifice for \$695.00
Contact ERVIN BRUNS, Stryker, Ohio

NEW STYLE MACHINE of TOMORROW



Fabulous Profit. Everyone likes and eats Popcorn.
Starts immediately. More money can be made with Popcorn than any other product.
No servicing required.
Locations take care of own machine.

SENSATIONAL POPCORN WARMER
Non-Coin Operated

An ideal machine for Taverns, Fountains and those Summer Vacation spots. Add a fleet of these money makers to your present route and you will be amazed at the results.

\$79.50 ea. F.O.B. Factory

Salesmen Wanted. Phone or wire immediately for complete details.
For full information contact us at once. We have a very liberal finance plan available for any responsible party. Inquire now.

STANDARD SPECIALTY CO.
5115 E. 14th St. Oakland 1, Calif.
Tel. AN 1-9037

NOW! THREE PURPOSE BABY GRAND



Vending the 336 count Chloro Treats 2 for 1c, Chloro Chews 210 count Ball Gum or Chiclo Treats 2 for 1c... EITHER WITH NO ALTERATIONS.

LEAF CHLORO CHEWS, 210 count Chlorophyll. 60c per lb.
CHLORO TREATS, 336 count squares... 52c per lb.
CHICLO TREATS, Six Flavors... 45c per lb.

Deals furnished with Chlorophyll Gum
\$13.00 EA. 100 OR MORE \$12.00 EA.
Packed 4 to the carton.
1/3 deposit, balance C.O.D., F.O.B. Dallas

GRAFF VENDING SUPPLY CO.
2841 W. DAVIS STREET DALLAS, TEXAS

30 DAY MONEY BACK TRIAL

Northwestern Model 49
1c-5c-10c
LESS THAN 25 \$17.35
LESS THAN 100 \$17.15
100 OR MORE \$16.95
F.O.B. Factory

GUARANTEED USED MACHINES

DELUXE 1c and 1c Combination	\$11.95	CHALLENGER Plastic Globe	\$22.50
MODEL 33 BALL GUM	7.45	ESOUHRE 1c	2.95
PORCELAIN 1c	7.45		
MASTER 5c	7.45		

MERCHANDISE AND SUPPLIES

ZENOBIA PISTACHIO Jumbo	5c	VIRGINIA PEANUTS	Per Lb.
ZENOBIA PISTACHIO Fancy	3c	SPANISH PEANUTS	38
PISTACHIO 4-STAR	5c	ADAM'S GUM	100 Count
PISTACHIO 5-STAR	5c	WRIGLEY'S GUM	All
CASHW. Whole	43	SUCRADO CHOCO.	LATE, 100 Count
CASHW. Buts	43	HERSHEY'S CHOCO.	LATE, 100 Count
MIXED NUTS	35	Minimum Order, 25 Boxes	

Complete Line of Part, Supplies, Stand, Signs, Brochets, Ordrs, etc.
1/3 Deposit, Balance C.O.D.

TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • Longacre 4-6467
4705 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

IF YOU ARE LOOKING FOR THE BIG MONEY... THIS IS IT!



Today's hot set money-maker OPS are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity over 500 pieces, ten column wide selection, tab gum, candy coated gum, 1c chocolate bars, fruit bars, fruit charms... fast, easy, front load servicing... positive simple, fool-proof delivery tested and proved on location

THE NORTHWESTERN CORPORATION
829 S. ARMSTRONG STREET
MORRIS, ILLINOIS

Northwestern
Models 4c and Tab Gum Venders Available on West Coast in Stock—Immediate Delivery
BADGER SALES CO.
1231 West Pico Blvd., Los Angeles, Calif.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to VEND—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for:
 1 year at \$2. 2 years at \$5. 3 years at \$8.
Foreign rates upon request.

Name..... 549
Address.....
City..... Zone..... State.....
Occupation.....

SILVER QUARTER OPERATION KING SIZE INCLUDED

HERE ARE THE MOST SENSATIONAL EYES OF FACTORY OVERHAULED AND REBUILT CIGARETTE MACHINES EVER OFFERED!

SPECIAL!
 ROWE TAB GUM 5 Cols. 1c. 400 cap. ... \$47.50
 Mounting Bracket \$1.50 Extra

Our Prints Are VENDED! Prevents Peeling, Flaking & Rusting

SUMMER SPECIALS ON CANDY MACHINES
 Counter or wall Models—no bases.
 D.G. Candyman, 72 Cap. ... \$37.50
 Rowe Candy, 120 Bar Cap. 75.00

All Equipment Uncorruptibly Guaranteed Trade Prices 1.3 Disp. Bal. C.O.D.

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

Blue Sky Promoters Up Pace

• Continued from page 77

upon New York. They are at present concentrating upon the Midwest, the South and more recently upon the Pacific Northwest areas.

In Cleveland, established operators are daily receiving calls from disillusioned neophytes seeking to unload their "gold mines" to get at least part of their investment back.

A particularly unhealthy condition exists in the method some promoters use to acquire locations. In Chicago, for example, two cases were reported where crippled or otherwise handicapped persons were employed to gain location entry on the "sympathy" angle.

Recently, one such case involved employment of a blind man, replete with seeing eye dog and a woman driver for his car. Walking into a Berwyn meat retail shop, the location getter followed instructions and asked permission to install a nickel almond vender; it was his "means of making a living and he received a certain percentage for each location," the butcher was advised.

A few days later, the butcher noticed a different person, with perfect eyesight and not handicapped in any manner, come in inspect the vender. He was the "operator" who had purchased the route of almond venders.

No Locations

The operator told The Billboard that he had purchased 15 nickel almond aluminum tray venders at \$40 each. All were supposed to be on location. When nothing happened for several days, he went out and installed five machines himself. Thereupon, seeing a possible back-out by their quarry, the promotion firm immediately swung into action and located the remaining 10 venders via the blind-man, seeing-eye dog method. Of course, the locating fee for the first five machines was not returned to the operator.

A classified advertisement in a local daily newspaper was the lure that caught this operator with push-profit promises.

Another promotion is the use of a variation of the seeing eye dog idea to gain "lots of locations fast." With no consideration as to the real value of such installations, it employs individuals wearing a brace, passing himself

off as an ex-serviceman, ostensibly seeking to sell his "route" of venders.

Chinese Laundry

One example of the type of "locations" included in the "going routes" set up by promoters is the following: This particular deal included a Chinese laundry installation boasting three machines, a candy, ball gum and nut vender. The "operator" spent \$1,500 acquiring his "route" and equipment.

While bulk nut machines make up about 90 per cent of all promotion deals, stamp venders are being used as automatic merchandising bait to an increasing degree. The government "product" vended is played up to prove the integrity of the promoter. As in the nut machines, excessive profits are used as buyer bait.

Rowe Conversion

• Continued from page 77

was a necessary one to protect the operator, indicating a suspected growing demand for the king-size cigarettes.

Reports from the Boston-New York launching areas indicate that the demand for and sale of the new 85-millimeter Chesterfields have hit an astonishing pace far beyond the expected normal flurry of curiosity buying. Of even more significance are the reports that the big sale of the king-size Chesterfields is not cutting in at all on the sale of Liggett & Myers regular size smokes.

Mill, who attended an operator's meeting in Connecticut Tuesday night (24), said that the machine owners were principally concerned with what the launching of the king-size Chesterfield would lead to. Many were thinking of conversion seriously for the first time, he said. This was indicated by the fact that some were unaware that Rowe's Diplomat could handle king packages by merely tacking out the spacer. The firm's President and Crusader also handle both sizes in all columns.

Altho Mill said the vending of the new Chesterfields was not a pressing problem at the moment, he indicated that it may soon be. Consumer demand will be the ultimate factor, overcoming all objections such as location resistance to lesser percentage and the increase in unit price than in some States will necessitate the installation of 30-cent coin mechanisms for the first time.

The low variety column machine is a thing of the past, Mill said. He said it was "ridiculous from a practical standpoint" for operators to think in terms of conversion for machines ranging from six columns down. Machines in the 15-18-year-old bracket have outlived their usefulness, he said, and the introduction of new king-size cigarettes is only "aggravating the situation."

SCALES

"PRICES REDUCED \$125.00 CUT TO \$89.95"

Price \$89.95. Down Payment \$14.95. Balance \$5.00 per month for 17 months. Or if you prefer to send cash with your order, you may deduct \$50 or \$4.50 from the list price, making the cash price only \$55.45. On sales in Georgia or South Carolina, it is necessary to add Sales Tax to scale prices.

All prices are f.o.b. Soperton and we will ship to you by express or freight. A Scale crated weighs 100 pounds. Get in touch with us for a Scale Deal.

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• Globes
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Northwestern Sales & Service
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Develop Popcorn Analysis Test Kit

CHICAGO, June 28.—A test kit made available thru the National Association of Popcorn Manufacturers provides means for making an analysis of samples of each popcorn shipment, by individual operators and other retailers of the product who do their own popping.

The kit is seen as the means of developing a standard sanitary inspection method, leading to adoption of an industry sanitary standard of acceptance, following wide-spread distribution thru the U. S. and Canada. NAPM plans to announce a one-year test period and solicit co-operation of popcorn buyers in submitting data on their shipments for analysis. The test program is co-sponsored by NAPM and Popcorn Processors Association.

The kit developed by NAPM's Sanitary Advisory Committee, is being produced by Seedburo Equipment Company. The kit, which lists for \$37.50, contains chemicals and materials with full instruction for use by the buyer of raw corn.

Williamson Candy Bought by McAfee

INDIANAPOLIS, June 28.—The Williamson Candy Company here has been purchased by the McAfee Candy Company, Macon, Ga. Homer J. Williamson, who founded the firm in 1908, sold the company preceding his retirement. His son, Earl T. Williamson, will retain his present post as assistant general manager. Charles McAfee Jr., son of the new owner, becomes the new general manager.

There will be no changes in brand names, bars, or personnel under the new management.

Pepsi Bottler Expands

ALEXANDRIA, Va., June 28.—The Pepsi-Cola plant here is increasing capacity to produce 1,260,000 cases a year compared with its current annual production of 720,000 cases.

The plant is adding 17,000 square feet of floor area to make the output increase possible.

Roke: No Pitts. Office

PHILADELPHIA, June 28.—Nathan Roke, sales manager of Rake Coin Machine Exchange, emphasized this week that the company does not have a branch representative in Pittsburgh. A former branch in that city was dissolved about two years ago, he said.

Ore. Route Purchase

EUGENE, Ore., June 28.—A. P. Bales sold his candy venter route here to Ralph Mohler, Klamath Falls, Ore. Mohler, formerly of Eugene, before becoming an automatic merchandiser was considered by big league baseball. He tried out with the majors.

New Lions Sponsor

SAN ANTONIO, June 28.—The San Antonio Lions Club completed arrangements this week to sponsor ball gum venders on a city-wide basis. Twenty per cent of the proceeds are to be turned over to the club for charity purposes.

NAPM Sets '52 Meeting Plans

CHICAGO, June 28.—National Association of Popcorn Manufacturers has scheduled its 1952 convention and exhibition November 12-14 at the La Salle Hotel here, president William A. Beaudot, also head of A. B. C. Popcorn Company, announced this week.

The exhibit phase will occupy 56 booths; all meetings, displays, luncheons will be held on a single floor.

Convention officers and program chairmen are being appointed.

Western Venders Mull Voting Powers

LOS ANGELES, June 28.—At its regular monthly meeting Tuesday (24) the Western Vending Machine Operators Association informally discussed the restoration of voting powers to supplier and manufacturer members. The matter was shelved until the July 29 meeting as was the annual election of officers.

M. I. Slater, president, outlined the actions leading up to the removal of voting powers formerly held by supplier members. He also reported on the recent regional convalee of the National Automatic Merchandising Association held here early in June.

W. H. Siegle of Bell was a visitor as the guest of Frank Biro of Biro Distributing Company. Leo Weiner, operator of West Coast Enterprises, also attended. He has been operating for almost a year.

New membership cards, the gift of Lew Feldman of Acme Vending Machine Company, were turned over to Phil Sreden, treasurer, by Robert Leidenberger, secretary.

Northwestern Ups Output, Shipments

MORRIS, Ill., June 28.—The Northwestern Corporation reported this week that production and shipments on its three venter line are continuing to expand. W. R. Greiner, sales manager, stated output is at highest possible levels in conjunction with government defense work awarded the firm.

Model 49 bulk venter is seeing increased use as a dispenser of chlorophyll gum products, according to Greiner. Northwestern's selective Tab Gum Vender and its stamp venter also occupy major production line attention, it was indicated.

Industrial Routes

Continued from page 77

output of artillery shells 70 per cent, eliminating one shift altogether.

12,000 Layoff

In Detroit, General Motors ordered the layoff this week of over 12,000 workers. Buffalo GM plants also began sending home production workers this week. Ford Motor Company expected to start layoffs by July 8.

Reduced shifts, working hours and general personnel in large and small plants over the nation grew in intensity during the past week; it is expected to grow more commonplace this week. In the face of dwindling plant grosses, industrial operators are taking extra care to keep operating expenses at lowest possible levels. This is reflected in supply stocks, frequency of servicing and in all-round business expenditure budgeting.

Jumbo Vender May Be Put on Location Soon

NEW YORK, June 28.—Latest plans for Elmer, the Electric Merchant, probably the world's largest vending machine, call for the machine being placed on locations on a rental basis of \$170 a month or 10 per cent of gross take. Distributors are the Telecoin Corporation.

Telecoin officials this week said that there are now eight Elmers in this country, an increase of five over the figure reported a month ago. The first Elmer was brought to this country seven months ago. Manufacturer is T. S. Skillman of Australia.

A Telecoin spokesman said that the machines will be placed on location within 30 days, at which time he expects to have another two Elmers on hand. To date Elmer is untested in the U. S., altho six are in operation in Australia and two in the United Kingdom.

