

The Billboard

JULY 26, 1952



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

New Speed Records Set To Give Videoless Towns TV

Denver Gets TV on Air in Record Time

O'Fallon Station Aired Week After Okay, to Scan Demos

WASHINGTON, July 19.—Denver will have its first TV station operating in time to get telecasts from the Democratic National Convention in Chicago Monday (21) under a temporary authorization rushed thru Federal Communications Commission at a special meeting yesterday (18). The station actually gets on the air Sunday (20). The Commission's temporary authorization went to Eugene P. O'Fallon, Inc., owner of AM station KFEL, which only a week ago received its license grant from FCC for a new TV station in Denver to be known as KFEL-TV.

To make it possible for the O'Fallon station go-ahead, the Commission went into a special meeting yesterday afternoon in Chairman Paul A. Walker's office.

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Band Leaders Ordered to Pay Players 21¢

NEW YORK, July 19.—The executive board of Local 802, American Federation of Musicians, on Thursday (17) levied an assessment of \$18,525 on Sammy Kaye. The board also approved an assessment of \$2,834.50 on maestro Elliot Lawrence. These sums are to be paid to the sidemen. The assessments were levied as a result of the local's investigation into alleged violations of scale pertaining to miscellaneous out-of-town engagements.

The local's investigation is continuing with leaders, sidemen and agents liable to be called upon to testify at any time.

In the case of the Sammy Kaye assessment, each of 13 sidemen will be paid \$1,425. This sum is the total the exec board feels each man is owed as a result of Kaye's having paid traveling band scale instead of the scale applicable to a local band playing an out-of-town engagement.

The totals were computed on the basis of the number of dates.

(Continued on page 12)

WANNA BUY A GIFT SHOP?

It's good for year-round business and excellent income to the first take, and it's listed as a Business Opportunity in this week's special classified pages. But that's just one of a host of hundreds of bargain offerings waiting to be snapped up in 18 Big Billboard classified sections this week. Try the Coin Machine and Music Market Piece sections or the general classified pages to buy profitably... by self-delivery for as little as \$3 per question!

What Do You Want to Buy or Sell?

Circle 2, 46, 95

CRISPER CONVENTION

Democrats Improve On GOP Coverage

CHICAGO, July 19.—The most important single thing that the television network personnel are taking into the Democratic convention is a week's rest and a pretty good idea of where they are going. These are intangibles but they were definitely absent when the GOP convention opened.

They will be reflected in a crisper convention coverage all along the line. Oral communications will be improved in the pool and network control rooms. Preview pictures from remote units

will be better. There will be improved anticipation of dull periods, and more human interest interviews and less experting by commentators sitting around a table.

The low ratings of the GOP sessions in New York were a rude shock to both network and Democratic party officials in Chicago. The Democrats are proving far more TV conscious than were the Republicans, and the three TV network operations chiefs, Sig Mekeelson, of CBS; Bill McDrew, NBC, and Paul White, ABC, find they are working in complete agreement with the party chiefs, and Ken Fry and Leonard Reinisch, heads of TV operations for the Democrats.

Physical Changes
The physical changes needed on the floor of the Amphitheater were obvious, and were quickly adopted by the Democrats. These include the head-on camera in the center of the floor, more space, and less movement in the aisles, a minimum of movement in back of the speaker, standing sessions with some regard to the time schedule, and shorter speeches and demonstrations.

Key figures on the rostrum, including Governor Dever, the keynote, and Sam Rayburn, chairman, went to CBS before the convention for advice on how to appear best on TV.

The three networks stood pat on their line-ups from the GOP sessions.

(Continued on page 12)

Betty Hutton Clear for TV

HOLLYWOOD, July 19.—Betty Hutton can be expected to soon be bouncing onto TV. This week she snipped her contractual ties with Paramount Pictures, which heretofore blocked her telechances. Pact expired next January. In cutting it short now, William Morris, who reps Miss Hutton, will be able to offer her for fall tele shows.

She intends to continue making pic, but to produce them on a partnership basis with husband-director Charles O'Curran. Paramount pact dissolved in conferences between Abe Lastfogel, WM head, and Y. Frank Freeman, Paramount veepee.

Petrillo Steps Out Vs. Canned Music, But Can He Go Far?

NEW YORK, July 19.—James C. Petrillo, president of the American Federation of Musicians, Friday (18) served notice on the show business that he was resuming the AFM's traditional

fight against canned music. This was the significance of the AFM chief's statement relative to recording companies, instrumentalists and television.

With regard to diskeries, the AFM chief served notice on the industry that he would clamp down on the manufacture of duplicate records by American recording companies and union instrumentalists abroad. At the same time he said he was "taking a new, hard look at television's practice of supplanting live musicians with canned music."

Petrillo warned diskeries, booking agents and instrumentalists that he was moving in to knock out the competition of foreign-made records. Diskeries were told that "their employment of musicians abroad, who are not members of the AFM, is in violation of their agreements with his union."

To agents and artists, Petrillo pointed out that under Federation law, members cannot play with non-members, nor may they record for companies that are not signatory to AFM contracts. The situation

STATION BAN IN 3-WAY RACE

DENVER, July 19.—Radio Corporation of America, which sold Gene O'Fallon his television transmitter and much of his studio equipment for his newly-won TV grant, station KFEL-TV here, this week has had 30 men on the scene in order to set up the O'Fallon video operation so it could go on the air by tomorrow, Sunday (20). Along with the precedent-shattering speed with which the Federal Communications Commission cleared the O'Fallon station for airing, RCA also set new records in getting the equipment up and working.

Star Per Week Is Hotel Policy

NEW YORK, July 19.—The Concord, Klamath Lake, N. Y., is fast becoming one of the hottest big name talent buyers for week-end dates in the United States. Big hotel started its season July 4 with Bob Hope and Tony Bennett. The following week it had George Jessel and Helen Forrest. For the current week-end the show is headlined by Robert Merrill and Victor Borge.

The names for the remaining summer months are Tony Martin and Jack E. Leonard, the Ritz Brothers, Joe E. Lewis with the Labor Day week-end closing with Sophie Tucker.

FCC Rushes Processing of Applications

Bidders, Not Ready, Despair; Waiting Legalists Bite Nails

By BFN ATLAS

WASHINGTON, July 19.—Federal Communications Commission is readying to issue another batch of TV grants next week to host its total beyond 18 construction permits already authorized. Acting with unprecedented haste to spread licenses to TV-less cities, the Commission has even established new policy of letting a grantee on the air commercially without delay. In Denver under a temporary authorization preparatory to completion of construction of a new station (see separate story in Radio-TV Department), staffers are working extra time to push thru the new construction permit grants in TV-less cities and to toss other applications into hearings, with 64 applications con-

(Continued on page 12)

Mass Merger Talks Set, Tho Equity Balks

NEW YORK, July 19.—The first mass membership meetings in the history of the Associated Actors and Artistes of America for the purpose of discussing merger, will start at the Hotel Park Sheraton, August 7, despite formal objections of Equity and Chorus Equity Councils.

Anus Duncan, executive secretary (pro-tem) of Equity, sent letters to heads of all the member unions citing Equity Council action as against such a meeting and questioned its legality. Duncan wrote, "It would be preferable to call membership meetings after a merger has been negotiated and agreed to by the boards of the five branches in such as it has been established that it is not proper to call a Four A's mass membership meeting without the consent of all the branches..."

Officials of the other talent

(Continued on page 18)

Dem Aspirants Form Quartet

CHICAGO, July 19.—The team of Kefauver, Kerr, Russell and Harriman may take its place with the Max Brothers and the First Drama Quartette as the best-known quartets in show business after this week-end.

The four leading candidates for the Democratic presidential nomination were booked for six TV appearances as a unit in three days preceding the convention. That doesn't count individual appearances by each man.

The four were scheduled for "We the People" Friday, a special WBKB show, an Ed Murrow round-up, "Meet the Press," and "American Forum of the Air" Sunday, and an ABC Round-up Monday evening.

Philips Signs Vienna Symph.

NEW YORK, July 19.—Philips Industries, which has been pacifying European artists wholesale to strengthen its bid for a healthy share of the record business, has signed the Vienna Symphony Orchestra to an exclusive contract. The plant, Holland-based enterprise has guaranteed the famous ork 150 sessions a year on a 4 per cent royalty deal.

Philips' mutual licensing pact with Columbia Records goes into effect January 1. Under the agreement, each company will have access to the other's masters.

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CBS Rate Cut May Take Form Of New Discount Structure

NEW YORK, July 19.—While the outcome was still strictly hush-hush up to The Billboard's press time, it was learned that Columbia Broadcasting System executives told the network's affiliates' committee at a meeting Thursday (17) that the web still believes a reduction in network radio rates must be instituted. The web presented, among other

proposals, however, an idea for camouflaging such rate cuts via an elaborate series of new discounts.

CBS (represented by president Frank Stanton, exec vicepres Joe Ream, radio web president Adrian Murphy, and station relations vicepres Herb Ackerberg) outlined the dilemma thus: More than 80 per cent of all the busi-

ness the network has signed since last spring (all fall business) has been sold at discounts ranging from 25 per cent off the card up to as high as 50 per cent off the card. As matters stand the web is absorbing the full decrease in income represented by these cuts. It is only fair, say web execs, that the affiliates pick up part of this decrease. Therefore, rates must either be cut officially, right on the card, or discounts must be worked out to the extent of the cuts desired, and affiliates must agree to take about half of the decrease in revenue thus achieved.

The affiliates' nine-man committee, led by Vic Sholis, of WHAS, Louisville, and George Storer, of the Storer companies, was fighting a tough, but what seemed a losing, battle at press time.

Veteran TV Fans Show Upswing to Radio Use

NEW YORK, July 19.—Among families who have had their TV sets from one to five years there is an upswing in radio listening. A 50 per cent increase is shown in the number of these people lis-

tening to radio at some time during the evening, and daytime radio listening has not been materially affected. These are some of the highlights of the fifth annual Videotown Survey just released by Cunningham & Walsh. "Videotown" was disclosed last year as the city of New Brunswick, N. J., a well-developed TV market.

The survey also indicates the proximity of the peak of TV interest during evening hours by pointing out that out of the seven hours of evening video time available to viewers, the older sets are in use for an average of five hours a night. The survey also discloses a slight falling off of viewing time among children.

Other facts brought out by the ad agency's research are the average use of all TV sets in weekday evenings is still increasing, average viewing hours per person is greater, older sets are used more than a half-hour longer each evening, and owners of older sets spend more time in viewing than do new set owners.

Growth of set ownership, from 1.4 per cent on January 1, 1948, to over 60 per cent this year, has exhausted new owner prospects faster than replacement and second set markets could develop. Two major reasons given by non-owners in "Videotown" were "not interested" and "can't afford."

Interest High In Forthcoming BMI Seminar

DENVER, July 19.—Advance registrations for the BMI summer seminar, to be held in Denver the full week of August 3, include broadcasters from 26 States and Canada. In line with BMI's call to combine vacations with attendance at the seminar, over half of the registrants are bringing their wives and children. Plans for dormitory housing and entertainment of attendees have been developed by Russell Porter, director of radio at the University of Denver, and Al Meyer, president of the Colorado Broadcasters' Association.

Plans call for discussions in small groups on specific points on the program beyond the formal seminar sessions. Previous BMI seminars this year indicated that this is becoming one of the most popular aspects of the meets.

Speakers from nine States include: J. Leonard Reinach, WSB, Atlanta; Murray Arnold, WIP, Philadelphia; George Allen, KMX, Los Angeles; Wayne Sanders, KCNA, Tucson; Earl Glade Jr., KDSH, Boise; Gene Ackerly, KGOV, Albany, Neb.; James Russell, KYOR, Colorado Springs; Harold Safford, WLS, Chicago; Earle Ferguson, KOA, Denver; Jane Sterling, staff writer, Denver; Robert J. Burton, BMI; Robert Ellis, KGHF, Pueblo; Ray Perkins, KFEL, Denver; Sheldon Peterson, KKLZ, Denver; and Jack Williams, KOY, Phoenix.

TV Shipments Off 511,669 First 5 Months

WASHINGTON, July 19.—TV shipments to dealers the first five months of this year totaled 1,799,977 sets, 511,669 less than were shipped during the same period last year, according to the Radio-Television Manufacturers' Association.

May TV sales to dealers were estimated at 235,461 sets, compared with 287,004 in April. New England, Eastern, Midwestern and large States like Texas and California reported biggest shipments of TV sets, with Southern States picking up somewhat and Western States still trailing far behind.

TV shipments to dealers for the first five months of 1952 totaled 220,697 for New York, 177,105 for California, 161,912 for Pennsylvania, 145,637 for Ohio, 101,710 for Illinois, 77,560 for Massachusetts, 66,699 for Michigan, 73,466 for Texas, 71,859 for New Jersey, 51,820 for Indiana, 47,808 for Missouri, while trailing were Idaho with 32, Montana with 17, and Wyoming with 65.

EDITORIAL

Rate-Cut Tales

Two stories on this page constitute another interesting example of how ridiculous the present radio network rate crisis seems to us. You'll note one story which relates that the Columbia Broadcasting System continues to be quite adamant about the inevitability of cutting network radio rates, while another story tells about the 1952 edition of a respected survey just completed by an equally respected advertising agency, Cunningham & Walsh. The survey indicates that "among families who have had their TV sets from one to five years there is an upswing in radio listening."

We're a little hoarse, at the moment, from screaming that it makes no sense to cut radio rates, no matter how impossible the networks find it to sell at their present card rates. But we'll be back on the theme later. In the meantime, we're keeping our fingers crossed, hoping the affiliates can fight off the cuts.

Standard Talks Sale To Associated Firm

HOLLYWOOD, July 19.—Jerry King, head of Standard Radio Transcriptions, this week confirmed reports that the entire e.l. music library is on the verge of being sold. Deal is being negotiated for Associated Transcriptions to acquire Standard's library. It will be recalled that Associated recently bought out Marshall Field's functional music (FM) firm in Chicago. Acquisition of Standard's active library of more than 6,000 tracks would give Associated's parent firm, Muzak, an even more dominating position in the field.

King refused to divulge the price tag on Standard. He said that Standard's masters in the current catalog represent a cost of \$750,000 and that contracts now in effect are valued in excess of a half million dollars. He admitted that free distribution of records to stations by exploitation seeking record companies has cut inroads into the transcription library field, but said he sees a bright future for the field since competitive programming from TV is forcing radio more and more to resort to music fare, inasmuch as this is one of the few forms of programming which can successfully buck TV. In the event of Standard's sale, King said, most of its personnel would be absorbed

by United Television Programs, TV film distributing firm headed by King. King founded Standard in 1934 while still serving as business manager for KFWB, then owned by Warner Bros. Company came into the field but four months after World Transcriptions debuted. King indicated other buyers for Standard are making bids, but refused to divulge their identity.

W. K. Treyner Western Rep For NARTB

WASHINGTON, July 19.—William K. Treyner, assistant director of the National Association of Radio and Television Broadcasters' station relations department, will that department August 15, it was announced this week by NARTB President Harold E. Fellows.

In assuming his new post, Treyner will continue also his present duties as assistant departmental director. Fellows said that the expansion is designed to permit NARTB to better serve its members in the Far West. Treyner, who will be based in San Francisco, is scheduled to make service calls to radio and TV stations in Oregon, California, Washington, Arizona, Nevada, Idaho, Montana, Wyoming, Utah, Colorado and New Mexico. An additional field man will be added to NARTB's station relations staff, it was announced by Station Relations Director William T. Stubblefield.

Nation's Capital Gets Third Bid For UHF Chan. 20

WASHINGTON, July 19.—The national Capital's TV drawing power this week attracted the third application for UHF Channel 20 in this city, which already has four VHF stations. Station WWDC's bid for Channel 20 strengthened the likelihood that it may be two years before the Federal Communications Commission can get around to deciding on this channel, which also is sought by D. C. station WGMS and WEAM in nearby Arlington.

Ben Strouse, vice-president and general manager of the Capital Broadcasting Company, which owns and operates WWDC, promised in his application that a "television city" would be built if the application is granted. Strouse said he has 30 acres of land in nearby Silver Spring, which has grown into the second largest city in Maryland. WWDC AM and FM transmitter facilities were constructed with TV in mind, he said. Adding that he plans to spend \$171,000 exclusive of building and tower. Operation on 78 kilowatts, as planned, would make the new TV station more powerful than any now in the Washington area.

Meanwhile, a committee was appointed here this week to plan a law institute to consider the establishment of an educational station on Channel 26, which was set aside for educational purposes in the FCC's April allocation plan. Committee members include representatives of American University, Catholic University, Georgetown University, Brookings Institution, the United States Office of Education and the Federation of Churches.

Sponsor Quits 'TV Teen Club'

NEW YORK, July 19.—Nash-Kelvinator this week decided to cancel sponsorship of the "Fool Whiteman" "TV Teen Club" video show. The program has been airing 8-8:30 Saturdays via the American Broadcasting Company television web.

Altho the show has been getting good ratings against much more expensive stanzas, it was decided that the opposition was just too tough. In the fall Jackie Gleason takes over the 8-9 p.m. period on the Columbia Broadcasting System while the big-name "All-Star Revue" airs via the National Broadcasting Company.

NEWS CAPSULES—COAST-TO-COAST

WLW Chalks Up More Than 300G In National Spot Sales, July-Sept.

CLINNATI, July 19.—Crosley station WLW here chalked up more than \$300,000 in new national spot sales billings for July, August and September. The sales, marked up an 10 days condition, a near record for the station. Spot business, which does not include network sales, covers drug, appliance and food fields.

BILL STERN ILL, OFF WNBT

NEW YORK — Sportscaster Bill Stern is bowing off his WNBT shows here because of illness, and WNBT's program director, Dick Pack, is looking for a pinch hitter to take over Stern's nightly 6:50 p.m. spot for Krueger Beer, Ex-Olympic champ Buster Crabbe is standing in for him on the 11:10 to 11:15 p.m. show. Stern will probably be off the air for several weeks.

REYNOLDS SIGNS WITH CBS

NEW YORK — The Reynolds Metals Company this week signed with the Columbia Broadcasting System radio network to sponsor six harness racing events during August and September. The deal was made for the company thru the Buchanan agency.

The trotting race schedule kicks off on August 8 with the Hambletonian. Succeeding events to be broadcast are the Greyhound Stakes on August 14, American National on August 21, McMahon Memorial on August 28, Fox Stakes on September 3 and Little Brown Jug on September 18.

FCC SCHEDULES HEARINGS

WASHINGTON — The Federal Communications Commission this week scheduled hearings on applications by J. E. Belknap and

Associates for Class II Experimental Microwave relay stations, 30 to 40 miles from Memphis in Mississippi County, Arkansas and in Kennett, Mo. Belknap expected to use frequencies in the common carrier fixed service to deliver TV broadcast signals to community antenna TV systems, as well as to its proposed community antenna TV system at Poplar Bluff, Mo. Hearings were scheduled because the FCC could not determine from the Belknap applications whether the proposed operations constitute those of a communications act. It added that the applications contain no assurance that Belknap would be able to get any TV programs for its purposes.

GEORGIA BROADCASTERS SUPPORT DRIVE

MACON, Ga.—The board of directors of the Georgia Association of Broadcasters, in a meeting here last week (7), unanimously voted to support the National Association of Radio and TV Broadcasters' "Get Out the Vote" campaign. The committee appointed to carry out drive includes Carter Peterson, WCCP, Savannah, chairman; Jim Gray, WALB, Albany; John Jacobs Jr., WDUM, Gainesville; Tom Vassey, WLBE, Carrollton, and Frank Gaither, WSB, Atlanta. President Fred Scott, Jr., WKTG, Thomasville, presided over the board meet.

MUTUAL TO GAIN \$35,000

CHICAGO — In addition to chalking up a record high for radio co-op figures (via its co-op sales for both conventions), the Mutual Broadcasting System stands to realize about \$35,000 from the "Farm Journal" and "Pathfinder's" spot buys dur-

ing the web's coverage of the Republican and Democratic conventions. The rural weekly magazine outfit is buying nine daily spots over Mutual throughout the conventions, with copy merely carrying a public service acknowledgment of sponsor's name.

WFEC TO REACH NEGRO AUDIENCE

MIAMI — Local radio station WFEC, effective immediately, is adopting an all-Negro programming policy, beamed at Greater Miami's 85,000 Negro radio audience. The station is adding several Negro staffers to the line-up, with emphasis on musical talent. Negro personnel will also handle women's shows, a dramatic series, sports and news.

"REGISTER AND VOTE" DRIVE SUCCESSFUL

KNOXVILLE, Tenn.—The "Register and Vote" campaign of local station WROL here has been so successful that registrations have averaged about 500 a day, with July 14's total reaching a record high of 750. The station has carried 266 spots for the "WROL Ballot Bandwagon" drive so far, including a series of musical jingles. Highlight of campaign was a "Whispering Contest," which the station handled in cooperation with the Knoxville Junior Chamber of Commerce. Voice of the "Whispering Voter" was Knox County Election Commission Chairman Leibert Parkey.

WHITE HONORED BY MBS AFFILIATES

NEW YORK — The Mutual Broadcasting System's Affiliates Committee presented the web's ex-prexy Frank White, now top

(Continued on page 7)

CONFAB KNOW-HOW

Nets Get Experience At GOP Convention

Continued from page 1

They went into the Democratic meet with the same men in the same positions from top to bottom...

WLW-Gallaher Merchandising Pact for Year

CINCINNATI, July 19.—An extensive year-long merchandising agreement between Crosley Broadcasting Corporation and Gallaher Drug Company...

According to the agreement with the drug chain, which has numerous outlets throughout the Midwest...

KTLA BLURBS HIT LOW FOR GOP CONCLAVE

HOLLYWOOD, July 19.—Box score showing exact count of commercials carried by local TV outlets during the coverage of the Republican National Convention...

Reason for KTLA's low figure—and similar policy will be followed during outlet's airing of complete TV coverage of the Democratic Convention—is that the station refuses to accept station break plugs...

LESSON LEARNED

Better Air Coverage Assured at Dem Meet

Continued from page 2

Lewis tenure plus the heavy local following he enjoys. Vine Gardens is back on live shows, and reported a sharp upswing in business this week...

SAG Rep to N.Y. For Pact Talks

HOLLYWOOD, July 19.—Ken Thompson, Screen Actors' Guild TV negotiator, will be in New York next week to open contract talks with Eastern-based TV film producers...

One potential trouble spot, which has been generally overlooked because it hasn't penetrated into the higher echelons, was the strong feeling between announcers, directors and cameramen from the three networks in remote units...

If they carry thru their private threats, viewers are going to see a lot of cameras blocked by heads, hands and backs, pulled plugs, lights turned into cameras and plain elbowing...

NBC Plans

Bill McAndrews, director of NBC radio and TV convention coverage, in reporting plans for that web's coverage of the Democratic conclave...

"Apparently they (the TV audience) would rather be confused and see the picture than to get interpretations of what is happening," McAndrews said.

To fill in dull periods during the convention action, NBC will use a lot more newsreel and short interview shows, McAndrews stated.

Settle Strike of Writers at 2 Webs

NEW YORK, July 19.—The Radio Writers' Guild 16-day strike against the National Broadcasting Company and the Columbia Broadcasting System was settled late last night...

Terms of the settlement had the networks agreeing to pay commercial fees for sponsored network shows, granted commercial experience differentials, wage

FCC Sets Hot Processing Pace in Handling TV CP's

Continued from page 1

testing for channels in TV-less cities already docketed for hearings.

The Commission's feverish pace, outstripping in speed its processing of applications of any kind at any time in its history, has served as a new catalyst for new filings of applications and, in addition, it has created anxiety among many TV legalists who fear prize channels in a number of currently TV-less cities will be gobbled up uncontestedly before conflicting applications can be filed...

but it is now apparent that the figure may run at least three times higher than that before the year is over. At FCC, docketers are anticipating that, despite steel shortages and lingering government controls, the number of stations on the air by year's end will total over 130.

While the FCC's disposition to grant construction permits in record time has resulted in a stepped-up pace of new applications, the development paradoxically has discouraged a lot of applicants. It has discouraged those who were ready to file for channels in cities which are high on the priority list for processing and where big-time applicants, well-financed to survive possible contests, have already filed.

Defense Dept. Sets Operation Mellon

WASHINGTON, July 19.—Preparing for early negotiations on contracts for TV-radio's share in the \$2,103,000 appropriation for recruitment advertising okayed by Congress...

The writers returned to work at midnight last night at NBC and CBS after having struck the webs on July 2.

The wage settlement calls for a 1 1/2 per cent increase retroactive to October 1, 1952. The commercial experience differential guild members with 52 weeks of commercial news experience at network stations an additional \$5 a week.

On literary rights, the two networks agreed that dramatic and continuity writers own any material they create on their own time, but that such material can only be sold to the network currently employing the writers.

During the negotiations, CBS was represented by William Fitz, NBC by Joseph McDonald and Edward Souhami, and ABC by Omar F. Elder Jr. Representing the RWG were Vecper Ira Marjono, executive secretary for the Eastern region, May Bolhower, assistant executive secretary of the Authors League of America, Evelyn F. Burkey, strike committee co-chairman, Graham Grove and Ernest Kinoy, and seven RWG shop stewards. RWG counsel was Prof. Herman Gray.

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HE SHOULD HAVE STOOD IN CHI

WASHINGTON, July 19.—On a TV program this week, Bryson Kash, American Broadcasting Company's general manager, told his TV audience that they were about to see volunteer Civil Defense spotters in action at their posts throughout the local area. As he finished, up came a film of Sen. Robert Taft with his "reply to A-bomb" address claiming he needed but 18 additional delegates to win the Presidential nomination. The film editor had misread the film number and pulled out 2,805 instead of 2,508. Commented Kash: "I should have stood in Chicago."

from October, 1952, thru June, 1953, and the Department emphasized it will include provisions for renewal, subject to satisfactory performance and further appropriation of funds.

The agency chosen to handle the military recruitment advertising account must be one of "established integrity, broad knowledge and experience, recognized performance and sound financial resources," the Department said, for which reason it has limited competition to nationally recognized agencies with an annual domestic military recruitment advertising billing of \$5,000,000 or more. Letters are being sent to all such agencies, inviting them to compete for the contract. Deadline for filling out the questionnaire included with the letter and returning it to the Adjutant General's Department of the Army, is midnight August 15. No speculative presentations outlining future plans or advertising for the account will be considered in the selection of an agency, the Department emphasized. For the purpose of answering any questions raised by competing agencies, an optional briefing will be held in the Pentagon July 30.

Congressional restrictions on recruitment advertising in 1952 had disrupted the advertising campaign which had been carried on since the end of World War II, the Department said, so that only special critical programs received advertising support during the past year. Since the new recruitment advertising program also must be carried on under "a somewhat reduced budget," the Department expressed hope that early contract negotiations at this time will help maintain the continuity of the new advertising program without interruption throughout the next fiscal year.

Industry Hails HST Inking of McFarland Bill

WASHINGTON, July 19.—Industry leaders hailed President Truman's signing of the McFarland Bill this week, as the Federal Communications Commission prepared to implement the new law which calls for streamlined procedures and regular rates for political broadcasts. President Harold Fellows of the National Association of Radio & Television Broadcasters, expressed gratification at the presidential action, declaring, "it provides reforms that will greatly facilitate the regulatory activity of the FCC in license-granting and renewal procedures." Fellows also sent a congratulatory telegram to the author of the bill, Senate Minority Leader Ernest McFarland (D. Ark.). Fellows expressed the belief that the new law will result in "more equitable treatment" for all who have business before the FCC, will simplify procedures for renewal of licenses and expedite the granting of licenses to operate TV stations.

lists and engineers, some of whom had notified FCC of their intention to file, dropped out of the race following the Commission's announcement of its first post-TV freeze issuance of grants.

More than 60 per cent of the current TV applications are for VHF channels, and most of these are involved in contests. Texas continues as top State for number of applications filed, with a total of 53, while California is next with 39, and Pennsylvania is close behind with 37. New York is next with 29. So far, there have been no applications from Utah, Vermont and Wyoming. Bids are in from seven applicants in Hawaii and three in Puerto Rico.

Inescapable among the applicants is a show of big money and celebrated figures. Showbiz figures, such as Gene Autry, who seeks TV channels in Phoenix and Tucson, Ariz., are well scattered thru the list. In North Carolina, Mary Pickford Rogers is pitted in a three-way fight with Gordon Gray, president of the University of North Carolina, and the Winston-Salem Broadcasting Company, for Channel 12 in Winston-Salem. Gray, who publishes the Winston-Salem Journal and the Twin-City Sentinel, promises to spend \$544,000 on construction and expects annual operating expenses of \$400,000. Mary Pickford Rogers estimates \$372,000 construction costs and \$200,000 yearly operating expenses while the Winston-Salem Broadcasting Company estimates \$412,000 construction costs and \$329,000 annual operating costs. Other showbiz figures in the race for TV stations, some of them seeking a chain of stations, include Bob Hope, Erskine Caldwell and Bing Crosby, the last-named having already chalked up one grant in Spokane, Wash., where his company, Symons Broadcasting Company, received Channel 4. The bulk of TV applicants continues to be radio broadcasting stations, with a large number of these interlocked with newspapers. Other applicants are the Emnire Coil Company, Denver, which was awarded UHF Channel 36 in Denver, and UHF Channel 27 in Portland, Ore., and Polan Industries, which is seeking TV grants in Wheeling, W. Va.; Ashland, Ky.; Roanoke, Va., and Youngstown, O. In addition, are such old-timers as Westinghouse Corporation.

Denver Gets Speedy Tele

Continued from page 1

The station is authorized to operate with lower power and lower antenna height for the 60-day temporary period preparatory to operating regularly under its construction permit. Commercial operation is okay for the temporary period under the FCC's order.

O'Fallon's TV station will operate on Channel 2. It is one of three CP grants authorized by the FCC for Denver, capital of the home State of Chairman Edwin C. Johnson of the Senate Interstate and Foreign Commerce Committee. Johnson has been heavily credited with speeding FCC into its TV allocations plan and getting its new TV grants under way.

NO COMPLAINT FROM ADMIRAL ON BLURB TIME

CHICAGO, July 18.—As most of the audience suspected, commercials on the Republican convention fell well below the standard of six minutes an hour. Admiral Corporation clocked its TV coverage on the American Broadcasting Company net at 48 hours and 56 minutes, with 159 minutes and 57 seconds of commercials. On radio, Admiral carried 45 hours with 15 minutes and 40 seconds of advertising. Admiral wasn't complaining a bit. They paid for a minimum of 20 hours of convention pick-ups, and everything over that was velvet.

FCC Urged to Reject Pleas For ABC-Paramount Decision

WASHINGTON, July 19.—Federal Communications Commission was urged late yesterday (18) by its Broadcast Bureau to reject the request of participants in the American Broadcasting Company-United Paramount Theaters, Inc. merger hearings for an end to lengthy hearings and an immediate decision in the case. The Broadcast Bureau, headed by Curtis B. Plummer, asserted in a petition that deletion of the anti-trust issue, as suggested by participants, would run counter to Commission policy. The Bureau pointed to "serious conflicts of testimony" in the record thus far, which, it was

stated, could be directly counter to the basic question of credibility of witnesses. The Broadcast Bureau's petition was signed by Plummer, his assistant, Joseph M. Kitter, Chief Frederick W. Ford of the Bureau's Hearing Division, and Ford's assistant, Max D. Fagin. The Broadcast Bureau declared that if the anti-trust issue should be eliminated, the Commission might consider disposing of the merger and all other issues of the case, with the exception of the transfer of the control of the Allen B. Du Mont Laboratories, Inc., without further hearings or requiring the interested parties to submit any further findings of fact. The bureau declared that a suggestion by participants that they be required to file findings of fact within 20 days "in no sense a realistic estimate of the time which would be required for an adequate presentation of the facts in the record to the Commission."

The Commission was advised by the Broadcast Bureau that ABC-UPT petitioners have requested that the Commission's "entire anti-trust policy should be junked because it is delaying final action on the merger and other applications." The bureau went on to declare that the UPT-ABC petitioners' request "is not based on the record in this proceeding but on a policy question." Urging "strongly" that the petitioners' requests be denied, the bureau added: "If, however, it is determined as a matter of policy that anti-trust violations even in the radio field do not have a bearing on qualifications of applicants, no matter what the violations have been, then the essential fabric and substance of the case now before the Commission is destroyed." In such an event, added the bureau, the Commission "might well consider whether it can review all the applications except those pertaining to the transfer of control of Allen B. Du Mont Laboratories, Inc., and 'dispose of them administratively rather than to require that findings of fact be submitted by the parties.'"

"If this course of action is adopted," stated the Broadcast Bureau, "the Du Mont problem might be met by grant of the foregoing petition of Du Mont to renew its license and sever its applications for transfer of control from this proceeding for an initial decision by the examiner. For if the record in this proceeding is to be considered for any purpose at all, other than merely additional information insofar as the 'merger' applications are concerned, questions such as the possible conflicts of testimony and the credibility of witnesses must be explored, even assuming that 'anti-trust' problems as such are to be deleted."

Ziv Sells Six; Ups Budget by 15G's a Show

NEW YORK, July 19.—Within one week after having placed its new transcribed radio show "Freedom U.S.A." on sale, the Frederic W. Ziv Company racked up six sales and decided to up the budget 25 per cent to \$15,000 per show. The latter production tab promises to make the program one of the highest-budgeted radio shows on the air next season. The program will be ready for broadcasting late in September.

According to Ziv's radio sales veepee Al Unger, the first sale was to KTAH, Phoenix, Ariz., which ordered "the next Ziv program" four months ago. Also sold this week were KARK, Little Rock, Ark.; WNC, Memphis; WLEX, Lexington, Ky.; WGST, Atlanta; and WSyr, Syracuse.

Ziv executive veepee John L. Sinn said that the budget increase was due partly to early sales, to the firm's decision to go all out on the package and because the Tyrone Power starrer "is going to be one of the most important shows on the air."

WLIB Tops With Negroes

NEW YORK, July 19.—Local radio indie WLIB has the largest Negro audience in Metropolitan New York, according to a recent Pulse survey conducted here. The survey measured radio listening of Negro families between 7 a.m. and noon, Monday thru Friday.

The study shows that between 7 and 10 a.m. WLIB has the largest number of Negro listeners and the largest percentage of Negro radio homes tuned in of any New York station, with Joe Bostic's "Harlem Serenade" (7:30 a.m.) pulling down a 5.0 rating, as compared to 3.8 chalked by its closest competitor, another indie.

General manager Harry Novik also reports that 1952 sales are 60 per cent higher than last year, with about 90 per cent of the advertisers called from the local retail field. WLIB now broadcasts 57 hours of Negro programming weekly, including "The Walter White Show," which is syndicated to seven other stations across the country.

NBC Tuesday Radio Sked Nearly Sold

NEW YORK, July 19.—With the sale to Reynolds Metals this week of "Fibber McGee and Molly," the Tuesday night radio line-up of the National Broadcasting Company is virtually S.R.O., the only open slot between 8 and 10:30 p.m. being Red Skelton in the 8:30-9 slot. This is expected to be sold shortly.

The Reynolds sale takes effect October 7 for the 9:30-10 period. Buchanan is the agency. The week's Tuesday evening sked takes off at 8 p.m. with "Cavalcade" for Du Pont; Skelton follows at 8:30; Martin and Lewis will air for Chesterfield at 9; "Fibber" is in the 9:30 slot; Fred Allen bows with his "Two for the Money" quiz show for Old Gold on Sept. 30, in the 10 p.m. period.

Same time, the web concluded a deal with General Foods whereby the bankroller will air "Boy Rogers" and "Father Knows Best" in the 8-9 p.m. Thursday period, starting August 28. Benton & Bowles is the agency. Reports are that General Foods

"Irma" Seeks Tele Megger

HOLLYWOOD, July 19.—Columbia Broadcasting System Coast Veepee Harry Ackerman will interview various producers to take over the megging helm on next season's "My Friend Irma" TV show.

Last season, show went sans producer with Dick Whorf handling direction. Whorf will continue in the same capacity, but show will hire a producer as well. Show will continue to be aired live.

was granted an additional 25 per cent time discount beyond the ordinary contiguous rate; over-all and annual discounts. The inking of "Father" marks the second time the show comes under the GF banner. It was sponsored by the Maxwell House division two seasons ago, and when it was renewed the agency induced another client, Crosley, to pick up the tab last year. It thus remains with B&B next fall as GF again becomes the bankroller.

FCC May Stay Education Deadline

WASHINGTON, July 19.—Federal Communications Commission may relax its June, 1953, deadline for reservations of unclaimed non-commercial educational TV channels. It was learned this week. Chairman Paul A. Walker and some of his colleagues are being quoted as having privately indicated that the agency will be willing to stay the deadline for any educational institutions which can show definite promise of forthcoming coin to support a TV bid even if the cash is not readily available. Commission's policy may be to grant short-term stays where educators file petitions showing that extra time will solidify financing. Educational TV bids have been

ADVERTISERS GET BONUSES OF FREE TIME

NEW YORK, July 19.—Advertisers on WHAM, Rochester, N. Y., this week received surprise bonuses of 30 per cent in free time on every dollar spent on the station during its week-long 30th anniversary celebration. The station, in almost every instance, had its own salesmen and those of national rep George P. Hollingsberry deliver the bonuses in the form of invoices marked "paid." Along with the bonus went a letter from WHAM general manager John W. Kennedy Jr. that the bonus commercial had already been aired. To avoid suspicion that the bonus was a gimmick for extra time sales, the station did not give advance notice to advertisers or agencies.

WNEW SCORES POLITICAL COUP, SIGNS ROMANI

NEW YORK, July 19.—Local indie WNEW pulled off a prize political coup this week, via the signing of Marcelino Romani, the Puerto Rican delegate who stopped the show with his roll call requests at the Republican Convention in Chicago. The prominent Puerto Rican judge will discuss the culture and history of his birthplace with deejay Art Ford, and play Puerto Rican recordings. The non-political notes, which Romani consented to do gratis as a "goodwill" gesture, will be tagged "A Salute to Puerto Rico." The idea is the brainchild of WNEW program director Bill Kaland. The program may be taped and offered to other stations across the country.

ACLU Asks Re-Hearing On Blacklist

NEW YORK, July 19.—The American Civil Liberties Union this week filed a petition with the Federal Communications Commission asking for a re-hearing of the FCC's order, June 11 which denied the ACLU's original request to hold up renewal of radio-TV network's licensing until the webs promised to end alleged blacklisting practices. The latest ACLU petition asserts that the FCC's June 11 order is "erroneous."

The ACLU's petition charges that the major networks have not denied that they blacklist performers on the basis of alleged political beliefs and associations, and also calls on the FCC to again hold public hearings on the issue. The original ACLU complaint to the FCC on April 9 charged that blacklisting is actively practiced, with the chief source of the discrimination alleged to be "Red Channels." The FCC's June 11 order refused to hold a license renewal hearing did not rule on ACLU's request for hearings.

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Meanwhile, FCC Chairman Walker and Earl J. McGrath, United States Commissioner of Education, in speeches this week did some drum-beating for educational TV. Walker, speaking to D. C. educators, and McGrath, addressing World Education leaders in Geneva, Switzerland, stressed TV's importance in bringing a rich variety of new materials into the classroom. McGrath cited the FCC's reservation of 1 1/4 per cent of TV frequency assignments to D. C. educators, and he described steps being taken to utilize them. Walker reminded D. C. educators of the need for prompt action.

Shouse Named Enq. Director

CINCINNATI, July 19.—James D. Shouse, chairman of the board of the Crosley Broadcasting Corporation and vice-president of Avco Manufacturing Corporation, this week was elected to the board of directors of The Cincinnati Enquirer. Enquirer employees recently were successful in the bid to buy the newspaper.

Cott Assigns Pack, Leder To New Posts

NEW YORK, July 19.—In a move to centralize responsibility and co-ordinate the activities of WNBC and WNBT here, General Manager Ted Cott has reportedly designated WNBT Program Director Dick Pack as manager of the TV station, and Bob Leder, formerly the National Broadcasting Company's Eastern sales manager, as manager of the radio station. Cott will retain control of both radio and TV operations, with the two execs reporting to him.

Heretofore Cott has directly supervised programming and sales activities of both operations. The new setup is designed to take some of the double-operation pressure off his shoulders. Although still hasn't received an official okay from NBC board of directors, the line-up will reportedly have Pack concentrate the bulk of his time on TV programming (while supervising WNBT sales manager Jay Heitlin). Leder will put main emphasis on WNBC sales, with Jack Grogan reporting to him on radio programming.

FCC Okays CP's For TV Outlets

WASHINGTON, July 19.—Construction permits for two new experimental TV broadcast stations were granted by the Federal Communications Commission this week. One went to Sylvania Electric Products, Inc., Emporium, Pa., to test UHF "satellite" operation, and the other to WSM, Inc., Nashville, to test VHF "booster" operation. The Sylvania grant is for experimentation on Channel 82 in retransmitting signals and broadcasts of WJAC-TV, Johnstown, Pa., and other available stations, with operation limited mainly to between midnight and 7 a.m. The WSM grant is for experimentation on Channel 4 Lawrenceburg, Tenn., between midnight and 7 a.m.

Ratner Heads TNT Divisions

NEW YORK, July 19.—Victor M. Ratner this week was named Director of Theater Tele-Sessions for Theater Network Television, Inc. Ratner signed with Nathan L. Halpern, president of TNT, to head the new division, which will seek to develop use of national closed-circuit theater TV for conventions, business meetings, government use, etc. Ratner formerly was veepee in charge of advertising and promotion at the Columbia Broadcasting System and more recently was veepee in charge of promotion and public relations at Macy's.

Gleason Show Sell-Out Seen

NEW YORK, July 19.—Imminent sell-out of the new Jackie Gleason TV show on the Columbia Broadcasting System is anticipated by sales execs of that web. Baume & Mercier was on the verge of pacting for the remaining open portion of sponsorship, following the signing of Schick Shaver and Thomas Leeming Company (Silk 'n' Satin hand lotion). The show goes into the 8 to 9 p.m. period Saturdays, beginning September 20, when Schick starts its every-third-week run. Leeming fees off October 11. Agencies are Kudner for Schick, and Esty for Leeming.

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

TV IS ALL ABOUT THE BILLBOARD

TV IS ALL ABOUT THE BILLBOARD

TV IS ALL ABOUT THE BILLBOARD

Your Lucky Strike Hit Parade

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



ON RADIO—"Your Hit Parade"...starring Guy Lombardo and his Royal Canadians. Back on the air Friday, August 29.

Your Lucky 7 tunes that you would have heard last week

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

1. I'M YOURS
2. Here In My Heart
3. DELICADO
4. WALKIN' MY BABY BACK HOME
5. Blue Tango
6. KISS OF FIRE
7. Auf Wiederseh'n Sweetheart

Look for this listing every week. We'll be back on Radio—AUGUST 29 TV—AUGUST 30

ON TV—"Your Hit Parade"...starring Eileen Wilson, Snooky Lanson, Dorothy Collins and Raymond Scott, Back on the air Saturday, August 30.



See your Lucky Strike Hit Parade Summer TV replacement

"ASSIGNMENT: MAN HUNT"

Saturdays at 10:30 P.M., NBC Television Network
(N. Y. Time)



NBC Brass Realigned For Unity of AM & TV

NEW YORK, July 19.—The re-integration of the radio and television operations of the National Broadcasting Company (The Billboard, July 19) this week involved a sweeping reorganization of the web's top executive alignment. Charles R. Denny, formerly executive vice-president, was named vice-president in charge of owned and operated stations, public relations and staff engineering. Edward D. Madden, formerly vice-president in charge of TV network sales and operations, will become vice-president and assistant to the president.

2 Media Tie-In Sales Easy On Hot Properties

NEW YORK, July 19.—The ability of the American Broadcasting Company to sit in the driver's seat in selecting which applicant shall sponsor its Walter Winchell and "Ozzie and Harriet" shows underlines the fact that sponsors still will queue up for an audience favorite. It also points up the ability of a web to print a hot show both for AM and TV with a single bankroll if the show is strong enough.

Thus, as in the case with Winchell and "Ozzie and Harriet," a web is able to sit back and select among sponsors willing to buy a stanza for radio as well as television. Some web sales execs see this as a growing trend for the fall, as a means of injecting new life into the AM medium. A tie-in radio sale as a prerequisite for buying a desirable video show has been utilized in the past on a sporadic basis, but all signposts point to an increasing use of this device. Re-integration of radio and television departments at the National Broadcasting Company is widely regarded as heralding precisely such use of TV talent at that web.

Fred Allen Quis

Already, the new Fred Allen quiz show, "Two for the Money," has been sold by NBC both for radio and TV to Old Golds. Winchell's new fall series has been sold for alternate weeks by ABC to Gruen for both AM and TV, with the web already having rejected several "unsatisfactory" offers for the remaining alternate week availability. The web also is in a spot to call the turn with "Ozzie and Harriet," which Hotpoint will bankroll AM and TV on alternate weeks.

Bing Crosby has been a big lure on the Columbia Broadcasting System, where General Electric has bought the AM show in the 9:30 Sunday night slot, in order to bankroll Crosby in his TV series, which has not yet been given a firm time slot. Similarly, Hudnut has bought Edgar Bergen for both AM and TV via CBS. Such other CBS series as Jack Benny and Arthur Godfrey were earlier examples, with Lucky Strike airing Benny both AM and TV, and Lipton's airing Godfrey's "Talent Scouts" on a simulcast basis.

White as veepee and general manager of the two webs, also involved additional executive personnel moves in this welding of radio and television services. Charles C. Barry thus becomes veepee of programs for the TV web as well as the radio network. John K. Herbert, similarly, becomes veepee of TV sales as well as radio sales. George Frey, veepee and director of TV web sales, will report to Herbert. Charles J. Cresswell, formerly controller of the TV network, now takes on the radio web as well.

Under the new set-up, Frederic W. Wile Jr., vice-president in charge of TV network production, becomes veepee for both radio and TV production, and will supervise technical services for both webs, a function now handled by the TV network operations department, and will also supervise activities of the program services department, now operating under integrated services.

Report to White

Herbert, Barry, Cresswell and Wile will report to White, who in turn reports to Weaver. Also reported to White will be Harry Bannister, station relations veepee; Robert Sarnoff, TV film division veepee; Sydney H. Eiges, press and information veepee, and Ruddick C. Lawrence, who was promoted from manager of TV sales to director of promotion, planning and development for AM and TV.

Reporting to Denny will be James M. O'Neil, veepee for owned and operated stations; William F. Brooks, veepee for public relations, and O. B. Hanson, veepee and chief engineer. NBC president Joseph M. McConnell, in making the changes, said that "as a result of these steps, we are further extending the co-ordination of radio and television. All of the principal operating functions of our two networks, as well as the staff activities which directly serve these operations, will be co-ordinated in a closely knit group under unified management control."

Hartman Gets WCBS Berth

NEW YORK, July 19.—Effective August 4, Ernest Hartman becomes assistant program director of WCBS here. Hartman has resigned as a production exec of WNBC to take the new post under WCBS program director Sam J. Slate. Prior to going to WNBC, Hartman was production manager at WNEW for two years.

Hartman's first project for WCBS will be supervision on the Columbia Broadcasting System's flagship station's new Bob Haynes show on WNEW.

All TV-Radio Regulars OK'd For Special Unit

WASHINGTON, July 19.—All TV-radio employees who regularly or frequently appear before a microphone were declared eligible for membership in a special broadcasters unit of the American Federation of Labor in four decisions handed down by the National Labor Relations Board this week. The decisions affected workers in WGH, Hampton Roads, Va.; WNOR, and WTAR-TV in Norfolk, Va., and the Pennsylvania Broadcasting Company, Philadelphia, Pa. Since employees of the Pennsylvania Broadcasting Company have been organized in a larger AFL unit composed of both technical employees and announcers for the past 12 years, the NLRB ordered an election of all regular or part time broadcasters to see whether they would prefer to set up their own unit.

The 5-2 board decision was strongly opposed by Chairman Paul Herzog and Abe Murdock, who called the unit of anyone who appears before the microphone "a unique collective bargaining unit." They labeled it "a departure from precedent" which is fraught with serious practical consequences for the broadcasting industries." In the Pennsylvania Broadcasting case, they opposed the election, warned against disruption of the 12-year-old unit, and declared: "We would leave well enough alone."

Bigger Role for Clifton Utley

CHICAGO, July 19.—William McAndrew, director of the National Broadcasting Company's radio and television convention coverage, in prepping his plans for the Democratic conclave, said that Clifton Utley, WNBQ commentator who is primarily a Midwest TV producer, had emerged as the web's outstanding performer during the Republican convention and, as a result, would be given a much bigger role in the present Democratic convention, as well as a build-up as a national newsmen.

Emery Quits FCC To Join JCET

WASHINGTON — Walter B. Emery, legal assistant to Chairman Paul Walker of the Federal Communications Commission, has resigned to become special consultant for the Joint Committee on Educational Television, it was announced this week by JCET Chairman Edgar Fuller.

Emery's experience, said Fuller, will be utilized to strengthen the JCET field service program. Emery will attend regional and State educational meetings, providing help to educational groups interested in filing applications for non-commercial educational stations.

DOMINICAN TV

Ciudad Trujillo Begins Tele Operation Aug. 1

WASHINGTON, July 19.—First TV station in the Dominican Republic is scheduled to begin operation August 1 in Ciudad Trujillo, with the first important televised event the presidential inauguration August 18, the Commerce Department reported this week. The station will be operated by the radio network, La Voz Dominicana, which already operates three radio broadcasting stations in the Dominican capital. A United States technician is in charge of installation of the U. S. manufactured 5-kw. transmitter. Both live talent and films will be used.

TV stations meanwhile put in appearances in Scotland, between Glasgow and Edinburgh, and in Germany, while the German Nord-west-Deutscher Rundfunk was reported to be talking about the joint development of the U. S. with TV experts in Britain, France, Italy, Belgium and Denmark, and is expected to begin conversations

with Holland soon. Although low-power transmitters are now being used by the Scottish TV station, the station will have a potential audience of 4,000,000 when anticipated high-power transmitters are installed, thus extending TV to nearly 70 per cent of the population of the United Kingdom, the department said. The inauguration of the Kirk O'Shotts station in Scotland brought the number of TV stations operating in the United Kingdom to four, with a fifth TV station, now under construction, to serve the Western part of England and Wales. There are no studios at the Kirk O'Shotts station and, except when mobile outside equipment is used, all programs will come from London by underground coaxial cables and overhead microwave radio links. German TV programs number five a week, the department said, and it was recently announced that full-scale commercial TV will be initiated January 1.

VOTE CHASERS—30

Spokesmen, Aspirants Air Their High Hopes

By SAM CHASE

Aired on the eve of the Republican Convention, this edition of "Meet the Press" was expanded to a full hour. Representatives of the two principal contenders for the GOP Presidential nomination were joined by two "dark horses," Harold Stassen and Gov. Earl Warren. Each guest was quizzed by the panel of newshawks for just under 15 minutes.

Stassen maintained that he expects to win, despite having only 25 pledged delegates, recalling that James Garfield had only three votes on the first ballot. He said there would be no deals or gang-ups by his delegates, and opined that in a deadlock he would get secondary votes from supporters of the other candidates.

Governor Warren said he was the only candidate who would not guarantee his own nomination. He refused to blow his own horn, stating that the convention would nominate on the basis of ability. Altho he said that the people would not vote Republican regardless of nominee or platform, he refused to be backed into a corner as inferring that Taft could not win. He did say that both Eisenhower and Taft were claiming victories before the convention opened, and that one or both must be wrong.

Taft Spokesman

John D. M. Hamilton, appearing for Taft, denied that his group had rigged the convention machinery, saying the set-up was made under Tom Dewey's leadership in 1948. He parried rumors

that there may be a sharp tendency for delegates to leave Taft after the first ballot, saying he expects to pick up votes from delegations such as New York. He said Taft was not a reactionary, as charged, but had been even charged with being a real liberal. He affirmed that if Taft can't make it, some of his delegates may turn to MacArthur.

Senator Duff, plumping for Eisenhower, refused to predict delegate strength, but asserted his man would win. On the question of the contested delegates, Duff said this was a moral issue and no compromise was possible. Duff stated flatly that some Pennsylvania Republicans feel Taft cannot win from the Democrats. He said he was supporting Ike mainly because he wanted to win the election, altho he personally does not always agree with Eisenhower.

Warren made perhaps the strongest impression of any on the show, seeming modest and forthright at the same time.

Meet the Press

TELEVISION — Reviewed Sunday (6), 7-8 p.m., EDT. Sponsored by Revere Copper & Brass via NBC-TV thru St. Georges & Keyes. Producers, Lawrence Spivak and Martha Rountree. Panelists, Lawrence Spivak. Guests: Harold Stassen, Gov. Earl Warren, John D. M. Hamilton, Sen. James Duff (R., Pa.)

INS Telenews Hits Peak With 112 Markets

NEW YORK, July 19.—The International News Service television department is servicing a record number of clients this month with its daily and weekly and "projectall." A total of 112 TV stations and networks both here and abroad are now customers of the various INS television news services.

The INS Telenews daily newscast is now being purchased by 38 video stations here, and four foreign stations. Fifteen American and one foreign station are getting the firm's weekly newscast, while 19 domestic and two foreign stations are customers for "This Week in Sports." INS now has 26 clients in this country for its "projectall" service and seven clients, including two networks, for International News photos.

MBS Moves Ahead on Tele Web; Film Programing Also Expanding

NEW YORK, July 19.—Mutual Broadcasting System Prexy Tom O'Neil's plans for a TV network

moved closer to reality this week, with General Teleradio exec Dwight Martin reportedly out on the road to contract prospective TV station affiliates. O'Neil is reportedly aiming at a 15-station web, with General Telecasting (a subsidiary of General Tire and Rubber) supplying about two hours of film programing a day at the start.

In line with this, O'Neil's top brass Glenn Taylor and John Sutherland, newly appointed consultant on TV films to the organization, are going ahead here with plans for General Teleradio to take an active part in TV film production and syndication. Taylor has been huddling with TV film producers all this week, and a big deal is reportedly brewing with a major motion picture company.

WOR-TV for Tests

O'Neil will undoubtedly use WOR-TV here as a testing ground

for his network programing, with the station's new all-night show probably destined to receive the bulk of the new film product first. Live programing is also under consideration for the new web, and it is possible that several WOR-TV shows will be shuttled across the country on a station-to-station basis.

Most likely candidates in this field, of course, are Warren Wade's two experimental series the hour and a half "Broadway TV Theater" and his new half-hour variety package. Both shows are built around the same program - every - night - for - a - week gimmick. Present plans reportedly call for second companies of both shows to tour other stations across the country, with Chicago, San Francisco and Los Angeles first on the list. Ex-WOR prexy Ted Streibert is expected to launch this operation shortly in his new TV film post with General Teleradio.

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

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

'SPACE CADET'

Signals for a Landing, But at Which Network?

NEW YORK, July 19.—One of the more intriguing guessing games this week concerned the ultimate decision by Kellogg as to the disposition of its "Space Cadet" TV show. The cereal firm currently bankrolls the moppet stanza thrice weekly via American Broadcasting Company, and has an order in for a fall strip with the National Broadcasting Company. However, the ABC contract does not expire until the end of the year, and Kellogg has made no move to serve notification on that web at the end of the cycle. Next notification period is in August.

What boils down to a thrust-and-parry battle between ABC and NBC for the business thus is shaping up. The NBC order is understood to be contingent upon clearance of stations. While this has been an NBC specialty up to this time, there are some traders who are convinced that this

will not prove one of the times, and that ABC will be likely to retain the business in one of the hottest feuds of a hot summer.

For one thing, Kellogg is getting close to maximum clearance for its 6:30-8:45 slot on ABC, inasmuch as it faces virtually no web opposition. Moving into the later time on NBC will push it into opposition with other web shows for station clearance. Not the least of these is Du Mont's moppet powerhouse, "Captain Video." Kellogg's new agency, Leo Burnett, is making no comment on the tug-of-war between the webs. It professes to be too new to the entire Kellogg picture to be able to make any quick decisions. Both webs, meanwhile, exude confidence. ABC maintains that unless or until it receives notice of cancellation, it regards the business as remaining. NBC simply points to the fact that it has a contract with the sponsor for the fall.

NEWS CAPSULES

WLW Snags 300G Spot Sales in 10-Day Drive

• Continued from page 4

brass at the National Broadcasting Company, with a silver humidor personally inscribed by all 14 committee members. The inscription read "To one of the rare, real leaders of broadcasting."

THE RESTLESS PEOPLE AND THE REVOLVING DOOR ...

Account exec Lawrence L. Wynn has been upped to the newly created post of sales manager for Du Mont's New York City flagship WABD... Rupert Lucas, formerly national director of TV program sales for ABC, has joined Barry & Enright Productions, Inc., as general executive... A. C. Nielsen has hired veteran research executive Edward F. Evans in a general executive capacity. He will work primarily on sales activities of the Nielsen Coverage Service... Meri L. Galusha, former supervisor of farm

broadcasting for WGY and WRGB, Schenectady, N. Y., has been named supervisor of production for WRGB-TV... TV producers Norman and Irving Pinus leave for Hollywood Monday (21), where they will transact TV film business... Recording artist Al Morgan has signed an exclusive contract with the Crosley Broadcasting Corporation and will be seen on WLW-T, Cincinnati, in the near future. The pact with Morgan's hometown station does not preclude his appearance on network TV shows.

O. R. "Jim" Bellamy has been appointed general manager of WPTR, Albany, N. Y., and Howard W. Maschmeyer, WPTR program director, has been made Bellamy's assistant. Bellamy was formerly general manager of WWSO, Springfield, O., and WPGH, Pittsburgh.

WLW-Gallaher Sign Pact

• Continued from page 5

Dayton, O., area will devote their window space for a two-week period each month to displays of WLW and WLW-T advertised products. In return, Gallaher's will use a series of spots on WLW and WLW-T to advertise their own merchandise, as well as nationally advertised brands.

The agreement with Gallaher's follows closely on the heels of a similar merchandising plan recently inaugurated by Crosley. At the Albers Super Markets, Inc. Under the Albers' agreement, the Crosley stations receive "Shopper Stop-

pers" displays each week in each of the 64 Albers super markets located in metropolitan and suburban areas throught WLW area. In turn, as in the case of Gallaher's, Albers uses a series of daily spots to advertise their own and national brands of merchandise. The Crosley organization already has display working agreements with some 3,000 independent stores throught its area.

It was also announced by Dunville this week that new billings for national spot sales totaling slightly more than \$300,000 for July, August and September have been signed by WLW.

The sales, marked up in 10 days' time, constituted a near-record for the Cincinnati station, according to Norman Cash, WLW general sales manager. All sales were made by the Crosley sales offices in Cincinnati, New York and Chicago between June 25 and July 7. The spot business, Cash reports, does not include network sales.

A promotion for the sale of additional radio sets has been launched by Crosley officials in conjunction with members of the Cincinnati Electrical Association and other dealers throught the WLW territory. The month-long promotion will place stress on vacation entertainment. In addition, sale of added sets for the bedroom and kitchen will be emphasized.

As its part in the promotion, WLW will carry a heavy schedule of announcements devoted to selling sets by suggesting visits to radio dealers. WLW merchandising field men will distribute display cards to dealers in the WLW area. Taxi posters and newspaper ads will also be used.

To endorse the plan the Electrical Association will distribute an explanatory letter and a display card to its 500 dealer members in Southern Ohio. Two-hundred display cards will also be used by the Moore's Stores in Ohio and Indiana.

Client Extends ABC-TV Show

NEW YORK, July 19.—Sweet's Candy Company, makers of Tootsie Rolls, has renewed its moppet TV stanza via the American Broadcasting Company and moved to expand it from 15 minutes weekly to 30 minutes per show. The expansion is at least for the next 26 weeks, and probably will be made permanent if the show continues to shape up well.

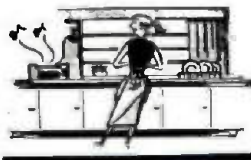
The program, "Tootsie Hippodrome," airs at 12:15 p.m. Sundays. Henceforth, it is slated to run noon-12:30 p.m. Sundays. John Reed King emcees the telephone quiz-audience participation airer.

SOMEWHERE IN THE WORLD ...
There's a buyer for your talents — services — or merchandise.

Checkers for you'll find him among the \$7,000 who read THE BILLBOARD classified columns every week. And flipping him this quest, every way can cost as little as \$3 — 1

DETROIT HAS

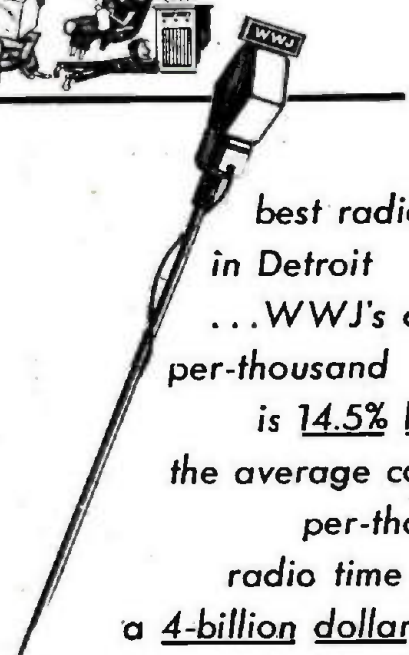
1½-million home radios ...



½-million car radios ...



¼-million "Radio only" homes ...



best radio buy
in Detroit
... WWJ's cost-
per-thousand
is 14.5% less than
the average cost-
per-thousand for
radio time in Detroit ...
a 4-billion dollar market!

THE WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS

National Representative: THE GEORGE P. MULLINBERRY COMPANY

Absolute Television Station WWJ-TV



AM — 950 Kilocycles — 5000 WATTS
FM — CHANNEL 746 — 97.1 MEGACYCLES

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 CHICAGO

(1,160,000 TV Sets Panel Size 430')

... According to Videodex Reports

Table listing TV stations and their parent companies: WBKB (Balaban & Katz Corp.), WENR-TV (American Broadcasting Co.), WGN-TV (WGN, Inc.), WNBQ (National Broadcasting Co.).

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed dials in a total of 7,700 TV homes.

"LOVE LUCY" was the top show in Chicago in the beginning of June. It was the only show with a rating of more than 50. In January three shows had higher than 50. Ratings of top shows each day were generally down from January.

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

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Share of Total Audience Radio vs. TV in CHICAGO

... According to Pulse Reports May-June, 1952

Table showing Share of Total Audience Radio vs. TV in Chicago from 7 P.M. to Midnight and 6 A.M. to 6 P.M.

NEXT WEEK

Videodex and Pulse Studies of CINCINNATI

Top 10 TV Shows Each Day

Top 5 Radio Shows Each Day

Share of Total Audience Radio Vs. TV

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.

102 Accounts By 'Sunburst'

CINCINNATI, July 19—A mid-July report on "Operation Sunburst," WLW-TV's summer audience and sales promotion, shows 102 new accounts and 118 sales.

Top 5 Radio Shows Each Day of the Week in CHICAGO

(1,565,906 Radio Families)

... According to Pulse Reports

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

Pulse radio surveys are conducted in 19 markets and reports are issued bi-monthly except to New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method.

WBBM's early Monday-Friday line-up, including Arthur Godfrey and other Columbia Broadcasting System programs, captured the top ratings in Chicago the first week of May and June, the Pulse report shows.

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

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*Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in the Chicago metropolitan area, including Cook, DuPage and Lake counties and Lake County, Indiana.

CBS Sales Acquires Crosby Video Films

NEW YORK, July 19.—The final disposition of network and syndication rights to TV film produced by Bing Crosby Enterprises was finally settled this week when the Columbia Broadcasting System's TV film sales division signed with BCE to handle the Crosby products. For the past month BCE's executive vicepres, Basil Grillo, and the firm's president, Everett Crosby, have been in negotiations with several reps both here and in Hollywood. CBS is reported to have grabbed off the packages partially because of its contract with Bing Crosby which is said to give the west first refusal rights on all Crosby TV enterprises, live or filmed.

The deal to represent the BCE film packages is effective immediately and encompasses such series as "Crown Theater," "The Hank McCune Show," "Rebound," and "The Chair on the Boulevard." The new contract does not affect an earlier deal with BCE and United Television Programs under which the latter firm handles sales on "Royal Playhouse," "The Chimps," and "Counterpoint." The "Counterpoint" series is made up of films run earlier under the "Rebound" title. General Artists Corporation will continue to handle the Louis Bromfield series for national sales.

"INTRIGUE" DEAL

Reynolds Sets Foreign Distrib On Film Series

NEW YORK, July 19.—Sheldon Reynolds, producer-director-writer of the "Foreign Intrigue" TV film series this week made a deal with the Svenska Film Industry Studios to release several of the video films for theatrical distribution in France, Belgium, Germany and the Scandinavian countries. Distribution in the Scandinavian countries has already started.

Deal calls for three each of the "Foreign Intrigue" half-hour films to be packaged into a single theatrical release. For the Scandinavian countries, sub-titles will be used. For other parts of Europe the films will be redubbed in French and German.

Levy's Coast Trip Points to New Activity

HOLLYWOOD, July 19.—New production activity on the Official Films front is anticipated here with the arrival next week of Official's board chairman, Ike Levy. Levy is expected to huddle with Don Sharpe as well as Hal Roach Jr., concerning TV film properties official as well as Hal Roach Jr. concerning TV film properties Official has in the production hopper in conjunction with the latter two.

Mike Nidorf, member of the Official board, came here this week and is expected to figure in Official's forthcoming production deals. Nidorf is also remaining on the Coast to look after his talent properties, and is currently engaged in concluding a net show for songstress Jo Stafford. Miss Stafford's (Mrs. Paul Weston) TV plans have been postponed until after motherhood, with a net show being considered for January.

De Luxe, CBS Sign Mil-Foot Film Deal

NEW YORK, July 19.—The local TV film industry got a strong "shot in the arm" from the Columbia Broadcasting System this week when CBS signed a contract with De Luxe Laboratories here for the processing of a minimum of 1,000,000 feet of film. The deal was signed by Frank Falkner, vicepres in charge of CBS Television operations, and Alan Freedman, president of De Luxe. Falkner pointed out that the contract was the largest such deal ever made between a network and a film-processing firm and that it showed evidence of the

web's confidence in New York City's position as an important center of TV operations. According to Falkner, CBS-TV's finished, negative production last year was 1,500,000 feet more than produced by the entire motion picture industry.

A major portion of the film to be processed is expected to be kinescopes of shows originated here. Since late 1948 CBS has distributed over 100,000 kines to its stations. The De Luxe labs here are around the corner from the nine-acre site purchased by CBS recently for its proposed TV center.

United Television Programs will continue to represent for other producers such films as "Big Town," "Double Play With Durocher and Day," "Old American Barn Dance," "Studio Films," "Hollywood Offbeat," "Movie Quik Quik" and "Sleepy Joe." Brown, BCE sales chief who has been making his headquarters at the Crosby offices here at UTP, is rumored to be slated for a special spot with CBS film sales.

Screen Gems Signs Bohem

HOLLYWOOD, July 19.—Eugene Bohem, former producer at Paramount Pictures, was signed by Screen Gems to serve as associate producer to Jules Bricken. Bohem previously was production head of the shorts department at Metro-Goldwyn-Mayer, and at one time was executive assistant to Harry Cohn, prexy of Columbia Pictures, mother firm of the TV film Screen Gems subside. Appointment of Bohem comes on the eve of Screen Gems' intensive production drive on the 39 half-hour telefilms in the "Ford Theater" series.

NEW SERIES AND FIRMS

TV Film Company Is Founded in Honolulu

SAN FRANCISCO, July 19.—A TV film company has been set up in Honolulu by Bert Rudolph of this city, who departed for the Hawaiian Island this week. Rudolph's new outfit will be in operation prior to the first television station in the Islands going on the air early next year. The station, KGV-TV, will be affiliated with the National Broadcasting Company.

"COOK FOR STAR" PRODUCTION STARTS . . .

NEW YORK — J. G. Stevens Television Productions, Hollywood, has started production on a new 15-minute film series, "I Cook for a Star." The first film in the series features the family of film star Pat O'Brien.

"CAPTAIN BANNER" SHOOTING STARTS . . .

NEW YORK — Shooting has started on "Captain Banner," ad-

FILMERS ENTER LIONS' DEN TO PLEASE CLIENT

NEW YORK, July 19.—In a dramatic demonstration of the lengths to which some TV film producers will go to please a client, three members of the Cavrell Brothers firm climbed into a cage of lions last week armed with nothing but a camera. The incident occurred during filming of wild animal trainer Terrell Jacobs' new TV series in Utica, N. Y., where Jacobs and his Wild Animal Circus was appearing with the James E. Stratos Shows.

The brave threesome, all covered by life insurance included Otis and Ira Cavrell and sound man Don Zimmerman. Their presence inside the cage was practically mandatory, since the entire series centers around Jacobs' lion and tiger act, and bars on the cage were too narrow to permit setting up cameras outside. The Cavrell firm is handling technical production on the series for Jacobs' newly formed TV film corporation.

Girard, Dorso Quit Crosby Enterprises

HOLLYWOOD, July 19.—Bernard Girard and Dick Dorso, successful TV film producer-writer team, this week severed their connections with Bing Crosby Enterprises and set up offices at Motion Picture Center. Girard joined BCE a year and a half ago, serving as producer-director on the "Rebound" series sponsored by Packard Motor Company. Girard joined the firm earlier this year and assisted Girard in the production of the last four subjects in the "Rebound" series, and served as writer and co-producer on a series of pilot reels produced by Girard for BCE.

Dorso wrote pilot reels of "Corny Johnson," "Those Were the Days," and "Rose Colored Glasses" in ad-

SDGA Inks Rate Pact With AFTP

HOLLYWOOD, July 19.—Screen Directors' Guild of America concluded a collective bargaining pact with members of the Alliance of Television Film Producers covering minimum rates for directors and assistant directors engaged in TV film production, granting directors additional payment for reissues. Following six months of negotiation, contract provides for directors to receive a flat \$275 upon the fourth showing of each film. Agreement expires April 4, 1958.

Minimums give free-lance directors \$550 per week, a weekly \$325 for first assistant directors and \$185 minimum for second assistant directors. Contract is now in preparation. This marks the first time directors' demands for residual run money was ever recognized by the producers and follows in the pattern established by Screen Actors Guild, which recently concluded a contract with TV film producers, getting additional payment for subsequent

run showings of telepic. Payment of \$275 when a film goes into fourth release will cover all subsequent showings of that film.

H. C. Potter served as chairman of the Guild's committee, consisting of attorney Mabel Walker Willebrandt, Richard Bare, William Berke, Milton Carter, Leon Chooluck, Axel Gruenberg, John Murphy, Cy Roth, Lesley Selander, Willard Sheldon, Ralph Slosser, Don Weis and Bob Wise.

Alliance consists of Crosby Enterprises, Jerry Fairbanks Productions, Flying-A Pictures, Primrose Productions, Inc., Roy Rogers TV Productions, Screen Television, TCA Productions, Ziv TV Productions, Adrian Weiss Productions, Gross-Kraane, Inc., Wisbar Productions, William Boyd Enterprises, and William F. Brody Productions, Inc. Committee negotiating the pact for the Alliance included William F. Brody, chairman; Gil Kalston, Phil Kobe and attorney Dean Johnson.

Modern Talking Rapidly Expands Move Into TV

HOLLYWOOD, July 19.—Modern Talking Pictures, Inc., largest firm in the film handling field, is rapidly expanding its move into TV. This week Modern was signed to handle William F. Brody's "Wild Bill Hickok" series by the Leo Burnett agency as its latest client. Others include handling complete product for Jerry Fairbanks, United Television Programs and "Gruen Playhouse."

Modern, thru a network of 28 exchanges, has handled theatrical and non-theatrical film distribution for a number of years. It dominates the non-theatrical field.

For TV producers, ad agencies and distributors, Modern takes over the physical handling of the films, inspecting footage, expediting lab work on titles, editing down films when necessary to suit attached commercials, routing films and keeping it in proper condition. In addition, Modern's non-theatrical booking methods are carried over into TV, permitting firm to give client a report on whereabouts of reels when and where films in question were shown. Modern's 28 offices are still used for non-theatrical films, but TV handling offices have been opened in Los Angeles, Chicago and New York. L. A. office is headed by Bill Schaefer under direction of Modern TV film head, J. R. (Dick) Ritener, of New York.

Utility Award To 'Newsreel'

CHICAGO, July 19.—"Milwaukee Newsreel," filmed by Sarra, Inc., for telecast over WTMJ-TV in the Beer City under sponsorship of the Milwaukee Gas Light Company, this week won an award as the top TV program sponsored by a public utility. The award was made by the Public Utility Advertising Association at its annual meeting in Minneapolis.

Utility Award To 'Newsreel'

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Serutan Launches Big TV Film Ad Campaign

NEW YORK, July 19.—The Serutan Company has embarked on a heavy television ad campaign using TV film in spot markets. The outfit has already bought half-hour time slots in Shenectady, N. Y.; Charlotte, N. C.; Indianapolis; Kansas City, Mo.; New Haven, Conn.; Seattle, and Toledo. Plans call for the purchases in as many more one-station markets as possible. Meanwhile, however, the firm will continue its expenditures in live video with two network shows.

Other Serutan plans call for experimental production of its own video films for spot market use. Last week the firm completed three quarter-hour shows featuring Victor Lindlahr at Vidicam studios. As more of these 15-minute segments are completed, they will be programed in one-station markets three times a week. Serutan has also filmed Richard Willis' "Here's Looking at You" program.

Already purchased for programing in the one-station markets are "Boston Blackie," "Story Theater," "Fireside Theater" and

"Hollywood Off-Beat." "Fireside Theater" films will be billed as the "Five Star TV Theater" where used.

In live video, Serutan yesterday (18) started sponsoring "Life Begins at 80" on the Du Mont network in the 9-9:30 p.m. slot. Beginning next September 8, the firm will program "Battle of the Ages" on the Columbia Broadcasting System TV net work. Saturdays 10:30-11 p.m. The same show was sponsored by the same bankroller on the Du Mont web last season.

Herold Film Unit Is Set

NEW YORK, July 19.—The Bill Sturm Studios here has set up a special Don Herold film production unit which will utilize the cartoonist's copy and art techniques for motion pictures, TV films and slide films.

The Don Herold set-up will be a separate film producing unit within the Sturm organization. Sturm, meanwhile, will continue to operate as it has in the past.

More TV-Film News on Page 16

The FIRST name in outstanding television production



ZIV-TELEVISION PROGRAMS, INC.
1529 Modliem Road
Cincinnati 6, Ohio
New York Hollywood

Read about ZIV PROGRAMS in "Market Place" on Page 13

Your Lucky Clue

TELEVISION — Reviewed Sunday (13), 7:30-8 p.m., EDT. Sponsored by American Tobacco Company thru Baton, Barton, Durstine & Osborn via Columbia Broadcasting System TV.

The summer replacement for "This Is Show Business," "Your Lucky Clue," is aimed at the myriad mystery fans who love to outguess the story-book sleuths in ferreting out the butler.

The format calls for two professional sleuths to be pitted against two amateur sleuths in discovering "who done it." Basil Rathbone acts as moderator and assists the panel with clues and questions which might help them come up with the right answer.

Some Sleuths

Since this reviewer has never been one of the mystery book fans, it's somewhat difficult to decide whether the clues given were either too obvious or too obscure. In any case, the clues in the two miniature crime plays were entirely too obscure for the panel to come close to finding either the culprit or the method used.

While Rathbone makes a good moderator—as panel show moderators go—he appeared to be rushing thru his script to the extent that it was at times difficult to keep up with him.

The cast of actors were excellent, and the panel managed to be interesting, tho the professionals were, volubly, no match for the radio-TV sleuths.

Glossy Professional 8x10 Photos advertisement with contact info for Mulson Studio.

Advertisement for glossy photos in 1 day, 5¢ each, with contact info for Mulson Studio.

Al Capp Show

TELEVISION — Reviewed Sunday (13), 12:15-12:30 p.m., EDT. Sustaining via WNBT, New York. Producer-writer, Al Capp. Director, Ted Nathanson.

Those behind the idea of this new quarter-hour show apparently believe in infomol monolog on topics of little import provided the raconteur is able enough, is all that's needed to hold viewers.

With no one else appearing on the set, Capp chatted amiably with listeners. For a while he stood before an over-sized album to which three of his sketches were pinned, then he sat.

The subject of Capp's talk was his teen-age daughter, Cathy, and her adolescent admirers, particularly Ted, whose main distinctions were an active Adam's apple and pimples.

Thus, viewers learned, because of the way kids dress these days, the surest way to tell a boy from a girl is that the latter are somewhat bigger in the pants.

On the more serious side, Capp reported that his teen-age entourage liked most in Europe what was most similar to the United States. They were impressed, also, by how the Swiss, composed of four nationalities, get along so well.

Disconcerting note was a lone voice in the background that guffawed each time Capp assayed a witticism. This served to underline gags which were of the type one chuckles at, rather than of the yock variety.

Capp is a guy with a talent for observation and the ability to isolate the more quirkish attributes of people.

We, the People

TELEVISION — Reviewed Friday (18), 8:30-9 p.m., EDT. Sponsored by Gulf Oil Corporation, thru Young & Rubicam, via National Broadcasting Company TV network.

time they elected a man of my age." Harriman stated that he expected full support from the good Democrats in the South if he were nominated.

Clifton Utley interviewed boss Jake Arvey on the possibility of Stevenson being drafted.

Gulf commercials were combination live and filmed pitches handled by Bill Rogers.

CAPSULE COMMENT

Your Lucky Clue (TV), NBC-TV, Sunday (13), 7:30-8 p.m., EDT.

With some minor modifications this "who done it" panel show should be a good draw for the many fans of mystery books.

Al Capp Show (TV), WNBT, New York, Sunday (13), 12:15-12:30 p.m., EDT.

Capp may be a master cartoonist, but TV-wise he has yet to prove himself as a polished performer.

Are You Positive? (TV), NBC-TV, Sunday (5), 5-6:30 p.m., EDT.

This new sports panel show has one element which gives it a definite advantage over most other panel stanzas on TV: its premise is completely visual.

Meet the Press (TV), NBC-TV, Sunday (5), 7-8 p.m., EDT.

This hour-long edition of the show, aired on the eve of the GOP convention, featured 15-minute quizzing of two candidates and two figures representing two other candidates.

Looking into Space (Radio), ABC, Saturday (5), 4:15-4:30 p.m., EDT.

Space-travel expert Willy Ley each week gives a straight talk about heavenly bodies.

Guess What (TV), Du Mont TV Network, Tuesday (15), 9-9:30 p.m., EDT.

New panel programs dominate the TV replacement field this season, and this one should hold its own in the "nothing outstanding, but agreeable light summer fare" school of video.

Looking Into Space

RADIO—Reviewed (5), 4:15-4:30 p.m., EDT. Sustaining via American Broadcasting Company, Producer, Bill Berns, Cast, Willy Ley.

Space-travel expert Willy Ley, each week gives a straight talk on the planets. His opening segment was devoted to Mars.

In the closing moments Ley answered a couple of letters. Here he got into more practical matters, dealing with whether it's better to put hot or cold water into your ice cube tray.

Mister Peepers

TELEVISION — Reviewed Thursday (17) 9:30-10 p.m., EDT. Sponsored by Ford Dealers, thru J. Walter Thompson Co., via NBC-TV, New York. Producer, Fred Coe, Director, James Shelton.

proving hopeless, finish found him still dangling from the basket like, whilst he divided his time between the lecture and the chess game with his losing opponent perched on a ladder alongside.

On paper this doesn't sound any different than most situation comedies, but the story itself merely served as the background for a wealth of genuinely funny material, including such human interest gems as a "Strange Interlude"-type scene between the two determinedly cordial rival principals.

Ford Dealers' opening commercial ran into some unfortunate projection snags, complete with run-down sound track and a mix-up between live camera shots and film.

Summer School

studio to home. What is basically technical language became segments of a fascinating story. Apart from an understanding of what goes on behind the camera, it all adds up to a greater appreciation of the medium on the part of all who happened to be tuned in to the channel.

Tripp gets plenty of assist to keep his story-telling moving at a fast pace as he brings the production and technical men into focus and as the cameras carry him all over the lot, including control room and master control.

Vanda has gone all out in making this experiment in TV education meaningful rather than being just a hot season filler.

Advertisement for "king-sized tv for auditoriums and arenas..." featuring Billboard Auditorium-Arena Review.

Advertisement for Comedy Material for All Branches of Theatricals, featuring Billy Glason's Fun-Master.

Guess What

TELEVISION — Reviewed Tuesday (15) 9-9:30 p.m., EDT. Sponsored by Wine Corporation of America for Mogen David Wine via Du Mont TV network.

New panel programs dominate the TV replacement field this season, and "Guess What" should hold its own in the "nothing outstanding but agreeable light summer fare" school of video.

However, show features a TV film gimmick which could shoot the series into the "outstanding" class if properly developed and exploited.

Trouble with this theory is that it also deprives them of the fun of guessing. Nevertheless the supposedly innocent double entendre query is the current rage in TV panel circles.

Experts on the show caught (15) included permanent panelist Mark Hanna, the literary agent, and three guests—actress Audrey Christie, Author-playwright Arthur Kober, and cafe society's Doris Lilly, who penned "How to Marry a Millionaire."

Film clip clues included footage on the Statue of Liberty, mountain climbing, and clopements. Latter demonstrated with an old silent movie scene, scored highest on audience interest.

Kollmar was bright and charming as moderator, but verged a bit on the ham when he delivered the clues on a "variety of accents and characterizations."

William Bode, Arnold Rabin, Joseph Tinney Jr. and Raymond Schwartz have been assigned to handle various sessions.

While youngsters normally like to forget about school during the summer, there's little danger of their cutting classes on this one. Moveover, the older folks as well will find that it can be fun to learn by looking in on this video classroom.

Maurie H. Orodener.

FAIR TRADE LAW MAY END DISK PRICE WARS

WASHINGTON, July 19.—Federal Trade Commission has begun implementation of the new fair trade law which President Truman unexpectedly signed this week. Retail disk industry representatives here immediately hailed the new law as likely to end price wars. At the same time some legalists expressed the belief that a court test case of the new law was inevitable.

Under the new act, as interpreted by Federal Trade Commission legalists, even retail dealers who have not signed price fixing contracts with manufacturers must abide by manufacturer price fixing contracts with other retailers. The new provision was drafted to close loop-holes in the Miller-Tydings Act, which had been interpreted by the Supreme Court to apply price fixing only to retailers who signed contracts with manufacturers and not to non-signers. Although the law specifically states that such price fixing will not be considered a violation of the Sherman Anti-Trust Act, Federal Trade Commission legalists pointed out that "certain things that were unlawful are now lawful," while Capitol Hill officials said any non-governmental price fixing was considered a violation of the anti-trust act before passage of the Miller-Tydings Act and the latest amendment to the Federal Trade Act.

A group of retail record dealers which has been meeting informally in Washington once a month hailed the presidential signature of the new Federal Trade provision this week as a boon for little business, since it prevents large distributors from cutting prices to force out the small business man. Louis J. Sebok, assistant Eastern Division sales manager for E. Decca Distributing Corporation, told the group he was favorably impressed with the measure and expressed hope that it would end price wars in the record industry. Disk stores here have been complaining that discount stores in New York have attracted a growing business away from D. C. Under the new law, dealers selling below the set price can be sued in State courts.

Kaye Men Get 18G; Lawrence Ork, 3G

Continued from page 1

played out of town while Kaye had his TV show (which folds today). According to Federation law, when a band plays less than five engagements within one week, that band cannot be classified a traveling band. Rather,

the band comes under the jurisdiction of the local wherein the engagements are booked. Local scale prevails, plus per diem and mileage charges. Kaye, according to the testimony, would play less than five dates within the week, then would return for the TV show. He was therefore considered a local band playing out of town engagements.

The Kaye assessment follows shortly after the formation of a new band by most of Kaye's sidemen (The Billboard, July 12).

The Lawrence assessment was levied for reasons similar to those obtaining in the Kaye case: Weekly engagements totaling less than five, with local scale therefore applicable.

DANES PICK

U. S. Novelty Tune Leads Hit Parade

COPENHAGEN, July 19. — A year ago an American novelty tune, with waxings by Rosemary Clooney, Teresa Brewer and Martha Tilton failed to make the U. S., but a Danish lyric has since been created, and the tune, "I Wish I Wuz," is currently near the top of Denmark's Hit Parade.

This again proves that a flop in one country can be turned into a hit in another part of the world. Another song, going big in and around Copenhagen, but which failed to make a noticeable dent in America several months ago, is "Cara Cara Bella Bella," with Danish lyrics.

The No. 1 American hit here, however, is "Tell Me Why," with American and Danish versions equally strong.

Two Scandinavian tunes in native tongues that have caused a considerable stir here in recent weeks are "Three Small Girls With Freckles" and "Lullaby for Johnny," the latter tune having just been acquired by Chappell Music in England.

(Continued on page 27)

Finn for RCA Custom Sales

NEW YORK, July 19.—Dave Finn, present sales promotion manager for the RCA Victor record division, has been promoted to general sales manager of the diskery's custom pressing division. Finn will report to Jim Davis, general manager of the custom division, when he assumes his new duties about September 1.

Succeeding Finn in his present post will be William J. Alexander from Montgomery Ward. Alexander will begin work for RCA Victor, Monday (21) with Finn working closely with him until his move to the custom division. At Ward's, Alexander served in a number of advertising capacities, his most recent being in the retail division of the mail order house.

Rene's Victor Slot Unfilled

HOLLYWOOD, July 19.—RCA Victor as yet has been unable to decide upon a replacement for Henri Rene, who is seeking a transfer from his artists-repertoire Coast post to the diskery's New York office. Dave Kapp, "Victor a.k.a. chief, this week arrived here to survey the situation, joining Radio Corporation of America's veepie Mantle Sacks on the Coast in the search for Rene's substitute.