The machine measures 6 feet 9 inches in both length and width and is 4 feet 9 inches high. It lends up to 29 articles at one sale.

Peanut Growers' Assn. Elects New Executives

ATLANTA, Ga., June 28.—The Southeastern Peanut Association, composed of peanut growers from Georgia, Florida and Alabama, held its annual meeting here and elected Julian Maddox of Luverne, Ala., president for the coming year. He succeeds E. J. Young of Dawson, Ga., who was named chairman of the executive committee.

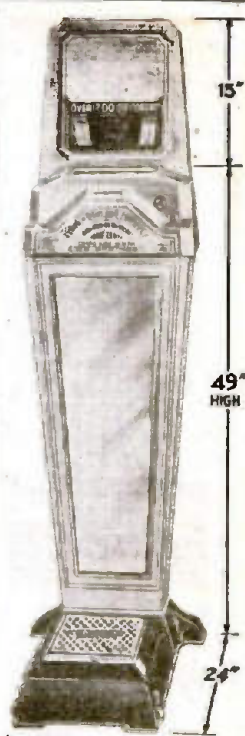
In addition to officers of the group, other members of the executive committee are W. Y. Walton, Opp, Ala.; Lynnwood Sev, Marianna, Fla.; J. B. Roberts, Dothan, Ala.; and Moultrie Sessions, Enterprise, Ala. T. A. Elliott, representing the Georgia Tech Experiment Station, told the group that Tech scientists next fall "will seek to find the best method of grading peanuts in a test at Bainbridge."

Schroeder Distrib

WOBURN, Mass., June 28.—Schroeder Products Company, Inc., appointed A. J. Dodge, of Coffee Enterprises, Inc., Kansas City, Mo., distributor for its Corona Frozen Coffee Concentrate and other coffee lines. He will have all territory west of the Mississippi.

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SHIPMENTS TOTAL \$978,539

First Quarter Juke Exports 20% Over Same '51 Period

CHICAGO, June 28.—Juke box exports for the first quarter this year were up 20 per cent over the same quarter last year, according to figures released by the U. S. Department of Commerce.

A total of 2,589 machines, valued at \$978,539 were shipped during January, February and March, compared to 2,457, tagged at \$812,410, shipped in the same period last year (see accompanying chart).

Compared with the last quarter in 1951, juke box exports this year were up 16 per cent. In the last quarter of 1951, some 2,100 machines, costing \$841,261, were sent out of the country. Should comparable increases materialize in the coming quarters, juke box exports this year might

well top the previous high of almost \$4,000,000 set in 1947. Last year juke exports topped the \$3 million figure for the first time since 1947 and all indications since have pointed to an expanding and strengthened foreign market.

Historical Marks

As in previous quarters, the historical markets of Canada, Central and South America were the biggest buyers of American made equipment. Canada headed the list during the quarter in the number of machines purchased with a total 909 units. Cuba was second with 535 units and Venezuela was third with 497 units.

However, in dollar value, Venezuela was far ahead of the other countries. Its music machine purchases amounted to \$328,

219, some \$127,937 ahead of its nearest competitor, Canada, which bought a total \$200,282 worth of equipment. Cuba was third with purchases valued at \$159,046.

Venezuela, dollarwise, has been one of the steadiest and strongest buyers of juke boxes ever since the end of World War II. The discrepancy between the number of machines it purchased and its greater dollar volume probably was accounted for in part by the fact it bought more new equipment.

European Countries

Trailing behind Venezuela, Canada and Cuba as major markets, were the Central and South American countries of Guatemala, Salvador and Mexico, all of

(Continued on page 83)

JUKE EXPORTS UP 20% QUARTERLY COMPARISON '52-'51

	1952		1951	
	No. Mach.	Value	No. Mach.	Value
January	924	\$264,439	907	\$254,500
February	852	\$379,873	771	\$241,580
March	813	\$334,526	779	\$316,330
Totals	2,589	\$978,539	2,457	\$812,410

SUMMER HIATUS

Juke Firms Plan Group Vacations

CHICAGO, June 28.—All major juke box manufacturing firms, but one, have announced that they will shut down for two-week planned group vacation periods within the next two months.

The one exception to the group vacation practice, which has become commonly accepted thru-out the industry the past few years, is the J. P. Seeburg Corp. A company spokesman said although no definite plans have been made, vacation schedules probably will be staggered due to the pressures of outside work contracts.

Two firms, the Rock-Ola Manufacturing Corp. and the H. C. Evans Company, close Thursday, July 3 to Monday, July 21, in order to give their production line workers the advantage of the extended July 4 week-end. The offices of both firms will remain open and shipments of completed phonographs will be made despite the shutdown.

Wurlitzer, AMI The Rudolph Wurlitzer Company and AMI, Inc. also will be closed at the same time—the last week of July and the first week of August—July 26-August 11. (Continued on page 83)

Cancel Miller, Adams Meeting On L. A. Guild

LOS ANGELES, June 28.—George Miller, president of both the Music Operators of America and Music Guild of California, was forced to postpone his planned meeting here this week with Ray Adams, executive secretary of the California Tavern Association, to discuss plans for the extension of CMG activities into Los Angeles County. Miller, who returned Monday (23) from a trip East, said the pressure of business caused the cancellation.

No definite date has been set for the meeting. However, Adams said that he was in communication with the music association president. With next week's holidays, the chances are that the conference will not be held until sometime during the second week of July.

Under the tentative plan of CMG to organize the music operators in this county, Adams is to employ a field man for the actual contact work and act in a supervisory capacity. The local association will be a branch of the State CMG, Adams declared.

CMG is now active in Kern County, which adjoins Los Angeles County to the North, and San Diego County on the South. Orange County separates SD and LA counties.

SHARES PROFITS

Little Rock Gets Midget Juke Firm

LITTLE ROCK, June 28.—A new juke box firm, the Midget Music Company, has been formed here to operate small counter model phonographs. It has been in operation a little more than a month and has some 37 restaurant machines located thru-out Little Rock. It plans to extend its operations over the State soon.

A unique feature of the firm is a plan for sharing its profits with youth organizations. According to one of the firm's officials, 5 per cent of the gross on each machine will go to the local Boys Club and should a city not have a Boys Club the 5 per cent will go to either the local Boy or Girl Scouts group.

Dale A. Sumrall of Bearden, Ark., is president of the firm which was incorporated with an authorized capital of \$100,000. Two brothers, George B. and W. W. Hays of Little Rock, cousins of Sumrall, operate the company. George Hays said a veterans hospital at North Little Rock has indicated that it desires several of the machines for use in the various wards. The firm also rents its equipment for picnics, dances and parties.

Order Union Probe In Location Case

Continued from page 76

and sentenced to Folsom prison. However, in this case, a new trial, the document sets forth, was granted and the defendant was convicted. He was sentenced to five years to life and entered San Quentin Prison on September 5, 1931.

Collins said that he was a member of the local union about the first of this year. He said that he and the union had never seen eye-to-eye but that the differences came out into the open about six months ago. Collins paid union dues for the first quarter of this year.

Investigate Charges

Greer said the investigation would be made to see if the

charges have merit. If it is proved specifically that the union violated the secondary boycott ruling, action would follow in Federal Court. An injunction would be sought, it was pointed out, and at the same time a hearing before the labor board would be asked.

Greer said that the case was filed early in the week and that he had been unable to study it. Court jurisdiction will depend, the field examiner stated, upon whether the operation of juke boxes comes under interstate commerce. This point also is to be clarified.

Sherry denied Bray's charges. He told The Billboard that neither he nor any other union representative of his local had asked that Mrs. Bray use and pay a \$7.50 weekly service fee, and also a \$10 union initiation fee.

The agent declared that he talked to the complainant on two occasions June 10 in the presence of Ralph Mercier, Central Labor Council representative. He stated that June 18 he was informed by a picket that Mrs. Bray wanted him to call her at a specified time. The picket, Sherry added, was instructed to advise Mrs. Bray that she could call the union headquarters when she was ready for an operator.

Sherry stated that Collins had been expelled from the union and assessed a \$40 fine. Collins then was offered a hearing in 30 days, the agent declared, and indicated he would attend. However, Sherry said Collins did not appear.

Sherry said he further told Mrs. Bray she could have her selection of operators, providing they were members of the union. He denied that Mrs. Bray had been urged to join the union.

Coven Stages Peoria Show, School on 1500

PEORIA, Ill., June 28.—A well-attended showing and service school on the new 104-selection 1500-Wurlitzer juke box was held here Wednesday (25) in the Sun Room of the Jefferson Hotel by the Coven Distributing Company of Chicago.

The school sessions for local operators and their service men were conducted by Lee Taylor, Coven service manager, and Jerry Scott, assistant service manager, and included blackboard chalk talks and trouble-shooting demonstrations.

The school and showing were open from 10 a.m. to 10 p.m. Refreshments were served. All the machines on display were purchased by operators, according to Dave Bender, Coven sales official.

Others attending from Coven included Ben Coven, president of the firm, Carl Christensen, Coven salesman, and the latter's wife, Dorothy.

Distrib Execs From Overseas Visit Rock-Ola

CHICAGO, June 28.—Two officials from overseas distributing companies of the Rock-Ola Manufacturing Corporation were visitors last week at the juke box firm's West Side plant here. They were Dr. Enrique Jose Berzizbeitia, service manager of C. A. La Commercial Prosper, Caracas, and Jose Romero Her-

(Continued on page 86)

Defense Delays Action In OPS-Operator Case

LOS ANGELES, June 28.—Attorneys for two juke box operating firms, accused by the government of violating an Office of Price Stabilization regulation, postponed until Monday (30) the filing of their motion for dismissal of the charges.

Harrison Call and William Rosenthal, defense lawyers, were expected to have answered the charges by Friday (27). However, they have until Tuesday, July 1.

The government accusations were made in two suits filed in U. S. District Court here by Federal Attorney Walter S. Binnis against the Hawley Distributing company and the Phono Music Company.

The suits charge that the companies continued, despite warnings, to violate two sections of OPS regulation 34, pertaining to ceiling prices and the manner and method of filing and keeping proper records.

The suits ask the court to enjoin the companies from operat-

ing until they comply with OPS regulations. The suits are believed to be the first affecting music machine operators under OPS regulations. It is further believed they could be precedent-setting in that the court's final decision may have bearing on all juke box operating firms across the nation.

Defense attorneys are expected to ask for dismissal of the suits on the grounds that the automatic music machine industry does not fall within the province of OPS Regulation 34, and that the industry provides a luxury service which in no way affects the general economy, inflation-wise.

Should the court hold that the business of the two operating firms does fall under OPS regulation 34, the defense attorneys have indicated they would contend that firms cannot be forced to run at a loss and are entitled to a reasonable profit.

Florence Hoffman Dies in New York

NEW YORK, June 28.—Florence (Mrs. Leonard) Hoffman, 37, well-known in the music machine industry died on a rare skin disease Sunday (22) in New York. She had been associated with the Capitol Automatic Music Machine Company here, from 1935 to 1941, in charge of its office.

She is survived by her husband, who operates the Hoffman Electrolysis Equipment Company; a 10-year-old daughter, Sherry; and a brother, Samuel Kresberg, head of Automatic Products Company, also of this city. Burial was in New York.

Barkeeps Mix Juke Plays

CHICAGO, June 28.—A Wurlitzer 1500 model juke box provided by the Coven Distributing Company gave a "homey" touch Monday (23) at a Midwest Cocktail Mixing Contest staged here by the Tavern Keepers of Illinois in the Congress Hotel's Gold Room.

The new 104-selection machine was exhibited and played at the invitation of the tavern owners. They told the Coven firm that it was felt a juke box was necessary to set an appropriate atmosphere.

Ben Coven, president of the Coven Company, gave a trophy to the bartender voted the "prettiest" by those attending the meeting and mixing contest.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

WESTON TAKES OVER HOLLYWOOD POPS. Columbia's West Coast a.&r. chief will take over planning and waxing of pop albums in Hollywood (Music Department).

DAVE CAVANAUGH TO RELIEVE ALAN LIVINGSTON. Capitol's New York pop a.&r. department head shifted to Hollywood office (Music Department).

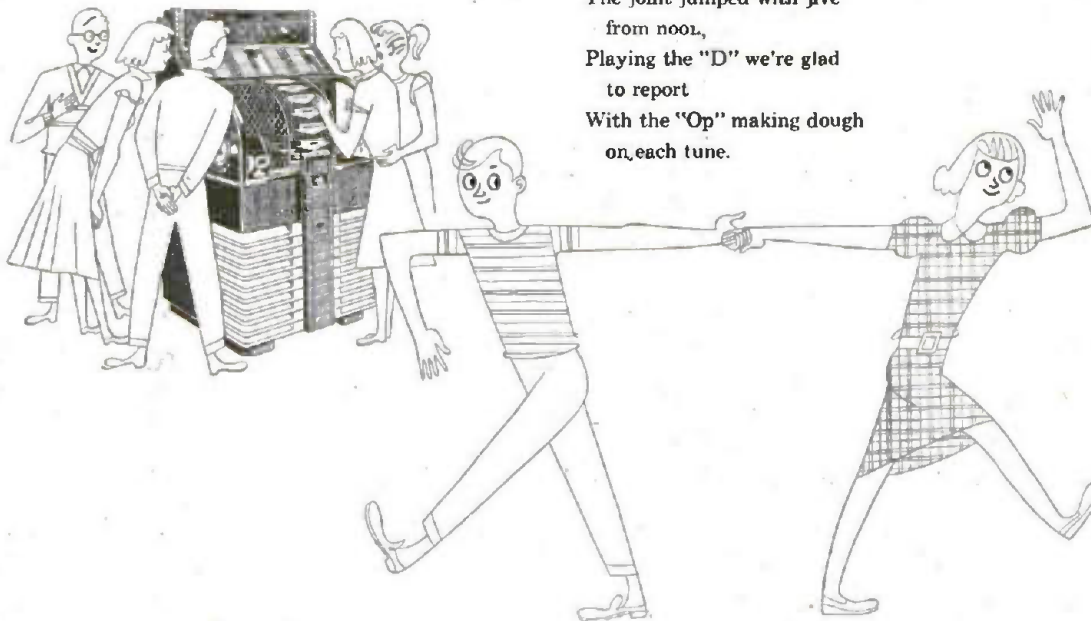
JAZZ ARTISTS GET FULL SIDE ON L.P.S. Mercury head thinks it will make for more realistic jazz (Music Department).

PHIL ORK MANAGER BACKS PETRILLO. Says foreign recordings being produced at reduced rates (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Hi Diddle Duddle

Hi diddle duddle,
 Hep-cats in a huddle,
 The joint jumped with jive
 from nool,
 Playing the "D" we're glad
 to report
 With the "Op" making dough
 on each tune.



Young folks quickly respond to the invitation to listening fun extended by the Model "D."

Teen agers may be brash and noisy. They may act in ways their elders fail to understand. But the kids do know their music.

They want their favorite artists faithfully reproduced in every note, phrase and nuance. That's why they play—and play—and play the "D."

You can build the take in high school hangouts by installing a Model "D".

The "D" is available in 80 and 40 selections, blond or mahogany cabinets.

AMI Incorporated

GENERAL OFFICES AND FACTORY, 1300 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

FOLK TALENT AND TUNES

Continued from page 37

the American Legion of Hamilton, Cracker Jim Brooker, WMIE, Miami, reports that the Capitol distributor in his area is charging him for records. Brooker reports that he is not buying any Capitol records because he feels that it's unfair in that other record companies are not charging for records. Dave Hendricks, WBUX, Boylston, Pa., reports that one playing of "Gospel Medley" by the Palermo Brothers on Sacred Records has brought about a tremendous response on his show. Paul Enness, WPXL, West Springfield, Mass., reports that Rex Allen's "Waltz of the Roses" is sweeping big in his territory. Bill Mack, KDFT, Wichita Falls, Tex., who records for Imperial, is booking his Blues Sage Boys in Texas and Oklahoma theaters for the summer. Jim Hall, WFNS, Burlington, N. C., has added 40 minutes per day.

Eddie Kirk has cut four new sides with Spike Jones and His Country Cousins, according to Cousin Lou Stevens, KXLA, Pasadena, Calif. Frank Simon, KXLA, reports that Cliffie Stone is now doing an hour disk jockey show on the station. Reggie Ward has signed as personal manager for the Hartford Melody Masters quartet heard on his station, KDET, Center, Tex. Sheriff Tex O. Davis, WLOW, Norfolk, reports that his Grand Ole Opry show May 25, featuring Cowboy Copas, Ray Price and Ernest Tubbs, did full houses at both performances. Tam Perryman, KSJJ, Gladewater, Tex., reports that Slim Whitman, who has "Indian Love Call" coming up on Imperial, is running neck and neck with Hank Williams for top station popularity. Ray Read, KULP, El Campo, Tex., reports that polka music is getting a good play on

his station. Uncle Remus, WILD, Birmingham, Ala., reports that he is using Charley Ross and his 13-year-old daughter, Marie, of Mulga, Ala., on his Harmony Ranch Show as a weekly feature. Uncle Remus reports that he is sending a disk of the little girl's singing to Spike Jones. Tex Clark, WDOX, Cleveland, is starting a new summer show and would like more records from the various companies. Ted Kirby, WCOB, Fort Payne, Ala., reports that he has added two hours on Saturday. Murray (Mushmouth) O'Connor, WBOK, New Orleans, is returning to Texas after about eight months in New Orleans. He will be at KTXM, Austin, starting July 1. He would like to receive records. Tom Brennan, KXLA, Pasadena, Calif., is now announcing the Ole Rasmussen show from 8:30 to 9 p.m. across the board. Red Jones, KVET, Austin, Tex., has added 30 minutes more to his daily show, giving him four hours per day across the board. Smokey Stover, KRCT, Baytown, Tex., reports that Leon Payne's "Weeping Willow" is sweeping his territory. Bruce Wilson is returning to WWPB, Palatka, Fla., after a year in the Baptist Seminary in Louisville. George Duck will continue to work on the station after Wilson's return. Jim Thomas, KPHO, Phoenix, Ariz., has a new show that will start soon on KRUX, Glendale, Ariz. Thomas is also managing Marty Robbins, new Columbia singer. Jack Garrett has switched from WJQS, Jackson, Miss., to WSSD, Starkville, Miss.

OP "DIANE" GIVES YOUTH A SELECTION—4 OFFICERS

SCHENECTADY, N.Y. June 28.—A youthful, would-be prowler's after closing hours career in Pustolka's tavern here was cut short recently by the Maestro Music's two-way juke box system.

Police said they received a call about 5 a. m. from the operator who spins records for Maestro. The operator, known to patrons as "Diane," told police she heard strange noises in the tavern.

Four policemen investigated, found a smashed window and soon after flushed 22-year-old James Greer of Schenectady out of a coal bin in the tavern's basement. Walter Pustolka, the tavern owner, reported \$8 was mis-

ing. Greer denied taking the money. This is the second time that Maestro Music, which is operated by the Schenectady Tavern Owners Amusement Corporation, has served a dual purpose. A few years ago an operator discovered a fire in a tavern by the same means. She heard bottles popping and notified authorities.

A spokesman for Maestro said that the two-way audio system is used regularly as a burglar alarm after taverns close here. From 3 a. m. on the amplifiers in all client taverns are turned on and if any suspicious noises are heard the amplifiers are shut off one by one until the sound is traced to its source.

The Finest Counter Model Juke Box Ever Made

RISTAUCRAT S-45

Get a new slant on Juke Box profits! Develop small spots info pay-off spots with the S-45, made specifically for the smaller locations.



RISTAUCRAT, INC.
1216 East Wisconsin Ave.
Appleton, Wisconsin

He will start American park dates June 22 when he works for Harry Smythe at Buck Lake Ranch, Angola, Ind. Judy and Julie Jones, who are still at East Buchanan, W. Va., are seeking Lost John Miller, the writer of "Rainbow at Midnight." Dee Kilpatrick, of Mercury Records, has inked Merle Lindsay and his 10-piece Oklahoma Night Riders Band. The first release will be "Empty Mansions" sung by Jimmy Young, backed with "You Crossed Your Fingers" sung by Glynn Duncan, younger brother of former Bob Wills' vocalist Tommy Duncan. The Lindsay band is a feature at WKY and WKY-TV, Oklahoma City, from where they do daily shows over a Southwest station network. Lindsay owns and operates a large ballroom and park in Oklahoma City known as Merl's.

Artists' Activities

Hank Snow has been doing well on his recent Canadian trip, according to Hubert Long, his personal manager. Snow and his troupe, the Rainbow Ranch Boys, featuring Cedric Rainwater and Eddie Zack, played to over 5,500 paid admission at the Boston Arena May 25, according to Long. On the following day, Snow did a capacity house at Halifax, N. S.: 3,500 at Campbellton, N. B. (27); S. S. Tollehester, Baltimore moonlight cruise ship which is promoted by Connie B. Gay, May 28, 2,200 aboard, and S. S. Mount Vernon, Washington, another cruise ship sponsored by Gay, 2,400 (29). Snow will continue his tour of Saskatoon for seven more days, winding up June 18.

MIAMI BEACH, June 28.—The Miami Beach City Commission this week heard a plea for reduction of juke box license fees. W. W. Charles, attorney for the Amusement Machine Operators Association, requested that the resort city establish a \$500 annual master operators license and lower the present levy of \$77.65 per machine to \$25.

The commission, which last year turned down a similar request on the ground the budget had already been prepared, promised to take the matter under advisement.

Tommy Sosebee (Coral) has been added to the cast of Grand Ole Opry. WSM, Nashville. Opry execs are auditioning Faron Young, new Capitol singer, for a possible place on the show. Elton Lay and His Crazy Country Boys of WFMH, Cullman, Ala., have signed to play 18 Alabama and Florida dates for the Alabama Rural Electrification Association in connection with their electric fairs.

Miami Beach Fee Cut Asked

MIAMI BEACH, June 28.—The Miami Beach City Commission this week heard a plea for reduction of juke box license fees. W. W. Charles, attorney for the Amusement Machine Operators Association, requested that the resort city establish a \$500 annual master operators license and lower the present levy of \$77.65 per machine to \$25. The commission, which last year turned down a similar request on the ground the budget had already been prepared, promised to take the matter under advisement.

Charter New Juke Firm

GREENVILLE, S. C. June 28.—The Southern Amusement Company here has been chartered by the State to own, operate and lease juke boxes and other types of musical equipment. The president of the firm is Thomas E. Worley. Capital stock was listed at \$10,000.

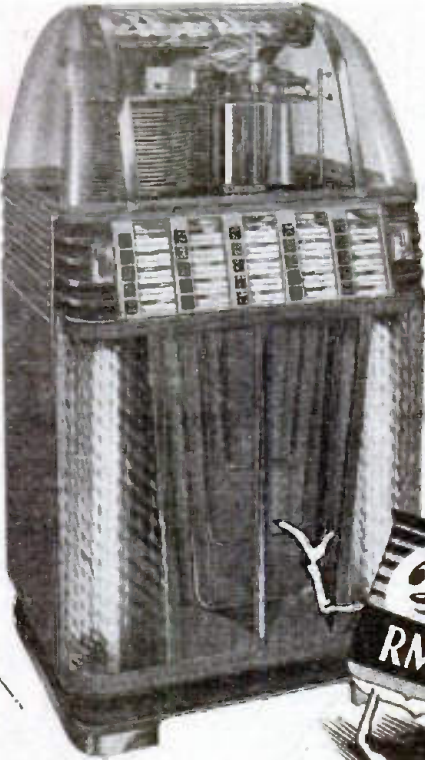
"Brighten Your Profit Picture"

with the

ROCK-OLA profit twins



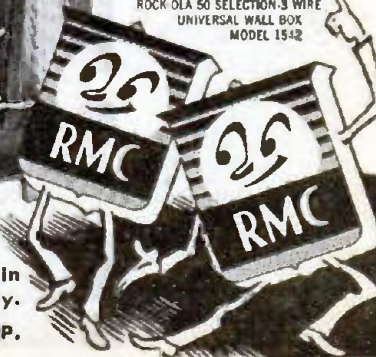
ROCK-OLA
SUPER ROCKET
50 SELECTION
PHONOGRAPH
MODEL 1434



- ★ Twin Features
- ★ Single Button Selection
- ★ Dual Title Strips
- ★ Positive Electric Accumulator
- ★ Multi-Selective Choice After Coins Deposited
- ★ Location Proven
- ★ Simple to Operate



ROCK-OLA 50 SELECTION 3 WIRE
UNIVERSAL WALL BOX
MODEL 1542



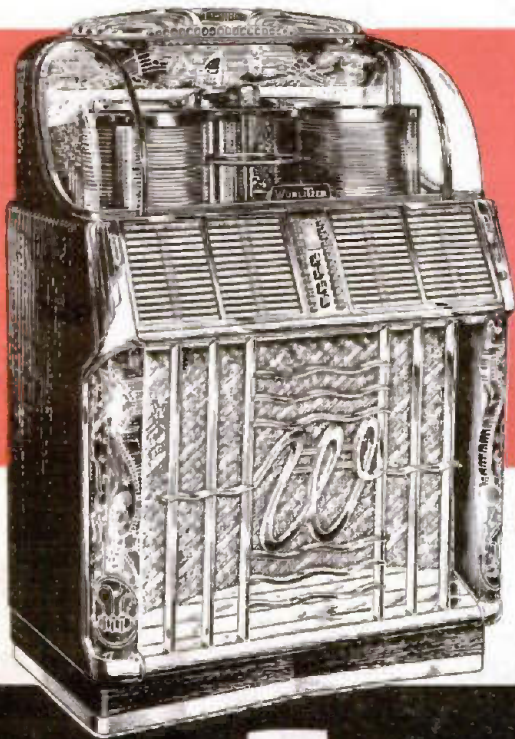
Both designed with the operator in mind to help you make more money.

ROCK-OLA MANUFACTURING CORP.

800 North Kedzie Avenue • Chicago 51, Illinois

Plays **104** tunes

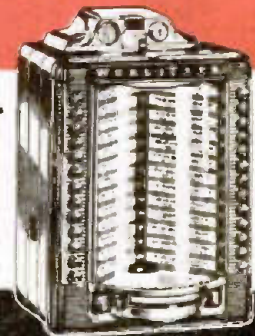
WURLITZER FIFTEEN HUNDRED



The Phonograph that Lifts
the Lid on Operator Profits
is the Answer to the Question

**Why Buy Two When
One Will Do?**

NO OTHER WALL BOX LIKE IT
Shows 104 Tune Titles
on Rotating Pages
Single Button Selection



Plays **45 and 78** } **RPM
RECORDS
INTERMIXED**

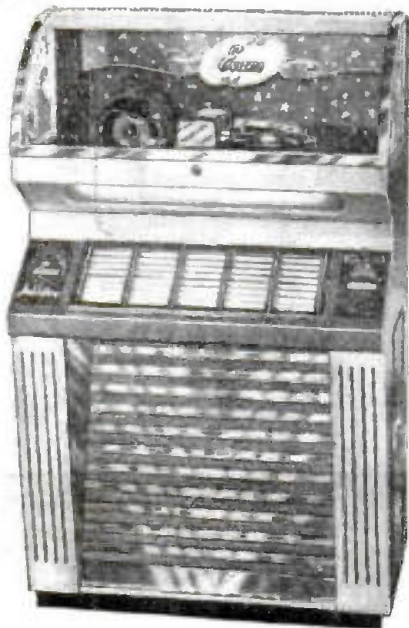
SEE YOUR WURLITZER DISTRIBUTOR
The Rudolph Wurlitzer Company, North Tonawanda, New York

WE SAID IT MONTHS AGO—OPERATORS ARE PROVING IT EVERY DAY . . .