For family reasons, Rene for sometime had requested return to New York but transfer has been held up by lack of a replacement. Bill Richards, previously eyed for the job, and Sonny Burke, earlier rumored as willing to follow his old boss, Kapp, to Victor, are no longer in the running, according to reports at press time. Present indications point to Rene remaining here past September.

While on the Coast, Kapp is also carrying on artists-relations and reportedly juggling with potential diskery personalities.

AFM Puts OK On Mantovani

NEW YORK, July 19. — The National Broadcasting Company wishes to bring Mantovani, London Records conductor, to the United States for a broadcast series which would use an orchestra of 50 musicians. It's understood that the network queried the American Federation of Musicians' union on the idea. The musicians' union, it is understood, likes the idea on condition that the Mantovani ork be made up of outside musicians, not NBC staff men. NBC's acquiescence to this would mean the creation of a considerable amount of work.

Implications of Fair Trade Bill Studied by Disk Firms

Trade Jubilant But Cautious on Procedure; Mail Orders Still Unclear

NEW YORK, July 19. — The most of the record industry, from the manufacturer down thru the dealer levels, are enthusiastic about the recent signing of the Fair Trade Law Monday (14). It will probably be at least another week before most manufacturers will release official statements about their plans and intentions. The basic reason for the delay is that the disk industry, as other businesses, was caught flat-footed by the President's unexpected signing of the bill. As a result, record company lawyers have been burning the midnight oil over the bill in an effort to anticipate all its implications.

At press time, only two firms had gone on record in favor of the Fair Trade Law, both LP labels. These were Remington and Cetra-Soria. In addition, the Vox tapper stated that the diskery will definitely fair trade if a study of the law shows that it is workable and if either Victor or Columbia fair trades. The Cetra statement said in part, "In the best interests of its dealers and of the record industry, Cetra-

Soria is taking the necessary steps to make sure that its records are sold at list prices." Cetra also announced that its action was effective August 1.

Other small LP diskeries indicated a willingness to go along although several frankly admitted they would not initiate the action but rather wait for the "big boys" to make the first move.

Majors Not Set

While major record companies had not yet formulated their of-

GALA DOINGS

Scranton Will Honor Diskery On 'Cap Day'

NEW YORK, July 19.—Scranton will celebrate Capitol Records Day on August 1 in honor of the diskery, which has fabricated records at its plant in the Pennsylvania city for the past seven years. The celebration has been officially proclaimed by Mayor H. Hanlon, and it will encompass entertainment, awards, banquets and speeches, and will point out the importance of the diskery's pressing plant to the community. Capitol execs present will include: Glenn Walliehs, William Fowler, Lloyd Dunn, Alan Livingston, Hal Cook, Dick Linke and others.

To mark the occasion, there will be open house at the Capitol plant from morning to afternoon, which will include a guided tour thru the factory for visitors and an explanation of how records are made. All visitors this day are made. (Continued on page 27)

Victor-Lanza Pact Stymied

HOLLYWOOD, July 19.—Renown of Mario Lanza's recording pact with RCA Victor still hung fire at press time as negotiations between the label and its high-selling tenor broke down. Radio Corporation of America's veepie Manie Sacks is on the Coast handling the Lanza talks. Sacks said that the contract which expired last month still remained unrenewed and there were no definite indications of an immediate successful conclusion of a new pact.

According to some sources, dif-

SHEARS TO LONGHAIR

Classics Get Pop Bob In Raft of 'New' Tunes

NEW YORK, July 19.—The classics have long been a source of material for Brill Building cleftoppers and they've often dipped into the p.d. storehouse for a tune when other sources of inspiration failed. But in recent weeks waxings of new ditties which quote liberally from longhair originals have been on the increase. Among the bobbed versions are:

The Bell Sisters' etching of "Hang Out the Stars" ("Blue Danube"); Paul Weston's rendition of "So Help Me" ("Capriccio

Italiano," Tchaikovsky). The Andrew Sisters doing "Idle Chatter" ("Dance of the Hours," Ponchielli), Tony Bennett chanting "Please My Love" (Massenet's "Elegie"), Gloria Hart's warble job on "I Would Rather Look at You" (Barcarolle from "Tales of Hoffmann") and Steve Lawrence's piping of "Mine and Mine Alone" (aria from the opera "Samson and Delilah"). In the r.&b. field, Lynn Hope has come thru with a new interpretation of the "Going Home" theme from Dvorak's New World Symphony. Hope calls it "Driftin'."

Some tradsters, who have bewailed the current stress on gimmicked ditties, see in the cluster of reworks a possible return to a beautiful melody as the basis for a song. After all, these tunes made it before (some several times), and they can do it again. With a melody, say publishers, you at least can sell sheet music.

Herman Herd To Disk For Mars Label

NEW YORK, July 19.—Woody Herman will issue diskings of his new "Third Herd" on Mars Records, a new diskery owned by the ork leader, starting next week. The first release will feature the ork on the oldie "Stompin' at the Savoy" and a Basmatian folk song "Jump in the Line." The firm will issue disks by the Herman Herd at the rate of one a month for the rest of the year.

The band leader, who has been under contract to MGM for the past few years, will continue to record for that firm as well. For his own label the band will wax tunes that have been premiered before dancers and listeners in ballrooms and theaters. At the present time Mars Records is setting up distributors to handle the line in key areas thruout the country.

ficial positions, diskery lawyers and execs freely discussed the problems they were mulling. Certain elements of the bill are clear-cut. The Fair Trade Act (originated in the House of Representatives as the Maguire Bill) clearly corrects the basic weakness of the old Miller-Tydings Act. There is no question that as long as a manufacturer obtains the agreement of a single retailer in a State to fair trade the former's products, and then informs the remaining dealers of this action, every dealer in that State is bound to sell at established prices. This, of course, would not apply in the three States (Texas, Vermont and Missouri), plus the District of Columbia, which do not have fair trade laws. Michigan also is temporarily excepted. A Michigan court recently upheld the Supreme Court's decision that non-signers are exempt from fair trade. It is believed that this decision will probably be reversed in view of the new federal law, but for the time being at least only Michigan dealers who

(Continued on page 27)

Arnold Leaves Hill and Range To Free Lance

NEW YORK, July 19.—The a breach was denied by Jean Aberbach, partner of Hill and Range, country artist Eddy Arnold declared that he is not renewing his writer's contract with the publishing firm. Arnold's contract, which has been in effect since 1948, is understood to have run out a few weeks ago.

When contacted, Arnold, who is RCA Victor's leading country artist and probably the best-known of all hillbilly singers, said that he decided to free lance in the future. He added that he expected to do business with many publishers including Hill and Range. He emphasized that he was leaving with amicable relations on both sides.

Hill and Range has one of the three largest hillbilly catalogs, and has pursued a policy of signing top artists to writer contracts since it is a normal thing for singers in this field to be the top song-writers.

In denying the break, Aberbach said that the contract was still in effect.

Coral to Issue Eight Albums

NEW YORK, July 19.—Coral Records will release eight albums next week of material pressed from Signature masters. Three will carry the Brunswick label and five the Coral imprint.

Albums include "Fats Waller Songs," a collection of "Dixieland Jazz," a Ray Bloch album titled "Easy Listening," an album of folk songs and sets by Connie Haines and Hazel Scott.

"dancing concerts draw well in auditoriums and arenas"

... Ballroom operators spark new trend in backing promotions outside their own ballrooms.

ONE OF MORE THAN 30 SPECIAL FEATURES HIGHLIGHTING THE DOLE OF AUDITORIUMS AND ARENAS IN SHOWBUSINESS ... coming soon in the August 9 issue



CASE HISTORY—III

Many Ventures Keep Ray's Coffers Filled

Continued from page 18

religious faith and also a hand-puppet character in the Ray likeness. The Ray "crykerchief," now being marketed, was set for Ray by Larry Spier before Perky's outfit took control of merchandising.

Of prime importance to the entire Ray set-up is the handling of the fan club. For this purpose Nat Lorman, well-known music business flack, was hired. There are currently about 850 Ray fan clubs in existence. Membership rosters of the individual clubs range from 20 to 1,100. Of the 850 clubs, the only 250 are franchised by Ray to operate. The others just sprang into being. Most of these are being franchised as quickly as Lorman can process applications. The clubs are constantly informed on the various Ray products on the market and are looked upon as important basic merchandise promotion units.

Ray clubs are handed an official parchment scroll, a rule book,

membership cards, autographed photos of Ray and receive a monthly newsletter which outlines Ray's itinerary, record releases, etc. The basic problem facing Lorman is to stop clubs from collecting dues from members—absolutely verboten tactic.

On the licensing arrangements handled by Perky, one important source of potential income has been turned down—hearing aids. Ray, of course, wears a hearing aid at all times except when performing in front of an audience. Despite some fabulous propositions, the Ray team has refused to endorse any hearing aids. Up in the air, too, is an "official" biography of Ray. A few weeks ago, it was apparently agreed that disk jockey Bill Randle would get the nod as author of such a book. More recently, however, the Randle deal was called off.

On the subject of television, Lang, General Artist Corporation brass and others concerned with Ray's career have agreed to stay off TV for fear that it might detract from the singer's box office draw. Thus far Ray has played the Perry Como show twice and Ed Sullivan's "Toast of the Town" once. Each was for \$1,000. Of interest to disk industry people is the claim that Columbia sold 480,000 Johnnie Ray disks the week after he appeared on Sullivan's show.

Bennett & Cherry

Among the many people who indirectly helped Ray, incidentally, were Tony Bennett and Don Cherry. Cherry, for example, was working at Moe's Main Street when Ray walked into the spot last year. At the suggestion of disk jockeys Randle, Phil McLean and Jerry Crocker, Cherry asked Ray to come up and do a few songs. As a result Ray "broke up the joint" and got part of the noise going on himself. Bennett, in Akron, did the same and even wound up singing duets with Ray.

On the financial matters, Ray admits that he sees only his bank statement at the end of each month. He trusts Lang implicitly. Lang, in turn, pays close attention to advice from accountant Lazew, lawyer Cowan and GAC execs Milt Krasny and Harry Anger.

Songs to Sell

Ray the songwriter has penned over 150 songs—all of which are now in the Carlyle Music catalog. Until he made his deal with Lang, Ray had never submitted a song to a music publisher. Back in 1950, tho, he was constantly peddling his tunes to other performers. Never having been to New York, Ray was offering pieces of tunes to performers who were headed East toward the Brill Building. The Delta Rhythm Boys, for example, were approached at the Mapes Hotel, Reno, Nev., in 1950 by a performer who had a copy of "Tell the Lady I Said Goodbye." The boys didn't want it. Neither did several small pubbers in New York who also got a look at the tune.

In any event, Ray is on top now—with good prospects of remaining an important show business factor for some years to come. (Concluded next week.)

TEMPO RECORDS "TIRED" CREW

HOLLYWOOD, July 19.—Tempo Records has set a deal to record Eddie Kay's "Music For Tired Businessmen" group, including songstress Frances Farwell. Group featuring restful music designed to relax the listener, was featured last season on the National Broadcasting Company. Ork numbers 10, including the vocalists and Kay. Kay is head of Monogram Pictures music department, with sidemen in ork including pic studio musicians. Group originally was formed by Kay for its members own enjoyment to play ensemble versions of pop standards. Kay arranges all selections.

Initial Tempo diskings will be an eight-track LP including selections from the "Tired Businessmen" ork's repertoire. "Tired Businessmen's" tag will be used on the Tempo album. Deal was closed between Kay and Tempo Prexy Irving Fogel.

Petrillo Serves Notice He'll Resume Canned Music Fight

Warns on Cut-Rate Disks; Blasts Video's Recorded Tune Practices

Continued from page 1

be taken seriously they pointed out, would be measured by two chief elements: (1) How determined is Petrillo in resuming the fight against canned music? (2) In the event he really is adopting the old, militant policy, how effective can he be? What can he do in the face of current contracts with networks and recordings, and in the face of the Taft-Hartley Act.

The questions posed above will be answered by future developments. In the meantime, the following is pertinent:

Lost Cause

In the last several years, Petrillo had adopted the general philosophy that the fight against canned music was essentially a lost cause; that it was wise to accept mechanization, that the best way to handle it was to regulate it and make the most out of it. This is inherent in the royalty philosophy.

The whole situation was highlighted in the last AFM-network pact, wherein the AFM imposed

virtually no restrictions on the use of canned music, but instead insisted upon network acquiescence in the matter of the 3 per cent royalty on TV film.

Since the signing of that contract, however, there has been much irritation on the part of working musicians in both New York and Hollywood. They have held that a royalty on canned music was not the answer; that the fight against mechanization must be resumed; and as evidence, they pointed to the increasing number of network AM and TV shows which were gradually replacing live musicians with recorded music.

Great Question

The great question is: What can Petrillo do about it? In the radio and TV field, it is believed that restrictions imposed by current contracts will make any headway difficult. This contract expires in February, 1954.

It is believed that in the event Petrillo is serious in his "new look" at canned music, then his

statements may be taken as an indication that he will be much tougher when he opens negotiations for a new AM-TV network pact. Similarly, his attitude will be reflected in hundreds of negotiations throught the country between locals and AM and TV stations.

Petrillo's statement that he was clamping down on foreign disks, occasioned various reactions—some diskeries were confused and pointed out that the Petrillo statement was not clear.

A spokesman for a major diskery stated that the basic manner in which diskeries get foreign recordings by foreign artists was thru a basic "exchange of matrix agreement."

Legitimate Exchange

The exec added, "I know that some people are indulging in variations of this legitimate exchange." He said that "there is a substantial field of legitimate activity in connection with the obtaining of foreign disks... there is also some illegitimate activity. I believe we will have to sit down with Petrillo in the coming months and draw some lines of distinction as to what can and cannot be done." When a diskery jumps across the border for cheap labor or talent, Petrillo has a point, he added.

The AFM amplified: "We are after the thieves. For instance, a conductor receives \$5,000 to record a symphony abroad. He spends \$2,000 on musicians, and pockets the rest." This AFM spokesman ventured that possibly Petrillo and the diskeries could work out a code, establishing what forms of international activity are okay.

The AFM-diskery contract expires December 31, 1953. It can be assumed, as it can in the case of the AFM's radio and TV pacts, that tougher demands are in the offing when the new pacts are negotiated.

European Disk Ban Would Be Difficult

Few Diskeries Who Record Abroad Dependent Upon American Musicians

NEW YORK, July 19.—In the opinion of traders and LP diskery heads, the chances of the Petrillo "edict" cutting off the flow of European recordings to America is very remote. They base their conclusions upon three factors:

1. Few of the diskeries who make their recordings abroad are dependent upon American musicians, and these will fight for the right to wax in Europe.

2. Major diskeries, such as Columbia and RCA Victor, do very little waxing overseas anyway, and if these firms cease all direct European recordings, this will reduce but slightly the importation of foreign waxings.

3. As long as records can be made more cheaply in Europe, American firms will cut there.

200 Classical Sets

The head of one large LP diskery said that his firm had nearly 200 classical sets on the market, of which only 2 per cent were made by or with American musicians. He did not see why he should give up the largest and most lucrative part of his business, and only cut American musicians.

Another record film spokesman claimed that the Petrillo regulation, if enforceable, would hurt rather than help the American classical musician.

"Suppose I was stopped from recording an opera abroad. I couldn't afford to record it here anyway. And if I go out of business, and stop even the small amount of waxing I do here, how does that help American musicians?"

The major diskeries do most of

their waxing in the United States. However, these firms usually have exchange agreements with European counterparts, and they exchange masters of each other's recordings. This is considered fair and in agreement with AFM regulations by the large concerns.

Smaller Diskeries

In addition to the diskeries who have signed AFM contracts, there are many smaller classical diskeries who have never pacted with the union. These diskeries, who would not be affected by any regulation of the AFM, make all of their recordings in Europe. Tho each of these firms has a catalog of only 25 to 40 LP sets, when each firm's catalog is totaled, their output represents a sizeable quantity of the European (Continued on page 24)

100 Opera LP Waxings Seen by Fall

NEW YORK, July 19.—The opera sweepstakes, which has been gathering speed the last couple of years, continues at a rapid rate. At least 25 complete works are now being recorded for various diskeries in Europe for release here later this year. The available list of complete music-dramas on LP at summer's end should pass the 100 mark.

Some diskery execs are already expressing concern that the saturation point will soon be reached, altho none seems particularly anxious to be the first to slow down his own rate of production. It is reported to cost anywhere from \$4,000 to \$15,000 to wax a 3-hour work in Europe today, and a glutted market here would find many diskeries incapable of recouping their investment.

Poetry, Literary Copyright Law

WASHINGTON, July 19.—A bill extending copyright coverage to poetry and literary works used on records became law this week with President Truman's signature. Confusion over a series of last-minute amendments led bill clerks to report erroneously last week that the measure had been abandoned in conference committee. It was discovered subsequently that the bill went to the White House with penalties to broadcasters for violations reduced from \$250 to \$100.

Newly-Found Puccini Score May Pay Off Fast for Mills

NEW YORK, July 19.—Critical hosannas accorded first performance of a newly unearthed Puccini score may herald a relatively fast recoup of the investment made in the work by Mills Music. The publishing house acquired the manuscript under a unique set of circumstances and has plunged heavily in preparing it for publication.

The composition is a religious mass written by Puccini when he was 21 as a graduation thesis. It was unearthed by a Brooklyn priest, Father Dante de Fiorentino, during a trip to Italy to search out data for a biography

recently published of the composer. Max Stark, Mills general manager, learned of the discovery and purchased the rights to the score. Altho the mass was penned more than 70 years ago, it has only recently been copyrighted by Mills.

First American performance was held last week-end by the Chicago Symphony and the Swedish Choral Society in Grant Park, Chicago, Thursday (17), part of the mass was performed at the Stadium Concerts here, with Jan Peerce as soloist. Record companies are dickering for first diskings rights.

Cashing In on Ready-Made Promotions

Thousands of dollars are spent each year by record companies on national and regional promotion material.

Are you trying in strongly with these promotions? They're designed to help YOU sell more records. Find out the best way to use them—how to get the most effect out of them in "Are You Capitalizing on Ready-Made Sales Promotions?" one of 27 big special service features in

The Billboard NAMM Convention Number

(dated August 2—out next week)

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their latest and..

FOUR



"Should I"

and



Decca 28323 and 9-28323

... America's Fastest Selling Records ...

GREATEST!

ACES

**"there's
only
tonight"**

Decca 28323 and 9-28323

**DECCA
RECORDS**

... America's Fastest Selling Records ...

Music Publishers' Record Scoreboard

A complete weekly report, and a cumulative tabulation from January 1, 1952, to date of record titles secured by publishers from Capitol, Columbia, Decca, Mercury, MGM and RCA Victor in the popular, folk and rhythm and blues categories.

Sides in Current Release

Week Ending July 19

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

Table with columns: PUBLISHER, TUNE, ARTIST AND LABEL. Lists various record releases categorized by publisher (e.g., ACUFF-ROSE GROUP, MILNE, ALTON, etc.).

ORATORY MARKS ASCAP MEET RE WRITER PLAN

NEW YORK, July 19.—Speechmaking at the meeting to consider the proposed writers' distribution plan of the American Society of Composers, Authors and Publishers, held at the Waldorf here Wednesday (17), was teed off by Otto Harbach, acting president of the society. Introduced as president of ASCAP Harbach in effect stated: "I am not the president of the Society; I am acting president until the members of the board decide who they want to be president. Looking at the unity evident at this meeting, I am certain that will be soon."

Stanley Adams compared the new plan to an automobile. He said that when you buy a car you want one that will get to the top of a hill, but you want to make certain that it will have brakes to get you down to the bottom safely, too. He was referring to the security aspects of the new writer's plan. Hans Lengsfelder, in talking about some of those who opposed the proposed plan, called them the "Live while you earn, die if you don't, group." He claimed that the new plan "allows a writer in eight years to have the same average rating as Irving Berlin, which is less time than it took Berlin to become Berlin!" One unsatisfied writer, however, wanted to know how they could have spent 18 months working on a plan and come out with one that had to be corrected by the younger writers in a few hours.

And Judge Ferdinand Pecora, of ASCAP's counsel, called for unity at the meeting (when some arguments came up at the tail end), by reminding the members that Stephen Foster died broke in Bellevue, and that this shouldn't happen to modern songwriters.

Total Sides for Week Released by Each Label

Week Ending July 19

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

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Lists labels like CAPITOL, COLUMBIA, DECCA, MERCURY, MGM, RCA.

Total Number of Sides Released by Each Label

January 1, 1952, to Date

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

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Lists cumulative totals for labels like CAPITOL, COLUMBIA, DECCA, MERCURY, MGM, RCA.

Writer Distributor Plan

Continued from page 20

The plan had been gone over by Mack David, the floor was thrown open to questions. The fact that all writers present were not completely won over to the new proposal was evident by some of the questions raised. One writer wanted assurance that the plan would stay in operation for the three years, otherwise, he said, "The young writer will sacrifice the most if the plan is overturned before three years has passed." The committee assured the members that it would be kept in operation thru this period.

Mack's Figures Mack David, in explaining the plan, used the following figures to prove that over a three-year period a writer would lose less than 10 per cent of his earnings to achieve the "cushion" that all writers need for those unproductive years. He stated that "a writer with a 100 rating who increases 50 points each year in sustained performance under the present plan will have a rating of 250 at the end of three years. Under the proposed plan a writer who has a sustained performance rating of 100, and an equal availability rating, who gains 50 points per year in his sustained performances, will increase over three years 105 points in availability. This means he will have a 250 sustained performance rating and a 205 availability rating. Adding them together and dividing by two gives him a total rating in these two categories of 227½. This loss of 22½ points, for the proposed plan as against the present plan is a small price to pay for security!"

The committee members stressed the fact that the plan "was not a perfect one, but a good one, and changes would be made as time and circumstance demanded." At the end of the meeting, after the questioning period was over, Stanley Adams asked for a vote of confidence for the planning committee, and he received an emphatic chorus of "Ayes."

From the temper of the members at this Waldorf meeting it is apparent that the West Coast meeting will also find most of the members in favor of the new plan. The "young turks" here are much more satisfied with the proposed plan than they were a week ago, tho they still have reservations. They would like a stronger assurance that the new plan will remain in effect for three years, and not end sooner, so that they will not be hurt financially. They want more consideration of the plan before it is voted upon. Some of the writers believe that the lower-rated writer sacrifices the most under the plan, and they feel that for the first year members under 250 should get a higher percentage of sustained performances allotted to availability, so that losses would be equalized. The young active writers, with a few exceptions, intend to work with the permanent committee to try to make their point of view prevail.

Blair Closing Out Music Pubberies

HOLLYWOOD, July 19.—Hal Blair, whose music pub holdings include Folk Songs, Penny Music and Herb-Mor, all BMI affiliates, and Blair House, a firm for which an ASCAP license was pending, has begun de-activating all the firms with a view to returning to free-lance tune-penning. Blair this week notified about 70 writers of some 200 tunes he has copyrighted by the four firms that he would either return their copyrights or re-assign them to other firms, whichever the writers wanted.

ASCAP, TV Legals Confer

NEW YORK, July 18.—Attorneys for the American Society of Composers, Authors and Publishers and attorneys for the television stations which had been represented by the All-Industry TV Committee, have been in conference with the idea of deciding upon what type of evidence to present in the courts. Months ago the negotiations for a per program license collapsed, as provided in the revised Consent Decree, the courts were asked to step in.

Cap Pushing SRS Division

HOLLYWOOD, July 19.—Capitol Records is hyping its drive for more biz for its Studio and Recording Services Department. It will plug the SRS at the forthcoming Chicago National Association of Music Merchants' show by sending SRS Manager Walt Heebner to the Windy City to head the drive for more sales. In addition to the Chicago junket, Heebner leaves next week to make the rounds of New York ad agencies and dairies to promote sales of Cap's custom disk-making services.

Coral Distribs Meet July 29

NEW YORK, July 19.—More than 20 Coral distributors are expected to attend the diskery's annual distributors' meeting here July 29. Get-together, presided over by Mike Ross, Coral general manager, will serve to inform distributors of recording, promotion and sales plans for the coming season.

Europe Disk Ban

Continued from page 21

waxings that reach these shores every month. There are, in addition to these types of small LP firms, others who merely import masters from foreign record companies and issue them under another label. These firms as well have never signed with the AFM. That it is cheaper to wax abroad, whether in England, France, Germany, Austria or Italy, has hardly ever been disputed by classical wax firms. It is cheaper due to the great differences in pay scales between U. S. and foreign musicians, and a favorable rate of exchange. This was clearly brought out in a series of stories on this subject in The Billboard last winter. Few manufacturers who wax overseas would deny that they make out better financially by recording European musicians. As long as these pay differences exist, claim

many LP firms, there will be recordings made in Europe for the American market. Last, but not least, there is a question of culture and art involved in this hassle about recording in Europe. The AFM has always been lenient in granting permission to American artists and conductors to play and to record abroad in important concerts and festivals with foreign musicians. The union, however, is quite convinced that most of the diskeries who do 90 per cent of their recording abroad, are more interested in money than art. A lawyer, who is directly connected with many recording companies, suggested that if Petrillo wanted to end or greatly reduce the importation of European waxings, his best bet would be to attempt to get Congress to place a higher duty on all tapes and masters waxed abroad. Then it would more closely approximate American costs when a diskery made recordings in any of the continental countries.

"hillbillies pack 'em in in auditorium package show"

... the up-to-the-minute lowdown on how and why hillbillies have hit so big in the Arenas.

Advertisement for Hillbillies Auditorium-Arena Review, mentioning 30 special features highlighting the role of auditoriums and arenas in showbusiness, and a booking open in the August 9 issue.



FORECAST

DING-DONG BOOGIE

by Ella Fitzgerald with Sy Oliver and Fred Waring
PREVIEW
by Ella Fitzgerald 28321*

DECCA DATA

YOUR WEEKLY GUIDE

TO AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES

Vol II

Published in the Interests of Decca Dealers and Music Operators

No 30

TO BUILD PROFITS

NEW RELEASES—SINGLES

Should I
From MGM Picture "Singin' In The Rain"
(here's Only Tonight) 28323*

A Trumpeter's Lullaby Leroy Anderson
Fiddle-Fiddle 28300*

Do You Care? Bing Crosby
Deep In The Heart Of Texas 28319*

Bing Crosby with Woody Herman and His Woodchoppers

Ding-Dong Boogie Ella Fitzgerald
Preview 28321*

(There'll Be) Peace In The Valley (For Me) Fred Waring
Just A Closer Walk With Thee 28298*

Mandolino-Mandolino (In Santa Lucia) Music by Camarata*
Who Knows 28332*

All Of Me Louis Jordan
There Goes My Heart 28335*

Waiting In The Lobby Of Your Heart Dick Todd and Grady Martin
Too Old To Cut The Mustard 28314*

Trying Grady Martin
Sweet Jennie Lee 28322*

Lonesome So Lonesome Burl Ives with The Anita Kerr Singers
There's A Mule Up In Tombstone, Arizona 28299*

The Girls Are Marching Sy Oliver
Slick Chick (On The Sly) 28320*

Henrietta's Wedding Josef Marais and Miranda
Song Of The Potato 28334*

Atmosphere The Madcaps
In A Little Spanish Town (Twas On A Night Like This) 28301*

Deep South Rhythm Roland Johnson
Almanac Song 28302*

*Also available on 45 RPM (add prefix '9.' to record number)

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST	COUNTRY	ARTIST	DECCA NO.
3	IT WASN'T GOD WHO MADE MONKEY TONK ANGELS	Kitty Wells	28232*
11	SO USED TO LOVING YOU THAT HEART BELONGS TO ME	Webb Pierce	28091*
13	WILD SIDE OF LIFE IT'S SO-LONG AND GOOD-BYE TO YOU	Burl Ives and Grady Martin	28055*
17	PEACE IN THE VALLEY Where Could I Go But To The Lord	Red Foley	14573*
34	WONDERING New Silver Bells	Webb Pierce	46364*
5	(The Angels Are Lightin') GOD'S LITTLE-CANDLES SOMEBODY BIGGER THAN YOU AND I	Red Foley with The Anita Kerr Singers	28252*
40	STEAL AWAY JUST A CLOSER WALK WITH THEE	Red Foley with Jordanaires	14905*
11	BACK UP THE BAILS BOYS TILL THE WELL GOES DRY	Rex Allen	28146*
1	"I HEARD YOU TALKING IN YOUR SLEEP LIKE THE WAVES UPON THE RIVER"	Jimmie Davis	28239*
1	"THE MAN IN THE MOON CRIED LAST NIGHT YOUR HEART IS TOO CROWDED"	Mervyn Shiner	28220*

RHYTHM AND BLUES

6	JORDAN FOR PRESIDENT OIL WELL, TEXAS	Louis Jordan	28225*
1	"IF YOU EVER LEARN TO LOVE ME JELLY ROLL"	Lionel Hampton	28230*
7	MY ACHING HEART I DON'T KNOW WHAT'S TROUBLIN' YOUR MIND	Buddy Johnson	28165*
20	PEACE IN THE VALLEY HEAR THE CROSS	Sister Rosetta Tharpe with the Anita Kerr Singers	48279*
7	I NEVER LOVED ANOTHER BUT YOU WORRIED OVER YOU	Joe Medlin	48283*

*Also available in 45 RPM (add prefix '9.' to record number)
**Another Decca 'Best Buy' 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.	JUST ONE OF THOSE THINGS I'M GLAD THERE IS YOU (In This World Of Ordinary People)	Peggy Lee and Gordon Jenkins 28313*
2.	ZING A LITTLE ZONG THE MAIDEN OF GUADALUPE	Bing Crosby and Jane Wyman 28255*
3.	ONCE IN A WHILE CONFESSIN' (That I Love You)	Louis Armstrong 28306*
4.	I'LL SI-SI YA IM BANIA THE LIVE OAK TREE	Bing Crosby and Andrews Sisters 28256*
5.	PRETTY GIRL MY NAME IS MORGAN BUT IT AIN'T J.P.	Gon Cherry 28292*
6.	FIND 'EM, FOOL 'EM AND LEAVE 'EM ALONE THESE TRIFLIN' WOMEN	Charlie Monroe 28281*
7.	SORRY YOU SAID GOODBYE A BUNDLE FROM HEAVEN	Bill Kenny of The Ink Spots 28289*
8.	BARTENDER'S POLKA BLUE DANCING SHOES	Eddie Hobart 28240*
9.	SO MADLY IN LOVE FROM THE TIME YOU SAY GOODBYE	Dorothy Collins and Gordon Jenkins 28251*
10.	ONE FOR THE WONDER IDLE CHATTER	Andrews Sisters 28276*
11.	(I'm a) SENTIMENTAL FOOL SCHOOL OF LOVE	Arthur Prysock 28270*
12.	BABY, YOU'RE ALWAYS ON MY MIND SHUFFLIN' AND ROLLIN'	Buddy Johnson 28293*
13.	THE LAST MILE OF THE WAY IN THE GARDEN	Sister Rosetta Tharpe with The Anita Kerr Singers 28282*
14.	I'VE BEEN WORKING ON THE RAILROAD-POLKA TURNPIKE POLKA	George Cook 28223*
15.	SATURDAY RAG BUSYBODY	Roberta Lee with the Lawson-Haggart Jazz Band 28236*

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

ALBUM BEST SELLERS

THE VOICE OF F.D.R. (1932-1945)
Special Narration by Quentin Reynolds
9-348-54.95 • DL 7622-55.85

THE KING AND I—Orig. Cast
DL 876-54.75 • 9-160-54.85 • DL 9001-55.85

OKLAHOMA—Orig. Cast
DL 359-55.85 • 9-4-55.45 • DL 1000-54.85

LEROY ANDERSON CONDUCTS—Vol. 1
DL 810-51.75 • 9-151-54.15 • DL 2509-53.85

AL JOLSON
In Songs He Made Famous
A-647-54.15 • 9-8-53.75 • DL 5078-53.00

LOMBARDO AND HIS RAYEL CANADIENS
A-570-54.15 • 9-25-53.75 • DL 5041-52.00

LEROY ANDERSON CONDUCTS—Vol. 2
DL 885-54.75 • 9-174-54.15 • DL 7319-53.85

Songs from "WHERE'S CHARLEY?"
Ray Bolger and Allyn McLerie
58-914-51.00 • 1-191-85

SATCHMO AT PASADENA—Vols. 1 and 2
Louis Armstrong and The All Stars
9-334 (Vol. 1)—59.75 • 9-337 (Vol. 2)—51.75
DL 8041-54.85 DL 8042-54.85
(DL 8041 includes 9-336 and 9-337 except "Big Daddy Blues")

GUY LOMBARDO
Featuring THE TWIN PIANOS
A-312-54.15 • DL 5082-53.00

78 RPM (R) Decalites (Subscribes under normal rate)
Records—\$1.00 plus tax
45 RPM (1-) Records (In Decorative Envelope)—95¢

CHILDREN'S BEST SELLERS

The Adventures of the Lone Ranger
HE BECOMES THE LONE RANGER
8-79 • 1-157

HE PINOS SILVER
8-30 • 1-157

HE FINDS DAN REID
K-31 • 1-154

HE HELPS THE COLONEL'S SON
8-32 • 1-155

SUTCRACKER SUITE
Fred Waring
CU-117-57.00 • 1-111

JACK AND THE BEANSTALK
Abbott and Costello
E-42 • 1-187

LITTLE ORLEY
His Adventures as a Worm
Uncle Lumpy and Fred Waring
E-19 • 1-127

THE LITTLE ENGINE THAT COULD
and
LET'S HAVE A PARTY
Guy Lombardo
E-57 • 1-182

LITTLE ORLEY
Uncle Lumpy and Fred Waring
1-104-51.90 • CU-7-53.25

GOLDLOCKS AND THE THREE BEARS
Frank Luther
CU-9-51.25 • 1-116

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST	POPULAR	ARTIST	DECCA NO.
3	TILL THE END OF THE WORLD JUST A LITTLE LOVIN' (Will Go A Long Way)	Bing Crosby and Grady Martin	28265*
26	BLUE TANGO Belle Of The Ball	Leroy Anderson	27875*
1	"KISSES ON PAPER Are You Trying To Tell Me Goodbye"	Red Foley	28288*
7	LOVER YOU GO TO MY HEAD	Peggy Lee and Gordon Jenkins	28215*
3	HALF AS MUCH AUF WIEDERSEHN SWEETHEART	Guy Lombardo	28271*
1	"WALKIN' MY BABY BACK HOME ONCE IN A WHILE"	Guy Lombardo	28277*
2	HARD AIN'T IT HARD? RUN HOME TO MAMA	The Weavers	28228*
2	YOU ARE THE LIGHT O' MY LIFE Night And Day	Grady Martin	28231*
11	I UNDERSTAND I'M YOURS	Four Aces	28162*
19	BLUE TANGO AT LAST, AT LAST	Guy Lombardo	28031*
4	A MIGHTY PRETTY WALTZ WHEN I FALL IN LOVE	Jarl Southern with Victor Young	28224*
10	KISS OF FIRE DELICADO (Delicate)	Guy Lombardo	28179*
2	IS IT TRUE WHAT THEY SAY ABOUT DIXIE? SOMEDAY SWEETHEART	Al Morgan and Frankie Frobe	28229*
2	MATHE We Three (My Echo, My Shadow and Me)	Ink Spots	23634*
10	YOU'LL NEVER WALK ALONE	Fred Waring	27904*

*Also available in 45 RPM (add prefix '9.' to record number)
**Another Decca 'Best Buy' makes the 'Best Seller' list this week!



DICK TODD and GRADY MARTIN

WAITING IN THE LOBBY OF YOUR HEART and TOO OLD TO CUT THE MUSTARD

Decca 28314 (78 rpm) and 9-28314 (45 rpm)

Fair Trade Bill Studied

Continued from page 19

sign agreements can be held to manufacturers' quoted prices. In this respect the new federal law provides effective enabling legislation for the individual State's own laws. It is pretty well agreed by most that it will be necessary to obtain new dealer agreements and not depend on past fair trade agreements obtained under the Miller-Tydings Act.

Mail Order Part Weak

Where the new law falls short of perfection, according to many, is that it fails to prohibit clearly discount mail order on an interstate basis. According to some attorneys it is doubtful whether the act as written can prevent this practice, even when sold from one fair-traded State into another. Others, while not completely sharing this opinion, believe that it will be possible to establish a discount mail order house in one of the non-fair trade States and conduct business throughout the country on the basis that

Gala Doings

Continued from page 12

will receive a souvenir 45 r.p.m. disk with a special gold label. One side of the disk will contain Ella Mae Morse's "Cow Cow Boogie," a Capitol hit of 1942, and the flip will be "Wheel of Fortune," with Kay Starr, a 1952 hit.

The Scranton Chamber of Commerce will feté the Capitol execs at a luncheon, and later that afternoon there will be a cocktail party at the Scranton Country Club. This party will be in honor of the 106 employees of the plant who have had 10 years of service. At the evening banquet these employees will receive special pins in honor of their 10-year record. Some of the diskery's artists will provide entertainment.

The firm has also arranged for a cocktail party for deejays from both Scranton and Wilkes Barre, as well as for local record dealers. This will be held at the company's local distributing branch.

In preparation for this special Capitol Records Day, the diskery is going out on a city-wide promotion, which will include window displays in all stores, newspaper advertising, radio announcements, etc. And in addition, 10 disk jockeys in both Scranton and Wilkes Barre will play Capitol records for the entire day. The celebration is being arranged by James Gordon, Capitol's national personnel director, and Mac Hardy, manager of the Scranton pressing plant.

Jap Bootlegging

Continued from page 20

their music only to that label. Cuga, who himself records as a guitarist, waxes for Japan's Columbia Nipponphone (not owned by domestic Columbia).

Letter label, Feller said, and four other majors, along with Japanese music publishers, are seeking to plug the counterfeit dishing leak in this hemisphere. Feller also represents one of the larger Japanese music publishers, Zen-On Gakufu Shuppansha Company, Ltd., of Tokyo, and is currently in the process of negotiating with U. S. pubbers for his client to get sheet music rights to American tunes.

Bootlegging will be blocked by two methods, according to Feller. One will be thru the filing of suits against alleged violators. Second will be to set up a deal with an American record company to press and distribute Japanese diskings throughout the Western Hemisphere. Negotiations are currently underway with Tempo Records' proxy, Irving B. Fogel, to take over manufacture and distribution of the foreign diskings. Feeling is that by funneling all the Japanese product thru one source, a closer check can be kept on the product in this hemisphere.

Feller has represented U. S. interests in Japan and firms from the latter country in America. In 1949, he set up distribution deals for Disney and Goldwyn films in Japan, sale and distribution of Disney merchandising products and Gene Autry products in that country. He also serves as Tempo Records' Japanese rep. U. S. songs and disks enjoy a wide popularity even in their English versions, according to Feller, who said "Buttons and Bows" and "Tennessee Waltz" were among the top sellers there. He recently returned from a biz trip to Japan.

the point of sale takes place at the headquarters of the firm in the non-fair trade State. While this could be construed as unfair competition in a State with fair trade laws, they say it would be difficult at best to start legal proceedings. Most agree that it will require a law suit to determine the effectiveness of this measure.

The American Fair Trade Council, from the beginning, campaigned for a section in the bill clearly prohibiting discount mail order competition but was unsuccessful in its battle. The Council, however, intends to continue its efforts for the "home-town amendment" in the next session of Congress.

Certain other knotty problems concerning manufacturers' stands have been resolved during the week. One of these had to do with Office of Price Stabilization posted prices. Some dealers had filed with the OPS ceiling prices below the manufacturer list. Thus there was a conflict as to whether fair trade or OPS prices would take precedence. The OPS late this week granted sellers the right to apply for higher prices in the event that their prices were below State-fixed price minimums. This is known as General Overriding Regulation 32.

Exception

Another item also seems to be agreed on by all. Stocks now in a dealer's store or new records ordered prior to the establishment of fair trading by a diskery can be sold at whatever price a dealer desires. In other words, only those records ordered from a manufacturer after that manufacturer has officially announced his line as being fair traded would have to be sold at list prices.

One of the problems still to be worked out by most diskeries is the method of policing whatever stand they take.

On the dealer level, most New York retailers, many of whom have been forced for competitive reasons to join the local price-cutting parade, were openly jubilant about the return to list prices and, as one put it, "a chance to make a profit again." Alma Kay, well-known buyer for the plush Haines-Griffin Madison Avenue firm, called it the salvation of the record business. On the other hand, strong proponents of cut prices pointed out that there were many loop-holes. Sam Goody, leading figure in the price-cutting controversy, stated, "I will continue to merchandise records in an effort to give customers the most for their money" without further amplification.

John Griffin, executive secretary of the Record Industry Association of America, which went on record in favor of the bill's passage at the Senate hearings, stated that he was pleased with what was fought for. He added, "However, it is now up to each individual member of the RIAA to determine the stand he wishes to take."

In the confusion and mixed reactions to the signing of the bill, most industry lawyers were agreed on one point, that eventually the legislation would be tested in the courts. Meanwhile, the record industry averted the statements of the major record companies.

Victor-Lanza

Continued from page 19

Finally in re-signing Lanza is blamed on his high demands. These, according to some reports, range as high as a \$2,000,000 guarantee for a seven-year period to be paid to him in regular payments over 20 years. Some feel such a contract would be giving Lanza everything but Nipper's collar, hence the deadlock.

Other diskeries, aware of Lanza's Victor pact expiration, have swarmed down on the solid-selling tenor, only to find that his heart still belongs to Red Seal. Indications are that Lanza will eventually re-sign with Victor, only after coming down in his demands.

Danes Pick

Continued from page 19

Kleinert, incidentally, says American publishers are not buying enough European songs. Not only is there a wealth of good material on the Continent, he says, but to insure a healthy international Tin Pan Alley, the American dollars must be placed in the European market.

COMING NEXT WEEK

The Billboard's Big

NAMM CONVENTION NUMBER

August 2, 1952

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FIRST RECORD DISTRIBUTOR SURVEY

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Billy Keith



in a **BLAZING** record of. . . .

The stirring, unusual title song of the great new epic motion picture "HIGH NOON" starring Gary Cooper. Music by Dimitri Tiomkin • Lyrics by Ned Washington.

A Stanley Kramer Production
RELEASED THRU UNITED ARTISTS

HIGH NOON

(DO NOT FORSAKE ME)

backed with THE FOUNTAIN OF YOUTH

KING RECORD 15184



RECORDS INC.

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 features of The Billboard's Popularity Chart based on reports received July 16, 17, 18.

Last
Week

This
Week

3. 1. Auf Wiederseh'n Sweetheart

By Percam & Storck—Published by Hill & Page (BMI)

RECORDS AVAILABLE: Anna Brethers, Coral 60773; Chamo Butler-P. Faith, Cal 39716; Gene Griffin, Cal; E. Howard, Mercury 5871; G. Lombardo, Dec 28372; V. Lynn, London 1222; B. Shaband-H. Winterhalter, V 28-4772.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; George Strawn, Associated.

2. 2. Here in My Heart

By Genevieve Lorenson Borrelli—Published by Mello (BMI)

RECORDS AVAILABLE: J. Bennett, Cal 39745; A. Dale, Coral 60744; V. Danone, Mercury 5450; V. Dillard, Savoy 851; D. Harms-Andrews Sisters, Dec 2323; W. Jackson, Atlantic 947; A. Marlow, BRS 101; B. Peacock, King 4543.

ELECTRICAL TRANSCRIPTION LIBRARIES: Billy Dean, Thebanus; Julian Gould, Long-Worth; Earl Shelton, Associated.

1. 3. Kiss of Fire

By Lester Allan and Robert Hill—Published by Duchesne (BMI)

RECORDS AVAILABLE: T. Arden, Cal 39737; L. Armstrong, Dec 28179; L. Baxter, Cal 2102; L. Bower, Coral 60745; J. Crawford, Dec 28231; J. D'Arville, V 423-0036; B. Eckstein, MGM 11223; R. Flanagan, V 20-4705; L. Fuchs, V 25-5114; G. Gabb, Mercury 5823; G. Lombardo, Dec 28179; T. Martin, V 20-4621; The Quebec Kansas Fields Quartet, Wix 1004; A. Shelton, London 1214; W. Vowles, Standard T-147.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Long-Worth; Billy Dean, Thebanus; Leo Reisman Ork, Standard Radio.

7. 4. Walkin' My Baby Back Home

By Ray Turz & Fred Ahert—Published by Dr. Sylvia Brown & Western (ASCAP)

RECORDS AVAILABLE: Hal (King) Cole & B. May, Cal 2130; G. Lombardo, Dec 28377; F. Norman's Ork, Top-Ten 78-133; J. Ray, Cal 39750; C. Spahn, London 1051; J. Stafford, Cap 8-995.

ELECTRICAL TRANSCRIPTION LIBRARIES: Jan Arnold Ork, Standard Radio; Earl Shelton, Associated.

4. 5. I'm Yours

By Robert Wright—Published by Argosine (BMI)

RECORDS AVAILABLE: T. Arden, Cal 39737; L. Baxter, Cal 2107; B. Cornell, Coral 60690; V. Dillard, Savoy 852; E. Fisher-H. Winterhalter Ork, V 20-4640; R. Flanagan, V 20-4765; Paul Arca, Dec 28183; B. Holiday, Coral 7518-B; Maricab, 5852.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Reisman, Associated; Norman Chauder, Thebanus; Henry Jerome, Long-Worth.

5. 6. Delicado

By Wally Azavedo and Jack Lawrence—Published by Remick (ASCAP)

RECORDS AVAILABLE: L. Alameda, Coral 60729; J. August, Mercury 5859; B. Azavedo Ork, Dec 28064; E. Castillo, 21-5689; P. Faith-S. Freeman, Cal 39708; G. Flanagan, V 20-4700; S. Kenton, Cap 2040; G. Lombardo, Dec 28179; L. L. Muzico, MGM 11259; F. Mitchell, Mercury; F. Norman's Ork, Top Ten 78-133; Orquesta de la Algora, Parca 11014; E. Roy, London 135; G. Rose, Columbia; D. Sharp, V 20-4735; E. Smith, Dec; Three Suns, V 20-4677.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Busch, Long-Worth; Vincent Lopez, Thebanus; Billy Mills Ork, Standard Radio; Earl Shelton, Associated.

8. 7. Half as Much

By E. Williams—Published by Acuff-Rose (BMI)

RECORDS AVAILABLE: R. Clooney, Cal 39710; G. Lombardo, Dec 28271; W. Martin, Mercury 5294; E. Williams, Cal 7002; H. Williams, MGM 11202.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leo Raye, Long-Worth; Earl Shelton, Associated.

6. 8. Blue Tango

By LeRoy Anderson—Published by Milt Music (ASCAP)

RECORDS AVAILABLE: L. Anderson, Dec 27876; L. Baxter, Cal 1946; F. Cole, V 20-5411; G. Coullars, Dec 28085; H. Gopal, Mercury 5817; D. Hayman, Mercury 5296; G. Lombardo, Dec 28024; J. Thomas, Mercury 8245; H. Wrenshaw, V 20-4318.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Freddy Martin, Thebanus; Leo Reisman Ork, Billy Mills Ork, Standard Radio; Dave Terry, Associated.

9. 9. Batch-A-Me

By Eddie Y. Stanley, R. Morebell, L. Astor—Published by Mello (BMI)

RECORDS AVAILABLE: E. B. Chaney, Cal 39769.

10. 10. Maybe

By Allen Froya and Frank Madson—Published by RedBirds (ASCAP)

RECORDS AVAILABLE: P. Olmsted-Fisher, V 20-4744; H. Spohn, Dec 25834

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Buyboard

TOP SELLERS—POPULAR

Based on Actual Capitol Sales Reports


	Record No.
1. KAY'S LAMENT FOOL, FOOL, FOOL..... K. Starr	2151
2. IN THE GOOD OLD SUMMERTIME SMOKE RINGS..... L. Paul-M. Ford	2123
3. WALKIN' MY BABY BACK HOME FUNNY..... M. Cole	2130
4. TAKE MY HEART I NEVER CARED..... A. Martino	2122
5. SOMEWHERE ALONG THE WAY WHAT DOES IT TAKE..... M. Cole	2069
6. CARIOKA I'M CONFESSIN' (That I Love You)..... L. Paul-M. Ford	2080
7. I'LL WALK ALONE WITH A SONG IN MY HEART..... J. Froman	2044
8. WHEEL OF FORTUNE I WANNA LOVE YOU..... K. Starr	1964
9. CUCKOO WALTZ BY THE BEAUTIFUL SEA..... J. Shard	2134
10. TAKE BACK YOUR HEART—POLKA SONDRA POLKA..... J. Peron	2147
11. SLAUGHTER ON TENTH AVENUE, Parts I & II..... R. Anthony	2085
12. SCATTERBRAIN AS TIME GOES BY..... R. Anthony	2104
13. I WAITED A LITTLE TOO LONG (Ho Ho Ha Ha) ME TOO..... K. Starr	2062
14. OH MARIE COME BACK TO SORRENTO..... D. Martin	2140
15. LONELY WINE LOST IN MEDITATION..... L. Baxter	2106

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports


	Alb. No.
1. WITH A SONG IN MY HEART..... Jane Froman	309
2. BIG BAND BASH!..... Billy May	329
3. A BAND IS BORN..... Billy May	349
4. ROBERTA..... Gordon MacRae-Lucille Norman	334
5. DIXIELAND DETOUR..... Pee Wee Hunt	312
6. TODAY'S TOP HITS..... B Top Artists	9106
7. CLASSICS IN JAZZ—WOODY HERMAN..... Woody Herman	324
8. CLASSICS IN JAZZ—BOBBY SHERWOOD..... Bobby Sherwood	320
9. BEN LIGHT'S JUKE BOX FAVORITES..... Ben Light	330
10. CIRCUS PARADE..... Ringling Bros. and Barnum & Bailey Band	313
11. HOUSEPARTY HOP..... Ray Anthony	292
12. LEGEND OF THE SUN VIRGIN..... Yma Sumac	299
13. SONGS BY KAY STARR..... Kay Starr	211

POLITICAL ADVERTISEMENT



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ABE SNAKE
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of your Hit List!

ABE SNAKE
(Looks a lot like Stan Freberg, doesn't he?)

Record No. 3125 

Stan Freberg's contribution towards a platform of more hits for the customers and more sales for the dealers.

BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. ROBIN HOOD Cap(78)DBX-3138; (45)CBX-3138
2. TEDDY BEARS' PICNIC & I'M A LITTLE TEA POT Cap(78)CAS-3083; (45)KASF-3083
3. TWEETY PIE Cap(78)KAS-3074; (45)KASF-3074
4. I TAUT I TAW A PUDDY TAT & YOSEMITE SAM Cap(78)KAS-3104; (45)KASF-3104
5. HOPALONG CASSIDY & THE STORY OF TOPPER Cap(78)KAS-3110; (45)KASF-3110
6. I'M POPEYE THE SAILOR MAN & THE LITTLE WHITE OUCK Cap(78)KAS-3105; (45)KASF-3105
7. BOZO ON THE FARM Cap(78)DBX-3076; (45)CBX-3076
8. RUSTY IN ORCHESTRVILLE Cap(78)DC-115; (45)CCF-3007
9. SPARKY'S MAGIC PIANO Cap(78)DC-78; (45)CCF-3003
10. HOPPY'S HAPPY BIRTHDAY Cap(78)KAS-3114; (45)KASF-3114
11. WOODY WOODPECKER'S PICNIC Cap(78)DBS-3091; (45)KASF-3091
12. THREE ORPHAN KITTENS Cap(78)KAS-3096; (45)KASF-3096
13. PORRY PIG IN AFRICA Cap(78)KAS-3113; (45)KASF-3113



guest-star of WSM "Grand Ol' Opry"
SINGS TWO OF HIS OWN COMPOSITIONS

'A Too Fast Past'
AND
'Ain't That a Cryin' Shame'
Record No. 2136



TOP COUNTRY and HILLBILLY

Based on Actual Capitol Sales Reports

	Record No.
1. THE WILD SIDE OF LIFE CRYIN' IN THE DEEP BLUE SEA..... H. Thompson	1942
2. WAITING IN THE LOBBY OF YOUR HEART DON'T MAKE ME CRY AGAIN..... H. Thompson	2063
3. I'M GONNA WALK AND TALK WITH MY LORD BEYOND THE SHADOW..... M. Carson	2145
4. FOOLISH PRIDE I KNEW YOU WHEN..... F. Young	2133
5. SATISFIED HIDE ME ROCK OF AGES..... M. Carson	1900
6. IF YOU WOULD ONLY BE MINE MY HEART HAS ROOM FOR YOU..... J. Wakely	2126
7. I'M LOSING YOUR LOVE THAT'S MY HEART TALKIN'..... Boots and Idabe	2139
8. A TOO FAST PAST AIN'T THAT A CRYIN' SHAME..... M. Travis	2136
9. I LOVE YOU 24 HOURS A DAY HELL TRAIN..... B. Strange	2112
10. RACK UP THE BALLS, BOYS RUBBER BALL HEART..... R. Jimmie Dolan	2118

LATEST CAPITOL RELEASES No. 328

	Record No.
THERE'S A CLOUD IN MY VALLEY OF SUNSHINE A FOUR-LEGGED FRIEND..... Bob Hope and Jimmy Wakely	2161
I'LL FORGET YOU THE GREATEST SINNER OF THEM ALL..... Johnny Holliday	2162
THE MAN I LOVE THE LIVE OAK TREE..... June Christy	2163
IT'S SO NICE TO MAKE UP SHORTCUT..... Sonny James	2164
YOU BELONG TO ME HOMINY GRITS..... Dean Martin	2165
HOW'M I DOIN' AUF WIEDERSEHN, SWEETHEART..... Sharkey	2166
AUTOMATIC MAMA LOWDOWN LONESOME BLUES..... Leon Chappell	2167

A Double
STARR-spangled
Hit!

KAY STARR

sings



"KAY'S LAMENT"
and
"FOOL, FOOL, FOOL"
Record No. 2151



THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard's Radio-TV Show Charts (Radio Section).

Records Most Played by Disk Jockeys

Based on reports received July 16, 17 and 18

Records listed here in numerical order are played over the greatest number of record shows...

Table with columns: POSITION, Weeks Last In, Title, Artist, and Record Info. Includes tracks like 'Auf Wiederseh'n, Sweet-Heart', 'Here In My Heart', 'Half As Much', etc.

VOX JOX

By JOE MARTIN

Chatter

Gene Waters has taken over the "Best by Request" show on WCBT, Roanoke Rapids, N. C., replacing Wayne Harris who now handles "Baseball Bandstand." Mac Leonard has taken over a new Sunday noontime segment on WANN, Annapolis, Md. Bob Busse has returned to WTTH, Port Huron, Mich., after being away for three months. All the spinners at WJAG, Norfolk, Neb., are planning for the station's 30th anniversary on July 27. Chuck Zink has started a swap shop gimmick on his show over WHVR, Hanover, Pa. It's called "Junk Shop" and is getting plenty of listener interest. Bob Bertrand, KIOA, Des Moines, started a fabulous gimmick some time ago which drew tremendous listener interest. Called "He Started on a Shoe String," the gimmick had Bertrand offering to trade his shoe strings with anyone calling the studio within 15 minutes. The first trade was for an earring. The earring was traded on an infinitum until he had a 1937 Ford. The latter was traded for a 1939 Plymouth and that for some lots which were swapped for a dump truck. The last item was sold and money donated to charity. Bertrand will supply info to anyone wanting to use the gimmick. Joe Salley now runs a new summer show across the board on WATH, Athens, O. Fifteen minutes of Les Carter's morning show on WMBH, Joplin, Mo., is being piped to a four-station network. The result of a pop disk poll on Rod McKuen's show over KROW, Oakland, Calif., saw Frankie Laine and Frank Sinatra leading the male singers and Jo Stafford and Rosemary Clooney topping the fem chart list. On the suggestion of a listener, Clark Reid, WAKR, Akron, O., compared disk voices of Nick Lucas and Eddie Fisher and found a startling similarity. At WBSA, York, Pa., chief announcer and sports director Carl Clements left, while Jim Curtis was added and Don Chernoff took over sports duties temporarily. For trying again, Paul Britt, KOAT, Albuquerque, N. M., gets listed again for having a new show from the local airport. Major gripes from Charles Glass, WJDA, Quincy, Mass., is that Capitol Records has stopped shipping disks for economy reasons. Station KRUX, Phoenix, Ariz., posts The Billboard music charts on the bulletin board each week. Johnny Williams' "Club 1220" show on WFT, Thomas, Ga., is now running an hour and fifteen minutes across the board. Frank Pollack, WING, Dayton, O., has moved his nightly remote show into Barney's Cocktail Lounge on a 26-week contract. Ridiculous as it may sound, says Allen James (WRFD), WFLA, Ft. Myers, Fla., a lumber company canceled a spot on his show after 13 weeks because results were too big for the firm to handle. He says he can prove it by letter, too. Happy Adams has joined the staff of WANN, Annapolis, Md. Special guests who helped Jack Sawyer celebrate his fourth anniversary on WLOL, Minneapolis, were Tom m Dorsey, Benny Goodman, Patti Page, Abe Burrows, Perry Como, etc. It was done via tape in most instances. While Steve Markstrom was in the hospital, Irv Miller of WDLB, Marshfield, Wis., handed "Date on Disk" on WLN and WOSA (Ft. Merrill, Wis.) Woody Herman guested with Bob and Joyce Martin, WMUR, Manchester, N. H., when the Herman Herd played that area. Jerry Marshall's 2 p.m. to 4 p.m. "Music Hall" show on WNEW, New York, is

(Continued on page 46)

Best Selling Sheet Music

Based on reports received July 16, 17 and 18

Times listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales.

Table with columns: POSITION, Weeks Last In, Title, Artist, and Record Info. Includes tracks like 'Kiss of Fire', 'Auf Wiederseh'n, Sweetheart', 'Blue Tango', etc.

Songs With Greatest Radio Audiences (ACI)

Songs listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John B. Pomeroy's Audience Coverage Meter. The meter is operated each radio hour made available to Pomeroy's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 items in the case of tied items alphabetically. This music checked in approximately 100 per cent of cases.

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

The feature is copyrighted 1947 by the Office of Research, Inc., 1470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcast utilizing this information may be given. Arbitration will be provided.

Table with columns: Rank, Title, Artist, and Record Info. Includes tracks like 'I Am In Love', 'Auf Wiederseh'n, Sweetheart', 'Delicado', etc.

Top Ten in Television

Table with columns: Rank, Title, Artist, and Record Info. Includes tracks like 'The Bigger the Figure', 'Gears Get Along With You', 'I Hear the Bells', etc.

England's Top Twenty

Table with columns: POSITION, Weeks Last In, Title, Artist, and Record Info. Includes tracks like 'Auf Wiederseh'n, Sweetheart', 'Kiss of Fire', 'Never', etc.

this week on COLUMBIA

ballad wizardry!
TONY BENNETT
HAVE A GOOD TIME
PLEASE, MY LOVE
39764, 4-39764



COLUMBIA'S No. 1
ROSEMARY CLOONEY
BOTCH-A-ME
ON THE FIRST WARM DAY
39767, 4-39767



FOUR GREAT VOCALISTS WITH EIGHT NEW HITS!



TONY BENNETT
with Percy Faith
ROSES OF YESTERDAY
YOU COULD MAKE ME SMILE AGAIN

39815, 4-39815

GUY MITCHELL
with Mitch Miller
FEET UP (Pat Him on the Po-po)
JENNY KISSED ME



39822, 4-39822



CHAMP BUTLER
with Percy Faith
HENRIETTA'S WEDDING
YOU INTRIGUE ME

39818, 4-39818

FRANK SINATRA
BIM BAM BABY
AZURE-TE (Paris Blues)



39819, 4-39819

LOUIS PRIMA
ONE MINT JULEP
CHILI SAUCE
39823, 4-39823

BILLY BROWN
DON'T HOLD BACK
RICH IN LOVE
20982, 4-20982

BILLY STAR
THERE'S AN ACHE IN MY HEART
TOMORROW YOU'LL BE FREE
20983, 4-20983

BETTY JOHNSON
WHAT A FRIEND WE HAVE IN JESUS
HAVE THINE OWN WAY, LORD
20984-s, 4-20984-s

your check list-COLUMBIA'S TOP TWELVE

based on actual sales reports for week ending July 1952

ROSEMARY CLOONEY
Half As Much
Poor Whip-Poor-Will
39710, 4-39710

JOHNNIE RAY
All of Me
A Sinner Am I
39788, 4-39788

PERCY FAITH
Delicado
Festival
39708, 4-39708

JOHNNIE RAY
Give Me Time
Walkin' My Baby
Back Home
39750, 4-39750

DORIS DAY and FRANKIE LAINE
How Lovely Cooks the Meal
Sugarbush
39693, 4-39693

FRANKIE LAINE
High Noon
Rock of Gibraltar
39770, 4-39770

DORIS DAY
When I Fall in Love
Take Me in Your Arms
39786, 4-39786

SAMMY KAYE
Walkin' to Missouri
One for the Wonder
39769, 4-39769

GUY MITCHELL
Pittsburgh, Pennsylvania
The Doll With a Sawdust Heart
39663, 4-39663

DORIS DAY
A Guy Is a Guy
Who, Who, Who
39673, 4-39673

RAY PRICE
I Know I'll Never Win
Your Love Again
The Road of No Return
20963, 4-20963

CARL SMITH
It's a Lovely, Lovely World
Are You Teasing Me!
20922, 4-20922

COLUMBIA RECORDS

for music that sends them . . . to you!

THE BILLBOARD Music Popularity Charts

For Reprints and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Best Selling Pop Singles

Based on reports received July 16, 17 and 18

Records listed are those selling best in the nation's top volume retail record stores...

Table with columns: POSITION, Artist, Title, Label, and other details for Best Selling Pop Singles.

Best Selling Classical Albums

Table with columns: Label, Title, and other details for Best Selling Classical Albums.

Best Selling 45 R.P.M.

Table with columns: Label, Title, and other details for Best Selling 45 R.P.M.

DEALER DOINGS

By IS HOROWITZ

News and Views

The business may not be all that one hopes for, some dealers are spending a little money to go out and get more. One such is the B&G Music Shop...

Chatter

Grandma Dean, of the Dean Record Shop, Ipswich, Mass., writes to inform that considerable excitement was generated over a personal appearance of Stan Kenton in the Cape Cod resort town last week...

Returns

Alma Kay, department manager of Haines-Griffin, New York, expresses the view that too many dealers are misusing their return privileges. These are looking for a quick profit and are ignoring the main purpose of return rights...

Best Selling Children's Records

Based on reports received July 16, 17 and 18

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

Table with columns: POSITION, Artist, Title, Label, and other details for Best Selling Children's Records.

Best Selling Pop Albums

Based on reports received July 16, 17 and 18

Because all labels are not based on all records it is difficult to conduct a pop album survey that is statistically accurate.

Table with columns: Label, Title, and other details for Best Selling 33 1/3 R.P.M.

Best Selling 45 R.P.M.

Table with columns: Label, Title, and other details for Best Selling 45 R.P.M.

Classical Reviews

CONCERT SOUVENIRS—Louis Kaufman 74
Violin, Paul Ulanovsky, Piano, G. 70-71
Charles (33) LM-145

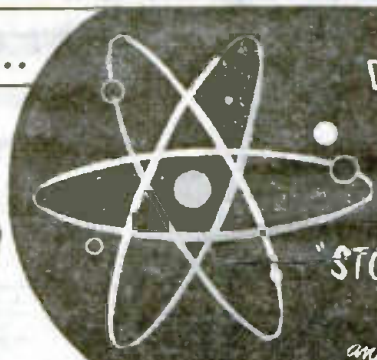
THE MUSIC OF JEROME KERN — The 75
Kinsey Rockwood on Stanley Black, Cond. (33) BL 579

CHARLES T. GRIFFES: PIANO SONATA; ROMAN SKETCHES OP. 7 — Leonard 64
Kaufman, Pianist (33) 100
Waxen (33) 100

GRIFFES: PEER GYNT SUITES Nos. 1 & 2 — Boston Pop Or., Arthur Fiedler 80
Cond. (33) 1079
V 933 LM 7628
Here we have both of these perennial favorites on a single 10-inch disk in bright, shining remission by the Boston Pop under Fiedler. Although a perfect combination that should surely become a profitable over item. The several LP waxings of the two suites available on other labels should now have tough heading.

4 "OUT OF THIS WORLD" SIDES THAT YOU'LL BE HEARING PLENTY FROM...

The **SAUTER-FINEGAN ORCHESTRA**



DOODLETOWN FIFER

and **AZURE-TE (Paris Blues)**

"STOP! SIT DOWN! RELAX! THINK!

and **"RAIN"**

RCA 20-4866
47-4866

RCA 20-4867
47-4867

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

Release 25-50

Ships Coast to Coast July 27

POPULAR

- SAUTER-FINEGAN ORCHESTRA**
Doodletown Fifer
Azure-Te (Paris Blues) 20-4866—(47-4866)*
- SAUTER-FINEGAN ORCHESTRA**
Stop! Sit Down! Relax! Think!
Rain 20-4867—(47-4867)*
- SIX FAT DUTCHMEN**
Foxy Polka
The Goodbye Waltz 20-4853—(47-4853)*

COUNTRY — WESTERN

- WILF CARTER**
Alabama Saturday Nite
Man Hunt 20-4864—(47-4864)*
- THE LONESOME PINE FIDDLER**
You Break Your Promiser
Nobody Cares (Not Even You) 20-4867—(47-4867)*

RHYTHM-BLUES

- JOHN GREER**
Tell Me So
Let Me Hold You 20-4854—(47-4854)*
- HAROLD NICHOLAS**
Your Love Belongs to Me
Just Let Me Love You 20-4859—(47-4859)*

SACRED

- HANK SNOW AND THE JORDANAIRE**
Jesus Wept
Fun to Love With Jesus 20-4856—(47-4856)*

SPIRITUAL

- SONS OF CALVARY**
I'm Gonna Walk and Talk With My Lord
Shine On Me 20-4861—(47-4861)*

CHILDREN'S

- PAUL WINCHELL AND JERRY MANONEY**
When I Get Back From My Vacation
Ice Cream 20-4858—(47-4858)*

*45 rpm cat. nos.

Going Strong...

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

- 5 **Wish You Were Here/The Hand of Fate**
Eddie Fisher 20-4830—(47-4830)
- 5 **I'm Yours/Just a Little Lovin'**
Eddie Fisher 20-4680—(47-4680)
- 5 **Someday/Luna Rossa**
Tony Martin 20-4836—(47-4836)
- 5 **A Full Time Job/Shepherd of My Heart**
Eddie Arnold 20-4787—(47-4787)
- 5 **Vanessa/Somewhere Along the Way**
Hugo Winterhalter 20-4691—(47-4691)
- 5 **Strange Sensation/So Madly in Love**
June Valli 20-4759—(47-4759)
- 5 **I Laughed at Love/Father Time**
Sunny Gal 20-4789—(47-4789)
- 5 **Forgive Me/That's the Chance You Take**
Eddie Fisher 20-4574—(47-4574)
- 5 **Li'l Ole Kiss of Fire/I'm Yorn**
Homer & Jethro 20-4770—(47-4770)
- 5 **Hang Out the Stars**
Bell Sisters w. Henri René 20-4844—(47-4844)
- 5 **Maybe/Watermelon Weather**
Perry Como and Eddie Fisher 20-4744—(47-4744)
- 5 **Blue Tango**
Hugo Winterhalter 20-4518—(47-4518)
- 5 **Night Train**
Burl Ives 20-4693—(47-4693)
- 5 **Kiss of Fire**
Tony Martin 20-4671—(47-4671)
- 5 **Slow Poison/Heart Trouble**
Johnnie & Jack 20-4765—(47-4765)

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.

- ★ **HAND OF FATE**
Eddie Fisher-Hugo Winterhalter Ovk. 20-4830—(47-4830)
The Disk Jockey Pick: The Operators Pick: The Retailer Pick: Billboard, July 19th Issue.
- ★ **SOMEDAY**
Tony Martin 20-4836—(47-4836)
The Billboard Pick: July 19 Issue
- ★ **HEART TROUBLE/SLOW POISON**
Johnnie and Jack 20-4765—(47-4765)
Billboard, Country/Western Disc Jockey Pick: Billboard July 19th Issue.

TIPS
DOODLETOWN FIFERS/AZURE-TE (Paris Skies) 20-4866—(47-4866)
STOP! SIT DOWN! RELAX! THINK! RAIN 20-4867—(47-4867)
Sauter-Finegan Orchestra



S-F M F M

Yes, S-F M F M Sauter-Finegan means fine music. Scientific laboratory tests have proved that Sauter-Finegan plays only the finest, the freshest music. Sauter-Finegan music contains the great new ingredient "originality." Tear 'em down the middle and compare! Remember! S-F M F M Sauter-Finegan means fine music!

The Sauter-Finegan Orchestra debuts on the RCA Victor label with four great sides: **DOODLETOWN FIFERS**, **AZURE-TE (Paris Blues)**, **RAIN**, and **STOP! SIT DOWN! RELAX! THINK!** These four sides give the Sauter-Finegan Orchestra a chance to show its versatility. The arrangements on all four sides are brilliant. And there's a reason for that. Eddie Sauter and Bill Finegan are two of the finest arrangers in the music business. Eddie Sauter has arranged for such men as Benny Goodman and Ray McKinley; Bill Finegan's arrangements have been featured by the late, great Glenn Miller, by Tommy Dorsey, and by many others.

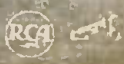
The Sauter-Finegan band has already stirred up a good deal of interest, and articles about the organization have appeared in several of the leading trade publications.

Remember! S-F M F M Sauter-Finegan means fine music. We are proud to welcome them to the RCA Victor label, and we hope you will listen to their first sides. Remember those titles: **DOODLETOWN FIFERS**, **AZURE-TE (Paris Blues)**, **RAIN** and **STOP! SIT DOWN! RELAX! THINK!**

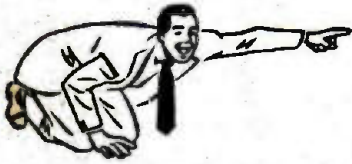
The stars who make the hits are on

RCA VICTOR Records

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



Manufactured in the U.S.A.



Exclusive Sales-Help Service for Profit-Minded Music-Record Dealers! Now offered by The Billboard

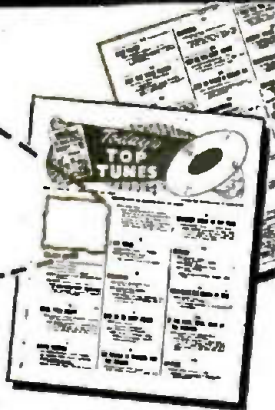
Today's

TOP TUNES

Published by The Billboard

AUF WIEDERSEHN SWEETHEART

VERA LYNN—London (78) 1227; (45) 45-1227 (From the Time You Say Goodbye)
 EDDY HOWARD—Mercury (78) 5871; (45) 5871-45 (Take a Chance)
 LES BAXTER—Capitol (78) 2143; (45) 2143 (Fatum, Fatum)
 OTHER RECORDS AVAILABLE: Ames Brothers, Coral; C. Baxter, Columbia; R. Colombo, Victor; K. Griffin, Columbia; G. Marie Sizers, MGM; G. Lombardo, Decca; B. Stewart, N. Wadsworth, Victor



TODAY'S TOP TUNES INCREASES RECORD SALES

Bigger Profits—More Sales—Few Returns! That's the chorus sung by music-record dealers that run TODAY'S TOP TUNES. And no wonder . . .

Because Today's Top Tunes is the ideal, handy, weekly tipsheet of the music-record derby. It's The Billboard's weekly

HONOR ROLL OF HITS—carried to 30 songs—complete with artists, labels and numbers of the best records of each listed IN ORDER OF POPULARITY and all conveniently condensed in a single 8½"x11" sheet, attractively printed both sides. And this valuable list INCLUDES BEST SELLING FOLK RECORDS and BEST SELLING ALBUMS.

THE MOST COMPLETE AND ACCURATE SALES-HELP SERVICE

The **HONOR ROLL OF HITS** (from which comes Today's Top Tunes) is scientifically calculated each week from sheet music and record sales reports—from reports of songs most played by disk jockeys and in jukeboxes and from data

of the John G. Peelman Audience Coverage Index and the R-H Telego. No other service offers such expensive research and analysis—guaranteeing such accurate working facts for the buying and selling of records!

TODAY'S TOP TUNES MAKES YOUR PROMOTION INVESTMENT PAY DIVIDENDS!

Hundreds of record dealers are now using Today's Top Tunes every week as envelope stuffers with record purchases—as window and record department posters—as counter giveaways. And with the handy customer order form imprinted on each copy—Today's Top Tunes becomes an ideal direct-mail promotion piece. There's nothing like it to stimulate demand among your customers and prospects to keep them coming into your store!



SPECIAL

\$1

TRIAL OFFER

Only \$1 buys you a generous trial offer of 30 copies of this week's Today's Top Tunes—with your name, address and phone number imprinted on each.

Where else can you get such tremendous selling help—every week—and for as little as \$1 per order.

ACT RIGHT AWAY!

Resh \$1 with this coupon Now! (Your money back if not completely satisfied that Today's Top Tunes helps you sell more records!)

The Billboard
 2160 Patterson Street
 Cincinnati 22, Ohio

Yes—Here's my \$1—Please Rush 50 copies of this week's Today's Top Tunes as soon as they come off the press. Imprint each as indicated below.

Name of Store _____ (Please Print)

Address _____

City _____ Zone _____ State _____

Phone Number _____

Your Own Name _____

THE BILLBOARD Music Popularity Charts

For Reprints and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Best Selling Pops by Territories

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, receives last minute sales reports from key dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to reveal any possibility of the over-all local picture being unduly influenced by the report of a single store.

- NEW YORK**
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. KISS OF FIRE—G. Gibbs—Mercury
 3. HERE IN MY HEART—A. Martino—BBS
 4. DELICADO—P. Faith—Columbia
 5. BLUE TANGO—L. Anderson—Decca
 6. HALF AS MUCH—R. Clooney—Columbia
 7. I'M YOURS—E. Fisher—N. Wadsworth—Victor
 8. ALL OF ME—J. Ray—Columbia
 9. LOVER—P. Lee-G. Jenkins—Decca
 10. MAYBE—E. Fisher—P. Coron—Victor

- ST. LOUIS**
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. BOTCH-A-ME—R. Clooney—Columbia
 3. HIGH NOON—F. LaRue—Columbia
 4. SMOKE RINGS—L. Paulsen—Ford
 5. WISH YOU WERE HERE—E. Fisher—N. Wadsworth—Victor

- CHICAGO**
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. BOTCH-A-ME—R. Clooney—Columbia
 3. HALF AS MUCH—R. Clooney—Columbia
 4. HERE IN MY HEART—A. Martino—BBS
 5. DELICADO—P. Faith—Columbia
 6. BLUE TANGO—L. Anderson—Decca
 7. LOVER—P. Lee-G. Jenkins—Decca
 8. HIGH NOON—F. LaRue—Columbia
 9. TAKE MY HEART—A. Martino—Capitol
 10. WISH YOU WERE HERE—E. Fisher—N. Wadsworth—Victor

- LOS ANGELES**
1. HERE IN MY HEART—A. Martino—BBS
 2. DELICADO—P. Faith—Columbia
 3. HALF AS MUCH—R. Clooney—Columbia
 4. BOTCH-A-ME—R. Clooney—Columbia
 5. I'M YOURS—E. Fisher—N. Wadsworth—Victor
 6. BLUE TANGO—L. Anderson—Decca
 7. LOVER—P. Lee-G. Jenkins—Decca
 8. KISS OF FIRE—T. Martin—Victor
 9. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London

- PHILADELPHIA**
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. BOTCH-A-ME—R. Clooney—Columbia
 3. BLUE TANGO—L. Anderson—Decca
 4. DELICADO—P. Faith—Columbia
 5. MAYBE—E. Fisher—P. Coron—Victor
 6. HALF AS MUCH—R. Clooney—Columbia
 7. HERE IN MY HEART—A. Martino—BBS
 8. WISH YOU WERE HERE—E. Fisher—N. Wadsworth—Victor
 9. KISS OF FIRE—G. Gibbs—Mercury
 10. I'M YOURS—E. Fisher—N. Wadsworth—Victor

- DETROIT**
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. BOTCH-A-ME—R. Clooney—Columbia
 3. HERE IN MY HEART—A. Martino—BBS
 4. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
 5. VALESSE—H. Wadsworth—Victor
 6. WALKIN' MY BABY BACK HOME—Nat (King) Cole—Capitol
 7. HALF AS MUCH—R. Clooney—Columbia
 8. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
 9. WISH YOU WERE HERE—E. Fisher—N. Wadsworth—Victor
 10. KAY'S LAMENT—K. Starr—Capitol

- BOSTON**
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. BLUE TANGO—L. Anderson—Decca
 3. INDIAN LOVE CALL—S. Whitman—Imperial
 4. DELICADO—P. Faith—Columbia
 5. BOTCH-A-ME—R. Clooney—Columbia
 6. HAND OF FATE—E. Fisher—N. Wadsworth—Victor
 7. WISH YOU WERE HERE—E. Fisher—N. Wadsworth—Victor
 8. KISS OF FIRE—G. Gibbs—Mercury
 9. LUNA ROSSA—A. Decca—MGM

- PITTSBURGH**
1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 2. MCKINNY BIRD—Felix Lasky—Okeh

- CINCINNATI**
1. MAYBE—E. Fisher—P. Coron—Victor
 2. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
 3. HERE IN MY HEART—A. Martino—BBS
 4. DELICADO—P. Faith—Columbia
 5. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
 6. AUF WIEDERSEHN, SWEETHEART—E. Howard—Mercury
 7. LOVER—P. Lee-G. Jenkins—Decca
 8. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
 9. KISS OF FIRE—G. Gibbs—Mercury
 10. BOTCH-A-ME—R. Clooney—Columbia

The Profitable Self-Service Trend

Food market: did it—drug stores did it—and record stores are doing it too. And it means more sales and profits with no addition to your "human" selling force.

Read how the new record speeds, special merchandisers and racks have stimulated this trend to more volume and record profits in "What Are You Doing About Self-Service?" one of more than two dozen big service features in

The Billboard NAMM Convention Number
 (dated August 2—out next week)



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QUEEN OF POPULAR SONG

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STAFFORD

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TO ME"

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PAUL WESTON
and his Orchestra


b/w PRETTY BOY (Pretty Girl)

with The Starlighters

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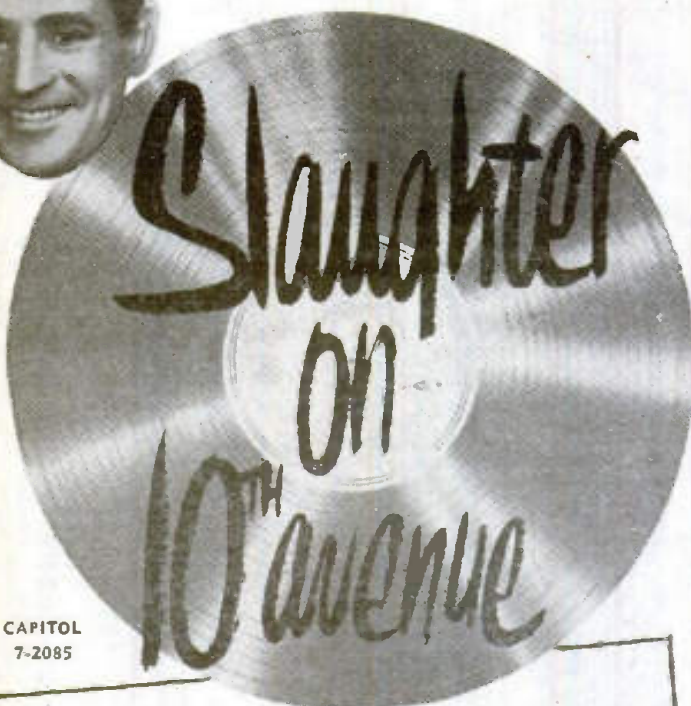
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RAY ANTHONY, THE YOUNG MAN WITH THE HORN, REALLY BLEW UP A STORM
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RECORD PROMOTION—JIM MCCARTHY

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 July 16, 17 and 18

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,550 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part I.

POSITION	Weeks	Last	This	to	disc	Weeks	Weeks
9	3	1.	HALF AS MUCH	R. Clooney	Capitol 39771G; (45M-39710-BMI)		
5	7	2.	AUF WIEDERSEH'N, SWEET-HEART	V. Lynn	London 781227; (45145-1227-BMI)		
10	2	3.	HERE IN MY HEART	A. Martino	BBS 781101; (45145-101-BMI)		
7	6	4.	MAYBE	P. Como-E. Fisher	V78120-4744; (45147-4744-ASCAP)		
14	1	5.	KISS OF FIRE	G. Gibbs	Mercury 7815833; (451583345-BMI)		
9	4	6.	WALKIN' MY BABY BACK HOME	J. Ray	Capitol 39750; (45M-39750-ASCAP)		
3	9	7.	BOTCH-A-ME	R. Clooney	Capitol 39767; (45M-39767-BMI)		
11	8	8.	DELICADO	P. Faith	Capitol 39708; (45M-39708-ASCAP)		
12	5	9.	I'M YOURS	E. Fisher-H. Winterhalter	V78120-4680; (45147-4680-BMI)		
3	12	10.	AUF WIEDERSEH'N, SWEET-HEART	E. Howard	Mercury 7815871; (4515871X45-BMI)		
2	19	11.	WALKIN' MY BABY BACK HOME	Nat (King) Cole	Capitol 2130; (45F-2130-ASCAP)		
2	25	12.	TAKE MY HEART	A. Martino	Capitol 2122; (45F-2122-ASCAP)		
					48 Dis. Victor 20-4744; T. Arden, Columbia 97783		
19	16	13.	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol 39663; (4514-39663-ASCAP)		
					U. Gray Ori. Decca 281417		
16	16	13.	I'LL WALK ALONE	D. Cornell	Capitol 39659; (45M-39659-ASCAP)		
					IG. Amberg, Decca 28094; P. Andrews, Decca 28138; L. Maxwell Ori. WGM 31248; J. Friedman, Capitol 2044; Peter King Singers, Victor 20-4643; D. Lee, Remington R-3023; B. Taylor-P. Faith Ori. Columbia 39654		
23	11	15.	BLUE TANGO	L. Anderson	Decca 27875; (45M-27875-ASCAP)		
4	20	15.	SUGARBUSH	Doris Day-F. Laine	Capitol 39693; (4514-39693-ASCAP)		
					U. Marale and Miriam Decca 20287		
2	23	15.	SMOKE RINGS	L. Paul-M. Ford	Capitol 2123; (45F-2123)		
17	15	18.	BLUE TANGO	H. Winterhalter	V78120-4518; (45147-4518-ASCAP)		
11	13	19.	I'M YOURS	D. Cornell	Capitol 39650; (45M-39650-BMI)		
4	25	19.	HERE IN MY HEART	T. Bennett	Capitol 39745; (45M-39745-BMI)		
6	-	21.	LOVER	P. Lee-G. Jenkins	Decca 28215; (45M-28215-ASCAP)		
8	-	21.	ONE LITTLE CANDLE	P. Como	V78120-4631; (45M-4631)		
					IF. Waring Ori. Decca 27869		
5	10	23.	ONCE IN A WHILE	P. Page	Mercury 7815867; (451586745-ASCAP)		
					IL. Armstrong Ori. Decca 28266; Guy Lombardo Ori. Decca 18277		
18	20	23.	BLUE TANGO	G. Lombardo	Decca 28293; (45M-28293-ASCAP)		
14	23	23.	WISHIN'	E. Howard	Mercury 7815784; (4515-8445-ASCAP)		
					ET. Philippe Ori. K&H 15154; Lark Ball-Curtis, Mercury 13074; G. Lord, MGM 13178; G. MacFadden, Capitol 1983; R. Morgan Ori. Decca 27975; E. Barton-P. Weston Ori. Coral 10431; G. Hawkins, Decca 28056		
18	25	23.	I'M CONFESSIN'	L. Paul-M. Ford	Capitol 2080; (45F-2080-ASCAP)		
3	25	23.	IN THE GOOD OLD SUMMERTIME	L. Paul-M. Ford	Capitol 2123; (45F-2123-BMI)		
18	16	28.	WHEEL OF FORTUNE	K. Starr	Capitol 1964; (45F-1964-ASCAP)		
					•Bert Sisters, Victor 20-4520; The Cardinals, Atlantic 1584; A. Costello-V. Scott Ori. Crescendo C-104; E. Light Ori. Prom 1010; Four Flames, Sociality 423; J. Hartman-B. Lyden Ori. Victor 20-4340; S. Kay Ori. Columbia 39447; A. Pappas, Decca 27927; J. Scott, Coral 10450; M. King, Ori. 6148; B. Washington, Mercury 4747; E. Wilson Ori. S. Gale, Decca 28077; B. Williams Quartet, MGM 13372; K. Miller, Remington R-25024; J. Thompson, King 1051; S. McDonald, Capitol 1999; B. Wayne, Mercury 48067		
11	25	28.	JUNCO PARTNER	R. Hayes	Mercury 7815833; (451583345-BMI)		
					L. Jordan, Decca 28211; A. Porter, Chance 1339		
1	-	30.	KISS OF FIRE	G. Lombardo	Decca 28179; (45M-28179-BMI)		
1	-	30.	WILD SIDE OF LIFE	B. Ives	Decca 28055; (45M-28055-BMI)		
					ET. Hill, Mercury 5830; H. Thompson-Bruce Valley Boys, Capitol 19421		

NO ADJECTIVES STRONG
ENOUGH TO DESCRIBE
THIS RECORD—

IT'S TOO BIG!

**JOHNNY
MADDOX**

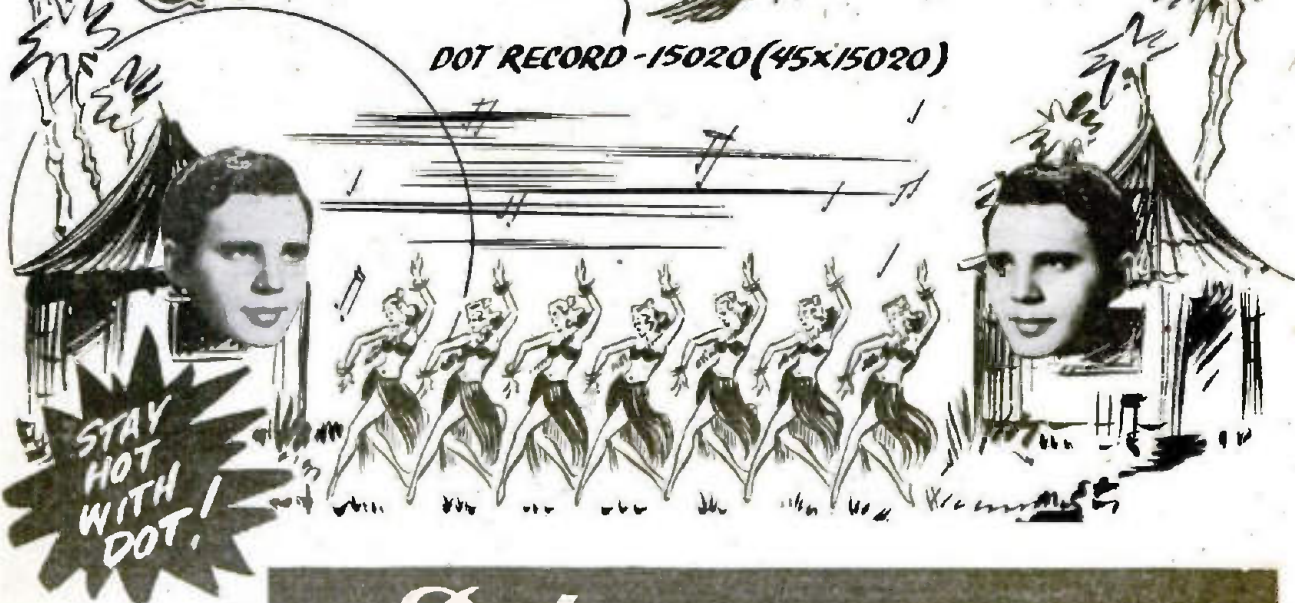
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Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received July 14, 17 and 18

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.

Table with 3 columns: Rank, Title, Artist. Includes '1. THAT HEART BELONGS TO ME' by W. Pierce, '2. ARE YOU TEASING ME?' by Carl Smith, etc.

FOLK TALENT AND TUNES

Communications in care The Billboard, 6000 Sunset Blvd., Hollywood CA

By JOHNNY SIPPET

Artists' Activities

Tex Ritter leaves for England on the Queen Mary July 26. His rodeo troupe, which has been booked by promoter Tom Arnold...

Noon," in England. Ritter does the background singing of theme of the picture. Tim Spencer, manager of the Sons of the Pioneers, reports that the Victor vocalists will do the Sacramento Fair, September 1-8, and a rodeo at Pueblo, Colo. September 12-15...

C&W Records to Watch

In the opinion of the Billboard's music staff the following records have the best sales and performance potential among the country and Western records received last week.

Table with 2 columns: Title, Record Label. Includes 'FORTUNES IN MEMORIES' by Ernest Tubb, 'MUDDY WATER' by Delmore Brothers.

Folk Record Releases

Deezer Blive - Moore Jackson (There Is No Greater Love) King 1087

Carl Dine-Groove Two - Tommy Dean (Lonely Monday) States 1104
I Watched Her An Angel But Devil Sent Me You - The Johnny Horton (First Train headed South) Mercury 6432
Paul Train - Hendrix South - Johnny Horton (The Devil Sent Me Your Mercy) 6432

Wade Ray (Victor) has just completed his third year at Cow Town, Los Angeles. Ray is appearing twice weekly over K-L-A-C-T-V Hollywood.

Ted Brooks (Coral), writer of "The Hot Guitar" and other hit tunes, was a delegate to the recent American Federation of Musicians convention at Santa Barbara, Calif.

Bill McDaniel, chief of the WSM Nashville, flackery department, and Harold Seligman have written a book, "The Grand Ole Opry," which is being published by Greengard, a New York publisher. The book will contain a history of the WSM h.b. effort and discographies of the Opry's artists and available sheet music.

Joe Karber, personal manager of Jack Hunt (Capitol), reports that Hunt closed the Stockman's Hotel, Elko, Nev. July 5, returning to his Hot Springs holdings July 14 via one-nighters. Hunt and his boys play Nebraska State Fair, Lincoln, September 1-5. Hunt has constructed studios in his home from where he'll do his milling sponsor shows for over a 100 station et. web.

Jimmy Wakely is touring Texas with bookings by JCA. Jesse Schneider, new manager of Johnny and Jack WSB, Nashville, reports that the Victor group is touring Eastern parks and will do a week in Texas for Charley Wright, opening July 26.

Betty Gribbes, last at WMTW, Portland, Me., has started at WPOR, Portland. In addition to her dj stint, she is setting up shows for the Wingham Park Drive-in and Park, near Portland.

THE BILLBOARD Music Popularity Charts

Most Played Juke Box Folk (Country & Western) Records

Based on reports received July 14, 17 and 18

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

Table with 3 columns: Rank, Title, Artist. Includes '1. WILD SIDE OF LIFE' by Hank Thompson, '2. ARE YOU TEASING ME?' by Carl Smith, etc.

Best Selling Retail Folk (Country & Western) Records

Based on reports received July 16, 17 and 18

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.

Table with 3 columns: Rank, Title, Artist. Includes '1. WILD SIDE OF LIFE' by Hank Thompson, '2. ARE YOU TEASING ME?' by Carl Smith, etc.

Advertisement for Jimmy Dickens featuring a photo of him and the text: "LITTLE" JIMMY DICKENS Dishes Up 2 Hits... "WAITRESS, WAITRESS" and "THEY DON'T KNOW NO'OTHIN' AT ALL" Columbia 20976. Includes TANNEN MUSIC, Inc. address and phone number.

Advertisement for The Billboard NAMM Convention Number. Text: Self-Service for Extra Profits. Find out where to buy all your self-service needs in "The Directory of Manufacturers of Self-Service Supplies and Equipment," one of 27 valuable special features appearing in. The Billboard NAMM Convention Number (dated August 2-out next week)

Best Selling Retail Rhythm & Blues Records

Based on reports received July 16, 17 and 18

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...

Table with 10 rows of record titles, artists, and labels. Includes 'HAVE MERCY, BABY' by Dominos, 'LAWDY, MISS CLAWDEY' by L. Price, 'GOIN' HOME' by Fats Domino, etc.

Most Played Juke Box Rhythm & Blues Records

Based on reports received July 16, 17 and 18

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...

Table with 10 rows of record titles, artists, and labels. Includes 'HAVE MERCY, BABY' by Dominos, 'LAWDY, MISS CLAWDEY' by L. Price, 'GOIN' HOME' by Fats Domino, etc.

Rhythm & Blues Record Releases

Atlantic Song - Roland Johnson (Deep Soulful Rhythm) Decca 23102
Baby's Blues - John Lee (Blind's Blues) King 13249

Advertisement for Savoy Records featuring Varetta Dillard's 'EASY, EASY BABY' and Mel Walker's 'HELP ME BLUES'.

Advertisement for Vevox Company offering a 'LATEST CATALOG NEW RECORDS' for \$10.00 per 100.

RHYTHM & BLUES NOTES

By BOB ROLONTZ

Leo (Mad-Lad) Parker and his ork played the Latin Quarter, Kansas City, Mo. this month, marking the first time that the club has played an r.&b. band. The ork was booked into the room as a result of the business it pulled during its six-week stay at the Boulevard Room in Kaycee...

ers, now on a Southern tour, will go as far south as Mississippi. They return to New York August 14. Ivory Joe Hunter opens at the Ebony Club, Cleveland, on July 21 for a week. Then he is off on a one-nighter tour...

Rhythm & Blues Record Reviews

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

RHYTHM & BLUES Record Reviews. Includes reviews for Bubba Johnson's 'FORGET IF YOU CAN' and Eddie Boyd's 'BLUE COAT MAN'.

Starting To HIT! SMILEY LEWIS 'THE BELLS ARE RINGING' 'LILLIE MAE' IMPERIAL RECORDS

1952 SLEEPER TOMMY RIDGLEY 'I LIVE MY LIFE' 'LAVINIA' IMPERIAL RECORDS

New Hit New Release! BABY, DON'T GO BY JESSE BELVIN '43 Specialty RECORDS

SOARING! EDNA McGRIFF SONNY TIL BUDDY LUCAS 'ONCE IN A WHILE' Jubilee 5090

Another Sizzling Pair! By The Clovers 'WONDER WHERE MY BABY'S GONE' and 'TING-A-LING' Atlantic RECORDING CORP.

TODAY'S HOTTEST SPIRITUAL! COME IN THE ROOM By CLARA WARD Atlantic RECORDING CORP.

Ready to hit the top... Floyd Dixon CALL OPERATOR 210 AT 3135 and 3 new ones going up Charles Brown WITHOUT YOUR LOVE AT 3138 Maxwell Davis THE BLUE TANGO AT 2142 'Peppermint' Harris I CRY FOR MY BABY b/w THERE'S A DEAD CAT ON THE LINE AT 3141 Aladdin RECORDS

BUDDER JOHNSON 'FORGET IF YOU CAN'... BOBBY SMITH ORK 'HONEY'S LOVERLY ARMS'... EDDIE BOYD 'BLUE COAT MAN'... STEVE GIBSON-ORIGINAL RED CAPS 'I WANT TO YOU WEEDING'... THE LARKS 'I LIVE TRUE TO YOU'... DUKE BAYOU-MYSTIC SIX 'RUE A LITTLE BOOGIE'...

lyrics. Side could get spins due to the singer's performance. SEVEN DAY BLUES... BILL DOGGETT 'PLEASE DON'T EVER LET ME GO'... KING 4546... CLO' CLUC... BIG BILL BRONZY 'I KNOW SHE WILL'... FREDDIE WILCHELL ORK 'PERFIDIA'... DELICADO... WAIT... THE LARKS... DUKE BAYOU-MYSTIC SIX...

Here they go again...



"HANG

OUT

**THE
STARS"**

the

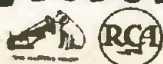
BELL

Sisters

*With
HENRI RENÉ
and his
ORCHESTRA*

RCA 20-4844
47-4844

RCA VICTOR Records



COMING NEXT WEEK

The Billboard's Big

NAMM CONVENTION NUMBER

August 2, 1952

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FIRST RECORD DISTRIBUTOR SURVEY

NEXT week music-record men from all over the nation gather in New York for the **BIG ANNUAL NATIONAL ASSOCIATION OF MUSIC MERCHANTS' CONVENTION**.

In conjunction with this important event, The Billboard publishes its **Big, Useful Annual NAMM Special**. Check the line-up at the right and see if you don't agree that The Billboard NAMM Convention Number can be of genuine value to you in your business.

But that's really just the start. Because week after week, The Billboard serves you with its valuable **MUSIC POP CHARTS . . .** with news, reviews and special columns of real service to dealers, disk jockeys, juke operators and everyone associated with the music-record business.

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Special NAMM Convention Number FEATURES AND LISTS

- Editorial: The Time for Selling is Now
- Major Record Companies' Plans for Fall Promotion
- What Are the Prospects for a One-Speed Record Industry?
- Is Discount Selling Here to Stay?
- Are There Too Many Records?
- How Planned Programs Spell Top Profits in Kidding Disks
- How Merchandising Sound Sets Classic Disks
- The Dealer's Problem and How to Tack It
- How to Get the Plus Side
- Sell-Service for More Sales
- How RIAA Helps Dealers
- Extra Profits in Accessories
- How to Capitalize on Ready-Made Sales Promotions
- How to Prepare for the High Fidelity Business
- Fifth Annual Retail Record Store Survey
- First Record Distributor Survey
- NAMM Convention Exhibitors
- NAMM Trade Show and Convention Schedule of Events
- 20 Best Selling Standard Records
- 25 Best Selling Standards on Sheet Music
- Directory of Manufacturers of Sell-Service Backs and Merchandise
- Accessory Manufacturer List
- Complete Weekly Music Popularity Chart
- Special Capital Records 10th Anniversary Section

The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

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Name _____

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City _____ Zone _____ State _____

Occupation _____

THE BILLBOARD Music Popularity Charts

For Replies and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Advance Record Releases

POPULAR

- 45s—Duddy Cole Drk (Darlin' You Can't Love Two) Capitol 2156
- After I Say I'm Sorry—Tiny Hill Drk (Oman) Mercury 5876
- All the Things You Are—David Rose Drk (Verano) MGM 36619
- Armstrong—The Madcaps (On a Little Spanish Town) Decca 28303
- Aut Widescreen Sweethearts—Captain Slubby: The Buccaneers (You Can't Be True Dear) Romeo 299
- Ballboa—Ralph Flanagan Drk (Españolito) V 20-4843
- Blue and Sentimental—George Auld (Tenderly) Decca 60760
- Cocacnut Grove—Johnny Maddox: The Rhythmasters (Little Grass Shack) Dot 15020
- Cryin'—Loret Hampton Drk (Oh, Lady Be Good) MGM 33285
- Dancing Girl—Vaughn Monroe Drk (Learn to Love) V 20-4850
- Darlin' You Can't Love Two—Clara MacKale: Woody Cole Drk (Adios) Capitol 2156
- Ding Dong Boogie — Ella Fitzgerald (Preview) Decca 28321
- Eisenhower Polka—The Polka Musicasters (Eisenhower Polka) Homophone 3002
- Eisenhower Polka—The Polka Musicasters (Eisenhower Polka) Horoscope 1002
- Españolito—Ralph Flanagan Drk (The Ballboa) V 20-4843
- Forget—Denny Davis (Love Come Out of the Night) MGM 33286
- Friendship—The Polka Musicasters (Eisenhower Polka) Homophone 3002
- Friendship—The Polka Musicasters (Eisenhower Polka) Horoscope 1002
- Friendship—The Polka Musicasters (Eisenhower Polka) Horoscope 1002
- Friendship—The Polka Musicasters (Eisenhower Polka) Horoscope 1002

CLASSICAL ALBUMS

- Ella Bartok: Three Rhapsodies on Folk Tunes (3-10")
- Rembrandt Folk Dances, Lilli Kraus, Piano—Decca (33) DL 4011
- Benjamin Piano Sonata Album (5-12") Sonata 4, 9, 12, 16, 17, 18, 20, 22, 30, 6, 11; Wilhelm Kempff—Decca (33) DL 9504/9504-9509/9510-9511
- The Voice of F. D. E. Album (3-10") Gustav Reyhan, Narrator; Victor Young Chorus & Orchestra; Arthur Lane Piano—Decca (33) DL 96218
- Lehar: The Merry Widow Potpourri, Part 1 & 2 (3-10") The Munich Philharmonic Orchestra, Conducted by Niky, Conducted—Decca (33) DL 4801
- Light Sonata in B Minor Album (3-10") Rudolf Feltgen, Piano—Decca (33) DL 9529
- Mendelssohn: A Midsummer Night's Dream (2-10") Berlin Philharmonic Orchestra, Conducted by Herbert Krapp—Decca (33) DL 4804
- Beethoven: The Merry Widow Potpourri, Part 1 & 2 (3-10") The Munich Philharmonic Orchestra, Conducted by Niky, Conducted—Decca (33) DL 4801
- Light Sonata in B Minor Album (3-10") Rudolf Feltgen, Piano—Decca (33) DL 9529
- Mendelssohn: A Midsummer Night's Dream (2-10") Berlin Philharmonic Orchestra, Conducted by Herbert Krapp—Decca (33) DL 4804
- Beethoven: The Merry Widow Potpourri, Part 1 & 2 (3-10") The Munich Philharmonic Orchestra, Conducted by Niky, Conducted—Decca (33) DL 4801
- Light Sonata in B Minor Album (3-10") Rudolf Feltgen, Piano—Decca (33) DL 9529

POPULAR ALBUMS

- ADVANCE ALBUM RELEASES — Popular . . . 51
- April in Paris Album — Vic Damone (3-10") Mercury (33) MG 25133
- Dance With a Lady Album — Xavierugat Drk (3-10") Mercury (33) MG 25149
- Gracie Mace: Merry for Captain Slaughter and Other Songs—Victor Young Drk, Ben Lane Singers (3-10") Decca (33) DL 8405
- Harmonica Hits Album—Jimmie Lunceford's Harmonica Stars (3-10") Decca (33) DL 8405
- It's Been So Long—Lilly Ann Carol (I Don't Know Any Better) V 20-4812
- 106 Best We Say Goodbye—Billy Williams Quartet (Who Knows) Mercury 5876
- Jazz Be Blues, Then—Jon Tilman Trio (Smoke Ring) MGM 33289
- Jump the Blues—Cap Caloway Drk (Willow Weep for Me) Dot 6896
- Learn to Love—Vaughn Monroe Drk (Dancing Girl) V 20-4850
- Little Grass Shack—Johnny Maddox: The Rhythmasters (Cocacnut Grove) Dot 15020
- Love Come Out of the Night — Denny Davis (Give and Take) Capitol 2157
- Love Is Just Around the Corner—Billy May Drk (The Girl Next Door) Capitol 2157
- Love Letters in the Sand—Ted Bruce: Denny Vaughn Drk (When You Know You're Not Forgotten) Pao L. S. 108-908
- Mighty Navy Wings—The Mariners: Jimmy Carroll Drk (The Girls Are Marching) Columbia 36998
- My Gal Sal—Fred Waring Drk (I Do, I Do, I Do) Decca 28305
- My Madonna — Cliff Avery: Bernice Wayne Drk (Gimme) Emerald 811
- Never Again—Warren Morgan (I Gotta Right to Live) RCA Victor 6896
- Nobody's Sweetheart—Del Wood: Mr. Cost (Shanty Town) Mercury 639
- Oh, Lady Be Good—Loret Hampton Drk (Cryin') MGM 33285
- Oh, My Gal Sal—Fred Waring Drk (I Do, I Do, I Do) Decca 28305
- One for the Wanderer—Fran Warren: Vickey Herman (Former Members of the 106th Division) MGM 33287
- Penthouse Serenade—Eroll Garner (Laurie) Decca 6898
- Preview — Ella Fitzgerald (Ding Dong Boogie) Decca 28322
- Shanty Town — Del Wood: Mr. Cost (Nobody's Sweetheart) Mercury 639
- Smoke Ring—Jon Tilman Trio (The Jazz Me Blues) MGM 33289
- Sinatra Polka—Jimmy Panon Drk (I've Got a Heart Polka) Capitol 2147
- Take Back Your Heart—Johnny Picon Drk (Sandra Polka) Capitol 2147
- Tenderly—George Auld (Blue and Sentimental) Decca 60760
- There's a Cloud in My Valley of Sunshine—Bob Hope (A Few Legged Friends) Capitol 2163
- The Old (to Get the Mustard)—Dick Todd: Gary Martin (Waiting in the Lobby of Your Heart) Decca 28314
- Valessa—David Rose Drk (All the Things You Are) MGM 30439
- Wait 'Til the Sun Shines Nelly—Jimmy Palmer Drk (Why) Mercury 5875
- Waiting in the Lobby of Your Heart—Dick Todd: Gary Martin (The Old to Get the Mustard) Decca 28314

SPIRITUAL

- Bread of Heaven—The Angels Gospel Singers (Billy White Way) Gotham 717
- Come in the Room—Clara Ward (I'm Waiting for Jesus) Gotham 715
- Just a Little While—Clara Ward (I'm Waiting for Jesus) Gotham 715
- Just a Little While—Clara Ward (I'm Waiting for Jesus) Gotham 715
- Little Light of Mine—Clara Ward (Just a Little While) Savoy 4038
- Where Can I Go—Joiners Five Trampets (The Changing World) E.O.B. 121

HOT JAZZ

- Rock, The—Paul Quinette (5rd Rec) Mercury 6287
- Five and Dandy—Cecil Young Quartet (South of the Border) King 15192
- Gianna A Pierrot—Jimmie Lunceford (It's Time to Jump and Shout) Decca 6896
- It's Time to Jump and Shout—Jimmie Lunceford (Gianna A Pierrot) Decca 6896
- Shad Rec—Paul Quinette (The Book) Mercury 6287
- South of the Border—Cecil Young Quartet (Five and Dandy) King 15192

SACRED

- ADVANCE RECORD RELEASES — Sacred . . .
- Bomb for the Share—Brown's Ferry Four (Eternity Without Me—Brown's Ferry Four (Double for the Share) King 1086
- By Without Him—Brown's Ferry Four (Double for the Share) King 1086

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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).

• 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.

- A SINNER AM I** Johnnie Roy Columbia 39786
An emotional and rocking Johnnie Roy gives his all to a tune that he penned. The vocal should please his many fans. His "All of Me" was picked previously.
- SHOULD I?** Four Aces Decca 28323
The Four Aces come thru with a slick, rhythmic reading of the fine side, giving it a reading, pulsating interpretation that should mean healthy sales. Al Albert's lead singing sparks the track.
- LUNA ROSSA** Alan Dean MGM 11269
British-born singer Alan Dean gives this lovely import a fine reading, selling it with warmth and charm. Frank Sinatra on Columbia and Tony Martin on RCA Victor also have good readings of the tune.

• 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 some disk jockeys think tomorrow's hits will be:

1. JUST ONE OF THOSE THINGS Perry Lee-Gordon Jenkins Orb. Decca 28333
2. JAMAICAN RHUMBA Percy Faith Orb. Columbia 39790
3. SOME DAY Tony Martin RCA Victor 20-4836
4. ROCK OF GIBRALTAR Frankie Laine Columbia 39770
5. TENNESSEE NEWSBOY Frank Sinatra Columbia 39787

• 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 the store box operators think tomorrow's hits will be:

1. KAY'S LAMENT Kay Starr Capitol 2151
2. JAMAICAN RHUMBA Percy Faith Orb. Columbia 39790
3. STRANGE SENSATION June Vallie RCA Victor 20-4759
4. WHEN I FALL IN LOVE Doris Day Columbia 39786
5. I LOVE GIRLS Arthur Godfrey Columbia 39792

• The Operators Pick

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

1. THE HAND OF FATE Ernie Fisher-Hues Winterhalter Orb. RCA Victor 20-4830
2. ALL OF ME Johnnie Roy Columbia 30135
3. SO MANLY IN LOVE Gregoria Gibel Mercury 5874
4. TILL THE END OF THE WORLD Bing Crosby-Grady Martin Orb. Decca 28265
5. FOOL, FOOL, FOOL Kay Starr Capitol 2151

• 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. I KNOW I'LL NEVER LOVE AGAIN Ray Price Columbia 20963
2. SLOW POISON Johnny and Jack RCA Victor 20-4765
3. I LOVE YOU 24 HOURS A DAY Billy Stange Capitol 2312
4. JAMBALAYA Hank Williams MGM 11283
5. MY GAL COMES FROM HEAVEN Bobby Williamson RCA Victor 20-4837

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2 GREAT STARS!!



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PARKER**
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'ROSANNE'

"TEA FOR TWO"

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CHICAGO, ILLINOIS

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

Album and LP Reviews

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

THE Mercury RECORDS TOPS

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POPULAR 74

HIT PARADE—Eddy Howard, Georgia Gibbs, Bobby Wayne, Patti Page, Ralph Marterie and Xavier Cugat and Jimmy Palmer and MG 25184

SOFT LIGHTS, SWEET TRUMPET—Harry James and Columbia 333 DL 5404

SOFT AND WARM—Joel Myerson and Decca 333 DL 5404

HOT JAZZ 74 GEORGE WALLINGTON TRIO—Max Roach, Dariusz, Gerry Ringold, Basie, George Wallington, Pianos (1-10) Progressive (83) PJP 3002

INTERNATIONAL 72 ISRAELI FOLK DANCES—Israel Music Foundation (33) LP 5

BREAD and BUTTER Is THE MUSIC-RECORD BUSINESS Read The Billboard Every Week

POPULAR 74 CHILDREN 80

MUSIC FOR EARLY CHILDHOOD (4-10) Columbia 133 MJV 141

VOX JOX

Continued from page 39 now seven days a week. Activities at WBUX, Doylestown, Pa. include Ed Brogger celebrating his 80th consecutive broadcast of "Town Talks" and Dick Alliger and Joe Finnigan doing a three-hour remote from a local fair.

Double Date On Saturday, July 19, deejays Phil McLean, WERE, Cleveland, and Jerry Crocker, WJKB, Detroit, will marry with sisters June and Pat Mead in a double ceremony.

Dean Introduces New Phonographs The NEW YORK, July 19.—Dean Electronics will introduce two new phonographs at the National Association of Music Merchants' convention here next week.

Record Reviews

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

FOLK Record Reviews

ROLAND JOHNSON ALBANIAN SONGS 69-70-68-70 DECCA 28102 Johnson is an avante of 1940s folk country item.

FOLK Record Reviews

I CAN'T FEEL THOSE KISSES 66-66-67-68 MERCURY 4481-King warms dinner table. Staring accompaniment is rather moan-

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The Billboard NAMM CONVENTION NUMBER out next week

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ADVERTISING RATES DISPLAY CLASSIFIED Any advertisement using display makes-up will receive 50% discount.

ARENAS & AUDITORIUMS

JULY 26, 1952

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Cincy Arena Seeks Financial Overhaul

CINCINNATI, July 19.—U. S. District Court Judge John H. Druffel Monday (14) appointed two trustees to operate the Cincinnati Garden after Garden owners stated in a petition for authority to reorganize its financial structure under a section of the bankruptcy act that the arena has been operating at a loss.

Judge Druffel named attorney Charles W. Broeman and Thomas Hogan Jr., secretary-treasurer of

Emery Memorial, trustees, and ordered a \$100,000 joint bond posted.

The petition requesting appointment of trustees pending submission of a reorganization plan was filed by Cincinnati Garden, Inc., executive vice-president, J. Thomas Grace, declared: "The management of Cincinnati Garden has found it necessary to invoke proceedings under the Chandler Act, which provides for reorganization of corporations. For the last year or two the corporation has been operating at a loss and apparently a revamping of its financial structure will be necessary."

"By continued operation, authorized under the Chandler Act, the Garden can continue to furnish entertainment to the Cincinnati public and to give the benefit of its facilities to the people of Cincinnati and the tri-state area."

Grace said the Garden has no general creditors. The creditors, he said, are first and second mortgage holders owed approximately \$1,200,000.

The Garden management, Grace said, has booked "its fullest program for the coming winter season." Hockey will be continued with the Cincinnati Mohawks competing for the fourth season in the American Hockey League. Louis Richter, Garden president; Grace and other officers and their attorneys conferred with Judge Druffel preceding the signing of the court order appointing trustees. James Favrel is secretary of the corporation and Thomas E. Wood is treasurer.

Garden directors announced in May, 1951, that a recapitalization plan for the \$3,000,000 project was under consideration. Grace said then that 45 per cent of stockholders were Canadians.

NEWS NUGGETS

Seattle Sets Four Musicals In Aud Series

SEATTLE, July 19.—Four musicals are scheduled for the Civic Auditorium here. They will be presented by Hugh Beckett Attractions. First in the 6,000-seat hall will be "Song of Norway" with Helen Bliss and John Tyers, July 26-August 2. Others will be "Call Me Madam," August 25 - 26; "South Pacific," October 20 - 25, and an unchosen one in January. Season tickets will be sealed from \$8 to \$18.

PRE-TRIAL TESTIMONY TAKEN AT BALTIMORE

BALTIMORE — Pre-trial testimony by Sonja Henie and Edwin P. Coronati has been taken in connection with the damage suits pending as a result of the collapse of seating here in March. Judge Robert France authorized depositions by Thomas Muchmore, Frank Zamboni and Jack Mulcahy, all of California.

LYNN, MASS., AUSPICES PURCHASE 'ICE POPS'...

LYNN, Mass.—All six performances of "Ice Pops" have been bought outright by local sponsors, the North Shore Sports Center here announced. The show, patterned after the St. Paul "Ice Pops," will be given on Saturdays, starting July 26. Larz J. Anderson is manager; Lillian Tribby, skating director, and Claude Phillips, musical director.

Dramatic & Musical Roules

Ballet Theater (Cultural) San Francisco. Bell, Book and Candle (Musical) Chicago. Call Me Madam (Pitheanomic) Auditorium Los Angeles. Fourposter (Civic Auditorium) Pasadena, Calif. 25-26. Ozark Night Ladies (National) Washington. Ours and Dicks (Suburban) Chicago. Noon in Blue (Cultural) San Francisco. Song of Norway (Auditorium) Portland, Ore. 22-26. South Pacific (War Memorial Opera House) San Francisco. Slingshot (Cory) San Francisco.

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IAAM Convention Program Announced by Van Lopik

August Meeting in Miami Beach To Cover Wide Range of Topics

DETROIT, July 19.—The full program for the Miami Beach convention of the International Association of Auditorium Managers was announced by C. W. Van Lopik, president, here this week. The convention will be August 10-13 at the Sans Souci Hotel in Miami Beach.

An array of speakers, who will give 5-minute talks on a wide variety of topics comprise the bulk of the convention program. Topics include leases, television, Communistic meetings, vending machines, door control and scrubbing machines.

On Sunday (10) the IAAM board of directors will meet at 4 p.m. and a cocktail party will start at 8 p.m.

The morning session on Monday (11) will open with a talk on leases and contracts by Ed A. Furl of the St. Paul, Minn., Auditorium. Charles Bauer Jr. of the Cincinnati Music Hall will discuss television as it applies to auditorium managers. Expositions and trade shows will be the topic of the discussion by James Walsh of Grand Central Palace, New York.

Hoff, Maas Speak

The morning session will con-

tinue with Clarence Hoff of the Kansas City Municipal Auditorium discussing the automobile business. William Maas of the Milwaukee Auditorium will follow with an examination of policies concerning use of auditoriums by Communistic organizations. George Tyson's discussion of ice shows will wind up the first morning's session.

After luncheon at the hotel, IAAM members will reconvene Monday to hear Winifred Corey of Kleinman's Music Hall, Buffalo, describe independent audits for auditoriums. Atwood Olson of the Minneapolis Municipal Auditorium will talk about concessions, and Dee Fuller of the Oklahoma City Municipal Auditorium will speak about ushering. Booking will be the topic of Lindley Lueddeke of the Oakland, Calif., Municipal Auditorium; George Wood of the Exposition Equipment Company, Detroit, will discuss exhibition equipment, and E. J. Allen of the Pasadena, Calif., Civic Auditorium will speak on music, concerts and lectures.

At 3 p.m. Monday, the convention will take a boat trip to Grandon Park, and this will be followed by a cocktail party and

barbecue thru the courtesy of Miami Beach Auditorium and Dade County Auditorium.

New Services Revenue

Tuesday's (12) schedule will get underway with a Cracker breakfast thru the courtesy of Miami Municipal Auditorium and Dinner Key Auditorium. The session will open with Louis Saldoni of the St. Louis Municipal Auditorium discussing what additional services IAAM can offer its members. E. M. Race of the Will Rogers Memorial Auditorium, Fort Worth, is to discuss possible new sources of revenue. Fred McCullum of the Birmingham Memorial Auditorium will speak about the handling of programs. Chauncey Barbour of the Memphis Auditorium will describe new maintenance equipment and products, William Peterson of Memorial Hall, Racine, Wis., will have association publications as his topic.

During the afternoon on Tuesday (12) the convention will hear H. H. Niebrugge of the Atlanta Municipal Auditorium speak about vending machines. William Coker of New Orleans Municipal Auditorium will discuss insurance problems. Legal interpretations will be a topic of John Garvey Jr. of Richmond, Calif., Memorial Auditorium, who also will discuss civilian defense.

Clarence Hoff of Municipal Auditorium, Kansas City, will describe scrubbing machines. E. W. French, Municipal Auditorium, Norfolk, will talk about control of doors to prevent unauthorized entry. H. O. Johnson of Sam Houston Coliseum, Houston, will speak on possible new revenue checks.

Adjourn Wednesday Noon

A Tuesday banquet at the Dinner Key Terrace will be sponsored by "Holiday on Ice" and George Tyson.

On Wednesday (13), Axel Reed of the Mayn Civic Auditorium, Rochester, Minn., will open the session with a talk about rental rates. Musicians and stagehands will be the subject of a talk by Tommy Thompson of Memorial Auditorium, Chattanooga. Committee reports will be received. The final order of business will be the election of officers, and the convention is scheduled to adjourn at 12:30 p.m. Wednesday (13).

Special events for women and guests will include a fashion show at the hotel on Monday morning and a bus trip on Tuesday morning.

Legit Line-Up

Continued from page 2

been re-determined on time periods for filing citizenship papers. The rule goes into effect August 16.

The new rules may delay the import from England of the cast of Stanley Young's "Mr. Pickwick," which the Playwrights Company has in mind. Peter Lawrence, of the company, has a new project which he has presented to the Theater Owners of America, whereby he will produce three musicals for touring, if the TOA members agree to open their motion picture houses for the shows. Members representing 10,000 film houses have been polled, and if enough houses with seating capacities of 2,000 can be made available, the United Booking Office will have competition. Hugh Beckett Attractions has arranged the schedule for the Theater Guild's tour in Seattle, "Stag 17." "The Fourposter," "Country Girl," "Moon Is Blue" and "Jane" are set for the Metropolitan Theater.

PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can't give you names from your territory to you. Please state the date and time of event or at least one event which you have promoted in the past; specify whether or not you were financially responsible or secured responsible underwriting. Write: Arena Auditorium Dept., The Billboard, 183 W. Randolph St., Chicago 1, Ill.

German Cops Release Roller Show Equipment

NEW YORK, July 19.—East German (Russian Zone) police, which two weeks ago impounded eight truckloads of equipment belonging to Harold Steinman's "Skating Vanities" roller show, finally released them Thursday (17). The action took place in Kiel.

The police grabbed the trucks, on hire from the German-owned Schenker Transportation Company, because that firm failed to manifest troupe-bought goods and souvenirs as required by law.

Steinman's New York office said today that the Reds had absolved the troupe and its management from all blame, and would fine the trucking company 80,000 marks plus 30,000 more, the estimated value of two empty Schenker trucks which will be held until the loot is gotten up.

Holds Vehicles

The Schenker firm, insists that Steinman should foot the bill and has locked up the fully loaded vehicles in a British Zone garage until he posts the necessary money—\$25,000 in American bills. The "Vanities" board of directors here, realizing that the equipment must be loaded aboard the S. S. "America" at Bremerhaven Saturday (19), arranged posting of the "required" bond thru a U. S. bank in Frankfurt.

Meanwhile, a civil suit between Steinman and the truck firm is now pending in the Allied Court in Berlin. The producer will fight the suit there and then dash to the ship to insure that his \$300,000 equipment is loaded aboard once and for all.

August 1 Opening

The entire troupe, which includes five trained pups, was to have sailed aboard the America in time to meet an August 1 opening at Asbury Park, N. J.

Instead, a Flying Tiger airplane was chartered and they took off from Hamburg at 4 p.m. (German time) Friday (18). Mechanical difficulties, however, forced the plane to land in the Azores late that same day. Another plane was being sent from Germany to pick them up and complete the trip to New York.

In addition to losing and estimated \$36,000 on the never played Kiel date, Steinman figures total losses at \$100,000. The tour opened in Antwerp, Belgium, March 9.

Detroit Temple Expands Space For Backstage

DETROIT, July 19.—Expansion of backstage capacity will give the Masonic Temple here one of the largest stage areas in the country. A boiler plant adjoining the stage, dormant since the building began buying central power two years ago, is being torn out to provide approximately 10,000 square feet of space adjoining the present stage, which is 100 by 60 feet.

New space will be used, according to C. W. Van Lopik, manager, for storage of flats; use in quick changes between acts, especially when large casts are involved, and special show purposes. With a new ramp leading to the stage area, it will be especially adaptable to the frequent local auto shows, allowing cars to be stored off stage and brought on as needed.

Helsinki Shipped Olympics' Revue

STOCKHOLM, July 19.—The management of the China Theater, big-time vaude house, sent a complete vaude show of nine acts to Helsinki, Finland where they opened in the China Revue, which will be an Olympic Games feature at the Kansaan Theater. The entire unit of about 35 persons was provided transportation on the Norwegian steamer, Cort Adler.

In the unit were Patricia O'Dr., English juggler; the (8) Betty Hobbs Girl dance ensemble; the Five Bobbies, comics; Hannelore Munster, singer; Barna and Bore., table tennis ace; Rosyane and Larau, dance duo; the Two Bruxelles, comedy acro; Menno Grondsm, impersonator and Wester. Also in the group were five musicians from the China Theater.

Sked Food Show For Scranton, Pa.

PHILADELPHIA, July 19.—Phil Metz's Exhibitors, Inc. of this city, will direct the third annual Banner Food and Home Show, set for the Watres Armory, Scranton, October 11-13. Banner Food Stores will sponsor the show which is expected to attract some 100,000 visitors. Metz says 50 per cent of the available floor space is already sold. The show will be decorated by the George Trahan Company, Cohoes, N. Y.

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Spotlight Wildwood As Top Talent User

Continued from page 18

music. The Tunecmen come in on July 15.

Pepper Davis and Tony Reese headline at The Inlet Club, with the Campbell Sisters, Helen Phillips, Ray Catell, the Lynn Sisters and Carmen Dee's band also in the show. McHale's Corner has Guy Marks, the Harmonicaires, Dottie Meryle, Joe Connors, Vince Montano, Joanne Du Bois and Pat Dennis' band. The Jones Boys Cafe has Al Layne and Don Rines, Jackie Oliver, Mark and Tony and the Nu-Tones on tap. Cy White, Melissa Murphy and the Esquire Boys head the show at Wright's Hotel. The Grenoble Hotel has Joe Hough, Grace O'Hara, Eddie Thomas and Judy Manners, Bill Donahue, Frankie Springman, Puggy O'Neil and Penn Fay's music. The Hof Brau has the Four Top Hatters, Austin Powell and the James Quintet, Chris, Powell and His Blue Flames, Marty De...s Nut Club, with the comic heading the show, also has Ruth Rogers, Sandy Kent and Jack Wallace.

A pretentious show is being presented by Issy Bushkoff at the Esquire Club, with a "Creole Follies" revue staged by Hortense Allen to give the resort the only Harlem-styled floor show. The big show includes a 16-boy-and-girl chorus, with the cast taking in the Wallace Brothers, Betty Logan, Leroy Strange, Don Bexley, Leonard Henry, Vernon Guy, LaVant and Carlo Fouches, the Bojoe, Billie Graves, Beverly Jenkins, Dollie Levy, Helen Colbert, Wilha Drake, Toni Levezier, Arthur Strohmam, Herb Gordy,

Ted Butler, Teagle Fleming and Johnny Lynch's band. Bushkoff also operates the Town Tavern at Delair, N. J., near Philadelphia, with the same show policy. He was formerly associated with Sugar Hill in New York City.

Cocktaileries

In addition to the floor show spots, there are eight other major clubs with cocktail shows—with many using name units. The Rip-tide has the Tremiers and the Jive Bombers for the season; the Martini-que Club again has Steve Gibson and the Red Caps, plus the Goofters; the Golden Dragon has the Five Barons and the Joanne Marsh Duo. Fuzzy and Wuzzy are current at the Lyndhurst Hotel Lounge; Charlie Morrison and his Musiceers are back for a second season at the Hurricane Cafe; the Joe Major Trio and the Interludes with Linda Lash are at the Rainbow Cafe; the Leo Coliolo Trio is at Bishop's Cafe, and Rocco and his Royal Romanians are at Grande's Cafe.

Only one room here offers hill-billy entertainment, with Larnie Cassedy, Jack Smith and the Westerners at the Central Inn. In addition to the organ inter-ludes offered at such rooms as the Club Avalon, Wright's Cafe and the Nut Club, there are a half dozen smaller rooms where the organ holds the spotlight. Nan Jones pumps the Hammond at the Glass Bar; Frank Fielder, Oswald's Grille; Kitty Claire, the Shamrock Cafe; Joe Weston, Delaney's Cafe; Billy Klais, the Rio Grande Cafe, and Erick Wilkinson, the El Dorado Hotel, joined by canary Betty Jane Braun.

About eight spots use only piano singles. These are Mickey Brua at the Fairview Keyhole Cafe; Bobby Harris, Jones' Korner, Club Fiesta, and Sonya, the Terminal Cafe. Most of the 88-ers also do voice.

NY Heat Rises; Combos Drop

NEW YORK, July 19.—The hot weather finally caught up with the stern combo houses. The par-lays of new shows, plus air conditioning, weren't strong enough to get them to come in.

Radio City Music Hall (5,945 seats; average \$128,000) dropped down to \$133,000 for its third week with "Where's Charley?" plus the Four Step Brothers. The show opened to \$150,000 and went up to \$155,000 the second week.

Roxy (5,880 seats; average \$57,000) did a satisfactory \$85,000 as the opener with "We're Not Married," plus Rochester heading the stage show.

Paramount (3,654 seats; average \$111,000) did \$85,000 for the kick-off week with "She's Working Her Way Thru College," plus Jan Murray, the Modernaires and the Neal Heftl band.

Palace (1,650 seats; average \$17,000) slumped back to \$16,000 for its eight-act policy plus a flick, against \$23,000 the previous week.

Hunt Ballroom

Apart from the movie houses and the miles of rides and thrill amusements, plus games and concession stands along the mid-way-styled Boardwalk, local enterprises face week-end competition from Hunt's Starlight Ballroom where the big band names hold forth. The Parade of bands here this season includes Johnny Long, Buddy Morrow, Stan Kenton, Russ Morgan, Art Mooney, Tony Pastor, Vaughn Monroe and Charlie Spivak. Coupled with the heavy competition from among the clubs themselves, most of the spots are operating very close to the bone. However, the July 4 week-end was a real bell-ringer, and with the opening of the Delaware Memorial Bridge connecting New Jersey with near-by De-laware, an influx of vacationists has been greater than ever.

Ross to Face Charges

PHILADELPHIA, July 19.—Len E. Ross, nitero comic with a record of arrests for lewd floor show performances, has to face a rap on these shores as well as across the river in Camden, N. J. Last week, Ross was picked up on charges of long standing in Camden. He surrendered to the Camden County detectives and was released in \$1,000 bail. The Camden warrant charges him with "debauching the morals of the citizens."

Auler and Rothe Form New Agency

CHICAGO, July 19.—Ray Auler, former president of Entertainment Corporation of America, and Bill Rothe, of Talent Agency, both in Milwaukee, have formed Consolidated Artists Corporation, and have opened offices in Chicago, New York, Milwaukee and Minneapolis. Partners will headquarters in Milwaukee.

Both Auler and Rothe have been active in the booking firm in the Midwest and Northwest for many years.



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CHI CONFABS ACT BONANZAS

CHICAGO, July 19.—No matter who wins the various political contests which have turned this city into a veritable battleground in the past few weeks, the acts working out of Chicago have found a bonanza in both conventions.

Candidates vying for the delegates' favor have used everything from jukes to jugglers in their attempts to garner interest in their cause. Dancers, singers, acrobats and magicians are working all over the various hotels which head-quarter the candidates, with free food and beverage available to those who jam the rooms to watch the performers give their continuous shows.

Continued from page 28

cia, general manager Ben Selvin and other Peet execs. Conrad Goszo rejoined the Billy May ork at the Steel Pier this week. ... Nat (King) Cole remains in California until September when he joins "Biggest Show of '52."

Valleydale Music, one of the Gene and Harry Goodman publishing firms, has taken over the selling rights to the tune "One Mint Julep," a big hit with Closures on Atlantic Records. ... Meridian Music is publishing the ditty "Have Mercy Baby," which has turned into a smash waxing for The Dominos on the Federal

label. ... Announcer Bill Lazas has completed a recording of a book for the blind. The book is "I'll Be Seeing You" by Henry Barry, a blind war vet. ... Irving Shortman, head of Allied Distributors in Los Angeles, in New York on business. ... General Music has just published a new tune, "I Like Everybody," to add a note of friendship this election year. Tune was penned by Moe Jaffe and Dick Hart. ... Arpege Music has added the score from the flick "Actors and Sin" by George Anthiel, to its catalog. Firm also has the score to "The Return of Gilbert and Sullivan" "The Big Night," two other forthcoming flicks. ... Steve Lewis of the "The Big Three," Robbins, Feist and Miller, has just become a grandfather. His daughter, Mrs. Marilyn Schuler gave birth to a daughter on July 13. ... Miller Music, under general professional manager Lester Sims, has launched a number one plug campaign on "Once In a While," revived via the new Pathé Page Mercury waxing.

AFM Execs Discuss Video Film Problem

NEW YORK, July 19.—Top brass of the American Federation of Musicians have been holding confabs with a view to working out a modus operandi in the matter of TV film. Television in general has been a disappointment to the union and to Petrillo, and TV film in particular has been a source of great aggravation.

Funds which were expected to accrue as a result of the 5 per cent royalty just have not accrued. Producers have used all sorts of dodges to evade payment. These dodges have included use of foreign-made canned music, use of voice instead of instrumentation and use of disks in synchronization with film. AFM execs this week declared that an increasing number of film producers were producing TV films abroad in entirety, in order to avoid the 5 per cent levy.

With regard to live television, the AFM's present TV dilemma may defy solution. A tougher strategy is indicated in future contracts; but here too, the question is how much can he do under present legislation.

Chi Blackhawk Quitting Flesh

CHICAGO, July 19.—The Blackhawk will revert to a straight restaurant policy effective August 1.

Location is currently featuring an original musical package, "Six On a Honey-moon," which closes July 20. Plans to tour the miniature revue are still active, with several agencies sending out feelers thru the territory.

The Blackhawk was hard hit several months ago in a bohemian scandal which swept the city, but later was cleared in court proceedings.

Vancouver Cave Gets New Owners

VANCOUVER, B.C. July 19.—The Cave Supper Club has been sold by George Amalo and associates to Izzy Walters and Charlie Nelson. The new owners operate the Mandarin in Chinatown and the State Theater, burly house.

The Cave, one of the leading night spots here, books top-flight acts. At a recent election held in the Province, electors voted by a big majority for a change in the liquor laws which means that as soon as legislation can be put thru the House, cafes, hotel dining-rooms and cocktail bars will serve liquor. At present customers perk their own liquor to the night spots and between drinks, hide it under the tables.

Chicago

Low Simpink, head of United and States Record Companies, back at his desk after the loss of his father-in-law, planning to head for New York and the NAMM convention. Firm now has seven disks on its current hit, "Night Train" ... Capitol hosted Jackie Gleason and the local disk jockeys at a party while the comic was appearing at the Chicago Theater.

Tommy Cunningham opens a three-week stand at Hotel Muehlenbach, Kansas City, Mo. July 30. McConkey has also set the Cunningham band in the Texas Hotel, Dallas, for a month starting October 10. ... Don Reid has been inked for four weeks, starting November 27, by the Rice Hotel, Houston. Bill Black, McConkey band co-ordinator, flies to New Orleans this week for Ray Pearl's opening at the Roosevelt.

Congress Hotel, St. Louis, picked up a two-week option on Bill Snyder, who remains in the spot's Town and Country Room, thru July 31, then goes to Omaha for appearances at the Ak-Sar-Ben August 2-3. Ray Anthony, whose publicity is handling Snyder's "Long Island Sound," will cut the side for Capitol next month. ... Don Cornell played a one-nighter at the Arlington Ballroom July 18, with Paul Nighbors on the bandstand.

Woody Herman opens a two-week stand at Lakeside Park, Denver, August 7. ... Jan Garber into Iroquois Gardens, Louisville, August 18 for a week.

Chicago

recently via TV shots, and along with her top selling platters, is beginning to build a big local following. She should portend many more appearances in both the theater and niteries.

Other Suffer:

Erroll Garner, one of the best 88-ers around, working with Joe Harris on drums and Rodney Richardson on bass, suffers from the vastness of the Chicago. Built for a more intimate jazz spot, the Garner act is one of the best and would be a real contender in a spot like the Blue Note here. Garner has five numbers to show off his amazing keyboard manipulations, and fortunately, there are enough people around to appreciate his type of music.

Lee Mont's Tu-Tones, two lads who certainly can play the accordion and dress up their act with some trick voice singing, also suffered from the cavernous house, but carried a big send-off with their "Tu-Tone Boogie" number.

Jox who participate in the emcee chores include Jim Lounsbury, who is one of the best around when working his radio shows, but loses his personality on stage; Fred Reynolds, obviously a bit waxy by the live audience, but the most subdued of the lot; Jack Eiger, a controversial figure who apparently had few followers in the house, and "Howard Miller," who has shows all over the air, but who was completely incoherent on stage.

Pic "She's Working Her Way Through College," Norm Weiser.

Charley Foy's

Continued from page 17

lates a strip with Vernon and partner. Taking bows for the resulting applause.

Vocalist Eileen Scott, a promising youngster in her debut, drew good response after conquering a bad case of jitters. Coming on scared stiff, the kid's pipes were punched and strained, but after sympathetic applause, she relaxed sufficiently to show a good sense of sales and ability to create a mood.

Upper register singling shows a remarkable resemblance to Judy Garland, altho side indicates an individual singing style. If she's to climb the song ladder, she's better abandon the orange-hued hair-do and wardrobe. She needs proper handling and hard work to get it.

Touch of nostalgia was provided by the guest appearance of 82-year-old Walter Vernon Sr., who came on to pipe a couple of tunes on a tin whistle and yodel a few Irish liltis to accompany son Wally's soft-shoe turns. Wally Brown's combo backs the show with Marguerite Padula providing the intermission piano and vocals. Lee Zhitto.

Roxy

Continued from page 17

of eight skaters dressed up the show neatly, and Bruce Mapes and Manuel Del Toro came thru with a first-rate duet in sailor Billie English, fern star of the ice segment, was quite unimpressive. She needs practice. Joe Martin.

Seek to Aid

Continued from page 18

rather the lack of it. The hotel uses a native calypso band which can't play for acts. Any performer with arrangements is dead from the walk-on. The policy of shows at the hotel for the summer is new, tho it has top-flight talent and imports music during the winter tourist season. The hotel's current attraction is Jenny Collins, out of the "King and I," a prima donna with a tremendous range which is the more amazing because of her size. She's slight, stacked, with Oriental features. But despite her talent, and after six hours of rehearsals (there's no over-time in Nassau), the band still didn't know her music, or, in fact, any music.

On future shows Abramson hoped to send a pianist along, but he said that the hotel experimenting with off-season shows, couldn't afford the extra dough. After Miss Collins, Abramson has booked the following: Frank Gallagher, Sylvia Barry, Don Powell and Ray Roberts.

Usually the same acts are picked up for camp tours varying in length. The average, however, with the cruise shows, plus the hotel date, runs about six weeks. If Abramson gets the additional Army camp shows, running time can jump to about three months.

Hocus-Pocus

By BILL SACHS

MAGIC dealers who participated in the recent International Brotherhood of Magicians' convention in St. Louis included Harold Rice, Silk King Studios; E. J. Moore, Chick Kuser, Don Redman Company; Jimmy Swogor, of Regov's, Mary Taylor; Irving Welner; Ed Turner, Arlane Manufacturing Company; Howard Marshall; James Killip; Aracanda; bro. Shopp; Bev Taylor, Town House Magic; Art Brush Creations; Ronald Haines, House of Cards; Phil Thomas, York Magic Mart; Walker Fleming, Fleming Book Company; Harry Stanley; Joe Berg; Jack Chanin, and Bud Tracy, Magicians' Directory. Nearly all of the dealers participated in the Dealers' Show. In addition, Okto demonstrated one of his effects for Redman Magic; Dolly Snow did a Harry Baker original for Town House Magic; Al Alan presented a new effect for Art Brush, and Dr. Kenneth Sheeler offered Satan's rope effect being marketed for the benefit of Eddie Clever. Carl (Bud) Deitrich was chairman of the convention's contests committee, and Dr. Frank Huck, program and publicity; Adolph Boldt, headlines show; Harry Tegohli, ladies' entertainment; Ernie Heldman and Merrill Cox, educational program; William Hoppe, jugglers' meeting; Charles Zesch, Eugene Parviz and Milton Ross, close-up magic; Phil Craig and Joe Schertz, reception; Dick Wehmsayer, venis' meeting; Will Lindhorst, Andrew Buel, Harry Handricks, Jay Smith, Harold Burgess, Joseph Kendis,

Joseph Vissard, Francis Taylor, Charles Conway, James Kramer, Charles Weaver, and Bob Brenner. Logan Pritchett was elected new secretary of the Ventriloquists' Association at a meeting held in conjunction with the IBM convention.

ANTON SCIBILLA, veteran actor and producer, now at the Frank Senn's Agency in Cincinnati, has signed to handle Boscart the Magician on a string of one-nighters with a spookier to be billed as the Atomic Wonder Show. Unit opens soon in the Middle West. . . Harry E. Cecil, the "world's worst magician," with headquarters in Detroit, hopped to Minneapolis recently for a special engagement, and then jumped to Duluth, Minn., to appear on a show in honor of Harry and Connie Cecil, which David Williams, president of Ring No. 119, directed. A banquet preceded the show. . . Mrs. Charles (Mimi) Jones, of the veteran magic-mental team of Galta and Colba, broke her arm recently when she struck it against a flag standard while trying to avoid falling off a platform on which she was working. Her address is 1945 Mulberry Street, Harrisburg, Pa. . . Jack Zemel, well known in magicland, is seriously ill following a stroke, at his home, 4358 Ross Crescent, Cypress Park, B. C. He is International Brotherhood of Magicians territorial vice-president in British Columbia. . . Victor Sandax is presenting his table magic nightly in the night club and cocktail lounge of the new Hollywood Hotel, West End, N. J. . . Preston the Magician and wife, Mildred, are celebrating the arrival of a son, Gregory Lee, July 3 at their home, 129 Pine Street, Pineville, Ky. . . Fairfax Bughner, actor-magician, is appearing in the role of the Secretary of State in "Call Me Madam," now at the Philharmonic Auditorium, Los Angeles. . . Larry Weeks, juggling trixster, has just closed as a feature of "Carousel" at St. John Terrell's Music Circus, Lambertville, N. J. . . Eastern Hope posts from Chicago: "Passing thru the Wizard City en route to the Pacific Coast Association of Magicians' convention. Many post-mortems here concerning the St. Louis convention. Willard the Wizard did a hang-up job under difficult conditions and, of course, everyone is still raving over the excellent job turned in by Neil Foster. The Magical Round-Table group here as friendly as ever, and all of them real hospitable to the newest amateur."

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Continued from page 17

The trio undersells material for good effect, and with further shake-down experience in working together can develop a first-class property.

The Daydreamers, three men and a gal, who have been chanting around and about TV for considerable period, hold down the show's fourth seg. The quartet is at its best with quiet harmonizing of matters like "Tell Me Why" but it must be admitted that their arrangement of "Oh! My River" while decidedly over-dramatized, went big with the congregation.

Tapster Johnny Barnes makes a fair impression footwise. He has plenty of steps and a fine technique, but his salesmanship of them is effortful and heavy-noted. A thru modernizing of his routine and a smarter, personal projection could help his act materially.

For the rest, Madame Claude Valois and her dancing horse are an interesting circus interlude. It is this reporter's opinion, however, that equestrian high-school acts are better gaited to the tank-bark than a theater stage. In any event, the horse is elegantly trained. The miracle-juggling opener by Lou and Jo Anders is one of the best of its kind, and Nio Naltto's stunts on the wire offer a solid acro wind-up to a generally strong bill.

The pic is "Shadow in the Sky."
Bob Francis.

Tic-Toc Club

Continued from page 17

circus and fair act into a potent nifty turn. Her Risley act was handicapped by low ceiling, so she had to eliminate several of her best tricks, but what she displayed went over big. The low ceiling helped build suspense for her act, with the onlookers gasping when her props kept missing the ceiling by a hair with each spin.

Irene Carroll fared well with her two vocal offerings. The blonde turned out a listenable job on "Kiss of Fire" for a nice hand. Featured strippers Sunny Knight and Monmarie Kitty did good jobs of carrying out the Minsky unweaving traditions. Beautiful to look at, the gals raised the temperatures of plenty of male ring-siders.

Top reception of the evening went to the Visionaires. The three boys and a raven-haired, tall gal impressed with their perfect singing blend and rhythmic mike style. The Visionaires showed plenty of talented versatility, and had to beg off after five numbers.

Back on the band stand after a 12-week siege of illness, maestro Art Krueger led his crew faultlessly thru a difficult book that allowed for no rest between numbers. Benn Ollman.

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Burlesque Bits

By UNO

Jessica Rogers bowed July 11 as feature into the Samoa, New York, for four weeks thru Dave Cohn. Other talent includes feminine, Josephine Boyer, Rusty Lane, Bori, Nadine, Marilyn Ball, Betty Joanne, Ann Duncan, Betsy Robbins, Maxine at the piano and Tommy King's orchestra. Jack Barger is financially interested with Harold Minsky in the Adams, Newark, N. J., the same as he is in the Rialto, Chicago. . . Tempest Storm moved into the Downtown Theater, San Francisco, last week. . . Jack Hays completed 20 weeks for Pete DeGensie at the El Ray, Oakland, Calif., and shifted to the Rivoli stock in Seattle, where Jayde also opened as feature. . . Ted Blair and Arlean Moody, now property owners and residents of Asheville, N. C., were chosen along with 20 New York pros to play leading parts in "Thunderland," a drama with music about the story of Daniel Boone. The play is being presented by Sunset Mountain Attractions, Inc., at the Forest Amphitheater in Asheville over the summer and is produced by Robert Porterfield and directed by Montgomery Kane. . . Harry Ward, owner of the World Playhouse, St. Louis, was a New York visitor last week on a pic buying tour and as a guest of Oscar Markovich with whom he was associated formerly when he was a concessionaire. . . Wilnie Garratt celebrates a birthday July 26. . . Gay Dawa is at the Hollywood, San Diego, Calif. . . Artie Lloyd followed Beanie (Wop) Moore into the El Ray, Oakland, Calif.

Stella Wilner, former operator and producer of shows, circuits and theaters with husband Max, is now turning out special strip gowns for Rose La Rose and Crystal Ames in her Follies Costume Shoppe, New York, besides designing and making chorus wardrobe for the Riviera in Boston and for the line-ups for other theaters and burly houses. . . Truc, Philadelphia, last week closed the other houses that joined for the summer despite recent installation of an air-conditioning system. A re-opening is due for August 17 to rush the new season. . . Monya Requeilla, dancer, who is doing niteries for the remainder of the summer, has the top spot at the New Catalina Sho-Bar, Philadelphia. . . Sally Keith is headlining the show at the Paper Doll Club, Tampa, Fla., playing top strips and acts thru

the exclusive holding of Mike Frankel and Eddie Kaplan of the Monarch Theatrical Agency, Miami Beach. . . Johnny Barry Jr., son of Evelyn Brooks and the late John Barry of the former trio, Barton, Barry and Markwood, was graduated with honors from the College of William and Mary, Williamsburg, Va., and is now commissioned second lieutenant in the U. S. Army. . . James Clark of the Clark Brothers, now at the Copacabana, New York, and his wife May, are parents of a girl born July 10 in Philadelphia. The team is being booked thru General Artists and Frank Belmont. . . Maurice Cash, comic, wound up six months of stay at the Stone and Empress in Detroit and is now working in the Charleston, W. Va., area. . . Little Jack Little, Russell Trent and Mlle. Lizette replaced Bennie Moore and Jeanie Lee at the New Follies, Los Angeles, July 4.

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Mineola Rink Features Folk, Square Dancing

MINEOLA, N. Y., July 19.—Mineola Roller Rink, now skating them on an abbreviated summer schedule of Wednesday, Thursday and Friday evenings only, has added square and folk dancing on Tuesday nights. Callers are Paul and Fred Franz, both well known in the field, with Hunt handling the square dance stuff and Franz the folk numbers. The band numbers four pieces—an accordion, bull fiddle, fiddle and electric guitar.

square and folk dancers, not skaters. A typical Tuesday evening at Mineola provides free instruction at 8 p.m.; then square dancing with some folk numbers interspersed until 11:30, and a half hour of folk only until the midnight closing. In addition, Van Horn has been giving the customers skating exhibitions, using the home club's many State and U. S. champs in dance, freestyle and pair-skating.

In inaugurating the new program, Van Horn stressed in ads and announcements that Mineola was running square and folk dancing, not a series of barn dances. Accordingly, the rink has become more of a club for people of appropriate attire to customers who show up wearing overalls, dungarees or other articles of non-class apparel.

P. A. Skatery Plans Mapped

PRINCE ALBERT, Sask., July 19.—Prince Albert Lion's club will go ahead with plans to build a \$10,000 open air roller rink as soon as steel can be produced, according to Francis Church, vice-president of the club. An application to erect a roller rink on the Civic Centre block was turned down by city council, but the club has agreed to build on an alternative site, he said.

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Advertisement for 'TEMPO RECORD CO. OF AMERICA' featuring 'Save-Save-Save' on 'SKATING RECORDS 25 for \$10.00'.

Advertisement for 'REEL RHYTHMS' and 'BEBOP TAPE' from 'TRUE RECORDER CO.' located at 3527 Woodward.

Advertisement for 'CHICAGO RINK SKATES' by 'Manufacturers of All Kinds of Roller Skates', No. 287, 4427 W. Lake St., CHICAGO, ILL.

Shrine Is Site Of Roller Rink

MARSHFIELD, Mass., July 19.—An open air roller skating rink has been opened here on the front lawn of the former home of Daniel Webster, the former president that the operation would not enhance a historical shrine. Frank Sinnott, former selectman and president of the Marshfield Agricultural and Horticultural Society, said: "I don't approve of it and I think it's an awful thing to do to a historical shrine."

Drivin' 'Round the Drive-Ins

CEGAR RAPIDS' second drive-in theater, with a capacity of 625 cars, opened July 11. It is located between Cedar Rapids and Marion and will be known as the Twixt Town. It occupies a 14-acre tract on First Avenue E. Owned by the Twixt Town Drive-In Theater Corporation, H. N. Schrodt is president. E. M. Garbell, R. G. Faulds and Arthur Theile, Des Moines, are the other partners. Schrodt said the investment represented an outlay of \$100,000. Features include a concession building, with bottle warmers for babies; an island-type service counter with 85 feet of counter space, and a children's playground. Schrodt has been in show business 29 years and was house manager of the Paramount Theater, Cedar Rapids, when it opened in the late '20s. He also owns the drive-in theater near Marshalltown, Ia. Cedar Rapids' other drive-in near the intersection of Highway 30 and 149, now in its fourth season, is owned by Central States Theater Corporation.

PLANS for July openings have been set for two new Michigan "hideway" drive-ins, which have been quietly constructed without advance disclosure of plans in recent months. New houses are the Gaylord Drive-In, at Gaylord, built by the Olson brothers, up-State circuit operators, and the Sturgis Drive-In, at Sturgis, built by Andrew Jensen in this formerly all-Butterfield town. Tendency among Michigan operators has been to keep a location and plans as quiet as possible until the project is nearly ready for opening, partially in order to forestall possible competition. The Blue Ridge Drive-In, near Saylorsburg, Pa., one of the newest of the operators to be built in Eastern Pennsylvania, opened last week.

Advertisement for 'ROLLER RINK VERY LARGE VOLUME' with contact info for 'RICHARDSON ROLLER SKATES' in Toledo, Ohio.

Advertisement for 'RINK SUPPLIES' and 'WHITE FOR PRICE LIST' from 'L & L PRODUCTS' in Chicago, Ill.

Advertisement for 'CURVECREST RINK-COTE' from 'CURVECREST, INC.' in Michigan.

Roadshow Rep

THE Rabbit Foot Minstrels, now under management of Capitol Amusements, Inc., is playing Louisiana spots to "business which has been considerably better than last season," the company's execs reported this week. Show is the same organization which formerly was owned and operated by F. S. Woodcock. Earle Hendren is president of the operating company, with Joe Hendren, vice-president, and Maude C. Hendren, secretary-treasurer. Show wintered at the State fairgrounds, Memphis, and rehearsals were held in the Electrical Exhibit building there three weeks prior to opening June 2 in Holly Springs, Miss. Before entering Louisiana, the org toured Mississippi and the Gulf Coast. A few men of the towns in Southern Louisiana gave spotty results, however. In addition to the Hendrens, the staff includes J. W. (Jockey) Foster, general agent and contractor; T. C. Morrison, lithograph brigade; Glen Ingle, billposting brigade; Eddie Mellon, superintendent and boss canvasser; Winy Sanders, assistant to Mellon; and sound truck operator Sherman Minson, chief mechanic and electrician; Ed Erwin, purchasing agent and reserve seats; Mrs. Woosie Mellon, concession superintendent, and Ed Gentry, lot man. Show, which is presented under the Rabbit Foot banner, is produced by Aaron Gates and Nikki Lane, co-producer. Musical production scores were written and arranged by Billy Holloway, band leader. The line (10) is under direction of Rikki Wright. Features include Sonny Fox, emcee and eccentric dancer; Nikki and Rikki, exotic dancers; Harold Connor, vocalist; Alma Mondy, blues singer; Alfred Banks, vent; Bertina Jackson, featured dancer; Fat Hurd, iron jaw, and William Sherrell, baller. Comedians include Lessee Brown, Sweetie Walker and Pork Chops Young. New costumes and scenery have been added to the org, which has been on the road for 40 years. The management contemplates a long season and is breaking in much new territory and spots where the show hasn't appeared in a number of years. Equipment consists of an 80-foot round top and three 30-foot middles, new rolling stock, an air-conditioned office and living quarters.

Truesdale, a former minstrel man, has worked solo indoor shows for many years... The Sugar Foot Green Minstrels are in the process of organization at Cleveland, Miss., using equipment that came off the New Orleans Minstrel outfit. All equipment has been repaired and painted and trucks are lettered. Aaron Gates, veteran producer, will stage the show. The show will feature Strobilite numbers and many electrical effects. Slated to open August 2, the show will carry a Diesel light plant, berths for workmen, cookhouse and an air-conditioned bus for transporting performers. Don and Jean Harvey, formerly with rep shows in the Midwest and now located in Phoenix, Ariz., have set plans to put in a "melier drama" company for the winter resort season there, opening in late October for a six-month run. The Harveys say they are looking for the type of actors who used to make the rep shows an event of the year in thousands of towns—people who can double in specialties and bits for the oleo.

W. A. DANIELS, who has been operating a platform show in Central Texas to okay business, plans to move toward Southwest Oklahoma where he put in part of the winter and most of last summer. Daniels says that Texas has fallen off for single-handed outdoor tricks because local authorities are getting pretty tough about permits. Daniels formerly operated his own minstrel show and at one time mentored the Silas Green Show... Gerry Family Show reports from Chisholm, Minn., that it has been widespread about recently but sees little in that territory and will move toward Wyoming. Duit has a number of celebrations and rodeos there and it is using E. F. Hannan's "Ah, There Professor"... "My wife and I plan to play several celebrations in this sector," writes C. L. (Chick) Jackson from Vicksburg, Miss. "We also have in mind a two-act show which will make a long swing toward California. I have caught three tent shows this summer and can't see where they are any better or even as good as some of the old timers I was with."

ERNEST RENNERT, Cedar Rapids, Ia., has caught two tent shows this year and both had half houses. Rennert says that the inside of each tent was so hot that it was difficult to enjoy any kind of show. He has been working a busking type solo show, but claims that Iowa is no State for this style of show, and plans to move into Montana where he spent the last four summers. Rennert plays schools in the winter, from Gainesville, Tex. Real Miller reports fair business with a platform show. Miller recently met Frank (Tosher) Daniels, who has a fine trailer museum, but who has been doing only fair business. John Truesdale is making some celebrations and fairs in Eastern Oregon with a novelty show and says that business has been good.

Advertisement for '16MM. SOUND FILMS FOR SALE' and 'ACE CAMERA SUPPLY' at 642 W. Evans Street, Florence, S. C.

Advertisement for 'OPEN A DRIVE-IN THEATRE AT LOW COST' with contact info for 'ACE CAMERA SUPPLY'.

Advertisement for 'WANTED SUGAR FOOT GREEN MINSTRELS COLORED' from 'J. A. JOHNSON, Cleveland, Miss.'

Advertisement for '16MM—FILM BARGAINS—35MM' from 'SIMPSON FILMS' in West Alexandria, Ohio.

Advertisement for 'RABBIT FOOT MINSTRELS The Greatest Colored Show on Earth' from 'HARVEYS' in Phoenix, Arizona.

Advertisement for 'WANT FOR WINTER' from 'HARVEYS' in Phoenix, Arizona.

Paris Peek

Continued from page 2
the program is a full-scale parachute jumping exhibition. In October Pierre Dux and Marcel Karsenty will leave their directorship jobs at the Theater de Paris. Dux will prepare for what is probably, officially, his appointment to succeed Touchard as head of the Comedie Francaise and Karsenty to work on touring companies through France. The new director of Theater de Paris will be M. Essau. The biggest box office production of the season is the recent production of the "Galant Indians," playing to S.R.O. throughout even this sweltering heat.
PISCATOR, ROBERT HAVE BIG SKEDS
Erwin Piscator is in Paris to do an adaptation of "War and Peace" with Jean Vilar's Theater Nationale Populaire and also "Nathan the Wise" by Lessing at the Theater Herbatot. Yves Robert has on his next season's direction Marcel Achard's "The Companions of Marjolaine," Salacrus "Guests of a Good God," a revue by Denise Tual made up of the unknown works of great French authors, a new play by Cocteau and also "Engagement" by Marcel Aymé, beside his regular night club act with his own company at the Rose Rouge and his lead role in Marcel Aymé's "Head of the Others." Sophie Tucker, passing thru Paris, will return after an engagement in Italy to play here. Edith Piaf marries Jacques Pills in September. Ethel Smith is a big success in a two-week engagement at the Rex movie house, which includes a variety bill.

London Dispatch

Continued from page 2
exchange of scene. BBC-men, after battling with slap-happy French technical methods, congratulated themselves on piping the pictures across the Channel at all. Critics here, understanding the BBC's difficulties, were warm in praise. Only one thing was missing. Usually after programs, the BBC is turning up and written to by viewers who feel wronged one way or the other. But after Paris Week there was a dead silence. Only the routine viewer-reaction quiz will give the answer. And that takes some weeks to come in.
"BAD TIMES" AND SO VERY...
Hit of the new Globe Revue which opened this week was Noel Coward's "Bad Times Are Just Around the Corner." He may have a point there. Of the \$11,200 he made from a four-week cabaret season at the Cafe de Paris, \$8,400 has gone in tax. But even so, he manages to get by. First reports of "Quadrille," the Coward play in which the Lumis are making their one London tour, are favorable. Motion picture producer Anthony Havellock-Allan has bought the film rights of "To Do: or Die" and Lesley Storm's sensitive but short-running "The Day's Mischiefs." Jill Melford came over to Britain when "Saint Joan" ended its run at the Court last February. She heard gloomy things about the state of things left over here. But so far she hasn't stopped working. First she made a picture with Paul Henreid, then she went into Cecil Landea's late night revue at the Embassy Club, "Coon and Candy." Now she is in the TV series of John Buchan's "Three Hostages." Boris Karloff, back in Britain after 20 years discussing repeating his American success in Sir James Barrie's "Peter Pan" opposite Jean Arthur. Bruce Belfrage, top BBC announcer and well-known actor has sailed for Canada. Says there isn't enough work in radio here to keep him alive.

Glasgow Gleanings

Continued from page 1
Mary, who wrings hands with enthusiasm. Re-enter minister, shaking head (stage convention signaling "dead"). Mary turns to him, turns away, croaks, "No... no... no..." covers face with hands, takes hands away to reveal face hideously contorted in grief and instantly launches into chorus of "Old Scots Mother Mine," while minister carefully backs out of spotlight which has suddenly landed on Mary.
CHIPPERFIELD CLICK HITS BIG WEEKS
Chipperfield's Circus, now gone after two weeks of terrific business in Glasgow, ran into two minor snags during their visit. One was when the tiger riding on an elephant's back (on a specially-rigged horse) fell off. In the resultant scramble, to the reported delight of a largely juvenile audience, the tiger was seen to sink its teeth in the elephant's back left leg. The act was resumed a couple of days later with no apparent damage, but a Scottish member of Parliament raised the matter in the House of Commons as a dangerous and cruel practice which should call for legal prohibition. The Raluys, Spanish human cannonball act with Chipperfields, appeared in a Glasgow court of law on a charge of contravening the Aliens Order by failing to report their arrival in the city to the local police. The offense was purely technical, and the Raluys were released instantly with a warning.

Extra Added

Cincinnati
Lookout House, Covington, Ky., which closed June 1 for an indefinite period, last week lost its liquor license by action of the Kentucky Alcoholic Beverage Control Board. The action was the result of a raid on the club by State police last March. About \$5,000 taken in the raid was ordered returned by the court. The same ruling ordered the destruction of gambling equipment seized in the raid. An estimated 6,000 kids turned out for three shows by Big Jon and Sparkie in their first theater date at the Kearsy Theater, Charleston, W. Va., recently. Jon Arthur and Sparkie, electronic puppet, form the American Broadcasting Company kiddie show that originates from Cincinnati.

Philadelphia
Kathy Graves, after having her legit stage prem in the ill-fated "Shuffle Along" musical, has returned to the Embassy Club. Dick McClain, formerly managing the Drexelbrook Inn, has taken over the operation of the suburban Manoa Inn. Mark Cohen, former co-owner of the Zodiac Room, is refurbishing the Chateau Crillon Lounge for an opening as the new Zodiac. Bobby Lucas got his release from William Morris and is now with the Jolly Joyce agency.

Here and There
Pearl City Tavern, near Hockolu, has Ted Smith, comic; Pally Joy, tapster; Terri Andre, singer, and Pegie Po-wis, magician in its show.

ONE BATCH A "BOTCH-A" DISKS
NEW YORK, July 19. — When Howard S. Richmond's publishing firm took over the ditty "Botch-A-Me" from the Italian copyright holder, he agreed to get at least two waxings of the tune. However, ever since the novelty took off via the Columbia record with Rosemary Clooney, no other diskery has been interested in covering the item. Richmond's new report to mention the fact that there are two diskings of the hit item, however, one on 78 and the other, on 45 r.p.m.

The Final Curtain

BARLOW—Denver, 54, stage and television actor, July 15 in New York. He had played the lead in "Death of a Salesman on tour last year and had appeared with a number of stock companies. He had been a commercial artist, before becoming an actor. His mother, two brothers and a wife, actress Nancy Cassman, survive.

BARON—Bonn, 63 father, Mark Barton dramatic critic for the Associated Press, July 14 in Wash. Tex. Three other sons survive.

COFFIN—Glen S., 51, contractor of the Fort Worth Star-Telegram and radio station WHAP, July 1 in Fort Worth. Survived by his widow, two sons and two sisters.

In Fond Memory Of Our Dear Friend HARRY CRAIG Who passed away Feb. 24, 1951 TOOTZ & SAMMY EPPLE

CURTAN—Haver, 65, national known theatrical producer and managing director of the Curtan and Geary Theaters, San Francisco, July 13 in that city. He was identified with show business for more than 35 years and at one time was associated with the Shubert interests of New York. Survived by a sister-in-law, Mrs. Robert Goldfarb and an uncle, Frank Pelow, Springfield.

DENVERGEE—Gene Fark, 51, brother of Mrs. Nellie N. Ford, contributor, July 3 in an automobile accident on Route 4, Glensburg, O., in front of his home.

EDISON—William, of the team of Edison and Louise variety act, July 9 at Beach Haven, N. J. Survived by his wife, Louise, and daughter Rhoda.

FARCK, Mrs. John, 60, 58 July 13 at St. Anthony Hospital, St. Louis. She was the widow of John Farck tractor company, who died in 1941. Surviving are four sons, Charles, Fred and two daughters, Helen and Joseph, of Jefferson City, Mo.

FENELON—John F., well-known circus man, July 5 in Temple, Tex. He had been associated with circuses and minstrel shows since 1890. Prior to retirement in 1941, he had been an advance man with the Ringling show. Two brothers and two sisters survive.

FRIEDMAN—Dr. Augustin, 54, director of planning for the Canadian Broadcasting Corporation, July 9 at Sixteen Lakes, Quebec, a Lacertan River town north of Montreal. He had been ill for some time. He was an electrical engineer. Dr. Friedman was appointed assistant general manager of CBC at its inception in 1942 and at one time manager in 1944. Last December he was appointed director of planning.

FRIST—Maude M., 70, former violinist and dramatic actress, July 13 in Middlesex County Sanatorium, Wallingford, Mass. Born in Wallingford, Ohio, N. Y. she had been a resident of Melrose, Mass. for the past 23 years. In her early years she toured with many well known stock companies including the G. Rockwell, Charles K. Harris, Bennett & Moulton and Shubert-Amos companies. She and her sister, Fura, had appeared with the First Stock Company, of which her brother was owner and manager, and also appeared with the Auditorium Players of Maiden Mass. Survived by niece, Mrs. Dawn P. Stark, Lynnfield, Mass. Services July 19.

GLATT—Ab., 59, booby, musician and songwriter, July 13 in Chicago of a heart attack. He had been working with Phil Tyrrell at the Chevy Chase Summer Theater.

GREEN—John, 71, 71 July 12 in St. Joseph Hospital, Reading, Pa., to Mrs. and Mrs. W. J. English, Father is Slide Show manager for Hunt Bros. Circus.

KANE—Jones—Bidder, Kahaner and Harriet Jones, members of Crafts Exposition Shows, July 10 in San Francisco.

ALBANSE—DANIEL—Dominic Albanese, commissioner with Gooding Amusement Company No. 1, and Helen McDonald Barber, also with that show, July 10 in Danville, Ind.

CARNEY—McCALLIFFE—Anthony Carney, musician of Bridgeport, Conn., and Lee McCalliff McCalliff sing both on Danville performer, in Bridgeport July 13.

ENGLISH—A son to Mr. and Mrs. John Neumann, recently in Chicago. Father is with the Arcus Time Company, that city.

Chicago, and was a member of Local 10, American Federation of Musicians. Survived by a wife and three grandchildren and a brother. Services in Chicago July 17.

MCGRUBER—Stephan, 51, partner in the Clevana high art, from Clevana suffered when he fell from his rigging July 13 in Blue Island, Ill. Details in General Outdoor Section.

HULLDAY—Charles Daniel, infant son of Mr. and Mrs. Charles Holliday of Morgantown, W. Va., July 18. Father is a Plumber, and his mother on the staff of South House. Mother is a former member of the Del Rio.

MCGRATH—Frank (Pete), 38, for several years a central conductor in the East, July 11 at his home in Alico, N. J. Services July 19 in Camden, N. J.

KELLY—J. J., former soaphouse novelty and band leader, died July 13 in Jefferson Hospital, Philadelphia. He was a member of the Miami Altruistic Society. Services and burial July 17.

MC DONALD—Harvey Eugene, 50, stage manager, Metropolitan Theater, July 12 at his home in Seattle. He had lived in Seattle, his wife, a son and a daughter survive.

IN MEMORY Of My Beloved Husband JAMES (JIMMIE) MARK Who Died August 3, 1951 "I miss you mark, Darling" LUCILLE MARK

MACLEAY—J. Harry, 71, former assistant general manager of Woodside Park, Philadelphia, July 13 in Haberman Hospital in that city after a long illness. He retired as an executive of the park in 1940. Surviving are his widow, Bertha (Bessie) Macleay, two sons and a daughter. Services July 18 in Ardmore, Pa., and interment in Arlington Cemetery, Philadelphia. (Details in Parks Department.)

MILLER—Dwight E., former general agent for West's Indoor and Wallace Bros' circuses, July 14 of cancer of the stomach at his summer home in Alpine, Mich. Survived by his widow, Marian, and a sister, Mrs. Alvin Wallace, Lake Worth Fla.

MORHAU—Jean, 70, one of Germany's most popular characters and stage stars, recently she reached his peak prior to World War I.

In Loving Memory JOSEPH A. PISARA Who Died July 23, 1948 BABE PISARA

REZZ—Ray, Brestler, 51, furhouse and jewelry concession operator with the Ross Manning Shows his wife, Mrs. Victoria (Marian) Rezz, 53. In past years he had toured with the Gem City 20th Century Souvenir and Travel Shows and at one time had been advertising manager of the Mobile (Ips) Labor Journal. He was a member of the Veterans of Foreign Wars, Military Service July 11 and buried in National Cemetery, Mobile. Survived by his widow.

DELICATESSEN'S CHURCH OFFER
NEW YORK, July 19. — Max's (Sage Delicatessen) has had a church named after him, according to Fred Allen on a letterhead, "Saint Max's Church, Cambridge, Mass., Allen wrote:

"Dear Max: I have had a church named after you. If you want to take the place over you can put a delicatessen counter in the basement and do plenty of business between masses. You may have to go for a few stained glass windows for the church unless you want to use some of your windows which are pretty well stained as I recall. If you want to change the place over and operate it as a temple, I'm sure it can be arranged. These people want to sell and if you're interested I can get it for you cheap. You can preach the sermons, and the collections are all profit—no overhead—no effort—just you and Hymie going down the aisles with a couple of big baskets. Let me know what you think. There are a theistic crowd. He wants to make a small trotting track in the back for ponies. (Signed Fred Allen.)" "If I take up Allen's offer," speculated Max, "I already got a sandwich—a denominational one—ham on chaffle."

DELICATESSEN'S CHURCH OFFER
NEW YORK, July 19. — Al Pellegrini pianist, will join Mel Torme when the latter goes back into La Vie en Rose, September 4. Pellegrini was responsible for the music in Torme's new act. He also conducts the orchestra on Torme's TV show.

SCHEIDT—Glen, 34, Newport, Ky., night club operator, July 10 in general hospital, Cincinnati. He was associated with his father, Peter Schmidt, in Glen Schmidt's Playatorium, combination night club, restaurant and bowling establishment in Newport. He formerly had been associated with his father in the operation of Beverly Hills Colony Club and Glenn Rendewow, Newport night club. Survived by his wife, a son and two daughters, his parents and a brother. Services July 19 at the Gobleing Funeral Home, Fort Thomas, Ky.

In Loving Memory OF OUR DEAR UNCLE IRVING J. POLACK Who was called to rest by Divine Providence on July 13, 1949 Sam T. Polack Genevieve B. Polack Harry S. Polack

SHURE—Nathan, 62, street and founder of N. Shure & Company, Chicago merchandise house, July 11 in Chicago. (Details in General Outdoor section.)

WADDLE—Doe, 33, veteran circus press agent and Methodist minister, at Columbus, O., Wednesday (16). He was born William Shackerford Amers. Starting with John Robinson Circus about 70 years ago, he had been with circuses and carnivals almost continuously since. For the past 12 years he was with Mills Bros' Circus. Surviving are two sons and his wife. Burial at Springfield, O. (Details in General Outdoor Section.)

WILKINSON—Hazel K., for a number of years, manager of South Georgia Leisure Park, died July 4 in that city after an illness of several months.

Rome Night Spot Allowed to Reopen

ROME, July 19.—City health authorities allowed the Casino Della Rossa, one of Rome's top night spots, to re-open Saturday (12) following a week's closing. The Health Department unexpectedly shuttered the spot July 7 as a result of a case of mass food poisoning in which some 50 of the club's customers were hospitalized after eating infected ice cream at the Casino.

On the night before the closing, the Peters Sisters, finished a six-week run at the Casino. The current show features musical comedy stars Ugo Tognazzi and colorees Palumbo, Neapolitan singer Roberto Marulo, the Thompson Ballet, American juggler Gaston Palmer and Jeanne Scott, star of the Lido in Paris.

Pellegrini for Torme

NEW YORK, July 19.—Al Pellegrini pianist, will join Mel Torme when the latter goes back into La Vie en Rose, September 4. Pellegrini was responsible for the music in Torme's new act. He also conducts the orchestra on Torme's TV show.

Music—As Written

Hollywood
Columbia Pictures' producer Joan Taps has signed Mickey Rooney to star in his third colorful musical, "Come to the Fair," having completed "All Ashore," musical film co-star Dick Haymes with Rooney. Dick Haymes, back from a New York junket, has placed five clippings with publishers there. Leads got "Hey, Jan," and "I Promise to Miss You if You Just Get Goin'," both lyrics and music by Hillman; Santly-Joy took "We Know," written with Bob Merrill, and "Comprende," penned with Barclay Allen, Bergman, Vecco & Conn. "Ain't It Wonderful," You Hadn't Phoned Last Night," lyrics and music by Hillman. Latter is currently laying groundwork to open his own pubbery, Merit Music, which will headquarter on the Coast. It will be an ASCAP firm.

Canton Atomic Fair Blows Up Mid-Week

CANTON, O., July 19.—The Atomic Fair, which opened here Monday (14), closes Wednesday

night (16). The fairgrounds had been leased and the shows booked by H. I. Hagloch for the Veterans of Foreign Wars.

Can. Hell Drivers Mull Europe Tour

FREDERICTON, N. B., July 19.—That the Canadian Congress of Daredevils may make a European tour in 1953 is quite probable, Charles Lajoie of Montreal, owner-manager of the unit, told The Billboard.

Lajoie is going to England in October to discuss the tour with an unnamed agent. If plans materialize, the Daredevils would make a tour in April, 1953, taking in Italy, West Germany, France and England. Whether the unit would take its present Ford equipment or switch to cars of the Old World is undecided.

The Daredevils showed here Saturday (12) in return engagement under the Fire Fighters Association. Their previous date, June 5-7, under the same auspices, had been mostly lost to rain. Local authorities and Fredericton Exhibition officials had allowed the return date to give the sponsors a chance to recover the nut. Attendance both afternoon and night, however, was negligible. The King Road Shows provided opposition and appeared to carry off the cream.