Jubilee Phonographs are built to give you MORE Dependability—Durability—Economy . . . MORE in trouble free, tone-rich performance per dollar of investment! Evans' Quality does it!

EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM



Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more variety, more profitable operating!

WATCH FOR IT!

EVANS' CENTURY 100/45
SO RECORDS—100 SELECTIONS—45 RPM

EXPORT INQUIRIES INVITED

H. C. EVANS & CO.
1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

Post War MUSIC EQUIPMENT Bargains

Write, wire, phone 1/3 deposit, balance C.O.D.

SEEBURG

148SL \$249.00
147M 149.00
146M or S 129.00

Hideaways

H148M . . . \$229.00
H146M . . . 139.00

Wall Boxes

3W1-156 . . . \$44.50
(5-10-25x 3 wheel)
3W2-156 . . . 17.50
(5x 3 wheel)
W1-156 . . . 5.00
(5x wireless)

ROCK-OLA 1426 . . . \$129
ROCK-OLA 1422 . . . 99
AMI Model A . . . 269

PACKARD Manhattan . . . \$ 89
WURLITZER 1015 . . . 139
WURLITZER 1250 . . . 395

Export Inquiries Invited—50 cycle motors available

MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD
CLEVELAND, OHIO—2600 EUCLID
LANSING, MICH.—1224 TURNER
TOLEDO, OHIO—1302 JACKSON

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES

has been sold in The Billboard
WHAT DO YOU HAVE TO SELL? Write The Billboard, 2160 Patterson St., Cincinnati 22 Ohio

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

	Issue of June 28	Issue of June 21	Issue of June 14	Issue of June 7
AIREON				
Chorus 400	285.00	325.00	295.00	325.00
Duette 40	395.00	450.00	475.00	450.00
Fiesta	445.00	450.00	445.00	450.00
	475.00	475.00(1)	475.00(2)	475.00(2)
AMI				
Model A	\$235.00	269.00	269.00	275.00
	285.00	325.00	350.00(1)	325.00
Model B	395.00	450.00	450.00	450.00
Model C	445.00	450.00	445.00	450.00
	475.00	475.00(1)	475.00(2)	475.00(2)
Hideaway				
40 Selections	275.00	395.00	395.00	395.00
CHICAGO COIN				
Hil Parrot			100.00	100.00
EVANS				
Constellation 40 selections			275.00	
FILBEM				
Hideaway	49.50	49.50	49.50	44.50
PACKARD				
Hideaway			50.00	
Manhattan 76	89.00(2)	100.00	89.00(2)	100.00
Model 7			50.00	
ROCK-OLA				
Commander	59.00	35.00	39.00	39.00
Super Rockette			49.50	49.50
39			49.50	49.50
40			49.50	49.50
49			295.00	295.00
49 & 50	295.00		295.00	
1422	89.50	99.00(2)	99.00(2)	99.50
	150.00	100.00	150.00	99.00(2)
1426	129.00(2)	129.00(2)	125.00	99.50(2)
	175.00	175.00	129.00(2)	129.00(2)
1428 Blonde	500.00	245.00	245.00	245.00
1432	444.98	444.98	444.98	449.00
1948 Magic Glow			295.00	295.00
SEEBURG				
Classic	49.00	49.00	49.00	49.00
Colonel			49.00	49.00
Emer	59.00	99.00	59.00	59.00
Scen			48.00	48.00
H-146 M Hideaway	139.00	110.00	139.00	139.00(2)
H-147 M Hideaway	169.00	159.00	169.00	169.00
H-148 M Hideaway	219.00	229.00	219.00	219.00
H-246 M Hideaway	159.00(2)	135.00	159.00(2)	159.00(2)
Nightingale	59.00	59.00	59.00	59.00
M-100-A 78 RPM	675.00(2)	675.00	675.00	675.00
	605.00	599.50	699.50	725.00
	725.00	725.00(2)		
M-100 B 45 RPM	850.00			
Major	49.00	49.00	49.00	49.00
Major			49.00	49.00
Repal	49.00	49.00	49.00	49.00
46	99.50	120.00	99.50	99.50
47	139.00	139.00	139.50	139.50
146 M	129.00	129.00	129.00	115.00
146 S	129.00	129.00	129.00	149.00
147 M	149.00	149.00	149.00	149.00
147 S	149.00	149.00	179.00	125.00
148 Blonde	275.00	275.00	275.00	275.00
148 M			279.00	279.00
148 ML	290.00		279.50	279.50
148 S			260.00	260.00
148 SL	249.00	249.00	249.00	249.00
1941 RC Special	59.00	59.00	59.00	59.00
1946 Hideaway			110.00	110.00
3047			144.50	144.50
1948 Hideaway			225.00	225.00
8800		99.50	99.50	99.50
WILLIAMS				
Music Mite	99.50	99.50(2)	99.50	100.00
WURLITZER				
P 39			49.50	49.50
24			39.00	39.00
500	49.00		35.00	49.00
500 Victory	49.00		49.00	49.00
600			49.00	49.00
616A			24.50	
620K			49.00	49.00
600R			49.00	49.00
616			49.50	49.50
700			49.50	49.50
750	79.00	79.00	79.00	79.00
780	79.00	79.00	49.50	79.00
780 Colonial	49.50	49.50	49.50	49.50
7950	59.00	49.50	59.00	49.50
950			59.00	59.00
1015	139.00	139.00	139.00	149.50
	149.50	149.50	175.00	179.00
	169.00	169.00	169.50	169.50
	189.00	189.00	189.50	189.50
	199.00	199.00	199.00	199.00
1017 Hideaway	159.50	225.00	159.50	159.50
1080	150.00	159.00	159.00	169.00
	195.00	195.00	169.00	195.00
1100	299.50	285.00	289.50	299.50
	345.00	299.50	350.00(2)	299.50(2)
	350.00(2)	350.00(2)		
	295.00			
1217	380.00	300.00	309.50	319.50
1227 Hideaway	395.00	425.00	395.00	425.00
1250	435.00	450.00	450.00	450.00
Victory			39.00	39.00

Coven to Build Near Present Site; Buy Lot

CHICAGO, June 28.—Plans for the erection of a new building within the next year and a half by the Coven Distributing Company, Wurlitzer distributors here, were disclosed this week by Ben Coven, head of the firm.

A vacant lot, comprising some 14,000 square feet of space and located at the corner of Fletcher Street and Elston avenue in the same block with the Coven firm, was purchased by the company last week. Until actual construction work starts, the firm plans to level off the lot and use it as a parking area.

Coven said architects were drawing up plans for a one-story building designed expressly for the purpose of the distributing firm. All phases of the firm's operations will be departmentalized, a special drive and loading platform for trucks is planned and a traveling hoist system is to be incorporated so that juke boxes can be moved to all portions of the new building.

The firm's lease on its present quarters expires in approximately a year and a half, Coven said. Construction is slated to start at the end of a year with the expectation that it will be finished within the following six-month period.

Explosion Damages Minneapolis Firm

MINNEAPOLIS, June 28.—The Lieberman Music Company here was damaged Tuesday night (24) by a bomb which exploded in the firm's entrance, blew out the front of the store and shattered windows in nearby buildings.

Witnesses told police that shortly before the blast several men, driving either a convertible Chrysler or Buick, stopped in front of the firm, placed something in the doorway and then sped away.

The explosion also damaged equipment inside the plant. Police reported that a Buick similar to the one described by the witnesses was stolen Sunday night (22) and that a quantity of dynamite was taken from a contractor's work shed the same night.

Seeburg Distributor To Close Saturdays

CHICAGO, June 28.—Atlas Music Company, Seeburg distributor here, announced this week that it will be closed Saturdays in July and August to give the firm's employees the advantage of longer week-ends during the warm weather.

Distrib Execs

Continued from page 82

nandez, owner of the Jose Romero Hernandez Company in Puerto Rico.

The men spent an entire day touring the Rock-Ola factory and conferring with David C. Rockola, president of the corporation, and other Rock-Ola executives. Both promised to return in August or September for another visit.

Kurt Kluever, assistant sales manager of the juke box division, said Berrizbeitia's visit was a return compliment for the visit to his Venezuelan firm several months ago by Henry Von Hussen, superintendent of Rock-Ola phonograph products. Hernandez' visit was his first trip to the factory since 1948.

According to Kluever, both men reported good business conditions prevailing in their countries with all prospects pointing to expanded phonograph sales in the coming months.

Postpone Wisconsin Operator Elections

MILWAUKEE, June 28.—Lack of attendance forced the postponement of election of new officers at a recent meeting in the Eagles Club here of the

Wisconsin Phonograph Operators' Association

Douglas Opitz of Milwaukee, secretary-treasurer, said the turnout was too small for a quorum and that the present slate of officers would continue in office until the next meeting, which tentatively was set for some time in August.

- 2140 Wurlitzer Bar Boxes . . . \$ 5.00
- 3031 Wurlitzer Wall Boxes . . . 8.95
- 3020 Wurlitzer Wall Boxes . . . 32.50
- Savage Novelty Co.
- 616 Third St. Detroit, Wis.

Rhythm & Blues Record Reviews

RHYTHM & BLUES Record Reviews

Continued from page 39

- NADDA BROOKS REMEMBER 77-78-75-78
OKEM 6885-The beautiful Berlin ballad is not merely by the brush. Backing by guitar and rhythm helps put across the nostalgic mood.
I'M STILL IN LOVE 75-76-73-75
The girl's intimate style is made to order for sweet blues and she makes the most of it here. Teddy Bore, as an hip, adds strength to the guitar. Good after-hour wax.
ARNET COBB ORK WHISPERING 70-70-49-31
OKEM 6557-Cobb and the set out across a tantalizing reading of the perennial in this item.
OPEN HOUSE 74-74-73-75
A wild and hot blues set together. About it the tenor sax takes the melody for a swingy ride. An exciting side.
REDDIE MYSTELL ORK I AIN'T GONNA WORRY MY LIFE ANYMORE 74-75-72-75
DEBBY 800-Slow beat hits with the driver effect behind Sammy Carter's high-pitched wailing. Chester and Art Hill the blues all the way.
BACK BITIN' 76-76-74-78
A frantic rendition of a blues ballad, written and changed by Cotton to back dance music by the Mitchell combo. Should earn next bit.
ED BARRON CRACKLIN BREAD 60-60-60-60
DEBBY 780-A moaning rhythm opus is delivered energetically by Barron and the quartet. DAISY MAE 64-64-63-64
Weeper blues is changed with spirit by Barron.

RHYTHM & BLUES Record Reviews

- THE RAVENS MAMMELLE 78-70-70-70
OKEM 6888-The Ravens do a quiet, but interesting job with this pretty tune of a few years ago, giving the disc a pleasant reading. Wailing was set when Ravens were with Columbia.
CALYPSO SONG 75-77-73-75
Calypso effort penned by Mercer and Arion is sung excellently by the Ravens, while the set supports them strongly. A good waxing that should pull sales.
MILT JACKSON LILLIE 74-75-74-73
BLUE NOTE 1549-The Jackson combo turns in a warm reading of this soulful, slow-tempo set, with the leader's voice more glowing.
BAG'S GROOVE 70-70-70-70
Slight riddim item with a happy beat, it waxes with Bill by the band, with Jackson's voice and Lee Douglas' sax work featured. A good one for collectors.
BIG BOY CRUDDUP LATE IN THE EVENING 73-74-73-72
VICOR 20-478-Cruddup does a good job with this set, big evening blues, that should interest fans.
WORRIED ABOUT YOU, BABY 80-80-78-82
A fast-tempo blues item with a big beat, is sung strongly by the Southern artist, while he backs himself solidly on the guitar. A good disc that should catch on in the South.
WILFORD JONES IT'S BEEN A LONG, LONG TIME 70-71-69-70
PEADOCK 700-Ballad is rendered by duet at a slow pace. Bill Harvey's set beats out an interesting ballad.
LOVE SICK GAL 72-72-72-72
Standard blues item gets an up-tempo treatment from Harvey's set, vocal by Bill Jones is pleasing. OK is cool in spots.

Seize Bells Italy Bound

PHILADELPHIA, June 28.—A shipment of 30 crated bell machines, which were to be loaded on a ship bound for Genna, Italy, were seized by agents of the FBI when they swooped down on Pier 98, South Wharves here. Making no arrests, the agents, who acted under the orders of U. S. Atty. Gerald A. Gleason, walked onto the pier at Oregon Avenue, displayed their warrant, and supervised the loading of the machines aboard a truck for storage at the federal warehouse at Delaware Avenue and Arch Street to await possible action by the reported shipper. Altho federal law prohibits the shipment of gambling devices in interstate commerce, these machines were destined for shipment outside the country. Therefore, the apparent basis for the seizure here was on a technical legal point that there was an alleged violation of the federal law prohibiting shipment of gambling devices in interstate commerce. The machines had been shipped from New York to Pennsylvania for export overseas.

Country & Western (Folk) Record Reviews

FOLK Record Reviews

Continued from page 37

- COUNTRY & WESTERN — COUNTRY & Western FAYON YOUNG I KNEW YOU WHEN 80-81-79-80
CAPITOL 2133—Singer comes thru with a strong rendition of the wester which he tells from the heart. Strong back melody. This could be a big side for Young.
FOOLISH PRIDE 79-80-80-77
Young comes thru with another fine effort. His warm voice sets the first convincingly. Instrumentation is also top-notch. A strong one for the young star.
BILL NOLAN MY LOVE WILL NEVER CHANGE 58-58-58-58
Weeper vocal is given an unimpaired performance by Nolan.
S.W.-E.-T.H.-E.-A.-R-T 57-57-57-57
Singer waxes away at this one with little effort. Accompaniment also lacks distinction. Poor wax.
JIMMY DAVIS LIKE THE WAVES UPON THE RIVER 74-75-73-74
DECCA 2825A—A fine effort by Davis who chants the romantic ditty in fine style. He's supported ably by set and vocal group. Side should rate in rural area.
I HEARD YOU TALKING IN YOUR SLEEP 77-78-77-76
Davis has crafted a powerful piece of material here. And he sings it with charm and conviction. Side could create a stir.