The Daredevils opened their 1952 season at Shawigan Fall, Que., on May 14 and business has been generally good. Lajoie said. First maritime stand was Woodstock, N. B., May 28. First week in June was split between Edmundston and Fredericton. Only mishap to date was at New Glasgow, N. S., on Dominion Day, July 1, when one driver required hospital treatment. Unit had a three-day stand at Moncton prior to returning here. They are due to show Chatham, N. B., July 15-16 and Cambellton July 17.

Personnel includes Buddy Young, driver of the car that is shot from a cannon, Jimmie Currie, Shyrl Wardlow and Alice Pierce. Kinko, the Human Pretzel (Glen Sunbury), who had been doing a contortionist turn, closed here to start fair dates at Perham, Minn. He will be replaced by Billie King, comedy juggling and bicycle. Bobo the Clown (Paul Herbert) continues with the show.

Hub Pyro Displays Biggest in Years

BOSTON, July 19.—The biggest pyro display in the Hub area in years was touched off over July 4, as more than 200,000, a record throng, tied up Revere Beach. The boulevard was closed to auto traffic, and the parallel street, Ocean Avenue, was tied up for hours by cars lined up bumper to bumper. Local, auxiliary and metropolitan police spent hours untangling the bottlenecks.

At Shoppers' World in Framingham, the largest crowd in history, estimated at 50,000 by police, jammed the huge shopping area for a pyro display. The 8,000-car parking area was jammed and autos were parked for miles along the Worcester turnpike.

S. Hegedus, Aerialist, Dies in Fall

BLUE ISLAND, Ill., July 19.—Stephen Hegedus, 47, of the Clerans, high cradle act, died here Thursday night (15) of injuries suffered when his descent rope broke and he fell some 30 feet. Hegedus and his partner, Rene Martini, had just completed their performance as the free attraction at a VFW-sponsored carnival and Martini slid safely to the ground. When Hegedus swung onto the line, the rope tore loose from its swivel and he plummeted to the ground. He died shortly after in a hospital.

He leaves his wife, Rosa and two children. Midway attractions at the celebration, which opened Tuesday night and was skedded to run thru the week-end, were booked independently with Spencer's rides.

BANNER RUN AHEAD

Million \$ Pier Gross Soars 30% Over '51

ATLANTIC CITY, July 19.—Business at the Million-Dollar Pier has jumped 30 per cent since the Fourth of July, indicating the best season this funspot has enjoyed since the new operators took over a couple of years ago.

Prior to the holiday, business had been mostly bad, due to the weather. That period, however, is least important in contributing to the season's gross, so the loss of play dates to rain was not as acute as it might have been.

Max Tubis, general manager, predicts that the new "Borscht Capades" which opened Wednesday (2) and will remain at the pier through the season, will top the gross of last year's presentation, "Bagels and Yox," by at least \$20,000 to \$40,000. Capacity business for this endeavor was not expected before this week when the season gets going full blast.

Siamese Twins Score Harry Golub opened on June 15 with the baby Siamese twins and will remain until just before the opening of the Canadian National Exhibition at Toronto. Tubis reports sensational business for this exhibit, with grosses well ahead of those earned on the West Coast in initial appearances.

A live pony ride and a Baby Bug were added this season to bring the ride total to 16. The earnings of the mechanical units, despite adverse weather conditions, are reported at least on a par with last year. Accordingly, the outlook is bright with only a fair break in the weather needed for a banner season, according to Tubis.

Attractions included Joe Louis, former boxing champion, who was paid for the first two days, and Jerry Colonna and Denise Doreel, movie stars, who agreed to a percentage deal. Louis waived part of his pay to the Music Corporation of America to help pay for other acts.

Cetin & Wilson Shows, on the midway, also closed down Wednesday, when the mayor ruled that what remained of the fair was solely a carnival, and that as such it could not continue. The show was to remain at Canton until Sunday (20), the contracted time for its rail move.

Difficulties for the fair began Monday (14) when Earl shows, bingo and some other concessions closed. Small turnouts that followed forced the Wednesday shutdown.

Rockaways' Installs New Electric System

NEW YORK, July 19.—As every park operator knows, it takes a lot of juice to operate a full complement of rides, and it takes a system to see that the juice is distributed properly and safely. Rockaways' Playland, Queens, N. Y., recently installed a simplified and centralized electrical system which park officials term "foolproof."

Originally, the system at the park was complex and decentralized. It consisted of a two-phase, four-wire Y service; a single phase service, and a two-phase, three-wire service.

Within six weeks, Ed Evensen, chief electrician and four helpers made a changeover to a straight three-phase, four-wire Y hook-up. Wires Torn Out Every open wire in the park was cut out and replaced in conduit. They connected the "pull-box" wires (No. 2 to 500,000 C.F.M.) to a new switchboard—a 2,000 ampere, three-phase, four-wire Trumbull, F.O.—the most modern type, with safety-plus features, which now distributes power to the rides, light and various electrical facilities at Playland.

Two weeks of shaping and splicing went into the pull box alone. It took 32 splices altogether.

Prime mover in getting the job done was 57-year-old Evensen. Ed joined the Navy before World War I and was graduated from the Brooklyn Navy Yard. Thruout the war he kept the electrical systems functioning on a number of gasoline-run submarines.

Master Electrician After the war he put in 17 years with Minneapolis-Honeywell, and during World War II served as master electrician at the Wheeler Shipyards, Whitestone, N. Y., where he helped in the construction of P.T. boats and A.T.R. rescue tugs. He joined the staff of Playland in February, 1947, and has been in charge of the electrical system there ever since.

Mills Bros.' Turnouts In East Show Strength

JAMESTOWN, N. Y., July 19.—Mills Bros.' Circus was playing to generally strong turnout this week as it moved into Eastern territory. Both performances here drew three-quarter houses on Wednesday (16), with Marine Corps League auspices. Bandmaster Joe Rossie played "Taps" in tribute to the late Doc Waddell prior to the night show.

Grotto auspices at Dunkirk, N. Y., where the show played Tuesday (15), sold about 2,000 advance tickets. Matinee drew near capacity and the night house was three quarters filled. This was considered unusually good in the face of a strike of 2,000 workers here.

Massillon, O. (10), gave half and one-quarter houses, with the steel strike and an upcoming Ringling-Barnum date at Canton counted as part of the cause.

Cambridge, O. (9), had a three-quarter matinee and near-full night house in the rain. Dayton, O. (7), came up with three-quarter and half houses.

Wildwood Shatters Record on Fourth

WILDWOOD, N. J., July 19.—Now that all the deposits are in and added up, the record-breaking crowd of 300,000 over the July Fourth week-end here was also a record-breaker in the amount of money left behind. Almost two million dollars in deposits were recorded by the resort's three financial institutions.

The Marine National Bank reported deposits totaling \$825,000; Union Bank, \$630,000, and the Wildwood Trust Company, \$500,000.

Marine Park P. A. System Hurdles Tough Obstacles, Costs \$27,000

By AARON STERNFELD

NEW YORK, July 19.—Transmitting sound intelligibly to thousands of milling fans over a large area has always posed a problem to fair, exposition and pageant operators. It also posed a problem

to Mike Todd, producer of the outdoor spectacle, "A Night in Venice," currently playing at the Marine Park Stadium at Long Island's Jones Beach.

Recently, here is what Todd was up against. Some 8,200 spectators comprise a full house. The distance from the stage to the top of the stadium is about a city block. The distance from the first row of the stadium to the footlights varies from 120 to 250 feet—over water.

With a cast of more than 100, with diaphanous choral singing, duets from gondolas drifting around the lagoon, serenades from balconies and the orchestra virtually sitting on the water, the job of projecting sound to more than 8,000 spectators, some of them a city block away, was a tremendous one.

Waikie-talkies solved the sound problem for the gon-solas. Each gondola carried a concealed mike and waikie-talkie, and the sound came over as strong as sounds emanating from the stage. Fairs, expositions and pageant-type promotions could learn a lot

from the Marine Park operation, altho it is doubtful if the set-up lends itself to traveling units, such as carnivals or circuses.

The equipment is not portable. The 12 power amplifiers, for example, weigh 200 pounds each. The unit itself is designed for a specific location and would not work at top efficiency at any location other than the one it was designed for. Another consideration—one which would rule it out for most traveling shows—is the price, \$27,000.

However, a p.-a. system of the type used at the Marine Stadium could be used to good advantage at many types of outdoor performances. It can cover an area of several acres and reach an audience of several thousand persons.

Cost \$27,000

Engineers from the Commercial Radio Sound Corporation, a distributing agency for the Radio Corporation of America, were called in to design and install the p.-a. system. The cost for parts (Continued on page 76)

TALENT HUNT

Good Acts Are Few in Copenhagen

COPENHAGEN, July 19.—Security of good acts of all categories is resulting in considerable activity in the agency and directoral ranks, with this city a hub for much of the quest for talent. During the past few days this city has been visited by bookers, circus owners and other amusement personalities scouting for acts of all types.

Probably making the longest trek was Jerome Medrano, operator of the Cirque Medrano, Paris, who matinee thru Germany and Denmark in search of acts for the Medrano season which opens in September and runs thru June. Acts are booked for three weeks at the Cirque Medrano and can follow up with two or three weeks at the Gaumont Palace.

Medrano is en route to the United States and will motor all the way to California, catching as many acts and shows as possible. The return trip is skedded for mid-August. Medrano expressed surprise at the big attendance at circuses, parks, cabarets, revues and cinemas in Copenhagen. In particular he was astonished by the business of the big restaurants in Tivoli, which he noted were crowded even when weather conditions were unfavorable.

Grund, Walling

Leo Grund, of the George A. Harnd office; and Walling, of the New York office of Low & Leslie Grade; were also in town seeking acts. Grund lined up a few numbers for circus and video before continuing on to Stockholm, and Walling signed up a couple of acts for television.

Stockholm, due to its proximity to Helsinki, Finland, is splurging on American talent and acts imported from other countries to attract the crowds heading for the Olympic games which will be in full swing this coming week in Helsinki. For this reason most bookers are including Stockholm on their talent-scouting itinerary.

Inge-Lise Boek and Henning Soanger, directors of Copenhagen's big Tivoli amusement park, are currently in Stockholm in quest of new attractions, and Hugo Stefansen, local ride builder and park showman, recently returned from Helsinki and Stockholm where he visited parks and show spots.

Biggest deal on the pan is an offer from Jerome Medrano to book some of the Cirque Schumann horse numbers for next season at the Cirque Medrano, Paris. As the Cirque Schumann season in Copenhagen runs until October, followed by a road tour, no definite deal was made but the bid is under consideration and a deal may be worked out before Medrano returns from America.

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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

TALENT TOPICS (Byrnes)

Clay Beckett, big performer, filled in for the Clerans high cradle act, when Stephen Hegodas, of the latter duo, was killed during the Blue Island, Ill., VFW carnival Tuesday (15). Beckett was the free attraction on Bill Geran's Mighty Hoosier State Shows at Anderson, Ind., the week previous.

Betty Gorbam, juggler, is working Chicago and Milwaukee dates prior to starting her fair trek in Kansas and Oklahoma for the Tom Drake Agency. . . . Strato-Stars, sway pole, will open their fair season at Paris, Ill., and will follow with an engagement at the Charleston, Ill., annual. . . Bert Deano, slack wire, and wac Cariane, aerialist, were scheduled to play ABC-TV's "Tootsie Hippodrome" program from New York, Sunday (20).

LaPearls' Boxing Dogs recently played a week at House of David Park, Benton Harbor, Mich. There the LaPearls renewed acquaintances with Chic Bell, who is entertainment chairman. Bell is now a franchised booking agent and a member of the colony. Acts following the LaPearls were the Three Smoothies and Bill Sweeney and Company. The park also uses a 15-piece orchestra and three vocalists. Speedy Babbs, motorcycle stunt, writes that in the argument about whether TV appearances hurts or helps outdoor acts, he's definitely a booster for video. Since his appearance last August on Art Baker's "You Asked For It" tele-show, he traveled to Hawaii and all over the U. S. and has been approached by a large number of people who said they came out to see him in the flesh as a result of his TV appearance.

Mickey Sullivan and his circus-rodeo band, will open its fair season the week of July 26 at the Clearfield, Pa. annual. Week following the aggregation will be at the Bedford, Pa., fair and then the Elmira, N. Y., annual.

Mr. and Mrs. Harry De Dio, who open August 7 at the State Theater, Baltimore, and then play six fairs for Frank Malville, report that their son, Harry Jr., recently made his 17th TV appearance on the "Battle of the Ages"

show, working five trained dogs. He also does juggling and rope spinning. He has made one or more appearances on "Stars of Tomorrow," "Grand Chance Round-Up," "Your Pet Parade," "Big Little Club," "Kids and Company," "Chuck Wagon" and "Star Time." Last winter he put in six weeks with Irene Wicker's children's plays.

Sensational Ortons, Dorrie and Vern, recently concluded a month's engagement at the Tivoli, Copenhagen, Denmark, and spent some time sightseeing. They left June 30 for engagements at Zoot-Tivoli, Odense, Denmark; Tivoli-Karolinelund, Aalborg, Denmark; and Luseberg, Golenburg, Sweden.

Speedy Babbs had to do some fast stepping when he learned that fireworks, which he planned to use in his "Man From Mars" free act at Springfield, Mass., had not arrived. He caught a plane out of the Springfield Airport which took him to the Boston factory where he picked up the needed rockets and returned to Springfield in 20 minutes, giving him time to change into his comic clothes and go off with his act at 4 p.m.

A seven-act grandstand show for the Muskingum County Fair, Zanesville, O., August 14-15 booked by Henry H. Lueders, United Booking Association, includes Sam and Jenny, comedy; Spinn-wheels, skaters; Sherwood Trio; dance; Gregory and Cherie, musical novelties; Linderman's dogs and ponies; Frank Kini, illusions, and the Jack Davis Rhythm Kings.

Burton's Birds opened at the Cave Supper Club, Vancouver, B. C. on Monday (14).

Sharkey the Seal, now with Ernie Young's grandstand revue playing the Canadian "A" fair circuit, is illustrated on the Regina (Sask.) Exhibition's place mat ad campaign this year. Some 40,000 mats, all with drawings of the seal act, have been distributed to hotels and eating places in Southern Saskatchewan.

Marvin Seabright, protege of Ben Mouten, veteran high performer, bowed as an aerialist Sunday (13) at Playland Park, San Antonio. Seabright, a native of San Antonio, is reportedly doing an arm layout, half arm phlange, a sway and a one-hand stand with twirling baton. Mouten is recuperating from injuries he received in a fall several weeks ago.

I. E. Eddie Roy, of the Bouncing Bodos, is visiting relatives and friends in Gardner, Mass. The Bodos open their fourth fair season for the George A. Hamid booking office July 22 at Harrington, Del.

Harold Barnes, tight wire, opened at the Roxy Theater, New York, Friday (11) for his eighth return engagement at the spot. He last played the theater during the Thanksgiving and Christmas holidays last year. . . Aerial Huesteis, high performers, have been set as the free act at the Elmore, Ind., Fair July 29-September 2. Larry Griswold, comedy-trampoline, will play the Bad A-e. Mich., Fair August 12-16.

Fearless Gregg, cannon act, is currently with Cavalcade of West Shows which has been touring British Columbia and the State of Washington. . . . Talent line-up at the recent revue at Confederation Park, Burnaby, B. C. included Eli Sisters, xylophone; Great Drapo, modiste act; Milo Brandon magician; Dr. Giovanni, pickpocket; Ben Yost Vikings, songs; Earl Nichol, unsec, and a line of 15 gals.

Musical comedy star Ray Heatherton, featured on the Mutual network as the "Merry Mailman," appears Saturday (19) at Palisades

Out in the Open

Sam Meyer, for 25 years a showman and for the past 20 years operator of the Madison Square Pet Shop, New York, and his wife celebrate their 50th wedding anniversary July 20 with a party for friends in the Bassilone-Jade Suite of the Waldorf-Astoria Hotel. Meyer entered show business in Texas with the Gasco Mundy Shows, on which the late Will Rogers first did his rope-spinning act, and later tramped with such orgs as the Parkers, Johnny J. Jones, Tubby Snyder, Frank Hatch and Nat Reisse shows. His New York pet shop frequently supplies trained animals used on TV shows. . . . Angluize County Fair, Wapakoneta, O., has mailed the centennial edition of its fair newspaper, reports Secretary Harry Kaban. The paper contains news and pictures of the various attractions scheduled for the August 3-8 annual.

J. B. Cross, former president of the Calgary (Alta.) Exhibition and Stampede, is building a private museum to house relics of pioneer days which he estimates will be valued at from \$75,000 to \$100,000. Guy Washick, founder of the stampede, recently turned over three items to Cross, belts with gold buckles presented to the champions of the 1912 event.

Fred H. Kressman, vice-president and general sales representative of Barnes Caruthers Theatrical Enterprises, Chicago, is getting around with the aid of crutches. Kressmann suffered three fractured toes when he fell recently in Evansville, Ind.

Allen Williams, president of the Iowa (Mich.) Free Fair, was a Chicago visitor, Tuesday (15), conferring with Barnes Caruthers execs on the fair's forthcoming night grandstand show.

Al Sweeney and Gaylord White, top men in National Speedway, Inc., IMCA auto race organization, are circulating a new house organ. Of the National Speedways Cuff, thruout the trade. The four-page gazette is

Park (N. J.) He'll sing kiddie songs in the open-air amphitheater as an extra free attraction, and will also sign autograph books. Sharing the bill are Watkins' Chimps and Roy Stevens and ork

Irah Watkins, currently presenting his educated chimps at Palisades (N. J.) Park, is devoting mornings to performing for a Columbia Pictures short in color. Irah reports that his dog act will be featured in another Columbia short which will be filmed in Florida this winter.

Acts playing the Otterbein (Ind.) Street Fair, July 14-19, were the Martha Lee Musical Trio, Willie Whitehouse, comedian; Leo Francis, singing and dancing clown, and Jimmie Trimbale, magician.

Aerial Akides (Edna. Louis and Wilfred) were the free act on July 4 in Kingston, N. Y., with Coleman Bros. Show.

filled with newsworthy items about their operations and is illustrated with photos of drivers, race scenes and fair executives.

Eddie Howe, former Betty press agent, is currently handling publicity for the B. Ward Beam auto thrill show, which has been playing Midwest dates.

Seen recently at the Palisades Park, Circus Restaurant: New York's Mayor Vincent Impellitteri and his wife, Betty, sampling veal parmigiana.

Wild Bill Elliott, Monogram's Western star, last week toured Northern New England to help the Jimmy Fund, children's cancer campaign in that area.

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SWIM REVIEW

Smoothness Marks '52 Aqua Follies

MINNEAPOLIS, July 19.—The 13th annual "Aqua Follies," highlight of the Minneapolis Aquatennial Summer Festival which officially opened today with huge downtown parade, bowed in Theodore Wirth Park to a S.R.O. house Wednesday night (16)—and Al Sheehan, producer-director, done himself proud once again. He took over the "Follies" a decade ago.

"Aqua Follies" is tops from the opening number to the Theater-Duffield fireworks grand finale two hours and 23 minutes later. And for a first night run, the production was unusually free of any "bugs" or blunders in the run which continues thru July 27. From here Sheehan takes his entire troupe to Seattle for the 10-day Sea Fair there in August.

The producer has put together a combination water and stage-show which caused viewers of this extravaganza to tab the 1952 edition as "perhaps the best" in the 13 years it has been staged here.

Following the national anthem by Ben Barnett's local ork, which cut show well, the "Follies" moved right along without so much as a single hitch. Opener was "Aqua Showcase," production number which availed itself of top Broadway musicals. Lida Da Valle, soprano, and Burt Hanson, tenor (returning after a 1951 absence), handle the vocal chores, ably assisted by Four Sing Aqua Guys.

Line Clicks
The Aqua Darlings, 24-gal stage line, including posers, well costumed to represent the musical they interpret, showed up extremely well. But the big hand, as always, went to the 24 Aqua Dears, locally-trained water ballet, for the synchronized, precision swimming they did in the 18-foot pool.

The highlight of the opening number was the take-off on "Of Thee I Sing," with the maneuvering built around "Wintergreen for President." With an eye to today's headlines, a Producer Sheehan had his stage line come out carrying political banners for names in the news, local and national, as well as comic page characters.

The water ballet presented a clever political rally ballyhoo in the water, complete with applause and the "vlewing with alarm" which politicians are so adept at doing on platforms.

The fancy diving detail took over next and tickled in a luxury with such standouts as 12-year-old Marion Parks, Bobbie Billingley, Earl Clark, Bob Maxwell, Bruce Harlan, Jim Strong and Joe Marino. That Marino guy caught the eye of the girls sitting around the pool, he's that good-looking.

Dogs Please
Paul Sydel and his three dogs, Susie, Smoothy and Dingle-Dingle, drew heavy miting and loud yowls with his acro antics. His is one of the better dog acts to play here in some time.

"Trade Winds," the next production number, built around a South Seas set-up, was highlighted by the first appearance here of Fed-Fed, novelty dance act. The pew-sitters were trying to figure out whether the guy and gal dancing were puppets or midgets and it wasn't until Fed-Fed threw back the girl's costume over his head that they realized the act consists of one man, doubled up and costumed to represent two. It drew loud applause.

The stage line, water ballet and the vocalists handled the rest of the production's chores in the usual top style. Even as the stage line did a "hula" version on dry land, the Aqua Dears in the water did their "hula" in the pool to strong applause. Several miniature islands were pulled into the water to lend atmosphere.

The high-dives then took over, this time showing their various skills from the 10-meter boards, as well as the middle five-meter springboards. Highlights were the three-man and two-man dives to wind up the act.

Pulls Yocks
Johnny (It's Possible) O'Brien, dry humor comedian and

harmonica player, back after a lapse of several years, had the audience in stitches with his Will Rogers type of wit. His "Four Leaf Clover" tune on the harmonica was excellent, as was his railroad novelty number as an enchanter.

The production number, "Aqua La Scala," was a take-off on the La Scala Opera in Milan, complete with a snoozing husband and an irate wife seated in an opera box. Miss Da Valle and Hanson showed well on the snatches of long-hair arias they offered, ably assisted by the quartet. Stage line handled its chores well. Again the water ballet stole the show, as it went thru precision maneuvers around a sprinkling fountain in the center of the pool, with eight swans attached to it.

Sheehan has brought many gal swim stars in as the piece de resistance for his past shows, but none can match the easy movement and rhythm shown by Katherine Rawls, the 1952 "Follies" star. The gal, who has won more swim titles than any other fem, makes it all look perfectly easy as she goes thru her maneuvers.

Featuring Eddie Chamberlain, the diving maniacs took over the pool as they went thru their crazy antics to the great delight of the audience.

"A Night at Club Aqua," billed as a "party after the show," wound it up, with all the principals, the stage line and water ballet coming back for an encore. Tom Martin, emcee, who had told a few stories between numbers during the night, had a little trouble getting a match to light, but finally made it in his disappearing cigarettes sleight-of-hand. The match trouble was due to the wet boards and not to his inability to strike a match, let it be said. The fireworks wound it all up.

Assisting Sheehan were Lyle Wright, treasurer; Helen Staff, water ballet director; Dorothy Lundstrum, stage line director; Johnny Williams, costumes; Fred Smith, stage and water property designs; Jack Higgins, lighting; James McLeod, music arrangements; Jack Weinberg.

Legion Fools Mardi Gras Tab At Rockaways

NEW YORK, July 19.—The Daniel M. O'Connell Post 272, American Legion, is sponsoring the second annual Mardi Gras of the Rockaways in co-operation with Rockaway's Playland, Queens funspot.

The five-day pageant (September 2-6) will include a float parade, firemen tournaments, a "Coronation for the King and Queen," an armed forces parade, "Inauguration of the mayor," an American Legion parade and a community night.

The deal will cost the O'Connell Post an estimated \$25,000, which is being raised thru contributions from the Rockaway Beach businessmen. The Mardi Gras has been endorsed by the Queensborough Chamber of Commerce and the Chamber of Commerce of the Rockaways.

Motor Speedways Sets Five Fairs

CHICAGO July 19.—Motor Speedways of Chicago, will provide big car CSRA auto racing at five fairs this year, for a total of seven race meets, the organization announced.

Included are two afternoons at the Iowa, Mich., annual; one at Crown Point, Ind.; two at Fargo, N. D.; one at Traverse City, Mich., and one meet at Alpena, Mich.

N. Y. Skeds New Aerialist Hearing

ALBANY, N. Y., July 19.—A continued public hearing to consider further the proposed Industrial Code Rule No. 41 relating to aerial performers will be held at 2 p.m. Tuesday (29) in Room 1802, Home Savings Bank Building, North Post Street, Albany. Draft No. 3 is slated for consideration.

Hugo Stefansen, of the Stefansen Bros., Danish firm of ride builders and park operators, has returned to Copenhagen after a visit to amusement parks in Helsinki and Stockholm. He reports Helsinki crowded, but people are spending little on amusements.

COMING EVENTS

- Indiana**
Smyrna—Soldiers Reunion July 24-26
Charles R. Davis
- Kentucky**
Covington—Covington Golden Anniversary, Sept. 21-27
Marvin M. Grider
- Minnesota**
Henderson—Centennial and South West Festival, July 25-27, Elmer E. Brads
Minneapolis—Augustennial, July 18-27
Saxborg—Watermen Day, July 26 & 27
Flag
- Missouri**
Carrington—Carrington County Fall Festival, Sept. 11-12
Arlene Jack Jones
Cram—Reunion, July 24-27
John L. Plummer
Hillsboro—Annual Horse Show & Festival, July 25-27, D. A. Parkman
Worcester—Annual Reunion, July 31-Aug. 2
Johnnie Allen
- New York**
Akron—Labor Day Carnival, Aug. 30-Sept. 1
Robert J. Richards
Syracuse—Old Show, July 27-30
Ralph B. Wilder, Jr.
- Ohio**
Amesbury—Street Fair, Sept. 4-7, P. S. Beeketler
VFW Post 493, Canton.
Osbourn—Annual Homecoming, July 25-26
Clarence Mathas.
North Industry—Homecoming, July 25-26
George Marlowe
- Oklahoma**
Fawcett—Annual International Round-Up Club's Cavalcade, July 25-27.
- Pennsylvania**
New Castle—Firemen's Annual Carnival, July 28-Aug. 7
J. A. Pustell
Pittsburgh—The General's "Soldier's Pension Fund Drive, July 11-Aug. 2.
- South Dakota**
Saxenburg—Vol. Fire Dept. Celebration, July 21-28
George E. Smith.
Windsor—Am. Legion Celebration, July 21-28
- Texas**
Dallas—Dallas Off Show, Aug. 31-Sept. 3
Fred Sands
- Virginia**
Charlottesville—Annual Charlottesville Apple Harvest Festival, Oct. 8-11
Ross E. Mahoney
- Wisconsin**
Lake Waubesa—Annual V. F. W. Water Sports Carnival, Aug. 13
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Under the Marquee

Bill Oliver, brigade manager for Hagan-Wallace Circus, is in Ward 4C of the Naval Hospital, Philadelphia, following a fall in which he fractured a knee bone. Jack (Clown Cop Corrigan) reports Mrs. Duch's condition is improved. Duch worked a July 4 parade at Racine, Wis., and caught Mills Bros. at Zion, Ill., and Milwaukee. He visited with Prof Jack Schardfng, who was en route to Long Beach, Calif.

Charles Tiede, Jack Gull and Frank Higgins, fans, also saw Mills at Zion. John Looney had the novelty concession at the Firefighters' Circus at New Bedford, Mass., July 15, where he visited Frank Campbell, Fall River, and Mr. and Mrs. William Machado, New Bedford. Looney visited Myron Orton on the Ringling show recently.

J. E. Main, writing from Rochester, Minn., pays tribute to Rev. Doc Waddell, who is ill and urges friends to write Waddell.

Since leaving Kelly-Morris Circus, the Hodges-Hodgkin Trio has been playing parks for Wilson Storey and is making funapots at Findlay, Lima, and Mansfield, O. They're also booked to play Playland Park, South Bend, Ind.; Fan Hardy O'Neal of Shreveport, La., caught the Galveston Community show at Henderson, Texas, and visited with Morton Smith. Art McCall of Sandusky clowned a show with Buck Leahy and other Rogers Bros.' clowns. Karlo The Clown and Ernie (Blinko) Burch worked the "Miss Universe" pageant at Long Beach, Calif., and posted for magazine pictures; with the winner, "Miss Finland."

Len Humphries reports Billy Smari, English circus owner, recently invited blind persons to attend the show as guests. Humphries says he's puzzled about how the blind could enjoy a circus.

Clown Roy Barrett has returned to Chicago after 11 weeks of dates in the East. He caught Kelly-Morris and Mills Bros. in Ohio, visiting Jack Mills, Jack LaPaol, Billy Hammond and others on the shows. Barrett celebrated his birthday in Chicago Sunday (13) and visited with Earl Shipley. He'll start five weeks of fairs for Barnes-Carruthers on August 4, follow with indoor dates for Orrin Davenport, and a six-weeks' run at an Oklahoma City department store. He expects to see Tom Parks Circus, making eight he's seen this season.

Earl Armstrong of the Armstrong Ford act, now in Germany with the Army, caught the Circus Barum recently, and visited with Owner Clara Barum, with whom the Willanda act worked in 1928-'29; and Beppo Wallenda, a clown related in Carl Wallenda. He saw the Circus Krone a second time and expects to see Circus Carl Hagenbeck.

E. Andrew Barr, well-known bandmaster and calliope player, recently visited his friend, Karl

L. King, who conducts the Fort Dodge (Ia.) Municipal Concert Band, and is well known to band leaders for the marches he has composed. Barr also plans to visit Marie Evans, conductor of the Ringling-Barnum band, and then do a string of fairs with his band and calliope.

Charles Davitt, Francis Lacouline and Joe and Wally Beach, of Springfield, Mass., caught Hunt Bros. Circus in Westfield; King Bros. in Greenfield, and Ringling Bros. in Springfield, Beach also visited John Tibor and the Barretts at Riverside Park, Agawam.

Ray Brison reports he visited with Bobby and Dan Steward, who have the cookhouse with Hagen Bros. Circus, when the show played Potsttown, Pa. July 12. Alho the lot was out of town the show did good business, said Brison. Other visitors on the lot were Mr. and Mrs. H. Old Moore, circus model builders; Jack Heines, clown, formerly on the Clyde Beatty Circus, Joe Conway, former circus owner; Doc John Fehr, Reading, Pa., and Mr. and Mrs. Meyers and two daughters, Auburn, N. Y., fans.

Billy (Musical) Kushn, formerly of vaude and now retired, and Jim

Mammoth Spring Event Sets Aug. 18-23 Dates

MAMMOTH SPRING, Ark., July 19.—The 59th annual Soldiers, Sailors and Marines' Reunion will be held here August 18-23, reports E. E. Sterling, who has been secretary of the event since 1921 when the original sponsors, veterans of the Civil War, turned the management over to the local American Legion.

Since that time attendance has been built to an average of 5,000 to 12,000 daily. A midway is one of the annual features.

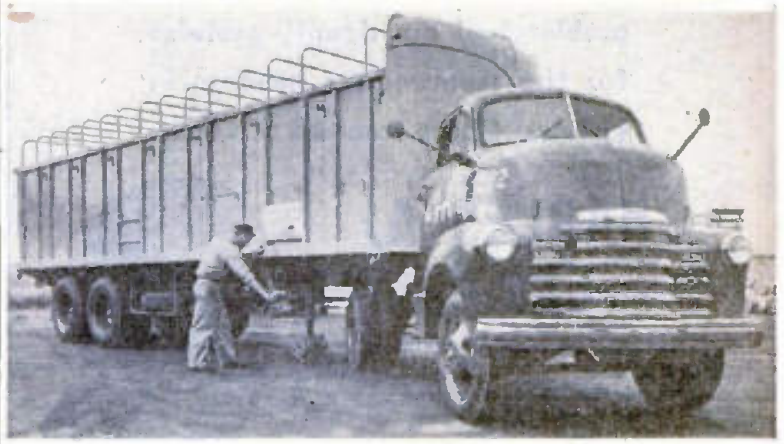
Stutz, who recently joined the Casey-Jones show as special agent, cut up jackpots recently at the new Farmers' Market, Coplogue, N. Y. "Several circus agents have scouted Long Island territory recently," said Stutz, "but it appears that all of them feel that the Big One tapped all potential business."

"While touring Eastern Canada and New England States I had the pleasure of seeing the King-Cristiani show at St. Johnsbury, Vt., July 10," writes Robert D. Good. "The show is well balanced and, typically, circus, reminding one of the old Hagenbeck-Wallace or Sparks shows. The show uses plenty of billing. I visited with Albert Powell, Lucian Cristiani, Ralph Clausen, Harry Thomas and Lee Hinckley."

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Dressing Room Gossip

Hunt Bros.

After tiresome rain and mud, the show has finally regained a semblance of normalcy. Now we are plagued by small lots. Lew Barton was taken to a Melrose, Mass. hospital for treatment of a liver disorder. Helen Hunt and George Foster are the latest to celebrate birthdays. Madame Gillette has been crowned the queen of fisherwomen. Bob Mills' jazzy circus band gets nothing but raves. Myriam France is the official escort for the kids for Sunday movie matinee time. Eddie and Millie Hunt and Roy and Jean Bush have new trailers.

Foster scores with the car banner on the baby bull which is led thru a car by Marsha Hunt. Bill English has racked up some record takes for the Side Show. Harry Levine is aghast at his simians' exuberant escapades on these sultry matinees. Roger Pond, who has Punch in the Side Show, is finding his first circus season a real experience. Patty Gillette's cloud-swing sans loops or other devices gives her proud mother real competition as they work side by side. Also breaking in for cloud swing is Diane Hunt, tutored by Hazel Case. Rolando, one-finger stand, writes weekly from Japan and reports he saw the Fernandez show there. Lucille Winn is impatiently awaiting the arrival of her son from overseas. He's due back in two weeks.

Billy Barton is vacationing here until July 19 when he plays a North Carolina date. He finally experienced the short jumps for which this show is famous and declares they are wonderful. Happy Spitzer's January Mule is popular number. The show's still talking about Hazel Case's appearance in the wire act with a blond wig so mud-coated, it took two days to dry.

Recent visitors included Herb Taylor, Dutch Jordan, Joe Beach, Harold Barnes, Howard Bell, John Looney, Lucy DeRuskie, the Riding Kerley-Crowells, Ira Millette, the Rev. Ed Sullivan, Flying LaForms, Frank Soper, Jimmy O'Donnell, Bob Ingraham, technicians from "Big Top" TV show, Luelo and Oscar Cristiani, relatives of Jean Bush, and Ray Sinclair's mother.—**BILLY BARTON.**

Kelly-Morris

A violent wind and rain storm hit Steubenville, O., just at the close of the evening performance, creating wild confusion among patrons and animals. However, no one was injured and little damage was done. Perfect weather and good promotion produced good houses at Canton and Alliance. The cookhouse is repaired and back on the show. It was damaged in an accident occurring on the hop to New Miami. Frank Doyle continues to please audiences with his performance on the single trapeze. Jo, Bernie Morris and Marilyn Kelly are doing a graceful ladder routine. Tommy Constock and the writer visited on the Mills Bros lot between shows in Canton. Birthdays were celebrated by Eddie Frisco and the writer.—**ELIZABETH BENNETT.**

Ringling-Barnum

This week took us thru New York and then to Pennsylvania. Weather has been on the hot side. Many people on the show were kept busy posing for colored shots when the Kodak camera people visited a number of days. Anaco Film Company also paid us a visit and took a number of shots. During the Rochester stand Mr. and Mrs. Ward Shafer of the Paul Jerome Tent, CFA, entertained Jerome and some friends. We had a Sunday matinee only in Lyons, N. Y., and a number of the fans from Syracuse and Rochester spent the day with us and took pictures of our only daylight teardown so far this season.

Pat Valdo spent a busy day in Binghamton, N. Y., his home town. During the Binghamton stand, Anthony S. Graccione of New York City played host to 117 children from the vicinity of Birchardville, Pa., at the matinee performance. At Binghamton, George H. Barlow and Fred Sweeney, CFA, and members of the Rotary Club, sponsors, had Emmett Kelly and Otto Greibling as guests at a club luncheon. The Big Show's soccer team has been busy this week with two games, one at Albany with our team defeating the Albany Sports Club 4-2, and one at Rochester with our boys losing, 4-3. Tommy Cropper has joined the

show, and again is capable bus drivers. The other two, Henry Short and Ben Mace, closed the season, returned to New York, glad to see Indian Joe the show after his illness. The young set, Desert, neat, the big top still has regulars in for the between-practice. Ben Wilson and boys on wardrobe keep the floats looking like new regular paint jobs.

Visitors: Dick Georgia, Dick Shafer, Henry Van Loon, Dick De Young, Roger Towne, Mr. and Mrs. Seifert and grandson Tommy, Peter Heyn, Liz Johnson's relatives, Liz Mardou, Mickey King, Pete Daniels, Bruce M. Souter, Milo Smith, Fred W. Roodel, members of the Hubert Castle tent.—**MARY JANE MILLER.**

Kelly-Miller

Biggest event of the week was the visit of Circus Historical Society members at Richland Center. They arrived at noon and stayed thruout the day. More cameras were in evidence in the backyard than the writer had seen all season. Altho weather has been extremely warm for the past few days, capacity business has been the rule.

Barbara Jean Miller celebrated her sixth birthday, serving ice cream and cake to everyone in the cookhouse. She received many gifts, including a Spanish style red and spangled costume for spec. Mary Rossi has a new house trailer. Mrs. E. L. Cooper arrived via plane for a visit with her husband, Willard Smith and Mrs. Smith have returned to Hugo and Danny McNamee and Charles Kelly have replaced them as chefs in the pie car. Joe Lewis of the gorilla pit show celebrated his birthday. Peter Lindenmann II has returned to Sheboygan, Wis.

Evelyn Schultz of Elm Park, Ill., is visiting Don and Hope McLennan. Other visitors include Christy Obrecht, former dramatic show operator of Rochester, Minn., and wife; Tommy Ryan of the Hollywood Motor Maniacs; J. Beardsley, Madison fan; DeForrest and Lynn Kuhn and son and daughter, Roy and Kristy, of the DeForrest & Lynn Magic Show.

Shirley and Freddie Logan and Mr. and Mrs. Pete Lindenmann were hosts to Mr. and Mrs. Art Heller, Mr. and Mrs. Al Meyer and Mrs. and Mrs. Orville Lindemann and son and daughter, Billy and Sonia. The Costello Family visited at Postville, Ia., and Glen J. James visited for several days.—**FRANK M. CALN.**

Circo Atayde

Show has been in Tijuana, Mexico, the past 15 days and business in the California border city has been good. Dora Caudillo recently fell from a trapeze and broke some bones. He will be out of the program several months. The Caudillos were with the Clyde Beatty Circus the past two years.

Great Barton left for New York to work TV and was replaced by Monty Knight. The Knight family, recently returned from Cuba and an engagement with Circo Santos & Aitgas, Aurelio Atayde and his wife returned from an extended U. S. visit, where they contracted several acts for the Mexico City program in the fall. The Aurelio Ataydes have a new daughter named for her mother, Julietta, who made her debut in Tijuana. Personnel was saddened by the recent death of Arros Atayde's mother in Mexico City.

Many of the performers caught the Polack Western Unit in Los Angeles, and the Ataydes arranged a party for many of the Polack personnel in Ensenada. Visitors were the Theron family, Gus and Betty Bell, Harold, Nellie and Joyce Wain, the Wailendas, Helen, Carla, Herman, Edith and Rose Marie, Justus Edwards, Joe Seitz, Walter Long, Russell Nofus, Dick Faughman, and the Geraldos, Madeline and Rese. The Iberas and their wives spent a week with the show.—**MONTY KNIGHT.**

Motor event of the week was the celebration of Linda and Letta's first birthday at a party given at the back of the tent by the Mills Bros. The celebration was a success and presented a fine picture of the professional side of the show. The party was held at the back of the tent and was a fine affair. The party was held at the back of the tent and was a fine affair.

Catcher Jimmy doing the high bar necessary to take in his forehead. G. has been ill for several weeks and is unable to work. Ringling's Bill Austin was hurt in the Liberty act when he fell in a hole. Pete and Vivian left for fair dates. Lot S. Moss also left recently.—**DULLUM.**

Polack Western

The Eureka, Calif., date went over big, and the trip thru the giant redwood forests gave us plenty of sightseeing. Manager Ross Paul caught several huge salmon while fishing in Humboldt Bay. Dennis Stevens is practicing juggling clubs. Smokey Rouse, now with the post office at Arcata, Calif., visited the clowns. Francis Brunh has unusual new Spanish torreador wardrobe by Jacks of Hollywood.

Jack Joyce's camel, Signey, had a reunion with her daughter, Eureka, now a resident of the Eureka zoo. The camel was born during last year's Eureka stand. Charlie Peterson's new monkey is a regular child prodigy and is crazy about drinking tea. Joe Lempe's baby chimp Topsy, has joined Susie and Sammy in the act. All the clowns gave a double-header hospital show. Jimmy Howe and Pasha, Jack Joyce's pony, are continuing their cross-country feud.

Eddie Ward's midnight movies continue to be a popular entertainment in the trailer company. Harold Gautier and Alma Michaels have a new small dog which is slated for a future place in their act. Bobo Barnett's panel truck is a regular animal clown car. Its passengers include 11 dogs, a trained pigeon, one skunk and a Shetland pony. Bobo added two Chihuahua dogs in Los Angeles. Visitors included Dr. Sherwood, Chester Morris, Gene Darnell and John Brotti.—**HARRY DANN.**

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Carnival Routes

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(Routes are for current week when no dates are given. To receive latest possible mailing points are listed.)

- Alamo Expo: Anthony, Kan., All Fair: Sumnerville, Tex. (Fair) Atlanta 28-Aug-2.
- All Valley: Donna, Tex., 21-Aug-2.
- American Beauty (Fair) Jefferson City, Mo., 29-25; (Fair) Rehoba, 29-Aug-1.
- American Eagle: Lexington, Ill., American Midway: Knoch, Tex. Amuse. Co. of Amer.: Shelbygan, Wis. A. M. P.: Grantville, Md.; Jenkintown, Pa., 28-Aug-2.
- Bader: State: Henderson, Minn., 25-27; Baker United: Fowler, Ind.; Bean's Aids: Winchester, Va.; Beckh, Lee: (4th & Collier) Cincinnati, O.; Bee's Old Reliable: Frankfort, Ky. (Fair) Columbia 28-Aug-2.
- Bell-Form: Odelville, N. Y.; Belle City (Fair) Juntura, Wis., 24-27; Bell's Mukwonago 31-Aug-3.
- Bennard & Barry: Toronto, Ont., Can., 21-Aug-2.
- B. & H. Winnboro: B. O. Big State: Purcell, Okla.; Black Hills: Seattle, Ill., 21-23; Knoxville 24-26; North Henderson 29-30; Blue Grass: (Fair) Paris, Ill.; Blue Ribbon: Taylor, Wis., 24-27; Portage 31-Aug-2.
- Bob's Modern: La Fayette, Tenn.; Bobie, F. O.: Tipton, Mo.; California 24-Aug-2.
- Bone Valley: Taylor, Ia., 23-25; Oldwood 26-30; Adair, Aug 1-2; Redfield 4-4.
- Nordeland: Beeville, Texas; Brown & Wallace: Bowling Green, Ky.; Hopkinsville 29-Aug-2.
- Buck, O. C.: Piquette, N. Y.; Maassau 21-Aug-2.
- Burdick's Greater: Luling, Texas: (Fair) Junction 28-Aug-2.
- Burke, Harry: Gravel, La.; Burkhardt: Hanna, Okla.; Bronzherst 28-Aug-2.

- Capital City: Case Okla. Ky. Carol Show of Canada: (Jackson Park) Windsor, Ont., 28-29.
- Carnival: New Ellington, S. C.; Carpenter Bros.: Republic, O.; Chaney, E. J.: Roseburg, Man., Can., 21-27; Ross 28-Aug-2.
- Cattlet: Greater: Corder, Mo.; Cavalcade of Amuse: (Fair) Muncie, Ind., 28-Aug-2.
- Central American: Oquon, Kan., July 28-Aug-2.
- Central States: Hanover, Kan., 21-23; Jewell 24-26.
- Cetin & Wilson: Springfield, O.; (Fair) Danville, Ill., 28-Aug-2.
- Cherokee Amuse. Co.: Barrow, Kan.; Lebanon 28-Aug-2.
- Columbia Bros. Co.: Mendon, N. T.; Booneville 28-Aug-2.
- Collier, Wm. T.: (Fair) Grand Forks, N. D.; Fair: Watrous, Minn., 28-Aug-2.
- Continental: Tupper Lake, N. Y.; Coxe Amuse. Co.: Melvindale, Mich., 21-27.
- County Fair: Meadow Grove, Neb., 22-23; Weston 25-27; Ashland 28-30.
- Crates Expo: Tracy, Calif., 24-27.
- Crossroad: Bellefonte, Mich.; Cumberland Valley: Shelbyville, Tenn.; Carlisle: Pottersburg, Ind.; Oakland City 28-Aug-2.
- Donoh's United: Amery, Wis., 21-23; August 27.
- Douglas Greater: Seattle, Wash.; Down River Am. Co.: Berkeley, Mich.; Davis Amuse.: Mulberry, Ind. (Fair) Flora 28-Aug-2.
- Drew, James H.: (Fair) Cotterton, Ind.; (Fair) Danville 28-Aug-2.
- Dumont: Kennel Square, Pa.; Dyer's Greater: Dubuque, Iowa, 21-29; Fair: Woodhull, Ill., Aug. 1-3; (Fair) Tipton Iowa 4-6.
- Eastern Amuse.: Rockport, Me.; Edgar's Expo.: Trisco, Pa.; Embroth: Lake Mills, Wis., 25-27; Midwestern Aug. 1-2; Wilcox 1-3.
- Evans United: Williamsburg, Kan.; Rapid 30-Aug-2.
- Fair: Carlisle, Pa.; (Fair) Oswego, N. Y.; (Fair) Mifflin, Pa., 28-Aug-2.
- Festival of Fair: Valley Mills, Ind.; Royal 28-Aug-2.
- Fleming, Mad Gody: Decatur, Ga.; Franklin: Don: Rossmore, Minn., 21-23; (Fair) Mahoning 25-27.
- Frontier: Monroe, Mich.; Garden State: New Hope, Pa.; Garland Amuse.: Wakarusa, Ind.; Geneseeville, Aug. 4-6.
- G. A. B.: Ammonoite, W. Va.; Elizabeth 28-Aug-2.
- Gen. City: Aurora, Ill.; Gentisch, E. A.: Booneville, Miss.; Georgia Am. Co.: Warner: Roberts: Ga. Oldstone Expo.: (Fair) Glasgow, Ky.; (Fair) Central City 28-Aug-2.
- Gold Bond: Madison, Wis.; Duluth, Minn., 20-Aug-3.
- Gold Medal: (Fair) Urbana, Ill.; Belmont 28-Aug-2.
- Gooding Am. Co. No. 1: Washington Court House, O.; Grand American: Waterloo, Iowa; Allison 30-Aug-2.
- Greater Dixieland: Mt. Pleasant, Iowa, 22-Aug-2.
- Happy Attractions: Belle, Ok. (Fair) Woodsfield 28-Aug-2.
- Happyland: Pontiac, Mich.; Harrison Greater: Child, Md.; Harstock Bros.: Glenwood, Mo., 21-26; Lyonsville 31-Aug-3; Albia, Ia., 8-4; Hayward: Worland, Kan.; Nixa 28-Aug-2.
- Heih, L. J.: Stuttgart, Ky.; Hills Greater: Deer Lodge, Mont.; Anacundo 28-Aug-2.

- Hooper State: Jasperville, Ind., 22-26; (Fair) Bismell Aug. 4-9.
- Hooper Buff: New Chicago, Ill., 21-25; (Fair) Farmer City 21-Aug-1.
- Howard Bros.: (Fair) Lucasville, O., 28-Aug-2.
- Huff's Greater: Risenwood, Mo.; Fulton 18-Aug-2.
- Ideal Rides: Kousa, Ind.; Demott 28-Aug-2.
- Imperial: (Fair) Taylorville, Ill., 28-28; Princeton 30-Aug-2.
- Jahler, Howard W.: Frisco, Pa.; Fredonia 28-Aug-2.
- J. & B. Dahlgren: Va.; Johnny's United: Rockport, Ind.; (Fair) Danville 28-Aug-2.
- Jollytime: Robinson, N. C.; Kansas Expo: Craig, Mo.; Keystone: Millroy, Pa.; Klean: Floyd, O.; Mansfield, La.; National: Chicago 28-Aug-2.
- Kleinke Am. Co.: Waltham, Ind.; Lakeway Am. Co.: Cynthiana, Mo.; Lawrence: Greater: (Fair) Harrington, Del.; Lone: Unionville, Mich., 21-23; Ottsville 28-30.
- Lone Star: Hereford, Texas; Match Greater: Bartlettville, S. C.; Marks: Washington, D. C., 28-Aug-2; (Fair) Bedford, Pa., 4-5.
- Martin's United: Demouques, Califf., 18-Aug-2.
- Marvel: Fenfield, Ill., 22-23; Morris 21-27; Mendon: Oregon: (Fair) Lorain 28-Aug-2.
- Merriman's Midway: Mountain Lake, Minn., 21-23; Buffalo 27-28; Midway of Mt. Carmel, Ill.; Mighty Mammoets: Campbellville, Ky.; Mighty Hooper State: (Fair) Jensonville, Ind.; Mighty Page: Washington, N. J.; Milton: Raleigh, N. C.; Hillcrest, Okla.; Mighty Bros.: Bayley, Ga.; Model: Donnison, Ill.; (Fair) Knoxville 28-Aug-2.
- Model East: Liverpool, O.; Modernistic: Princess Anne, Md.; Salisbury 28-Aug-2.
- Moore's Modern: (Fair) Jessamine, Ill.; Flora 28-Aug-2.
- Motor City: Midland, Ont., Can.; Barrie 28-Aug-2.
- Mount City 27: New Berlin, Ill.; Carlisle 28-Aug-2; Carlyle 3-6.
- Mound City No. 3: Montgomery City, Mo.; Murphy's Tri-State: White, S. D., 21-23.
- Northey: Expo.: (Fair) Shelby, Mont., 24-27; (Fair) Haver 28-30; (Fair) Lewistown 31-Aug-2.
- Pace Am. Co.: South Hill, Va.; Chase City 28-Aug-2.
- Page Bros.: Grenville, Tenn.; Palmetto Expo: Backsburg, S. C.; Parade: Louisburg, Mo., 23-24; Cherry Park: Kan., 28-Aug-2.
- Park's Amuse.: Coconino, Okla.; Crane, Mo., 28-Aug-3.
- Pack Am. Co.: Gibson City, Ill.; Pea: Bisco, N. C.; Penn Premier: (Fair) Beltsboro, Pa.; Pioneer: Windsor, N. T.; Kirkwood 28-Aug-2.
- Playtime: Provincetown, Mass.; Pleasure Island: Evansville, Ind.; Booneville 28-Aug-2.
- Powell Expo: New Bremen, O.; Cygnal 28-Aug-2.
- Powell's Greater: Quaker City, O.; Circleville 28-Aug-2.
- Pratts Broadway: Plainfield, N. J.; Dover 28-Aug-2.
- Raines Amuse. Co.: Stillwell, Okla.; Westerville 28-Aug-2.
- R. & O. United: Palacios, Texas; Reid King: Moneton, N. B. Canada; Reynolds & Wells: Beckersville, Minn.; Raseck 31-Aug-2.

(Continued on page 70)

Pennsville Park, Wilson Lines Work Deal

PENNSVILLE, N. J., July 19.—Riverview Beach Park here gets the advantage of special "coupon days" for its riders instituted this week by the Wilson Boat Line in near-by Philadelphia. During the special days, riders get round-trip tickets at special discounts from Philadelphia to the park. The coupon days will be announced only a day in advance and the specials are being offered as bonuses.

Another bonus is being offered to riders coming here from Philadelphia by boat on Sundays. Free strip tickets to amusements at the park here will be given to every 40th person coming thru the Wilson Line gates every Sunday for the remainder of the summer. The purpose of this is to encourage the use of the Wilson Line to travel from Philadelphia to the local park, where the pleasure boat line has a pier.

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- Barns Bros.: Jenseville, Wis., 22-24; (Fair) Darlington 25; (Fair) Belleville, Ill., 26-27; (Fair) Mt. Sterling Aug. 1; (Fair) Greater: Gans, Wis., 2-4; (Fair) Portage 5; LaFayette, Ind., 4-6; (Fair) Goshen 8; (Fair) Valparaiso, Ind., 9; (Fair) Fortville, Ind., 10; (Fair) Columbus, Mo., 11; (Fair) Victoria 23; Victoria 24; Dunesau 25; Nantua 26.
- Berk-Barnes: Guilford, Me., 23; Mito 28.
- Berling Bros.: Strasburg, Pa., 27; Honey Brook 28; Terra Hill 29; Adamstown 25; Coppel, Rich Hill, Mo., 25; Kincaid 24; Eureka 25; Madison 26.
- Chah & Walters: Clark Park, Idaho, 25.
- Clayton: 24-26; Williamsburg, Ia., 28-30; Chicago: (California and Archer) Aug. 2-3; Side, Ill.
- Hagen-Wallace: Fredericksburg, Va., 22; Sandton (Richmond), 23; Suffolk 24; Hagen Bros.: Indiana, N. Y., 22; New Kensington 21.
- Kelly-Miller: Winona, Minn., 24.
- King Bros-Cristian: Oswego, N. Y., 27; Rome 28; Auburn 24; Cortland 25; Hlicee 28; Harnel 28; Walshall 28; Bradford, Pa., 26; Coudersport 31; Athens, August 1; Monaca 2; Stroudsburg 4; Perth Amboy, N. J.; Long Branch 8; Asbury Park 7; Millville 9; Patterson, Pa., 11; Larry LaGrange Championship; Fairmount, W. Va., 24; Morgantown, Pa., 22; Washington 24; Connelville 25; Greensburg 26.
- Mills Bros.: Canandaleva, N. Y., 22; Beth 22; Waverly 24; Towanda, Pa., 25; Wilkes Barre 27; Livingston Manor, N. Y., 28; Carbondale, Pa., 29; Honesdale 30; Johnson City, N. Y., 31; Norwich, August 1; Hudson 2; 2; Buffalo N. Y., 24-26; Wheeling, W. Va., 28-30.
- Polek Bros. Eastern: (Hall Park) Mandate, Minn., 25-26; (Ill. Western) Stidmum, Elmhurst, Ill., 28-30; (High School Stadium) Peoria, August 1-4; (High School Stadium) Dubuque, Ia., August 7-8.
- Polek Bros. Western: (Harvey West Stadium) Santa Cruz, Calif., 22; (Clegg Auditorium) Bar Abie 23-25; (High School Stadium) Sullana, August 1-2; (University Stadium) Reno, Nev., August 6-8.
- Ringling Bros. and Barnum & Bailey: Warren, O., 22; Canton 22; Akron 24; Cleveland 25-27; Lorain 28; Mansfield 29; Marion 30; Springfield 31; Dayton, August 1; Columbus 2 and 3; (Fair) Longston 4; Louisville 5; Evansville, Ind., 6.
- Rozers Bros.: Oil City, Pa., 22; Tlayville; Hoppers 24; Kane 24; Dubon 24; Pottsville 26.
- Waller & Co.: Abbotford, Wis., 24; Medford 25; Phillips 26; Hayward 28; Wallaca Bros.: Glenns Ferry, Idaho, 22; Youngstown, Ohio, 24; 24; Emmett 25; Payette 26; McCall 27.

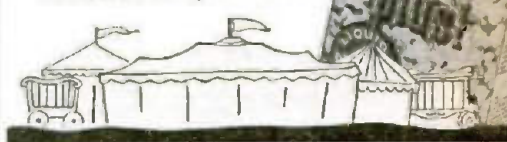


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you pitch
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Occupation

Rosenthal Backs Geist On NAAPPB Laxity

NEW YORK, July 19.—Richard L. Geist, vice-president of Rockaways Playland, this week elaborated on his charges of ineptness against the National Association of Amusement Parks, Pools and Beaches and its officials. This second blast was in answer to a letter he received from H. Huedephol, NAAPPB executive secretary, answering his initial charges (The Billboard, June 19).

Geist said he was critical of the NAAPPB because he had done little or nothing to alleviate the oppressive federal tax structure under which funspots are now operating. Geist spoke critically of the fact that the motion picture industry had escaped the jurisdiction of the Office of Price Stabilization while the amusement parks had not. He also pointed out that privately owned swimming pools continued to be saddled with a federal excise tax had to compete with municipal pools which are tax exempt. The continuance of the 20 per cent federal excise tax on admissions was also included in the charge of laxity in tax matters made by Geist against the NAAPPB.

Geist said that the \$30,000 to \$300,000 reportedly in the NAAPPB treasury should be spent for current benefits instead of being for "lean" years. He proposed making contributions in the current national political campaign.

Geist said that the association did not "have adequate representation in Washington to further our cause in abolishing this (tax) menace."

Rosenthal Support

In his letter, Geist claimed the support of Irving Rosenthal, and the operator of Palisades (N. Y.) Amusement Park, when queried, said that he was in complete accord with the charges. He added that he had found many years of attendance at the annual convention sessions unproductive.

Rosenthal also said the NAAPPB was lagging in industry public relations. He said that the several Du Mont-TV shows emanating from Palisades each week throughout the season were doing the amusement park industry more good than any other endeavor in his memory. And yet, he added, the NAAPPB has not extended any gesture of appreciation to Du Mont, to his knowledge.

In his letter, Huedephol admitted that Geist had not sought office for himself but, he added, "you no doubt remember asking

me to use my influence in placing your father on the board."

In answer to the charge, Geist wrote: "You will recall that at last year's convention (1951) you informed me that you had resigned from the association because my father's name was not suggested for the board of directors or the legislative committee. However, I learned to my dismay that your main purpose in resigning was the question of salary."

Excludes Father

Geist added that he had never discussed with his father the possibility of securing for him a post as a director or a member of the legislative committee. He added that in view of the issue being raised, his father found it distasteful and would be unwilling to take an active part in the association.

Geist claimed that "had the association named more worthwhile and enthusiastic men to the board of directors and the legislative committee, we would have by now much more accomplished in our favor."

Admitting that it is "easy to criticize" and much more difficult to "perform with perseverance and diligence," Geist added that he felt it necessary to "direct the necessary and constructive criticism of the association's present program."

MURDER

Suspect Is Nabbed at Rockaways

NEW YORK, July 19.—A murder suspect and an alleged murder weapon were discovered at the shooting gallery of Rockaways Playland, Queens Amusement Park Thursday night (17) while thousands of fun-seekers looked on. Here's the way it happened:

Wednesday night (16), a youth, estimated age 17, approached the manager of the shooting gallery and offered to sell him a .22 caliber, bolt-action rifle. The manager told the youth to come back later. The manager reported the incident to Patrolman Tom Mangano.

The following evening the same youth returned to the shooting gallery with the same rifle, this time wrapped in newspaper. He wanted \$3 for the rifle.

Meanwhile Patrolman Mangano, from a vantage point across the street in a restaurant, spotted his quarry and corralled the youth a few feet from the shooting gallery.

Friday (18), police said that the rifle was the same one used in the fatal shooting of a Brooklyn rabbit, June 27, in Brooklyn.

The youth's first attempt to peddle the rifle took place during the holding of the Miss WNBT beauty contest at the Queens playspot.

NAAPPB Signs With Publisher

CHICAGO, July 19.—Contracts have been signed for publication of the history of amusement park and rides. Paul Huedephol, secretary of the National Association of Amusement Parks, Pools and Beaches, said this week.

He said the volume will be off the press on November 5. It will be entitled "Historical Review of the Outdoor Amusement Industry" and was written by W. F. Mangels, of Coney Island, NAAPPB historian.

Four thousand copies will be printed by Vantage Press, New York. The publisher will promote sales of the book and it is expected that numerous libraries will purchase copies. NAAPPB also will aid in sales of the book. Huedephol said a postal ballot indicated the NAAPPB board favored publication of the book. Costs are to be underwritten by the organization. Date of publication will place the history on sale prior to the NAAPPB convention here.

HAMID OFFERS JOB TO ROMANI

ATLANTIC CITY, July 19.—Macolino Romani, the Republican delegate from Puerto Rico, who added a touch of comedy to the GOP convention telecast, has been offered a playing date at Steel Pier by owner George A. Hamid. Thus far, however, the Steel Pier hasn't heard whether the Latin lawyer wants to begin a new career as a comic.

Mercury Dip Hits Mission Turn-Out Biz

MISSION BEACH, Calif., July 19.—Cold weather all of this season and particularly the past two weeks has cut down attendance at the Mission Beach Amusement Center here, Roy Hurd acting manager, said. Week-ends have been foggy, thus preventing the area from getting the holiday crowd.

The area recently underwent a \$50,000 improvement program which included the installation of new rides. Added were Fly-O-Plane, Rolloplane and Octopus.

New highway has been opened to the park but its advantages have not been felt because of the weather. A new bridge is under construction. It will give the zone another thoroughfare for traffic.

Hurd said the center now includes nine major rides and 68 concessions. The midway has been redecorated. The skating rink has been rebuilt and a new organ installed. The ballroom program included the installation of new drapes and a sprinkler system.

The ballroom is going forward with its name band policy. Ray Anthony, Ralph Flanagan, Patti Page, Frida Martin, Stan Kenton, Lawrence Welk and Harry James are among those featured.

"20-30 PER CENT LESS"

Pontchartrain Ad Cites Lower Ride, Beach Rates

NEW ORLEANS, July 19.—Pontchartrain Beach here has popped with something different in the way of advertising. In a large ad in The Times-Picayune the funspot compared its ride prices with those in other parks and compared areas at New York's Jones Beach with the free facilities at Pontchartrain.

"A poll of amusement parks recently made throughout the nation shows that ride prices at Pontchartrain Beach range from 20 per cent to 33 per cent lower than the general average, even the quality and efficiency of the Beach rides were far superior," the ad stated.

Most Roller Coasters operate at a 25-cent or 35-cent ticket price, according to the ad, but Pontchartrain's Coaster tickets cost 20 cents with 15 cents for re-rides. The price hasn't changed since 1939, it further pointed out.

The advertising copy also pointed out that there were only four Whiz Bangs in the nation and that Pontchartrain was the only one going for less than 25 cents. The spot gets 20 cents for adults and 14 cents for children. Citing its 5-cent or two for 9-cent prices for kiddie rides, the Pontchartrain ad stated that "no

Lee Crandall, Zoo Curator, Retires

NEW YORK, July 19.—Lee S. Crandall, general curator of the New York Zoological Park since 1943 and internationally known for his bird collection there, will retire from active administration of the mammal and bird collections July 31. Crandall will still maintain an office at the park and write books on wild animals in captivity, a subject on which he has had 44 years of experience.

Lake Compounce Park Observes 100th Year

NEW YORK, July 19.—One of America's oldest funspots, Lake Compounce Park, Bristol, Conn., was the subject of a story in the July 7 issue of Quick magazine. The park's 107th anniversary of continuous operations under the management of the Pierce and Norton families is being observed.

A tradition in the Nutmeg State, Lake Compounce got its first rides in 1846, when, according to the article, Gad Norton installed bowling alleys, rowboats and a hand-operated Ferris Wheel. In 1851, Isaac Pierce bought a half interest in the Berkshire Mountains location.

Today, the park boasts Rocket Ships, a Merry-Go-Round, speedboats, a Roller Coaster and a huge ballroom. Its top attraction, however, is the miniature lake-canal-

ing railroad which was opened in 1844.

Typical of the young park heirs is five-year-old Roger Norton. Like other youngsters, he first came to the park for pure fun. Learning the ropes in order to carry on the family tradition was the second step. Today, however, thoroughly indoctrinated, he wants to operate the rides himself—in order to get on the pay roll that much faster!

Endicott Notes 25th Year As Steel Pier Head

ATLANTIC CITY, July 19.—While George A. Hamid's Steel Pier is celebrating its 55th anniversary with much fanfare, Richard Endicott, manager of the giant amusement enterprise, is quietly celebrating an anniversary of his own. This year marks the completion of Endicott's 25th year as pier manager.

Formerly associated with the real estate field, he was originally invited by Frank P. Gravatt, at that time owner of the pier, to manage the Casino Theater. He swung into the management of the whole pier at a time when the then manager's leg—and he has been there ever since.

With the opening of the pier for the 55th year, the second phase of a five-year program for Steel Pier reconstruction was completed this season at an expenditure of \$250,000 during the off-season months.

Also on hand since 1929 is Pop Wilkie, who heads the crew of pier workers concerned with rigging and piling, painting and improving safety conditions. Wilkie helped build the mammoth outdoor stadium at the ocean end of the pier.

Reservations Mounting Up For Denver

DENVER, July 19.—Enthusiasm was continuing this week for the elaborate program planned for the summer session of the National Association of Beaches, here August 3-7.

From Chicago, Secretary Paul H. Huedephol reported reservations have been made by England, the East, the South and numerous Middle Western cities.

Ellith's Gardens and Lakeside Park will be co-hosts for the event. Registration starts on August 5 and that evening will be devoted to visits to the parks. Main event will be August 6, when the hosts will entertain guests at a series of tours, meals and parties at the parks. On the final day a junket to Estes National Park is planned. A Western motif is being followed throughout the program and in advance preparations.

Harry McLeary Dies in Philly

PHILADELPHIA, July 19.—J. Harry McLeary, former assistant general manager of Woodside Amusement Park, died last Tuesday (15) in Hahnemann Hospital after a long illness. He was 71 years of age. McLeary retired as an executive of the amusement park in 1949. He had become associated with the park management several years earlier when the Fairmont Park Transit Company, of which he was superintendent, discontinued operation of the park trolley lines.

He had been associated with the park trolley line since 1917. Surviving are his widow, Bertha McLeary; two sons and a daughter. Funeral services were held in Ardmore, Pa., Friday (18) with burial here in Arlington Cemetery.

Kidspot Set For New Chi Shop Center

CHICAGO, July 19.—A 14-ride Kiddieland will be included in a \$5,000,000 shopping center to be built in suburban Norridge. It was announced this week by Frank Fink. It is scheduled to open in 1953, he said.

Negotiations for purchase of the rides were expected to be completed this week. Fink's son, Morton, is scheduled to manage the kidspot. Attendants will be on hand to care for children at the Kiddieland while parents shop in the adjacent stores, Fink said.

The site is across Harlem Avenue from one of Fink's two drive-in theaters and comprises 20 acres, of which five will be devoted to the Kiddieland. Fink also built and developed the Bowlum, a North Side Chicago building which contains a 30-lane bowling alley, theater lounge and 10 stores.

other fully equipped Kiddieland in the nation operates at such low prices."

Free parking, free bathing and lifeguard protection, free picnic facilities and free acts at Pontchartrain were compared with a toll, parking fee and bathroom admission at Jones Beach. The New Orleans spot stressed that it received no municipal subsidy and stated it had operated profitably the same facilities when a governmental body operated at a loss prior to 1948.

Birmingham Pool Scores Best Month

BIRMINGHAM, Ala., July 19.—The best month's business in the history of Cascade Plunge was racked up during June, according to Owner J. H. Dickson. The month was the hottest June in Birmingham since 1922, and the heat kept the pool operating at capacity, he said.

The plant was overhauled this spring and two additional filters were added. Dickson said this new plant capacity made possible the handling of the big crowds. Picnic business has been strong so far this season, he reported, and industrial outings are booked solidly for week-ends thru Labor Day.

Penguins to Canada

VANCOUVER, B. C., July 19.—A die-hard penguins have arrived at the Stanley Park Zoo here. They are reported to be the only ones in a Canadian zoo. They were flown here from the Falkland Islands.

First 5 Weeks Off For Meyers Lake; Holiday Strong

CANTON, O., July 19.—Meyers Lake Park here got off to a bad start with five weeks of poor weather, but July 4 brought good business, with more than 20,000 persons attending.

Rides and concessions did good business throughout the day. A fireworks show was staged at 10 p.m. with Charley Pickens' orchestra on deck.

The spot added two rides, a Ferris Wheel and a Sky Fighter, for this season.

Cincy Zoo Holds Antonucci Chimps

CINCINNATI, July 19.—At Antonucci's Movie-Performing Chimpanzees (3), who opened at the Cincinnati Zoo four weeks ago, this week were packed for an additional five weeks, carrying them thru August 30. Antonucci is assisted by Ervin Weiss.

The Antonucci chimps do two a day, with three on Sundays and holidays. In the zoo's chimp arena. Today the Antonucci turn journeyed to LeSourdsville Lake Park, near Middletown, O., for a special engagement for employees of the American Rolling Mill Company. Last week the chimps did a special show at Devou Park, Covington, Ky., under civic sponsorship.

FOR SALE 10 Scooter Cars

PERFECT condition. Now in operation. 1 1/2-car stationary Whip, perfect condition. Can be seen in operation. Contact
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STROBLITED DARK RIDES

Mystifying! Amazing!

Strobilite will add new thrills to your Pretzel and Dark Rides. Countless intricate and spectacular effects can be obtained with Strobilite. Luminous Colors (that glow in the dark) and Stroblite U.V. Lamp Blacklight.

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FOR SALE

2 new Kestrel Sky Fishers, complete with machine guns and steering wheels. Capacity 5 children to each car. 5 cars in the park. Can be seen in operation Now at the Kestrel Park, Long Beach, Calif.
MAX GRUBERG
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16 Unit Derby Racer, The Turf
16 Pokerino Tables
All in condition like BRAND NEW and they can be seen in operation
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EXCLUSIVE GOLF

Your choice of an exclusive design of our patented cups for your area only. These prove profitable big at right spots. We don't build just anywhere. Never a South course failure.
Holmes Cook Miniature Golf Co.
28 Pearl St. New London, Conn.

RAILS

12-16-20-24
With Splice Bars, Frogs, Switches, Bolts and Pins for Kiddy Car Railroad, Also Locomotives. Cars and Equipment for Same.
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July Outlook Is Good for N. E. Playspots

BOSTON, July 19.—The Federal Reserve Bank of Boston has reported a promising July in store for New England resort and amusement operators. A sampling of spots throughout the region indicated that advance reservations for July were up 1 per cent over last year for hotels and 12 per cent for guest houses and cabins.

Despite the indicated increase in July, resort business as a whole for New England ranged from excellent in some areas to poor in other areas, the bank said. The variation, it was pointed out, may reflect differences in promotional activities, or differences in economic conditions in areas from which fun seekers come. Some resort centers are feeling the adverse effect of unemployment in textile centers, while others are benefiting from a large increase in Canadian business.

Pennsville Gum Blowing Contest Set

PENNSVILLE, N. J., July 19.—Preliminaries in the "world championship" Bubble Gum Blowing Contest will be held at Riverview Beach Park here, July 22. Some 500 boys and girls will compete in this fourth annual competition which has proven a major promotional effort on part of the local amusement park. King and Queen Bub will be selected at finals on August 26.

Master of ceremonies for both contest will be Stu Wayne, popular disk jockey on WDAS, Philadelphia. Contestants will represent community newspapers and organizations in the Philadelphia-Southern New Jersey area, and all finalists will receive prizes. The Wilson Line, pleasure boat line linking Philadelphia with the local amusement park, is co-sponsoring the contest with Riverview Beach Park. Frank H. Fleer Corporation, makers of Dubble-Bubble Gum, is co-operating in staging the contests.

Pittsburgh Press Loaded With Park Photos, Features

PITTSBURGH, July 19.—The Pittsburgh Press went on a parks binge with its Sunday (13) issue. Rock Springs Park, Chester, W. Va., was featured in a two-page spread in the Press rotogravure section, showing 34 Press carrier boys and their fathers on an outing. The magazine section of the sheet led off with a yarn about the children's zoo in Pittsburgh's Highland Park. And in the women's section was a full-page spread of pictures showing members of a civic club aboard rides at Kennywood Park.

The Press also carried a Page 1 story recently about monkeys at the High Park Zoo escaping. Conneaut Lake Park recently began a new advertising policy in Pittsburgh papers in which it stresses the La Blonde free act.

Coney Island, N. Y.

By UNO

Attendance over the week-end (July 12-13) continued heavy. Donations toward a Mardi Gras celebration have been nil, so there is no likelihood of one functioning again this summer.

Benno Bechold, Alvin Kallman and Harry Socioff, operators of Feltman's Park, have the following concessionaires: **Nai Faber**, Penny Arcade, new bowl-o-section and pokerinos; **Morrie Joffe** and **Irving Harrison**, popcorn and candy; **Isadore Rubenstein**, frozen custard and soft drinks; **Jack Merrymann**, souvenirs; **Jack Merrymann**, miniature golf; **C. O'Keefe**, miniature train; **Joseph Bartoline**, Greyhound Racer; **Dora Misurac**, fortune-telling birds, handwriting analysis, doll game and photo gallery; **Mary and Michael Dela Conte**, shooting galleries; **Edward Girdez**, ring-over-the-nail game; **Charles R. and Theora Miller** and **Butch**, penny pitch and shoot-the-u-wins; **Joe Shubert**, guess-your-age; **Irving Shapiro**, balloon game; **John Garrow**, Laff Harlower Brothers, Kid-dieland and Sea Cruise; **Ruth Zack**, artist; **Michael Peice**, fish pond, and **Albert Lenkey**, motor boats. In addition, the Merry-Go-Round is managed by **Charles Calanan**; a Boardwalk restaurant, supervised by **James Evans**; **Tilt-a-Whirl**, **Robert Birnbach**; hot-dog emporium, **Bessie Taconati**; **Al Grosch** is general mechanic, and **Kenneth Bourke**, general manager.

Samuel Wertheimer, at his spacious Pleasureland, walk-through, spot running from Surf to the Bowersy, has made several important changes and additions to arcade equipment. New are four electrical-gear mechanical arcades for kiddies; **Rapid-Fire Jets**; basketball games; air rifles from **Grubert & Firestone**; four new-type, four for a quarter photo machines, to make for a total of nine, and seven more skeeball alleys, which now number 19. Outside concessions include **Ann Marano**, penny-pitch; **Jean Kinsler**, Greyhound Racer; **Donald Hays**, ball game, and **Joe Cupo** and **Bonnie Sandberg**, magnetic dart game, a new item. **Wertheimer's** assistants are **Vincent Gearby** and **Irving Pantell**.

Abe Seskin, former Coney Island operator, celebrated the grand opening of his new Saxon Supper Club in Brooklyn last week. Two archery ranges, one on Surf with 15 positions, run by **Bruno Puddo**, and one on Stillwell, with seven positions, bossed by **Hyman Delman**, are the means of turning out champs in the game. **Heleen Anderson** is chief assistant to **William A. Nicholson**, executive secretary.

AC Names '54 Centennial Execs

ATLANTIC CITY, July 19.—The 1954 Centennial Celebration Committee here this week formed a corporation and elected the following officers: **Mayor Joseph Altman**, honorary president; **Ezra C. Bell**, president; **J. Howard Buzby**, **Charles Klein**, **Albert A. Marks Jr.**, and **Arthur W.**, vice-presidents; **James J. Tynan**, secretary, and **William Schoppy**, treasurer.

Adopted was the official name of Atlantic City Centennial and Diamond Jubilee of Lights Association. Permanent headquarters have been opened at the Central Pier with **Theodore Lefair**, executive director in charge. **President Bell** said that the next step would be to enroll 1,000 members into the non-profit organization at \$25 a year per member. The money will be used to cover the cost of preparation for the 1954 event, including construction of 10 historic floats depicting the progress of the resort.

Elected to the board of directors were **George A. Hamid Jr.**, general manager of the Steel Pier; **Mall Dodson**, the resort's publicity chief; **Albert H. Skean**, head of the convention bureau, and **Louis St. John**, manager of Central Pier.

WANTED

Rides, Shooting Gallery, Ponies, etc., for established Kiddyland. All-year location on percentage basis. Write or write **Sidney A. Kaderian**
601 E. 6th Street, Tucson, Arizona

of the Chamber of Commerce. For expediting the construction of the Owl's Head pollution control plant, which will provide Coney with clean bathing water, the Chamber of Commerce tendered a luncheon recently at Garguilo's eatery and presented a scroll to **Frederick H. Zurnick**, commissioner of parks and public works.

Carmen Rivera is the new owner of Coney's fourth girle show spot, the one **Fred Sindle** vacated on Surf, near West Eighth. The talent includes **Madge Carmyle**, **Enis Wilson**, **Marion Scott**, **Gayle Hewitt**, **Bea Boze** and **Cheena**. New outside talkers are **Tiny Fuller** and **Bob O'Neil**. **Joe Nespoli** is manager; **Teddy Jacob** and **Angie Kissquerra**, ticket sellers, and **Phil Kravits**, ticket taker. **Ken Bourke**, general manager of Feltman's, and his wife, **Jean**, celebrated their 16th wedding anniversary last week at their home in Westfield, N. J. **Richard L. Ehrman**, Lincoln High School graduate and son of **Monroe Ehrman**, is learning all about the publicity game in his dad's office on West Eighth. **Papa Monroe** started as a Coney newspaper reporter in 1908. **Steeplechase Park** has a new midget clown in **Joe (Snuffy) Miller**, who replaced the late **Angelo Brisena**. **Joe James Melino** is celebrating his 10th season as ticket taker in the winter **Melino** does a vaude act.

Tirza's birthday celebration, July 11, was featured by a three-carat diamond ring, gift from **Charles Franchini**. **Fred Sindle's** office at his **Cavalcade of Variety** show is newly air conditioned and equipped with a 20-inch TV set.

SKEE-BALL

Reg. U. S. Pat. Office
America's favorite Skill Game
Parks, Resorts or Location.
Capacity 80 Games Per Hour.
5c or 10c coin slots optional.

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MOON ROCKET

RIDE
Allen Harschell makes. Not more than five years in use. Submit details, price, delivery date and place for inspection.

ROCKAWAYS' PLAYLAND ROCKAWAY BEACH, N. Y.

BOOKING NOW

AMUSEMENT PARK

Permanent 3 Months Summer Opening
WANTED: Lease/Manage Concessions of All kind.
Room for 25 Rides not conflicting.
Located centrally near large cities.
Well known etc. Outstanding opportunity for those who qualify. No large party close by.
Reply before August 13.
I. M. APGAR
104 Garden St. BRIDGEMONT, N. Y.

FOR SALE

LAFF-IN-THE-DARK

PRETZEL RIDE (6 CARS)

Track for 3,000 sq. ft. building; including stunts. Laughing Sal and cutout figures, some 12 ft. and others 8 ft. high; also 20 cutout Funny Heads for front. All in good shape.

Mystic Castle Fun House and Crystal Maze—Glass House combined. Includes \$2,000.00 worth of stunts made by Philadelphia Toboggan. Has Laughing Sam, Coffin, Trick Blowup Heads, Funny Walks, Compressed Air Outfit complete. Glass and Mirrors in best condition; plenty of extra parts.

Various motors, 220 volts, 7 1/2—15 and 20 horse power.

Several game coaches in very good shape.

6 Miller-type Coaster Cars; also Laminated American 10 ft. Lemon Wood Fly Wheel for Coaster; also extra parts, cheap.

Electric Starters for Rides.

Two section **Bartem Baseball Game** with 40 ft. by 18 canvas.

8 Whip Cars, 4 of them special make.

Chalmers Ferris Wheel Engine complete, mounted on truck.

All can be seen in operation. Can be removed after Labor Day. Need room for new attractions for 1953. Price is right. Come and see it at

SEASIDE PARK

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New York Lakeside Amusement and Picnic Park, located on a well-known highway and lake. Drive-in theatre opposite but included in safety non-competition, low operating costs. Buildings include penny arcade, shooting gallery, food rotter sink, bath house, dance hall, restaurant, bar, merry-go-round, 4 scenic pavilions. All buildings in very good condition. There are outside picnic tables and benches. All park benches, ample parking equipment, 125,000 net last year. Money possible with right kind of operator. Owner retiring. Price \$165,000.00. Terms Principals only.

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Completely equipped Arcade, New 30-ft. shooting gallery, 6-seat race horse game, 20 pin-arcade, 20-cent game, ABC affairs, pool room, fountain grill and 200 real coasters, grounds \$125,000 in 1951. In heart of Lake Arrowhead V.R.C. Exclusive lease—long term. Bowling alley, cafeteria and fountain leased out. Must see in-appreciable. Write to
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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Doc Waddell Dies At 88 in Columbus

Veteran Trouper Linked Press Agency, Evangelistic Work; Had 70-Year Career

COLUMBUS, O., July 19.—The Rev. Doc Waddell, circus press agent and evangelist, died in the county hospital here Wednesday (16). He was in his 88th year. More than 70 of those years had been spent with shows; for about 45 years he was an evangelist.

Doc Waddell, who was born William Shackelford Andrus, was one of the colorful and controversial personalities of the outdoor show world.

Funeral services were at Springfield, O., Friday (18). His widow, Effie Andrus, of Springfield, said that he agreed shortly before his death to have a con-

ventional funeral. Previously, he had said that he wanted his coffin draped with circus canvas and that he wanted those at the funeral to "rejoice." Arrangements he made in 1944 with a Columbus funeral director were replaced by the Springfield plans. Don Howland, Columbus circus fan, assisted in making the arrangements.

Survivors in addition to his widow are two sons, Parson and William Andrus, both of Portsmouth, O. Mrs. Andrus has been in ill health at a Springfield rest home for some time.

Chaplain for Life

Since 1940 Waddell had been "chaplain for life" with Mills Bros. Circus. During war years he opened each performance with a prayer, and in more recent years he offered a prayer at the first and last performances of the season. Although ill this spring, he insisted on coming to Mills Bros. opening to continue this practice. After only a few days with the show, he returned to the hospital.

He was born at Portsmouth on August 26, 1863. He said that grandparents on both sides of his family were circus performers, but his father was a locomotive engineer. As a boy he was with a circus briefly. He quit school immediately before graduation and became a printer's devil, printer.

(Continued on page 61)



DOC WADDELL

Kelly-Miller Clicks Again In Wisconsin

SPARTA, Wis., July 19.—Wisconsin territory again proved strong for the Al G. Kelly & Miller Bros. Circus as it played this week to capacity houses at most stands. The business was closer to last year's K-M scores than most of that earned so far this season.

At Sparta on Tuesday (15), the matinee was three-quarters filled and the night house was a capacity house, just short of the straw stage.

Dodgeville, Wis., (11) was good for a 90 per cent matinee and came up with a rousing good full house at night.

Beatty Scores Near Capacity At Bremerton

BREMERTON, Wash., July 19.—Clyde Beatty Circus, on the threshold of a Canadian tour, played to good business here Saturday and Sunday (12-13). The Saturday matinee attracted 90 per cent of capacity and the Saturday night house was three-quarters filled. The matinee on Sunday drew a three-quarter house.

William (Hammerhead) O'Dwyer has joined as boss property man and rigger. Canadian customs officials were with the show here.

At Lewiston, Wash. (10), the show had a near-capacity night house, while the matinee drew half of capacity. In Tacoma, Wash. (8), the show had a weak matinee and a half house for the night performance. Several strikes, including one on the only newspaper, interfered.

Bill Badrue, concessionaire, who was injured in a truck wreck en route to Spokane recently, died. Two others who were in the show truck, Charles Swinney and Dick Piercy, were recovering from their injuries.

Morris at Canton

CANTON, O., July 19.—Kelly-Morris Circus played to a half-house matinee and three-quarter night house here Thursday (10) under fire department auspices. Lot was five miles out. Ringling-Barnum is to play Canton Wednesday (23) under American Legion auspices.

FANS AT RINGLING HOME

CHS Convenes at Baraboo; Members Visit Kelly-Miller

RICHLAND CENTER, Wis., July 19.—The seventh annual convention of the Circus Historical Society wound up its three-day session here Saturday (12) with

Extend Chicago Run For Ringling Move; To Day-Date Circus

CHICAGO, July 19.—The Palace Theater run here of "The Greatest Show on Earth" has been extended beyond its original 16 weeks and now is to continue thru mid-September with a possibility of staying until the end of September.

This was announced by Paramount Pictures office here, where it was said that the Republican National Convention gave the picture a good boost in business. The extension will keep the picture in the Loop during Ringling-Barnum's stand here. Neighborhood theaters in Chicago will get the picture three weeks earlier it closes at the Palace.

King-Cristiani Holds Near-Capacity Pace

Only St. Albans Falls Below Average; Charley Luckey Joins; Parade Clicks

BURLINGTON, Vt., July 19.—Business for King Bros. & Cristiani Circus continued strong this week, with near-full houses at most stands. At Burlington, Monday (14), both shows drew near-capacity houses with Lions Club auspices.

At Berlin, N. H., Wednesday (9) the show had two near-full houses. Charley Luckey, formerly with Sells-Floto, and Cole Bros. Circuses, joined there as superintendent of construction. He had been with Barnes Bros. unit, Emmett W. Sims, of the Barnes' unit, visited the King show.

St. Johnsbury, Vt. (10) came up with another pair of near-full houses despite a heavy rain early

in the afternoon. Here, as well as in other spots, the show's street parade was credited for much of the interest in the show. A new lot was broken in at St. Johnsbury.

Montpelier, Vt., the Friday (11) stand duplicated the near-capacity business of the other stands. But at St. Albans, Vt., Saturday (12), competition from a carnival in a near-by town and "The Greatest Show on Earth" movie in St. Albans combined to hold King-Cristiani business to a three-quarter matinee and half house at night.

Rogers Crowds Weak in Ohio

NORWALK, O., July 19.—Rogers Bros. Circus drew two half houses when it played here Tuesday (15) under Lions and firemen's auspices. Attendance was about the same a day earlier at Fremont, O., under YMCA auspices.

The show made press association wires with a story about the amputation of a puma's tail here. The cat, in Joe Horwath's act, dangled its tail outside of a cage and a lion in another cage bit it. At Defiance, O., the Rogers show had less than a one-quarter house for each show in 95-degree heat. Local factory workers were away on vacations. Monroe, Mich. (11), brought in a half house for the matinee and a three-quarter night turnout with Moose auspices.

Night Crowds Okay For Burling Bros.

TANEYTON, Md., July 19.—Henry Von Drehel's Burling Bros. Circus played to a weak matinee and a three-quarter night house here Friday (11). Local factory employees were on vacation. Auspices were the Legion and the State Legion convention was in session at Baltimore.

RINGLING 50-50s AUSPICES DATES

Sponsorship Policy Faces Test; Half of Late Towns Sans Backer

CHICAGO, July 19.—Ringling Bros. and Barnum & Bailey has abandoned its policy of seeking auspices in every town and for the balance of the season will seek local committees in only half of the stands. Promotional Manager Paul Eagles said this week. The new policy starts with Burlington, Ia.

He described the switch in plans as a test of the show's auspices program, and noted that "some business has been unexplainable this season." The new plan for playing 50 per cent of the towns under auspices and 50 per cent without will allow a more direct illustration of what business the show does under each set-up.

Operation of the advance department will remain virtually unchanged for the unopinioned stands to come, Eagles said. The same amount of billing will be done as in auspices towns and heralds will be used as before. The single change, he said, will be in the advance ticket sale operation. Auspices receive advance tickets weeks ahead of the show date. Non-auspices stands will have advance ticket sale offices operated by the show for eight or 10 days ahead of the date.

The move comes after a series of stands in the East which business was below expectations.

Presumably, the test is designed to determine whether takes would be the same without auspices. In several recent cities, auspices have not made a profit on their circus deal, but the show has regularly covered the auspices' expenses and the sponsors have expressed satisfaction with the deal.

This is the first season in which the Ringling show has played a significant number of auspices stands, although last year the plan was tried in a number of cities. Only a handful of stands between the Washington run in May and the Chicago stand in late August are being played without auspices.

Packs' Illinois Series Tagged Best of Five

INDIANAPOLIS, July 19.—Tom Packs Circus pulled in here Friday (18) for a two-day stand (19-20) after the most successful of its five swings thru Southern Illinois. Advance sale by police auspices here was large. A parade to include circus units was set for Saturday.

Jack Leontini, Packs spokesman, said the final three stands on the Southern Illinois group sponsored by East St. Louis Shrine clubs drew full stadiums. Greenville and Flora were big. At Olney, Ill., Tuesday (15) the show was rained out but it stayed over for big business on Wednesday (16).

Wednesday was to have been the first of a two-day stand in Springfield, Ill., a new Packs stand. But this was condensed into a one-day stand which drew 6,000 in rainy weather Thursday (17). Leontini stated.

Jacobsens Win Appleton Date

NORTH HOLLYWOOD, Calif., July 19.—The Jacobsen Brothers' Hollywood Circus Corp. won a contract at Rochester, Minn., for a Knights of Columbus Circus after a contest with Al Kayda's Kay Bros. Circus. The Jacobsens and Kayda formerly were partners.

Charles Jacobsen said his organization also has signed for Moose circuses at Lincoln, Neb., and Appleton, Wis. R. W. (Preacher) Brandon has joined the Jacobsen promotion staff and will be at Appleton.

HALF-HOUSE SLUMP ENDS FOR RINGLING

Late New York Stands Win Business; Little Lyons Fills Sunday Matinee

WILLIAMSPORT, Pa., July 19.—Ringling Bros. and Barnum & Bailey Circus came out of the half-house slump that plagued it thru most of New York State with a near-capacity matinee and overflow night house at Rochester on Saturday (12). The day before at Syracuse started the rise with a near-capacity night house, but the matinee there was a one-quarter turnout.

At Lyons, N. Y., Sunday (13) for a matinee only, the show played to a full house of more than 8,000 altho the town's population is only 4,600. Two split rails on the New York Central delayed one section of the train in leaving Lyons. James McCabe, Lyons circus fan, was credited locally with a month's long publicity campaign for the date. It had been about 40 years since

Ringling played Lyons. Binghamton, N. Y., on Monday (14) marked the end of the show's route in that State. Matinee drew a half house and the night audience was about three-fourths of capacity. Matinee was on time despite the noon arrival of the third section, which had been delayed at Lyons.

Williamsport topped the three-quarters mark for each of the two shows here Wednesday (16). Weather was hot and steel strike had hit the town's economy. All of these stands were played with local auspices.

David M. Zeigler of the Ringling managerie department was treated at a Williamsport hospital for arm injuries received when the rhino he was feeding plined his arm to a cage wall with its horn.

2 PHONEMEN—2

This is the one you've been looking for. You can make yourself \$250.00 to \$300.00 a week and more if you can sell it clean.

Absolutely no drunks or limbers. Good sponsor and strong financial backing. This program will be to benefit the beautiful Riverside Children's Park. To anyone who can sell it's a natural.

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Experienced Phoneman for King Bros.-Christiana Promotions for balance of season. Contact

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WANTED

Steel Arms, props and tides for a Cat Act. Present owner Court act. please answer

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4 PHONEMEN 4

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PHONEMEN

New, year-round deal just starting.

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Beatty Cancels Part Of W. Canadian Route

SASKATOON, Sask., July 19.—Clyde Beatty Circus has canceled its contracted dates in Northern parts of Western Canada it was announced here this week. The show had been scheduled to play here August 15-16. It is now making cities in Southern Canada.

Dan Dix, contracting agent, in a telegram to city officials said the cancellations were made necessary by threatened strikes and polio. There have been a few polio cases in Saskatchewan and Calgary and several strikes in British Columbia.

The cancellation notice came as the city council was amending a bylaw, limiting appearances of shows here. Originally, the law barred circuses and menageries during July and August. Councilmen observed that the old law was originally designed to protect the Saskatoon Exhibition but that the wording barred that event as well as others. In the first change, they passed a law which permitted shows after the exhibition. Beatty's dates were to have been after this year's exhibition.

In the latest switch, the council passed a bylaw which requires shows to use the exhibition grounds, thus forcing shows to obtain permission of the annual.

Under the Marquee

Sylvia Downs, Ringling performer who lost an arm in a bus accident at Baltimore, has been joined in this country by her father. The family plans to stay in the United States. Miss Downs expects to be released from the hospital soon. Ray (Rayford) Bickford visited with the Great Dalbeattie on the King show in Greenfield, Mass. Capt. Enrique De Moll is breaking a new seal act while working at Pontchartrain Beach, New Orleans. The Noble Trio and the Clarons also are at the park. Recent visitors included Mr. and Mrs. Jerome Wilson, Bert Early, and Keith Zeller.

Frank E. Laughead, drummer, reports he has joined the Barnes circus. Don Taylor, Seattle promoter, has joined Bill King's promotional staff on Polack Bros.' Western Circus.

Tiger Bill Snyder has joined Wallace Bros. Circus as equestrian director. Equipment of the Tiger Bill Wild West Show has been stored at Galesburg, Ill.

Spencer Betty and Harbert Stine of Seat Pleasant, Md., caught Hagen-Wallace Circus at Silver Spring, Md., and visited with owner Dub Duggan and with

(Continued on page 55)

Dressing Room Gossip
Appears on Page 56

Wallace & Clark Circus WANTS

Girl for Ladder and Web, one Seat Butcher, Man for Show Camp, two Workingmen; top salary, good sleepers. Side Show Boss. Conventioneer who can sell tickets. Syd. Stevens, contact me.

NORMAN ANDERSON
July 25th, Medford; 26th, Phillips; 28th, Hayward; all Wisconsin.

PHONE MEN

10 member producers, Circus deal 25%, tickets, pay every night, 8 weeks, week (Jack Turner, contact me). Phones open now.

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212 Houston Bldg., Elm Ave., Tem. (Phone Belmont 2-1731)
Please, no collect wires or phone calls.

Telephone Salesmen

(UPC)—8 week campaign starts next week. Shows at Cincinnati Gardens.

FRANK HUSTMYER

P. O. Box 1705 Cincinnati, O.
Phone Garfield 6576. No reverse charge.

2 PHONEMEN 2

Strong Circus Deal, Polka, Fireman, Shrine, U.P.C., Book, banners, No collect calls or wires accepted. Contact

HARRY MANON

See Island Hotel Bonafort, S. C.

WANTED

Phone People immediately for continuing dates. Phones ready. Powerful sponsors.

DICK BRANDON

Room 28, Hotel Balket, Appleton, Wis. No collect, please.

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10 HOWERS 35 each \$100
15 ROGER BROS. 1.50
15 MILLS BROS. 1.50
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Each week The Billboard receives inquiries for names of individuals who might underwrite and promote attractions in auditoriums and arenas. We can refer to parties from these inquiries you.
—Please state the date and type of event as well as the amount you have promised in the past. Reliably whether or not you were financially responsible as entered respondents under writing. Write A-rom-Auditorium Department, The Billboard, 128 W. Randolph St., Chicago 4, Ill.

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CIRCUS-REVUE
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Indoor Winter Dates to Follow

WANTS—Good Circus Acts of all kinds. Pony Drill, Chimpanzees, any other Trained Animal Acts, Troupes doing two or more. Novelty Acts, Clowns who wear white wardrobe and have wash grounds. All who have worked for me before please answer.

WANT to Start NOW Crew Managers with or without crews for UPC tickets. Good suspects. Only highest type men considered. State where you have worked.

KEN JENSEN, JACK DAUGHERTY, HARRY MASON—please contact H at Liberty

All Address:
Rudy Jacobl, RUDY BROS.' CIRCUS
2719 NORTH PROSPECT AVE. SOUTH SAN GABRIEL, CALIF.
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The Nation's Outstanding
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MICKEY SULLIVAN

and His BAND

Booked solid till Oct. 1, '52"

Thanks a million to all Agents and Committee Men who have written in for dates after Oct. 1st contact

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6 HIGH STREET (Tel. 6-2126) WORCESTER 9, MASS.



ATTENTION, DAREDEVILS

You are invited to compete in the first national daredevil's championship contest. Motorcycle, Auto, High Wire, Trough, etc. It is a contest. Entry blanks must be postmarked before midnight, August 7th. First contest will be held at the 16th St. Midget Speedway, across from the 500-mile track in Indianapolis, Indiana, on Thursday and Friday nights, August 21st and 22nd. For full information and entry blanks write or wire

DAREDEVILS, INC.
1815 PARK AVE. INDIANAPOLIS 2, INDIANA

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Wilkie, Bob, Barney, Spencer, all our old boys, come home. Shrine, Polka, Fire Deals

— PHONEMEN —

POLACK BROS. CIRCUS

Additional Men needed for Shrine dates in Toledo, Ohio; Oakridge, Tenn., and Oklahoma City, Okla.

WRITE ONLY — NO CALLS — NO WIRES

Offices open immediately after I close here on August 4th.—Write:

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... coming soon in the August 9 issue



Edmonton Sets New High Opening Day Gate, Betting Marks Record Run Sighted After Rain Hits Second Day, Peak Wed. Turnout

EDMONTON, Alta., July 19.—Edmonton's 74th annual exhibition was off to a flying start Monday (14) when a new one-day attendance record was set along with a new pari-mutuel record. The Edmonton Ex., enjoying hot sunny weather, passed 37,345 paying customers thru its turnstiles, a figure 3,000 ahead of last year's opening day total. Bettors shaved \$30,971 thru the wickets at the race track to exceed last year's opening day total by \$2,000.

One of the reasons for the big opening day was the exhibition parade this year. This was the second parade after a 13-year lay-off. More than 420,000 spectators lined the parade route to see and applaud the 140 entries. Floats predominated as city, business and industrial organizations vied for trophies.

One sharp promotion of the parade committee was the encouragement of floats, bands and bands from surrounding towns and municipalities. The idea paid off in a big way. The small

town merchants and civic dignitaries spent much time and money and the townfolk flocked out to see the results. Another major attraction of the parade was the floats, sponsored by the many national associations of the city. Chinese, Ukrainian, Dutch and Scandinavian entries, to name only a few, were big crowd pleasers.

In front of the grandstand the attractions were of the caliber to justify the two-hour wait many endured each evening. Queues begin forming as the races end after 5 o'clock. Chuck-wagon races, being held for the second year, are a big favorite. Opening ceremonies on Monday night saw the ex opened by President Lawrence Rev. who incidentally was the first breeder from the Edmonton district ever to exhibit purebred cattle at the exhibition. That was in 1892. He is in his 25th year as a director.

The Ernie Young Varieties of 1952 were well received by a better than 10,000 first night fans in the mammoth two-year old grandstand. The Edmonton Journal, in reviewing the show, said the grandstand attractions fitted in with the theme of this year's entire exhibition, bigger and better than ever. The Hand Company is supplying the fireworks each evening.

On Tuesday the exhibition picture was a little gloomy as dark rainclouds threatened all day and finally brought on a downpour in the early evening. Some of the grandstand attractions, along with part of the fireworks display, were cancelled. The attendance of 30,706 was down from 1951's Tuesday figure of 40,376.

But on Wednesday, even had weather couldn't keep the crowds away. A heavy morning rain and a steady drizzle in the afternoon, threatened to hurt attendance, but just the reverse occurred. The day, which is a civic half-holiday, was the greatest in the 74-year history. Attendance jumped from the 1951 figure of 49,841 to a record 57,673 paid admissions. Pari-mutuel figures were \$209,096 for the Citizens' Day crowd, bringing the three-day total to \$421,817. This figure could not be compared with the previous year, as the Wednesday afternoon race meet was cancelled in '51 when jockeys refused to ride because of track conditions after a rainstorm.

Wednesday afternoon the grandstand was packed for the races and again at night for the pari-mutuel and the gate admissions served to dispel much of the gloom after Tuesday's camp showing. Managing Director James Paul told The Billboard on Thursday (17) morning that with a break in the weather for the last three days the Edmonton exhibition would set a new mark in every department.

Ind. State Sells Cut-Rate Tickets At New Locations

INDIANAPOLIS, July 19.—Indiana State Fair this week launched its advance sale of cut-rate outside gate tickets offering 250,000 60-cent tickets at a bargain rate of 35 cents. The pasteboards are being offered at more than 200 locations throuth the State.

Among the spots handling tickets are all 12 county offices of the Indiana Farm Bureau, Hook's Drug Stores, Guarantee Auto Supply Stores, Haag Drug Stores, and the Horton Oil Company.

Other Indianapolis locations include the F. Wasson Company, The Gilden Company, The Leader Store, Indiana Condensed Milk Company, and Western Electric.

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Oskaloosa, Ia., Ups Stand Tix

OSKALOOSA, Ia., July 19.—Southern Iowa Fair will boost its grandstand admission prices this year but will cut its outside gate charge. Clyde A. Hanna, secretary reports. Last year's gate tab of 60 cents has been pared a dime.

Grandstand rates, which were a flat 60 cents in '51, have been upped to 60 cents to 51, he said. Annual gets under way August 4 for five-day run.

Morris County Space Nears S.R.O.; Will Add

TROY HILLS, N. J., July 19.—Approximately two-thirds of exhibit space at Morris County Fair here, August 19-23, has been allocated, and all indications are that facilities will be enlarged to accommodate many more supporters. According to Manager Alexis Clark, there are already some 300 exhibitors booked.

One of the major attractions will be the 27-unit atomic energy exhibit, brought directly from Oak Ridge, Tenn. Manned by specially trained college students under the direction of government technicians, the attraction will occupy more than 1,000 square feet.

A special committee is attempting to get the Republican and Democratic presidential nominees to attend on Government Day, August 22. Other local and State officials, including New Jersey's Gov. Alfred E. Driscoll, have indicated their willingness to attend.

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Santa Rosa, Calif., Combines Rodeo With Horse Show

SANTA ROSA, Calif., July 19.—Sonoma County Fair this year will combine its rodeo and horse show and for five nights the bronk and bull riders will share the program with gaited horses. Each night's show will include a complete selection of classes in gaited, jumping, draft and broeds, plus western classes. Rodeo events include bulldozing, bareback and saddle bronk riding, calf roping and Brahma bull riding.

Nine full days of horse racing with pari-mutuels are also skedged in addition to livestock and poultry exhibits, a flower show and a broad program of variety entertainment. The fair will be held on the newly expanded 100-acre fairgrounds three blocks from U.S. Highway 101.

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Kent-Sussex Event Set to Top All Years

HARRINGTON, Del., July 19.—Entries received to date indicate that the 33rd annual Kent and Sussex Fair here, July 21-28, will surpass all other years in the number of exhibits and interest generated. So says T. Britton Ripplow, fair secretary and general manager.

The fair will include a rodeo, 10 acts, variety, a Broadway revue, 90 acres of exhibits, both commercial and agricultural, auto races, fireworks displays, band concerts, a parade and a midway.

Among the exhibits will be those of 4-H Clubs. The work of this group will be directed by George Worflow, assisted by his staff from the University of Delaware.

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Moose Jaw Ex Draws 32,700 For New Mark

MOOSE JAW, Sask., July 19.—With approximately 32,700 persons making their way thru the main gate, Moose Jaw's 74th annual exhibition, which wound up a four-day run Saturday (5), chalked up a new attendance mark.

Altho exact figures are not available because a free gate was instituted for the opening day, estimated figures show 32,094 customers paid their way into the fair. Attendance in 1951 was 31,986, the previous high.

The opening day figure was estimated at 4,000, just slightly higher than for the opener last year. Attendance on opening day has shown a big increase each year.

The free gate was tried for the first time this year as a means of getting people to the grounds. Reluctance to pay has been evident in the past because of the uncertainty of arrival of the midway attractions. This year the shows arrived at 3 p.m. from Estevan, Sask., and were not operating until 8 p.m.

Grandstand attendance totaled 14,316.

Feeling of Mrs. Verma Hyland, secretary - treasurer of the exhibition company, and George M. Smith, president, was that hot weather Saturday afternoon kept the event from winding up with a much larger record-breaking figure. Only a few people patronized the midway and the afternoon grandstand show was canceled when only 10 cash customers were in the stands. Weather was hot and dry for the four days.

Night Strong

Attendance picked up Saturday evening, with more than 5,000 of the 7,768 who passed thru the gates attending after 6 p.m., despite a strong wind that whirled dust on the fairgrounds. Nearly 3,000 attended the two grandstand performances on the final night. Several of the acts at the first performance were cut because of the strong wind.

Only record established on an individual day was Thursday (3), Children's Day, when attendance was 11,910. It was the largest crowd ever to attend the fair on any day.

New records have been established each year since 1949, when total attendance was 26,697. In 1950, the figure was 26,989.

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Minot, N. D., Sets New Midway Adds Portable Stage Section

MINOT, N. D., July 19.—Crowds attending the North Dakota State Fair here July 28-August 2, will see a new midway layout, better lit grounds and a new stage set-up in front of the grandstand according to Robert G. (Bob) Finke, secretary.

The new fun zone, where 20th Century Shows will hold forth, will be laid out east and west instead of last year's north and south direction. This will make for an improved parking lot and also will provide facilities for an extra 500 cars, he said.

A portable stage, 35 by 60 feet, has been built to fit in with the non-portable 24 by 60-foot platform heretofore used. The new addition is mounted on 12 sets of wheels which run on three small tracks similar to those used in coal mines. This will facilitate getting the scenery-laden stage into the infield to afford those in the grand stand a better view of afternoon attractions. Cost of the new platform is estimated at \$2,000.

Lighting of the grounds has been improved by the addition of a number of floodlights and the plant now boasts a total of 85 of the big light-producers. Attractions include a Barnes-Carruthers revue; one big car and two stock car programs by Frank Winkler; two afternoon performances of the Jole Chats-

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Curtiss Candy Company's six-penny hitch will be an added attraction and a different band will stage concerts each day during the run. Kid's day is set for the opening day. Tuesday will be Governor and Mrs. Dakota day; Wednesday, farmer's day; Thursday, 4-H and Canadian day; Friday, Editor and Trail Rider's day, and the final Saturday will be Minot and Labor day.

Talent in the B-C night grandstand revue will include Willie West and McGinty, Vernon and Bumpy Elva and Waldo, Kramer's Puppets, Risiko and Nina, Larry Griswold, and Joe McKenna.

Fair will open a free nursery and playground where parents can leave their youngsters while trekking over the ground.

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433,140 Calgary Gate Count Tops '51 by 24,873

City's Business Men Enthuse; Exhibition Exces Loued in Ads

CALGARY, July 19.—Calgary Stampede, which ended Saturday (12), pulled 433,140, an increase of 24,873 over '51, according to official figures announced this week.

Local business interests were elated over the success of the 40th annual stampede. One of the biggest department stores, The Hudson Bay Company, did nip-ups. It took the back pages of the Calgary dailies Monday (14) with a full-page advertisement in which it congratulated the 24 men responsible for the big event.

Pictures of the men included General Manager Maurice E. Harnett, in the big job for the first year; Walter L. (Squib) Ross, assistant general manager; Irvyn W. Parsons, secretary; and then the directorate, from President George Edworthy down.

Kochman Hits At Early Fairs

PATERSON, N. J., July 19.—Jack Kochman's Hell Drivers report accelerated turnstile clicking at all early fairs played in Illinois and Indiana. Majority of dates are being played for the third consecutive year.

Personnel included Art Hoard, handling the mike for the fifth year. Drivers are Neil Hamilton, George Patton, Johnnie Rogers, Jake Plumstedt, Stacy Pennington and Marty Stepka. Clowns are Dick Barry and Bill Arendell. Bob McFarland handles publicity and announcing. Joe Heider, C. O. Hart and Tex Sheider are handling the advance, with Bill Skinner and Len Penty doing the bilposting.

To ease the strain on tractor-trailer outfits, Kochman this year has two complete sets of ear carries and ramp trucks which make alternate dates while the show cars and personnel make each date.

Heavy booking this year made the double truck set-up necessary, Kochman said. However, no attempt is being made to double date, he said, and only one set of drivers is employed.

Grossman Unit Sets Brandon Date

BRANDON, Man., July 19.—Following the close of its current Western Canadian "B" class fairs tour, Irving H. Grossman's grandstand show, "Round the World Revue," will play a one-nighter here under auspices of the Brandon Rotary club. Show, to be followed by a fireworks display, will be presented on the attractions platform at the fairgrounds. Tickets are selling at \$1.50 reserve, \$1 general and 50 cents for children under 14. A share of the proceeds will go to Rotary's community service work.

Pomona Fair Signs Jacobi Circus Unit

POMONA, Calif., July 19.—Rudy Bros.' Circus will be featured on the midway at the Los Angeles County Fair here during its 17-day run starting September 12. The contract for the appearance of the show, organized late in 1951, was signed here with Harry A. Ilions, fun zone manager, and C. B. (Jack) Afflerbaugh president-general manager, representing the annual and Rudy Jacobi representing the circus.

Jacobi said that the show will use a 150 by 90 foot big top in the fun zone. The top will seat about 1,500 people.

The performance, Jacobi declared, will run about 90 minutes with the talent roster to be strengthened for the run. Two rings and a stage will be used. Admission will be 25 and 50 cents including tax.

The circus will appear under the auspices of charitable groups. The advance ticket sale will be handled by the various clubs.

Following the fair, which closes September 28, Rudy's Circus will play indoor winter dates.

Charlotte, Mich., Pushes Work on New 4-H Building

CHARLOTTE, Mich., July 19.—Construction of a large new 4-H building, with dormitory accommodations, will be completed in time for the Eaton County Fair, August 26-30, according to Sidney Phillips, who is serving his first year as manager of the fair. Phillips, who was on the board for several years, is a former president of the Michigan State Fair Board of Managers.

A program of diversified attractions has been scheduled for the fair, opening on Tuesday (26) with four wrestling matches and pulling events on Wednesday, Thursday, and Friday mornings, tug-of-war, harness races each afternoon, and nightly fireworks.

Gooding Amusement Company has the midway contract. Grandstand contract has been awarded Henry Lueders of United Booking Association for two complete changes of program, running two days each. First program will feature Antaleks, perch; Beebe's Hollywood bears and Lewis' eight Liberty ponies. Second show will feature Gregory and Cherie, novelty musical act; Lewis' Chinese Chows; and the Melbins, 4-person comedy, with Jack Davis' Rhythm Kings orchestra playing all four days.

Shreveport Bid For 850G Vetoed

BATON ROUGE, La., July 19.—Gov. Robert F. Kennon has announced that he would veto all appropriations for fairs, including the bill which would provide \$850,000 to complete the Louisiana State Fair's youth activities building.

Part of a 1946 appropriation of \$300,000 has already been expended in laying the foundation for the structure on the Shreveport fairgrounds. The additional money was sought to complete the building.

Doc Waddell Dies at 88

Continued from page 62

reporter, city editor and circulation man with several newspapers.

Early in life he joined John Robinson's Ten Big Shows as a candy butcher, and subsequently worked as a canvasser, teamster, ticket seller, agent, Side Show liner and orator, announcer and press agent. On the Robinson show he became a protégé of Kid Waddell and thru this connection became known as Doc Waddell. He claimed to have held a title of "world's champion all-day talker" with Side Shows.

He was with Buffalo Bill's Wild West, Hagenbeck-Wallace and Sells-Floto as well as other circuses. Waddell took one of the first Edison talking machines on tour. In 1905 Waddell's father was killed in a Baltimore and Ohio train wreck, an event which he said later influenced his becoming an evangelist.

For two more seasons he was with Robinson and in 1908 he was with the Floto show. But in 1909 he resigned as press agent of Gus Lanstigger's Zoo, a railroad show, with the announcement that he would deliberate for six months. At the end of that time he revealed his plans for evangelistic work. He became active in the Interdenominational Evangelistic Association. Waddell preached to regular congregations, at revival meetings and in jails and prisons. He also resumed his circus work and frequently combined press agency with evangelism. In 1923 he became an ordained Methodist minister at Springfield. He went to Herrin, Ill., in 1925

at the time of the war between two gangster groups and opened a revival to "save" the townspeople. Four years later he went to Camden, N. J., to conduct another revival that was credited with quieting a gang war. At the time of the Herrin revival he was with Hagenbeck-Wallace and when he went to Camden he was with Dodson's World's Fair shows. He remained with the Dodson show until the early 1930's, when he retired to the Masonic Home at Springfield. He came out of retirement to join Mills Bros. in 1940.

Active in Lodges

Waddell was active in several lodges. He became a 32nd Degree Mason, and as Worthy Grand Patron of the Order of Eastern Star he visited hundreds of chapters and was named an honorary member of many. He claimed he originated the Eastern Star World Bible, which toured the world from 1925 thru 1948 and was signed with religious messages by many rulers and dignitaries. This Bible now is at the International Eastern Star Bible Temple, Washington.

He was a member of the Elks, Red Men, Woodmen and numerous press clubs. Named an honorary member of the VFW, Waddell also was chaplain of the VFW's fun organization. He had been chaplain of circus fans' organizations. In July, 1949, Coronet magazine carried a story of his life. The Appleton Publishing Co. has scheduled the publication of his biography, written by Dixie Wilson.

Fans at Ringling Home

Continued from page 60

CHS history. John Kelley, former Ringling attorney, was the principal speaker. Paul Luckey, former bandmaster on Parker & Watts Circus, had a 12-piece band at the banquet and memorial service.

Mrs. Henry Ringling, Ed Gollmar, Mrs. Maude Gollmar Hokum and Henry Moeller attended the banquet and memorial.

During the tour of old Ringling buildings, fans inspected a room which was being torn down and in which numerous circus items were found. These items are being saved for exhibition in the circus museum which the State of Wisconsin proposed to build at Baraboo.

In the business session, Mrs. Leonard said, it was decided to take a vote of the full membership on a proposal to raise dues. Robt King, secretary, said more funds were required for the publication of the CHS magazine, Bandwagon.

Registration List, Guests

Among those at all or part of the sessions or attending the circus were:

Bette Leonard, president; Fred Leonard; Robert C. King, secretary; Agnes W. King; Ann King; Walter Pletschmann, treasurer; C. H. (Dad) White, Clyde and

EAGLE RIVER, Wis., July 19.—Northwoods Recreation Park opened here July 9 with the first of weekly stock car races. The former V as County Fairgrounds has been taken over by Northwoods Recreation Park, Inc., a non-profit group. Merv Clough, operator of a promotion and publicity agency, is manager. Clough said the group hopes to book outdoor attractions in July and August for the 1,800-seat grandstand.

Leona Wixom, Walter Scholl, Howard Gusler, Fay Reed, Mabel Reed, Gus Moulton, Ferd Welk, E. J. Binner, Bill Kasiska, Dick Conover, George Chindahl, Melvin Olsen, Frances Olsen, Jerry Olsen, Larry Olsen, Edward Olson, Agnes Olson, Frank Goldquist, Anna Goldquist, C. P. Fox, Mitch Garrow, Dorothy Garrow, John Kelley, F. L. Epps, Pat Kelley, Herm Linden, Mary Lindley, John Heid, Dr. H. H. Conley, Mr. and Mrs. Charles Kitto and family, Mr. and Mrs. Sverre Braathen, Charles Sherwood, Cliff Gowen, Henry Moeller, Ed Gollmar, Paul Luckey, C.S. Primrose, Ed Sommers, Gordon Emery, John Wilson, Murray Guy, Ben Thomas, Charles Hill and Bob Corough.

Detroit Fair Inks Martino, Paul and Ford

DETROIT, July 19.—Al Martino, Capitol Record's latest singing find, and Les Paul and Mary Ford, who also cut disks for the same company, have been signed as name attractions at the Michigan State Fair.

The performers will be part of the coliseum show the first four days, opening August 29. Booking was set thru the Cincinnati office of the General Artists Corporation.

Negotiations for other names to head up the second half of the show are under way and supporting acts are yet to be signed for both segments.

WANTED
Wisconsin State Fair
August 16-24
TALKERS
Must qualify for State Fair Shows.
CONCESSION WANTED:
Photos, Art, Food, Popcorn, Souvenirs, Wine Workers, etc.
Contact
ARCHIE GAYER
Phone: Greenfield 6-3034
Milwaukee State Fair
Milwaukee, Wis.

WANT CARNIVAL
With good rides for the
GEORGETOWN AGRICULTURAL FAIR
during the week of August 17. Contact
B. F. DUKES
Georgetown, Illinois

CARNIVAL WANTED
for
HICKORY COUNTY FREE FAIR
September 4-5-6
M. E. TAYLOR
Herritage, Missouri

WANTED
 Merry-Co-Round and Ferris Wheel for
Park City, Ky., Community Fair, Sept.
5 & 6, located on U. S. 31-W.
E. L. ARTERBURN
Park City, Ky.

WANTED!
CARNIVALS FOR THE FOLLOWING ARKANSAS FAIRS
Howard County Fair
Nashville, Sept. 15 to 20. E. A. Hansen, Secy.
Carroll County Fair
Berryville, Sept. 8 to 13. E. H. Tabor, Pres.
Boone County Fair
Harrison, Sept. 18 to 20. Bailey Graham, Pres.
*If interested contact the above or Clyde E. Byrd
Secy.-Treas. Ark. Fair Mgrs.' Assn.
2601 Howard St., Little Rock, Arkansas*

• CENTS AUGUST 4-7 • NITES

79th Elkhart County Fair, Goshen, Indiana
PRIZES PRIVILEGES
Want Shows—Fun House, Glass House, Midget, Mechanical Snake, Monkey, Illusion, Small Circus, Colored Minstrels. Want clean, attractive banner line and good show for the customer. No privilege and you should make some money. Can place reasonable privilege. In the demonstrators of legitimate merchandise.
Contact ROY M. AMOS, SECY., GOSHEN, INDIANA.

6th Annual Kyowva Valley Fair & Exposition
10 BIG DAYS — HUNTINGTON, WEST VIRGINIA — 10 BIG DAYS
AUGUST 7 TO 16 INCLUSIVE
New Grand Stand, Feature Acts, Thrill Shows, Horse Show, Tri-State Beauty Contest,
THOUSANDS OF DOLLARS IN PREMIUMS
THIS IS THE LARGEST EVENT IN THE OHIO VALLEY THIS YEAR

WANT Legitimate Concessions of All Kinds. Eating and Drinking Stands, Popcorn, Candied Apples, Grabs, Age, Novelties, Scales, Jewelry, Auction Stalls, Hat Machines, Demonstrators, all for Independent Midway. Can Also Place a Few More Rides and Shows.	WANT JIMMIE BETZER Managing Director, NATIONAL BANK BLDG., HUNTINGTON, W. VA.	WANT
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Miss BeBe Says ...

FAIR

OPERATORS
SECRETARIES
CONCESSIONERS

AND ANYONE INTERESTED IN
THE FAIR BUSINESS—

NEEDS THE BILLBOARD EVERY WEEK!

Make Money—Save Money. Subscribe Now—This Easy Way

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.
Yes! Please send me The Billboard for one year at \$10.
 Check here for trial subscription of 12 weeks at \$3.
Foreign rates upon request.

574

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Address		
City	Zone	State
Occupation		

CAN. BOW GOOD FOR KING REID

Fredericton, First of 4 Canadian Stands, Pays Off in Good Weather

FREDERICTON, N. B., July 19.—Reid Lefevre saw a long-considered plan materialize successfully here last week as his King Reid Shows completed their Canadian premier.

The show plays four New Brunswick dates prior to beginning its fair circuit at Skowhegan, Me. Newcastle this week, Moncton and Saint Johns follow. All stands are sponsored by Luxor Temple of the Shrine.

Monday night (7) opening was good despite opposition of a ball game, free band concert and hot weather. Set-up was slow and the Little Dipper, kiddie train and one of the two Ferris Wheels did not work. Business climbed slightly Tuesday night (8).

Wednesday (9) was a 10-cent kiddie matinee. Youngsters from orphanages and hospitals were guests of the show.

4,000 on Friday

Rain threatened Thursday (10) but did not materialize. However, another big night did. General admissions Friday night (11) ran just above 4,000 and the crowd hung on until after midnight. Good weather on closing Saturday (12) brought out a crowd of 5,000 and brisk spending, despite bucking a one-night stand of the Canadian Congress of Daredevils.

Top money winners included Carol Miller's Circus Side Show and Willard Guernsey's Monkey Speedway. The Streets of Cairo and the Follies Revue also did well.

Advance campaign here was short on account of some uncer-

tainty about dates. First press and radio stories appeared on Thursday (9) and paid space and spots on the following day. Posters and window cards also made a late appearance.

Good Publicity

Press and radio support during the week, however, was generous. King Reid was the luncheon speaker at the Fredericton Rotary Club on Tuesday. At CNFB, Claude Cain devoted his "By the Way" program entirely to King on the same day. Station also made a 15-minute recording on the grounds during the Wednesday matinee. The Daily Gleaner devoted an entire page of text and pictures to the shows on Friday and preceded it with a "watch for it" box the day before.

Emmett Lyons, high sheriff of York County, was chairman of the Shrine committee. Fred H. Phillips, correspondent of The Billboard and a member of the Shrine committee, handled publicity. Ray Crewdson, secretary-manager of the Fredericton Exhibition, was much in evidence through the week.

A visitor on several occasions was Clifford Coles, secretary of Cheshire County Fair, Keene, N. H. He is at present attending an agricultural course at McGill University, Montreal. Another visitor was Don Pringle, former localite who went via Station CFNB to the Canadian Broadcasters' Corporation and is at present in charge of English language broad-

(Continued on page 73)

HAPPY LANDING

EDMONTON, July 19.—It takes more than a fall from a moving train to kayo LeRoy Harrison, an employee of Royal American Shows. During the show's rail move from Calgary to this city, Harrison fell asleep on a flat car. Near Nisku, 11 miles out of this city, he fell off the fast moving train, picked himself up and started walking after the show. Royal Canadian Mounted Police, notified of the accident, found him trudging down the tracks, none the worse for wear.

INVASION ON

Canadian \$\$ Lure Shows To Maritimes

ST. JOHN, N. B., July 19.—The Maritime provinces, long served by local-based organizations, are being subjected to an invasion by new shows with prospects of more to come. Due to the exchange priority of Canadian money over U. S. currency, King Reid Shows recently crossed the border and opened a week stand at Fredericton, N. B.

Model Shows, which normally remain near Toronto, have also moved into this area, playing recently at Dieppe, a suburb of Moncton, N. B.

New auspices have been developed by the two organizations. Reid is touring under Shrine sponsorship while reports are that the Knights of Columbus are reportedly sponsoring Model Shows.

Meanwhile, Bill Lynch shows, a province-owned and based org., is touring in three sections. Elliott Shows, which base at Am-

(Continued on page 73)

RAS Continues to Top Canada Marks; Edmonton Bow Big

Calgary Stampede 16% Higher Gross Than '51, With Every Day Up and 15 per cent respectively.

EDMONTON, Alta., July 19.—Carl J. Sedlmayr's Royal American Shows continue to set new records weekly as they pass the half-way mark in the seven-and-a-half-week Canadian tour. After establishing new highs in Winnipeg and Brandon the big show did so well at the 40th Calgary Stampede that officials decided they might as well throw the record book away.

RAS got away to a blazing start at Calgary Monday (7), and with perfect exhibition weather, the Sedlmayr org passed every single-day Calgary record, with total receipts 16 per cent over '51. The main features of the midway, Leon Miller's "Moulin Rouge" and Leon Claxton's "Harlem in Havana" worked without a break from noon until 1 o'clock Tuesday morning (8). The two shows ended the first day with percentage increases over the opening day of the 1951 stampede of 14

The success on the midway was not confined to the big shows alone. Even the entire Sedlmayr org showed a gross total 18 per cent over opening day of the previous year, some of the smaller attractions exceeded even that mark.

On kids' day, Friday (11), Hermin's Midgets, under the management of Lou Hamilton, were up 21 per cent over the figure set on the corresponding day last year by the Kramer troupe. Sportland, Penny Arcade owned and operated by Harry B. Julius, was up 19 per cent; Bill Kemp's Motordrome was up the same amount, and Leo Carroll's Wild Animal Circus was ahead 20 per cent. The gem of them all on the big kids' day was stolen by Bobby Haddon with his live ponies. Haddon carried 2,767 riders, the highest single day total in all *(Continued on page 73)*

FILM RAS FOR TV

Lot-Staking to Tear-Down Shot for 26-Min. Program

Continued from page 3

most of their lives, and actual crowd noises. Tapes which were recorded independently of the shooting have been carefully integrated so as to come up with a sound track which maintains the pace of the story, and gives the impression of complete spontaneity.

Three-Part Fernal

To tell the story of the Royal American, Yakovlev has opened the film with a shot of the lot on the Davenport, La., river front where the carnival is to play. Quickly and accurately the staking crew goes to work, setting up the markers for each of the wagons, tents and rides which are a part of the giant show.

In about seven minutes of running time, the "Exploring Camera" covers the construction of what amounts to a small city on the barren land. The viewer not only gets the accurate impression of the vastness of the job performed, but is amazed at the manner in which this highly skilled crew does its work. Actually, it takes about nine hours to put together the show on a lot.

Part two is a segue into the late afternoon as the first customers begin to appear. The lot is in readiness, and the initial ballba are under way. There is a quick shot of the Monkey Show, with the gaping youngsters watching the trained monks go thru their paces. Even a flash of the ticket wagon reveals a story within a story as a boy apparently tries to get past the seller, giving him a foreign coin, only to be rejected. As dusk settles, and the lights come on, a crowded Merry-Go-Round is running, its calliope going full blast.

Strong Finale

The final picture is devoted to the exciting panorama presented by the "longest midway on earth" at night. Lights flash as enugh wattage to illuminate a go-around town is turned on, and the midway is jammed with people from all walks of life.

The crowds and the over-all show continue as stars of the film, but two of the bright light attractions are given coverage: "Moulin

Rouge" and "Harlem in Havana." Each starts with the talker making his pitch, then moves along with the paying customers to the interior where the show is in full swing.

Shots taken from the moving Ferris Wheels, the other rides and from vantage points throughout the grounds, are all used in this portion of the story.

For the finale, the camera moves into the cookhouse. It is long after midnight, and the last customer is well on his way. A tired crew of workers and performers are gathered for a late supper, a resume of the day's events. Girls, dressed in skirts and blouses instead of their spangles, and men, with their collars open and their faces etched in weariness, sit side by side at the tables, drinking their mugs of coffee and eating.

Series Potential

Practically every community in the United States is visited by at least one carnival during the year. Now, thru the medium of television, they will see the largest one in the business, and be able to witness every phase of the operation.

Actually, the way "Exploring Camera" is set up, it is not likely that a sustained series, over a 13 or 26-week cycle, will be available for some time to come. Both the Royal American and the second show, "Chicago Wakes Up," have taken a great deal of time to complete, and others in the series will not be finished for some time. However, under the present plans, the two films will be made available to stations as an educational or documentary telecast on a per show rental basis.

Exploring Camera

TV FILM—Review 4 of special screening Monday (14). Available in half-hour educational program. Producers, Howard Alk, Mary Dornheim and Boris Yakovlev. Camera, John Gilchrist. Recording engineer, Erik Ramberg. Distributed by Midwest Documentary Films.

Ammon-Gayer Ink '90's Revue For Milwaukee

CHICAGO, July 19.—"Gay '90's Revue" has been signed as an attraction for the permanent fun zone at the Wisconsin State Fair, Milwaukee, Tommy Sacco, local booking agent, announced.

The unit will go into the midway for the nine days of the fair, he said, and the talent lineup will include the Beef Trust gals (6), Marilyn Wallace Dancers (6), and McConnel and Moore, jugglers and cyclists. The Milwaukee fair's fun zone is operated by Ralph Ammon and Archie Gayer under a long-term lease. Sacco also announced this week that he had again closed the contract for the Lead, S. D., Labor Day celebration. This event, which is a one-day free show for workers of the Homestead Mining Company there, will be held in the firm's baseball park, located 7,000 feet above sea level.

Slim Crowds Greet Model At Uniontown

UNIONTOWN, Pa., July 19.—Slim crowds were the rule during the stand of the Model Shows here this week. Show execs believed that they were occasioned by the steel strike, principally. Prospective patrons apparently are reluctant to spend much money on amusements as long as the uncertain business conditions exist.

New canvas is being added to several show units for the start of the fair season in two weeks. Healthy earnings at fairs are anticipated, even if the steel strike should continue.

WOM Battles Heat Wave in Lewiston

LEWISTON, Me., July 19.—Oppressive heat that had the mercury stuck in the 90's through the week melted somewhat the attendance at the World of Mirth Shows here.

Frank Bergen, general manager, said that grosses were very nearly on a par, however. He said the personnel was gambling on earnings going over the top yesterday and today. Even without a let-up in the heat, he said he believed that the gate would bounce back to equal the usual big crowds drawn here.

While the heat did nothing to spark attendance, other benefits were derived because of it. A picture of Babe, an elephant with the Barnes Bros. Circuit unit, lying prone in the public square and "prostrated" by heat, landed in

newspapers and TV news broadcasts throughout the country.

Emmett Sims, special events director, was on hand to supervise the "revival." Sympathetic town-folk, it is reported, carried hundreds of gallons of water to Babe.

The Barnes unit has been doing excellent business in Maine, Bergen reported. Last week at Portland all units did well.

Despite the pick-up in business in Maine, Bergen said that everywhere was looking forward to the fair. Only one still date at Bath remains.

Bergen said that \$660 worth of paint had been used in two weeks' time. All planned refurbishing will be completed in time for the first fair, he said.

Bernard (Bucky) Allen's concession department is also being refurbished.

Strates Finds Big \$\$ Elusive in Upstate N. Y.

WATERTOWN, N. Y., July 19.—Altho in the cold country and far from the down-state areas where the excessive heat of the past week has been plaguing all business endeavors, the James E. Strates Shows have not been reaping any special benefits here this week.

Strates said the continuing apathy on the part of the public was hard to understand. Television and the current interest in national politics, together with the strike are all probably contributing factors, he said.

Money is tight, despite the fact that there should be enough of it around for the relatively cheap amusements offered by carnival enterprises, he said.

Good Location

Show is well situated here with ample parking facilities. Business has been fair with crowds building to about 3,000 by Thursday (17). Good weather on the final two nights will bring a big spurt in attendance, show officials believe.

Strates said that expenses had increased, if anything, this season and that the nut was tremendous. Guarantees account for a big part of the total as do the railroad fares. Show was quoted this year with a view toward economy in rail charges but drastic cuts in this department are almost impossible. Every time the train is loaded and moved show execs can count on a minimum cost of a couple of thousand dollars.

Jim Poling, a writer for the Saturday Evening Post, spent this

week with the show and will continue to the next stand. Working on assignment on a story that may appear this season, Poling interviewed virtually every member of the personnel.

Rains Plague Va. Greater's Jersey Dates

SALEM, N. J., July 19.—Plagued by the weather of late, Virginia Greater Shows moved in here Monday (14) under VFW auspices and got it once again—all bad.

The Monday opening was marked by clear skies and only fair business. Tuesday (15), heavy rain set in toward closing time and continued thru the next day, immersing the lot in two feet of water. Wednesday night's business also went down the drain.

The sponsoring group pitched in with loads of sawdust so the show could open Thursday. The rains had done their work, however, and business again was so-so.

The shows will leave Jersey from this spot and head into Delaware and the Eastern Shore area of Maryland for a few weeks. Then it's fairs in Virginia and the Carolinas.

W.G. WADE SHOWS

BARRY COUNTY FREE FAIR

Hastings, Mich., July 28 to Aug. 2

Can place—Hanky Panks of all kinds—Balloon Darts, Duck Ponds and Pitches, Ball Games also Sales, Candy, Mats, Jewelry, Custard, etc.

NOTICE—The Annual LaGrange County, Indiana, Corn School, on the streets, again is Aug. 4 to 9 this year.

All wanting space please contact:
W. G. WADE SHOWS
 Grand Rapids, Mich., Speedrome, all this week

SIEBRAND BROS.' CIRCUS & CARNIVAL

Want Shows with own outfits. Hanky Pank Concessions for following Fairs: Great Falls, Billings, Mont.; Boise, Twin Falls, Blackfoot, Idaho; Utah State Fair, Salt Lake City; New Mexico State Fair, Albuquerque.

Wire Butte, Mont., this week; then Great Falls.

SKERBECK SHOWS

WANT WANT WANT
 FOR UPPER MICHIGAN AND WISCONSIN FAIRS AND CELEBRATIONS
 STARTING AUGUST 1

Concessions—Any Hanky Panks that do not conflict.
 Shows—Monkey, Snake, Fox, Girl, Mechanical, Fun House, etc. Will book one Major Ride or Live Pony Rides.

SKERBECK AMUSE. CO.
 St. Ignace, Mich. this week; then on per route.

FERRIS WHEEL FOREMAN WANTED

Must be sober, reliable and know his business; must be licensed semi driver. Top salary if you are a good Wheel Foreman.

LEE BECHT AMUSEMENTS

4th and Center Sts., Cincinnati, Ohio, July 22-27. Phone: Parkway 9358.
 Permanent Address: P. O. Box 92, Mt. Healthy, Ohio.

MAXIE SHARP WANTS AGENTS

for 14 Bona Fide Fairs. Can place capable Wheel Agent for only Wheel on Show.
 Also will give head of Slum Skills to capable Agent.
 Contact: **MAXIE SHARP, Page Amusement Co.**
 South Hill Va.

12th ANNUAL STREET FAIR

HAZLETON, PA., ON THE STREETS!

Sponsored by Spring Club, 1st and Archer Sts., July 28 thru Aug. 2.

Want Crab, Custard, Floss, Waffles, Hanky Panks of all kinds. What have you? Want for Braebury, N. J., Saxon Co. Farm and Horse Show to follow. Merry-Go-Round, Rollerplane, Octopus. Will book or lease. All contact:

R. H. MINER JR., Garden State Rides
 NEW HOPE, PA., NOW.

WANT WANT WANT

All of my old Agents who were with me before; Bucket Agents, Swinger Agents, Blower Agents, Pin Store Agents and Count Store Agents. Bill Kimball, Edgar Heart, Moe Kain, got in touch with me, as my fairs start July 28 and work until late in November. I am devoting all of my time to Concessions. All replies:

"ALABAMA BILL" STOREY
 c/o COLEMAN BROS.' SHOW
 Onsite, N. Y., week of July 21; Beaverville, N. Y., Fair, week of July 28.

TURNER BROS.' SHOWS

MT. STERLING, ILL. (FAIR), JULY 29-AUGUST 1

ALCO-WOODRIVER SPORTSMAN SHOW, AUGUST 6-10.

Can place Direct Concessions of all kinds—2 on Popcorn and Photo Glass Pitch, Fish Pond, Six Cat, Pitch Tilt You Win, Fish Striker, Novelty String Game, Fish Bowl, Duck Pond, House and Tea Game, Burlesk, Show-Girl and Athletic with or without equipment.

Address: **C. G. TURNER, Mgr.** per route

TOP WAGES AND BONUS FOR SPITFIRE FOREMAN AND SECOND MAN MUST DRIVE

Wire 20th CENTURY SHOWS
 THIEF RIVER FALLS, MINN., JULY 21 to 28

BEAM'S ATTRACTIONS

Can book Hanky Panks for outstanding Celebrations. No gift or percentage. Shows not conflicting with Drome and Sideshow. Wheel Foreman, must drive; Second Man for Rides. Want to Buy Tent for Sideshow. Capable Show People always welcome. Write or wire

M. A. BEAM, Winchester, Va.

Marks Plays New Rochelle; First Carnival in 13 Years

NEW ROCHELLE, N. Y., July 19.—The first carnival to play here in 13 years, the John E. Marks Shows opened Monday (7) and, despite rain the first two days, played to good crowds under sponsorship of the VFW.

City-owned lot wasn't large enough to accommodate the whole show. Left on the trucks during the stay here were the Flying Scooter, Speedway, Dark Ride,

Gold Bond Enters Minn. Fair Route At Hopkins Event

HOPKINS, Minn., July 19.—Mickey Stark's Gold Bond Shows resumed their fair route here this week after still-dating in La Crescent, Minn., to satisfactory business. Also the org has received its share of rain and bad weather this spring. Owner Stark said business has been okay.

D. Graham joined recently with a dark ride and Helen Golden came on with a 10-in-one. Show-owned equipment has been repaired and worked over for the fair season.

Mrs. R. W. Rocco, who visited her home in New Jersey, arrived back on the show in time to supervise an outing for children from the St. Michaels Orphanage in La Crosse, Wis.

Recent visitors included Al Williamson and Paul Osborn.

Top Prices Seen Lower This Year

NEW YORK, July 19.—Concessionaires will probably be paying less for stuffed dolls and other toys this year, according to estimated figures released this week.

While toy sales this year will top the 1951 record of \$720,000,000 by about 10 per cent, prices will be generally below those of last year, the Toy Guidance Council, Inc. reveals.

Sales are expected to increase because of the high levels of employment and disposable income, and the increased number of children under the age of 14. Muppet interest in dolls has decreased somewhat, the Council indicates.

Funhouse and the towers. The Penny Arcade and Kiddy Train had to be set up across the street from the gate, and nearly all midway fronts had to be shortened.

Side Show Strong

Despite having to work with a front 40 feet short, Floyd Woolsey's Side Show did good business. Business was also brisk for skillo.

The show used two searchlights to attract customers to the lot.

Show opened in Bridgeton, N. J., Monday (14), then moved on to Washington Wednesday (23). After that, steel strikes permitting, it hits Bedford, Pa., and then goes into its Southern fairs until the middle of November.

Whiteside Concessions AGENTS WANTED

Capable Agent for Pin Store and Raxxie, also Skillo. Can place capable Wheel Man starting next week. All Fairs and Celebrations from now on. All replies:

A. R. (Dutch) Whiteside
 Care Harrison Greater Shows
 Crisfield, Md. this week.
 P.S.: Can use P.C. Dealers.

MODERNISTIC SHOWS WANT

Merry-Go-Round Foreman and Ride Help. FOR SALE, Crosley Fire Engine Kid Ride, good for Street Fairs, Carnival or Park. Contact Bill Miller. Can use Show with own outfit. Princess Amuse, Md., July 21 to 26; then Salisbury, Md.

FOR SALE

Traveling Attrac—50 one Dye and ten cents machines, mounted on a 30-foot miniature special built. Contact Concession, adds and send up to form within 24 hours. Answered to floor—1000 Chevrolet Tractor, Certif complete and operating. Super can bank on this show. Priced right. Write or come and see.

THOMAS PENNY ACARD
 50 Oyer's Greater Shows, Dubuque, Ia., July 21 to 26; Woodhill, Ill. (Fair) Aug. 13; Forton, Ia. (Fair), Aug. 5 to 8, Mon per route.

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Fresh and Novelty Acts. State salary and all particulars in last letter.

WANTED

Hides, Shows and Concessions not conflicting. Especially Cookhouse or Grab, Part Ballroom, Cash Gallery, Short and Long Range, High Striker, Glass Pitch and Bingo. All Fair Celebrations. Ravenwood, Md., July 24-28-30; then Fair, Md., County Fair, July 31; Aug. 1-3; then on per route. Contact

ROY HURFF, Mgr., Huff's Greater Shows

EXCLUSIVE POPCORN OPEN

Sunset Amusement Co.
 Lake City, Minn., Water Carnival, this week; Rochester, Minn., Fair, next week.

Thank You "ANONYMOUS"

with Al Wagner's Caseload of Amusement. Your new Buick purchase is greatly appreciated. Best of luck.

CANOLE BUICK
 Monaca, Pa. Phone 727.
 Altoona, Pa. Phone 3247.

EXCLUSIVE

Duck Pitch, Pen Game, Dorby, Custard and Jewelry Sales open.

Sunset Amusement Co.
 Lake City, Minn., Water Carnival, this week; Rochester, Minn., Fair, next.

LIONS CLUB COLUMBIA COMMUNITY FAIR

September 29 to October 4—Six Nights. Contracts open for Concessions.

JAMES E. ELWINE
 134 S. Fifth St. Columbia, Pa.
 Phone: 4-7838

FOR SALE SHORT RANGE SHOOTING GALLERY

Built on Trailer. Targets, Guns and Stock. Price \$550.00 Cash.

2751 Manley Rd., St. Louis County, Mo.
 (Phone: Winfield 4613)

BALLOON DART AGENTS WANTED

30 to 30 years old, work fast, make big money. No drinks or gratuities wanted. M. Tomaranda, New York, now Clearfield, Pa. Fair, week July 21.

WALTER B. COX
 Care STRATES SHOWS

WANTED

2 Nail Agents who will work for Jack Henderson, Minn., this week, and 10 Wisconsin Fairs to follow starting Aug. 16. Wisconsin, August 1st, Johnny Lutzenberger, call or come on.

L. G. BRITCHEY
 6 RADER STATE SHOWS

NEED CARNIVAL

First or second week of August. Site—open acre in Lewistown, Pa. Population, 20,000. Sponsor—Pittsburg Association.

CHAS. HARP, Truroe
 717 Terrace Blvd., Lewistown, Pa.

ATTENTION—SHOOTING GALLERY OPERATORS!

IF YOU NEED GALLERIES ACT NOW!

Due to unusual conditions our present contracts we cannot guarantee availability on Evans' Galleries later this year! This is the time to get out for the long haul. Do as many successful operators do—steers over fairs with Evans—the Gallery built to last.

Complete details in our **FREE CATALOG**
 Parts and Targets also available
 Write Today
H. C. EVANS & CO.
 1556 W. CARROLL AVE.
 CHICAGO 7, ILLINOIS

IMMEDIATE DELIVERY—NO WAITING for These EVANS' Quality LONG RANGE GALLERIES

GALLERY "A"—8 ft. high, 18 ft. wide. One of the best small units. Good assortment built-in, movable and stationary targets, splinters. With or without motor and bell.

GALLERY "B"—18 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind. Bell and appeal. With or without motor and bell.

ANCHOR TENTS

CONCESSION, BINGO TENTS, RIDE TOPS, MOTORCAMES, SHOW TENTS

ANYTHING IN CANVAS

Manufacturing Show Canvas for Over Fifty Years

Underwriters Approved Flame Retardant Material Available. 5 DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

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 Gas (Man with Sewing Machine) Concessions.

Address **JOHN A. BASS**
 245-04 UNION TURNPIKE BELLEVILLE, LONG ISLAND, N. Y.
 (Phone: Fieldstone 7-0457 between 8 and 9 A.M. or between 12 and 1 P.M.)

STARLIGHT SHOWS

7 Celebrations 10 Fairs

Want for Nebraska Street Celebration: Campbell, July 31-32; Janzen, 8-25; Friend, 28-29; Blue Hill, 31-Aug. 2; Dillon, 16-20; all Nebraska, Nebraska, Chandler, Okla.; 18-14; Broken Bow, 19-22; Lexington, 16-20; all Texas, closing Nov. 11 of Biggest Amusement Celebration in South Texas.

Small Cookhouse or large Grab, Photos, Basketball, Biring Game, Over 12, Coke, Hoopla, Bottle Pitch, Golfers Tee, Add Darts. Hired to join first week in September for balance of month. Shows with own outfits, especially want nice Fun House. Want Fishy Old Shows for Tennessee and Pawnee City Fairs. RODES—Any non-conflicting Ride to join at Broken Jaw or Lexington for balance of season.

STREET—FAIRS—STREET

Stock Concession for 3 Indiana Street Fairs. You can get money on the pavement. Want Cook Concessions of all kinds—2 on Popcorn and Photo Glass Pitch, Fish Pond, Six Cat, Pitch Tilt You Win, Fish Striker, Novelty String Game, Fish Bowl, Duck Pond, House and Tea Game, Burlesk, Show-Girl and Athletic with or without equipment.

ROXIE HARRIS—Royal Midwest Shows
 GEN. DEL., COLPAX, IND.

BOB HAMMOND SHOWS

Want for the following: Stephansville, Covington (Old Settlers' Reunion), Nise (Annual Reunion), all Texas, then the Big One—American Indian Exposition—Aurando, Okla., Conkleshie, Grab, Snow and Floss, Wants shows, those with own transportation given preference. Can place 5000 Shows. Must drive. Pay every day, bonus end of season. 10 FAIRS TO FOLLOW. Address: STEPHENSVILLE, TEX., this week; then per route.

Midway Confab

Mrs. P. N. Branson, widow of P. N. Branson, was injured in an auto accident recently when her car overturned on Highway 40 in California. She was taken to Highland Hospital, Auburn, and confined there 12 days, and is now at her home at 2500 Durant Avenue, Berkeley.

Joe Richardson's box constructor with the Grand American Shows, gave birth to 41 boys July 1. . . . Lou and Gerry Pease, girl show operators, had a successful July 4 with D. L. White and arc now touring the Midwest with their unit, consisting of Bubbles Day, Jan dancer; Renee Fallon, muscle and acro; Dolores Jean Baker, strip; Gerry Pease, emcee, and Lou Pease, booker and talker.

Penny Law, of Lew Allen's Can It Be Possible's row, was tendered a birthday party July 12 by friends on the Buff Hottle Shows. Guests included Carmen Del Rio, Lew Allen, Don Hill, Marsha Thistle, Nan Bennett, Lila Mae, Georgia Spears, Sadie Williams, Colonel and Helen Allen and Ingeborg Heimbold. . . . Jack and Virginia Barnes of the Twin City Shows, has as guests at Licking, Mo., over July 4, Thressa and Thomas (Alabama) Crew from Sulton's Park at Waynesville, Mo., and Dwayne and Beverly Steck. Steck is a former . . . dp owner, now stationed at Fort Leonard Wood, Mo.

Women of Baker's United Shows surprised Virginia Johnson with baby shower July 10. Games and prizes were provided by Lucille Brown, and Kaye Acker took colored snapshots of the guests. Among those attending were Kate Davis, Julia Ansiano, Dorothy Runyon, Violet Bultz, Beulah Hol- liff, Jessie Erickson, Vickie Lamson, Gayle Turner, Martin City, Ruth Williams, Dorothy Runyon, Dorothy Morris, Verna Allen, Dorothy Dobson, Bobbie Chesser, Violet Chesser, Evelyn Chammess, Ethel Bettie, Margerine Creel, Jane Jackson and Phyllis Seals. Refreshments were provided by Ruth Bierly, Sunshine Niday and Lou Ann Handler.

Excellent business was reported for the State Fair Shows of Utah at the July 4 celebration at Rupert, Idaho. From Rupert the show jumped 250 miles to Midvale, Utah, to open a celebration July 10 and play day and date with Wallace Bros. Circus. The show played Brigham, Utah, the week of July 14 and then goes to Salt Lake City for the Days of '47 Celebration, July 21-25.

John Francis, former owner of the show bearing his name, and now owner-operator of several kid rides, was a Friday (18) visitor in Chicago.

Mrs. Victor Lee and Troy Pennell, who are with Micky Mansion's Side Show on Cetlin & Wilson Shows, took delivery of a new Cadillac sedan in Adrian, Mich. Fred and Betty Bancroft, also of the same back-end unit, took delivery of a Chevrolet town car recently and Stanley Barbay has a new Buick on order.

Mr. and Mrs. Norman Lajoie took delivery of a 334-foot house trailer while playing the Fire Fighters cele at New Bedford, Mass. They recently also purchased a new Smith & Smith Kiddie Auto Ride which they report will be booked with Lagasse Amusement Company.

M. L. Finrow, owner of Canadian Crescent Shows, was in Seattle and Vancouver recently, where he reported business in Northern British Columbia had been spotty due to wet weather. Finrow announced plans to winter the show in Edmonton this fall.

Harvey (Doc) Arlington has rejoined the James H. Drew Shows after an absence of three years. He will assist Owner Drew. James J. Drew II, son of the owner, was guest of honor at a birthday party in Silverton, O. The younger Drew was born in that town six years ago.

Tony and Minnie Spring, veteran outdoor folks, info they have purchased a trailer court in Loma, Calif., and have quit the road.

Max Cohen, secretary of the American Carnival Association, was a July 4 visitor to the James

E. Strates Shows at Johnson City, N. Y., and Gaiety Shows at Phelps, N. Y., the following day. Cohen info that during the middle of August he will visit Midwest shows. Association membership standings are: James E. Strates Shows, 250; Gaiety Shows, 31; Rody Amusement Rides, 5.

Nez Torti, of Wisconsin De Luxe Company, Milwaukee, retained top laurels in the annual Blue Goose golf tournament at Lake Delavan, Wis., on July 4. Ed Wahl, Chicago, took second honors in the event, which is held in honor of the late Mike Wright. Bill Townsend finished third and Bob Templeton in the fourth slot. Defending champion Bob Parker was unable to compete due to the press of business.

Ephram (Ep) Glosser, business manager on Blue Grass Shows, was guest of honor at a recent surprise birthday party tendered him by his wife, Kistie. The celebration was held after closing hours in the pol show top and guests included all show personnel. Included in the gifts were a copy of The Billboard, a road map and a dollar bill.

Pat and Agnes Purcell recently visited Dr. John LaMarr, while he was recuperating from surgery in Halifax Hospital, Daytona Beach, Fla. The Doc has since been released from the hospital.

Hank Blade, assistant manager of J. P. (Jimmy) Sullivan's Wallace Bros.' Shows, has again been appointed coach of the Calgary (Alta.) Stampeders of the Western Canada Hockey League. Official announcement was made by Maurice E. Hartnell, general manager of the Calgary Exhibition and Stampede, sponsor of the ice aggregation. Blade formerly played pro hockey in the U. S. and Canada and managed the Calgary team part of last winter.

Charles (Dad) Egler, father of Babe Hutchison, Montgomery, Ala., and on the road with Les and Babe Hutchison for 28 years, is in serious condition following a heart stroke and would like to hear from friends. He is staying with his daughter, Mrs. Lester W. Hutchison, at Box 553A, Route 2, Montgomery. . . . Belle Evans, of Maddox Bros.' Shows, took delivery on a new Nashua house trailer July 4 when the org played Peabody, Kan.

Tirzai Tangara, exotic dancer, who recently wound up with the Minsky burly loop, was skedded to join Happyland Shows at Alma, Mich., to head up her own show managed by Charlie Wheeler.

New York visitors last week included Paul M. Conaway, Macon, Ga., in for a vacation with his wife and family; Norman Y. Chambliss, Rocky Mount (N. C.) Fair exec, in for the Elks National Convention, and seaman-showman Carl Manthey Jr., former funhouse operator with Vivona Bros., who had just completed a trip on the record-breaking super-ship United States. Manthey says that he plans to return to the road for fairs.

Frank Kingman, secretary of the Brockton (Mass.) Fair, visited the World of Mirth Shows at Lewiston, Me. . . . Gerald Snel-Jans, general representative of the World of Mirth Shows, was lavishing verbal bouquets on Emmett Sims for the latter's "prosthetic elephant" stunt last week in Lewiston. The elephant became overcome by heat right in the heart of town and pictures of the tired pachyderm landed in newspapers throuthout the country.

A. Hyman is back in New York and prepping for numerous fair dates after operating his novelty stands at the Montreal Police Circus. He expressed anxiety over continuance of the steel strike, predicting that earnings at many fairs would suffer if it is not settled soon.

Visitors to the Morris Hannum Shows at the Spring Mill (Pa.) Fair included Faiber Moore, of Cahill Field Fair and Frank Shay, publicist.

Ernie Shore, sheriff of Yadkin County, North Carolina, and old-time Boston Red Sox pitcher, was (Continued on page 72)

WADE GREATER SHOWS

FAIRS!! INDIANA!! FAIRS!!

GREENTOWN ANNUAL
4-H FREE FAIR
July 29 to August 2, Fairgrounds

←→

BLUFFTON ANNUAL
4-H FREE FAIR
August 5 to 9, Fairgrounds

Two big yearly events! Parades, Exhibits, Cattle, Free Acts, Programs. Up and coming past proven winners. SHOWS WANTED—For these fairs and solid fair routes to follow: Mechanical Snake or Monster, Pin, Animal or other suitable Shows. Can place Penny Arcade.

Handy Parks of all kinds, Ball Games, Punk Racks, Novelties, Age & Scale. Can use Cookhouse or grab for season.

Can place one more major ride not conflicting for season.

Wire or write **WADE GREATER SHOWS, JACK LAMPTON, Mgr., Milan, Mich.,** all this week.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

FAIRS—CELEBRATIONS—FAIRS

Want for following: Brazil F. O. P. Celebration, July 28 thru Aug. 2; in Brazil's beautiful Forest Park; The Great Knox County Fair, Aug. 4 thru Aug. 9; Bicknell; Owen County Fair, Spencer, Aug. 11 thru Aug. 16; Bremen Free Fair, Aug. 19 thru Aug. 13. A solid route through October 18, all Indiana.

WANT: Handy Parks; privilege \$35.50.

SHOWS: 35 per cent after tax. What have you? Why take a chance? Get with the show that has Indiana's choice Fairs and Celebrations.

WANT: 16 tub Octopus with transportation, must be in perfect condition. Cash waiting.

FOR SALE: 1948 streamline Caterpillar; with 2 30-foot semis, perfect throughout, \$6,500 cash.

All replies: Western Union, this week. Tri-County Fair, Jasperville, Indiana.

EASTERN ILLINOIS FAIR

July 27 to August 1 Inclusive

Danville, Illinois

IONIA FREE FAIR

August 4 to 9 Inclusive

Ionia, Michigan

ALL BIG FAIRS UNTIL THE MIDDLE OF NOVEMBER

Can place legitimate Merchandise Concessions that work for stock. No exclusives. All Eating and Drinking Stands. WANT One Cat Driver and two Mule Drivers. Can place experienced Workmen in all departments. WANT Girls for Posing Show. WILL BOOK Little Dipper and Live Pony Ride.

All Address: **CETLIN & WILSON SHOWS**

This week, Springfield, Ohio

CENTRAL STATES SHOWS

(BUSINESS IS GOOD)

In the heart of the world's most fabulous wheat country with the biggest harvest in history CAN PLACE MECHANICAL SHOW, FUNHOUSE, DERBY, CUSTARD, NOVELTIES, DIGGERS, MOTORDROME, MONKEY SHOW, WILD LIFE OR IRON LUNG, PITCHMEN, GET IN TOUCH WITH ME. WANT SECOND GIRL SHOW, SECOND WHEEL #5, PONY RIDE OR ANY NON-CONFLICTING RIDES.

HANOVER, KAN. DAYS of '49, July 21-23; JEWELL, KAN., CELEBRATION, July 24-26; SHELTON, NEB., FALL FESTIVAL, July 28-30; TRENTON, NEB., POWWOW, July 21-Aug. 3; HASTINGS, NEB., FAIR, Aug. 4 thru 8; BURWELL, NEB., BIG RODEO, Aug. 13-16; ABILENE, KAN., CENTRAL KANSAS FREE FAIR, Aug. 18-22; WAKEENEY, KAN., FAIR, Aug. 25-29; HOISINGTON, KAN., LABOR DAY, Sept. 1, and more Fairs to follow.

W. W. MOSEB

CANADA CAROL SHOWS CANADA

EMANCIPATION DAY CELEBRATION

GREATEST FREEDOM SHOW ON EARTH

JACKSON PARK, WINDSOR, ONT. JULY 26-27-28-29

MORE THAN 150,000 ATTENDANCE LAST YEAR

WANT—RIDES AND SHOWS—WANT

Concessions that work for stock. Limited on Grab, opening for 3 more. Contact **SAM ARRIGO** e/o Carol Shows, West Lodge Ave., Toronto, Ont. **WIRE, DON'T WRITE**

FOR SALE

1 Flying Merry-Go-Round	1 Derby Racer built on Tandem Wheel Trailer.
1 10-foot Grab	Cost \$6000.00. Real buy for cash.
1 10-foot Carmel Corn and Apple	

Haywood Shows Want
 Fair Rings and Celebrations starting Wednesday, 8:30. Street Celebration, July 31 thru Aug. 2.
 Hank's Parks of all kinds, come on, will book your Ride Help—Ferris Wheel Foreman, Second Man on all Rides. Will book or buy Merry-Go-Round, Book any Wildcat and noninflating. Will book Girl Show with or without equipment. Have my George, get in touch. Book any Show with own equipment—Boats, Pin Store, Gears, Pit, Animal Show, etc. Book Big City Barker, Squires, Fire if you have Hank's Parks, Cook House, Max Outfit, Penny Pitch, Agents for off-licensed Concessions, F. Dealers, etc. George Fortune wants Avenida for Pin Store. Contact Steve, Skilton and Hanky Pinks. Bert Owens and Clay, get in touch. Harriet Boulton, get in touch. All replies: LEE HAYWOOD, Owner & Mgr., GEORGE FORTUNE, Concession Mgr., Merland, Conn., July 21-30. Wednesday, Mon., July 28-Aug. 2. Call, wire or come on. P.S.—Will book two Merr Camps.

WANTED for ST. MARY'S CHURCH FESTIVAL
 Muncie, Indiana
 SEPT. 11, 12, 13, 14.
 Drawing 75,000 People
 6 to 8 KIDDY RIDES and 1 or 2 ADULT RIDES
 Contact HARRY DUNKLE
 802 1/2 W. Adams Muncie, Indiana
 Phone: 27992

WANT FOR 20th Century Shows
 Experienced Candy Pitchman, very good candy territory. Girls for Girl Show and Posing Show, wardrobe furnished and top salaries paid. Ticket Seller with experience on canvas. Must drive semi. All answers.
 JOE SCIORTINO
 General Delivery or care Western Union, Minot, N. Dak., until July 26; then care 20th Century Shows, Minot, until Aug. 2.

WANTED FOR FREDONIA, PA. VOL. FIRE CO.
 18th Annual Old Home Week, July 29-Aug. 2. No gypsies or flats. Can use a few more Hanky Pinks, Dart Balloon, Pitch Yell U Win, Hoopla. All who contacted me before do so again. Eagleson, will be looking for you. Can use Man and Wife for circus-owned Concessions.
 HOWARD W. JAILLET
 I stay out until 8:30. All replies to FRISCO, PA.

BUFF HOTTLE SHOWS
 WANT
 Long Range Lead Gallery, Custard and other Concessions that work for stock to join.
 FARMER CITY, ILLINOIS, FAIR, JULY 27
 Address: Mc Chicago, Ill., this week.

CAVALCADE OF AMUSEMENTS
 WANTS CAPABLE NEON MAN
 We furnish all equipment. Must be capable Glass Blower. Join immediately.
 Address: AL WAGNER, Mgr., Muncie, Ind.

MITCHENS MODERN MUSEUM WANTS
 To join at once for long Fair season. Tailcoat, Imperial, Musical Art, one Ticket Seller and Girl for Illusion (Elean and Wild) preferred. Also good Attraction.
 JOHN T. MITCHENS
 40 Strapo Greater Shows, Shear, Wk., this week.

FOR SALE—FOR SALE
 ARMY SEARCHLIGHT AND GENERATOR
 with or without transportation. About two cases of carbon. Can be used in operation at Addison, N. V.

R & C SHOWS
 ADDISON, N. V.

WANT A CARNIVAL
 Between July 21-Sept. 12
 No. 2 Fire Co., Bristol, Pa.
 Contact: Charles Harnett Jr., 311 WILSON ST., BRISTOL, PA. Phone: Bristol 3940

PAT KELLEY
 Contact Don & Larry Parker
 Cookhouse
 4 ROYAL CROWN SHOWS
 Belleville, Ill.
 Urgent!

CARNIVAL WANTED
 Annual Rush Springs, Oklahoma, Watermelon Festival, August 15th. Attendance ten thousand in 1951. Contact Lions Club
 JEFF DAVIS
 Rush Springs, Oklahoma

Mich. Game Ops Seek Supreme Court Ruling

DETROIT, July 19—An appeal to the Michigan Supreme Court is to be taken in a test case brought against concessionaires on the Majestic Greater Shows, to determine the legal standing of games in the State. A verdict of guilty was entered by Recorder's Court Judge Gerald W. Groat against the concessionaires, on the grounds that the games were at least partly skill and partly chance and hence in violation of the explicit wording of the Michigan statutes.

Diversified enforcement has been a problem to shows traveling Michigan the past two years, and showmen are anxious to have the issue clarified once and for all by the higher tribunal. Announcement that prosecution of similar games in Wayne County would be enforced following the decision, was made by Prosecuting Attorney Gerald K. O'Brien.

Edward N. Barnard, Michigan attorney, is counsel for the defendants, and is planning the appeal.

Spring Mill Bow Washed Out But Hannum Does Okay

SPRING MILL, Pa., July 19.—Scheduled opening of the Spring Mill Fair Wednesday (9) was cancelled because of heavy rains. The bad start for the Morris Hannum Shows was overcome in part on Thursday (10), when a sunset madnee drew a large crowd. Most of the concessions were reported off the nut early on Friday.

Rides enjoyed some capacity business, as did Al Camin with his Hell Doggers and other show units.

RAS Continues

Continued from page 69
 his years in the pony business. After a fast run from Calgary here the big show was set up early Sunday evening (13). RAS receipts here were in line with the gate admissions for the exhibition, setting new opening-day records. Play was off slightly Tuesday (15) but picked up the following day. Despite inclement weather, the first three days of the week topped the same period of last year by 11 per cent. Carl J. Sedlmayr, president and general manager, told The Billboard Thursday (17) that if the weatherman provides sunny weather for the last two days of this six-day show, RAS would, for the fourth consecutive showing of the 1952 Canadian season, better the marks of previous years.

Invasion

Continued from page 69
 herst, N. S., and All - Maritime Shows, of this city, are also playing the provinces. Lynch is traveling under Canadian Legion auspices and carrying two free acts. Rides include twin Ferris Wheels, Octopus, Merry-Go-Round, Roll-a-Pop, Scooter and Tilt-a-Whirl. Kid devices include a Merry-Go-Round and on the back-end are gal, monkey, kangaroo and animal shows plus a Motordrome and Funhouse.

Can. Bow Good

Continued from page 69
 casting for the United Nations in New York. Calais, Me., just across the St. Croix River from St. Stephen, N. B., provided a double holiday date during the week of June 30-July 5. The Canadian holiday, Dominion Day, July 1, was not greatly felt office-wise. July 4 was somewhat better, but below expectations. Best takes at Calais were registered on Saturday night (5). Previous dates at Barre, Vt., June 16-21, and Mexico, Me., June 23-28, were reported fair.



LAGASSE AMUSEMENT COMPANY

12 Whitcomb Street Haverhill, Mass.

Everything in Amusement tel. 4-6461
 Anywhere in New England

Last call for space at the following fairs:

- Weymouth, Mass. August 10-16
- Hartland, Vt. August 21-24
- Keene, N. H. August 21-24
- Lancaster, N. H. August 29, 30, 31-September 1
- Northampton, Mass. August 31-September 6
- Barton, Vt. September 4-6
- South Paris, Me. September 8-13
- Acton, Me. September 11-13
- Tunbridge, Vt. September 18-20
- Cumberland, Me. September 22-27

NOTE: Positively No Grift, No Mitt Camps, No Gypsies

WANTED—Legitimate Concessions of all kinds. Also Motor Drone, 10-in-1 Show, Reptile Show, Wrestling Show.

PAGE AMUSEMENT CO.

SOUTH HILL, VA. July 21 thru 26

CHASE CITY, VA. July 28 to Aug. 2

WANT FOR 14 BONA FIDE FAIRS STARTING MANASSAS, VA., MIDDLE OF AUGUST

WANT SHOWS of merit. Unborn, Reptile, Fat Show, Wild Life or any Grand Show. Also one Girl Show.

Clarence Thomas, contact Maxie Sharp.

MAJOR RIDES not conflicting and will book or buy Kiddie Auto Ride. Can always place good Ride Help.

CONCESSIONS: French Fries, Floss, Novelties, Short Range and Long Range Galleries and all kinds of Hanky Pinks. Will book 1 or 2 choice Whistles. Will sell Ex on Glass Pitch. Mike Adams, contact Maxie Sharp. Bill McLaughlin, come on and bring crew. Have Concession for you. Need one Pin Store Agent. Also one Skillo Agent for office-owned Concessions.

Contact ROLAND PAGE, Owner, or MAXIE SHARP, Business Manager

BROWN & WALLACE Shows

FOR 2 OUTSTANDING CAMP PAY DAYS
 HOPKINSVILLE, KY., WEEK JULY 28; CLARKSVILLE, TENN., WEEK AUG. 4
 OPEN MIDWAY
 ALL KINDS Legitimate Concessions, Long and Short Range Galleries, French Fries, Jewelry, Photos, 6 Cans. Good opening for Ball Games. Can place Man to take charge of 32 foot well-finished high-class Bucket Concession; must be Bucket Man; Men and Women Agents. Can place Wild Life, Mechanical, Arcade, or any Show not conflicting.
 Can place Octopus, Fly-o-Plane, Little Dipper for long route of profitable Fairs.
 Want Billposter with own transportation. Charles Dwanal, Louis, Ky., come on. Foreman for Twin Whisks, top salary. Second Man on all Rides, must drive semi. Can place all kinds of useful Show People. Synax wants for Girl Show. Girl, experience unnecessary. Can place Canvas Man. Girls who look for me before, wire. Frank Zorda wants for Annex Attraction Man & Help.
 ADDRESS ALL MAIL & WIRES
BROWN-WALLACE SHOWS
 BOWLING GREEN, KY., THIS WEEK; HOPKINSVILLE, KY., WEEK JULY 28

Sunset AMUSEMENT CO.

Wants for Olmsted County Fair, Rochester, Minn., July 29 to Aug. 3, and 9 Iowa and Missouri Fairs headed by the Great Jones County Fair at Monticello, Iowa, and the Southeast Missouri District Fair at Cape Girardeau, Missouri.

CAN PLACE exclusive on Age and Weight, Custard, Pen Game, Derby and Jewelry Sales, for all Ball Games, and Hoaky Parks of certain kinds.

CAN PLACE Fun House, Wild Life, Side Show and any Walk Thru Show; very reasonable percentage.

CAN PLACE Ride Man who drive semi. No drunks or roamers wanted.

Lake City, Minn., Water Carnival this week; Rochester, Minn., next.

FOR SALE
 NEW FIRE TRUCK — SPEC. 1 TON
 DODGE Long wheel base every 18 to 20" 8 ply tires. Truck built for Dutton Beach. Pined, kiddie park truck over built. Write for information.
 RAY METZ
 4844 Overhill Ave., Chicago 51, Ill.

EVOC TICKETS
 One Seat \$ 1.50
 Five Seats 6.50
 Ten Seats 12.50
 Fifty Seats 50.00
 100 Seats 90.00
 BILLS 2,000 & 5,000
 Double Coupons
 Double Prices
 No C.O.D. Orders
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We Manufacture TICKETS
 of every description
 THE TOLEDO TICKET CO.
 3955 East 46th St., Toledo 12, Ohio

SPECIAL PRINTED
 Cash with Order Prices
 3,000 \$ 4.00
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 6,000 7.00
 8,000 8.40
 10,000 10.00
 15,000 15.00
 20,000 20.00
 25,000 25.00
 30,000 30.00
 40,000 40.00
 50,000 50.00
 100,000 100.00
 1,000,000 1,000.00

Club Activities

WHEELS DOUBLE WHEELS SKILL WHEELS

Misc. Wheels
Paddle Wheels
Big Sizer
Horse Wheels
Baseball and
Cigarette
Wheels

Laydowns and
Poony Pitches

CARDINAL MFG. CORP.
430 Keepe Street Brooklyn, N. Y.
BUrgeois 7-8927

GAYLAND AMUSEMENTS

New booking for Wakarusa, Ind. Centennial July 23-26; then Ligonier Street Fair, then the Wayne Co. Fair, Center-writer, Ind., Aug 4 to 9.

Want Legitimate Concessions, Handy Pitches, French Frigs, Glass Pitch, Penny Pitch, Hi Striker, Bull Games, Dart Balls, and Snow Corns, Want Mechanical Shows or any good attraction, Want Kiddie Rides for route of good fairs, Want Wheel Foreman and second man on all Rides. No drinks or chasers.

FOR SALE

28 ft. **Papillon** equipped: plenty of neon in and out, fully repaired for Candy Apples, Caramel Corn and Popcorn. A1 condition. If interested contact

H. M. GORDON
Care ROYAL CROWN SHOWS
Bellville, Ill., or per route.

Tivoli Exposition Shows

Want Handy Park Concessions of all kinds to join now. Privilege reasonable and 14 more fairs to go until November 1st. Want Ride Hops on all Rides. Must drive seems. Good pay and good treatment. Contract.

H. V. PETERSEN
Vienna, Ill. (Fair), this week; Elora, Ind., (Fair), to follow.

CARNIVAL WANTED
WEEK OF
AUGUST 13-14-15-16
Russell County Fair
RUSSELL, KANSAS

Contact: JOE DAUBER JR.
Banker's Kansas
(Phone: 4733, Russell)

FOR SALE

A complete Showboat Callers equipped on tractor and trailer. New Reelmaster Reelmaster Biflex. Now operating rear wheel, new Army cap. Drive very well. Giving 10 up on amount of other business and must travel interstate. Also for sale a Photo-Magic Baseball Machines, complete Baseballs and Bats. If interested please write Joseph Angiolini, 333 Chestnut Ave., Fronton, Mo.

IDEAL RIDES

ALL STREET CELEBRATIONS AND FAIRS FROM NOW ON.

Want Handy Park Assets. Will book Western, Cowboy, or any other Ride, Lemon Shake and more Handy Trucks. Contact Frank T. ROBERTSON of WHITEY CALLER, Keokuk, Ind., next week's Democrat, Ind., next week.

RIDE ILL WANTED

Foreign set all No. 5 Foreman for Merry-Go-Round. Will be used and able to drive well. Best of QRS Fairs season south. CAN PLACE FEW HANKS. Contact

JOHN HANSEN
4054 N. Kedzie Chicago, Ill.
Phone: INdependence 3-7692

CARL HANSEN
WANTS DERBY HELP

Can state one of two capable men.

Address:
r/o ITALIAN FESTIVAL
Roosevelt & Cicero Chicago, Ill.

JOIN NOW

The MEMBERSHIP DRIVE IS ON!
\$10—Initiation—\$10 Dues
New Low Rate of \$20

Covers both Initiation and Dues, entitles new members to all club facilities. Send your application TODAY.

PACIFIC COAST SHOWMEN'S ASSOCIATION
1235 So. Hope St.
JERRY MACKAY, Pres.

SAM DOLMAN, Chm. Mbrshp. Conf.
Los Angeles 15, Calif.

Miami Showmen's Association

236 W. Flagler St., Miami
MIAMI, July 19.—Everyone here was sorry to learn of the death of J. J. Kelly, the old cookhouse man, July 13, at the Jefferson Hospital, Philadelphia.

Cliff Wilson, building committee chairman, reports that the property he examined last week at 14th Avenue here, is unsuitable. So, he's off again looking for a good site for the new club.

Patrick J. Finnelly, seeking a gold Life Membership card, sent in the following applications: Michael J. Re, Emil G. Mansfield, Spurgeon McJade, Samuel J. Mancuso, Earl Emerson Hall, Mac Prell, James Boyd Williams, Julius Oakley, Lewis P. Smith, Charles G. Henry and Romaine A. DeCoste. For these new members, Pat will receive a gold Certificate of Appreciation. John Hoffman says that Prell's Broadway Shows is a 100 per cent MSA show.

On the sick list are Lou Leonard, still at the Fox River Sanatorium, Batavia, Ill., but showing good improvement; and George Barnett, who is getting over a bad sunburn. Eddie Horowitz, now fully recovered from a long illness, has joined the Coleman Bros. Shows for the balance of the season.

Among those visiting recently were H. A. Morrison, president of the Billposters' Union, Local 89, a new member; Joe (Rochester) Green, Bob Lewiston, George Barnett, Max Forbes, Karl Kalansky, and Buddy Anthony, who has quit the road and is now working in town. Sam and Mrs. Solomon are off for a month's vacation in Mexico City.