FOLK Record Reviews

Continued from page 37

- DOYBOY COPAS GOLDEN MOOD 76-78-75-75
KING 1000—Copas pours out his heart to the moon and does it persuasively. Band helps out with pleasant instrumentation. Should get some.
I CAN'T REMEMBER TO FORGET 74-74-73-78
Singer delivers an energetic vocal in a medium-fast tempo.

Miami Distributor Loses Damage Suit

MIAMI, June 28.—A Federal Court jury decided against Sam Taran, president of the Taran Distributing Company, here Tuesday (24) in a \$70,000 damage suit against the Imperial Assurance Company of New York. The suit was filed by Taran as a result of a fire in his warehouse here five years ago. The jury's verdict was announced after three weeks of testimony before Judge George W. Whitehurst in U. S. District Court. One man, Ralph LaPorte of Chicago, died as a result of injuries suffered in the fire.

THE MARKET PLACE for the COIN MACHINE INDUSTRY
The National Exchange for Coin Machine Personnel, Products, Services and Opportunities
CLASSIFIED ADVERTISING

Business Opportunities
New Going Business for Sale
Soft Drinks, Ice Cream, Root Beer, Sandwiches, Chicken-in-Basket, Drive-In with Dining Room, Grocery, Caterer's high-priced walking, Chester and Art Hill the blues all the way.

Used Coin-Operated Equipment
A-1 Bargain: Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postal, 2551 Milwaukee Ave., Chicago, Ill.

Reconditioned Silver Kings, like new, \$6.50 each. Logan Distributors, 627 Milwaukee Ave., Chicago 22, Ill.
30 Exhibit and Microscope Card Vendors, \$250; 7 Microscope Photomatics, one war year patent, \$350; 3 Bang-a-Deer, \$150; 30 punching bags, \$125; 1 bag, Richmond, Ind.; 1/2 doz. ball, c.o.d.; will haul for express only. W. R. Long, 301 S. W. 3rd St., Richmond, Ind.

26 hotel coin operated tables; attractive steel cabinets, table model, 6 tub; perfect condition; make offer. Box 529, The Billboard, Chicago 1, Ill.
23 Columbus penny ball gum vendors, late models, \$6.95 each; 15 brand new Airson 18-in-10 speakers with jenson units, \$25 each; half deposit required. Cleveland Coin Machine Exchange, Inc., 2021-25 Prospect, Cleveland, Ohio.

Wanted to Buy
Wanted—All types of 1c and 5c nut and ball gum machines and grip machines. Bell Dist. Co., 346 Matthew St., Marietta, Ohio.
10c nut vendors, used. Gordon, Box 313, Washington, D. C.

Parts, Supplies & Services
For Sale—10,000 wood phonograph records; make offer, sell off without. G. W. Amusement Co., Hannibal, Mo.
Heath Drop Chute and Switch, \$9. 10c or 25c play; Heath feather-touch push-pull type, 1c, 2c, 5c, 10c or 25c play; immediate delivery from stock. Heam Distributing Co., 234 Third St., Macon, Ga.
NEW AND USED 1c-5c CANDY, NUT, BALL GUM VENDERS; BOUGHT, SOLD EXCHANGED.
All Parts—Charm—Coin Wrappers—Coin Counters—Ball Gum—Tab Gum—Punched Candles—Cast from Standards—Top Plates for 2 Vendors—Top Plates for 3 Vendors. All Prices F.O.B. Factory. W. Depoist, Balance C.O.D. RMC & Co., Mt. Vernon, Ill. Distributors of Northwestern Model 4 and Tab Gum Vendors, 2700 W. Lake St., Chicago 12, Ill.
Plastics for "500" and "400" Covered-Alicon machines. Write Laill Music Co., 1111 Carpenter St., Philadelphia 3, Pa.

Cigarette Machines—for the first in equipment see us; machines any way you desire; just off location or completely refurbished and overhauled; 25c conversions and 30c coin versions, king-size kits and a full line of cigarette machine parts and miscos. Central Vending Machine Service Co., 3097 Park St., Philadelphia 4, Pa. EV 6-4244. BA 2-8710
Evant Bar-A-Score, \$135; Pollard Golf, \$40; Balby Alley, \$35; Shuffleboards, \$100; Bear-Down, \$225; Bally Shuffleboards, \$125; we build non-coin operated conversions for one-ball, no tax to pay. Want Rock-Ola die! die! machines, \$100; under off one-ball ABC Coin Machine Co., 2509 So. Presa, San Antonio, Tex.
For Sale—Bally Shuffle Line, \$145; Hook Now, \$135; Speed Bowler, \$100; Spring Champ, \$45; all clean, King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.

Will trade Turf Kings (like new) for music, cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark, N. J.
For Sale—Bingo Games, conditioned, look like new, Lite-A-Line, \$185; Holiday, \$399; Bright Light, \$365; Bright Spot, \$450; Coney Island, \$465; Spot Line, \$510; A-B-C, \$250; Five Star, \$175; will accept for purchase. Record, 78 or 45 RPM. I. Rosenfeld Co., 3220 Olive St., St. Louis 3, Mo. Olive 2800.

For Sale—Nestor telephone music system, complete equipment for 100 locations; 500 wall boxes, single line operation; make offer. Toledo Magic Music Co., 1503 Adams St., Toledo 2, Ohio.
For Sale—Milt, Jennings, Pace, Walling Bell, used pin games, allies, etc.; trades accepted; 12 years of reliable dealing. General Coin Machine Co., 225 N. 9th St., Philadelphia, Pa. Walnut 2-4378.

For Sale—Perfect conditioned, look like new. Cony Island, \$345; Bright Spot, \$425; Leaders, \$400; Bright Lines, \$350; Turf Kings, \$190; Citations, \$45; Hot Rock, \$60; various table-top games; write for deposit balance C.O.D. W. E. Keener Mfg. Co., 5229 So. Kedzie, Chicago. Phone: NW 1063-4-3844.
For Sale—2 All Stars, \$59.50; Maybears, \$199; Turf King, \$139.50; Citation, \$31; 1000 wallboxes; 2 219 wipers; all machines clean ready for local sale. Raw Specialty Co., 1137 Osage, Kansas City, Kan.
For Sale—6 triple machines or 18 singles; vendor or 1c merchandise; nuts or candy parts included; chrome finish, \$500. David Hoover, 1237 Aldridge, West Plains, Mo.

Routes for Sale
For Sale—A business that has been going for 21 years; steady income; will sell to the right party; 195 music, 75 tables and about the alloys in Tidewater of Virginia. Apply Box 537, Billboard, Chicago 1, Ill.

For Sale—10,000 wood phonograph records; make offer, sell off without. G. W. Amusement Co., Hannibal, Mo.
Heath Drop Chute and Switch, \$9. 10c or 25c play; Heath feather-touch push-pull type, 1c, 2c, 5c, 10c or 25c play; immediate delivery from stock. Heam Distributing Co., 234 Third St., Macon, Ga.
NEW AND USED 1c-5c CANDY, NUT, BALL GUM VENDERS; BOUGHT, SOLD EXCHANGED.
All Parts—Charm—Coin Wrappers—Coin Counters—Ball Gum—Tab Gum—Punched Candles—Cast from Standards—Top Plates for 2 Vendors—Top Plates for 3 Vendors. All Prices F.O.B. Factory. W. Depoist, Balance C.O.D. RMC & Co., Mt. Vernon, Ill. Distributors of Northwestern Model 4 and Tab Gum Vendors, 2700 W. Lake St., Chicago 12, Ill.
Plastics for "500" and "400" Covered-Alicon machines. Write Laill Music Co., 1111 Carpenter St., Philadelphia 3, Pa.

1: First, print off your message here, figuring five words to the line. If you type a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

2: Now check off the classification you want your advertisement to appear under:
Agents and Distributors Wanted
Help Wanted
Parts, Supplies and Services
Positions Wanted
Routes for Sale
Used Coin-Operated Equipment
Want to Buy

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:
Display Classified
Regular Classified
4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:
Gentlemen: Run this in your "Market Place" as indicated below:
Next 6 issues
Next 4 issues
Next 3 issues
Next issue only
\$ Payment enclosed
Bill me
Name
Address
City
Zone
State

OLD GAMES ARE VALUABLE!
List them in a low-cost MARKET-PLACE ad
This size ad only \$28 for one issue; \$26.50 per issue for three consecutive issues.
For other low-cost rates see the Handy Order Blank on this page.

ADVERTISING RATES
REGULAR-CLASSIFIED
Usual word-ad style, one insertion, no display. First line set in 6 pt. desc. balance 6 pt. (both).
Per word..... .10
2 or more CONSECUTIVE or 26 insertions, per word..... .10
53 CONSECUTIVE insertions, per word..... .16
Minimum \$3.
DISPLAY-CLASSIFIED
Any advertisement using display make-up with light margin. Figure space between cut-off lines, 1 pt. rule borders permitted unless ads of 28 lines or more.
Per space line..... \$1.00
2 or more CONSECUTIVE or 26 insertions, per space line..... .95
53 CONSECUTIVE insertions, per space line..... .70
1 inch equals 14 space lines.
Please include an additional 25c for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

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REGULAR-CLASSIFIED
Usual word-ad style, one insertion, no display. First line set in 6 pt. desc. balance 6 pt. (both).
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53 CONSECUTIVE insertions, per space line..... .70
1 inch equals 14 space lines.
Please include an additional 25c for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1, ILL.
when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

THE BEST BILLBOARD BARGAIN THIS WEEK

Table listing various coin machine models and their prices, including Williams 'Domino', Williams 'World Series', DeLuxe, Williams 'Sea Jockey', etc.

EXPORTERS TAKE NOTICE

These Are Low Prices W.B. Distributors, Inc. 1012 MARKET ST., ST. LOUIS 1, MO.

10 BALLY SPOT LITES @ \$425.00 3 BALLY CONEY ISLANDS @ 335.00 2 CHICAGO COIN BOMBERS @ 100.00

Write, Wire or Phone 1/2 deposit with order. All machines in first-class condition.

Nastasi Dist. Co.

1010 Poydras St., New Orleans, La. Magnolia 6186

IMMEDIATE DELIVERY!

Guaranteed Reconditioned! Ready for Location! Bally Spot Lite \$425.00, Bally Coney Island \$335.00, Chicago Coin Bombers \$100.00

READY FOR LOCATION

SEEBURG M-100 \$650.00, Seeburg M-100B Write, Wurlitzer 1250 435.00, Wurlitzer 1100 285.00, 4820 Boxes 74.50, 210 STEPPERS 25.00, BALLY SPOT LITES (Like New) 475.00

Automatic Amusement & Vending Company 114 Fourth Ave., South Nashville 3, Tennessee

all the news of your industry every week in The Billboard... SUBSCRIBE TODAY

Coinmen You Know

Hartford, Conn. Connecticut State Coin Association has scheduled a meeting for July 10, with the meeting place to be determined shortly, according to an announcement by Abe Fish, CSCA's honorary president.

A testimonial dinner in recognition of his leadership in the 1952 Hartford Jewish Federation campaign was given for Sam Roskin, president, Roskin Distributors, at the Tumble Brook County Club. Some 60 persons attended to pay tribute to Roskin's efforts on behalf of the fund raising drive.

Chicago Harold Lieberman, St. Paul, Minn., distributor, visited the Chicago Coin factory this week and congratulated firm officials on the success of the 6-Player Match Bowler game. While there he found ample proof of his praise of the unit—Ed Levin and Sam Lewis extra busy, expediting shipments.

Summer Hiatus

Continued from page 83 Offices of both, however, will be open and shipments will be made.

Ristoraust, Inc., of Appleton, Wis., closed Thursday (26) for one-week vacation period ending Monday, July 7.

Although most of the plants planned to close for vacations, a spokesman for one firm indicated an element of uncertainty as a result of the steel strike. It was felt by this firm that vacation programs might be moved up because of material shortages.

In other areas of the juke box field, some Chicago distributors said they would be closed on Saturdays during the months of July and August. Presumably other distributors across the nation also will give their employees a longer week-end during the hot months.

Distributor Closes Redd Distributing Company of Boston, announced that it would close for a two-week vacation period from Thursday, July 3 thru Monday, July 21. This is believed to be the first time that a distributing firm has shut down for a planned group vacation.

Perma, Inc., major needle manufacturer firm here, also is closing for a two week period. The last needle shipments left the plant Tuesday (24) and the workers' vacations started Thursday (28). The firm will reopen Monday, July 14. The vacation program started Thursday to give the workers an extra day in place of the July 4 holiday which falls during the vacation period.

Monarch Owners

Continued from page 76 sales manager for Exhibit Supply Company and later held a similar post at J. H. Keeney & Company. He joined Monarch in May, 1951.

Nemeroff became affiliated with the Bazelon owned Monarch firm in 1937. He eventually became a company official and was still with Monarch when the sale occurred last June.

Following the change of ownership Bazelon moved to Florida to devote his full time to his expanding real estate interests.

Distributors' new catalog convinced Mal Finkle, manager of the premium division, that it was worth all that extra work. The catalog has 100 pages and is filled with illustrations of gift merchandise. Meanwhile, Wally Finkle and Joe Kline were rushing around the firm's headquarters in an effort to keep up with new and used game requests. Kline was back from a brief trip to New York.

Dudley Rutenber, executive director for Coin Machine Industries, reports his baby daughter, Susan, who arrived at Wesley Memorial hospital June 11, and Mrs. Rutenber are doing well. Susan is their first.