Mail has been received from Bennie Glass, Lou Leonard, John Hoffman, Pat Finnelly, Eddie Horowitz, Milton Kaufman, Mr. and Mrs. George Hamid, A. J. Sternman, Cliff Wilson, Micky Karr and Thomas W. (Slim) Kelley.

There is mail at the office for Meyer Ruff, William (Tubby) Helman, Al Lytton, Mur Deemer, James R. Stabile, Sammy Glickman, Danny Krassner, Ben Braunstein, Al Gerard, Charles Baldwin, Jhn Keebler, Monroe Duke, Harry Edwards, Isidore Bisow and Frankie Hamilton.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

Ladies' Auxiliary

The July 7 meeting was called to order by Third Vice-President Marea Rhodes in the absence of President, Lucille Dolman. Other officers attending were Secretary Grace Merkel and Treasurer Peggy Forstall.

Guest Nola Randall was introduced by Clara Delbosco. Letters from Geel Branch and Bobbie Todd were read. Maxine Ellison, of the Foley & Burke Shows, was reported ill.

Bank night was won by Alta Deنعu. Door prizes donated by Ruby Kirkendall, Martha Reilly and Grace Merkel were won by Doty Jensen, Grace Merkel and Rose Rosard. Many beautiful articles coming in for the bazaar were displayed by Rose Rosard. She and Norma Burke gave a party in the clubrooms July 14.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, July 19.—Ways and means committee's award books are almost all in the mail and early returns are encouraging, according to Secretary Joe Streibich. Membership cards for 53 are ready and a number of new cards are already on their way.

Henry F. Thode has entered Alexian Bros. Hospital here with a lung ailment. Oliver Barnes is still confined to that hospital. Frank Daniels is in the Municipal Sanitarium and Lou Leonard at the Fox River (Ill.) Sanitarium. Frank Sweeney has been released from the hospital.

President S. T. Jessop returned to Chicago after a business trip, and George W. Johnson left town. Bernie Mendelsohn was a recent guest of the Ned Tortis at Delavan, Wis., and Freda Rosen left for the same place as a guest of the Streibichs. Mel Harris is back in town for a short stay. Oxy Bregger, who is with Model Shows of Canada, has written for application forms. Bill Ehr advises business is matching last year.

Recent callers at the clubrooms included Paul Eagles, Harry F. Logan, William Meyers, Harry D. Dumont, Jack Kaplan, Army Stanton, Charles Zamater, Sr., Billy Senior, Henry Poik, John Benson and Fred Malley.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, July 19.—Alfred Scott, third vice-president, has been in the chair at the regular summer meetings which are being held on the second and fourth Thursday of each month. Lillian Schue, president; Larry Nathan, first vice-president and Virginia Kline, second vice-president, are all on the road. Mack Meyer, treasurer, and Helen Smith, secretary, have been on the rostrum regularly.

The building fund is growing and close to \$1,600 has been raised. Emily Bailey, chairman of the bazaar committee, reports that many articles have already been received for the November 20 bazaar. She has also scheduled another party for December.

Mora Bagby, chairman of the sick committee reports that Myrtle Hutt is suffering from a leg injury. Maxine Wick also is on the sick list and Zoe Wick recently returned to Los Angeles to recuperate from an ankle injury.

Jetta Clancy has been visiting her family in Salt Lake City. Harold and Nell Robideaux took a two-week fishing trip and Mora Bagby and her husband recently returned from a vacation. Lucille Dolman and Ethel Krug were welcomed home from the Del Mar, Calif., fair at the July 10 pot luck and canasta party.

WANT FOR THE BIGGEST MEXICAN FIESTA IN TEXAS

at San Diego, Aug 1-12; 7 days and nights. Will book one or more Major Shows. I have plenty of all kinds: Poney, Mo., Daria, Bull games, football or what have you? Want Big Shows at Monterey Show. Come on—will place you in the heart of Gaiton with Fairs and Celebrations.

E. C. UNITED SHOWS
Palace Theatre, until July 27 then San Diego, Tex.

WANTED TO BUY ALL TYPES OF RIDES

Large and small. Wholesale prices.

John Dietrich
Baltimore Road, 507 So. Los Angeles St.
Los Angeles, Calif.

FOR SALE

Devil's Bewiling Alley with 10x12 flame proofing and frame, almost new, \$350.00 cash. Will book for balance of season. Show at Lone Range Shooting Gallery until mid-Sept. next.

KAY AMUSEMENT COMPANY
2359 N. 44th St., Philadelphia 31, Penna.
Phone: GReenwood 3-2921

CARNIVAL WANTED FOR FREE FALL FESTIVAL

PARIS, MO., SEPT. 24.
(Week Available) Write:
LAWRENCE HEMPSTEAD
Paris, Mo. (Phone: 754)

National Showmen's Association

1564 Broadway, New York

NEW YORK, July 19.—President Bernard Allen and his wife have become grandparents. Their daughter recently gave birth to a daughter, Carl Manthey Jr., has returned from an extended European trip. He came back on the S. S. United States, our record-breaking superliner. President Emeritus George A. Hamid Sr. has been named the TV Showman of 1952 by a national magazine.

Sam and Regina Levy are off for a month's vacation in Miami. Bill Powell has gone to Maine to join the World of Mirth Shows. Henry Kauffman is off to the mountains for the summer. Joseph Aquie, who had been working in Revere, Mass., was taken ill recently. He's at home for a while. Harry Koretsky, hospitalized for several weeks, will be discharged shortly.

Don't forget to write to our shut-ins: James Cox, Pawling Sanatorium, Wyantskill, N. Y.; True Perkins, Farm Colony, Staten Island, N. Y., and Irving Udowitz, Wards Island, New York.

Letters were received from William Scott Logan, Joseph Brooks, Arthur (Roy) Gries, Fred A. Blaser, Oscar E. Bittler, Philip Kaplan, John P. Miller, Patrick J. Connolly, Vincent Anderson, Billy J. Creedon, Joseph Schubert, Myer Finental, George Berneri, Max Cohen, George Bernman, Bernard Berkley, Frank Feik, A. Joseph Geisl, F. L. Berguson, S. Tommy Carson and Sidney Dalell.

Recent visitors were Charles Lawrence, Saul Seligson, Edward Dubin, Morris Saul, Morris Bernstein, Sam Weissor, Morris Finkelstein, Harry Levine, Sam Miller, Morris Sommers and Henry Fein. Dues are payable—send for membership cards now.

Show Folks of America, Inc.

115 Turk Street, San Francisco

CHICAGO, July 19.—Regular meeting Tuesday evening (13) was well attended considering the heat and large number of members who are out of town.

Richard Williams handled the flag presentation and George Flint delivered the invocation. William Robertson, chairman of the board, reported on activities since the last regular meeting.

Peggy Richards and her committee are busy with their monthly fund-raising parties. Eta Coulthard made her report on the resale shop and Rev. Marcel La Voy reported that Carl Sandberg is in Vaughan General Hospital, Hines, Ill.

Isaac Chapple and Eddie Morrison are busy working on plans for the fall festival and William Spillard, publicity chairman, is assisting.

Meeting closed with observance of member's July birthdays with cake and candles. Patricia Beck then favored the group with a solo.

WANTED TO BUY ARCADE TOP

at least 30x36, complete with sidewalk and poles, arcade game, transformer, banners, jacks, mounds, I have machines and transportation. No junk. Must be cheap for cash.

W. B. LONG
201 E. W. Thibault, Richmond, Ind.
Phone: SA113

FOR SALE

1937 Allan Frenchall Lauer with 40hp Bostons Power Unit, all in perfect condition with transportation. Bunked with Fordson & Iowa Rides. Set only \$1 to come.

KENNETH KAISER
Box 126, Marine City.

WANTED

CONCESSIONS AND FERRIS WHEEL One week during August or Labor Day. Sponsored—Rivers Ethel, Pleasant Hill, 4 1/2 miles north of Pittsburg on Route 31. Write:

Andrew Barilla, Secy.
47 Clarmor Blvd. Pittsburg 27, Pa.

FOR SALE

Due to the death of Mr. Russell, \$780 will buy his all-steel Short Range Eagle roller equipped with Hilde quarters, a rifle, 3 revolvers, gas shells and several other items in excellent condition.

MRS. I. A. RUSSELL
Steak House Mitchell, South Dakota

HAVE A MODERN BIG ELI WHEEL ON YOUR MIDWAY FOR THOSE AUGUST AND SEPTEMBER FAIRS

Modern Big G S.L.I. Wheel on your midway will add to your attraction during the remainder of the Fair Season.

A limited number of BIG ELI Wheels are still available for 1952. Prompt shipment can be made.

Write for Price List A-47 today.

ELI BRIDGE COMPANY
Builders of Dependable Products
600 Cato Avenue, Jacksonville, Ill.

WANTED for JAMES E. STRATES SHOWS, INC.

Long Circuit of Major Fairs. Opens Clearfield, Pa., July 28 to August 2. CONGRESSION AGENTS as follows: FRANCES FORNIER, want Agents for Cigarette Par Shows, Coko Bottles, Grand Store Agents. JEAN DELABATE can place reliable Lady Milt Readers.

Wire or Write
Care of STRATES SHOWS
North Tonawanda, New York until July 26

WANTED GENERAL HELP

For Big Six Cuts. No agents apply. Large salary, also bonus. For three outstanding shows—World of Mirth, Prell's Shows and John Marks.

DOROTHY FINNERTY
Harrington, Del., this week.
Dover, N. J., next week.

One Location Exclusive on Independent Midway for Custard WEST VIRGINIA STATE FAIR

Lewisburg, W. Va., August 18-23.

A. HYNES
General Delivery Harrington, Del.

BEAUTIFUL NEW 50 Ft. COOKHOUSE

With all equipment. Seats 44. Selling at cost.

WILLARD SAGAR
535 Cardenale Fordale 20, Mich.
Phone: LEXington 2-5573 or Lincoln 3-4293

TENT FOR SALE

40x12 ft. push pole type. Cable and complete with poles, stakes and 8 ft. wall. Green. Treated 960.00

STEVENS ENTERPRISES
313 Highland Bldg., San Antonio, Texas
(Phone: SAintantonio 2-1771)
P.O. Junior Schaefer, contact me

WANTED THRILL SHOW

Mid-August Date in St. Louis, Mo. Write Box 725

c/o Burbard Pub. Co.
390 Arcade Bldg. St. Louis, Mo.

WANTED

Ferris Wheel, Merry-Go-Round, Tilt Locomotive, Good wages, good treatment. Lucky come back.

SAM GOLDSTEIN
1731 Lee Place Detroit & Mich.
Phone: TR 3-0189

FOR SALE HAIGARS

COMPLETE CONCESSION AND COIN-OPERATED TRUCK TO HAUL BAKE COFFEE. 12 ft. low and frame. Knives for spreading condition. Exterible new 5000.00 cash. NO DEALS. Reason for selling impossible to get capable help.

WOODIE GAUTHER
1/2 Basin City Trailer Park
Des Moines, Iowa

WANTED FUNGUS CALLER

Salary and Percentage

GU'S EMERY TUCKER
in care of DON FRANKLIN SHOWS
Rozas, Minn., July 21-23; Mahanomet, July 24-26.

FOR SALE ELECTRIC TRAIN

Perfect condition, \$3000.00 cash. Can run all night. Working. Write for more info.

W. E. WEST, TIVOLI EXPOSITION
Vienna, Illinois, this week; Elora, Ind., next.

Now Booking for...
The Best in the West
CALIFORNIA STATE FAIR
 SACRAMENTO AUG. 28-SEPT. 7, INC.
FRESNO DISTRICT FAIR
 FRESNO, CALIF. OCT. 3-12
ARIZONA STATE FAIR
 PHOENIX NOV. 6-16
 Contact **CRAFTS 20 BIG SHOWS**
 7283 BELLAIRE, NORTH HOLLYWOOD, CALIF. Telephone: SUSt 2-1111

WANT AGENTS
 for
WISCONSIN STATE FAIR
 August 16 to 24 inclusive
 with more Fairs to follow.
 AGENTS for Slot Roll-Down—Over 30 under 11. Over 12, Huckleberry Huck, Hoops, Number Darts, Balloons, Sewer Pipes, Ball Games. All Agents made money last year. Locations and layout even better this year.
Contact HANK SHELBY
 Tower Hotel, 11th & Wisconsin Ave., Milwaukee, Wisconsin
 Phone Marquette 8-3972

FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS
CUMBERLAND VALLEY SHOWS
 Want for valid string of fairs starting the first week in August at Alexandria, Tenn. Want Motorcade, Mechanical City, Fat Show, Midget Show, Snake Show, Penny Arcade or any other show that doesn't conflict with Animal Show. Will book Custer and Novelties. All legitimate Concessions open. Can place Ride Men on all Rides. Need A-1 Roll-o-Plane Foreman. Address all mail and wires to
ELLIS WINTON, Mgr., Shelbyville, Tenn.

SALEM'S 150TH CELEBRATION
 SALEM, VIRGINIA, AUGUST 11 THRU 16
WANTS RIDES AND CONCESSIONS
Contact NORMAN STONE
 21 N. COLLEGE PHONE 4802

JAMES H. DREW SHOWS
FAIRS FAIRS
 Will place legitimate Concessions working for stock. Notice, we are interested in Pop Corn Trailer, must be well flushed. None here.
JAMES H. DREW SHOWS
 All this week. Covington, Indiana

B & H AMUSEMENT CO.
 Wants for six weeks in North and South Carolina Tobacco Belt, and nine weeks of bona fide Fairs in the Cotton and Tobacco Sections. Man for Kiddie Rides. All Rides of Rides, Snake Show, Animal Show, or what have you? No Girl Shows. Concessions—Fish Pond, Duck Pond, Bowling Alley or any Franky Panks; also Pan Game. NOTICE: James F. Mullholland, wire or come on, can place your Show on good proposition. Also can use Colored Performers and Musicians.
W. E. HOBBES, Mgr.—E. A. MURRAY, Business Mgr.
 Winnsboro, S. C. This week; then as per route.

EVANS UNITED SHOWS
 Starting our Fair season now. All good Fairs booked. Need few more Concessions. Use Hoopla, String Game, Glass Pitch, Cork Shooting, Fish Pond, Basketball, any others legitimate now conflicting with what we have. We book one of a kind. Shows with own transportation. This is a clean show—no pyrexia, no racket.
 Williamsburg, Kans., July 23-30; Blue Rapids, Kans., Marshall Co. Fair, July 30-Aug. 7; Clyde, Kans., Westmoreland, Drex, Aug. 6-8; Beloit, Kans., Mitchell Co. Fair, Aug. 13-18; Saffronheim, Kans., Atchison Co. Fair, Aug. 19-22. Contact **MANAGER**.

WANTED WANTED
 Man to drive truck and take care of two grind stores. Agents for Cork Gallery and Duck Pond. Help for Glass Pitches. **FAIRS START IN TWO WEEKS.** Contact:
Newell C. Taylor, Prell's Broadway Shows
 July 21-26, Plainfield, N. J. July 28-Aug. 2, Dorer, New Jersey.

MILLIKEN BROS.' SHOWS
 Baxter, Georgia, week of July 21st. Want Foreman for Merry-Go-Round, Jim Woody, wire me, good proposition. Second Man on Ferris Wheel, Man for Kiddie Rides. All Rides of Rides. Will book Hanky Panks. Positively no flats or P.C. Want Agents for Hanky Panks. Also Man or Lady to operate Pop Corn, Candy Apples. Want Girlie Man or Woman for Short Orders for Baddies Lunch. All address
MILLIKEN BROS.' SHOWS, Baxter, Ga., this week.

WANT—G & B RIDES & SHOWS—WANT
 For the following Fairs and Celebrations: Elizabeth, W. Va., Paw Paw Fair, Ripenville, W. Va., Cuba Little, Pitch-Yell-U-Win, Balloon Dart, Cork Gallery, Slum Spinelle, Ball Games, Set Rindie. Shows—Ten-in-One, Monkey, Snake. Help in all departments, especially Merry-Go-Round Foreman.
 Answer as per route: Anmore, W. Va., this week; then Elizabeth, W. Va.

WANT
 Can place Side Shows with own equipment—especially want Girl Show Operator with one or two girls, with or without own equipment. Can place a few more legitimate Concessions—Bakelite, Hi-Striker, etc. Playing Celebrations now—Fairs start Aug. 1.
 Wire or Phone **BERNARD THOMAS** as Per Route.
ART B. THOMAS SHOWS

TINSLEY SHOWS
JOHNNY T. TINSLEY SHOWS
America's Most Modern Midway
 FAIRS *Cravely Announce Their Route of Southern Fairs and Big Labor Day Celebration* FAIRS
 LABOR DAY CELEBRATION GREENVILLE, S. C. OPPOSITE COURT HOUSE, SEPT. 1-6
 COWETA COUNTY FAIR NEWNAN, GA., SEPT. 22-27
 RANDOLPH COUNTY FAIR ROANOKE, ALA., OCT. 13-18
 BIG NINE COUNTY FAIR ELBERTON, GA., SEPT. 8-13
 CHEROKEE COUNTY FAIR CANTON, GA., SEPT. 29 THRU OCT. 4
 TALLADEGA COUNTY FAIR CHILDERSBURG, ALA., OCT. 20-25
 SPALDING COUNTY FAIR GRIFFIN, GA., SEPT. 15-20
 LAMAR COUNTY FAIR BARNESVILLE, GA., OCT. 6-11
 SUMTER COUNTY FAIR AMERICUS, GA., OCT. 27-NOV. 1
 CONCESSIONS—WANT TO JOIN AT ONCE: Cookhouse, Long and Short Range Galleries, Phores, Balloon Darts, Hi-Striker, Milk Bottles, Punk Rack, Huckleberry Huck, Glass Pitchers, Age and Weight, Novelties, String Game, Set, Snake Ball or any Hanky Panks.
 RIDES—Scooter, Dark Ride, Coaster, Best Sky Fighter or any new and novel Rides; must be first class, no junk.
 SHOWS—Can place high-class Shows to join Elberton, Ga.: Minstrel, Monkey, Mechanical, Midget, Hawaiian, Illusion, Fun House, Fat Show, Glass House.
 RIDE HELP—Foremen for Twin Ferris Wheels and Caterpillar, also Second Men on all Rides.
 Address **JOHNNY T. TINSLEY SHOWS, Maple & Hunter St., Atlanta, Ga., this week**

GOLD MEDAL shows
WANT WANT WANT
 Shows with own equipment. Small percentage. (Buck Lucas, answer.) Any Major Rides that do not conflict. Want legitimate Merchandise Concessions of all kinds. Scales and Age, Ice Cream, Novelties and Hats.
WANT FLASHY PENNY ARCADE
 Ride Help who drive Semis welcome at all times.
FOLLOWING IS ROUTE OF FAIRS AND CELEBRATIONS UNTIL NOVEMBER
 Week July 21—Champaign-Urbana Fair, Urbana, Ill.
 Week July 28—Soldier and Sailors' Reunion, Salem, Ill.
 Week Aug. 4—Kankakee, Ill., Fair.
 Week Aug. 10—A-H Iowa Fair, Cedar Rapids, Iowa.
 Week Aug. 18—Marion, Mo., Celebration.
 Week Aug. 25—Richland County Fair, Oney, Ill.
 Week Sept. 1—Dyer County Fair, Dyersburg, Tenn.
 Week Sept. 8—West Tennessee Fair, Jackson, Tenn.
 Week Sept. 15—Cullman County Fair, Cullman, Ala.
 Week Sept. 22—Salem Center Fair, Cassius, N. C.
 Week Sept. 29—Cherokee Indian Fair, Cherokee, N. C.
 Week Oct. 6—Ashville, N. C., Celebration.
 Week Oct. 13—Panama City, Fla., Fair.
 Week Oct. 20—Jackson County Fair, Marianna, Fla.
 Week Oct. 27—Chamber of Commerce Fair, Dothan, Ala.
ALL REPLIES TO: Johnny J. Denton, Mgr., or Art Frazier, Concession Mgr.

HILL'S GREATER SHOWS
WANT FOR FAIRS! FAIRS! FAIRS!
 A-1 ELECTRICIAN FOR TRANSFORMER WAGON. (BILL JONES, COME ON.)
HANKY PANKS OF ALL KINDS, NO EXCLUSIVE. WILL SELL "EX" ON MUG OUTFIT AND CUSTARD. DWIGHT BAZINET WANTS HANKY PANK AGENTS. (DICK MILLARD AND DON FORTNER, CONTACT AT ONCE.)
HAVE WONDERFUL OPPORTUNITY FOR SIDE SHOW. HAVE TOP AND BANNER LINE. (LEON LOPEZ NO LONGER HERE.) WILL BOOK ANY SHOW OF MERIT. HAVE TWO COMPLETE FRAMEUPS FOR GIRL SHOWS. ALSO SNAKE SHOW. WILL BOOK FUN HOUSE.
FAIRS START WEEK AUGUST 11
 At Basin, Wyo., followed by Powell, Wyo., then Miles City, Mont.; Glasgow, Mont.; Ft. Benton, Mont.; Kellspell, Mont., and Worland, Wyo., then Southern Fairs until November 9.
Address H. P. HILL, Owner
 Deer Lodge, Mont., July 21-26; Anaconda, Mont., July 28-August 2; then as per Route.

MODEL Shows inc.
"America's Smartest Railroad Show"
OLD HOME WEEK, 50TH ANNIVERSARY, CHARLESTON, PA. In the Heart of the City, on the Streets, Week July 28. Parades, Fireworks, Contest Daily. Followed by Solid Route of Fairs Until November, Ending in Miami, Fla. **HUNTINGTON, W. VA. (10 Days) Starts August 7. WEST VIRGINIA STATE FAIR, Ronceverte, Week August 18.**
6 WEEKS OF THE BEST DATES IN THE EAST, FOLLOWED BY
HAGERSTOWN, MARYLAND, INTERSTATE FAIR | **ROCKY MOUNT, NORTH CAROLINA** | **WATERBORO, SOUTH CAROLINA**
NEW BERN, NORTH CAROLINA | **GREENVILLE, NORTH CAROLINA** | **SAVANNAH, GEORGIA**
ORANGEBURG, SOUTH CAROLINA | **MIAMI, FLORIDA**
 Can place Hanky Panks, legitimate Concessions all open, also want Eating and Drinking Stands. Will book Tilt or Octopus, Monkey Show, Rodeo, Dark Ride, Glass House (Harry Mamos, get in touch), Want Girls for Revue. Also good Mechanic, Merry-Go-Round Foreman, Scooter Foreman (Eddie Johnson, answer).
All answer: DAVID B. ENDY, Mgr., East Liverpool, Ohio, this week

COUNTY FAIR SHOWS
WANT—Jewelry, Age and Weight, Slap, High Striker, all kinds of Hanky Panks or Shows. Booked solid with Fairs and Celebrations until middle of September. Want Ride Help. Buddy Tibbets, contact.
EARL D. JOHNSON
 Meadow Grove or Weston, Neb.

WANTED
 Ride Men passing through Chicago Stop and make a year-down and set-up. Also permanent job available.
JOHNNIE DOOLAN
 1559 So. Halsted Chicago, Ill.

C. C. (SPECKS) GROSCHURTH PRESENTS
BLUE GRASS SHOWS
FEATURING THOROUGHbred ENTERTAINMENT
WANT WANT
FOR COLES COUNTY FAIR, CHARLESTON, ILL., WEEK JULY 27.
FOLLOWED BY JACKSON COUNTY FREE FAIR, BROWNSTOWN, IND.
 Legitimate Merchandise Concessions and Hanky Panks of all kinds. "EX" on novelties. Can place non-conflicting Shows with own equipment and transportation. Will book One Major Ride with own equipment. Can always place Ride Help who are licensed drivers.
Address C. C. GROSCHURTH, Mgr., Paris, Ill., this week

SPECIAL USED C-CRUISE FLAT RIDE

32-passenger capacity. New in operation. Immediate delivery from location. Special Price \$2,500.00

WANTED Top Ferris Wheel Man. Also Ride Men. All year round work. Good salaries. Joyland Amusement Park

CENTRAL AMERICAN SHOWS Want for Saturday, July 26th... CONCESSION MANAGER

FOR SALE SUPER ROLLOPLANE Excellent condition with 1948 Chev. Tractor and 36 foot Trailer.

CARNIVAL WANTED ANNUAL CELEBRATION. LAST WEEK OF AUGUST. BEDFORD HEIGHTS VILLAGE, OHIO.

BORDER LAND SHOW Wants for Seville, Texas. Cotton Fiesta. Monkey Punks that work for stock.

WANT CARNIVAL with at least 4 Rides. to play at Cheyenne River Fair & Pageant, Aug. 29, 30, 31.

DICKIE COOPER Contact LOU FIGAREDO Public Club, Tampa, Fla. Phone: 8-3009

WANTED Shows of any kind. Mechanics, Grind, etc. for a string of Fairs running from one until 25th of October.

PAT REITHOFFER BOX 49 DALLAS, PENNSYLVANIA PROMOTERS -Get on your mailing list. Each week The Billboard receives thousands of letters for names of individuals who wish to underwrite and promote attractions for carnivals and arenas.

A.M.P. SHOWS WANTS Photos, Paint Pitch, Pitch Tilt You Win, Sizing Game, Dart Store, Hi Roller, Bussket and all other Handy Parks.

WANT FOR TAYLORVILLE, NORTH CAROLINA CONCESSIONS: Confection, Novelties, Hat Bands, Gadgets, General Concession Help.

MT. MORRIS CENTENNIAL - MT. MORRIS, N. Y. JULY 28 TO AUG. 2 - FIREWORKS - THREE PARADES

Marine Park P.A. System

Installation was \$27,000. The system, stripped of the technical terminology, operates thus: Mikes are placed in groups of four to 10 all over the stage; there are seven groups in all. The sound is picked up by four pre-amplifiers, located at the front of the stage, and carried by wire thru conduits running thru an underwater tunnel, to the control tower at the top of the stadium.

Carnival Routes

Rockwell: Wilson, Kan. 22-23; Centralia 24-25. Rose City Rides; Greenville, Mo. Royal American; Beakton, Sask. Canada. Royal Crown; East Georgia, Ill., 11-23. Royal Expe.; Augusta, Ga. Royal Crown; Belleville, Ill. Royal Midland; Colfax, Ind. (Pair) Op-land 28-Aug. 2.

From the Lots

CRAFTS EXPO Richmond, Calif., July 19 - Weather and business were excellent at Oakland, July 4-6. Business on the 6th was hyped by a two-hour city-sponsored firework display.

Virginia Greater

SALEM, N. J., July 19 - The VFW is sponsoring the show here and doing a good job helping out, especially in the drying of the rain-soaked lot.

Patrice Amusement

SACRAMENTO, July 19 - Org recently came back into this territory, after a successful tour of Northern California where weather was good.

Rodeo Dates

(Sanctioned by the Rodeo Cowboys' Association)

July Pretty Prairie, Kan. - Pretty Prairie Booster Club Rodeo, July 21-Aug. 1, 8 events, \$500 each, total \$2,500. 3 perf. Bruch H. Verran, secy-treas. Hoosier Club, Ind. Monte Vista, Colo. - Sky High Stampede, July 28-Aug. 1, 8 events, \$450 each, total \$3,600. 3 perf. John H. Beatty, secy. Boulder, Colo. stock contractors.

August

Orange, Colo. - Spanish Trails Fiesta, Aug. 1-3 events, \$400 each, total \$1,200. 3 perf. Sponsored by San Juan Basin Rodeo Association, Inc. Evergreen, Colo. - Evergreen Rodeo Aug. 1-3 events, \$200 each, total \$1,200. 3 perf. Frank J. Cartel, treas. Custer, Wash. - Fort Ordville Rodeo, Aug. 3-5 events, \$200 each; wild horse race \$100; total \$1,000. 2 perf. Ray J. Jansen, pres.

CAN PLACE

Fish Pond, Pitch Tilt You Win, Hi Roller, Jewell, Calif. You Are My Handy Park, SHOWS: Snake, Monkey, Husky, any Show with our outfit. Place Ride High, Jerry-Co-Rodeo, Ferris Wheel, Swings, No drinks. Must drive. Also book two kiddie rides, low percentage.

PEE DEE SHOWS

This week, Biscoe, North Carolina.

WANT

Girl Revue Operator. We have the equipment and transportation, you furnish people and conduct show. Also have opportunity for Big Shows. What have you?

WM. T. COLLINS SHOWS

Grand Fairs, No. Dak. this week; Wadena, Minn., next.

Capell Bros. Circus WANTS

Billboarder, Lithographer, Family Arts (Bartons), Wrest, Goldie Phillips wants inside help: Blackie Underwood, Jack Orisk, Ned Gamble and others, contact Marie Lott, Circus People, contact.

WANT

Billboarder and Lithographer, Elephant Man, Team doing Aerial or Ground Act, Working Men and Truck Drivers, One day stand, seasonal Sundays. Excellent Cook and Bar Tender followed by a few.

BRYAN WOODS

Wormers, July 21; Soldier, 24; Centins, 25; Batesville, 26; all Kansas.

TRADE OR SELL

1930 model Eldo No. 12, perfect shape, or will trade for No. 10 Wheel. Phone, wire, write

TURNER SCOTT

140 S. Ocean Ave., Daytona Beach, Fla.

back riding, calf roping, steer wrestling and bull riding, \$1,300 each, all-around, \$550, total \$7,000; 4 perf. Paul Banks, secy. Ken Roberts, stock contractor. Bookings will be behind barrier. Idaho Falls, Idaho - War Bonnet Round-up, Aug. 13-18, 8 events, \$200 each, total \$1,600; 4 perf. Gooding, Idaho - Gooding County Fair and Rodeo, Aug. 14-18, 8 events, \$450 each, total \$3,600; 3 perf. Rapid City, S. D. - Black Hills Rodeo, Fair and Horse Show, Aug. 14-17, saddle bronk riding, \$1,500; bareback riding, calf roping, steer wrestling and bull riding, \$650 each, total \$6,500; 7 perf. Fred H. Knopf, secy. Hinton, Okla. - Hinton Rodeo, Aug. 18-20, 8 events, \$200 each, total \$1,600; 3 perf. Omar Lealson pres.; Mueller Bros., stock contractor. Athens, Kan. - Central Kansas Free Fair Rodeo, Aug. 18-21, 8 events, \$500 each, total \$4,000; 4 perf. O. E. Peck secy.; George Wichita Co., Secena, Neb., contractor. Stafford, Kan. - Stafford Rodeo, Aug. 18-20, 8 events, \$150 each, total \$1,200; 3 perf. Paul Banks, secy. Sidney, Ia. - Lewis's Championship Rodeo, Aug. 19-21, 8 events, \$1,000 each, total \$8,000; 10 perf. C. J. Taylor, secy. Okemah, Tex. - Pecos-Kingdom Round-Up, Aug. 20-22, 8 events, \$500 each, total \$4,000; 4 perf. Charles Hing, mgr.; Elliot and Steiner, contractors. Elk City, Okla. - Achley Park Rodeo, Aug. 21-22, 8 events, \$400 each, total \$3,200; 3 perf. George Peeler, secy. Burlington, Idaho - Camia County Fair and Rodeo, Aug. 21-23, 8 events, \$400 each, total \$3,200; 3 perf. Spokane, Wash. - Spokane Rodeo, Aug. 21-24, 5 events, \$400 each, total \$1,600; 4 perf. O. E. Peck, 1818 N. Moore. Redmond, Ore. - Drabets County Fair and Rodeo, Aug. 22-24, 8 events, \$600 each, total \$4,800; 2 perf. Darrel Smith, secy. Dublin, Tex. - Dublin Rodeo, Aug. 27-28, 8 events, \$800 each, total \$6,400; 3 perf. Everett Colburn, contractor. Vinita, Okla. - Will Rogers Memorial Rodeo, Aug. 27-31, 8 events, \$1,000 each, steer roping \$200, total \$4,000; 4 perf. Dale Peck, Post No. 64, Glen Murray, secy-treas. Montpelier, Idaho - Bear Lake County Fair and Rodeo, Aug. 28-29 (tentative), 8 events, \$375 each, total \$1,875; 3 perf. Woodward, Okla. - Ekko Club Rodeo, Aug. 28-31, 8 events, \$150 each, steer roping \$200, total \$1,050; 4 perf. George Keller, secy. Butler Bros., stock contractors.

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ROAD WORK ISN'T ROAD WORK WHEN YOU BRING
YOUR FAMILY ALONG WITH YOU!

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Eddie Young's
STERLING CROWN
Shows

WANT FOR MORGANFIELD, KENTUCKY
20,000 SOLDIERS' PAYDAY AT CAMP BRECKENRIDGE

CONCESSIONS
Cookhouse, Grab, Hot and any Hanky Park Concession. Also want Concession Agents for Count and Peek Shows.

SHOWS
Want Girl Show and Posing Show with own equipment and transportable. Must work as ordered.

RIDE HELP
For office-owned Rides. (No drunks.)

SPECIAL AGENT
Can place good, reliable Man with car. All season's work.
All replies to **E. L. YOUNG, Mgr.**
Madisonville, Ky., this week; Morganfield, next week.

HARRISON GREATER SHOWS

WANT WANT WANT
For three of the biggest Celebrations on the Eastern shore. Parades—Bands—Can give away weekly. American Legion Annual Festival, Cambridge, Md., July 28-Aug. 2; Elks' Annual Celebration, Easton, Md., Aug. 4-9; followed by American Legion Annual Carnival, Salisbury, Md., Aug. 11-16; then the Great Tazley Fair, Tazley, Va., \$57,000 paid admission last year. Ask anyone about these dates. All Fairs until November 15.

Can place Concessions of all kinds—Fish Pond, Ball Game, Penny Pitch, Novelties, Age and Scale. Will sell exclusive on Glass Pitcher. Also a few choice Concessions open. Want Agents for office-owned Skis and Razzie. Want Foremen for Ferris Wheel, Octopus, Rottolance, Chairplane and Merry-Go-Round. Second Men on all Rides. Top salary and bonus. Will book any worthwhile Show with or without outfit, liberal percentage. Will book set of Kiddie Rides. Johnny Watkins, get in touch at once. All mail and wires to

FRANK HARRISON
CRISFIELD, MD., THIS WEEK; THEN AS PER ROUTE.

CAPITAL CITY SHOWS

WANT FOR SOLID ROUTE OF FAIRS BEGINNING SECOND WEEK IN AUGUST AND ENDING NOVEMBER 15

CONCESSIONS—Legitimate Stock Concessions of all kinds. Good opening for Long and Short Range Gallery, Custard, Jewelry, Hats, French Fries, American Mitt Camp, no appeal. **LARGE FLASHY BINGO SHOW**—Buses—Monkey, Wild Life, Mechanical or any Grand Show with own equipment. **ALFREDO** wants for Side Show America. **Mentalist, Tattoo Artist, CAPT. ROGERS** and **LEE ALLEN**, wire. **RIDES**—Kid Auto, Airplane, Little Deeper, Train, Love Pony. **ANY MAJOR RIDE NOT CONFLICTING**. **WANT SHOW PAINTER TO JOIN ON WIRE.**

All replies **J. L. KEEF**, Cave City, Ky.

HELP - - - HELP - - - HELP
ON OUR RIDES FOR 14 FAIR DATES

GOOD, SOBER Men who can and will do the job as it should be done for a good salary and sure every Wednesday. We have 9 Rides—no junk. If you drink—don't bother. If not a drinker, come to Petersburg, Ind., Fairgrounds this week; Oakland City, Ind., Fairgrounds next week.

DAN-LOUIS SHOWS

LOUIS T. RILEY, Gen. Mgr.

GOLD BOND SHOWS

FAIRS FAIRS FAIRS
Madison, Wis., July 23-27 Grand Rapids, Minn., Aug. 13-17
Duluth, Minn., July 30-Aug. 3 Rite Lake, Wis., Aug. 20-26
Hibbing, Minn., Aug. 6-10 Plymouth, Wis., Aug. 27-Sept. 1

want Hanky Parks of all kinds, scales and Am. Fun boat, Novelties, Bell Games, Ice Cream, Bumper, Six Cats and Buckets for stock only. Want Bingo for Duluth and Hibbing. Will book 10-in-1, Fat Horn, Mechanical, Snake, Hula-Hoop and Motorhome, many useful Ride Help that drives. All replies by wire.

MICKEY STAIK, Mgr., Madison, Wis., this week

FOR SALE OKLAHOMA STATE SHOWS

One #32 Kit Wheel, complete with motor, like new; #4-Seal Smith & Smith Chairplane 3 Kiddie Rides, 2 Show Fronts, 1 Main Entrance, 17 International Tractors and Tractor Trailer (to haul same), Cookhouse, new, with boiling equipment, Light Plane, new, to handle show. Immediate possession. Booked at Tinker Field, between Dell City and Midwest City, Okla., on S.E. 29th St. Selling this equipment on account of health. Priced right for cash or will lease to reliable party. Show up and operating, will have to be seen to appreciate.

MANAGER, OKLAHOMA STATE SHOWS, MIDWEST CITY, OKLA.

MOUND CITY SHOWS #2

WANT WANT WANT
RIDE MEN IN ALL DEPARTMENTS. WILL BOOK CONCESSIONS OF ALL KINDS ESPECIALLY BINGO, FAIR GAMES, FISH POND, FERRIS WHEEL, RODEO BOND New Berlin, Ill. (Fair, July 22-24); Carlinville, Ill. (Fair, July 20-Aug. 2); Corinth, Ill. (Fair, Aug. 1-4); Marion, Mo. (Fair, Aug. 1-12); New London, Mo. (Fair, Aug. 13-16). ADDRESS:

A. G. (WHITIE) SLATEN, Mgr., per route above

BLUE RIBBON SHOWS

WANT RIDES—Especially Merry-Go-Round, for Janesville Fair, August 7 to 10. Can use Legitimate Concessions; no X for Janesville Fair. Can use Shows for balance of season. Can use several Ride Foremen and other useful Ride Help; salary and bonus.

Lawrence Halzer wants Three Cook House Helpers. Rusty Wagner needs Counter Help in Grab and Agones. Concession Agents, contact Lynn Lucia, TOMAH, WIS., July 24-27; PORTAGE, July 30 Aug. 3; JAMESVILLE, Aug. 7 to 10; RHINELANDER, Aug. 7 to 10; the Remainder of the Route in Billboard. All Inquiries to Tomah, Then as Per Route.

FORMERLY BOBART SHOWS

2 GREAT SHOWS COMBINED INTO ONE

CONCESSIONS

NOW BOOKING ALL CONCESSIONS FOR THE FOLLOWING FAIRS: THE BIG BOONVILLE FAIR AT BOONVILLE, IND., WEEK JULY 27; DUBOIS COUNTY FAIR, HUNTINGBURG, IND., WEEK OF AUG. 4; PARKE COUNTY FAIR AT ROCKVILLE, IND., WEEK AUG. 11; HARRISON COUNTY FAIR, CORTYDOM, IND., WEEK AUG. 18.

Can place all Concessions except Cotton Candy.

DONT FORGET THE BIG UNITED MINE WORKERS' LABOR DAY AT PETERSBURG, INDIANA. ALL CONCESSIONS OPEN.

SHOWS—Can place any clean attraction including Monkey Show, Motordrome and Glass House. RIDES—Will book Octopus, Tilt, also Two first-class Kiddie Rides. All replies to

BARON PAUL'S PLEASURE ISLAND SHOWS

This week care of Western Union, Evansville, Indiana.

JOHN H. MARKS SHOWS

WANT FOR
BEDFORD, PA., FAIR, WEEK AUGUST 4
FOLLOWED BY OUR ROUTE OF OUTSTANDING SOUTHERN FAIRS

COVINGTON, VA., FAIR, AUG. 11	BURLINGTON, N. C., FAIR, SEPT. 8	WILSON, N. C., FAIR, OCT. 6
GALAX, VA., FAIR, AUG. 18	ALBEMARLE, N. C., FAIR, SEPT. 15	GREENWOOD, S. C., FAIR, OCT. 13
ROANOKE, VA., FAIR, AUG. 25	HICKORY, N. C., FAIR, SEPT. 22	MONROE, N. C., FAIR, OCT. 20
LYNCHBURG, VA., FAIR, SEPT. 1	FAYETTEVILLE, N. C., FAIR, SEPT. 29	

CONCESSIONS—Legitimate Merchandise Concessions that work for stock. **SHOWS**—Can place Side Show with or without equipment. Have one of the most beautiful Side Show outfits on the road. Operator must have inside Show to conform. Also place Snake, Uniform and Fun House. **RIDES**—Tilt-a-Whirl, Octopus, Dark Ride, Ride Help on all Rides.

All replies to **MARKS SHOWS, Washington, D. C., until Aug. 2; then Bedford, Pa., Fair**

Morris Hannum Shows
One of the Great Eastern Shows

TOWANDA, PA., JULY 28-AUGUST 2
Joie Chitwood Hamid's Grandstand Show Racing

SHOW—Tilt, Wild Life, Uniform, Mechanical, Monkey, Snake or any Grand Show with own equipment.
CONCESSIONS—Cook House, Grab, Popcorn, French Fries, Photos, Jewelry, Hat, Novelties, Age and Weight, Hanky Parks of all kinds. No exclusives. This is Pennsylvania's first hours side fair.

HELP—Ride Help who drive semi, come on; will place you. Now showing at 29th & Clearfield, Philadelphia, Pa., this week; then Towanda, Pa., Fair next week.

All replies to
MORRIS HANNUM
934 MURDOCK RD. Phone Wissahickon 7-8176 before noon PHILADELPHIA, PA.

WANTED MOTORDROME RIDERS

JOIN AT ONCE.
TOP SALARIES WITH TIPS
CONTACT
F. E. EGRERT
CETLIN & WILSON SHOW
Springfield, Ohio, this week;
Danville, Illinois, next week.

WANTED MERRY-GO-ROUND FOREMAN

Wanted at Once
Due to disappointment, Allan Herschell Merry-Go-Round, 40 ft., Gas engine.
CRAFTS SHOWS
7283 Bellaire
North Hollywood, Calif.
Phone: SUnet 2-3151

WANTED GOOD EXPERIENCED BARKER

for a legitimate All-Star Revue, four performances daily, Colorado State Fair, September 8-12. Send references and complete information with required salary or percentage to
EMPIRE ENTERTAINMENT AGENCY
315 Denver Theatre Building
Denver, Colorado

WANT

For balance of season, all Celebrations and Fairs: Ball Game, 10-Striker, a few Hanky Parks that don't conflict, Snake and AGE. Have own Ball Game Toss, also 10-Striker, we will book yours or you use mine, 10-in-1 Show, Havy Monkey, Snake and Fun House. Fairs start early August, new Mitchell Corn Palace, White, S. D., July 21 and 22; Adrian, Minn., 23 and 24; Madison, S. D., 25 and 26; Vicks, S. D., 27 and 28; Fairs, Minn., 29 and 30.

MURPHY TRI-STATE SHOW

WANT

Fly-Plane Foreman, Octopus Foreman and Second Man to join at once.
WM. T. COLLINS SHOWS
Grand Forks, No. Dakota., this week;
Wadena, Minn., next.

GIRLS - GIRLS - GIRLS

Wanted for Girl Show—Experience unnecessary. Good salary, good bonus, new Pontiac Convertible and excellent opportunity in television when show closes. Write
LESLIE KIESTER
Hotel Nucleo, Rochester, Minn.

RINGS \$1.50 PER DOZ. PER GR. \$14.40 PER GR.

FOR FAIR WORKERS COUPON OPERATORS GRAB BAGS SLIM SPINDLES GAMES, ETC.

These rings for women sold from \$4.95 to \$6.50. Cash in order now. So find in the coupon book. What a perfect gift for your wife, your sweetheart, your girl. Order by mail. \$1.50 per dozen. \$14.40 per gross. All samples available in white or gold finish. Other finishes \$1.75 per doz. \$15.00 per gross. Order by mail. \$1.50 per dozen. \$15.00 per gross. All samples available in white or gold finish. Other finishes \$1.75 per doz. \$15.00 per gross.

SIGNET RING SENSATION

For Ladies, Kiddies, Girls 14 Kt. Gold Pl. Beautiful. Gem stone ring made by largest manufacturer in the U.S. More you that will receive beautiful.

ANY OTHER SIGNET RINGS OF ALL TYPES, SIZES AND QUALITIES NOW AVAILABLE (including nickel silver) FROM \$17 GROSS UP.

→ **RING BOXES, 60c DOZ. UP**

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84 E. 5th St. Lima, Ohio
Phone: ADems 4421. Send for Catalog. 25% deposit with order, balance C.O.D.

1000 GOLDEN OPPORTUNITIES

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Make extremely beautiful and attractive jewelry, novelties, souvenirs, knockknacks, etc., by new simple and easy method. OPPORTUNITIES ACTUALLY UNLIMITED. In your room, den, closet, basement or garage. NO TOOLS. NO CHINA. CHINESE REQUIRED! We guarantee you can make \$100 worth of beautiful merchandise in few hours' time. The results will amaze you! This is an all-year-round business in every part of the country. Investigate today; send only 25c for big catalog and complete details.

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Chicago 26, Ill. | Palo Alto, Calif.
(Write to either address)

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BIG ASSORTMENT!

HAND PAINTED GOLD TRIMMED CHINA BEDROOM LAMP—16" TALL

Crystal Base, complete shade.

\$1.00

doz. lots only

LIMITED SUPPLY!

25% dep. bal. C.O.D., F.O.B. Chicago.

We Manufacture Chinoiserie and Lamp Shades. Write for Catalog.

TOPLIN PRODUCTS MFG. CO.
1200-44 W. Western Chicago 44, Ill.
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A DELUGE OF LAUGHTER!

A FLOOD OF FUN!

Fast sales! Comes with beautiful 4-color display card. Dealers Cost \$2.00 doz. Distributors wire, wire, or phone \$1.95 for quantity.

GES Mfg. Co.
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NASHVILLE, TENN.

START A VENETIAN BLIND LAUNDRY—Profit opportunity for lifetime business. New machine method; free booklet on request. B. Co. 442 N. Seneca St., Wichita, Kas.

WHERE TO BUY WHOLESALE ELECTRICAL Appliances, Novelties, Christmas Jewelry, Cookware Sets, other essential merchandise. Write Distributors, 136 Broadway, N.Y.

WOULD LIKE MANUFACTURER OR party to finance and send my new 2000 Multi-sectional Patent U.S. Pat. 2,577,027. Please contact me, Ida Harbrook, P. O. Box 27, Galena Station, Toledo, O.

LISTEN TO THE RADIO WHILE SHAVING with the Sensationally QUIET "HELVETA" ELECTRIC DRY SHAYER AC 110VOL. Finest steel "Direct Cut" blade. You can't miss—it's Swiss! Open to selected Jobbers. Pamphlets upon request.

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Animals: Foxes, Leopards, Lynx, Texas Lizards, Chingie Oregon, Snake Deer, Exotic Gliders, Giant Antelopes, 7-Powered Tall Parrots, Giant Antelopes, Monkeys, Antelope, Peacocks, Agoutis, Porcupine, Silver Antelope and Birds of various kinds. This week's special: "Cold World, Warm Animals." \$1.00 per pound.

AGOUTIS, BARBONS, DRILLS, ANTELOPE: South Bear, Monkeys, Bear, large Alligator, Coon, Raccoon, Beaver, Skunk, Coyote, Goats, Palm Deer, Leopard, Ostrich, Chase, Tiger, Manx, etc.

ATTENTION, SHOWMEN—EVERYTHING for the animal exhibitor: Ringtail Monkeys, Nile Monkeys, Bearded Squirrels, Squirrel Monkeys, Capuchins, Brown Hamsters, Winter Monkeys, Giant Antelopes, Lemur Antelopes, Kinkajou, Parak, Agoutis, Capybara, Spotted Nigora, Porcupine, Ox, all kinds of Birds, Sea Constructors, Turp Lizards, Giant Iguana, South American Crested A. Lizards. Write for price list. Home Trading Co., Inc., P. O. Box 212, Miami 40, Fla.

CALIFORNIA SEALS, SEA LIONS—WILD or trained. We are main suppliers world-wide. Marine Bioprints, Inc., Harbours Beach, Calif. 1928

CHIMPANZEE—EXCELLENT TRAINED animals. Blue, Yellow, Leopard, Liger, Puma, Indian Antelope, Lemmas, Water Buffalo, American, Malay, Bengal, Indian, South Seas, American Bears, hundreds of Monkeys, Tapirs, Guinea, etc. World Jungle Company, Thousand Oaks, Calif.

EXOTIC REPTILES—SPECIAL ON COBRAS: Russell's Vipers, Giant Python. Dons start at \$25. will deliver, more expensive on large orders; same day shipment. Phone 57325. Rex Rower, 421 N. Lydia Springs, Mead, Mo.

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HIMALAYAN BEARS—7 AND 8 MONTHS old. Special price \$1.00 per pound. Now at \$300 pair. Tropical Hobbyland, 1023 North West 5th Ave., Miami, Fla.

WIDGEY COW—1 IN. HIGH, 14 BY TOTAL height, one hundred seventy dollars. John Pratt, Colchester, N.C.

FARMERS—DOUBLE WHEAT HEADS, 850: Coakales, 1250. Parakeets, 480 dozen. We ship coast to coast. Farm Co., Druggen Ave., East Liverpool, O. Phone 6881

SOUTH AMERICAN STOCK—AT LOWEST prices ever. Live delivery guaranteed. Boas under \$1, \$150 per ft. Baby Alligators and lizards, \$15 per pair. Big Red Monkeys, 8 for \$100; young Chimpanzee \$1500. 4 for \$125. 50% cost discount. Inquire with orders. Many other specialties for pet and show. Tropical Hobbyland, 1023 North West 5th Ave., Miami, Fla. Largest Importers in the South.

WANTED—A DOG TRAINER TO EDUCATE dog for five trichs. lost track dog; no time to train. Please reply to: Pete Kutz, 117 Wall St., Ulex, N.Y.

BUSINESS OPPORTUNITIES

BUY NYLONS DIRECT FROM MILL—Write for jobbers prices. Joy Hosiery Mills, Delaware 2, Del.

FRESH BABY SHOW—COMPLETELY equipped ready to operate; low cash offer. White City, Mass.; Baby Show, P. O. Box 1214, Blue Ribbon Shows, as per route listed.

FOR SALE—GIFT SHOP, TOP LOCATION. New fixtures; hundreds of Daytona Beach, Fla. 4 year round business; producing excellent income. Will amaze purchaser. Dan's Gift Shoppe, 212 Main St.

FOR SALE—ROLLER SKATING HINE, 40-50 ft. New Floor, 35 Paik Shoe Machine, 100 Pair Clamshell, 4 years old, new operating in Grand, Ill. doing good business. \$4,000 if taken soon. Mrs. Nellie Denton, General Delivery, Grand, Ill.

FOR AGENT—WHOLESALE FURNISH retail representatives with contacts for resale for sales at wholesale prices; opportunity for big side income. Box 781, Hill boulevard, N.Y.C. 22

HOMEWORKERS, EARN \$10 HOURLY making Gilt, Novelties, Jewelry, from Cash, Shell, Fish scales, Fancy, Bead, Secret Peeling, Metalizing, Coloring, Silvering, Lamination, Brooding metal. No no looks nor experience necessary; details free. Giftcraft, Box 4560-B, Cors, Calver, Va.

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NEW ELECTRIC MACHINE BAKES crispies, doughnuts, hot breads, cookies; you'll make money selling hot doughnuts! Special price; small investments; free recipe. Norbert Ray Co., 3606 S. 15 Ave., Minneapolis 7, Minn.

NEW TRUCK, DEAD-END STEEL AND Aluminum Cession Trailer. Multiple Root Beer Barrel, Hot Dog and Soft Drink Dispenser, Beer, Refrigerator, Ice Cream Cabinet, Frozen Lunatic Machine and more. B. Co., First Coast Trailer Park, Rio Grand, New Jersey.

NEW RUBBER VIBRO-TOOL WITH NINE interchangeable engraved metal, wood, plastic, etc. postpaid, money order. P.S. Also famous professional model Electric Penell engraves fine, medium or large letters in gold or leather, plastic, wood, paper, silk etc. money order, postpaid. P.S. 1500-44 W. Western Chicago 44, E. Stafford, 3360 N. Sheridan St., Indianapolis 8, Ind.

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SELL SNOWBALLS—2500 BUYS ICF (Iced Cream Flavors) that have price tag and enough flavor and cups for thousand snowballs; other outfits, \$2.50 per machine; and equipment illustrated circular free. Snowball Co., 824-W Lehigh, Jacksonville 8, Fla.

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An exclusive line of comforters that are extremely beautiful in color and design. All new wool with two-year stain binding. In attractive combinations to please the most critical customer. Retail for \$22.95.

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\$6.75	Each
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Every home should have one. Spreads cheer and gets everyone off to a good start in the morning. Sensitive movement. Dependable superheterodyne RCA Licensed Radio. Built in electric set for electrical appliances. Retail at \$39.00.

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The last word in ironing comfort for women everywhere. Ironing becomes a pleasure instead of a task. Lightweight. Retail at \$15.25.

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\$6.70	Each
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WATCHES

Beautifully beaded. Also sets. Large selection of popular brands such as Clinton, Genus, Helios, Lion and many others. Write for Our Low Prices.

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MAGI-CRAFT AUTOMATIC POP-UP TOASTER

Beautiful in design. Cleaning, triple-plated chromium with bakelite handles and grips.

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- UNDERWRITERS LABORATORIES APPROVED

PLUS . . . The New Exclusive BUTTERCUP . . . At No Extra Cost NYLON BUTTER BRUSH . . . At No Extra Cost Retail for \$25.95

YOUR PRICE IN LOTS OF SIX— \$9.85 Each SAMPLE \$15.00 Prepaid

ANNIVERSARY CLOCK

Nothing more beautiful or bigger in value or with as much flash. 400 day style anniversary clock finished in genuine 24 KWT. Gold Plate; Crystal Glass Dome; Self-Starting Westinghouse Licensed movement, 12 1/2" High, Base 7 1/2" diam. Individually boxed. 6 to master carton. Retail for \$36.00.

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\$10.80	Each
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CHROME DINETTE SETS—1st Quality

The PLUS Item You've Waited For . . . A tremendously popular item of grace and beauty . . . NOW AVAILABLE at a price within reach of everyone. Inlaid top, spring seats with padded back chairs covered in long-wearing washable plastic.

JUST TWO CARTONS—Comes broken down. Easy and quick to assemble.

A TREMENDOUS BUY—WRITE FOR PRICES MADE TO ORDER FOR PRIZE AND BINGO

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ALUMINUM COMBINATION PRESSURE COOKER AND FRYER

A Quality Item at a Sensational Price. Every Home is a Prospect for this one. 4 1/2 Quart Size—Retail about \$12.65.

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\$6.70	Each
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STEAM IRONS

The last word in ironing comfort for women everywhere. Ironing becomes a pleasure instead of a task. Lightweight. Retail at \$15.25.

Your Price in Lots of Six

\$6.70	Each
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WATCHES

Beautifully beaded. Also sets. Large selection of popular brands such as Clinton, Genus, Helios, Lion and many others. Write for Our Low Prices.

SILVERWARE

By International—OUR SPECIALTY—34 and 50-Piece Genuine SOCCER SILVERWARE in Many Patterns. Boxed or tuck-away sets. Extra heavy Silver-Plate, hollow handle. A terrific buy. Write for Prices. Large stock. Immediate delivery.

MAKE ONE STOP FOR ALL YOUR NEEDS . . . HERE ARE JUST A FEW MORE OF OUR ITEMS . . .

- Screw Driver Sets
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- Ironing Boards
- Hand Saws
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- Vacuum Cleaners
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TERMS: 25% deposit required, money order or cash. F.O.B. Chicago. Balance C.O.D. All orders shipped same day received.
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Available in either the "Lancer" or the "Bambuco" styles. In all sizes and colors. Dealers, write to...



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RATE—15c a Word Minimum \$3 Remittance in full must accompany all ads for publication in this column.

Forms Close Thursday for the Following Week's Issue

A-1 TRUMPET—COMMERCIAL SOCIETY... BASTARD-MANAGER FOR SMALL... COORDINATOR—MUSICIANS... ORGANIST; HOUSE EQUIPMENT; UNION... PITCHMAN - TYPE TV ANNOUNCER... RECORDING ARTISTS - CONTACT FOR... WANTED NOW UNTIL NOV. 1 - VER... YOUNG WOMAN 31-46. FREE TO TRAVEL...

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column.

Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS... JIMMY ELLYN AND THE ELLYN-aires... STUDENT BAND—TEN PC. AVAILABLE... PAT DWARF WOMAN, OVER 40 YEARS... CIRCUS & CARNIVAL... MISCELLANEOUS... SINGER, PIANIST, ACTRESS, YOUNG... WHO WANTS?—COMEDIAN, NOT A RE... AL TROMBONE VIOLIN, DOUBLE TRUM... A-1 RINK ORGANIST AVAILABLE... ALTO SAX-CLARINET-FLUTE - LOCAL... SINGING BASS - DOUBLE ON GUITAR... TENOR, ALTO/ CLARINET, FLUTE... TENOR-BARITONE-CLARINET - ALL... VIKING MAN—DRIFT EXPERT, READ... ACTS, REAL COMEDY—THE KIND OF... HILDA LOU ASCENSHON, PARABUTTE... CHARLES LA CROIX - OUTSTANDING... SENSATIONAL WEDONALD AND HIS... SENATIONAL - 5 DIFFERENT ACTS... SEWING NAMES ON HATS CONGRESS... VERSATILE BOB TOMLINSON - JUG... WILSON'S COMEDY CANINES—WORK BY...

CARNIVAL SPECIALS!!

PLUSH BEARS... BEACON BLANKETS... COMIC BUTTONS... HAT BANDS... CELLULOID FEATHER DOLLS... HAWAIIAN LEIS... SLUM ASSORTMENT... BART BALLOONS (Long Neck)... PLASTER... UNITED GOLD HORSE CLOCK... BODIN NOVELTY COMPANY

BRAND NEW WATCH SPECIALS!

MEN'S 14K GOLD PLATED SHOCK-RESISTANT WATCH \$5.00 BURTON SALES CO.

Miracle miniature LAMP SHIP IN BOTTLE

glows in the dark! Here's a hot number that will prove popular as a prize or gift... \$6 DOZEN

Famous Make Watches

Brand new 1952 model cases—can be sold from new at this amazingly low price... NATIONAL DISTRIBUTING CO.

Merchandise You Have Been Looking for

Lamps, Clocks in Metalware, Houseware, Aluminum Ware, Decorated Towels... Catalog Now Ready—Write for Copy Today

CATALOG READY SOON—WRITE NOW

Most complete line of all Carnival Merchandise, Glassware, Blankets, Lamps, Cigars... MIDWEST MERCHANDISE CO.

SEE DELUXE FOR TERRIFIC VALUES

AMERICA'S GREATEST! No. 1023 Marbleized Porcelain Base Lamp... No. 1075 Same as above—Plastic shade... No. 1072 Chinese Figure Base—28" high... WISCONSIN DELUXE CO.

TREMEMOUS SELECTIONS OF SCATTER PINS

Two in a Box \$45 (GROSS) 288 pieces to the gross \$45... SUPERIOR JEWELRY CO.

HUNDREDS of NEW IMPORTED and DOMESTIC NOVELTIES

SUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES ON NEW 1952 General Catalog

GELLMAN BROS.

Punch Work Demonstrators You can make MORE money selling our PERFECTED ART NEEDLES... 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

BEST BUYS • STOCK UP NOW

Hi Hat, Tasseled Feather Dolls		Hi Hat for Monkeys	
GROSS		GROSS	
6 Inch..... \$10.80		7 Inch..... \$ 7.20	
7 Inch..... 13.00		8 Inch..... 9.60	
9 Inch..... 23.00		9 Inch..... 12.00	
12 Inch..... 33.00		7 Inch w/Fat Hat & Pipe..... 8.50 Cr.	
Jumbo 15 Inch. DOZ..... 6.50		9 Inch w/Fat Hat & Pipe..... 13.50 Cr.	

EXTRA SPECIALS

Cork Pop Guns, \$16.00 gr.; Dancing Stuffed Zebras on elastic, \$18.00 gr.; 7" Squeaky Plush Bear, \$18.00 gr.; Rubber Sabres, \$2.00 doz.; 3" Pocket Knife w/Two blades, \$9.00 gr.; Minijane Harmonicas w/Key chains, \$6.00 gr.; Cup Hunter Knives w/Sheath, \$22.50 gr.; Small Opera Glasses, \$21.00 gr.; 1000 Assorted Stems, \$5.50.

15% deposit required with order, balance C.O.D. Send for catalogue.

SCHATTUR NOVELTY CO.

144 PARK ROW Tel: COrtlandt 7-0866 NEW YORK 7, N. Y.

AMAZINGLY CHEAP VALUES

215 Copper Bases, 4 doz 8 1/2"..... 15¢

263 Beautiful Pin Up Lamp and Shade \$1.00

263B Comb. Pin Up & Vanity Lamp, \$1.25

264 Shadow Box, 10x10, \$1.25

265 Crucifix Set, 7x7 1/2", \$1.25 ea.

276 Beautiful Figurines Set 16 to 8 x 4 x 6 in. White to Red, Individually packed. Male or Female. \$5.00

276A - Wall Picture, 5" High..... 15¢

276B - Wall Picture, 7" High..... 15¢

276C - Wall Picture, 9" High..... 15¢

276D - Wall Picture, 11" High..... 15¢

276E - Wall Picture, 13" High..... 15¢

276F - Wall Picture, 15" High..... 15¢

P.O.B. N.Y.C. P.P. charges must be paid in advance. We reserve the right to change figures on above only when necessary. 25% deposit required on all C.O.D. orders.

36 Perseus St., New York 3 Phone WA 5-4642

SURE WINNER

Gold or Silver

SOUVENIR OF THE FAIR LOVING CUP BADGE

Large Size Cup, with SOL Fair Duet, Complete \$18.00

BE BOP CAPS, 100 colors..... \$4.50 Dz.

Rubber Inflated Monkeys..... \$8.00 Gr.

Same Day Service—25% deposit with order. Write for Complete Price List.

CHARLES SHEAR

150 Park Row New York 7, N. Y.

25¢ SURPRISE PACKAGE

Contains Novelty, Fun and VALUE ITEMS DESIGNED FOR ADULTS Suitable for Children 4 DIFFERENT ASSORTMENTS, AVAILABLE RETAILS AT \$3.00 CTN.

Six dozen ctms. \$1.40 Ctn.
One dozen ctms. \$1.50 Ctn.
SAMPLE CTN. \$2.25 Ctn.

All orders shipped same day as received. 25% deposit required on all C.O.D. orders. F.O.D. Brittain.

CHARMS, INC.

BRILLION 3. WISCONSIN

EX-PAN-S-I-O-N IDENTIFICATION BRACELETS

24 BYTTLES to select from. Send for our complete NEW CATALOG today.

MEN'S and BOYS' as low as \$4.50 per dozen
LADIES' and CHILDREN'S as low as \$3.50 per doz.

Choice of Chrome, Yellow Gold, Stainless American Made Nickel Silver, Sterling Silver—1/20-1/10-1/20 Gold Filled.

We beg you to send for our catalog. Compare our merchandise and prices with the ones you are now wearing. We thank you.

McBRIDE JEWELRY CO.

303 5TH AVE. N.Y. 16, N.Y.

SPECIAL!

HORSE CLOCK

in Two-Toned Bronze or Gold Finish with regular electric movement

\$5.60 ea in Lots of 6

Sample \$6.32

Send for free 1952 catalog. 25% deposit, balance C.O.D. P.O. Box 6, Brooklyn, N. Y. Open account to rated concerns only. If not for resale add 50% retail tax.

HOUSE OF BRONZE

1099 Avila Ave., Brooklyn 37, N. Y. GLamere 6-1800

SACRIFICE SALE

200 gross of double-washer plunger pens. Solid color barrels. Actual cost to manufacturer 25¢ each. SPECIAL PRICE 15¢ each, including 15% federal tax.

Minimum order: 1 gross. Write in for special deal for large users and jobbers. \$9.00 deposit with order, balance C.O.D.

EVERLAST PEN CO.

644 Broadway, New York 12, N. Y.

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.

From All Around

Stephen Products Company, New York, calls its four-leaf clover jewelry the sensation of the nation. The firm guarantees hand-picked clovers enclosed in crystal clear plastic bags in such items as necklaces, brooches and expansion bracelets, gift boxed and priced to produce a 100 per cent profit for the salesman. The firm quotes prices of \$10.80 per dozen for brooches and necklaces, and \$12 a dozen for expansion bracelets. Each box contains a four-leaf clover, booklet and guarantee. The firm also offers a free catalog. New items scheduled to appear in Klepa Arts' forthcoming 1952 Christmas catalog are announced as: Imported Lomoges dinner plates of exceptional beauty in color and detail; a lighter-plantier made of natural finish plywood with metal container, to fit over any ugly electric light switch; miniature beer steins for the collector; free-spoons, which work on a free-wheeling swivel with wrist action to stir swiftly and smoothly with no splash; miniature Christmas trees with a profusion of gold tinsel and bright ornaments, and ceramic shadow boxes to display miniature objects.

Moe & Moe, San Francisco, has introduced Modice, a pocket game designed for counter sales. The item is made of black lucite, 3 1/2 by 1 1/2 inches in size. One end of the piece of lucite has a large perforation in which two gold or silver plated dice are suspended on wire. The dice are put in play by merely giving them a spin by hand. The firm says the item is ideal for bridge table, pullman, cigar and novelty stands, G. I. quarters, etc. United States Electric Manufacturing Corporation announces the Lone Ranger

and Roy Rogers signal siren flashlights, just coming off the assembly lines. The Roy Rogers light is a powerful 500-foot-range, two-cell quality item with the picture of Rogers, Trigger, the Double R Bar Ranch on the barrel. A siren signal is produced by blowing on the end of the barrel. The item has a candle light feature, three-way switch for steady light and a flasher button for code signaling. Attractively boxed, it comes with free Morse and secret Roy Rogers codes. Suggested retail price is 98 cents.

Tamor Plastic Corporation, Leominster, Mass., announces new flexible combs especially designed for pitchmen. The amber colored combs are especially designed for demonstration purposes. Oak Rubber Company, Ravenna, O., announces pennant balloon as its latest item for use at parks, fairs, sporting events, etc. The items serve as a flashy, walking billboard, the firm states. Robel Sales Corporation, New York, announces new low prices for a variety of merchandise, including electric appliances, Rogers silverware, cutlery, giftwares, clocks, premiums and novelties. Palmer Company, Detroit, offers the trade plastic rayon towels at \$3 per dozen packages.

ANKLET SENSATION

\$2.00 Beautiful Hamilton Gold Finish
Doz. Or in Silver
(\$22.50 Gr. Lots) Rhodium Finish
Every single one carded

In Sterling 4.95 Doz. (\$57 Gross Lots)

In Gold Filled 5.25 Doz. (\$60 Gross Lots)

READY FOR ENGRAVING

All Styles Are Carded

Sterling jewelry prices on beautiful fast selling anklets in your choice of finish. Demand for anklets is a great as ever. Take advantage of this sensational price alert. Order your quantity now.

These are the cleanest engraving anklets in the world. Money back if not delighted.

25% deposit with order, balance C.O.D.

STERLING JEWELRY

44 E. Long Street, Columbus, Ohio
Phone: ADams 4621. Send for catalog.

Also kiddie anklets with curb (ground chain).

\$2.00 Dz. \$22.50 Gr. Carded Rhodium or gold finish.

WE GOT IT! FOR YOU!

Union and Confederate OFFICER HAT!

The latest rage—not to be confused with outdated Top of last year.

- * A real quality hat, beautifully made of 100% virgin wool felt, a leather band
- * Wide creamed side dent crown
- * "Hats 'Crowned Game' pin on front
- * Trimmed with fancy gold cord with "Acorns"

A MUST for all concessionaires, also souvenirs and variety trade—especially in South!

(Almost 40,000 already sold to tourist trade in Washington, D. C., alone this season)

1440 doz. Packed 1 doz. to ctn., send size. Specify 22500 Felt Gray or 22501 Felt Blue 25% with order, balance C.O.D. Sample \$2 paid. Order confidently, we guarantee quality.

Now also available: Same hats as above in straw at 7.50 per doz. Novelties: 22504 Straw Gray or 22505 Straw Blue, Packed 3 doz. to ctn., sent size. Sample \$1 paid. It's hot!

Jobber inquiries invited.

GRAND NATIONAL DISTRIBUTORS

6301 Fourth St., S.E., Washington 20, D.C.

LEVIN BROTHERS

Established 1886

TERRE HAUTE, INDIANA

Buy 10 gross of one or assorted slum listed below and get 1 gross European import stone set rings FREE.

Butterfly Pink, Grs. \$1.00
Clay Pink, Grs. 1.00
Tin Top Whistles, Grs. 1.00
Glass Pens, Grs. 1.00
General Charm, Grs. 1.00
Toy Whip, Grs. 1.00
Liberty Bell, Grs.75
Sore Finger, Grs.75
Rite Bead Neckties, Grs.75

WRITE FOR "EAGLE BIRD" CATALOG—JUST OFF PRESS

50-cent service charge on orders for less than \$2.00. 25% deposit required on C.O.D. orders. All of above plus postpaid.

TABLES & STEEL OR WOOD CHAIRS

Folding or Non-Folding

Prompt delivery. Minimum order \$200. Ask for prices, list number nearest. ADIRONDACK CHAIR CO.

3100 B'way, N.Y. Tel: 521-5151 Dept. V-177, MU 50-322

with it since 1907

ENGRAVERS

NEW PRICES EFFECTIVE JULY 1, 1952

100 Men's All Aluminum Watches \$13.00 ea

All Aluminum Ladies' Watches \$13.00 ea

100 17 Karat Gold-Plated Watches \$7.50 ea (Not Searched)

Send for New P-23 Catalog—Just off the Press. WE PAY POSTAGE ON ALL PREPAID ORDERS (This does not include extra)

3 Phones: 5320 Main St. Originals and the All Aluminum Models 7732 Avision Chicago DAY & NIGHT SERVICE

Big Profits Own a top gun business stamping for children, social security plates, sample sets in many sizes

Harwig Co. 303 Dear St. Brooklyn 2, N. Y.

ILLUSTRATED 1000 BOOKLETS

50¢ each! BE THE LEADER WITH THESE SMALL ILLUSTRATED CHILDREN'S BOOKLETS AS COMING CARDS TO BE SENT TO CHILDREN AT POSTAGE 50¢ PER 1000! \$10.00 PER 1000! REGIONAL SALES

210-25 Fifth Ave. New York 10, N. Y.

NEW AND HOT CHILDREN'S ITEM

LOLLIPOPS—CRAYONS—FAIRY TALE BOOKS

All in draw-box form. Beautiful presentation. Selling on terms for \$1. Introducing below priced for \$1. \$10.00—\$0.10!

EVERS

87348 Sutherland St. Elmhurst, N. Y.

JET SPEED

EXCELLENT PITCH ITEM

Sounds like a motorboat. Noise attracts attention and sales. Moves in the water, easy to operate. 100% return for fair. Store Demonstrators

\$3.50 Dz. \$36.00 Gr.

Another good pitch item—MIRACLE GYROSCOPE

Made in U.S.A. Sample Dem \$3.75. Price \$7.00. Los Angeles. 115 1/2 North Hill St. Los Angeles 10, Calif.

PKO NOVELTY COMPANY

474 So. Los Angeles St. Los Angeles 12, Calif.

MEN—Build a Wholesale Route GET INTO A Big Pay Business

Sell Nationally Advertised Long Profit Carded Novelties to Stores Make good weekly earnings selling stores big line of 300 products, garden hoses, novelties, sundries, cups, matches, jewelry, pens, and novelties etc. Retailing \$6.00 and up. Just add \$2.00 for 1000. Sample \$2.00. Cash pack. You and the merchant more than double your net! No Laymen's rate \$20.00. Ball Point Pen setting new record. Register or advertise. No experience needed. A rated firm. In business over 25 years. Bargain deals and sales helps regularly. Send for FREE booklet today.

WORLD'S PRODUCTS CO.

Dept. 5-M Spencer, Indiana

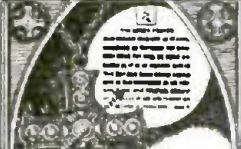
SWEEPING THE NATION "I LIKE IKE"

For Windshields—3 1/2" x 4" Windows. Pictographic, Colorful, Red White Blue. Featuring Ike's "I Like Ike" Personality. A STRIKE! SELF-DISSEMINATING DISPLAY CARD WITH EACH ILLUSTRATION. Sample 100—\$5.00. 1000—\$75.00. Cash with order.

B. D. ROMA, National Distributors

2748 Beaton, St. Louis, Mo.

BEAUTIFUL CROSS



MIRACLE CROSS
When you place the center to your eye you can see...

RETAILS UP TO \$4.95 EACH
OUR PRICES TALK!!
\$4.25 DOT \$48.00 Gross

1952 G. Same as above. Chain and Cross in beautiful old finish.
\$6.00 DOT \$66.00 Gross

!! OUTSTANDING !!
FOR SALES AND ITS APPEAL
IT'S NEW - IT'S TERRIFIC !!



No. 710 GOLD FINISH \$4.00



No. 185 Full of Brill. First Brill. Heavy \$3.85

Old Finish Wins Brillant! \$45.00 Gross

Order with all C.O.D. orders. Please state your business. Retail wholesalers write for samples.

PROVIDENCE RING COMPANY
45 Woodminster St., Providence, R.I.

PITCHMEN !!



NOW! A NEW MORE FLEXIBLE COMB DESIGNED ESPECIALLY FOR PITCHMEN. QUALITY & VALUE GREATER THAN EVER!

Amber colored combs beautifully designed for demonstrating purposes. Delivered same day order received. Buy direct from manufacturer who understands your needs. Samples and prices sent upon request. To avoid sample seekers send \$1.00 for first order. This will be doubly refunded on your first order.

TAMOR PLASTICS CORP. Loomister, Massachusetts

MEDICINE MEN!

The House That Quality and Service Built
For real dealers at lower prices, write today for quotations on our complete line of Tonics, Herbs, Liniments, Salves, Creams, Medicines, Foot Creams and Powders, Tooth Powder, Vitamins and Mineral Tablets, 8-Component Liquid Vitamins and Powdered Vitamins.
Trade Mark Vitamins. We specialize in Private Label and Formula Work.
Made by a Registered Manufacturing Pharmacist who understands the insurance carried on all our own brands as well as yours.
34 years of continuous service by serving we grow!
THE HOUSE OF SERVICE!
CELTONA MEDICINE COMPANY
Established 1918
1816 Central Ave. Cincinnati 2, Ohio

PITCHMEN

Our new Dollar Tool is now ready. Sample 50c
E. P. FITZPATRICK
304 N. Adams St. Wilmington 1, Del.

PAPER MEN

Western Stage Farmers have started our new 1952 line. Get in on the extra money. Have new 1952 Sportman Korea Hat. Need men in States of Colorado, Nebraska, Wyoming, Arizona, Idaho, Utah, Arizona and New Mexico. Write for credentials and supplies. State qualification and past experience.
Western Farm Life
416 Washington St., Denver, Colorado

Pipes for Pitchmen

By BILL BAKER

FRANK REBEDEAU... one of the best-known pitch lads in the business, suffered a stroke recently in Anderson, Ind., and is confined in St. John's Hospital, that city. Doctors say it will be possible to move him soon to Chicago, where he will either enter a hospital or be taken to his home. Art Nelson, of the Crestline Company, 3804 North Western Avenue, Chicago 18, says that from all indications Rebedeau will be laid up for a long time and perhaps may never again be able to engage in his life of work. Nelson worked for many years with Rebedeau and has taken it upon himself to raise a fund to aid Rebedeau in paying his hospital bills. "I have personally investigated and know that he is not in a position to handle this alone," Nelson writes. Any donations that are sent into our office at the address above will be turned over to Mrs. Rebedeau personally and a receipt will be issued

by our office for any money received. Unless I were positive that this is a worthy cause, and the person in question a deserving individual, I would never take it upon myself to handle this collection."

RECENT VISITORS

On Neill's Ark Gorilla Show, med opny, were two old-timers, Jimmy Herron and Karl Cartwright, who caught the show and seemed to enjoy it a lot, according to Mrs. Robert Neill, who comes thru with her regular newsy pipe. Writing from Virginia Beach, Mrs. Neill pencils to wit: "Herron had his Wild Life Show at Virginia Beach and his reason for establishing our show was due to the fact that a strong wind from the ocean had run everyone indoors. We were set up on our five-acre tract at Dam Neck, known to the public as Barnes' Store. It's about three and a half miles inland and the trees protected us to the extent that only a pleasant breeze was blowing. We have worked the same tract of land for 14 consecutive summers. Several taxidermists have quoted on the job of mounting Snookie, our large chimp who died recently. We plan to have it done this winter. The animal is now in cold storage. Snookie's death made front page in The Bedford (Va.) Democrat, our home-town newspaper. Our gorilla is progressing nicely. We turn him loose in the yard to romp, altho he plays a bit rough. One swat knocks you goofy, but it's all in fun."

JIM STUTZ reports that the new Farmers' Market at Copague, N. Y., daily draws more people than an average circus. The layout resembles a carnival midway. Stutz typewrites, with live and mechanical rides, novelty vendors, entertainers and pitches of every description. He describes it as great for hustling pitchfolk.

R. B. CUNNINGHAM writes from his Robstown, Tex., headquarters that his good friend Jack Maies (not Jo Maies, as erroneously reported here recently) has mended completely from a severe siege of arthritis which kept him on the shelf in a Corpus Christi, Tex., hospital for a long stretch. Maies was not expected to walk again, due to his illness, but he should up recently in Robstown fit as a fiddle and spry as a colt, Cunningham reports.

IDENTIFICATION BRACELETS!
Aluminum, brass and nickel silver at low prices. Nickel silver metal rings for strapping. Double heart amulet at low prices. Camo neck, heavy weight Mexican rings. Rings for holidays, games, etc. Grab bags from \$5.00 to \$12.00. Free catalog. Money refunded if not satisfied. MILWAUKEE NOVELTY CO. 1812 N. 2nd St., Milwaukee 3, Wis.

New OAK-HYTEX PENNANT BALLOONS



FLASHY "Walking Billboard" SOUVENIRS

For Parks, Fairs Sports Events Openings

Pennant balloons have novel built-in loop for easy attaching to sticks. Specify souvenir pictures you want from 30 available designs. Order from Your Jobber Today!

The OAK RUBBER CO. RAVENNA, OHIO.

Oak Balloons for immediate shipment Write for FREE Catalog STATE NOVELTY CO. 510 W. St. Clair Cleveland 13, Ohio

ATTENTION! Rubber Workers Have 60 gross AIRSHIP Balloons on hand—MAKE OFFER 5712 Colbath Ave. Var Naves, Calif. ST-10-8497

5 in 1 SCREWDRIVER KIT!

EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one - WANTS one - BUYS one!

Sells On Sight! BREAKING SALES RECORDS FROM COAST-TO-COAST

Precisely made from hardened tool steel. Comes complete with leather pouch. As a blade for every size and type of screw. The grip check locks securely in place.

CASH IN NOW!

Biggest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS IN ONE! Kit has 3 standard black screwdrivers and 2 "Phillips" type screwdrivers. Handle holds each blade with vee-like grip. Tremendous orders from dealers prove this the most sensational tool value ever offered.

75% Deposit with orders, Bal. C.O.D. F.O.B. Detroit. Write for Our Big Wholesale FREE CATALOG! 533 Woodward Detroit 26, Mich.

SAMPLE BOTTLE OFFER To Every VITAMIN User!

New 20 Vitamins-Minerals Combination

We manufacture and supply vitamins and minerals to doctors all over the U. S. Now you, too, can buy four vitamins direct from us. Vitamins and minerals are positively essential to health and every man, woman and child must obtain a sufficient quantity of vitamins and minerals from some source. Scientifically new and modern COMPLETABE contains VITAMINS AND MINERALS in ONE easy-to-take tablet. The wonder vitamin B-12, A, D, E, K, B2, B6, C, Panthothenic Acid, Nicotinamide—Calcium, Phosphorus, Iron, Iodine, Copper, Cobalt, Manganese, Zinc, Molybdenum and Magnesium. 100 vitamin tablets similar to Completabe will for up to \$2.00, plus the bottle of 500 tablets direct by mail for only \$3.00. Write to prove how good Completabe are. We'll send a SAMPLE size of 100 for ONLY ONE DOLLAR. We pay the postage for each C.O.D. plus interest and we'll give you 100% ironical guarantee! Try Completabe, compare them with any other vitamin at your drug store, show them to your doctor. If you are not completely satisfied in every way, all your money back! Order now for prompt shipment!

MORTON, INC., Dept. CBZ, 470 N. DeSaurer, Memphis 4, Tennessee

MORE SPARKLE THAN DIAMONDS "RUTIL" A&A White Gem. Here's a gem that is clearer, harder and brilliant than any shown on the market to date. Size 3 carat and up. Per carat. Great value, natural stone mount. 100% additional \$12.50 add up. The same available in 1 carat; \$7.50 and up.

ELGIN • BULOVA • BENRUS • GRUEN Brand New 1952 model cases for \$9.95. 15-2, \$12.45 17-3, \$14.85 17-3, \$18.95. 6 Month Money Back Satisfaction Bond, \$1.49 add. a Plastic Gift Box. 75c add. Wholesale Only—lots of 6 (1 additional for sample); 25% discount with order. Bal. C.O.D. Cash account by phone orders.

FROM MANUFACTURER DIRECT TO YOU! COMBS Sationally Low Priced! All Sizes—All Colors—Send \$3.00 for Sample Assortment. National Comb Co., 30 Irving Place, New York 3, N. Y.

FAIRS, PARKS, BEACHES, CARNIVALS, CIRCUSES ATTENTION, ALL CREW HAT OPERATORS

Latest Creation—checked bo-hop hat, with pompon, for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. \$5.00 dz. \$57.00 per gross. NEW white plastic straw hat, fancy beaded cord and trimmings on crown. Selling like wildfire at all beaches and resorts. \$5.50 dz. \$63.00 per gross. 75% deposit required—Money Order or cash. We ship same day as we receive orders—ship all over the world. THIS IS OUR ONLY STORE. SEND FOR NEW CIRCULAR HARRIS NOVELTY CO. 1102 Arch Street, Philadelphia 7, Pennsylvania Phone: MA 7-9248-WA 2-6970

New Terry Cloth Hat, Either white or assorted colors \$6.00 per dozen. "I LIKE IKE" BUTTONS. Selling Like Wildfire. Jumbo size—beaches, Red, white and blue. \$11.00 per 100. We have the Best Crew Hats made in the world. We guarantee them first quality. All these hats are made out of the finest subarctic. They simply are beautiful and sell in tons. Two Tone Crew Hats \$58.00 Gr. Two Tone Crew Hats with Pompons 62.00 Gr. NEW Kiddie Felt Hats with Pompons. GR. \$27.00. Without Pompons \$24.90. NEW Felt Jackow Caps with large Pompons. GR. \$37.50. FELT CREW HATS Assorted. Gr. \$28.00.

LOOKS LIKE \$10.00 MERCHANDISE A DRAMATIC NEW NUMBER

Everybody wants one of these desk sets once it is seen. Actually looks and feels like genuine, expensive semi-precious onyx.



No. 200 Desk Set 8.25 Dozen 7.95 Dozen in gross lots Sample 1.00

AN EXCITING NEW COMEDY PIN

Every woman's favorite. Large size. Looks like expensive imported jewelry. Non-fadeable gold colored filigree.



No. 100 Cameo Pin 2.76 Dozen 31.00 Gross 2 Samples 1.00

Send 25% with order, balance C.O.D. Send full amount, we pay shipping charges. WORLD IMPERIAL CO. 1133 BROADWAY, NEW YORK 10, N. Y.

SURE FIRE LEADER

Advertisement for Sessions Electric Clock. Features a clock image and text: 'SESSIONS ELECTRIC CLOCK Self-Striking - Decorated \$3.50 Each in Doz. Lots'.

Other important giveaway items. Send for catalog. CONSOLIDATED CLOCK CO. 300 Junius St. Brooklyn 12, New York

Advertisement for Elgin, Benrus, Gruen, Bulova, and Waltham watches. Includes images of watches and text: 'ELGIN • BENRUS • GRUEN • BULOVA • WALTHAM'.

Advertisement for Chrono-Stop watches. Includes an image of a watch and text: 'CHRONO-STOP! \$3.35 Each in Doz. Lots'.

Advertisement for Damon Rynion Cancer Fund. Includes an image of a watch and text: 'GIVE TO DAMON RYNIION CANCER FUND'.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is to be mailed, Chicago, Cincinnati or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2150 Patterson St. Cincinnati 22, O.

- List of names and addresses for Cincinnati office, including: Herrhill, Mrs. Leo; La Zeb, (Laundry); Mack, W. Milton, 100; Abbott, Leonard; Adams, Dewey P.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, IL

- List of names and addresses for Chicago office, including: Anderson, J. J.; Baker, Bill; Barrow, Harold L.; Berman, Al; Berman, Mrs. Lila S.

MAIL ON HAND AT NEW YORK OFFICE 1554 Broadway New York 36, N. Y.

- List of names and addresses for New York office, including: Allen, Robert; Anderson, William; Anderson, Walter; Anderson, Andrew.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- List of names and addresses for St. Louis office, including: Allison, Tom; Anderson, William; Anderson, Walter; Anderson, Andrew.

- Continuation of the Letter List, including names like: Gupill, Ralph C.; Hagen, Orville Se.; Haddock, Mrs. Abbie; Hale, Horace.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, IL

Advertisement for Bieler-Levine engraving and watch services. Text: 'JUST OFF THE PRESS! NEW CATALOG for Engravers • Demonstrators Fair Workers'.

Advertisement for Simulated Pearls. Text: 'Simulated PEARLS 1 STRAND \$1.50 2 STRAND 3.00 3 STRAND 4.50'.

SOLVES BUG PROBLEM

Exhibit Supply Initiates Ambitious Game Campaign

CHICAGO, July 19.—Backed by a soundly planned promotional program, distributors in 29 key territories this week readied showings on Exhibit Supply Company's Super Twin Rotation. The game is the modified and improved successor to the firm's Twin Rotation, introduced and quickly withdrawn from the market last spring (The Billboard, April 4).

The game play resembles regulation pool except that all action is initiated by shuffle pucks. The playfield uses electronics to carry out simulated effects and the balls in play appear thru optical illusion.

When the original game, Twin Rotation, was brought out it was generally considered by the various trade segments to be one of

the important game innovations since World War II. Its potential popularity was cut down temporarily when trouble developed after distributors started extensive field tests. This centered around improper functioning of contact points. Exhibit Supply officials soon realized that the problem was an unusual one and required extensive laboratory research. Supplementing its own engineering division, the manufacturer enlisted the services of some of the nation's leading analytical research experts on the staffs of Armour Research Foundation, Mallory Laboratories and Battelle Mineral Institute. Their combined efforts revolved the

problem and a certifying report of perfected operation was issued by Armour.

One of the outstanding developments of the research was the correcting of operational difficulties, also experienced by other manufacturers. Information was obtained, in addition, on new processes which appear certain to benefit the entire industry.

An interesting factor emerging from experience with the original game was Exhibit Supply's unwavering confidence in the unit and the time it had used to prove the game worthy. Because the former game was produced when needed materials were in short

(Continued on page 104)

HOW TO HEAR THIS

Oregon Stops Find Weather Good, Biz Bad

PORTLAND, Ore., July 19.—Game and juke operators in the logging sections of Oregon this week were suffering from a second severe blow this summer. Hot, dry weather brought a shutdown of operations in the woods, cutting off the income of thousands of workers.

When humidity drops below a specified point, logging automatically ceases in an effort to reduce forest fire hazards. The shutdown is made mandatory by State law.

Areas feeling the economic pinch include Tillamook, Lane and Douglas Counties. Operators in those regions reported a severe decline in grosses, entertainment spending being among the first to suffer thru any seasonal unemployment.

Shutdowns caused by dry weather came on the heels of a long strike in the lumber industry over settlement of new contracts. That, too, brought unemployment for several thousand workers. Spotty settlements were made from time to time with individual employers, but it was only recently that the entire industry resumed operations.

San Antonio Moves Against Illegal Games

SAN ANTONIO, July 19.—Dist. Atty. Austin F. Anderson announced here this week that his office was making a full-scale investigation into the spreading operations of illegal type "remote controlled" pin ball machines.

He declared his office would seek to stop "the large number of marble tables that pay off from behind the counter."

"Despite the diligent efforts of local law-enforcement officers and agencies, it has been difficult to pick up these machines because of loopholes in present gambling legislation," Anderson said.

The district attorney stated that he had discussed the problem with members of the Bexar County legislative delegation and that they had pledged their all-out co-operation in obtaining legislation that would remedy the problem.

STOCKHOLM REPORT

U. S. Arcade Machines Find Way to Sweden

STOCKHOLM, July 19.—A surprisingly large number of old arcade amusement machines of American manufacture are in operation here. Most of them are located in coin machine arcades of the city's two amusement parks, Grona Lund's Tivoli and Nofjestalet, but there are also a few pin games and juke boxes in store and restaurant locations.

Largest number of these American machines are operating in several arcades in Grona Lund's Tivoli. All machines appear to be from the 1930-'35 period, but all are in excellent condition and get good play.

Most are of the cash or prize-award type, operating here with special park jetons (slugs) and giving out jetons which are accepted as cash at most of the park's stands, shows and other attractions. Jetons have a value of the equivalent of 1 and 2 cents. A few of the machines come up with big jackpots from time to time.

30 Bell Machines
Roughly, there are about 30 bell machines of various makes, including Mills, Watling and Bonus. There are also about 20 pin games

of various types, bearing the Gottlieb, Chicago Coin and Bally labels. International, Mutoscope Reel machines noted were several of the old Mutoscope Reel picture machines, three Sky Fighters, an Ace Bomber, Atomic Bomber, Drive-Mobile and two Undersea Raiders. Chicago Coin is represented by two Soccer consoles, Basketball, Skee Ball and Pistol.

Also noted were two Exhibit Automatic Pistols, Silver Bullets and a Dale Six Shooter, four Ho-

(Continued on page 100)

Expect 300 At Rosen Fete

NEW YORK, July 19.—Plans for the coin machine industry's dinner in behalf of the United Jewish Appeal of Greater New York, September 9, are going along smoothly, according to Sidney H. Levine, chairman.

The affair, which will honor Harry Rosen, of Atlantic New York Corporation, will be held in the Moderne Suite of the Belmont Plaza Hotel. Some 400 invitations were sent out Friday (11), according to Levine, who is hopeful that over 300 acceptances will be received.

The dinner will begin at 6:30 p.m. and will be followed by entertainment and dancing.

Executive Committee
The executive committee, serving with Levine and Al Denver, honorary chairman, includes Charles Aronson, Charles Bernoff, Theodore Blatt, Albert W. Bodkin, Frank Brenney, Frank Calland, Russell Carpenter, Nat Cohn, Joseph Connors, Abraham Fish, Joseph Fishman, Matthew Forbes, J. Cameron Gordon, Thomas Greco, Abe Green, Milton Green, Morris Kahn, Max Klein, David Lowy, Alfred Miniacci, and Michael Munves.

Also Meyer C. Parkoff, Carl Pavesi, Mack Perlman, Seymour Pollak, Louis Price, Barney Schlang, Jack Selmer, Lawrence D. Serlin, Albert Simon, Harry Siskind, Richard Steinberg, Dave Stern, Barney Sugarman, Sol Tabb, James Tolianso, Sal Trella, Sam Walder, Max Weiss, and Joseph Young. Division secretaries are Nash Gordon and George Nemzoff.

Suspend Conn. Group Meets

HARTFORD, Conn., July 19.—The regular weekly meetings of the Connecticut State Coin Association have been suspended until August 14. President James Tollano has announced.

He explained that so many members have vacations scheduled for the end of July and beginning of August that it would be difficult to obtain quorums.

Calendar for Coinmen

July 23—Recorded Music Service Association, annual golf party, Bunker Hill Country Club, Chicago.
August 4—Illinois Amusement Machine Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
August 4—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell Ballow Restaurant, Baltimore.
August 14—Music Operators of Northern Illinois, monthly meeting. Site to be announced.

AUTOMATIC PITCHER

Wico Corp. Intros Live Batting Unit

CHICAGO, July 19.—Wico Corporation, one of the leading suppliers of parts to the coin machine industry, announced this week it has started production on a coin-operated baseball pitching machine for use in both indoor and outdoor locations. Altho the principle of the unit, providing batting practice, is at least 25 years old, it has only been in the past year that the device has reached its current high point of popularity.

The Wico unit, not yet named, offers the patron the opportunity of 10 swings with a regulation type baseball for a quarter. Since the unit delivers a ball every six seconds it takes little more than a minute to complete the cycle. Two of the advantages of the

Wico machine stressed by the company's principals, Max and Harry Wiczer, are the virtual complete control exercised over the ball in both speed and accuracy and its minimum service requirements.

Control Key
The control over the ball is maintained by timing the robot pitching arm in such a way that the ball can come to a full stop after a ball automatically drops in place for release. The Wiczers pointed out that otherwise the ball might be thrown high or low. They also explained that the reason the unit is virtually trouble free is because they had approached the engineering end of automatic pitcher from a radically different standpoint.

Present plans indicate the Wico machine will be offered direct to operators. The operators will have the option as to how to

(Continued on page 104)

Exhibit Names First Distrib For Key Area

CHICAGO, July 19.—The Exhibit Supply Company announced thru Sales Manager Frank Mancuri the appointment of First Distributors, Chicago, to handle its new Super Twin Rotation game and future products in Northern Illinois, parts of Indiana and Iowa and Berrien County, Michigan.

Owned by Wally Finke and Joe Kline, First Distributors will cover the following counties for Exhibit Supply in Iowa: Allamakee, Clayton, Dubuque, Delaware, Jackson, Clinton, Muscatine, Louisa, and Scott. Its Indiana territory will include 11 counties. They are: Lake, Newton, Porter, Jasper, Pulaski, Starke, LaPorte, Fulton, Marshall, Elkhart and St. Joseph.

The Illinois territory assigned by Exhibit Supply to First is made up of 40 counties in the Northern half of the State. This includes area as far south as McDonough County in Western Illinois and Vermillion County on the eastern border of the State.

Auto Area Coin Takes Falls Off

DETROIT, July 19.—As strike unemployment continued to rise operators here and in Pontiac, Flint and other automobile manufacturing centers reported overall receipts on games, vendors and music machines had dipped under levels of last year.

Several of the auto plants furloughed production workers and this week an estimated 21,819 cars and 3,310 trucks were completed. In the same week a year ago 94,570 pleasure units and 26,928 trucks rolled off the lines.

Whereas there was rising optimism about the strike a week ago, many observers now believe that when the strike will end is anybody's guess. Most of the typical coin machine locations in the area have reported traffic has dropped to a trickle and anything but essential spending is a rarity. Operators who have weathered similar circumstances before feel play will begin to drop sharply until such time as furloughed workers are recalled.

ROLLING ALONG

Williams Bows New Play Idea On Caravans

CHICAGO, July 19.—Caravan, a new five ball game by Williams Manufacturing Company introducing a novel use of kickers and flippers, has been shipped to distributors for showings.

Vice-President Sam Stern announced. Two large new type rebound kickers adjacent to two flippers on each side of the lower playfield insure stepped up action thruout play. This fast kicker and flipper activity on Caravan is preceded by virtually equally rapid thumper bumper, special bumper and four trap hole scoring at the top of the playfield.

The four trap holes illuminate a button for replays. In addition the four thumper bumper score points when lit. Two special bumpers light up for replays when Caravan's 1-8 numbered series is completed after the four trap holes are loaded. Still other replays are possible on the Williams game thru high and special point score.

BELLS SMOKE UP FIREHOUSE FIRE

PHILADELPHIA, July 19.—Four firemen this week were fine \$10 each and sent to the Montgomery County Prison for 10 days after pleading guilty to operating bell machines.

Riders found seven units at the fire house during a banquet on May 24. The police arrested several of the officers of the voluntary fire company for permitting the equipment on the premises.

Judge William F. Dannehower listened to a plea for clemency because of the men's excellent reputations in their communities, but as sated he had no alternative. "You can't make fish out of one and fowl out of another," he said. "Slot machines will not be tolerated in Montgomery County."

Vend Ads Re-Enters Space-Selling Field

NEW YORK, July 19.—Inactive since November, 1950, Vend Ads, Inc., advertising agency which sells space on vending machines, has taken another fiber into the vending field. The agency represents Automatic Canteen, and already has placed ads for the Planters Jumbo Bar and Peter Paul's Mounds on Automatic Canteen machines.

Vend Ads was organized in January, 1950, and headed by Le Moyné Page. Its purpose was to promote point-of-sale advertising for candy accounts. The first ads were placed in May, 1950, on Automatic Canteen machines for Mason Au Magnifique and the George Zeigler Candy Company, candy producers.

The former company reported that sales of its Peaks bar had tripled in areas where the ads were spotted, while the latter company noted a 25 per cent increase in vendor volume on Giant Bars in the test area.

Posters Changed

Basically, the plan consisted of placing a small poster on vendors in a given area directing attention to one of the confections stocked in the machine. Posters were changed each four-week period in each area, and other posters, plugging other bars, were substituted. Only one bar was promoted via posters thru any one area at a time.

The country was partitioned into 22 districts, in each of which an

average of 4,500 Automatic Canteen candy vendors were located. A basic rate for the advertiser, based on the actual number of units and sales record in a district, was then determined.

This rate averaged \$3,600 per district for a four-week period, with Automatic Canteen getting a portion of this fee as rental for use of its vending equipment.

Adhesive Used

Posters were attached to the vendors by an adhesive; the posters measured 4 by 9 inches, featuring a minimum of ad copy and a multi-colored illustration of the candy item.

Under the original Vend Ads program, the advertiser was assured that his bar would be featured by 4,500 vendors at a cost of less than \$1 a unit.

However, in November, 1950, Vend Ads shelved its point-of-sale advertising on candy vendors. Company officials blamed the discontinuance on the price squeeze on nickel bars and the reappearance of dime bars in many areas.

Re-Enter Field

After more than a year and a half of the inactivity, Vend Ads re-entered the field this month as representative for Automatic Canteen.

According to President Le Moyné Page, the new Vend Ads sales effort will be to sell vending machine advertising in combination with transportation advertising, thereby lessening the unit advertising cost.

Vend Ads is a division of Transportation Displays, Inc., an agency which handles accounts like the New York Central, New Jersey Central, Lackawanna, Boston and Albany and Erie railroads, the Port of New York Authority terminals and the timetable for the Long Island Railroad.

Page believes that the combination (Continued on page 89)

Vending Firm Official New Township Manager

PITTSBURGH, July 19.—Harry P. Paulus, director of public relations, Victory Vending Company, has been named acting secretary and manager of Mount Lebanon Township, succeeding David D. Rowlands, who resigned to become city manager of Eau Claire, Wis.

Paulus, who was assistant to Rowlands, is a graduate of the University of Pittsburgh, and did graduate work in 1949 at the University of Pennsylvania. His brother, John D. Paulus, is book critic for The Pittsburgh Press.

"EARLY BIRDS" ORDER ROOMS FOR NAMA SHOW

CHICAGO, July 19.—Advance registrations are rolling in for the National Automatic Merchandising Association's Show, September 14-17 at the Palmer House.

Bernard Osmond, manager of exhibit sales and reservations, said the first advance registration came for Mr. and Mrs. Nick Stacy, Stacy Bros., Milwaukee. Close behind Stacy's request for rooms were reservations for Mr. and Mrs. H. J. Cocks, Spacarb of Indiana, Ft. Wayne, and Mr. and Mrs. Gerald A. Wilson, Beverage Dispensing Company, Elyria, O.

The initial group of advance registrations indicate most NAMA members were bringing their wives for the four-day event, Osmond said. A full ladies' program has been arranged under the chairmanship of Mrs. T. B. Hungerford.

DESIGN PAYS OFF

Plan Office to Keep Operation Efficient

PITTSBURGH, July 19.—A desire to elevate its vending operation to a standard commonly associated with a public utility prompted Victory Vending Company here to erect a building which may well be a departure in the vending field.

"We wanted to give our business the prestige most people associate with the telephone company," George Terzis, firm partner explained. "We thus impress our prospects and keep employee morale high."

Victory is housed in a neat, one-story, 30 by 100 foot cement-block building with a modern stone front. It is located in the residential section of suburban Brookline, a one-minute drive from a business district.

Efficient Handling

Terzis, the designer of the building interior, devised a number of new features for "quick handling of vending equipment and the fast transporting of supplies."

A hallway runs front-to-back between the secretary's office and Terzis' private office, the counting room behind Terzis' office, and the cigarette storage vault across the hall. This hallway opens halfway back on a 15 by 25-foot service room.

Here, also, an L-shaped passageway runs indoors along

OPS Files Against Six Baltimore Cig Vending Companies

Alleges Over-Ceiling Prices of Penny Per Pack; Asks Damages

WASHINGTON, July 19.—Five Baltimore operators of cigarette vending machines were named in Office of Price Stabilization (treble damage actions filed in U. S. District Court, Baltimore, by U. S. Attorney Bernard J. Flynn.

OPS, which seeks treble damages totaling \$39,448.86, alleges that after November 1, 1951, the date that the new Federal excise tax of a penny per pack became effective, they increased the price of cigarettes per pack by more than the amount of the new tax increase.

The operators, together with

the treble amount of damages sought and the number of packages of cigarettes involved, follow:

- Vendomat Corporation, \$3,488.23; 116,275 packs.
- Baltimore Cigarette Service, Inc., \$1,014; 33,809 packs.
- Glulus, Paul and Vincent D'Ambrosio, doing business as the Ambrose Cigarette Service Company, \$4,338.03; 114,601 packs.
- Bogash Cigarette Service Corporation, \$5,898.57; 196,619 packs.
- Robert H. Goldsmith, doing business as the National Cigarette Service Company, \$5,397.75; 179,925 packs.

All of these complaints allege over-ceiling sales between November 1, 1951, and December 31, 1951.

A sixth suit, against the Todd Cigarette Service Company, Inc., seeks treble damages of \$17,601.18, involving the sale of 588,706 packages between November 1, 1951, and December 31, 1951. The action alleges over-ceiling sales of 57,027 packs between January 1, 1952, and March 17, 1952, and an unspecified number of packs between March 17, 1952, and March 31, 1952, all in Anne Arundel County.

Lambert S. O'Malley, OPS enforcement director, said these actions "are indicative of how the spending of a penny here and a penny there" affects the cost of living.

Stock Building For SuperVend Nears Finish

New Owners List Unit at \$990; Offer Financing

DALLAS, July 19.—Within two weeks, a complete supply of parts will be available for SuperVend three-drink cup beverage machines, and the machines' new owner—Navenco Manufacturing Company, Dallas—will start offering the equipment to operators.

At the same time, there were indications Navenco is already at work on a new model cup drink vander, presumably one designed by Jack Booth, who designed the original SuperVend. Negotiations are continuing between officials of Navenco and officials of SuperVend of Texas, with Navenco endeavoring to purchase all the assets of the Texas corporation.

Dies Assembled

Dean Porter, president of Navenco, said this week that his firm had built up a supply of most parts, but that the stock was not yet complete. The parts, Porter said, are being obtained from their original manufacturers in Dallas. Tools, dies and molds are now being assembled, Porter said, to insure an adequate stock of spare parts and supplies for both old and new SuperVend operators.

Navenco recently acquired the inventory of approximately 1800 finished SuperVend from TEM- (Continued on page 80)

VENDER OFFERS FREE HOSE DEAL

EASTON, Pa., July 19.—Miracle Automatic Sales, Inc. is offering a new deal to purchasers of nylon stockings. For every six pairs bought thru their vendors, the company will give one pair free. Customers simply mail cellophane wrappings from the postery packs receive the free pair by return mail.

Gold Medal, Korday Orgs Elect Becker

NEW YORK, July 19.—The election of Hy Becker as vice-president and sales director of the Gold Medal Candy Corporation, Brooklyn, and his election as vice-president of Korday Candies, Inc., was announced this week by Victor A. Bonomo and Samuel D. Fried, respective presidents of those companies.

Becker, a member of the candy industry for 23 years, was with the Metro Chocolate Company and Ridley's from 1929 to 1930, and from 1947 to 1948 served as general sales manager of the Huyler Corporation. He also served as sales manager of the Up-To-Date Candy Company from late 1950 until his resignation in June, 1952.

Sidney M. Kent was named treasurer of the Gold Medal firm, with Tico Bonomo remaining as secretary. He also continues as sales promotion and advertising director of the Korday company.

Conn. Cig Tax Up Over Half Million

BRIDGEPORT, Conn., July 19.—Cigarette tax receipts came to the rescue of slumping liquor revenue over the past 12 months, enabling the State to show a slight increase in collections.

Figures for the fiscal year ending June 30, released this week by Tax Commissioner William F. Connolly, showed a decrease in liquor taxes over a year ago of \$573,463 was wiped out by a cigarette tax gain of \$588,303.

Total cigarette tax collections for the year totaled \$8,442,726. Liquor receipts during the same period were \$5,694,539.

COIN-OPERATED BARBER CHAIR

LOS ANGELES, July 19.—Two Los Angeles men have been granted a patent on a coin-operated barber chair. It operates so that when a patron leaves the chair, a lid folds down so that it cannot be operated again until a coin is inserted. When opened, the lid provides a back rest for the siter. The inventors explain that by its use, the owner of a barber shop is assured of a fixed sum from each occupant.

PROMOTERS NIPPED

Find Sharpies' Activities Hurt Regular Operators

By BUFORD SOMMERS

PORTLAND, Ore., July 19.—Blue-sky promoters have indirectly affected Portland's established operators as well as directly "taken" unwary investors.

Indications are, however, the situation has improved in the last few months, owing in part to efforts of the Portland office of the Better Business Bureau.

Chief offenders have been so-called independent distributors or transients who depart after waging a whirlwind campaign, usually spearheaded by an intense advertising program. One gimmick has been to advertise for a manager to take over a route of machines of a man to operate such a route. It turns out, of course, that the deal involves purchase of the machines.

The mythical route is one the seller promises to help establish after the sale. Net income promises range from \$400 to \$600 a month, figures that often tempt an investor to sink all his capital or even to borrow to launch the venture. Invariably the "investor" has been one who could

ill afford to face the loss—veterans, poorly paid employees needing to earn some spare-time money and retired or semi-retired persons living off savings or retirement benefits.

Principal field of operation have been nut and gum machines with a few stamp and an occasional cigarette machine operation. The majority of these misled investors have been stuck with their machines, which wind up in their basements. A few have been able to sell the equipment at considerable loss.

A direct result of this type promotion has been to embarrass, if not actually penalize, the established operator. Several reported to The Billboard of having had disputes with their location owners, who have been approached with proposals of higher commissions in exchange for a switch in operators. The majority of Portland bulk operators, however, have been able to resist this unbusinesslike assault upon their routes, pointing to years of successful and dependable operation.

The victim of the blue-sky promoter virtually never makes a

go of his enterprise. At best his new route consists of marginal locations where traffic is insufficient to build trade volume, where package goods are on sale on a serve-yourself basis at competitive prices and service stations where patrons seldom get out of their cars.

A serious view of the blue-sky situation is taken by Dewey Estes, chairman of Region XII, National Automatic Merchandising Association.

"Nearly every day I used to have these victims coming into my warehouse, begging me to take their machines off their hands at any price. That, of course, is out of the question, and the machines usually wind up in somebody's cellar. There must be hundreds of such machines throughout Oregon."

During the last few months the Portland office of the Better Business Bureau has been active in combating the more flagrant phases of blue-sky promotion.

"We estimate that only one out of 10 cases comes to our attention thru complaints," Robert R. Blyth, (Continued on page 89)

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for
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Supplies in Brief

WASHINGTON, July 19.—Total national sugar distribution from January thru the first week in July reached 4,170,585 tons, according to latest Agriculture Department figures, somewhat under the 4,259,815 tons distributed up to the same time last year. Sugar distribution during the week ended July 5 totaled 173,992 tons, compared to 235,110 tons the week before and 103,430 tons the corresponding week of last year. Sugar supplies, as of June 1, stood at 1,400,470 tons, the department reported, compared with 1,270,734 tons at the same time last year.

WASHINGTON, July 19.—Production of some vending machine products such as tobacco, sugar beets and almonds is expected to fall off slightly this year, while crop totals of others like sugar cane and walnuts are expected to increase, according to the latest Agriculture Department crop report. Tobacco production is expected to reach 2,224,000,000 pounds, 4½ per cent less than the record 1951 crop of 2,328,000,000 pounds. Production of such crops of tobacco is expected to be lower than a year ago, despite increased acreage for flue-cured and burley tobacco. The year's flue-cured crop is estimated at 1,403,000,000 pounds, 3.4 per cent less than the 1,452,000,000 pounds harvested last year, but still 32 per cent above the 10-year average of 1,064,000,000 pounds. Production of burley tobacco this year is expected to reach 598 million pounds, about 3 per cent below last year's record crop of 617 million pounds, with lack of rain retarding growth in many areas.

The 1952 planted acreage of sugar beets is estimated at 721,000 acres, compared with 757,000 acres last year and a 10-year average of 633,000. The expected average yield of 145 tons per acre should result in the production of 9,808,000 tons of sugar beets this year, the department report indicated, compared with 10,485,000 tons harvested last year and the 10-year average of 10,013,000 tons. The year's almond crop also is expected to fall somewhat below that of last year, but to stay well above average. Production of California almonds was forecast at 35,300 tons, 17 per cent below the 1951 crop of 42,700 tons, but 13 per cent above average.

The department predicted a total production of 7,424,000 tons of sugar cane this year, compared with 6,120,000 tons harvested last year and a 10-year average production of 6,216,000. If all conditions to go well, the year's prospective sugar cane crop should produce about 563,000 tons of

sugar, raw value, compared with a 1951 production of 418,000 tons. The 1952 walnut crop also is expected to top last year's, rising an estimated 4 per cent in Oregon and California to reach a probable 79,200 tons. The flibert crop in Oregon areas Washington is indicated at 11,240 tons—4,120 tons above 1951 and 4,219 tons above average.

WASHINGTON, July 19.—United States contracted to take around 1,500 tons of unshelled nuts and from 2,000 to 3,500 cases of shelled nuts from Brazil in May, the Commerce Department reported this week. Not only did Brazilian nut exports to the United States increase in May, but U. S. buyers were said to be quoting higher prices for unshelled nuts. Exports of Brazil nuts the first five months of 1952 totaled 3,380 tons, compared with 9,167 tons the corresponding period of the previous year. Britain, Canada and Germany also purchased a quantity of Brazil nuts.

The department reported that most of Iran's 4,738 tons of shelled almond exports went to India, Pakistan, Russia and Germany. The United States purchased 10 tons of Iranian almonds in 1951, but has contracted for none so far this year. England also has not been a customer.

WASHINGTON, July 19.—May tobacco sales were estimated at \$237 million, \$11 million more than the previous month and \$8 million over those of a year ago, the Commerce Department reported this week. Estimated tobacco inventories at the end of May stood at \$138 million, \$4 million less than inventories the previous month. Tobacco sales for the first five months of 1952 rose 5 per cent over those of the same period last year. With the exception of the West-South-Central division, which reported a 2 per cent decrease from April sales, the department said all geographic divisions reported sales increases over the previous month as well as above a year ago. May sales in the Mid-Atlantic States were up 10 per cent over April sales, while other areas showed average gains of around 5 per cent.

WASHINGTON, July 19.—Sugar, syrup and molasses shipments thruout the nation will require 47,613 freight carloadings, for the third quarter of 1952 compared with 45,427 cars in the same period of 1951, according to the Regional Shippers Advisory Boards' forecast, an increase of 4.7 per cent. The forecast estimated that around 1,389 freight cars would be necessary to ship sugar, syrup and molasses in the New England territory, a jump of 2 per cent over third quarter shipments last year, while 6,512 cars, an increase of 5.7 per cent over 1951 third quarter requirements, would be needed for shipments in the Atlantic States territory.

WASHINGTON, July 19.—Cash dividend payments by food, soft drink and tobacco corporations fell 5 per cent the first six months of 1952, as compared with the same period of last year, according to the Commerce Department. In the first six months of this year, cash dividends totaled \$195,800,000, as compared with \$205,300,000 for the same period of 1951, with the department attributing the drop to the fact that several major food corporations did not make "extra" and "special" disbursements during the first six months of last year. June cash dividend payments by food, soft drink and tobacco corporations rose to \$31,500,000, as compared with \$30,100,000 for the same month of last year. The department did not break down dividend payments into separate food, beverage and tobacco groups.

WASHINGTON, July 19.—Unofficial estimates predict a 1951-52 Cuban tobacco crop of 75,000,000 pounds, slightly less than the 1950-51 crop of 78,200,000 pounds, but of better quality, the Commerce Department reported this week. The 1950-51 crop exceeded quotas by about 21.6 per cent.

Cubans themselves consumed 46 per cent of their last year's crop, while both domestic and foreign

cigarette consumption continued to rise. The department said Cuban consumption of United States brands rose about 24 per cent, while recovery of the Spanish market increased the utilization of leaf tobacco for cigar manufacturers for export by 80 per cent. The United States took 83 per cent of the total value of all Cuban tobacco exports, with Spain, France and Uruguay purchasing most of the remainder.

WHAT ARE YOU VENDING?

Give Gum? Ball Gum? Toy? Dairy Milk Merchandise? Mint? Stamps? Postcards? Comics, Stuffed Animals or other Merchandise?

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Packaged per case

Vends the following models:
CHICLE TREETS—300 counts
8 for 1¢
CHORO TREETS—336 counts
3¢ per lb.
LEAF CHILDREN'S CHISWS—318 counts
1 for 1¢

Beautiful design too, with a 6-6-B Baby Grand enclosed. It's first in your territory with this new fast-moving merchandise. Lower Prices on Gum and Chisws! WE'LL SO HAVE JUMBO 100. Don't delay—Write Today.

H. B. HUTCHINSON JR.
800 North Ave. N. E., Atlanta 6, Ga.
TELE 2-5388

CHAMP BALL GUM

The Bubble Gum with the Soft Chew
4 STANDARD SIZES
210's • 170's • 140's
430 count tabs
8 ASSORTED COLORS—8 DELICIOUS FLAVORS
Employs machines faster.
No clogging.
Write for Prices and Information.

BALL-GUM, INC.
2670 W. 10th St. Chicago 8, Ill.
Vend the Best
DO NOT ACCEPT SUBSTITUTES

this sword means Cancer SERVICE

Six hundred thousand patients are under treatment for cancer today.

For many of them the American Cancer Society helps provide medical services, dressings, transportation, articles of comfort and necessity, relief from pain.

The volunteers who work under the sign of the cancer sword need your support. Cancer Strikes One in Five. Your Dollars Strike Back.

Mail Your Gift to "Cancer" Care of Your Local Postoffice

AMERICAN CANCER SOCIETY

30 DAY MONEY BACK TRIAL

Northwestern TAB GUM

Sensational 10-COLUMN 1¢ Selective

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

GUARANTEED USED MACHINES

DELUXE 1¢ and 5¢ Combination \$12.75
MODEL 33 BALL GUM 7.45
PORCELAIN 1¢ 7.45
MASTER 5¢ 7.45

CHALLENGER
5¢ 6.95
Plastic Globe 192.50
HUNTER (like new) 100 Count 72.50
ESQUIRE 1¢ 6.95

Merchandise and Supplies

Per Lb. Per Lb. Per Lb. Per Lb.
JENNOIA PISTACHIO 5¢ 61 VIRGINIA PEANUTS 25¢ 100 Lb. Min. 100
JENNOIA PISTACHIO 5¢ 61 SPANISH PEANUTS 30¢ 100 Lb. Min. 100
Pony Brand 5¢ 61 ALMONDS, 400 Count 30¢ 100 Lb. Min. 100
PISTACHIO 45¢ 51 5 Lb. Vacuum Packed 30¢ 100 Lb. Min. 100
PISTACHIO Vendors 5¢ 61 PEAS, Roasted and 30¢ 100 Lb. Min. 100
MIX 5¢ 61 RAINBOW PEANUTS 25¢ 100 Lb. Min. 100
PISTACHIO 5¢ 61 BOSTON BAKED 30¢ 100 Lb. Min. 100
CASHW, Whole 43¢ 51 BEANS 25¢ 100 Lb. Min. 100
CASHW, Butts 43¢ 51 LICORICE LOZENGES 25¢ 100 Lb. Min. 100
MILBERTS 51 51 Minimum Order, 25 Bawt
MIXED NUTS 51 51 1/2 Doz. 25¢ 100 Lb. Min. 100
Complete Line of Parts, Supplies, Blends, Globes, Brackets, Charms, etc.
175 Duquesne, Balance C.O.D.

TIME PAYMENT PLAN AVAILABLE—TRADE-IN'S ACCEPTED

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • Longdora 4-6467
9105 16th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

FREE SAMPLES
Playing Cards With Silver \$2.50 per 50 (will not come apart)
Miniature Knives .45 per 50
Saver Ohio Plastic Charms .10 per 50
Miniature Harmonicas .49 per 50
Pine Silver Charms .10 per 50
Terms 1/3 deposit, balance C.O.D.

OHIO GUM CO.
P. O. Box 3621 Cleveland 10, Ohio

HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING

SIMPLIFIED SERVICE MEANS MORE MONEY LESS WORK

The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location... the empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years of hard service.

THE NORTHWESTERN CORPORATION
829 S. ARMSTRONG ST., MORRIS, ILL.

Northwestern
Models 405 and Tab Gum Venders Available on West Coast
In Stock—Immediate Delivery.
BADGER SALES CO.
2335 West Price Blvd., Los Angeles 4, Calif.

AMERICAN PISTACHIO NOTES
DISTRIBUTORS WANTED
For Sun Brand Pistachios
Best Quality—all sizes. Suitable for all makes vending machines. Write for our low prices. Importers & Distributors for a Quarter Century.
AMERICAN PISTACHIO CORP.
111 Broad St., New York 28, N. Y.

Only COMPLETE RAZOR BLADE VENDING MACHINE Program



"DAV"
RAZOR
BLADES

A stable, year-round repeat business, returns its cost in 4 months! Get extra profits from present locations, almost no extra time needed. Ask your distributor or write us direct.

NOTE: Other flat package vendors, too. Write Get into this profitable business now.

National Sanitary Sales
4307 W. Lawrence Ave. Chicago 30, Ill.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment 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. Key prices obviously depend on condition of the equipment, age, time or location, territory and other related factors.

	Issue of July 19	Issue of July 12	Issue of July 5	Issue of June 28
Ajax Electric (8 col.)	\$150.00	\$150.00	\$150.00	\$150.00
Alan Wat Kit 5c				32.50
Ajax Whiskey Gum				19.50
Life Saver (2 col.)				19.50
Alco Mot. Wat. 5c				14.50
Atlas Banana Almonds				9.95
Burrle (3 col.)				19.50
Bobo Mot. Wat. 5c (2 col.)				19.50
Clearomat (3 col.)	64.00	64.00		64.00
Cigarettes (6 col.)	94.00	94.00		94.00
C-D Electric (3 col.)	185.00	185.00	185.00	185.00
Columbus Ic. Ball Gum				5.95
Dufrenoy Candyman	57.50	57.50	57.50	
Dufrenoy Challenger, 5c (3 col.)	22.50	22.50	22.50	22.50
Dufrenoy Champion (7 col.)	72.50	70.00	70.00	
Dufrenoy Champion (11 col.)	125.00	90.00	100.00	120.00
Eastern Electric Cigarette Vendor				109.50
Electric Cigarette Machine (8 col.)		150.00		
Electric Cigarette Machine (10 col.)		225.00		
Electric Saver Pop Corn, 5c				17.95
Esquire Ic.	6.95	6.95	6.95	
Foot Vibrator	119.50	119.50	119.50	
Foot Vibrator				6.50
Hawkeye Jr.				12.50
Hawkeye 105 Bar				39.50
Hot for Whiskey Gum (2 col.)				12.95
Hoover (10 col.) Film	185.00	185.00	185.00	185.00
Hoovers Vendor 5c (2 col.)	27.50	27.50	27.50	27.50
Kenel Pop Corn, 5c				39.50
Lady Boy Ball Gum 1c				7.95
Marion Scale	89.50	89.50	89.50	89.50
Master Ic				7.45
Master Ic & 5c	7.45	7.45	7.45	7.45
Master 5c	75.00	75.00	75.00	75.00
National Candy (7 col.)	85.00	85.00	85.00	85.00
National Candy (9 col.)				85.00
National Electric Cigarette Vendor		125.00		
National Postage Ic & 5c	85.00	85.00	85.00	85.00
National 25c	85.00	85.00	85.00	85.00
National 50c	100.00	100.00	100.00	100.00
National 75c	145.00	145.00	145.00	145.00
National 95c				140.00
Northwestern 33 Ball Gum	7.45	7.50	7.45	7.50
Northwestern 40c				13.95
Northwestern 40c Typo Postage Ic-5c				39.50
Northwestern 50c				8.50
Northwestern Stamp	69.00	69.00		
Northwestern Standard 1c-5c				7.50
Northwestern Ic-Selector (3 col.) Ic-5c				17.50
Pop Corn 5c	69.50	69.50	69.50	69.50
Reams 2 Ic (2 col.)				9.75
Roma Candy (8 col.)	60.00	75.00	60.00	75.00
Roma Candy (10 col.)				60.00
Roma Crusader (10 col.)	155.00	155.00	155.00	155.00
Roma Imperial (6 col.)	85.00	55.00	55.00	95.00
Roma Imperial (8 col.)	85.00	85.00	85.00	85.00
Roma Postcard (15 col.)	145.00	95.00	145.00	145.00
Royal Royal (6 col.)				40.00
Royal Royal (8 col.)	130.00	70.00	130.00	130.00
Royal Royal (10 col.)	140.00	140.00	140.00	140.00
Royal Suck Gum (6 col.)	22.50	22.50	22.50	22.50
Royal Suck Gum (10 col.)				22.50
Royal Suck Gum (12 col.)				22.50
Silver King 3c or 5c				8.50
Silver King Ball Gum, 1c				8.50
Snooze Ic (3 col.)				12.50
Snacks Whiskey Gum, 3 col., Ic				6.95
Sings Branch-Us	50.00	50.00	50.00	50.00
Stewart-McGulley (9 col.)		60.00		
25c				85.00
Uneda Model E (6 col.)	75.00	75.00	75.00	75.00
Uneda Model E (12 col.)	85.00	85.00	85.00	85.00
Uneda Model E (15 col.)	95.00	95.00	95.00	95.00
Uneda Model E (18 col.)	110.00	110.00	110.00	110.00
Uneda Model E (21 col.)	110.00	110.00	110.00	110.00
Uneda Model E (24 col.)	125.00	125.00	125.00	125.00
Uneda Model E (27 col.)		99.50		
Uneda Pak Model 500 (7 col.)	75.00	130.00	75.00	130.00
U-Pop-It	195.00	195.00	195.00	195.00
U-Select-It	49.50	49.50	49.50	49.50
Varyer Shop Ic (3 col.)				14.95
Via Chm Ball Gum Ic				3.95

Appoint Officials For Fall Popcorn Industries Confab

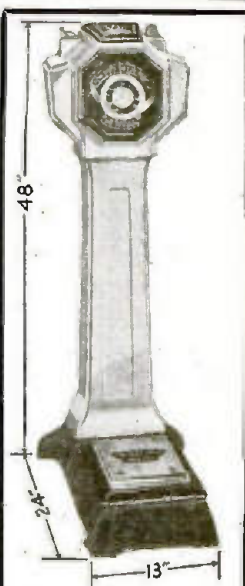
CHICAGO, July 19.—Harry T. McNamara, vice-president and sales manager of Blue Star Foods, Inc., Rockford, Ill., was named this week as general chairman of the 1952 Popcorn Industries Convention to be held at Chicago's LaSalle Hotel November 12-14.

The exhibit phase of the convention was placed under the direction of Irving Singer of Rex Specialty Bag Corp., Brooklyn, Martin E. Cooper Smith of the Marlock Company, Inc., Washington, D. C. was named social chairman, and John J. Fitzgibbons Jr. of The Confections, Ltd., Toronto, was appointed chairman and toastmaster of the opening luncheon.

Mrs. Harry T. McNamara, the general chairman's wife, was appointed head of the ladies' program planning committee.

McNamara has served two years as president of the National Association of Popcorn Manufacturers and currently is treasurer of the organization. Singer, who has organized many years in the paper goods field, was placed in charge of the expected 56 booth exhibit under the association's policy of rotating this post among those in the supply industry.

In other developments, it was announced that the opening luncheon and business meeting would be held in the hotel's Century Room and that a series of regional meetings in the U. S. and Canada would be held to promote the convention.



\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE CAST IRON PORCELAIN ENAMELED FOR OUTSIDE LOCATIONS

WRITE FOR PRICES

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Tel. 1689—Telex: Columbus 1-3772
Cable Address: WATLING INC, Chicago

BROTHER— THIS IS BASIC

560 Assorted BASIC FILL CHARMS \$1.50 PER BAG

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 Gummy Charms, to make your machines a Treasure-House Inducement to Customers.

Samuel Eppy & Co., Inc.
91-15 144th Place Jamaica 2, N. Y.

SMOKESHOP "612"

PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Take Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
250-B West 57th St. New York 19, N. Y.
Phone 7-3122

IN STOCK **VICTOR'S**

New **BABY GRAND CHICLE TREETS VENDOR**

also **JUMBO 190**

ORDER TODAY

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone LOust 7-1448

Promoters Nipped

Continued from page 47

assistant manager, told The Billboard. "We had numerous complaints right after the war and they continued steadily for years afterwards. Now, the Portland newspapers have agreed to clear this us, all vending machine advertising. This has served to stop at the source much of the abuse in extravagant profit promises.

"Where an advertiser offers out-of-state references we have been able to check thru our branch offices in other cities," Blyth stated. "However, many newspapers outside Portland, which have not been able to check on authenticity of such advertisers, have adopted a policy of not accepting any of this advertising."

Vending Ads

Continued from page 87

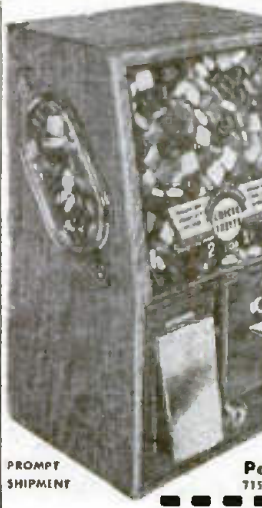
tion of vending machine space and display cards of trains can pay off for the advertiser. As far as the vending machine operator is concerned, he points out, any revenue he gets from advertising posters placed on his machines is pure gravy.

Right now, Page said, he is dickering with a motion picture chain for a contract to run weekly ads on vending machines. He added that Vend Ads is willing to do business with independent operators and that eventually he hopes to see the program developed to the point where the vending machine without the Vend Ad will be the exception.

Hires Distributes Two-Color Cups

PHILADELPHIA, July 19.—In an effort to boost vending sales, C. D. Clarke, of the vending division of the Charles E. Hires Company, announced this week that seven-ounce cups, bearing a two-color Hires advertisement, are now available to operators handling Hires root beer.

In all except the seven Western States, the cups sell for \$5.32 per thousand on orders of 50,000 or more. Order cards have been sent to operators handling Hires root beer.



BEST MONEY MAKERS... ANY LOCATION

VICTOR'S NEW BABY GRAND CHICLE and CHLORO TREETS VENDOR

Vends 2 for 1c or 2 for 5c

Advise model desired when ordering

4 or more, \$13.00 each
100 or more, \$12.00 each

Chicle Tree Gum— 65¢ per pound
Chloro Tree Gum— 55¢ per pound (for 1c model)
Chloro Tree Gum— 70¢ per pound (for 5c model)

Features a sensational new Chlorophyll "O" Rings. Past Returns of \$6.25 per pound.

ORDER NOW

Parkway Machine Corp.
715 Euter St. Baltimore 2, Md.

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunities—for the latest prices on new and used vending equipment—for every bit of significant news in our industry—

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Yes! Please send me The Billboard for one year at \$10. Check here for trial subscription of 12 weeks at \$2. Foreign rates upon request.

575

Names
Address
City..... Zone..... State.....
Occupation

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

Materiale protetto da copyright

Conn. Floor Under Ciggies

BRIDGEPORT, Conn., July 19.—Cut-rate priced cigarettes are due to become a thing of the past in Connecticut.

Dealers selling cigarettes at cut-rate prices and using them as "loss leaders" will have to boost their prices 3 or 4 cents a carton

in order to lift them to the "floor" established by the State's minimum price-fixing law.

The price rise was predicted this week by Ernest Goodrich, State excise tax division director. Goodrich's statement came on the heels of an announcement by acting District Director Dennis F. O'Connor of the OPS that under the new defense production act, the OPS can no longer object to the minimum price fixing law of States.

Stock Building

CO, Inc., Dallas, which had built them on contract for SuperVend of Texas and the SuperVend Sales Corporation, Chicago. These machines are now being re-worked, according to Porter, and will start moving out to operators shortly.

Porter also announced that the three-drinker will list to operators at \$990, E.O.B., Dallas. A finance plan is available whereby the machines can be purchased with \$300 down and 18 months to pay, Porter said. Navenco is doing its own financing.

Improvements in the eup drink machine have been made, Porter declared, and a kit has been made up. This will be shipped free of charge to buyers of the machine, enabling them to make their own improvements in the equipment.

In the near future, Navenco is expected to announce the appointment of sales agents and territories.

Popcorn Acres Up 10 Per Cent

CHICAGO, July 19.—The Department of Agriculture reports popcorn acreage is up some 10 per cent over last year and forecasts the second largest corn crop in U. S. history, according to an announcement this week by the National Association of Popcorn Manufacturers, Inc.

The department estimated that corn production would be more than three and one-third billion bushels this year, compared to slightly less than three billion last year. It predicted the '52 yield would be topped only by the 1948 crop.

The ultimate result depends on weather conditions, and the department said June was a month of good "corn weather."

RED HOT PROFITS Cash In On Chlorophyll BALL GUM WITH "SILVER-KING" Vendors

Built for professional operators



5c PISTACHIO MINT VENDOR
15c "CHARM KING" BALL GUM VENDOR
NEW ROTARY "SUPER-VENDOR"

VENDS NEW LARGE SIZE 1 1/2" "SUPER GUM" 100 to the Pound, or 15 1/2" size, Red and Ball Gum, Candy, Chama Vendors, 17-18 U.S. and Foreign Cans, "Hot Nut" Vendors. Designed for sales compiling area appeal.

SILVER-KING CORP.
427 Diversey Parkway Chicago, Ill.

HERE ARE THE MOST SENSATIONAL BUYS OF FACTORY OVERHAULED AND REBUILT CIGARETTE MACHINES EVER OFFERED!



SPECIAL!
BOWE TAB GUM, 5 Cans, 16, 400 Cigs. Mounting Bracket. \$17.50

DuGravier "5" 7 cans, 210 pack cap. King size & silver quarter operation. All rollers & motor parts included. \$42.50 or Wire \$45.00

Unveda "180" 15 cans, 475 pack cap. Silver quarter operation. All rollers & motor parts included. \$42.50 or Wire \$45.00

Our Prints Are VENERIZED Prevents Peeling, Flaking & Rusting

SUMMER SPECIALS ON CANDY MACHINES Counter or wall Model—no bases. DUB, Candyman, 72 Cans., \$52.50 Rawls Candy, 120 Cup Cap. 79.50

All Equipment Unconditionally Guaranteed 10 Day, est. C.O.D.

UNEEDA VENDING SERVICE, INC.

The Nation's Leading Distributor of Vending Machines. NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N.Y. • EVGreen 7-4568

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 per M
WHISTLES, 2 tone, colored plastic, inch length \$10 per M

All prices F.O.B. N. Y. C.
PAUL A. PRICE CO.
220 Broadway, New York 38, N. Y.

Design Pays Off

Continued from page 87

ment) has its own dial phone. A built-in counting table extends the length of the back wall. The counting room has control room-type windows which swing in horizontally for ventilation and to permit a supervisory view of the service room. Both windows open on the L-shaped cement-block passage way which leads from the basement stairs to the service room.

Directly across from the counting room, and entered thru the service room front wall, is the 10 by 15-foot, fire-proof, air-tight cigarette vault protected by a steel door. Alongside the service department is an 18 by 50-foot candy room where cases of candy are stacked on new wood platforms six inches off the floor. Two well-placed, barred windows along the wall near each end of the room make only three ceiling bulbs necessary for adequate lighting.

Apart from the front offices in the garage which houses four trucks. The apron to the alley is ample with the driveway opening both on the boulevard and on a paved side street. An electric push button operates the 12-foot-wide overhead door.



Strike back

By saving lives, by easing pain, by improving services to cancer patients, by supporting research that will find the final answers to cancer...

That is how your dollars strike back at cancer when you give them to the American Cancer Society.

Send your gift today by mailing it to "Cancer" care of your local post office.

Give to conquer cancer



VENDING MACHINES COUNTER GAMES SALESBOARDS SUPPLIES and ACCESSORIES

FOR THE MOST COMPLETE LINE

Send for Your FREE Copy of RAKE'S NEW 1952 CATALOG TODAY!

A guide to efficient and economical operation of coin operated machines.

Rake COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2674
Distributors of Coin-Operated Machines and Supplies

BABY GRANDS

Sold on liberal weekly payments

Write for details to ROY TORR—LANSDOWNE, PA.

NEWER CHARMS

From the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards, Photo Booths, Silver Clipped Lockets, Buttons, Photo and Jewel Rings.

Send \$5 for complete sample plus for low, low, low Price.

PENNY KING CO.
2518 Mission Street Pittsburgh 8, Penna.

FREE!

1 Northwestern Year Coin Machine with each purchase of 10 machines

PRICE \$25.95 EACH

★ We carry a complete stock of merchandise for this machine. A will select the proper machine size to fill the machine at the lowest market price.

NORTHWESTERN SALES & SERVICE
119 TREMONT ST., BOSTON, MASS.

HELP YOURSELF TO MORE VENDING PROFITS

Get VEND Every Month There's Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VEND for
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me

Name

Address

City

Occupation

From LITTLE ACORNS mighty INCOMES grow!

Don't Delay... Order NOW!

ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends all bulk mdse.—nut, gum bulk, candy, charms.
- Polished, easy to clean merchandise chute.
- Tamperproof. Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanisms slides into place—no screws!

East & Midwest M. J. ABRILSON Gen. Sales Mgr 1030 Fifth Ave., Pittsburgh Phone AT 1-6479
Pacific Coast Distributors: PACIFIC COAST VENDING MACHINE SUPPLY 1023 S. Grand Ave Los Angeles

DAK mfg. co., inc.
71411 Knightsbridge Ave., Culver City, Calif.

BABY GRAND & 2 FOR 5c CHLORO TREETS

BABY GRANDS \$13.00 Per Unit
\$12.00 Hundred Lots
Packed four to the carton, F.O.B. Dallas.

2 FOR 5c CHLORO TREETS 70c Per Lb. (250 count)
Holds 5 1/2 Lbs., OPERATOR'S GROSS APPRX. \$6.25 Per Lb.

Also, 1c BABY GRANDS FOR: 336 count Chloro Treets or 300 count Chiclo Treets.

ALL MACHINES AND MERCHANDISE IN STOCK FOR IMMEDIATE DELIVERY. WRITE TO
GRAFF VENDING SUPPLY CO.
2841 W. DAVIS STREET DALLAS, TEXAS

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
Candy, Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Prices
Articles
Editorials

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 \$5 2 years at \$5 3 years at \$6.
 Foreign rates upon request.

Name

Address

City

Occupation

D. C. Op Challenges McKelvy Statement

NEW YORK, July 19.—Hirsh De La Vez, Washington operator, struck back this week at statements made by Carl T. McKelvy, vice-president and sales director of the Seeburg Corporation, in an article on the use of colored title strips in juke boxes (The Billboard, July 12).

De La Vez, who trade sources say is associated with Hit Parade, Inc., operates 220 machines in the Maryland, Virginia and Washington areas, "300 of which are Seeburg Model M-100-C's." He expressed his views in a letter to McKelvy, part of which is reprinted here.

Agreeing with McKelvy on the importance of proper programming, De La Vez wrote: "Has it ever

occurred to you that your Seeburg panels, with their categorical headings, constitute a species of deceit? Take your first section, for example, marked hit tunes. Under that particular heading, which gets the most plays, the misrepresentation is most pronounced.

"As you know, there is an A and B side to every record, and it is only by chance that the B side ever gets into the hit category. So that makes nearly all your B sides in the hit tune category a misrepresentation to the juke-playing public. The same situation exists in your other classifications, where the music on the B side usually belongs in a different category."

To McKelvy's statement that "multi-colored title strips are becoming a menace to our business," De La Vez had this to say:

"It seems to me that you do the entire color strip industry an injustice when you place all such services in the same class as the undoubtedly offensive practices which have hitherto existed. However, where there is planned classification of material based on eye-appeal studies and expensive experimental testing, your general... as a whole, is unjustified. My problem... was solved when I was introduced to the Hit Parade Program Service and found that their strips fit your programming situation exactly; the A side of their popular tunes are marked 'Hit Parade Possibility,' and the B side is a plain white strip which

(Continued on page 94)

NEW LOCATION FIELD?

Survey Shows Juke Ops Fail To Exploit Country Club Spots

CHICAGO, July 19.—Indications that juke box operators possibly are failing to exploit what should be a lucrative field was revealed this week by a survey of country and private clubs across the nation. The survey showed that a considerable majority of the clubs, some 72 per cent, do not have juke boxes although they utilize such entertainment media as television, bands and live talent.

A spot check of 33 major clubs in 23 states revealed that only nine had juke boxes. Constantly increasing costs—already phenomenally high—of live talent have impressed club managements that such entertainment is becoming prohibitive.

As an example of the prevailing sentiment, a majority of the clubs employing bands, said they were used only on week-ends or for special events. Only a minority of the clubs said they used live talent and again only sparingly. Furthermore, much of the comment touched on the gloomy price picture and indicated that because of high costs they would

be used less frequently during the coming months or not at all.

Television, which a majority of the clubs offer, also did not appear to present much of a problem to the use of juke boxes. Most clubs said their TV sets were turned on either infrequently or only for such special events.

Looking at the picture by regions, the West Coast possibly would seem to offer the best opportunities. Of nine clubs spot checked in California, Oregon and Washington, only two said they had juke boxes. In the Southwest, only two clubs out of five in Texas, Arkansas and Oklahoma said they had boxes.

The Midwest and the East Coast presented much the same wide-open picture. All five clubs checked in Michigan, Illinois, Wisconsin, Missouri and Ohio reported they did not have juke boxes. Six clubs in the five-State area of New Jersey, Pennsylvania, Delaware, Connecticut and New York said they had no juke boxes.

The South, however, presented a different picture with five out

of eight clubs in West Virginia, North Carolina, Washington, D.C., Georgia, Florida, Louisiana and Kentucky reporting they had juke boxes.

Over-all it would seem that the juke boxes' increasingly greater acceptance plus the enormously expanded costs of other entertainment should provide the operating industry with a wedge to open the doors of lucrative country-club type locations.

GOP Convention Hits Chi Juke Take 20% Blow

CHICAGO, July 19.—The dramatic TV coverage of the Republican National Convention chopped an estimated 20 per cent off the collections of local operators. A canvass revealed this week, and the Democratic Party's sessions were expected to have a similar effect.

Operators pointed out that the slash was doubly felt in that it came hard on the heels of declines experienced as the result of excessive heat and the large numbers of persons leaving the city for vacations.

Joe Filitti of Blackstone Music, treasurer of the local operators' association, said "there was no question that convention television hurt very much." It was only natural, Filitti added, "because all the TV sets in locations were blaring and even if a person had played the juke box he couldn't have heard it."

Eddie Holstein, of the Ace Music Service Company, said some of his tavern location owners reported a temporary customer loss of 30 to 35 per cent because of the convention and factors such as vacations.

Paul Golden of La-Ru Novelty Company, a director of the operators' association, as an example of the convention's effect, said service calls for the week were way down, indicating juke boxes were not used.

Frank Padula, of the Melody Music Shop, said that not only were collections down but that the firm probably would be lucky to break even by the time the convention sessions end. He also pointed out that tavern owners were experiencing the same loss in trade but predicted an upswing soon.

A minority opinion concerning the convention's effect was expressed by only two operators, Bob Gnarr of ABC Music Service and Nilda Bondioli of the B. & B. Novelty Company.

Gnarr said his route collectors reported a "spotty" picture. There was no question of the effect around the convention hall area, Gnarr said. He reported that some of his men had to walk blocks in order to reach locations because of police lines.

However, on the North Side, Gnarr said, some of his collectors felt the convention helped in that people got so tired of watching TV they left their homes for relief. "Maybe they were Democrats or just disgusted," Gnarr said, "but play perked up in some of the locations."

(Continued on page 92)

400 GUESTS

Chi Ops Set For Fun, Golf At Annual Fete

CHICAGO, July 19.—Final plans were set this week for an estimated 400 guests expected to attend the Recorded Music Service Association's summer party and golf tourney at the Bunker Hill Country Club here Wednesday (23).

The club is located at 6635 Milwaukee Avenue and members of the association, local trade organization of juke box operators, will take it over for the entire day.

The annual fete is being staged with the co-operation and assistance of representatives from all segments of the industry, including distributors and record firms. Extensive planning sessions held by the operators with members of the kindred industries the past weeks indicate that the affair will be one of the largest staged by the association.

Arrangements

Joe Filitti, of Blackstone Music, association treasurer and chairman of the arrangements committee, said the plans call for golf throughout the day with an exhibition at 6 p.m. Music will be produced.

(Continued on page 94)

Vacations End, Permo Back In Production

CHICAGO, July 19.—With all employees back, production was resumed this week at Permo, Inc., needle manufacturers here, following the end Monday (14) of company's vacation period. Except for executive offices, Permo ceased operations June 26.

Four top Permo officials depart for New York City next to attend the National Association of Music Merchants convention. They are: Gail S. Carter, vice-president in charge of sales; Jack Baker and Dick Goetzen, sales manager of the Middleton division, and Ed Crowley of the manufacturer's sales department.

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:

CORAL TO ISSUE EIGHT ALBUMS. The albums will be of material pressed from Signature masters. Three will carry the Brunswick label and five the Coral imprint.

EUROPEAN DISK BAN WOULD BE DIFFICULT. In the opinion of traders and LP discry heads, the chances of the Petrillo "edict" cutting the flow of European recordings to America is very remote.

WOODY HERMAN PLANS NEW DISKINGS. They will be released thru Mars records, a diskery owned by the ork leader.

DISK INDUSTRY MULLS FAIR TRADE BILL. Most seem to be enthusiastic about the recent signing of the law.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Pa. Assn. Mgr. Hannum Dies

PHILADELPHIA, July 19.—Charles Hannum, business manager of Phonographic Operators of Philadelphia and Eastern Pennsylvania, died this week after a long illness.

Hannum was considered one of the key men in building the association. He resigned January 1, 1948, to join the local Aircon distributor. In July, 1947, he gave up his Aircon connection to return as the association's business manager.

ELECTION UNCERTAIN

Oregon Music Assn. Plans New Program

PORTLAND, Ore., July 19.—After several postponements, the annual election meeting of the Oregon Music Association remained unsettled this week but plans for a new program were afoot.

Vacation problems prevented members from over the State from attending, and sentiment developed for suspending association activities until fall, Treasurer Ted Miller told The Billboard.

A new administration will be urged to implement a program now being drafted by some of the more active members.

At least a partial change in administration is assured in that the incumbent president, Lee Jones of Portland, has left the juke-box field. He sought to be

Couple Pioneers Irish Juke Route

CHICAGO, July 19.—Irish luck plenty of pluck and an affair of the heart are building what has all the appearances of a thriving juke box operation in the Dublin area.

That was the story revealed this week by 23-year-old Miss Betty Brown of Glasgow, Scotland, a registered baby nurse, who currently has been working in the mimeograph department of the Columbia Broadcasting System's outlet here.

Miss Brown's - boy friend, Michael Verrecchia, 26, of Drum-

condra, Ireland, a Dublin suburb, is the head of the young juke box business which, she says, has been experiencing considerable growing pains. Miss Brown, since her arrival in this country almost two years ago, has aided the firm from an equipment standpoint.

Wedding?

Altho Miss Brown says her work in finding parts and equipment brings her many headaches, there seems to be no doubt that her heart is in it. It was indicated that upon the financial success of the juke box operation hinges much of the possibilities for a future wedding.

Verrecchia, of Irish-Italian descent, has an engineering degree and served in Scottish coal mines during World War II; he moved with his family from Scotland to Drumcondra some two years ago. It was then that he decided to enter the juke box business and at first attempted to build his own machines.

Miss Brown says he established his own small plant with two or three workers and designed a 24-

(Continued on page 94)

Portland Ops Split on Color Title Strip Use

PORTLAND, Ore., July 19.—Portland music men apparently are divided over the value of colored title strips in juke box operations, a canvass this week indicated.

(Continued on page 94)

JUKE BOX BUILDING BACK IN HIGH GEAR

CHICAGO, July 19.—A temporary swing to normalcy in the juke box manufacturing field was expected Monday (21) with the return of production line workers and the resumption of operations by the Rock-Ola Manufacturing Corporation and the H. C. Evans Company here.

Both plants have been closed since July 3 to afford employees simultaneous vacations. During the vacation period, the firms kept their executive offices open and skeleton crews on hand for emergency shipments.

The Rudolph Warner Company and All, Inc. will close July 26 for two-week employees' vacations. The J. F. Seeburg Corporation, only phonograph firm not closing this summer for group vacations, is staggering vacations because of the pressure of outside work contracts.

Only the
WURLITZER
FIFTEEN HUNDRED
Plays
104 TUNES
on 45 and 78 RPM
RECORDS INTERMIXED

**BYRON WATERS
PASSES AWAY**
CHICAGO, July 19.—
Funeral services were held
Friday (18) for Byron C.
Waters, 77, who passed away
here following a long illness.
Waters was affiliated with
the business from 1900 until
1949. During that long span
he was associated with Wur-
litzer, Seeburg, Chicago Simp-
lex, Illinois Simplex
and Coven Distributing
Company.

PARTY NOTES

**Juke Hypos
Candidate's
Headquarters**

CHICAGO, July 19.—In the first such move of the current political party conventions here and possibly of all time, a juke box donated by a Chicago distributing firm is aiding in the campaign of a presidential aspirant.

The juke box, a new 104-selection Wurlitzer 1500, was donated by the Coven Distributing Company and was placed in the North Ballroom of the Conrad Hilton Hotel, campaign headquarters of W. Averell Harriman.

The juke box was installed Friday by a Coven crew under the direction of Dave Bender after a struggle in getting the box thru the hotel's jampacked corridors.

Shortly after, the juke box attracted considerable attention of the Democratic Party's credentials committee and other party big wigs.

Later the juke box was formally presented by Bender to Harriman at a ceremony witnessed by press and TV representatives. Pretty feminine workers in the Harriman camp danced to the juke's music while pictures were taken.

The box was fully equipped with records, including the party songs, "Sidewalks of New York" and "The Sunny Side of the Street." A special acetate recording of the Harriman campaign, Cohan's "Harrigan," was being made by a local record firm for use in the box.

It was emphasized that placement of the box was arranged by and at the request of Harriman public relations officials and that its use in no way represented an endorsement by the Coven firm of any party or candidate.

**Dime Play Talk
Stirs in Conn.**

HARTFORD, Conn., July 19.—A revival of interest in the dime play issue by music machine operators of the Connecticut State Coin Association was noted here this week by Ab Fish, honorary president of the organization.

The issue had been dormant for some time but Fish said discussion among operators was growing on the question of whether the higher price should be instituted.

At the present, Fish said, opinion of a majority of the operators was against a State-wide settling of dime play. The majority view holds that the higher price would not work in specific areas and could prove damaging from a public relations standpoint.

According to Fish, the question "still is up to the individual situation and the individual operator."

GOP Convention

Continued from page 91
The same feeling was prevalent at the Bondioli firm. Miss Bondioli said many persons were "just plain fed up" with all the speeches and wrangling and that fact, plus the heat, caused them to go out for relief and entertainment with a consequent rise in collections.

**THE BILLBOARD Index
of Advertised Used
Machine Prices**

Music Machines

Model	Issue of July 19	Issue of July 12	Issue of July 5	Issue of June 28
Model A	\$269.00 350.00	\$269.00 325.00	\$225.00 269.00	\$225.00 269.00
Model B	365.00 450.00	450.00	395.00 450.00	395.00 450.00
Model C	475.00	444.50 475.00	645.00 475.00	445.00 450.00
Wurlitzer 1950—				
40 Selections	350.00	269.50 395.00	269.50 395.00	275.00 395.00
WILLBEN				
Wurlitzer				49.50
MILLS				
Castellum		125.00	125.00	
PACKARD				
Manhattan 76	89.00(2)	89.00(2)	89.00(2) 100.00	89.00(2) 100.00
ROCK-OLA				
Commander	39.00	39.00	29.50 39.00	39.00
49	295.00	295.00	295.00	295.00
49 & 50			295.00	295.00
50	89.50 99.00(2)	89.50(2)	89.50(2)	89.50 99.00(2)
1422	119.50 150.00	99.00(2)	99.00(2) 99.50	150.00
			150.00	
1426	129.00(2)	129.00(2)	129.00(2)	129.00(2)
	75.00	75.00	175.00	175.00
	295.00	300.00	300.00	300.00
1428 Grande	495.00	495.00	495.00(2)	449.00
1432				
SEEBURG				
Classic	49.00	49.00	49.00	49.00
Empire	59.00	59.00	59.00	59.00
N-146 M Midway	119.00 139.00	99.50 139.00	139.00	139.00
N-147 M Midway	149.00	149.00	149.00	149.00
N-148 M Midway	199.00 229.00	219.00 229.00	219.00 229.00	219.00 229.00
N-240 M Midway	139.00	159.00	159.00	159.00(2)
Waltham	59.00	55.00	59.00	59.00
Wilton R. C.		55.00	74.50	
Latona		55.00	55.00	
Latona R. C.		55.00	55.00	
M-100-A 78 RPM	599.50 725.00	599.50 725.00	624.98 650.00	675.00(2)
			699.50 725.00	685.00 699.50
M-100 B 45 RPM	99.00	99.00	99.00	850.00
Majic	49.00	49.00	49.00	49.00
Regal	49.00	49.00	49.00	49.00
64	99.50 120.00	99.50 120.00	99.50 120.00	99.50 120.00
67	139.50	139.50	139.50	139.50
68 M	290.00	290.00	290.00	290.00
64 S M	645.00	645.00	645.00	645.00
100 M-78	129.00	129.78	129.00	129.00
146	129.00	129.00	129.00	129.00
146 S	129.00	129.00	129.00	129.00
147 M	149.00	149.00	149.00	149.00
148 Blade	275.00	275.00	260.00 275.00	275.00
148 M	290.00	290.00	290.00	290.00
148 SL	249.00	249.00	249.00	249.00
1941 RC Sec'd	59.00	59.00	59.00	59.00
1946 Midway	99.50	99.50	99.50	99.50
1947	149.50	149.50	149.50	149.50
WILLIAMS				
Metric Mini	99.50	99.50	99.50	99.50
WURLITZER				
500	49.00	49.00	49.00	49.00
500 Victory	49.00	49.00	49.00	49.00
600	49.00	49.00	49.00	49.00
615A	25.00	25.00	25.00	25.00
750	69.00	79.00	79.00	79.00
750	69.00	79.00	79.00	79.00
950	59.00	59.00	59.00	59.00
950	59.00	59.00	59.00	59.00
1013	139.00 150.00	139.00 149.50	139.00	135.00 139.00
	169.00	165.00 169.00	169.00(2)	145.00 149.50
	175.00(2)	175.00 195.00	168.00(2)	160.00 165.00
			169.00 169.50	169.00 175.00
			175.00 195.00	189.00 195.00
1017 Midway		135.00		
1080	150.00 159.00	159.00 195.00	159.00 195.00	150.00 159.00
				195.00
1100	325.00 359.00	299.50	285.00 299.50	299.50 299.50
		350.00(2)	299.50 320.00	345.00
		360.00 375.00	339.50	350.00(2)
			350.00(2)	360.00
			360.00 375.00	
1217				295.00
1217 Highways	395.00 425.00	395.00 425.00	395.00(2)	395.00 425.00
1250	429.00	429.00	425.00 435.00	435.00 450.00

"SORRY, CAN'T GET AWAY!"
How often this summer have incessant service demands spoiled the pleasures you've planned? If the condition of your present equipment keeps you on the go day and night, it's time for Jubilee! Let Evans' trouble-proof performance and sound-perfect tone reproduction set you free and assure the extra profits with which to enjoy life—NOW!



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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 carefree, more profitable operating!

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50 RECORDS—100 SELECTIONS—45 RPM

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ROCK-OLA
Rocket
OPERATORS with their feet on the ground choose (the one phonograph that's out of this world for performance!) **ROCK-OLA SUPER ROCKET**

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Chicago 51, Ill.

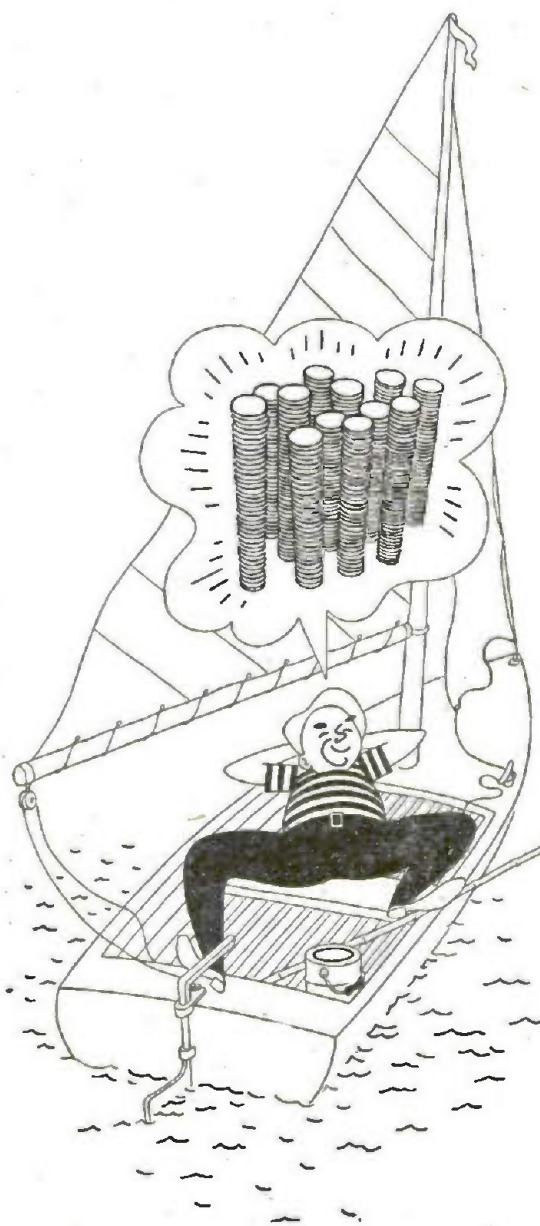
First Annual Billboard Distributor Survey

contains distributors' ideas on improving the record business. Also shows overall picture of distributor operations... labels handled... types of accounts... annual volume... business conditions in general, etc... all in the results of "The First Distributor Survey," one of more than two dozen big features in

The Billboard NAMM Convention Number
(dated August 2—out next week)

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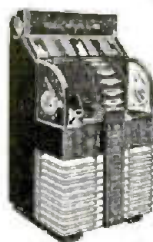


“Bobby Shaftoe”

Bobby Shaftoe's gone to sea.
 He's not worried about his "D"
 That earns top money on location
 When he's away on his vacation.
 Pretty (soft for) Bobby Shaftoe.

Bobby Shaftoe's well aware
 That the "D" seldom needs repair,
 But plays on with never a failing
 To interrupt his summer sailing.
 Pretty (soft for) Bobby Shaftoe.

Many an operator will get extra enjoyment from his leisure hours this summer because of the Model "D". With dependable "D's" on the job, the operator has a feeling of confidence that his vacation won't be cut short by equipment breakdowns. Matter of fact he may even stay away longer, with the added money coming in from the "D".



The "D" is available in 80 and 40 selection models, blond or mahogany cabinets.

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Record Reviews

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

Continued from page 40

POPULAR

Record Reviews

THE POLKA MUSICMASTERS

EISENHOWER POLKA...59-59-59-59
HOROSCOPE 1003—A bold campaign warning, duty decided the direction of the machine...

RALPH MARTEIRIO ORK

PEANUT VENDOR...73-75-72-72
MERCURY 1582—Side again with sweet vendor advertising his wares and goes into usual instrumental by the Marterio ork...

DARK EYES

THE MARTEIRIO ORK...75-77-74-74
The Marterio ork dominates the old Russian gyogy tune in its identifying voice of brilliant and biting brass. Nice tenor sax solo in chorus. Should get spins.

MARLENE DIETRICH

COME BRIN OR COME SHINE...55-55-55-55
COLUMBIA 39797—Marlene Dietrich takes a crack at the disk field with a lumpy-wheeled rendition of the classic. The Jimmy Carroll ork acts as a subdued and effective backing...

LOVE ME

THE SALTER VIBE OF LA...60-60-60-60
The Salter Vibe of La Dietrich comes over in a smooth and unimpaired in a weatherman on this pleasant new ballad, with smooth musical backing.

ARTHUR GODFREY

(Oh Is Love With You) HONEY...75-77-74-74
COLUMBIA 39792—This one is a double feature, Godfrey's solo and his duet. Both are in fine fettle. Rona Paton and Gene Traylor help out on guitar and bass, respectively.

I LOVE GIRLS

This is Godfrey's best since "Dance Me Daddy" It's a peppy side with the radio-TV star at his natural best. Archie Bleyer ork helps out with a peppy assist. Should go a long way for CBS' star salesman.

FRED WARING ORK

I DO, I DO, I DO...75-76-75-75
DECCA 28035—Jazz Machine songs this one is a big success story, as the Waring ork and the disc club head him lots of support. A pretty disk.

MY GAL SAI

73-75-73-71
The old folk should enjoy this big Waring arrangement of the evergreen, featuring Marlene and the glee club, and the large ork. Changing tempos and tricky orchestration will help this get spins.

LIZA MORROW

I AIN'T GOT NOBODY...74-75-73-74
KING 15431—The old torch ballad handed a warm reading by the warbler to sympathetic support by the ark under Sid Feller.

THE MARINERS

WIGHTY NAVY WINGS...74-76-75-71
COLUMBIA 39793—This new item graces the flyers who wear the gold wings for the U. S. Navy. It is a sterling march tune, and it gets a good performance from the Mariners and the ork.

THE GIRLS ARE MARCHING

70-71-69-70
New tune, dedicated to the women in the armed services, it reads with spirit, but not much starts by the group, while the ork furnishes a bit of military tempo.

ROSALIND PRAGE

NEVER, NEVER, NEVER...71-72-70-71
DECATUR 1005—Trench Reading Pace turns in a rate reading of this one twenty item, with the help of the C Notes and the Duke-Thomas Trio. May get spins.

WEATHERMAN

75-65-65-65
The singer tells about going thru life as smooth and unimpaired in a weatherman on this pleasant new ballad, with smooth musical backing.

RHYTHM & BLUES

Record Reviews

Continued from page 39

JULIAN DASH

CREAMIN'...76-76-75-77
CORAL 65384—The ark reads effectively on this interesting Sy Oliver tune which is performed with spirit by the combo. Side moves and disk should get some juke box action.

GOIN' ALONG

74-75-72-75
The ark has a good hit item here, and they give it an enjoyable side which features some good sax and piano work. May get plays.

JOHNNY MADDOX ORK

JOHNNY OTIS ORK

BABY BABY BLUES...75-76-75-76
MERCURY 8298—Mel Walker joins in a bright reading of this lamp blues, while the Ork set back the ensemble with a rhythmic beat. Should grab disk.

CALL OPERATOR 210

77-78-76-79
Covers a warning of the blues fifty new creating a lively action in the field blues, recording is a good job all around, with a fine vocal by Walker and a quiet ark arrangement. This should share some of the loot.

JIMMY LIGGINS

DARK HOUR BLUES...74-75-73-74
SPECIALTY 434—After hours blues here, as the warbler tells about being broke and without a dime. Pleasant listening.

BROWN SKIN BABY

80-80-77-83
Liggins give this rhumba blues a strong reading over a rousing jump arrangement by the ark. Jukes will use this item.

JESSE BRYLIN

CONFUSIN' BLUES...75-76-74-75
SPECIALTY 435—Jesse Brylin, new warbler with the label, with an unusual singing style, covers this warmly on this swing, easy blues.

TAB SMITH

ON THE SUNNY SIDE OF THE STREET...74-75-74-74
KING 4546—Smith gives the evergreen a pleasant rise via his mellow tenor sax. Ork backs overjoy.

TAB'S PURPLE HEART

76-76-75-77
Here's some heat after being stuffified by Smith. More fine sax by the leader. Ork sets a stand-out swinging rhythm.

BABY BONY BOO

82-83-79-84
On this one, Brylin gets a chance to show off his specialized vocalizing and he does a nicely effective job, selling the tune in fine fashion. The ark supplies a good beat. This one could grab some loot.

CARLENE HOWARD

SONG OF INDIA BOOGIE...72-73-71-73
SPECIALTY 419—Carlene Howard takes the well-known tune and sets it to a boogie piano. Her right hand crosses some sparkling riffs while the left hammers out the beat.

OLD BALLY BOOGIE

74-73-73-76
More not so hot work by Miss Howard who is very much at home with a boogie beat. This one is an original, and shows off her sparkling notes. Disk should pull some coin.

LITTLE GRASS SHACK

75-76-71-78
DOT 15028—This one has "some" when all you hear is "merry" notes, melody, swingy rhythm, solid beat, etc. Good work.

COCOANUT GROVE

70-71-66-73
A nostalgic mood is evoked by this boogie, with a peppy reading of the sleep. Another good juke instrumental.

FOLK

Record Reviews

BILLY CASON

YOU STOLE MY HEART...74-75-73-74
CORAL 64185—Cason has crafted a lively romantic disk here, and he injects lots of "charm" on his rendition.

LOUISE MASSEY

LOST...50-50-50-50
SUB 105—Ditty, in numbers here, has little to recommend it.

ROY KING

THE SPIROU AND THE FLY...78-73-74-76
KING 1085—Thompson has an interesting voice which he uses to good advantage. Material is good and points up a moral. Swing band backs nicely. Could get a few spins.

DADDY WHY

72-72-71-73
This one is about all the questions a little boy asks his dad. Ditty is set to a medium tempo and the singer handles it prettily.

LAZY SLIM JIM

MONEY BLUES...77-78-74-79
SAVORY 836—Jim does a strong, effective job on this machine as he tells that work is the root of all evil. Singer works a fine, his vocal could pull coin. Guitars have a bright, insistent manner.

GEORGIA WOMAN

74-75-74-73
Jim brings out that he has had a hard time with a Georgia woman as he tells this item nicely, playing the guitar along with his vocal. A good one for the South.

Portland Ops

Continued from page 91

The operators' views were sought following the recent criticism of multi-headed title strips made by C. T. McKelvey, vice-president and director of sales for the J. P. Seeburg Corp. (The Billboard, July 12.)

McKelvey said the use of colored strips jeopardized the earning power of juke boxes, and that Seeburg had advised its distributors, record manufacturers and the Star-Title Strip Company of its views late in May.

The survey disclosed that only a minority of operators here use colored title strips. Those in favor of the strips generally contended that play was promoted by calling attention to the hit status of certain tunes and that they fostered additional play by brightening up equipment.

However, another large segment of the local operating industry expressed themselves, generally, as being against the use of colored strips. These operators were of the opinion that the uniform appearance presented by all-white strips made the most attractive selector panels.

Pioneer Irish Juke Route

Continued from page 91

selection machine. Because of his concern over servicing costs, Verrecchia built the machine with 12 turntables.

12 Turntables

According to Miss Brown, the turntables worked independently of each other with the idea that if one went out of commission the other 11 would keep playing until repairs could be made.

She said the machine was "very nice looking" and compared in size with the average American juke box. Unfortunately, high costs and other problems of production soon proved too much of an obstacle and it was deemed cheaper to buy machines.

It was about this time that Miss Brown came to America to serve as maid-of-honor at a friend's wedding and Verrecchia asked her to send him information on American juke boxes. She has remained here since but hopes to make it back home by Christmas.

Coven Firm Helps

During this time, Miss Brown has arranged for the shipment of two juke boxes, a Wuritzer 800 and 1015 purchased from the Coven Distributing Company here as gifts. She said she depends heavily upon the help given her by Mac Brier, Coven salesman.

According to all reports, Miss Brown says, juke has scored a tremendous success in the Dublin area. Unlike England, the Dublin area is similar to American cities in that it has numerous night clubs and entertainment spots which are allowed to remain open at night. Miss Brown says.

The machines have been located immediately eliminates all misrepresentation of the classification of the tunes. There is no conglomeration of colors, which you stated you detest, but one uniform system.

Wrong Categories

Saying that he was unable to comprehend McKelvey's "stress of programming without the use of color classifications," De La Vico suggested that if he were to go to any Seeburg M-100-C machine on location, one that doesn't use those title strips, he would find "no programming," but instead, "would find most of the records in the wrong categories."

Urging McKelvey to "make an effort to correct this particular shortcoming in your machines," De La Vico said his letter was designed "not only to correct an injustice to the title strip people, but to make the best juke box on the market 100 per cent truthful in music programming."

D. M. Steinberg, executive director of the Music Guild of America, in a letter to The Billboard, says that the McKelvey article on title strips has touched off "a highly controversial issue."

Steinberg enclosed a copy of a letter which the MGA sent to McKelvey June 6, 1950, advising him that "it was impossible to program truthfully the Seeburg phonographs under their present classifications," and offering some suggestions on how this could be corrected.

"Mr. McKelvey has never seen fit to reply to this letter," Steinberg added.

ed in cafes and pubs. Miss Brown points out, and when one is played, all activity stops while those present watch the machine perform. The machines have to be modified because of voltage differences and are equipped with coin chutes to handle three-pence, six-pence and shillings—comparable to the American nickel, dime, quarter plays.

Financial Problems

Most of the problems being experienced by the firm are financial, Miss Brown says. The biggest of these are shipping costs.

Besides the two machines, Miss Brown also sends thru needles and other parts as needed. Record supplies are no problem and can be bought freely in Ireland.

Miss Brown feels that the ultimate chances of success in Ireland are good in that the field seems to be entirely open. Altogether there are some juke in England and Scotland, she says they apparently were unknown in Ireland and their novelty appeal is as such a drawing factor as the music.

400 Guests

Continued from page 91

vided during the afternoon by Mary Kaye, who will perform as a strolling singer.

Following cocktails and dinner, there will be dancing to the music of Cloyd Griswold's combo, vaudeville acts and appearances by the following record artists: Ray Cura, Bobby Wayne, Peggy Taylor, the Lee Monte Two Tones, Pee Wee King, Toni Arden, Johnny Desmond, Tommy Dorsey, Johnny Holiday and Don Cornell.

More than 100 golf and door prizes will be given away during the course of the day's festivities, including awards for the best golf shots and special events.

Others on the committee with Filitti are Phil Levin of Caryl Music, Inc., association secretary; Moses Profit of South Central Novelty Company; Paul Golden of La-Ru Novelty Company, a director of the association; and Ray Cunliffe of Automatic Amusement Company, co-president of the association.

Allied industry representatives helping in the planning were Mike Spazola of the Automatic Phonograph Distributing Company, A.M.I. Inc.; Nate Feinstein of Atlas Music Company, Seeburg distributors and representative from RCA, Columbia, Decca and Coral record firms.

One feature of the golf tourney is expected to be a rugged par struggle between Levin, reputedly an excellent golfer, and others thruout the industry.

L. Berens Resigns Seaboard Co. Post

HARTFORD, Conn., July 19.—Leonard Berens has resigned as general manager of the Seaboard Distributing Company and will resume a position he formerly had as sales manager, the Stern & Company's Columbia Records Division.

Berens, in his new post, succeeds James F. Smith, who left the Stern Company to join an advertising agency here.

Post War Music Equipment Bargains. SEEBURG. 1485L \$249.00, 147M \$149.00, 146M or S \$129.00. Hideaways: H148M \$229.00, H146M \$139.00. Wall Boxes: 3W7-L56 \$44.50, 3W2-L56 \$17.50, W1-L56 \$5.00. 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

"Sound" Merchandising Builds Classical Disk Sales. Reproduction equipment and techniques are improving. Concert hall clarity is now available on records. Smart dealers can take advantage of these improvements—and merchandise "sound" to increase classical record sales. Find out how in "Merchandising 'Sound' Sells Classical Disks," one of 27 special features appearing in The Billboard NAMM Convention Number (dated August 2—but next week)

Cancer strikes one in five. STRIKE BACK. Give to Conquer Cancer! AMERICAN CANCER SOCIETY

Chicago

Juke box operators the past week seemed to be either on the move or preparing for the local association's annual golf tourney and summer party this coming Wednesday (23). Those on the move included Angelo Angeleri, his son, Vince, of the A. A. Swing Time Music Company who have left on an extended vacation in Italy. They are expected to return some time in October. Mike Spagnola, of the Automatic Phonograph Distributing Company, AMI distributors, was out of town on a trip to the West Coast.

Those operators remaining in sweltering Chicago were full of plans for golf and fun at the association's party at the Bunker Hill Golf Club. Joe Filitti of Blackstone Music, head of the arrangements committee, had his hands full with last minute details. Ray Cunniff of the Automatic Amusement Company and co-president of the association, was busy getting the organization's commemorative booklet to the printers.

Besides heat, Chicago also was full once again of conventioning politicians—this time from the Democratic Party—and inadvertently Dave Bender of Coven Distributing Company found himself enmeshed in the hassle. A publicity man for the W. Averell Harri-

man campaign got hold of Bender's name and talked him into providing a brand new Wuritzer 1500 for the Harriman headquarters at the Conrad Hilton Hotel. Bender and a Coven crew were able to get the machine into the headquarters Friday (18) but not before a considerable struggle, bucking dense crowds in the hotel corridors.

Another person, a pretty young girl from Scotland, also made news in the juke box industry this week. She is Miss Betty Brown, 23, from Glasgow. Betty has been in this country nearly two years now and has been aiding her boy friend in Ireland to get a juke route going by sending him information on American machines. Betty was full of laughter as she described the alternate fun and tribulations of getting the machine to her boy friend wanted. However, there was no question of her deep interest in her friend's music machine success as upon the success of the route—in the Dublin area—hinges much of the chances for a possible wedding.

The recent criticism of the use of colored title strips by an ex-

ecutive of a juke box firm apparently has aroused discussion among local operators. Joe Filitti was one who expressed himself quite strongly on the subject and said he definitely favors the all white and black strips. Joe said the uniform appearance given by black and white strips has much more effect than that given by colored strips. The main criticism lodged by Joe against the colored strips was the wide range of hues and the way they looked when placed next to each other on a machine. "You can almost hear the colors clash," Joe said.

Judging by some of the comments from operators recently, air conditioning has proved a great boon in aiding collections. Because of the excessive heat, only the air conditioned locations are attracting sizable quantities of customers. Bob Gnarso of ABC Music Service said his air conditioned locations are "really getting play." And the same comments are heard from others such as Miss Nilda Bondioli of B. & B. Novelty and Paul Golden of La-Ru Novelty Company.