Monty West, World Wide Distributors, was on a road trip in Illinois in the interest of new Williams games—Olympics, Majorettes and Handicap. Al Stern and Len Micon were catching up on sales correspondence and greeting visiting operators. Fred Donald Alan and Mrs. Skor home from Chicago Lying-In hospital Wednesday (25).

Ben Coven, head of the Coven Distributing Company here, said this week he was "very happy" that the labor difficulties which hampered production at the Wurlitzer plant have ended. He reported that shipments of the new 1500 model juke box were started immediately.

Coven also disclosed that he sold his suburban Highland Park home some three months back. He and his family have been living in the Surf Hotel but plan to move shortly into a new apartment on the North Side.

Juke Exports

Continued from page 83

which have been steady postwar buyers. The European countries of France, Belgium, the Netherlands and Switzerland also figured prominently this first quarter as they have in past years.

News of other interest to exporters, the production of phonograph records for domestic consumption in Western Germany was reported to have reached 11,000,000 last year. Production so far this year is reported to be exceeding 1951 (The Billboard, June 28).

In line with this development, The World's Fair, a British trade weekly, reported recently that a 40-selection Danish-made juke box called the Jensen is being imported freely into Germany.

One of the major problems of juke box operations in Central and South America is reported to be the volume of the machines and the hours they are permitted to be in operation. A local exporter said that because of complaints over excessive volume during siesta hours and far into the night, local governments have in some instances taken over regulation of the machines.

Exhibit Supply

Continued from page 76

top staffers are Clare Meyer, long associated with the company as a road representative and trouble shooter; Art Ehler, treasurer, and Chester Gore, affiliated with the firm's vast printing division for 21 years.

Exhibit Supply now owns and occupies two adjacent modern factories at 4218-30 West Lake Street, Chicago, and is divided into parts: electro-snaps, switches and its printing department. Precision - snap makes and sells precision-lead, momentary and basic switches for the Air Material Command, aircraft and industrial users. For this division a laboratory is maintained to provide engineering assistance for manufacturers of machine tools, who may not readily recognize the adaptability of the limit and momentary switches in simplifying control circuits.

The coin division makes card vendors, a wide variety of arcade pieces, mechanical horses and straight amusement games. The printing division has a complete letter-press printing facility for producing 3,500 different subjects on post card size format in single or 4-color process.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Index 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 specified, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Large table listing various amusement games and their prices across four columns (June 28, June 21, June 14, June 7). Includes items like ABC (United), Amador Ball (Geac), All Stars (Gottlieb), etc.



Go North with FIRST ALWAYS THE FINEST AT FIRST DISTRIBUTORS! ALWAYS THE BEST FOR LESS!

Table listing BINGO BALLS with various models like NEW BALLY ATLANTIC CITY, RECONDITIONED PERFECT, SPOTLIGHT, COMBY ISLAND, BRIGHT SPOT, BRIGHT LIGHTS, LEADER A B C, KEENEY, HOLIDAY, LITLALINE, UNIVERSAL, and 5 STAR.

FORMICA TOPS Genuine silk screened tops at the right price! Absolutely highest quality! Silk screened during manufacturing process. Available for United 2, 4, 5, 6 player and all Keeneey games. For 2" or 2" games. Minimum order - 3 Tops. \$19.50 Each.

Table listing 5 BALLS GOTTLEB models: NIAGARA, WILD WEST, WATCH MY LINE, ROCKETS, SPOT BOWLER, FOUR HORSEMEN, OLD PATRIOT, KNOCKOUT, GENCO, HITS & BUNE, SOUTH PACIFIC, EXHIBIT, TRIGGER, RUDY, CAMPUS, TUMBLEWEED, CHICAGO COIN, PIN BOWLER, THING, GOLDEN GLOVES.

SHUFFLE GAMES NEW Keeneey HIGH SCORE LEAGUE BOWLER Keeneey SUPER DELUXE LEAGUE BOWLER UNITED OFFICIAL SHUFFLES ALLEY CH. COIN 4 PLAYER MATCH BOWLER

Now Ready NEW WHOLESALE GIFT BOOK 100 Pages in Color



Table listing RECONDITIONED AND REFINISHED models: CC 4 PLAYER DER, EXPRESS, SEABURG SHOOT, THE BEAR, BUSHY GUN, HIGH GUN PATROL, EXHIBIT SILK SHOOTER, TELBOULE, within 149, Keeneey AIR, RAINBOW, CHI COIN PISTOL, CHICKEN SAM, TEAM HOCKEY, C COIN GOALS, EL DALE GUN, EL DALE GUN, CHL. COIN HOCKEY, GLIDER, GOLF CRIB TESTER.

FIRST DISTRIBUTORS 1750 W. North Avenue Chicago 22, Illinois Dickens 2-0500

WANTED ANY QUANTITY OF - LATE 5 BALLS - GUNS OF ALL TYPES - BALLY TURF KINGS - WURLITZER 1015, 1100 & 1250 - EVANS CONSTELLATIONS. Send in Complete Lists Today. EXCLUSIVE GOTTLEB, WILLIAMS AND SEEBURG DISTRIBUTORS. TRIMOUNT Remember IN NEW ENGLAND IT'S TRIMOUNT! 40 WALTHAM STREET BOSTON 18, MASS Tel: Liberty 7-9188

Table listing SPECIALS: Canasta, Tri-Score, Tessen, Roto Bowl, Knock Out, Bowling Champ, Carnival, Double Action, Harvest Time, Vary Burner, Jolly, King Pin, Like New, Chicago Coin 4-Player Derby, Williams Deluxe World Series, Write, Turf King, Like New, S Star, ABC, Bright Lights, Spot Light, Bright Spot, Pitchcom & Ballcom, Costley, Vary Clean, Pony Express, Model B A.M.I. Like New.

MONROE COIN MACHINE EXCHANGE, Inc. 2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel.) Superior 1-4620

BOTTOM PRICES THOROUGHLY CONDITIONED EQUIPMENT SEEBURG M-100A \$624.98 WURLITZER MODEL 1100 339.98 BALLY SHUFFLE LINE 79.98 BALLY TURF KING 199.98 MANY MORE VALUES AVAILABLE. One-Stop Service: Records-Parts-Premiums COVEN distributing company 3181 Elean Chicago 18, Ill. Independence 3-2210 Exclusive Distributors of Wurlitzer Phonographs

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Coinmen You Know

Continued from page 89

Indianapolis Al Calderon of Calderon Distributing Company, flew to Miami on business Wednesday. The Seeburg Company, Inc. is enjoying good business with the new bingo game United Stars. Mrs. Lottie Berman, of Sicking, says they are behind in deliveries, and expecting shipments daily. Marvin Berman, son of Mrs. Berman, is leaving for a summer camp, Stoneycraft, at Shelby, Mich. where he will spend the summer.

Shaffer Music Company says demand for the new Seeburg 100 is beyond expectations, and deliveries, while on schedule, are not sufficient to meet demand. John Stockdale, assistant manager, spent the week-end in Huntington, Ind., and stopped over in Fort Wayne on business. While in Huntington, he visited the Cafewell Cabinet Company manufacturers' exposition at which the new Seeburg cabinets were featured. Through the efforts of A. E. Schreiber, local Seeburg operator, one of the machines was on display there, and later was placed in the Huntington County Club.

The record department at Janes Music Company, operated by Clarence Homan, is being renovated and redecored. Business reported by operator Homan is satisfactory considering the humid weather. Harold Smith, manager at Janes Music Company, has returned after a fishing trip in Wisconsin.

Miami Many coin operators reported terrific business last week-end as the result of a three-day "liberty" for some 4,000 sailors and marines whose ships tied up at Miami en route home from maneuvers in Puerto Rican waters. A few game, music vending operators said the week-end matched the busiest similar period at the height of the winter season.

All-Coin Amusements is distributing the new Gottlieb pin game, Four Stars. Firm expects to receive a sample of upcoming Evans Century, 100-selection phonograph, any day. All-Coin boss Joe Mangone has been spending considerable time in Cuba on business.

Mrs. Sam Taran and her son, Barry, are in Patagonia, Ariz., visiting with another son, Bobby, who has been attending school in Tucson. Lou Stuart, manager of the Jacksonville office of Pan-American Distributing Company, the Taran record subsidiary, was in town on business.

Eddie Petrocchi has sold out his interest in County Vending Company to his partner Pete Montecano, but retained his music and game route which he operates under the name of North Dade Amusement Company. County Vending operates cigarette machines.

Herb Gorman, manager of Tarar Distributing's Jacksonville branch office since it was opened in 1945, was in town. Gorman believes his greatest asset in dealing with coin operators in North Florida, West Florida and South Georgia—the area he serves—is the good will he and his staff have developed. A large share of the credit for the harmony, he says, belongs to his Jax staff who have been with him almost from the beginning. They are Fred Houghton, service manager, Alex Marjehoff, road salesman, L. L. Holmes, service department, Robert Gibson, service department, Henry Meadows, shipping clerk, Bernice Coloman, secretary and Harvey Barton, accountant.

Business conditions in the Jacksonville area are good, Gorman reports. The new United shuffle alley has created considerable enthusiasm in Jacksonville taverns, says Gorman, with the mystery scoring feature stimulating interest. J. P. (Johnny) Morgan, Beach Amusement Company, sold his cigarette vending route consisting (Continued on page 91)

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard from indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quality discounts are advertised, as in the case of both vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, name or location, territory and other related factors.

Table listing various arcade equipment models and prices across multiple columns. Models include Ace Bowler, Big Roller, 10 Stars, All Star Baseball, Atomic Bomber, Bait-a-Score, Bunting Practice, Big League, Bow-Bang, Broom-O-Matic, Camera Chief, Challenge, Champion Hockey, Chicken Sam, Conway, Dore Gun, Defender, Deluxe Athletic Scale, Double Action, Elmwood, Electric Target, Fast Hockey, Galea, Grip Motor Drive, Grip Tether, Gun Patrol, Guess What, Heary Hitter, Hi Ball, Hockey, Hockey (Chicago), Hockey (United), Jax Rabbit, Jet Gun, Jumble, Liberator, Love Motor, Magic Pie, Midget Motor, Midget Ski Ball, Mystery Show, Night Bomber, Panorams, Phylaric, Phylaric (Microscope), Pistol Prep, Pizz-Em, Puller & Jumper, Pulling, Puro, Puro Express, Pool Table, Quiz Time, Quizer, Radio Rifle, Rapid Fire, Recordis, Repeater, Racket Butler, Shipman Art Show, Snocor, Snocor-Lite, Snocor-Lite (Exhibit), Snocor-Lite (Microscope), Shoot the Bear, Shoot Your Way to Tokyo, Silver Bullet, Silver Glove, Six Shooter, Snow Ball, Sull Gun, Sull Gun (L&T), Sull Gun (Grosche), Sull Gun (Bally), Sky Fighter, Sky Pilot, Speedway, Star Pool, Standard Metal Typer.

	Issue of June 28	Issue of June 21	Issue of June 14	Issue of June 7
Star Series (Williams)	125.00(2) 139.50	125.00(2) 139.50	125.00(2) 139.50	125.00(2) 139.50
Sub Gun (Keeney)	125.00	125.00(2)	125.00	125.00
Submarine (Keeney)	100.00	100.00(2)	100.00	100.00
Super Bomber (Evans)	95.00	95.00	95.00	95.00
Team Hockey (United)	124.50 149.50	125.00 149.50	124.50 149.50	124.50 149.50
Teletalk	169.50 169.50	169.50 169.50	169.50 169.50	169.50 169.50
Ten Strike (Evans)	75.00 169.50	75.00 169.50	75.00 169.50	75.00 169.50
Teah Janine (United)	25.00			
3-Way Gripper (Gottlieb)	18.50			
Topedo (Bally)	95.00	95.00	95.00	95.00
Undersea Raider (Bally)	425.00 525.00	425.00(2) 525.00	425.00 525.00	425.00 525.00
Voice-o-Graph (Mutoscope)				
Western Baseball	85.00	85.00	85.00	85.00
Whizz (Genco)		29.50		

	Issue of June 28	Issue of June 21	Issue of June 14	Issue of June 7
Strike 2 Player (Exhibit)	509.50			
Super Shuffle Alley	25.00 39.50 49.50w/p	25.00 39.50 49.50w/p	25.00 39.50 49.50w/p	25.00 39.50 49.50w/p
Super Twin Bowler	69.00 109.50	69.00 109.50	69.00 109.50	69.00 109.50
Ten Pins (Keeney)	24.50	24.50	24.50	24.50
Trophy Bowl (Chicago Coin)	119.50	119.50	119.50	119.50
Twin Bowler (United)	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
Twin Bowler (Universal)	64.50			
Twin Shuffle (Universal)	135.00	135.00	135.00	135.00
Twin Shuffle Alley Limited	145.00(2)	145.00(2)	145.00(2)	145.00(2)
Twin Shuffle Alley Rebound	24.50 29.00	24.50 29.00	24.50 29.00	24.50 29.00
Twin Shuffle-Lane (United)	145.00 195.00	145.00 195.00	145.00 195.00	145.00 195.00
2 Player Long Board			95.00	

• Shuffle Games

	Issue of June 28	Issue of June 21	Issue of June 14	Issue of June 7
ABC Bowler (Keeney)	539.50	525.00 39.50	525.00 39.50	522.00 25.00
Ace Bowler (Chicago Coin)	75.00(2)	75.00(2)	75.00 89.50	85.00 89.50
Baseball Bowler (Bally)	35.00 89.50	89.50	89.50	89.50
Big League Bowler (Keeney)	225.00	175.00 225.00	185.00	185.00
Bowler (Chicago Coin)	45.00	45.00	45.00	45.00
Bowlette (Gottlieb)	24.50 59.50	24.50 59.50	24.50 59.50	24.50 59.50
Bowling Alley (Chicago Coin)	49.50	49.50	49.00 49.50	49.00 49.50
Bowling Alley, 6 Player	275.00 319.50	275.00 319.50	275.00(2)	275.00(2)
Bowling Champ (Keeney)	79.50	79.50	79.50 89.00	79.50 89.00
Bowling Champ (Keeney)	79.50	79.50	79.50 89.00	79.50 89.00
2 Player Classic (Chicago Coin)	75.00 109.50	95.00 165.00	95.00 165.00	95.00(2)
Bowling League (Genco)	24.50	24.50	24.50 29.00	24.50 29.00
De Luse League Bowler	310.00 329.00	329.00 329.50	299.00 329.00	299.00 329.00
Deluxe Bowler (Williams)	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
Double Deluxe Shuffle	75.00w/p	75.00w/p	89.50w/p	89.50w/p
Double Deluxe (Keeney)	125.00	125.00	125.00	49.00 125.00
Double Bowler Rebound			75.00	75.00
Double Header (Williams)	49.50 69.50	48.98 59.50	69.50(2) 79.00	69.50(2) 79.00
Double Shuffle (Universal)	75.00 79.50	75.00 79.50	79.50(2)	79.50(2)
Double Shuffle Alley (United)	49.50 59.50	59.50 79.50	59.50 79.50	59.50 79.50
Double Shuffle Alley Express	139.50	139.50	139.50	139.50
Duck Pins (Keeney)	75.00	75.00	75.00	75.00
Five Player Shuffle Alley	225.00(2)	225.00 245.00	245.00(2)	245.00(2)
Five Player Shuffle Rebound	245.00	245.00	245.00	245.00
Five Player (Williams)	195.00	195.00	195.00	195.00
Four Player (Keeney)			195.00 235.00	195.00 235.00
4 Player Long Board		235.00	225.00 235.00	225.00 235.00
Four Player Shuffle Alley	220.00	220.00	220.00	220.00
Four Player Shuffle Alley	195.00 200.00	200.00 220.00	220.00(2)	220.00(2)
Four Way League Bowler	220.00	220.00	235.00	235.00
Glider (Genco)	195.00	195.00	195.00	195.00
Hi Score Bowler (Universal)	125.00 145.00	125.00 145.00	145.00 169.00	145.00 169.00
Hook Bowler (Bally)	179.50	179.50	179.50	179.50
King Pin (Keeney)	175.00	175.00	175.00(3)	175.00(3)
League Bowler (Keeney)	45.00 50.00	100.00 189.50	165.00 189.50	165.00 189.50
Match Bowler, 4 Player	175.00 189.50	195.00(2)	195.00	195.00
Match Bowler, 4 Player	195.00(2)	295.00	195.00 295.00	195.00 295.00
Pin Boy (Keeney)	24.50	24.50 29.00	24.50 25.00	24.50 25.00
Pin Lite Bowler		125.00	125.00	125.00
Shuffle Alley (United)	24.50 29.00	24.50 29.00	29.00 29.50	29.00 29.50
Shuffle Alley Express (United)	39.50w/p	39.50w/p	34.00w/p	39.50w/p
Shuffle Alley Express	49.00 49.50	89.00 49.50	45.00 49.00	39.00(2) 45.00
2 Player (United)	59.50 109.50	59.50 109.50	49.50 59.50(2)	49.50 59.50(2)
Shuffle Alley & Player	119.50 139.50	139.50 145.00	139.50 145.00	139.50 145.00
De Luse (United)	145.00			
Shuffle Alley, 8 Player	335.00 339.50	339.50	339.50	319.00 339.50
Shuffle Alley, 6 Player	149.50 50.00	149.50	149.50	149.50
Shuffle Alley, 6 Player		765.00	265.00	265.00
Rebound (United)	245.00 250.00	245.00 260.00	260.00 265.00	260.00 265.00
Shuffle Alley, 6 Player	260.00 275.00	275.00(2)	285.00 295.00	285.00 295.00
Shuffle Baseball	309.50	309.50	309.50	309.50
Shuffle Bowler (Chicago Coin)	45.00	45.00	45.00	45.00
Shuffle Bowler (Bally)	24.50 29.00	24.50 29.00	24.50 29.00	24.50 29.00
Shuffle Bowler	29.50	29.50	29.50	29.50
Shuffle Cade	75.00			
Shuffle Champ (Bally)			49.00	
Shuffle Horseshoes				
Shuffle Lane (United)	125.00 129.50	125.00 129.50	99.98 100.00	99.98 100.00
Shuffle Lane (Bally)	24.50	24.50	24.50	24.50
Shuffle Line (Bally)	65.00 79.98	79.98	125.00(3)	125.00(3)
Shuffle Slinger (United)	85.00 99.00(2)	79.50 85.00	79.50 99.00(2)	79.50 99.00(2)
Shuffle Target (Genco)	125.00 129.00	100.00 125.00	99.50 129.00(2)	99.50 129.00(2)
Shuffle Target	129.50	129.00 129.50	129.50 139.50	129.50 139.50
Single Shuffle Alley (United)	39.50			
Single Shuffle Alley				
Six Player (Keeney)	89.50(2) 119.50	89.50(2) 119.50	89.50(2)	89.50(2)
Six Player Rebound	250.00 275.00	250.00 275.00	250.00	250.00
Six Player		225.00	225.00	225.00
Three Alley (United)	65.00 74.50	75.00(2) 79.50	79.00 79.50	79.00 79.50
Speed Bowler (Bally)	39.00 39.50	39.00 39.50	39.00(2) 39.50	39.00(2) 39.50
Star Bowler (Edelco)		100.00		
Star Bowler, 2 Player	350.00	350.00	350.00	350.00
Strike (Exhibit)		89.50	89.50	89.50

Coinmen You Know

Continued from page 90

of 142 pieces to Raymond Martinowski of Philadelphia. Martinowski also operates a route in the Pennsylvania city and expects to return there, leaving the newly acquired operation in the hands of an employee. Morgan will continue operating his music and game route.

Ted Bush, president of Bush Distributing Company, believes new Williams Domino pin game is destined for a long run of popularity. Bernice Handler, secretary at Bush, and her husband are spending their vacation playing host to relatives from the North. Orzie Truppman is in Minneapolis with his family and Ken Willis is traveling the West Coast of Florida on a business trip.

Joe Schwartz, Chicago game distributor, is vacationing at Miami Beach. Teddy Bush Jr., home from military school for the summer, is staying close to his daddy's office in an effort to learn all he can about the coin machine business. Sam Marino, Marino Music Company, is spending his vacation in the old home town of Detroit.

Mangone & Mangone enlarged their music route by acquiring 20 pieces from another operator. Eddie Leopold, manager at Supam Distributing, spent his vacation in New York. Morris Marder's locations are going strong for "Kiss of Fire," while juke box customers in some neighborhood spots prefer "Bawdy Miss Clawdy."

Carol Jones of Jacksonville is undergoing special training at the Miami headquarters of Bush Distributing Company to take over the office duties in Jacksonville from Mrs. Tess Dodson Murray, who has resigned and will make her home in Denver. Miss Jones will be secretary to Joe Barton, Bush branch manager.

Milwaukee

Colmen in these parts report that receipts in recent weeks have been spotty, with music holding up slightly better than games. One operator, who has been straining at the leash waiting for July 1 so that he could swing into action, is Melo Curro, of Metro Amusement Company. With the issuing of new licenses at the beginning of the month, Curro will take a fling at his new venture, cigarette vending. Several months back he decided to go into the smokes vending biz and made a sizable purchase of Kenney cig venders. Meanwhile, at the Metro Wells Street headquarters, Melo's brother Ted, who handles the games and music routes, and Dorothy Jonas, who does the disk buying, both agree that their phase of the enterprise is at a low ebb these days.

Just back from a short stay in Boston, where he spent some time with his son, who is in the Navy, Sam Hastings reports excellent progress by the contractors on his warehouse and showroom annex. The additional space will almost double the size of Hastings present quarters, but Sam says, "We'll fill it up in a hurry when we get going—and we may need more space before long."

First at Hastings to take his vacation is premium department staffer Earl Gebaur. Earl and (Continued on page 92)

Candy Salesmen Select a "Queen," Elect C. C. Larson

ASBURY PARK, N. J., June 23.—Selection of the "National Candy Queen" signaled the end of the 54th annual convention of the National Confectionery Salesmen's Association, held here Wednesday (25). Nancy Riley, 18-year-old student, won the title. C. C. Larson was elected president of the NCSA, succeeding Edward C. Haley. Joseph Winter was elected vice-president, and Robert M. Kelly was re-elected secretary-treasurer. Abe Josephson, convention chairman, said the contest would become an annual promotion.

It Pays To Buy PROVEN EQUIPMENT

5 BALL SPECIALS		NEW GAMES	
BANK-A-BALL	85	HORSESHOES	\$165
BOWLING CHAMP	75	JEANIE	115
BLACK GOLD	75	KNOCKOUT	115
CAMEL CARAMAN	85	K.C. JONES	115
CANASTA	85	MARYLAND	75
COLLEGE DATE	85	PLAYLAND	110
DREAMY	95	SPOT BOWLER	110
EL PASO	85	SHOOT THE MOON	165
GEORGIA	95	SWEETHEART	165
GLOBE TROTTER	80	STOP & GO	110
GIN RUMMY	75	SOUTH PACIFIC	95
HIT 'N' RUN	195	FOUR HORSEMEN	110
HOT ROD	65	THREE FEATHERS	95

ARCADE EQUIPMENT

Exhibit JET GUN \$225
Exhibit GUN PATROL 220
Exhibit SIX SHOOTER 195
Exhibit DALE GUN 80.50
CHI. COIN PISTOL 110
CHICKEN SHAM 95
REAR SHOOT THE BEAR 95
GEORGIA A FILM 95
WMS SUPER WORLD SERIES 275

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United SKEE ALLEY 75
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Universal MISSCORE 125

BINGO SPECIALS!

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BRIGHT LIGHT 340
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WURLITZER	
1100	\$289.50
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CIGARETTE VENDORS	
25c Coin Head, King Size	
National 930	\$99.50
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WALL BOXES	
Wurl. 3020 (24)	\$29.50
Packard (Salin)	4.95
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Wireless	9.95
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ROCK-OLA 1422	\$99.50
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his family are planning to spend a week with his family in Missouri.

Just back from a vacation with his family is **Erv Hoeth**, the Mitchell Novelty sales rep. The Hoeth crew, all avid sports enthusiasts spent several weeks fishing up in Canada. Another first rate fisherman, **Clyde Nelson**, route boss for the General Novelty games and music firm, is homing that his full schedule this summer will not allow time out for an extended fishing trip. "I do plan on sneaking off now and then for a day or two of fishing if possible," he says. "I plan on taking Sam Hastings with me and show him how to go about catching some real fish this time." Over at Major Distributors, where Johnny O'Brien's gang handles Mercury Records, the big excitement is all about the way State operators are making heavy purchases of Georgia Gibbs' "So Madly in Love."

Merchandise vender, **Nick Novasic** of West Allis Vendors, reports getting excellent results with cookies this summer. With the usual warm weather problems affecting chocolate bars in vending machines, Novasic's experience has proven that cookies will move profitably, especially when the vendor also vend soft drinks or coffee. Novasic reports his best results handling the Blue Jay and Austin cookie lines.

Cigarette venders in Milwaukee have been shooting plenty of queries up to **F. G. Lamphere's** office in recent weeks. Lamphere is the district sales boss for the Liggett-Myers firm which turns out Chesterfield. Ops report heavy requests from location owners for the new king size Chesterfield cigarette.

New Columbia Records sales rep calling on dealers and Operators in Western Wisconsin is **Bob Reichardt**, working out of Madison. Bob formerly worked behind the counter for the Morley Murphy wholesale firm which handles the Columbia line in the State.

Les Boyd, of Ace Distributors, and his wife and daughter motored to Florida recently, to watch Les Jr. get his B.A. degree from Rollins College. On the way home, Les did some fishing in North Carolina. **Walter Schwartze**, Brooklyn Automatic Music Company, off on a 10-day jaunt to

Niagara Falls. **Al Leeds** recently joined Local 786. He operates under the name of **Albe Music**. **John Benfari's** son, **Robert**, graduated from Colby Academy in Maine last week.

Harry Berger, West Side Distributors, took in the **Robinson-Maxim** fight, accompanied by **Dave Simon** and **Nat Chodeker**. Harry's firm now displaying a new Rocket Ship and Thunderbolt Horse. When their son, **Robert**, leaves for camp soon, Mr. and Mrs. **Harry Berger** will take off on a trip thru Upper New York.

Albert Simon, Inc., reportedly sold out its supply of Chicago Coin's six-player De Luxe game. The factory is considering making a new run on it. **Harry Green**, solicitor, a recent Simon visitor. **George Forman**, prexy of Juke Boxes, Ltd., Dublin, Ireland, sailed Wednesday (25) for Ireland aboard the Queen Mary. He had been visiting thruout the country on behalf of his firm.

While nearly everyone sweltered in 80-plus temperatures last week, **Murray Kaye** and others at Atlantic New York, enjoyed the happy breeze of air conditioning. **Runyon Sales** was visited by **Herman Paster**, St. Paul distributor, who was in town for Robinson-Maxim battle. Another visitor here was **Harry Brown**, distributor in Pennsylvania and Illinois. Mr. and Mrs. **Joe Decristafaro**, of South Hampton, L. I., dropped in on their return from a week-end trip in Canada. Mrs. **Herbert Rudinger**, daughter of **Herman Silver**, Empire Music Company, gave birth to her first child, June 15 at Park East Hospital, New York.

Los Angeles
Glady and Charles Cahoon of Long Beach back in Southern California following a trip to Wisconsin. Mrs. Cahoon attended a sorority meeting there. **Lynn Brown**, who represents the Exhibit Supply Company in the West in the sale Broncos and Twin Rotation, is back from a business trip to Washington State. He is catching up on some golf. **Lynn** expects his brother, **Max**, to visit him soon from

Philadelphia. The Browns recently purchased a home in the San Fernando Valley and Max will stay with them.

Jack Leonard, head of the parts department at Badger Sales Company, and **Fred Velie** are busy taking inventory. They started several weeks ago so that the load would not be too heavy June 30. Leonard also reports that he has received a large shipment of fishing sets for premiums. **Xavier Cugat** is scheduled to make a personal appearance at Leuenhagen's Record Bar, **Mary Solle**, the manager, said. Among the recording stars who visited the operators at the bar were **Lola Aneche**, **Jimmy Wakely**, and **Jack Hart**, the latter plugging his platter "Rabbits Don't Ever Get Married" on the MGM label.

Ed Wisler, of the Minthorne Music Company, in town following a Seeburg selling trip thru Southern Arizona. The company held a showing of the Seeburg at the Westward Ho Hotel. The firm was represented by **Dolores and Jean Minthorne**, **Hank Tronick**, **Nels Nelson**, and **Vince Pkonowski**. Wisler left for San Bernardino to hold an informal Model C showing there at the Antlers Hotel.

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Bowling	EA.	Bowling	
Leagues		Leagues	
Shuffle Lane		Twin Shuffle	

SHUFFLE GAMES

Shuffle Express		USED	
Shuffle Alley	\$49.50	One Gun	\$49.50
Universal Twin Bowler		All Star Baseball	99.50
Deluxe Bowler			
Speed Bowler	EACH		

NEW GAME SPECIALS

Tri-Step	WRITE
----------	-------

NEW LOW PRICES!

Cinderella	\$39.50	Monterey	\$37.50	Camel Caravan	\$49.50
Black Gold	39.50	Summertime	39.50	Three Fathers	69.50
Sarasota	49.50	Virginia	29.50	Flighting Power	69.50
Tennessee	49.50	Dallas	29.50	Champion	69.50
Triple Action	29.50	Maryland	49.50	Samba	69.50
Happy Widow	39.50	Delaware	49.50	Morocco	49.50
Screw Ball	39.50	Major League	39.50	Swanee	59.50
Trade Winds	29.50	Lucky League Base-	79.50	Land	39.50
Spin Ball	29.50	ball	39.50	Lady Robin Hood	39.50
Crazy Ball	29.50	Moon Glow	39.50	Humpty Dumpty	29.50
Catalina	29.50	Aucade	49.50	Telecard	49.50
Stormy	29.50	El Paso	39.50	Flair Parade	39.50
Daw-Wa-Dilly	29.50				

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Spot Life	\$525
Bright Lite	375
A.B.C.	275
Life-A-Line	175

ARCANE

Football	\$94.50
Lucky Machine	94.50
Utah	99.50
Double Double	99.50
Big Shooter	99.50
Tomato	99.50
Sherpsheet	99.50
Champion	99.50
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Big Top	99.50
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Telcard	99.50
Black Gold	99.50
Suey Hockey	99.50
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Phoanis	99.50
Tucson	99.50
Bucaneer	99.50
Grand Award	99.50
Phoanis	99.50
Thrill	99.50
Alice in Wonderland	99.50
Summertime	99.50
Yankee	99.50
Robbie Hood	99.50
All Bobs	99.50
Wisconsin	99.50
Flourishing Power	99.50
Cinderella	99.50
Star Dust	99.50
Trade Winds	99.50
Wisconsin	99.50
Catalina	99.50
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United 229.50

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Ma. Double SA Express Rebound, 8' 129.50

United Shuffle Slusher 129.50

United Skye Alley 79.50

Use Double Slusher 129.50

United Single SA Rebound 99.50

Urbu High Score Bowler 179.50

Urbu, Single Twin Bowler 229.50

Chicon 6-Player, Formica Top 319.50

Chicon Shuffle Horse Shoe 129.50

Chicon Pin Life Bowler 129.50

Chicon Bowling Classic 109.50

Chicon Trophy Bowler 179.50

Billy Hook Bowler 179.50

Chicon Shuffle Table 179.50

BALLY SHUFFLE BOWLER, 9 1/2' 29.50

Gottlieb Bowler, 42"

Keeney De Luxe League Bowler 329.50

Keeney League Bowler 299.50

Keeney League Bowler 299.50

Keeney Double Bowler 129.50

Keeney Double Bowler 129.50

Geno Shuffle Target, 10' or 9' 129.50

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CUSTOM \$245.00

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1 Bally Special 49	Be-Bo \$105
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25 United 5 Player, Formica Top \$985	7 Shoe Shop \$ 39
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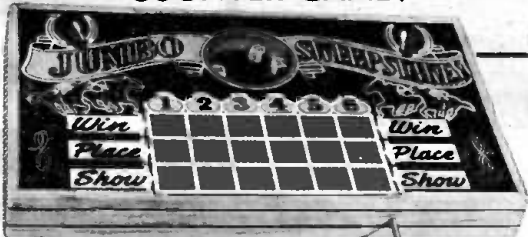


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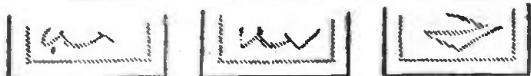
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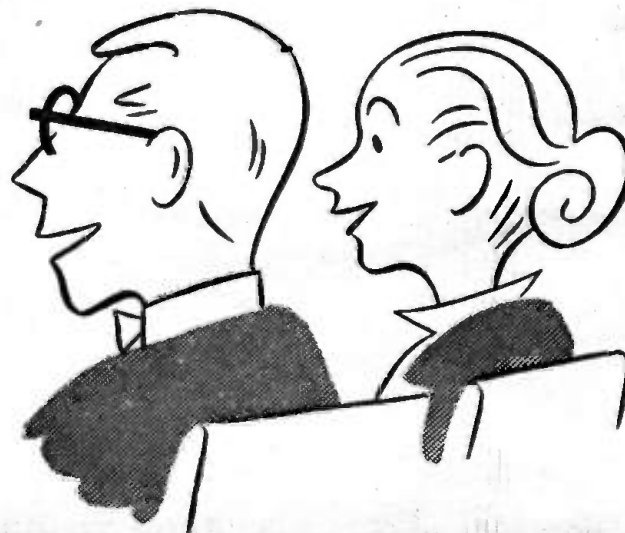
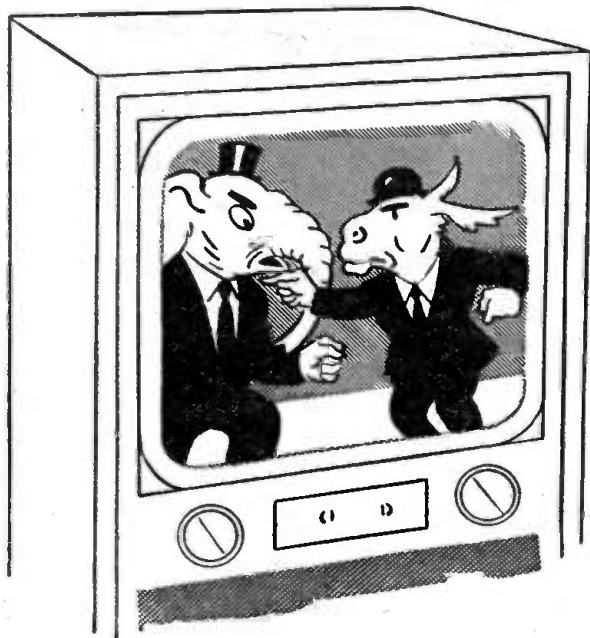
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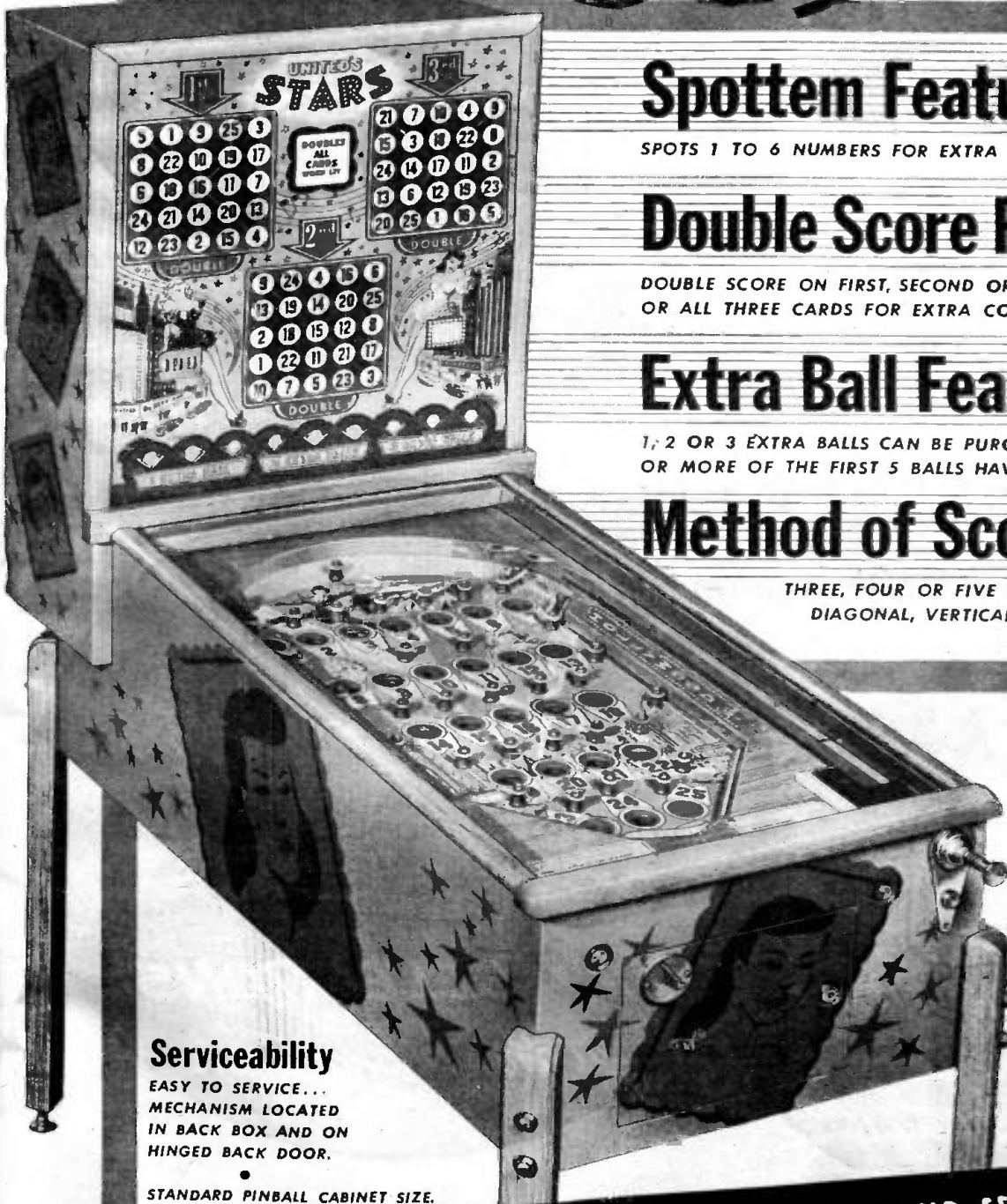
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UNITED'S

STARS



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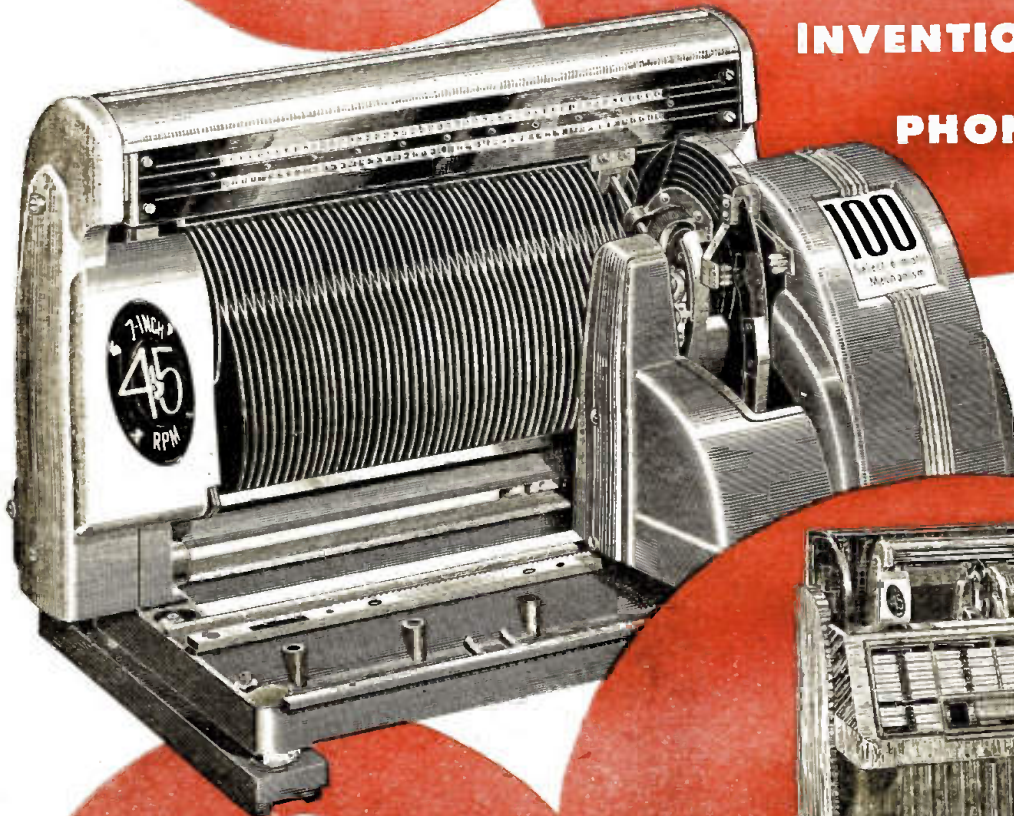
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