Ed Levin, Chicago Coin sales manager, was back from a vacation on Mackinac Island. Sam Lewis reports Big Hit is living up to its name but stresses the Deluxe 8-Player Bowling Alley and Match Bowler are holding their own popularity contests with operators.

Mrs. Estelle Bye, secretary to Marvel's President Ted Rubenstein, was expected back at the office Monday following a vacation with her husband, Pat, in Minnesota. Acme International Distributors, the distributing firm founded by Irving Ovitz recently, is making steady progress. Ovitz was pleased with the response from old friends who wrote or phoned him best wishes after they had read about him in The Billboard.

Nate Gottlieb's boy, Shelley, is spending the summer at a camp near Lake Ojibwa, Wis. Some of the recent callers at the camp were Nate plus Joe Schwartz, National Coin Machine Exchange, Monarch Coin partners, Charley Pierzi and Clayton Nemereoff. Report business steady and prospects bright for improvements.

It was two in and two out at World Wide Distributors this week. Fred Skor and Monty West were the road staffers and Al Stern and Len Micon held the sales front at firm's Western Avenue headquarters. New and used game sales are moving satisfactorily while replacement Formica tops for shuffle games are still going strong. Williams' Caravan game is expected to keep the World Wide staff extra busy the next several weeks.

Over at First Distributors, Joe Kline was off on a brief vacation and his partner Wally Finke was doing double duty. Joe will be back Monday (21). Mal Finke continues to beam every time the mail comes in with batches of inquiries about the new 100-page merchandise catalog. First was appointed Exhibit Supply distributor this week (see separate story) and Wally is certain Super Twin Rotation will be one of the best time grabbers this year.

Over at United it was visiting firemen week. Among the callers were Mr. and Mrs. Fletcher A. Blalock, F. A. B. Distributing; Raymond Williams, Little Johnny Merkin and Big Bill Rodstein. All staffers were extra busy catching up on sales which piled up the previous week when the plant was on vacation. Among the other out of town visitors this week were Ken Paulsen, IKI ex-

(Continued on page 98)

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

★ CLASSIFIED ADVERTISING ★

Agents—Distributors

Distributors and Salesmen—Experienced in selling coin-operated machines from business opportunity advertising; we have several brand-new products, Vending and Amusement Machines, that have genuine appeal to your prospects; commissions are excellent. If your record is good and you sell clean, write Shipman Mfg. Co., Los Angeles 23, Calif.

Business Opportunities

For Sale—Bowling Allys, 6 lanes; one 3 Brunswick Pool Tables, complete with equipment; \$12,500 value for \$2,500; 5 or 10-year lease; must sell at once. O. J. Meggenburg, Manchester, Iowa.

Parts, Supplies & Services

COIN COUNTERS AND STACKERS
14 Combination Coin Counter and Stacker for 50 Pennies, \$1.35 plus 10¢ postage.
54 Combination Coin Counter and Stacker for 40 Nickels, \$1.35 plus 10¢ postage.
These coin counters are made of lightweight cast aluminum, highly polished and graduated for quick reading and counting. Send money with order and save C.O.D. charges.

TUBULAR COIN WRAPS
14 or 54—85¢ per 1000. Lots of 10,000 or more—85¢ per 1000. When ordering specify coin wrapper desired.

KING & CO.
Chicago, Ill.
2700 W. Lake St.

Seasonal Gift Art Model Movies for your Panoramax; all new titles; sample 100 ft. reel, \$4.25. Elsa Publications, Box 566, San Diego 12, Calif.

Shuffle Alley Pucks for manufacturers and distributors; we have the finest two-sided puck in the market for use on all Shuffle Allys; it's highly polished and plated; guaranteed the finest in the world; and we offer it at the lowest price in the field. Write, wire, phone for quantity prices and samples. Goodyear Products Corp., 410 N. Broad St., Elizabeth 3, N. J. Elizabeth 2-0099.

Stamp folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Vendco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 1-1484.

STOP!

Don't throw out that old equipment . . .

It's worth more than you think! A low-cost MARKET PLACE can help you sell this equipment, parts or supplies that you have laying around . . .

For rates see the Handy Order Blank on this page . . .

DO IT . . . TODAY!

Used Advance gum machines filled with chlorophyll gum, \$10.50; 5 for \$50; each machine takes in \$13.50; all types of chlorophyll gum in stock. Logan Co., 627 Milwaukee Ave., Chicago 22, Ill.

Routes for Sale

Bowling 14-lyr. Las Vegas; 10-lyr. 10-lyr. \$11.00 plus 2¢ month; plenty room for expansion; \$25,000; 1000; Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

40 Mask Machines, almost all late model machines; 50 Amusement Machines, Shuffle Boards and Cams; all base under contract for past five years; gross between \$30,000 and \$40,000 per year; located in one of the fastest growing towns in New Mexico; all machines in excellent condition; Box M-14, Billboard, Cincinnati 22, O.

Used Coin-Operated Equipment

A-1 Bargain; Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

For Sale—Bally Conny Island, Bright Spot, Sport Life, \$400 each; A-1 used four weeks; Atlantic City, used three weeks, \$450 each; Kolar Dist. Co., 1606 Ewood Ave., South Bend 28, Ind.

For Sale—Best offer, all or part of 25 original United Shuffle Allys and 25 Ten Strikers, high class, all in good condition; Chicago Bowling Machine, 2127 Belmont, Chicago.

For Sale—Perfect condition, like new, Conny Island, latest model; improved contracts, \$100; Leades, \$375; Hot Rods, \$60; Turl Kings, \$175; Citations, \$35; various late floor pins, wets. By dep. cat card. W. E. Keener Mfg. Co., 229 S. Kedzie Ave., Chicago, Ill. Phone: Hemlock 4-3844.

For Sale—Mills, Jennings, Pace, Watling Bells, Double Up, Super Bonus Singles; Tunes; beautifully reconditioned; Evans Ricca, 5100, New Bally Clover Bells, General Coin Machine Co., 225 N. 9th St., Philadelphia 7, Pa. WAking 1-4378.

For Sale—United's A.B.C., \$215; Corral Wheat, 1752 S. Spruce, Wichita, Kan. Phone 4-1593.

For Sale—1 Bally Heavy Mirror, 1 United 10th Irving, \$39.50 each. King Pin Equipment Co., 828 Mills St., Kalamazoo, Mich.

Used Vendors, perfect Penny Silver Kings; Victor Universal, \$4.50; Panny Hunters, \$12; Northwestern Model 33, porcelain, \$4.50; A-1 Hot Nut Machines, \$29.50; Pilot Peak, \$17.50; Panny Hunters, \$17.50; Northwestern Model 49, \$10.50; inquire about other bargains; 15¢ deposit; balance c.o.d. Dade Vending, 420 N. W. 22 Ave., Miami, Fla.

OPERATORS

DON'T MISS THIS SALE!

50 Master and Northwestern 12 Nut and Ball Gum Vending Machines; guaranteed as new; used only 1 month; while they last, \$79.95; 15¢ cash with order; orders from this ad; first come, first served; orders shipped same day received.

Dixie Will Treat You Right.

DIXIE VENDING COMPANY
P. O. Box 1370 Lakeland, Fla.

Seeburg's 96's, 97's, 98's Floor Midways, Sales, 2951 Dearborn, Youngstown 4, Ohio.

Will buy consoles or slots for export or sell same in Kentucky or Nevada or export; Eugene Porter, 2000 South Belmont, Ashland, Ky.

Will trade Turl Kings (like new) for music, cigarette or any other coin machine equipment; Runyan, 123 West Runyon St., Newark 8, N. J.

1 Deluxe Photomagic, in fine condition; 2 Western Baseball, 2 Seeburg Chicken Sam Conversions, 1 Microscope Skyfighter, 1 Bally Rapid Fire, 1 Baiting Practice, 1 Dale Gun; will take best offer for each or the lot; Waukegan Amusement Games, 106 So. Genesee, Waukegan, Ill.

Two Seeburg Selectomatics, M100A, 2 wall boxes with each; price \$650 per location; Box 233, Werrittville, Mo.

17 Drop Picture Stereophic Peep Shows; cheap to anyone hauling them away. George Erdmann, 5301 Winona Ave., St. Louis 8, Mo.

Wanted to Buy

Want AMI Models A and B; Wuritzer 700 and 800; very clean condition; Ace Music Co., Waukon, Iowa.

Wanted—Coin Operated Radio, Box 114, c/o Billboard, 1564 Broadway, New York 36, N. Y.

Wanted—Late model Salsome master entertainer and selective boom, Rock-Ola 1422 phonograph, combination free play and payout consoles; give serial numbers of master entertainers; Box 540, The Billboard, Chicago 1, Ill.

Wanted—Used Cigarette Machines; state make, model and price. Raymond Tobacco Co., Arkville, N. Y.

Wanted—25¢ coin operated radio; Tradix, Corador, Columbus, etc. P. O. 1071 E. Livingston, Columbus, Ohio.

Use The Billboard classified pages for RESULTS!

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 "display-classified" indicate in the margin where 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:
- 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!
- 4:** And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Agents and Distributors Wanted

Help Wanted

Parts, Supplies and Services

Positions Wanted

Routes for Sale

Used Coin-Operated Equipment

Want to Buy

Confession: 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 _____

ADVERTISING RATES

● **REGULAR-CLASSIFIED**

Usual wanted style, one paragraph, no display. First time set in 6 at. Rate, balance 6¢ per line.

Per word \$.30

3 or more CONSECUTIVE or 36 insertions, set word 18

15 CONSECUTIVE insertions, per word 16

Minimum \$3.

● **DISPLAY-CLASSIFIED**

Any advertisement using display make-up or white space. First time set in 6 cut-off runs. 1st. rate borders permitted only on ads of 28 lines or more.

Per word line \$1.00

3 or more CONSECUTIVE or 36 insertions, per word line95

63 CONSECUTIVE insertions, per word line90

1 inch equals 14 word lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

FOLK TALENT AND TUNES

Continued from page 38

She would like to receive records. . . . Leon Sanders has replaced Ray Read at KULP, El Campo, Tex. He reports that Reggie Ward has left KDET, Center, Tex., for Haynesville, La. Ward is free-lancing a series of tape-recorded shows in Arkansas and Louisiana. . . . Ward Goodrich has replaced Morris at WOIE, Dayton, O. Goodrich last worked at KAMQ, Amarillo, Tex. . . . Smilin' Jim Flaherty asked listeners of WHAY, New Britain, Conn., whether they liked piano on h.b. disks. Vote was four to one against piano backing. . . . Cousin Lou Stevens, KFLA, Pasadena, Calif., reports that Tex Achimison, ex-fiddle with Ole Rasmussen, has his own combo touring Oregon. . . . Hed Hutsell, WIBK, Knoxville, Tenn., wants taped interviews for his show.

Jimmy Heap (Capitol), KTAE, Taylor, Tex., is taking a week off to visit Texas d.j.'s in Houston and Dallas. . . . Sheriff Tex Davis, WLOW, Norfolk, Va., has started a new Saturday live show, "The Hillbilly Music Hall," which will feature two new live bands each week. . . . Joe Right, WLVA, Lynchburg, Va., reports that he is getting record releases too late to do any real promotion good for the artists and companies involved. . . . Ted Kirby, WZOB, Fort Payne, Ala., is bringing his band into a local disk shop for a daily remote show. . . . Tommy Lloyd, WTOD, Toledo, has four releases on Tar Records, a new local waxery. . . . Potato Pete Hunter, KRCT, Baytown, Tex., is promoting Sunday afternoon shows at Tullos Park, Houston, featuring Jerry Irby, Smokey Stover, Tommy Sands, Leon Payne and guests. . . . Ray Anderson, WHTN, Huntington, W. Va., is working stageshows Tuesday night from the State Theater. He would like to hear from traveling units. Jimmy Walker and Jimmy Skinner worked the area recently. . . . Ollie Cook, KQMC, Englewood, Colo., is booking h.b. name bands for Rainbow Ballroom, Denver. He does three hours per day over the station.

John Utley is using Bill Haley's Holiday waxing of "Juke Box

Cannonball" as theme for his h.b. and Western segs over WFMY, Greensboro, N. C. . . . Bliff Collie, KNUZ, Houston, is booking talent for holiday and week-end promotions at the Magnolia Gardens this year. Spot has Blackie Crawford, Johnny Rector and Danny Brown (Coral) set for June 29. Ted Daffan has organized a new band and is dickering with King and Columbia. He is working the Plantation, Houston. . . . Aaron Allan, KWED, Seguin, Tex., reports that he guested July 5 on Red River Dave's new TV show over WOAI, San Antonio. . . . Potato Pete Hunter, KRCT, Baytown, Tex., and d.j.'s Jay Oliver and Smokey Stover of the station raised \$2,000 in a single day to buy an iron lung for a local clinic. . . . Dan Brennan, WYOK, Birmingham, reports that the Dixie Jambores on the station for two hours Saturday afternoon now features nine bands.

Holly Housberg, who recently joined LIX, Tulsa Falls, Idaho, is doing three hours daily. The station, etc. is featuring the H. H. Buckeros on live segs. . . . A. D. Downar, KDET, Center, Tex., reports the station needs new record releases badly. . . . Joe Halburn Jr. is subbing for Hal Durham while the latter takes summer army training. The Durham show is now two hours per day. . . . Smokey Stover, KRCT, Baytown, Tex., reports the station is all h.b. and Western disks from 8 a.m. to 7:15 p.m. . . . Lute Williamson, WHYN, Holyoke, Mass., reports that the station is using a combo, made up of G.I.'s from a nearby AAF base, to do a live rustic seg. . . . Uncle Ed Brown, WGST, Atlanta, boasts Boots Woodall's Mercury disk of "It's Sweet of You." . . . Bill Mack, KWET, Wichita Falls, Tex., emceed a big free show for the opening of Nal Fleming's Western wear shop in Wichita Falls. The Blue Sage Boys, the Miller Brothers and the Ranch Hands were featured. . . . Gene (Uncle Ned) Sharples has organized a new band at WMAZ, Macon, Ga.

Scorer Action Hits Upgrade At Marvel Co.

CHICAGO, July 19—Following a comparative slow period which arrived with the warm weather in June, sales on shuffleboard scoreboards started to rise this week. Marvel President Ted Rubenstein announced. The firm is now back in production on its wall and overhead units following a shutdown the first two weeks in July for group vacations.

While there is no definite trend underway, Rubenstein believes some of the long-time shuffleboard operators are getting their equipment back in championship form for the expected heavy play this fall.

The Marvel scorer line consists of two wall and two overhead models. One of each is for straight shuffleboard (15 and 21 points). The other two score for regular shuffleboard, plus Hore-Collar.

Shaffer Specials

in better quality buys

WURLITZER	SEEBURG
1250 Hideaway (48 Selection) \$249.50	M100A (78) Write
1100 289.50	1946 Hideaway \$ 99.50
1015 149.50	146-M 129.50
248 Sleepers . . . Write	148-MI (Blond) . 275.00
POST-WAR WALL BOXES	CIGARETTE VENDORS
Seeburg 5c Wireless \$ 9.95 Seeburg 5c 3-Wire 17.50 Wurlitzer 3020 . . 29.50 AM-5-10 29.50	King Size (25c coin head) Unceda Monarch \$79.50 National 930 . . . 99.50
AMI—STEPPER \$29.50 ROCK-OLA 1422 99.50	

Write for Complete List of Late Model Phonographs
Terms: 25% deposit, balance C.O.D.

Shaffer Music Co.

Columbus, Ohio 406 S. High St. Main 5563
Cincinnati, Ohio 2333 Gilbert Ave. Capital 1438
Indianapolis, Ind. 1327 Capitol Ave. Lincoln 3571

Exclusive Seeburg Distributors



Strike back

By saving lives, by easing pain, by improving services to cancer patients, by supporting research that will find the final answers to cancer...

That is how your dollars strike back at cancer when you give them to the American Cancer Society.

Send your gift today by mailing it to "Cancer" care of your local post office.

Give to conquer cancer



	Issue of July 13	Issue of July 12	Issue of July 5	Issue of June 28
Steeple Chase (United).....	\$295 00 300 00 323 00	\$295 00 345 00	\$295 00 395 00	\$295 00 375 00 395 00
Stop and Go (Crescent).....	99 00 109 50 115 00	99 00 109 50	109 50 110 00	99 00 109 50 115 00
Starry (Williams).....	29 50	27 50 29 50	27 50 29 50	27 50 29 50 29 50 34 50
Summer Time (Gottlieb).....	39 50 49 50	39 50 49 50	39 50 49 50	39 50 49 50 59 50 49 50
Sunny Hocker (Chicago Col.).....	69 50	35 00 69 50 65 00(2) 69 50	54 50 65 00	54 75 69 50
Swing World Series (Williams).....	275 00	275 00	275 00(4)	275 00
Swanee (Exhibit).....	59 50	54 50 59 50	54 50 59 50	54 50 59 50
Sweetheart (Williams).....	94 50 124 50	85 00 94 50	69 50 99 50	94 50 99 50 124 50
Tahiti (Chicago Col.).....	94 50 99 50	94 50 99 50	99 50	78 00 94 50 99 50
Tampico (United).....	69 50 84 50	69 50 84 50	84 50	84 50 89 50
Telarcad (Gottlieb).....	49 50 79 50	45 00 49 50 54 50 79 50	49 50 54 50	49 50 54 50 79 50
Templeton (Chicago Col.).....	29 50	29 50	29 50	29 50
Terrence (Williams).....	49 50 50 00	49 50 50 00	49 50 50 00	49 50 50 00
Texas League (Keany).....	49 50 79 50	49 50 79 50	49 50 85 00(1)	49 50 85 00(1)
Thing (Chicago Col.).....	109 50	79 50 85 00(2) 109 50	109 50	109 50
Three Fathers (United).....	65 00 69 50	35 00 65 00 69 50	35 00 65 00	69 50
3-4-5 (United).....	225 00 265 00	298 00 265 00	250 00	265 00 275 00
Tutti (Chicago Col.).....	77 50 35 00 54 50	77 50 35 00 54 50	77 50 35 00	27 50 34 50 54 50
Ural Roll (Genco).....	99 50 45 00	99 50 45 00	99 50	99 50 45 00
Urb-down (United).....	245 00 285 00	245 00 285 00	245 00 325 00	325 00
Urb-down (United).....	39 50 49 50	39 50 49 50	39 50 49 50	39 50 49 50
Urb-down (United).....	135 00	109 50 135 00	135 00	109 50 135 00
Urb-down (United).....	35 00	35 00	35 00	35 00
Urb-down (United).....	29 50	24 50 29 50	24 50 29 50	24 50 29 50 29 50
Urb-down (United).....	94 50 109 50	85 00(2) 94 50	45 00 79 50	60 00 79 50 109 50
Urb-down (United).....	69 50	50 00 94 00(2) 60 00 69 50	55 00 59 00	60 00 95 00(2)
Urb-down (United).....	85 00 94 50	85 00 94 50	85 00 94 50	85 00 94 50
Urb-down (United).....	125 00(2) 135 00(2)	135 00 139 50	135 00 139 50	135 00 139 50 140 00(2)
Urb-down (United).....	150 00(2) 154 50 159 50	150 00(2) 154 50 159 50	150 00 154 50	150 00 159 50 155 00 174 50
Urb-down (United).....	173 00 195 00	165 00 195 00	199 50 225 00	178 00 195 00 275 00
Urb-down (United).....	69 50 79 50	79 50 89 50	89 50(2)	89 50
Urb-down (United).....	89 50	89 50	89 50	89 50
Urb-down (United).....	29 50	29 50 39 00	29 50 39 00	29 50
Urb-down (United).....	135 00 165 00	135 00 165 00	165 00	125 00-134 98
Urb-down (United).....	175 00	175 00	175 00	175 00
Urb-down (United).....	39 50 60 00	89 50(2)	89 50(2) 95 00	95 00(2) 99 50
Urb-down (United).....	79 50 150 00	95 00(2) 99 50	110 00 145 50	110 00 149 50 195 00
Urb-down (United).....	195 00	195 00(2)	195 00(2)	195 00
Urb-down (United).....	34 50 35 00	25 00 34 50	39 50 49 50	44 50 39 50 49 50
Urb-down (United).....	39 50 49 50	39 50 49 50	39 50 49 50	39 50 49 50
Urb-down (United).....	75 00	75 00	75 00	75 00
Urb-down (United).....	49 50	50 00 49 50	25 00 49 50	49 50
Urb-down (United).....			275 00	275 00

ATTENTION: Distributors, Jobbers & Operators

CASH — Wurlitzer Phonos

Our Export Department needs immediately an unlimited quantity of post war Wurlitzers—also, Model M100 Seeburgs and Wall Boxes.

PHONE — WRITE — WIRE

EXCLUSIVE WURLITZER DISTRIBUTORS FOR SO. GEORGIA, FLORIDA AND CUBA

BUSH DISTRIBUTING CO.

286 N.W. 29th ST.
MIAMI 37, FLA.

Guaranteed Reconditioned—Ready for Location!

S-BALLS	BINGOS	PHONOGRAPHS
Billy Cardiel \$39.00	Engl. Line \$49.00	Wurl. 1018 \$145.00
Golf. Juv. 71 55.00	Bright Light 39.50	Wurl. 1180 265.00
Arizona 58.00	Bright Lights 39.50	Wurl. 144 (Blond) . 260.00
Righting Irish 65.00	5-4-3 29.50	Rock-Ola 1424 . . . 135.00
Utah 64.50	Coney Island 49.00	
VENDORS, ETC.	N-E-W!	
East. Elec. Co. \$109.50	Billy Palm Beach—Champion Horse; Chicago Coin	
Met's P-Call. Candy . . . 99.00	Big Hit; Gottlieb Year Stars; Wm's Domino; United	
Rock-Ola 75.00	Star; Seapman; State Victory; Silver King Gum	
Walt. Jr. Scale 99.50	and Nut Vendoms; United, Kenney and Chicago Coin	
Wm. DeLoe 85.00	Shurles.	

IMMEDIATE DELIVERY! Terms: 1/3 Deposit, Balance C.O.D.
See—Call—Write IRV DUTZ ACME-INTERNATIONAL DISTRIBUTORS
2207 N. HALSTED ST., CHICAGO 14, ILL. PHONE: WMBR351-3-0812

RIAA Plans Dealer Aid Campaign

How to help dealers sell more records is a prime concern of the RIAA.

John Griffin, Executive Secretary of RIAA, writes of just what has been mapped out to call the public on recorded music is "How the RIAA Plans to Help the Record Dealer," one of many special articles and lists to appear in

The Billboard NAMM Convention Number
(dated August 2—out next week)

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard

WHAT DO YOU HAVE TO SELL? Write The Billboard, 2180 Harrison St., Cincinnati 22, Ohio

Best Buys Always

ORIGINAL GENUINE

FORMICA TOPS

Accept no substitutes! Silk Screened, Last a Lifetime, Smoother, Stronger...



LATE 5 BALLS SPECIALS

- FOUR HORSEMEN \$110, GEORGIA GLOBETROTTER \$110, HATBURNERS \$110, HIT HEADS \$110, HORSESHOES \$110, JEMIE \$110, KNOCKOUT \$110, MAJORETTE \$110, SLUGFEST \$110, SPARKPLUG \$110, SPORTMAN \$110, SPOT BOWLER \$110, SPRINGTIME \$110, STOP & GO \$110, TRIGGER \$110, TRIPLETS \$110

BEST BUYS AT WORLD WIDE

- 1st size \$17.95, 2nd size \$18.95, Lots of 10 \$17.00, Lots of 25 \$16.50, Lots of 50 \$16.00, Lots of 100 \$15.00

BINGO SPECIALS!

- Bally SPOTLIGHT \$49.00, Bally CONY ISLAND \$35.00, Bally BRIGHT SPOT \$41.50, Bally BRIGHT LIGHT \$36.50, United LEADER \$37.50, United A.B.C. \$35.00

ARCADE

- Seeburg BEAR GUN \$37.50, Seeburg BOWLING CHAMP \$35.00, Seeburg GUN PATROL \$32.00, Seeburg SIX SHOOTER \$30.00, Seeburg SILVER BULLETS \$26.50, Seeburg DALE GUN \$24.00

NEW GAMES

- WILLIAMS DOMINO, WILLIAMS HANDICAP, WILLIAMS QUINCE, WILLIAMS SPORTSMAN, UNITED OFFICIAL SHUFF, STARS, BALLY PALM BEACH

MISCELLANEOUS EQUIPMENT

- C.C. 4 PLAYER DEERY \$195, Keyway BOWLING CHAMP \$175, QUIZZER \$150, Bally TURF KING \$145, Bally FUTURITY \$125

MUSIC MITE

Sensational new design, superb tone. Tan 45 RPM Records, Selection, Accumulator and Canceled Buttons.

ACE COIN COUNTER

Like new, Precision gears, meters, tubes, prep. Counts to 50, 100, 250. \$95



"OLD OPERATORS NEVER DIE... THEY JUST TRADE AWAY..."

PURVEYOR Shuffleboard Co. 4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1914 CHICAGO 13, ILL.

SHUFFLEBOARDS, ETC. 8 1/2 x 11 1/2 Scoreboards, Overhead, 18 1/2 ft. Herculite, 18 1/2 ft. Wall Mount, 18 1/2 ft. and 18 1/2 ft. \$95.00 ea. 10 ft. \$80.00 ea. 8 ft. \$65.00 ea.

WANTED TO BUY FOR CASH-WRITE-WIRE-PHONE SEEBURG 100-78, SEEBURG 100-45, SEEBURG 100-WALL BOXES, BALLY ATLANTIC CITIES, LYON'S DRINK VENDORS.

GENCO 2621 NORTH ASHLAND AVE. CHICAGO 14, ILL.

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as is 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.

Table with columns for equipment name, price, and issue date. Includes items like Ace Bomber, Air Raider, All Stars, etc.

Coinmen You Know

Continued from page 95 Chicago

excutive, and Sol Lipkin, former National Shuffleboard executive, Dorothy Johnson, secretary to Herb Perkins, Purveyor Shuffleboard president, is back from a relaxing vacation. Firm did a surprising amount of business during the Republican campaign and looks forward to a similar run when the Democrats take over the International Amphitheater Monday (21). Perkins reports steady repeat sales on the American Bank-Shot eushion play unit.

Vince Shay and Stanley Levin are taking over the running of Empire Coin Machine Exchange while Gil Kitt and Howie Freer are on vacation. Freer will spend the next three weeks in Colorado but Kitt is due back Jerry Breamer, shipping and parts department staffer, just completed his vacation. Shay has been working closely with Genco on the 400 game and claims it will prove one of the sleeper units of the year.

Ed Wurgler, general sales manager of the Wurlitzer Corporation, and Bob Baer, his assistant in town for a quick visit to Young Distributing Company. Carl Pavese also a visitor there last week.

Jerry Kirkman, Rochester, N. Y. op, picking up equipment at Albert Simon Company. The firm reports that its Chi Coin's match bowlers are going well. Ditto, the De Luxe models.

United Play Machines Company visited by Louis Goldberg, Canarsie, N. J. op. Wilbur Aaronson, United partner, is back from a week's vacation at the Concord Hotel, Monticello, N. Y. His partner, Al Gilbert, took off Friday (18) for a two-week fishing trip to White Lake, N. Y. He'll join his family there. The firm reports its Thunderbolt horses are selling well.

Unecda Vending's Nat Hockman lining up producers of special equipment for converting units to King-size. The firm is swamped with orders, he says, and he wants to insure service by adding extra facilities.

Azthur Grad, Red Circle Music Company, recuperating in a local hospital following recent surgery.

Morris Hood, Runyon Sales' dynamo, took his family to Bradley Beach, N. J., Friday (18) for a few days' relaxation. Visiting the Runyon shop last week were Joe Weiss, of Larch Vending Company, Larchmont, N. Y., and Jim Sherry, of Sherry Music, New York.

Harry Berger's West Side Distributors busy with new shipments of Lun-A-Ride rocket ships. Visitors there were Moe Drescher, Long Branch, N. J., and Sam Kohn, of Merry-Go-Round Sales, Philadelphia.

Abe Weissberg and wife, Frances, off on a short vacation. He's chief mechanic for American Vending Company.

Bill Rabkin's International Mutoscope Company is expanding its defense production work and its manufacture of Photomat devices.

Les Paul, of Western Vendors, Inc., is remaining open until 8 p.m. daily, including Saturday, thru the summer. Dave Lowy & Company received a visit recently from Al Schlessinger, Poughkeepsie, N. Y., op. Murray Kaye, Atlantic, New York, still waiting for new shipment of Seeburg M-100-C machines and still wondering when he'll be able to take a vacation. His new daughter prohibits traveling too far.

Lou and Bernie Boorstein, of Leslie Distributors, local one-stop, are supervising the installation of an air-conditioning system in their Coinrow outlet.

Milwaukee Sam Hastings is enthused over receiving distributorship of the Minut Gun-Bar-B-Q-Bar, a non-coin-operated barbecue machine. Deal calls for franchising of operators who will spot the equipment in tavern locations. Meantime (Continued on page 100)

Shuffle Games

Table listing various shuffle games with columns for game name and issue dates (July 19, July 12, July 5, June 28).

BETTER BUY FROM BANNER

BETTER BUY FROM BANNER (vertical text on the left side of the ad)

BETTER BUY from BANNER

NEW UNITED STARS The Smartest Bingo Type Game Ever Made IMMEDIATE DELIVERY WRITE-WIRE-PHONE

ARCANE EQUIPMENT NEW Spot Pool (Coin Operated) Pool Table... \$175.00

PIN GAMES USED Alice Alice... \$9.99 Bowling Chama... \$7.50

NEW BANNER'S Original Match-a-Score (Novelty Play) \$225.00

BANNER'S ORIGINAL MATCH-A-SCORE Monthly Play \$144.00

VENDING NEW Bradley Carbonated DRINK VENDOR 2-Flavor, 1000 Cup Capacity

MUSIC DISTRIBUTOR WESTERN PENNSYLVANIA TERRITORY

BANNER SPECIALTY COMPANY 199 W. Girard Ave. Philadelphia 23, Pa. GArfield 3-2700

FOREIGN BUYERS! We have ready for immediate shipment one of the greatest money makers in the entire amusement industry. Bally CHAMPION Realistic, automatic Western Horse

FOR SALE Table listing various items for sale such as 8 Stars, Very clean \$149.50, Coney Islands \$400.00, Bright Spot \$113.00, etc.

MONROE COIN MACHINE EXCHANGE, Inc. 2423 PAYNE AVENUE, CLEVELAND 14, OHIO

GUARANTEED USED BINGOS & ONE BALLS Ready for location at lowest prices BRIGHT LIGHT \$295.50

CLEARANCE-WE NEED THE SPACE READY FOR LOCATION 1 United Show Boat \$37.50 2 Corliss Select-A-Card \$4.00

SICKING, INC. America's Oldest Distributor Established 1893 1401 Central Pkwy., Cincinnati 14, Ohio

WRITE, WIRE OR PHONE GILMORE: 7933 EDMONDSON: 5322 JACHAM, INC. 502 EVERGREEN AVENUE BALTIMORE 23, MARYLAND

Coinmen You Know

Continued from page 98

While Hastings is gradually moving his jobbing and operating business into the new annex building. While the exterior is nearly completed some finishing work on the inside remains to be done.

The flying Frank Barmik family, operators of the South Side Banaco Music firm, is making final arrangements for a week's vacation of hunting and fishing in Canada. This marks the first occasion Mrs. Barmik has been able to find the time to accompany her husband. They'll make the journey in their own Cessna plane.

Latest Agriculture Department survey shows a predicted drop in the Wisconsin tobacco output type 54 tobacco is expected to total 9,500,000 pounds in contrast to last year's 10,419,000-pound yield. Production of type 55 is slated at 12,404,000 pounds as against 1951's crop of 12,470,000 pounds. John Zaniewski, Banaco routeman, has

just returned from a two-week vacation up North with his family.

George Schroeder is planning on taking his first vacation since 1944. George's schedule calls for about 10 days in New York, visiting relatives. Receipts, he adds, have been standing up nicely in recent months, with the music machines doing the bulk of the business. The takes dipped sharply, however, he noted, during the recent televising of the Republican confab. Schroeder routeman, Fred Miller, is vacationing among the fishermen up in Hayward, Wis. Top nickel grabber for Mitchell Novelty, according to office boss, Erv Beck, is Vera Lynn's "Auf Wiederseh'n."

Pittsburgh

James Thompson, Thompson Music Co., reported the beer, bread and steel strike, plus the heat wave had slowed down operations.

William F. Hamel, division sales manager, Colic Products, Inc., reported the steel strike closed down so many supporting industries dependent on steel, that attempts to secure new locations in the field was unprofitable.

Sydney Weinstein, partner, Sidmore Vending Company, is thinking of starting a new association in his field this fall, and of operating under a member - responsibility plan. Raymond W. Mills, district sales manager, Mills Automatic Merchandising Corporation, reports former office manager, Thomas A. Moffatt, has returned home from the Gibsonia Convalescent Home.

Confection Specialties Company, as Harold Cohen, owner, puts it, continues "expanding every day." Larry Sylvester of Kwik-Kafe is patiently awaiting the termination of the steel strike so the firm may resume 100 percent operations. Leon Paschales, Capitol Vending, reports he is not encountering many service problems these days.

Oak Manufacturing Company's Pittsburgh office has available Acorn's new metal brush that keeps merchandise from slipping under the wheel of the vending machine. James Masserio says selecting records for drugstore music boxes is difficult because many of today's artists are of the torch type, whereas the ballad singers often are better sellers.

Mount Lebanon, Pa. Commissioners recently mailed 7500 postal card questionnaires asking residents if they would like a parking consultant to make a survey of their parking needs relevant to the use of parking meters. Elmer Willetts reports his big job today is strictly promotion, attempting to be first with merchandise, and get shipments thru in a matter of hours.

Washington

Sid Colaborer, head of Westway Vending, was visited by William Furst, Sioner Manufacturing Company. Lotenberg has added several new locations, and reports that the introduction of king-size Chesterfields caused him considerable trouble in converting his machines.

Aaron Goldman, G. B. Macke Corporation, joined the Woodmont Country Club. Bayne E. Phipps, Spacarb of Washington, reports business good. He also has several new locations pending. Jim Schwartz, of Schwartz Bros., local Mercury distributor, states local operators were going in strong for a new Gloria Hart platter.

Hartford, Conn.

Meetings of the Connecticut State Coin Association have been recessed until August 14. Abe Fish, honorary president, reports Jimmy Toliano, CSCA president and owner of Superior Music, Hartford, has purchased a home in suburban Newington. Cut-rate priced cigarettes are due to become a thing of the past in the State. Dealers selling cigarettes at cut prices and using them as "loss leaders" will have to boost prices anywhere from 3 to 4 cents a carton in order to bring them up to the "floor" established by the State's minimum price law.

Indianapolis

The Sicking Company reports repeat orders for United's Stars. Mrs. Lottie Berzant spent the week-end at Stony Crust, Mich., where Marvin, her son, is summering at a camp.

The Armstrong Automatic Vending Company is redecorating its office and display room. The company reports collections are satisfactory and holding up unusually good. Rex Halper, of the service department, is vacationing in Michigan.

Sam Weinberger, Southern Automatic Music Company, reports business going nicely with the new Genco 400, and United Stars, moving in volume. Jack Siler, Siler Sales, is fishing in Canada. Calderon Distributing Company, states Palm Beach, made by the Bally, is a hit. Peter Stone, who loves most of his attention to The Champion, Bally's horse, is enthusiastic over future sales.

Capitol's Jet Ride to Make August Bow

NEW YORK, July 19.—Capitol Projector Corporation's new space ship, a 10-cent coin-operated ride, will make its bow shortly after August 1 in six of the country's leading food and variety stores, according to Sam Goldsmith, sales manager of the firm.

Already contracted are Macy's of New York, Toledo and Kansas City, and Bamberger & Company, Newark, N. J. The name of the ride has not as yet been selected. Features of the ride include an illuminated cockpit; flashing exhaust rocket tubes; push-button jet gun, and a half-wheel steering device much like those used on commercial airplanes. The unit rises and falls in addition to swaying from side to side.

License Drive In New Orleans Gets Results

NEW ORLEANS, July 19.—Owners of five pinball games, padlocked Monday (14) by the mayor because of the lack of licenses, appeared at the city clerk's office the next day and purchased the required stickers. Annual license fees for games is \$50. They also may be purchased for semi-annual periods at \$25. If the owners of the unlicensed equipment had not applied for licenses within 24 hours after the padlocking, the permit director would have filed charges against them in municipal court and if convicted would be liable to penalties ranging from \$25 to \$50.

Stockholm

Continued from page 98

Merchandise, three Novelty Merchantman diggers, Seeburg Gold Mine, United's De Luxe Surfboard, two Eveready Ten Strike and a Super Bomber, a Supreme Rocket Bomber, Genco's Total Roll, Scientific's Batting Practice and an Esco card vendor. There were also two Dewey wheels, several wall-box games of various types and Football games of Belgian origin.

Juke boxes noted in Tivoli were two Rock-Ola 10-record machines and a Wurlitzer 24-record player. Arcade in Nofeststet Park has more than 60 bells, three Novelty Merchantman diggers, two Rotary Merchandisers, a Rotor Table and an Exhibit Supply Novelty card vendor, as well as numerous wall machines of European origin.

The municipally operated amusement park, Liseberg, in Gothenburg, also has three arcades of the same type as those in Stockholm. There are about 24 bell machines and several other machines, many of which look like American products but bear no name plates. One arcade has three Musicopas Reel picture machines and an unlabeled juke box.

Theoretically bells are banned in Denmark, but 13 of such machines can be seen in operation at Karolund's Tivoli amusement park in Aalborg, Denmark. The arcade in this park also has two Novelty Merchantman diggers and two juke boxes which bear no name plates but are of standard type and of excellent tonal quality.

N. J. Puck Firm Sets Delivery

ELIZABETH, N. J., July 19.—Goodyear Products Corporation announced it is now making quantity deliveries on two sided pucks for all types of shuffle games with bowling theme.

The pucks are highly polished and plated and firm officials state quantity output and delivery would continue just as long as its available steel supplies last. All orders will be filled on a first come, first serve basis.

Set Midget Movies For Chain Store Bows in N. J.-Pa.

NEW YORK, July 19.—First installation of Midget Movies in New Jersey Safeway Stores and Pennsylvania Food Fair Stores took place Friday (18), according to Sam Goldsmith, of Capitol Projector Corporation, parent firm of the movie group.

Goldsmith planned to Kansas City the same day to establish new outlets for the movies in that section. He will be met there by J. R. Pieters, president of Michigan Midget Movies, who will assist in lining up new operators.

Distributors Get Big Hit Units

CHICAGO, July 19.—Sam Lewis, assistant sales manager of Chicago Coin Machine Company, announced Wednesday (16) all distributors will have samples of the Big Hit baseball game within a few days.

Big Hit is a straight five ball game with several animated new play features (for details see The Billboard, July 19). Lewis stresses that Match Bowler and Deluxe 6-Player Bowling Alley also are in production.

Honor Veeder-Root Mgr.

HARTFORD, Conn., July 19.—Harley F. Blodgett, traffic manager of Veeder-Root, Inc., manufacturer of counting devices for coin machines, has been elected president of the Hartford Transportation Club.

JUKE BOX PLUGS BR'DWAY MOVIE

NEW YORK, July 19.—Runyon Sales Company, New York distributor, copped a good bit of publicity, not only for itself but for the manufacturer and the record industry, when it placed an AMI D-40 juke box at the entrance to Brandt's Mayfair Theater on Broadway. The unit plays five 10-inch recordings of "High Noon," including versions by Frankie Laine and Bill Hayes. The song's title is the same as that of a new Gary Cooper pic which opens at the showhouse July 24. The juke, which will be in continuous operation for three weeks, is a real crowd-gatherer.

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY! See page 3 for rates

FIRST on Every Ballot!
for Quality, Value and Service!

BINGO 5 BALLS

NEW
Baby PALM BEACH
Unisex STARS

RECONDITIONED
Perfect!

BALLY
ATLANTIC CITY White
SPOTLIGHT
CONY ISLAND 415
BRIGHT SPOT 410
BRIGHT LIGHTS 352

UNITED
BOLERO 5175
ABC KEENEY 235
LITE-A-LINE 5175

COUNTER GAMES
KICKER & CATCHER \$29
ABT CHALLENGER 25
ABT TARGET SKILL 19
Gambler CRIPPER 15
CIRCUS 15
FLIPPER 15

5 BALLS

GOTTlieb
WILD WEST 1175
NATION LINE 165
ROCKY TOP 125
SPOT HOBBS 125
OLD HOBBSMAN 125
OLD FAITHFUL 110
CANTINA 75
DOUBLE SHUFFLE 75
SHOWBOAT 75
BOWLING CHAMP 75
BUTTONS & BOWLS 75
JUST 51

UNITED
ARIZONA 115
UTAH 75
PACIFIC 75
SUNSHINE 45
AGUACADE 45
SHOWBOAT 45
CAROLINA 45
BOSTON 45
WISCONSIN 45

NEW
WILCOX 115
MAYLAND 75
SHOWBOAT 75
SPREEDWAY 25

NEW
DIXIE 115
RAINBOW 75
CHICAGO COIN 75
PIN BOWLER 75
GOLDEN GLOVES 75
THIRD 75
MAJORS OF 75
GRAND AWARD 75
CANTINA 75
TRILL 75
TRINIDAD 75

NEW
TRIGER 115
JUDY 105
CARRUS 75
SHANTYTOWN 75
JAMBLEBREW 75
PLAYERS 75
SAMJO 75

NEW
HIT A RUNS 75
STOP A GO 75
RODENTICIDE 75
HARVEST TIME 75
KIDNEY SEATERS 75
BIG TOP 75
RODENTICIDE 75
RODENTICIDE 75
RODENTICIDE 75

The Mystery Game of the Year!
EXHIBIT PHENOMENAL
Super TWIN ROTATION
Now accepting orders for N. Illinois, Eastern Iowa and Northwestern Indiana.

SHUFFLE GAMES

NEW
Keene High Score LEAGUE BOWLER
Keene Super Deluxe LEAGUE BOWLER
United Official SHUFFLE ALLEY
CHI Coin & PLATED MATCH BOWLER

RECONDITIONED AND RESURFACED

Mechanism completely rewound. Replaced. Includes complete removal of old surface, four coats of lacquer, plus new instructions decal.

GENUINE FORMICA TOPS
Genuine Formica Tops installed on United & Keene Games—\$150 Extra.

REINNEY
DE LUKE LEAGUE BOWLER \$395
CHICKEN SAWN BOWLING BOWLER 165

CHICAGO COIN
SIX PLAYERS SHUFFLE 125
SHUFF. HORSESHOBS 125
SHUFF. BASEBALL 125

WILLIAMS
SHUFFLE TABLE \$125
DE LUKE LEAGUE BOWLER 75
TWIN SHUFFLE 75

CINCO
SHUFFLE TABLE \$115
GLIDER 75
BOWLING LEAGUE 75

NEW
Keene ELECTRIC CIGARETTE MACHINES
RECONDITIONED
Mini Post \$145
Post Core \$155

WANTED
Cash or Trade
25 Keene BOWL
100 Keene CIGARETTE
CONVERSIONS
3 Keene MIDGY SKEE
BOWLS
5 Keene EQUIZ
70 Keene Coin
BOWLING
ALLSIES
MIDGET MOVIES

BIG BRONCO
Bobby's Saddle Horse

FIRST DISTRIBUTORS
Jon Kline & Wally Fink
1750 W. North Avenue • Chicago 22, Illinois • Dickson 2-0300

SPOT LITE \$399.50
MOLLY FRANE
Late Model \$399.50
RAY BURNER \$199.50
CINATION \$4.50
PHOTO FINISH \$7.50

BOYLE AMUSEMENT CO.
322 N. W. THIRD ST. OKLAHOMA CITY, OKLA.

WHAT'S NEW IN COIN MACHINES?
WHAT ARE YOU GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates
\$11 in and Mail Coupon Today!

The Billboard, 2160 Paterson St., Cincinnati 22, Ohio
Yes! Please send me The Billboard for one year at \$10.
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Name _____ 572
Address _____
City _____ Zone _____ State _____
Occupation _____

The MYSTERY

"Super



**IT'S NEW!
IT'S FASCINATING!
IT'S FUN!**

Player preference is assured because "Super Twin Rotation" is truly a new game with a fresh approach to exciting entertainment.

**RICH APPEARANCE
SOLID CONSTRUCTION**

—Twin features of the "Super Twin Rotation" game. Here is a machine that impresses location and players alike with its gleaming colors and richly finished wood. It reflects the quality that has been built into it!

EXHIBIT SUPPLY

Game of the Year!

TWIN ROTATION™

Here, at last, is the LEADER you've been waiting for! There's never been anything like it. Mere words cannot begin to describe this marvel of scientific achievement. SEE IT — PLAY IT — and you'll know why locations will insist on "SUPER TWIN ROTATION"!

IT'S A REAL CHALLENGE

It takes skill to "sink" all of the "balls." They'll have to brush up on their bank shots—yet the novice gets as much fun from "Super Twin Rotation" as the "pro."

IMAGINE!

Real ROTATION pool on a coin machine! Slide the "cue ball" (puck) down the play-board—watch the balls "break" and scatter. Then go after them—one by one—in ROTATION. The arm is the cue stick—the puck is the ball.

"PHANTOM POOL BALLS"

No roll-overs—no light beams. Here's a game that will keep 'em guessing (and will pull extra dimes into the slot while they try to figure it out). The mystery of "Super Twin Rotation" will cause many people to play out of sheer curiosity.

Be the FIRST to CASH IN-Order Yours TODAY!

"TRUE TO LIFE" ACTION

The player scores only when he hits the correct ball. If he misses, the balls may change position and give him a harder shot. However, multiple scoring is possible—just as in real "ROTATION."

IMPRESSIVE SCORING

The flashing lights and ringing bells of the illuminated score indicator makes each hit a colorful "production." Scores run high, too, because of the generous method of scoring. Player satisfaction is assured with "Super Twin Rotation"

**10¢ per game, per player
ONE PLAYER - 15 Shots
TWO PLAYERS - 29 Shots**

There is a "SUPER TWIN ROTATION" distributor in your territory. Call him today—be the first to offer this terrific money-maker in your area.

- ALBERTA VENDING MACHINES, LTD.
109 Seventh Ave., E. • CALGARY, ALBERTA, CANADA
- ATLAS MUSIC CO.
221 Ninth St. • DES MOINES, IOWA
- BANNER SPECIALTY CO.
199 Girard Ave. • PHILADELPHIA, PA.
- BANNER SPECIALTY CO.
1808 Fifth Ave. • PITTSBURGH, PA.
- BIRMINGHAM VENDING CO.
540 Second Ave., No. • BIRMINGHAM, ALA.
- LYN BROWN
1509 W. Pico Blvd. • LOS ANGELES, CALIF.
- BUSH DISTRIBUTING CO.
286 N. W. 29th St. • MIAMI, FLA.
- BUSH DISTRIBUTING CO.
60 Riverside Ave. • JACKSONVILLE, FLA.
- FIRST DISTRIBUTORS
1750 W. North Ave. • CHICAGO, ILL.
- GENERAL DISTRIBUTING CO.
2814 Main St. • DALLAS, TEXAS
- T. B. HOLLIDAY CO.
727 Main St. • COLUMBIA, S.C.
- LIEBERMAN MUSIC CO.
257 Plymouth Ave., No. • MINNEAPOLIS, MINN.
- MODERN DISTRIBUTING CO.
3222 Tejon St. • DENVER, COLO.
- CLEVELAND COIN MACHINE EXCHANGE
2021 Prospect Ave. • CLEVELAND, OHIO
- MIKE MUNVES CORP.
577 Tenth Ave. • NEW YORK, N. Y.
- REDD DISTRIBUTING CO. INC.
298 Lincoln St. • ALLSTON, MASS.
- REDD DISTRIBUTING CO. INC.
811 Union St. • WEST SPRINGFIELD, MASS.
- SOUTHERN AUTOMATIC MUSIC CO.
735 So. Brook St. • LOUISVILLE, KY.
- SOUTHERN AUTOMATIC MUSIC CO.
240 Jefferson St. • LEXINGTON, KY.
- SOUTHERN AUTOMATIC MUSIC CO.
3011 E. Maumse Ave. • FT. WAYNE, IND.
- SOUTHERN AUTOMATIC MUSIC CO.
129 W North St. • INDIANAPOLIS, IND.
- SOUTHERN AUTOMATIC MUSIC CO.
1000 Broadway • CINCINNATI, OHIO
- DAN STEWART CO.
140 East Second South St. • SALT LAKE CITY, UTAH
- UNI-CON DISTRIBUTING CO.
3410 Main St. • KANSAS CITY, MO.
- UNITED DISTRIBUTORS, INC.
513 E. Central • WICHITA, KAN.
- UNIVERSITY COIN MACH. EXCH.
852 N. High St. • COLUMBUS, OHIO
- VARIETY DISTRIBUTING CO.
585 Grant St., S.E. • ATLANTA, GA.
- WESTERN DISTRIBUTORS
1226 S. W. 16th St. • PORTLAND, ORE.
- WESTERN DISTRIBUTORS
3126 Elliott Ave. • SEATTLE, WASH.

Invitation TO INCREASED PROFITS WITH THESE 2 KEENEY FOUR PLAYER BOWLERS

Keeneey HIGH SCORE LEAGUE BOWLER

- ★ HIGH SCORE FOR WEEK FROM 160 TO 279!
- ★ MATCH SCORE OR MYSTERY SCORE—EITHER OR BOTH CAN BE ELIMINATED!
- ★ Meets changing location requirements.
- ★ Picks up any combination of pins, including 6-10 and 4-7 split!
- ★ Plastic EVER-SLICK Silent Playfield.
- ★ KEENEY'S JUMBO FLY-AWAY PINS.
- ★ 20-30 AUTOMATIC SCORING.
- ★ UP TO 4 PLAYERS EACH GAME!



Order FROM YOUR KEENEY DISTRIBUTOR

KEENEY'S SUPER DELUXE LEAGUE BOWLER

- 2 SIZES:
- 9 1/2 FT. LONG 2 FT. WIDE
- 8 FT. LONG 2 FT. WIDE



Remember! HIGH SCORE MATCH AND MYSTERY SCORE TAKE IN MORE!

PLASTIC EVER-SLICK SILENT PLAYFIELDS

"MATCH THIS SCORE" either predetermined with first coin inserted or on "MYSTERY" basis when last shot is made. Score must be matched exactly by 1-3-3 or 4 players. A real attraction! Keeneey Lite-Up Pins—20-30 automatic scoring—up to 4 players each game. Ask your distributor.

J. H. Keeneey & Co. Inc. 140 W. Hubbard Street Chicago 12, Illinois

Exhibit Supply

Continued from page 86

supply and new type were used. The production was limited. The per unit price as a result was comparatively high. The new model does not bear these handicaps for the Super Twin Rotation will be made in quantities sufficient to satisfy what Exhibit Supply has found to be a substantial market. As proof of its established policy of standing behind products, the manufacturer has advised its distributors to return the original games delivered last spring for modification and improvement with all expenses assumed by the factory. In addition, Exhibit Supply is allowing distributors a credit against the purchase of a new Super Twin for each original Twin Rotation they have on hand, "game for game, with the difference in price" between the two models. The new model is priced considerably below its predecessor and will be announced next week.

Play Features

Play is the same as rotation pool. Player tries to make all the numbered balls (1-15) in numerical order. When the correct ball is apparently hit by the puck (which takes the place of the cue ball) the ball disappears as if pocketed. When a player hits the wrong ball, all balls appearing on the playfield carom around the playfield just as they would on a regular billiard table. Super Twin Rotation can be played by one or two persons, each depositing a dime. To a single player 15 shots are offered. When two play there are a total of 29 shots. Playing time averages a little over a minute.

As for the promotion itself, the factory is sending all its distributors the full report of Armour which is believed will prove a valuable service aid to operators. In addition Exhibit Supply is launching a sustained trade paper advertising program explaining all the salient facts of the game. Still another phase of the promotion will be the mailing to distributors and their salesmen little oddities calling attention to Super Twin Rotation. The first of the series went out this week. The starter was a giant firecracker (to blow the lid off the campaign) and was followed by a lifelike bug encased in an artificial ice cube. The bug signified the last mechanical bug was out of the game.

Distributors

Following is a list of Exhibit Supply Distributors, together with their headquarters and branch office cities:

Alberta Vending Machines, Ltd., Calgary, Alta.; Atlas Music Company, Des Moines, Banner Specialty Company, Philadelphia and Pittsburgh; Birmingham Vending Company, Birmingham; Lyn Brown Distributing Company, Los Angeles; Bush Distributing Company, Miami and Jacksonville.

First Distributors, Chicago; General Distributing Company, Dallas; T. B. Holliday Company, Columbia; E. C. Lieberman Music Company, Minneapolis; Modern Distributing Company, Denver; Cleveland Coin Machine Exchange, Cleveland; Mike Munnves Corporation, New York; Reed Distributing Company, Springfield and Allston, Mass.

Southern Automatic Music Company, Louisville and Lexington, Ky.; Indianapolis and Fort Wayne, Ind., and Cincinnati; Dan Stewart Company, Salt Lake City; Uni-Coin Distributing Company, Kansas City, Mo.; United Distributors, Wichita, Kan.; University Coin Machine Exchange, Columbus, O.; Variety Distributing Company, Atlanta, and Western Distributors, Portland, Ore., and Seattle.

Automatic

Continued from page 86

exploit the equipment, the Wieners will advise them to set them up in batteries as a separate enterprise. They recommend outdoor specialized locations with markers for distant hits and well fenced batting cages to intercept foul balls which otherwise might hit adjacent patrons or spectators. The reasons for this type of set-up, the Wieners further explained, was to offer as much realism as possible.

The initial output is under way, Wico expects to start volume deliveries almost immediately.

"Fascinating Play and Fast Action Producing Earnings Better Than Anything Else on the Floor"

EVERY OWNER IS EXPRESSING HIS ENTHUSIASM FOR SET-SHOT IN SIMILAR FASHION ATTRACTIVE DELUXE MODEL

★ IDEAL ARCADE & LOCATION MACHINE ★ SIMPLE ★ COMPETITIVE PLAY ★ AUTHENTIC ACTION ★ A MONEY MAKER ★

SET-SHOT BASKETBALL

Truly an amazing game now, exciting, different. Challenging competitive play on authentic basketball court. Brilliantly decorated. A location tested, proven money maker.

\$349.50

1/2 With Order, Balance C.O.D.

DISTRIBUTORS, WRITE Mike Munnves Corp. 40 Trans Service Bldg. 377 Tenth Ave. (at 62nd St.) New York 18, N. Y.

CIGARETTE VENDERS:

Silver Quarter Equipment	115.00
Nept 750, 9 Col.	95.00
Nept 750, 7 Col.	95.00
Unesco Pak 500.	115.00
15 Col.	110.00
Unesco Pak 500.	110.00
Unesco Pak 500, 9 Col.	110.00
Unesco Pak 500, 17 Col.	125.00
C-8 Electric, 9 Col.	185.00
Keeneey Electric, 1 Col.	150.00
Unesco Model 8.	88.00
13 Col.	88.00
15 Col.	95.00
Unesco Model 500.	95.00

JUMBO PIN GAMES

Puttery, new	115.00
Yard King	115.00
Winnies	65.00
Chelan	65.00
Prose Pinch	65.00
Champion	65.00
Stable Chain	225.00
Country Pair	225.00

COUNTER GAMES

S.E. Duck Numbers, new	67.50
HW 6-Streamers, new	22.50
Kicker & Colcher, new	50.00
Adly, Bluebird, new	16.00
Shipments, Peck	16.50
Shooter, new	16.50
Dev. Three-Way Grid, port. wood	16.50

50-5c KEENEY VENDERS

1 column, 1000, 1150 new, 252.50 each	252.50
---------------------------------------	--------

CANDY VENDERS

3 National 2 Col.	875.00
10 National 2 Col.	154.00
10 National 2 Col.	154.00
10 Bore 9 Column Candy	85.00

ARCADE EQUIPMENT

Auto. Drivemobile	8150.00
Auto. Flying Saucers	150.00
Auto. Photo Party	350.00
Auto. Photo Party	350.00
Auto. Volcanograph	425.00
Star Series	60.00
Star Series	60.00
Magic Pen	60.00
Pinch & Bittm	100.00
Quicker & Film	100.00
Rock-Ola World Series	75.00
Sure's Brush Up	50.00
15c Paerinas	90.00
Flameless Heater	140.00
Typers	200.00
Nudget Movies	140.00
Silver Bullet	150.00
Shooter Gun	175.00
Six Shooter	145.00
Supreme Detective	60.00
Under Leaper	75.00
Ten Strikes	75.00
Under Leaper	65.00
Wm. Super Waste	75.00
W. Co. Gov. Records	100.00
Worlford Basketball	100.00
Worlford Basketball	100.00

BINGO GAMES

Ping Pong	8150.00
ABC	225.00
Leaders	150.00
Biggie	275.00
Golden Lights	250.00
Color Light	375.00
Spot Lite	450.00

PIN GAMES

Allison	500.00
Fighting Irish	75.50
Game Recorder	75.50
Dot. Rockettes	15.00
Golden Gloves	80.00
Jeanne	75.00
Knockout	100.00
Harvest Time	65.50
Ukiah	65.50

AMI Distributors for Northern Ohio

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

ELECTRIC SCOREBOARDS

Two-faced—adjustable for all boards. Chrome tube supports. For 5c or 10c play by a simple plug switch-over.

OVERHEAD MODELS

Horseshoe (15-21 pts.)	\$95.00 each
Marvel Score (15-21 pts.)	\$125.00 ea.

WALL MODELS

Horseshoe (15-21 pts.)	\$95.00 each
Marvel Score (15-21 pts.)	\$125.00 ea.

2845 W. FULLERTON, CHICAGO 47, ILL. (Tel.: Dickson 2-2424)

COBRA CARTRIDGES

Replanned and Reapplied, 75 each.

ELECTRON INDUSTRIES

P. O. Box 2802, Moon, Arkansas

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

Gets "TOP BILLING" In Any Location!



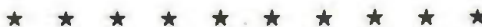
GOTTLIEB'S FOUR STARS

**FAST!
FLASH!
COLORFUL!**

**MULTI-VALUE
ROLL OVER**
for Replays When Number Sequence is Made or All 4 "Pop" Bumpers are Lit!
SUPER REPLAY AWARDS
When Number Sequence is Made and BALL TRAP is Filled!
BALL TRAP HOLES for HIGH SCORE—Also lights "Pop" Bumpers and Roll-Overs for Points. Replays When All Holes are Filled!

**TESTED
AND
PROVED
FOR
WINNING
APPEAL!**

4 "POP" BUMPERS—4 FLIPPERS



**IMMEDIATE DELIVERY
FROM YOUR
DISTRIBUTOR**

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

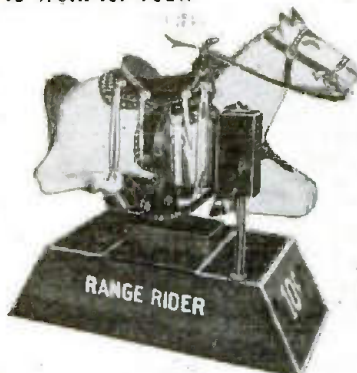
"There is no substitute for Quality!"

NOW PAY AS YOU GO with
the **RANGE RIDER PLAN**

RANGE RIDER

A Small Down Payment Puts
This Beauty to Work for You!!

- Variable Speed
- Indestructible Body
- No Springs No Gears
- Genuine Leather Saddle
- Low, Wide Base



RIGHT . . . no other mechanical horse offers so much. It's been location tested under the roughest conditions. Low, wide base permits easy mounting for tiny tots. With a tug at the reins, the Range Rider changes speed automatically . . . there are no springs or gears to go "out of whack." Trouble free operation is assured. Each horse comes equipped with a genuine leather saddle. You've heard the old saying, "It takes money to make money." Now hear the latest . . . "It takes the RANGE RIDER PLAN to make you money." This new plan was developed to help you get the most "monest-making" mechanical pony on the market working for you immediately. Write now for the RANGE RIDER PLAN and be on your way to faster, bigger and better profits.

**OPERATORS—DISTRIBUTORS
WRITE FOR OUR ATTRACTIVE PRICE**

RANGE RIDER COMPANY
419 East 14th St. Terrace Kansas City, Missouri

SPECIAL!
"POP" CORN SEZ
10c VENDORS
RECONDITIONED
LIKE NEW!
WRITE



SPECIAL—PANORAMS
Guaranteed Reconditioned
WRITE

**NEW ROCK-OLA
SHUFFLEBOARD TOPS, \$135**

NEW—WRITE
Bally Palm Beach C.C. 6-Player Match
United Stars Bowling
Gottlieb Four Stars Kenney High Score
Dixie Shuffle Alley Long Bowls
Genco "dog" Exhibit Big Bronze

RECONDITIONED EQUIPMENT

Bright Spot . . . \$285 Turf Kings . . . \$445
Coney Island . . . 350 Turf Kings . . . 175
Lite-A-Line . . . 145 Bright Lights . . . 395
United States . . . 355 Long Bowls . . . 145

SUMMER CLEARANCE! All kinds recondi-
tioned Bowling Tents
Games and other good equipment! WRITE
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CLAYT MEMROFF • CHARLEY PIERI

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READY for LOCATION

CONEY ISLANDS . . . \$415.00
BRIGHT LIGHTS . . . 315.00
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SPARK PLUGS . . . 269.50
LITE-A-LINE . . . 129.50
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(per Long Boards)
DALE GUNS . . . 49.50

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**BINGO SENSATION!
NEW
"UNITED STARS"**

**ORDER NOW
WRITE, WIRE, PHONE FOR PRICE**

NEW UNITED & PLAYER
NEW KENNEY & PLAYER
MYSTERY SUPER
NEW KENNEY & PLAYER
NEW KENNEY & WAY CONV.
NEW KENNEY CIO VENDORS
NEW UNITED OFFICIAL
LATE BRIGHT LIGHTS . . . \$195
LATE SPOT LIGHT . . . \$95

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COIN MACHINE EXCHANGE**
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DAVIS Guarantee

Mechanism overhauled
Worn parts replaced
Amplifier reconditioned
Speaker inspected
Tonehead renewed
Cabinet professionally
refinished

**BUY GUARANTEED
PHONOGRAPHS
WITH THE
"FAMOUS DAVIS"
& POINT GUARANTEE**

**SEEBURG
HIDEAWAYS**
M142M . . . \$140
M246M . . . 139
M146M . . . 119
Cabinets Reconditioned, Refin-
ished, Guaranteed.

WURLITZER
1250 . . . \$429
1100 . . . 359
1015 . . . 169
1080 . . . 159

WALL BOX SPECIALS

Wurlitzer 3020, 5c, 10c, 25c,
Reconditioned . . . \$29.50
Seeburg 3W2-L56, 5c, 3 Wire,
Refinished . . . 11.95
Seeburg 3-W5-L56, 5c, 10c, 25c,
3 Wire, Refinished . . . 34.50
Wurlitzer 219 Stepper . . . 27.50

14 PANORAMS, Model 470 . . . \$199 each

Phonographs Listed Below Available in Complete and Good Working
Order at Low Prices Quoted—or With Davis & Point Guarantee for
\$35 Additional Per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special . . . \$59	750 . . . \$69	1426 . . . \$129
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Nightmare . . . 59	950 . . . 59	Commander . . . 99
Major . . . 69	850 . . . 59	PACKARD
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TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.

WE SPECIALIZE IN EXPORT TRADE

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SEEBURG FACTORY DISTRIBUTORS
738 ERIE BLVD. EAST • SYRACUSE, N. Y. • Phone 5-5194
BRANCHES IN BUFFALO • ROCHESTER • ALBANY

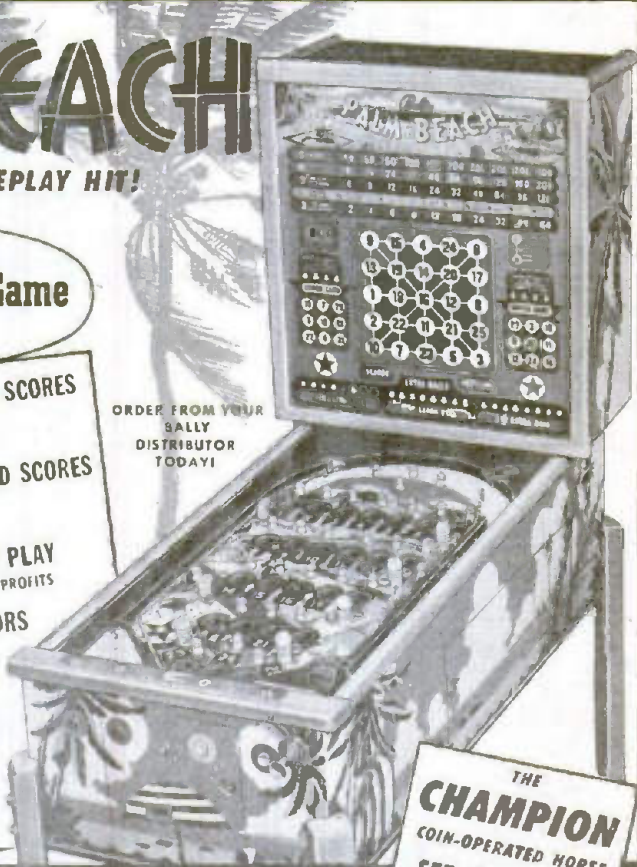
Bally PALM BEACH

SENSATIONAL PROFIT-PROVED "IN-LINE" REPLAY HIT!

12 Great Features in 1 Great Game

- 1 • NEW SUPER-CARDS
PRODUCE SUPER-PROFITS
See this new extra-coin attraction
in action at your Bally Distributor.
- 2 • NEW STAR ROLL-OVERS
"SPOT" UP TO 5 NUMBERS BY SKILL
- 3 • POPULAR "IN-LINE" SCORES
3, 4, 5-IN-LINE ON MASTER-CARD
3-IN-LINE ON SUPER-CARDS WHEN LIT
- 4 • CORNERS SCORE 400
ON SUPER-CARD WHEN LIT
MASTER-CARD CORNERS SCORE 700
- 5 • MYSTERY "SPOTTEM" FEATURE
IN ADDITION TO STAR "SPOTTING"
- 6 • EXTRA BALLS FEATURE
ATTRACTS EXTRA COINS EVERY GAME
- 7 • FAMOUS ADVANCING SCORES
GREATEST SCORING APPEAL
IN PINGAME HISTORY
- 8 • SPECIAL SUPER-CARD SCORES
3-IN-LINE IN SUPER-CARDS
SCORE 4-IN-LINE SCORES
- 9 • SELECTIVE-BUTTON PLAY
INSURES BIG EXTRA-COIN PROFITS
- 10 • GAY HOLIDAY COLORS
IN BACKGLASS, CABINET
AND PLAYFIELD
- 11 • ILLUMINATED
PLAYFIELD
- 12 • TROUBLE-FREE
MECHANISM
NATIONAL REJECTOR

ORDER FROM YOUR
BALLY
DISTRIBUTOR
TODAY!



THE
CHAMPION
COIN-OPERATED HORSE
SEE PAGE 108

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

LONDON NOMINATED for OUTSTANDING VALUES, SERVICE and QUALITY EQUIPMENT!

TAKE YOUR CHOICE!
Ten Pins Shuffle Alley Bowling League Shuffle Lane. \$24.50 EA.
Pin Boy Shuffle Bowling Sewette Twin Shuffle

SHUFFLE GAMES
Shuffle Express Chicago Coin Bowling Alley Universal Twin Bowler Deluxe Bowler Speed Bowler \$49.50 EACH

USED
Data Gun \$49.50
All Star Smokey \$49.50
NEW GAME SPECIALS
Tridgers \$10.00
Shoe 'n' Go \$10.00

NEW LOW PRICES!	FIVE-BALLS	NEW LOW PRICES!
Cinderella \$34.50	Masterkey \$39.50	Camel Gameon \$49.50
Black Gold \$34.50	Summerline \$39.50	Three Feathers \$49.50
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Wisconsin \$34.50	Tennessee \$39.50	Champion \$49.50
Triple Action \$34.50	Dallas \$39.50	Bamba \$49.50
Happy Widow \$34.50	Marilena \$39.50	Morocco \$49.50
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Teardrop \$34.50	Roadshow \$39.50	Alma n' Wonder \$49.50
Seven Ball \$34.50	Major League Base \$39.50	Land \$49.50
Crazy Ball \$34.50	Ball \$39.50	Lady Robin Hood \$49.50
Catalina \$34.50	Moon Glow \$39.50	Murphy Dumpty \$49.50
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Down-We-Dilly \$34.50	Bl' Saco \$39.50	Wa Parade \$49.50

TERMS: 1/2 Deposit, Balance C.O.D.
Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. London Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220
2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453

BOTTOM PRICES

THOROUGHLY CONDITIONED EQUIPMENT

- SEEBURG M-100A \$599.50
- BALLY TURF KING 159.50
- GOTTLIEB ROCKETTES 99.50
- GOTTLIEB DOUBLE FEATURE 69.50

MANY MORE VALUES AVAILABLE. WRITE FOR INFORMATION

One-Stop Service: Records—Parts—Premiums
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Independence 3-2210
Exclusive Distributors of Wurlitzer Phonographs



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ALL
FOREIGN
BUYERS

We ship to all parts of the world and are thoroughly familiar with export procedures. We deliver only top quality equipment, properly crated, and guarantee prompt and efficient service. Send us your requirements. They'll be met satisfactorily from our complete stock.

Joe Ash

WE ARE EXCLUSIVE
WURLITZER DISTRIBUTORS
IN SOUTH JERSEY, S. E. PENNA. &
DELAWARE.

ACTIVE

AMUSEMENT MACHINES CO.
645 N. Broad Street, Philadelphia 30, Pa.
Phone BRand 79-2493

"You can always depend on Active—
ALL WAYS"

BRIGHT SPOTS	\$349.50
A.B.C.	215.00
3 STARS	150.00
ZINGO	235.00
LITE-A-LINE	149.50
POKERING	99.50
TUBE KING, New	295.00
DOUBLE ACTION, New	175.00
TRISCORL, New	99.50
BALLY BASEBALL, New	100.00
SEEB ALLEY	99.50
DOUBLE HEADER	49.50

UNI-CON DISTRIBUTING CO.
Phone: JB 1303
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FUTURITY
(like new) \$325.00
2 for \$500.00
1/3 certified deposit
B. D. LAZAR COMPANY
1625 Fifth Avenue, Pittsburgh 19, Pa.

EVANS' PROFIT STIMULATING COUNTER GAMES.

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

MIAMI COLOR

Good for Clubs, Fraternal Organizations, Clear Counters or wherever people congregate!
Write for descriptive literature.

H. C. EVANS & CO. 1555 W. CARROLL AVE. CHICAGO 7, ILLINOIS
SEE EVANS' JUBILEE AND CENTURY AD ON PAGE 92

for better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR
QUALITY RECONDITIONED EQUIPMENT

Camel Caravan	\$70.00	Live-A-Lines	\$145.00
Thrill	27.50	Mix & Run	151.00
Catalina	97.50	Canasta	53.00
Champion (CC)	75.00	Bombay	66.00
CRATIONS	45.00	Knackcuts	100.00
Champions (Ball)	75.00	Harvest Time	125.00
Bowling Champs	75.00	Nitty	100.00
Golden Gloves	100.00	Punky	100.00
Punchie	100.00	Sharpshooters	95.00
Winners	100.00	Double Shuffle	90.00

Bowling Games
Keeney League Bowlers \$165.00 Keeney King Pin \$50.00
We shall be pleased to demonstrate this new equipment.

Keeney Electric Cigarette Vender
Keeney Refrigerated Sandwich Machine
Keeney Deluxe 4-Way Bowler Keeney 6-Way Bowler
Keeney 4-Way Hi-Score Bowler Keeney Television
Palm Beach Strip-Domino

Established 1913
ROY MCGINNIS CORP.
2011 MARYLAND AVE. BALTIMORE 18, MD. PHONE: BELMONT 1800

SUCCESSFUL SALESMEN NEEDED

To you call on Coin Machine Operators? If so, we have a non competing, nationally advertised line you could also carry, which would considerably increase your earnings. Some territories could be full time if you are looking for a challenge. Old established firm with thousands of active accounts. Furnish full information in first letter stating territory you cover, line handled and years of experience.
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GIVE TO DAMON RUNYON CANCER FUND

IT'S TIMELY! TERRIFIC! THRILLING!

Chicago Coin's **5-BALL HIT**



BIG HIT

HOME TEAM vs VISITORS

with
FAST

"CROSS FIELD ACTION"

5 BIG WAYS TO WIN

2 "HOME RUN" TARGETS
2 POWER FLIPPERS

HIT SCORING LANES LITE
"EXTRA SPECIAL" KICKOUT POCKET

ALSO AVAILABLE



Chicago Coin's
BAND BOX
AN ANIMATED SPEAKER
2 FT. x 4 FT. x 2½ FT.

Chicago Coin's
De Luxe
6 PLAYER BOWLING ALLEY
THE FINEST NOVELTY BOWLING GAME ON THE MARKET

FREE! VALUE \$1.00 **1952-'53 PARTS CATALOG** — *Write in Today!*

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

NEW U.S. Super Shot C.N. Coin Machine
NEW Planet Dance American Bank Shot Keeney High Score Leader Shooter

NEW Four Stars Game "Big Game" with Domino Baller Big Game

Rock-Ola 127 \$150
Rock-Ola 128 175
Seeburg 148 Grand 175
Seeburg 4610A 75
A.M.I. Model C 475
A.M.I. Model A 480
Wurlitzer 1100 225
Wurlitzer 1190 225
Wurlitzer 1013 175

Reconditioned—Refinished
Terms: 1/3 Dep., Balance C.O.D.

Foreign Buyers—Write for Latest Postwar Photograph Catalog
KEENEY ELECTRIC CIGARETTE MACHINE—IMMEDIATE DELIVERY!
ATLAS MUSIC COMPANY
2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Armitage 6-5005

Lunch Counter Game

Gigantic Collections! (Skill) Start Route. \$59.50 doz. Samples 7.50 ea. shipped ppvt 25% on C.O.D.'s.
LEGALSHARE SALES
BOX 919
Long Beach 1, Calif.

"Wishing Well"

SALES OPPORTUNITY

We have openings in Chicago area for five extra salesmen calling on Coin Machine Operators and Freeway Jobbers. We have a unique and outstanding line of Novelty Items. Car necessary for constant traveling. References required. Drawing via commission to right party. Apply in confidence.

BOX 754, BILLBOARD N.Y.C. 19
1844 Broadway

Look at These Prices!

Cross Roads . . . \$257.50
Sheep-Cross . . . 293.00
Coney Island . . . 345.00

Touch-down . . . \$243.00
Bowl . . . 250.00
Play-by-play . . . 245.00
Sea . . . 345.00

Jackey . . . 345.00

WRITE FOR LOW PRICES ON PINS, DINGOS & ARCADE GAMES
Lehigh Specialty Co.
626 N. Broad St., Philadelphia 26, Pa.

FIVE BALLS		MUSIC	
ARIZONA	\$ 59.50	1 Seeburg 446 Hideaway	\$ 39.50
ALI BABA	24.50	9 Packard Wall Boxes, Ea.	3.75
AQUACADE	39.50		
BABy FACE	19.50		
BLUE SKIES	19.50		
BUTTONS & BOWS	49.50		
CINDERELLA	19.50		
CONTACT	19.50		
DOUBLE ACTION	129.50		
DOUBLE SHUFFLE	49.50		
FOOTBALL	29.50		
HUMPTY DUMPTY	19.50		
JUST 21	19.50		
PHOENIX	19.50		
RAINBOW	19.50		
RONDEEVOO	19.50		
SALLY	19.50		
SERENADE	19.50		
SOUTH PACIFIC	79.50		
SUPER WORLD SERIES	199.50		
SWEETHEART	69.50		
TRIPLE ACTION	19.50		
VIRGINIA	19.50		
WATCH MY LINE	119.50		
UTAH	49.50		

BINGO GAMES	
BOLERO	\$275.00
BRITE LITES	275.00
CONEY ISLANDS	359.50
LEADERS	295.00
SPOT LITE	399.50

ONE BALLS	
FUTURITY	\$250.00
CHAMPIONS	45.00
TURF KINGS	119.50
(Uncrated \$15.00 less)	

1/3 DEPOSIT WITH ORDER.
BALANCE C.O.D.

ROCK BOTTOM PRICES

GAMES	WRITE	GAMES	\$100.00
ATLANTIC CITY	\$425.00	WATCH MY LINE	100.00
BRIGHT SPOT	375.00	C. C. FOOTBALL	65.00
CONEY ISLAND	375.00	BE-BOP	65.00
BRIGHT LIGHT	325.00	BANK-A-BALL	60.00
TURF KING	185.00	TELECARD	50.00
WINNER	90.00	SCREWBALL—STARDUST—	
CHAMPION	60.00	TAKES—WISCONSIN—	EACH 17.50
CITATION	40.00	ARCADE EQUIPMENT	
GOLD CUP	30.00	SKEE ALLEY	\$ 75.00
JOCKEY SPECIAL	25.00	SHUFFLE SLUGGER	60.00
SPECIAL ENTRY	15.00	TELEQUIZ I.A. 11	90.00
FIVE STAR	150.00		

ONE-THIRD DEPOSIT—BALANCE SIGHT DRAFT
PARKER-DISTRIBUTING CO.
311 6th AVE., SOUTH, NASHVILLE, TENN. PHONE: 4-0194 OR 42-1231

OHIO SPECIALTY CO., INC.
537 S. SECOND ST. PHONE: WA 2468 LOUISVILLE 2, KY.

Ride THE CHAMPION

By Bally
GREATEST MONEY-MAKER

ENTIRE AMUSEMENT INDUSTRY!

TRADE MARK REGISTERED

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10¢
A RIDE

RETRACTABLE CASTERS FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-hole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.



REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE

110 VOLT
A. C.



THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.



Typical crowd of junior cowboys and cow-girls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.



Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery-store.

CHAMPION is a registered trademark

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

PALM BEACH
See Page 106



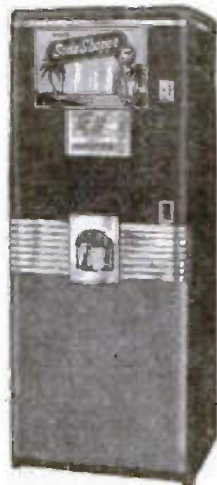
Leaders never follow

Leaders know big profits wait for the man who has initiative and foresight. I am one of the pioneers in the coin-operated machine and merchandising industry and have been associated with almost every major development in this business. I have pioneered soft drink cup vending machines; and, today, the Automatic SodaShoppe 3-flavor cup dispenser is making vending machine history.

Here are the reasons why: The profits in the operation of Automatic SodaShoppes are tremendous. It appeals to the American appetite for soft drinks, which insures volume sales; and, it vends a drink equal in quality to the finest bottled beverage, which insures repeat sales. The Automatic SodaShoppe is a marvel of electrical and mechanical simplicity; and, if you understand the servicing of intricate wiring systems, the servicing of the 1000-cup capacity 1900-drink syrup capacity SodaShoppe will be simple. Furthermore, the Automatic SodaShoppe puts you in "business" vending Coca-Cola, Pepsi-Cola, Nehi, Hires Root Beer, Canada Dry and other nationally advertising brands—the accepted names—in one of America's biggest industries.

You'll be wise to investigate this most lucrative phase of the coin machine business as part of the billion dollar soft drink industry. You'll be wise to investigate Automatic SodaShoppes today because they'll give you a profitable, easy to service operation. Remember that although you may have a great number of locations now in which you can install SodaShoppes, there are literally thousands of other locations such as industrial plants, Army and Navy installations, hospitals, schools and public buildings that you can get because they're waiting for installation.

Just as I have called the turn before in other segments of our great industry, I think you'll agree with me that Automatic SodaShoppe 1000-cup capacity 3-flavor cup dispensers are the biggest thing in the industry today.



AUTOMATIC



1000 CUP CAPACITY

1900 DRINK SYRUP CAPACITY

3-FLAVOR SOFT DRINK DISPENSER

Sam Kresberg

P. S.: Watch for another announcement I will make about the Automatic Smokeshop which will revolutionize the cigarette vending industry.

AUTOMATIC PRODUCTS COMPANY
 250-B West 57th Street
 New York 19, N. Y.
 Please send me more details about the 1000 cup capacity 3-flavor Automatic SodaShoppe.

Name _____
 Address _____ Zone _____ State _____
 City _____

Fill out
 and mail
 the
 coupon
 TODAY!

General Sales Offices:
AUTOMATIC PRODUCTS CO.
 America's Foremost Pioneers of Beverage Dispensers
 250 W. 57th St., New York 19, N. Y. • Plaza 7-3123-4
 Factory: Minneapolis, Minn.

REGIONAL SALES REPRESENTATIVES IN PRINCIPAL CITIES

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BIG BRONCO

Always FIRST Everywhere!



FIRST
WITH OPERATORS
AND LOCATIONS
EVERYWHERE . . .

FIRST
IN THE EYES
OF THE KIDS

FIRST
HORSE THAT
TROTS
AND GALLOPS
WITH LIFE-LIKE ACTION

FIRST
AND ONLY MECHANICAL
HORSE ON THE MARKET
CARRYING UNDERWRITERS
SEAL OF APPROVAL!

See It at Your
Exhibit Distributor
Today . . .

Established 1901

EXHIBIT SUPPLY
4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS

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UNITED'S

OFFICIAL SHUFFLE-ALLEY

10¢
PER GAME
EACH
PLAYER



Sensational New SPOT FEATURE

MATCH SPOT SCORES WITH
LAST 2 FIGURES OF
PLAYERS SCORES

**BIG, BOLD
ILLUMINATED
EASY-TO-SEE
SCORES**

**JUMBO
DISAPPEARING PINS
★
FAST-REBOUND ACTION
20-30 SCORING**

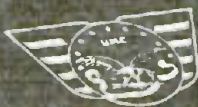
**★
STRIKE OR SPARE
FLASHER LIGHTS**

**★
CAN PICK UP
7-10 SPLIT**

**★
FORMICA
PLAYBOARD**

**★
SEE YOUR DISTRIBUTOR**

**SIZES
8 FT. BY 2 FT.
9 FT. BY 2 FT.**

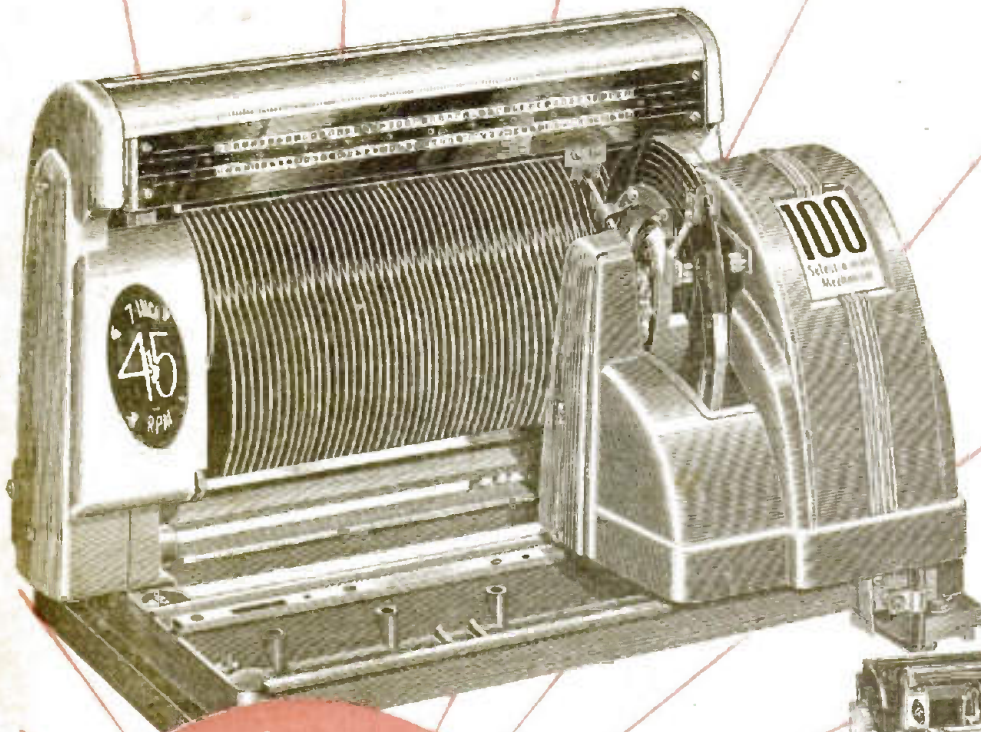


UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

ONLY SEEBURG HAS THE

Select-o-matic

MECHANISM!



THE *Select-o-matic* 100

MECHANISM IS THE MOST REVOLUTIONARY DEVELOPMENT FOR THE PLAYING OF RECORDED MUSIC SINCE THE INVENTION OF THE PHONOGRAPH

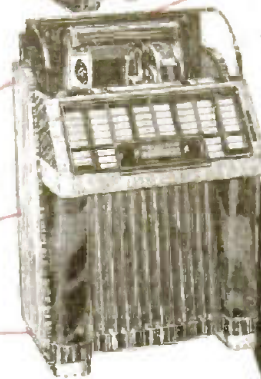
100 SELECTIONS AT THE PHONOGRAPH

100 SELECTIONS ANYWHERE IN THE LOCATION

COMPLETELY EQUIPPED FOR:

- REMOTE CONTROL
- SCIENTIFIC SOUND DISTRIBUTION
- AUTOMATIC VOLUME COMPENSATION

Nothing to Adapt!
Nothing to Convert!



Seeburg
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DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois