JULY 25, 1953

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE 25 CENTS

Department of Justice Keeps Its Eyes on Show Business

Act Bookings Routed to Avoid Night Baseball Box-Office Rap

NEW YORK, July 18,-Night baseball is rapidly changing the face of show business. Cafes, one-nighters and band locations now have to book with one eye on the home team's night games, or take a chance of playing to empty

Major sporting events held at night have always taken a big chunk of the audiences away from the night clubs, theaters and other entertainment media competing for the same buck. In

Show Fields **Battle Action** On Mason Bill

WASHINGTON, July 18.—Fate of the Mason Bill to exempt movie theaters from the 20 per cent federal admissions tax hangs in the balance as movie interests ran into a head-on clash this week with several other segments of the amusement industry over the bill which is due for House floor action early next week. Legitimate theater and outdoor show interests are pushing a last-ditch fight protesting against piecemeal tax relief for the movie industry, and are urging instead that any tax relief be extended to include the entire entertainment industry.

Movie theater interests, which had been enjoying high success prior to this week in their efforts to get the Mason Bill adopted, are now running into plenty of storm signals, altho some of their stalwarts here are still voicing confidence. Going on record in mes-sages to Capitol Hill against the bill this week were Actors' Equity, Dramatists' Guild, Asso-ciation of Theatrical Press Agents (Continued on page 46)

FEATHER PICTURES FOR FUTURE PROFITS

What's a feather picture? Get a free sample and find out. Also discover how they can earn you a 200% profit. That's right, 200% It says so in an ad running in this week's Billboard classified section.

Sounds like a big profit? Well, it is, but it's quite the normal thing when you're talking about the three valuable classified sections in your Billboard

There's just no place for bargains, profits. big opportunities like The Billboard classifieds. Take a look; take a try for yourseif. It costs as little as \$3 a week.

What Do You Want to Buy or Sell? See pages 55, 84, 94.

either went out to the ball park to the ball park, say observers. or stayed home tuned to radios or shows in most of the out-of-town night clubs do little business, except week-ends, what little business there was would be drained off by the ball games,

How strong a competitive force these night games can be is evidenced by the fact that these are now appearing among the 10 top shows of the week on the Videodex and Pulse charts running weekly in The Billboard. For example, St. Louis televised night games Friday nights during June over KSD-TV from 9 to 11 made the top 10. Inasmuch as Fridays are traditionally big show-biz nights, the attendance in theaters and clubs faded sharply. Tho July figures are not in, it is assumed that the trend established last month has become sharper as the ball season progressed and the interest in the pennant race became greater.

NEW YORK, July 18. - The power of a television show emanating from a suburban road house to attract customers is being dramatically demonstrated according to the owner of the club. The show is "Music From Meadowbrook" on the ABC-TV network, and the club is Frank Dailey's Meadowbrook, Cedar Grove, N. J. According to Dailey the 7-8 p.m. Saturday show has increased business in the club on that night by 33 per cent. As a result, Dailey will, for the first time in five years, keep his club open week-ends during the sum-

In addition, Dailey stated that he would open his full-week operation this year in mid-August, instead of waiting for Labor Day as he had done in previous years.

The main increase in business, says Dailey, is during the dinner hour and directly after-the time during which the show is being televised. This additional business, plus the usual late night business, has changed Dailey's views on his summer operation.

Plans call for continued booking of semi-name orchestras, Dixieland and jazz combinations and scheduled appearance. Latin-American groups.

most cases, however, a big boxing | St. Louis' major clubs are the match benefited night clubs be- Chase Hotel and the Park Plaza. fore and after the event because The Chase goes in for names; the it brought spenders into town. Park Plaza runs with small With night baseball, however, shows. But, it makes no differthe picture was completely re-versed. If the home team had a game is scheduled, they stay night game, potential patrons home to look or listen or go out

That Milwaukee is a hot base-TV sets. Inasmuch as second ball town is generally conceded. Two local radio stations carry play by play accounts of all the Braves games. There's no TV of games, but that doesn't mean that they don't stay home listening to the radios. And if the home team has a night game you can shoot deer in the local clubs. The Tic-Toc and the Town Room felt the competition right away but could' do nothing about it.

> Chicago has almost a similar (Continued on page 27)

THE QUALITY OF PERCY IS NOT STRAINED

NEW YORK, July 18. -Proving that "It's good to have Faith" but that it's often better to have a catalog, is a forthcoming RCA Victor album titled "Soft Lights and Sweet Music." In this instance, Columbia Records has the faith in Faith, and RCA Victor has Faith in the cata-

Anyhow, Victor dug into its catalog and came up with 10 sides recorded for the label by Percy Faith some years ago. The performances have been packaged and will be released on EP and LP in mid-August. Meanwhile, Columbia has Percy Faith in its fold and he's been their hottest artist the past few months with "Song From Moulin Rouge."

Hi-Fidelity Sweeps Music Convention

Becomes Record Dealers' Battle Cry; System Moves Into Fall 'Mass' Market

By NEV GEHMAN

CHICAGO, July 18 .- If the enthusiasm generated at the music merchants' annual trade show is any indication of what is to take a place of leadership in instrument and record dealers' mer-chandising plans, the battle cry this fall will be high fidelity. The tremendous surge of trade interest in the number and variety of hi-fi sets that were displayed (in

MURROW EYES MISS MONROE, DROPS HISTORY

NEW YORK, July 18 .-- Ed Murrow, the "See It Now" boy, will pull a startling switch on his first CBS-TV "Person to Person" show this fall via a historical "first" video interview with Marilyn Monroe. Murrow, more often associated with the Monroe Doctrine than 20th Century-Fox's Marilyn, is in Hollywood now making final arrangements for the telecast, which will be aired from 10:30 to 11 p.m. on Friday night under the sponsorship of Amoco Gas. Miss Monroe was lensed briefly at a Hollywood premiere on a Ken Murray TV show last season, but this will be her first some cases for the first time) unquestionably crowned this area as the hit of the show. In short, the hi-fi boom is on.

(Continued on page 29)

7 Sherman Act **Moves Touch** Several Fields

Haulers, Concert Bookers Added to Department's List

By JOE MARTIN

NEW YORK, July 18 .- At least seven important legal actions involving alleged Sherman Act violations by various entertainment and allied industry interests are expected to be decided within the next six months.

Decisions may be handed down in Department of Justice actions against motion picture, legitimate theater, baseball, music licensing, football and boxing interests. This is the mid-summer picture of governmental activity in the entertainment field. In addition, the Justice Department filed a second action this week against the theatrical haulers and stepped up its investigation of the concert booking and management field.

Also pending are possible actions against music publishing, phonograph records and television manufacturing companies.

Altho the amount of Federal watchdog activity in show business fields is not considered to be extraordinary, various trade executives point out that the Republican ascension to power was thought to be a signal for softening of the Federal government The the coterie of record buyers stand alleged on Sherman Act that is more concerned with fre- violations. On the contrary, ac-

(Continued on page 58)

TV FILM \$ TREND

Producers, Salesmen Cement Financial Ties

the videofilm syndication business has been the increasing number of strong financial tie-ups between producers and their selling representatives. This has been strikingly evidenced by two deals recently made by Guild Films for "Joe Palooka" and "Life With Elizabeth" in which the distributor has invested substantially and will take production credit, the outside interests are backing both projects heavily.

Other important examples are the financing of a "Flash Gordon" series which will be distributed by Motion Pictures for Television, which owns a 30 per cent stake in it. MPTV similarly owns a large part of "Superman' which it also distributes. CBS-TV Film Sales is part owner of most

NEW YORK, July 18. - The of the videofilm properties which most significant recent trend in it syndicates, mainly because con-(Continued on page 7)

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Billboard Backstage

making new ones. But as the to give of themselves; how to Melody, Dallas, threw his y'all AGVA confabs can drag on—the highly professional audiences as proceedings became tiresome, this. laughable and finally irritating.

got his name on the record, and but the others didn't let it drop. at the convention that was equiv- Jack Irving, the head of AGVA, alent to billing. And when it became an emsee-singer again, a comes to billing, no actor is going role he hasn't played for many to take a back seat. Subjects years. He brought people on were kicked around and around, deftly, got them off with a mini-Just when it looked as if a sub- mum of effort, got laughs all the louse up the other's best tricks. ject was talked to death, some- way and sang surprisingly well. body else would get up, grab the mike, and off they went again. Eddie and Larry. Eddie's now The scene was ludicrous and the top AGVA man on the Pacific maddening at the same time. Few delegates saw the connection be- die's son. But despite Eddie's between their king-sized chatter ing out of action all these years, and the \$5,000 or more a day all he still can hoof. Larry and Eddie this was costing AGVA.

in his soft self-effacing, easy way audience who hadn't seen him knocked off a blues. Fred Rich- work in years. ardson, Philadelphia, grabbed the picture changed!

fuddled, rambling individuals over for a strolling moody "How temper once or twice I humbly talking things to death. Here was Much Do I Love You?" for a apologize.

A few weeks ago I was at an- something they knew and were tremendous hand. Peter. Chan, other convention of the American experts at. They became perform- New York, with piano and voice Guild of Variety Artists-this one ers in every sense of the word- got the nod next for his dialect break if a newly-hoppered bill by the commission will immediately in Boston. It was pleasant renew- warm, human, lovable people special material. Billy Lee, Deing old friendships again and who knew how to entertain; how troit, did a fast hoofing bit. Tom convention dragged on-and control audiences-even such dialect at them with pointed gags

Bubbles and Richardson may Every actor who got up to talk have started the impromptu show.

Then came the Rio Brothers, Coast. Larry's working with Edput on a soft shoe precision num-One night after a particularly ber that was as good as anything hectic 12-hour session had ad- around today. Rex Weber, who journed for the day, John Bubbles made "Brother Can You Spare a (Buck and Bubbles) slowly Dime?" famous, not only did that climbed up to a deserted plat- one but also his dead-pan numform, sat down at the piano and bers. There were gasps from an

Lenny Paige, the Buffalo Town now neglected floor mike and Casino's perennial emsee, took chimed in with a heart breaking over next. His affable, but still are on the convention floor. But for TV sets as embracing families tenor vocal to Bubbles' keyboard- sharp, gags and mannerisms, plus ing. As if by magic the whole his pianistics became a highlight. These were no longer the be- only fem present at the time, took were all great! If I lost my

that had them howling. Lester Lake, Cincinnati, dead-panned his way thru for genuine yocks. Few of these comics did material. It would have been murder with ing his tax. Less to the liking of to keep a critical eye on the govthis mob. They ad libbed it.

The magicians had a field day. They competed against each other, with each one either trying to outdo the other or trying to Some of the props were makeshift, most were non-existent, and some of them blew their tricks, but the laughs they got they seldom hear when they are paid for working. There was Jack sters are hushedly marveling at Gwynne, Tommy Martin, Whitey the extent of expansion in pros-Roberts, all of Chicago, and Rajah Raboid, Miami, scared the bejee out of the mob with a hypnosis A glowing outlook for an unin-bit using Larry Rio as the sub-ject. (Nobody else would go up.) A glowing outlook for an unin-terrupted TV sets buying spree is reflected in findings of half Irving Grossman, New York, a dozen different agencies, some closed it with a big voice belting of which haven't been made pubout a pop.

It was while watching the boys perform that I realized why I like kids misbehaving when they Wini Shaw ("Lady in Red"), the are no finer people around. They

Washington Once-Over

By BEN ATLAS

WASHINGTON, July 18. - Senate Foreign Relations Commit-Want a tax break? Don't leave tee approval. The commission will U.S.A. Roving entertainers on comprise some of the more astute American soil will get a favorable minds in the Senate. Once created, Sen. Hubert Humphrey (D., start contacting some of the top Minn.) is passed. Under the brass in TV neworks in this coun-Humphrey bill, anybody "em-try. Object will be something ployed at a place so far removed more than just picking brains. The from his regular abode as to make senators will want to sound out daily commuting impractical or commercial telecasters on how inconvenient" could deduct cost they can play a more active role of meals and lodgings in comput- in global information operations. has been cleared for House floor action early next week ending tax loopholes for overseas entertainment folk. The bill cancels a 1951 President Eisenhower's plan shiftlaw which gave tax immunity to ing the International Information income earned in 18 consecutive Administration from State Demonths abroad.

SEE THAT TIDAL WAVE? IT'S TV SETS BUYERS . . .

Uncle Sam's professional dopethe extent of expansion in prospect for the TV listener market gust 1. in the months immediately ahead. lic yet.

Federal Reserve System this week in one of its rosiest reports liked them so much. They are in a long time on the outlook for consumer spending sees the rush put them where they can do the in practically every income brack-things they know best, and there et. According to Federal Reserve, this year's sets-buying wave will be a lot bigger than last year's, which was more sizable than the year before. Judging from a spotcheck of plans of prospective pur- more than a twentieth of the chasers, biggest increases in buy- amount originally asked by Coming will be among folks who were in the income brackets of \$3,000-\$4,000 and \$5.000-and-over last year. Because incomes have been spiraling, plans reported by consumers with yearly earnings of more than \$5,000 accounted for 40 per cent of all buying plans early this year, compared with spot check could be undertaken 30 per cent last year. Consumers on this amount which is intended counted for barely a fourth of all ness, industry and agriculture. prospective purchases this year, compared to about a third last

> The sets buying wave is literal- 'Playhouse' Series ly following a geographic course charted by Federal Communications Commission's post-freeze TV station grants. Heaviest rise of verge of acquiring MCA-TV's purchases has been taking place videofilm series, "Famous Playin the South and West. This has house," for slotting in the local been accompanied, however, by a mild tailspin in the Northeast and North Central States where stations have been on the air for some time.

UNCLE S. HAS BIG IDEAS

There are some big unchronicled plans, in the making for global television. Commercial telecasters in U.S. may find themselves as acdirection. Frank Albertson will tive participants when those plans likely undertake another major materialize. Preliminary step is creation of a nine-member inter-Conn., and Boston break-ins are national telecommunications commission to sound out possibilities of expanded use of TV and a global TV network in carrying out the international information program (The Billboard, July 11). The Senate is likely to give a the national company of the quick okay to formation of the commission which this week got

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BROADWAY SHOWLOG

Performances Thru July 18, 1953

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| My Three Angels 3-11, '53 | 160 |
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| The Fifth Season 1-23, '53 | 213 |
| The Seven-Year Itch11-30, '52 | 276 |

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| | 276 | |
|--------------------|-----------|-------|
| Can-Can | | |
| Me and Juliet | 5-25, '53 | 60 |
| Porgy and Bess | 3-10, '53 | 154 |
| South Pacific | 4-16, '49 | 1,724 |
| The King and I | 3-19, '52 | 1.063 |
| Wish You Were Here | 8-25, '52 | 445 |
| Wanderful Town | 2-25, '53 | 165 |

partment to an independent agency. Under the plan, the global propaganda set-up, which includes "Voice of America," becomes an independent body known as United States Information Agency. Plan becomes effective Au-

Trade Census Fund Slashed

WASHINGTON, July 18 .- Commerce Department's plans for the 1954 census of the amusement industry are all but dashed as the result of a joint House-Senate conference report Friday (17) trimming the appropriation for all of Commerce's projected business and agriculture censuses to \$1,500,000, a tenth of the amount allowed by the Senate and barely merce.

Commerce officials, who had originally asked \$20 millions to undertake the survey, the first of its kind since 1948, said \$1,500,000 would be insufficient "to do much with incomes below \$3,000 ac- to cover all of the censuses-busi-

Ronzoni May Buy

NEW YORK, July 18.-Ronzoni this week was reportedly on the market.

The deal is being held up because of the absence of choice time periods on WCBS-TV and WNBT, New York. Should the advertiser find he can't get a good slot, he might decide to spend the TV bucks in another manner.

Billböard

The Amusement Industry's Leading Newsweekly Founded 1894 by W. H. Donaldson

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Legit Line-Up

By BOB FRANCIS

spending.

Jo Eisinger, last repped on Broadway with "What Big Ears" in 1942, has scripted a melo due "Mr. Byculla," from the book by Eric Linklater. Wolfe Kaufman, ex-drumbeater, is sponsoring the production. Kaufman is dickering with Britisher Carol Reed to handle the staging, which calls Oenslager will do the sets and for an all-British cast. Kaufman thinks a lead such as Ralph Rich- mirers of Jay Robinson, late of ardson, Emlyn Williams or Alec Guinness might be right. . .

Prescott Proposals," announced well as "a very exciting actor." this week that Katharine Cornell The notice has something to do will undertake the fem lead. "Proposals," as previously reported, is due in the fall. It is Alan Lerner and Frederick Lowe hardly a surprise to add that have teamed up again. Duo are Lindsay will stage his co-author-rewriting "Day Before Spring," hearsals start on August 17. Miss ing. . . . From Hollywood this which should have done better week comes the report that Hunt- than its 165 performances back in nurse in the recent seven-month ington Hartford, A. & P. tycoon, 1945. Revision will be titled, tour of "Mr. Roberts,"

The Shriners, 125,000 strong is the new owner of the Vine "Riviera," and Jack Hylton will plus their families, have been in Street Theater, bought from the likely put it on in London. town this week. Obviously, this Columbia Broadcasting System Altho Rosalind Russell's throat influx would look like a sock pay- for 200G. Hartford has a solid continues to bother her and she off to Broadway legit. B.O.-wise, stake in "The Seven Year Itch," it ain't so. A few fezzes with ac- which is a good intro into show Stuart L. Craig, the star of "Woncompanying spouses have shown business. New policy calls for a up in the playhouses, but except renovation of 1,000-seat house for for the several smash hits, busi- a January opening for touring ness in on the even summer keel, attraction bookings. . . . The diwhich is not too good. It looks to rector of Lea Freeman's play, one observer as if the Mystic "Black Candle," will be Eddie Worshippers do a deal of Broad- Dowling, as and if it comes to the way rubber-necking and noisy Stem in November. Dowling may parading with a modicum of likewise take over the male lead. Maureen Stapleton is considering the top fem assignment.

Barbara Bel Geddes and Joseph Cotten have signed for the leads in Samuel Taylor's comedy, "Sabrina Fair," skedding a Stem de-but October 27. Playwrights' Company is sponsoring in association with Mary Frank. Donald H. C. Potter will stage. . . . Ad-"As You Like It" and "Buy Me Blue Ribbons," will be glad to Leland Hayward, producer of the new Russell Crouse-Howard a Hollywood columnist as "the Lindsay comedy - drama, "The talk of the 20th Century lot" as with the fact that he is to play Pharaoh in "The Egyptian." . . .

is still under treatment by Dr. derful Town" refuses to take a rest. However, just to be on the safe side, management has signed Audrey Christie as a replacement in case of an emergency. Miss Christie played the part in the Chicago company of "My Sister Eileen" back in 1941. "Eileen," of course, is the straight play from which musical "Town" derives. Miss Christie's last bout with a Broadway song-and-dancer was seven years ago in "The Duchess Misbehaves." . . . Arlene Francis, John Loder and Lucile Watson will rate star billing in the FOR COMMERCIAL TV . . . Rosemary Casey comedy, "Late Love," which Michael Abbott skeds to put in rehearsal September 3, under John C. Wilson's acting assignment. Hartford, in order, with a Stem unveiling marked for October 13. Howard Erskine and Bonnie Alden are associated with the production venture. . . . Louise King has been signed for the lead fem role in "Seven Year Itch" in which Eddie

Picture Business

will TV film convert to color? action usually is: able thought on the color film finest color process possible on said a few months ago when the question polute Hollywood's the basis of existing scientific color question was last making therwise pure air.

HOLLYWOOD, July 18 .- when ly progressing industry. His re- porter can easily see that our pro-

appearance is prompted by any color film question and that we making a mental note to check mention of tinted TV in the East. are certain that the decision we him whenever the color question At times when David Sarnoff and reach will be based upon consid- comes up again. Bill Paley get into their friendly erable research and investigation chats concerning television's rain- in the matter. Once we have sees his activities from the dollars bowed future, it stands to reason found the answer, the industry and cents standpoint. His reply is that rumors, reports and consider- will know that this will be the usually a repetition of what he

TV film's color pulse, is always this reply can have two results: when color will come in, how amazed to find the result to be It either takes on a somewhat much the sponsors will be willing pretty much the same. There is sensational flavor in story form, the producer who likes to be profound. When asked how his company feels about TV color film, pany feels about TV color film, he's determined to reply in a manfolowed by a review of all that into something he doesn't know that much the sponsors will be withing to pay for it and what type of color process to use, there's no point for any producer in his right mind to sink extra money into something he doesn't know that much the sponsors will be willing. ner that wouldn't make his firm the company is now filming and anything about as to what it will appear at all backward in a rapid- for whom. Then again, the re-

ducer still has nothing to report This is a question that periodically "You can say that we are serion the subject and pigeon holes bobs to the surface. Usually, its ously studying all facets of the that information in his mind, "You can say that we are seri- on the subject and pigeon holes

There's the other producer who

The reporter who from time to Depending upon the reporter "Can't be bothered with color time feels now is the hour to take and his paper's editorial policies, now. Until I know definitely

Communications to 1564 Broadway, New York 36, N. Y.

NBC AM and TV To Be Separated

Herbert to Head TV; Fineshriber, Radio; Cott to Be Radio Operating Vice-President

strength of CBS and the upcom-ing threat of ABC this fall, NBC-ncA board chairman David Sar-and TV. noff will separate AM from TV beginning August 3. Under the conversation around NBC is the new set-up the TV network will speculation by staffers as to how be headed by John K. Herbert, the divisional split will affect and the radio network by William | their individual departments. Fineshriber, with Ted Cott, now in charge of WNBC and WNBT here, upped to the status of operating veepee of the NBC radio network, reporting to Fineshriber.

Vecpee Charles (Bud) Barry, heretofore NBC's radio and TV programing chief, will head up programs in TV only, with George Frey in charge of TV sales. Both execs will report to Herbert, while all those who now report to Herbert thru Fineshriber will continue to report to Fineshriber thru David Adams, veepee for network administration. Exec counterparts for programing, sales and promotion posts in the NBC Radio network division will be announced shortly.

sales and promotion activities of advertisers who want a few NBC radio and TV will be sep- weeks of summer advertising. The arated into independent operating divisions, while the network's by ABC-TV last week on two key service departments - research, time slots on which the network engineering, accounting, station is offering a flat 60 per cent disrelations, and publicity-will con- count. tinue as integrated operations.

the Fineshriber was brought to NBC by White, he is said to be so highly regarded on his own now. that he seems set to stay on even if White leaves. Meanwhile, General Sarnoff has two top execs in reserve for emergencies - Pat Weaver, now heading up color-TV. and John West, NBC's Western Network veepce.

Showmanship Sarnoff's choice of Cott as operating vice-president of the radio network, a new title incidentally, indicates that the web may abandon its conservative AM programing policy in favor of heavier showmanship and promotion of the medium. Sarnoff reportedly tagged Cott for the post, because he was impressed with the exec's operational success with WNBC and WNBT here. Cott turned NBC's flagships here into the web's top o.&o. grossers, via a name-artist programing policy, and closely integrated sales, promotion, and merchandising programs. He is expected to take a similar approach to the network's radio picture. Dick Pack, who has worked with Cott as a successful

SAMISH SAYS

Daytime TV Will Follow Radio Pattern

NEW YORK, July 18. - Daytime TV programing will have to be produced at rock-bottom costs and will follow the same format pattern as has been established months' protection against any in radio, according to Adrian cost increases, except normal un-Samish, head of daytime TV for ion hikes. Samish claimed that NBC. Samish pointed out in an interview this week that the time costs for the daytime advertiser are going up while ratings will be heading down. He offered three reasons for this trend: The increasing number of markets, the disappearance of single-station markets, and the increasing daytime programing competition be-tween NBC and CBS,

"The only relief open to the daytime advertiser." Samish said. "will be from lower program costs."

NEW YORK, July 18.—In a de- team for several years—first at cisive move to bolster NBC's WNEW and more recently at radio-TV programing and sales NBC-will stay on his present defenses against the growing post as program chief of WNBT

Meanwhile the No. 1 topic of

BARGAINS

Choice Time Available to Web Clients

NEW YORK, July 18. - With the summer nearing its half-way mark, phenomenal bargains are As it stands now, the program, still being offered to network TV

An interesting aspect of this day period which ABC-TV, in its

carrying news commentator Martin Agronsky. For eight weeks in 12 top markets a sponsor can have a complete summer promotion for a total of \$37,000, according to the network's presentation. The Friday night slot is carrying a dramatic film show for the summer. than \$50,000 total.

Mutual Evolves New Concept Of Net Option Time, Payment

\$1 Million of Programing Involved, To Be Offered for Local Sales

move to strengthen its relation- those hours. ships with affiliate stations, Mutual this week evolved a revolutionary new concept of network usual station payment rights duroption time agreements and affilprograming-14 shows in allwhich Mutual will offer free to its affiliates over and above the cept or refuse any commercial. web's present co-operative and co-operative, or sustaining prosustaining features-for use in its grams offered by Mutual in any local sales picture.

by Mutual execs and the web's receipts-less only a 15 per cent 14-man Affiliates Advisory Com- commission—if they elect to carry mittee, calls for the network to a Mutual commercial program reduce option time from an aver- during that time period. age of nine hours a day to five.

pected to carry the whole five possible selling of 30-second local hours-commercial or sustaining, station breaks on network pro-

NEW YORK, July 18. - In a sell any time segments within Biggest incentive for affiliate

Four Hours stations.

The stations will be free to acof these four station hours, and The new blueprint, drawn up will be paid all of the web's net

One of the advantages of such Mutual affiliates will be ex- an operation to the stations is the firm or fixed—at no pay, and grams, heretofore largely con-Mutual will retain the right to trolled by the web.

NIGHT & DAY-GODFREY

A.M. Time Added, **New Sponsor Joins**

"Winchell Time" is currently National Biscuit, which alternate afternoon. at 11-11:15, and Chesterfield, which has the following 15-minute seg, will, of course, bankroll be that Chesterfield will probably split the time with another bank-

With the addition of the two An advertiser could have five hours of daytime video, Godfrey weeks alternating with Lambert will further accentuate his pre-Pharmacal in 28 markets for less dominance as the No. 1 personal-

picture of a web untangling itself is the status of MBC prexy Frank White. Altho NBC spokesmen deny it vehemently, rumors perdeny it vehemently, rumors perdeny in season carries "Ozzie and later than the season carries and later than the season carries and later than the season which will be fed than the season carries and later than the season which will be fed than the season which will be fed the season. His later than the season which will be fed the season whith the season white season whith the current radio clients, Toni and night and one half hour Sunday programing schedule at will; plus

New Sponsor

Godfrey also got himself a new him on TV. The only change will daytime radio-TV client this week when Esquire Boot Polish bought in as alternating sponsor in the 10:15-10:30 strip. Star Kist Tuna will continue splitting the time with Esquire, but Owen-Corning Fiberglas will move out and take over sponsorship of the ity in network broadcasting. He Sunday 4:30-5 p.m. "Godfrey Di- featuring well-known movie and Foods last season.

Godfrey returns to nighttime broadcasting next week on his Monday simulcast "Talent and his Wednesday "Godfrey and His Friends" programs. His return to daytime radio and TV will be one week later. Godfrey will broadcast from his Virginia farm where his portion will be dubbed in on the up amazingly well during his ab-

Serutan Names Walter Craig

Ad Director

NEW YORK, July 18 .- Walter Craig this week was named direc-Company. Former vecpee and radio and TV head of the Benton & Bowles agency. Craig is a veteran programing specialist and is expected to concentrate his advertising in those mediums.

The status of Edward Kletter Associates, the agency for Seruvia the living rooms of America? over for the laxative firm. Norm by save. Livingston, a veepee of Kletter nified to include fights, baseball. Associates, came to it from Seru-

adoption of the new plan, tho, is the web's offer of 14 hours of free In return for waiving their programing, which is expected to more than compensate the affiliing the five-hour network period, ates for their loss of network iate payment plans. The project, the stations will be guaranteed payments. According to Mutual now under advisement by the use of an average of four uninter- prexy. Tom O'Neil, a typical Muweb's affiliates, involves around rupted hours of choice local time tual affiliate can gain more than \$1,000,000 worth of top-quality never before possible on network his present network payments by selling only two additional half hours out of the 14 hours available to them under this plan. The advantage to the network, in addition to money saved on station payments, of course, is that the web's salesmen will at last be able to guarantee an advertiser a full network of 552 stations within a firm five-hour period.

Placement of the latter will undoubtedly include the station's current commercial time periods -7:30-8:30 p.m., and 11:30 a.m. to noon, across the board-with the daily average of five hours changed over the week-ends to six hours on Sunday and four on Saturday.

In a message to the affiliates presenting the plan and setting

Tentative Schedule

an August 1 deadline for their approval), O'Neil outlined a tentative schedule of the 14 free hours offered for local sale at no talent cost and planned to start by October. They include a series of five-minute music-chatter strips tagged "Spotlight Parade," NEW YORK, July 18.—Arthur will be on CBS-TV six hours Hines, Al Helfer, David Ross, three news strips featuring Frank Singiser, Baukhage, and Ed Pettit.

'At night, Mutual will program two musical quarter hours across the board, featuring the Three Suns and a prominent girl vocalist. Two long-time mystery hits, "Mr. District Attorney" and "The Shadow," will be offered on Sun-

day afternoon. During the week, Mutual will

spot a mystery or dramatic series gest." bankrolled by Kingan legit names, from 8:30 to 9 p.m. Negotiations were said to be 99 per cent set this week for this transcribed line-up to include George Sanders in "High Adventure." Basil Rathbone in "Bulldog Drummond," Peter Lorre in "Nightmare" and Madeleine Carroll in "Four-Star Theater."

Out-of-Town Agencies Get Gotham Reps

NEW YORK, July 18 .- An upcropping of more permanent New York representatives of out-oftown ad agencies, a type of operation in which Wyatt & Scheubel has for the past two and a half years reigned supreme, was anticipated thruout the trade this week.

Several qualified persons were rumored to be in negotiations with hinterland agencies in the hope of setting themselves up in just such a business.

The time was felt to be ripe for more ventures along this line because of the increasing amount of TV business being placed by advertisers headquartered out of New York.

Duties

Duties of the New York rep include keeping an eye on production of the advertisers' film commercials and participations in New York originating daytime shows as well as time buying. It is figured that the cost of retaining such a rep here would be worth the money and trouble the director of advertising taking out-of-town agency would there-

Wyatt & Scheubel, the outstanding if not unique example of such an agencies' agency, cur-It is very likely the agency will rently represents six hinterland magazine-type show, which will audiences as big as your imagina- retain the account for the rest of agencies on a permanent basis, in As a come on, then, NBC-TV is probably be called "Home," as a tion may be within the grasp of the year and may continue to addition to frequent temporary

Copyrighted material t

See Upcoming Fight On Subscription TV

tion TV is increasingly evident! American tradition. here. Latest prodding for action! on the long-pending issue of feevertising Club of D. C., warned that "the pressures for subscripdie. . . .

"Whether television should be could become a powerful force. supported by advertisers or supkin said, "must not be decided by pressure groups, propaganda or the non-action of the FCC. The FCC should, insofar as it is consistent with the protection of the public, make it possible for the operation of forces in the free

daytime program costs on NBC were lower than on the rival network.

Listening Habits

Samish noted that the same types of shows that proved successful in daytime radio are proving themselves in daytime TV since the housewife audience is bringing to video the same listening habits it formed in radio:

Samish is now concentrating his attention on the noon to 1 p.m. offering daytime advertisers six counterpart of "Today."

WASHINGTON. July 18 .- Pre- market to decide which system liminary sparring for an upcom- should prevail, if in fact they TV and radio shows, and be teleing fight in Federal Communica- could not live side by side. To do vised via a split-screen technique. tions Commission over subscrip- otherwise is certainly not in the All the Godfrey shows have held

Declaring that TV billings had sence since May 1. His followers grown to \$580,100,000 in 1952 from are unusually loyal, and CBS has TV came this week from Joseph less than half that in 1950, Borkin maintained the standard of his Borkin, D. C. legalist and former described the rate of increase as shows with strong name replaceDepartment of Justice anti-truster. "quite significant." He said that ments.

Borkin, in a talk before the AdTV "has brought about the most serious crisis in the motion picture business since the depression." tion television will not let it He said, however, that subscription TV. as a device for theaters,

"What advertiser could compete ported by the subscription of set in the bidding for programs such owners or whether there should as fights, baseball and football be a combination of both." Bor- games, and other sporting events. against subscription television, a system with a potential paying audience of 20 million?" said Borkin. He went on to declare that "this is no longer in the realm of fantasy." citing Notre Dame's recent contract to sell its games to TV in theaters, whereby viewers will pay an admission charge tor of advertising for the Serutan to see the game in the theater and the advertiser will be eliminated entirely.

Pointing out that 110 theaters now equipped to show television have a secting capacity of 245,963 seats. Borkin said: "If a quarter of a million extra admissions can be made possible by theater television, why not five million-or tan, is in some doubt with a new even 20 million—admission tickets The same concept might be magother sporting events and enter- tan, tainment, including first-run feaslot. He is developing a female ture motion picture films. Paying the adventuresome risk takers." service it indefinitely.

TELEVISION RADIO

Du Mont Has New Command Chain; Daly May Be ABC-TV News V.-P.

shuffle of top execs at Du Mont thing holding it up is a station recently in charge of Averell Harthis week creates a chain of com- clearance problem in that slot. mand that has not existed since Cmdr. Mortimer Loewi resigned. Under the re-alignment, Ted Bergmann has become general manager of the network. His for-head and Martha Raye the mer post of sales director has been filled by William G. (Gerry) Caddigan on programing, Buck which is to spell "Your Show of the American Federation of Tele-Lyford on station relations, and Rodney Chipp on engineering, will henceforth report to Bergmann. Previously they had reported directly to managing director Chris Witting.

With the departure of Loewi and Lawrence Phillips from Du absorbed all their responsibilities, so that in the past year more than 15 department heads thruout the ABC REGISTERS LOSS broadcast division of Du Mont were reporting directly to him.

Under the re-arrangement, Bergmann will take complete command of the network and report to Witting on the same basis as the station and film syndication divisions. A further screen for Witting results from the naming of Don McGannon as assistant managing director. McGannon will also head owned and operated stations.

Jack Bachem, assistant director of sales, has been given the new title of national sales manager. He will report to Martin.

DALY MAY BE ABC-TV V.-P. . . .

NEW YORK-John Daly has been invited to take the job of vice-president of news and special events at ABC-TV, it was reported this week. Daly, a veteran news commentator, is currently serving as moderator of a couple of panel shows on CBS-TV, most outstanding of which is "What's My Line?" If he takes the ABC 6 CROSLEY EXECS veepeeship, it is presumed he will NAMED VEEPEES . . drop his CBS shows as his contracts expire.

PONTIAC STILL HOT FOR DAVE . . .

NEW YORK-Pontiac's interest in sponsoring Dave Garroway in a Sunday night show on NBC-TV was cooking this week-tho on the back burner. A big factor in keeping the deal warm was reported to be the enthusiasm that Harlow Curtice, president of General Motors, has for Garroway. Curtice is reputed to be as hot a Garroway fan as Charles E. Wilson, former president of the parent General Motors Corporation, was an Arthur Godfrey fan. The NEW YORK—Lou Frankel this which will enable him to keep Garroway show, whose format week was appointed director of the transcribed series on top of

NEW YORK, July 18 .- A re- 10:30 to 11 p.m. period. The only ager of WFDR, here, and most

BANKHEAD AND RAYE

NEW YORK-Tallulah Bankhead and Martha Raye this week were pressing NBC-TV for a deci- finally got to do their guest shot sion as to whether they would be on Spade Cooley's TV show last Martin, formerly of Lennen & hired for the new once-monthly night after being in the middle of Newell. Martin, as well as Jim version of the "All Star Revue" a jurisdictional dispute between Shows" in the Saturday night vision and Radio Artists and the 9-10:30 slot next season. NBC-TV American Federation of Musicians has a big yen for a Leland Hay- all week. The withdrawal of would feature Mary Martin and mands on three of the five men in that the Broadway producer has group's appearance. However, enough to do without taking on AFTRA's general position that Mont several years ago, Witting the task of putting such a video musicians who also sing must be show together.

FOR '53 QUARTER . . .

NEW YORK-ABC operated at NET COVERAGE . . . a loss for the second quarter of 1953, it was revealed in the American Broadcasting - Paramount network of campus limited sta-Theaters statement to stockhold- tions, doubled its coverage in the ers this week. However, over-all past season. Where there were 55 operating earnings for ABC-PT were \$218,000, or 40 per cent there are now 105 active memahead of the second quarter of bers, with an increase to 150 ex-

FOOTBALL LEAGUE FILES BRIEF . . .

PHILADELPHIA - The National Football League filed its has renewed its contract with summary brief in Federal Court IBS, revealed that 56.4 per cent here this week, reiterating its ar- of radios on campuses tune to the guments that pro football cannot IBS stations. Programing is 83 survive without its present re- per cent music, with sports and strictions against broadcasting of news next preferences among games. The government, which students. filed its brief in its anti-trust suit against NFL on June 21, now has ZIV UNVEILS STAR until August 15 to file a rebuttal. DEEJAY SHOW . . . Judge Allen Grim has stated he wants to reach a finding before sion this week unveiled its new the 1953-'54 season opens.

CINCINNATI—Six officials of the Crosley Broadcasting Corporation were given the title of vice-president this week. They are Ward Quaal, assistant general in Ziv's history. The weekly manager; Gilbert Kingsbury, budget on the show is estimated head of public relations; H. P. Laster, in charge of WLW-D, Dayton, O.; James Leonard, in charge of WLW-C, Columbus, O.; Ber-nard Musnik, in charge of Eastern division sales, with headquarters in New York, and Harry Albrecht, chore to individual recording in charge of central division sales with headquarters in Chicago.

FRANKEL NAMED TO

riman's radio and TV campaign for the presidency.

INK SPOTS GET OK FROM UNION FUSS . . .

HOLLYWOOD—The Ink Spots ward produced program which AFTRA's urgent membership de-Ethel Merman. Indications are the group paved the way for the AFTRA members remains unchanged.

IBS DOUBLES ITS

NEW YORK-The Intercollegiate Broadcasting System, the tions, doubled its coverage in the stations in the group a year ago, pected by the end of the year. Listeners reachable in the past year jumped from 150,000 to 300,000 college students. A recent survey by Lucky Strike, which

NEW YORK-Ziv's radio divifive-hour-a-week radio series, "The Hour of Stars," featuring Ginger Rogers, Tony Martin, Dick Powell and Peggy Lee as deejays. The transcribed series will go on the air in September, backed by the largest promotion, advertising and exploitation campaign at around \$24,000, with the top price to stations pegged at between \$2,000 and \$2,500. With a few exceptions, Ziv will not supply stations with the disks featured on the show, leaving that companies. In line with this, Ziv's production veepee, Herb Gordon, is working out a special would be in the star's well-known sales promotion for WATV, New- pop record trends. A few ambigurelaxed manner, is pegged for the ark, N. J. He was formerly man- ous intros will also be spotted

Proposes Tax Relief for

WASHINGTON, July 18.—With Congress having voted an extension of the excess profits tax law for the balance of the year, a new attempt to get tax relief for the TV-radio industry was launched this week in a bill hoppered by Rep. Thomas B. Curtis (R., Mo.)

The bill proposes a special rethe bill will get congressional approval, altho there is a chance it might emerge from House Ways and Means Committee, where it has been committed.

thru the series, to enable local stations to cut in sleeper disks.

OTHER NEWS IN BRIEF . . .

WROV-TV, the UHF station in Roanoke, Va., has ceased operations with the hope of getting a grant for VHF Channel 7 there. . . In its new slotting last week, "The Arthur Murray Party" outurday mornings. . . . KMBC-TV and WHB-TV, St. Louis, have named August 1 as their target date in the race to be the nation's first share-time operation. The two stations are on Channel 9 with CBS-TV affiliation. . . WEMP, Milwaukee, will again originate all Green Bay Packers' football broadcasts this fall, feeding a network of 28 Wisconsin stations. . . . University of Pennsylvania football games this season will be broadcast on a special network, originated by WFIL, Philadelphia. . . Continental Baking Company has signed to sponsor a new across-the-board panel show, "Make Up Your Mind," on CBS radio 11:30 a.m., beginning August 17. . . . Latest TV station to be connected to the network is KTVH, Hutchinson,

THE RESTLESS PEOPLE AND THE REVOLVING DOOR ...

Dorothy Kilgallen and Dick Kollmar, along with Ray Heatherton, have signed new five-year contracts with WOR and WOR-TV, New York. . . . It's a son, Guy Rickey, for Rosa and Herb Sheldon. . . . Burt Schultz, has joined the publicity and promotion staff of Benton & Bowles. . . . John J. Mulvihill, the ex-Arena Stars and General Artists Corporation director, has joined WOR-TV to work on the "Double Exposure" plan. . . . Nicholas E. Keesely, radio-TV director for Lennen & Newell, Inc., has been upped to senior veepee. . . . Hal Thompson, account exec for General Tire, previously with WOR-TV, has was reported to have been ofjoined Sandy Howard Produc- fered the job of radio-TV directions as associate producer of tor of the rubber company, parent "The Merry Mailman." . . . Robert of Mutual. It was speculated around the trade that aside from ant with RKO-Pathe, has moved supervising General Tire's broadto Dancer, Fitzgerald & Sample, cast advertising, Stammer might Inc., as commercial film pro- be given the responsibility of de-

FCC Announces TV Processing Speed-Up Plan

WASHINGTON, July 18 .- Prospects for a speed-up in processing of TV grants brightened this week as Federal Communications Commission, despite the dissent of lief amendment permitting those engaged in TV broadcasting prior announced a new processing plan to January 1, 1951, to reconstruct base period experience by eliminating the impact of TV losses upon radio earnings. Chances are upon radio earnings. Chances are regarded as highly doubtful that vided into two groups: cities which have no TV station in operation; cities which have one or more operating stations. Non-competing applications for TV grants will be processed in order of filing.

> Altho Miss Hennock contended that FCC should have given the public and all interested parties a chance to comment on the change before it was enacted, the commission prepared to put the plan in operation in a month.

Altho FCC has whittled down the number of applications in hearing to 120, it is expected that the new procedure will speed the pulled the second half of "Philco rate at which competing bids Playhouse" 13.7 to 13.5, according reach the hearing stage. The total to Trendex. . . . Ralston Purina has signed a 52-week renewal of "Space Patrol" on ABC-TV Saturday mornings. . . . KMBC-TV present system, the bids for VHF channels, which outnumber UHF bids by more than two to one, have to wait until the heavypriority UHF bids have been processed. The new processing plan is expected to eliminate this delay.

> Total grants to date number 521, including 413 post-freeze authorizations. The commission has made 94 special temporary authorizations to date, which will be considered as operating TV stations inder the new processing plan.

> FCC made two TV grants this week. Recipient of an educational grant is WGBH Educational Foundation, Boston, Channel 2. This is the 19th educational grant to date. Other CP's went to KRGV Television, Inc., Weslaco, Tex., Channel 5. At the same time FCC notified KTVW, White Television Company, Wichita Falls, Tex., that its application requesting an extension of time to complete a new TV station to operate on Channel 20 cannot be granted at this time.

Stammer May Join Tire Co.

NEW YORK, July 18 .- A possible move of Knute Stammer to General Tire and Rubber Company was this week rumored to portend progress in MBS's longtabled film networking plans.

Stammer, D'Arcy Advertising's veloping Mutual's film operation.

NIX TO NETS AT NIGHT

say Cincinnati radio listeners-HOOPER survey* shows WCPO with music-news-sports programs FIRST in listener preference

TV CHANGES LISTENING HABITS

In the television-saturated Cincinnati Area, where almost everybody can watch TV, there's a new pattern in nighttime radio listening.

Oh, yes-people still listen to radio at night in Cinnati, as shown by the latest Hooper Survey. But they now say NIX to NETS at NIGHT . . . and turn to WCPO Radio first for the kind of programs that TV can't replace: music, news, sports . . . programs that can be enjoyed anywhere in the house, on the porch, in the back yard, or in the car.

Result: night after night, more Cincinnatians listen to WCPO than to any other radio station.

(And remember . . . for television it's WCPO-TV -Cincinnati's favorite TV station.)

* Here's how Cincinnati radio stations rank in nighttime audience (8:00 to 11:00 PM), based on independent survey made in May, 1953 by C. E. Hooper, Inc.:

| RANK | STATION | AVERAGE 1/4-hr. RATING |
|------|---------------------|------------------------|
| 1st | WCPO | 3.8 |
| 2nd | network station "B" | 3.6 |
| 3rd | network station "C" | 2.4 |
| 4th | station "D" | 0.8 |
| 5th | network station "E" | 0.7 |



CINCINNATI'S FAVORITE RADIO STATION Represented by the Branham Co.

big sales prospect

Bethlehem • Allentown • Easton

Pre-planned coverage reaches the homes - the people—in this rich market. Write for information.



Sales Representative MEEKER TV, Incorporated New York • Chicago • Los Angeles • San Francisco



Your Lucky Strike Hit Parade presents a special summer service!



During its 12-week hiatus, Your Hit Parade will list in this space

THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

Here are your Lucky 7 tunes that you would have heard last Saturday night, 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. April in Portugal
- 2. Song from Moulin Rouge
- 3. I'm Walking Behind
 You
- 4. I Believe
- 5. No Other Love
- 6. Ruby
- 7. Your Cheatin' Heart

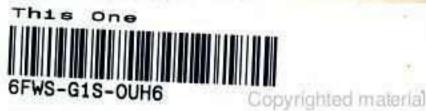
Look for this listing every week. We'll be back on TV Sept. 12



Be sure to watch Your Hit Parade's summer TV replacement

"PRIVATE SECRETARY"—starring ANN SOTHERN

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



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 BUFFALO

(353,000 TV Sets;* Panel Size, 200)

. . . According to Videodex Reports

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 diaries in a total of 7,700 TV homes. The city reports for those markets taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows

each day in any of the 20 markets are determined by comparing 'he average ratings.

| | JUNE, 1953 | Avg. |
|-----|----------------------------------|------|
| | SUNDAY, SIGN-ON TO SIGN-OFF | Rtg. |
| 1. | COMEDY HOUR | 59.6 |
| 3. | | 44.7 |
| 4. | RED SKELTON | 43.1 |
| 4. | AMATEUR SHOW | 43.1 |
| 6. | THE DOCTOR NBC 10:00-10:30 " | 39.9 |
| 7. | SUPER CIRCUS | 39.8 |
| 8. | WHAT'S MY LINE? | 36.6 |
| 9. | | 35.9 |
| 10. | ROY ROGERS MBC 3:00- 3:30 " | 34.7 |
| | MONDAY, SIGH-ON TO SIGH-OFF | |
| 1. | I LOVE LUCY | 57.4 |
| 2. | OZZIE & HARRIET ABC 7:00- 7:30 " | 41.1 |

| | | | 450000000000000000000000000000000000000 |
|----|--|---------|---|
| 6. | MARCH OF TIME (Film)Non-Net 9:30-10:00 | ** | 32. |
| | C'GEBRUSH -TRAIL | | 30. |
| 8. | CAMEL NEWS CARAVAN | ** | 29. |
| 9. | HOWDY DOODY | ** | 22. |
| | STRANGER THAN FICTION (Film)Non-Net 7:30- 7:45 | | 22. |
| | TUESDAY, SIGN-ON TO SIGN-OFF | | |
| 1. | TEXACO STAR THEATER | VBEH-TV | 48. |
| 2. | FIRESIDE THEATERNBC 9:00- 9:30 | ** | 45. |
| 3. | THIS IS YOUR LIFE | | 40. |
| 4. | TWO FOR THE MONEYNBC10:00-10:30 | ** | 37. |
| | | | |

3. VOICE OF FIRESTONE NBC 8:30- 9:00

CORONATION NBC 10:30-12:00

| 8 | JEWELER'S SHOWCASE |
|-----|---|
| 9. | CORONATION |
| 10. | STAIKE IT RICH |
| | WEDNESDAY, SIGN-ON TO SIGN-OFF |
| 1. | CODFREY AND FRIENDS |
| 2. | PABST BLUE RIBBON FIGHTS |
| 3. | PRESIDENT EISENHOWER |
| 4. | "Y SON JEEP |
| 5. | |
| 6. | SAGEBRUSH TRAIL |
| 7. | SUPERMAN Non-Net 7:00- 7:30 " 2 |
| | CAMEL NEWS CARAVAN NBC 7:45- 8:00 " 20 |
| 9. | HOWDY DOODY |
| 10. | - 145MAC TERRESON - TO A CONTROL OF THE CONTROL OF |
| | THURSDAY, SIGN-ON TO SIGN-OFF |
| 1. | DRAGNET NBC 9:00- 9:30 WBEN-TV4 |
| | |

| V48.3 |
|-------|
| 46.1 |
| 42.2 |
| 36.9 |
| 36.8 |
| 33.9 |
| 31.9 |
| 28.7 |
| 27.8 |
| 23.0 |
| |

| 10. | I:DWDY | DOODY | NBC | . 5:30- | 6:00 | S 1860 S 1860 | *3 |
|-----|---------|-------------|------------|---------|-------|------------------|----|
| | | FRIDAY, SIG | N-ON TO SI | GN-OFF | | | |
| 1. | MAMA | | CBS | 8:00- | 8:20 | WBEN-TV | 40 |
| 2. | LIFE OF | RILEY | NBC | 8:30- | 9:00 | | |
| | DOVING | | CDC | 10.00 | 10.45 | 44 | |

| 3. | BOXING | 10 | 3 |
|----|---|----|---|
| | TERRY & PIRATES | | |
| 5. | SAGEBRUSH TRAIL | | 3 |
| 6. | CAMEL NEWS CARAVAN | | 3 |
| 6. | GREATEST FIGHTSNBC10:45-11:00 | ** | 3 |
| 8. | FEATURE FILM | ** | 2 |
| 9. | HOWDY DOODY | ** | 2 |
| 0. | MY LITTLE MARGIE | ** | 1 |
| | A) D Shinner of partner and partners. Coll. | | |

| SATURDAY, | SIGH-ON | TO | SIGN-OFF | |
|-------------------------|---------|----|----------|--|
| FA100 REPRESENTATION #1 | | | | |

| 1. | SATURDAY NIGHT REVUE | NBC | 9:00-10:00 | WBEN-TV | 49 |
|----|-----------------------|---------|-------------|---------|----|
| 2. | ORIGINAL AMATEUR HOUR | NBC | 8:30- 9:00 | | 40 |
| | MY HERO | | | | |
| | BASEBALL | | | | |
| 5. | WILD BILL HICKOK | Hon-Net | 1:00- 1:30 | | 30 |
| 6. | YOUR HIT PARADE | NBC | 10:30-11:00 | ** | 30 |
| 7. | WESTERN THEATER | Non-Net | 6:30- 7:30 | " | 28 |
| 8. | BEAT THE CLOCK | CBS | 5:30- 6:00 | ٠. | 27 |
| | B.3 10B | CRS | 12.00. 1.00 | | 76 |

^{* &}quot;rsed on NBC estimate for April, 1953,

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, subscribe to part of or the full services of the research organizations featured on these pages.

For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.

For the ARB service write to AMERICAN RESEARCH BU-REAU, National Press Building, Washington, or its Branch Offices at 516 5th Avenue, New York, and P. O. Box 6934, Los Angeles 22.

NEXT WEEK

Top 10 TV Clows Each Day

in PITTSBURGH . . . According to Videodex

Top 5 Radio Shows Each Day

in ST. LOUIS

.....38.0

. 35.6

. . . According to Pulse

Picture Business

Continued from page 2

bring or how to make it. We're working pretty close to line in this business. Color means extra film stock costs, more expensive processing, more cost on lighting the set. Why bother with it now? And furthermore, who knows what color process will work the best? Let the slide rule boys first make up their minds as to what 27.8 type of color TV we'll have, then we'll be able to figure out the best type of color film suited to 23.2 it and then we'll start rolling our series on color stock."

And there's the pioneer type. He's the kind of a guy who can't be discouraged by what appears to be logical fact. Talk to him and he'll give you a good argument as to why he's going to bank his bottom dollar on tinted TV. He pleads his case in this fashion:

"You can say that we are pro-ducing our pilot reel of "Z Z Z" in Kodachrome and that we will shoot the entire series in color 6.5 film. The sponsor who buys will pay on the basis of a black and white production. We will stand the additional cost of color filming ourselves. Of course, this means we will be operating in the red on the series until color comes 3 into its own. But when color comes, you know we'll be the first with a complete series of 39 half-hours in color and that the scarcity of color shows will put us in a solid competitive position. Color is just around the corner and we'll be there to greet

The reporter is again left in the same spot he was in just a few months ago. Who's right? Time will tell. But he's got to admit that all seem to have a good basis for their thinking. One ... 48.3 thing is known: When color comes, ...43.2 it won't take the TV film industry 36.4 much time to convert. It will need a few more lights on the set and color stock in its camera. But what about a backlog of shows? Where will it come from? Maybe the "pioneers" will be the boys with the 39 half-hour series that will cash in on that score.



Top 5 Radio Shows Each Day of the Week in BUFFALO

(311,258 Rodio families*)

. . . According to Pulse Reports

| WBEN5,000 watts | NBC 1 | WGR 5,000 wattsCBS |
|------------------|-------|---------------------------|
| WBNY 250 walts . | | WKBW50,000 wattsABC |
| WEBR | | WWOL 1,000 watts daysInd. |

Polse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except In 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. In the bi-monthly

| | MAY-JUNE, 1953 | Or. Hr. |
|-----|--|-----------------|
| | SUNDAY, 7 P.M. TO 12 P.M. | Qr. Hr. Rig. |
| ١ | DRAGNET 9:30-10:00 WBEN | 7.3 |
| | HARRIS-FAYE MBC 8:00- 8:30 WBEN | |
| | | |
| | THEATER GUILD | |
| 5. | BARRIE CRAIGNBC10:00-10:30WBEN | 6.0 |
| | MONDAY, 7 P.M. TO 12 P.M. | |
| | LUX RADIO THEATER | 7.3 |
| | GODFREY'S TALENT SCOUTS | |
| | SUSPENSE 8:00- 8:30 WGR | 6.0 |
| | BOB HAWK | |
| | ONE MAN'S FAMILY | |
| | "OICE OF FIRESTONENBC 8:30- 9:00WBEN | 3.0 |
| | TUESDAY, 7 P.M. TO 12 P. M. | 7. |
| | FIBBER McGEE & MOLLY | |
| | ROSEMARY CLOONEY | |
| | EDDIE FISHER | |
| | TWO FOR THE MONEY | |
| | WEDNESDAY, 7 P.M. TO 12 P.M. | |
| | YOU BET YOUR LIFE | 6.8 |
| | THE BIG STORY NBC 9:30-10:00 WBEN | The Court of |
| | BOB HOPENBC10:00-10:30WBEN | |
| | GREAT GILDERSLEEVE | 6.0 |
| | DR. CHRISTIAN | 6.0 |
| | THURSDAY, 7 P.M. TO 12 P.M. | |
| 37 | BING CROSBY | 6.0 |
| • 5 | TIME FOR LOVE, ROMANCE | 5.8 |
| | ONE MAN'S FAMILY | 5.8 |
| | TTY ROGERS WBEN 8:00- 8:30 WBEN | 5.8 |
| | FATHER KNOWS BEST | 5.5 |
| | FRIDAY, 7 P.M. TO 12 P.M. | |
| | OZZIE & HARRIET | |
| | HT4020HGT-H1727구 - '1980HTTC 대한 플레이어, 보기를 다시하는 1982HH174HH116(2)HH22HH172HT (1982HH174HH174HH174HH174 | |
| | | |
| | | |
| | BEST PLAYS | |
| | | 4.0 |
| | SATURDAY, 7 P.M. TO 12 P.M. | |
| | GRAND OLE OPRY | |
| | GANGBUSTERS | |
| | GENE AUTRY CBS 8:00- 8:30 WGR | |
| | | |
| 1 | oranelistore — morala intercolorista del communicació de la communicació de la compositió de la compositió de Todas en la compositió de la compositió de la communicació de la compositió de la compositió de la compositió d | STORES. |
| | MONDAY-FRIDAY, 6 A.M. TO 7 P.M. | |
| | CLINT BUEHLMAN Non-Net 6:00- 7:00 WBEN | 11.6 |
| | 7:15- 8:00 | |
| | 8:15- 9:00 | |
| | NEWS 8:00- 8:15 WBEN | 10.7 |
| | NEWS | 9.9 |
| | NEWS | |
| | ARTHUR GODFREY | 8.7 |
| | SATURDAY, 6 A.M. TO 7 P.M. | |
| | CLINT BUEHLMAN | 7.5 |
| | 8:15- 9:00 . HI TEEN | , |
| | NEWS | |
| | MODERN ROMANCES | |
| | MY SECRET STORY | |
| | SUNDAY, 6 A.M. TO 7 | |
| | CHILDREN'S HOUR | 5.8 |
| | TRUE DETECTIVE MYSTERIES | 1000 |
| | THE SHADOW | 5.3 |
| | | |

* Based on U. S. Consus Radio Ownership of 1950 and Sales Management 1952 estimate of families in Buffalo City, Erie County (excl. Buffalo), Niagara County.

Offer 'Fireside' To Syndicates

NEW YORK, July 18.-Procter & Gamble this week submitted a new package of the last 39 "Fireside Theater" video films to syndicators to see which one would make the best offer. The reported asking price is an advance of \$7,500 per film, against a 50-50 shake on the profits.

There are old "Fireside Theater" series now being distributed by United Television Programs, CBS-TV Film Sales and Ziv Television Programs. Ziv allegedly paid same advance against a 60-40 split of the profits, with the edge going to Ziv. P. & G. also disposed of its "Visitor" series to NBC-TV Film Division for \$7,500 per film, against a 60-40 division, the extra 20 per cent belonging to P. & G.

The main factor which is slowing up the sale of the film series is that there are so many anthology series on the market these days.

Comet Seeks Popkin Pact

NEW YORK, July 18.—Comet Television Films, Inc., this week was negotiating with producer Harry Popkin for the TV distribution of eight top-name feature films produced by Popkin in recent years. Among the titles in the package are "Champagne for Caesar," starring Ronald Colman, and "DOA," starring Edmond O'Brien. It is understood that Comet is offering to undertake TV distribution on a percentage basis. Negotiations were expected to be concluded early next week.

Principals in Comet are Oliver Unger and Harold Goldman, who until recently were associated with attorney Milton Gettinger in Television Exploitation. In separating from the latter firm, Unger and Goldman brought with them the TV film series TV Exploitation had been distributing, including "Roller Derby," "MD," "Gulliver and the Little People" and a 15-minute operatic series produced in Rome. A group of 22 feature films remained with TV ductions.

Lou Shainmark To Guild Films

NEW YORK, July 18.—Guild Films this week named Lou Shainmark, former managing editor of the "Chicago Herald-American," to head up its advertising, publicity and exploitation. He is to replace Arthur Gross, who has been promoted to operations chief of Guild.

Shainmark was also the former assistant Federal Security Administrator. Gross will be responsible for liaison between the firm's salesmen, station-customers, and sponsors of its various videofilm series.

'Victory' Adds 26 to Series

NEW YORK, July 18. — The "Victory at Sea" unit at NBC-TV is currently at work putting to-gether another 26 half-hour segments of the series, while the show's producer, Henry Salomon, is working on a theatrical version, which will probably be for large screen projection.

The theatrical version, while it may use some of the same footage seen in the TV series, will be a completely new production of the mass of naval footage that Salomon has at his disposal.

13 Films of New Series Completed

NEW YORK, July 18 .- Television Screen Productions has 13 scripts completed for a new halfhour adventure series entitled "Passport to Danger." Altho the setting of the show is Switzerland, Charles Basch, head of TVSP, said he intended shooting it in New York, at his own studios and on location. Basch believes he can produce it here more economically than in either Hollywood or Europe. The firm's other TV film property is "Jim and Broadcasters.

Judy in Teleland."

But, on the

HAWLEY FILM OP IS PLANNED

NEW YORK, July 18.-Another TV film buying operation will get underway in the fall when Mark Hawley resigns from N. W. Ayer & Son. Hawley claims to have lined up 54 stations and eight ad agencies as clients for his new film brokerage service, which will operate under the name, Mark Hawley Associates. Hawley said he has arranged with his film suppliers that his outfit will get a 10 per cent commission for all purchases "off the top of the package." As a result, he said, his service will not cost the station anything additional. Hawley has appointed 14 regional representatives thruout the U.S. In addition to film buying, his firm will operate as a station broker and TV consultant too.

Ted Long to Head UA-TV

NEW YORK, July 18. — Ted Long will be the new head of United Artists Television. George Shupert, who has steered UA-TV for the past eight months, is due to move to ABC-TV on August 3 to head the network's film syndication operation.

Long's background is in the ad agency field. He was last with Geyer Advertising and was also formerly with Batten, Barton, Durstine & Osborne. He is expected to move into UA-TV headquarters here next week. Shupert, who faces the task of building ABC's film syndication department from scratch, will probably vacation the following week.

Gresham Quits Peerless Prod.

eight months, has quit the distribution firm following its amal- up in November. gamation with Arrow Pro-

Producer-Selling Rep Tie Is Significant Videofilm Trend

Tighter Financial Bonds Seen; Feel Investment Gives Security

Continued from page 1

tracts with some of its network Law," and "Abbott and Costello." talent give it the right to take over such selling and invest in production.

NBC Film Division's three recent deals for "Gangbusters," 'Dragnet" and "The Doctor" saw the network pay large sums for film and also to finance production to add shows to the series. Ziv Set-Up

Ziv Television Programs owns entirely most of the videofilm series it distributes ("Cisco Kid" and "Boston Blackie," for example), but in a few cases it has made advances to get programs such as "Your TV Theater" from Procter & Gamble. There are, of

The thinking of many distributhe big syndication fish is that another edge. they have to shell out dough to get name properties offered by belief on the part of producers is distribution rights and completed that only by getting distributors to invest in their programs can they get them to push their prodwhich they have an investment.

Another viewpoint expressed by a top syndicator is that because distribution costs are so high, the only way to make money on videofilm is to have an equity in the series being sold. course, a few syndicators such as This source claims that distribu-Consolidated Television Sales and tion costs frequently reach as Prockter TV Enterprises which high as 30 per cent, and that a 5 own all of their product. MCA- per cent net is not enough unless TV controls practically all of its the distributor sells sufficient videofilm series except "I'm the volume. And when a distributor

owns part of a show, he is not inclined to take as much for synditors who want to compete with cation, thus giving the producer

Dynamic Many smaller producers of vidname producers. And the reverse eofilm are either getting into syndication or considering it because of inadequate sales results by outside distributors. Dynamic Films is one case in point, as is Ely uct, the idea being, of course, that Landau, who is now producing distributors will favor shows in several videofilm programs and who has set up his own distribution operation.

> But there are many distributors who claim that investment in the product of producers does not automatically guarantee sales results. Ben Frye, veepee and sales manager of United Television Programs, points out that the only show wholly bankrolled by that firm, "Sleepy Joe," was one of its biggest sales lemons. Frye says that the needs of distributors and producers sometimes conflict, and that in order to have freedom of decision, a syndicator should not invest so as to be able to act for the best interests of his firm. He furthermore maintains that investments are unfair to producers who do not have financial tie-ups with their distributors and that producers who make investing a major consideration sell themselves short because they frequently do not get the best distributors for their shows. They get the ones that only are interested in angeling videofilms.

> In the final analysis, however, the facts point to tighter financial bonds between producers and distributors. There are few independent distributors available to handle products, and most producers evidently believe in the

OFFICIAL NEARS SALE OF RON COLMAN SHOW

sponsorship of a new half-hour Colman as narrator-star. show was earmarked for the 7-7:30 p.m., Saturday period on

shortly to begin syndication sales NEW YORK, July 18.-Maurie of "Terry and the Pirates." Can-Gresham, sales manager of Peer- ada Dry's renewal option on the less Productions for the past show expired this week without being re-signed. The contract is

The Sherwin - Williams deal brings Official into the new sea-Arthur Sachson, Arrow's sales son in at least as strong a situa-topper, is now heading sales of tion as it had last year. While strong pitch to Official, Sherwin-

NEW YORK, July 18 .- Official | the Singer show has been signed Films this week was on the verge for every week next season, and of a major national sale and was it is expected that the Colman near to putting another substan- show will be on an every-week tial property into syndication. basis also. Official's third show The Sherwin - Williams Paint of last season, "My Hero," was Company was about to sign for canceled by Dunhill. It is exsponsorship of a new half-hour pected that Official will put dramatic series featuring Ronald "Hero," which stars Robert Cummings, into syndication too.

Official Plans In the beginning of the year, Official was also expected official laid plans to syndicate of "Terry and the Pirates." Canwent ahead with them. The soda security investment purportedly firm has been looking at other gives them. film series, mainly adventure, apparently with the intention of spot booking alternate weeks Hotpoint to

the Peerless package of 26 Ed- Official had three national deals Williams and Don Sharpe as agent ward Small produced features as last season, two of them, "Terry" for Colman, in an endeavor to

Summer Seg

the Peerless package of 26 Edward Small produced features as well as of the 52 segments of the "Ramar of the Jungle" series.

Official had three national deals last season, two of them, "Terry" and "Singer Four-Star Play-" for Colman, in an endeavor to get the new dramatic series on that network, but didn't succeed.

NEW YORK, July 18. — Hotget the new dramatic series on that network, but didn't succeed.

NEW YORK, July 18. — Hotget the new dramatic series on that network, but didn't succeed. this summer under the tag "Hotpoint Summer Theater." The Consolidated TV Sales film series is nationally sponsored by Lambert Pharmaceutical, Inc. over the ABC-TV network as summer sub for "Ozzie and Harriet."

> Altho Hotpoint sponsors "Ozzie and Harriet" on alternate weeks with Lambert during the fall and winter, the appliance outfit elected to spot-book "Hollywood Half-Hour" rather than pick up a network tab this summer. Consearea includes Ann Arbor, Pontiac age will be shown on a weekly basis in six cities and every other We expect to be fully protected week on the rest of the web. The on our purchases which we have six Hotpoint markets are: WTMJ, made from you, and any sale by Milwaukee; WSPD, Toledo; you of any such program to any WBWN, Buffalo; KSD, St. Louis; other city in our area will be in WHAS, Louisville, and WKY, Oklahoma City.

> > Copyrighted materia

RIDDELL, WXYZ-TV HEAD

Demands No Film Carried by Station Be Sold in His Area

major station this week again set outside his own organization. stumped TV film distributors He said he must insist upon set-Riddell, president of WXYZ-TV, potential yield. Detroit, demanded that no film show carried by the station be sold to any other city within WXYZ-TV's coverage area. .

but for the general attitude it exemplified, brought forth consternation from syndicators. One sales manager charged that such a demand smacked of restraint of trade. He said that it was his company's policy to follow the Federal Communications Commission's allocations in designating market exclusivity. As an example, he said, if the FCC granted station licenses in Cambridge, Mass., and Boston, then those are two separate markets and no one can stop him from selling to both.

But among distributors generally, definite policies on the overlap problem still were scarce this week. One major industry spokesman said he foresaw that as more and more stations went on the air, the situation would become more confusing and difficult for the smaller stations as well as the distributors. He said the problem called for an industry-wide policy such as could film programing.
only come from the National Association of Radio and Television

But, on the other hand, another

NEW YORK, July 18. - A syndicator declared that he re- will note on the enclosed coverstrongly worded letter from a fused to be saddled by any policy age map that our prime coverage quently, the Consolidated packwith the problem of overlapping ting his own course of action in coverage of stations in neighbor- each area on the basis of his own ing cities. The letter, from James estimation of the area's greatest

While the latter attitude is at the moment widely held thruout the distribution field, its shortcoming, opponents point out, lies The letter, not simply for itself in the great differences in the amount of overlap occurring in different areas as well as in the variety of demands being made by different stations and advertisers.

KRON-TV, San Francisco, is known to have demanded exclusivity within an 85-mile radius. One distributor said he would not sell KRON-TV in that case since the area demanded included many smaller stations whose accumulative yield would exceed what could be gotten from the San Francisco station alone. It was pointed out, however, that some of those smaller stations may in turn blank out sales to some of the other stations in the

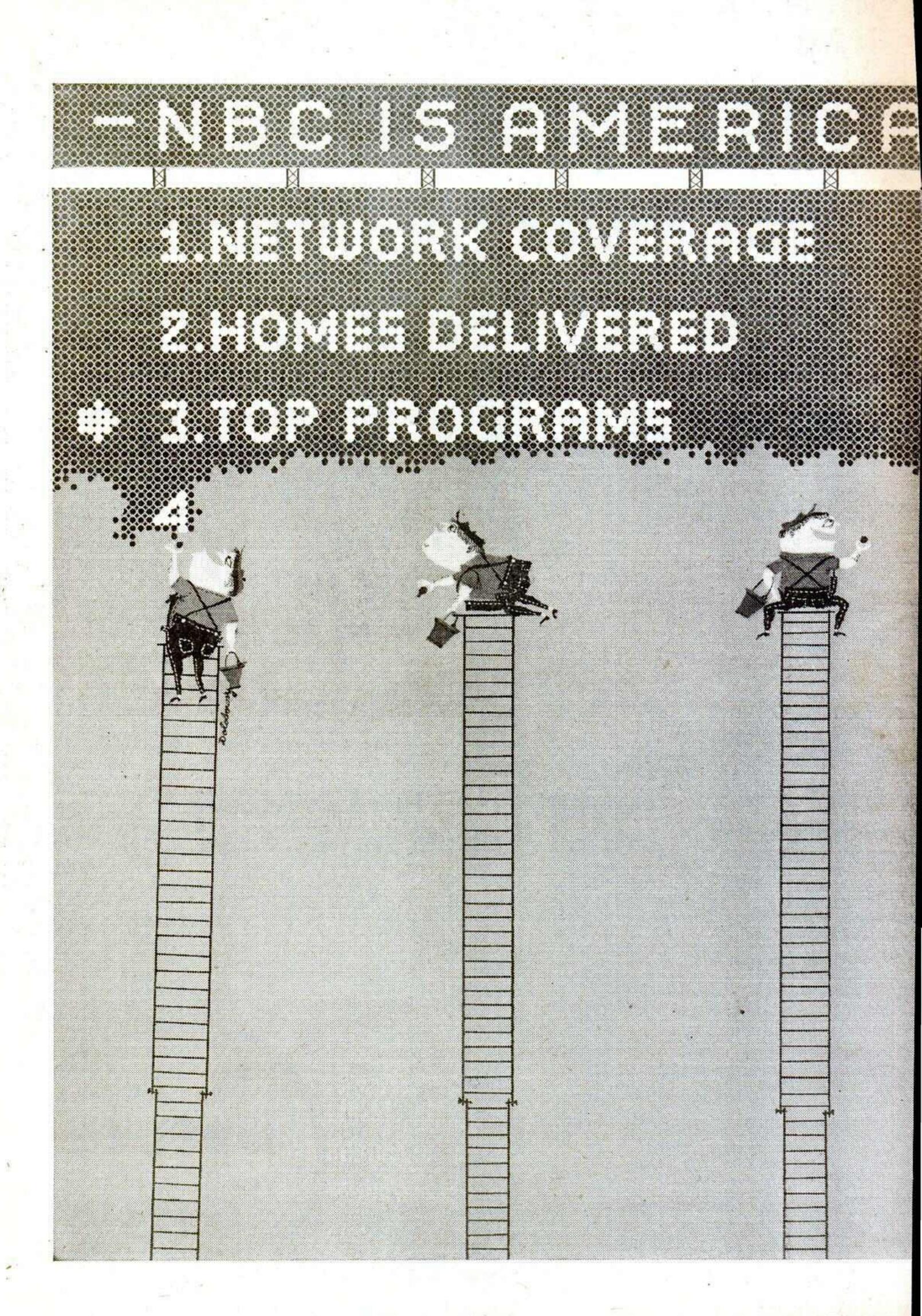
Smaller Stations The situation is a threat to

smaller stations generally as well as to distributors. Besides cutting down the potential grosses of the latter, it is expected to restrict the formers' chances of getting top

The WXYZ-TV letter read: "Under our agreement, we have purchased your program on an exclusive basis for our area. You

and Windsor, among other cities. violation of our agreement."





Palace, New York (Friday, July 17)

Capacity, 1,700. Price range, 65 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines, Show played by Jo Lombardi's ork.

Booker Dan Friendly can hardly be expected to ring the bell every week, and the current Palace stanza racks up as a spotty bill. The show gets off to a bang-up start via the excellent David Katz. Producer, Arthur perch act of sisters Aida and Tela Rosales. There follows a luli contribbed by Leslie Gaines. The Negro terper can step and works hard, but salesmanship is lacking. Worse still is a club act from Bobby Sheldon and June Burnett. The duo's comedy routines derive from a variety of sources, and over-selling of poor material isn't the costumes are lavish and the exactly a help. This kind of projection hardly rates a spot in a Palace program.

the Orlando de La Rosa Quintet (three men and two gals), featuring torrid Latin - American across from the or house before, but the distaff duo is new, talented and lookers. Also new is La Rosa's pianoforte virtuosity. The act is elegantly dressed and projected.

Welcome Return A welcome returnee to lead off the last half of the bill is Maurice Colleano and assistants. Colleano's low comedy antics are always sure crowd-pleasers, and he is again a Palace stand-out, Likewise excellent, on the novelty side, is another view of Captain William Heyer and his wonder horse, Starless Night. For a good many years, in this re-porter's book, Heyer has been marked one of the really great exponents in the art of dressage. His horse is magnificent, and his handling of him, as usual, is superb.

Eddie White, in next to closing, seemed to be suffering from act cutting at the show caught. Timing was sadly off, and a lot of material was certainly scraped from the bottom of the barrel. The Tokayer Troupe, all male sextet, gave the show a sock wind-up with top-flight teeterboard routines.

This isn't one of the house's banner bills, but five solid acts out of eight isn't a bad average. Pic, "The Great Sioux Up-rising." Bob Francis.

The Crescendo, Hollywood

(Wednesday, July 8)

Capacity, 200. Price policy, \$1 cover. Operator, Bill Door, Publicity, Jules Fox and Jo Brooks. Booking policy, Associated Booking. Estimated budget this show,

Bobby Short, vocalist-pianist, is the headliner of this Sunset Strip nitery whose entertainment formula may well be reached with well as looking dangerous and current bill. Finding adequate entertainers without drawing names way. heretofore has been met with varying success. Present offering, including vocalist Gloria Craig in her night club debut and magician Marvin Roy, sets a continuous entertainment policy that's sure to set well with patrons.

Short is certain to stick around for a spell since he has a readymade following among this area's devotees of his bellowing-raspy type vocalizing of musicomedy tunes. The Negro artist still gets the mitt for "You Make Me Feel So Young" and a quivering vocal of "Birth of the Blues."

Moving away from the piano, Short offers a couple numbers backed by the Dick Hazard Trio, "No Other Love" and "Doucement, Doucement" (Gently, Gently), the latter in French and without benefit of mike. His fans may like the solid ice-skating note. tunes, but how they can since the vocalizing is practically inaudible and attractive costumes for this time caught. The audience without amplification, is mys-

tifying. nightly, while supporting acts are the revue smoothly. Producer Will Mastin Trio we inadverton twice. Miss Craig, a pleasant enough warbler, confines the bulk of her offerings to ballads. The round-eyed brunette still has a long way to travel before she'll get any of the nitery icing, lacking as she does the attention getting know-how and programing savvy. Roy injects a novel twist

* On RCA VICTOR Records * The 4 TUNES Held Over for the Season Martinique Cafe, Wildwood, N. J. **JOLLY JOYCE** 2005 Paramount Theater Bldg New York City LAckawanna 4-9469 Suite 717-8-9, 1011 Chostnut St., Philadelphia 7, Pa.

WA 2-4677 and 2-3172

Night Club-Vaude Reviews

Roxy, New York (Wednesday, July 15)

Capacity, 5,886. Price range, 80 cents to \$2. Four shows daily. Booker and managing director, Knorr. Show played by house ork.

The new ice revue is one of the brightest entertainment packages presented at the theater since the installation of the giant ice stage last fall. Entire production is snappily paced. "Boardwalk and Seashore" theme is a good one; ice choregraphy is stunning. In addition, the show features a lot of new-ice talent seen here for the The fourth slot picks up matters first time. Show provides fine tremendously with the spotting of support for the flick, "Gentlemen

Sparkle of the new revue comes across from the cute opener, with rhythms. The men have hit the the chorus boys and gals parading on the boardwalk in brighthued costumes, to the delightful crystal ballet, a beautifully performed routine that would stand out in any icer. Show was choregraphed by Chester Hale, who has worked with many big rink

revues. The crystal ballet number provided a strong prelude for the first American appearance of Marleen Smith, Canadian Olympic champion. The young skater is a superb performer. Axels, one-foot spins, sit spins, laybacks and split jumps, as well as some graceful movements on the ice, sparked her routine. She comes over effectively, tho a bit more punch here would help make her act even stronger. Gal would do well in any hotel icer. She bowed off to a sock hand from the

Peggy Wallace, world champion roller-skater, made her preem performance on the ice in ball field. the new Roxy show. Gal shows the need of more ice rehearsal, but her salesmanship, aided and abetted by a stylish figure, could not have been improved upon. With enough time on the ice Miss Wallace could develop into a real attraction. Her split jumps and spins were well done. After her solo she paired with Lon Hall, another champion roller-skater making his first blade appearance, for an interesting duo routine. The pair used a lot of steps that were more roller-skating than ice-skating, but they came over nicely and received a warm

The crowd got a great bang out of the diving antics of Larry Griswold, zany acro comic. Working from a portable diving board, and diving into a trampoline from about 12 feet, the guy fractured 'em with his dives, comedy and acro-falls. Act is most unusual, as drew yocks and applause all the

Tommy McGinnis and Marc Nelson, two young lads who hold champion skating titles, teamed up for a fairly good precision pair. Trixie pleased with her juggling tricks, her best bit being the rope-skipping act on the ice while juggling a large beach ball on her forehead. Eddie Brandstetter had two running gag bits in imitation of the juggler, but they were too short to be effective.

In addition to the crystal ballet and the boardwalk scene, the chorus also stood out in a gay nineties beach party routine, with the buy and gal skaters dressed in old-fashioned bathing clothes. The chorus finale, featuring a large wheel, closed the revue on a Davis Jr., working as part of the

Michi outdid herself with lavish icer. The work of the choral laughed itself silly and brought group under Ray Porter was fine, Short presents his wares thrice and the Bob Boucher-ork backed Knorr came up with a fine summery idea for this show, and Hale came thru with an outstanding chunk of choregraphy.

Bob Rolontz.

to sleight-of-hand legerdermain by the use of electric light bulbs. His show-stopper is a light bulb switch of the Indian bead trick.

On night caught, as a fill-in, Skeets Minton and his dummy turned in a good ventriloquist performance. Minton excels in the basically the same-fast producvoice throwing department, and tion work, gorgeous costumes and tith better material should get very pretty girls, Walter Nye, cafe field. Pupi Campo's Latin the nod for bookings in more lu- who cuts the show, is easily one band does the south of the crative bistros.

Sands Hotel, Las Vegas, Nev. (Wednesday, July 15)

Capacity, 444. Price policy, no cover, no minimum. Shows at 8:30 and 11:30, late show Saturday 1:30 a.m. Operator, Jack Entratter. Booking, non-exclusive. Publicity, Granoff-Freeman Associates. Estimated talent cost, \$25,000.

Milton Berle came back to a night club floor, threw in the best of his TV efforts, his best dancing, singing and clowning, and the crowd pounded its wooden hammers on the tables for 10 minutes after he finished his 90-minute stint in the Copa Room of the Sands Hotel.

Especially written lyrics on "Near You," aimed to set the stage and an atmosphere that warmed up the crowd to his fast ad libs, got him started to big

In the opening spot, the Fleetwoods, hoofers, came on to be joined by Berle. And then he brought out Betty George as a foil for his gags.

Miss George, in a tight black satin dress, was tailor-made for Berle's jokes, especially the ones aimed at gambling, and the audience ate them up. The gal did "Embraceable You," with Berle coming in for gag clinches and bits of business which were good for 10 solid minutes of yocks, applause and more applause.

Leonard Sues Leonard Sues did his standard trumpet act, with Berle again coming into the act. The number was big enough to earn three call backs. The comic worked hard and was all over the lot like a scrappy shortstop on a busy

for boffo handclaps and hammer

Closing the act was Sid Gary with a fine baritone voice. After Gary had done a great "Ole Man River" and several others, Berle came in again to do a blackface. The Fleetwoods, also in blackface, came on with him.

When it was all over, Berle couldn't get off, with the crowd pounding and pounding its applause. He worked hard and seemed very sincere in getting the show on the road.

The Copa Girl numbers by Bob Gilbert were excellent, with music for the show by Ray Sinatra and his orchestra. Ed Oncken.

Caught Again

BILL MILLER'S RIVIERA, Ft. Lee. N. J.: Frances Faye, in her first stem cafe date in some time, proved that she's still a solid entertainer. The fact that she's come up with a couple of hit records also he!ped in drawing extra customers. But it was the regulars, the ones that know Miss Faye as a saloon singer and piano player, who yocked it up. The gal did her usual act, standards with bits of specials added to regular lyrics to spice things up, and they loved it. In fact, on the night caught, Tuesday (14), she almost became a show stop.

The bill started with the Piero Brothers in their always good juggling-comedy act. Their brick handling - juggling finish was good for fine applause.

The chief draw is still Sammy Will Mastin Trio. Young Sammy grows in stature and talent each back Davis for a series of begoffs. In a recent review of the ently overlooked the boys who just about rewrote the Davis routine. Sid Kuller, head writer of the Donald O'Connor show of the "Colgate Comedy Hour," was one of the writers. Hal Bourne, who regularly works with Tony Martin, did the music. How well Kuller and Bourne did can be judged from the increased reactions the Will Mastin Trio now

The rest of the Riviera show is Ed Velarde. of the top show conductors in the border rhythms.

Hotel Sahara, Las Vegas, Nev.

(Tuesday, July 14) Capacity, 500. Price policy, no

cover, no minimum. Operator, Milton Prell. Booker, Bill Miller. Producer, George Moro. Entertainment director, Stan Irwin. Publicity, Hebert & Rose. Estimated budget last show, \$17,000. Estimated budget this show, \$35,000. In a mid-summer race among

money for a week's show, The provides a sock finish. Sahara this week-end offered brilliant performance by teen-age soprano Anna Maria Alberghetti, and the unusual avectories. and the unusual excellent chorus presentation for which The Sahara is now noted.

Comic Skelton did not depart from the material which has supported him on screen, radio and television all these years.

Altho the audience had heard his Texas jokes many times, his "Junior" routine, his "Guzzler's Gin" and his "Deadeye" were received so well, he did them all over again.

From the standpoint of freshness, a brief biting Skelton satire on the type of bosses who run some Las Vegas resorts was a highlight. The bosses have been kidded before but not quite so pointedly.

Miss Alberghetti, making her night club debut, forecast a rosy future for herself in this field as a headliner, drawing the top ovation from the opening night crowd.

Miss Alberghetti

A beautiful, talented child, she overcame the jitters as soon as she broke into song, stopping the He came back again for the show with such favorites as hillbilly number as Cousin Elmer, "Chiri Biri Bin" and "Smoke Gets in Your Eyes." Her operatic number was "Queen of the Night" from "The Magic Flute."

Miss Alberghetti effectively introduced a melodic English translation of an old Italian lullaby, "Sleep, My Baby," and for a change of pace, she put a new twist on a hillbilly favorite, "Your Cheatin' Heart."

Her finale was performed with The Cavalier Quartet and the Saharem dancers in a colorful staging of "The Italian Street Song."

The third spot on the show was

Paramonut, New York (Wednesday, July 15)

Capacity, 3,654. Price range, 55 cents to \$1.60. Five shows daily. Chain booker, Harry Levine. Show played by Russ Case and his ork.

If customer ovation is any indication, the new show has a b.o. dragnet in Les Paul and Mary Ford. Capitol Records stars' electric-guitar duetting is again an absolute smash. Pair work, as usual, with a string bass assist. Medley of hit recordings, ranging from "Mocking Bird Hill," "Lover," "Baby's Coming Home," "How High the Moon" to "Vaya Con Dios," with vocals by Mary Ford, call for spontaneous In a mid-summer race among palming. Wind-up of "Bye, Bye Las Vegas, Nev., resort hotels to Blues" is sharp, and novelty see which one can spend the most treatment of "Home, Sweet Home"

> Bobby Brandt's acro-stepping how to sell himself. Likewise, excellent is the clowning of Tim Herbert and Don Saxon. Herbert uses his own modified Jerry Lewis approach which is good for continuous laugh pay-off and Saxon contribs top-flight straighting. Interview and conducting bits are real comedy standouts.

> As a presentation house attraction, Alan Dean's chanting is something of a disappointment. Singer has an obviously good voice, but items like "Luna Rosa" and "Birth of the Blues" are vastly over-arranged and Dean has a bad tendency toward over-dramatic projection. "I Believe" is his most successful number, but while the lad has plenty of power, an overdose of it can become a detriment.

> Russ Case and his ork (six brass, five reed, bass, traps and piano) cut the show elegantly. Case's intro's are crisp and short to keep a long show running at top speed.

Pic: "The Charge at Feather River." Bob Francis.

taken by the Five Christobels, a novelty acro team with three muscular boys costumed as cats tossing around two pretty girls dressed as mice.

In the spectacular Sa-harem chorus routine, George Moro obtained an excellent effect by having the kids go thru a mass burly strip tease under black light to the tune of "The Lady Is a Tramp."

Music was by Cee Davidson and his orchestra.

Ed Oncken.

Extra Added

New York

Myron Cohen is out of the hospital after an auto accident on his way home from the Catskill Mountains after a club date. . Acreage bought in Las Vegas, Nev., by Darvas and Julie doubled in price within two days after purchase when the county put lights and water into their property. . . . The Waldorf-Astoria lobby is reconverted to a restaucafes get a face lifting. Hotel's Jack Entratter.

Denver

Lanny Ross drew several thousand people into Denver's Red Rocks Theater for his concert of "Showboat" tunes. . . . The Dorsey Brothers band has hung out the s.r.o. at Lakeside while in competition with Frankie Carle's aggregation at Elitch Gardens ballroom a dozen blocks away. . Leon Mandrake, the magician, headlined a vaudeville show at the new State Theater, while the dancing Leonards closed a successful week at the Tropics.

In Colorado Springs, Anne Jeffries and Bob Sterling packed the Hawaiian Village of the Broad-Shriner followed for a week's stay. . . . Opening next Tuesday (14) at the Broadmoor is George MacRae, followed by Peter Lind Hayes and Mary Healy. . . . The George Yadon trio opens at Evergreen-by-the-Lake this week-end, and Joan Turner's Melody Maids

Bill Smith.

are appearing at the Embassy Lounge.

Jimmy Stewart is in Denver for the filming of "The Glenn Miller Story," bringing June Allyson, Frances Langford, the Modernaires and a host of supporting players. . . . Shirley Booth comes to Colorado this week for her opening in "The Time of the Cuckoo." . . Aldo Ray, here plugging his leading part in "Let's Do It Again," made more than a rant, while the Peacock Alley dozen p.a.'s. . . . Gordon MacRae closed last week at the Broad-Jessyca Russell is in Las Vegas, moor Hotel in Colorado Springs Nev., doing stories on the Sands after a four-day stand. . . . Peter Lind Hayes and Mary Healy follow MacRae into the room. . . . Bob Corash, local agent, put Candy Candido into the Talisman Room of the Wolhurst Club. Beatrice Kay is slated for a late summer appearance at the same spot. . . Ethel Merman is "at home" in her summer lodge in the Rocky Mountain foothills where she and her husband, Robert Six, airline exec, play host for week-

Philadelphia

end parties.

Chubby's, Collingswood, N. J., which closed down for the month of July, will open the new month with the Mills Brothers first in. Sophie Tucker and the Vagamoor on the Fourth, and Herb bonds are listed as November (Continued on page 54)

> CHRIS POWELL and His Blue Flames THE 3 PEPPERS Held Over for the Season Moore's Inlet Cafe, Wildwood, N. J. 2005 Paramount Theater Bldg. New York City LAckswanns 4-9469 Suite 717-8-9, 1011 Chestnut St.,

Philadelphia 7, Pa. WA 2-4677 and 2-3172

PLEASE ANSWER THE SIMPLE CHECK-OFF QUESTIONS LISTED HERE:

- (1) Have The Billboard TV Film Monthly Program Guide & Market Report been of interest and value to you?
 - ☐ Yes
- ☐ No
- (2) Of the following categorized features, please indicate which have been of most interest and value to you?

RATING FEATURES:

- Ratings of syndicated film shows, city by city

 Patings of syndicated film shows by film category
- Ratings of syndicated film shows by film category
 Ratings of feature film shows in specific cities
- Ratings of syndicated series, first run vs. re-run

DIRECTORIES:

- ☐ TV Station Film Buyers
- Advertising Agency Film Buyers
- ☐ TV Film Distributors
- ☐ TV Film Producers (Series & Commercial)
- Sources of Free Film

OTHER SERVICE FEATURES:

- Cities in which syndicated film series are available
- Best feature films of the week, theatrical and non-theatrical
- ☐ TV film reviews in file-card format, with supplementary buying data
- ☐ TV film series in production
- ☐ Trade surveys revealing the "best" TV film series, TV film distributors and producers
- (3) Of the TV Film Feature Article Subject Matter listed below, which do you find most interesting and valuable in your work?
- ☐ Production ☐ Sales & Marketing
- ☐ Programing ☐ Agency & Sponsor Buying
- (4) Some elements of the TV film industry have urged The Billboard to change the timing of its TV film coverage. Which type of coverage would you prefer?
- Limited weekly coverage plus Special Monthly
- TV Film Editions as at present.
- Expanded weekly coverage absorbing the special features which are now part of the monthly editions.
- (5) Are there others in your company to whom you have routed your copies of The Billboard Monthly TV Film Program Guide & Market Report numbers—or to whom you believe this type of data would be valuable? Please list . . .

Name

Title

Name

Title

Name

Title

(6) Please use this space for any further comments you may care to make about The Billboard's current coverage of the TV film field:

AGDA.

Nam

Title

Company

City-State

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a special request to:

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HOLLYWOOD

Billboard
THE AMUSEMENT INDUSTRY'S

LEADING NEWSWEEKLY

NEW YORK 36, NEW YORK

Dear Sir:

Will you take just a few minutes to help The Billboard?

Since the first of the year you have been receiving copies of The Billboard Monthly TV Film Program Guide & Market Report Numbers. Our purpose has been to bring you, each month, rating services, directories and lists, and special features treating on all of the different aspects of the tv film field.

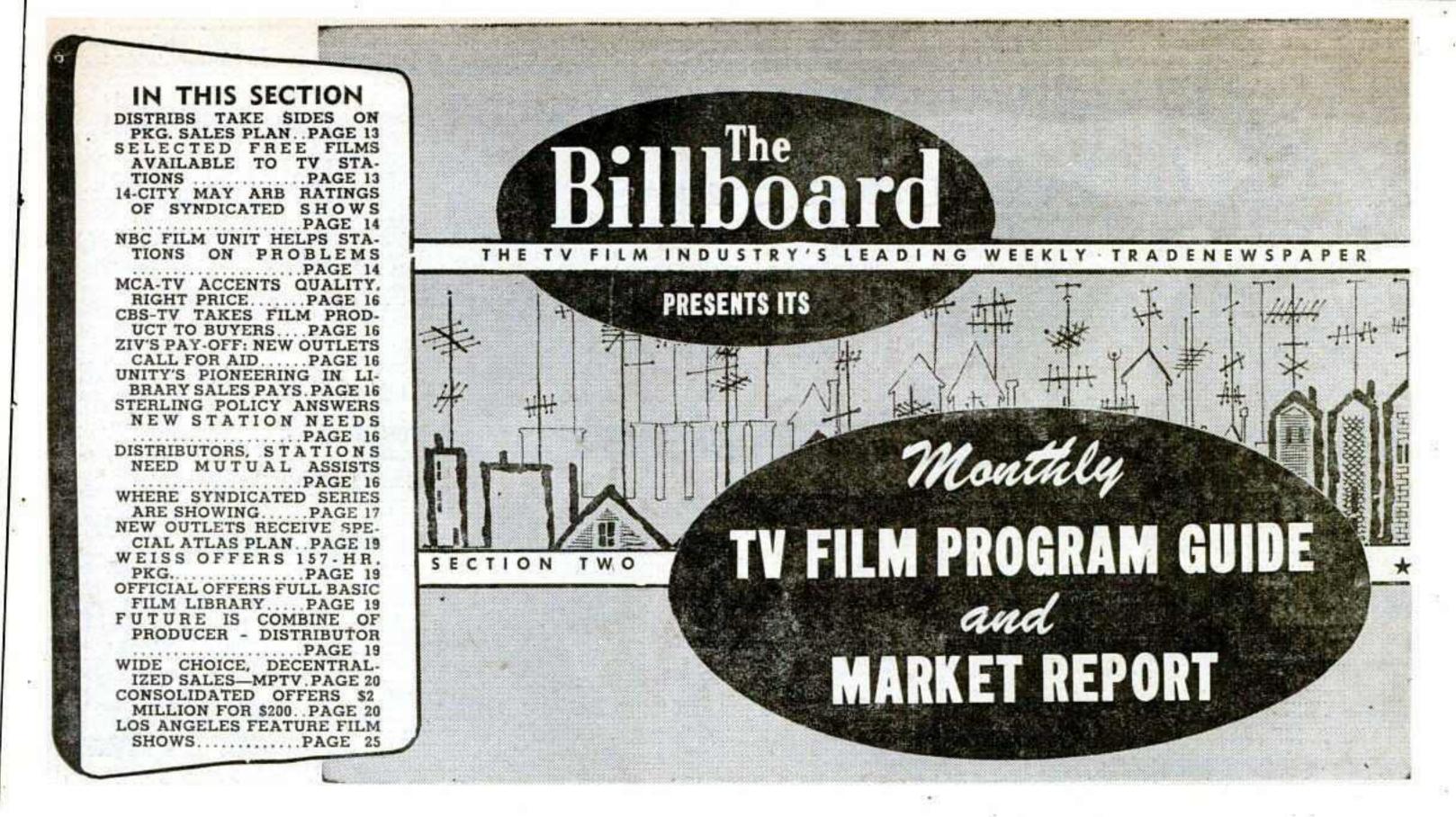
As always in dealing with a new and rapidly developing field, it is hard to gauge the value of a service. We are sure you will understand our interest in finding out from you-just where we've been hitting the bull's-eye and where we have missed.

Please answer the simple check-off questions at the left. Your reply, combined with those of other executives, will provide us with helpful information as to the type of tv film services to present in the months ahead.

Thanks very much for your co-operation.

Sincerely, THE BILLBOARD

Billboard
The Ty Film Industry's
The Ty Film Industry
The Ty Film In



THE PACKAGE-SELLING STORY

Distribs Take Sides On Pkge. Sales Plan

By Lee Zhito

Are the new film package sales plans answering the industry's needs? There are two schools of thought on this one, those who favor it and those who deny its benefits, each convinced that the future will show it to be right.

With few exceptions, the package plans are basically the same. Distributors following this sales method offer stations a package of varied filmed entertainment—series produced especially for TV, feature films or a combination of both—at a predetermined price, usually based upon a station's rate card. The station is given unlimited-run privileges for the period of its contract with the distributor. This may run from a year to 18 months, and in some cases longer.

Departure

This method replaces a sales approach followed earlier by some concerns wherein deals were concluded on a per series per run basis. In many instances, sales representatives of some distributors tended to skirt the stations and sell their wares directly to the sponsor or his agency. The feeling prevailed among a number of film sales people that the stations were too busy to concentrate their sales efforts on behalf of a given film series. To make sure that such a series was not lost in the shuffle between local live shows available for sponsorship or other filmed shows, salesmen took their own shows directly to the sponsor. Once a deal was made, the film salesman delivered sponsor and film to the station simultaneously.

The package plan sales method brings these distributors back to the stations. The salesman no longer had to devote time to hunting potential sponsors in given markets. He peddles a catalog of product to the station and lets the station's salesmen take over on their own in finding sponsors.

Those who subscribe to this new approach to selling TV film are quick to point to its benefits, both for station, sponsor and distributor. The stations, they claim, have on hand a healthy store of filmed material as a result of buying a package. If a feature is needed, an episode from a series or a short has to be used for a filler, the material is at hand. If a sponsor is sold a series, the show can start as soon as the time is available, and if that be now, then the series can kick off immediately because the film is at hand.

Selling Ease

The station can sell the shows with far greater ease, the package peddlers contend, because the film is at hand to be shown to potential buyers at any time. For that matter, they claim, a series or feature can be launched either sustaining or on a participating sponsorship basis. In some cases, the revenue from participation sale may prove to be greater than a single or co-op sponsor set-up, in which event the station can retain the filmed series or feature films on that basis. On the other hand, the station can use such experimental programing as a showcase for its films and then reap the benefits of better sales later.

The sponsor, station and the distributor benefit, so the package boys claim, because the cost of selling the film is considerably reduced and all three share in the savings. In selling a package, one sale is made. No repeat calls are necessary to ne-

gotiate renewals on given series for additional runs. The distributor, aside from special servicing, need not go to the expense of sending his representative to a given market and spend his time and the company's money on making sure that either sponsor or station stays sold. This appreciable saving permits the distributor to lower the price on the films, with station and sponsor jointly reaping the benefits. Particularly aimed at new stations, the package plan gives the outlet a given guaranteed number of hours of filmed entertainment.

Critics

Those who still stick to the original per series sales method claim the package method will be short lived. Competitors attempt to shoot holes in the package plan, claiming it only loads the station with an abundance of product that isn't very salesworthy. The station, they claim, is tied to shows whether it likes them or not for the term of its contracts with the distributor. With his money tied down to a batch of products that may not move as easily, the station is then left without appreciable funds to buy what the antipackage crowd terms sure-fire sellers.

Who's Right?

Who's right? It's still too soon to tell. One thing is known: Stations coming on the air are in need of product. Packagers seem to promise a partial solution to this problem by giving them a barrel from which to pick shows as they are needed. If this barrel contains material that the stations won't be able to re-sell, those distributors will have a tough time the second time around in trying to unload product. If, on the other hand, the station can make money on low-cost film fare, then all concerned will prosper.

The next few months will hold the answer. If package peddling is all that is proponents claim it to be, more distributors will adopt it as their company policy. If it fails, you'll be seeing per-series sales continuing.

Selected Free Films Available to TV Stations

... and Sources From Which They May Be Secured

While literally thousands of films are available to TV from industrial associations, federal, local and foreign governments, and from religious, educational and public service sources, the following list is film in this category which has actually been shown on stations during the past two months and chosen the best film of the week by the TV Film Directors.

EDUCATIONAL

TROUT A LA SHOSHONE.

Evinrude Motors, c/o Ideal Pictures, 58 E. South Water St., Chicago TYPING TIME.

International Business Machines, Colorado Springs, Colo.

WINGS TO FLY.

Pan American Airways, 28-19 Bridge Plaza North, Long Island City, N. Y.

WINGS TO HAWAII

.........Pan American Airways, 28-19 Bridge Plaza North, Long Island City, N. Y.

RELIGIOUS

www.americanradiohistorv.com

14-City May ARB Ratings Of Syndicated Shows

are arranged in rank order by program category under each city. The reader should consult the American Research Bureau, National Press reader may thus compare the audiences of these filmshows in each Building, Washington 4, D. C.; 516 Fifth Ave. New York; P. O. Box of the key markets. The ARB charts in The Billboard over the past 6934, Los Angeles 22.

The following chart lists the ARB ratings for syndicated film series competition. The names of the distributors handling these shows can showing the first week of May in each of the 14 cities surveyed be found in the Syndicated Series and Where Showing chart in this individually by the American Research Bureau. The program titles issue. For further information on audience size and breakdown, the

| how | Category | Sta.—Day—Time | Ratio |
|--|----------------|---|----------|
| ΑŤL | ANTA | 3 STA | TIONS |
| he Unexpected | Adv | WAGA-F-10:30-11:00 | 10 |
| Jovie Onick Oniz | Ouiz | WSB-M to F-6:45-7:00 WLW-A-M-W-F-10:00-1 WLW-A-Su-10:15-10:30 | 0:15 6 |
| ange Rider | Wcst | WSB—Th—5:30-6:00 | 14. |
| isco Kid | West | WSB—F—5:30-6:00 WAGA—Su—6:00-6:30 . | ii |
| BALT | IMOR | 3 STA | TIONS |
| bbott and Costello | Comedy . | WMAR—Th—10:30-11:00 | 10 |
| iberace | Music | WBAL—Su—6:30-7:00 WBAL—W—10:30-11:00 | 18. |
| m the Law | Mystery . | WBAL—Su—10:30-11:00 WBAL—M to F—6:45-7:0 | 14. |
| oller Derby | Sports | WAAM—T—9:00-9:30 | |
| isco Kid | West | WBAL-T-7:00-7:30 | 15. |
| | STON | | TIONS |
| oreign Intrigue | Adv | WNAC-S-10:30-11:00 . | |
| ime for Beany | Child | WNAC—M to F—5:15-5: WNAC—T—6:30-7:00 | 30 3. |
| avorite Story | Drama | WBZ—M—10:30-11:00 WNAC—T—10:30-11:00 | |
| tranger Than Fiction | Misc | WNAC-M-6:15-6:30 | |
| iles of Jeffrey Jones | Mystery . | WNAC-S-7:00-7:30 WBZ-T-10:30-11:00 | |
| J.P. Movietone News | News | WNAC-M to F-11:00-1 WBZ-M to F-7:15-7:30 | 9. |
| P. Movietone News | News | WBZ—M to F—6:15-6:30 WNAC—M to F—6:00-6: | 15 2. |
| fovie Quick Quiz his Week in Sports | Sports | WNAC-M-T-W-12:45-1: WNAC-W-7:15-7:30 | 1 |
| tange Rider | West | WBZ—Su—7:00-7:30 WBZ—S—1:00-1:30 | |
| isco Kid | West | WNAC-F-5:00-5:30 WNAC-Su-7:00-7:30 . | |
| сн | CAGO | HOME 4 STA | TIONS |
| he Unexpected | Adv | WBBM—T—9:30-10:00 . | 17. |
| angerous Assignment | Adv | WBKB-Su-8:30-9:00 | |
| ime for Beany | Child | WBKB—W—10:00-10:30 WGN—M to F—5:00-5:1: | 5 0. |
| farch of Time | Docum | WBKB-Su-8:00-8:30 | 0. 5. |
| lete Roberts World Reports Story | Drama | | |
| Doug Fairbanks Presents | Music | WGN-W-9:30-10:00 | 5. 10 |
| loston Blackie | Mystery . | WGN-Th-9:30-10:00 | |
| iles of Jeffrey Jones | Mystery . | WBBM—Su—10:00-10:30 WGN—W—8:00-8:30 | 7. |
| leart of the City J.P. Movietone News | News | WBKB—Su—Noon-12:15 WGN—M to F—6:30-6:4 | 5 2 |
| isco Kid | West | | |
| Iopalong Cassidy | West | WBBM-Su-6:00-6:30 . | 6 5 |
| illi Palmer Show | Women's | WNBQ—Su—2:00-2:30 WBKB—Su—5:45-6:00 | |
| CINC | INNAT | 3 STA | TIONS |
| bbott and Costello | Comedy . | | |
| oston Blackie | Mystery . | WLW-T—Th—7:30-8:00 . WLW-T—M to F—11:00- | 35 |
| BC Weekly News Revie fovie Quick Quiz | ewNews Quiz | WLW-T—Su—5:45-6:00 . WKRC—M-T-Th-F—5:45- | 5 |
| Seco Kid | West | WCPO—Su—5:00-5:30 WLW-T—S—5:30-6:00 | |
| lowboy G-Men | West | WCPO-Su-1:30-2:00 . | |
| CLEV | ELAN | 3 S T A | TIONS |
| | | WEWS—Su—10:00-10:30 | 18 |
| hina Smith | Adv | WEWS—W—10:00-10:30 WNBK—Th—10:30-11:00 | |
| rusade in Europe | Docum | WEWS—M to F—5:30-5: WEWS—W—9:00-9:30 | 45 |
| rusade in the Pacific | Drama | WEWS-Th-10:30-11:00 | |
| | Mystery . | WEWS-W-10:30-11:00 | |
| J.P. Movietone News | West | | |
| Sene Autry | West | WEWS-Su-7:00-7:30 . | 14 |
| | IUSAGSAMIA MAN | | 10 |
| | UMBUS | | TIONS |
| hina Smith | Adv | WBNS—Su—5:00-5:30 WBNS—Su—8:30-9:00 . | |
| abbott and Costello | Comedy . | WLW-C-F-8:30-9:00WBNS-S-10:00-10:30 . | 22 |
| oston Blackle elesports Digest | Mystery . | WBNS—T—8:30-9:00 WBNS—W—10:30-11:00 | 25 |
| isco Kidowboy G-Men | West | WBNS—Th—7:00-7:30 WBNS—S—5:30-6:00 | |
| lopalong Cassidy | | 리스 하는 100 B B B B B B B B B B B B B B B B B B | |

| | D | ETROIT | Maria Caracita | Appropriate to the second |
|-----|--|-----------|--------------------------------|-------------------------------|
| | NAME AND POST OFFICE ASSESSMENT | | 3 5 | TATIONS |
| | Foreign Intrigue | | WJBK-Su-10:00-10 | :30 |
| | Dangerous Assignment | | WWJ-M-10:00-10:3 | |
| TI. | Ramar of the Jungle . | | WXYZ-F-10:30-11: | |
| | Dick Tracy | | WXYZ-Th-5:30-6:0 | |
| | China Smith | | WXYZ—Th—8:00-8: | |
| | Time for Beany | | WWJ-M to F-5:30 | |
| | Orient Express | | WWJ—Th—9:30-10:0 | |
| | Favorite Story | Drama | WJBK—T—9:30-10:0 | |
| | Doug Fairbanks Prese | | WWJ—T—9:30-10:00 | |
| | Counterpoint | | WXYZM10:00-10 WXYZM8:30-9:0 | |
| | Liberace | Musters | WXYZ—Su—9:00-9:3 | |
| V. | I'm the Law | Mustery | WXYZ—T—9:00-9:30 | |
| | Heart of the City | . Mystery | WXYZ—Su—9:30-10: | |
| | Telenews Daily | News | WJBK-M to F-6:3 | |
| | Telenews Daily | News | WJBK-M to F-11 | :00-11:15 3.7 |
| | Telenews Daily | News | WXYZ-M to F-6: | 15-6:30 2.9 |
| | | | WJBK-M to F-8: | |
| | Movie Quick Quiz | | WWJ-M to F-1:00 | |
| | Cisco Kid | West | WXYZ-Th-7:00-7:3 | |
| 4 | Cisco Kld | West | WXYZ-Su-3:30-4:0 | |
| 1 | Hopalong Cassidy | | WWJ-Su-5:30-6:00 | |
| 13 | Gene Autry | | WJBK-Su-6:00-6:30 | |
| 1 | Cowboy G-Men | West | WWJ—Su—2:30-3:00 | 2.3 |
| 9 | Los | | | * |
| | | ANGEL | E \$ 7 s | TATIONS |
| | | | | TT - 1000000 TO 000000 A 7000 |
| | Foreign Intrigue Dangerous Assignment | | KNBH—Th—10:30-11 | |

| ### CONTROL PROPERTY | ALCOHOL SERVICE SERVICES SERVICES |
|----------------------------------|---|
| | KNBH—Th—10:30-11:00 |
| | KNBH—F—10:30-11:0013.5 |
| | KECA—F—8:30-9:00 |
| | KTTV-T-7:00-7:30 |
| | KECA—Th—10:00-10:30 3.4 |
| Time for Beany | KTLA-M to F-7:15-7:30 4.3 |
| Junior CrossroadsChild | KNBH-M to F-5:00-5:15 0.4 |
| | KECA—Th—7:00-7:15 |
| | KLAC-Th-7:00-7:30 3.6 |
| | KTTV-M-7:30-8:00 6.5 |
| | KECA-F-7:00-7:30 6.4 |
| Favorite Story | KTTVW-8:30-9:00 7.0 |
| Invitation PlaybouseDrama | KLAC-W-7:00-7:30 4.1 |
| | KECA-T-10:00-10:30 1.3 |
| | KLAC-W-7:30-8:00 |
| Boston Blackie | KNBH—S—8:00-8:30 |
| | KTTV—Su—9:00-9:30 8.4 |
| Files of Jeffrey Jones Mystery . | KTTV-M-8:00-8:30 6.0 |
| I'm the Law | KLAC-W-8:00-8:30 4.1 |
| | KECA-T-10:30-11:00 |
| U.P. Movietone News News | KTLA-M to F-7:00-7:15 2.1 |
| | KHJ—T-W-F—10:30-10:45 2.1 |
| | KHJ-M to Th-8:00-8:15 2. |
| | KHJ-M to Th-7:00-7:15 1.4 |
| | KECA-M-7:00-7:30 |
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| 1 | Foreign IntrigueAdvWNBT—Th—10:30-11:0016.6 |
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| ŧ | Time for Beany |
| ŀ | Abbott and CostelloComedyWCBS-F-10:30-11:00 |
| ŀ | March of Time |
| l | Favorite StoryDramaWNBT—Su—10:30-11:0012.5 |
| | I'm the LawMysteryWABD-T-10:30-11:00 |
| | Boston BlackieMysteryWABD-F-9:30-10:00 5.0 |
| ŀ | Heart of the City |
| | U.P. Movietone NewsNewsWPIX-M to F-6:30-6:45 2.5 |
| | U.P. Movietone NewsNewsWPIX-T to S-7:00-7:15 1.1 |
| | Telenews DailyNewsWABD-M to F-6:45-7:00 0.3 |
| | Telenews Daily |
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| | Gene Autry |
| | Hopalong Cassidy |
| | Cisco Kid |
| | Cowboy G-MenWest,WPIX-S-5:30-6:00 2.5 |
| | Cowboy G-Men West WPIX-Su-5:30-6:00 0.4 |
| | Lilli Palmer Show Women's WABC—S—6:30-6:45 1 |

| PHILADELPHIA 3 STATIONS |
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| Foreign Intrigue |
| The UnexpectedAdvWCAU-Th-10:30-11:001 |
| Ramar of the JungleAdvWFIL-Su-6:00-6:30 |
| Dangerous AssignmentAdvWPTZ-T-10:30-11:001 |
| Ramar of the JungleAdvWFIL-M to F-6:30-7:00 |
| Ramar of the JungleAdvWFIL-Su-11:15-11:45 |
| Favorite StoryDramaWPTZ-S-7:00-7:30 |
| Kieran's KaleidoscopeMiscWPTZ-Su-6:45-7:00 |
| I'm the LawMysteryWPTZ-W-10:30-11:00 |
| Boston Blackie |
| Front Page DetectiveMysteryWCAU-S-12:00-12:15 a.m |
| Telenews DailyNewsWCAU-M to S-11:00-11:151 |
| Telenews Daily |
| Telenews Daily |
| Telenews DailyNewsWPTZ-M to F-7:00-7:15 |
| Telenews Daily |
| Movie Quick QuizNewsWFIL-M to F-2:00-2:15 |
| Cisco Kid |
| Range Rider |
| Hopalong Cassidy |
| Gene AutryWestWCAU—Su—7:00-7:30 |
| |

| China Smith |
|---|
| Foreign IntrigueAdvKGO-W-8:00-8:30 9.2 |
| Branch All Land |
| Ramar of the JungleAdvKGO-W-7:00-7:30 2.6 |
| Time for Beany |
| The Ruggles |
| Hank McCune |
| King's CrossroadsDocumKRON-Su-7:30-8:00 |
| Crusade in EuropeDocumKGO—Su—3:00-3:305.9 |
| Crusade in EuropeDocumKGO—Su—3:00-3:30 |
| Clete Roberts World Report. DocumKGO-M-9:30-10:00 4.6 |
| Favorite Story |
| Doug Fairbanks PresentsDramaKRON-S-8:00-8:30 |
| Kieran's KaleidoscopeMiscKRON-W-7:30-7:4510.8 |
| Liberace |
| |
| Old American Barn DanceMusicKGO-M-8:30-9:00 |
| I'm the Law |
| Files of Jeffrey Jones |
| Craig Kennedy |
| Heart of the City |
| |
| (Continued on page 26) |
| |

3 STATIONS

SAN FRANCISCO

www.americanradiohistory.cor

NBC Film Unit Helps Stations On Problems

By JOHN B. CRON National Sales Manager, NBC Film Division

Since the NBC Film Division was established as a separate operating unit last March, we have developed and put into effect a sales plan that encompasses far more than the sale of a specific film property to an advertiser or a station.

Robert W. Sarnoff, vice-president in charge of the division, has established a policy which offers, in addition to network quality programs at a price that all advertisers - local, multiple market and national - can afford, every possible tool to help solve the sponsor's marketing problems. The sale of a firstrate film program includes such professionally prepared services as merchandising, publicity, promotion, research and exploitation. Such a sale, in other words, is a complete advertising campaign designed to insure as far as possible the sale of the products of all advertisers.

In order to insure a successful campaign, the property is of prime importance. Advertising men always do everything possible to lessen the margin of error in their choice of programing for their clients' consideration. There is no better way to assure the sponsor an audience for his commercial message than to provide him with a program the popularity and effectiveness of which are matters of record. The re-run of a carefully selected series, then, is not only an economic necessity to the producer and distributor; it is also of immense benefit to the sponsor to buy a program which is known to have pulled in audiences and moved goods. That the viewing public, to which we are all ultimately responsible, wholeheartedly accepts re-runs is corroborated by the fact that many programs garner higher ratings on a second exposure than on the original run.

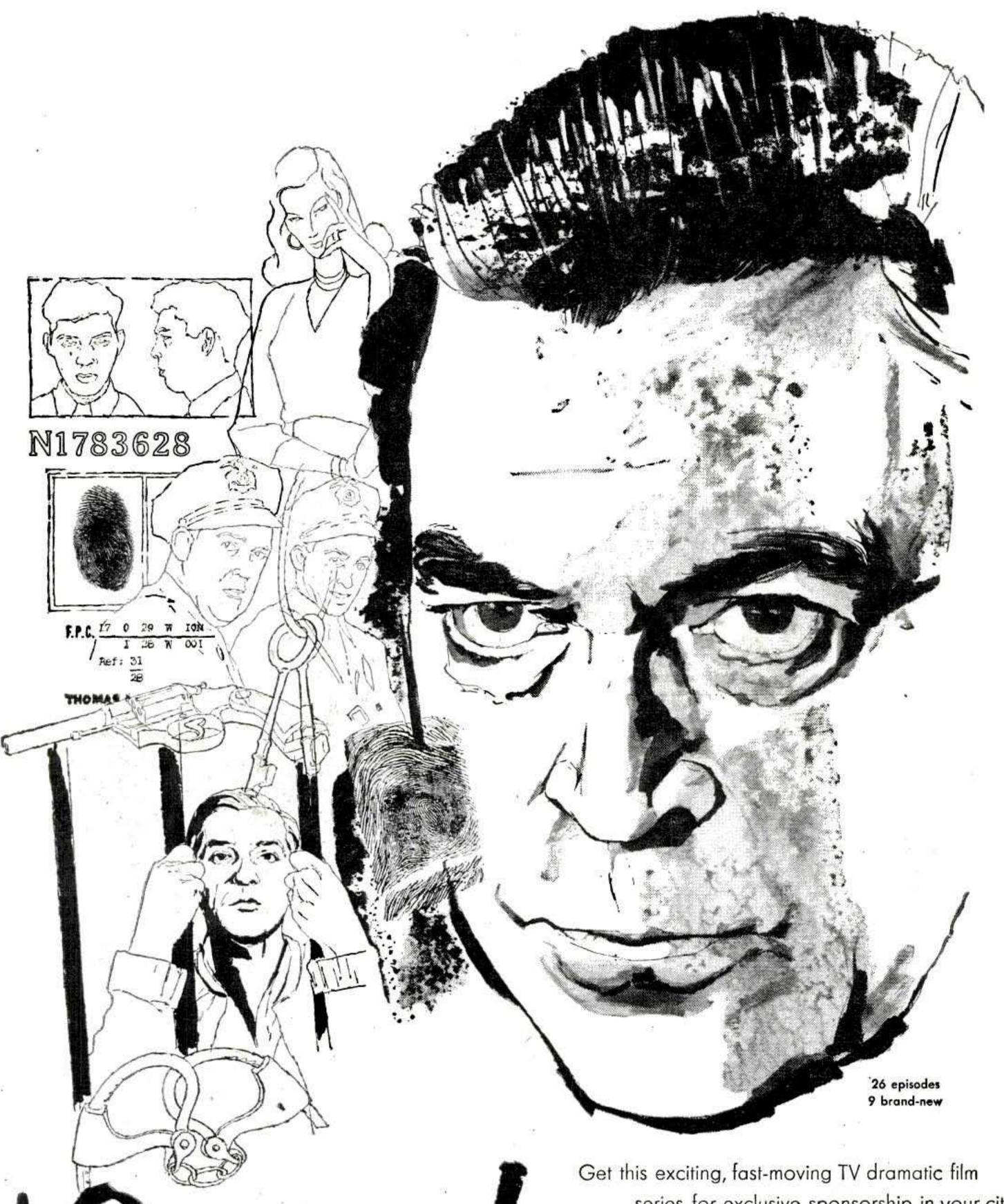
Re-Runs

We believe it is highly desirable to make available to local and multiple-market sponsors such proven programs as "Dragnet," "Gangbusters" and "The Doctor," being sold respectively under the new titles of "The Cop," "Captured" and "The Visitor."

That the NBC Film Division has utter confidence in the value of these programs as a valuable addition to all our new programing is certainly proved by its rapid expansion within the first few months of its establishment as a separate and third operating division of the National Broadcasting Company. Many new sales representatives, all trained film consultants, have joined our sales staff. we have greatly enlarged our advertising and service departments. Ali of these men are engaged in bringing the finest in commercial television film programing to all advertisers and stations.

The TV film series being distributed by NBC Film Division include:

Dangerous Assignment Victory at Sea Douglas Fairbanks Presents Lilli Palmer Show The Visitor Daily News Reoprt Weekly News Review Hopalong Cassidy The Life of Riley Captured The Cop Inner Sanctum Watch the World



Captured

Get this exciting, fast-moving TV dramatic film series for exclusive sponsorship in your city.

A smash hit as GANGBUSTERS on network—

now released locally in new format...

with CHESTER MORRIS as host. This profitproved program includes full-scale promotional support in all markets.

Call, write or wire



Film Quality Must Serve Distribs', Stations' Like Needs, Says UTP

By BEN FRYE

Vice-President in Charge of Sales, United Television Programs

Commercial television, now having completed its kindergarten phase, stands ready to embark upon a secondary stage of its education. Among its major accomplishments already, however, is the record it has set for the buying of video films which have won the attention and the approval of the TV public.

In the early days of TV station - distributor relationships, negotiations for the purchase of filmed series were carried on between salesmen unfamiliar with production costs and values and potential buyers who, in most cases, were even more unfamiliar with the sales possibilities inherent in video films. Unfortunately, occasionally such experience was paid for painfully thru trial and error and may have accounted for costly mistakes being made by both parties.

Double Job

Today, distributors and stations both realize that their infilm must do a job for both groups, for if either profits at the expense of the other, the profit may be only temporary and short-sighted. A station which has bought a video film package which it has not been able to sell to sponsors will obviously not be a repeat customer. And a distributor who has to give his merchandise away at a loss will not be in a position to continue making product which must feed the gaping and hungry mouths of video audiences.

UTP has decided that all its personnel must be well-schooled in all phases of video-film making, so that they, in turn, can pass their knowledge on to stations. The newer outlets have found that by making judicious inquiries of older stations and of reputable distributors they can escape the pitfalls that lie in wait for the inexperienced.

wait for the inexperienced.

In April, UTP arranged for a gathering of its personnel in California, at which time a thoro briefing was given to all its salesmen to acquaint them with the vital facts of video film pro-

duction. This knowledge has since been put to good use in their home territories where they have been properly able to relate all they learned in California. The results have been so signally successful in terms of contented stations who have become new customers that we contemplate making the Califor-

nia meeting an annual event. It obviously can no longer be considered good business by stations to purchase video film series on the basis of their length alone, that is either 15minute or half-hour shows, but rather to appraise them on the basis of quality, production values and potential audience acceptance. And such a critical attitude is likely to pay off in the future when the scramble for video audiences becomes more competitive, with programing a key factor in winning the battle.

New Series

The acceptance of this vastly improved method of film sales and station buying practice has allowed UTP to bring to the industry for the first time in syndication new first-run series such as "Rocky Jones" and "Space Ranger," produced by Roland Reed; "The Lone Wolf," produced by Gross-Krasne, and "The Signet Circle Playhouse," produced by Andre Luotto, so that stations can successfully program on a local basis, allowing them to compete with the best of expensive and lavish network productions.

It can only be regarded as remarkable that this changeover in policy could have taken place in such a short space of time.

The TV film series being distributed by United Television
Programs include:
Look Photoquiz
Sleepy Joe
The Chimps
Counterpoint
Royal Playhouse
Old American Barn Dance
Hollywood Offbeat
Double Play With Durocher and
Day

Heart of the City Studio Telescriptions Fulton Lewis Jr. News

CBS-TV Takes Film Product to Buyers

By WILBUR EDWARDS General Sales Manager, CBS-TV Film Sales

It's a popular concept in certain parts of the film industry that the selling of films made for television is primarily a matter of exposure. This school of thought believes that all that is necessary is to show a film to the right advertising agencies and advertisers, and the money will begin to flow in. As a matter of fact, if a prospect likes a film, it's just the first step in the long process toward the con-summation of a sale. The advertiser still has to be shown how this film show will fit into his advertising, promotion and merchandising activities or how the proper promotion and merchandising can be built around the particular show. The liking of the film is only approximately 20 per cent of the job.

The selling of films for television is in some ways like selling television and radio programs, but a great deal more like selling automobiles. No matter how much the consumer may like the pictures he sees of a new car on TV, printed media, by seeing it driven down the street, in the showrooms or hear about it on the radio and from his friends, the fact remains that before he purchases the car he has to be sold by someone using the sales techniques that have been tried and proven over the years and

all the new ones lately developed.

To Market Detroit or South Bend, Ind., would never think of putting out a fine motor car, beautifully styled, competitively priced, advertised in all media, but available for purchase only at the home office. They take their automobiles to the consumer with the added all-important ingredient of person - to - person salesmanship. It is so in film. Having the finest product available which can be easily demonstrated is only part of the job. Eighty per cent of the job is moving the product to the prospective purchaser and selling it on a person-to-person basis. For this reason, CBS-TV Film Sales has offices in key cities thruout the United States to sell better and then to service thru our vast CBS Television Research and Merchandising Advisory Serv-

ices both new and established

television stations.

The TV film series being distributed by CBS Television Film Sales include:
Crown Theater
Strange Adventure
Hollywood on the Line
Holiday in Paris
World's Immortal Operas
Cases of Eddie Drake
Files of Jeffrey Jones
Gene Autry Show
Range Rider
Art Linkletter and the Kids
Amos 'n' Andy

Unity's Pioneering in Library Sales Pays

By ARCHE MAYERS
President of Unity Television
Corporation

The day of spot booking in the TV feature film field is gone, and the trend today is toward complete library sales to stations. Unity helped pioneer that trend last year, when we set up practically all of our business with new stations on long-term library contracts. Under our plan, a station buys film by the hour, give or take a little for feature film lengths. The library is sold for a minimum of 500 hours on a year's contract. However, the majority of our library sales are 1,000-hour pacts.

Long-term contracts give the new stations access to an entire library of film, and allow them sufficient time and variety of product to tailor a film schedule to meet the individual sponsor and audience requirements in one particular market. As the biggest distributor of feature films for TV - \$5,000,000 invested in more than 1,000 features, two reel comedies and serials — Unity is a particularly good buy for stations. Our sales to date this year prove the validity of this statement, and Unity's sales for 1953 should more than double those of 1952, our previous peak year. We grossed more than \$650,000,000 in library sales alone during the first six months of 1953.

In addition to our regular catalog of more than 1,000 films, Unity recently acquired 80 new features, our "Plus-80" package featuring stars like Vivien Leigh, John Wayne and Marilyn Monroe. These films are sold apart from our regular library, either in groups of 20 or in entirety. Gross sales today exceed \$350,000, and we estimate our ultimate gross on the 80 pictures will be in the neighborhood of \$4,000,000, since the films are sold on long-term, pay-per-play contracts.

Unity's sales policy is predicated on the theory that direct station-by-station selling of film features will benefit both the distributor and the broadcaster more in the long run than any group buying plan. A station's film programing needs are far too specialized to fit in with a mass buying set-up. Accordingly, Unity is selling its "Plus-80" package exclusively on this basis. In line with our desire to extend personal service to station clients, we augmented our sales staff considerably within the last six months, and we expect to have 20 sales representatives working in the field by the end of this summer. Len Firestone, Unity's new national sales manager, leaves this month to scout new sites for Unity branch

Ziv's Pay-off: New Outlets Call for Aid

By M. J. RIFKIN

Vice-President in Charge of Sales, Ziv Television Programs

Ziv's Television Programs, Inc., officials feel that the most resounding tribute to the company came when the freeze was Tifted and the stream of construction permits were granted. When that happened, a great many recipients of CP's called on Ziv TV to confer on their programing problems.

They didn't necessarily come to audition our programs; they called on us as long-time experts in the field of local programing. And, naturally, we were happy to sit down with them. We were also happy when many of them bought all or some of the nine TV programs we are currently distributing.

We are obviously anxious to work with TV operators, both of old and new stations. We feel a decided responsibility in doing what we can to help new stations get started. For that reason, the quality and rating history of our programs help local stations to get the best local accounts in their cities started in television.

Because each station is examined in the light of its particular market, population, retail sales, number of sets, as well as other factors, it would be unwise to try to reduce this complex problem to an easy formula.

If this situation must be reduced to fundamentals, we would say this: We have sold more hours of filmed programs to more stations than any other firm in the field. We are thus able to make it practical for new stations to buy our shows.

The TV film series distributed by Ziv Television Programs include:

The Cisco Kid
Boston Blackie
Favorite Story
The Unexpected
Your TV Theater
Yesterday's Newsreel
Sports Album (15 minutes)
Sports Album (five minutes)
Living Book

MCA-TV Accents Quality, Right Price

By DAVID SUTTON Vice-Presient and General Manager, MCA-TV

MCA-TV's sales philosophy is based purely on this: the distribution of the highest quality product at a price the station or sponsor can afford, designed to draw maximum audiences to stimulate direct sales pay-off. Unless this end-result of sales pay-off is kept in mind, neither station nor sponsor benefit. But MCA's broad experience as the biggest name in entertainment enables it to provide the means for the sales pay-off: top talent and top production.

All films distributed by MCA-TV are designed with these qualifications as the basis. We -do not believe that an inferior film series will pay off for the sponsor or station, even if the original price might seem low. We do believe that superior production produces superior ratings, and that superior ratings produce more and better sales. We further believe that local and regional sponsors prefer to be associated with shows which are equal to or better than the network product. These provide better merchandising opportunities, better prestige and better audiences, again adding up to better sales pay-off.

The TV film series being distributed by MCA-TV include: Abbott and Costello I'm the Law City Detective

Sterling Policy Aids New Stations' Needs

By S. J. TURELL President.

President, Sterling's sales polic

Sterling's sales policy is basically very simple. We do not believe in block booking. We do not believe in non-cancellable contracts. We feel it is unfair to expect a station to pay for bad film in order to get good film, or to pay for film they might never use, or to keep running a program they have found to be unsuitable.

We have several lease plans on certain films and series, but they involve only the films the station specifically wants, and none other. We are inaugurating another plan, whereby a station contracts for a certain number of hours a week, but here again, they pay only for the films they want, and are free to cancel at any time if the films do not live up to their expectations.

Many distributors are endeavoring to sell on price alone, especially to new stations. There are all sorts of package deals, plans, and whatnot. While price is, of course, an important consideration, new viewers, which are necessary to attract the sponsors' dollar, are not going to be drawn to any particular sta-tion because it is showing cheaper films. I do not want to give the impression that a film is no good because it is cheap, but a deal offered to a station on the basis of price alone is not necessarily to the best interests of the station.

A new station would be wise to remember that the only way to induce people to tune in their station in preference to a competitor is to present better programs. This, of course, sounds deceptively simple.

Sterling is endeavoring to get good, commercially proven shows on the air in new markets at a price commensurate with a new station's ability to pay. We will give a new station as many of our top commercial shows as they feel they need at a price well below their regular commercial rate, on a 13-week contract (cancellable, of course). If, during that period the show is sold, the price reverts to the regular price for that particular market. We feel that in this manner, a new station can attract viewers and sponsors without overloading its financial burden.

In these ways, Sterling hopes to keep growing at its present rate, maintain its pleasant relationship with the stations on its books, and in every manner live up to the motto which appears on its letterhead: "Quality in film entertainment."

The TV film series being distributed by the Sterling Television Company include:

Armchair Adventure

Junior Crossroads

Telecomics

Kings Crossroads
World We Live In
Half-Hour Theater
Into the Night
Jonathan Story
Little Show
Adventures in Living
Vienna Philharmonic
Meet the Victim
Adventures in Sports
Beat the Experts
Goin' Places With Gadabout

Sports on Parade Feminine Touch Paul Killiam Show

Where Syndicated Series Are Showing

(Boldface type indicates recent sales)

The following chart lists the cities in which each of the syndicated TV film programs was sold as of the last week in June. New sales made in the past 30 days are shown in boldface type. Program titles are grouped according to category beginning with Adventure. The American Research Bureau's rating on many of these shows appear elsewhere in this section.

Series Name



Dist.: Prockter Television Enterprises SOLD TO: Albuquerques N. M.; Amarillo, Tex.; Atlanta; Baltimore: Birmingham; Bloomington, Ind.: Chicago; Cleveland: Columbus, O.: Dallas: Davenport. Ia.: Denver: Detroit: El Paso, Tex.: Houston: Indianapolis: Lincoln, Neb.: Los Angeles: Lubbock, Tex.; Madison, Wis.; Minneapolis; Nashville; New Orleans; New York: Omaha; Okiahoma City; Phoenix, Ariz.; Pittsburgh; Rochester, N. Y.; St. Louis; Salt Lake City: San Antonio; San Diego, Calif.; San Francisco; Seattle: Tucson, Ariz.; Washington.

Dangerous Assignment30......29 Dist.: NBC Film Division SOLD TO: Alteona, Pa.: Amarillo, Tex.; Ashland, Ky.: Austin, Tex.; Bakersfield. Calif.: Beaumont. Tex.; Binghamton, N. Y.: Birmingham: Bolse, Idaho: Charleston, S. C .: Charlotte, N. C.: Chicago: Cincinnati; Cleveland; Colorado Springs, Colo.; Columbia, S. C.: Dallas-Fort Worth: Dayton, O.; Decatur. III.: Denver: El Paso, Tex.: Eric. Pa.: Fargo, N. D.: Fresno, Calif.: Galveston, Tex.: Green Bay, Wis.: Greenville, N. C.: Honolulu; Houston; Huntington, W. Va.; Jackson, Miss.; Jacksonville, Fla.: Lawton, Okla.: Lincoln. Neb.: Los Angeles: Louisville: Lubbock, Tex.; Młami; Minneapolis-St. Paul: Monroe, La.; Montgomery, Ala.; New Orleans: New York: Norfolk; Omaha; Oshkosh, Wis.: Peoria, Ill.; Philadelphia: Portland, Orc.: Pueblo, Colo.; Raleigh, N. C.: Reading, Pa.; Rockford, III.: Roswell, N. M.; St. Petersburg, Fla.; Salinas, Calif.; Salt Lake City; San Angelo, Tex.; San Antonio; San Diego, Calif.: San Francisco: Schenectady, N. Y.: Scranton, Pa.; Sioux Falls, S. D.; South Bend, Ind.: Springfield. Mo.: Syracuse: Tucson, Ariz.; Tulsa, Okla.; Tyler, Tex.; Wheeling, W. Va.; York, Pa., Youngstown, O.

Dist.: J. Walter Thompson Company SOLD TO: Albuquerque, N. M.; Amarillo, Tex.; Atlantic City: Bangor, Me.; Binghamton, N. Y.; Boston: Charleston, 5. C.: Charlotte, N. C.: Chicago: Cincinnati: Cleveland: Columbus, O.: Dallas-Fort Worth: Dayton, O.; Denver; Detroit: Grand Rapids. Mich.: Harrisburg. Pa.: Houston; Johnstown, Pa.; Kansas City: La Fayette, Ind.: Lancaster. Pa.: Lima. O.: Lincoln. Neb.: Los Angeles; Miami; Milwankee; Minneapolis-St. Paul; Mobile, Ala.; Montreal; Muncie, Ind.; New Haven, Conn.; New Orleans: New York: Norfolk; Philadelphia: Pittsburgh: Providence; St. Louis: St. Petersburg, Fla.: Salt Lake City; San Angelo, Tex.; San Francisco; Schenectady, N. Y.; South Bend, Ind.; Springfield, Mass.; Syracuse: Toledo; Toronto: Washington; Wilkes - Barre, Pa : Zanesville, O.

With Uncle George......9.....26
Dist.: Consolidated Television Sales
SOLD TO: Amarillo, Tex.; Bakersfield,
Calif.; Beaumont, Tex.; Bellingham,
Wash.: Boise, Idaho; Chambersburg,
Pa.; Colorado Springs, Colo.; Decatur,
Ill.: Duluth, Minn.; Elmira, N. Y.; Fort
Lauderdale, Fla.: Fort Smith, Ark.;
Harrisburg, Pa.: Henderson, Ky.; HonoIulu; La Fayette, Ind.; Little Rock,
Ark.: Lincoln, Neb.; Louisville; Madison, Wis.; Mobile, Ala.; Monroe, La.;
Oshkosh, Wis.; Peoria, Ill.; Pittsburgh;
Rochester, Minn.; Rockford, Ill.; St.

Petersburg, Fla.; San Angelo, Tex.;

Going Places

WARNING

Check distributor for available markets. Many markets listed here may be available shortly. Query distributor promptly on any films in which you are interested.

Series Name

Length in "Imutes No. Release Available

Scranton, Pa.; Sioux City, Ia.; Sioux Falls, S. D.; Spokane; Springfield-Holyoke, Mass.; Springfield, Mo.; Tacoma, Wash.; Tucson, Arix.; Tulare, Calif.; Tyler, Tex.; Wichita Falls, Tex.

Ramar of the Jungle30......26 Dist.: Arrow Productions, Inc. SOLD TO: Amarillo, Tex.; Atlanta; Beaumont, Tex.; Bellingham, Wash.; Binghamton, N. V.; Boston; Buffalo; Chicago; Columbus, O.; Dallas-Fort Worth; Detroit; Elmira, N. Y.; El Paso, Tex.; Gadsden, Ala.; Houston; Indianapolis; Lincoln, Neb.; Los Angeles; Louisville; Lubbock, Tex.; New Haven, Conn.; New York; Ottawa; Philadelphia; Phoenix-Mesa, Ariz.; Portland, Ore.; Rochester, N. Y.; Salem. Ore.; San Diego, Calif.; San Francisco; Santa Barbara, Calif.; Schenectady, N. Y.; Syracuse: Seattle: Spokane: Tacoma, Wash.; Toronto: Tucson, Ariz.; Tyler, Tex.; Utica, N. Y.: Washington; Yakima, Wash.; Yuma, Ariz.

Rocky Jones, Space Ranger....30.....26
Dist.: NBC Film Division
SOLD TO: Columbus, O.; Phoenix,
Ariz.; St. Joseph, Mo.



Adventures of Blinkey15......13

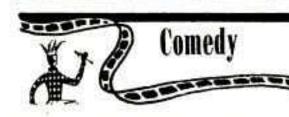
Dist.: United Artists Television
SOLD TO: Johnstown, Pa.

Dist.: Mahlon Mohr Assoc. SOLD TO: Binghamton, N. Y.; Johnstown, Pa.; Norfolk; Richmond, Va.; Syracuse.

SOLD TO: Amarillo, Tex.; Bakersfield, Calif.; Beaumont, Tex.; Bellingham, Wash.; Boise, Idaho; Chambersburg, Pa.; Colorado Springs, Colo.; Columbus, O.; Decatur, III.; Duluth, Minn.; Elmira, N. Y.; Fort Lauderdale, Fla.; Fort Smith, Ark.; Henderson, Ky.; Holyoke, Mass.; Honolulu; Houston; Indianapolis; La Fayette, Ind.; Lincoln Neb.; Little Rock. Ark.; Los Angeles; Louisville: Lubbock, Tex.; Madison, Wis.; Mobile; Ala.; Monroe, La.; Nashville; Oshkosh, Wis.; Peoria, Ill.; Rochester, Minn.; Rockford, Ill.; St. Petersburg, Fla.; San Angelo, Tex.; San Diego, Calif.; San Francisco; Scranton, Pa.; Sioux City, Ia.; Sfoux Falls, S. D.; Spokane: Springfield, Mo.: Tacoma, Wash.; Tucson, Ariz.; Tulare, Calif.; Tyler, Tex.; Wichita Falls, Tex.

Jim & Judy in Teleland5......45 Dist.: Television Screen Productions SOLD TO: Greensboro, N. C.

utes utes



Abbott & Costello Show30......26
Dist.: MCA-TV

SOLD TO: Akron; Amarillo, Tex.; Austin, Tex.; Baltimore; Binghamton, N. Y.; Buffalo; Chicago; Cincinnati; Cleveland; Colorado Springs, Colo.; Columbus, O.; Dallas-Fort Worth; Dayton, O.: Denver; Detroit; El Paso, Tex.; Galveston, Tex.; Houston; Honolulu; Indianapolis; Johnstown, Pa.; Kalamazoo, Mich.; Lansing, Mich.; Lawton, Okla.; Lincoln, Neb.; Longview, Tex.; Los Angeles; Lubbock, Tex.; Memphis, Tenn.; Minneapolis-St. Paul; New Orleans; New York; Peoria, Ill.; Philadelphia; Phoenix, Ariz.; Portland, Ore.; Rochester, Minn.; Salt Lake City: San Diego, Calif.; San Francisco; Schenectady, N. Y.; Seattle; Spokane; Springfield, Mo.; Syracuse; Toledo; Tucson, Ariz.; Utica, N. Y.; Washington,

Dist.: CBS Television Film Sales
SOLD TO: Amarillo, Tex.; Chicago;
Denver; Fresno, Calif.; Houston; Hutchinson, Kan.; Los Angeles; Las Vegas,
Nev.; Lubbock, Tex.; New York;
Phoenix, Ariz.; Pueblo, Colo.; Salt Lake
City; San Diego, Calif.; San Luis
Obispo, Calif.; San Francisco; Santa
Barbara, Calif.; Spokane.

Art Linkletter and the Kids...15.....39
Dist.: CBS Television Film Sales
SOLD TO: Fresno, Calif.; Greensboro,
N. C.; Las Vegas, Nev.; Los Angeles;
Phoenix, Ariz.; Salt Lake City; San Luis
Obispo, Calif.; San Francisco; Santa
Barbara, Calif.; Tucson, Ariz.

Hank McCune Show3026
Dist.; Video Pictures, Inc.
SOLD TO: Belleville, Ill.; Birmingham;
Detroit; Lincoln, Neb.

Jackson & Jill26.......13 Dist.: Consolidated Television Sales SOLD TO: Amarillo, Tex.; Bakersfield, Calif.; Beaumont, Tex.; Bellingham, Wash; Boise, Idaho; Chambersburg, Pa.; Chicago; Colorado Springs, Colo.; Decatur, Ill.; Duluth, Minn.; Elmira, Y.; Fort Lauderdale, Fla.; Fort Smith. Ark.; Harrisburg, Pa.: Henderson, Ky.; Honolulu; La Fayette, Ind.; Lincoln, Neb.; Little Rock, Ark.; Louisville; Madison, Wis.; Mobile, Ala.; Monroe, La.; Oshkosh, Wis.; Peoria, III.; Pittsburgh; Rochester, Minn.; Rockford, III.; St. Petersburg, Fla.; San Angelo, Tex.; Scranton, Pa.; Sioux City, Ia.; Sioux Falls, S. D.; Spokane; Holyoke, Mass.; Springfield, Mo.; Tacoma, Wash.; Tucson, Ariz.; Tutare, Calif.; Tyler, Tex.; Wichita, Kan.

The Paul Killiam Show15......26
Dist.: Sterling Television Company
SOLD TO: Kansas City, Mo.; Nashville;
Schenectady.

Dist,: NBC Film Division
SOLD TO: Oklahoma City; Tulsa,
Okla.; Sioux Falls, S. D.; Chicago;
Omaha; Lawton, Okla.; Los Angeles;
Oshkosh, Wis.; Peoria; Hollywood; St.
Paul, Minn.; Salt Lake City; San Francisco; Seattle; Portland, Ore.; Spokane;

Denver; Lincoln, Neb.

Dist.; Sterling Television Company SOLD TO: Birmingham; Bloomington, Ind.; Jackson, Miss.; Lansing, Mich.; New York; South Bend, Ind.; Tucson,



Hollywood Newsreel15......9

Dist.; Screen Gems, Inc.

SOLD TO: Chicago; Cleveland; Detroit; Toledo; Washington.



Clete Roberts World Repo

Dist.: 20th Century-Fox
SOLD TO: Amarillo, Tex.; Austin, Tex.;
Beaumont, Tex.; Celveland; Colorado
Springs, Colo.; Denver; Elmira, N. Y.;
El Paso, Tex.; Gadsden, Ala.; Lincoln,
Neb.; Lubbock, Tex.; Philadelphia;
Portland, Ore.; San Francisco; Tucson,
Ariz.; Tyler, Tex.

Series Name

Crusade in the Pacific30......26

Dist.: The March of Time, Inc.

SOLD TO: Amarillo, Tex.: Beaumont,
Tex.; Colorado Springs, Colo.; Denver;
El Paso, Tex.; Gadsden, Ala.; Jackson,
Miss.: Lincoon, Neb.; Los Angeles;
Peoria, Ill.: Portland, Ore.; Pueblo,
Colo.; St. Petersburg, Fla.: Spokane;
Springfield, Mo.: Tyler, Tex.; York, Pa.

King's Crossroads30......104

Dist.; Sterling Television Company SOLD TO: Cleveland; Lincoln, Neb.; Lubbock, Tex.; Mobile, Ala.; New Britain, Conn.; Pueblo, Colo.; Salt Lake City; San Francisco; Scranton, Pa.; Sioux Falls, S. D.

March of Time30. Weekly Dist.: The March of Time, Inc. SOLD TO: Amarillo, Tex.: Atlanta; Baton Rouge, La.; Beaumont, Tex.; Boston; Brownsville, Tex.; Buffalo; Chicago; Cleveland; Colorado Springs, Colo.; Columbia, S. C.; Columbus, O.; Dallas-Fort Worth: Denver: El Paso, Tex.; Gadsden, Ala.; Holyoke. Mass.; Honolulu: Houston; Jackson, Miss.; La Fayette, Ind.; Los Angeles; Lubbock, Tex.; Milwaukee: Minneapolis-St. Paul; Montgomery, Ala.; Nashville; New York; Pueblo, Colo.; St. Petersburg. Fla.; St. Louis -San Angelo, Tex.: Springfield, Mo.; Tucson, Ariz.; Tyler, Tex.; Wichita Falls, Tex. March of Time

SOLD TO: Amarillo, Tex.; Colorado Springs, Colo.; Galveston, Tex.; Honolulu; Pueblo, Colo.; York, Pa.

Dist.: NBC Film Division SOLD TO: Amarillo, Tex.; Bakersfield, Calif.; Baltimore; Boise, Idaho: Chicago: Columbia, S. C.; Dallas-Fort Worth: El Paso, Tex.: Erie, Pa.; Fresno, Calif.; Greensboro, N. C.; Hutchinson, Kun.; Jacksonville, Fla.; Lansing, Mich.; Lincoln, Neb.; Los Angeles; Lubbock, Tex.; Mesa, Ariz.; New Orleans; New York, Philadelphia; Pittsburgh; Portland, Ore.; Salinas. Calif.; San Angelo, Tex.; San Diego, Calif.; Santa Barbara, Calif .: Scranton-Wilkes Barre, Pa .: Spokane: Tucson, Ariz.: Tyler, Tex.; Washington; Yakima, Wash.

World We Live In30.....154

Dist.: Sterling Television Company

SOLD TO: New Haven, Conn.; Providence; Springfield, Mass.



DRAMA

All Star Theater 36.:....39
Dist.: Screen Gems, Inc.
SOLD TO: Colorado Springs, Colo.; El
Paso, Tex.; Hartford, Conn.: Lubbock,
Tex.; Montreal; Phoenix, Ariz.; Provi-

Series Name

Ala.; Galveston, Tex.; Honolulu, Peublo,

Phoenix. Ariz.; Pittsburgh; Pueblo,

Luis - Obispo, Calif.: Santa Barbara,

Calif.; South Bend, Ind.; Toledo.

Dist.: NBC TV Film Division SOLD TO: Albuquerque, N. M.; Ames, Ia.; Ashland, Ky.; Atlantic City; Austin, Tex.; Bakersfield, Calif.; Baltimore; Bangor, Me.; Beaumont, Tex.; Binghamton, N. Y.; Bloomington, Ind.; Boston; Chicago; Colorado Springs, Colo.; Columbia, S. C.; Dallas-Fort Worth; Davenport, Ja.; Denver; Detroit; El Paso, Tex.; Fargo, N. D.; Fresno, Calif.; Gadsden, Ala.; Grand Rapids, Mich.; Greensboro, N. C.: Hollywood; Honolulu; Houston; Huntington, W. Va.; Indianapolis; Johnstown, Pa.; Kalamazoo, Mich.; Kansas City: Lansing, Mich.; Lubbock, Tex.; Madison, Wis.; Memphis, Tenn.; Mesa, Ariz.; Mexico City: Milwaukee; Minneapolis-St. Paul; Nashville; New Haven, Conn.; New Orleans; New York; Oklahoma City: Omaha; Peoria, Ill.; Pittsburgh; Portland, Ore.; Pueblo, Colo.: Reading, Pa.; Rochester, N. Y.; Rome, Ga.; St. Louis; Salt Lake City; San Angelo, Tex.; San Antonio; San Diego, Calif.; San Francisco: Seattle: Sioux City, Ia.; Spokane: Springfield-Holyoke, Mass.: Toledo; Tucson, Ariz.; Tulsa, Okla.; Tyler, Tex.; Utica, N. Y.; Washington; Wheeling, W. Va.; Yakima, Wash.; York, Pa.; Youngstown, O.

The state of the s

proudly announces...

. . . its 1953 offering of

BRAND NEW FEATURE FILMS FOR TELEVISION!

1951, 1952 AND 1953 PRODUCTIONS-AND MORE TO COME!

Some of the markets where A.B.T.V. have sold their total current product: New York—Chicago—Los Angeles—San Francisco—Denver—Detroit—Washington—Tucson—Cleveland—Philadelphia—South Bend—Boston—Houston—Indianapolis—Kansas City—Lincoln!



Mysteries — expertly edited to 55 minutes each!

AMERICAN-BRITISH T.V. MOVIES, INC.

200 West 57th St., New York 19, N. Y. JUdson 6-7198-9

Directors:

NATHAN KRAMER - MICHAEL HYAMS

Neb.; Lubbock, Tex.; Philadelphia; Brochures of 40 features and 13 mysteries mailed on request Ariz.; Tyler, Tex.

Series Name

Mass.; Lansing, Mich.; Los Ange es; Louisville; Lubbock, Tex.; Miami; Milwaukee; Mobile; New Britain, Conn.; New Orleans; New York; Phoenix, Ariz.; Portland, Ore.; Salt Lake City; San Antonio; Scranton, Pa.; Sioux City, Ia.; South Bend, Ind.; Spokane; Springfield, Mo.; Syracuse: Washington; Wilkes-Barre, Pa.; York, Pa.

Hollywood Half Hour30......26 Dist.: Consolidated Television Sales SOLD TO: Albuquerque, N. M.; Amarillo, Tex.; Ames, Ia.; Bakersfield, Calif.; Baltimore; Beaumont, Tex.; Bellingham, Wash.; Birmingham, Ala.; Bloomington, Ind.; Boise, Idaho; Boston; Buffalo; Chambersburg, Pa.; Charlotte, N. C.; Chicago; Cincinnati; Cleveland; Colorado Springs, Colo.; Columbus, O.; Dayton, O.; Decatur, Ill.; Denver; Des Moines; Detroit; Duluth, Minn.; Elmira, N. Y.; Erie, Pa.; Fort Lauderdale, Fla.; Fort Smith, Ark.; Fort Worth, Tex.; Grand Rapids, Mich.; Greensboro, N. C.; Harrisburg, Pa.; Henderson, Ky.; Honolulu; Holyoke, Mass.; Honolulu; Houston; Huntington, W. Va.: Indianapolis; Jacksonville, Fla.; Johnstown, Pa.; Kalamazoo, Mich.; Kansas Chy, Mo.; La Fayette, Ind.; Lancaster, Pa.; Lansing, Mich.; Lincoln, Neb.: Little Rock, Ark.: Los Angeles: Louisville: Lubbock, Tex.; Madison, Wis.; Memphis; Miami; Milwaukee; Minneapolis; Mobile, Ala.; Monroe, La.; Nashville; New Haven, Conn.; New Orleans; New York; Norfolk; Oklahoma City; Omaha; Oshkosh, Wis.; Peoria,

Ill.; Philadelphia; Phoenix, Ariz.; Pitts-

burgh; Providence; Richmond, Va.; Ro-

chester, Minn.; Rochester, N. Y.; Rock

Island, Ill.; Rockford, Ill.; St. Louis; St.

Petersburg, Fla.; Salt Lake City; San

Series Name

Angelo, Tex.; San Antonio; San Francisco; Schenectady, N. Y.; Scranton,

Toledo; Tulare, Calif.; Tulsa, Okla.;

Tyler, Tex.; Washington; Wichita Falls,

Dist.: Sterling Television Company

SOLD TO: Birmingham; Chicago; Cin-

cinnati; Columbus, O.; Denver; Detroit;

Galveston, Tex.; Lincoln, Neb.; Louis-

ville; Minneapolis-St. Paul; New Brit-

ain, Conn.; New Orleans; New York;

Roswell, N. M.; San Francisco; Scattle;

Invitation Playhouse15......26

SOLD TO: Chicago; Denver; Detroit;

Houston; Jackson, Miss.; Johnstown,

Pa.; Kansas City; Lansing, Mich.;

Louisville; Miami; Minneapolis-St. Paul;

Mobile, Ala.; Nashville; New York;

Oklahoma City; Omaha; Přitsburgh;

Portland, Ore.; Rock Island, Ill.; San

Francisco; Scranton, Pa.; Seattle; South

leans; New York; Tacoma, Wash.

Francisco; Toledo; York, Pa.

Dist.: Tee Vee Company

Dist.: Sterling Television Company

Dist.: Sterling Television Company

SOLD TO: Atlanta, Ga.; Buffalo; Kan-

sas City, Mo.; Lincoln, Neb.; New Or-

leans; New York; Roswell, N. M; San

SOLD TO: Chicago; Denver; Detroit;

Erie, Pa.; Greensboro, N. C.; Johns-

SOLD TO: Jackson, Miss.; New Or-

South Bend, Ind.; York, Pa.

Dist.: Guild Films, Inc.

Bend, Ind.; Tucson, Ariz.

Pa.; Seattle; Sioux City, Ia.; Sioux Falls, S. D.; Spokane; Springfield, Mo.; Syracuse: Tacoma, Wash.; Tucson, Ariz.;

Series Name

town, Pa.; Los Angeles; Miami; Milwaukee: Nashville; New Britain, New York; Pittsburgh; Tacoma, Wash.; Toledo: Tulsa, Okla.; Washington.

Dist.: Mansfield Enterprises SOLD TO: Buffalo.

Orient Express26.......26 Dist.: Prockter Television Enterprises SOLD TO: Bakersfield, Calif.; Cleveland; Columbus, O.; Detroit; Fresno, Calif.; Grand Rapids, Mich.; Indianapolis; Kalamazoo, Mich.; Lnasing, Mich.; Lima, O.; Los Angeles; Madison, Wis.; New Orleans; Philadelphia; Portland, Ore.; Rochester. Minn.; Saginaw, Mich.; San Diego, Calif.; San Francisco; Seattle; Spokane; Toledo.

Play of the Week3026 Dist.: Prockter Television Enterprises SOLD TO: Albuquerque, N. M.; Baltimore; Bangor, Me.; Baton Rouge, La.; Buffalo; Chicago; Dallas-Fort Worth; El Paso, Tex.; Galveston, Tex.; Grand Rapids, Mich.; Houston; Kansas City, Mo.; La Fayette, Ind.; Lincoln, Neb.; Los Angeles; Lubbock, Tex.; Madison, Wis.; Minneapolis; Omaha; Rockford, III.; Salt Lake City; San Diego, Calif.; San Francisco; Seattle.

Dist.: Telescene Film Productions SOLD TO: Birmingham; Denver; Detroit; Los Angeles; Lubbock, Tex.; Memphis, Tenn.; Milwaukee; Minneapolis-St. Paul; New Haven, Conn.; Portland, Ore.; San Francisco; Schenectady, N. Y.; Scattle.

Royal Playhouse30......52 Dist.: United Television Programs, Inc. SOLD TO: Belleville, Ill.; Birmingham;

Series Name

Charlotte, N. C.; Chattanooga, Tenn.; Chicago; Columbia, S. C.; Dallas-Fort Worth; Davenport, Ia.; Decatur, III.; Detroit; El Paso, Tex.; Honolulu; Indianapolis; Lawton, Okla.; Longview, Tex.; Los Angeles; Lubbock, Tex.; Miami; Mobile, Ala.; Muncie, Ind.; Neenah, Wis.; New Orleans; New York; Peoria, Ill.; Pittsburgh, Pa.; Pueblo, Colo.; San Diego, Calif.; Sioux Falls, S. D.; Yakima, Wash.

Strange Adventure15......52 Dist.: CBS Television Film Sales SOLD TO: Albuquerque, N. M.; Amarillo, Tex.; Atlanta; Baton Rouge, La.; Bloomington, Ind.; Colorado Springs, Colo.; Denver; El Paso, Tex.; Fresno, Calif.; Jacksonville, Fla.; Kansas City; Las Vegas, Nev.; Lawton, Okla.; Longview, Tex.; Lubbock, Tex.; Mesa, Ariz.; Muncie, Ind.; Nashville; Rochester, N. Y.; Rome, Ga.; San Luis Obispo, Calif.; Sloux City, Ia.; Sioux Falls, S. D.; Tucson, Arix.

The Visitor44 Dist.: NBC Film Division SOLD TO: Decatur, Ill.; Colorado Springs, Colo.; Fresno, Calif.; Greensboro, N. C.; Hollywood; Houston; Lincoln, Neb.; Lubbock, Tex.; Madison, Wis.; Monroe, La.; New Orleans; Pittsburgh; Pueblo, Colo.; Roswell, N. M.; San Angelo, Tex.; San Diego, Calif.; Scranton, Pa.; Seattle.

This Is the Story15.......78 Dist.: Morton Television Productions SOLD TO: Dallas-Fort Worth; Davenport, Ia.; Indianapolis; Kansas City; Los Angeles; Lubbock, Tex.; Miami; Milwaukee; Salt Lake City; San Antonio; San Francisco; Seattle; Wash-



Hollywood on the Line......15......26 Dist.: CBS Television Film Sales SOLD TO: Beaumont, Tex.; Longview, Tex.; Muncie, Ind.

Kieran's Kaleidoscope15, 130 Dist.: United Artists Television SOLD TO: Boston; Fargo, N. D.; Honolulu; Milwaukee; Montreal; Philadelphia; Salt Lake City; San Diego, Calif.; San Francisco; South Bend, Ind.; Springfield, Mass.

Norman Brokenshire's Handy Man52 Dist.: United Artists Television SOLD TO: Cincinnati; Fargo, N. D.; Jacksonville, Fla.; Lincoln, Neb.; Peoria, Ill.; Pittsburgh; York, Pa.

Stranger Than Fletion15......65 Dist.: United World Films, Inc. SOLD TO: Amarillo, Tex.; Buffalo; Dallas-Fort Worth; Detroit; Erie, Pa.; Indianapolis; Miami; Philadelphia; Portland, Ore.; St. Louis; San Antonio; San Diego, Calif.; San Francisco; Schenectady, N. Y.

Dist.: Du Mont TV Film Sales SOLD TO: Colorado Springs, Colo.; Detroit; New York; Rochester, Minn.; San Luis Obispo, Calif.; Schenectady; Washington.

Television Close-Ups5......26 Dist.: Consolidated Television Sales SOLD TO: Amarillo, Tex.; Bakersfield, Calif.; Beaumont, Tex.; Bellingham, Wash.; Boise, Idaha: Buffalo; Cham-Springs, Colo.; bersburg, Pa.; Ce Decatur, Ill.; D. ... Minn.; Elmira, N. Y.; Fort Lauderdale, Fla.; Fort Smith, Ark.; Harrisburg, Pa.; Henderson, Ky.; Holyoke, Mass.; Honolulu; La Fayette, Ind.; Little Rock, Ark.; Lincoln, Neb.; Louisville; Madison, Wis.; Mobile, Ale.; Monroe, La.; Oshkosh, Wis.; Peoria, III.; Pittsburgh; Rochester, Minn.; Rockford, Ill.; St. Petersburg, Fla.; San Angelo, Tex.; Scranton, Pa.; Sioux City, Ia.; Sioux Falls, S. D., Spokane; Springfield, Mo.; Tacoma, Wash.; Tucson, Ariz.; Tulare, Calif.; Tyler, Tex.; Wichita Falls, Tex.

READY FOR SCREENING! JUST COMPLETED AND

FOR THE FIRST TIME

An Exciting Anthology Series of Top Flight Mystery Dramas

- Each show a complete case from the most distinguished sources of authentic crime drama in the United States, Europe, Asia, Canada, and South America.
- Each half hour program presents a different name personality and leading cast in a story carefully selected for their talents.



Our Vice Presidents Mr. Guy V. Thayer, Jr. and Mr. M. Bernard Fox have just arrived in New York for screening appointments with Advertising Agencies. PHONE OR WIRE THEM AT

UNITED TELEVISION PROGRAMS, INC.

444 Madison Ave., PLaza 3-6420 Chicago address 360 N. Michigan Ave., CE 6-0041

A ROLAND REED PRODUCTION

275 So. Beverly Drive, Beverly Hills, California Telephone: CRestview 6-1101

Producer of My Little Margie, Waterfront, The Stu Erwin Show, Beulah, Rocky Jones, Space Ranger

Dist.: The March of Time, Inc. SOLD TO: Amarillo, Tex.; Beaumont, Tex.; Colorado Springs, Colo.; Gadsden, Ala.; Montreal; Pueblo, Colo.; Toronto, Ont.; Tyler, Tex.

Dist.: United Television Programs SOLD TO: Decatur, Ill.; Longview, Tex.; Neenah, Wis.; Phoenix, Ariz.; Tacoma, Wash. Holiday in Paris30......13

Dist.: CBS Television Film Sales SOLD TO: Beaumont, Tex.; Longview,

Dist.: Guild Films, Inc. SOLD TO: Albuquerque, N. M.; Amarillo, Tex.; Austin, Tex.; Baltimore; Boston; Cedar Rapids, Ia.; Chicago; Colorado Springs, Colo; Columbus, O.: Dallas-Fort Worth; Davenport, Ia.; Denver; Detroit; Duluth, Minn.; El Paso, Tex.; Fargo, N. D.; Fort Lauderdale, Fla.; Fort Meyer, Fla.; Green Bay, Wis.; Houston; Hutchinson, Kan.; Jackson, Miss.; Indianapolis; Kansas City, Mo.; Lincoln, Neb.; Los Angeles; Louisville; Lubbock, Tex.; Madison, Wis.; Miami; Milwaukee; Minneapolis-St Paul; Mobile, Ala.; Nashville; New Or-leans; New York; Omaha; Phoenix, Ariz.; Pittsburgh; Portland, Ore.; Providence; Pueblo, Colo.; Rockford, Ill.; Roanoke, W. Va.; Rochester, N. Y.; St. Louis; St. Petersburg, Fla.; Salt Lake City; San Antonio; San Diego, Calif.; San Francisco; Scranton, Pa.; Seattle; South Bend, Ind.; Springfield, Mo.; Toledo; Tucson, Ariz.; Washington; Wichita Falls, Tex.; York, Pa.; Zanesville, O.

Old American Barn Dance ...30......26 Dist.: United Television Programs SOLD TO: Amarillo, Tex.; Chicago; Colorado Springs, Colo.; Columbia, S. C.; Columbus, O.: Dallas; Denver; Duluth, Minn.; Fargo, N. D.; Honolulu; Lincoln, Neb.; Longview, Tex.; Lubbock, Tex.; Mobile, Ala.; Neenah, Wis.; Peoria, Ill.; Pueblo, Colo.; Roanoke, Va.; Rochester, N. Y.; Roswell, N. Y.; San Francisco; Seattle; Sioux City, Ia.; Sioux Falls, S. D.; Spokane; Spring-

field, Mo.

Dist.: Consolidated Television Sales SOLD TO: Amarillo, Tex.; Bakersfield, Calif.; Beaumont, Tex.; Bellingham, Wash.; Boise, Idaho; Chambersburg, Pa.; Colorado Springs, Colo.; Decatur, Ill.; Duluth, Minn.; Elmira, N. Y.; Fort Smith, Ark.; Harrisburg, Pa.; Henderson, Ky.; Honolulu; La Fayette, Ind.; Little Rock, Ark.; Lincoln, Neb.; Louis-ville; Madison, Wis.; Mobile, Ala.; Monroe, La.; Oshkosh, Wis.; Peoria, III.; Pittsburgh; Rochester, Minn.; Rockford, Ill.; St. Petersburg, Fla.; San Angelo, Tex.; Scranton, Pa.; Sioux City, Ia.; Sioux Falls, S. D.; Spokane; Holyoke, Mass.; Springfield, Mo.; Tacoma, Wash.; Tucson, Ariz.; Tyler, Tex.; Tulare, Calif.; Wichita Falls, Tex.;

Studio Telescriptions3.....1100 Dist.: United Television Programs SOLD TO: Albuquerque, N. M.; Altoona, Pa.; Amarillo, Tex.; Atlanta; Baltimore; Birmingham; Boise, Idaho; Butte, Mont.; Bridgeport, Conn.; Brownsville, Tex.; Chattanooga, Tenn.; Cinchnati; Columbia, S. C.; Columbus, O.; Dallas-Fort Worth; Davenport, Ia.; Denver; Detroit; El Paso, Tex.; Greensboro, N. C.; Greenville, S. C.; Honolulu;

(Continued on page 26)

Future Is Combine of Producer-Distributor

By JOHN H. MITCHELL Vice-President and Sales Manager, Screen Gems, Inc.

On both the national, regional and local advertising levels, film program sales become more important each day. In the national field there is absolutely no resistance on the part of major advertisers and agencies to the purchase of well-produced film programs mac- especially for television. The advertisers agencies, however, are prone to feel that only those producers who have a track record in production and financial stability are the ones that are worth dealing with.

We, at Screen Gems, believe that more programs will be produced by fewer producers as the years go by-the weeding out process is well under way.

In the regional and local fields the advent of hundreds of new television markets is making the production of syndication films infinitely more attrac-

tive than it has been any time in the past few years. Dollar volume from each individual sale is going down, but the availability of an ever-increasing market-including international television-makes the financial outlook for syndicated selling extremely bright. The most successful syndicators will be those set up on a vertical basis, namely, those that produce and distribute their own film programs. We believe there will be very little room in the future for those distributors set up solely as distribution companies as the cost of sales keeps rising to a point where it is now not economical only to distribute film programs.

The TV film series being distributed by Screen Gems, Inc., include: Hollywood Newsreel

All-Star Theater Music of the Masters TV Disk Jockey Films Professor Yes 'n' No Big Play Back

Weiss Offers 157-Hr. Pkg.

Louis Weiss & Company, Los Angeles distributing firm, is offering 157 hours of filmed entertainment to new stations as a package on a weekly budget payment plan. Stations get unlimited-run use of the product for 18 months at a weekly cost equal to their initial one-hour Class A time rate. The cost of the package will retain its original price level regardless of subsequent station card-rate increases.

The package wraps up 14 different program groups. These include "Craig Kennedy, Criminologist" shows; 13 half-hour "Thrill of Your Life" films, 13 quarter-hour "Canine Comments" segs, 51 hour-long Westerns, 26 full-length features, eight 20-minute Wally Wales Westerns, 26 10-minute "People and Places" programs, six one-minute-and-20-second "Nursery Rhymes," 14 seven-minute Dis-ney and Krazy Kid cartoons, six five-minute wrestling shows, three five-hour 15-episode serials and 89 20-minute and 26 10minute slapstick comedies.

New Outlets Receive Special Atlas Plan

By JACKSON DUBE Eastern Sales Manager. Atlas Television Corp.

Due to its lack of audience, the new station, particularly if it's ultra high frequency, has to get assistance from the film distributor thru its break-in period, which we believe to be its first six months of operation. With this in mind, Atlas was the first distributor to offer new stations a special package plan. The Atlas offer consisted of a library of features, Westerns and shorts, sufficient to fill the station's basic needs for six months. All our Westerns and shorts, aside from being available in their full-length versions, are also edited so as to fit exactly into half-hour and 15-minute time slots respectively. Our sales staff works directly with the station in programing this library. And the whole deal is made for considerably less than

it would amount to on a per play or price per package basis. We offer this plan only for the first six months of the station's operation.

We believe that two vital aspects of a distributor's sales policy are the type of relationship established between its individual sales reps and their station-clients and the type of service rendered. Atlas has just completed re-alignment of its sales staff, so that we now have five branch offices with a regional sales manager in charge of each. Also, we long ago abandoned the practice of bycycling prints, since this put an unnecessary hardship on the stations' film departments.

The TV film series being distributed by Atlas Television include:

Football Hi-Lites Grantland Rice's Sportslights

SCREENING! JUST COMPLETED FOR

S

Roland Reporte

Official Offers Full Basic Film Library

By HERMAN RUSH Syndication Sales Manager, Official Films, Inc.

The Official Films, Inc., sales plan for this year, as far as new stations are concerned, will be to provide a station with a basic library of film material, so that the station can build top quality local programs. The types of films that we will offer to these stations will be only films that they will find useful in the daily programing requirement. We have a complete and varied catalog from which they might choose. The entire catalog con-tains over 1,500 titles covering three-minute musicals, cartoons, sports, news and other mixed subjects.

No station will be committed to take in their library new films that they feel will not be useful.

All films will be delivered to the station at one time and will be retained by the station for the two-year period. The sta-tion will be unlimited in their usage of the material.

Wide Selection Our library consists of a minimum of 300 or as many as 800 musical films that feature today's well-known entertainers. The library is particularly strong in the fact that it contains many standard, Western and South American numbers. In addition to the musicals, the stations may lease any of the other films in the Official catalog.

An entire library might be leased by a new station for as little as \$3,250 per year. Naturally the prices increase according to the size of the market.

In addition to station library material, Official Films, Inc., is planning for the day that its na-tional programs will be avail-able for syndication. At present Official has on the air the Bob Cumming's "My Hero" Show, "Four Star Playhouse," "Terry and the Pirates" and is now offering sponsors a Boris Karloff series, a Ronald Colman series, "Defense Attorney" starring
Mercedes McCambridge, "Secret
File, U.S.A.," "Impulse" and several other film programs.

The most important thing for new stations is to have a basic library to build local programs at a cost so that it might realize

The TV film series being distributed by Official Films, Inc., includes: Willie Wonderful

National Televespers

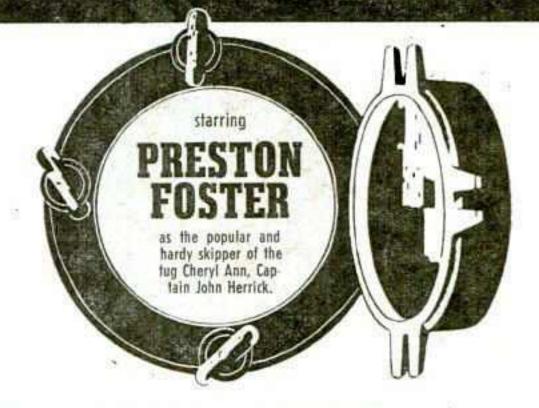
A Loveable Family-Situation Adventure

Shot On Location In The Romantic Seaport Of San Pedro, California

Series . . . With a Salty Tang

Unlimited settings and entertaining stories assured through vast research and advanced preparation with prominent tug and steamship lines, the Customs Service, the U.S. Navy and the U.S. Coast Guard.

Our Vice Presidents Mr. Guy V. Thayer, Jr. and Mr. M. Bernard Fox have just arrived in New York for screening appointments with Advertising Agencies.



3 3 3 3

AND FEATURING A TOP NAME AND RUNNING CAST

Lois Moran; Cap'n John's wife, May Carl Betz; their 28 year old son, Dave Douglas Dick; Dave's brother, Carl (24), youngest tug captain in the harbor Kathleen Crowley; lovely 20th Century-Fox star as beautiful Terry Van Buren

Freida Innescorl; Terry's socialite mother Frank Wilcox; wealthy investment banker Pinky Tomlin; guitar playing deck hand Willy Best; ship's cook on the tug. Cheryl

phone or wire them at UNITED TELEVISION PROGRAMS, INC.

444 Madison Ave., PLaza 3-4620

Chicago Address 360 No. Michigan Ave., CE 6-0041

A ROLAND REED PRODUCTION

275 So. Beverly Drive, Beverly Hills, California Telephone: CRestview 6-1101

Producer of My Little Margie, Men of Justice, The Stu Erwin Show, Beulah, Rocky Jones, Space Ranger

Consolidated Offers \$2 Million for \$200

By HALSEY V. BARRETT Eastern Sales Manager, Consolidated Television Sales

Thanks to a workable syndication plan, a new television station today has the benefit of \$2,000,000 worth of programing for a weekly cost of about \$200.

"All business is local" is a famous axiom. Each local television station manager thruout the United States today has his local problems and his local program needs. But one problem which all station managers have in common is the cost of programs in relation to their market, audience and spensor's pocketbook.

Consolidated Television Sales believes it has a responsibility as film syndicators to know local program needs thruout the country. Our territory salesmen have wide TV and media expe-

rience and are competent to recommend to station management programs at the right price for the community. Consolidated's "Station Starter Plan," which is helping over 50 new stations start on the air with a profit, was created by Consolidated Television Sales after its 14 territory salesmen talked to station managers and learned the dilemma of cost of film versus little or no TV circulation at the new station's commercial start. From this local station reconnaissance came the formula of the "Station Starter Plan." A station is provided nine diversified show series totalling 429 programs. The station buys these sales-tested programs for exclusive and unlimited run in their market at the price of its "A" one-hour rate per week. For example, if the new station's beginning hour rate is \$200, it pays

Consolidated \$200 weekly and enjoys the unlimited use of 429 programs during the strenuous beginning months of commercial operation. Thus, a new station, thanks to a workable syndication plan, has the benefit of approximately \$2,000,000 worth of programing for a weekly cost of \$200.

In the near future, with more television stations in the United States, a \$50,000 TV film show can be syndicated on a pro-rata basis, and Hogi Pogi City pays only \$100 for this \$50,000 production. With enough cities and sales, the producer and syndicator make a fair profit.

And national advertisers with regional or local problems can have a \$50,000 show pinpointed to their needs—and at the very small pro-rata cost. Small cost, but a show that competes favorably with big gun coast-to-coast advertisers' programs.

The beauty of film syndication is the arithmetic thereof—pro-rata sales literally fracture the \$50,000 cost, but the show itself is left intact for each station. In other words, the guy paying \$100 still gets a \$50,000

"Ramar" Overcomes High-Price Challenge

By ARTHUR SACHSON
Vice-President in Charge of
Sales, Arrow Productions, Inc.
The inevitable sponsor wail
that TV shows are being priced
out of the market is a challenge

show! No wonder TV film syndication is booming. What comparable program can the local station produce live these days for a total cost of \$100?

The TV film series being dis-

tributed by Consolidated Television Sales include:
Going Places With Uncle George Adventures of Cyclone Malone Crusader Rabbit
Jackson and Jill
Hollywood Half-Hour
Television Close-Ups
Paradise Island
Front Page Detective
Public Prosecutor
Ringside With the Rasslers

that must be met by our industry with forthright thinking and good, hard common sense. In several major markets both station owners and sponsors have acclaimed the Arrow policy of distributing "Ramar of the Jungle" on a two-year, unlimitedrun basis, which has met this challenge price-wise. More importantly from the sponsor point of view this policy has made possible the constant hammering home of the advertising message because of repeat showings, attaining ratings to gladden the hearts of sponsors who are conscious of advertising penetration.

This format on a basis of 150 per cent of the established rate allowing unlimited runs has proved itself in such major markets as Los Angeles, Detroit, Chicago, San Francisco, Philadelphia and soon to be proved in New York City.

The unlimited-run contract breaks the average price per showing down to such an extent that old bogey-man budget is eliminated as a sales resistant factor.

We at Arrow are going ahead with 26 more "Ramars," making a total of 52, and will very shortly start production on two new series, namely, "The Count of Monte Cristo" and "Ringside," consisting of 52 half-hour subjects in each program.

Wide Choices, Decentralized Sales—MPTV

By ERWIN EZZES
Vice-President and General Sales
Manager, Motion Pictures for
Television, Inc.

We at Motion Pictures for Television, Inc., believe that the product and its programing are the most essential elements in a distributor's sales plan. If the product isn't right, or if it is right but not used to the station's greatest advantage, the station is at a loss no matter what kind of deal he has made with the distributor.

At the same time, we at MPTV also believe that the feature film, as a genus of TV programing, has done and will continue to do a terrific job for TV stations, because of its flexibility as well as its very basic appeal to the mass audience.

On these bases, we have always pursued two policies, broad selection and decentralization. MPTV is able to offer stations a wider selection of features and Westerns than any other single distributor. We are continually striving to improve as well as expand our list of titles. We feel that, in view of the experience and the position that Matty Fox, head of MPTV, has in the motion picture industry, we are at an advantage in bringing the most and the best pictures into TV.

MPTV will continue its policy of decentralizing its sales force, a pattern that more and more of the other distributors are finding it necessary to follow. MPTV now has six regional offices and will open more as the industry expands. Each office is thoroly stocked with prints for the most expeditious servicing of the local stations. But most important, this decentralization makes it possible for our salesmen to work intimately with each of the stations, to become thoroly acquainted with each one's particular programing problems and to bring our experience in feature film programing to bear on each one.

graming to bear on each one.

Aside from this, we simply strive to keep the price right and the servicing good.

A New BMI Service— TV Film Licensing

With the establishment of a new TV FILM LICENSING DEPARTMENT, BMI enlarges its service to Television.

The facilities of this new department are available
to TV producers, advertising agencies and their clients,
TV film distributors, directors, music conductors and
everyone in TV concerned with programing.

This new BMI service will:

Assist in the selection or creation of music for films—theme, background, bridge, cue or incidental mood music
 Aid in music clearance
 Help protect music ownership rights
 Extend indemnity to TV stations that perform our music on film
 Answer questions

A Partial List of Some Top TV Shows Using BMI-Licensed Music Regularly

****** LIFE WITH LUIGI BOSTON BLACKIE BURNS AND ALLEN MR. & MRS. NORTH CAVALCADE OF AMERICA MY FAVORITE STORY DANGEROUS ASSIGNMENT MY FRIEND IRMA DINAH SHORE SHOW PRIVATE SECRETARY FIRESIDE THEATRE SCHLITZ PLAYHOUSE GROUCHO MARX SHOW THE UNEXPECTED I MARRIED JOAN THIS IS YOUR LIFE LIFE OF RILEY YOU ASKED FOR IT

concerning copyrights, music rights for future residual usage, and help solve all other problems concerning the use of music in TV.

Let BMI give you the TV Music Story today

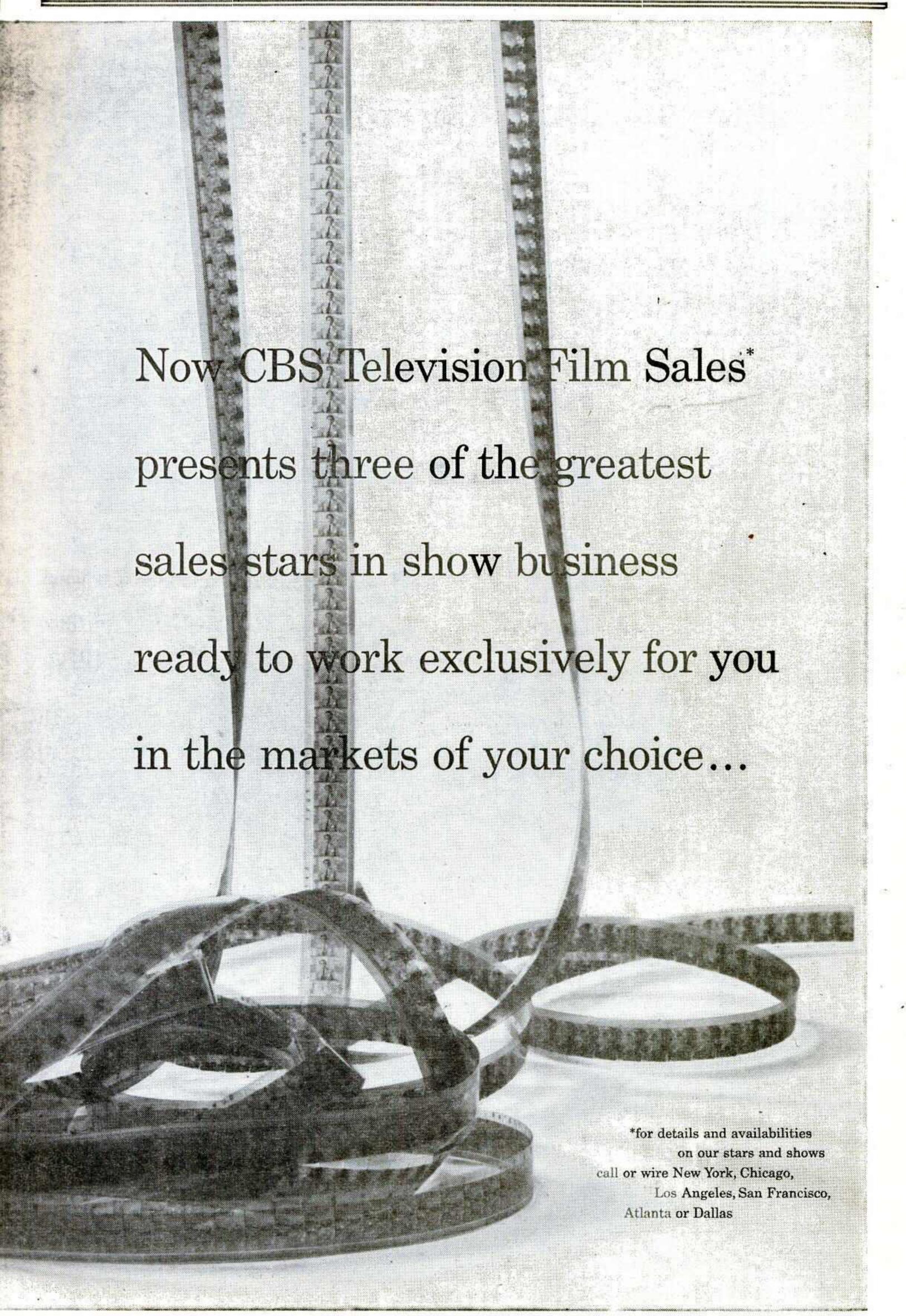
Call or write

BMI

TV FILM LICENSING DEPARTMENT

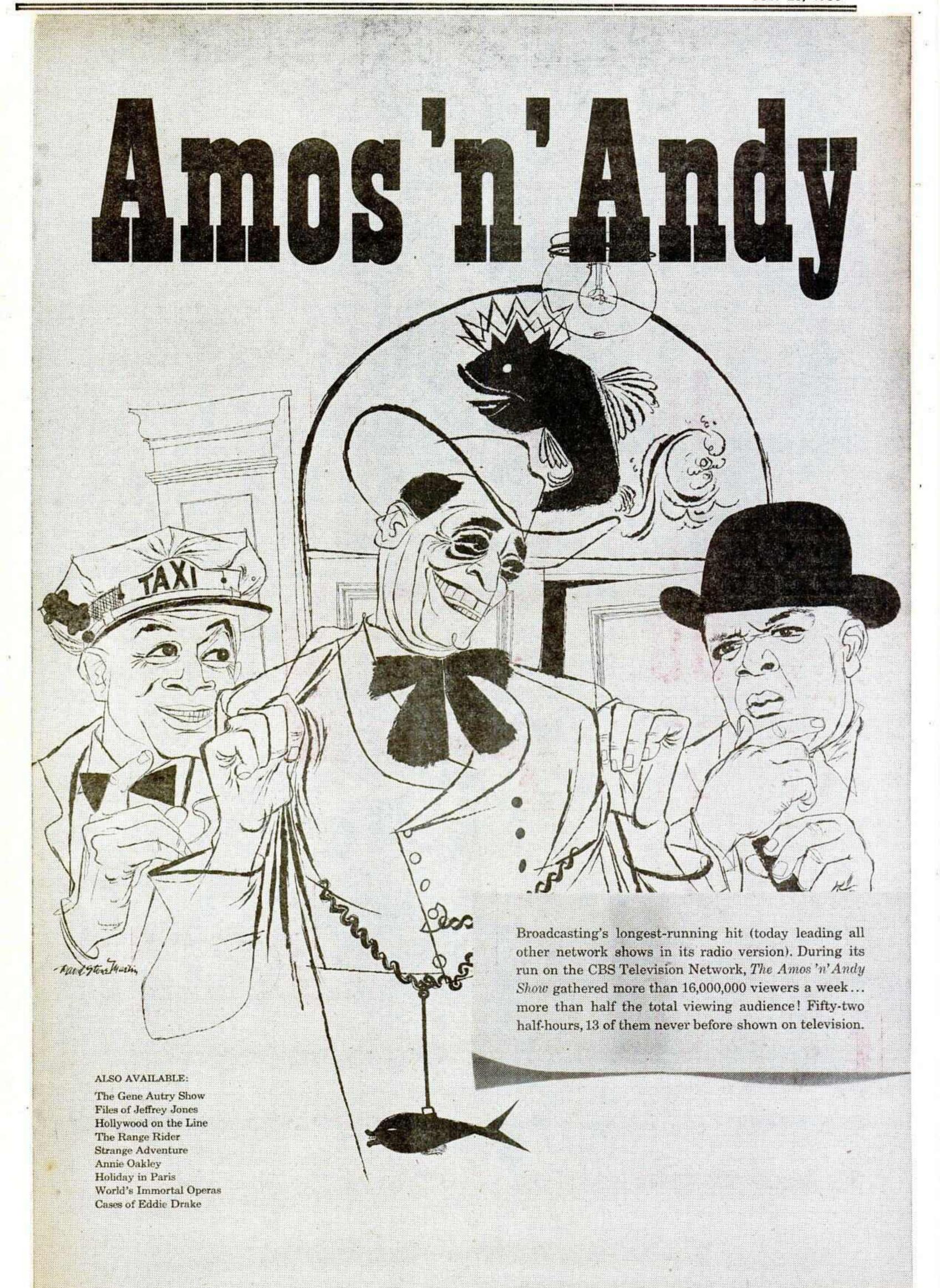
RICHARD KIRY., Director Broadcast Music, Inc. 1549 N. Vine Street Epl' wood 28, Calif. CLAUDE BARRERE, Eastern Director
Broadcast Music, Inc.
580 Fifth Avenue
New York 36, N. Y.

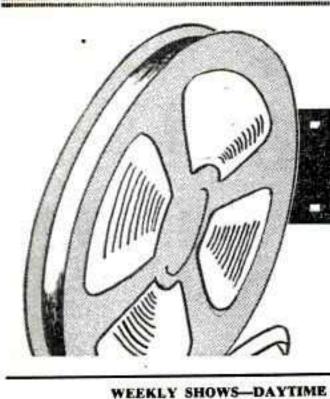
IV Service Department: HENRY KATZMAN, Director (N. Y. Office)











Los Angeles

The following chart contains feature-film programs in Los Angeles which run one hour or longer along with their American Research Bureau ratings for May. The ARB May ratings were taken the week of May 1 thru May 7. Ratings shown here are the averages of the quarter-hour ratings in the periods indicated. Listing is alphabetical by station call letters and time show is viewed.

| Title | Sta.—Time—Day | May ARB Rtg. | Sets in Use |
|-------------------|--------------------------|--------------------|-------------------|
| Sandar Mutinee | KECA-4:00-5:00 Su . | 1.0 | 27.3 |
| Sunday Feature | KECA-5:30-6:30 Su | 0.5. | 32.5 |
| Sancheuch Theat | erKECA-12:00-2:15 S | 1.6. | 7.1 |
| Western Theater | KECA-4:00-5:00 S . | 1.5. | 14.1 |
| Sunday Matinee | KLAC-11:15-12:30 Su | 1.3. | 7.2 |
| Sanday Matines | KLAC-1:00-5:00 Su | 1.5. | 23.5 |
| Saturday Matine | eKLAC-5:00-6:30 S | 1.3. | 21.3 |
| Cinema Carniva | IKNBH—12:00-1:00 S | 1.t. | 6.7 |
| Cincon Carning | I KNBH-1:00-12:15 S | 0.5. | 3.2 |
| Marning Show | KNXT-11:15-12:00 St | 0.5. | B.C |
| Feature Film | KNXT-3:00-4:30 S | 1.0. | 19.4 |
| Marie Theater | KTLA—12:00-1:15 Su | | |
| Toin Movies N | io. 1KTLA—2:15-3:15 Su | 1.5. | 24 5 |
| Twin Mories N | io. 2KTLA—3:15-4:15 Su | 4.1. | 28.0 |
| Morie Theater | KTLA—4:15-6:00 Su | | 26.0 |
| Marie Matines | No. 1KTLA-11:00-12:00 S | 1.2. | 2.7 |
| Marie Matinee | No. 2KTLA-12:00-2:00 S | 3.5. | 7.5 |
| Movie Motinee | No. 3KTLA-3:45-5:00 S | 4.2. | 15. |
| Sunday Cinema | KTTV-10:30-4:30 Su | 2.0. | 18.0 |
| Saturday Matine | eeKTTV—12:00-4:00 S | 0.8. | 15. |
| | WEEKLY SHOWS—NIGHTTI | ME | |
| Premier Movie | KECA-9:00-10:00 Th | 1.4. | 61. |
| Movie Theater | KECA-11:00-12:30 F | 1.3. | 10. |
| Movietime | KECA-7:00-8:15 S | 1.2. | 45. |
| Marie Theater | KECA-11:30-12:45 S | 1.0 | 11. |
| | - VIII 7.30 0.45 C | 0.5 | 54 |
| Mr. Seen Manager | Thanker KH1-9:30-10:45 N | 0.4 | 40. |
| Ennder Dischar | KIAL -0:30-8:30 DU | Lucks Out. | 40 |
| aguston & Monie | No 1 KIAC 7:100-8:15 M | 4.0 . | |
| Millian & Mari | No. 2 KLAC-8:15-9:30 M | Z.O | |
| salution & Stanta | No. 1 KLAC-9:30-11:00 M | 1.9 | 44 |

Million S Movie No. 3...KLAC-9:30-11:00 M 1.9....44.5 J. M. Brown Movies KLAC-8:30-9:30 S 1.8.... 59.1 Film PlayhouseKLAC-9:30-11:00 S 1.9....39.8 Owl Movie KLAC-11:45-1:00 S 0.4.... 7.6 Cinema CarnivalKNBH-11:00-12:30 S ... 2.3.... 7.8 Cinema CarnivalKNBH-11:00-12:00 S ... 0.7....25.2 Feature FilmKNXT-7:00-8:00 S 0.4 ...42.5 The MoviesKTLA-7:30-9:00 Su 9.5....59.6

Movie Theater KTLA-8:00-9:00 T 2.3....49.8

| Title | Sta.—Time—Day | May ARB Rtg. | Sets in Use |
|----------------------------|--|--------------------|-------------------|
| Movie Theater | KTLA—10:15-11:15 T | 1.7 | 24.3 |
| Kaiser-Frazer Sta | es KTLA-10:15-11:30 F | 4.9 | |
| Movie Theater | KTLA-6:30-8:00 S . | 2.3 | 43.8 |
| Saturday Night N | | 7.0 | |
| Sunday Theater | KTTV—8:00-9:00 Su | 2.4 | |
| Midnight Mayle | KTTV—11:30-2:00 Su | 0.4. | 2.2 |
| Say-On Theater | KTTV-9:00-10:30 T | 4.6. | |
| Jackson's Movie | KTTV-9:30-11:00 F | 4.4 | |
| Saturday Cinema | KTTV-7:30-9:00 S | 3.8 | |
| Mystery Theater | KTTV-9:30-10:30 S | 1.9 | |
| Sunday Cinema | | 2.9. | 18.6 |
| Midnight Movies | KTTV—12:00-2:00 S | 1.5 | 3.0 |
| ML | LTI-WEEKLY SHOWS-Days | lme | _ |
| Morning Movie | KECA-10:45-12:15 M | 0.3 | 5.0 |
| | KECA-10:45-12:15 T | | 5.6 |
| | KECA-10:45-12:15 W | | |
| | KECA-10:45-12:15 T KECA-10:45-12:15 F | | |
| | KECA-10:43-12:13 F | 0.3. | 0.3 |
| Noontime Movie | KECA-12:30-1:30 M | 0.3. | 8.1 |
| IN COLD PROCESSOR SERVINGS | KECA-12:30-1:30 T | 0.3. | 10.0 |
| | KECA-12:30-1:30 W | 0.3. | 9.9 |
| 13.5 | KECA-12:30-1:30 Th | | 7.8 |
| | KECA-12:30-1:30 F | 0.5. | 9.7 |
| | KHJ-1:00-2:00 M . | 0.3. | 6.3 |
| Marie Matinee | KHJ-1:00-2:00 T | 0.3. | 7.6 |
| Morie manne | KHJ-1:00-2:00 W . | 0.6. | |
| | KHJ-1:00-2:00 Th . | 0.3. | 5.3 |
| | KHJ1:00-2:00 F | 0.3. | 7.4 |
| Cinema Carniva | 4KNBH-10:00-11;30 N | 1 1.2. | 2.6 |
| | KNBH-10:00-11:15 7 | 0.9. | |
| | KNBH-10:00-11:00 V | V 0.3. | 2.0 |
| | KNBH-10:00-11:00 | Th 0.3. | 1.9 |
| | KNBH-10:00-11:00 I | 0.5. | 2.7 |
| Morning Show . | KNXT—10:00-11:15 N | | |
| | KNXT-10:00-11:00 7 | 0.6. | 2.8 |
| | KNXT-10:00-10:45 V | | |
| | KNXT-10:00-11:00 T | | |
| 8 | KNXT-10:00-11:15 F | 0.3. | 2.8 |

| Title | Sta.—Time—Day | May ARB Rtg. | Sets in Use |
|--|--|---|---|
| Afternoon Show | KNXT-4:00-5:00 M | 0.8 | 64 |
| | KNXT-3:45-5:00 T · | 0.6 | . 4.7 |
| | KNXT-4:00-5:00 W | 0.8 | . 5.8 |
| | | 0.3 | |
| | | 0.3 | |
| movie ineater | | 1.1 | |
| -1- | | 0.4 | |
| 91 | KTLA-4:00-5:00 Th | 2.5 | |
| 40000000000000000000000000000000000000 | | 1.5 | |
| Leyden's Theater | | 0.6 | |
| | KTTV-2:30-3:45 W | 0.3 | 9.6 |
| | KTTV-2:30-3:45 Th | 0.4 | |
| | | 1.3 | . 9.6 |
| Movieland Matinee . | MARK TRANSMISSION | 1.9 | |
| | KTTV-4:15-5:30 T KTTV-4:15-5:30 W | 2.0 | |
| | KTTV-4:15-5:30 Th | 1.5 | 9.2 |
| 25 | | 1.8 | . 8.5 |
| MULTI- | WEEKLY SHOWS-Night | time | 11-3/2 |
| Moonlight Movie | KECA—10:45-12:00 M | 1 14 | .12.8 |
| ACTIVIC NUMBERS ASSESSMENT ASSESSMENT | KECA-10:45-12:30 T | A THE PERSON NAMED IN COLUMN TWO IS NOT THE OWNER. | |
| | KECA-11:30-12:30 W | | A PROPERTY OF |
| | KECA-10:45-1:00 Th | 1.5 | 9.2 |
| Action Theater | KHJ-6:00-7:00 M . | 0.8 | . 22.0 |
| MANATO THUMBE SEE | KHJ-6:00-7:00 T | 1.5 | 22.2 |
| | KHJ-6:00-7:00 W . | 1.5 | 23.3 |
| | KHJ-6:00-7:00 Th . | 0,8 | 22.7 |
| Princess Pat Playho | useKHJ-10:30-12:00 T | 1.0 | 11.5 |
| AND THE PROPERTY OF THE PROPER | KHJ-10:30-12:00 W | 1.3 | 18.4 |
| | KHJ-10:30-11:45 Th KHJ-11:00-12:15 F | 0.7 | |
| W.C. | 33.4455 - 4,53.5 CC - 83.5 F.A. | | MERCA |
| Film Playhouse | KLAC—7:00-8:30 T KLAC—7:00-8:30 F | 1.5 0.8 | |
| Owl Movie | KLAC-10:15-12:15 S | u 0.9 | |
| | KLAC-11:15-12:45 T | | |
| | KLAC-10:30-12:15 V KLAC-11:30-1:00 Th | | |
| | KLAC-11:00-1:00 F | 2.0 | |
| Part and the control | KNBH—11:15-12:45 | | |
| генисе гам | KNBH-11:15-12:45 | | |
| | KNBH-11:15-12:45 | | |
| | KNBH-11:15-12:45 | Th 1.1 | 6.0 |
| | the state of the s | F 0.7 | 8.4 |
| | KNBH-11:15-12:45 | | |
| Late Show | | This carrie | 5.0 |
| | KNXT11:30-12:30 S KNXT11:00-12:45 | Su 1.1 M 1.9 | 6. |
| Late Show | KNXT11:30-12:30 S KNXT11:00-12:45 S KNXT11:00-12:45 S | Su 1.1 Μ 1.9 Γ 0.8 | 5. |
| | KNXT—11:30-12:30 S KNXT—11:00-12:45 S KNXT—11:00-12:45 S KNXT—11:00-12:45 S | Su 1.1 M 1.9 F 0.8 W1.7 | 5. |
| | KNXT11:30-12:30 S KNXT11:00-12:45 S KNXT11:00-12:45 S | Su 1.1 M 1.9 F 0.8 W1.7 Th 1.4 | 5. |
| 7.8 | KNXT—11:30-12:30 S KNXT—11:00-12:45 S KNXT—11:00-12:45 S KNXT—11:00-12:45 S KNXT—11:00-12:15 S | Su 1.1 M 1.9 T 0.8 W1.7 Th 1.4 F 1.4 | 6. |
| 7.4 | KNXT—11:30-12:30 S KNXT—11:00-12:45 S KNXT—11:00-12:45 S KNXT—11:00-12:45 S KNXT—11:00-12:15 S KNXT—11:00-12:15 S KNXT—11:30-1:15 M KTTV—11:15-1:00 T | Su 1.1 M 1.9 T 0.8 W1.7 Th 1.4 F 1.4 1.4 | 6.: 5.: 9.: 8.: 11.: 3.: |
| 7.4 | KNXT—11:30-12:30 S KNXT—11:00-12:45 S KNXT—11:00-12:45 S KNXT—11:00-12:45 S KNXT—11:00-12:15 S KNXT—11:00-12:15 S KNXT—11:30-1:15 M KTTV—11:30-1:10 T KTTV—11:30-1:00 W | Su 1.1 M 1.9 F 0.8 W1.7 F 1.4 I.1 I.1 I.1 | 6.1 5.1 9.1 8.1 11.3 3.1 |
| 7.8 | KNXT—11:30-12:30 S KNXT—11:00-12:45 S KNXT—11:00-12:45 S KNXT—11:00-12:45 S KNXT—11:00-12:15 S KNXT—11:00-12:15 S KNXT—11:30-1:15 M KTTV—11:30-1:00 T KTTV—11:30-1:00 W KTTV—11:15-1:15 T | Su 1.1 M 1.9 F 0.8 F 1.4 F 1.4 1.4 1.7 1.7 1.7 1.7 | 6.1 9.6 8.1 11.3 3. 3. |
| Jackson's Theater | KNXT—11:30-12:30 S KNXT—11:00-12:45 F KNXT—11:00-12:45 F KNXT—11:00-12:45 F KNXT—11:00-12:15 F KNXT—11:00-12:15 F KNXT—11:00-12:15 F KNXT—11:15-1:15 M KTTV—11:15-1:00 T KTTV—11:30-1:00 W KTTV—11:15-1:15 T KTTV—11:15-1:15 F | Su 1.1 M 1.9 F 0.8 W1.7 Fh 1.4 F 1.4 1.1 1.7 h 1.5 1.7 | 6.1 5.0 9.0 8.1 3.1 3.1 5. |
| Jackson's Theater | KNXT—11:30-12:30 S KNXT—11:00-12:45 F KNXT—11:00-12:45 F KNXT—11:00-12:45 F KNXT—11:00-12:15 F KNXT—11:00-12:15 F KNXT—11:00-12:15 F KNXT—11:15-1:00 T KTTV—11:30-1:00 W KTTV—11:15-1:15 T KTTV—11:15-1:15 F | Su 1.1 M 1.9 F 0.8 W1.7 Th 1.4 F 1.4 1.1 1.7 1.7 M 1.7 M 1.7 M 1.7 | 6.1 5.0 9.0 8.1 3.1 3.1 5 6. |
| Jackson's Theater | KNXT—11:30-12:30 S KNXT—11:00-12:45 F KNXT—11:00-12:45 F KNXT—11:00-12:45 F KNXT—11:00-12:15 F KNXT—11:00-12:15 F KNXT—11:00-12:15 F KTTV—11:30-1:00 W KTTV—11:15-1:15 F KTTV—11:15-1:15 F | Su 1.1 M 1.9 T 0.8 W1.7 Th 1.4 F 1.4 1.7 1.7 f M 0.3 ff T 0.3 | 6.1 9.0 8.1 3.1 3.1 3.1 6. |
| Jackson's Theater | KNXT—11:30-12:30 S KNXT—11:00-12:45 S KNXT—11:00-12:45 S KNXT—11:00-12:45 S KNXT—11:00-12:15 S KNXT—11:00-12:15 S KNXT—11:00-12:15 S KNXT—11:00-12:15 S KNXT—11:30-1:15 M KTTV—11:15-1:00 T KTTV—11:30-1:00 W KTTV—11:15-1:15 T KTTV—11:15-1:15 F KTTV—1:30-Sign Of KTTV—1:15-Sign Of KTTV—1:15-Sign Of KTTV—1:30-Sign Of KTTV—1:30-Sign Of | Su 1.1 M 1.9 T 0.8 W1.7 Th 1.4 F 1.4 1.7 1.7 f M 0.3 ff T 0.3 | 6.5 9.0 8.6 3.5 3.5 6. |

New TV Film Series In Production

or to begin shooting soon

The following list contains the title of TV film series now in production or on which production is planned in the near future. These shows are expected to become available within the coming months. Once a series begins showing, it is no longer carried on this list.

CURRENTLY SHOOTING THE ADVENTURES OF BLINKEY Quarter-hour kiddie fantasy.

Blinkey Productions 159 W. 49th St., New York

ALICIA MARKOVA SHOW A series featuring and narrated by the famous ballerina. Produced by Charles

Oasis Telecasts, Inc. 1239 Madison Ave., New York AMERICA'S FINEST

Half-hour dramatic series. Starring Ray Milland. Joan Crawford and others. Produced by Revue Productions.

MCA-TV 598 Madison Ave., New York

BEN BLUE A half-hour series for syndication. No title selected as yet.

NBC Film Division 30 Rockefeller Plaza, New York

BOXING SHOW Second series of half-hour films of boxing matches at the Rambow Arena, Chicago, now shooting. Announcer Jack Drees.

Kling Studios. Inc. 601 N. Fairbanks St., Chicago

THE CHASE Based on the NBC radio show. Doug Fowley plays the lead.

NBC Film Division 30 Rockefeller Plaza, New York THE DAMON RUNYON PLAYHOUSE Thirty-nine half-hours based on stories of the famed newsman, produced by

Harold Welsch. William Morris Agency 1740 Broadway, New York

DEFENSE ATTORNEY Haif-hour dramatic serles based on radio serial. Starring Mercedes McCam-

bridge. Don Sharpe Enterprises

65 W. 54th St., New York DEPARTMENT OF QUEER CASES Half-hour mystery series based on ac-

tual Scotland Yard cases. Starring Boris Karloff.

Official Films 25 W. 45th St., New York DRAMATIC SERIES (Untitled)

Half-hour series based on writings of Somerset Maugham. Ronald Coleman starring in one out of four and narrating in others.

> Official Films 25 W. 45th St., New York

ETHEL BARRYMORE THEATER Thirteen half-hour shows featuring name personalities with prolog by Ethel Barrymore who also appears in some.

Interstate Television Corporation 4376 Sunset Dr., Hollywood 27

FABIAN OF SCOTLAND YARD Half-hour series of 13 based on actual experiences of Robert Fabian of Scotland Yard. Bruce Seton in the title role with John Harlow directing. Produced by Antony Beauchamp, Carlton Hill Studios, London.

Charles Wick New York

FAIR TRIAL Great trials of history, with audience asked at wind-up if it was a fair deal. Screen Gems

233 W. 49th St., New York

THE FALCON Half-hour pilot being completed. Charles McGraw in title role.

Federal Telefilms, Inc. Hollywood FRONT ROW U. S. A. Half-hour series of 26 about the values

in the American way of life. Louis Forbes and Paul F. Heard, Inc. Hollywood

GULLIVER AND THE LITTLE PEOPLE Based on the famous story. Comet Television Films

101 W. 55th St., New York HIGHWAY PATROL Authentic case histories of the California Highway Patrol.

Robert H. Forward Hollywood HISTORY IN THE MAKING

Quarter-hour historical series. Produced by Sovereign Productions. Stuart Reynolds

Hollywood HOLLYWOOD AT WORK

Half-hour series. True stories about Ronald Colman, Harpo Marx, Humphrey Bogart and others. Produced and directed by Robert Gurney.

Official Films, Inc. 25 W. 45th St., New York JACK LONDON ADVENTURE

THEATER Half-hour series of 52. Based on London writings. Stuart Reynolds Productions

Hollywood HOLLYWOOD MARVEL

Pilot in production by Gil Ralston of Sovereign Productions. Eagle-Lion Studios Hollywood

INNER SANCTUM

Half-hour series based on radio show of long standing. NBC Film Division 30 Rockefeller Plaza, New York

INTERNATIONAL POLICE

THE LAW STRIKES BACK

233 W. 49th St., New York

MANHUNT Starring Broderick Crawford, Pilot in production. Screen Gems, Inc.

233 W. 49th St., New York MARK HELLINGER STORIES Half-hour series of 26.

Les Hafner & Company

48 W. 48th St., New York MARK TWAIN TELEVISION THEATER

Scripted by Robert Nathan. Filmeraft Productions 8451 Melrose Ave., Los Angeles MAYFAIR MYSTERY HOUSE

Thirteen half-hour dramas. Eleven films completed at Riverside Studios in London.

Paramount Television Productions

1501 Broadway, New York

MEET THE FAMILY Half-hour situation comedy starring Lon McCallister and Gene Lockhart. Screen Gems, Inc.

233 W. 49th St., New York MEN TOWARD THE LIGHT

Thirteen quarter-hour dramas produced by the American Foundation for the Blind and the Industrial Home for the Blind. John Daly is off-screen narrator, Most of the cast are blind.

Charter Oaks Tele-Pictures 45 University Pl., New York MIKE MALLOY

Half-hour mystery-drama series with 39 planned. Starring Steve Brodie. Mike Malloy Productions

RKO Pathe Studios NIGHT BEAT Half-hour pilot film of CBC's radio

show. Don Sharpe Enterprises

Culver City, Calif. OOPS ITS DAISY

Written and directed by Frank Tashlin, a series of 39 half-hour comedies. **NBC** Film Division 30 Rockefeller Plaza, New York

OPERATIC FILMS Quarter-hour sequences from famous operas, produced in Rome by Jacques Rachmilovitch. Television Exploitations, Inc.

101 W. 55th St., New York THE PASSERBY Fifty-two half-hour dramatic films. Landau Sales for Television

10 E. 44th St., New York POLICE HALL OF FAME Half-hour outstanding police cases with cash awards and trophy to cop who cracked the case.

J. Hugh E. Davis Company 1860 Vine St., Hollywood PROBLEM SPOTS Thirteen-week series with Clete Roberts

doing man-in-the-street interviews. British Information Service 30 Rockefeller Plaza. ROCKY JONES, SPACE CADET Twenty-six science-fiction films running

30 minutes each. Pilot completed.

Thirteen half-hour series. Thirteen series completed in Europe. Balance to be filmed in the U. S. Prockter Television Enterprises HE LAW STRIKES BACK Miscellaneous half-hour mystery series. Screen Gems, Inc. 233 W. 49th St., New York **MOVIES** Conscious**

By CHARLOTTE SUMMERS

The seven TV stations in the Los Angeles market continue to program a major percentage of their air time with feature films, according to the May report compiled by the American Re-

United Television Programs

444 Madison Ave., New York THE SIGN OF ZORRO Half-hour series based on stories of

Johnson McCulley. William Cottrell is producer. Zorro Productions Burbank, Calif.

SIGNET CIRCLE THEATER Twenty-six half-hour dramas produced by Andre Luatto. Four in the can.

United Television Programs 444 Madiosn Ave., New York A SPORTING CHANCE Thirteen half-hour series on adventures

of a sports writer. Reid Ray Telefilms, Inc. 8762 Holloway Dr., Hollywood SPORTS LIFE

Thirty-nine quarter-hour series with Bill Corum. Landau Sales for Television

10 E. 44th St., New York TALES OF THE TEXAS RANGERS Based on actual crime files of Texas State police.

Screen Gems, Inc. 233 W. 49th St., New York TELEGRAM Quarter-hour series based on actual in-

cidents in which receipt of a telegram changed a person's life. United Artists Television

729 Seventh Ave., New York THRILL OF A LIFETIME Quarter-hour series of "We, the People" type show. Narrated by Quentin Reynolds.

United Television Programs 444 wadison Ave., New York WATERFRONT

Half-hour series with Preston Foster In role of tugboat captain, Roland Reed Productions Hollywood

WERNER JANSEN'S MUSIC BOX Quarter-hour series with 13 completed and 91 more to go. George Bagnall & Associates

Hollywood

TO BEGIN SHOOTING SOON BOOMERANG Half-hour series of mystery stories with

a twist ending. Roland Reed Productions Hollywood BREAKFAST IN HOLLYWOOD

Jack McCoy emsee, based on radio

NBC Film Division 30 Rockefeller Plaza. New York (Continued on page 58)

search Bureau which covers the period from May 1 thru May 7.

That the viewing taste of the average Los Angeles TV owner is still very much for "movie" fare is quite obvious when studying the ARB report and feature film chart published in this issue.

Saturday, May 2, there was a total of 84% combined hours of televiewing time on the seven stations and of that total, 33% hours were devoted to feature film-shows running on 24 different programs, for one hour or more. Films running less than one hour were not used in The Billboard's feature film chart.

Sunday, May 3, the combined viewing time on the seven stations ran 104 hours, with 231/2 hours devoted to feature films on 17 different programs, running one hour or more.

The highest rated film show in Los Angeles ran in the 7:30-9 p.m. time slot, Sunday (3), on KTLA, titled, "The Movies." Opposition programs included, "What's My Line?" and "Col-gate Comedy Hour." In spite of this rough competition, "The Movies" managed to rate a 9.5 average for the six quarter-hour periods which was approximately 16 per cent of the sets in use. Second highest rated show with a 7.0 average was "Saturday Night Movies No. 1," on KTLA from 9:30 - 10:45 p.m. Competition, however, on this show was not as great, with "My Hero," "Legion Bouts" and "Luer Theater" sharing the audience. In third place, ARB rated "Kaiser-Frazer Stars" with a 4.9 average on KTLA, Friday (7), 10:15-11:30.

The housewife and lobstershift worker in Los Angeles can relax during the week-days with nine regularly scheduled multiweekly afternoon film shows, and the office worker can spend his week-day evenings viewing nine regularly scheduled multinighttime feature film shows. All these are in addition to oneshot daytime and nighttime shows and film shows running less than one hour.

Syndicated Series And Where Showing

Continued from page 18

Series Nane

Series Name ville, O. Hollywood Offbeat30......13

Houston; Jacksonville, Fla.; Johnstown, Pa.; Kansas City; Lancaster, Pa.; Lansing, Mich.; Lawton, Okla.; Little Rock, Ark.; Lincoln, Neb.; Longview, Tex.; Los Angeles; Lubbock, Tex.; Macon, Ga.; Memphis, Tenn.; Miami; Milwaukee; Minneapolis-St. Paul; Mobile, Ala.; Monroe, La.; New Haven, Conn.; New Orleans; New York; Norfolk; Omaha; Oshkosh, Wis.; Palm Beach, Fla.; Peoria, III.; Philadelphia; Phoenix, Ariz.; Pittsburgh; Providence; Pueblo, Colo.; Raleigh, N. C.; Roanoke, Va.; Rochester, N. Y.; Roswell, N. M.; St. Louis; St. Petersburg, Fla.; Salt Lake City; San Antonio; San Diego, Calif.; San Francisco; Santa Barbara, Calif.; Schenectady, N. Y.; Scranton, Pa.; Seattle; Sioux Falls, S. D.; Spokane; Springfield, Mo.; Syracuse; Tacoma, Wash.; Texarkana; Tex.; Tucson, Ariz.; Tulsa, Okla.; Twin Falls, Idaho; Utica, N. Y.; Washington; West Palm Beach, Fla.; Wichita Falls, Tex.; Wilmington, Del.; Yakima, Wash.

TV Disk Jockey Films3......60 Dist.: Screen Gems, Inc. SOLD TO: Atlanta; Austin, Tex.; Boston; Cleveland; Columbia, S. C.; Havana; Milwaukee; Montreal; New York; Philadelphia; Holyoke, Mass.; Toledo: Washington. The World's

Immortal Operas30........7 Dist.: CBS Television Film Sales SOLD TO: Amarillo, Tex.; Beaumont, Tex.; Longview, Tex.



Dist.: Ziv Television Productions SOLD TO: Baltimore; Boston; Cleveland; Columbis, O.; Dayton, O.; Dettroit; Houston; New York; Philadelphia; San Francisco; (ARB Cities Only Listed.) Cases of Eddie Drake30......13

Dist.: CBS TV Film Sales SOLD TO: Amarillo, Tex.; Columbia, S. C.; El Paso, Tex.; Hutchinson, Kan.; Longview, Tex.; Los Angeles; New Orleans; Rochester, Minn.; San Luis Obispo, Calif.

City Detective30........26 Dist.: MCA-TV SOLD TO: Akron; Atlanta; Bakersfield, Calif.; Bangor, Me.; Baton Rouge, La.; Battle Creek, Mich.; Birmingham; Boston; Denver; Detroit; Dallas-Fort Worth; Elmira, N. Y.; Grand Rapids, Mich.; Houston; Indianapolis; Kalamazoo, Mich.; Lansing, Mich.; Lincoln, Neb.; Longview, Tex.; Lubbock, Tex.; Los Angeles; New Orleans; Oklahoma City; Omaha; Phoenix, Ariz.; Providence; Rockford, Ill.; St. Joseph, Mo.; Saginaw, Mich.; St. Louis; San Antonio; San Francisco; Springfield, Mass.

Craig Kennedy Criminologist Dist.: Louis Weiss & Company SOLD TO: Dallas-Fort Worth; Houston; Los Angeles; Philadelphia; San Diego, Calif.; San Francisco.

Files of Jeffrey Jones30......39 Dist.: CBS Television Film Sales SOLD TO: Amarillo, Tex.; Ann Arbor, Mich.; Bangor, Me.; Boston; Charlotte, N. C.; Colorado Springs, Colo.; Columbia, S. C.; Detroit; El Paso, Tex.; Erie, Pa.; Fresno, Calif.; Greensboro, N. C.; Honolulu; Kansas City; Las Vegas, Nev.; Lawton, Okla.; Lincoln, . Neb.; Longview, Tex.; Los Angeles; Lubbock, Tex.; Mesa, Ariz.; Mexico City; Mobile, Ala.; Nashville; New Orleans; Providence; Rochester, Minn.; San Diego, Calif.; San Luis Obispo, Calif.; Santa Barbara, Calif.; Springfield, Mass.; To-

ledo; Tucson, Ariz. Front Page Defective30.....39 Dist.: Consolidated Television Sales SOLD TO: Amarillo, Tex.; Bakersfield, Calif.; Beaumont, Tex.; Boise, Idaho; Bellingham, Wash.; Chambersburg, Pa.; Chicago; Colorado Springs, Colo.; Dayton, O.; Decatur, Ill.; Denver; Detroit; Duluth, Minn.; El Paso, Tex.; Elmira, N. Y.; Fort Lauderdale, Fla.; Fort Smith, Ark.; Harrisburg, Pa.; Henderson, Ky.; Holyoke, Mass.; Honolulu; Houston; La Fayette, Ind.; Little Rock, Ark.; Lincoln, Neb.; Los Angeles; Louisville; Lubbock, Tex.; Madison, Wis.; Mobile, Ala.; Monroe, La.; New York; Oshkosh, Wis.; Peoria, Ill.; Philadelphia; Pittsburgh; Rochester, Minn.; Rochester, N. Y.; Rockford, Ill.; St. Petersburg, Fla.; San Angelo, Tex.; San Antonio; Scranton, Pa.; Seattle, Wash.; Sioux City, Ia.; Sioux Falls, S. D.; Spokane; Springfield, Mo.; Tacoma, Wash.; Tucson, Ariz.; Tulare, Calif.; Tyler, Tex.; Washington; Wichita Falls,

Heart of the City30......26 Dist.: United Television Programs SOLD TO: Amarillo, Tex.; Austin, Tex.; Bangor, Me.; Birmingham; Brownsville, Tex.; Buffalo, N. Y.; Chattanooga, Tenn.; Chicago; Colorado Springs, Col.; Columbia, S. C.; Dallas-Fort Worth; Decatur, III.; Denver; Detroit; El Paso, Tex.; Greenville, S. C.; Honolulu; Houston; Huntington, W. Va.; Jackson, Miss.; Lawton, Okla.; Lincoln, Neb.; Longview, Tex.; Los Angeles; Lubbock, Tex.; Memphis, Tenn.; Miami; Minneapolis-St. Paul; Mobile, Ala.; Nashville; Neenah, Wis.; New Orleans; New York; Philadelphia; Phoenix, Ariz. Providence; Pueblo, Colo.; Rochester, Minn.; San Francisco; Seattle; Sloux Falls, S. D.; Spokane; Tucson, Ariz.;

Washington; Yakima, Wash.; Zanes-

Dist.: United Television Programs SOLD TO: Amarillo, Tex.; Belleville, Ind.; Birmingham; Chattanooga, Tenn.; Cincinnati; Cleveland; Detroit; Galveston, Tex.; Honolulu; Lincoln, Neb.; Los Angeles; Lubbock, Tex.; Minneapolis-St. Paul; Mobile, Ala.; Muncie, Ind.; Neenah, Wis.; New York; Phoenix, Ariz.; Pueblo, Colo.; Rochester, Minn.; San Antonio: San Francisco; Sioux Falls, S. D.; Tacoma, Wash.; Yakima. Wash.

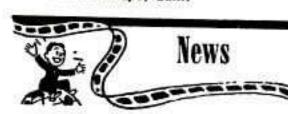
I'm the Law

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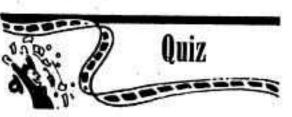
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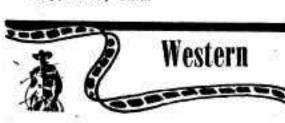
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Tales of Famous Outlaws15......13 Dist.: Western Adventure Productions SOLD TO: Los Angeles; New Orleans; Philadelphia; San Francisco.

14-City May ARB Ratings

Continued from page 14

Sta.-Day-Time Category Rating

| WASHINGTON 4 STATIONS |
|---|
| |
| Fores, Intrigue |
| Chira Smith |
| Dick TracyAdvWTTG-Su-5:30-6:006.8 |
| Time for Beany |
| Abbott and CostelloComedyWNBW-M-10:30-11:00 4.1 |
| Favorite Story |
| Liberace |
| I'm the LawMysteryWTTG-T-10:30-11:00 9.4 |
| Boston Blackie |
| Front Page DetectiveMysteryWTOP-T-8:00-8:30 |
| Heart of the City |
| U.P. Movietone NewsNewsWTOP-M to S-11:00-11:15 6.6 |
| U.P. Movietone NewsNewsWTOP-M to F-6:45-7:00 2.5 |
| Telenews Daily |
| Telenews Daily |
| NBC Weekly News Review News WNBW-Su-11:00-11:15 0.4 |
| Cisco KidWestWNBW-S-6:30-7:00 |
| Gene AutryWestWTOP—Su—7:00-7:30 |
| Hopalong Cassidy |
| Range Rider |

Communications to 1564 Broadway, New York 36, N. Y.

THREATEN INDIE STATUS OF ACTS

Cleveland Nitery Op Defies AGVA; Will Withold Taxes at Source

of Variety Artists fought so hard to gain in 1944, will be a thing in accordance with the new miniof the past if the practice set in mum Basic Agreement, and each motion this week by the Alpine actor will be treated as an emrest of the nation's clubs adhering to AGVA's present minimum basic agreement.

Herman Pirchner, owner of the

SOPHIE TUCKER

50th Jubilee Year Kicks Off in AC

ATLANTIC CITY, July 18. -First effort to get Sophie Tucker's 50th showbiz anniversary national and go on a musical policy. Howpublicity was started Thrusday (16) when a number of New York newspapermen, plus local scribes, were brought here to the 500 Club in a stunt which is expected to result in major news breaks.

Junket, arranged by Brenon and Morgan Associates, with the brought in Mark Barron, Associ-ated Press; Phyllis Battalle, International News Service; Mel Heimer, King Features; Norton Mockridge, World-Telegram and Julia, Darvas Sign Sun; Frank Quinn, Daily Mirror; Eleanor Skagg (Mrs. Quinn). For Grove Date Eastern rep for Louella Parsons; Mary Fraser, Scripps-Howard; Joe Cohen, Variety, and Bill Smith, Billboard. Everybody was put up at the Ritz-Carlton.

The reason for the Atlantic City kick-off was two-fold. Tucker was current at the 500 Club, and beach resort is credited by her as the first town where her name went up in lights, in 1910.

Final blow-off will come at a "Jubilee Dinner" at the Waldorf- to work on the Mocambo bill Astoria October 4 as a golden with him. Miss Venuta, recently anniversary testimonial under the of the Broadway musical "Hazel auspices of the Jewish Theatrical Flagg," will work the Mocambo Guild. Proceeds will go the Jewish Theatrical Guild, Negro Actors' Guild, Catholic Actors' Guild RONEY JOINS MIAMI RACE Will Rogers' Memorial Hospital (Continued on page 56)

NO SLUGGING AGVA PEOPLE

NEW YORK, July 18. - A Catskill resort owner was put on the unfair list for "slugging" a performer. Morty Furst, owner of the Furst Hotel, Fallsburg, N. Y., was the "slugger"; David Garry, singer and member of the American Guild of Variety Artists, was the "sluggee." Garry, hired to do a concert July 11, arrived 6:30 p.m. for rehearsal. Furst said he was due at 5 p.m., "and because he was late I hired somebody

Garry claimed his car broke down, thereby making him late. Furst countered with, "You could have called me." Heated words were exchanged and Garry charged he was assaulted by Furst "and others employed by Furst." Upon a complaint registered by Garry with AGVA, an arbitration hearing was set up, and Furst was wired to attend. He wired back he was a member of the Resort Operators Association and didn't appear. AGVA then placed him on the unfair list, tho it didn't include the

Furst said, "They can't do that to me. We have a con-

Jack Irving, AGVA head. said. "We won't stand for anybody using violence against our members."

CLEVELAND, July 18. — The Village, announced on Wednes-independent contractor status of day (15) that he will deduct the actor, which American Guild withholding tax and social security tax from each actor's salary

> Pirchner took the matter up with J. Schwartzenberg, district head of the Bureau of Internal Revenue, and Schwartzenberg told him that AGVA could not regulate his department and that the contract would not hold water in any Federal test case. However, he advised Pirchner that deducting the tax would be the safest approach to the problem since the union wanted it done and the act could get the money back when he files his return at the end of the year.

> Pirchner was prepared to hold out indefinitely, when Jack Irving, AGVA head, came to Cleveland to force him into signing. Even when the Cleveland Labor Council voted to support a strike action, Pirchner calmly said that he would just eliminate all acts ever, Bill Finnegan, secretary of the Council, said this would be

> a lock-out and that member unions would still respect the picket line.

Irving left Cleveland for Detroit before a settlement was reached and the big crisis came tab picked up by Paul D'Amato, when the waiters and bartenders 500 Club op, and Sophie Tucker, learned of the failure of AGVA

NEW YORK, July 18.-Julia and Darvas will play the Cocoanut Grove, Los Angeles, September 15 instead of the Mocambo, as originally set. The Mocambo date was a repeat of last season, when the team made its first Coast appearance.

Originally Nick Darvas, male member of the team, bought Benay Venuta-he was to pay heron her own.

CATSKILL RAISE

Acts Get \$2 Across Board, Back to May

NEW YORK, July 18. — Club date acts working the Catskill mountain resorts will get a \$2-across-the-board raise as the result of an arbitration concluded July 6. Payment will be retro-

active to May 15.
The Rev. William F. Wilkins, Woodbourne, N. Y., was called in as the impartial arbitrator of a panel consisting of six, of which three were from the American Guild of Variety Artists and three from the employers' groups. Hearings started last February, at which time AGVA asked for a \$5 raise across the board. Resort hotels refused any raise. It was decided to call in Father Wilkins, with both sides to abide by his

Present scale in "A" hotels is: singles, \$30; doubles, \$54; trios, \$69. "B" hotels' scale starts at \$21.50 for singles to \$47.50 for mediately.

Retroactivity is now the problem before AGVA. It has to ascertain what performers worked people concerned.

Pitt's Terrace Changes Hands

PITTSBURGH, July 18. — The Vogue Terrace, this district's largest night club, was sold Wednesday (15) by John Bertera to Joseph Donovan, the former manager of the Horizon Room of the Greater Pittsburgh airport. Donovan will take over on August 3 and will assume all the contracts signed by Bertera. George Claire will continue to book the room, which plays nothing but top a tractions who have a chance to fill the 1,100-seater.

Bertera, who operates a chain of supermarkets, is not leaving the nitery field, but is expected to take over the Enright Theater in the East Liberty section of Pittsburgh and convert it to a large theater-restaurant operation.

Plans Talent as Hotels See Good Year; Clubs Not Sure

MIAMI, July 18.—The Roney remaining in that area, no one is Plaza, the Schine chain's class hotel here, will start two-week shows here on a regular basis, with Gus Lampe, Schine vaude theater vet booker, doing the buying. The talent budget is undetermined, it is estimated that shows will run to about \$1,500 weekly, tho acts will get rooms at the hotel.

With the start of the winter season, the hotel is expected to increase its budget to compete for talent against the other beach front hotels. The summer talent buying deal will call for acts to do their shows outdoors. In the case of rain, shows will be done

Along with the Roney, Lampe has also started booking the Boca Raton, another Schine hotel.

The entrance of the Roney into the talent buying competition just about completes the roster of Gold Coast hotels that are either now running with shows or expect to start using them when the winter season starts. How all this will affect the few night clubs

Club to Become Private

SAN ANTONIO, July 18 .- The Club Sevenoaks, one of the few remaining night spots here, will be closed to the general public on July 31. After that date the club get the biggest play, if for no

willing to say, but the general feeling is that "it won't be good."

But if it "won't be good" for night clubs, the hotels hope to do off (summer) season. But performers are looking forward to steady work, or at least more plentiful work in the medium price range.

Up to this writing only the Beachcomber and the Five o'Clock clubs will be definite front runners for the winter season. The Beachcomber will have Sophie Tucker on an all-season deal. The Five o'Clock will continue with Martha Raye. It is doubtful if Alan Gale will reopen his Celebrity Club. The Copa City, with its \$8,000 weekly rental, is on the market. Ciro's may be in action, but so far there's nothing definite.

Lou Walters' Latin Quarter will almost certainly run. The spot was a big money maker last season and looks to repeat the comthe Clover and the Vagabonds will be the heavy bidders for names, tho the Clover will probas it has in past years.

The hotels, however, expect to names. the spot may want to stay put.

Growing Competish Of Night Baseball Hurts Act Bookings

Cafes, One-Nighters and Band Stints Are Now Routed to Avoid Home Games

Continued from page 1

convention city it hasn't been of a Chicago, Milwaukee, Boston, when Jimmy Durante worked the are no problem. "Night games," much that Chez attendance was cut to almost half a house.

His solution is to play around them.

New York with its large floating population is probably least brother, who takes care of much hit of the major league cities. of her business, said, "We've Yet, even in such a town the played them all and we know competition has been felt. Be-sides night games, New York most performers. When we know spots are affected by horse trotting nightly events, with two ball games, we stay out." tracks just a subway ride from Manhattan. There's some talk that New Jersey will permit night horse racing in addition to trios. With this ruling, \$2 will be the daily meets. So far it is in added to all scales effective imcredence in well informed circles.

This night game competition has started the major talent agencies to re-examine their sellin the area from May 15, collect ing methods. Managers, also on their money and transfer it to the the watchout that their stars don't lay bombs, are also studying big league game schedules.

One top attraction getting \$7,500 to \$8,000 weekly opened in a hot baseball town in the Midwest the same night a game was scheduled. "The ball game drew 30,000. With our capacity we could play to 400. We drew 150 people the first show, less than that the second show. If we had only 1 per cent of the ball game attendance we'd have had a sell-out," said the star's mana-

Band one-nighters are being hit equally hard. Most of the onenighters consist of week-end dates, Friday, Saturday and Sunday. But if one of the nights (usually Friday) competes with a home team's night game, broadcast or televised, in the area, "we might as well not bother opening at all. All we'll play to is the promoter and his family," said one top band leader.

Up to now, talent buyers have bought attractions on the basis of availability. The problem of competition, tho always present, has been side-tracked. "If I can get a hot name, I'll grab him. I can't worry about night games,' said one cafe op. But it has since been demonstrated that if an attraction is in for two weeks, and a night game cuts in each Friday of the run, the spot has to figure to lose money for the entire engagement. Business for the remaining six days of each week just doesn't figure to overcome that handicap.

Talent agents admit that these added problems must be taken into consideration. "But after all it isn't our headache as much as okay, and so do the acts. Miami it is the operators'," said a talent agency exec, "We have a tough enough time getting stars to play certain cities without worrying about competition.

Another exec who recognized the obstacle threw the burden on the shoulders of the buyers. "Theatermen keep an accurate account of actual or potential competition and try to book around it. Night club operators apparently don't do business that way. We are not supposed to know what's playing against him in his town. That's his business.

Personal managers, being more personally involved, are alarmed

We just sell him."

NY Copa Lines Up Show for Aug. 6

NEW YORK, July 18, - The Copacabana will play Al Bernie, ing one. In Miami proper both Betty Reilly and two other acts, yet to be set, starting August 6. The show will probably go in for four weeks, carrying it until midably come up with the toppers September when Jules Podell, Copa owner, starts with his major

The current show has Jimmy will be turned into a private coun- other reason than the guests of Nelson, Joyce Bryant and Dom-

situation but because it is a large and are now trying to keep clear hurt too much. Still, second | Washington and other big league shows at the Chez Paree, for ex-ample, fall off sharply. Recently are scheduled there. Day games room a night game cut in so said one manager, "are murder."

> Moe Abuza, Sophie Tucker's more about the country than we are going to run into night

> Some of the enterprising agents handling major attractions are now studying baseball schedules. If they can avoid booking their stars in hot ball towns when the home teams play night games, they do so. "At least we try to do it," said a top agency veepee. "We don't want our attractions to be hurt and neither do we want the spots to lose money."

AGVA Backed By State Dept.

NEW YORK, July 18. - The American State Department gave the American Guild of Variety Artists and 21 performers an assist by backing up the Guild in its demand for cash bonds, guaranteed fares, and payment of fines from a producer and an unfair act.

The situation was brought about when Noel Sherman was hired to produce a water show bought by Italian promoter Luigi Valdi for an Italian tour. AGVA had a claim against Sherman for allegedly stranding performers last winter in South America. AGVA said it had spent \$5,500 to bring acts back and demanded that dough from Sherman. Pending such payment, he was placed on unfair list.

Upon the instructions of the State Department, L. E. Pirro, special department representative, informed the cast (set to plane abroad Thursday (16)) that no one would move until AGVA gave its okay. To square the deal, Valdi put up \$3,500 guarantee for

(Continued on page 56)

VEGAS NEARLY GETS 'PAY-OFF'

LAS VEGAS, Nev., July 18. -The first big-time TV giveaway show in history almost got itself a local date at the Thunderbird, if the State Liquor Board hadn't nixed it —and not for moral reasons. The deal was all set by Hal Braudis thru his New York agents, Baum-Newborn, to bring in "Big Pay-Off," on regularly for Colgate over CBS. After weeks of negotiations with the sponsors, the web, and owners of the show, a deal was set for \$10,000 a week, two shows nightly. The stunt would have called for quizzes to audience, e.g., "What's Your Name?" with prizes of round-trip tickets to Paris, mink coats, cars, suits of clothes, luggage, etc. Weekly prizes would have cost \$8,000 weekly. Everything was set, but somebody thought to ask State Liquor Board what about it. The board nixed the deal officially because it frowned on giveaways. But unofficially, the pressure came from the competition. With \$8,000 worth of weekly prizes, the competition feared that no combination of big-name talent could draw gamblers to their tables away from the Thunderbird.

McCarran Bill Probe Delay; Resumes After Solon Recess

Jukemen's Counsel Wins Plea for Additional Time to Prepare Case

Copyrights, Patents and Trade- posed legislation were: a one-man subcommittee hearing recording; (3) all other commercial on the controversial McCarran users of recorded music pay royal- Pat McCarran's (D., Nev.) bill, Bryson (D., S. C.).

schedule a resumption of the hear- it" is based on the 1909 conception is sponsored by Sen. Everett M. ing some time after the congres- of "penny parlor" machines and Dirksen (R., Ill.), but his bill was sional recess to hear foes of the does not apply to modern juke not under consideration by the legislation. John Schulman, coun- boxes; (6) use of recorded music in subcommittee. Reports of Dirksen's sel for Songwriters' Protective As- juke boxes "kills" songs and di- disinterest in the legislation, desociation and Authors' League of minishes sheet-music sales. America, speaking in behalf of proponents of the legislation, pro- ate business as well as other com- were confirmed at this week's tested a plea by foes of the legislation for a lengthy stay in continuation of the hearings. Sidney the hearing into a single afternoon. briefly emphasized that "it is my H. Levine, counsel for Music Op- Supporters of the legislation to understanding that Senator Dirkerators of America, Inc., and Auto- wipe out the juke box exemption, sen did not want his bill to be part matic Operators' Association, Inc., co-operating with the subcommit- of this hearing." The afternoon appearing on behalf of opponents tee in its effort to save time, filed hearing devoted to only one side of the legislation, said that ample most of their testimony without of the question, went off smoothly time is needed to prepare and taking the time to read it into the urged against resuming the hear- record as is customarily done. In operators are exempted from roy-

The subcommittee received testimony in support of the legislation SWPA and ALA; Sidney W. Wat-Publishers' Association of the United States; Jennings Bailey Jr., American Bar Association and Cedric W. Porter, chairman of the Copyrights, Patents and Trade- official evidence at the annual marks Committee of ABA. In addition, the subcommittee received indicate that phonograph records testimony from a group of the fol- are a part of the music business. lowing songwriters: May Singhi For the second year there was no Breen, Doris Fisher, Joan Whitney, recognition of the record business Robert MacGimsey, Vic Mizzy and by way of a forum or panel dis-Dorothy M. Stewart.

NAMM SIDELIGHTS

method of finding the correct

needle replacement. All one needs

The aid is said to eliminate any

purchase of a wrong replacement

and save time for the salesperson.

Also listed in the aid are alterna-

tive needles, as well as the name

The informal meeting of record

dealers from various parts of the

country that was scheduled to be

held as extra-curricular event of

the annual trade show failed to get

off the ground when only a dozen Chicago dealers showed up. The

gathering was to air various deal-

er problems and to see whether

local efforts could be co-ordinated

New artist signings announced

during the show included Robert

Q. Lewis with Cadence Records,

Pierce, Hamish Menzies and Ella

on a national level.

Fitzgerald.

of the cartridge manufacturer.

the needle maker

Intro Needle Device;

Disk Meeting Fizzles

CHICAGO, July 18.—Jensen In- Phono makers leaned heavily on

dustries introduced a new aid to names well known to music lovers

dealers which enables them, or to pitch their hi-fi units. RCA

the form of a book, complete with use of an endorsement by conduc-

a matter of seconds, according to trovox, Duotone and L. Deen.

instructions as to the proper tor Leopold Stokowski.

marks, which this week (15) heard (1). The juke box operators can ticularly anxious to determine just an array of witnesses urge passage afford to pay royalties for the use how the proponents expected of legislation wiping out the juke of music; (2) use of records in a royalties to be collected, if the box copyright exemption, will give juke box constitutes a public per- legislation were enacted into law, foes of the legislation a chance to formance for profit, not covered and what size royalties the propobe heard at a later date. Sen by the licensing fee the writer col- ents expected to be paid by juke William E. Jenner (R., Ind) staged lects for the manufacture of each box operators. Bill, which drew a line-up of pro- ties for public performances; (4) which would wipe out the copyin the last Congress when similar create a new right for the writers boxes from royalty payments and House counterpart subcommittee privilege" accorded juke box op-rexemption for single juke box oppresided over by the late Joseph erators; (5) exemption of coin- erators. operated machines from the cate-The subcommittee is planning to gory "public performance for prof-

mittee business, the subcommittee hearing when Senator Wiley, apcapsuled the proponents' phase of pearing in the hearing chamber present to answer specific ques-

WASHINGTON, July 18. - The | Chief arguments advanced by tions and to highlight any of their Senate Judiciary Subcommittee on proponents testifying for the pro- arguments. Jenner's line of questioning indicated that he was par-

The hearing was confined to Sen. ponents pretty much the same as the proposed legislation would not right law's exemption of juke legislation was deliberated by a but would eliminate "a special in addition would continue the

> Sole other bill hoppered this session to end the juke box exemption spite his sponsorship of the bill Because of a heavy load of Sen- at the request of a constituent,

> > Asserting that only juke box

(Continued on page 96)

HE HEARD IT DECADES LATE

CHICAGO, July 18. - Always on the lookout for a tune of merit to add to his Eastwick Music firm, Dave Miller, of Essex Records, hit pay dirt and struck out in two tries this week. Fresh from picking up "Paradise Hill," a song that is showing considerable strength in the r.&b. field, Miller overheard a tune coming from a tape recorder display booth at the music merchants' trade show. His ears pricked up and he dashed over, only to return dejectedly with the news that it was an old tune written by a chap by the name of John Phillip Sousa.

MERC 'MAGIC' OFFERS MIAMI **BEACH JAUNT**

Dealers Who Buy 1G of EP, LP, Kid Wax Get Week Trip

CHICAGO, July 18.—Billed as "Operation Magic Carpet," Mercury Records' fall program offers dealers free trips to Miami Beach 'Operation Magic Carpet," Merdealers free trips or a West Coast vacation spot.
Any dealer who buys a total of Mercury packaged recurs packa ing before mid-September. (For Levine statement, see separate story.)

The subcommittee received testi (Continued on page 53)

Modern Told To Withdraw 'Dragnet' Wax

AM-TV Producer Charges Infringe On Tune, Format

HOLLYWOOD, July 18 .- The second demand within a fortnight was made this week by producers of the radio-TV melodrama, "Dragnet," for the market with-drawal of a record charged with using the drama's theme music, format and title without authorization.

Attorneys for Dragnet Productions. Inc., demanded that Modern Records cease what it terms the "unauthorized manufacture, release and distribution" of "Dragnet Blues." They claim use of "Dragnet's" name, music and format constitutes both copyright infringement and unfair competition.

Demands were made on Modern to deliver all its master rec-(Continued on page 53)

Capitol Boosts

NEW YORK, July 18.-In a continuation of its moves to readjust record prices in line with current trends and competitive lines, Capitol Records is re-pricing the "S" and "P" series of 12-inch LP's. The new list price of "S" series albums of original cast show material and like items will be \$5.95 plus tax. The former price was \$5.72. The "P" series of important classical works and performances is being raised to \$5.72, including tax from the former price of \$4.98. The latter series, under its new price, will be comparable to Capitol's Cetra line and similar material issued by other labels.

The diskery also feels that the value of an artist or performance can be depreciated by a price lower than that which would be charged by other labels for the same material. Last week the label announced price reductions and several kiddie record lines. The remainder of Capitol's singles and packaged merchandise will

this week from Sydney M. Kaye, general counsel for Broadcast Music, Inc.; Legalist Schulman of NAMM Meeting Gets Brush-Off for tenberg, counsel for Music Publishers' Protective Association, National Music Council, and Music Second Time by Record Industry

year ago, there was again little music merchants' trade show to cussion about records on the offi-

last year's New York show.

For the second straight year, the room. Record Industry Association of America had been invited by the NAMM to set up a record session on the official agenda, according to Bill Gard, executive secretary Schuster, Brason Associates and of the NAMM. As was the case a Peter Pan. S.&S. also showed its year ago, the RIAA declined the request.

There was a meeting of the phonograph record committee of the NAMM the day before the trade show opened. This was attended by only two members of the committee with discussion centered around price cutting.
The list of companies showing

their wares as usual ran from A to Z (Accordiotone to Zidjian). from organs to tin trombones and fluffy musical Teddy bears. But their customers, to select correctly | Victor used a demonstration disk as far as records were concerned, over 2,500 needle replacements narrated by Deems Taylor. Philco there were more disks in evidence without requiring cartridge num- had a record narrated by Milton around booths and rooms where ber or model. The new aid is in Cross. Stromberg-Carlsor made new Hi-Fi phonos were demonstrated than were displayed by record manufacturers.

The Phonograph Needle Manu- London had a full-fledged display. This past Tuesday over 150 muto know is the name of the player facturers' Association has been Decca and Coral had joint booth sic publishers, disk jockeys and and how many speeds it plays. formed. The following companies space, but it was used only as a other trade people paid tribute to With this information the needle joined the new organization: Perdirection finder to direct visiting the young warbler on his "Welcan be found without mi take in mo, Recoton, Miller, Tetrad, Election finder to direct visiting the young warbler on his "Welcan be found without mi take in mo, Recoton, Miller, Tetrad, Election finder to direct visiting the young warbler on his "Welcan be found without mi take in mo, Recoton, Miller, Tetrad, Election finder to direct visiting the young warbler on his "Welcan be found without mi take in mo, Recoton, Miller, Tetrad, Election finder to direct visiting the young warbler on his "Welcan be found without mi take in mo, Recoton, Miller, Tetrad, Election finder to direct visiting the young warbler on his "Welcan be found without mi take in mo, Recoton, Miller, Tetrad, Election finder to direct visiting the young warbler on his "Welcan be found without mi take in mo, Recoton, Miller, Tetrad, Election finder to direct visiting the young warbler on his "Welcan be found without mi take in mo, Recoton, Miller, Tetrad, Election finder to direct visiting the young warbler on his "Welcan be found without mi take in mo, Recoton, Miller, Tetrad, Election finder to direct visiting the young warbler on his "Welcan be found without mi take in mo, Recoton, Miller, Tetrad, Election finder to direct visiting the young warbler on his "Welcan be found without mi take in mo, Recoton, Miller, Tetrad, Election finder to direct visiting the young warbler on his "Welcan be found without mi take in mo, Recoton, Miller, Tetrad, Election finder to direct visiting the young warbler on his "Welcan be found without mi take in mo, Recoton, Miller, Tetrad, Election finder to direct visiting the young warbler on his "Welcan be found without mi take in mo, Recoton, Miller, Tetrad, Election finder to direct visiting the young warbler on his "Welcan be found without mi take in mo,

CHICAGO, July 18 .- Just as a cial program. And, if anything, House. Just as a year ago, RCA the number of record manufac- Victor combined its record display turers actually exhibiting their with home instruments, but it products was at a lower ebb than amounted to only a few albums and LP's scattered thruout the

Kiddie Firms

Holding the fort for the record industry were principally indie kiddie lines such as Simon & new 35-cent pop label, Bell Records. Also on hand from the pop field was Cadence. Tico and Rama and Folkways wrapped up the record companies with displays.

Tho the record companies con-(Continued on page 53) remain unchanged.

MUSIC INDUSTRY HOLDS CLAMBAKE FOR FISHER

NEW YORK, July 18. - In France July 14 is Bastile Day, but for the music industry July 14 Of the larger record firms, only this year was Eddie Fisher Day. upstairs suites in the Palmer inger Country Club, in Ferndale.

This is not to say that the entire day was spent in drinking toasts to the new teen-age hero; there were such things as golf, swimming and wonderful food to interest the occupants of the Brill Building on the expansive grounds of the Grossinger Country Club. In addition to the pubbers and the deejays, all of the RCA Victor brass and a.&r. staff flew up, and Perry Como also was an honored guest at the affair.

As is usual and expected at shindigs of this sort, there was a golf tournament, even tho winning scores were based on nine holes rather than 18, due to a real Catskill Mountain rainstorm during the afternoon. Winners of the Class A division were Mickey Garlock, first prize; Kelly Camarata, second, and Harry Weins stein, third. Class B winners were Lester Sacks, Harry Santly, Art Weems and Monroe Golden. Class C prize - winners were Harry Romm, Joe Gaulkin and Larry Shavne. Martin Block was the closest in the hole-in-one contest, with Brad Phillips runner-up. George Paxton hit the longest drive of the day, with Tutti Cam-arata second. (Kelly Camarata had the longest drive of all, but since he had already snagged one prize he was disqualified from

this contest.) Two cute prizes were presented for winners of special divisions. (Continued on page 53)

Announcing . . .

The FALL RECORD MARKETING **ISSUE**

-featuring fall merchandising and promotion plans of record and Introducing . . .



—a further development of The Billboard Music Popularity Charts . . . covering Classical Records, Popular and Jazz Albums and Children's Records.

hitherto a one-artist label via Julius LaRosa. Jubilee Records and equipment manufacturers. signed Verna Leeds, formerly with Fiesta. . . . Visiting artists at the show included Karen Chandler, THE BILLBOARD-AUGUST 29th ISSUE the Four Aces, Eartha Kitt, Webb

London Preps: **DB** Drive for LP, EP Disks

Designed to Build **Dealer Inventory** In Steady Sellers

CHICAGO, July 18. - London Records, Inc., announced its fall plans to distributors attending the music merchants' trade show this week. The drive again will be known as the DB (delayed billing) program as it was a year ago. The concentration will be placed on catalog LP and EP merchandise and will revolve around having dealers build their inventory strength by breadth of stock of steady sellers carried rather than in overloading in depth of stock of a few items, according to Lon-

To stimulate dealer interest, two principal incentives will be offered dealers. On all catalog stock orders a dealer purchases between August 1 and September 19, he will receive an extra 10 per cent discount. This discount applies both to current catalog packaged merchandise as well as to any new LP's and EP's released during the seven-week buying period.

Secondly, the plan offers a dealer delayed billing. Payment ord sold.

aids including floor LP display racks holding 300 LP's; counter display racks designed to hold 100 EP's; new catalogs covering LP and EP merchandise; window displays and in-store display material for listening booths, walls and counters.

The London packaged record c.,talog contains 750 LP's and 100

Mercury Signs 4 R&B Artists

HOLLYWOOD, July 18.—Four artists this week were acquired for Mercury Records by W. D. Kilpatrick in his new added capacity of artist and repertoire director for rhythm and blues.

all are from the New Orleans the BMU. area. They are Woo Woo Moore, Ray Johnson, Lollypop and Pat business trip, will arrive in Paris Valadear. He also signed Tibby on July 26. He will discuss other Edwards, male hillbilly singer matters of mutual interest to the high fidelity.) from New Orleans.

Mercury has added a Midwestern with Hardie. regional manager to relieve Morry Price. national sales manager, from such duties. The new executive is Al Avers, formerly asso-ciated with the Sampson Com-pany, Columbia Records' Midwest distributor. Avers will make Chicago his headquarters along with

Dee Gee Line To Lubinsky

NEW YORK, July 18.-Herman Lubinsky, president of the Savoy wide distribution for the Dee Gee line. Over 200 masters are involved in the deal, many not yet released.

According to Lubinsky, the deal calls for maintaining the Lee Magid, Eastern recording Jenner. chief for Savoy, remains in his present position.

URGES CAUTION ON HI-FI TERM

CHICAGO, July 18.—With the fall boom on high fidelity phonos all set to kick off at the consumer level, Frank Freimann, president of Magnavox, cautioned the radiophonograph industry to use the term high fidelity with care or "risk a loss of public confidence at a time when the entire nation is becoming high-fidelity conscious."

In a prepared statement Freimann said: "There is a growing tendency in the in-dustry to apply the high-fidelity label to anything that reproduces sound. Obviously this type of irresponsible selling will undermine confidence and may stifle public interest in true high fidelity."

GRANZ MAY EFFECT 'JATP,' HEATH SWAP

Petrillo and Hardie Sessions May OK Mutual Exchanges

COPENHAGEN. Denmark. on all purchases made during the July 18. - The possibility that period can be made in three sepa- Norman Granz may get his rate monthly payments, beginning chance to bring Ted Heath's Eng-October 10. According to London, lish ork over to the U.S. for a the extra 10 per cent discount will one-night stand in exchange for increase a dealer's gross profit by a one-night stand of the "Jazz at 16 per cent per record and double the Philharmonic" group in Lonhis net profit on each London rec- don next fall (The Billboard, July 4), moved a step closer to realiza-Along with the added discount tion this week, with the forthand delayed billing, the program coming meeting of American Fedcalls for immediate delivery of eration of Musicians' President merchandise ordered and the regu- Jimmy Petrillo and the British lar 5 per cent return privilege on Musicians' Union chief, Hardie purchases made during this period. Radcliffe. Petrillo and Radcliffe In addition, the firm will back up are set to meet in Paris on July the program with numerous dealer 28, with the object of working out firms reported exceptional re- parts. an exchange plan for American sponse with orders going over last and English musicians so they year's mark. could play commercial dates in each other's country.

okayed by the BMU and has been creases in tone arms, pick-ups and change in our line and-we look working on getting it approved other components. Some manu- forward to none. Business has by the AFM. Naturally, if the facturers, however, stated they been good." The price leader here AFM and the BMU work out a had absorbed the cost of the in- is a \$24.95 phono. reciprocal arrangement, Granz's creases and passed the savings

plans will be set. adamant about permitting foreign musicians to perform in the States in exchange for American musicians performing abroad. would earn more here than American could earn abroad. The BMU retaliated to this stand by barring American musicians in England. However, it is understood that better than last year. the AFM has modified its position and is willing to allow exchange dates as long as a reason-Kilpatrick's quartet of artists able plan can be worked out with

Petrillo, now in Denmark on a AFM and the BMU in addition to Meanwhile, it announced that the exchange plan when he meets

OFF-BEAT

Jenner Juke Hearing Has Its Comedy

WASHINGTON, July 18. -There was plenty of color and a bit of humor as Sen. William E. Jenner (R., Ind.) staged a oneman subcommittee hearing and Regent record companies, has completed a deal with Dee Gee Records. Detroit-based jazz label. to handle national and worlda heavy schedule of Senate business, was the sole member of the three-member Senate Judiciary Subcommittee on Copyrights, Patents and Royalties who was able to attend, and he took over label's name and for Dave Usher. as presiding officer. Announcing lein, Ltd., New Orleans, La., treascording for the label. Ushers will on the agenda to witnesses from Wilking Music Company, Indianalso handle artists and repertoire the most remote places, he called apolis, was renamed trustee to the assignments in the Detroit area first on songwriter Dorothy M. R. American Music Conference. for the Savoy line. Plans calls for Stewart, asking her where she early release of additional Dee was from. "I'm from Australia," of directors are Earl Campbell, H. Gee masters on both LP and EP. she said. "Come forth," said J. Sneller, R. W. Schirring,

High Fidelity Grabs Spotlight At NAMM Meet; Boom Coming

Prices Geared for Mass Appeal; Phono Makers Hop on Bandwagon

Continued from page 1

increase in the postwar years, brackets that wave the hi-fi ban- as Fisher have new units avail-until now it has been a "class" ner. Despite the conservative aprather than a "mass" market. But proach of some, it is likely that beginning this fall the magic word beginning this fall the magic word will be "hi-fi" for all sets capable individual companies. Amplifier the buyword as well as the by- of delivering an expanded frethe buyword as well as the by-word for the record and phono-word for the record and phonograph business.

The sudden surge in dealer hi-fi to two facts. Almost without ex- to a flood of new terminology ception all the biggest and best which will in all liklihood be Most, however, are equiped with known phonograph manufacturers are featuring for the fall market phono sets billed to retically every case, it will be the bandying around such terms as most popular range being 50 to companies' maiden voyage into treble roll-off, feedback, tweeters, 12,500. The GE variable reluctance produce sound faithfully. In practhe market. Secondly, the price decibels and intermodulation dis- pick-up is the one most widely levels in most cases are geared tortion with casual frequency. used, the a number of firms have to appeal directly to the mass Manufacturers advertising agen-

\$1,300. Phonos said to give concert hall reproduction will be

Along with the general enthusinterest can be pointed directly iasm, many dealers were exposed Thruout the exhibit hall and dis- frequency characteristics range play rooms engineers and factory from an announced low of 20 to representatives in the know were 20,000 cycles per second, with the market for the first time.

Hi-fi sets and component parts were displayed at the show that will cost a customer as much as "phonorama" and "acoustic lens."

Name to Change agent come up with their own.

Price-wise the range starts at about \$100. Magnavox's table model lists for \$99.50 and Motor-olar olars plastic table model for \$99.95.

Many to Choose From available to consumers for \$100. such companies as RCA Victor, its table model at \$139.95 and its Some manufacturers are care- Philco, Motorola, Magnavox, Zen-fully avoiding the word "high ith, Webcor and V-M, all names

quency response and internal fidelity" in their claims, tho they to be reckoned with in the phonoimpedance than with revolutions maintain their sets deliver as graph market. In addition, such per minute has shown a marked much as those in the same price established high fidelity makers

A great deal of variance exists units run from two watts to as high as Fisher's 40-watt model. There is also a wide range of speaker characteristics. The Webcor is equipped with three speakers, the Magnasonic with four.

Magnavox also has a console unit New to the hi-fi market are for \$198.50. RCA Victor has priced console at \$275. Firm also will sell companion speakers for use in another room. Philco's Phonorama sells for \$500 and \$1,000 (the latter also has television). Stromberg-Carlson's custom 400 is pegged at \$575. Webcor's Musicale, a table model, lists for \$149.50. The Kelton Company, a new Cambridge, Mass., firm, has set the price at \$199.50 for its maiden unit. On the higher end, North American Philips, a subsidiary of the Holland Electronics firm, is offering a phonograph-radio com-bination at \$850 to its exclusively franchised dealers. At the top of the ladder probably is Fisher Radio whose combination of separate components for a custom installation costs as much as

Non-Hi-Fi Phono Maker Biz Reported Spotty

By STEVE SCHICKEL

CHICAGO, July 18 .- Manufacturers showing non-high fidelity phonographs at this year's Na- a tightening of credit by financing tional Association of Music Mer- agencies this fall. Should this

Many manufacturers have increased prices to dealers around Granz has already had his plan the 5 per cent mark owing to in- Ind .- "There has been no price along to the dealer in hopes of Mount Vernon, N. Y .- "Yes, we Up to now the AFM has been adding bigger fall and Christmas did increase our price slightly, traffic for their lines. Most man- but that was only because of the ufacturers stated they believed increase in cost of parts to us. the prices, as quoted at the show- Business has been good, so good, ing, would hold thru the fall. in fact, that we expect to go on

> The greater availability of phonograph motors this year is another factor giving executives priced at \$12.95. hope that fall business may prove

Leader Prices

Leader prices at this year's show seemed to fluctuate around the \$24.95 mark with a few under and a few over that price. In one instance, a manufacturer was using a \$99.50 hi-fi, two-speaker unit as a leader. (See story on

Firms selling direct to wholesale and mail order houses reported doing exceptionally good business, as well as those selling

direct to department stores. A somber attitude was taken by some of the manufacturers due to

a tightening of credit by financing chants' convention reported doing happen, some concerns will find spotty business, but in some cases, themselves short on motors and Following are a few comments made by officials of phonograph

the circulation of tales concerning

companies: Audio Industries, Michigan City,

Symphonic Radio & Electronic Corporation, Boston.—"There has been no price increase in our line. Business has been much better

Victor Shows 39% Increase In One Month

NEW YORK, July 18.-Riding on the crest of one of its lushest hit-producing periods in some time, RCA Victor has checked its current sales down to the distribmusicians performing abroad. ing, would note that this fall will allocation." The price leader here utor-dealer level and reports a stand has been based on the Some believe that this fall will allocation." The price leader here utor-dealer level and reports a slocation that the foreign musicians heat last fall's orders. Roland also handles the Bozo the from distribs to dealers during Clewn line for Capitol Records the past month over the same month a year ago.

Diskery also reports being back ordered to the extent of 5,000 on the Eartha Kitt album from which her current click "C'est Si than expected, and we are doing Bon" was extracted. Over 25,000 well." The price leader here is a Kitt albums have been sold as a three-speed unit selling at \$24.95. result of the action on the single.

Convrighted material

Wells Elected Prexy of NAMM

CHICAGO. July 18.—Russell B. Wells, of Denver, was elected president for the 1953-'54 term of the National Association of Music Merchants which held its convention at the Palmer House here this week.

Wells is president of Charles E. Wells Music Company, which has stores in Cheyenne and Casper, Wyo., as well as in Denver.

Other officers elected were: Earl Campbell, of Campbell Music Company, Washington, D. C., vicepresident; Paul E. Murphy, of M. Steinert & Sons, Boston, secretary; Parker M. Harris, of Philip Welein, Ltd., New Orleans, La., treas-

The new members of the board Thomas J. Holland, Rudolph Sieg-After she was sworn in as wit- ling. B. E. Neal, Oliver H. Ross (Continued on page 53) and James F. Maroney.



Music Sales Up 6% in May NOW SINGULAR

WASHINGTON, July 18 .- Department store sales of phonograph records, sheet music and musical instruments in May were 6 per cent higher than in the same month last year, the Federal Reserve System reported this week. Sales for the first five months of 1953 fell 1 per cent behind the corresponding period last year.

Sales of radios, phonographs and TV sets in May were 16 per cent lower than the previous May. Sales for the five months were 7 per cent lower than in the same period last year.

'THESE HANDS'

NEW YORK, July 18. -During the day's festivities at Grossinger's this week when the music business "lived it up" as the guests of the hotel and Eddie Fisher, Ben Bloom, publisher of "With These Hands" received many con-gratulations on his hit. That is, until Fisher's manager Milton Blackstone saw Bloom with his arm in a sling because of chipped bone.

Cracked Blackstone, "Ben, you'll have to change the title to 'With This Hand'."



LOVE EVERY MOMENT YOU LIVE (Meridian)

June Valli - Victor (2:30) Billboard . . . This Week's Best Buys listing - "New record to watch" Eddy Howard - Mercury (2:12)

Variety . . . "takeoff potential" - "juke natural" Art Lund - Coral (2:01)

Billboard . . . *Bouncy and bright* IF AND WHEN (Blue River) (2:10)

backed with YOUR KISSES AREN'T KISSES ANY MORE (Ridgeway) (2:10)

Pee Wee King-Victor

Billboard . . Kisses . . "one of best King recordings in long time"

Cash Box . Bulls Eye of the Week for both sides "If And When - excellent side for mellow listening"

**** WHERE THE WINDS BLOW (Montclare) (2:28)

YE AMO (Fran-Nan) (3:10)

Frankie Laine - Columbia

Billboard . . . This Week's Best Buys - "Very good reports on this - most strength on Winds."

Cash Box . . *potent contenders - effective sides*

MY LOVE, MY LOVE (Meridian) (2:54)

Joni James - MGM "another potential winner"

Cash Box . . Disk of the Week - "melody and lyrics perfectly wed and Joni caresses them"

* * * * .THE LIFE THEY LIVE IN SONGS (Acuff-Rose) (2:40) backed with

I DON'T CLAIM TO BE AN ANGEL (Hill & Range) Kitty Wells - Decca

Billboard . . . **Life** - New Records To Watch - *very clever tune idea - solid performance"

WON'T BE HOME NO MORE (Acuff-Rose) (2:43)

backed with MY LOVE FOR YOU (Acuff-Rose) (2:22)

Hank Williams - MGM Billboard . . . New Records To Watch - "should do okay"

Cash Box . . Bulls Eye of the Week - "more hits for Hank Williams"

DARLIN' AM I THE ONE (Valley) (2:56)

backed with HEY, JOE (Tannen) (2:25)

Carl Smith - Columbia

Billboard . . . New Records To Watch - "Darlin" - beautifully performed side"

"Hey, Joe" - "could set cash registers ringing"

Watch for Frankie Laine's new rendition.

FOLLOW UP.

CRYIN' IN THE CHAPEL (Valley)

*Darrell Glenn, Rex Allen and June Valli all showing strength. "June Valli - one listen should convince everyone that

this platter has everything"

GAMBLER'S GUITAR (Frederick)

Rusty Draper - Mercury - High on all charts. Breaking

BROADCAST MUSIC, INC. 580 FIFTH AVENUE . NEW YORK 19, N. Y. New York - Chicago Hollywood . Toronto Montreal





Blicher-Hansen **Business Folds**

COPENHAGEN, Denmark, July 18. - I. Blicher-Hansen, head of the Skandinavisk Koncertdirektion and one of the leading bookers of American longhair and jazz concert artists in Scandinavia, threw in the sponge last week due to inability to meet current debts.

Largely responsible for the crash were Blicher-Hansen's recent bookings of Josephine Baker, Frank Sinatra and a troupe of Spanish dancers-all of which left the concert booking firm with deficits. Josephine Baker's appearances here were not flops but expenses of the star, her supporting ork and vaude acts exceeded the revenue from ticket sales, as no large-capacity hall was available at the time she appeared here. With the Sinatra shows and the Spanish Ballet troupe both failing to pull attendance, Blicher-Hansen was left holding the bag.

tail end of the local concert season left the booker with no chance to cover his losses until end of the summer season. Blicher-Hansen is seeking fresh capital and has hopes of getting back into the booking field.

Max Steiner **Exits Warner**

HOLLYWOOD, July 18 .- A 16year association with Warner Bros. ends next month when three-time Oscar winner musical composer Max Steiner exits the studio to take up free-lance scoring and esfirm.

recently concluded the scoring on combo. "So Big" and was responsible for the scoring on "Charge of Feather River," now being released.

The veteran musician is under-The veteran musician is under-stood to be considering offers from Push Moves On at least three major pubberies. While he's not expected to announce definite plans until after a brief vacation following his departure from Warner Bros., Steiner is also believed planning to form his own publishing firm which he'll affiliate with a large Eastern concern. He plans to publish his as well as the music of others, con-centrating on "good music," in-cluding popular, albums and mo-tion picture scores. Steiner also contemplates scoring a limited number of movies.

3 Longhairs Inked by Cap

HOLLYWOOD, July 18.-Capitol continues to expand its classical roster of solo artists with the recent acquisition of San Francisco Opera soprano Dorothy Warensjold, soprano Marguerite Piazza, pianist Sash Gordonitzky and 'cellist Joseph Schuster. Capitol had already signed violinist Nathan Milstein and prior to that its first soloist was Southern California pianist Leonard Panerio.

Miss Piazza's first Cap release will be an album with Gordon MacRae. Miss Warensjold had recorded "The Student Prince" with MacRae on a one-album basis prior to being inked to a standard disking deal. She will be used in classical and semi-classical recordings. No sessions have as yet been set for any of the soloists with the exception of Miss Piazza's projected MacRae album.

'Lescaut' 1st Cap Cetra Wax

HOLLYWOOD, July 18.-Capitol's first new Cetra release will be the first current recording of the complete "Manon Lescaut" by Giacomo Puccini. One of Puccini's earlier works, the opera has not enjoyed the wide platter coverage afforded some of his other operas.

Only other disking of the opera now in existence was made more than a decade ago in Milan and released domestically under the Columbia banner. It was recently brought back by Columbia in LP form as part of its special request releases. Interest in the opera is expected to be furthered by the Met's staging it next season.

TITLED 'TEE FOR TWO' MAYBE

NEW YORK, July 18 .- The sudden spate of golfing days in honor of various music personalities such as Fred Waring, Perry Como, Eddie Fisher, et al., has caused some golf bugs to demand at least one such clambake a week during the summer. 'That's what we need," stated one en-thusiastic disk official to Decca a.&r. exec Paul Cohen, "more golf events. We should have at least eight in July and August." "What are you trying to do," Cohen asked him, "make an album?"

Col. Toppers Head for Chi.

NEW YORK, July 18 .- Practically all of the brass in the Columbia organization will be represented at the firm's forthcom-The triple blow arriving at the ing national distributor convention to be held at Chicago's Palmer House July 24, 25 and 26.

Execs heading west next week include prexy Jim Conkling, Goddard Lieberson, Bill Wilkins, Paul Wexler, Terry Southard, Stan Kavan, Irving Townsend, Al Earl, Herb Greenspon, Jim Sparling, Al Selkowitz, Elmer Eldridge, Ray Builter, Bill Bachman, Andy Schrade, Bill O'Boyle, Debbie Ishlon, Art Schwartz and the entire Columbia a.&r. staff: Mitch Miller, Paul Weston, Percy Faith and George Avakian.

As if that isn't enough, nearly a dozen Columbia artists will be on hand to say hello to the distributors and salesmen. Line-up tablish his own music publishing so far includes Tony Bennett, Jimmy Boyd, Toni Arden, Jerry Steiner will leave the movie Vail, Otto Cesana, Martha Lou studio when scoring for "The Boy Harp, Champ Butler, the Paulette From Oklahoma" is completed, He Sisters and the Art Van Damm

UA Flick Tune

NEW YORK, July 18.-United Artists Corporation is moving ahead with its exploitation push on tunes from its current flicks. The film firm is sending a special program of movie music played by Henri Rene and his Silver Strings ork on RCA Victor Records to 500 stations from coast to

Tunes include "Song From Moulin Rouge," "Return to Paradise," "The Moon Is Blue," "The Melba Waltz" and "Is This the Beginning of Love." "Waltz" and "Love" are sung by Patrice Munsel. The program is part of music exploiter Lyle Engel's campaign to push flick tunes.

Bill Would Amend Copyright Code

WASHINGTON, July 18 .- A bill amending the copyright code to provide a three-year statute of limitations in civil actions has been introduced by Rep. Kenneth B. Keating (R., N. Y.).

Keating acted at the request of the Copyright Committee, Bar Association of New York City. Under the present law, limitation of civil actions varies from State to State.

Billboard's Best Buy

Patti Page's "BUTTERFLIES"

Mercury 70183

SANTLY JOY, INC.

20th Century-Fax Film "RUBY GENTRY"

The Beautiful Theme Melody From The

MILLER MUSIC CORPORATION

Gladys Shelly & Abner Silver's

Recorded by FELICIA SANDERS with PERCY FAITH'S ORCH.

LINCOLN MUSIC CORP. 160 Central Park South, New York

The Terry Theme

from "LIMELIGHT"

-instrumental-

'Eternally''

"LIMELIGHT"

BOURNE, INC.

-vocal-

Another Song You'll Be Hearing

"GOOD FOR NOTHING HEART"

Somewhere

CHIC LAYNE with George Williams Orch.

TC 5011

Manufactured by Gotham Record Corp.

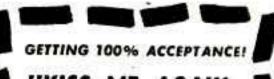




Watch Us Grow!

MOONLIGHT TANGO TENNESSEE WIG-WALK

Village Music Company



"KISS ME AGAIN, STRANGER''

> DORIS DAY Columbia Records

HOLLIS MUSIC, INC. New York, N. Y.

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditorums and arenas. We can refer in-

quirles from your territory to you.

—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were linancially responsible or secured responsi-ble underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, III.

Capitol Bury Don FC

TOP SELLERS-

POPULAR

Based on Actual Capitol Sales Reports

| 1. | VAYA CON DIOS JOHNNY (IS THE BOY FOR ME)L. Paul & M. Ford2486 |
|-----|--|
| 2. | HALF A PHOTOGRAPH ALLEZ-VOUS-EN |
| 3. | APRIL IN PORTUGAL SUDDENLY |
| 4. | OH! SAN |
| 5. | RETURN TO PARADISE ANGEL EYES |
| 6. | RUBY A LITTLE LOVE L. Baxter |
| 7. | PRETEND DON'T LET YOUR EYES GO SHOPPING N. Cole |
| 8. | GIGI I LOVE PARIS |
| 9. | MY ONE AND ONLY LOVE I'VE GOT THE WORLD ON A STRING F. Sinafra |
| 10. | MY HEART KNOWS WHEN LOVE GOES WRONG |
| 11. | I AM IN LOVE MY FLAMING HEART |
| 12. | NO MATTER HOW YOU SAY GOODBYE GOIN' STEADY |
| 13. | TERRY'S THEME FROM "LIMELIGHT" PEG O' MY HEART |
| 14. | I LOVE YOU SO MUCH LET ME HEAR YOU SAY |
| 15. | BAIA ALL ABOUT RONNIE |
| 16. | I BELIEVE THE GHOST OF A ROSE |
| 17. | BLUE GARDENIA CAN'T I |

LATEST RELEASE

No. 378

| ALL I WANT IS A CHANCE YOU CAN'T GO ON FOREVER BREAKING MY HEART | Al Martino 2535 |
|---|--|
| CREAM PUFF | |
| SEPTEMBER IN THE RAIN | L. A. City College Orch 2536 |
| DOUBLE CROSSIN' LIES | |
| EVERY TEAR I CRY | . "Big Bill" Lister 2537 |
| CHEROKEE EYES | A THE PROPERTY OF SECURIOR SEC |
| USELESS | . The Amber Sisters 2538 |
| 40 CUPS OF COFFEE | -Law work visit agreement |
| OH! YOU CRAZY MOON | . Ella Mae Morse2539 |
| A FOOL WAS I | WEST COMMON WINESE COMMON COMM |
| IF LOVE IS GOOD TO ME | . Nat "Kign" Cole 2540 |
| FREE, WISE AND 21 | |
| NOBODY HOME | . Rod Morris |
| DUMMY SONG | |
| UH-HUH | . Frances Paye2542 |
| AFFAIR WITH A STRANGER | W. I. V |
| RICOCHET | . Vicki Young2543 |
| GAMBLER'S GUITAR SHUT UP AND DRINK YOUR BEER | Maula Tanula 3544 |
| | IT & IT |
| FOR ME, FOR ME CRYING IN THE CHAPEL | Warley Tuttle 25/15 |
| SIXTEEN CHICKENS AND A TAMBORINE | . Hester Tuttle2343 |
| DON'T SAY GOODBYE | Doy Acuff 2549 |
| | . KU J ALUII |

YOU'LL BE CRAZY ABOUT FAYZIE ---

FRANCES FAYE

sinaina

"DUMMY SONG"

"UH-HUH"

with DAVE CAVANAUGH'S MUSIC

on Record No. 2542

TOP SELLERS-

COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

| 1. | RUB-A-DUB-DUB I'LL SIGN MY HEART AWAY |
|----|--|
| | H. Thompson2445 |
| | A DEAR JOHN LETTER I'D RATHER DIE YOUNG (THAN GROW OLD WITHOUT YOU) J. Shepard |
| | I CAN'T WAIT WHAT'S THE USE TO LOVE YOU F. Young2461 |
| 4. | THE MARSHAL'S DAUGHTER THE SAN ANTONE STORY T. Riffer |
| 5. | IT'S YOUR LIFE BABY, I'M COUNTIN' S. McDonald |
| 6. | MINNI-HA-CHA I LOST MY HEART TODAY F. Huskey |
| 7. | I HAVE BUT ONE GOAL THE SINNER'S DREAM Smith Brothers |
| 8. | I FORGOT MORE THAN YOU'LL EVER KNOW POOR BOY, RICH LOVIN' S. James |
| 9. | THE BELLS OF MONTERREY SWEET BUNCH OF BITTERWEEDS D. Dickerson 2504 |

10. OKEE-FI-NO-KEE

UNDECIDED HEART

POPULAR ALBUMS

Based on Actual Capitol Sales Reports

| 1 | 1. | MUSIC FOR LOVERS ONLY Jackie Gleason |
|--|-----|--|
| The state of the s | 2. | CAN-CAN Original Broadway Cast452 |
| Contract of | 3. | LOVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY Jackie Gleason |
| 0.00 | 4. | SKETCHES ON STANDARDS Stan Kenton |
| | 5. | THE HIT MAKERS! Les Paul & Mary Ford416 |
| | 6. | BY THE LIGHT OF THE SILVERY MOON Gordon MacRae & June Hutton 422 |
| 2000 | 7. | NEW CONCEPTS OF ARTISTRY IN RHYTHM Stan Kenton |
| 2000000 | 8. | THE KAY STARR STYLE Kay Starr |
| | 9. | THE BILLY MAY BAND Billie May412 |
| | 10. | JANE FROMAN FAVORITES Jane Froman |
| ACCOUNT OF THE PERSON OF THE P | 11. | UNFORGETTABLE Nat "King" Cole357 |
| 47.6 | 12. | TODAY'S TOP HITS-YOL. IX |

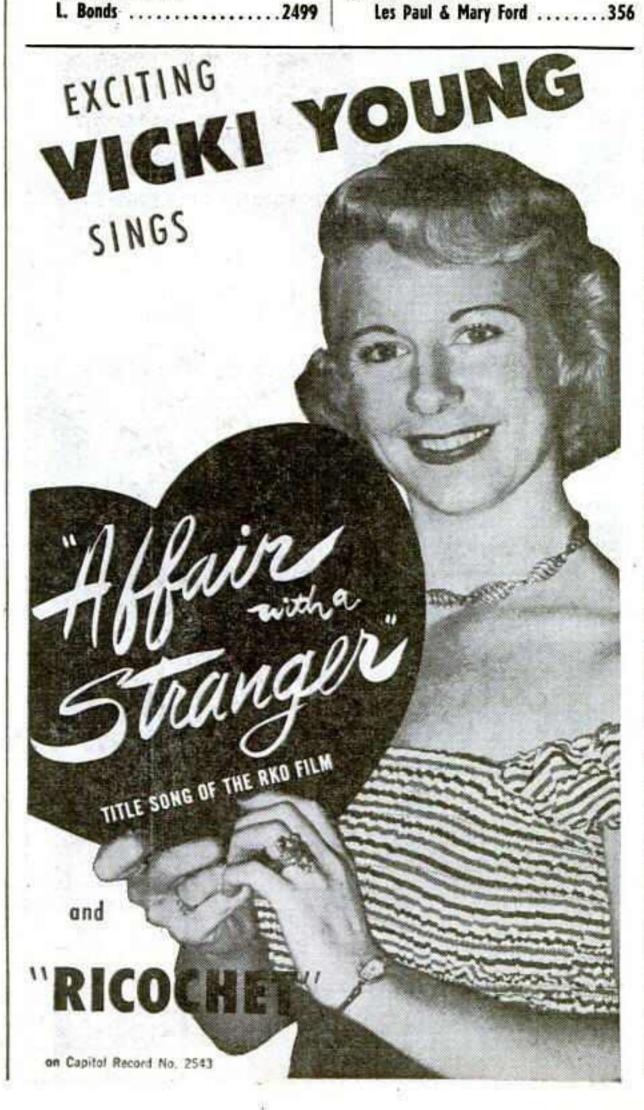
Eight Top Artists..........9114

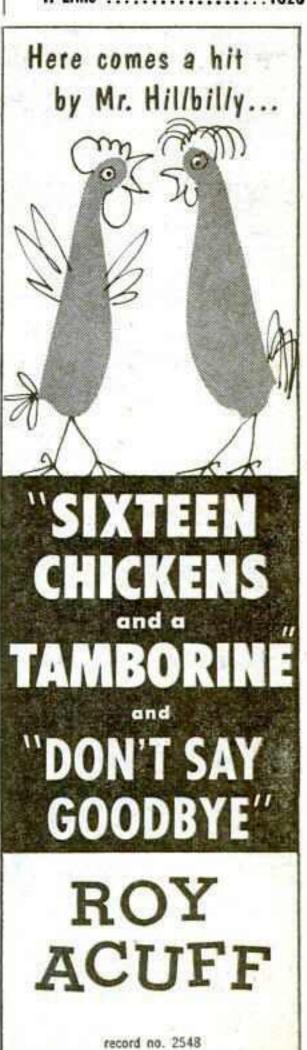
13. BYE BYE BLUES

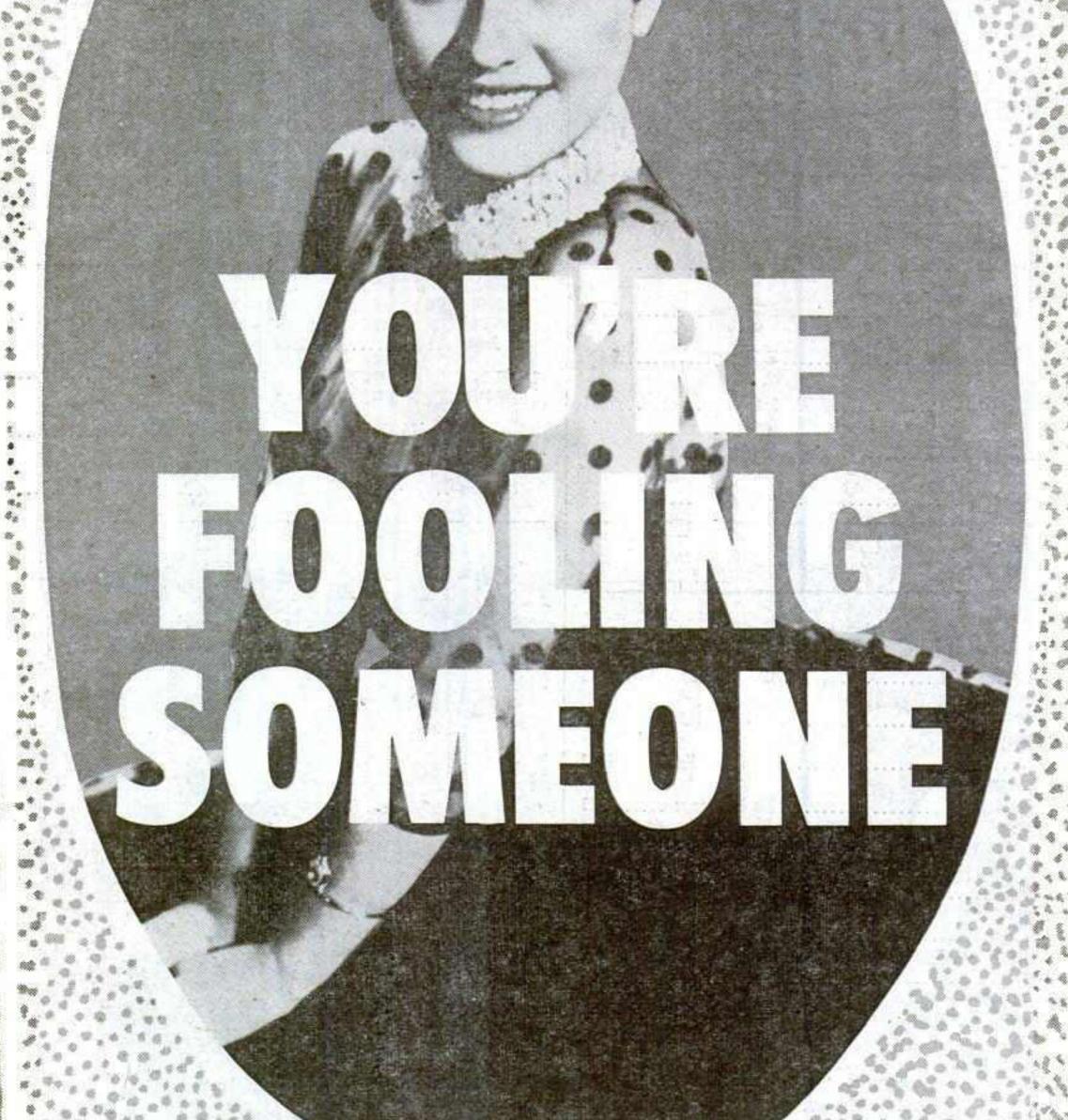
BEST SELLING-

Based on Actual Capitol Sales Reports

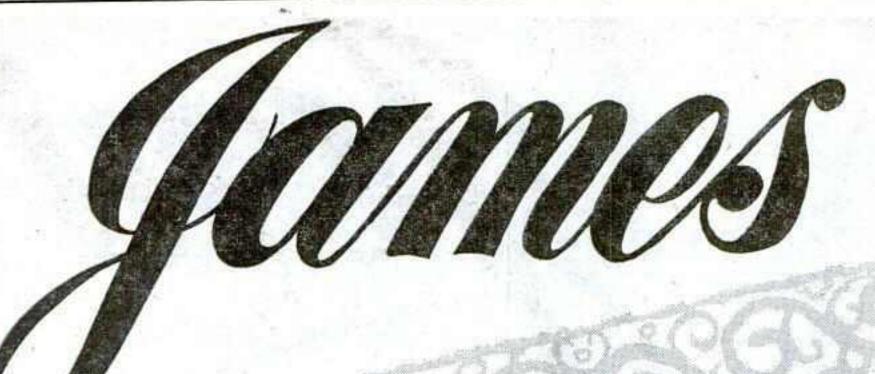
| 1. TWELFTH STREET RAG THE CHARLESTON |
|---|
| P. Hunt |
| 2. TENNESSEE WALTZ MOCKIN' BIRD HILL |
| L. Paul & M. Ford |
| 3. SEPTEMBER SONG |
| LAURA |
| S. Kenton |
| 4. WHEEL OF FORTUNE |
| - K. Starr |
| 5. SO TIRED |
| WABASH CANNON BALL |
| K. Starr1660 |
| 6. HOW HIGH THE MOON |
| JOSEPHINE L. Paul & M. Ford |
| 7. WUNDERBAR |
| BEYOND THE SUNSET |
| J. Stafford & G. MacRae1659 |
| 8. RAMONA |
| SO IN LOVE |
| G. MacRae |
| 9. WHISPERING HOPE I'LL STRING ALONG WITH YOU |
| J. Stafford & G. MacRae1642 |
| 10. I'LL NEVER BE FREE |
| MY OWN |
| K. Starr & T. Ernie1623 |
| 11. SLIPPING AROUND |
| WEDDING BELLS |
| M. Whiting & J. Wakely1634 |
| 12. HOLA |
| JEALOUS |
| L. Paul & M. Ford |
| ANTICIPATION BLUES |
| T. Ernie |







MGM 11543 .78 rpm . K11543 45 rpm





Records.

MGM 11543 78 rpm @ K11543 45 rpm.



(A subsidiary of DECCA RECORDS, DE

The Billboard's Music Popularity Charts

Favorite Tunes

. . . For Week Ending July 18

Tunes are ranked in order of their current national selling

Best Selling Sheet Music

importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers thruout the country and are weighed according to jobber Weeks importance. (R: Indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical. SONG FROM MOULIN ROUGE (R) (F)-Broadcast APRIL IN PORTUGAL (R)—Chappell..... 3. I'M WALKING BEHIND YOU (R)-Leeds...... 4. I BELIEVE (R)—Cromwell..... NO OTHER LOVE (R) (M)—Williamson..... VAYA CON DIOS (R)-Ardmore..... 7. RUBY (R) (F)—Miller..... 5 8. LIMELIGHT (Terry's Theme) (R) (F)-Bourne..... 13 8. YOU, YOU, YOU (R)—Mellin..... 11. JUST ANOTHER POLKA (R)-Frank...... 6 12. ANNA (R) (F)—Hollis..... 14. SAY YOU'RE MINE AGAIN (R)-Meridian...... 10 15. WITH THESE HANDS (R)-Bloom.....

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHA-BETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 30 in Radio

Anna (R) (F)—Hollis—BMI April in Portugal (R)-Chappell-ASCAP Big Mamou (R)-Peer-BMI Call of the Far Away Hills (R) (F)-Famous-ASCAP

Eyes of Blue (R) (F)-Paramount-ASCAF I Believe (R)—Cromwell—ASCAP If I Love You a Mountain (R)-Feist-ASCAP

I'm Walking Behind You (R)-Leeds-ASCAP

I'm Your Girl (R) (M)-Williamson-ASCAP Just Another Polka (R)-Frank-ASCAP Keep It Gay (R) (M)-Williamson-ASCAP

Love Every Moment You Live-Meridian-Melba Waltz (R) (F)-Bregman, Vocco & Conn-ASCAP

My One and Only Heart-Roncom-ASCAP Nearness of You (R)-Famous-ASCAP

Allez Vous En (R) (M)—Chappell—ASCAP No Other Love (R) (M)—Williamson—

P. S.: I Love You (R)-La Salle-ASCAP

Pretend (R)-Brandom-ASCAP Ramona (R)-Lion-ASCAP

Return to Paradise (R) (F)-Remick-ASCAP Ruby (R) (F)-Miller-ASCAP

Say You're Mine Again (R)-Blue River-

Seven Lonely Days (R)—Jefferson—ASCAP Side by Side (R)-Shapiro-Bernstein -ASCAP Someone's Been Reading My Mail (R)-

Witmark-ASCAP Song From Moulin Rouge (R) (F)-Broadcast-BMI Tell Us Where the Good Times Are (R)-

Oxford—ASCAP Vaya Con Dios (R)-Ardmore-ASCAP Your Cheatin' Heart (R)-Aculf-Rose-BM1

Top 10 in Television

Can-Can (R) (F)-Chappell-ASCAP Gambler's Guitar (R)-Devere-BMI Believe (R)—Cromwell—ASCAP Kaw-Liga (R)—Milene—ASCAP

My Lady Loves to Dance (R)-United-

My One and Only Heart (R)-Roncom-ASCAP

No Other Love (R) (M)-Williamson-

Song From Moulin Rouge (R) (F)-Broadcast-BMI

Star Spangled Dawn-Holly Brook-ASCAP Your Cheatin' Heart-Acuff-Rose-BMI

England's Top Twenty

Based on cablec reports from England's top music jobbers. American publishers of each tune is listed in parenthesis. Asterisk indicates no American publisher.

- 1. Limelight
- (Bourne) 2. Moulin Rouge Theme-Connelly (Broad-
- 3. I Believe-Cinephonic (Cromwell)
- 4. I'm Walking Behind You-Peter Maurice (Leeds)
- 5. Hold Me, Thrill Me, Kiss Me-Mills
- April in Portugal-Sterling (Chappell)
- Pretend-Leeds (Brandom)
- 8. Tell Me You're Mine-Chappell (Capri) 18. I Talk to the rees-Chappell (Chap-Downhearted-New World (Paxton)
- 11. Seven Lonely Days-Feist (Jefferson)
- Theme)-Bourne | 12. Pretty Little Black Eyed Susie-Cinephonic (Santly-Joy)
 - 13. Have You Heard?-F.D.H. (Brandom)
 - 14. In a Golden Coach-Box & Cox (Box & Cox)
 - 15. Your Cheatin' Heart-Bradbury Wood (Acuff-Rose)
 - 15. The Queen of Tonga-Connelly (*) 17. Windsor Waltz-Michael Reine (E. B.
 - Marks)
- pell) 10. Hot Toddy - Aberbach (Coachella- 19. Wonderful Copenhagen-Morris (Frank)
 - 20. Oh! Happy Day-Chappell (Bregman, Vocco & Conn)

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending July 18

| | 1 | | | and the |
|---|------------------------------------|-------|---|---------|
| THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY | Percy Faith and Felicia Sanders | 39944 | • | 4-39944 |
| WHERE THE WINDS BLOW TE AMO | Frankie Laine | 40022 | • | 4-40022 |
| I BELIEVE YOUR CHEATIN' HEART | Frankie Laine | 39938 | • | 4-39938 |
| DOWN BY THE RIVER SIDE TAKE ME BACK | The Four Lads | 40005 | • | 4-40005 |
| KISS ME AGAIN, STRANGER A PURPLE COW | Doris Day | 40020 | • | 4-40020 |
| CANDY LIPS LET'S WALK THAT-A-WAY | Doris Day and Johnnie Ray | 40001 | • | 4-40001 |
| THE MELBA WALTZ AN OLD-FASHIONED PICTURE | Marion Marlowe and Frank Parker | 40032 | • | 4-40032 |
| RETURN TO PARADISE (Part 1) RETURN TO PARADISE (Part 2) | Percy Faith | 39998 | • | 4-39998 |
| STRANGE THINGS ARE HAPPENING THE HO HO SONG | Red Buttons | 39981 | • | 4-39981 |
| CHEEGAH CHOONEM STICK WITH ME | Rosemary Clooney | 40024 | • | 4-40024 |
| SOMEONE'S BEEN READIN' MY MAIL | Jo Stafford | 40021 | • | 4-40021 |
| TEAR DROP IN THE RAIN BABY LET ME KINDLE YOUR FLAME | Richard Bowers | 40016 | • | 4-40016 |
| GIGI SHANE | Paul Weston | 40014 | • | 4-40014 |
| PLAYMATES SHOO-FLY PIE AND APPLE PAN DOWDY | Jimmy Boyd . | 40007 | • | 4-40007 |
| THE LITTLE BOY AND THE OLD MAN TELL ME A STORY | Frankie Laine and Jimmy Boyd | 39945 | • | 4-39945 |

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending July 18

| Š | HEY, JOE DARLIN' AM I THE ONE | Carl Smith | 21129 | • 4-21129 |
|-----|---|----------------------------------|----------|------------|
| | TRADEMARK. DO I LIKE IT! | Carl Smith | 21119 | • 4-21119 |
| î. | THIS ORCHID MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE | Carl Smith | 21087 | • 4-21087 |
| | I'D RATHER DIE YOUNG THE NIGHTINGALE SONG | Rose Maddox | 21127 | • 4-21127 |
| | A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU | Marty Robbins | 21111 | • 4-21111 |
| | IF I SHOULD WANDER BACK TONIGHT DEAR OLD DIXIE | Lester Flatt and Earl Scruggs | 21125 | • 4-21125 |
| 601 | YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT COLD SHOULDER | Ray Price | 21117 | • 4-21117 |
| # | MY MAMA SAID I'LL STAY SINGLE | Vin Bruce | 21120 | • .4-21120 |
| 11 | MEXICAN JOE YOU HAVE MY HEART NOW | Billy Walker | 21085 | • 4-21085 |
| | SACRED YOU CAN'T TAKE IT WITH YOU | Wilma Lee and Stoney Cooper 2 | 1131-s • | 4-21131-s |

NEW EXTENDED PLAY RELEASES

RAGTIME PIANO-WALLY ROSE

Rooster Rag • Silent Movie Rag • Triangle Jazz Blues • Nonsense Rag B-1710

D AND COICE ATTA C

SUGAR AND SPICE—OTTO CESANA

My Beloved • Hey, Professor! • Reflection • Night Train

QUIET MUSIC MINIATURES-Vol. II

Alt Wien • Toselli's Serenade • Roses of Picardy • Laura

GEORGE MORGAN

Candy Kisses • Almost • Room Full of Roses • Please Don't Let Me Love You

BILL MONROE and his Blue Grass Boys

Kentucky Waltz • Footprints in the Snow • I Hear a Sweet Voice Calling • Blue Grass Stomp H-1709

New Popular Releases

GUY MITCHELL with MITCH MILLER CHICKA-BOOM

CLOUD LUCKY SEVEN

40035 • 4-40035

TRIO LOS PANCHOS

40037 • 4-40037

LADRONA DE BESOS LA GUAYABITA

HERIDA DE AMOR

40038 • 4-40038

New Folk Music Releases

POLLY POSSUM and
JOE WOLVERTON

CASTANETS
BETWEEN YOU AND THE BIRDS

21140 • 4-21140

TOMMY WARREN

I'M GONNA FALL OUT OF LOVE WITH YOU I'M TRYING TO TELL MY HEART

21141 • 4-21141

NEW POPULAR ALBUMS

RAGTIME PIANO

Rag • Roaster Rag • Scott Joplin's New
Rag • Roaster Rag • Silent Movie Rag
• Triangle Jazz Blues • Nonsense Rag
• Hot Chocolate • Castle House Rag

o not Chocolate o Castle No

WALLY ROSE

"Lp" CL 6260

2

SUGAR AND SPICE—Contrasting Moods

My Beloved • Hey, Professor! • Devotion • Night Train • Mine at Last • Marionette • Reflection • Whirlwind

OTTO CESANA and his Orchestra

"Lp" CL 6261



REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

MUSIC

DON CORNELL AND TERESA BREWER

The Glad Song83 CORAL 61027-This sounds like fine summer fare on all levels. The team hit with one like this last year. In fact, the cute finish is a reprise on last year's "You'll Never Get Away." Lots of spirit and fun are evident for a potential click. (Robbins, ASCAP)

What Happened to the Music?....76 Kinda like "Old Phonograph Records" of several moons ago, this is light, airy and bouncy with a twopart lyric and harmony passage. It's mighty listenable and a good second side. (Sunbeam, BMI)

MARIO LANZA

V 10-4209-Mario Lanza's first waxing in nearly a year is a powerful rendition of a big new ballad penned by Bob Merrill. The warbler sings it in heart-felt manner, using his powerful pipes in his own easily identifiable style. He is backed by a large chorus and ork. The tune is a good one, and Lanza's disk strength should help this one move a lot of platters. (Santly-Joy, ASCAP)

Song of India....78 Johnny Mercer has added lyrics to the classical composition, and Lanza hands the tune a sincere and skillful rendition, while the ork and chorus back him with a moving arrangement. Tho this side will not have immediate impact, over the long pull it should turn into a steady seller. (Criterion, ASCAP)

LEROY ANDERSON China Doll79

DECCA 28776-From Leroy Anderson's latest album the label has released these two sides as singles. Both are typically Anderson, the not as powerful as "Blue Tango" or "Sleigh Ride." This side is cute, and the ork hands it a first-rate instrumental rendition. It should pull oodles and oodles of spins and even some juke loot. (Mills, ASCAP)

The Phantom Regiment 78 Same comment, (Mills, ASCAP)

THE DIMENSIONALS

KAINDOW 219-Inc Lac. hit of a few years ago receives a solid rendition here by warbler Donny Baker and the Dimensionals, the label's new instrumental group. The chanter's vocal, the gang shouts and the swinging backing make this one a potent waxing, with a chance to really move with enough exposure. Watch this, it could happen. (Leeds, ASCAP)

Sleepy Time Gal 76 The Dimensionals, the label's new guitar group, get a chance to show what they can do alone on this instrumental slicing. The group turns in a smooth and danceable rendition of the fine oldie, featuring enough attractive sounds to get some attention.

Jocks will use it, and it should pull

coins. (Leo Feist, ASCAP)

MARY ROSE BRUCE

Friends and Neighbors78 V 20-5381-Mary Rose Bruce, new chantress on the label, comes thru impressively on her first waxing, showing off a potent and individual vocal style. The tune is a cross between a pop and a country tune, and the chorus and ork backing is striking. The side has a chance to move up with proper exposure. Thrush has chance to make it. (Personality Productions, ASCAP)

Ain't Heard Nothing Yet 74

Another cute tune receives a bright performance from the label's new canary. On this side she explains that she'd like a few words about marriage from her boy friend. The chorus work and ork arrangement are attractive.

PERCY FAITH ORK

COLUMBIA 40029 - The attractive melody line and Latin-American flavor of this Peruvian item make it sound like a good follow-up to Faith's current click, "Song From Moulin Rouge." (E. H. Morris, ASCAP)

Tropic Holiday 73

Faith has a good instrumental here, too. This side was written by the orkster himself and features, again, the harpsichord. Ops should listen. (Marpet, ASCAP)

THE COMMANDERS

"0"77 DECCA 28779-Tune recently revived via the Pee Wee Hunt cutting on Capitol, receives a first-rate instrumental reading by the label's new house ork. The band gets a chance to show off its fine ensemble work and its attractive, clean sound. This cover slicing of the tune is so late, however, that it will have a tough time catching too much of the loot. (Leo Feist, ASCAP)

Meet the Brass....75 A bright riff is handled brightly by

the ork on this new instrumental waxing. The tune has a bounce, and the ork plays it cleanly and with a lot of spirit. Jocks should spin this a lot. (Englewood, BMI)

The Lambeth Waltz......76 LONDON 1350-A veddy Englishsounding waltz effort is sung in warm style by thrush Vera Lynn, with much help by a chorus of soldiers and sailors and airmen of Her Majesty's Armed Forces. It's a listenable side, but the thrush has had stronger ones in the past.

Queen of Ev'ryone's Heart 76 This tune, which was written about the young queen, is sung in lovely style by the chantress, with pretty support from the ork. It should pull spins.

NORMAN BROOKS ORK

A Sky-Blue Shirt and a Rainbow Tie...76 ZODIAC Z 103-More Jolsonish material for the Jolsonesque chanter, Should do as well as his last oneand maybe a little better. (Hilltop, ASCAP)

This Waltz With You....75 Material is different from that previously handed to Brooks, yet ft's a lovely new waltz penned by Mel Howard and Lee Erwin who've hit several times in recent years. It's simple, retentive, well sung and neatly orchestrated and played by Joe Reisman. (Erwin-Howard, ASCAP)

THE FONTANE SISTERS

Play Our Song76 V 20-5383-This one should pick up a lot of jock plays if only due to the title and lyrics. It happens to be one of the gals' best slicings in a while, and it's sung neatly over a first-rate arrangement. Should get bundles of spins. (Sheldon, BMI) Falling 73

A most evocative tune is performed in good style by the Fontane Sisters, while the ork supports them with a shuffle beat. (Robert Mellin, BMI)

JAYE P. MORGAN

DERBY 828-Thrush Jaye P. Morgan bows on the label with an effective reading of an attractive new ballad. The gal sings it with warmth and presence, over a solid backing by the Frankie De Vol crew. The side swings, and the gal's vocal could help it pull many spins. Nice job by the chantress on her debut disk. (Johnstone, BMI)

Just a Gigolo....74

The oldie receives a persuasive vocal from the thrush, helped here by a chorus and the De Vol crew. Her reading is a strong one, and the side should grab many, many decjay spins, The canary has a sound, and is a thrush to watch. (DeSylva, ASCAP)

VINCE FIORINO'S ORK

OKEY 6986-Peggy Murdoch, June Brown and Billy Leach turn in a cute reading of the new novelty item over elaborate backing by the Fiormo ork, filled with chirps and gimmix. Fiorino penned the tune (and also "Red Canary" a few months back). It should get plays and spins. (Laurel, ASCAP)

I Love Those Dark Eyes 73

Here's another novelty waxing by the ork. This time the tune is based on the traditional "Dark Eyes" but is so filled with welrd gimmix and tuba sounds, that it is somewhat exciting. A lot of jocks will be interested in this side, too. The vocal, which is incidental, is sung by a boy and a girl. (Laurel, ASCAP)

CATHY RYAN

Show Me the Way to Go Home74 M-G-M K11544 (45)-Cathy Ryan, thrush with the Art Mooney crew with a Kay Starr style, shows off her wares as a single on the familiar oldie. She sings it nicely over a good ork backing by the Joe Lipman crew. The side will grab some coins in the boxes, "Dub-in" voices help the thrush's rendition.

You Never Know Till Monday 70 Attractive new ballad receives an effective reading from the thrush, with the ork supporting her in solid fashion. Could get spins, tho the flip is more potent.

OSCAR PETERSON

I Can't Give You Anything But Love...72 MERCURY 89062 - Pianist Oscar Peterson shows off his talents as a pop warbler with a bright reading of the oldie in a soft sure manner. He takes two wonderful piano choruses too, the the disk would have more in the pop vein if he had come back sooner for another chorus vocal. Side should interest the jocks and jazz fans too. (Mills, ASCAP)

Spring Is Here ... 69 Oscar Peterson shows again that he can warble a song in the pop idiom, as he hands the oldie a persuasive vocal in the Nat Cole tradition. He backs himself on piano with some bright 88-ing. Pretty side that could

pull spins. (Robbins, ASCAP)

Number of Releases This Week

(Listed Alphabetically by Label)

| Label | Pop | CAW | R&B |
|-----------------------------|--|--|------------|
| ALLEN | 1 | | |
| ALLIED | | | |
| CAPITOL | | . 6 . | - S |
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| DERBY | î | | |
| GIRA | 2 | 100 | |
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| RAINBOW | | | |
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| | — | | 3 |
| WHITE SQUIRREL | | A | |
| ZODIAC | 1 | | |
| TOTAL | 36 | . 16 | 7 |

JIMMY JOYCE

The Man From the Alamo72 ALLIED ARS-5005-Warbler Jimmy Joyce bows on the label with a listenable rendition of the theme song from the forthcoming flick "The Man From the Alamo." The tune is appealing, and the chorus and ork arrangement is pretty. The side should get spins in the pop market and could get more action when the flick opens. (Skinner, ASCAP)

Heavens to Betsy 68 Light novelty effort is sung with spirit by a vocal group which sounds familiar, with solid support from the Buddy Cole combo. Jocks, and even the jazz jocks, will use this one.

LORRY RAINE I've Gotta Have Love71

KEM 2727 - Attractive new tune penned by Harry Ruby receives a persuasive warble from -thrush Lorry Raine, with the Nelson Riddle ork backing her neatly. Jocks can use, (Mills, ASCAP)

Concrete and Steel 70

Serious new ballad, also written by Harry Ruby, is sung with feeling by Lorry Raine, backed by the Nelson Riddle ork. Chantress gets a lot of emotion into the lyric. (Harry Ruby, ASCAP)

HERBIE FIELDS ORK

PARROT 775-A bluesy instrumental with a wailing alto sax solo by Fields. The group gets all the feeling and excitement out of the oldie and deserves a listen from all who like their pops spiced with a hot jazz flavor.

Things Ain't What They Used to Be 68

A tastefully played and arranged version of the fine Ellington oldie. (Andrea, BMI)

JIMMY PALMER

Oh!71 MERCURY 70182-The oldie, now getting action with the Pee Wee Hunt cutting on Capitol, gets a strong performance here by the Palmer ork, This cover record will share some of the loot, particularly in the Midwest.

(Feist, ASCAP)

By the Beautiful Sea....67 Bright and bouncy instrumental slicing of the evergreen. The version by the Midwest aggregation proves eminently danceable and listenable. (Shapiro-Berustein, ASCAP)

GRADY MARTIN Bandera69

DECCA 28689-Subtitled "The Texas Polka," this item gets an up-beat reading by the combo. Saloon piano and ricky-tick effect make it a cute novelty. (Blue Grass, BMI) Poor Butterfly 67

Slow danceable instrumental in the characteristic Grady Martin style. This is the evergreen and is not a cover of any of the new "Butterflies." (Harms, ASCAP)

JIMMY DARRO

MERCURY 70150-This waxing by

(Continued on page 53)

Rhythm & Blues

THE ORIOLES

Crying in the Chapel88 JUBILEE 5122 - The Orioles have here what is undoubtedly their strongest record in the past two years, and one of the strongest r.&b. disks released in the past few months. The tune is the serious ditty now getting action in the country and pop markets, and the boys hand it a powerful rendition, full of feeling and sparked by the fine lead singer. This could be a big, big hit. (Valley, BMI)

Don't You Think

I Ought to Know?....80

Here, too, the boys come thru with a fine vocal on a appealing ballad, once again led forcefully by the strong lead. Tho the action will be concentrated on the flip, this side should not be overlooked. Two fine renditions by the Orioles. (Fowler, ASCAP)

TAB SMITH

Cherry79 UNITED 153-The lovely oldie receives a most attractive instrumental reading by Smith, who blows some wonderful sax stylings on this new platter. The ork backs him in smooth dance tempo. The side should interest jocks and could grab box loot.

I've Had the Blues All Day 77 Johnny Harper and the altoman join forces to take the vocal on this fresh sounding blues effort, which they sing in quiet, appealing fashion. Smith, of course, comes thru with a solo, while the ork supplies a real beat. This side too is headed for action. (Painlee, BMI)

PAT VALDELER

Baby, Rock Me76 MERCURY 70201-Deejay Pat Valdeler bows on the label with a spirited vocal on a driving rhythm opus, over a wild backing by the ork. The side is not outstanding, but it has enough excitement to grab some juke loot, due to performance and lyrics. It builds nicely too.

Keep Your Hand on Your Heart....70 Once again the singer turns in an effective reading, this time on a balladstyled effort. The flip has the power.

JOHNNY MOORE'S THREE BLAZES

MODERN 910-A blues, based somewhat on the theme music of the "Dragnet" radio and TV show, is handled well by the warbler, with quiet support from the combo. The disk should catch some coins on the strength of the opening strain. (Modern, BMI)

Playing Numbers....73

Frank Ervin sings this pop-styled effort pleasantly as he tells of playing numbers for his girl. Lyrics could help this one get spins, tho it could have used more excitement from the combo. (American, BMI)

LITTLE CAESAR

BIG TOWN 106-Little Caesar turns in a good vocal here as he tells his gal that she needs more than big eyes alone to win his love. The ork backs him quietly, but the chanter's performance could help this one grab spins and plays. The opening is cute. (Four Star, BMI)

Can't Stand It All Alone 65 Routine blues is handled in okay style by the warbler over adequate backing by the ork. (Four Star, BMI)

FRED CLARK

Ground Hog Snooper74 FEDERAL 12136-Indignant shouter with plenty of funny lines in the "Hound Dog" tradition. The record has excitement and drive and could pull loot. (Armo, BMI) Walkin' and Wonderin'....70

A tearful blues sung by a guy who has lost his chick. The reading is expressive, and the ork gives solid support all the way.

THE FOUR FELLOWS Break My Bones65

TRI-BORO 101-The Four Fellows, a new group on a new label, come thru in okay style on a routine ballad. Performance by the leads is stronger than the material, tho the boys are not recorded too well. More spirit by the group would have helped the disk. Stop Crying 60

A slow ballad is sung in somewhat emotional fashion by the lead, while the boys support him in the back-

International

JOHNNY VADNAL ORK

V 20-5297-The ork has a polka with real excitement here. Cute English lyrics are delivered by the Vadnal Trio, and the ork whoops up the

The Evergreen Waltz 76 A pleasant, schmaltzy offering played

with spirit by the group.

LAWRENCE DUCHOW ORK

Mambo Polka76 V 20-5282-A Lath-American flavor is added to the familiar polka style of the Duchow outfit. It will perk up more than usual interest because of the novelty.

Audrie's Polka....75 Flashy accordion solo fronting the ork will win the hearts of the compahband followers.

HARMONY BELLS ORK

Thunder and Blazes75 DANA 3127-A fine instrumental in fast-stepping polka tempo. In spots, the ork plays down the accordion and trilling clarinets and sounds like one of the better sweet pop groups.

The Moon Shines Bright 73 A tuneful polka in regular peppy

RCA VICTOR FOLK DANCE ORK

Bumps-a-Dalsy60 V 20-5316-An easy-going waltz for dancing given an effective reading by the RCA Victor Folk Dance Ork. This is a version of the well-known oldie of years back.

Put Your Little Foot There 60 The traditional song done at a slow pace and without a lot of frills,

Country & Western

RED FOLEY

Hot Dog Rag86

DECCA 28759-Red Foley turns in one of his best performances in a long time as he goes to town on this bright, jazzy ditty, singing it with life and spirit. The arrangement is firstrate, featuring bones and a sparkling piano. This one should bust thru quickly and pick up lots of loot on the boxes. A solid side. (Bourne, ASCAP)

That Old River Line 80

Here's another first-rate warble by the chanter, this time on another uptempo tune about the old river line. Again the musical combo helps the brightness of the disk. This side, too, will grab loot. Two strong sides by Foley. (Northern, ASCAP)

JOHNNIE & JACK

Private Property82 V 20-5375-Johnnie and Jack look to continue their winning ways with this new novelty, singing the bouncy tune in their own usual uninhibited style. The tune is cute, and lyrics are fresh. The side should pull both spins and plays and move a lot of records. (Hill & Range, BMI)

Don't Say Goodbye If You Love Me....79

Johnnie and Jack have a good piece of material here, sort of a country weeper, and they sing it well, putting a lot of feeling into the vocal. Tho the disk is not quite as strong as previous releases by the duo, it should please their many fans, and it should also receive much jock attention. (Peer International, BMI)

BETTY CODY

Pale Moon V 20-5376-In the Slim Whitman tradition is this performance by Betty Cody. The tune is the evergreen, and the arrangement features singing guitars, et al. The thrush's vocal is mighty strong, as she punches across the lyric in fine style. The side is a potent one, and with enough exposure, it could catch on. Watch

Hate Myself for Loving You So Much 75

it. (Forster, ASCAP)

Betty Cody, who has made many platters with Lone Pine, bows for the first time as a single on this slicing. The gal sings the new tune with a lot of heart and feeling, showing off an attractive individual style. With the upsurge of thrushes in the country marts, this side has a chance too. (Reed Evans, ASCAP)

MERLE TRAVIS

Shut Up and Drink Your Beer77 CAPITOL 2544-Bright novelty ditty based on a traditional polka (same as the Johnny Mercer "Strip Polka") is handed a strong and lively vocal by Travis with the help of a gang vocal and a driving backing. The side has enough excitement to grab spins, and by the very lyric should grab coins in tavern locations. Good wax.

Gambler's Guitar 76

Here's a good rendition by Travis of the tune now busting out via the Rusty Draper Mercury waxing. Travis sings up a storm on the tune. With the Draper version and the Lowe cutting catching sales and loot in the country field, as well as the pop, this slicing will have to buck them, too, but should have some of the coins,

(Continued on page 50)

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-59, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned . maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

Each of the records reviewed expresses the opinion of the members of The Billboard music staff who reviewed the recorda property of the second



BARBOUR RECORDS

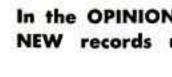
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JAY-GEE RECORD CO., INC., 315 W. 47th ST., N. Y. C. PLaza 7-8140

The Billboard Music Popularity Charts

... for Week Ending July 18

NEW RECORDS TO WATCH



In the OPINION of The Billboard, these NEW records merit special attention.

Popular

NAT COLE

If Love Is Good to Me (Redd Evans, ASCAP) A Fool Was I (Gale and Gayles, BMI),-Capitol 2540-Nat Cole turns in a beautiful rendition of the warm new ballad, "If Love Is Good to Me," and does equally as well on the latest "fool" song "A Fool Was I." Both sides are potent diskings; the best by Nat since "Pretend."

BILL HALEY'S COMETS

Pat-A-Cake (Eastwick, BMI) Fractured (Eastwick, BMI)—Essex 327 — Here's a solid follow-up to the combo's "Crazy, Man, Crazy." The top side is a wild, swinging effort based a wee bit on the nursery rhyme; the flip drives thruout in the manner of "Crazy." Both sides could pull bags of juke loot.

GUY MITCHELL

Chicka-Boom (Hawthorne, ASCAP) — Columbia 40035 -Guy Mitchell is back in his old, familiar groove as he sings of his doll in Alaska, over a horn-filled backing by the Mitch Miller ork. Tune was written by Bob Merrill, and is from Mitchell's forthcoming flick, "The Redheads From Seattle." A strong platter. Flip is "Cloud Lucky Seven," (Robbins, ASCAP).

DON CORNELL

Please Play Our Song (Mr. Record Man) (Sheldon, BMI), -Coral 61030-Don Cornell

does a good job with this tuneful entry, over a fine bouncy ork backing. Tune should grab a lot of jock spins and could build into a big one. Flip is a smooth ballad, "If I Should Love Again." (Starlight Songs, ASCAP.)

Country & Western

MITCHELL TOROK

Caribbean (American, BMI) - Abbott 140 —A bright, bouncy novelty receives a wonderful performance from Torok, who also penned the cute effort. It's a fine juke record and should move out. Flip is "Weep Away" (American, BMI).

HANK SNOW

For Now and Always (Hill and Range, BMI) A Message From the Tradewinds (Hill and Range, BMI), -RCA Victor 20-5380-Here are two standout sides by Snow, solid follow-ups to his high riding "Spanish Fire Ball." "For Now and Always" has a lot of the zingy "Stars Get In Your Eyes" flavor, and looks like a tune that could create real excitement. "Message" is a real weeper, well handled by the country chanter.

ERNEST TUBB

My Wasted Past (Tubb, BMI) Don't Brush Them On Me (Tubb, BMI)-Decca 28777—Tubb has a fine weeper in "My Wasted Past" and he sings it with heartfelt feeling. Good reports have already been re-

ceived on this side. Flip is a cute item, performed brightly by the singer, tho the weeper has more power.

Rhythm & Blues

MERCY DEE

Rent Man Blues (Venice, BMI)-Specialty 466-Mercy Dee, helped by an unbilled singer has turned in a strong reading here of a bright blues tune. Side has fresh lyrics and could be a big slicing, like the thrush's "One Room Country Shack." Flip is "Fall Guy," (Venice, BMI).

THE CRICKETS

When I Met You (Beacon, BMI) Dreams and Wishes (Beacon, BMI) - Jay Dee 777-The Crickets bow on their first waxing for the new label with two smooth performances on two listenable ballads. "When I Met You" has the best chance to break thru in the same manner that the boys did on their M-G-M cutting of "You're Mine."

FLOYD DIXON

Married Woman (Aladdin, BMI)-Aladdin 3196—Dixon hasn't had a big one since "Call Operator 210," but this disking could put him back on top again. He shouts the blues effort with much heart, and the ork backs him with a powerful beat. Side could be a coin-grabber. Flip is "Lovin'," (Aladdin, BMI)

THIS WEEK'S BEST BU

Popular

YOU'RE FOOLING SOMEONE (Brandom, ASCAP)

MY LOVE, MY LOVE (Meridian, ASCAP)—Joni James-M-G-M 11543

Kicking up most interest around the country last week was the new Joni James release. It went on sale only yesterday (17) but heavy advance orders insured a strong kick-off. Good to strong sales reports are in from key sources across the country with few exceptions. A slight edge is held by "Someone." A previous "New Record to Watch."

HEY, JOE! (Tannen, BMI)-Frankie Laine-Columbia 40036

The distribution on the new Laine release is not yet national, initial good and strong reports have been received from Boston, New York, Philadelphia, Pittsburgh, Cincinnati, St. Louis, Dallas and Los Angeles. Territories doing well on Laine's "Te Amo" report continued acceptance for it despite the new release. Flip is "Sittin' in the Sun" (Berlin, ASCAP). A previous "New Record to Watch."

LIGHTHOUSE (Carol, BMI)

I LOVE TO JUMP (Paxton, ASCAP)-Rusty Draper-Mercury 70188

With "Gambler's Guitar" still doing well on the national charts, Rusty Draper's latest has come up fast too. Reports from Cleveland, Cincinnati, Chicago, St. Louis, Texas and the West Coast were good and indi-cated a strong potential for building further. The favored side is "Lighthouse" with the Dallas and Nashville areas reporting some action on the "Jump" side as well.

Country & Western

Hey, Joe! (Tannen, BMI)-Carl Smith-Columbia 21120

Record really broke out this week, placing easily on the national retail chart in a spurt of sales activity. Solidly entrenched in all Southern territories checked, the disk has yet to establish itself in Northern areas like Buffalo, Cleveland and Chicago and on the West Coast. Flip is "Darlin', Am I the One?" (Valley, BMI). A previous "New Record to Watch."

I'M WALKING BEHIND YOU-ALL (Leeds, ASCAP)-Homer & Jethro-RCA Victor 20-5372

Following a familiar sales pattern, the duo's latest is picking up appreciably both in pop and folk markets. All territories in which the disk has been distributed returned good to strong reports. Flip is "Mexican Joe No. 6% (American, BMI). A previous "New Record to Watch."

HOT DOG RAG (Bourne, ASCAP) THAT OLD RIVER LINE (Northern, ASCAP)

-Red Foley-Decca 28759

Out little more than a week, the Foley disk is moving well in the major folk markets with the exception of Chicago and Los Angeles where it is still sluggish. Strongest areas were Dallas, St. Louis, Cincinnati, Pittsburgh and Philadelphia, with good re-ports also coming from Buffalo, Cleveland, Nashville and the Carolinas. "Hot Dog Rag" holds a definite edge. A previous "New Record to Watch."

Rhythm & Blues

According to EARLY SALES REPORTS

from important markets, these recent releases are making solid sales progress.

CRYING IN THE CHAPEL (Valley, BMI)-The Orioles—Jubilee 5122

The unusually enthusiastic national sales response to this disk makes it look like a top summer item. Altho released a little over a week ago, The Orioles' "Crying in the Chapel" has already made the Philadelphia territorial chart and is rated very strong in Cincinnati, Cleveland, Chicago, De-troit and St. Louis and good in all other areas. A notable exception is Los Angeles where the pop and hillbilly versions have not found acceptance either. Flip is "Don't You Think I Ought to Know?" (Fowler, ASCAP). A previous "New Record to Watch."

YOU CAN'T KEEP A GOOD MAN DOWN (Ward-Marks, BMI)-The Dominoes-Federal

Initial reaction has been favorable for the most part. Disk is considered good and building in Philadelphia, Pittsburgh, Cincinnati, Nashville, St. Louis and Dallas. Scattered areas, including Buffalo, Chicago, Cleveland and Los Angeles, report that the record is building more slowly than other recent Dominoes releases. Flip is "Where Now, Little Heart (Ward-Marks, BMI). A previous "New Record to Watch."

MELANCHOLY SERENADE (Jaglea, BMI) WHAT! NO PEARLS (Lois, BMI)-Earl Bostic -King 4644

Taking off nicely in most areas with strongest reports coming from Buffalo, Pitts-burgh, Cincinnati, Durham, Nashville, St. Louis and Dallas. Action is still sluggish in the Philadelphia, Cleveland and Chicago areas. Sides are equally popular in most areas, with "Serenade" currently on top. Southern locales report more interest in

COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

(Listed Alphabetically)

Popular

CANDY LIPS LET'S WALK THAT-A-WAY Doris Day-Johnnie Ray-Columbia 40001

CRYING IN THE CHAPEL Rex Allen—Decca 28758 CRYING IN THE CHAPEL June Valli—RCA Victor

20-5368 DON'T TAKE YOUR LOVE FROM ME

UNDER PARIS SKIES Three Suns-RCA Victor

DOWN BY THE RIVER SIDE Four Lads—Columbia 40005 ETERNALLY

Vic Damone-Mercury 70186 FALSE LOVE Four Aces—Decca 28744

GIGI I LOVE PARIS

Les Baxter Ork-Capitol 2479 I'VE GOT THE WORLD ON A STRING

Frank Sinatra—Capitol 2505 PRETTY BUTTERFLY Mills Brothers-Decca 28736

A PURPLE COW KISS ME AGAIN, STRANGER Doris Day—Columbia 40020

RETURN TO PARADISE Nat (King) Cole-Capitol 2498

SHANE ("Eyes of Blue") LIMELIGHT Richard Hayman—Mercury

SORTA ON THE BORDER UNFAIR

Tony Martin-RCA Victor 20-5252 TE AMO

WHERE THE WINDS BLOW Frankie Laine—Columbia 40022 TROPICANA Monte Kelly—Essex 325

Country & Western

DANNY BOY THERE'S A RAINBOW IN EVERY TEARDROP Slim Whitman—Imperial 8201 A DEAR JOHN LETTER Jean Shepard—Capitol 2502 IS ZAT YOU, MYRTLE? Carlisles—Mercury 70174 THE LIFE THEY LIVE IN SONGS I DONT CLAIM TO BE AN

Kitty Wells—Decca 28753
TENNESSEE WIG WALK
HAND-ME-DOWN HEART Bonnie Lou-King 1237

Rhythm & Blues

AFTER HOUR JOINT Jimmy Coe—States 118 EARLY IN THE MORNING Roy Milton—Specialty 464 HEAVY JUICE Tiny Bradshaw—King 4621 I'LL HELP YOU, BABY

Christine Kittrell-Republic

IF I CAN'T HAVE YOU The Flamingos-Chance 1133 MY DEAR, DEAREST DARLING The Five Willows-Allen 100 MY LEAN BABY NEVER, NEVER Dinah Washington-Mercury

70175 PARADISE HILL The Embers-Herald 410 SHIRLEY'S BACK

Shirley and Lee-Aladdin 3192

There's No Business Like Mercury Business!



GAMBLERS GUITAR RUSTY DRAPER

FLIP SIDE

FREE HOME DEMONSTRATION
MERCURY 70167 • 70167X45



RUBY

RICHARD HAYMAN

DANSERO
MERCURY 70146 • 70146X45



THE MOON IS BLUE RALPH

MARTERIE

GIRL FROM THE GOLDEN WEST MERCURY 70199 • 70199X45



BUTTERFLIES

PATTI

THIS IS MY SONG

MERCURY 70183 . 70183X45



TELL ME THAT YOU LOVE ME THE GAYLORDS

COQUETTE
MERCURY 70170 • 70170X45



LIGHTHOUSE

RUSTY DRAPER

I LOVE TO JUMP

MERCURY 70188 • 70188X45



FOR ME, FOR ME GEORGIA GIBBS

THUNDER AND LIGHTNING
MERCURY 70172 • 70172X45



LOVE EVERY MOMENT EDDY HOWARD

THE RIGHT WAY
MERCURY 70176 • 70176X45



VOLCANO

LOLA

STICKY APPLE & BUBBLE GUM
MERCURY 70193 • 70193X45



ETERNALLY

SIMONETTA

DAMONE

MERCURY 70186 . 70186X45



LOVE ME, LOVE ME BOBBY WAYNE

MORE THAN I MERCURY 70148 • 70148X45



GAMBLER'S GUITAR

JIM LOWE

MARTINS & THE COYS
MERCURY 70163 • 70163X45



The Billboard Music Popularity Charts

42

... for Week Ending July 18

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

| This Week | Last | Veeks on Chart |
|---|-----------|----------------------|
| 1. I'M WALKING BEHIND YOU— E. Fisher | | 12 |
| 2. SONG FROM MOULIN ROUGE— P. Faith | 1 | 17 |
| 3. NO OTHER LOVE—P. Como Keep It Gay—V 20-5317—ASCAP | 3 | 6 |
| 4. VAYA CON DIOS-L. Paul-M. F | ord 5 | 6 |
| 5. APRIL IN PORTUGAL—L. Baxte Suddenly—Cap 2374—ASCAP | er 4 | 17 |
| 6. P. S.: I LOVE YOU-Hilltoppers I'd Rather Die Young-Dot 15085-ASCA | 8 P | 5 |
| 7. RUBY—R. Hayman Dansero—Mercury 70146—ASCAP | 7 | 16 |
| 8. LIMELIGHT (Terry's Theme)— F. Chacksfield Limelight (Ballet Music)—London 1342—A | | 7 |
| 9. YOU, YOU, YOU—Ames Brother Once Upon a Tune—V 20-5325—ASCAP | rs 9 | 5 |
| 10. HALF A PHOTOGRAPH—K. Sta Allez Vous En-Cap 2464—BMI | arr 11 | 7 |
| WITH THESE HANDS—E. Fisher. When I Was Young—V 20-5365—ASCAP | 11 | 3 |
| 12. GAMBLER'S GUITAR—R. Draper Free Home Demonstration— Mercury 70167—BMI | r 16 | 4 |
| 13. ALLEZ VOUS EN-K. Starr Haif a Photograph-Cap 2464-ASCAP | 17 | 4 |
| 14. ANNA—S. Mangano 1 Loved You—M-G-M 11457—BMI | 13 | 16 |
| 15. I'D RATHER DIE YOUNG-Hillto 1 Love You-Dot 15085-ASCAP | oppers 14 | 7 |
| 16. C'EST SI BON-E. Kitt African Lullaby-V 20-5358-ASCAP | 20 | 2 |
| Perry Como | | 14 |
| 18. OH—Pee Wee Hunt | | 3 |
| 19. CRYING IN THE CHAPEL—D. Glo Hang Up That Telephone—Valley 105—BN | | 2 |
| 20. I BELIEVE—F. Laine | | 23 |

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throout the country Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

| and of their feetile is also listed. | , w | Vecks |
|--|-----|-------------|
| This Ls Week We | est | on Chart |
| 1. I'M WALKING BEHIND YOU— E. Fisher | 1 | 12 |
| 2. SONG FROM MOULIN ROUGE— P. Faith Swedish Rhapsody—Col 39944—BMI | 2 | 13 |
| 3. VAYA CON DIOS—L. Paul-M. Ford Johnny-Cap 2486—ASCAP | 3 | 5 |
| 4. APRIL IN PORTUGAL—L. Baxter Suddenly—Cap 2374—ASCAP | 4 | 14 |
| 5. NO OTHER LOVE—P. Como Keep It Gay—V 20-5317—ASCAP | 6 | 4 |
| 6. SAY YOU'RE MINE AGAIN-P. Como My One and Only Heart-V 20-5277-BMI | 5 | 13 |
| 7. HALF A PHOTOGRAPH—K. Starr Allez Vous En—Cap 2464—BMI | 7 | 8 |
| 8. RUBY—R. Hayman Dansero—Mercury 70146—ASCAP | 10 | 9 |
| 8. YOU, YOU. YOU.—Ames Brothers Once Upon a Tune—V 20-5325—BMI | 12 | 4 |
| 10. P. S.: I LOVE YOU—Hilltoppers 1'd Rather Die Young—Dot 15085—ASCAP | 11 | 5 |
| 11. BUTTERFLIES-P. Page This Is My Song-Mercury 70183-ASCAP | 19 | 2 |
| 12. WITH THESE HANDS—E. Fisher When I Was Young—V 20-5365—ASCAP | 17 | 2 |
| 12. ANNA—S. Mangano | | 10 |
| 14. GAMBLER'S GUITAR—R. Draper Free Home Demonstration— Mercury 70167—BM1 | 8 | 4 |
| 15. OH—P. W. Hunt | 14 | 2 |
| B. Haley's Comets | - | 8 |
| 17. SEVEN LONELY DAYS—G. Gibbs If You Take My Heart Away— Mercury 70095—ASCAP | 8 | 20 |
| 18. I BELIEVE—F. Laine | 16 | 20 |
| 19. RUBY—L. Baxter | 18 | 10 |
| 20. MY ONE AND ONLY HEART-P. Como Say You're Mine Again-V 20-5277-ASCAP | 13 | 7 |

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk lockey radio shows thruout 'he country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

| 10.0000 | eek | on Chart |
|--|-----------------|-------------|
| 1. I'M WALKING BEHIND YOU— E. Fisher | 1 | 11 |
| Just Another Polka-V 20-5293-ASCAP | | |
| Song of Moulin Rouge—P. Faith. Swedish Rhapsody—Col 39944—BMI | 2 | 14 |
| 3. NO OTHER LOVE-P. Como | 3 | 5 |
| 4. VAYA CON DIOS—L. Paul-M. Ford Johnny-Cap 2486—ASCAP | 4 | 5 |
| 5. P. S.: I LOVE YOU—Hilltoppers I'd Rather Die Young—Dot 15085—ASCAP | 7 | 7 |
| 6. RUBY—R. Hayman Dansero—Mcrcury 70146—ASCAP | 5 | 15 |
| 7. LIMELIGHT (Terry's Theme)- | _ | - |
| F ChacksfieldLondon 1342—ASCAP | 9 | 7 |
| 8. APRIL IN PORTUGAL—L. Baxter Suddenly—Cap 2374—ASCAP | 6 | 16 |
| 9. YOU, YOU, YOU—Ames Brothers Once Upon a Tune—V 20-5325—BM1 | 10 | 4 |
| 10. C'EST SI BON—E. Kitt | 13 | 2 |
| 11. SAY YOU'RE MINE AGAIN— Perry Como | 12 | 13 |
| My One and Only Heart-V 20-5277-ASCAP | | 1551 |
| 12. HALF A PHOTOGRAPH—K. Starr Allez Vous En—Cap 2464—BMI | 11 | 4 |
| 13. I BELIEVE—F. Laine | 1001 | 20 |
| 14. GAMBLER'S GUITAR—R. Draper Free Home Demonstration— Mercury 70167—BMI | 8 | 3 |
| 15. RETURN TO PARADISE—King Cole Angel Eyes—Cap 2498—ASCAP | | 1 |
| 16. RUBY—L. Baxter | | 9 |
| 17. BUTTERFLIES—P. Page | 1000 | 1 |
| 17. OH—P. W. Hunt San—Cap 2442—ASCAP | 15 | 2 |
| 19. SONG FROM MOULIN ROUGE— Mantovani | 15 | 10 |
| | 8 | |
| P. SinatraLean Baby—Cap 2450—ASCAP | 20 | 9 |
| | | |

Best Selling Popular Albums

This

Week

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Biliboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

Weeks Last OR Week Chart

11

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331/3 R.P.M.

| | HANS CHRISTIAN ANDERSEN-D. Kaye-G. Jenkins-Dec DL-3433 | |
|----|--|-----|
| 4 | ME AND JULIET-Original Cast-V ECC-1012 4 | 4 |
| | CAN-CAN-Original Cast-Cap S-452 5 | |
| 4 | BY THE LIGHT OF THE SILVERY MOON-Doris Day-Col CL-6248 6 | 12 |
| 7. | LIBERACE AT THE PIANO-Liberace-Col CL-6217 8 | 46 |
| 8. | MUSIC FOR DINING-Melachrino Strings-V LPM-1000 7 | 5 |
| 9. | MUSIC FROM HOLLYWOOD-P. Paith-Col CL-6255 | . 1 |
| | LIBERACE BY CANDLELIGHT-Liberace-Col CL-6251 9 | 2 |
| | | |
| | 40 5 5 4 | |

45 K.P.M.

| 1. | MUSIC FOR LOVERS ONLY-J. Gleason-Cap EBF-352 | 1 | 23 |
|----|--|---|----|
| 2 | HANS CHRISTIAN ANDERSEN-D. Kaye-G. JenkinsDec 9-364 | 2 | 26 |
| 3. | ME AND JULIET-Original Cast-V ECC-1012 | 3 | 3 |
| 4 | BY THE LIGHT OF THE SILVERY MOON-Doris Day-Col B-334 | 7 | 12 |
| | LIBERACE AT THE PIANO-Liberace-Col B-308 | | 18 |
| 5. | LIBERACE BY CANDLELIGHT—Liberace—Col B-336 | 5 | 3 |
| 7. | MUSIC OF VICTOR HERBERT-Mantovani-Lendon BEP-6074, Lendon BEP-6075 | 6 | 10 |
| 1. | MUSIC FOR DINING-Melachrino Strings-V EPB-1000 | 8 | 2 |

LOVERS' RHAPSODY-J. Gleason-Cap EBF-366.....

ARTHUR GODFREY TV CALENDAR SHOW-A. Godfrey & His Friends-Col G-4-18.....10

Best Selling Children's Records

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throout the country with a high sales volume in children's Weeks This records. No distinction is made between record speeds. Number after title Week indicates the number of records in each set. 1. PETER PAN (2)-B. Driscoll-Original Cast-V VY-4001..... DOGGIE IN THE WINDOW (1)-Patti Page--Mercury 70070...... 1 5. ROBIN HOOD (2)-B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins-Cap DBX-3138...... 5 6. LITTLE RED MONKEY (1)-R. Clooney-Col MJV-164...... 6 7. TRAIN TO THE ZOO (I)-N. Rose-Children's Guild 1001..... BOZO AT THE CIRCUS (2)-A. Livingston-Vance Pinto Colvig-Cap BBX-34...... ROZO HAS A PARTY (2)-B. May Ork-P. Colvig-Cap DBX-3133...... 7 DENNIS THE MENACE (1)--R. Clooney-J. Boyd--Col 39988....... CINDERELLA (2)-I. Woods and Others-V Y-399......12 12. LONE RANGER VOL. I (He Becomes the Lone Ranger) (1)-G. Trendle-Dec K-29..... 13. BOZO ON THE FARM (2)-P. Colvig-B. May-Cap DBX-3076.....-13. LONE RANGER VOL. II (He Finds Silver) (1)-G. Trendle-Dec K-30..... 13. SNOW WHITE AND THE SEVEN DWARFS (2)-Dennis Day-V Y-33.....





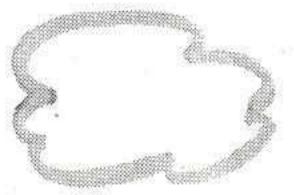
And Win An RCA Victor Air Conditioner!

Disc Jockeys and Coin-Ops RCA Victor Dealers/Sales Personnel RCA Victor Distributor Salesmen

Get Into RCA Victor's "Name The Blue Canary" Contest And Win One of These Big Prizes:

- 1. Two RCA Victor Room Air Conditioners
- 2. Three "Vietrola" 3-speed attachments
- 3. Four Personal Clock Radios
- 4. Four Super Personal Radios

Here's All You Have To Do:- Listen to Dinah Shore's new recording of "Blue Canary"



Suggest a name for the songbird—then mail with your name and address, radio call letters or business affiliation, to

> Bernie Miller RCA Victor 630 Fifth Ave. New York 20, N. Y.

NEW RELEASES

RCA VICTOR-RELEASE #53-30

COUNTRY/WESTERN Did I Do Wrong (When I Did Right By You!) That Love Makin' Melody

Wade Ray with Noel Boggs, Steel Guitar 20-5377 (47-5377)* When I'm A Hundred Years Old Just Skip It

Bobby Williamson .. 20-5378 (47-5378)* Castaway

My Old Familiar Heartache Rosalie Allen20-5379 (47-5379)*

RHYTHM & BLUES Greedy Pig (Can't Get Enough) It Rains

Buddy Lucas & his Orch. 20-5396 (47-5396)* *45 rpm. cat. nos.

NEW POPULAR ALBUMS

Music From The Films Al Goodman and his

Perry Como sings the Hits From Broadway Shows

A Bushel and a Peck • You're Just in Love Marrying for Love
 It's a Lovely Day TodayEPA-451 on LP with four more titles....LPM-3124 Blue Violins—Hugo Winterhalter and his Orch.

Blue Violins • Fandango • Love Letters Foggy River......EPA-452 Three Suns Moods Pointing the Clouds With Sunshine

Penthouse Serenade • Sleepy Serenade My Isle of Golden Dreams....EPA-453 on LP with four more titles....LPM-3125 Tony Martin sings World Wide Favorites

Tenement Symphony • Marta • Valencia ----- EPA-455 on LP with four more titles....LPM-3126 Spike Jones Country Cousins

Down South • I've Turned a Gadabout Hot Lips
 Hotter Than a Pistol.... EPA-456

Take Her To Jamaica—Freddy Martin and his Orch.

Take Her to Jamaica . They Who Came From Peru • Misirlou • Jalousie..... ----- EPA-459 I Love A Parade—The Promenade Band I Love a Parade • I Like Ike • March of the Slide Trombones . The New Ash-

Swedes On Reeds—Kalle Lohr Quartet Arne Domnerus and his Orch.

The Hour of Parting • I Dream of Jeanie With the Light Brown Hair . The Favour of a Fool • The Man I Love (Recorded

Latin Favorites On The Marimba Adios • El Relicario • Tu No Comprendes Twilight Dreams—Dino Olivieri with his string

Flight of the Mosquito • Wicked Woman Holiday for Strings
 Begin the Beguine —and four more.....45 rpm—EPBT-3044 (Recorded in Italy). .33 /3 rpm-LPT-3044

Spike Jones Murders Carmen and Kids The Classics William Tell Overture • Dance of the Hours • Rhopsody From Hunger(y) •

None But the Lonely Heart • Carmen

..... LPM-3128

NEW RED SEAL"E.P." RELEASES

Rise Stevens Sings Danny Boy • Smilin' Through • Cradle Song • All Thro' the Night ERA-88 Music of Bach—Leopold Stokowski and his Symphony Orchestra

Jesu, Joy of Man's Desiring Bourree Little Fugue in G Minor • Great Fugue Viennese Waltzes—Sigmund Romberg and

his Orch. Merry Widow Waltzes • Vienna Beauties Vienna Life
 Emperor Waltz., ERA-90

Arturo Toscanini and the NBC Symphony Orchestra Beethoven's Coriolan and Prometheus

OverturesERA-91 Four Songs by Gladys Swarthout One Night of Love • Estrellita • Finiculi Finicula • I Wonder As I Wander. . ERA-92

NEW "HIS MASTER'S VOICE" ALBUMS

Bantock's Fifine At The Fair

Sir Thomas Beecham and the Royal Philharmonic Orchestra.WHMV/LHMV-1026 Dvorak's Second Symphony

The Philharmonia Orchestra, Rafael Kubelik, cond......WHMV/LHMV-1029 Elgar's First Symphony

London Philharmonic Orchestra, Sir Adrian Boult, cond......WHMV_/LHMV-1036 Haydn's Cello Concerto—Encores

Pierre Fournier......WHMV/LHMV-1043 Russian Arias and Songs Boris Christoff, bass. WHMV/LHMV-1033 Brahms' First Piano Concerto in D Minor

Rafael Kubelik, Beethoven, Schubert, Schumann, Leider

Solomon . The Philharmonia Orchestra,

Dietrich Fischer-Dieskau, baritoneWHMV/LHMV-1046

BEST SELLERS

POPULAR

No Other Love/Keep It Gay Perry Como20-5317 (47-5317) You, You, You/Once Upon A Tune The Ames Bros......20-5325 (47-5325)

I'm Walking Behind You/Just Another Polka Eddie Fisher.......20-5293 (47-5293) With These Hands/When I Was Young

Eddie Fisher......20-5365 (47-5365) C'est Si Bon/African Lullaby Eartha Kitt20-5358 (47-5358)

If You Were Mine/Song Of India Mario Lanza10-4209 (49-4209) I'm Walking Behind You-All/Mexican Joe No. 61/s

Homer & Jethro.....20-5372 (47-5372) Blue Canary/Eternally Dinah Shore20-5390 (47-5390) Crying In The Chapel/Love Every Moment

You Live June Valli20-5368 (47-5368) Say You're Mine Again/My One And Only

Perry Como20-5277 (47-5277) Don't Take Your Love From Me/Under Paris

The Three Suns.....20-5347 (47-5347) Sorta On The Border/Unfair Tony Martin 20-5352 (47-5352) Jealous Of You/Angelina

Lou Monte20-5382 (47-5382) Rub-A-Dub-Dub/The Stop And Kiss Dance Ralph Flanagan 20-5361 (47-5361)

The Sword And The Rose/Shadows Melachrino Strings ...20-5362 (47-5362) COUNTRY/WESTERN

Datin'/Nobody Asked Me To Dance Sunshine Ruby 20-5374 (47-5374) Rock-A-Bye Boogie/I Forgot More Than You'll Ever Know

Davis Sisters 20-5345 (47-5345) Too Young To Tango/Hearts Weren't Meant To Be Broken

Sunshine Ruby 20-5250 (47-5250) How's The World Treating You/Free Home Demonstration .

Eddy Arnold 20-5305 (47-5305) The Long Way/I'll Trade Yours for Mine Hawkshaw Hawkins . . 20-5333 (47-5333) Spanish Fire Ball/Between Fire and Water Hank Snow 20-5296 (47-5296) The Cannonball Yodel/Broken Wings

You Ain't Seen Hothin' Yet/You're Never Too Old For Love

Grandpa Jones 20-5357 (47-5357) Your Kisses Aren't Kisses Anymore/If And

Pee Wee King.....20-5344 (47-5344) Rompin' And Stompin'/Rocky Road To Love

Curtis Gordon 20-5356 (47-5356)

RHYTHM & BLUES Beginning To Miss You/Rhythm In The Breeze John Greer 20-5370 (47-5370) Your Mouth's Got A Hole In It/Decatur Street

Boogle I Found Out/Little Girl, Little Girl

The Du Droppers....20-5321 (47-5321)

RED SEAL ALBUMS Beethoven's Ninth Symphony Toscanini and NBC Symphony...LM-6009

Mario Lanza Sings LM-7015 Rachmaninoff's Second Piano Concerto

Artur Rubinstein, the NBC Symphony Orch., Golschmann conducting.....LM-1005 The Great Caruso Mario LanzaLM-1127

Gaite Parisienne Arthur Fiedler and the Boston Pops LM-1001 Grofe's Grand Canyon Suite

Toscanini and the NBC Symphony .LM-1004

FIRST IN RECORDED MUSIC



it's Christmas in July! It's still July-and it's still Christmas -from the way RCA Victor pop singles continue to sell! But

Catching

Novelty-

Terrific

TOP

the

to

Dancin'

MUSIC

The Billboard's Music Popularity Charts

. . . For Week Ending July 18

Territorial Best Sellers (Popular)

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Boston...THIS IS MY SONG

New Orleans ... FALSE LOVE

St. Louis ... EYES OF BLUE

P. Page, Mercury 70183 Four Aces, Decca 28744

R. Hayman, Mercury 70168

Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

Atlanta

1. No Other Love

"HAND-ME-DOWN

P. Como, Victor 2. I'd Rather Die Young

Hilltoppers, Dot I'm Walking Behind You

E. Fisher, Victor Limelight (Terry's Theme)

V. Young, Decca 5. Vaya Con Dios

L. Paul-M. Ford, Capitol

You, You, You Ames Brothers, Victor

7. Anna

S. Mangano, M-G-M 8. April in Portugal

L. Baxter, Capitol Crying in the Chapel J. Valli, Victor

10. Song From Moulin Rouge

P. Faith, Columbia

Boston

1. No Other Love

P. Como, Victor 2. Crying in the Chapel

D. Glenn, Valley

3. Vaya Con Dios L. Paul-M. Ford, Capitol

4. C'Est Si Bon E. Kitt, Victor

5. Song From Moulin Rouge

P. Faith, Columbia 6. I'm Walking Behind You

E. Fisher, Victor

7. Allez Vous En K. Starr, Capitol

8. With These Hands

E. Fisher, Victor
9. Crying in the Chapel

R. Allen, Decca

10. This Is My Song P. Page, Mercury

Chicago

1. I'm Walking Behind You

E. Fisher, Victor
2. No Other Love

P. Como, Victor 3. Limelight (Terry's Theme) F. Chacksfield, London

4. You, You, You

Ames Brothers, Victor 5. Vaya Con Dios

L. Paul-M. Ford, Capitol 6. Song From Moulin Rouge

P. Faith, Columbia
7. April in Portugal

L. Baxter, Capitol

8. Eternally V. Damone, Mercury

Crying in the Chapel

J. Valli, Victor 10. C'Est Si Bon E. Kitt, Victor

Cincinnati

1. No Other Love P. Como, Victor

2. I'm Walking Behind You E. Fisher, Victor

3. Song From Moulin Rouge

P. Faith, Columbia 4. Vaya Con Dios

L. Paul-M. Ford, Capitol 5. P. S.: I Love You

Hilltoppers, Dot

6. April in Portugal

L. Baxter, Capitol

7. April in Portugal

R. Hayman, Mercury 8. Say You're Mine Again

P. Como, Victor 9. Ruby

R. Hayman, Mercury 10. This Is My Prayer

D. Noel, Decca

Dallas-Ft. Worth

1. Vava Con Dios L. Paul-M. Ford, Capitol 2. No Other Love P. Como, Victor

3. April in Portugal L. Baxter, Capitol

4. P. S.: I Love You

Hilltoppers, Dot Gambler's Guitar

R. Draper, Mercury

6. Allez Vous En K. Starr, Capitol

7. Song From Moulin Rouge P. Faith, Columbia

8. Anna

S. Mangano, M-G-M 9. I'd Rather Die Young

Hilltoppers, Dot I'm Walking Behind You E. Fisher, Victor

Denver

1. I'm Walking Behind You E. Fisher, Victor

2. Song From Moulin Rouge

P. Faith, Columbia

3. Vaya Con Dios L. Paul-M. Ford, Capitol

4. No Other Love

P. Como, Victor

5. Anna

S. Mangano, M-G-M Limelight (Terry's Theme)

F. Chacksfield, London

7. Say You're Mine Again P. Como, Victor

Detroit .

1. Crying in the Chapel

D. Glenn, Valley 2. No Other Love

P. Como, Victor

3. Oh

P. W. Hunt, Capitol 4. Vaya Con Dios

L. Paul-M. Ford, Capitol

5. I'm Walking Behind You E. Fisher, Victor

With These Hands

E. Fisher, Victor Allez Vous En

K. Starr, Capitol 8. C'Est Si Bon

E. Kitt, Victor

9. I'd Rather Die Young

Hilltoppers, Dot 10. Say You're Mine Again P. Como, Victor

Los Angeles

1. I'm Walking Behind You E. Fisher, Victor

2. Vaya Con Dios L. Paul-M. Ford, Capitol

3. Song From Moulin Rouge P. Faith, Columbia

4. No Other Love

P. Como, Victor

S. Mangano, M-G-M 6. April in Portugal

L. Baxter, Capitol 7. Ruby

R. Hayman, Mercury 8. C'Est Si Bon

E. Kitt, Victor 9. You, You, You

Ames Brothers, Victor 10. Allez Vous En

K. Starr, Capitol P. Como, Victor

New Orleans

1. Song From Moulin Rouge P. Faith, Columbia

I'd Rather Die Young

Hilltoppers, Dot 3. I'm Walking Behind You E. Fisher, Victor

K. Starr, Capitol 5. Vaya Con Dios

L. Paul-M. Ford, Capitol 6. No Other Love P. Como, Victor

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4. Half a Photograph

7. Limelight (Terry's Theme)

F. Chacksfield, London 8. False Love

Four Aces, Decca 9. With These Hands E. Fisher, Victor

New York

1. Song From Moulin Rouge

P. Faith, Columbia 2. Limelight (Terry's Theme)

F. Chacksfield, London 3. No Other Love P. Como, Victor

4. April in Portugal

L. Baxter, Capitol 5. Anna

S. Mangano, M-G-M 6. I'm Walking Behind You

E. Fisher, Victor 7. With These Hands

E. Fisher, Victor 8. P. S.: I Love You Hilltoppers, Dot

9. Ruby R. Hayman, Mercury 10. I Believe

F. Laine, Columbia

Philadelphia

1. Song From Moulin Rouge

P. Faith, Columbia 2. I'm Walking Behind You E. Fisher, Victor

3. Ruby R. Hayman, Mercury

4. No Other Love P. Como, Victor

5. April in Portugal L. Baxter, Capitol

6. With These Hands E. Fisher, Victor

7. Vaya Con Dios L. Paul-M. Ford, Capitol

8. Gambler's Guitar R. Draper, Mercury

9. P. S.: I Love You Hilltoppers, Dot 10. Half a Photograph

K. Starr, Capitol

Pittsburgh

1. Crying in the Chapel

D. Glenn, Valley 2. You, You, You

Ames Brothers, Victor 3. Don't Take Your Love From

Three Suns, Victor 4. P. S.: I Love You

Hilltoppers, Dot 5. Gambler's Guitar

R. Draper, Mercury 6. Vaya Con Dios L. Paul-M. Ford, Capitol

7. Down by the River Side Four Lads, Columbia 8. Ruby

R. Hayman, Mercury 9. With These Hands E. Fisher, Victor

P. Faith, Columbia

10. Song From Moulin Rouge

Seattle

1. Song From Moulin Rouge

P. Faith, Columbia 2. You, You, You Ames Brothers, Victor

3. Vaya Con Dios

L. Paul-M. Ford, Capitol

4. I'm Walking Behind You

E. Fisher, Victor 5. April in Portugal

L. Baxter, Capitol

6. Allez Vous En

K. Starr, Capitol

7. Oh P. W. Hunt, Capitol

8. C'Est Si Bon E. Kitt, Victor 9. No Other Love

St. Louis

1. Crying in the Chapel

R. Allen, Decca

2. P. S.: I Love You Hilltoppers, Dot 3. Vaya Con Dios

L. Paul-M. Ford, Capitol 4. No Other Love

P. Como, Victor 5. Gambler's Guitar

R. Draper, Mercury 6. I'm Walking Behind You E. Fisher, Victor

7. With These Hands E. Fisher, Victor

8. Oh P. W. Hunt, Capitol 9. Allez Vous En

K. Starr, Capitol 10. Eyes of Blue R. Hayman, Mercury

Washington—Baltimore

1. Song From Moulin Rouge

P. Faith, Columbia 2. I'm Walking Behind You

E. Fisher, Victor -3. Vaya Con Dios L. Paul-M. Ford, Capitol

4. No Other Love P. Como, Victor

5. April in Portugal L. Baxter, Capitol

6. C'Est Si Bon E. Kitt, Victor
7. Limelight (Terry's Theme)

F. Chacksfield, London

8. Gambler's Guitar R. Draper, Mercury

9. Butterflies P. Page, Mercury 10. Allez Vous En

K. Starr, Capitol HOLLYWOOD, July 18.—Capi-tol will release albums of highlights from the Cetra Opera recordings. Operatic highlights, issued by Capitol in the past, will now be used with the Cetra recordings in an effort to spur sales to those who are interested only in favorite arias rather than ac-

quiring a complete recording of a



given opera.



OT\$ HOT with the Biggest Money Makers in the Country



The

HILLTOPPERS

Featuring the Great Voice of Jimmy Sacca

I'D RATHER DIE YOUNG

DOT 15085; 45 x 15085



Johnny MADDOX

America's #1 Piano Stylist

LEARNING

8 BEAT **BOOGIE**



MAC WISEMAN

The Nation's Newest **Hillbilly Sensation**

IN THE

CRAZY BLUES

DOT 1168; 45 x 1168



America's Great Whistling Stylist

WHISTLER AND HIS DOG

DOT 15086; 45 x 15086



With LEW DOUGLAS and His Orchestra

LOVE ME NOW

TRULY YOURS



RELEASES LATEST DOT

POPULAR

ROY WIGGINS WIGGLE WAGGLE **BOUQUET OF ROSES**

DOT 15092; 45 x 15092

HANK GARLAND STEEL GUITAR RAG MOONLIGHT On The COLORADO

DOT 15089; 45 x 15089

LEON BERRY BLACKSMITH BLUES LA BORRACHITA

DOT 15093; 45 x 15093

COUNTRY & WESTERN

MAC WISEMAN I'D RATHER DIE YOUNG YOU'D BETTER WAKE UP

DOT 1173; 45 x 1173

RHYTHM & BLUES

MARGIE DAY STRING BEAN DON'T TALK TO ME ABOUT MEN

DOT 1172; 45 x 1172

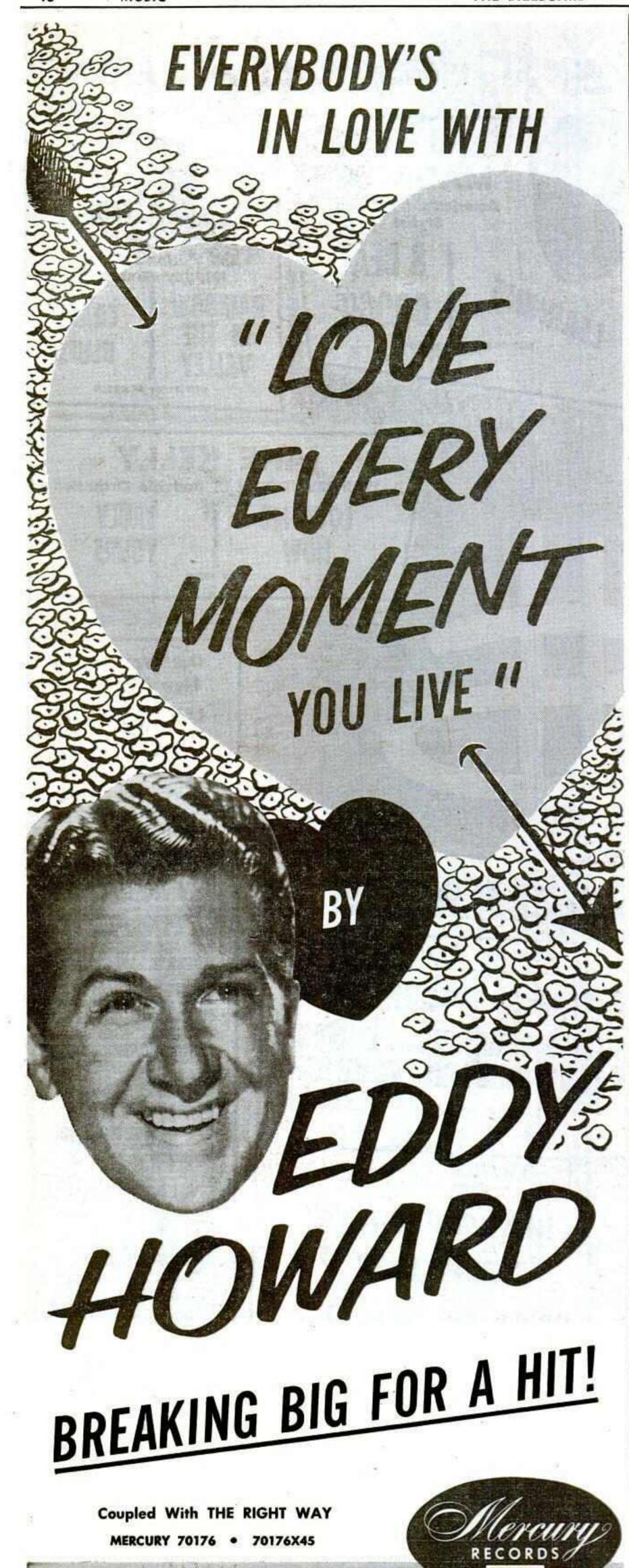
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VOX JOX

By CHARLOTTE SUMMERS

Ted Nabors, KTHT, Houston, reports that "Big Mamou" is on the verge of "busting loose" in his area. "Mamou," Ted ob-serves, "is a large shrub thriving in the bayou country which produces a red berry used among old-timers for medicinal purposes."

Gimmix

Art Milner, WKDN, Camden, N. J., came up with a new twist when he inverviewed the "happy birthday singer" of Western Union. . . . Best "pet peeves" writers were rewarded with free passes to home games of the local St. Louis Brown's farm club by Art Lowery, WYVE, Wytheville, Va. . . . Bob Bassett, WPEP. Taunton, Mass., and Chuck Williams staged a "Battle of Music" which resulted in 684 phone responses. . . . The "se-

YESTERYEAR'S TOPS-

The nation's top tunes on records as reported in The Billboard

JULY 24, 1943:

- 1. You'll Never Know
- 2. Comin' In on a Wing and a Prayer
- 3. It Can't Be Wrong
- 4. In the Blue of the Evening
- 5. All or Nothing at All 6. It's Always You
- 7. Let's Get Lost
- 8. Johnny Zero
- 9. Don't Get Around Much Anymore
- 10. As Time Goes By

JULY 24, 1948:

- 1. Woody Woodpecker
- 2. You Can't Be True, Dear
- 3. My Happiness
- 4. Little White Lies
- 5. Nature Boy
- Toolie Oolie Doolie (The Yodel Polka)
- You Call Everybody Darlin' 8. Love Somebody
- 9. It's Magic
- 10. A Tree in the Meadow.

cret sound" on Sandy Singer's show at KCRG, Cedar Rapids, Ia., is "putting on a pair of rubber gloves." . . . "How much Is That Doggie in the Window?" contest at WRCA, Ahos-kie, N. C., has finally come up with a winner, writes Johnny Palmer. Correct answer was \$9.70; WRCS is at 970 on the

Guestings

Bob Crosby was a recent guest on KSAL, Salina, Kan., reports Ken Rowland. . . . Jack Dugan, WPTR, Albany, N. Y., introduced Lou Monte, RCA

recording artist. . . . Allan Dean guested on WLEX, Lexington, Ky., for Joe Cox. . . . Louis Jordan will appear on "Rockin' Time," KXOB,, Stockton, Calif. . . . Jack Thayer. WTCN jockey guested on KFEL, radio and TV in Denver. . . . Rusty Draper was interviewed by Bob Custer, WLOK, San Jose, Calif. . . . Stan Kenton and Erroll Garner guested for Bob Bassett on WPEP, Taunton, Mass.

Coming and Going

Jack Egan is retained by the Leo Burnett Company to conduct a survey among jockeys to find the funniest records of the year for its client, Mars Candy Company. . . . Tom Shields, formerly of New-burgh, N. Y., will handle staff announcing and "Platter Party" for WCPS, Tarboro, N. C. . . . Johnny Michaels moves from WVKO, Columbus, O., to WOKY, Milwaukee. . . Deke Miles exits WSDC, Marine City, Mich., to join WHLS, Port Huron, Mich. . . Bill Kuntzman, formerly with WSMI, Litchfield, Ill., joins WCNT, Centralia, Ill.

This and That

Jimmie Penny, WNAG, Grenada, Miss., will exchange worn out themes for good condition records with other jocks. . . . Bryant Arbuckle, KSIL, Silver City, N. M., would like to effect a trade to get Ray Anthony's "On the Trail." . . . Don Lamond, KERO, Bakersfield, Calif., would like to start a big push for a Buddy Clark day. . . . Bob Milton, KPIG, Cedar Rapids, Ia., would like some disks, especially from indies, to fill his 30 hours of spinning. . . Ray Schreiner, WRNL, Richmond, Va., announces the birth of his son Raymond Leslie Schreiner, III. . . . Bill Davis, KPIT, Paris, Tex., would like the correct pronunciation of Ralph Marterie. We have been using Mar-teer-ie (accent on the teer). . . . Don Newberg, WKAI, Macomb, Ill., reports his station's sixth birthday. . . . Ken White, KWTC, Barstow, Calif., was the recipient of a tape recorded letter from Joni James introducing his show, and sta-tion I.D. White reports that her platters are selling like "hotcakes." . . . On vacation: Bill Hickock, WXKW, Albany, N. Y.; Bill Garr, KWKW, Pasadena, Calif.; Maurice Jackson, WVKO, Columbia, O. . . . Stu Cochran, WDWS, Champaign,

Show Fields Battle Mason Bill

Continued from page 1

and Managers, Local 802 of the Eisenhower if it is adopted. Movie-American Federation of Musi- theater spokesmen, however, are cians, and the League of New voicing confidence that the Presi-York Theaters, representing stage dent would sign it if it reaches producers and operators of Manhattan houses. Typical protest was if the bill is held over until next

Chorus Equity Association, representing all actors, singers, dancers and chorus persons of the dra-matic and musical theater, protest that tax relief of motion picture industry alone without similar relief of legitimate theater is discrimination which favors wealthy industry against one that TV was not having an equally which is in greater need of relief. We urge that any tax relief be extended to include entire entertaiment industry and demand a ness by TV competition, a thou-hearing to present our arguments sand of them since he introduced before final congressional action his bill in January. Most of those is taken."

sent to the Hill by Melvin D. ing to cure." Hildreth, D. C. legalist, spokes-Pools and Beaches.

ate, even if it passes the House, notably television, have made and there is no assurance either play-producing the riskiest of all that it will be signed by President business enterprises. to the fire and the second

a letter signed by Ralph Bellamy, president, and Angus Duncan, executive secretary of Actors' Equity Association, to several lawmakers, stating as follows:

In the bill is held over until lead over until le "Actors' Equity Association and into its re-examination of all excise taxes.

Ill., relates the story of a girl who was asked of the name Ray McKinley was familiar to

her. She replies, "Oh' yes. Wasn't he President?"

Meanwhile Rep. Noah M. Ma-son (R., Ill.), sponsor of bill to grant the admissions tax exemption to movie theaters, declared that he considers the movie house situation an emergency from TV competition. Mason voiced belief adverse effect on legit theaters. Mason said that some 6,000 movie houses had been put out of busiwere small houses, he said, and Earlier, similar messages were added: "That's what we are try-

Arthur Schwartz, president of man for Circus Fans of America, the League of New York Theaand other spokesmen for outdoor ters, was quoted in New York as amusements, including a brief saying that the legit theater "is filed by Paul E. Huedepohl, ex- in the most precarious condition ecutive secretary of National As- in its history and therefore sociation of Amusement Parks, urgently needs tax relief." Schwartz stated that the mount-There is no certainty that the ing cost and the competition from Mason Bill will get thru the Sen- media offering free entertainment,



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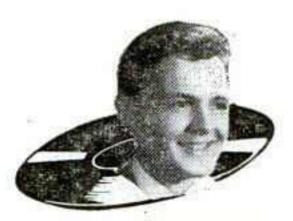
"THE PARTY SONG" "WIND AND RAIN" Mood # 1010



FAY DE WITT

"NO ONE" b. w "WISHING WELL" Mood # 1008

with Miguelita Valdes Ork "SIMP-ATICO JOE" b/w "HARVEST MOON BALL NOVELTIES" Mood = 1004



LAWRENCE

Watch For Forthcoming Release on MOOD



ELISE RHODES

"YES, YES, YES" "DO YOU REMEMBER ME" Mood # 1005



MARIA NEGLIA

Watch For Forthcoming Release on MOOD



JAN STRICKLAND

"DIABLO" "LOVE YOUR MAGIC SPELL IS EVERYHERE"



MIGUELITO VALDES "JUNGLE MAN" b/w "PEANUT VENDOR" Mood = 1002 "WHATEVER IT MEANS" (Lo Que Sea) b/w "RHUMBA RHAPSODY" Mood # 1003 "ME GUSTAS" b'w "BABALU"



SANDY SCOTT

Watch For Forthcoming Release on MOOD



DENISE LOR

Watch For Forthcoming Release on MOOD



LANI ROBERTS

Watch For Forthcoming Release on MOOD



JOHNNY ALDEN

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NOTE: A Few Distribution Points Available

Weeks



Popular

BONNIE LOU TENNESSEE WIG WALK HAND-ME-DOWN HEART 1237 and 45-1237

THE GLOBE TROTTERS
MY CAL SAL
AT SUNDOWN
1210 and 45-1210

TOMMY PRISCO GONE (ARE THE THOU-

SAND THRILLS

PARADISE

Folk/Western

DON RENO and RED SMILEY
CHOKING THE STRINGS
I'M THE TALK OF THE
TOWN
1235 and 45-1235

SEVEN LONELY DAYS
UST OUT OF REACH
1192 and 45-1192

COWBOY COPAS
TENNESSEE SENORITA
IF YOU WILL LET ME BE
YOUR LOVE
1234 and 45-1234

CHARLIE GORE
ACH TIME I PRAY
KNOW SOMETHIN'
1218 and 45-1218

Rhythm/Blues

JACK DUPREE TONGUE-TIED BLUES THE BLUES GOT ME ROCKIN' 4633 and 45-4633

TINY BRADSHAW
HEAVY JUICE
THE BLUES CAME POURING DOWN
4621 and 45-4621

TRANCE 4577 and 45-4577

MELANCHOLY SERENADE
WHAT! NO PEARLS
4644 and 45-4644

SONNY THOMPSON
WAITING TO BE LOVED
BY YOU
LOW FLAME
4639 and 45-4639



AND HIS DOMINOES

MAN DOWN
WHERE NOW, LITTLE
HEART
12139 and
45-12139

THESE FOOLISH THINGS REMIND ME OF YOU DON'T LEAVE ME THIS WAY 12129 and 45-12129

THE ROYALS
SET IT
NO IT AIN'T
12133 and 45-12133

YOUNG JOHN WATSON MOTOR HEAD BABY AD FOOL 12131 and 45-12131



The Billboard's Music Popularity Charts

Classical Records

. . . For Week Ending July 18

Best Selling Classicals

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers througt the country with a high sales volume in classical records. Separate "larts are listed for 33% and 45 r.p.m. records.

Last on 331/3 R.P.M. Week | Chart Week 1. BEETHOVEN SYMPHONY NO. 9-E. Farrell, N. Merri- 1 man, J. Peerce, N. Scott, R. Shaw, Chorale; NBC Symphony Ork, A. Toscanini, conductor.....V(33)LM-6009 2. MUSIC OF VICTOR HERBERT-Mantovani Ork 11London(33)LL-746 3. OFFENBACH: GAITE PARISIENNE—Boston Pops Ork, 4. VERDI: IL TROVATORE-Z. Milanov, J. Bjoerling, F. -Barbieri, L. Warren, R. Shaw, Chorale; RCA Victor OrkV(33)LM-6008 RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis 3 17 Symphony Ork, Dorati, conductor. Mercury (33) MG-50009 5. RIMSKY-KORSAKOV: SCHEHERAZADE—San Fran- 5 cisco Symphony Ork, P. Monteux, conductor.....V(33)LM-1002 45 R.P.M.

Reviews of the Current Classical Releases

The stirring, full-blown marches with which the better English composers evoke the imperial spirit are here presented in all their glory. Quite appropriately, the set contains two "Pomp and Circumstance" marches by Elgar, his somewhat less familiar "Imperial" march and efforts in a similar vein by Walton and Bax. The Bax opus was written for the coronation ceremonies this year. The package should appeal to many, even sometime classical buyers. And, of course, there's the bonus market of schools which need suitable graduation music.

STRAUSS: EMPEROR WALTZ; MORNING PAPERS WALTZ— Bamberg Symphony Ork; Ferdinand Leitner, Cond.; RIAS Symphony Orchestra Berlin; Ferenc Fricsay, Cond. (1-10")... -75 Decca (33) DL 4062

Decca has issued a number of new releases on its inexpensive 10-inch "4000" series. This set is a good one for the series, with two of Strauss' most familiar waltzes. The "Emperor Waltz" is played beautifully by the Bamberg Symphony Orchestra, and the "Morning Papers" receives a warm performance from the RIAS aggregation. The price and the selections should help the sales of this light, listenable platter.

Fournier awards the familiar concerto a particularly sensitive reading, bringing to it an always beautiful tone which he projects with great purity. Tho the work is much recorded, many collectors should prefer this version to the several others also available. The reverse side of the disk contains a group of 'cello solos, all of French origin, by such composers as Ravel, Debussy, Faure and Boulanger. Salability of the package is enhanced by inclusion of the famous "Swan" by Saint-Saens.

London (33) LL 771

This disk contains the first complete orchestral recording of the satiric "Facade" suites. Listening is here a cheerful experience with many moments of bright humor. The performance by Irving is excellent, and the recorded sound full and robust. The flip holds the Lambert ballet suite "Horoscope." An attractive package in London's special coronation release.

This is the first LP waxing of one of Weber's little-played sonatas, No. 1 in C Major. It is played with care and skill by Helmut Roloff, winner of the Berlin music prize in 1950 and now a professor at the Berlin Musikhochschule. The recording is first rate, originally waxed by the Deutsche Grammophon Company in Germany. The side will interest those who are in the market for piano music. The cover is attractive.

Decca (33) DL 9691
Decca here has one of the finest chamber music records it has yet issued. The performers are members of the famed chamber music ensemble, Virtuosi di Roma, and they read the trio with superb artistry. There are several competing versions available (one has the identical coupling), but this newest entry

should win many enthusiastic adherents among buyers of chamber music disks. And few will quibble at the sound of the record. It's beautifully balanced to project the intimate nature of compositions.

HAYDN: ST. ANTHONY DIVERTIMENTO: DIVERTIMENTO IN G-London Baroque Ensemble; Karl Haas, Cond. (1-12")... 67
Decca DL 4066

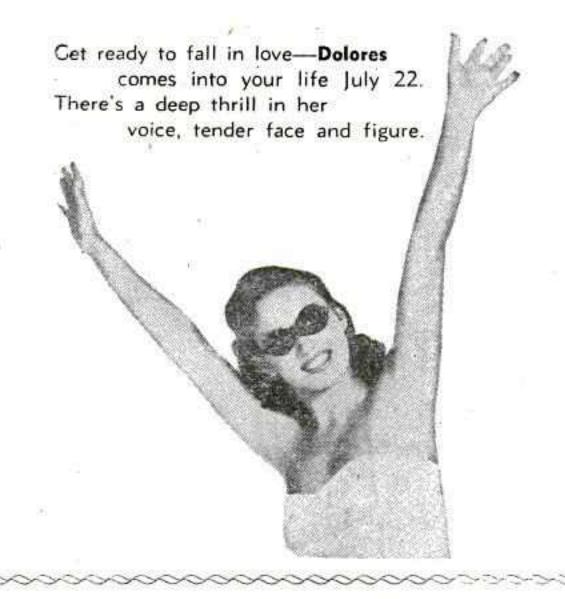
Charming, light works, ably performed. But Decca has missed a bet by not including some liner notes. This set needs it more than most in the firm's low-price series. Even the label doesn't prepare the listener to expect a woodwind group on one side of the platter and a string ensemble on the other. It might also have intrigued a few potential buyers to know in advance that the St. Anthony theme is the same that Brahms elaborated on in his famous "Haydn Variations."

The young German baritone makes another version of the often recorded "An die Ferne Geliebte" song-cycle by Beethoven available on this HMV release. Within the last six months alone, versions by such distinguished singers as Aksel Schiotz, Heinrich Schlusnus and Elena Nikolaidi have also been issued. At 28, Fischer-Dieskau proves to have a precocious grasp of the musical and dramatic problems that these deceptively simple songs pose. In the Beethoven lieder, as in the selected Schubert and Schumann songs included in the package, he displays a pleasing vibrant voice and a flair for characterization that give evidence of conscientious musicianship and a great natural gift.

The two cantatas presented here date back to the early 18th century when the cantata was a much simpler musical form than its modern counterpart and was not necessarily based on a religious subject. Typically, no vocal chorus at all was involved—only a solo voice accompanied by two or three obbligato instruments. That is the case here. The Handel cantata, a secular work, is for bass solo, sung capably in this instance by Ians Olaf Hudemann, and is accompanied by 'cello and cembalo. Telemann's "Ihr Voelker, Hoert!" is a church cantata closely related in style and spirit to the Handel work. It features the German contralto Hildegard Hennecke, who is accompanied by flute, viola da gamba and organ. Both are LP "firsts," altho the Handel work will shortly be duplicated by a scheduled Handel Society release.

RATINGS: 90-100 Tops: 80-89 Excellent; 70-79 Good; 40-69 Satisfactory; 6-39 Poor HOW RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered! Artist's name value, quality of performance and recording; appeal of the composition, effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price





TO HELP ALL dealers to inventory and promote PACKAGED RECORDS, The Billboard will introduce a new weekly service in the . . .

AUGUST 29 FALL RECORD MARKETING ISSUE

The Billboard
Packaged Record

Buying Guide

—a further development of The Billboard Music Popularity Charts covering—on a rotated weekly basis—10 musical categories of Classical Records, plus Popular Albums, Jazz Albums and Children's Records.

The Billboard's Music Popularity Charts

TOP C&W RECORDS

. . . For Week Ending July 18

National Best Sellers

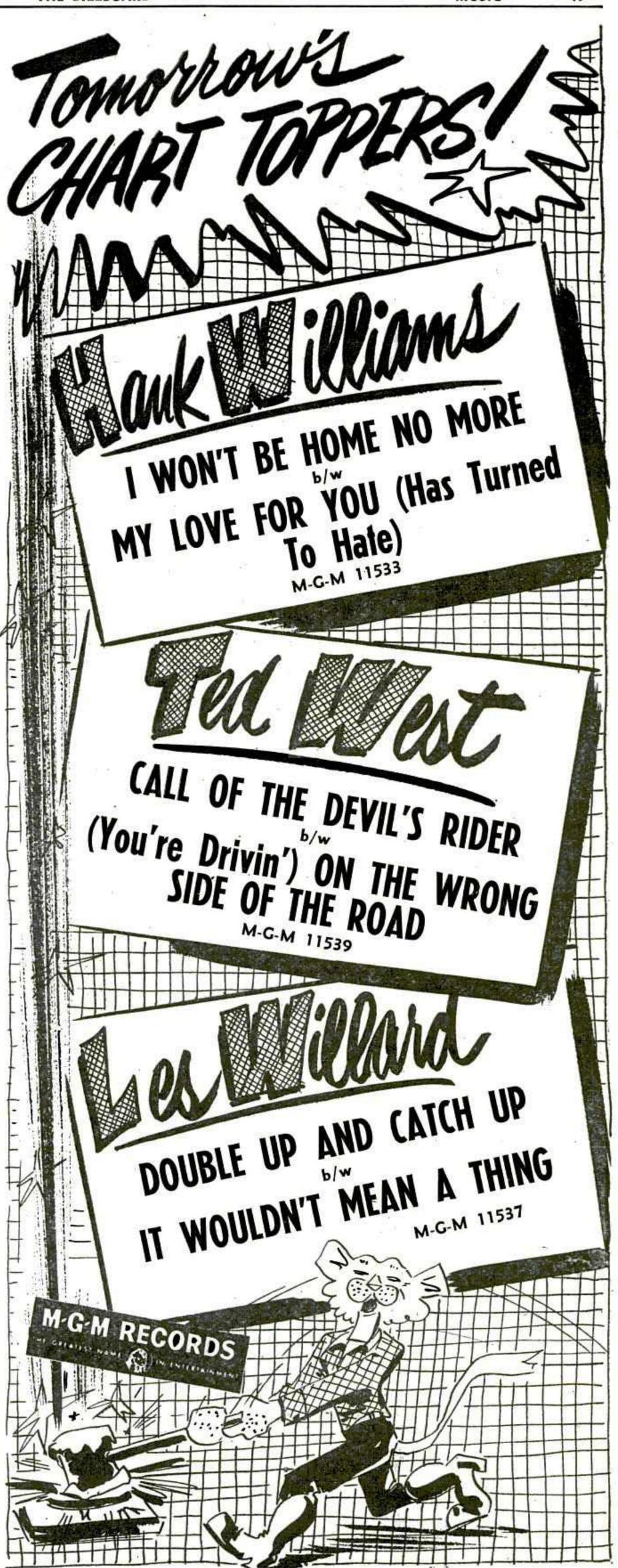
| the state of the s | Last Veck | 0.01 |
|--|--------------|------|
| 1. IT'S BEEN SO LONG—W. Pierce Don't Throw Your Life Away—Dec 28725—BMI | . 1 | 4 |
| 2. TRADEMARK—Carl Smith Do I Like It?—Col 21119—ASCAP | . 2 | 4 |
| 3. MEXICAN JOE—J. Reeves | . 3 | 16 |
| 4. TAKE THESE CHAINS FROM MY HEART— H. Williams | . 4 | 11 |
| 5. HEY, JOE—Carl Smith Darlin', Am I the One?—Col 21119—BMI | . – | 1 |
| 6. FREE HOME DEMONSTRATION—E. Arnold How's the World Treating You?—V 20-5305—ASCAP | . 6 | 6 |
| 7. RUB-A-DUB-DUB-H. Thompson 1'll Sign My Heart Away-Cap 2445-BMI | . 7 | 9 |
| 8. YOUR CHEATIN' HEART—H. Williams | . 8 | 23 |
| 9. I WON'T BE HOME NO MORE—H. Williams My Love for You—M-G-M 11533—BMI | • :- | 1 |
| 10. SPANISH FIRE BALL—I. Snow | . 5 | 8 |

Most Played by Jockeys

| 1 | This Week | Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows througt the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records. | Negative. | Last Week | Weeks on Chart |
|---|--------------|--|-----------|--------------|----------------------|
| | 1. IT | 'S BEEN SO LONG-W. Pierce | | . : | 2 4 |
| | 1. ME | EXICAN JOE—J. Reeves | • | . : | 3 17 |
| | 1 | KE THESE CHAINS FROM MY HEART— H. Williams M-G-M 11479—BMI | • • | e 9 | 4 9 |
| | 4. RU | JB-A-DUB-DUB—H. Thompson | • • | | 5 9 |
| | 5. IS | ZAT YOU, MYRTLE?—Carlisles | | | - 1 |
| | 6. Н | OW'S THE WORLD TREATING YOU?-E. Anrold | 600 | . (| 9 2 |
| | 7. CR | YING IN THE CHAPEL—D. Glenn | • • | . – | - 1 |
| | 8. DE | CAR JOHN LETTER—J. Shepard | • • | . – | - 1 |
| | 9. TR | RADEMARK—Carl Smith | • | . – | - 2 |
| | 10. SP | ANISH FIRE BALL—H. Snow | | o A | - 4 |
| | | | | | |

Most Played in Juke Boxes

| This Week | | Last | Weeks on Chart |
|--------------|--|------|----------------------|
| 1. N | MEXICAN JOE—J. Reeves | | 1 17 |
| 2. F | RUB-A-DUB-DUB—H. Thompson | | 2 8 |
| 3. 7 | AKE THESE CHAINS FROM MY HEART— H. Williams | | 2 11 |
| 4. S | PANISH FIRE BALL—H. Snow V 20-5296—BM1 | . 1 | 5 6 |
| 4. I | T'S BEEN SO LONG-W. Pierce | . (| 6 4 |
| 4. 7 | CHIS ORCHID MEANS GOOD-BYE—Carl Smith | . 1 | 8 5 |
| 7. 1 | THAT HOUND DOG IN THE WINDOW— Homer & Jethro V 20-5280—ASCAP | . : | 7 8 |
| 8. 1 | THAT'S ALL RIGHT—A. Inman | · 3 | 4 3 |
| 9. T | RADEMARK—Carl Smith | | 9 3 |
| 9. E | BUMMING AROUND—T. T. Tyler | . – | - 9 |



MUSIC

TOP COUNTRY & WESTERN RECORDS

Folk Talent and Tunes

Nashville

The National Association of Music Merchants convention in Chicago last week was peopled with very few record exhibitors and a handful of artists walking around. Talk was that the music merchants had pushed the record business from the agenda. Webb Pierce, Hubert Long, Hank Gar-

• (& W Record Reviews

Continued from page 38

CHARLIE GORE

KING 1218-Gore's latest offering on the King label impresses like most of his others, with its smoothness. A good record, it could get coins. One of these days Gore could hit with the right material. (Mar-Kay, BMI)

Each Time 1 Pray....72 A tender song of love read with feeling and sincerity by the young balladeer. (Mar-Kay, BMI)

WESLEY TUTTLE

CAPITOL 2545-This tune originally started in the pop field, tho not too much has happened with it there. Tuttle sings it well, and should have a chance for spins, as it transfers over to the c.&w. field nicely.

Crying in the Chapel 73 Wesley Tuttle does a good job with the tune now grabbing action in both the pop and country fields. This slicing could get a bit of the loot.

LES SMITHHART

You're Only Making Fun of Me. 71 WHITE SQUIRREL 100 (45)-Smithhart turns in a listenable performance on a serious ballad, as he tells his girl how much he cares. The side should attract some attention for the label.

I Can't Live My Life Alone....68 A pleasant enough weeper is sung nicely by Smithhart on this, the first release by the new label. Good filler material for the deejays.

JOHNNY TYLER

SPECIALTY 717-Tear-jerking ditty that finds Tyler grateful for the little happiness he found with a gal before she proved untrue. (Venice, BMI) Hillbilly Preacher 65

Comic effort about a knock-down, drag-out battle of a hillbilly preacher with the devil, done in a style imitating the r.&b. idiom. (Hill & Range,

SMOKEY STOVER

What a Shame70 SPECIALTY 715 - A weeper that really brings out the Kleenex, as Stover tells of the melancholy consequences of a love affair. (Venice,

Because I Loved Her So 69 West Coast folk singer serves up another sorrowful song with pathos on this side. (Venice, BMI)

"I'M NOT ASHAMED"

'I'M SETTING YOU FREE' CHUCK WELLS #21134

Ridgeway Music, Inc. 6097 Sunset Blvd., Hollywood 28, Calif.

land, Roy Wiggins and Eddy Arnold were the only country names personnel and publisher reps were also at a minimum, with Decca's Paul Cohen and an Acuff-Rose trio the only out-of-town country men around. Indie labels were on display, with Atlantic and Specialty record brass indicating plans for strong entries in the c.&w. field for fall. Outstanding personality seemed to be Johnny Sippel, originator of this column, who was in from his West Coast sales job for Mercury. If you missed the meet, you missed nothing that would interest an oatuner.

Nashville's WSM-TV just added a new country half-hour show tures two "Grand Ole Opry" airers to employ the usual production and rehearsal methods. Webb Pierce and The Jordanaires were scheduled for the July 17 stanza.... The station's "Mr. Deejay U.S.A." Friday nighter is getting increased attention thru outof - town jockeys' promotions. Doug Smith, of WSLS in Roanoke, Va., handled the July 17 half mont, and Bill Potter, of Houston. hour, with Clay Eager, of WLOK in Lima, O., coming in for July 24. Mike Martin, of WVLK in Lexington, Ky., and Bruce Grant. of already on a well-paying basis. WHB in Kansas City, Mo., are set for following weeks. . . . WSM and Ford, "The Duke of Paducah," the William Esty agency of New | who manages and emsees the per-York are still following a tryout formances. In addition, Mattie plan on the Saturday night and Salty Holmes and Zeb and "Prince Albert" show on NBC, Mandy are on hand for a complete with no definite plans toward setting a regular emsee name. George Morgan will be host to Moon Mullican on July 18 show, with Hank Snow and Lonzo and Oscar taking the July 25 show. Ray Price will head the stanza on August 1, with Leon Payne in from San Antonio as guest. August 8 will have Cowboy Copas and Martha Carson featured.

Smiley Burnette is back in Hollywood from his second Canadian tour this summer. He was guest on CBS "Hollywood Caravan" today (18) and is currently taking care of his "cook book" business while getting some home rest.... Tim Spencer's song, "It's Your Life," is gaining momentum in the West via Skeet's McDonald's Capitol wax and the new Dooley Family Alma Records release.... Mitchell Torok, writer of "Mexican Joe," has put out a new Abbott release as singer. The tune is "Caribbean." Carolina Cotton is keeping busy with hospital visits and appearances at the Norton Air Base near March Field, on the Coast. She's presenting Arabian Horse Show awards in San Diego today (18) and will continue with her Armed Forces Radio Services' "Carolina Cotton Calling" transcribing.... Johnny Bond is set for radio and TV from Hollywood following his return from an Oklahoma vacation. He recently parted with Gene Autry after 13 years. . . . Wes and Marilyn Tuttle are getting increased activity on the West Coast from their Capitol waxings and personals. They have teamed successfully with Joe Maphis and Rose Lee on recent engagements.

Vi. 20-5288

Nashville's Chamber of Commerce put "Grand Ole Opry" on seen during the entire meet. Disk movie film last week for use in the city's national promotion... Culley Holt, baritone singer of The Jordanaires, recently bought the title from The Matthews Brothers, who originated the group but had to leave because of ill-health. The quartet currently includes Gordon Stoker, Bob Money and Bob Prather, in addition to Holt. The group was tagged The Foggy River Boys until the recent title pact. They're regular WSM "Grand Ole Opry" artists.

Louvin Brother, is now in the Army at Columbia, S. C. . . . Autry Inman leaves Nashville at the every Friday afternoon, with end of month for Army service. "Opry Matinee." Each week fea- ... Eddy Arnold is moving his offices from downtown Nashville names. This is the first of WSM's to a newly purchased building in Brentwood, Tenn. . . . Omer (Shorty) Chesser is doing 20 radio and TV shows weekly from WHAS, Louisville.... Jerry Jericho is doing three shows weekly from KNUZ, Houston.... Starday Records of Beaumont, Tex., has just signed and recorded two new names-Patsy Elshire, of Beau-

WSM's, Gatlinburg, Tenn.,

"Grand Ole Opry" nightly shows

Charlie Louvin, of Capitol's

are building consistently and are summer's run. The station sends in a featured performer each week, with Moon Mullican on last week as a replacement for George Morgan, who was held in Nashville on business. Marty Robbins and Martha Carson will carry top billing in the next two weeks.... WSM artist tours next week include Martha Carson thru Ohio, Lonzo and Oscar in Pennsylvania, Little Jimmy Dickens in Colorado. Bill Monroe thru Georgia and Cowboy Copas in West Virginia. ... Park dates for July 26 find Lonzo and Oscar at Sunset Park, West Grove, Pa.; The Carter Family at Shady Acres, Mulberry, Ind.; Carl Smith at New River Ranch, Rising Sun, Ind.; Ernest Tubb at Buck Lake Ranch, Angola, Ind.; Webb Pierce at G-Bar-C Ranch in Columbus, O., and Tommy Sosebee with Rod Brasfield at Chain of Rocks Park, St. Louis. Sosebee and Brasfield continue on to the Callaway County Fair at Fulton, Mo., for headlining on July 31.... Johnnie and Jack and Kitty Wells are taking two weeks vacation until August 1.

Jimmy Atkins recently moved from WIVY, Jacksonville, Fla., to WLBS, Birmingham, where he's doing four hours of country records a day.... Christine Peterson leaves WSYR, Syracuse, giving up her librarian's job to live with her Army husband in Brownsville, Tex.... Charlie Lewis is heading the country spinning at KNAL, Victoria, Tex. . . . Bill Stocks does the country chores at WGGA, Calhoun, Ga.... Ed Harris is handling the country turntables at WILD, Birmingham.... Larry Rohling replaces Eddie Mc-Dougal with oatunes at WOWL, Florence, Ala... Dan McNew, long with WAPO, Chattanooga, is now continuing his "Cousin Clem" series from WCDT, Winchester, Tenn., and soon will be switching to a sister station in Murfreesboro, Tenn., as program director.... Hal Hamrick is all set up with new duties at WLTC, Gastonia, N. C., from WLOS in Asheville, N. C.... Jim Trahan was recently switched from KSIG, Crowley, La., to KLFY, Lafayette, La.

Texarkana's "Hayloft Jamboree" has been discontinued for the summer. It will resume this fall. It was civic backed, with efforts going to baseball and rodeo activities for the summer.... Frankie More is taking Johnny and Jack and Kitty Wells to Canada for a 12-day tour beginning August 4. · Continued from page 53

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Dallas-Fort Worth Houston....MY LOVE FOR YOU

H. Williams, M-G-M 11533

Houston Memphis

Nashville ... HEY JOE

Carl Smith, Columbia 21120 Memphis....I FORGOT MORE THAN YOU'LL EVER KNOW David Sisters, Victor 20-5345

Nashville New Orleans.... I WON'T BE HOME NO MORE

H. Williams, M-G-M 11533

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Cincinnati

1. Trademark

Carl Smith, Columbia 2. Take These Chains From My Heart

H. Williams, M-G-M

3. It's Been So Long W. Pierce, Decca

4. Free Home Demonstration E. Arnold, Victor 5. Tennessee Wig Walk

Bonnie Lou, King 6. Your Cheatin' Heart

H. Williams, M-G-M

7. Restless Heart S. Whitman, Imperial

8. Last Waltz

W. Pierce, Decca 9. This Orchid Means Good-Bye Carl Smith, Columbia

10. Spanish Fire Ball H. Snow, Victor

Dallas-Ft. Worth

1. Mexican Joe

J. Reeves, Abbott 2. Rub-A-Dub-Dub

H. Thompson, Capitol

3. It's Been So Long

W. Pierce, De ca 4. Trademark

Carl Smith, Columbia

5. Crying in the Chapel

D. Glenn, Valley 6. Dear John Letter

J. Shepard, Capitol

7. Spanish Fire Ball H. Snow, Victor

8. Take These Chains From My Heart

H. Williams, M-G-M 9. My Love for You

H. Williams, M-G-M

10. Is Zat You, Myrtle?

Carlisles, Mercury

Houston

1. It's Been So Long

W. Pierce, Decca 2. That's All Right

A. Inman, Decca 3. My Love for You

H. Williams, M-G-M

4. Let Me Be the One H. Locklin, Four Star

5. Let Me Love You Just a Little J. Reeves, Abbott

6. Hey, Joe Carl Smith, Columbia

7. Mexican Joe

J. Reeves, Abbott 8. You Said You Could Do

Without Me K. Wells, Decca

9. How's the World Treating You?

E. Arnold, Victor 10. Do I Like It?

Carl Smith, Columbia

Memphis

1. Take These Chains From My Heart

H. Williams, M-G-M

2. It's Been So Long

W. Pierce, Decca 3. Hey, Joe

Carl Smith, Columbia 4. Seven Lonely Days

Bonnie Lou, King 5. I Forgot More Than You'll Ever Know

Davis Sisters, Victor 6. Tennessee Wig Walk Bonnie Lou, King

7. That's All Right A. Inman, Decca

8. Trademark

.Carl Smith, Columbia

9. Crying in the Chapel Rex Allen, Decca

10. Do I Like It? Carl Smith, Columbia

Nashville

1. It's Been So Long

W. Pierce, Decca 2. Crying in the Chapel

D. Glenn, Valley 3. Trademark

Carl Smith, Columbia

4. I Won't Be Home No More

H. Williams, M-G-M 5. Hey, Joe

Carl Smith, Columbia 6. You Weren't Ashamed to Kiss

Me Last Night R. Price, Columbia

7. I Haven't Got the Heart

W. Pierce, Decca 8. Tennesese Wig Walk

Bonnie Lou, King

9. Crying in the Chapel

Rex Allen, Decca

10. Is Zat You, Myrtle? Carlisles, Mercury

New Orleans

Trademark

Carl Smith, Columbia 2. I Won't Be Home No More

H. Williams, M-G-M

3. Hey, Joe Carl Smith, Columbia

4. Dear John Letter

J. Shepard, Capitol

5. How's the World Treating You?

E. Arnold, Victor 6. That's All Right

A. Inman, Decca 7. It's Been So Long

W. Pierce, Decca 8. Take These Chains From My

Heart H. Williams, M-G-M

9. Rub-A-Dub-Dub

H. Thompson, Capitol Mexican Joe



HAVE YOU HEARD

"HEY JOE"

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OPS, DEALERS and DJ's

"BOBBY WILLIAMSON"

"WHERE WERE YOU LAST NIGHT"

RIDGEWAY MUSIC, INC.

The Billboard's Music Popularity Charts

National Rost Collers

. . . For Week Ending July 18

TOP R & B RECORDS

| | acional Dest Seners | | |
|--------------|--|--------------|----------------------|
| This Week | a might rotatile of gates in thijumit and broken the | Last Veek | Weeks on Chart |
| 1. 0 | CLOCK—J. Ace | . 1 | 4 |
| | PLEASE LOVE ME—B. B. King | | 5 |
| | HELP ME, SOMEBODY—Five Royales Crazy, Crazy—Apollo 446—BMI | | 11 |
| 4. 0 | GOOD LOVIN'—Clovers | . – | 1 |
| 5. V | WILD, WILD YOUNG MEN—Ruth Brown | . 5 | |
| 6. I | MERCY, MR. PERCY-V. Dillard | . 6 | 3 |
| 7. I | FOUND OUT—Du Droppers | . 4 | 5 |
| 7. F | PLEASE, DON'T LEAVE ME—Fats Domino The Girl I Love—Imperial 5240—BMI | • - | 1 |
| 9. I | OON'T DECEIVE ME—C. Willis | | 1 |
| 10. 0 | GOING TO THE RIVER—Fats Domino | . 8 | 14 |
| | 7. | | |

| Λ | Nost Played in Juke Boxes | | |
|------|--|--------------|-----------------|
| This | weekly survey among operators through the country same | Last Week | Wee on Ch |
| 1. | PLEASE LOVE ME—B. B. King | . 2 | 2 |
| 2. | HELP ME, SOMEBODY—Five Royales | . 1 | k |
| 3. | CLOCK—J. Ace | • | • |
| 4. | IS IT A DREAM?—Vocaleers | . 3 | ľ |
| 5. | I WANNA KNOW-Du Droppers | . 1 | 1 |
| 6. | THESE FOOLISH THINGS—Dominoes | •2 | ij. |
| 7. | MEND YOUR WAYS-Ruth Brown | . 10 |) |
| 8. | DON'T DECEIVE ME-C. Willis | | Į. |
| 9. | GOIN' TO THE RIVER—Fats Domino | . 3 | |
| 10. | I'M MAD—W. Mabon | . 4 | |
| | | | |

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Atlanta... BABY, DON'T TURN YOUR BACK ON ME L. Price, Specialty 463 Philadelphia.... CRYING IN THE CHAPEL

St. Louis ... NEVER, NEVER

D. Washington, Mercury 70175

Orioles, Jubilee 5122

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Please Love Me B. B. King, RPM
- 2. Clock
- J. Ace, Duke 3. Good Lovin'
- Clovers, Atlantic
- 4. Third Degree E. Boyd, Chess
- 5. I Found Out Du Droppers, Victor
- 6. Please Don't Leave Me
- Fats Domino, Imperial
- 7. Don't Deceive Me C. Willis, Okeh
- 8. Crazy, Crazy, Crazy
- Five Royales, Apollo
 9. Baby, Don't Turn Your Back
- on Me L. Price, Specialty
- 10. These Foolish Things Dominoes, Federal

Charlotte

- 1. Clock
- 2. Please Love Me B. B. King, RPM
- J. Ace, Duke

- 3. Shirley Is Back
- Shirley & Lee, Aladdin 4. Wild, Wild Young Men
- R. Brown, Atlantic 5. Crazy, Crazy, Crazy
- Five Royales, Apollo
- 6. Mercy, Mr. Percy
- V. Dillard, Savoy
- 7. Help Me. Somebody Five Royales, Apollo
- 8. Hound Dog
- W. M. Thornton, Peacock
- 9. Goin' to the River Fats Domino, Imperial
- Good Lovin' Clovers, Atlantic

Cincinnati

- 1. Clock J. Ace, Duke
- 2. Don't Deceive Me
- C. Willis, Okeh
- 3. Please Love Me B. B. King, RPM
- 4. Wild, Wild Young Men
- R. Brown, Atlantic
- These Foolish Things Dominoes, Federal
- 6. Heavy Juice
 - T. Bradshaw, King (Continued on page 52

right to the top. That controversial gal, DEBBIE ANDREWS, has a sure-fire hit going for her on her United recording (154) of "Please Wait for Me." This girl sings a read gone storm. The States label number 122 has a message for all-"Cut That Out," by JUNIOR WELLS. Junior gives his all on this biscuit, which should get him plenty of spins thruout the country. Still riding high is JIMMY

Watch for the Great United release by MEMPHIS SLIM—"The Comeback"

backed with "Five o'Clock Blues." Zoom,

Rhythm and Blues
Tattler

Here we go again, keep your ears peeled for this "happener" by TAB SMITH on United 153. This is probably one of his best efforts to date. The title is "Cherry" and the rendition is perfect.

COE'S recording of "After Hour Joint"

on States 118.

It's been talked about all over now, let's mention it here. WASHBOARD SAM'S version of "Digging My Potatoes" is being dug by every fan in the country. If you haven't put Chess 1545 on your buy list, you just don't know how to shop. It's going strong and is getting its share of juke play and jockey spins. Here's one that's on the charts in St. Louis, Detroit, Chicago, etc. The tune is still going strong, and as long as EDDIE BOYD sings "Third Degree" it will stay strong. The number, Chess 1541.

Clear the decks in both r & b and pop charts. Make way for THE ORIOLES, who are busting thru in all channels with their Jubilee recording of "Crying in the Chapel." This may be the nation's number 1 tune. Great strength.

Chance has acquired the master for THE SPANIELS' recording of "Baby, It's You," and it will be released as Chance 1141. The tune is already big in Detroit. Back orders on this ditty are already piling up, why wait? Prediction-a real hit. JOB 1014 by SNOOKY PRYOR is showing great action in the country field. Snooky must have had inspiration when he cut "Cryin' Shame" because it really has a world of feeling in it. Don't pass this "buy."

THE FLAMINGOS have broken thru the sound barrier in Chicago, Cleveland, Detroit and St. Louis with their Chance (1140) recording of "That's My Desire," backed with "Hurry Home, Baby." Big, big, big.

Your dealer has these "picks" in stock right now. See him or call him today.

ANOTHER ONE BREAKING FOR A HIT!

JOHN GREER

Beginning to Miss You

c/w RHYTHM IN THE BREEZE

20/47-5370

Another Smash in RCA Victor's Red Hot Rhythm and Blues Line!



TOP RHYTHM & BLUES RECORDS

Rhythm & Blues Territorial Best Sellers

MUSIC

- Continued from page 51
- 7. Shirley Is Back
- Shirley & Lee, Aladdin 8. Help Me, Somebody Five Royales, Apollo
- 9. Good Lovin'
- Clovers, Atlantic 10. I Wanna Know Du Droppers, Victor

Chicago

- 1. Help Me, Somebody Five Royales, Apollo
- 2. Clock
- J. Ace, Duke 3. Please Love Me
- B. B. King, RPM 4. Don't Deceive Me
- C. Willis, Okeh 5. I Found Out
- Du Droppers, Victor
- 6. Shirley Is Back Shirley & Lee, Aladdin
- 7. I Wanna Know
- Du Droppers, Victor 8. Lean Baby
- D. Washington, Mercury
- 9. Wild, Wild Young Men Ruth Brown, Atlantic
- 10. Third Degree E. Boyd, Chess

Detroit

- Help Me, Somebody
- Five Royals, Apollo
- 2. Clock J. Ace, Duke
- 3. Lean Baby D. Washington, Mercury

SURE To Be A HIT! SMILEY LEWIS 'OH BABY' CALDONIA'S PARTY

Imperial 5241

Imperial Keconds

6425 Hollywood Blvd. Hollywood 28, Calif.

A New Hit FATS DOMINO "PLEASE DON'T LEAVE ME" "THE GIRL I LOVE"

Imperial 5240 Impenal Records 6425 Hollywood Blvd. Hollywood 28, Calit.

Being Dug Everywhere . . .

"DIGGING MY POTATOES" and "BRIGHT EYES" by

Washboard Sam

CHESS #1545



- 4. Is It a Dream?
- Vocaleers, Robin 5. Get It
- Royals, Federal 6. Good Lovin'
- Clovers, Atlantic
- 7. Mercy, Mr. Percy V. Dillard, Savoy
- 8. Highway Bound
- B. B. King, RPM 9. These Foolish Things Dominoes, Federal
- 10. Third Degree E. Boyd, Chess

Los Angeles

- 1. Clock
- J. Ace, Duke
- 2. My Dear, Dearest Darling Five Willows, Allen
- 3. Please Love Me
- B. B. King, RPM
- 8. Paradise Hill Embers, Herald
- Please Don't Leave Me Fats Domino, Imperial
- 6. These Foolish Things
- Dominoes, Federal
- 7. Good Lovin'
- Clovers, Atlantic Help Me, Somebody
- Five Royales, Apollo Goin' to the River
- Fats Domino, Imperial
- 10. Tin Pan Alley J. Wilson, Big Town

New Orleans

- 1. Please Love Me B. B. King, RPM
- 2. Clock
- J. Ace, Duke
- 3. Please Don't Leave Me Fats Domino, Imperial
- 4. Good Lovin'
- Clovers, Atlantic Wild, Wild Young Men
- R. Brown, Atlantic
- 6. Get It Royals, Federal
- Don't Deceive Me C. Willis, Okeh
- 8. Goin' o the River
- Fats Domino, Imperial These Foolish Things
- Dominoes, Federal
- One Room Country Shack Mercy Dee, Specialty

New York

- 1. Clock
- J. Ace, Duke 2. Help Me, Somebody
- Five Royales, Apollo
- Nat (King) Cole, Capitol
- 4. Heavy Juice T. Bradshaw, King Goin' to the River
- Fats Domino, Imperial

 6. Mend Your Ways
- Ruth Brown, Atlantic
- 7. Hound Dog W. M. Thornton, Peacock
- 8. I Found Out
- Du Droppers, Victor
- 9. Soft
- T. Bradshaw, King Wild, Wild Young Men

Ruth Brown, Atlantic

Philadelphia

- 1. Clock
- J. Ace, Duke
- Goin' to the River Fats Domino, Imperial
- 3. Help Me, Somebody Five Royales, Apollo

BIGGER & BIGGER DAY BY DAY! THE TALK OF THE SHOW!

#897

by VARETTA DILLARD



- 4. Mercy, Mr. Percy V. Dillard, Savoy
- 5. Crying in the Chapel Orioles, Jubilee
- 6. Why, Oh, Why
- Kings, Jax Good Lovin'
- Clovers, Atlantic 8. Paradise
- Embers, Herald 9. Please Don't Leave Me
- Fats Domino, Imperial 10. Mend Your Ways Ruth Brown, Atlantic

St. Louis

- 1. Clock
- J. Ace, Duke 2. Please Love Me
- B. B. King, RPM
- 3. Don't Deceive Me C. Willis, Okeh
- 4. Help Me, Somebody
- Five Royales, Apollo 5. After Hour Joint
- J. Coe. State
- 6. Early in the Morning R. Milton, Specialty
- 7. Never, Never D. Washington, Mercury

- 8. Mend Your Ways R. Brown, Atlantic
- 9. These Foolish Things
- Dominoes, Federal
- 10. Good Lovin' Clovers, Atlantic

Washington—Baltimore

- 1. Help Me, Somebody
- Five Royales, Apollo 2. Clock
- J. Ace, Duke
- 3. Good Lovin' Clovers, Atlantic
- 4. Wild, Wild Young Men R. Brown, Atlantic
- 5. Mercy, Mr. Percy
- V. Dillard, Savoy 6. These Foolish Things Dominoes, Federal
- 7. Paradise Hill
- Embers, Herald 8. Goin' to the River
- Fats Domino, Imperial 9. I Cover the Water Front
- Orioles, Jubilee 10. I'm Mad

W. Mabon, Chess

RHYTHM & BLUES NOTES By BOB ROLONTZ -

Shaw Artists a few weeks ago, toward the West Coast, and the has had a new label created es- Orioles will return East. The pecially for him by Roost Rec-ords. The label is Showcase, and the first waxing will be released pick last week. . . . Lynn Hope is next week. Tunes, both written back on tour after a three-week by Dizzy, are "Purple Sounds" layoff. . . . A group called The and "Chris and Dizz." Slogan on Prisonaires, all inmates of the label reads, "A label dedicated to Tennessee State Penitentiary, in the jazz experiments of Dizzy Nashville, are waxing for Sun

Gillespie." The giant rhythm and blues in Boston (17). Show stars Ruth son ork and other acts. . . . Shaw Artists are putting together a number of packages for the late summer. One will feature the Griffin Brothers with Chuck Willis starting July 31 in Mobile, Ala. The other will package the Du Droppers with the Joe Morris ork. The latter unit will start

out after August 15. Fats Domino and The Orioles conclude their Texas tour August | Washington, D. C.

Dizzy Gillespie, who joined 18. After that Domino will head Records.

The Lionel Hampton ork heads package being booked by the for the New England territory Gale Agency teed off this week next week with dates set at Boston on July 24, Hyannis, Mass., Brown, Joe Louis, The Clovers, July 25 and Bridgeport, Conn., Wynonie Harris, the Buddy John-July 26. Starting July 30, the ork will play a string of Southern one-nighters, starting in Greensboro, N. C., and then playing Roanoke, Va., Charleston, W. Va., Raleigh, N. C., Kingston,, N. C., Wilmington, N. C. Charlotte, N. C., Knoxville, Tenn., Greenville, S. C., Florence, N. C., Salisbury, N. C., Norfolk, Va., and

BREAKING FOR A SMASH HIT! The Cash Box Sleeper PIANO RED'S

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CLARENCE "GATEMOUTH" BROWN

waxes hot in his sensational new Peacock release



"HURRY BACK GOOD NEWS"

"BOOGIE UPROAR"

the flip side has a pleasant surprise, but "Hurry Back Good News" is positively terrific!

PEACOCK # 1617

ORIGINAL FIVE BLIND BOYS

(JACKSON HARMONEERS) vividly portray the hope of the

righteous in "SOMEWHERE LISTENING FOR MY NAME"

"I Know The Lord Will Make A Way"

A testimonial of implicit Faith in God

A NEW RELEASE

Peacock #1714



THE BELLS OF JOY

Express a Christian's determination in

"I'M GOING TO PRESS ON"

"How Sweet It Is"

This new release by the BELLS OF JOY will ring your cash register, Mr. Dealer

NEW AND JUST RELEASED

Peacock #1716

TREND RECORDS INKS DUANE, GRAAS . . .

Al Marks, Trend Records prexy, last week signed tenor Jerry Duane and French horn player John Graas to seven-year contracts. Duane's first waxing was released last week, less than a week after the young singer cut ANDERSON TO the record in New York. First disk is "Will You Still Be Mine," a rhythm tune written by Matt Dennis whom Marks also signed as a singer. Dennis' disk, "Tally Ho!" is set for early release. Marks also is planning an album row (19), when he conducts at the of the vocalist-composer, to be called "Dennis Sings." Graas, a former Stan Kenton sideman, will record jazz tunes with Claude Thornhill, Marks said.



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Biggest Selection on all Speeds. English, Polish Instrumentals.

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Bing Crosby Records, large collection early editions; wants filled. Paul Schload, 605 Spruce, Lititz, Pa.

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orders for Music-Market place advertising to: Music-Market Place, The Billboard, 1564 Broadway, New York 36, N. Y.

Music as Written

DEBUT NEW WORK . .

Composer-conductor Leroy Anderson will premiere his latest composition, a concerto for piano and orchestra, at Grant Park, Chicago, today (18) and tomor-Windy City's famous summer concert series. The work, published by Mills Music as are all other Anderson cleffings, is called "Concerto in C for Piano and Orchestra." Anderson will also conduct many of his other writings.

CAVALLO RESIGNS PUEBLO SYMPH . . .

Faffaelo Cavallo, 87-year-old pioneer of symphonic music in the Rocky Mountain area, resigned his position as director of the Pueblo (Colo.) Symphony last week after more than a quarter of of initiation fees. a century on the podium before that organization. Walter Eisenberg, assistant conductor of the Denver Symphony, has been named to succeed Cavallo, who has been an orchestra conductor for more than 60 years, having started his career directing a theater orchestra in New Jersey when he was just 18. Cavallo came to Colorado 57 years ago near death with tuberculosis and settled near Denver where he organized the first symphony orchestra and gave concerts at Elitch Gardens. For many years he was maestro of the Broadway stay in the Mexican capital. . . . Whiteman his first job as an orchestra violinist.

N. J. BALLROOM SAVED FROM FIRE . . .

Fast action on the part of a a blaze at Hunt's Starlight Ballroom in Wildwood, N. J., while patroling the beach in a jeep, saved the dancery. The fire was in the rear of the building on the was empty.

DECCA CLAIMS BANNER WEEK ...

Decca Records claims that last week was one of the strongest it has enjoyed in the past few months. The firm noted that it shipped over 400,000 platters, pop disks and catalog items. Platters that grabbed the biggest play Brothers' "Pretty Butterfly," Four July 22, then goes to the West Aces' "False Love," Rex Allen's Coast for five one-nighters. After and Ella Fitzgerald's "Crying in that, the thrush will do two the Chapel," Bill Darnell's "To-Pierce, Kitty Wells and Louis Jordan slicings.

SALVADORE PUB OPENS IN DET. . . .

Salvadore Music, has been M-G-M artist Jilla Webb is now opened in Detroit by Sam S. Car- at the Crescendo in Hollywood. lisi, formerly with New York . . . Comic Joel Young has been publishing firms. Located on the pacted by M-G-M Records and the east side of the city, the firm will diskery is rushing his first republish for local trade and will lease "Too Young to Tango" and set up its own printing shop later. the "Ta Ta Song." He is 21 years Carlisi has been with the Robbins old and the son of Mickey Katz, Publishing Company and the Crossways Publishing Company in New York, and is now affiliated with the Dee Gee Recording Company. A musician for 15 years, he is also a writer and here, plus the possibility of a plans to utilize local writers for flick contract. . . . Ray Anthony his music.

GARNER TO PLAY NY CAFE JULY 27 . . .

Erroll Garner will open a twoweek engagement at Cafe Society here on Monday, July 27. This will be Garner's last appearance in the East until next winter. After the New York engagement he opens at the Tiffany, Los Angeles, on August 13 for a long stay.

DECCA MOVES UP

ON R.&B. BIZ . . .

Decca Records is moving ahead in its drive to grab some of the r.&b. traffic. This week the diskery pacted thrush Little Esther, formerly on the Federal label, and warbler Rudy Render. Bobby takes over in his post next week. was making the deejay circuit. . . . Colorado Springs Broadmoor RUNYON CANCER FUND

New York

Mills Music topper Jack Mills, TV show nightly on WTPA-TV, signed some new talent. Harrisburg, Pa. . . . WERE, Clevehas just issued his latest list of fan clubs. List is sent to listeners for a three-cent stamp. . . . Record Promoters' Guild has announced that August 1 is the time limit set for promotion men to join the group without payment

Apex Records has pacted a Perry Carman Quartet, currently at the Chez Paree in Montreal, at the Preview. . . . Karen Chand-The group is backed by the Cuatros Tiempes on its first release which will be out next

Metopera star Bob Merrill will sing with the Opera Nacional of Mexico City, between July 18 and August 4. . . . He will give two performances as Figaro in the "Barber of Seville" and two performances in the title role of "Rigoletto" during his two week

this week for Morgan Records. Tahoe, after completion of their Tunes warbled by the chanter shooting sequences in the Univerwere penned by Diana Manners sal-International picture, "The and Johnny Clark. . . . Ballad Glenn Miller Story." The singing Records, a new pop label, started operations in Washington this resort policeman who discovered week. . . . Ruth Casey opens at Eddie Ascher's Club in Pittsburgh on July 20 for one week.

the musical score of the forthcoming flick, "Return to Paraboardwalk. The flames were four dise." The set will have a runturned in. Sand and extinguishers marking one of the rare times Home" at U-I. were used to put out the flames. that the laconic flick star has Ballroom features the name been on records. . . Bob Theile. bands on week-ends; thus the Coral a.&r. chief, is making a seblaze broke out when the hall ries of quickie road trips thruout deejays. The first trip was made with thrush Eileen Barton last week, and the next trip is skedded with canary Eyde Gorme. . . . Dancer-singer Bunny Briggs, who sings with the Neal "Cecilia" and "Eh La Bas," has including current high-riding been pacted by Fred Amsell, Karen Chandler's manager. Miss Chandler, by the way, starts out in the pop field included the Mills on a two-week deejay trip on weeks in one of the Las Vegas, night Love" and Tommy Dorsey's Nev., night clubs. . . . Charlie "The Most Beautiful Girl in the Janoff has resigned as profes-World," as well as the new Webb sional manager of Pickwick Music. He will join Herb Reiss at Frank Music, the Frank Loesser music firm. Janoff was with Leeds for 12 years. . . . Mercury Records pacted a new r.&b. artist A new music publishing firm, this week, Woo Woo Moore. . .

Capitol Records' star. . . . Mood wax artist Elise Rhodes won the "Chance of a Lifetime" TV show Thursday (16) and snagged a four-week Latin Quarter contract will guest on Du Mont's "Blind Date" TV show on Tuesday (21) and on Arthur Murray's CBS TV show August 2. Anthony and his ork are featured on the thriceweekly Chesterfield TV seg during the summer.

Chicago

Comer, of Valley Records, plugging his latest on that label, "Cry- for the local sponsor of his TV ing in the Chapel," backed with show last week. A brief let-up "Hang Up That Telephone." Both tunes written by Darrell's dad, Art ance of Lanny Ross at Denver's Glenn. . . . Leonard Wilson, of Red Rocks Amphitheater, but the Shapiro-Bernstein, arrived to plug "Lovers Waltz." . . . The Dinning Sisters in town to pick up some postponed until the following songs for a recording session in the East. The girls signed with Decca recently.

The Four Aces and Ella Fitzgerald. will be attending the Salzburg Europe soon with tentative movie the exclusive Wolhurst Club.

Albany, N. Y., has been added to a deejay tour in Chicago. . . . Tony Elitch Gardens Trocadero. Peter the list of Dot Records distribu- Morelli, M-G-M singer, in town Lind Hayes and Mary Healy tors. . . . Paul Brown is handling making the rounds of the deejays. slated for the Hawaiian Room of deejay promotion for thrush He- Randy Wood. Dot Records, in town the Broadmoor. lene Dixon. . . Orkster-deejay for the National Association of Bud Messner is set with a new Music Merchants' convention,

Art Ford, WNEW deejay in New land, disk jockey Tom Edwards York, and Don McLeod, WJBK deejay in Detroit, took in the convention) . . . Larry Newton, of Derby Records; Mike Coleman, Crystalette Records; Milt Gabler, Decca; Harry Kruse, London Records, and Ed Larson, Motor City Records, in town for the NAMM convention. . . . Mel Blanc, of Capitol Records, made a local deejay Canadian musical group, The tour. . . . Johnny Maddox, Dot recording pianist, has been held over ler, Jack Pleis, Webb Pierce and Hamish Menzies also in town for the NAMM convention. . . . Jimmy Featherstone has been signed by

Hollywood

The Modernaires, Coral recording artists, opened last week at Theater orchestra and gave Paul Val Newkirk waxed two sides the State Line Country Club, Lake group, formerly with the late National Contest band leader, were the first vocal group signed for the movie. In For 'Blue Canary' the film biography, the Modernurgh on July 20 for one week.

Decca Records will soon release Choo," which they helped make

the East with key artists to visit with David Rose gave him promi- portable radios. nence, has signed to appear on Eddie Cantor's first "Colgate Comedy Hour" on TV in the fall. Deal was set by the William Morris agency. . . . The Afro-Cubans, new musical-dancing group, get their Hefti ork on its Coral slicing of big break with their current appearance at El Rancho Vegas, Las Vegas, where they've been set to appear for two weeks. Group, which broke in at San Francisco's Cable Car, consists of leader Manuel Duran, pianist; his brother, Carlos, on bass; Israel Del Pino, featured singer and dancer; Armando Peraza, bongo drummer, and Juanita La Chiquita, singer. . . . August V. Tozzi, who bowed out as booker and flack for the Ambassador Hotel's Cocoanut Grove, has been named general manager for the Sunset Strip's Crescendo nitery.

Hartford

Organist Jim O'Hara is again providing dinner music at Adajian's Restaurant Monday thru Saturday nights. . . . The New Britain Musicians' Association and Municipal Recreation Department are running a series of six block dances for the seventh consecutive season. Cost of these, as well as free band concerts at New Britain's Miller Memorial Music Shell, comes out of the Music Performance Trust Fund set up by the recording industry. The association sponsors the fund locally. . . . A Landerman Brothers orchestras unit is now providing Saturday night dance music at Pease House, Saybrook, for the summer.

Denver

Nearly 5,000 autograph seekers were drenched in the biggest Darrell Glenn in town with Jack downpour in Denver's history as they flocked to Liberace's p.a. gave rise to a successful appearconcert was called off less than 30 minutes after it started and evening at the Denver auditorium.

... Woody Herman and his third herd moved onto the bandstand Mickey Deane and Verna Leeds at Lakeside's El Patio ballroom in town with Jerry Blaine, of following a terrific 10-day stay Jubilee, plugging their latest ef- by the Dorsey Brothers. Herb Shad, new Decca r.&b. head, forts. Pat Terry, of Jubilee, also Shriner finished a brief stay at

where he hung out the s.r.o for the entire 4-day stand. James Melton drew nearly 8,000 to his concert of hits at Red Rocks last night while advance sale on Roberta Peters and Jan Peerce for their appearance next week is excellent. . . . Maureen Cannon is pulling the crowds into the top both of Decca, currently appearing of the Park Lane Hotel, and Bob at the Chicago Theater. . . . Peggy Corash has booked Candy Cancurrently on a European tour, Taylor, Coral artist, leaves for dido into the Talisman Room of Festival's special music education commitments awaiting her return. Dick Jurgens is pulling some of conclave. . . . Leonard Smith, Inc., | . . . Helene Dixon, Okeh artist, on the best gates of the season into

Wichita to Get **New Terpery**

WICHITA, Kan., July 18.—The Trig Ballroom, the newest and largest dance hall in the city, will open Monday night (20) with Harry James and His Music Makers, plus vocalist April Ames, for a two-night stand. The head of the new terp palace is Alfred Alfstad, and the ballroom will be managed by his brother, Sam Alfstad, former manager of the New Moon dance hall here a few years ago.

McConkey Artists Corporation The Trig can accommodate and will open October 14 at O 2,000 dancers, with about 6,500 Henry Ballroom for five weeks. square feet of dancing space. The . Leo Peepers has been inked floor is of fireproof terrazzo, and by General Artists' Corporation, has about 50 air conditioning units for year around use. The room will be operated regularly Friday and Saturday nights, and any other time a name band is available.

Victor Announces

NEW YORK, July 18. - RCA Victor has set a national contest popular. Other pix in which the for disk jockeys, dealer personnel vocalists have appeared this year and distributor salesmen to hype include "Latin Lovers" at M-G-M sales of the Dinah Shore waxing feet high when the alarm was ning commentary by Gary Cooper and "Walkin' My Baby Back "Blue Canary." Contest is based on selecting a name for the myth-Young Danny Welton, whose ical canary in the song. Prizes harmonica soloing on Capitol's are RCA Victor room air condi-"Ruby" with Les Baxter and tioners, Victrola record-playing M-G-M Records' "No Other Love" attachments, clock radios and

Plans call for local distributors to stage similar contests in their areas with similar prizes for winners. To kick off the promotion, the diskery has sent out hundreds of blue feathers as attentiongetting gimmicks.



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CIVE TO THE

Hocus-Pocus

By BILL SACHS-

geant at arms. Other San Bernardino magic activity had the and W. C. (Dorny) Dornfield. . . Amazing Mr. Ballantine at the San Doc Weiss, escapologist, assisted Bernardino Orange Show July 2- by Miss Terry Lee, appeared on 3; Charles Kirkham at the Fox the Margaret Arlen television Theater there July 4, with his show over WCBS-TV, New York, midnight spooker, "Museum of Friday morning, July 10, to pub-Terrors," and Paco Miller, one of licize Paramount's new flicker, South America's foremost illusion- "Houdini." . . . Lucille and Eddie ists and vents, who presented his Roberts, currently at Eddy's, full-evening program to the Span- Kansas City, Mo., thru July 23, ish-speaking audience at Teatro follow with the Seven Seas, Azteca, San Bernardino, July 6. Omaha, July 24-30, and July 31 . . . Dante the Magician (Harry began a month's stand at the Con-Jensen), following a siege of ill- gress Hotel, St. Louis. . . . The ness culminating in an operation, veteran Charles Ruben writes is convalescing at his home in from Los Angeles under date of Northridge, Calif. . . . Also on the July 13: "The sudden passing from sick list is Tenkai, of Tenkai and the earthy arena of Bill Larsen, Okinu, who put in last week in a publisher of Genii magazine, was Chicago hospital following a heart an especial shock to those of us attack. He has been forced to who knew him well. But he concancel a number of summer en- tinues to live in memory in the gagements. . . . Syl W. Reilly re- hearts of magi everywhere as a ports that the Columbus (O.) friend of their art who loved life, Magic Club recently had a Re- his legal calling and his fellow quiem High Mass sung at Holy man. Ave atque vale and peace to Cross Church, that city, for Mon- his ashes." signor John J. Manning, who died June 22, and who had been a member of the Columbus group for 20 years. "Several hundred people, including a large group of magicians of various faiths, attended the services," Reilly type- recognition among Catskill rewrites. "Rather a fitting tribute sorts. The Hotel & Restaurant to a very fine man in this world Employees and the Bartenders' forms. of hatred and sorrow. Monsignor Union then decided to go to work, Manning was a holy man but but Lee Repp, president of the found time to practice magic Musicians' Union, interceded at sleights as a hobby and was pro- this point, and asked Pirchner ficient in the art of magic. He and Irving to reach a comprowas very well known thruout the mise. Irving, now in Detroit, said State of New York for his magic he wasn't going to change a word



various New York magic clubs."

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RNOLD FURST. San Bernar- DERCY ABBOTT claims to have dino, Calif., wizard, has just - made a master scoop in the concluded a brace of shows in the booking of Chang and Company San Francisco area after which he as a feature of his annual Magic hit out for Spokane, Wash., where Get-Together to be held this year this week he is appearing on the at Three Rivers, Mich., September public show at the 18th annual 1-5. Chang has toured the world convention of the Pacific Coast with his magic unit for a number Association of Magicians. Furst of years and in recent years has has promised to cover us on the made South America his stamping Spokane event. San Bernardino ground. Other outstanding magic has seen a great deal of magical names set by Abbott for his anactivity in recent weeks, according nual shindig, which in recent to Furst. Forecast was the for- years has developed into one of mation of Arrowhead Assembly the most important magic con-No. 55, Society of American Magi- claves in the nation, are Suzy cians, with 21 charter members Wandas, of Belgium; Fred Grundy, residing within the bounderies of of New Zealand; Tenkai and San Bernardino. Officers are Carl Okinu: Bill Talent, juggler; Bill Hansen, president; Arnold Furst, Neff and his "Madhouse of Mysvice-president; Dr. Frank M. tery"; Neil Foster, Don Sweet, Keays, secretary; Charles Sylber, Reneaux, the Davis Girls; Phil treasurer, and Hank Osterloh, ser- D'Rey, the Great Alexander, Roy-

don, Straub, Rench, Dr. Bonreau

Threaten Indie

Continued from page 27

and had a host of friends in the and Pirchner became stubborn again and told him to do his

> Finally, Irving agreed to take the contract for a two and onehalf month period. Pirchner suggested the change of the scale terms to read "Net after taxes" and Irving agreed. These last negotiations were all done by

In Detroit, Irving and Milton Raynor, counsel of the Chicago Cafe Owners' group, got nowhere in a long session and the situation was back where it started. Irving also looked over the 45 clubs of Detroit, a major stronghold for Theater Restaurant Owners of America and decided to pass the city up right now. Even the Detroit is a strong labor town, labor itself is very sympathetic with the club owners in this case, and TROA members have been assured that AGVA will get no support from them unless the contract becomes a fairer instrument of bargaining.

During the past week, the TROA executive committee accepted for membership 11 major clubs in Montreal and four in Louisville, Ky. The board also approved the signing of the agreement between the Town Casino and the Alpine Village in its announced purpose of not having any of its member clubs hurt, but the over-all strength of TROA continues to increase.

TROA is now making its big pitch to get consideration from the House Ways and Means Committee for elimination of the 20 per cent cabaret tax. The TROA executive heads have about decided to abandon AGVA as a participating party in the action and will make a pitch for other labor support during its next meeting in Buffalo on July 29.

CONTRACT ACTS AS JOB PERMIT

LONDON, July 18. - Because she forgot to bring her labor permit to work in this country, thrush Muriel Gaines was held seven hours on arrival in London from Paris by immigration officers. Scheduled to play a month at Max Setty's Orchid Room, the gal was about to be sent back to Paris when Setty turned up with her contract.

Guild Puts Out Picket Warning

NEW YORK, July 18. - Performers crossing picket lines to do dates will be subject to "disciplinary action," according to the latest notice mailed by the American Guild of Variety Artists to all agents and bookers franchised by the union.

The latest edict, a reiteration of a standing AGVA rule, is the result of the labor controversy in the Catskills between mountain resorts and the building service unions. The latter had demanded that hotels recognize and bargain with them. Hotels claimed that building service unions did not represent their employees. In retaliation, unions put picket lines around the hotels. The trades unions, all affiliated with the AFL, called on AGVA and the American Federation of Musicians for assistance. AFM took no action. AGVA expressed its sympathy. drive to check membership cards and contracts of performers working the mountain spots.

In order to put more teeth into its sympathy pitch, AGVA notified all agents and bookers that "AGVA members need not cross picket lines." It also warned agents that ordering performers to cross such picket lines may subject them as well as the performers, to "disciplinary action."

Such action may take various Based on precedent, agents may have their franchises suspended or be subject to fines. Performers may be suspended or be fined.

It was emphasized that performers who had contracts entered into before the date when the picket lines were formed could work and fulfill them.

'Drunkard' Into Dayton Blue Angel

DAYTON, O., July 18.—Johnny Watson and Elmer Cleves' version of "The Drunkard," long a feature on the West Coast, moves into Zimmer Ablon's Blue Angel Club here Sunday night (19) for an indefinite engagement. Veteran booker Anton Scibilia, until recently with the Frank Sennes HIKE IN FARES office in Cincinnati and now operating on his own here, made the booking. Unit carries 11 people.

AGVA Backed

Continued from page 27

salaries with AGVA; Noel Sherman signed, agreeing to pay union \$5,500; return plane tickets were picked up by a State Department official for transfer to the American consul in Genoa, Italy, to be picked up by performers at the end of their engagements. This would guarantee them against being stranded.

La Vernes' Case

The case of the La Vernes' was also taken up by AGVA. The act had been fined \$500 and placed on the unfair list for having worked at the Silver Frolics, Chicago, an unfair spot, Before the act was permitted aboard the plane, it had to assign its last

week's salary (\$450) to AGVA. Under the agreement with Valdi, acts were to be paid weekly in advance with American dollars placed in a New York and the Motion Picture Relief

The show, "Aqua Fair," is said to be the first American water show to play Italy. The unit will carry its own portable pool and will work 16 weeks in Italy. The company headed by Valdi, Super Produzione Peatroli, is also handling European bookings for

Burlesque Bits

tributing member for many years. Francisco. . . . Charlie Fox, operfrom where he will control placeniteries, theaters and outdoor amusements. . . . Bruce Brooks left the El Rey, Oakland, Calif., to

Waldorf Lines

NEW YORK, July 18.-Edgar Bergen will come back to the Waldorf-Astoria's Empire Room next season for a possible fourweek stay. He will be preceded by Dinah Shore, the definite commitment for the singer has not yet been made.

The hotel's class room expects to re-open for the fall and winter season about the end of September. First attraction tentatively AGVA also put on a concerted set is Patachou, who has been bury Park, N. J., on July 3 for signed for five years by the Hil- the summer. Other talent inton chain to play its various hotels. Gal played the Waldorf twice last season.

Chi Agents Frolic At EMA Outing

guests took time out from the entertainment business Thursday (9) for the annual golf outing of the Entertainment Managers' Astry Club.

The par-breakers shared in over 50 prizes which were awarded following the evening banquet. Jim Roberts and his daughter, Louise, copped two of the top awards, with Jack Lau and Lou Breese sharing in the top honors.

Judge Abe Marovitz was a guest and spoke briefly at the banquet. Harry Greben was in charge of ticket sales and Lau and Marvin Himmel handled the prizes. In addition to the bookers a number of acts came out for the day's fun

BOSTON, July 18. - Cafe and movie theater ops in the Hub are vigorously protesting the Metropolitan Transit Authority's proposed fare hike from 15 to 20 cents, expected to go into effect July 26. The system is used by 1,000,000 riders daily, Monday thru Friday, and Hub showbiz men protested to the State House that the fare increase will do great injury to the dwindling down-town entertainment-seeking patronage.

Suburban cafes and theaters made no comments. It was evident that couples faced with a 40-cents each fare, total of 80 cents, would skip going into town for their after dark shows and will patronize the neighborhood spots.

Sophie Tucker

Continued from page 27

Fund.

The 500 Club, in the meantime, got a tremendous press play drawing jammed rooms all shows. Spot has been completely overhauled since last year. It now has a movable platform which slides out from under the bandstand. and the outside lounge has be-"Holiday on Ice" and "The Globe come a major club rather than a cocktail lounge.

Oscar Markovich, big-time con- go on the road with pix. . . . A cessionaire, sailed July 10 on the funeral service for Howard Burk-USS United States to conduct hardt, 58, for 21 years a manager business transactions in England, of Loew's theaters and before that France and Italy. Then he will Hurtig and Seamon's, in New fly to Israel to visit charitable, York, as well as other burly educational and religious institu- houses elsewhere, was held in tions of which he has been a con- Baltimore July 15. Death came on July 11 in Kansas City, Mo., His return is expected in six where he was manager of Loew's weeks. . . . Jewel Carver is head- | Midland Theater. . . . Jeanne lining at Raphael's 150 Club, San Swanson and Penny Redwing moved from the Diamond Knee, ator of the Empress, Milwaukee, San Francisco, to the Rivoli, Seand Alvin, Minneapolis, has just attle. . . . Good news comes from opened the Fox Booking Agency, Arthur Clamage, veteran theater with headquarters in Milwaukee and show operator, to the effect that Blaze Fury (Lucia Parks). ments of all varieties of talent for | who has been in the Herman Kiefer hospital, Detroit, for nearly two years, and her husband, Tommy Timlin, in the same hospital about six months, are progressing so favorably that their discharge is expected in a short time. . . . Eva Sassin is in the new feature at the Irisher nitery in San Francisco.

> Marilyn Jackson Gaines, daughter of former comic Harry Jackson, gave birth on July 9 in Madison Avenue Hospital, New York, to a boy, Michael Leland Gaines. The mother is one of the "Four Chicks and a Chuck," vaude unit and also of the Paul Whiteman and Perry Como TV shows. The father, Leonard Gaines, is a non-pro. The newcomer will share family honors with a first child, Stephane Jane.

. . Frank Podmore and Jack Gill, "The Nifties," opened at Steve Brody's bar and grill, Ascludes Trudy Sullivan, Al Merritt and Ragtime Smitty. . . . Long Branch, N. J., is without theaters, the closings taking place on July 8 after the Reade Theater chain shuttered both the Paramount, where burly was in its second week, and the Strand, a pic house. It was all due in answer to objections to summer burlesque CHICAGO, July 18 .- Over 160 at the Paramount. Walter Reade Chicago booking agents and their Jr., prexy of the chain, said in an open letter to Mayor Alexander Vineburg that his org had been subjected to "continual embarrassment and harassment" in the sociation, at St. Andrews Coun- dispute over burly and that the closings "will make a ghost town out of what was once 'America's first seashore resort'." . . . Lorelli, exotic stripper, bowed last week at the House of Oscar, Colorado Springs, Colo., booked by Bob Corash, who reports a terrific demand for girls, dancers and single acts for the late summer and fall season. . . . Phoenix, Ariz., niteries have Margot, featured; Alice Cordova, and Wally Blair as emsee. at Roy's Steak House; Carmelita (a replacement for Lorriae Lee) and Rosalie Handy, former strip, now a femsee at Coletti's Supper Club; Rita Ravell, featured; Dink Freeman, emsee, and Ernie Riveria at the Gilded Cage.

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PERSONAL

Would greatly appreciate any informa-tion concerning Martin B. Lee, age about 60, born April 1st. One time entertainer on stage and in burlesque. No financial gain intended, just would like to know if my father is alive or if dead, where he is buried. Sylvia Pearl, also contact, Maxyne Lee Edsall c/o T. J. Tidwell Shows, as per route listing.

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State Okays Purchase Of Hub Arena for 280G

House Conference Committee figure was \$30,000 more than the agreed on a purchase price of House of Representatives earlier \$280,000 for the taking of Boston Arena by the Metropolitan District Commission as a schoolboy

'Follies' Scores With 2-Matinee Sunday Set-Up

SAN FRANCISCO, July 18 .-Shipstads and Johnson's "Ice has reportedly shown a small Follies," playing its annual sum- paper loss in recent years, but is mer run at Winterland here, has said to have been run at a profit, scored strong business that exceeds last year, according to Robert E. Hickey, agent.

Hickey said that Sunday matinees have been selling out. The show is experimenting with a schedule that calls for Sunday shows at 1:30 and 5:30 p.m. but includes no Sunday night show.

Results of the "Follies" double matinee trial here are in line with those made by the show at a few other Sunday-test stands this season. The same idea also has been tried with success by other types of shows and sports events at auditoriums and arenas in recent months.

Wirtz Dickers With Henie

NEW YORK, July 18. - Arthur Wirtz, who was in town this week during the Shrine conclave, is reported negotiating with Sonja Henie for her return to his blade sons to the Denver City Auditorshow, "Hollywood Ice Revue."

The ice star, who is currently appearing with her own show in Friday (10) at the open Red Rocks Germany following a Coronation Amphitheater. Red Rocks series stand in England, severed her connections with Wirtz several years Jan Peerce and Roberta Peters ago. Since then, she has been and James Melton, making television appearances and touring with her own ice show.

Inasmuch as Wirtz has Canadian star Barbara Ann Scott under contract as the headliner, it is understood that Miss Henie, if she rejoined Wirtz, would appear as an extra added attraction.

Holiday on Ice

NORFOLK, July 18. - "Holiday on Ice" will make its annual visit FIRST EXPOSITION ... to this city this fall, opening an eight-day engagement Wednes-day, November 4, at the Arena.

Paul Dempsey, representing the show, visited here last week to make preliminary arrangements for the show's engagement.

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BOSTON, July 18 .- A Senate-| skating rink. The compromise proposed to pay for the structure and \$25,000 less than the figure set by the Senate.

Samuel W. Pinsly, of the Hub, who bought the Arena last April spite temperatures that flirted for sale more than \$75,000 worth championships of the RSROA, of equipment for ice-making, June 27-29, at Vic Brown's New of equipment for ice-making, seats and the organ.

If Pinsly does not take the \$280,000, under the agreement, the Metropolitan District Commission is instructed to take by eminent domain and allow the courts to set a fair price for it.

\$25,000 Taxes The Arena, sold by Walter Brown, prexy of Boston Garden, despite real estate taxes to the

house, was used for conflicting Hutchinson, Darin Garney and Garden events, wrestling, roller Betty Eckert, Washington; Gerderby, indoor circuses, food shows, trude Patrick and Walter Eggert, sports events, etc.

spots capable of handling circuses, Jim Ferris, manager and pro at rodeos, ice shows, etc., the Hub Fordham Palace, the Bronx, and now has only the Boston Garden and the Old Mechanics Building.

NEWS NUGGETS

Denver Aud Takes 7,000 kain unecks

DENVER, July 18. - Singer Lanny Ross attracted 7,000 perium Saturday (11) for a repeat of a rained-out performance started also includes Liberace, pianist;

GRACIE FIELDS, U. S. BAND DRAW IN B. C. . .

VANCOUVER, B. C. — Gracie Fields drew a capacity house of more than 5,000 at the Hastings Park Forum. A U. S. military band from Washington, D. C. playing benefits for the British Empire Games fund, filled the house for two performances.

TROY, O., ARENA SETS

TROY, O. - Troy's Hobart Arena will have the Miami Valley food and appliance show September 18-20. This will be the arena's first exposition. Main floor will be split up into 81 booths. Seating for 6,000 will be available for the stageshow.

Dramatic & Musical Routes

Carnival in Planders: (Philharmonic Aud.) Guys and Dolls: (Biltmore) Los Angeles Guys and Doll: (National) Washington. Good Night Ladies: (Geary) San Francisco. Maid of the Ozarks: (Selwyn) Chicago. New Paces: (Great Northern) Chicago. Pal Joey: (Shubert) Chicago.

Northeastern RSROA Contest Draws 5,000

NEWARK, N. J., July 4.—Defor \$245,000, has now agreed to with the 100 mark, close to 5,000 the sale to the State. Since Pinsly spectators attended Northeastern purchased the Arena, he offered States regional roller skating Dreamland Arena here. The competition drew 369 contestants, all place-winners in State meets held previously in New York, New Jersey, Connecticut, Rhode Island, Massachusetts, New Hampshire and Maine.

All amateurs who won first, second and third-place medals in the meet are eligible for the RSROA American championships, July 27-August 1, at Cleveland Rollercade.

Judging chairman for the meet despite real estate taxes to the city of Boston, which alone amounted to more than \$25,000 a Dreamland Club. Club-mate Bill Gilhart handled the speed end. Boston Arena, an 8,000-seat Other artistic judges were June Philadelphia, and Rollie Matson, In the way of arenas and indoor Elkton, Md. Speed officials were Boughner.

Coast regional, Marysville, Calif.;
Edward LaVenture, past president of the RSROA, and Earl Van Horn, operator of the Mineola, N. Y., Rink and a former official of Mineola did well in the senior Rink Operators. Practically every for one or more sessions.

On hand from the industry were distributor Jack Adams, who had a display of skates and paraphernalia; Ira Hirsch, of the Johnny Jones Jr. firm; New York skate dealer Leo Monte, and Jack Machman, skate distributor and manufacturer of skate cases. Also present was Irwin Rosee, former national publicity director for roller rink industry.

Immediately after the competitions Brown shut the doors of New Dreamland and announced that redecorating would keep the rink closed until August 13.

H. Leppilahti Dies in Akron

AKRON, July 18.-Helini N. Leppilahti, 38, professional roller skater from Worcester, Mass., died here Sunday (12) in City Hospital. She collapsed Saturday night while judging finals of the U.S. Amateur Roller Skating Association championships at the Roller-

Coroner William J. Pittenger planned an autopsy but City Hospital sources said she probably died of a cerebral hemmorrhage. She had been under a doctor's

Before turning professional Miss Leppilahti won many roller skating titles in Massachusetts and New England. The body was taken to Worcester for funeral services.

Wonders Books Dottie Lamour; Spike Jones One-Nighters Set

BEVERLY HILLS, Calif., July | be for six or eight weeks,

will be Miss Lamour, five acts grade business at the Flamingo and an orchestra of 12 persons. Hotel, Las Vegas, Nev., where he It's scheduled to run two hours, closes Wednesday (22). Two with the name working thruout, weeks at Cal-Neva Lodge, Lake 79 Rollstone St. he said.

Wonders also said the Spike 18.—Arena Stars, Inc., here is Jones show would play Salt Lake booking an auditorium-arena City August 7-8 and follow with show featuring Dorothy Lamour, a string of one-nighters. Trek will Ralph Wonders, president, re- take the unit into the Northwest vealed this week. He said the unit and Canada before Jones makes was tentatively scheduled to open | the California State Fair, Septemat Denver, October 6. Tour will ber 3-7, after which the one-night stands will be resumed.

Included in the performance | Spike Jones has been doing top-Tahoe, follow.

GRAND SEAM

Mineola's Henrichs Win USARSA Honors

the Yankees are in baseball, the ing staff. Henrichs, of Mineola, N. Y., are today in roller skating.

Ruth and Frank Henrich made skating history here when they competed in the United States Amateur Roller Skating Association's championships at the Roller-

Ruth completed the grand slam by the New York brother-sister team when she won the senior ladies' singles crown. Earlier she paired with Margaret Myers, also of Mineola, to retain the national senior ladies' pairs championship. That was No. 1 for the Hendrichs.

champion of champions feature, created a sensation when he won the men's singles title. He then teamed with his sister to win the senior mixed pairs. Finally Ruth put the Henrichs on top with her victory in the senior ladies' singles.

Frank won by the narrowest of margins—1.7 points—over Jack Haddad, of Elizabeth, N. J. And the margin of victory by which Ruth won her singles crown was just as narrow. She had to defeat Jim Dametz, Robert Ringwald and Diana Lanzotti, Elizabeth, who Bill Dunn, Newark. Chief tabu- was defending champion and the lator was Thomas Creedon. Organ heavy favorite to repeat. Shirlee music for dance events was by Ludwig, Elizabeth, was third in Dreamland maestro Ray the ladies' singles.

Frank's slim lead in the school Among celebrities who caught figures helped him because in the the meet were RSROA Prexy Fred | free style competition he was able Martin, who flew in for the final to just hold his own with Jack night after attending the Pacific Crichton, Elizabeth. Crichton, al-

both the RSROA and rival United dance finals where three of its teams gave it a clean sweep. Edmetropolitan area op dropped in ward O'Donnell and Anne Van Lone were the winners for the third year in a row. They won with the ease by which you would expect three-time winners to win. Everett Yagud and Carol Brady were second and Edward Kenski and Olive McDonald were third.

Little Judy Snyder, also from Mineola, took the sub-novice ladies' single, and George Bonocore, Elizabeth, and Dawn Brown, Trenton, N. J., were first in novice mixed pairs.

Ellen Hughes, Bladensburg, Md., and Edward Horan, Elizabeth, were crowned ladies' and men's speed champions. Intermediate champs were Joyce Valle and Raymond Musser, both of Paterson, N. J., and on .he junior level it was Mary Lou Malloy, Elizabeth, and Jimmy Rice, Bladensburg.

George Apdale, New York, president of the association, was enthusiastic over Akron's championships. There were 430 entries here and thruout the sessions there was large attendance. This was Akron's first championship event, the city being picked because the USARSA is seeking to boost competitive skating in Ohio. Already four Ohio rink owners have shown an interest in starting skating clubs.

Apdale was chief referee here, assisted by O. H. (Ozzie) Nelson, New York; Andrew Kraemer, Passaic, N. J.; Jack Crighton, Brooklyn; Jack DeBeve, Washington; Michael Brown, Ovid, N. Y., and Anthony Giorana, Mineola. Jack Edwards, Orange, N. J., acted as speed director. Mrs. Helen Apdale was chief clerk and Ruth Marie Dressel, Jersey City, N. J.:

AKRON, July 18.—Like Babe Mary Kyle, Washington, and Rich-Ruth in the home run department, ard T. Chobanian, Hasbrouch like Ben Hogan in golf and like Heights, N. J., formed the tabulat-

Intermediate men's figures, Donald Hadley, Washington; Hugh Devore, Eliza-beth, N. J.; Raymond Poss, Pasadena, Calif. Juvenile boys' figures, Walter Grant, New Orleans; Bobby McDonald, Trenton, N. J.; Keith Wall, Fort Wayne, Ind. Novice dance, Raymond Musser and Madilya Higgins, Paterson, N. J.; Richard Thiel and Patricia Ryan, Bladensburg, Md.; George Geschwinder and Judith Muller, Mineola, N.Y. Novice ladies' pairs, Susan Lessne and Judy Snyder, Mineola, Avis Cook and DeAna George, Pasadena; Kathleen Ryan and Patricia Ryan, Bladensburg. Juvenile mixed pairs, Walter Grant and Lynn Borgstedew, New Orleans; William Metcalf and Nancy Wilson, Worcester, Mass.; Bobby McDonald and June Schurter, Trenton.

Sub-novice mixed pairs, Larry Seegott Then Frank, in the Friday night and Judy Snyder, Mineola; Robert Chidsey and Susan Lessne, Mineola; Emanuel Commandatore and Theresa Colaio, Bayonne, N. J. Juvenile girls' speed, Diane Bandstra, Paterson, N. J.; Doris Woods, Alexandria, Va.; Linda Kobane, Livonia, Mich. Juvenile boys' speed, Keith Wall, Fort Wayne, Ind., Raymond Pennypacker, Reading, Pa.; Ni Orsi Jr., Stockton, Calif. Novice ladies speed, Joan Hobeck, Alex-andria, Va.; Judy Armer, Reading, Pa.; Alice Betzler, Elizabeth. Novice men's speed, Edward Swartz, Alexandria, Va.; Kenneth Wall, Fort Wayne, Ind.; Paul Kreilick, Washington.

Intermediate ladies' figures, Eloise Hamel, Paterson, N. J.; Marcy Maurer, Elizabeth; Donna Luoma, Livonia, Mich. Novice ladies' figures, Avis Cook, Pasadena; Bar- . bara Von Dreele, Paterson; DeAna George, Pasadena. Juvenile dance, Keith Wall and Sharon Prankart, Port Wayne; Walter Grant and Lynn Borgstedew, New Orleans; Bobby McDonald and June Schurter, Trenton. Senior ladies' pairs, Ruth Hen-rich and Margaret Myers, Mineola; Margie Adair and Shirlee Ludwig, Elizabeth; Barbara Kempainen and Marlene Turner,

(Continued on page 90)

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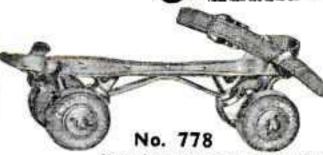
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The Final Curtain

ARNSMAN-Bertha M., 64, who with her husband, Sam Arnsman, formed the old vaude and fair act of Sam and Jenny, in her sleep July 12 at Russells Point, O. In recent summers the Arnsmans worked at the Kiddieland in Sandy Beach Park, Russells Point. Services and burial in In-

ASHTON-Mrs. Mary M., pianist, July 13 at her home in Swarthmore. Pa. She studied in Europe under famous composers and planists and taught in Buffalo and Swarthmore. Her

husband, George T., survives. Services

July 16 in Swarthmore and burial there. BROWN-Kirk,

dianapolis.

54, Broadway and TV actor, July 13 in Levittown, N. Y. He had performed on Broadway in such shows as "Man on Stilts," "For Love or Money," "Grammercy Ghost," "Detective Story," mains to Be Seen" and others. On television he had appeared in "Martin Kane," "Man Against Orime," "Captain Video" and the "Catholic Hour." Born in a theatrical family, he toured, as a child, in Shakespeare with his uncle, Kirk Brown, and played in stock with such groups as Poli and the Winninger brothers. His widow, known professionally as Dolores Leland, and three children survive.

CAMERON-Jessie V., known professionally as Jessie Howard when she played in vaude, of a heart attack July 17 in Douglaston, Queens, N. Y. Played the part of the comedienne in the Seymour and Howard Revue, which was frequently the headline act at the Palace and Loew's theaters. Appeared in many night clubs with her daughter in an act billed as the Howard Sisters. Survived by two sons, Lieut. Col. P. Wilton Agrelius and Ross Cameron Jr., and a daughter, Mrs. Vera Miller, of Hollis, Queens.

CHALZEL-Leo, . 52, veteran actor of vaude, stage, screen and television, July 17 in Westport, Conn., of a heart ailment. He had played the Keith-Orpheum and Loew circuits and appeared at the New York Palace Theater and the London Palladium. He was seen in many musical comedies among which were "Tickle Me," "Hooray for What," "Jubilee," "Forbidden Mel-ody" and "Polonaise." He played leads in "Skin of Our Teeth" and "Close Quarters" and appeared in many other Broadway hits. Survived by his widow, the former Helen Sheahan.

COFIELD-E. H., 60, circus advance man recently with the Clyde Beatty show, July 11 at Veterans' Hospital, Sawtelle, Calif. Survived by his widow, Angle.

DEVORE-William J.

88, pioneer concessionaire at Coney Island, Cincinnati, July 14 in Our Lady of Mercy Hospital, Cincinnati, as the result of a broken hip suffered July 8 in a fall at his home. Devore started the food concessions at Coney and later managed them. He entered the business as an assistant to his father prior to 1886 when the area was known as Parker's Grove. When Coney opened in 1886 he started the concessions and was a familiar figure at the park until his retirement in October, 1952. Survived by his widow, Martha Hahn Devore; two sons, Ralph and Ward; two daughters, Mrs. Delbert Honaker and Mrs. Arthur Ecker; two sisters, Mrs. Milton Johnson and Mrs. James Gilfillen; nine grandchildren and one great grandchild. Services July 16 and burial in Spring Grove Cemetery, Cincinnati.

DOCK-Sam, 89, veteran of 69 years with circuses, at Reading, Pa., July 3. He began as a performer and later owned his own show. Survived by a sister, Mrs. Claire Brison, and two nephews, Lee and Ray Brison, all of Reading. Burial in Reading. (Details in Circus Section.)

> In Loving Memory of My Father EARL TAYLOR

> > July 29, 1944

Frank Taylor

In Fond Memory of

Harry and Gert Bucholtz

We do not need a Special Day To bring you to our mind. The day we do not think of you is very hard to find.

IN LOVING MEMORY JOSEPH A. PISARA

Died July 23, 1948

BABE PISARA

In Memory OF MY HUSBAND NATHAN RAY SPEER Who passed away July 22, 1952. You have only gone away to rest. I miss you more each day, my darling. CECIL L. SPEER

Maude Adams

Maude Adams, 80, one of America's great actresses, died July 17 at her home at Tannersville, N. Y., after a brief illness. She starred on Broadway for more than 25 years and was particularly remembered for her portrayals in "Peter Pan" and other fantasies by Sir James M. Barrie. The first of his plays to be introduced to this coun-"The Little Minister," was the vehicle which elevated Miss Adams to stardom in 1897. She played "Peter Pan" so long and so successfully, her name became practically synonymous with the role. Born in Salt Lake City, she had retired to a farm near Tannersville, where she lived quietly for many years. Last spring she was treated at a Catskill hospital for bronchitis and pleurisy and was discharged in April. Her death occurred following a week's sudden illness. She had never married.

GIETT-Mrs. Frank,

45, employee of Cameron Concessions for 10 years, July 14 in Park Avenue Hospital, Pomona, Calif. She was known in the trade as Angie Cox. Survived by her husband, a son and a daughter.

GRIFFIN-Willard C., 46, veteran pitchman and med showman, July 1 at Jackson, Miss., of a heart attack. Survived by his widow, Mary; a stepdaughter, Joy Barnard Moore, and a stepson, Ellis J. Barnard, Birmingham,

HOLLISTER-C. A., 54, retired clothier and since 1951 owner and operator of Hollister Amusement Rides, near Wesleyville, Pa., July 8 of

a heart attack. A native of North East, Pa., he was general chariman of the North East Cherry Pestival for a number of years. Survived by his widow, Esther; a son, Herbert, and two daughters, Mrs. Ruth M. Gregg and Mrs. Charlotte Weinheimer. Burial in North East Cemetery.

HOLSTON-John F. (Jack),

July 6 at Lewisburg, Tenn. He was with Capitol City Shows. Survived by his widow, Rose, and a sister, Lillian E. Bailey, of San Antonio. Burial in Calvary Cemetery, St. Louis.

JACKSON-Glenn L.,

38, husband of Grace Jackson, former owner of Frisk's Greater Shows, June 20 in New Orleans of a heart attack. Also surviving are two children, his father, three brothers and three sisters. Burial in Hayward, Minn.

JONGEN-Joseph.

79, noted Belgian composer, July 13 in Sart-Lez-Spa, Belgium. A well-known composer, teacher and performer on the organ and piano, he composed such songs as "Ardennes Impressions," "Lalla Roukh" and "Fantasy on Two Walloon Carols." Some of his other works include "Comala," a cantata; "S'Arka," a ballet; "Jelyane," an opera; a symphony, three string quartets, a violin concerto and a cello concerto. A brother survives.

KANTER-Wilhelm.

circus performer, July 11 in Blackpool England. He had just been applauded for balancing on his head atop a. 16foot pole, and as he descended he slipped, struck his partner and landed on the ground head first.

KLEIN-Alexander,

80, in Bridgeport, Conn., July 12 after a short illness. He was father of Gene Klein, orchestra leader in that city. Also survived by his widow, Antonia; another son, Frank, Los Angeles; three daughters, Mrs. Julia Gross, Fairfield, Conn.; Mrs. Irene Davis, Los Angeles, and Mrs. Charlotte Eloczig, Bridgeport, Conn. Burial in Ahavath Achim Cemetery, Pairfield, Conn.

MEYER-Paul A., 83, prominent figure in the theatrical world and former publisher of the old Theater magazine, July 13 in New York. He had founded the Theater magazine with his brother, Eugene Meyer, in 1900 and remained editor until it ceased publication in 1930. Meyer was made a Chevalier of the French Legion of Honor in 1928 for activities during World War I, which included the organization of stage groups helping in war relief work, and he became an officer in the Legion in 1951. At one time he was the principal officer in the old Green Room Club," an organization of outstanding stage personalities. Meyer had also been chairman of the entertainment of the New York Advertising Club and once served as vice-president of the World Broadcasting System. Many times honored by his native French government. he also received honors from the United States Treasury Department for his War Bond campaigns. His widow survives.

MOSER-Hanns, 32, a member of the news broadcast desk of The New York Times, July 15 in New York. He had been on the broadcast desk since 1948 and was responsible for morning news over Station WQXR at the time of his death. His widow, a daughter, his mother and a brother

PERRY-Pascale,

64, stage, screen and TV actor, July 11 at his home in North Hollywood, Calif. He was born Harvey P. Poirier in Mariposa County, Arizona, and became one of the world's great trick shot artists with a rifle. At 17 he went into vaudeville and for years appeared on the Orpheum Circuit and with the Ringling circus. In 1940 he entered films and played parts in many pictures. He recently made his first TV appearance. Surviving are his widow, Myrtle, and a stepson, John Allen Ericson. Interment in Glen Haven Cemetery, Van Nuys,

SCULLY-Thomas J., well-known show talker, July 12 in Miami. Burial in Southern Memorial Park Cemetery, Miami.

SMITH-Frank,

Member of Hardig's Clown Hat Juggling act, formerly with the Ringling and Forepaugh & Sells shows, July 6 at Veterans' Hospital, Tampa. Burial in Auburn, N. Y.

TURNER-Eleanor,

53. Side Show midget, July 13 at her Pittsburg, Kan., home. (Details in Carnival section.)

WEBER-Mrs. Al,

wife of the Pacific Coast Showmen's Association treasurer and chairman of the cemetery board, July 16 in Los Angeles following a long illness. In addition to her husband, she is survived by two sisters, Neta and Emma, Kansas City; a brother, Otto Krueger, Los Angeles; two sons, Melvin and Erwin, and three daughters, Beverly, Sarah and Charlotte. Burial in Grand View Cemetery, Burbank, Calif., July 20.

D. P. Keeps Eyes on Showbiz

Continued from page 1

who prefer to remain cloaked in ready to answer the charges this anonymity, more leeway in inves- fall. The government's suit the Department of Justice and now pending, as is the Federal also in the Federal Trade Com-

The newest show business field to come under Justice Department scrutiny is the concert booking and management. It is known that many artists have been subpoenaed by the Justice Department seeking information on possible monopolistic practices and Wirtz and Madison Square Garrestraint of trade charges. Still in den. Here, too, alleged monopoprocess is the investigation by lism and practices in restraint of the same department seeking to trade are charged. discover whether the tie-up between motion picture firms and music publishers are illegal and whether there is a collusive pricefixing activity on sheet music. as it applies to per-program li-The Federal Trade Commission is censes. Radio and television set continuing its investigation of manufacturers are being investiseveral record manufacturers who gated on three fronts, as the govmay be charged with discriminatory business tactics.

against the Shubert Theaters interests on charges of monopolism basic TV patents are held by any and restraint of trade is currently one firm and whether small dealin the pre-trial stages. The Su- ers are being discriminated preme Court has agreed for the against. first time in over 30 years to hear a case involving baseball's reserve win in any of the cases, the result clause. A major part of the plain- may actually force the industry tiffs' case will be based on base- involved to change some fo its

phia has insisted that the defend- suits by "aggrieved" parties. In ants in the government case any event, anti-trust lawyers are charging Sherman Act violations keeping a close watch on the vain professional football league rious cases and investigations.

cording to government officials | television blackouts must be tigations is quite evident all thru against National Screen Service is action on alleged collusive action to withhold 16mm, film from television.

Boxing Suit

On the calendar for December 7 and certain of an early trial is the Federal suit against boxing interests including the International Boxing Club, Jim Norris, Arthur

Still to be heard is the plea from the American Society of Composers, Authors and Publishers to amend the consent decree ernment seeks to uncover whether there has been collusive action to The action by the government halt the manufacture of color television sets, whether too many

Should the Justice Department ball's income from radio and basic business practices. In addition, a government victory could The Federal Court in Philadel- unleash a flood of treble damage

Roadshow Rep

"NOTICE in The Billboard of | DOT SUN, of the Sun Players, the death of Bert B. Bruce. of Hutchinson, Kan., brother of Wallace Bruce, of the old Bruce Players, and now manager of the Lyons (Kan.) Theater, brings to mind the days when Bert was press agent for the Fred Byers Attractions," writes Leon H. Hickey, Baltimore. "In 1914 we started in Chicago, went thru Ohio, Pennsylvania and New York and on into Canada, west from Montreal to Edmonton, Alta., then into Washington, south to Texas and back thru Oklahoma, Kansas and Nebraska to Chicago. Nearly 40 years ago Fred was half-owner of the Bennet & Byers Dramatic Exchange, Chicago. One year the Bennet Exchange and the O. H. Johnstone that left Chicago. Among the pro-Sherman, Gaskell and McVitty, Robertson, Fred Byers, George

currently playing Iowa with the big tent, reports business only fair because of many storms the show has encountered. In the cast are Carl Park, Bud Mandly, Bud Imig, Larry Dirkson, the Hulke twins, Dick Mobley, Diane Craig, Patty Swartz and Dot and Jess Sun. The show is slated to play under canvas until fall and then do circle work in Iowa. Recent visitors on the show were Helen and Cliff Carl, who were with the Hatcher show for many years. . . . Usually a good town for the "Silas Green" show, Reidsville, N. C., produced only a one-third house on June 25. The show stopped here en route from High Point, N. C., to make an annual Dramatic Exchange hired actors indoor date in Danville, Va. The for more than a thousand shows show has discarded its railroad car and now moves on trucks. ducers that year were Robert Performances are under the direction of S. H. Dudley Jr. Rex Rowland and Clifford, Harry Ingham and son, Milton, were Scott, Eskell Gifford, George guests of owners Mr. and Mrs. W. P. Jones at Reidsville. . . . Dick, Louis Pinski, Jones and Andy Carter writes from Worces-Crane, and George Sweet. Fred ter, Mass.: "When you tell about Byers tells me he is going to re- old tent dramatic shows I hope tire in August. He has been inter- that Rockwell's "Sunny South" ested in real estate and is well will not be left out. Rockwell also fixed. His wife, Floy Mann, had one of the best Tom shows worked last year in the Carter that ever took to the road under Barron open air theater built by canvas. Rockwell was an experithe government in Washington, enced Tom man and many of the Why not a few letters from old- personalities mentioned in this timers telling what they are column got their start under

Drivin' 'Round the Drive-Ins

BILL SABOL has scheduled a ground areas at E. M. Loew drivefour-week elimination pro- in theaters at Newington, Milford gram, opening July 29, at the Starlite Drive-In, Stamford, Conn., George E. Landers, the circuit's to select "Mrs. Connecticut of Hartford division manager. . . . N. J., in September. . . . New Merry-Go-Rounds have been installed in the children's play-

New TV Films

Continued from page 25

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Half-hour dramatic series starring Monty Woolley as host. TV adaptations of one-act play classics. United Television Programs

444 Madison Ave., New York OFF THE RECORD

Half-hour series giving a preview of new Victor, Decca, Columbia and Capitol release on each show. Norstone Productions Hollywood

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Hollywood

ROMANTIC ADVENTURE SERIES (Untitled)

Half-hour series starring Maria Riva

and featuring her husband, William Riva. Harold Kallen, story editor. Motion Pictures for Television 655 Madison Ave., New York

STAGE SEVEN

Thirteen half-hour anthology type series. House of Selznick General Service Studios, Hollywood

1953," with winner to participate Joe Dolgin, film buyer-booker for in national finals at Asbury Park, Pine Drive-In, Waterbury, Conn., and treasurer of Park Street Investment Company, Hartford, and Mrs. Dolgin will make their first visit to Hollywood this fall, Their daughter, Barbara, is attending summer sessions at Columbia University, New York. . . . George Hudak has been named relief assistant manager for E. M. Loew indoor and outdoor theaters in the Hartford, Conn., area. . . . William Moore, manager of the E. M. Loew State Theater, Holyoke, Mass., has also been named manager of the circuit's Riverdale Drive-In, West Springfield, Mass. Bernie Cawley will assist him at the latter location. . . . Numerous drive-in theater operators are expected to attend the annual golf tournament of Motion Picture Theater Owners of Connecticut on August 18 at Racebrook Country Club, Orange, Conn. General committee consists of George H. Wilkinson Jr., and Albert M. Pickus, co-chairmen; James Darby, Ted Jacocks: publicity, Lou Brown: treasurer, Sam Rosen; distributors, Henry Germaine, Ben Simon and John Pavone. . . Newest drive-in project announced for Connecticut, a \$100,000, 700-car capacity unit in Meriden, will have wide-screen and 3-D facilities, according to partners Nick Kounaris and Paul Tolis. The theaters will play day-and-date attractions with the Kounaris-Tolis indoor Meriden Theater. . . . 'Fair results" was the verdict of Paul W. Amadeo, general manager of Pike Drive-In, Newington, Conn., on the first dusk to dawn performance in a metropolitan Hartford outdoor theater. Amadeo served free coffee and donuts at 4:30 a.m. He showed six feature films during evening's program.

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Out in the Open

Fred C. Murray, vice president of the Interstate Fireworks Company, suffered a heart attack recently. On doctor's orders, he will have to curtail his business activities for some time while recuperating. Firm President Joseph J. Godin reports that Fred is in excellent spirits, remarking only that "he guessed he must be get-ting old." Actually, Godin re-ports, the firm's show schedule has been extremely heavy, and Fred has been moving at a fast pace to keep up with it.

Jack Duffield handled the Thearle-Duffield fireworks show for the Philadelphia Bulletin, July 4. Duffield was in New York the following week on business. . . Ned Torti, of the Wisconsin Deluxe Company, is being credited in some circles with being the No. 1 fan of the Milwaukee

Braves.

Bob Liessman has been named general sales manager of the Getzen Company, Elkhorn, Wis., maker of Getzen band instruments, by T. J. Getzen. president. Liessman was formerly sales manager of the H. N. White Company, Cleveland, maker of King band instruments.

Harrald Harper, who operates the lost child car at a string of California fairs, moved into the Salinas rodeo following his stint at the San Diego County Fair, Del Mar. Other California annuals on his route include the Placer County Fair, Roseville; San Joaquin County Fair, Stockton, and the California State Fair, Sacramento.

Charles J. Meyer, former staffer on the James M. Cole Circus, has been named to handle commercial space sales at the East Blackstone (Mass.) Fair. Meyer has been in semiretirement for several years operating a real estate agency in Centerville, Mass.

Mike Benton Jr., son of Mike Benton who heads Lakewood Park and the Southeastern Fairaganza at Atlanta, is in Walter Reed Hospital, Washington. He was wounded while serving in Korea.

Mississippi State Fair, Jackson, was the subject of a feature story in a recent issue of Livestock Weekly. The article, titled "Million Dollar Show," was written by Jimmy Ward, of the Jackson Daily News, and outlined the big expansion program currently taking place under the supervision of J. M. Dean, fair's secretary-manager.

Mr. and Mrs. Irving Rosenthal, Palisades (N. J.) Amusement Park, visited Rockaways' Playland, Tuesday (14), and were guests of A. J. Geist, president of the Queens funspot.

Frank Shortridge, Des Moines representative of the Boyle Woolfolk Agency, Chicago, was a Windy City visitor Wednesday (15) where he huddled with agency execs.

Strong Scores Straws in Utah

BLACKFOOT, Idaho, July 18. -Strong's One - Ring Circus got five straw houses in 13 days, John Strong, show owner, said. The show opened in Victorville, Calif., and jumped to Overton, Milford, Beaver and Payson,

Nev. Business in those towns was

only fair, Strong stated. Banner days started in Cedar City and continued when the show played near Salt Lake City for two days. Strong had his trucks in the July 4 parade in the latter city. In Snowville, Utah, a town of 196, the show played to 426 people. In Malta,

Idaho, a town of 250, the attend-

ance was over 400. Cedar City

was good enough to warrant a

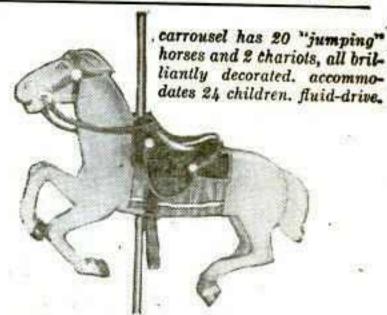
two-day stand in 1954, he said. On the trek thru Utah, the dates were sponsored by the Latter Day Saints, who bought the show on a flat rate. Admissions. tho usually 60 cents for adults and 35 cents for children, was raised by the sponsors to \$1 and 60 cents. The Side Show has been playing to over 50 per cent of the people attending the show, Strong declared. Eddie Emerson joined as clown.

Willow Grove Sign Damaged by Fire

PHILADELPHIA, July 18. — Fire broke out 75 feet in the air last week near the top of a big neon sign at the entrance to Willow Grove Park.

Firemen used aerial ladders to get at the blaze. They put it out in about an hour and a half. Damage was estimated at \$1,500.

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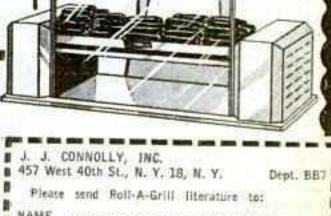
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SEASONING SPECIALISTS TO THE NATION

Dressing Room Gossip

Miller Bros.

Four generations of the Steve Hill family, Connecticut fans, were on the lot at Thompson-ville. Stan (Weepy) Woodward worked the water number with Coco and Sasha in his hometown. also guested in clown alley.

Ned Chalmers was on for his annual three - day visit. His son, Bob, former 24-hour man with show, is an Air Force major. Bob's nephew, Tommy Porter, rode an elephant in spec.

Gus Namedil motored to New York and brought his wife and

infant son from the hospital, Cowboys in Billy Hammond's line-up have new flaming orange shirts, and the Sanchez Sisters sparkle in new wardrobe.

Proctor Baughman has introduced a registration stand for fans and friends at the announcing stand. Recent visitors included Carlton Smith; Kuku, the bird girl; Adele Nelson, Joe and Wally Beach, Charley Davitt, Francis Lacouline, Mr. and Mrs. Earl Brown, Mrs. Bluch Landolf, Nill McGrath, John Clark, Francis Meeker, the Jim Hoyes, Mr. and Mrs. John Pendergast Blackie Nye, Nick Laxman, Norm and Pauline Bigelow; Howard, Marjorie, Ed. Jane and Marjie Ann Chamberlain; Charley Mc-Namara, Gil and Eva Conlinn, Paul Feeley, Bill Day, Carl Pratt, Herb King, Paul Horsman, and Bil Donahue.-PROCTOR BAUGHMAN.

Hagen Bros.

Visits were exchanged at Elmira with Von Bros.' personnel, who were appearing near by. Diana Wilson practices daily between shows. Several hospitals were played during the past week.

Mrs. Jean Nelson gave a birthday party for her grandson, Eddie Nelson, 6, at Hazelton. Attending brakes on his trailer.

Bros.' press department, visited credit for keeping the show July 4 at Watkins Glen. George rolling. Duffy, 80, drove over from Fort

two days with us. Other visitors included: Mr. and Mrs. Fred Timmons, Henry Vonderhied, Thomas Molloy, Lee Green.—JACK LA PEARL.

Clyde Beatty

Our major production of 1953, "Hidden Talent Revue," was held July 5 between shows. Originally scheduled for July 4, it was necessary to delay it a day because of the tremendous business Ray Bickford and Art Gunther requiring two matinees in Portland, Ore.

Cathy Cline and Yvonne Joannides did a samba number, and ing on elephants were Toni Scott, Cathy was crowned queen of the affair. Tommy Hanneford emseed, and numbers were presented by Ernie Burch, Milonga Cline, Joe Applegate, Joe Woolsley, Colleen Alpaugh, Skeeter Stath, Blinky (Hambone) Huffman, Johnny Kenton, Tiny Cuttin, Kay Hanneford and George Hanneford Jr.

Beattyette dancers included Rusty Sharples, Vicky Hanneford, Tiny Cuttin, Betty Escalante, Gladys Fox, Gloria Marquez, Colleen Alpaugh, and Kay Hanne-

Clowns Duke Law and Lawrence Cross were in charge of the athletic events. Winners and runners-up were awarded prizes donated by Clyde Beatty, Frank Orman, Shreveport Etheridge, Al Moss, and Johnny Cline.

Mingo the clown left the show in Portland to attend funeral services for his sister. He will return shortly. Dixie Canter returned to the show to work downtown ticket sale.

Jack and Bertha Rennick and Roy and Mary Stearn entertained Johnny and Milonga Cline, Phil and Betty Escalante, Ernie Burch and Lawrence Cross. Visitors included: Dr. Reid, Frank and Elsie Zerado, Coos Bay Cora, personnel of the Douglas Greater Shows, and personnel of the Calvacade of the West.-EDDIE DULLUM.

King-Cristiani

were Pauletta Pyle, Katheleen gravel roads, we have not missed Stevens, Adina Nelson, Louise a performance this season, altho Lockier, Jackline Banta, Mary several matinees were late in Sue Suesz and Teddy Wilson. Canada and a couple of perform-Paul Pyle installed electrical ances were given without a Big Top. Pete Sadowski, Walter Rice. George Strongman, of Mills and other mechanics deserve

Bob Burline joined as French Plain to Binghamton to visit, interpreter while we are in the Joe Myers, Auburn, clowned for province of Quebec. Birthdays were celebrated by Jane Cristiani, Hughie Hart, Karen Cristiani and Charlott Thomas.

Col. and Mrs. Harry Thomas Ferris, George Barlow, Carl rejoined after being away for Snyder, Duane Hunt, Russel several days due to the illness of Cook, Dick Georgia, Edwin Ger- Harry Jr. Corcaita Budd also rehart, Clayton Hawks, F. Eugene joined after being away a week Sykes, Ward Shafer and Hazel while her infant daughter, April, was hospitalized.

We enjoyed the ferry trip across the St. Lawrence River to Shawinigan Falls, and we are looking forward to the long one to Prince Edward Island. The girls enjoy the opportunity to window shop and see the French creations in quaint little shops. Lots, for the most part, are good in this part of Canada. The girls miss the launderettes. Food is cheap and cuisine exceptionally good.

One thing we miss is the appearance of circus fans on the lot. Haven't seen a fan since we left Southern Ontario. At Levis, Que., Capt. W. Schultz, circus owner, was a welcome visitor .-COL. HARRY THOMAS.

Siebrand Bros.

John (Bud) Jewett were married the circus arena July 9 at Deadwood, S. D. George Vest played for the ceremony and for the following festivities. Peggy Holmes, Lee Thorton, Bob Emerico, Joe Hodgini and Frank Roche provided the entertainment, and Concha Erikson came out with a pound of rice.

Run into Deadwood was start of show's long jumps and provided us with many miles of mountains and bad detours. Rain struck in the middle of opening night's performance, and the acts were kept busy handing out rainchecks.

A pleasant visit was enjoyed excursion on Humboldt Bay. with Polack Eastern Unit when it played near-by Rapid City. Among those seen were the Sheridan Brothers, Harold, Eileen and Walter Klausers and Herta stop-George Voise, Mr. and Mrs. Nate ped at Clear Lake to enjoy the Lewis, Henry Kyes, Mr. and Mrs. swimming. —JOE HODGES HODGINI.

Ringling Bros.

The big July 4 celebration was held in Hamilton, Ont. Duane Thorpe introduced the emsee, Emmett Kelly, in classic European white clown make-up, dressed in spangles and sequins.

Opening number was a fashion parade with Elsie Jung, dressed as Arky Scott, on a horse. Follow-Sally Marlowe, Evelyn Kent, Margaret Smith, Brenda Goring,

Joyce Linares, Brenda Elliott.
Toto sang "Old Man River,"
and Didi of the cook house sang
"Make Believe." Myron Orton and Prince Paul did a skit. Freddie Freeman and two visitors, Cece Carusi and Mrs. Marvin McConihe, did a comedy bit. Miss Fay performed an exotic dance.

A take-off on Paul Jung's Army gag was done by Liz Johnson, Kay Burslem, Peggy Thomas, Rose Hanlon, Aggie Oliver, Margo Margas, Anita Heiroll, Rose Wong and Gary, Walter Lavine played a harmonica solo. Bill Ballantine did a take-off on Vasconcellos, assisted by Roland and Maz Bokara.

After Mr. Mistin Sr. played a flute solo he introduced "Mr. Kistin Jr."-Otto Griebling in short pants and blond wig. "Deacon" Blanchfield wore full ringmaster's outfit, including small black mustache, as Count Nicholas, while Gene Lewis and George Barnaby played town lovelies pestering him for autographs. Merle Evans and the band played for the show, with special music by Clarence Woods at the organ.

Games and the winners were: Midget race: (1) Jimmy Armstrong, (2) Carl Stephan, (3) Prince Paul. Young children: (1) Randy Concello, (2) Elona Fredonia, (3) Roland Mistin, and Despite long jumps and lots of Mousie, Linda Lawson, and Karen Linares. Older children: (1) Babbles Fredonia, (2) Dieter Rasso, (3) Alfi Freddy.

Sack race: (1) Maggie Smith, (2) Wally Frelani, (3) Joyce Linares. Three-legged race: (1) Rinaldo and Marcia, (2) Joyce Linares and Scotty, (3) Fritz and Greta. Men's race: (1) Big Top candidates, (2) Chico, (3) Heinz Heiroll.

Wheel barrow race: (1) Lilly and Sveno Plato, (2) Joyce Linares and Scotty, (3) Rinaldo and Marcia. Girls' race: (1) Lilly Plato, (2) Antoinetta Bisbini, (3) Maggie Smith. Stake driving: Toto in 231/2 seconds. Web Climbing: Sveno Plato in 15 seconds .-MARY JANE MILLER.

Polack Eastern

Wind, sand and heat greeted us on opening day in Rapid City, S. D. Miss Lexi is out of the line-up due to a back injury received during her act. Jimmy Olson is able to work in spite of swelling on the side of his face due to a bad tooth. Lani Harrison is fast becoming a camerabug. Bob Lorraine was house guest of the L. G. Pendergasts in Rapid City.

Ogden, Utah, was another new Shrine-sponsored date. Wind almost blew Harold Voise out of the net during the July 4 n.atinee. This was the week of birth-

days-Pete Ivanov, Lani Harrison, Nat Lewis, Harold Voise, Harriet Lewis and Courtney. In addition, Pete became the father of a baby boy July 7.

Bob Lorraine made a trip to Esther (Chubby) Holmes and Hollywood, then rejoined in Rapid City, S. D. Gene Randow is working on new material for his winter dates.

> John Toy sends word from Minneapolis that he is recovering after his long illness and hopes to be back clowning this fall. BOB LORRAINE.

Polack Western

John Brott, local CFA, showed some of his old time circus lithographs at Eureka, Smokey Rouse produced a big picnic lunch for the clowns and others between shows. Gus Bell caught the largest salmon on a recent fishing

En route to Chico, Dingie Ashton did a Corrigan and viewed Oregon scenery by mistake. The

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GAS BUGGIES OKAY

Still Dates Up 5% For Sweeney-White

CHICAGO, July 18. — National at Riverside Stadium, Kansas Speedways, Inc., despite the loss City, Mo., met with only moderate of three race meets to the weather, wound up its still-date season 5 wise, according to Al Sweeney, the racing organization.

Sweeney attributed the increase to two big winners at the Kansas Free Fairgrounds, Topeka, where the gas buggies drew an overflow crowd of 12,000 on July 4 to break all previous attendance records at the annual. The July 4 turnout topped the record 11,000 race fans, who came out for this or better their '52 records. year's May 30 race meet, also operated by Sweeney and White.

a slight decline at the gate due that final entries have topped the to strong opposition from an Omaha sports car program, but nevertheless pulled approximately 14,000 Cornhuskers into the big grandstand. Third major stilldate of the spring was at the Iowa State Fair grounds, Des Moines, where programs on May 31 and June 28 were both up 5 per cent over '52.

Org's openers at Danville and Urbana, both in Illinois, were cut down by showers. And five days

Ethel Merman To Head Dallas Fair and Show

DALLAS, July 18. - Musical comedy star Ethel Merman will star in the auditorium show at the 16-day State Fair of Texas October 10-25, General Manager James H. Stewart said Friday (17).

Signed contracts were in the mails. In inking the pact to appear at the nation's largest annual expo, Miss Merman breaks her own rule against appearing off Broadway. She relented last year to play in "Call Me Madam" in Washington and once she went to Chicago in "Anything Goes." But in general she has steadfastly refused to appear on stages any-

Miss Merman will star in the show, which will be built around her in Dallas and will include a number of top variety acts.

Terms Not Revealed

The terms of the Merman contract were not revealed. Dean Martin and Jerry Lewis shared in gross receipts last year. Receipts for '52 aud show totaled \$306,000 before taxes.

It was assumed show would follow usual pattern of 24 performances during the fair, with performances each night and matinees Saturdays, Sundays and Thursday. Usual price scale starts at a \$4.90 top.

LILI ST. CYR HAS NOTHING ON **BATHING BEAUTY**

NEW YORK, July 18 .- A quartet of visiting Shriners demonstrated their showmanlike ability during a six-hour parade here Thursday night (16) and added a bit of inventive ingenuity at the same time to beat the heat. The Shriners, riding in a Ferris Wheel mounted atop a trailer, not only evoked heavy com-ment from the crowd because of their unique vehicle, but drew heavy applause and laughter as the Ferris Wheel cars reached the bottom of their circular trip. The reason was that the enterprising Shriners had rigged up a large tank thru which the cars passed. The frequent dunking not only kept them cool, despite temperatures in the 80's, but one enterprising rider caught up on his Saturday night bathing chores and was seen taking a bubble bath.

success.

A new record crowd was per cent ahead of '52 attendance- chalked up at Belleville, Kan., Decoration Day, when 7,000 fans who, with Gaylord White, heads | jammed the North Central Kansas fairgrounds to witness the big car program.

> Sweeney, who returned to his home base after a tour of South Dakota, Nebraska and Iowa, said farmers in those States were optimistic about crops and that economic conditions indicated fairs in those areas should equal

In commenting on National Speedway's Hawkeye Auto Race The July 4 meet at the Ne- Futurity, scheduled for June 5, braska State Fair, Lincoln, showed 1955, at Des Moines, Sweeney said 80-mark. Early publicity on this new type race meet has been excellent, he said.

NO PERISCOPE FOR SUB ACT

PITTSBURGH, July 18. — Holger Rasini, who somersaults in a racing car after speeding down an inclined plane, almost had a submarine act Sunday (12) at Kennywood Park here. Rasini's car in which he was strapped, hit the edge of a tarpaulin in which the car usually lands. The car bounded from the canvas into the park's lagoon and landed upside-down in four feet of water. Al Soko and Tony Sacramento, park employees, aided in extricating Rasini from his car. Rasini was unhurt. The act has been playing parks and indoor circuses since arriving from Denmark last February, according to New York booker Stanley Wathon, who handles the act.

EDMONTON EX TOPPLES GATE, INCOME RECORDS

Admish Price Doubled But Attendance is Up 10 Per Cent, Betting 15 Per Cent, Midway 20 Per Cent

EDMONTON, Alta., July 18.— midway, held down by the Royal 87 per cent, a rare thing here. The Edmonton Exhibition, which American Shows, was 20 per cent There were light showers late today winds up its six-day run, higher than for record '52. was a smashing success, eclipsing all previous fairs here in attend-

over the corresponding period for Wednesday when a drizzle fell. the previous record run (1952),

Attendance Strong

Grandstand attendance was ance and in receipt from major strong, with the 9,200-capacity revenue-producing departments. grandstand-bleacher set-up sold Attendance at the end of the out nightly, and with thousands of

Banner attendance and record even the the outside admission receipts were registered despite erected and employment has price had been doubled. weather which has not been attained an all-time high. Pari-mutuel betting meanwhile favorable to record-tumbling. climbed 15 per cent higher than Monday was hot and unusually

Tuesday afternoon and a drizzle fell during a greater part of Wednesday night.

Booming conditions, plus greater population, in Edmonton were credited with the record gate and first five days was up 10 per cent standees every night except receipts. In addition to the continued oil boom in the area, many huge industrial plants are being

"Operation Tractor" Biggest departure in the exlast year. And, spending on the humid, with the latter placed at hibition's program was the substitution of a feature called "Operation Tractor" for the customary exhibition and judging of drafting horses. The new feature consisted of a contest between farm youth on the operation of tractors. Contestants, in addition to driving tractors over obstaclemarked courses, were required to race against time in checking tractors preliminary to using them.

The contest drew many entries and proved a big hit. The exhibinotables in the outdoor amuse- Sam Polack, both of the Polack tion's display of farm machinery and equipment was the largest in the fair's history. Space sales, tion Bureau. Chicago is seeking Manager Jim Paul pointed out, exhausted all available space for

such exhibits.

AT SHRINE CONCLAVE

Outdoor Amusement Brass Invades N. Y.

Bi'l Horstman, who is associated with Arthur Wirtz in the operation of the Chicago Stadium, was busy renewing acquaintances along with Vernon McCreavy, Chicago promoter. Art Briese, of the Thearle-Duffield Fireworks firm, also arrived from Chicago.

Arthur M. Concello, general manager of the Ringling circus, also was on hand, as was Dwight Pepple, an indoor circus operator. visiting friends. He now is public relations director for the Columbus, O., Shrine Temple. Orrin Davenport, well-known Midwest booker, was in town for the con-

NEW YORK, July 18 .- A host of vention as were Mickey Blue and ment industry converged here this Bros.' Circus, and Chester Watkins, week for the annual Shriners con- manager of the Chicago Conventhe convention for 1955.

"Meccarabia" Frank Wirth, New York booker, produced the Shrine spectacle, "Meccarabia," at Madison Square Garden on Tuesday night (14) The show was viewed by top dignitaries of the organization, who arrived and left at ringside via some 50 Oldsmobile convertibles. Leading national officers were loud in their praise to Wirth. He

A former circus press agent, Raychatted with many of them after awaiting the completion of loading prior to their police-escorted departure from the Garden.

Arthur Campfield, local tent designer, was on hand for the Orienduced continuous shows at the airconditioned Garden on Monday and Wednesday during the day, and another show Wednesday

Kenyon and Carl Sontz, both repwas busy visiting friends. was visited by a host of friends who stopped by to exchange pleas-

antries with him. told of representatives of sight- North to produce several July seeing bus and boat lines who Fourth shows. He also stages the boarded trains in Pittsburgh and weekly show at Rockaway Beach, other cities. The purpose was to held off-shore on a barge. sell advance reservations to the Shriners aboard the trains for New York attractions before they hit

night (15). Ben Davenport, circus promoter, also was in town, as were Omer resentatives of the Hamid-Morton Circus. Jim Allen, head of the Shrine circus committee of the Syria Temple in Pittsburgh, also Hughes, of the Hamid office here,

the convention city.

Pleasure Beach Reconstruction Is Underway

BRIDGEPORT, Conn., July 18. -Reconstruction of the midway portion of Pleasure Beach Park, applied for a license to operate a municipally-operated amusement Carousel, other riding devices and spot here which was destroyed by an Arcade, met with opposition fire June 7, is proceeding rapidly, this week as determined as any according to Mayor Jasper Mcprevious mark was set. Pay gates this week as determined as any according to Mayor Jasper Mcfor Saturday (11) and Sunday they had seen during their serv- Levy, and should be completed in about 10 days. Damage to cityowned buildings was estimated at Stanzione, both Brooklyn resi- \$20,000 by City Clerk Frederick dents, appeared at a hearing held Schwartzkopf, who said the loss before a deputy license commis- was covered by insurance. The sioner and found that 25 house- total damage which wiped out wives of the neighborhood were several concessionaires' stocks,

> The park has again inaugurated open from 1 p.m.

PYRO MAN

Fred Murray Is Subject of Times Col.

NEW YORK, July 18 .- Meyer Berger, Pulitzer Prize winning writer, devoted his About New tal pageant Tuesday night, as was York column in The New York Mack Kassow, concession opera- Times yesterday (17) to Fred C. tor. In addition to the Tuesday Murray, well-known pyrotech-

> The article traced Murray's progress in the fireworks business, starting with his apprenticeship under Charles T. Brock, famous English pyro expert and his association with the Paines fireworks family, and named the famous people, such as President Theodore Roosevelt, J. P. Morgan, Horace Dodge and the du Ponts, for whom Murray provided spectacular pyro displays. Murray, over 70 years in the

business, is 83 and still is active in the field. Only recently he flew from a Coronation display in Canada to Florida to produce an-Several of the visiting Shriners other show there, then return

INTRODUCE **NEW RIDE** AT JANTZEN

PORTLAND, Ore., July 18. —A new ride—the only model built so far-is pulling steady patronage at Jantzen Beach Park here.

Built by Frank Hrubetz, of Salem, Ore, it is called the Roundup, and is said to achieve a new high in rugged type thrills.

The ride accommodates 24 patrons, who stand on a horizontal floor, their backs against a metal caging. With a strap in front of each rider, the cage whirls clockwise until a high velocity is reached, then the floor tilts from herizontal to perpendicular, the centrifugal force holding the riders' back against the caging.

The ride is truck-mounted, so that it is easily shifted to most advantageous location or can be transported to carnival or fair sites.

N. J. Church Ordered To Shut Down Skilo

The St. Francis Xavier Roman argued until October, he doubted Catholic Church, Newark, N. J., was directed this week by the Appellate Division of the New Jersey Superior Court to close down its operation of a weekly skilo game that nets the church \$1,000 a week.

The court denied the church's application for a stay of an order by a county judge that temporarily restrained Newark law enforcement officials from interfering with the operation of the game.

Assistant Corporation Counsel Charles Astley, Newark, told the court that the game constituted gambling under State law and that enforcement officials would be held accountable if they failed to enforce the law.

Church counsel held that the game in question was one of skill and that it was legal under a previous Superior Court decision. The lawyer for the church said

Tivoli Sets New Attendance Mark

COPENHAGEN, Denmark, July 18.—Tivoli, local amusement park, copped another attendance record Monday (13) when it passed the 2,000,000 mark an entire week earlier than last year when the

Continuing good weather is hyping the tourist invasion, but is also luring local residents to the suburban and shore resorts. On Sunday (12) 139,000 Copen-hageners used the railroad to head for near-by coast resorts, and suburban Dyrehavsbakken amusement park reported Satur-day (11) and Sunday (12) crowds of 80,000. Adjoining Bellevue on Sunday (12).

TRENTON, N. J., July 18. - | that since an appeal could not be if further court action would be

> The Newark police assert that skilo is bingo with a wrinkle. They said that instead of numbers being calle. by a designated person, various audience members tossed a ball into numbered holes in a board that was carried about the hall. Skill, rather than luck, is declared to be the determining factor in the game. The decision this week, however, stopped the further operation of the skilo game by the church, despite the skill allegations.

A state-wide referendum will be held on November 3 to determine whether or not voters wish to legalize bingo, raffles and other minor games of chance.

Fems Oppose Kiddie Rides In Brooklyn

NEW YORK, July 18.-Two Brooklyn war veterans, who had ice days.

Rudolph Mittasch Jr. and Louis present to oppose their plan to was listed at \$75,000. invest \$25,000 in the kiddie amusement enterprise.

park would be out of place.

Kiddies' Day on Wednesday, when Main point of opposition was all rides are reduced for both Beach also registered peak turn- that the area where the proposed adults and children from 1 to 6 outs, as did Damhus Tivoli and kiddie park would be located is p.m. The park is closed on Monthe zoo, which latter drew 20,000 strictly residential and that the days, but on all other days is

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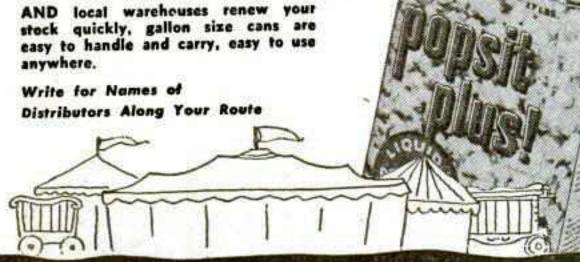
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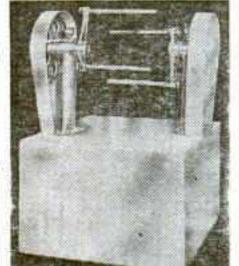
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Talent Topics

Roy Simms, sway pole, was a Patton, son of the show's pro-recent Chicago visitor en route ducer, who has retired. As a ing a year's sojourn in his native Japan.

Miss Luxem, sway pole, is touring Cuba but will close there in time to make the Detroit Police Circus. . . . Jimmy Jamison, high diver, is playing the Solano County Fair, Vallejo, Calif., July 17-25. . . . Carl Wallenda, of the Wallenda Troupe, spent Monday and Tuesday (13-14) in Chicago.

Talent set by Ernie Young for the Knoxville fair includes the Wilfred Mae Trio, Dorothy Dorbin Dancers, Three Adaros, Vanderbilt Boys, Vice Heyde and Frank Furlette. The Young aggregation at Tennessee State Fair, Nashville, will include the Dorbin Dancers, Cilly Feindt, Four Sky Devils, Two Sky Kings, Dalton and Bailey, Fedi-Fedi, Ted Miller and Smiley, and Furlette.

Sam Howard's water show has been set for the Hartford, Mich., fair along with Fedi-Fedi, Bozo Harrell, Gene Colin, and the St. Leon-Marcus Troupe.... Jon Fri-Circus, had a homecoming celebration when the show played Hartford, Mich., recently. Friday graduated from the Hartford High School there last month.

Holger Rasini, somersaulting car expert, hit the drink when doing his act at Kennywood Park, Pittsburgh, Sunday night (12). The car, instead of landing in the center of the tarpaulin, bounced off the edge and dropped into the lagoon. Rasini escaped uninjured altho it took a couple of men to rescue him from the floating automobile. Other acts playing the park included the Chordettes, songsters on the Arthur Godfrey radio and TV programs, and the Farias Duo, hand balancing.

Don Adams, clown and comedy bicycle, is with the Lucky Lee Lott thrill show. . . . Freddie Val-While there he worked with Betty and Benny Fox and spent a lot of time recalling old days. The Valentine troupe next plays Ocean View Park, Norfolk.

Sensational Ortons, Dorrie and Vern, recently played Westfallenhalle, a new arena seating 23,000. in Dortmund, Germany. Accord- end. ing to Vern, it is as modern and up-to-date as any similar strucdestroyed in World War II and week stint. apparently not much has been done to repair the damage. Many work going on. The Ortons played Fourth of July at an American base in England. "It was like a touch of home," writes Vern. I didn't realize how good hamburgers and hot dogs taste, as well as canned American beer." Having completed several dates in Scotland, the Isle of Jersey, the Midlands and West Wales, they are settled in London for a month's run at Festival Gardens.

The Kriel Family continues to play in and around Chicago for WLS and the Taflin office.

Harold Barnes, tight wire, is currently appearing at Palisades (N. J.) Amusement Park thru August 1.

Bert and Corrine Dearo, cloud swing and muscle grind, opened their outdoor trek Thursday (9) at Dexter Park, Woodhaven, L. I., for the Al Martin Agency, Boston. The Dearos info that they'll remain in the East for the season.

Sandy Dobritch, nine-year-old son of Alexander and Pia Dobritch, who perform as the Aerial Dobritch, has taken over one of the featured clown roles in the

ILLINOIS FIREWORKS WORLD'S LARGEST

MANUFACTURERS AND EXHIBITORS "Known from Coast to Coast" Catalogue mailed upon request. P. O. Box 792, Danville, III. Ph. 1716

Aerial Snyders, high act, are ABC television show, Super Circurrently appearing as a free cus, which originates from Chiattraction at Chicago's Free Fair, cago each Sunday. Sandy is held in the Back of the Yards taking over the role formerly section of the Windy City Capt. filled by teen-ager Bardy to Dayton, O., and Chico, slide-for-life, is back in Chicago follow-Dobritch will leave the aerial act and take up permanent residence in Chicago. Sandy is already an accomplished performer on the trampoline.

> Billy Pape and Renee's perch act and canine cadets were held over for a third week at Port Arthur's Pleasure Pier, Port Arthur, Tex. They closed there July 12, and began a one week's stand at Galveston Beach Park July 13. Fairyland Park, Kansas City, Mo., follows to conclude 10 weeks of amusement parks, after which they begin fairs for the Barnes-Carruthers office.

Col. George Harrison, sway pole, has joined Capt. Jimmy Schaffer on Page Bros.' Shows, to give that midway org a double free attraction. Mrs. Harrison is with the Colonel and is operating her glass pitch.... Felix Valle, comedy roper, has signed with the Los Angeles Department of Parks and Recreation to teach rope twirling in the area. Valle recently left Strong's One-Ring day, aerialist with Kelly-Morris Circus after playing the show's opening date at Victorville, Calif.

> Acts set by Vic Brown for the Sunday (19) stanza of Super Circus video show includes Rudenko Brothers, juggling; Karpis Trio, Risley; Ingrid Meredith, trapeze, and Burns' Birds. Lined-up for the following Sunday are Texas Tommy and his dogs; Don Wallys, foot ladders; Tokayers, teeter board, and the Paroff Trio, Roman ladders.

Aerial Alcido's, Edna, Louis and Wilfred, opened their season recently at Conneaut Lake Park, Pa., and appeared in Tiverton, R. I., for the July 4 Celebration. This is their sixth season with the Al Martin Agency, Boston, Last week they entertained their good friend, Ken Reardon, of Waterbury, Conn. . . . Playing Forest Park, Brazil, Ind., July 4, were entine and his flying act played the following acts: Joan Izor, Williams Grove (Pa.) Park July 4. xylophone; Leo Francis, whiteface clown; Bert Julian's Musical Four; Daffy Dan, the Minstrel Man, and Chuck's Wonder Dogs.

> Joe Sherman reports that he is now managing Lucky Walters, human bomb. Walters was featured at Willow Grove Park, Philadelphia, over the holiday week-

Pedro and Durand, comedy ture in the United States. Dort- acros, opened at the Chez Ami mund, says Orton, was 70 per cent Club, Buffalo, July 8 for a two-

Great Cepler Family, high wire new buildings, however, are in act, made a 2,200-mile jump from evidence, with much construction Michigan to Hillsboro, Ore., to play a July 4 date and then returned to Detroit for a police field | J. A. JOFFE & CO. Mt. Vernon, N. Y. day, reports Herman Cepler.

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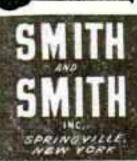
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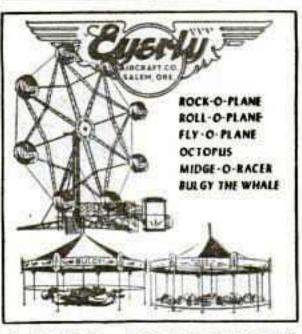
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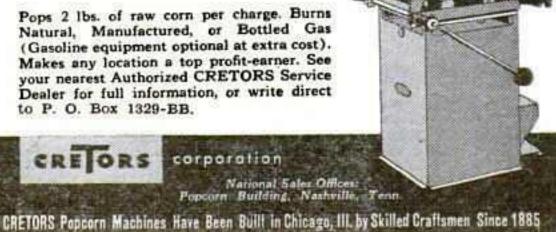
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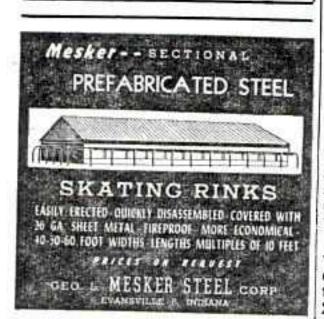


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present one which, because of its accepting entries for the baby palimited facilities, is no longer rade, September 12, the last day able to handle the steadily grow- of the Mardi Gras. ing volume of mail. Postmaster Edward J. Quigley said that the himself from the Arcade biz by City's Department of Housing selling out his interests in a and Buildings was scheduled to Boardwalk emporium to his former approve the plans for the one- partners, Louis Lobel and Al Elostory building at Surf Avenue witz, is now associated with his and W. 22d Street next week. sister, Barbara, and her husband, Construction will be begun shortly afterward by the Coleman Realty Company of Brooklyn, with completion expected in November. The new building will embrace some 10,301 square feet and will have a street loading sites, Surf and W. 15th and Surf platform. The present structure has 4,400 square feet and no room for expansion.

Louis J. Molinas, owner of the Eagle Grille, Surf and W. 12th, has for entertainers Victor Denyak, in his 12th year here, as accordion player and singer; William Gillman, in his sixth year, as Canadian cowboy hillbilly singer; Jack Barrett, Gay 90's singer; Steve Denyak, brother of Victor, in his seventh year, as guitar player and singer, and Terry Matsen, operatic baritone. Drink doctors are Charles Hall, Charles Kachur and Ray Miller. Mr. and Mrs. Molinas are the parents of two sons assisting in the operation of the Eagle. Jack Molinas, a famous prize-winning basketball player, captain of Columbia University's team, is manager, and Julian, a younger brother, another basketball player of Stuyvesant High School, is in charge of the soft drink department. Both boys are over six feet tall and aspire to loftier endeavors in their particular line of sport.

A New York celeb on a Coney visit last week was Harry Szerlip, who, when he is not operating the Patio Dress Company and its three Manhattan branches, performs and teaches magic and hypnotism. Accompanying him on the tour was his good-looking and able assistant, Martha Phillips. Both were deeply interested in the mechanism and workings of Steeplechase Park's new Crazy Clock, Steeplechase's many rides, slides and Fun Stage, Fred Sindell's galaxy of freaks, David Rosen's oddities in the Palace of Wonders, and the kind of tasty dishes served at Thomas Bevilacque's Clam Bar. . . . Nat Faber's Sportland on Surf, corner of Stillwell, with its 38 poker tables, 13 skeeball alleys, 20 shuffleboards, extra super merchandise for prizes and a new, large and attractive green-white neon sign, is being expertly managed this season by Anne Jacobs, who has been honored by the Coney Carnival Company to adorn one of the Mardi Gras floats as "Miss Faber of Coney Island."... David Rosen, operator of Palace of Wonders and "What Is It?" freak shows, is in a New York private hospital where he underwent operations on both eyes for detached retina on July 10 by Dr. Ramon Castrovejo, noted optical physician. . . . An army of friends of William C. Meinch, Coney's well-known and long-time general electric contractor, are glad to see him about fully recovered from illness that had him laid up at his home the last few months. . . Neil Kyrimes, of Kyrimes Ride Park, is in bed at his home

Portland Expo Takes to Canvas

PORTLAND, Ore., July 18 .-The Pacific International Livestock Exposition—proud possessor of an 11-acre, all-paved exposition building—this year will go under canvas.

Manager Walter A. Holt this week contracted for three tents, each 310 by 100 feet, in which to stage the 1953 show October 20-24. In addition, a 160 by 100-foot tent will be utilized for livestock judging.

The Pacific International took to circus trappings after leasing its building to the Air Forces. The site for the 1953 show will be adjacent to the leased build-TUCKER FREIGHT LINES

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ing, near the North Portland livestock yards, the area to be filled and paved.

Coney is to have a new and | trying to rid himself of a leg aillarger post office to replace the ment. . . . Fred Moran is busy

> Herman Wolff, who divorced Terry Wiesel, in the operation of the 4-Leaf Clover bar and eatery, Bowery and W. 12th. Herman's brother, Gus, operates two food and drink concessions at the McCullough Bros.' kiddie ride and W. 8th. Herman's dad, Harry is another Clover assistant. . . . Not to be outdone by most Coney ops who have valuable assistance by their wives in charge of one or all departments, Monroe Ehrman, Coney's publicity chief, is, this season, smartly re-inforced by his spouse, Rebecca. . . . Nat Faber, after the close of the season, will grant a two-week vacation to his numerous employees in Coney, Rockaway and other resorts. The first part of the holiday session will be devoted to a water cruise in a special chartered boat

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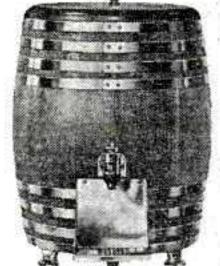
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American Eagle: Woodbury, Tenn. Amusement Co. of America: Milwaukee, A. M. P.: Cairnbrook, Pa.; Jennerstown 27-

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B. & H.: Monetta, S. C. Big State: Hays, Kan.; (Fair Nicodemus 27-31. Blue Grass: Gibson City, Ill.; Paris 27-

Aug. 1. Blue Valley: Oak Grove, Mo.; Gainsville 27-Aug. 1.

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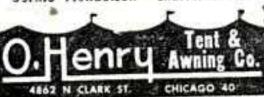
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land, Md., 25: Wilkes-Barre, Pa., 27; Williamsport 29: (Forbes Field) Pitts-

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Polack Bros. (Western): (Auditorium) San Jose, Calif., 23-29; (Stadium) Salinas

Ring Bros.: Saltville, Va., 21; Abingdon 22;

Damascus 23; Mt. Airy, Tenn., 24; Hamp-

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Celly-Morris: Glen Ellyn, Ill., 21; Belvidere 22; Elgin 23; Beloit, Wis., 24; Sycamore, Ill., 25; Joliet 27; Morris 28; Peru 29. Rogers Bros.: Syracuse, Kan., 21; Lamar, Colo., 22; La Junta 23; Pueblo 24; Canon

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29-30; Knox City, Mo., 31-Aug. 2. Hagen Bros.: Uniontown, Pa., 23

gow 25, Wolf Point 26.

Brownsville 24.

25; Halifax 27.

burgh 30-Aug. 1.

ton 25; Jonesboro 27.

Pocatello Aug. 1-3.

Aug. 3.

Aug. 1.

31-Aug. 1.

Bank 22; Great Falls 23; Havre 24; Glas-

(Continued on page 73)

McCreary 30; St. Vital 31-Aug. 1.

Brodbeck & Schrader: Ellsworth, Kan,

Brown & Wallace: Laurinburg, N. C.

Phillipsburg 27-Aug. 1.

Borderland: Sinton, Tex.

Platisburg 27-Aug. 1.

Burke, Harry: Crowley, La.

Byers Bros.: Calumet, Minn.

Harpe 27-Aug. 1.

27-Aug. 1.

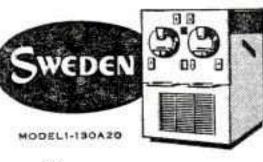
27-Aug. 1.

27-Aug. 1.

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1953 Fair Dates

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Alabama Alexander City-Piedmont Area Expo. Near Oct. 1. Frank Penton. Andalusia-Covington Co. Pair. Oct. 12-17. M. A. Boyette Jr. Anniston-Northeast Ala. Fair. Sept. 28-Oct. 3. John H. Hollingsworth. Athens-Limestone Co. Fair. Sept. 7-12. W. A. Owens. Athens-Limestone Co. Negro Agrl. Assn. Sept. 30-Oct. 3, Mrs. Odell Smith. Atmore-Ala Flora Fair Assn. Oct. 5-10. Sam B. Ford, Attalla—Etewah Co. Pair Assn. Oct. 5-10. Riley L. Hamby. Birmingham-Alabama State Pair Authority. Oct 5-10. R.H. McIntosh. Childersburg-Talladega Co. Pair. Sept. 21-26. J. D. Warren. Dothan-Houston Co. Pair. Oct. 12-17. L. J. Lunsford. Florence-North Alabama State Fair. Sept. 21-26. C. H. Jackson, P. O. Box 165. Huntsville-Madison Co. Fair & Tenn. Valley Expo. Sept. 28-Oct. 3. Marie Dickson, P.O. Box 104. Jasper-Northwest Ala. Pair. Oct. 5-10.

Christie W. Summers.
Lexington—Lexington Community Pair.
Oct. 1-3. Charles P. McMeans.
Oct. Luverne-Crenshaw Co. Fair Assn. Oct. 5-10. W. J. Bell. Opelika-East Ala. Pair. Sept. 21-26. Frank Culpepper. Robertsdale-Baldwin Co. Fair. Oct. 9-13. James A. Hendrix. Scottsboro-Jackson Co. Fair. Oct. 5-10.

J. P. James. Troy-Pike Co. Fair. Week of Oct. 19. L. J. Hasson. Tuscaloosa-Tuscaloosa Co. Fair. Oct. 19-24. Lawrence Dunn.

Arizona Duncan-Greenlee Co. Fair. Oct. 9-11. Stanley W. Coan.

Holbrook-Navajo Co, Pair. Sept. 18-20. J. H. Miller. Kingman-Mohave Co. Pair, Sept. 5-7. Harry R. Phillips. Phoenix-Arizona State Pair. Nov. 6-15. George W. Blake. Prescott-Yavapal Co. Pair. Assn. Sept. 18-20. Alice Townsend. Bafford-Graham Co. Pair Assn. Oct. 17-18. J. E. Daniels. Tucson-Pima Co. Fair. Oct. - William C. Skoug.

Arkansas Batesville-Independence Co. Fair. Bept. 28-Oct. 3, A. L. Crouch, Benton-Saline Co. Fair Assn. Sept. 1-5. Milton Scott. Bentonville-Benton Co. Fair Assn. Sept. 22-25 (Tentative). V. Rose. Berryville-Carroll Co. Fair & Livestock Show. Sept. 9-12. Kathleen Simpson. Blytheville-N. E. Ark. Dist. Fair. Sept. 21-27. R. E. Blayford, Camden—Ouachita Co. Pair. Sept. 21-26. Bill Pryor. Clarksville-Johnson Co. Fair Assn. Sept. 23-26. Everette Stewart. Clinton-Van Buren Co. Pair Assn. Sept. 17-19. Owen H. Biles. Conway-Faulkner Co. Fair. Sept. 30-Oct. 3. W. B. Owen, Danville-Yell Co. Free Pair Assn. Sept. 38-Oct. 3. Onelta May. El Dorado-Union Co. Livestock Assn. Sept. 21-26, Thomas Reynolds.

Eudora-Chicot Co. Fair Assn. Sept. 16-19. B. B. Duckworth. Fayetteville-Washington Co. Fair Assn. Sept. 22-25. John Smith. Foreman-Little River Co. Fair, Sept. 24-26. Marion Crank. Fort Smith-Ark,-Okla, Livestock Expo. Sept. 28-Oct. 3. Pat Condren. 613 Har-Glenwood-Pike Co. Fair Assn. Sept. 3-5.

Robert S. Cassady, Murfreesboro, Ark. Greenwood-Sebastian Co. Fair Assn. Sept. 17-19. Earl Pryor. Hamburg-Ashiey Co. Fair Assn. Sept. 17-19. Tom Durham. Hampton-Calhoun Co. Fair Assn. Sept. 24-25. O. Prissman.

Harrisburg-Poinsett Co. Pair Assn. Sept. 28-Oct. 3. Louie K. Collier, Harrison-Northwest District Fair, Sept. 17-19. Ruth Wilson .-Hazen-Prairie Co. Fair Assn., Sept. 10-12. A. H. McDonnell.

Heber Springs-Cleburne Co. Pair. Sept. 24-26. Wilford Logan. Hermitage-Bradley Co. Pair. Sept. 30-Oct. 2. Eula Baker.

Hope-Third District Livestock Show. Sept. 28-Oct. 3. Bob Shivers. Hot Springs-Garland Co. Pair Assn. Sept. 28-Oct. 2. A. B. Jeffries. Huntsville-Madison Co. Fair Assn. Sept.

17-19. Odell Yocum. Imboden-Lawrence Co. Pair Assn. Sept. 10-12. Austin Stovall. Jasper-Newton Co. Fair Assn. Third week of Sept. Connie Greer. Little Rock-Ark. Livestock Show. Oct. 5-10, Clyde E. Byrd, 2601 Howard St. Lonoke-Lonoke Co. Pair. Sept. 3-5. John

Mathews. Jonesboro-Craighead Co. Fair. Sept. 21-26. Herbert Sanderson. Magnolia-Columbia Co. Fair. Sept. 28-Oct. 3. W. E. Williamson. Malvern-Hot Spring Co. Pair Assn. Sept.

10-12, Warren Griswald. Marvell-Phillips Co. Fair, Sept. 21-26. L. P. Anderson. McCrory-Woodruff Co. Pair Assn. Oct. 14-17. I. N. Arnof. Mena-Polk Co. Free Pair. Sept. 10-14. Dick St. John. Monticello-Drew Co. Pair. Oct. 7-10. Jack Shelton.

Morrilton—Conway Co. Pair Assn. Sept. 23-26. Millard Richardson. Mount Ida-Montgomery Co. Fair, Sept. 21-26. Bill Maddox, Oden, Ark. Mulberry-Crawford Co. Fair Assn. Sept. 24-26. C.D. Chastain. Newport-Jackson Co. Fair Assn. Sept. 23-24, Mollie Hinkle.

Ozark-Franklin Co. Fair Assn. Sept. 21-26. J. M. Hopper. Paragould-Greene Co. Pair Assn. Sept. 16-19. Dr. Charles Bowers. Paris-Logan Co. Fair Assn. Sept. 22-26. Van Pennington. Perryville-Perry Co. Fair. Sept. 21-26. Delton Price. Piggott-Clay Co. Fair Assn. Sept. 24-26.

Pine Bluff-South Ark, Livestock Show, Sept. 14-19. Chas. Varn, c/o Chamber of Commerce. Pocahontas-Randolph Co. Fair Assn. Sept. 10-12. A. C. DeClerk. Prescott-Nevada Co. Fair Assn. Sept. 23-

Ira Hartness.

25. Jada M. McGuire. Russellville-Pope Co. Fair Assn. Sept. 16-18. Richard H. Lee, c/o Chamber of Commerce.

Sparkman—Dallas Co. Pair. Sept. —. Mattie D. DeLaughter.

Stamps-Lafayette Co. Pair. Sept. 28-Oct. 3. J. A. Thomas. Star City-Lincoln Co. Pair Assn. Sept. 10-12. Clyde E, Fish.

Wynne-Cross Co. Fair Assn. Sept. 16-19. Harvey Welshans, Parkin, Ark. Yellville—Marion Co. Pair Assn. Bept. 10-12, Bill Niven.

California

Anderson-Shasta Dist, Fair. Sept. 10-13. Joseph J. Speer. Antioch-Contra Costa Co, Pair Assn. July 30-Aug. 2. Norman D. Bundborg, P.O. Box 25. Auburn-20th Dist. Agrl. Assn. Sept. 18-20. A. J. Cecchettini, P.O. Box 1031. Bakersfield-Kern Co. Fair & Assn. Sept. 28-Oct. 4. Albert Goode. Boonville-Mendocino Co. Fair & Apple Show. Sept. 25-27. H. J. June. Caruthers-Caruthers District Fair Assn. Oct. 15-17. Ella Martenisum, R. 4, Presno. Cedarville-Modoc Co. Fair Assn. Aug. 28-

30 E. B. Mathews. Colusa-Colusa Co. Harvest Festival & Horse Show. Sept. 3-6. Wm. S. Randall, Crescent City—41st Dist. Agrl. Assn. Aug. 21-23. L. W. McClure, Box 26. Ferndale-Humboldt Co. Fair Assn. Aug. 10-16. Dr. J. N. D. Hindley.

Presno-21st Dist. Agrl. Assn. of Calif. Oct. 2-11. T. A. Dodge, 1121 Chance Ave. Grass Valley-17th Dist. Agrl. Assn. Aug. 27-30. Edith B. Scott, P.O. Box 1104. Gridley-Butte Co. Fair Assn. Aug. 27-30. Joseph E. Whitaker. Hanford-Kings Co. Pair Assn. Oct. 15-18. Jim King.

Hayfork-Trinity Co. Fair Assn. Aug. 28-30. J. D. Berry. Hemet-Parmers' Fair of Riverside Co. Aug. 26-30. Harry Hofmann, Hollister-33d District Agrl, Assn. Oct. 2-4. Thomas J. Medeiros. Lakeport-Lake Co. Pair Assn. Sept. 4-6. C. Philip Lewis,

Lancaster-50th Dist. Agrl. Assn. Sept. 10-13. A. G. Marquardt, Box 1145. Lodi-Grape Festival & Natl. Wine Show. Sept. 18-20. C. S. Jackson, P.O. Box 848. os Angeles—Great Western Livestock Show, Nov. 28-Dec. 3. A. M. Mathews. Madera-Madera Dist. Fair, Sept. 24-27. J. T. O'Shaughnessy, Route 1, Box 358.

Mariposa—Mariposa Co, Fair. Sept. 5-7.

Dale K. Campell, P. O. Box 333.

McArthur—Inter-Mountain Fair of Shasta Co. Sept. 5-7. George Ingram. Merced-Merced Co. Fair. Aug. 26-30. W. C. Woxberg, P.O. Box 1352. Monterey-7th Dist. Agrl. Assn. Aug. 27-30. George T. Wise, P.O. Box 1151.

Napa-25th Dist, Fair. Aug. 12-16, Lowell Edington, Northridge-San Fernando Valley Pair. Sept. 3-7. Max P. Schonfeld. Orland-Glenn Co. Fair, Sept. 16-20. R. E Walker, 510 S. Plumas, Willows, Calif. Paso Robles-San Luis Obispo Co. Fair Assn. Aug. 20-23. L. W. Lewin, Petaluma-4th Dist. Pair. July 23-26.

Dolph Young. Placerville—El Dorado Co. Fair. Sept. 11-13. Leslie W. Sanders, P.O. Box 144. Plymouth-26th Dist, Agrl, Assn. Aug. 28-30. George Plinkler. Pomona-Los Angeles Co. Fair Assn. Sept. 18-Oct. 4. B. C. Shepherd. Quincy-Plumas Co. Fair. Aug. 13-16. Tulsa E. Scott. Red Bluff-30th Dist. Agrl. Assn. Aug. 7-

9. Joseph A. Soares, P. O. Box 70. Roseville-Placer Co. Fair. Assn. July 23-26. Nic Huddleston, P.O. Box 710. Sacramento-California State Fair, Sept. 3-13. E. P. Green, P.O. Box 2036. San Francisco-Grand Natl, Livestock Expo. Oct. 30-Nov. 8. Nye Wilson, Geneva

Ave. at Rio Verde St. San Jose-Santa Clara Co. Fair Assn. Sept. 14-20. Russell F. Pettit, 2530 South First

San Leandro-Community Fair. Sept. 2-7 Mickey Stultz. San Mateo-San Mateo Co. Pair Assn. Aug. 14-22. William M. Wilson, P.O. Box 1027. Santa Ana-Orange Co. Fair Assn. Aug. 11-16. R. M. C. Fullenwider, 20391 Newport Blvd.

Santa Maria-Santa Barbara Co. Pair, July 22-26. Reldon Dunlap, P.O. Box 670. Santa Rosa Sonoma Co. Fair Assn. July 31-Aug. 8. H. Jack Liebau, 333 5th St. Sonora-Mother Lode Pair. Aug. 6-9: C.

B. Matthews. Stockton-San Joaquin Co. Fair. Aug. 21-29. E. G. Vollmann, P.O. Box 1609. Susanville-Lassen Co. Fair & Livestock

Show. Aug. 18-23. A. A. Jensen, P.O. Box Tulare-Tulare Co. Pair Assn. Sept. 22-27. A. J. Elliott.

Tulelake-Tulelake-Butte Valley Fair. Sept 10-12. Sam W. Kellett. Turlock-Stanislaus Co. Dist. Pair. Aug. 10-15. C. A. Rigsbee, P.O. Box 547. Ukiah—12th Dist. Pair. Aug. 20-23. Henri Warner, P.O. Box 711. Ventura-Ventura Co. Fair. Oct. 7-11. L. E. Ver Husen, P.O. Box 888. Victorville-San Bernardino Co. Pair Assn.

Aug. 26-30. Oren Robertson. Watsonville-Santa Cruz Fair Assn. Sept. 24-27. E. P. Johnson, Woodland-Yalo Co. Pair, Aug. 20-23, Stuart B. Waite, Box 826. Yreka-Siskiyou Co. Pair Assn. Aug. 28-30. Edward B. Mathews. Yuba City-Yuba-Sutter Pair. July 30-

Aug. 2, Roy L. Welch. Colorado Akron-Washington Co. Fair & Rodeo. Aug. 27-29, Brandt Wenig. Buena Vista-Upper Ark. Valley Fair. Aug. 8-9. Francis Nachtrieb. Brighton-Adams Co. Fair & Rodeo Assn. Aug. 21-23, Sam Schwab. Brush-Morgan Co. Fair. Aug. 20-22, Verne

Stewart. Burlington-Kit Carson Co. Pair. Aug. 13-15. Earl Boren, Seibert. Castle Rock-Douglas Co. Pair Assn. Sept. 11-13. Charles E. Kirk. Cheyenne Wells—Cheyenne Co. Pair Rodeo, Oct. 3-5. N. B. Davis, Cortez-Montezuma Co. Pair, Oct. 1-3. Dean P. Hanson,

Craig-Moffat Co. Fair. Aug. 28-29. W. J. Gregory. Del Norte-Chamber of Commerce Livestock Fair. Oct. 28-30. Mrs. Walter Clemmons. Denver-Denver Co. Fair. Aug. 29-30. Robert D. Buck. Durango-LaPlata Co. Pair. Oct. 2-4. Beverly Flansburg. Eads—niowa Co. Free Fair. Sept. 10-12.

H. T. Robinson. Greeley-Weld Co. Junior Pair. Aug. 10-12. C. J. Mayer. Holyoke-Phillips Co. Fair Assn. Aug. 17-Hotchkiss-Delta Co, Fair Assn. Sept. 15-18, Mark R. Clay.

Hugo-Lincoln Co. Fair. Aug. 27-29. Bob Julesburg-Sedgwick Co. Pair, Aug. 20-22. C. W. McMillan,

Lamar-Southeast Colo. Free Fair & Rodeo. Aug. 29-30, Ray R. Cook. Littleton-Arapahoe Co. Fair. Aug. 21-22. Forrest P. Hamm

Loveland-Larimer Co. Fair & Rodeo. Aug. 17-19. Denny Washington. Manassa-Conejos Co, Fair, Sept. 4-5. Clatus N. Gilliland. Pagosa Springs-Archuleta Co. Pair. Aug. 29-30. Vernon Conforth. Paonia-Delta Co. Fair, Sept. 15-18. Jess Barrow. Pueblo-Colorado State Pair, Sept. 6-10. W. H. Kittle. Rocky Ford-Ark. Valley Fair & Water-meion Day. Sept. 1-3. Ted L. Chenault,

P.O. Box 151. Springfield-Baca Co. Free Pair. Aug. 28-29. Chester R. Pithian, Sterling—Logan Co. Fair Overland Trail Round-Up, Sept. 1-3. Harold Stern, Trinidad-Trinidad Round-Up Assn. Sept. 6-7. James Cummings Jr. Yuma-Yuma Co. Fair & Rodeo. Aug. 24-26. Frank Herman.

Connecticut Berlin-Berlin Fair. Oct. 2-4. Wm. Poppel, Kensington. Bethlehem-Bethlehem Fair. Sept. 12-13. Paul Johnson. Bridgeport-Pairfield Co. 4-H Fair. Aug. 21-22. Dorothy Keller.

Broad Brook-Union Agrl. Soc. Sept. 29-30. D. Everett Neclans, Hazardville, Conn. Brooklyn-Brooklyn Fair. Sept. 18-20. Mrs. H. Freeman Strunk. Chester-Chester Fair. Aug. 29-30. William Stark.

Danbury-Great Danbury Fair. Oct. 3-11. John W. Leahy. Durham-Durham Fair. Sept. 25-27. Lillian N. White. East Granby-Hartford Co. 4-H Fair. (Aug.

29-30 tent.) Elizabeth Liss. East Hampton-Haddam Neck Fair. Sept. 7. Leonard Selden. East Hampton-Marlborough Grange Fair Aug. 29. Mrs. Gladys E. Dancause.

Glastonbury-Glastonbury Grange Fair. Marie E. Griswold. Goshen-Goshen Fair Assn. Sept. 5-7. Theodore C. Ellis. Guilford-Guilford Pair. Sept. 18-19. Oct. 10. Henry H. Anders.

Lyme-Hamburg Fair. Aug. 14-15. M. P. Brevillier. Madison-Future Farmers' Fair, Sept. 12. Meriden-Meriden Grange Fair, Sept. 18-19. Mrs. Berta B. Tinkham, 585 Main St. Middletown-Middlesex Co. 4-H Fair. Aug.

21-22. Gladys Kelsey. New Haven-New Haven Co. 4-H Pair. Aug. 14-15. Warren Breckett. North Haven-North Haven Pair Assn. Sept. 10-13. Gertrude Miller. Norwich-New London Co. 4-H Fair, Sept. 4-5. Doreen Krohn.

Norwichton-Norwich Grange Fair. Sept. 18-19. Mrs. John L. Browning. Old Lyme-Old Lyme Country Fair & Horse Show, Aug. 1. N. R. Sheffield. Orange—New Haven Co. 4-H Fair Assn. Aug. 14-15, Kathryn Willenbrock.

Pachaug Pachaug Grange Fair Assn. Sept. 5-6. Edward L. Thornton, Jewett City, Conn. Portland-Portland Agrl, Fair. Sept. 19-20. Karl Newsom. Putnam-Woodstock Pair. Sept. 5-7. Donald Williams.

Riverton-Union Agril, Soc. Oct. 10-11. Grace D. Seymour, R.D. 2, Winsted. South Windsor-Wapping Fair. Sept. 12. Mrs. Elsie Porcheron. Southbridge-Windham Co. 4-H Pair. Aug. 15-16. Anne Martin,

Southbury-Pomperaug Grange Fair. Aug. 7-8. Jerome C. Keech. Southington-Union Grange Fair. Sept. Joseph Bell. Stafford Springs-Stafford Patr. Oct. 1-4. Louise Benton. Stafford Springs-Tolland Co. 4-H Fair

Assn. Aug. 28-29. Barbara Richards, RFD 1. Willimantic. Terryville-Terryville Country Pair. Sept. 19-20. Frank Dzielinski, Torrington-Litchfield Co. 4-H Fair. Aug. 28-29. Beatrice Kasznay. Torrington-Harwinton Fair. Oct. 3-4. Merle Plaskett.

Wallingford-Wallingford Grange Pair. Sept. 18-19 Flora Hough. Waterbury-Cheshire Grange Pair. Sept. 12. Carl Bernhardt. Willimantic-Tolland Co. 4-H Pair. Aug. 28-29. Barbara Richards, Willimantic-Echo Grange Pair. Sept. 12. Willard Olds.

Winsted-Winchester Grange Fair. Aug. 15-16. Mrs. Lester J. Ramsay.

Delaware Harrington-Kent & Sussex Co. Pair. July 27-Aug. 1. T. B. Holloway.

Florida

Bonifay-Holes Co. Fair. Oct. 22-24. John Callahan-Nassau Co. Fair. Oct. 21-24. Gordon B. Ellis, Hilliard, Fla. Crestview-Legion Harvest Pair. Sept. 28-Oct. 3. Harry A. King. DeFuniak Springs-Walton Co. Fair, Week of Nov. 11, John Creel. Live Oak-Suwannee Co, Fair Assn. Oct. 19-24. Ployd L. Eubanks. Marianna-Jackson Co. Pair. Nov. 2-7. W. W. Glenn. Orlando-Central Pla. Expo. Feb. 22-27. Crawford T. Bickford. Pensacola Pensacola Interstate Pair. Oct. 19-25. J. E. Erenkel, Box 255. Plant City-Hillsborough Co. Jr. Agrl. Fair. Dec. 3-5. D. A. Storms. Quincy-Gadsden Co. Festival & Fair Assn. Oct. 15-17. Fred P. Brinkman. Tallahassee—North Fla. Fair Assn. Oct. 27-31, Lloyd Rhoden, Tampa-Fla. State Pair. Peb. 2-14, J. C. Huskisson, P.O. Box 1231.

Georgia Americus—Americus Civic Pair Assn. Oct. 12-17. William E. Smith, Athens-Athens Agrl. Pair. Oct. 19-24. P. H. Williams. Atlanta-Southeastern Fair Assn. Oct. 1-11. Mike Benton. Augusta-Exchange Club Pair. Oct. 26-31. Ben Paschal. Bainbridge-Decatur Co. Fair. Oct. 12-17. T. E. Rich, Box 210. Brunswick-Exchange Club Five-County Pair. Nov. 2-7, Russell B. Henderson. Carrollton-West Ga. Fair- Assn. Sept. 28-Oct. 3: H. O. Upshaw. Cartersville-Bartow Co. American Legion Pair, Sept. 21-26, Victor H. Waldrop. Cedartown-Northwest Ga. Fair Assn. Sept. 21-26. Thomas Adamson. Columbus-Chattanoochee Valley Expo. Oct. 12-17. Felix L. Jenkins. Conyers-Rockdale Co. American Legion Fair, Sept. 28-Oct. 3. J. W. McCollum. Cordele-Central Georgia Fair. Oct. 26-31. J. D. Rainey. Dalton-North Georgia Pair. Sept. 28-Oct. 3. Buri Scoggins. Douglas-Coffee Co. Fair. Oct. -. Fred Blair. Dublin-Oconee Pair Assn. Oct. 26-31 O. N. Lewis. Griffin-Spalding Co. Kiwanis Fair Assn., Sept. 21-26. O. H. Weaver. Eastman-Dodge Co. Legion Pair. Oct. 12-17. R. T. Ragan. Elberton-Dodge Co. Legion Fair. Oct. 12-Kiowa-Elbert Co. Fair. Aug. 24-26. Fred Hahira-Hahira Community Fair. Oct. 12-17. R. T. Ragan. 17. C. P. Scruggs, Hartwell-Am. Legion Hart Co. Pair. Sept. 21-26. C. W. Campbell. Hawkinsville-Pulaski Co. Fair Asen. Oct. 26-31. Roger H. Lawson.

Longmont—Boulder Co. Pair Assn. Aug. Macon—Georgia State Pair. Oct. 19-24, E. Peotone—Will Co. Pair Assn. Aug. 26-30.

Ross Jorden, P.O. Box 739.

Rost. W. Klipp. Ross Jorden, P.O. Box 739.

Manchester—Tri-County Pair. Sept. 28Oct. 3. Welby Griffith. Monroe—Walton Co. American Legion Pair. Oct. 12-17, P. D. Briscoe Jr. Montezuma-Macon Co. Pair, Oct. 5-10. Clarence H. Hair.

Pembroke-Bryan Co. Fair Assn. Oct. 12-17. D. E. Medders. Rome-Coosa Valley Fair Assn. Oct. 12-17. Arthur C. Ragsdale. Savannah-Costal Empire Fair, Nov. 2-9. D. R. Coleman. Swainsboro-Emanuel Co. Fair. Oct. 5-10. Earl Varner

Thomaston-Upson Co. Fair. Sept. 28-Oct. 3. W. N. Miner. Valdosta-South Georgia Fair. Nov. 9-14. Howard Hall.

Idaho

Blackfoot-Eastern Idaho State Fair. Sept. 15-19. Ruth C. Hartkopf. Boise-Western Idaho State Pair, Aug. 25-29, Ambrose W. Johnson, Route 4. Bonners Ferry-Boundary Co. Fair, Sept. 17-19. J. L. Graves. Burley-Cassia Co. Fair & Rodeo. Aug. 20-22. S. Clark. Cambridge-Washington Co. Pair Assn. Aug. 28-30. Buck Howland. Downey-Marsh Valley Fair, Aug. 28-29. Arvilla McKay. Filer-Twin Falls Co. Pair & Rodeo. Sept. 2-5. Thomas Parks. Gooding-Gooding Co. Pair. Aug. 13-15. Abe Loewen. Homedale-Owyhee Co. Pair. Aug. 20-22. Harold McJunkin, Marsing. Jerome-Jerome Co. Fair. Aug. 26-28. Mrs. Eleanor Wiswall, New Plymouth-Payette Co. Fair. Aug. 20-22, J. E. Wagner. Nezperce-Lewis Co. Fair. Assn. Sept. 24-26. Gordon Dailey. Orofine-Clearwater Co. Pair. Sept. 18-20. Arlen N. Bruce. Pocatello-North Bannock Fair. Sept. 11-12. Lester Selders. Ririe-Jefferson Co. Fair. Sept. 4-5. Carl

M. Shaner. St. Maries-Benewah Co. Pair Assn. Sept. 17-19. R. Loren Kambitach. Salmon-Lembi Co. Fair. Sept. 11-13, Pred Summers. Weiser-Weiser Round-Up & Fair Assn. July 30-Aug. 1. C. Wade. Illinois Albion-Edwards Co. Fair Assn. July 21-24.

Loy L. Thread. Aledo-Mercer Co. Agrl. Soc. July 28-31. C. O. Ford. Anna-Southern Illinois Fair Assn. Aug. 24-28, Robt. W. Brown. Altamont-Effingham Co. Patr. Aug. 9-14. M. C. Alwert. Arthur-Moultrie-Douglas Pair. July 21-25 H. E. Hood. Belleville-St. Clair Co. Pair Assn. Aug. 1-8, Geo. L. Gerken. Belvidere-Boone Co. Fair Assn. Aug. 14-16. Mrs. Frieda Spencer. Benton-Franklin Co. Fair Assn. July 27-31. R. E. Doty. Bloomington-McLean County Pair. Aug. 10-13. Charles Beeler. Brownstown-Fayette Co. Fair Assn. July 27-31. Glenn Paradee, St. Elmo, Cambridge-Henry Co. Fair. Aug. 11-14. Esther B. Werback. Carlyle-Clinton Co. Fair Assn. July 29-Aug. 1. Eldon Hazlet. Aug. 1. John T. Harding.

Carlinville-Macoupin Co. Fair. July 29-Carmi-White Co. Fair Assn. Aug. 17-22. B. Berfield. Charleston-Coles Co. Fair. Aug. 2-8. Robt. R. Blackford. nicago-Intl. Livestock Expo. Nov. 28-Dec. 5. William E. Ogilvie, Union Sock-

Decatur-Macon Co. Pair Assn. July 30-Aug. 1. Danville-Vermilion Co. Fair Assn. Aug. 2-7. Harvey Pearson. Du Quoin-Du Quoin State Fair. Aug. 36-Sept. 7. D. M. Hayes, Elgin-Kane Co. Fair Assn. July 30-Aug. 2. Albert H. Brant. Elizabeth—Elizabeth Community Fair. Aug.

vards.

John Perring.

5-7. R. J. Strauss. Fairbury-Pairbury Fair Assn. Aug. 25-29. R. J. Maur. Farmer City-Farmer City Pair Assn. Aug. 2-7. L. R. Stensil.

Flora-Clay Co. Pair Assn. July 28-31. Loren Petty, Clay City. Pranklin Grove-Community Pair. Aug. 27-29. LaVerne S. Baker. Freeport-Stephenson Co. Fair. Aug. 26-29 Roy Hefty, Orangeville, Georgetown—Vermilion Co. Fair Assn. Aug

17-22. G. E. Blayney. Greenup-Greenup-Cumberland Co. Pair Assn. Aug. 24-29. W. E. Freeman. Greenville-Bond Co. Fair Assn. Aug. 24-28. T. T. Dewey.

Hampton-Rock Island Co. Fair Assn. Aug. 19-22. Wayne Feaster, Hillsdale, Harrisburg-Saline Co. Fair. Aug. 3-8. L. Hancock. Highland-Madison Co. Pair. Assn. Aug. 5-9. H. H. Wilson. Hampton—Rock Island Co. Pair. Aug. 19-

22. Wayne Feaster, Hillsdale. Henry-Marshall-Putnam Pair. Sept. 1-4. R. H. Monier, Sparland. Jacksonville-Morgan Co. Pair Assn. Aug. 3-6. Wm. Cochran. Jerseyville-Jersey Co. Fair Asan, July 21-25. Melvin Spiegleman. Kankakee-Kankakee Co. Pair Assn. Aug. 9-14. Roy Robinson.

Knoxville-Knox County Pair. Aug. 3-7. Ray Swanson. Lewistown-Fulton Co. Pair & Racing Assn. Aug. 4-8. Chester Boone. Lincoln-Logan Co. Fair Assn. Aug. 9-14. Wilbur E. Layman. Marion-Williamson Co. Agrl. Assn. Sept. 7-12. Sam Dunaway. Marshall-Clark Co. Pair, Aug. 9-11. Fred Huffington. Martinsville-Martinsville Pair Assn. July 19-25. H. T. Bennett.

Mazon-Grundy Co. Dist. Pair. Aug. 3-7. W. Carter. Melvin-Ford Co. Fair Assn. Sept. 9-12. C. D. Thompson. Mendota-Tri-Co. Fair Assn. Sept. 8-7. Paul A. Stenger. Mendon-Adams Co. Fair Assn. Aug 8-12. I. M. Brumback.

Milford—Iroquois Co. Agrl. & 4-H Club Fair. Aug. 4-7. Kenneth T. Rickart. Morrison—Whiteside Co. Agrl. Assn. Aug. 19-22. V. M. Dearinger. Mt. Sterling-Brown Co. Pair. Aug. 4-7. Thomas G. Jackson. Nashville-Washington Co. Pair Assn. Aug. 17-21. Wilbur D. Smith. New Berlin-Sangamon Co. Fair Assn. July 29-Aug. 1 C. M. Reimer, R. R. 4, Spring-

field. New Windsor-New Windsor Pair Assn. Aug. 18-20. Lynn L. Keim, Oblong-Crawford Co. Pair Assn. Aug. 31-Sept. 4. O. B. Price. Odell-Odell Pair Assn. Sept. 9-12. Olney-Richland Co. Fair Assn. Aug. 4-7. Arol Preston.

Oregon-Ogle Co, Fair, Sept. 5-7, E. D. Landers. Ottawa-LaSalle Co. Junior Fair. Aug. 11-13. Clarion Chapman, Earlville, Ill. Pana-Christian Co. Fair Assn. Sept. 3-7. Mervin O. Denton. Paris-Edgar Co. Fair Assn. July 26-Aug.

1. Ora Rafferty. Wallace Belshaw.

Petersburg-Menard Co. Patr. Aug. 25-28, C. A. Lens. Pleasant Hill-Pike Co. Pair. Aug. 24-28. J. L. Laugharn. Pontiac-Livingston Co. Agrl. Pair Assn. Aug. 4-6. G. K. Gee. Princeton-Bureau Co. Pair Asen. 25-28. Wayne Slutz, Pleasant Hill-Pike Co. Pair Assn. Aug. 24-28. J. L. Laugharn. Roseville-Warren Co, Pair Assn. Aug. 25-28. John Pelt. Sandwich-Sandwich Fair. Sept. 8-13. C. R. Brady. Shawneetown-Gallatin Co. Fair Assn. Aug. 31-Sept. 4. C. I. Oldham. Springfield-Illinois State Pair. Aug. 14-23. James E. Tays. Stronghurst-Henderson Co. Pair. July 28-31. Ralph Butler. Sullivan-Moultrie Co. Fair Assn. Aug. 4-8. Paul Krows. Taylorville-Christian Co. Pair. July 19-24. J. W. Berry. Urbana-Champaign Co. Fair Assn. July 28-Aug. 2. Jesse Prather. Vienna-Johnson Co. Fair Assn. July 19-25. E. M. Gorden. Virginia-Cass Co. Fair Assn. Aug. 27-29. William M. Yapla, Warren-Warren Fair. Aug. 20-23. J. W. Richardson. Waterloo-Monroe Co. Pair. Aug. 27-29. Edgar S. Amrine. Wauconda-Lake Co. Fair Assn. Aug. 6-9. L. A. Nordhausen, Grays Lake, Ill. Woodstock-McHenry Co. Junior Pair, Aug.

Indiana

22-25, Herman Ehlert.

Akron-Akron Agrl. Fair Assn. Aug. 15-19. Ivan Boylan. Argos-Marshall Co. 4-H Pair Assn. Aug. 11-15. Otto H. Gates. Auburn-DeKalb Co. Free Pall Pair Assn. Sept. 29-Oct. 3. Harry L. Provines. Aurora-Aurora Farmers' Pair Assn. Oct. 2-3. Robert Wright. Bedford-Lawrence Co. 4-H & Gold Medal Exhibit. Aug. 17-19. John F. Armstrong. Bicknell-Knox Co. Farm. Fair Assn. Aug. 11-15. Erwin D. Scott. Bloomington-Monroe Co. Pair Asen. Aug. 18-21. Justin Graves. Bluffton-Bluffton Free Street Pair & Agrl. Assn. Sept. 22-26. Robert G. Venis.

Boonville-Boonville Fair Assn. July 27-Aug. 1. Albert C. Derr. Boswell-Benton Co. Pair Assn. Aug. 26-28. Lendal Loyman. Bourbon-Bourbon Fair Assn. Sept. 13-19. Wayne Metheny. Brazil-Clay Co. Agrl. Soc. Aug. 18-21, R.

D. McHargue, Brookville—Franklin Co. 4-H Agrl. Assn. Brownstown-Jackson Co. Pree Pair. Assn. Aug. 9-15, Richard Elliott, Cannelton-Perry Co. 4-H Pair. Aug. 13-15. Eloise Taylor. Centerville-Wayne Co. 4-H Club Pair. Aug. 2-7. Mrs. Doris Clevenger, Milton.

Columbia City-Whitley Co. 4-H Clubs, Inc. Aug. 27-29. Rose C. Kerch. Connersville-Payette Co. Pree Pair Assn. Aug. 9-14. G. Ross Dorset, Converse-Miami Co. Agrl. Assn. Aug. 11-15. G. L. Knox. Corydon-Harrison Co. Agrl. Soc. Aug. 24-29. Dr. L. B. Wolfe.

Covington-Fountain Co. 4-H Club Pair. Aug. 3-6. Robert W. Himes. Crown Point-Lake Co. Central States Pair. Aug. 22-29. J. Hiram Johnston. Danville-Hendricks Co. 4-H & Agrl. Pair Assn. Aug. 4-5. Edgar Reitzel, Clayton. Denver—Denver Community Assn. Aug.

24-29. Mrs. Elmer Hagan. Cullom-Cullom Fair Assn. Aug. 14-15. Ellettsville-Monroe Co. Pall Pestival Assn. Sept. 17-19. Mrs. Bernice Hudson. Elnora-Daviess Co. Fair. July 27-Aug. 1. Leland Sargent.

Evansville-Tri-State Agrl. & Ind. Expo. Sept. 22-27. C. J. Becker. Pairview-Fairview Farmers' Pair. Aug. - Earl Furnish, Bennington, Ind. Flora-Carroll Co. 4-H Exhibit Assn. July 27-30. Harold R. Berry, Delphi. Fort Wayne-Allen Co. 4-H Clubs, Inc.

Aug. 11-13. Mrs. Esther Salomon. Fort Wayne-Northeastern Ind. Pair at Fort Wayne Speedway. Sept. 16-20. Park D. Williams. Frankfort-Cunton Co. Fair, Inc. Aug. 23-29. Russell Brant.

Goshen-Elkhart Co. Pair. Aug. 3-8. Dart K Bemenderfer. Greencastle-Putnam Co. Pair & 4-H Club Assn. Aug. 3-8. Thomas R. Hendricks. Greensburg-Decatur Co. Agrl. Fair Assn. July 27-31. Mrs. Otto Enos. Greentown-Howard Co. 4-H Fair. Aug. 5-8. Charles Evans.

Greenfield-Hancock Co. 4-H Agrl, Assn. Aug. 11-15, Mrs, Thelma Newton. Hamlet-Starke Co. 4-H Club Pair, Aug. 5-8. Tom Bell, Knox. Hartford City-Blackford Co. Pair. Aug. 11-15. Fred Mador.

Huntingburg-Dubois Co. Pair Assn. Aug. 3-8. Kermit R. Ruttkar. Indianspolis—Indiana State Pair. Sept. 3-11, Kenneth F. Blackwell, Jasonville-Tri-Co. Fair Assn. July 21-28. J. R. McDonnell. Kendaliville-Moble Co. Pair. Aug. 17-22. Clinton S. Rimmel. Kentland-Newton Co. Pair, Sept. 1-4. M.

Schuh. Lafayette—Tippecance Co. 4-H Exhibit Assn. Aug. 17-21. Mrs. Sarab J. Norria, Buck Creek. Lagrange-Lagrange Co. Corn School, Inc. Aug. 3-8. Arnold L. Pord.

LaPorte-LaPorte Co. Agrl. Assn. Aug. 17-23. Robt. M. Morse. awrenceburg-Dearborn Co. Pair, Inc. July 27-Aug. 1. Harold Carlton. Logansport-Cass Co. Pair Assn. July 19-25. Wm. Thomas Jr. Lyons—Lyons Com. Club Fair. Aug. 25-29. Robert Gillan. Marion-Grant Co. Pair Assn. Aug. 4-8. Guy Harris. Martinsville-Morgan Co. Pair Assn. Aug. 17-21. W. J. Hardy.

Mt. Vernon-Posey Co. Agrl. Improvement Center. July 21-24. Charles K. Mann. Muncie-Delaware Co. Fair. Assn. July 26-Aug. 1. Ray Brookman. New Albany-Floyd Co. 4-H Club Corp. Aug. 10-12. Glen Barkes. New Bethel-Marion Co. Pair Assn. Aug.

10-15, Jerry Rabourn, Acton. New Castle-Henry Co. 4-H Club Exhibit. Aug. 3-6. W. G. Smith. Oakland City-Oakland City Com. 4-B

Pair, July 28-Aug. 1. Paul Catt. Osgood-Ripley Co. Fair. July 19-25. Rollin Crum.

Paoli-Orange Co. Fair Assn. July 29-Aug. 1. Raymond Farlow. Peru-Miami Co. 4-H Club & Livestock Show Assn. Aug. 2-7. Mrs. Carl Yours, Amboy.

Petersburg-Pike Co. Fair & 4-H Club Exhibit, Inc. July 22-25. E. P. Dougan. Portland-Jay Co. Pair Assn., Inc. Aug. 2-7. Orien E. Holsapple. Princeton-Gibson Co. Hort. & Agrl. Soc.

Aug. 10-15. F. E. Strickland. Roann-Roann Booster Club Fair, Sept. 23-26. Loren Tomlinson. Rensselaer-Jasper Co. Fair Assn. Aug. 17-21. Phil Wood.

Reynolds-White Co. Agrl. Assn. Aug. 4-8. Lucile Parrish, Monticello. Rochester-Fulton Co. 4-H Fair Assn. Aug. 4-8. Bill Hadley.

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J. B. Draper.

je na produce de la composición del composición de la composición GENERAL OUTDOOR 66 Rockport—Spencer Co. Fair Assn. July 20- Onawa—Menona Co. Fair Assn. Aug. 24- Osborne—Osborne Co. Rural Fair Assn. Eunice—Southwest La. Fair Assn. Oct. 14- Aug. 17-21. L. E. Woolley. 18. Mrs. Wilma Bedell. Box 148. Rockville-Park Co. Fair Assn. Aug. 10-15. Howard Bereman. Rushville-Rush Co. Agrl. Assn. July 27-31. E. E. Privett. Salem-Parmers-Merchants Fair Assn. Aug. 19-21. Raymond R. Tash. Scottsburg-Scott Co. Agric Soc. Aug. 3-7. J. T. West. Shelbyville-Shelby Co. Fair Assn. Aug. 2-7. Charles Campbell. South Bend-St. Joseph Co. 4-H Pair. Aug. 5-8. Oscar Valentine. Spencer-Owen Co. Fair Assn. Aug. 18-22. John Archer. Terre Haute-Wabash Valley Pair Assn. Aug. 16-23. E. J. Acree. Valparaiso-Porter Co. Agrl. Soc. Aug. 4-8. John A. Jones. Wabash-Wabash Co. Agrl, Fair Assn. Aug. 17-22. Dale J. Miller. Warsaw-Kosciuske Co. Fair Assn. Aug. 17-22. Henry Butler. Williamsport-Warren Co. 4-H Fair Assn. Aug. 11-15. Mrs. Cash Clawson, Attica. Winamac-Pulaski Co. 4-H & Community Fair Assn. July 20-25, Malcolm Lawrence, Franceville. Winchester-Randolph Co. 4-H Club Show. Aug. 6-7. Mrs. Clyde Gordon, Parker. Windfall-Tipton Co. 4-H Fair, Inc. Aug 4-6. Bessie Beckett, Tipton. Worthington-Greene Co. Fair Assn. Aug. 4-8 Robert Pryor. Iowa Adel-Dallas Co. Fair Assn. Aug. 20-22. J. D. Brown. Afton-Union Co. Fair. Aug. 13-15. Leo Albia-Monroe Co. Pure Bred Sire Assn. Aug. 10-15. Lloyd M. Reid. Algona-Kossuth Co. Fair. Aug. 19-22, L. W. Nitchals. Alta-Buena Vista Co. Pair Assn. Aug. 10-13. G. A. Soderquist. Allison-Butler Co. Fair. July 30-Aug. 2. Charles J. Miller. Audubon-Audubon Co. Agrl. Soc. Sept. 14-18. D. C. Perley. Atlantic-Cass Co. 4-H Fair Assn. Aug. 17-21. Geo. Hosfelt, Massena. Avoca-Pottawattamie Co. Fair Assn. Aug. 12-15, H. E. True. Bedford-Taylor Co. Fair Assn. July 26-Aug. 1. Guy H. Miller. Bloomfield-Davis Co. Fair Assn. Aug. 18-21. C. C. Wagler. Boone-Boone Co. 4-H Fair Assn. Aug. 17-Mrs. Irene Brobst. 20 T. N. Nelson. Burlington-Burlington Hawkeye Fair, Aug. 3-8, James H. Bright. Cedar Rapids-All-Iowa Fair, Aug. 16-23. R. L. Crosby. Andrew C. Hanson, Centerville-Appanoose Co. Fair Assn. Aug. 14 O. C. Gentry. 11-14. John M. Elliott. Central City-Linn Co. Pair Assn. July 31-Aug. 2. T. W. Lewis. Cherokee-Pilot Rock Plowing Match, Aug. 19-21, Robert Mortenson. Clarinda-Page Co. Fair Assn. Aug. 12-15. Kenneth R. Fulk. Columbus Junction-Louisa Co. Fair Assn. Aug. 17-20. H. M. Duncan. Colfax-Jasper Co. Fair Asan, Aug. 17-20. Mrs. Fred Jensma, Monroe. Waterville. Coon Rapids-Four-County Fair, Aug. 19-22. Boise McLaughlin. Aug. 19-21. C. A. Harris. Corning-Adams Co. Fair Assn. Aug. 5-9. Robert J. Gauthler. Corydon-Wayne Co. Fair Assn. July 30-Aug. 2. A. L. Cobel. 3-5. Chester C. Heizer. Cresco-Howard Co. Fair. Aug. 27-30. R. Fitzgerald. 12-14. L. C. Hamilton. Davenport-Mississippi Valley Fair, Aug. 17-23. Frank Harris. Decorah-Winneshiek Co. Fair Assn. Aug. 20-23. Leon R. Brown, Cresco. 11-14. Ernest Tolin. Denison-Crawford Co. Fair Assn. Aug. 12-16. Bryan Weberg, Kiron. Lawrence M. Smith. Des Moines-Polk Co. 4-H Fair Assn. Aug. 11-13. Donald G. Harman. Des Moines-Iowa State Fair, Aug. 29-Sept. J. B. Kuska 7. L. B. Cunningham, State House. Derby—Derby Dist, Fair. Aug. 17-20, Harry E. Robison. De Witt-Clinton Co. Club Show. Aug. 10-14. Norman J. Goodwin. Soc. Aug. 6-8, Fred J. Arnold. Donnellson-Lee County Fair. July 21-25. J. R. Doherty.

Eagle Grove—Eagle Grove. Dist. Jr. Fair.

Aug. 24-26, Gerhard Hanson. A. Bryant. Eldon-Wapello Co. Agrl. Fair Assn Aug 24-27. L. N. Hall. Eldora-Hardin Co. Agrl. Soc. Aug. 10-12. July 22-25 Bill Harrison. Wilson Hadley. Elkader-Elkader Pair. Aug. 23-26. E. P. 25-28, R. D. Morgan. Seifert. Emmetsburg-Palo Alto Co. 4-H Show Aug. 17-19. H. E. Barringer. 20 F. A. Bacon. Estherville-Emmet Co. Agrl. Show. Aug. 19-22, Robert King. 24-26. Donn Carnal. Pairfield-Jefferson Co. Pair Assn. Aug. 10-13. Henry McCleary, Packwood. W. C. Grimwood. Ponda-Pocahontas Co. Fair Assn. Aug. 25-29. James Batten. 22-24. B. F. Barber. Fort Dodge-Webster Co. 4-H Fair, Aug. 25-28. Hoy B. Etling. 11-13. Jake W. Bram. Greenfield-Adair Co. Fair Assn. Aug. 17-Aug. 24-26. C. Roy Gay. 20. Dean D. Carlos. Grinnell-Poweshiek Co. Agrl. Pair. Aug. 10-13. Stanley Stover, Brooklyn. 28. Fred L. Coleman. Grundy Center-Grundy Co Fair Assn. Aug. 5-8. C. H. Trepo. 24-27 Marvin Green. Guthrie Center-Guthrie Co. Pair Asen neth Schwartz, Sept. 8-11. G. W. Prince. Hampton-Franklin Co. Fair Assn. Aug. Aug. 18-21. H. R. Shimeall. 22-25. Kenneth Showalter. Harlan-Shelby Co. Fair Assn. Aug. 25-29 J. M. Moiz. 27. Ward Shaw. Humboldt-Humboldt Co. Fair Assn. Aug R. E. Dresser. 24-27, Levi Olson, Ida Grove-Ida Co. Agri, Soc. Aug. 9-12 11. W. H. Mott. Paul D. Peterson. Independence-Buchanan Co. Pair. Aug. 8 Ralph C. Bethell. 11-14. W. J. Campbell, Jesup. Indianola-Warren Co. Fair Assn. Aug. 3-6. Glen Felton Iowa City-Johnson Co. 4-H Fair Assn. Aug. 11-15. H. J. Montgomery. Jefferson-Greene Co. Fair Assn. Aug. 3-6. R. K. Richardson, Keosaugua—Van Buren Co. Fair, Aug. 4-7. Arthuf J. Secor. Knoxville—Marion Co. Fair Assn. July 29-Aug. 2. Chas, H. Voyce, LeMars-Plymouth Co. Fair Assn. Aug. 17-19. Arlie A. Pierson. Leon-Decatur Co. Fair Assn. Aug. 3-5. L. R. Aten. Lorimor-Union Co. Fair Assn. Aug. 13-15. Bob Hammans. Malvern-Mills Co. Fair Assn. Aug. 4-7. Thos. W. Gidley Jr. Manchester-Delaware Co. Fair, Aug. 4-7. Truman Ingels. Manson-Calhoun County Pair. July 27-29. Bill Partiow. Maquoketa-Jackson Co. Fair Assn. Aug. 6-9. L. S. Lein. Marshalltown-Central Iowa Fair. Sept. 11-16. Leonard L. Grimes, Mason City-North Iowa Pair Assn. Aug. 11-16, Millard C. Lawson. Missouri Valley-Harrison Co. Pair. Aug. 18-20. Floyd M. Ward. Monticello-Great Jones Co. Fair Assn. Aug. 25-29. Claude Appleby. Mount Ayr-Ringgold Co. Fair Assn. Aug. 11-15. Stuart W. Hoover. Mount Pleasant-Henry Co. Agri Assn. July 27-Aug. 1. N. H. Bainter. Moville-Woodbury Co. Fair Asan. Sept. 9-12. Wayne W. Luse. Nashua-Big Four Fair Assn. Aug 21-23. Oberlin-Decatur Co. Fair. Aug. 3-6. R. J. Norton Bloom, National-Clayton Co. Fair Assn. Aug. 14-

Osage-Mitchell Co. Agrl. Soc. Aug. 20-23. Harry D. Hedrick, Osceola-Clarke Co. 4-H Fair Assn. Aug. 12-15. Doyce Miller. Oskaloosa-Southern Ia, Pair Assn. Aug. 3-8. Clyde A. Hanna, Postville-Big 4 Fair. Sept. 4-7. Chuck Primghar-O'Brien Co. 4-H Pair Assn. Aug. 17-19. John A. Longstreet. Rock Rapids-Greater Lyon Co. Pair. Aug. 15-18. Bob Sutton. Rockwell City-Calhoun Co. Expo. Aug. 6-8. Pauline Zuspann, Sac City-Sac Co. Pair Assn. Aug. 24-26. L. Freese. Sibley-Osceola Co. Pair. Aug 31-Sept. 2, Don E. Skiver, Sioux Center-Sioux Co. Youth Fair. Aug. 11-13. D. A. Rohweder, Orange City. Spencer-Clay Co. Pair Assn. Sept. 14-19. Bill Woods. Spirit Lake-Dickinson Co. 4-H Club Congress, Aug. 19-21, L. E. Hendricks. Thompson-Winnebago Co. Jr. Show. Aug. 19-21. C. E. Judd. Tipton-Cedar Co. Fair Assn. Aug. 11-14. Eugene R. Moore, Traer-Tama Co Fair & Livestock Assn. Aug. 5-8. Wm. Tams. Vinten-Benton Co. Fair. Aug. 3-6. Dr. David H. Hibbs. Washington-Townsley Park Fair Assn. Aug 12-13. Thomas Robb. Waterloo-Natl Dairy Cattle Congress. Oct. 3-10. E. S. Estel. Webster City-Hamilton Co. Fair Assn. Aug. 5-9. R. B. Douglas. Waukon-Allamakee Co. Agrl. Soc. Aug. 17-20. Lynn Probert. Waverly-Bremer Co. 4-H Fair, Aug. 11-13. Lyle Ormston.
West Liberty-Union Dist, Agrl. Soc. Aug.
24-27 Robert F. Barclay.
West Union-Fayette Co. Fair, Aug. 25-29. Ed Bauder. What Cheer-Keokuk Co. Fair Assn. Aug. 14-17. Arl Hart, Delta. Winterset-Madison Co. Patr Assn. Aug. 17-20 J. Earl Graves. Kansas Abilene-Cent. Kan. Free Fair. Aug. 24-28. C. S. Peck. Alma-Wabaunsee Co. Fair Assn. Aug 26-29. Mrs. A. A. Schultz, Alta Vista Anthony-Harper Co.-Anthony Fair Assn. July 22-25. Dale Gates. Auburn-Auburn Grange Fair, Oct. 2-3.

Tyler. Allen-Northern Lyon Co. Fair, About Sept. Roy Schiesser.
 Ashland—Clark Co. Fair Assn. Aug. 25-27. Beloit-Mitchell Co. Fair Assn. Aug. 11-Belle Plain-Belle Plain Fair, Assn. Sept. 11 Dallas E. Davis. Believille—Republic Co.-N. C. Kan, Pree Pair Aug. 31-Sept. 4. Homer Alkire. Berryton-Shawnee Co.-Berryton Grange Pair Aug. 27-29 Ann Worthington. Big Springs-Douglas Co. Fair Assn. Sept. 2-4. Max Bahnmaier, Lecompton. Blue Rapids-Marshall Co. Stock Show & Fair Assn. Aug. 26-29 Mrs. R. D Riegle, Burden-Cowley Co.-E. Cowley Fair Assn. Burlington-Coffey Co. Fair Assn. 3ept. 2-4. Russell W. Milliken. Caldwell-Sumner Co. Fair Assn. Canton-McPherson Co. Pair Assn. Aug Chency-Sedgwick Co. Fair. Aug. 20-22 Frank A. Ryniker, Clay Center—Clay Co. Free Fair Assn. Aug. Coffeyville-Inter-State Pair Sept. 4-7. Colby-Thomas Co. Fair Assn. Aug. 11-14. Columbus-Cherokee Co American Legion Fair Assn. Aug. 24-29, Joe W. Cook. Conway Springs-Sumner Co -Conway Springs Fair, Sept. 17-18, Lyle E. Goltz, Cottonwood Falls-Chase Co. Fair and Agri. Dighton-Lane Co. Free Fair. Aug. 5-7, E. Dodge City-Ford Co.-Great Southwest Fair Aug. 28-Sept. 1, Dean Kastens. Downs-Osborne Co.-Downs Celebration. Effingham-Atchison Co. Fair Assn. Aug. Eldorado-Butler Co. Fair Assn. Aug. 18-Ellis-Ellis Co. Jr. Free Pair Assn. Aug Emporia-Lyon Co. Fair Assn. Aug. 25-28 Fort Scott-Bourbon Co. Pair Assn. Aug. Garden City-Finney Co. Pree Fair. Aug Gardner-Johnson Co. Free Fair Assn. Garnett-Anderson Co. Fair Assn. Aug. 25-Girard-Crawford Co. Fair Assn. Aug Glasco-Cloud Co. Pair. Aug. 17-19. Ken-Goodland-Sherman Co.-N. W. Kan. Pair Hardtner-Barber Co. Fair Assn. Aug. 27-Harper-Harper Co. Agri. Fair. Aug. 19-21 Herington-Ti-County Fair Assn. Sept. 5 Hill City-Graham Co. Fair Assn. Aug. 6-Hillsboro Marion Co Pair Assn. Sept 1-4. Dr. W. M. Thies. Holton Jackson Co. Fair Assn. Aug. 18 Horton-Tri-County Pair. Sept. 2-4. Jules Howard-Eik Co.-Howard Pair Assn. Aug Hutchinson-Kansas State Fair. Sept. 20-Iola-Allen Co. Free Pair. Aug. 24-29. Or-Junction City-Geary Co 4-H Show. Aug Kincaid-Kincaid Farmers Free Fair Assn Sept 24-26. J. A. Adams Jr. Kingman-Kingman Co. Fair Assn. Aug. 24-26. Wilbur Sloan, Cleveland, Kinsley-Edward Co. 4-H Fair. Aug. 20-Lane-Franklin Co.-Lane Co. Fair Assn. Aug. 16-18. Clarence Baffrey. Liberal-5-State Fair Assn. Sept. 2-7. Chas. E. Kulow. Longton—Elk Co. Fair Assn. Sept. 10-12. Manhattan-Riley Co. Fair Assn. Sept. Minneapolis-Ottawa Co. Fair Assn. Aug. Mount City-Linn Co. Fair Assn. Aug. 20-Ness City-Ness Co. Pree Fair Assn. Aug. Newton-Harvey Co. Fair Assn. Aug. 25-28 Norton-Norton Co. Fair. Aug. 10-14. M.

21 Henry H. Knouft.

12-14. Noel Mullendore,

25. Virgil C. Miller.

ville L. Kretzmeier.

26-28. Paul B. Gwin.

21. Hugh Cramer.

Bert Speer, Howard.

1-3. Jack Jorgensen.

22. John H. Morse.

Jack R. Turman.

R. Krehbiel.

Brown.

17. Elmer Stickfort, Garnavillo.

17-19. A. T. Grosland,

10-12. Mildred Shaffer.

13-15. Clyde A. Strobel.

16-18. Wayne N. Stallard.

12-15. Wayne Fixley.

Onaga-Pottawatomie Co. Fair Assn. Aug.

Osage City-Osage Co. Fair Assn. Aug. 19-

A. Bourquin.

Ottawa-Franklin Co. Agrl. Soc. Aug. 26-28. Dean DeGarmo. Overbrook-Overbrook-Osage Co. Pair Assn. Aug. 27-29. Emery E. Pager. Paola-Miami Co. Fair Assn. Aug. 17-19. Wilbur Riley. Pratt-Pratt Co. Fair Assn. Aug. 13-15. Mrs. H. FitzSimmons. Richmond-Richmond Free Fair Assn. Aug. 19-21, John H. Roeckers. Rush Center-Rush Co. Agrl. & Fair Assn. Aug. 10-12. Ed Cline, McCracken. Russell-4-H Russell Co. Fair Assn. Aug. D. Gaddis. 19-22, Joe Dauber Jr., Bunkerhill, Kan. St. Francis-Cheyenne Co. Fair Assn. Aug. 25-23. Harold D. Shull, Salina-Salina Co. Fair Assn. Sept. 1-4. Albert Prehse. Sedan-Chautauqua Co. Free Fair & Reunion. Oct. 1-3, Carl Ackarman. Smith Center-Smith Co. Fair Assn. Aug. 4-7: Jack Ayres. South Haven-Sumner Co.-South Haven Fair, Aug. 27-29, K. K. Kilmer. Stafford-Stafford Co. Fair Assn. Aug. 19-21. Arthur Harzmann. Stockton-Rooks Co. Free Pair. Aug. 25-28. Geo. F. Ostmeyer. Sylvan Grove—Sylan Grove-Lincoln Co. Free Fair, Aug. 12-15, A. L. Naylor. Thayer-Thayer Picnic & Pair Assn. Sept. 2-4. H Minnich. Topeka-Kansas Free Fair Assn. Sept. 12-18. Maurice E. Fager. Tonganoxie—Leavenworth Co. Fair Assn. Aug. 26-28. Henry F. Gelb. Wakefield-Wakefield Free Fair, Sept. 30-Oct. 2, William Steffen. Wakeeney-Trego Co. Free Pair, Aug. 18-21. Lew H. Galloway. Washington-Washington Co. Fair Assn. Sept. 10-12, John Rateuke. Wellsville-Franklin Co. Fair. Sept. 3-4. Hugh Cramer. West Mineral-Mineral Dist. Pree Pair. Sept. 9-12. James D. Cashero. Wetmore-Nemaha Co. Free Pair. Aug. 13-15. Raymond McDaniel. Winfield-Cowley Co. Free Fair. Sept. 1-4. Noble Bradbury. Kentucky Alexandria-Alexandria Fair, Sept. 5-7. J. W Shaw, 644 Monmouth St., Newport. Barbourville-Knox Co. Fair. Aug. 24-29. W. C. Faulkner. Beattyville-Lee Co. Pair. Sept. 24-26, Lee Booneville-Owsley Co. Fair Assn. Sept. 17-19. Fred W. Gabbard. Bowling Green-Warren Co. 4-H Pair. July 30-Aug 1, Jess Mitchell, Brodhead Fair, Aug. 11-15. Jim Messer, Crab Orchard. Ky. Brandenburg-Meade Co. Fair, Aug. 13-15. R. F. Hamilton, Vine Grove, Ky. Burkesville-Cuberland Co. Pair, Aug. 13-15. Earl Kilbourne, Cadiz-Trigg Co Fair. July 30-31. Keith S. Venable. Calhoun-McLean Co Fair. Sept. 23-26. Leroy Northington. Campbellsville-Taylor Co. Fair Assn. Aug. 11-15. Mark B. Chandler Jr. Campton-Wolfe Co. Fair Sept. 8-12. Hays Carrollton-Carroll Co. Fair, Aug. 12-15. Harry Berge. Central City-Muhlenberg Co. Fair. July 29-Aug. 1. Billy Scott. Columbia-Adair Co. Fair & Horse Show July 29-Aug. 1. L. H. Gore. Covington-Kenton Co. Fair Aug. 5-6. C. A. Wicklund. Falmouth-Falmouth Fair, Aug. 17-22, Mrs. Franklin-Simpson Co, Fair, Sept. 24-26. Woodrow Coots. Glasgow-American Legion Fair, July 22-25. Brents Dickinson. Germantown-Germantown Fair, Aug. 12-15. R. K. Asbury, Augusta, Ky. Greensburg-Green Co. Fair. Aug. 18-22. Jimmie Monson. Hardinsburg-Breckinridge Co. Fair. Sept. 24-26, E. B. Kennedy, Harrodsburg-Mercer Co. Fair & Horse Show July 27-Aug. 1. C. M. Shewmaker Hartford-Ohio Co. Fatr. Sept. 10-12. J. R. Russell Hodgenville-Larue Co. Fair. Aug. 26-29. Thomas Miller. Hopkinsville-Pennyroyal Patr. Oct. 1-3. Mrs. Granville Cayce. Hyden-Leslie Co. Fair Sept. 10-12. Eugene W. Howard. Inez-Martin Co. Fair. Sept. 3-5. Mrs. Rushie G. Webb. Irvine-Estill Co. Fair. Sept. 15-16. Fred Brockman. Jeffersontown-Jefferson Co. Fair. Aug. 13-15. Louis Hartung. LaGrange-Oldham Co. Fair. Aug. 26-29. Mrs. Robert L. Robertson. Leitchfield-Grayson Co. Fair. Sept. 3-7. W Wilson, Caneyville, Ky.

Lawrenceburg —Lawrenceburg Fair—Horse
Show July 21-25. Walter Patrick. London-Laurel Co. Fair. July 29-Aug. 1. Ellie Asher. Louisville-Kentucky State Fair, Sept. 11-19. J. Dan Baldwin Madisonville-Hopkins Co. Fair Aug. 31-Sept. 3. Hammond Kington. Mayfield-Purchase District Fair. Aug. 17-22. M. W. Hartsfield, Mumfordville-Hart Co. Pair Sept. 3-8. L. G. Johnson, New Castle-Henry Co. Fair. Aug. 20-22. O. D. Perkinson. Owenton-Owen Co. Fair. July 22-25, Ray Williams. Owingsville-Bath Co. Fair, Aug. 26-28. Joe R. Thompson. Pikeville-Pike Co. Fair. Sept. 24-26 Harold G. Dowdy. Princeton-Caldwell Co. V. P. W. Fair. Aug 6-8. C A. Akin. Russell Springs-Russell Co. Fair. Aug. 5-8. Frank H. Mintmire. Russellville-American Legion-Logan Co Pair. Aug. 10-15 S. Jay Freeman. Balversville-Magoffin Co. F Fair, Last sandy Hook-Elliott Co. Fair. Sept. 24-25. E. D. Rice. Scottsville-Allen Co, Fair, Aug. 13-15. James Lones. Shelbyville—Shelby Co. Fair. Aug. 3-8. Ray P. Weller. Stanton-Powell Co. Fair, Aug. 24-29. J. W. Blue.

Sturgis-Union Co. Fair. July 21-25, Albert L. Thornsberry. Taylorsville-Spencer Co. Pair. Sept. 25-26. J. Rene Harris. Warsaw-Gallatin Co. Patr. Aug. 26-29. R. P. Davis. Williamstown-Grant Co. Fair. July 29-Aug. 1. Robert Hume. Winchester-Clark Co, Fair Assn. Sept. 24-26. Charles D. Shouse. Louisiana Abbeville-La. Dairy Festival & Pair. Oct. 16-17. Roy Theriot. Amite-Tangipahoa Parish Fair Assn. Oct. 1-5. Harvey E. Hutchinson Jr. Bastrop-Morehouse Parish Fair. Oct. 14-17. John Madison Smith, Clinton-East Feliciana Parish Pair, Oct. 23-25. W. Roy Chaney. Columbia-Caldwell Parish Fair. 17-18. Geo. McNight. Coushatta-Red River Parish Pair. Sept. 23-26. Lester Vetter. Covington—St. Tammany Parish Free Fair, Sept. 25-28. Oliver J. Hebert. DeRidder-Beauregard Parish Fair, Sept. 29-Oct. 3. John T. Wooten. Donaldsonville—S. La. State Fair. Oct. Clenn Randau, R. F. D. 2, Ames.

21. Floyd T. Hepworth.

22. Thomas Sena.

Northwood—Worth Co. Fair Asan. Aug.

Osawatomie—Osawatomie Free Fair. Aug.

Division Parish Agrl. Fair. Oct. Marshfield

17-19 A. T. Greeland

7-10. S. D. Reech. Ferriday-Concordia Parish Fair Assn. Oct. 20-24. Mrs. J. O. Glanton, Franklin-St. Mary Parish Fair Assn. Oct. 1-4. Charles R. Prevost. Franklinton-Washington Parish Pair Assn. Oct. 7-10. Frank Heyward Jr., Bogalusa, Haynesville-Claiborne Parish Pair. Oct. 7-10. W. J. Sherman. Adrian-Lenawee Co. Fair Assn. Sept. 21-Houma-Terrebonne Agrl. Fair, Assn. Sept. 26. H. H. Hungerford. 25-27. Merlin T. Bascle. Allegan-Allegan County Agrl. Soc. Sept. Jena-LaSaile Parish Fair, Sept. 8-12. H. 13-19. J. H. Snow. Jennings-Jefferson Davis Fair & Oil Expo. Oct. 28-31. T. E. Owens. Jonesboro-Jackson Parish Pair Assn. Sept. 22-26. W. W. McDonald Jr. Livingston-Livingston Parish Fair, Oct. 14-17. Marvin Curtis. Mansfield-DeSoto Parish Fair Assn. Oct. 14-17. May Huson, Many-Sabine Parish Pair Assn. Sept. 17-19. George R. Cook. Marksville-Louisiana Livestock & Pasture Festival, Oct. 5-11. Kermit J. Ducote, Minden-Bossier-Webster Fair & Forest Pestival. Oct. 12-17. Brodie Pugh. Morgan City-Louisiana Shrimp Festival & Fait. Sept. 5-6. Lynn Fonteneau. Natchitoches-Natchitoches Parish Fair. Oct. 12-17. A. J. Hargis, New Iberia-Louisiana Sugar Cane Festival. Sept. 25-28. Geo. Hedger. New Orleans-Mid-Winter Fair & Poultry Show. Nov. 13-15, Mrs. Clare Hicks. New Roads-Pointe Coupee Fair. Oct. 9-11. Richard Patrick. Oak Grove-West Carroll Parish Fair, Oct. 19-24. J. Wayland Smith. Oberlin-Allen Parish Fair Assn. Oct. 8-10. G. C. Meaux. Olla-North Central La. Dist, Pair. Oct. 5-10. H. Vinyard. Opelousas-Louisiana Yambilee, Oct. 6-8. Billy M. Smith, Pitkin-Pitkin Comm. Fair Assn. Sept. 28-Oct. 3. Hilda R. Sweat. Plaquemine-Iberville Free Fair. 12-14. E. J. Burleigh. Port Allen-West Baton Rouge Parish Pair Assn. Inc. Sept. 18-21. L. S. Marionneaux, Route 1. Prairieville-Ascension Parish Negro Pair

Assn. Sept. 25-27. Wm. Tillotson, Ringgold-Bienville Parish Fair, Oct. 7-10. John T. Noles. Ruston-Lincoln Parish Fair, Oct. 12-13. M. C Mathews. Ruston-North La. State Fair. Oct. 14-17. M. C. Mathews. Shreveport-Caddo Parish Fair. Oct. 22-23. C. B. Carroll. Shreveport-Louisana State Fair, Oct. 24-Nov. 1. W. R. Hirsch, P. O. Box 1100. Sulphur-Calcasieu-Cameron Fair. Oct. 19-24. Mrs. Harold Owens. Thibodaux-Lafourche Parish Pair. Oct. 18-20. Sabin Blanchard. Tallulah-Louisiana Delta Fair. Oct. 19-23. J. M. Gilfoil. Verda-Grant Parish Fair Assn. Oct. 1-3. Odelia Purvis, New Verda. Vivian-Vivian Fair. Oct. 16-17. T. H. Burns. West Monros-Ouachita Valley Fair Assn. Oct. 12-18. John H. Birdsong, Monroe. Winnfield-Winn Parish Fair, Sept. 30-Oct. 3. Howard Ryder. Winnsboro-Tri-Parish Fair. Oct. 14-17. W. B. Schriber. Maine Leon E. Crediford, Shapleigh, Banger-Banger Fair, Aug. 3-8. John W

Acton-York Co. Agri. Assn. Sept. 11-12. Moran. Blue Hill-Blue Hill Fair. Sept. 5-7. Rodney H. Bartlett. Cherryfield-Cherryfield Fair. Sept. 1-3. O. H. Small, Addison, Me. Dover-Foxcroft-Piscataguis Valley Fair Assn. Aug. 29, C. G. Cushman. East Pittston-E. Pittston Fair Assn. Aug. 21-22. Fred'k A. Fields, R.F.D. 2, Gardiner. Parmington-Franklin Co. Agri. Soc. Sept. 22-26. Frank Knowlton. Fryeburg-West Oxford Agrl. Soc. Oct. 5-10. Myron Kimball, Guilford-Guilford Fair Assn. Sept. 12, P.

H. Jackson. Lewiston-Maine State Fair Assn. Sept. 7-12. J. J. Bourisk. Litchfield-Litchfield Pair. Sept. 11-12, Charles H. Harvey, R. 5 A. Gardiner. Me. Machias—Washington Co. Agrl. Fair. Sept. 15-19. Herald J. Beckett, Eastport, Me. Monmouth-Cochnewagon Agrl. Assn Sept. 25-26, C. H. Maxim. New Gloucester-Androscoggin Agrl. Soc. Oct. 5-10. Wm, B. Harnden, Auburn, Me, North Waterford-World's Fatr Assn. Oct. 2-3. Wilbur L. Button. Norway-Norway Fair. Sept. 14-19. Leroy

C Luce. Presque Isle-Northern Maine Fair. Aug. 10-15. Robt. D. Andrews. Skowhegan-Skowhegan State Fair. Aug. 15-22. Roy E. Symons. Springfield-North Penobscot Fair. Sept. 5-7. Paul K. McKenney. Topsham-Sagadahoc Agrl. Soc. Oct. 13- Emery W. Booker, Brunswick, Me. Union-Union Fair Assn. Aug. 25-29. Ivan Sherman. West Cumberland-Cumberland Farmers Club. Sept. 28-Oct. 3. Harold P. Small. Windsor-South Kennebec Agrl. Soc. Sept.

2-7 E. R. Hayes. Maryland Annapolts—Anne Arundel Co. Fair. Sept. 30-Oct. 3. F. M. Ridout. Bel Air-Harford Co. Fair Assn. Aug. 18-22. A. G. Ensor Bryan's Road-Charles Co. Farmers Assn. Fair, Sept. 30-Oct. 4. I. P. Evans. Cumberland-Cumberland Fair Assn. Aug. 24-29, Carl F. Schmutz. Frederick-Great Frederick Fair. Oct. 6-10. Guy K. Motter. Gaithersburg-Montgomery Co. Fair. Aug. 25-29, R. N. Whipp, Rockville, Md. Hagerstown-Hagerstown Fair, Sept. 21-26. John L. Swain. La Plata-Charles Co. Fair. Sept. 25-27. P. D. Brown Leonardtown-St. Marys Co. Fair. Sept. 18-20. B. W. Poindexter, Lexington Park, Md. Prince Prederick-Calvert Co. Fair. Oct. 7-9. Robert M. Hall. Timonium-Maryland State Pair & Agri. Assn., Inc. Sept. 2-12. John M. Hell. Upper Marlboro-S. Md. Agrl. Fair Assn. Oct. 14-17. Helen R. Welch, Woodbine-Howard Co. Pair. Aug. 19-22. William H. Hill. Massachusetts

Blackstone-East Blackstone Fair. Sept. 11-13. Jesse E. Deacon. Blandford-Union Agrl. & Hort. Soc. Sept. 6-7. Lee Wyman, Brockton - Brockton Fair, Sept. 12-19. Frank H. Kingman. Great Barrington-Barrington Fair Assn. Sept. 13-19. Edward J. Carroll, Greenfield-Franklin Co. Agrl. Assn. Sept. 13-16. R. H. Campbell. Cummington-Hillside Agel. Soc. Aug. 28-30. Eleanor L. Williams.

Huntington — Littleville Community Fair
Assn. Oct. 2-3. Leon J. Kelso, Chester. Lakeville-Middleboro Agrl, Soc. Sept, 20-Aug. 23-29, Horace C. Keene.

Middlefield-Highland Agrl. Soc. Sept. 4-5. Willard A. Pease, Chester, Mass, Northampton - Three-County Fair. Sept. 6-12. John L. Banner. Spencer Spencer Agrl. Assn. Sept. 5-7. Philap A. Quinn. Topsfield—Essex Agrl. Soc. Sept. 6-12, Paul Corson. West Springfield-Eastern State Expo. Sept. 20-27. Jack Reynolds. Weymouth - Weymouth State Fair, Aug. 16-22 Milton Danziger, S. Weymouth. Michigan

Allenville--Mackinac Co. Pair Assn. Sept. 11-13. A. R. Soblaskey. Alpena-Alpena Co. Agrl, Soc. Sept. 1-7. Glen Nugent, R. 1, Lachine. Alma-Gratiot Co. Fair Assn. Aug. 19-21. John W. Baker, Ithaca, Armanda-Armanda Agri. Soc. Aug. 27-30. Roy Conner. Richmond. Atlanta-Montmorency Co. 4-H Fair. Aug. 27-29. Evelyn C. Sherwood. Bad Axe-Huron Co. Fair. Aug. 11-15. William E. Logan, Bay City-Bay Co. Youth Expo. Aug. 11-16. Harry Hough, R. 1, Munger, Mich. Belleville-Wayne Co. 4-H Fair Assn. Aug. 11-16. P. R. Biebesheimer, Wayne, Mich. Berrien Springs-Berrien Co. Youth Fair Assn. Aug. 12-15. Mrs, Ted Siekman. Big Rapids-Mecosta Co. Agrl, Fair Assa. Aug. 18-22, Norman Mason, Brown City-Brown City Agrl. Assn. Sept. 10-12. John Sak. Cadillac-Northern Dist. Fair. Sept. 7-11. Arvid E. Swanson, P. O. Box 267. Caro-Caro Fair, Aug. 24-29, Carl F. Man-Cassapolis-Cass Co. Fair. Aug. 9-15, Mrs. Oak Tumblesen. Box 72, Centerville-St. Joseph Co. Fair, Sept. 20-27. Lester R. Schrader. Charlotte-Eaton Co. 4-H Pair. Sept. 1-5. Sidney Phillips. Cheboygan-Northern Michigan Fair, Aug. 18-21. George D. Judd. Chelsea-Chelsea Community Fair. Sept. 30-Oct. 3. Gertrude C. Young. Coldwater-Branch Co. 4-H Fair, September. Luella Hamilton. Corunna-Shiawassee Co. Agrl. Soc. Aug. 17-18. Blair Woodman. Croswell-Croswell Agrl. Soc. Sept. 1-5. Parry Baer Jr. Detroit-Michigan State Fair, Sept. 4-13. James M. Hare. Durand-Shiawassee Co. Fair. Aug. 10-15. Blair Woodman, Eagle-Eagle Township Fair. Sept. 3-5. Charles Higbee. East Jordan-Charlevolx Co. Agri. Soc. Sept. 8-11. Ed Rebman, Boyne City, Escanaba—Upper Penninsula State Fair.
Aug. 18-23. Ray La Porte.
Evart—Osceola Co. 4-H FFA Fair. Aug.
27-29. Arthur Groniund. Mich. Fowlerville-Fowlerville Agrl. Soc. Aug. 4-9. Andrew Rudnicki, Fremont-Fremont Community Pair. Oct. 8-10. Lyle Myers. Gladwin-Gladwin Co. Jr. Fair Assn. Aug. 24-28. Mrs. Duane Huber. Gladwin-Gladwin Co. Fair Assn. Sept. 2-4. Mrs. Duane Herber. Goodells-St. Clair Co. Agrl. Soc. Aug. 20-

22. Irving Wyethm, Fed. Bldg., Port Greenville-Montcalm Co. Fair Assn. Aug. 19-22. Mrs. Helen Ward, Coral, Mich. Hale-losoco Co, Agrl. Soc. July 29-Aug. 1. Thurman Scoffeld. Harrison-Clare Co. Agrl. Soc. Sept. 15-19. Ray Harrold, R. 3, Gladwin, Mich. Hart-Oceana Co. Agrl. Soc. Sept. 9-11. George W Powers. Hartford-Van Buren Co. Agri. & Hort. Soc. Sept. 7-12. Paul F. Richter Jr. Hastings-Barry Co. Agrl. Soc. Aug. 3-8 Forrest L. Johnson. Hesperia-Hesperia Fair. Aug. 27-29. Elmer E. Arndt. Hillsdale-Hillsdale Co. Agrl. Soc. Sept. 27-Oct. 3. H. R. Kelley. Hudsonville-Hudsonville Community Pair, Sept. 9-12. Robert Van Noord. Imlay City-Eastern Michigan Pair, Aug. 4-8. Ralph Crego. Ionia-Ionia Free Fair. Aug. 8-15, Rose Iron River-Iron Co. Agrl. Soc. Aug. 25-26. Sarlow. V. C. Vaughan. Ironwood-Gogebic Co, Fair. Aug. 13-16. W. B. Fauhl, Bessemer, Mich. Jackson-Jackson Co. Agrl. Soc. Aug. 30-Sept. 4. Ilone Storms. Kalamazoo - Kalamazoo Co. Agrl. Soc. Aug. 24-29. Edward McNamara, Rickland, Mich. Lowell-Kent Co. 4-H Agri. Assn. Aug. 18-20. Einer G. Olstrom, Grand Rapids. Ludington-Western Mich. Fair Assn. Sept. 3-7. Emmett E. Briggs, Scottville, Mich. Manchester—Community Pair, Sept. 17-19.

Robert Crandall. Marne-Berlin Fair. Aug. 31-Sept. 4, R. M. Ossewaarde, R. 1, Coopersville, Mich. Marshall-Calhoun Co. Fair. Aug. 24-29. E. E. Midlam, R. 1. Olivet, Mich. Mason-Ingham Co. Agrl. Soc. Aug. 17-22. Joy O. Davis. Box 8. Midland-Midland Co. Fair. Aug. 18-22. H. D. Parish Monroe-Monroe Co. Fair Assn. Aug. 10-15. Marvin Smith, Erie, Mich. Morley-Morley Agrl, Fair Assn, Sept. 17-18. John C. Mohler, Mount Pleasant-Isabella Youth & Farm Pair Soc. Aug. 25-29. Maynard S. Gil-Norway-Dickinson Co. Free Pair, Sept. 4-7. Frank J. Molinare, Iron Mountain. Onekama-Manistee Co. Agri. Soc. Aug. 24-27. Jack Harvey, Manistee, Mich. Peck-Peck Agrl. Fair. Sept. 24-26. Ray Frank, R. 3, Brown City, Mich. Petosky-Emmet Co. Fair, Aug. 21-28, Win-field S. Hinds. Pinconning-Pinconning Fair Assn. Sept. 11-12, Henry Uhlmann. Ponting-Oakland Co, 4-H Agrl, Assn. Aug. 11-15. John K. Bray. Richmond-Richmond Agrl, Assn. Sept. 6-7. Vern Krause. Saginaw-Saginaw Co. Agrl. Soc. Sept. 13-19. C. H. Harnden, P. O. Box 508. Saline Saline Community Fair. Sept. 30-Oct. 3. Charles H. Osgood. Sandusky-Sanilac Co. 4-H Fair. Aug. 18-22. Albert T. Hall. Stalwart-Stalwart Agrl. Soc. September,

Traverse City-Northwestern Mich. Pair. Sept. 1-5. Arnell Engstrom, Minnesota Aitkin-Aitkin Co. Agrl. Soc. Aug. 17-19. F. C. Kaplan. Albert Les-Freeborn Co. Agrl. Soc. Aug. 24-27. Herman D. Jenson. Alexandria-Douglas Co. Fair. Aug. 24-37. C. W. McDonald. Anoka-Anoka Co. Agrl. Soc. Aug. 14-16. Henry Hammer. Appleton-Swift Co. Fair. Assn. Aug. 27-30. J. G. Anderson. Arlington-Sibley Co. Agrl. Assn. Aug. 13-16. Louis Kill. Austin-Mower Co. Fair & Midwest Livestock Show, Aug. 11-16, P. J. Holand. Box 473. Bagley-Clearwater Co. Agrl. Soc. July 30-Aug. 2. Mrs. Margaret Davids. Barnum-Carlton Co. Agrl, & Ind. Assn. Aug 28-30. Claude R. Poston, Moose

Standish-Arenac Co. Agrl. Soc. Aug. 18-

Mildred Warren.

22. Paul R. Pennock.

Lake. Baudette-Lake of the Woods Co. Pair Assn. Aug. 5-7. Lloyd L. Wonser, Bayport-Washington Co. Agrl, Soc. Aug. 7-9. Fred S. Lammers, Stillwater,

JULY 25, 1953 Bemidji—Beltrami Co. Fair. Aug. 6-8. G. New Albany—Union Co. Fair Assn. Sept. Forsyth—Rosebud Co. Fair. Aug. 18-20. Stanton—Stanton Co. Agrl. Soc. Sept. 13- Dunkirk—Chautauqua Co. Fair. Sept. 7-12. E. Guyan. Harley Roath. 15. Wm. F. H. Beyer. Carlton J. Larson, P. O. Box 170. Bird Island-Renville Co. Agrl. Soc. Aug. 24-26. Harold Baumgartner. Blue Earth-Paribault Co. Agrl. Soc. Aug. 20-23. Harold A. Myers, Breckenridge-Wilkin Co. Agrl. Soc. July 30-Aug. 2. Cyril Wenner, Brainerd-Crow Wing Co. Fair Assn. Aug. 6-9, B, C. Wilkins. Caledonia-Houston Co. Agrl, Boc, Aug. 36-29. Merle O. Almo. Cambridge—Isanti Co. Agrl. Soc. Aug. 12-15. R S. Parker. Canby—Yellow Medicine Co. Fair Assn. Aug. 14-16. Dewain L. Englund. Cannon Falls-Cannon Valley Fair Assn. Aug. 27-30. R. J. Goodwin. Clinton-Big Stone Agrl, Soc. Aug. 14-16. Robert L. Wells, Detroit Lakes-Becker Co. Fair, Aug. 6-7. G. W Peoples, Box, 707.

Duluth—South St. Louis Co. Fair Assn.

Aug. 6-9, Robert L. Leslie, Route No. 1, Box 1146. Elk River-Sherburne Co. Agri. Boc. Aug. 6-8. E. E. Bjuge. Fairmont-Martin Co. Agrl. Soc. Aug. 13-16. John S. Livermore. Farlbault-Rice Co. Agrl. Soc. Aug. 13-16. Frank Duncan. Farmington-Dakota Co. Free Fair. Aug. 13-16. W. E. (Gene) Moher. Fergus Palls-Otter Tail Co. Agrl. Soc. Aug. 26-29. Knute Hanson. Garden City-Blue Earth Co. Pair Aug. 17-19 Daniel James. Glenwood-Pope Co. Agrl. Soc. Sept. 18-20. Gilman P. Gandrud. Grand Marais-Cook Co. Agrl. Soc. Aug. 26-28. Mrs. O. H. Johnson. Grand Rapids-Itasca Co. Agrl. Assn. Aug. 20-23. Francis Mullins. Hallock-Kittson Co. Fair Assn. July 2-5. Calvin R. Bouvette. Herman-Grant Co. Agrl. Assn. Aug. 28-30. Dean Brenner. Hibbing-St. Louis Co. Fair Assn. Aug. 14-16. J. J. McCann. Howard Lake-Wright Co. Pair. Aug. 13-16. Paul Eddy. Hutchinson-McLeod Co. Agrl. Assn. Sept. 14-19 Everett Oleson Le Center-LeSeper Co. Fair Assn. Aug. 10-12, R D Evans. Jackson-Jackson Co. Fair Asan. Aug. 20-23 Anton C Geiger, Box 607. Jordan-Scott Co. Good Seed Assn. Sept. 10-13, R. J. Joachim. Kasson-Doige Co Fair, Aug 6-9, Harold J. Lynard. Lichfield-Meeker Co Agri. Soc. Aug. 18-20 D. E. Murphy. Little Falls-Morrison Co Agrl. Soc. Aug. 14-16 D. T. Sargeant. Littlefork-Northern Minn Dist. Fair Assn. (Aug. 7-9 tent). Long Prairie-Todd Co Pair, Aug. 10-12, Logan O. Scow Luverne--Rock Co. Agri. Assn. Aug. 10-12. George A. Golla. Madison-Lac qui Parle Co. Agri Soc. Sept. 10-13 H. W. Swenson Mahnomen-Mahnomen Co. Agri. Soc. July 24-26 Jerry Risck Mankato-Tri-Co Pair & Blue Earth Co. Agri, Assn. Sept 22-23. Ben J Jones. Marshall-Lyon Co. Agrl Soc Aug. 31-Sept. 3 P J. Mende. Montevideo-Chippewa Co Pree Pair Aug. 20-23 S O. Syverson. Box 49. Mora-Kanabec Agrl Soc. Aug. 20-22, Victor Elistrum. Morris-Stevens Co. Agri. Soc Aug. 21-23 Ralph E. Smith. Motley-Morrison Co. Agrl. Assn Aug 31-J. P. Jacobs New Ulm-Brown Co. Agri. Sco Aug 20-23 William A. Lindemann, Assn. Northome-Koochiching Co. Agri Aug. 3-5 Betty Boquist. Owatonna-Steele Co. Free Pair Aug. 18-23, Stan Muckle Park Rapids-Shell Prairie Agrl, Assn Aug. 17-19. Miss B. E. Breuer Osage Perham-East Otter Tail Co Fair, Aug. 6-9, C. B.Weber Pillager-Cass Co Agrl. Soc Aug. 18-20. E. J. Stark. Pine River-Cass Co Agrl, Assn Aug. 24-26, Wayne Haff. Pine City-Pine Co. Agri. Soc Aug 10-12. E. J. Wamhoff, Hinckley. Pipestone-Pipestone Co. Agri Soc. Aug 24-26. R. 3. Owens Preston-Fillmore Co. Agri Soc. Aug. 20-9. C. B. Weber. Princeton-Mille Lacs Agrl. Soc. Aug 17-19 R. C. Angstman. Red Lake Falls-Red Lake Co Agri Soc. July 23-25. Glenn Fellman. Redwood Palls-Redwood Co. Agri Soc. Sept 10-13. E J. Henderson. Rush City-Chicago Co. Agri. Boc. Aug. 17-19. George W. Larson, North Branch. Rochester-Olmsted Co Agrl, Assn Aug. 19-23 Gordon E. Reynolds. Saint James-Watonwan Co. Fair Assn. Aug. 27-29. Hubert Ransom. Saint Paul-Minnesota State Fair, Aug. 29-Sept. 7 D. K. Baldwin Saint Peter-Nicollet Co. Agri Soc Aug 27-30, Dr Roy A. Dean, Sauk Rapids-Benton Co. Agrl. Soc Aug. 21-23. C. H. Varner. 104 E. St Germain Street, St. Cloud Shakopee-Scott Co Agri Soc. Aug. 13-15 R T. Schumacher. Slayton-Murray Co Agri. Soc. Aug. 20-23. W M. Leebens, Pulda. Sauk Centre-Stearns Co. Agri Soc. Aug 13-16. Wm. Sisser. Thief River Falls-Pennington Co. Agri Soc. July 29-Aug. 1. J. M. Roche Two Harbors-Lake Co. Agrl Soc. inc Sept. 2-5. Torstein Orinager Tyler-Lincoln Co. Fair Assn Aug. 20-23. Therkel Jorgensen. Wabasha Wabasha Co Agri Pair Assn. July 31-Aug. 2 Douglas P. Mossberg Waconia-Craver Co. Agrl. Soc Aug. 16-19. Louis E. Schreiber. Wadena-Wadena Agrl. Soc. Aug 2-6 Don

17-19. L. A. Hons. Zumbrota-Goodhue Co Fair Aug. 27-30. A. E. Colling Jr. Mississippi Aberdeen-Monroe Co. Fair. Sept. 29-Oct. 3. Robert C. Couch. Columbus-Columbus Fair Oct. 5-10, Lee Proffett Corinth-Tri-State Pair. Sept 28-Oct 3. R. M. Penny Jr. Delta-Delta Pair Sept. 1-7. John T Gib-Fulton-Kawamba Fair & Livestock Assn. Sept. 28-Oct. 3. H. L. Holland. Forest-Scott Co Pair Assn. Oct. 12-17. Ananias Ware. Greenville-Delta Pair & Livestock Show. Sept. 1-5. G. A. Vanderford. Jackson-M. ssissippi A. & I. State Fair. Oct. 12-17 J. M Dean. Laurel-South Mississippi Pair. Sept. 28-Oct. J. R. B. Jeffries. Macon-Noxubee Co. Fair, Aug. 24-29. T J. Meridian-New Meridian Pair & Cattle Show. Oct. 12-17, C. B Rawlings. Meadville—Franklin Co. Sept. 28-Oct. 3. J. A. Torrey. Meridian-Mississippi Fair & Dairy Show. Sept. 28-Oct. 3. Berney Smuckler.

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Wasecs-Wasecs Co Pair Assn Aug 6-9.

Wheaton-Traverse Co Agri Asan Sept.

Willmar-Kandiyohi Co Pair. Sept. 16-

Windom-Cottonwood Co Agri. Soc Aug.

Worthington-Nobles Co Fair Assn. Aug

Brown.

Leon J B. Sexton

10-13. A. W. Vye.

19. Albert E Thompson

24-26. H. J. Vossen.

July 30-Aug. 2.

Philadelphia-Neshoba Co. Fair. Aug. 10-14. F. W. Hays, P. O. Box 267. Picayune-Pearl River Co. Livestock Assn. October, J. M. Sinclair, Poplarville, Miss. Pontotoc-Pontotoc Co. Pair Assn. Sept. 21-26. C. F. Randle, Starkville-Oktibbena Fair. Oct. 5-10. O. F. Parker. Tupelo-Mississippi-Alabama Pair & Dairy Show. Oct. 6-10, James M. Savery. Westpoint-Clay Co. Fair & Livestock Show. Sept. 14-19. T. F. Akers. Yazoo City-Yazoo Co. Fair Assn. Sept. 28-Oct. J. J. N. Ballard.

Missouri Albany-Gentry Co. Fair. Aug. 27-28. Robert L. Ross. Appleton City—Appleton City Fair & Stock Show, Aug. 18-21. C. D. Peeler. Aurora—Aurora Tri-County Fair, Sept. 30-Oct. 3, R A, Buffaloe. Ava-Douglas Co. Fair Assn. Sept. 10-12. Robt. E. Bowles. Bethany-Northwest Missouri State Pair Sept. 5-11. L. M. Maple. Belle-Belle Pair, Sept. 10-12, Rainey L Backues Boonville-Boonslick Pair Assn. Aug. 16-20. Harry Stretz. Bowling Green-Pike Co. Fair Assn. Aug. 5-8. Avin R. Boise. Suffalo-Dallas Co Fair Assn. Aug. 13-15 Roswell Wayne. Butler-Butler Fair Assn. Sept. 16-18 A F. Hilgedick Caruthersville-American Legion Fair' loure, Box 103.

Assn. Sept. 30-Oct. 4. Harry E. Mal-California-Moniteau Co Fair Assn. Aug. 18-22. Harold Kindle. Cape Girardeau-Southeast Missouri Dist. Fair. Sept. 14-19. Clinton-Henry Co. Agrl. & Mechanical Soc. Aug. 11-14. James Deakins. Cole Camp-Cole Camp Fair. Sept. 10-12. John W. Ragland. Columbia-Boone Co. Fair & Horse Show. Sept. 4-7. Ray Bruckner. Cuba-Cuba Community Fair, Aug. 6-8. Mrs. June Munzert. Dexter-Stoddard Co. Fair Asan Sept 21-26. James Q. Donaldson Eldon-Eldon Community Fair. Aug. 5-8. Roy R. Clement. Farmington-St. Francois Co. Pair Assn Sept. 10-12, Joe Grandhomme. Fayette-Howard Co. Fair Assn 10-12 Mrs. W D. Settle, Fredericktown-Madison Co. Fair, Aug. 19-22. Gerald B. Cook Pulton-Callaway Co Pair Assn. July 30-31 Russell Jennings. Galt-Galt Community Pair Sept. 10-12. W B. Huffine. Gilman City-Gilman City Fair Assn. Aug. 6-8. M. R. Hutcherson. Hamilton-Hamilton Pair July 24-27. Tom Drake Hermitage-Hickory County Pair Assn

Sept 10-12, James B. Hardy, Hume-Hume Fair Sept 10-11, Logan 8 Wilson. Huntsville--Huntsville Fall Fair. Sept. 11-12. John T Sutliff. Ionia-Ionia Pair Sept. 4-5. Alberta M. Pfaff. Ironton-Iron Co Fair Assn Aug. 26-29. George A. Tumbler, Jefferson City-Cole Co Fair Assn July 23-25. Charles Edmondson Kahoka-Clark Co Agrl. Fair. July 29-31 W. P. Stevenson. Kansas City-American Royal Livestock & Horse Show Oct. 17-24. Harry Darby Kirksville-Northeast Missouri Pair Assn Aug. 11-14 N. C. Allen Lamar-Lamar's Farm & Ind Expo Sept. 17-19 Bud Moore Laredo-Laredo Community Pair Sept. 3-5. J. M. Robertson. Lee's Summit-Jackson Co Fair & Jr. Horse Show Aug 12-15. Linn-Osage Co. Pair Assn Sept. 4-7. Francis Knolimeyer Mansfield-Ozark Summit Expo. Aug 4-8. Gus Rushing Box 214.

2-5. F A Dennis, Marshall-Saline Co. Fair. Aug 19-22 T. A. Reid. Marshfield-Webster Co. Fair. Aug 26-29 Ellis O Jackson. Mexico-Audrain Co. Pair Asen. Aug. 4-7 James H Higgs Memphis -Scotlan Co Fair Assn 21-24 W T Ware. Mountain Grove-Tri-County Pair Aug 26-29 Frank H. Schallo. Montgomery City-Montgomery Co. Fair. July 23-25, R W Perrin. Neosho-Southwest Missourt Harvest Fair Sept. 22-26 Nevada-Vernon Co. Youth Pair Aug. 26-27, James E McCall Norborne-Norborne Parm & Parmyard Pair Sept. 29-30 R H. Robinson. Osceola—St Clair Co Fair Assn Sept. 3-5 P W Hart Owensville-Gasconade Co. Pair Assn. Aug. Paris-Monroe Co Agri & Mech Fair. Sept. 3-4. Russell L Jackson. Platte City-Platte Co. Agrl., Mech. & Stock Show, July 23-26, J. P Sexton

Mansfield Wright Co Patr Assn

Sept.

Princeton -- Mercer Co. Fair Assn Aug. 4-6. Ross L. Swofford. Prairie Home Prairie Home Pair 4-6. John Lee Eightny. Richmond Rav 'o Free Pair. Sept. 8-10. Rolla-Central Mo. Regional Fair Aug. 12-15. James R. Smith Safe-Sale Community Pair Aug. 20-22. Emmett Dillion, St. James, Mo. Savannah—Am Legion & Andrew Co. Fair. Aug. 5-9 Fred Chambers. Sedalia-Missouri State Fair Aug 22-30. Rollo E. Singleton P. O. Box 111 St. Charles-St. Charles Co. Fair Sept 9-13. Kurt E. Schnedler. Shelbins—Shelby Co. Fair Assn. Aug. 4-7 Sikeston—Delta Agrl Show Sept 4-6 W. S. Corrigan Spring lield-Ozark Empire Pair. Aug. 16-21. Gien B Boyd P O Box 630. Ste. Genevieve-Ste. Genevieve Co Fair White Bear Lake-Ramsey Co. Agri Soc. Sept. 4-5, P. A Baechle, Sullivan-Sullivan Community Pair Sept.

Potosi-Washington Co. Pair Aug. 12-15

16-19 G J. Mathias. Thayer-Oregon Co. Fair. July 27-Aug. 1. George Hutchinson Tipton-Tri-Co Agri. & Mech. Soc July Trenton-North Central Mo Pair Aug 16-21. Leland McMullen. Unionville-Putnam Co Agri Soc. Inc. Sept. 8-11 M. S. Wyckoff Sept Vandalia-Community Fair

Pete Stiner. Vienna-Maries Co. Fair, Sept. 3-5 Ray mond L Brooks. Versailles-Morgan Co. Pair Assn. Sept. 2-5. James R. Scrivner. Warrensburg-Johnson Co Sept. 10-12, E. P. Low. Palt Warrenton-Warren Co. Fair Assn. 30-Aug. 1. Marvin Stickrod. We ngton-Washington Fair Assn. Aug. 13-16 Reynolds Hamlin,

West Plains-Howell Co, Fair Asan Aug. 26-29. George A. Tumbler Montana Baker-Fallon Co Fair Sept. 4-6 E R. Hoff. Billings-Midland Empire Pair & Rodeo Aug. 10-15, Harry L. Pitton, Box 1302 Chinook-Blaine Co. Fair. Assn. Aug 15-16. Floyd Bowen. Ted Rule.

Dodson- Phillips Co. Fair, Aug. 8-9. Wil-liam B Black,

THE WORLD WING THE

Fort Benton-Chouteau Co. Fair. Sept. 11-13. W. J. Shirley. Glasgow-Valley Co. Fair. Aug. 30-Sept. 1. Glendive-Rocky Mountain Assn. of Pairs. Aug. 24-26, Howard M. Willson, Great Falls-North Montana State Pair. Aug. 3-8, Leo C. Dalley, P. O. Box 1524. Hamilton-Ravalli Co. Fair. Sept. 3-5. Glenn Chaffin. Kalispell-Northwest Montana Fair. Sept. 15-17. Earl U. Jones. Lewistown-Central Montana Fair, July 30-Aug. 1. C. W. Cooley. Libby-Western Lincoln Co. Fair. Aug. 21-23. Clarence Moody. Livingston-Park Co. Pair. Aug. 28-30. Howard E. Crane, Miles City-Eastern Montana Fair Aug. 27-29. J. H. Bohling P O Box 870 Plains—Sanders Co. Fair. Aug 29-30. Garth P Howser, Lone Pine. Shelby-Marias Fair. July 23-26. Clifford D. Coover. Sidney-Richland Co. Pair & Rodeo, Aug. 27-29 Donald G. Nutter. Terry-Prairie Co. Fair. Aug. 22-23. Ford E. Martin. Twin Bridges-Madison Co. Fair. Aug. 21-23 Ed Atkins, Whitehall.

Nebraska Albion-Boone Co Pair. Sept. 16-19. Ployd Gilmer. Arlington—Washington Co. Fair. Aug 26-28. H. C. McClellan. Auburn-Nemaha Co, Fair Assn Aug 20-22. G. E. Codington. Aurora-Hamilton Co. Fair Assn. Aug. 31-Sept. 3. H. E Toof. Bartlett-Wheeler Co. Agri. Soc Sept. 4-6. Clay Kugler Bassett-Rock Co. Fair Assn Aug. 7-9. Earl L. Anderson, Beatrice-Gage Co. Pair & Agri. Soc. Aug. 24-27 E F. Goble. Beaver City-Furnas Co. Pair Assn. Aug 17-19 Earl Lester, Edison, Benkelman-Dundy Co. Agri Soc Aug. 24-26, Lloyd Boswell Bladen-Webster Co. Agri, Assn. Aug 6-8 Mrs. Elizabeth Boyd Bloomfield-Knox Co Agrl. Soc Aug. 28-30, C. B. Alexander Bridgeport-Morrill Co. Pair Assn Sept. 5-8. D E. Mayer. Broken Bow-Custer Co Agri Soc Aug. 25-28 M. L. Gould. Burwell-Nebraska's Big Rodeo & Garfield Co Frontier Fair Assn. Aug. 12-15 Paul Central City-Merrick Co. Pair Assn Aug. 17-22. Agnar Anderson. hambers Holt Co Fair Sept. 1-4. Edwin A. Wink Chadron-Dawes Co Pair Aug. 24-26. Harry Kuska. Clay Center .-- Clay Co Agri Assn Aug. 21-23. Lisle Hanna. Columbus Platte Co Fair Sept. 1-4. W L. Boettcher. Concord-Dixon Co Fair Assn Aug. 25-28. Roy E. Johnson. Crete-Saline Co. Fair Assn. Aug 20-23. George Feeken. Culbertson-Hitchcock Co. Fair Assn. Aug. 20-23. Ervin Coyle, McCook. David City-Butler Co Agri. Soc. Aug.

20-22, J. C Byers Deshler-Thayer Co Fair Assn. Aug. 20-22 M. B. Beckler Dunning-Blaine Co Fair Assn. Sept. 3-6. Vernon Johnson. Elwood-Gasper Co. Pree Pair Aug 12-14. M. R. Morgan Eustis-Eutis Fair & Corn Show Aug 3-6. Dean Hueftie. Fairpury-Jefferson Co Pair Aug. 4-7. Emil R Schoen. Franklin-Franklin Co Agri Soc Sept. 1-4. Cliff Ashburn. Fremont-Premont 4-H Club Fair, Aug. 12-

14 C W Motter. Fullerton-Nance Co. Fair. Aug. 17-20. B. M Black Gordon-Sheridan Co. Fair & Rodeo. Sept. 11-13 George B Comer. Jeneva-Fillmore Co. Pair Assn Aug. 18-21 Howard W Hamilton. Grant-Perkins Co. Fair Assn Aug. 19-22. W E. Cannady, Madrid. Harrison-Sloux Co. Fair Assn Aug. 27-29. Melvin Meter Hartington-Cedar Co Fair Assn Aug. 22-24. James A. Walz. lastings-Adams Co. Fair Assn.

3-7. John Fitzgibbon. Hemingford-Box Butte Co. Pall Assn. Aug 20-22, Paul Stull Holdrege-Phelps Co. Agrl Sec Aug. 11 14. Edgar Borg, Funk. Homer-Dakota Co Agri. Soc. Aug 20-22. James Allaway Humboldt-Richardson Co Agri Soc Sept. 16-18 L E Watson Hyannis-Grant Co. Fair Assn. Aug. 25-

30. Mrs. Earl Hayward. Imperial-Chase Co, Pair Assn. Aug. 26-29 Herman Brill Johnstown-Brown Co. Fair. Sept. 5-7. Kenaeth Graff. Ainsworth Graff Ainswoth, Neb. Kearney-Buffaio Co. Fair Assn Aug. 31-Sept. 4. W. S. Wimberley, Leigh-Colfax Co. Fair Assn. Aug. 27-30. Otto C. Weber.

Lewellen-Garden Co Pair Assn. Sept. 10-12. James A. Fought Lexington-Dawson Co. Agri Soc. Sept. 1-4. Monte Kiffin Lincoin-Lancaster Co Pair, Sept. 6-11. Clarence Patterson Route 3. Lincoln Lincoln-Nebraska State Pair Sept. 6-11. Edwin Schultz State House, Box No. 127 Lincoln. Loup City -- Sherman Co Fair Assn Aug

15-18 Clark S. Reynolds. Madison-Madison Co Fair Assn 10-12 Earl J. Moyer. McCook-Red Willow Co. Fair Aug 12-14. Don Thompson. Minden-Kearney Co. Fair Assn. Aug 5-7 Mervin Peterson. Mitchell-Scotts Bluff Co. Agri Soc Sept. 7-12 W W. Hickman. Neligh-Antelope Co. Fair Assn. Aug. 28-31, Clinton Stonebraker. Velson-Nuckolls Co. Fair Assn. Aug 3-5. H McAdamson. Norden-Keya Paha Co. Agri Soc Sept 11-13. Leonard McCormick.

North Platte-Lincoln Co Pair Aug 16-20.

H. B Manners. Oakland-Burt Co. Agri. Soc Aug 25-28 Edgar Hansen, Lyons, Neb Ogallais-Keith Co. Agr. Soc Aug. 20-22 Ray G Nelson Omaha-Ak-Sar-Ben Livestock Show & Rodeo Sept. 25-Oct. 4, J J. Isaacson. Ord Loop Valley Agri. Soc Aug 4-6 Stanler Nolte Orleans-Harian Co. Fair Asan Aug. 13-15. James Mitchell. Daceola -- Polk Cn Agri Soc Aug. 3-6, Victor Sterup. Pawnee City - Pawnee Co Agri. & Mech. Assn Sept 22-25 J. Tom Sawyer Pierce-Pierce Co Agri. Soc Aug 29-Sept. 1. Herman Scheer.

St. Paul-Howard Co. Agri Soc. Sept. 8-11 H E. Elstermeier. Scribner-Dodge Co Fair Assn. Sept. 16-18 Virgil Swanson. 3eward-Seward Co. Fair Assn Aug 17-19. Norman Gerkensmeyer. Sidney—Cheyenne Co Fair Aug. 22-26 W E Cunningham. spalding-Greeley Co. Fair Assn. 3d week Cortland-Cortland Co. Agri. Soc., inc. of Aug. Don C. Smith. Deer Lodge-Powell Co. Pair. Aug. 21-23 | Spen er-Boyd Co Fair Assn. Aug 24-DeRuyter-Tioghnioga Carnival & Pair. Warrenton-Warren Co. Fair Sept. 21-26.
July 23-26, Ray E. Wells. R. D. Miles. 26. Louis Klasna.

Springfield—Sarpy Co. Fair Assn. Aug 70-22. Elmer Wittmus, Papillion

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Stapelton-Logan Co. Agri. Soc Aug 28-30. V. K. Magnuson. Stockville-Frontier Co. Agrl. Soc Aug. 27-30 Ted Current. Syracuse-Otoe Co. Pair. Aug. 25-27. Frank Sorrell

Tecumseh-Johson Co. Free Fair. Aug. 11-14. Lloyd D. Halsted. Valentine-Cherry Co. Fair & Rodeo. Aug 22-23. William A. Cumbow. Wahoo-Saunders Co. Fair Assn. Aug. 24-26. B. E. Noerenberg. Walthill-Thurston Co. Fair Sept. 2-5. Alfred D. Raun. Waterloo-Douglas Co. Fair. Sept. 16-19. R. S. Herrington, Wayne-Wayne Co. Fair Assn. Aug. 26-29. Al Bahe. Weeping Water-Cass Co. Pree Fair. Aug.

25-28 Joe Bender. West Point-Cuming Co. Agrl Soc. Aug 30 Sept. 3. Ed M. Baumann. York-York Co. Pair Assn. Aug. 12-14. E. H. Littrell.

Nevada

E!ko-Eiko Co. Pair & Livestock Show. Sept. 4-7. Jim Olin, P. O. Box 648, Ely-Nevada Pair of Industry Aug. 27-29. P. P. Hoover, Reno-Washoe Co. Agrl. Pair. Sept. 17-20. C. J. Thornton.

New Hampshire

Canaan-Mascoma Valley Fair Assn. Aug. 28-30 Wm. A. Shepard. Center Sandwich - Sandwich Town & Grange Fair Assn. Oct. 12. Doris L. Benz. Contoocook-Contoocook Valley Pair Assn. Sept 4-7. Charles A. Jones. Andover, Deerfield-Deerfield Pair Assn. Oct. 1-4 W. C. Maxwell RFD 1, Raymond, N. H.

Dover-Dover Agrl. Fair Assn. Aug. 12-16. William H. McCann Keene-Cheshire Fair Assn. Aug. 27-30. Frank Glazier. Lancaster-Lancaster Fair, Sept. 4-7. A. J.

Madbury-Madbury Grange Fair Assn. Sept. 10-13, Charlotte Horr, Dover, N. H. North Haverhill-Pink Granite Pair Assu. Aug. 17-18. Everett Sawyer. Northwood -- Northwood Fair. Aug. 21-23. Hugh J. Prestley.

Plymouth-Union Grange Fair Assn. Sept. 16-19. Delbert B. Gray W. Rumney Rochester-Rochester Agri. & Mech Assn. Sept. 20-26. Albert H Brown Stafford. N. H. Sandwich-Sandwich Grange Pair Assn. Oct. 12. Doris Benz. Sunapee-Lake Grange Fair. Sept. 7. Florence Rollins.

New Jersey

Aura-Gloucester Co 4-H Fair Aug. 13-14 John Glass, Woodbury, N. J. Branchville-Sussex Co. Farm & Horse Show, Aug. 4-8 John W Rabb, Newton, N. J. Bridgeton-Cumberland Co. Co-op Pair Assn. Sept. 15-19. Dan Dandrea. Burlington-Burlington Co, Farm Pair. July 30-Aug 1 D. L. Kensler, Mt. Holly. Dunhams Corner-Middlesex Co. Fair Assn.

Far Hills-Somerset Co. 4-H Pair. Aug. 14-15. Stanley Voorhees, Somerville, N. J. Flemington-Flemington Agrl. Pair Assn. Sept. 1-7 Freehold-Monmouth Co. 4-H Fair. Aug. 17-18. Leonard B. Williams, Lakewood-Ocean Co. Pair. Aug 5-6 Pred Scammell, Toms River, N. J. Morristown-Morristown Co. Pair Assn., Inc. Aug. 18-22 Alexis L. Clark. Ocean City-Cape May Co. 4-H Fair, July 29-31, Mrs. Harry Downes, Clermont,

Cape May C. H Pomons-Atlantic Co. 4-H Pair, Aug. 20-22, Doris Gustafson Mays Landing, N. J. Preakness-Passaic Co. 4-H Fair Assn Aug. 13-15, Mrs. Marte Morgan, Paterson. Trenton-New Jersey State Fair, Sept. 27-Oct. 4 Norman L Marshall, P. O. Box

Uniontown-Warren Co. Farmers' Pair Aug. 12-14, C Fred Lorenzo. Belvidere. Washington Crossing State Park-Mercer Co. 4-H Pair, Aug. 14-15. Joseph B. Turoin. Trenton.

New Mexico

Alamogordo-Otero Co, Fair Assn. Sept. 18-19. Joseph Roessler, Albuquerque-Bernalillo Co. 4-H Fair. Aug. 20-22. Address Box 1325. Albuquerque-New Mexico State Fair. Sept. 26-Oct 4. Leon H. Harms P. O Box 1693 Belen-Valencia Co Pair Assn. Sept 12-14. Fred D. Juning Jr., P.O Box 178. Los Lunas. N. M. Clayton-Union Co. Fair. Sept. 22-24. Dick Snyder. Cliff-Cliff-Gila Pair. Sept. 19-20. Melvin G. Huff, Silver City, N. M. Clovis--Curry Co. Fair Assn. Sept. 16-19. John W Gaume. Deming-Luna Co. Fair Assn. (Tri-State Fair) Oct. 8-11. Lewis Sanders. Parmington—San Juan Co. Fair Assn. Sept. 18-21, Mrs Janet Sage, Las Cruces-Dona Ana Co. Jr. Livestock Show. Oct. 16-17. Jacob J. Tejada. Las Vegas-San Miguel Co. Fair Sept. 19-20. Lewis F. Schiele. Lordsburg-Hidalgo Co. Fair. Sept. 19-20. Lovington-Les Co Fair Assn. Sept 16-19. T C. Berkins. Portales-Roosevelt Co. Fair Assn. Sept. 21-25 W. O. Vinzant, Roswell-Eastern N.M State Fair Oct. 5-10. Roy F. Davis. Santa Pe-Northern N. M. District Pair Sept. 18-20 J. R. Chavez. Socorro-Socorro Co. Fair Sept 5-6 George B. Vigil. Springer-Colfax Co. Pair Assn. Sept. 18-20. Mrs. Helen Dickson. Taos-Taos Co Pair. Sept. 28-29. Abad Truth or Consequences-Sierre Co. Fair. Sept. 12-13. Allen H. Beck.

Afton-Afton Driving Park & Agri, Asan.. Inc Aug. 17-22 Prederick Crane. Altamont-Tri-Co Fair Aug. 24-29. Stuart T. Rombough. Angelica-Allegany Co. Agri. Soc. Aug. 5-8. L. L. Stillwell. Avon-Genesee Valley Breeders Assn. Sept. 4-5. John Steele. Ballston Spa-Saratoga Co. Agrl. Soc. Sept 1-4. Wendell Townley. Batavia—Genesee Co. Agrl. Soc. Aug. 25-29. Jay Keller, Bergen, N. Y.
Bath—Steuben Co, Agri Soc Aug. 10-15.
J. Victor Faucett Box 470
Booneville—Boonville Fair Assn. Inc. Aug 2-8 Charies H. Fickbohm. Brookfield-Brookfield-Madison Co. Agri Soc Aug. 26-29. Raymond P Burdick, Caledonia Caledonia Fair. Aug. 11-15. Victor Scroger Canandaigua-Ontario Co. Agri. Soc. Aug. 4-8. Dr. L. C Webster. Chatham-Columbia Co. Agri, Soc Sept. 4-7. William A Dardess. Cobleskill-Cobleskill Agrl. Soc Sept. 14-

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New York

C. D. Clampitt.

19 Dr. D. W. Beard

L. R. Hammer.

Carlton J. Larson, P. O. Box 170 Fonda-Montgomery Agrl Soc Sept. 5-9. F. L. Lowe. Gouverneur-Gouverneur Fair. Aug. 10-14. Bligh A. Dodds. Greenwich-Washington Co. Fair. Aug. 17-22. Phil J. Houlton, Hoosick Falls N. Y. Hamburg-Erie Co. Agri, Soc. Aug. 17-22. Frank A, Slade, Buffalo, Hemlock-Hemlock Lake Union Agri Soc. Sept. 2-5, Ralph D. Barnard. Henrietta-Monroe Co. Fair. Aug. 18-22, Albert Lochner, North Greece, N. Y. Horseheads-Chemung Co. Agrl Assn Aug, 16-22 Robert S. Turner. Ithaca-Tempkins Co. Agri. & Hort. Soc. Aug. 10-15. Richard K. Blatchley. Kingston-Ulster Co. Agrl. Soc. Aug. 19-20. Albert Kurdt. Little Valley-Cattaraugus Co. Agri Boc. Sept. 1-5, J W. Watson. Lowville-Lewis Co. Agrl. Soc Aug. 17-22. Asa Gordon, Turin, N. Y Malone-Franklin Co. Agri. Soc. Aug 24-29. Stuart A. Child. Middletown-Orange Co. Fair Assn. Aug. 10-16 Fred Germain. Morris-Otsego Co. Fair Assn. Sept 1-5. Edward Tripp. Norwich-Chenango Co. Agr! Soc. Aug. 11-14. Percy Woodruff. Owego-Tioga Co. Fair. July 26-Aug L

Palmyra-Palmyra Union Agri. Soc. Aug.

25-29. W Ray Converse. Peekskill (Indian Point Park)—Westchester Co Fair, Sept. 6-12 E. D. Kelmans Penn Yan-Yates Co. Agri. Soc Aug. 5-8. Oliver Wilcox. P. O. Box 12. ike-Wyoming Co. Fair Assn. Aug. 24-27. Henry M. Wagenblass, Warsaw, N. Y. Platisburg-Clinton Co. Fair Aug 10-15, W. H. Day Rhinebeck-Dutchess Co. Fair. Sept. 1-5. R. C. Murray Box 142 Sandy Creek-Sandy Creek, Richland, Ornell, Boylston Agrl. Soc. Aug. 18-22. Seymour Hicks, Parish, N Y. Schaghticoke-Schaghticoke Fair, Sept. 7-12 Gordon L. Banker, R D. 1. Troy. Syracuse-New York State Fair, Sept 5-12. Harold L. Creal, Solvay, N. Y. Trumansburg-Trumansburg Fair. Sept. 16-19 Verner L Timerson, Vernon-Vernon Agrl Soc Sept. 23-27. James F Burke. Walton-Delaware Valley Agri. Soc. Aug. 25-29, Paul G. Williams Waterloo-Seneca Co. Agrl. Soc Aug. 11-15. Donald L. Huff. Watertown -Jefferson Co. Agri. Soc. Ang. 25-29 Charles Guzewich, Adams N. Y. Westbury L. I.-Mineoia Fair & Ind. Expo Oct 10-18. Charles Bochert Westport -Essex Co. Agrl. Soc Aug. 19-22. Keeton B. Lobdell, Wadhams, N. Y.

Carl Saddlemire.

3-8 Osmer J Brooks.

Whitney Point Broome Co Agrl Soc. Aug.

North Carolina thoskie-Atlantic Dist Fair Assn Oct. 13-17 C F Robbins. Albemarle-Stanly Co Fair Assn. Oct 5-10. Bailey Gulledge she oro-Center of North Carolina Fair Sept 21-26 W. C. York Asheville-Asheville Pair Sept 28-Oct 3. Aug. 19-22 Fred C. Heyl, New Brunswick Joe McKennon Beaufort-Carteret Pair Inc. Sept 28-Oct. 3. T E. Kelly Burlington - Alamance Co. Veterans Agri. Fair. Inc Sept. 14-19. Robert N Ganno Jr., Box 423 harlotte-Southern States Fair 10. Dr J. S. Dorton. Carthage-Moore Co Agrl Fair Oct 26-31. Tom Caddell. Cherokee-Cherokee Indian Fair. Sept. 22-26. William E. Ensor Jr. Clinton-Sampson Co Pair. Sept 21-27. T. L. Johnson Jr. Drexel-Drexel Community Fair Aug 27-29. Dr. Wm. M. Riggs. Durham -American Legion Pair Assn Sept. 21-26. R. Zach Long Dunn-Dunn Am, Legion 4-County Pair. Sept. 21-26. J. O West Edenton-Chowan Co Am. Legion Fair. Oct. 26-31. J. Willis McClenney. Elizabeth City-Seven Co Fair Oct 26-30 Norman Y. Chambliss, Rocky Mount, Enfield-Enfield Firemen's Agri Fair Ock. 5-10. W. B Burchette Favetteville-Cumberland Co. Agr. Fair. Sept. 28-Oct. 3. Elbert C Jackson. Gainesville-Cooke Co. Pair Assn Aug. 31-Sept. 5 Leroy Robinson Gastonia-Spindle-Center Agri. Fair Sept. 28-Oct. 3. W. H. Robbins. Bolds ore-Wayne To Agr 14-19. Oleand F. Peele Greensboro Greensboro Agri, Pan inc. Oct 6-10 Mrs Clyde Kendall. Box 5127. Greenville-Pitt Co Fair Assn Oct 12-17 J. H. Moye. Tamlet-Richmond Co Agri. Fair Oct. 5-10. J. C Worley. enderson-Vance Co. Colored Fair 12-17. Robt B Hawkins, Henderson-Golden Belt Fair Inc Oct 5-11. C M Hight Hickory-Catawaba Pair Assn. Sept 28-Oct. 3. Corbin Green P O. Box -776. High Point High Point Pair Sept 21-26. T C. Potts. Kings Mountain- Beth-Ware Com Sept 16-19. John H Rudisill Jr Leaksville-Tri-City Agrl Pair Sept 14-19. C. W Roberts Lenoir-Caldwell Co Agri. Pair Sept 15-19. Max A. Culp. Lexington-Davidson Co. Agr., Fair inc. Sept 28-Oct 3 Curtis A. Leonard Littleton-Littleton Tri-Co Pair Oct 5-10 T. R. Walker. Louisburg-Franklin Co Fair Oct. 5-10. Dr Arthur Hynes Fleming, P. O Box 66. Lumberton-Farmers' Festival Oct 19-24. W G Hall . Madison-Madison Agri. Fair Assn Sept. 28-Oct 3, A Hutton Tucker. Monroe-Union Co Fair Assn. Inc. Oct. 19-24 M W Williams. Morganton-Burke Co Fair Sept 28-Oct. 3 Mrs. Gente Mount Airy-Me-Fair Sept 21-26. James R. McNei Tucumcari-Quay Co. Fair. Sept. 24-26. New Bern-Tri-Co Agri, Pair Oct 12-17. W. A. Godley Pittsboro-Chatham Co. Colored Pair. Sept. 14-19, H. G Bryant, Raleigh-North Carolina State Pair Oct. 20-24. Dr J. S. Dorton Reidsville-Reidsville Fair Assn., Inc. Sept. 28-Oct. 3. Mrs K. Price Oliver Rocky Mount—Rocky Mount Agri Fair, Sept 28-Oct. 3 Norman V Chambliss. Roanoke Rapids—Halifax & N Hampton Co Fair Sept 21-26 Pay Gilsdorf Camden, N. J. Rutherfor ton Rutherford Co Agr. Soc. Sept. 14-19. John Jones. Sanford-Lee Co Agri Pair Sept. 28-Oct. 3. Moses L. Snipes Sheiby-Cleveland Co Pair Sept 22-26.

Dr. J S. Dorton

Dundee-Dundee Pair Assn. Sept. 22-24. Washington-Beaufort Co. Pair. Sept. 1-

Oct. 3. Horace Moore

26. Hobart Brantley,

12. Blount S. O'Neil.

Shelby-Cleveland Co. Negro Pair. Oct 1-

10 A W Foster Snow Hill-Greene Co. Fair Sept 28-

Spring Hope-Nash Co Fair Sept. 21-

Statesville-Iredell Co. Agri, Pair Sept.

Trenton-Jones Co. Agri, Fair Assn Oct. 19-24 Mrs. Lurley W. Hines.

21-26, Clyde Smyre P O Box 333.

Taylorsville—Alexander Co. Agr. Sept. 21-26. Grover C. Dobbins.

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Agri

26-31. Pletcher Thomas. Wilson-Wilson Co. Fair, Inc. Oct. 12-17. St Clairsville-Belmont Co. Agri. Ernest P. Batton.

GENERAL OUTDOOR

28-Oct. 3. R. Vance Brown. North Dakota

Beach-Golden Valley Co. Fair. Sept. 11-12. Walt Mattison. Carrington-Foster Co. Fair. Sept. 15-18. H. C. Duntley. Pargo-Red River Valley Fair Assn. Aug. 31-Sept. 5. A. D. Scott. Forman-Sargent Co. Fair. Sept. 7-9 Beth Wucherpfennig. Grand Forks-Greater Grand Forks Fair. July 19-26. Raiph Lynch. Lakota-Nelson Co. Fair Assn. Oct. 1-3. John Coles. Lispon-Ransom Co. Pair. July 23-25, L. E. Lilyquest.

Minot-North Dakota State Fair, July 27-Aug. 1. Bob Finke. Minnewaukan-Benson Co. Fair. Sept. 2-4. V. A. Helberg. Mott-Hettinger Co. Fair. Sept. 7-8. Adelia Soehren.

Ohio

Andover-Andover Street Fair. Sept. 11-12. George R. Sanford. Ashland—Ashland Co. Agrl. Soc. Sept. 29-Oct. 3. H. G. Dotson. P. O. Box 329. Athens—Athens Fair. Aug. 23-27. L. C. Attica-Attica Ind. Seneca Co. Fair. Aug. 12-15. Grover C. Meyers. Barlow-Barlow Agrl, Assn. Sept. 25-26, F. H. Proctor. Bellefontaine-Logan Co. Fair. Aug. 24-28.

C. E. Johnston. Bellville-Bellville Ind. Agrl. Soc. Sept. 16-19 E. O. Kochhelser, R. D. 1, Butler, O. Berea-Cuyahoga Co. Fair Assn. Aug. 19-23. Wm. H. Kroesen. Bowling Green-Wood Co. Fair Assn. Aug. 10-15. John L. Clarke, Burton-Geauga Co. Fair Assn. Sept. 3-7. Thane Atwood, Middlefield.

Bucyrus-Crawford Co. Fair Assn. Aug. 4-8. James F. Gebhardt, R. 3. Sycamore. Burton-Geauga Co. Agrl. Soc. Sept. 2-7. Thane Atwood, Middlefield, O. Cadiz-Harrison Co. Agrl, Assn. Sept. 17-19 Lanee H. Borger. Caldwell-Noble Co. Agrl. Soc. Sept. 3-5. J. K. Walkenshaw. Canfield-Mahoning Co. Fair Assn. Sept. Youngstown 3. Canton-Stark Co. Fair Assn. Sept. 7-11.

Mrs Fern Saal, 933 N. Market Ave. Carrollton-Carroll Co. Agrl. Soc. Sept. 30-Oct. 3. E. Weaver Casper, Sandy Vailey, Malvern, O. Celina-Mercer Co. Pair Assn. Aug. 16-21. W. F. Archer. Chillicothe-Ross Co. Pair Assn. Aug 24-28. Charles J. Betsch. Cincinnati-Carthage Fair, Sept. 16-19. Clarence A. Peters, 124 W. Court Street, Cincinnati. Circleville-Pickaway Co. Fair Assn. Sept. Sept. 14-19. John H. Jones.

Circleville-Circleville Pumpkin Show, Oct. 21-24. Ned H. Dresbach. Columbus-Ohio State Fair. Aug. 28-Sept. 4. H. S. Foust.

Coshocton-Coshocton Co. Fair Assn. Oct. 7-10. C. V. Croy, R. 1, Trinway. Croton-Hartford Co. Fair Assn. Aug. 11-

15. Wm. Arter. Dayton-Montgomery Co. Fair. Sept. 7-10. Goldle V. Scheible, Delaware-Delaware Co. Fair. Sept. 22-26. W. B. Deal. Dover-Tuscarawas Co. Fair Assn. Sept. 23-26. W. G. Findley, New Philadelphia. Eaton-Preble Co. Pair Assn. Sept. 15-18.

Wm, B. Pryor, Eaton. Pindlay-Hancock Co. Fair Assn. Sept. 7-9. C. Ray Moore. Premont-Sandusky Co. Agrl. Soc. Sept. 6-11. Russell S. Hull. Georgetown-Brown Co. Soc. Oct. 7-10. Luther Kestel. Gallipolis-Gallia Co. Fair Assn. Aug. 13-15. Wm. R. Smith, Bidwell, Greenville-Great Darke Co. Fair. Aug. 22-28. Chester A. Riegel. Route 4.

Hamilton—Butler Co. Agrl. Soc. Sept. 27-Oct. 2. Bartow Truster. Seven Mile, O. Hicksville—Agricultural Fair of Defiance Co. Aug. 23-28. S. G. Blosser. Hilliards-Franklin Co. Pair Assn. Aug. 19-22. Arch A. Alder. Hillsboro-Highland Co. Fair Assn. Sept. 9-12. Clarence Larkin. Jefferson-Ashtabula Co. Fair Assn. Aug. 11-15. E. F. Walburn. Kenton-Hardin Co. Agrl. Soc. Sept. 29-Oct. 2. Mrs. I. E. Wetherill.

Lebanon-Warren Co. Fair Assn. Sept. 1-5. Corwin Nixon. Lancaster-Fairfield Co. Agrl. Soc. Oct. 14-17. Russell W. Alt. R. R. No. 1, Bal-Lisbon-Columbiana Co. Agrl. Soc. Aug. 25-29. Clarence Crosser, R. F. D. 4 Lima-Allen Co. Fair Assn. Aug. 22-27. Harold W. Poling, Box 1015, Logan-Hocking Co. Fair. Sept. 23-26. Edward G. Miller. R. No. 3. London-Madison Co. Fair Assn. Aug. 23-

27. Robt. Hines, R. 2, Mt. Sterling. Loudonville-Loudonville Agrl. Soc. Oct. 6-8. Donald L. Nash. Lucasville-Scioto Co. Fair Assn. Aug. 4-8. A. S. Moulton. McConnelsville-Morgan Co. Agrl. Soc. Sept. 9-12. Ray G. Smith. Route, No. 2. Mansfield-Richland Co. Fair Assn. Aug.

12-15. Glenn Guthrie, 357 Bartley Ave. Marietta-Washington Co. Agrl. & Mech. Assn. Sept. 6-9. V. C. Schriver, Marysville-Union Co. Fair Assn. Sept. 16-19. Otto E. Rausch, R. 1, Plain City. Marion-Marion Co. Fair Assn. Aug. 22-27. Clifford Campbell, R. 1. Morral. Maumee-Lucas Co. Fair Assn. Aug. 4-9.

O. W. Disher, Waterville. Medina-Medina Co. Agrl. Soc. Sept. 9-12. C. W. Mapes, R. D. 6. Millersburg-Holmes Co. Fair Assn. Aug. 20-22. Verle H. Spreng, Lakeville. Montpeller-Williams Co. Agrl. Soc. Sept. 13-19. Woody Schlegel. Mount Vernon-Knox Co. Agrl. Soc. July 27-31. Henry G. Richards.

Mt. Gilead-Morrow Co. Fair Assn. Aug. 19-22. Glenn Brown. Napoleon-Henry Co. Fair Assn. Aug. 19-22. James D. Murray. Norwalk-Huron Co. Fair, Sept. 15-19. Mrs. Elfreda Crayton. Old Washington-Guernsey Co. Fair Assn.

Sept. 30-Oct. 3. Thos, Gracey, Cambridge. Owensville-Clermont Co. Agrl. Soc. Aug. 19-22. J. W. Evans. Ottawa-Putnam Co. Fair Assn. Oct. 7-10.

P. E. Kohli.

Painesville—Lake Co. Agrl. Soc. Aug. 25-29. J. H. Belcher, Mentor, O. Paulding-Paulding Co, Agrl. Soc. Sept, 2-5. A. E. Allensworth. Piketon-Pike Co. Fair Assn. Aug. 13-15. Frank B. Cooper.

Plain City-Plain City Fair. Aug. 5-8. Walter Minshall. Proctorville-Lawrence Co. Agrl. Soc. July 29-Aug. 1. Owen Griffith, Ironton, O. Pomeroy-Melgs Co. Pair Assn. Aug. 18-21. C. L. Heaton.

Randolph-Randolph Co. Fair Assn. Sept. 11-12. R. P. Hamilton. Richwood-Richwood Fair. Sept. 5-8. Dana D. Lowe, R. 3, Marysville,

21, C. L. Heaton, Pomeroy, O. Sept. 9-12. W. R. Butcher Jr. Winston-Salem-Winston-Salem Fair. Oct. Seaman-Seaman Fall Festival, Sept. 23-13-17. G. C. McNair. 26. H. M. Satterfield. Zebulon-Zebulon Five-County Fair. Sept. Sidney-Shelby Co. Agrl. Soc. Aug. 2-7. Seaman-Seaman Fall Festival, Sept; 23-

Robert F. Kaser. Smithfield-Jefferson Co. Pair Assn. Aug. 19-22. W. E. Rose, R. I. Rayland. Springfield-Clark Co. Fair Assn. Aug. 19-22. Bryan P. Sandles. Tiffin-Seneca Co. Agrl. Soc. Aug. 23-27. Ralph D. Stacy. R. 4. Troy-Miami Co. Fair Assn. Aug. 16-21. L. J. George, Covington. Van Wert-Van Wert Co. Fair, Sept. 7-

11. N. E. Stuckey. Upper Sandusky-Wyandot Co. Agrl. Soc. Sept. 15-19, Ross A. Winter. Urbana—Champagin Co. Agrl. Soc. Aug. 9-14, Howard Goddard, R. 4. Wapakoneta-Auglaire Co. Agrl. Soc. Aug. 9-14. Harry Kahn. Warren-Trumball Co, Fair Assn. Aug. 4-8. Frank M. Neal, Nutwood,

Washington, C. H.—Payette Co. Agrl. Assn. July 28-Aug. 1. Frank E. Ellis. Wauseon-Fulton Co. Agrl. Soc. Sept. 7-11. C. C. Ackerman. Wellington-Lorain Co. Agrl. Soc. Aug. 24-28. Clair L. Hill. Wellston-Jackson Co, Fair Assn. July 22-25. Carl G. Dahlberg. West Union-Adams Co. Fair Assn. Aug. 18-21. Charles S. Kirker. -

Wilmington-Clinto Co. Fair Assn. Aug. 11-15. A. A. Veith. Woodsfield-Monroe Co. Fair Assn. July 28-30. Ralph P. Schumacher. Wooster-Wayne Co. Fair Assn. Sept. 15-19, W. J. Buss. Xenia-Greene Co. Agri. Soc. Aug. 4-8. Mrs. J. Robert Bryson. Route No. 3.

Cherry Hill, Xenia, Zanesville-Muskingum Co. Agrl. Soc. Aug. 18-22. Perl D. Elliott, New Concord, O. Oklahoma

Ada-Pontotoc Co. Fair, Sept. 17-19, Bill Bevers. Altus-Jackson Co. Fair Assn. Sept. 9-12. Leonard Salomon. Alva-Woods Co. Free Fair, Sept. 9-12. Orval McNally, Waynoka, Okla. Anadarko-Caddo Co. Free Pair. Sept. 22-25. Dorothy Williams. Apache-Apache District Pree Pair, Aug. 26-29. Lyle Dunlop. Bartlesville-Washington Co. Fair Assn. Sept. 21-25. John D. Pope.

Beaver-Beaver Co. Free Fai. Assn. Sept. 9-12. Mrs. Alice Shook. 3-7. E. R. Zeiger, 1404 Central Tower. Blackwell-Kay Co. Free Fair, Asan. Sept, 8-12, W. R. Hutchison, Newkirk, Okla. Boise City-Cimarron Co. Fair Assn. Sept. 22-25. Eugene Williams. Bristow-Creek Co. Free Fair, Sept. 23-26.

A, E. Gurley. Buffalo-Harper Co. Fair Assn. Sept. 10-12 Peyton Burkhart, Chandler-Lincoln Co. Free Pair Assn. Sept. 9-12. Oran Stipe. Cherokee-Alfalfa Co. Free Fair. Sept. 8-11. Wayne A. Eakin. Cheyenne-Roger Mills Co. Fair Assn. Sept.

10-12. Gerald W. Cupp. Chickasha-Grady Co. Fair Assn. Sept. 15-17. Bob Lamar. Clinton-S.W. Fair & Racing Assn. Sept 9-12. A. R. Patrick, Arapaho, Okla. Collinsville-Collinsville Tri-Co. Pair Assn. Sept. 17-19. John Fox. Cordell-Washita Co. Fair Assn. Sept. 16-

19. James V. Son. Dewey-Washington Co, Free Pair, Sept 21-25. Johnny D. Pope, Bartlesville, Okla. Duncan-Stephens Co. Fair Assn. Sept. 8-13. Edward Gregory. Durant-Bryan Co, Fair Assn. Sept. 16-

19. John Stogner. Enid-Garfield Co. Fair Assn. Sept. 18-25. Roy W. Davis. Fairview-Major Co. Fair Assn. Sept. 15-17. Harold Miller. Guthrie-Logan Co. Free Pair, Sept. 16-18. Harold Casey.

Guymon-Texas Co. & Panhandle Dist. Pree Fair. Sept. 15-19. Robert Sheets. Hobart-Klowa Co. Free Pair, Sept. 16-19. Eva A. Stokes. Holdenville-Hughes Co. Free Fair. Sept. 3-5. Jesse M. Barbe. Hugo-Choctaw Co. Fair Assn. Sept. 10-12. Robert Massengale. Hydro-Hydro Dist. Fair. Aug. 27-29, Mrs.

Graca R. Felton. Idabel-McCurtain Co. Fair Assn. Sept. 8-11. R. F. Dugan. Jay-Delaware Co. Fair. Sept. 10-12, Dean Barrett. McAlester-Pittsburg Co. Fair Assn. Sept. 9-12. M. W. Priddy Jr.

Madili-Marshall Co. Pair Assn. Sept. 17-19. Dale Ozment, Medford-Grant Co. Fair Asan, Sept. 21-26, J. D. Edmonson, Mountain View-Mountain View Free Fair.

Aug. 26-29. Karl K. Kobs. Muskogee—Oklahoma Free State Fair. Sept. 20-27, M. E. Twedell. Newkirk-Kay Co. Fair Assn. Sept. 6-12. W. R. Hutchison. Norman-Cleveland Co. Pree Pair Assn. Sept. 2-5. Vernon J. Frye. Nowata-Nowata Co. Fair Assn. Sept. 20-

23. L. C. Chessmore. Okemah-Okfuskee Co. Fair. Sept. 15-19. Cecil L. Dowell, Oklahoma Cty-Oklahoma State Fair & Exposition, Sept. 26-Oct. 3. C. G .(Pete)

Baker, P. O. Box 974. Oklahoma City-Oklahoma Co. Free Fair. Sept. 21-23. Harry F. James. Okmulgee-Okmulgee Co. Free Pafr. Sept. 14-17. Mrs. W. L. Spears. Pawhuska-Osage Co. Fair Assn. Sept. 14-18. A. A. Sewell.

Pawnee-Pawnee Co. Free Pair. Sept. 16-19. Bert Wilson. Perry-Noble Co Fair Assn. Sept. .13-16. D. R. Pruttt. Pauls Valley-Garvin Co. Free Fair. Sept. 16-18. Alton Perry.

Pond Creek-Grant Co. Free Pair. Sept. 21-25. J. E. Edmondson, Medford, Okla. Sallisaw-Sequoyah Co. Fair, Sept. 16-18. Guy E. Stoy. Shattuck-Ellis Co. Free Fair. Sept. 21-23.

Don W. Rader. Sapulpa-Sapulpa District Fair. Sept. 21-23. A. E. Gurley, Bristow, Okla, Shawnes-Pottawatomie Co. Fair Assn. Sept. 21-24. Otto Krausse. Stillwater-Payne Co. Fair Assn. Sept. 21-24. Geo. E. Stroup. Taloga-Dewey Co. Free Fair, Sept. 10-12, Donald Tallent.

Tulsa-Tulsa State Fair. Oct. 3-9. Clarence C. Lester. P. O. Box 5175. Vinita-Craig Co. Fair. Sept. 23-26. Walters-Cotton Co. Free Fair, Sept. 10-12. J. M. Hart. Watonga-Blaine Co. Fair Assn. Sept. 14-17. Vance L. Deaton,

Waurika-Jefferson Co. Fair Assn. Sept 16-18, Hugh DeWoody. Wewoka-Seminole Co. Fair Assn. Sept. 14-17. H. D. Martin, Woodward-Woodard Co. Fair. Sept. 17-19.

Bill Taggart. Oregon

Albany-Linn Co. 4-H Fair, Aug. 31-Sept. 1. O. E. Mikesell, Lebanon, Ore. Burns-Harney Co. Fair. Sept. 11-13. George W. Bain. Canby-Clackamas Co. Fair. Sept. 1-4. J. E. Blenkhorn, Oregon City. Condon-Gilliam Co. Fair. Sept. 18-20. Deer Island-Columbia Co, Pair Assn. Aug. 13-15, Jewett A. Bush, Clatskanie, Ore. Eugene-Lane Co. Fair, Sept. 14-19, H. P. Oley-Oley Valley Community Fair. Sept. Welch, 24-26, Carl W. Blank.

Williamston-Martin Co. Agrl. Pair. Oct. Rockspring-Meigs Co. Agrl. Soc. Aug. 18- Possil-Wheeler Co. Fair. Sept. 11-13. Oriental-P.O.S. of A. Pair. Aug. 19-23. Gallatin-Sumner Co. Fair. Aug. 19-22.

Wallace Rockenbrock, Mount Pleasant J. P. Hogin. Gold Beach-Curry Co. Fair. Aug. 21-23. Ellen Dougherty, Grants Pass-Josephine Co. Fair, Aug. 12-15. Millard B. Hodges. Gresham-Multnomah Co. Pair. Aug. 17-23. Duane Hennessy, P. O. Box 406. Heppner-Morrow Co. Fair. Sept. 3-5. N. C. Anderson. Hermiston-Umatilla Co. Pair Assn. Aug. 20-23. Fred Hagelstein. Hillsboro-Washington Co. Fair. Aug. 26-30, Mrs. Mary Hadley.

John Day—Grant Co. Fair. Sept. 16-19.

William K. Farrell, Canyon City, Ore.

La Grande—Union Co. Fair Assn. Sept. 17-19. Mrs. Vivian Hartle. Lakeview—Lake Co. Fair & Round-Up. Sept. 5-7. Lane Thornton, Medford-Jackson Co. Fair Assn. Aug. 18-22. R. W. Fowler, Moro-Sherman Co. Pair. Assn. Sept. 11-13. Mary O. Coons. Myrtle Point-Coos Co. Pair Assn. Aug. 13-16 J. H Clarno, Newport-Lincoln Co. Fair. Aug. 20-22 Sallie P. Mitchell. North Portland-Pacific Intl. Livestock

Expo. Oct. 20-24. Walter A. Holt. P. O. Box 96. Odell-Hood River Co. Fair. Aug. 12-14. A. L. Marble, Hood River, Ore, Ontario-Malheur Co. Fair, Sept. 2-5. Harry V. Sandquist. Prineville-Crooked River Round-Up Fair Assn. Aug. 7-9. Orrin Mills.

Redmond-Deschutes Co. Fair Assn. Aug. 21-23, Darrell Smith. Rickreall-Polk Co. Fair, Aug. 27-29. Josiah Wills, Dallas, Ore. Roseburg-Douglas Co. Fair, Aug. 4-8, Ivan Pickens.

Salem-Oregon State Fair, Sept. 5-12, Leo G. Spitzbart, P. O. Box 621. Tillamook-Tillamook Co. Fair. Aug. 12-15. H. G. Smith, Tygh Valley-Wasco Co. Pair. Aug. 27-30. Howard L. Corner, Maupin, Ore.

Pennsylvania Abbottstown-E. Berlin-Adams Co. Fair Aug. 11-15, Mary E. Elder. Albion-Albion Community Fair. Sept. 17-19, C. Carlton Harry. Allentown-Great Allentown Fair, Sept. 20-26, Reba D. Schall, Arendtsville-South Mountain Com. & Fair Assn. Sept. 8-12. Harry McDannell. Beaver Springs-Beaver Community Fair, Sept. 23-26, Frank Gill. Bedford-Bedford Fair Assn. Aug. 9-15. R. Eichelberger. Bloomsburg-Bloomsburg Fair Assn. Sept. 28-Oct, 3. Harry B. Correll. Butler-Butler Pair & Agrl. Assn. Aug. 10-15. C. M. Miller. Carlisle-Carlisle Fair, Assn. Aug. 17-22,

Beauford S. Swartz, P. O. Box 325, Centre Hall—Grange Encampment & Centre Co. Fair Aug. 29-Sept. 3, R. G. Homan. Clarks Summit-Newton-Ranson Fair Assn. Aug. 30.-Sept. 4. Joseph G. O'Harra.

Claysburg — Greenfield Tp. Community Farm Show, Sept. 17-19. Mary Burket, Clearfield—Clearfield Co. Fair. Aug. 3-8. Joseph Hogintogler. Cochranton-Cochranton Community Fair. Sept. 9-12. Harold L. Blair. Connellsville-Pleasant Valley Grange Community Pair, Sept. 8-12, Eugene V. Keefer. Cookport—Green Tp. Community Pair, Sept. 10-12, Lyle Wise,

Coopersburg-S. Lehigh Home Pair. Oct. 1-3. William R. Cooper. Dallastown-Great Dallastown Fair. Aug. Dalmatia-Lower Mahanoy Tp. Community Pair, Oct. 8-10. Ruth E. Tressler. Dayton-Dayton Agrl, Assn. Aug. 24-29. Mrs. Maime Jordon, R. D. No. 2, East Greenville-Upper Perkiomen Fair. Sept. 1-3. V. S. Ensminger. Ebensburg—Cambria Co. Pair. Sept. 7-12.

Walter Good. Edinboro-Edinboro Community Fair. Sept 16-19. A. A. Adams Jr. Elizabethtown-Kiwanis Community Farm Fair. Sept. 16-19. Lewis E, Bentzel. Ephrata-Ephrata Fair. Sept. 23-26. Mrs. S. M. Mobier. Forksville-Sullivan Co. Agri. Pair. Sept.

2-5. Lawrence Higley. Gratz-Gratz Pair Assn. Sept. 22-26, Harry W. Davis. Greensburg - Harrold Community Fair Assn., Inc. Aug. 19-22. Mrs Jacob L. Errett, R. O. 6, Box 82, Greentown-Green Dreher Community Fair. Aug. 27-29. Henry G. Botjer. Harford-Harford Agrl. Soc. Sept. 10-12

Elton Robbins. Hatfield-Montgomery Co. Fair. Aug. 24-30. Joie Chitwood. Hollidaysburg — Hollidaysburg Community Fair. Oct. 7-9. Robert Walker. Home—Ox Hill Community Agri. Pair. Sept. 7-9. David W. Simpson. Honesdale—Wayne Co. Fair Assn. Sept. 14-19. R. W. Gammell. Hopewell-Northern Bedford Co. Fair. Oct. 1-3. Mrs. Blaine Cessna, Hughesville—Lycoming Co. Fair Assn. Aug. 3-8. Clarence P. Stolz,

Huntingdon-Huntingdon Co. Agrl. Assn. Aug. 17-22. J. Nevin Fouse. Indiana-Indiana Co. Fair. Aug. 31-Sept. Bertha E. Jones. Iona-South Lebanon Community Fair. Sept. 29-Oct. 2. A. L Lamm. Jamestown-Pymatuning Joint Community Fair, Sept. 10-12, J. D. Ryburn. Jennerstown-Jenners Fair, Aug. 3-8, A, O, Lape, Jenners, Pa.

Kimberton-Kimberton Fair, July 22-Aug. Kenneth Smiley.
 Kutztown—Kutztown Fair Assn. Aug. 17-22. Elmer A. P. Kline. Lampeter—W. Lampeter Community Fair, Sept. 23-25. Wayne B. Rentschler. Laurelton-Union Co. West End Fair Assn Sept. 9-12. Charles W. Leichman. Lehighton—Lehighton Fair, Sept. 7-12. C. E. Hornberger.

Lititz-Lititz Com. Show Asan. Sept. 14-19. Wm. N. Young. McConnellsburg-Fulton Co. Fair. Assn. Sept. 2-5, Henry W. Daniels. Mansfield—Mansfield Fair. Aug. 12-15. Philip W. Farrer. Meadville-Crawford Co. Fair, Aug. 25-29, Roland Tittemore. Mechanicsburg-Grangers Picnic Fair. Aug.

30-Sept. 7. J. Robert Richwine. Meyersdale-Somerest Co. Fair Assn. Aug. 3-8, H. A. Finegan. Milford-Delaware Valley Pair Assn. Aug. 20-22, Gladys Blitz. Mill City-Falls-Overfield Fair Assn. Sept. 17-19. Mrs. Doris Gregory, R. R. 2, Dalton, Pa. Millersburg-Farmers' Fair Assn. Sept. 9-

12. Robert E. Hoke. Montandon-Tri-Township Pair, Sept. 23 26. John B. Frederick. Mount Cobb-Jefferson Community Fair. Aug. 27-29. Agnes C. Hreha. Myerstown-Myerstown Community Pair. Oct. 7-9. John R. Sherman, Nazareth-Nazareth Agrl. Fair Assn. Aug. 3-8. Joseph Sherman.

New Bethlehem-Farmers & Merchants' Agrl. Assn. Aug. 12-14, Louden Stuart, Newfounland-Greene Dreher Fair Assn. Aug. 27-29. Henry G. Botjer, Greentown, Pa. New Holland-New Holland Farmers Fair,

Sept. 30-Oct. 3. S. O. Zimmerman. New Stanton-Stanton Community Fair. Aug. 12-15, Mrs. John F. Fleming, RD 1, Hunkers, Pa. Northampton—Twin Co. Agrl. Assn., Inc. Sept. 16-19. Eugene R. Milham. Sept. 16-19 (tentative), Mrs. Jean B. Sprague.

Mills, Pa. Pittsburgh-Allegheny Co. Pree Pair & Indust. Expo. Sept. 3-7. John L. Hernon, 411 Courthouse. Port Royal-Juniata Co. Agrl. Soc. Sept. 7-12. Dwight B. Hower. Reading-Reading Fair, Sept. 13-20. Charles W. Swoyer.

Red Lion-Red Lion Gala Week Pair. July 20-25, R. M. Spangler, Hummels Wharf, Selinsgrove-Selinsgrove Pair. July 20-26. Roland E. Fisher. Shade Gap-Shade Gap Pair, July 27-Aug. 1.

Spartanburg-Spartanburg Com. Fair Assn. Sept. 10-12. C. J. Burton. Stoneboro-Stoneboro Fair, Sept. 3-7, Carson Mertz. Tioga-Tioga Valley Pair. Aug. 5-8. Carl H. Forrest. Tionesta-Forest Co. Fair Assn. Aug. 25-27.

Karl W. Flowers. Towanda-V. P. W. Farm Pair. Aug. 3.8. Howard Bailey. Townville — Townville Community Fair Assn. Sept. 3-5. Mrs. Donald G. Snyder. Trotter—Dunbar Tp. Community Fair. Sept. 9-12. Kenneth Mowry, Leisenring. Troy-Troy Agrl. Soc. July 27-Aug. 1.

H. D. Holcombe Turbotville-Turbotville Community Fair. Sept. 16-18. Charles F. Glass. Unionville - Unionville Community Fair. Oct. 15-17, Robert G. Struble, Kennett Square, Pa.

Washingtonville — Montour-Delong Fair Oct, 7-9. E. P. Fowler, Washington-Washington Co. Agrl. Fair. Aug. 25-29 Charles R. Morrison. Wattsburg-Wattsburg Agrl. Soc. Sept. 1-5. H. M. Burrows. Waynesburg-Greene Co. Fair. Aug. 10-16. West Alexander-West Alexander Agrl. Assn. Sept. 16-19. Scott E. Egan. Wind Ridge-Right: Agrl. Soc. Aug. 6-8. Floyd Campbell. Yellow Creek-Northern Bedford Co. Fair

Assn. Oct. 1-3, Mrs. Blaine Cessna, R. 1, Hopewell, Pa. York-York Inter-State Pair. Sept. 15-19. Samuel S. Lewis. Rhode Island

East Greenwich-Rocky Hill Pair, Aug. 25-30. Warren F. Moorhead, Kingston-Rhode Island State Fair Assn. Aug. 13-22. James C. Muldowney, Green Inn. Narragansett, R. I.

South Carolina Anderson-Anderson Fair, Oct. 5-10. L. V. Hulme, P. O. Bov 176, Bennettsville—Marlboro Co. Fair Assn. Sept. 28-Oct. 3. J. M. Jackson. Camden-Kershaw Co. Pair Assn. Oct. 12-17. J. D. Crawford, Camden-Kershaw Co. Negro Fair Assn. Oct, 19-24. James Alken. Charleston-Charleston Agrl. & Ind. Fair Assn., Inc. Nov. 2-7. W. M. Frampton. Chester-Chester Co. Am. Legion Fair. Oct. 5-10. Jake S. Colvin. Columbia-South Carolina State Fair. Oct. 19-24. Paul V. Moore P. O. Box 393. Columbia-S. C. State Colored Fair, Oct. 26-31, Mrs. H. G. Reese. Oct. 3. P. H. Tilley. 26-31. J. T. Lazar. Assn. Oct. 12-17. W. W. Wilkins.

Elloree-Elloree Colored Fair, Sept. 28-Plorence-Eastern Carolina Agrl. Fair. Oct. Greenville-Greenville Co. Am. Legion Fair Greenwood-Greenwood Co. Pair Assn. Oct. 5-10. John L. Wash. Kingstree-Williamsburg Co. Pair. Sept. 14-19. H. C. Crawford. Lancaster-Lancaster Co. Pair Assn. Oct. 12-17. Robt. B. Knight. Laurens-Laurens Co. Fair Assn. Oct. 26-31. Gus Metzger. Manning-Clarendon Co. Agri, Expo. Nov. 2-7. James E. Gamble.

Marion-Marion Co. Fair Assn. Oct. 19-24. D. M. Harper. Newberry-Newberry Co. Am. Legion Pair, Oct. 26-31. Frank Sutton. Orangeburg-Orangeburg Co. Pair Asan. Oct. 26-31. W. A. Schiffley.

Orangeburg Orangeburg Co. Colored Pair. Oct. 5-10. W. C. Lewis. Rock Hill-York Co. Fair Assn. Oct. 12-17. H. D. Black. Spartanburg-Pledmont Interstate Pair Oct, 12-17. Tom M. Craig. Sumter-Sumter Co. Fair. Nov. 2-7. J. Cliff Brown. drick L. Kirby Sr.

Union-Union Co. Fair. Oct. 18-24. Hy-Walterboro-Colleton Co. Pair Assn., Inc. Oct. 19-24. Joseph L. Schwab. South Dakota

Aberdeen-Brown Co. Fain, Aug. 26-29. Arthur Cahow. Alcester-Union Co. Fair. Aug. 12-13. Rob bert Hammerstrom. Cheyenne Agency-Cheyenne River Fall Sept. 5-7, Frank Ducheneaux. Edgemeent-Fall River Co. Fair. Aug. 30-31 J. Cole. Gettysburg-Potter Co. Pair. Aug. 24-26. Darrel Pahl, Huron-South Dakota State Pair. Sept. 7-12. Kenneth E. Balgeman. Kimball-Brule Co. Fair. Aug. 14-16. Martin-Bennett Co. Fair. Aug. 27-29. James H. Rogers. Mitchell-Corn Palace Festival, Sept. 21-

26. W. T. Wilt. Nisland-Butte Co. Fair. Aug. 20-22. R. W. Milberg, Newell. S. D. Onida-Sully Co Fair. Assn. Aug. 24-26. John F. New. Parker-Turner Co. Pair Assn. Aug. 30-Sept. 1-2. Laurence Montgomery. Rapid City-Black Hills Range Days, Horse

Show & Expo. Aug. 13-16, Stan Lieberman. Rosebud-Rosebud Sloux Indian Fair, Aug. 29-31. Nell Chauncy. Sloux Falls-Sloux Empire Pair Assn., Inc. Aug. 24-30. Al Halverson, Box 841. Pripp-Hutchinson Co. Fair Assn. Sept 2-5. Eugene H. Hoff Webster-Day Co. Pair. Aug. 27-29. W H Cameron.

Tennessee Alexandria-DeKalb Co. Fair Assn. Aug.

5-8, George Corley, Oak Ridge, Tenn. Athens-McMinn & Megis Twin-County Fair. Sept. 14-19, Mrs. Jim Buttram, Brownsville-Haywood Co. Colored Fair. Oct. 12-17. F. E. Jeffries. Centerville-Hickman Co. Fair. Sept. 9-12. J. L. Flinn. Chattanooga-Chattanooga Hamilton Co. Interstate Fair, Sept. 21-26. Mrs. Maude H. Atwood Clarksville-Montgomery Co. Negro Pair, Aug. 20-22. Pope G. Garrett, Sr. Clarksville-Montogemry Co. Pair, Early in Sept, Mrs. Louise B. Booth. Clinton-Anderson Co. Fair Assn. Sept. 3-5. Robert B. Johnson. Columbia-Maury Co. Fair, Sept. 7-12, B. H. Hardwick. Cookeville-Putnam Co. Agrl. Pair Assn. Sept. 3-5. Tom Gentry, Box 526. Covington-Tipton Co. Pair. Sept. 14-21. Stanley Shoaf. Crossville-Cumberland Co. Pair Assn. Aug. - Mrs. Frank Turner. Dickson-Dickson Co. Pair. Aug. 26-29. W. A. McIntire. Dyersburg-Dyer Co. Fair Assn. Sept. 7-12. George O. Wilson, Fayetteville-Bi-State Fair Assn. Aug. 20-22. William T. Bright. Fayetteville-Lincoln Co. Pair Assn. Sept. 14-19. G. L. Taylor. Gainesboro-Jackson Co. Fair Assn. Sept. 17-19. Anna Ruth Upchurch, Gallatin-Gallatin Colored Fair, Aug. 27-29. Edw. V. Anthony.

Greeneville-Green Co. Agrl. & Ind. Pair, Sept. 3-5, Bonnabelle Barkley. Greeneville-Ottway Greene Co. Fair, Sept. 15-19. Mary M. Chapman. Harriman-Roane Co. Fair Assn. Sept. 8-10. W. B. Stout. Henderson-Chester Co. Fair. Sept. 9-12. R. C. Darnall. Huntingdon-Carroll Co. Fair. Sept. 21-36. J. P. Walters. Jackson-West Tenn. Dist. Fair. Sept. 14-19. A. U. Taylor. Jackson-Madison Co. A & M Fair. Sept. 21-26. J. E. McNeely. Kingsport—East Tenn. District Fair. Aug. 24-29. A. B. Coleman. Knoxville-Tennessee Valley Agrl. & Ind. Fair. Sept. 14-19. Pat W. Kerr, P. O. Box Lawrenceburg-Middle Tenn. District Fair. Oct. 5-10. Col. J. Robert Hood. Lebanon-Wilson Co. Fair, Sept. 9-12, A. W. McCartney. Lebanon-Wilson Co. Negro Fair Assn. Aug. 20-22. W. T. Bernard. Lewisburg-Marshall Co. Fair. Aug. 20-22. Conway Cobb. Linden-Perry Co. Fair. Sept. 3-5, Mrs. Charles Ary. Maryville-Biount Co. Fair. Aug. 31-Sept. 5. Ernest A. Smith, Maynardville-Union Co. Pair, Sept. 10-12. Garlin C. Bridges. Memphis-Mid-South Fair, Sept. 24-Oct. 3 G. W. Wynne. Moss-Clay Co. Fair. Aug. 24-29. B. E Hestand. Murfreesboro-Mid-State Fair, Sept. 10-12 William H. Butler. Nashville-Tennessee State Fair, Sept. 21-26. L. E. Griffin, P. O. Box 90. Newport-Cocke Co. Fair Assn. Sept. 21-26. Jack Vinson. Paris-Henry Co. Livestock Products Show. Sept. 30-Oct. 2. Joe Taylor. Parsons-Decaturville-Decatur Co. Fair Assn. Sept. 21-26, B. C. Dailey, Parsons, Pulaski-Giles Co. Pair. Sept. 14-19. J. Marlin Goodman. Rogersville-Hawkins Co. 4-H Fair Assn. Oct. 8-10. Ed Testerman, Savannah-Hardin Co. Agri, Fair, Sept. 14-19. P. B. Carrington. Sparta-White Co. Fair. Sept. 9-12, T. Stanton Hale, Spencer-Van Buren Co. Fair Assn. Sept 2-5. C. B. Rogers. Springfield-Robertson Co. Fair Assn. Sept. 16-19. L. S. Morton. Tracy City-Grundy Co. Pair Assn. Aug. 20-22, Wayne K. Wilson, Trenton-Gibson Co. Fair. Sept. 7-12, Mrs. Rachel Holt. Waverly-Humphreys Co. Fair Assn. Sept 9-12. Henry Gentry. Westmoreland-East Summer Fair. Sept. 11-12 Gustine Simmone Winchester-Franklin Co. Fair. Sept. 3-5. Hoskins A. Shadow. Woodbury-Cannon Co. Fair Aug. 27-29. Mrs. James H. Cummings. Texas Baxter.

Amarillo-Tri-State Fair. Sept. 21-26 Rex Angleton-Brazoria Co. Fair. Oct. 6-10. L. E. Bumgarner. Baytown-Baytown Pair, Sept. 30-Oct. 3. Nelson McElroy. Beaumont-South Texas State Pair. Oct. 15-24. Karl D. Schwartz, P. O. Box 3150. Beliville-Austin Co. Fair Assn Oct 15-17. Anita Machemehl Blanco-Blanco Valley Fair. Aug. 14-15. Roy H. Byers. Boerne-Kendall Co. Fair Assn. Aug. 28-30 A. McD. Gilleat. Bowle-Montague Co. Fair Assn. Sept. 17-19, Mrs. Earl Sansom. Brenham-Washington Co. Fair. Oct. 1-3. W. C. Holle, Bridgeport-Lions Club Wise Co. Pair Sept. 23-25. Martin Hoefle. Bryan-Brazos Co. Pair. Oct. 6-10. Caldwell-Burleson Co. Fair Assn. Oct. 8-10. Kenneth B. Clark. Carthage-Panola Co. Rodco, Aug. 13-15. Alf Jernigan. Center-Shelby Co. Fair Assn. Oct. 6-10. Jack Motley. Cleburne—North Central Texas Fair & Rodeo Assn. Sept. 7-12, E. L. Reid. Corsicana—Corsicana Livestock Show Rodeo. Sept. 29-Oct. 3. R. W. Knight, P O. Box 426, Crockett-Houston Co. Fair. Oct. 6-10. H.

Edna-Jackson Co. Pair. Sept. 15-17. Claudlus Branch. Fredricksburg-Gillespie Co. Fair Assn. Aug. 21-23. Wm. Pestmecky. Giddings—Lee Co. Fair Assn. Oct. 8-10. Monroe Hannes, Dimmitt-Castro Co. Pair Assn. Sept. 10-12 or 17-19. Robt, Curtin. Harlingen-Valley Mid-Winter Fair, Nov. 22-29, Ed Slaughter. Hempstead-Waller Co. Pair Assn. Sept. 24-26 R. E. Lea. Huntsville-Walker Co. Pair Assn. Oct. 6-10. Maurice Turner. Iowa Park-Texas-Oklahoma Fair Assn. Sept. 28-Oct. 3. Ted Overbey. Box 412. Johnson City-Blanco Co. Fair. Aug. 7-8. George E. Byars. Junction-Hill Country Fair Assn. Aug. 13-15. C. T. Holekamp. LaGrange-Fayette Co. Fair. Sept. 30-Oct. 3. Lamesa-Dawson Co Fair Assn. Sept. 17. DeWayne Davis

Crosby-Crosby PFA Co. Fair. Aug. 27-29.

Dallas-State Fair of Texas Oct. 10-25. S. B. Cox, P. O. Box 7755.

E. Munden.

Levelland-Hockley Co. Fair Assn. Sept. 17-19, Pat J. Ryan. Liberty-Trinity Valley Expo. Oct. 14-17. Paul Crutchfield. Livingston-Polk Co. Pair. Oct. 1-3. J. M. Mathis. Longview-Gregg Co. Fair. Sept. 28-Oct. 3. Francis Faris, Lubbock-Panhandle South Plains Fair. Sept. 28-Oct. 3. A. B. Davis, P. O. Box McKinney-Collin Co. Free Fair Assn. Sept. 30-Oct. 3. Leon Dollens.

Marshall—Central East Texas Fair & Livestock Expo. Sept. 7-12. Joe L. Mock, P. O Box 312, Mesquite-Dallas Co. Fair. Sept. 22-26. Earl C. Cogburn. Mount Pleasant-Titus Co. Fair & Dairy Show, Aug. 24-29. Sam Williams, Nacogdoches-Nacogdoches Co. Fair Livestock Expo. Sept. 30-Oct. 3. Ben Rittercamp. P. O. Box 305. Navasota-Grimes Co. Fair. Oct. 22-24. M. S. Croft. New Boston-Bowle Co. Pair Assn. Sept. 1-5. Weldon McCord. A. D. Nuhn.

New Braunfels-Comal Co. Sept. 25-27. Palestine-Anderson Co. Fair. Oct. 12-17. C. O. Miller Jr., P. O Box 508 Pampa-Top o' Texas Rodeo & Fair. Aug. 4-8 Paul Crouch, Paris-Red River Valley Expo. Oct. 12-17. J. W. McCoy. Plainview-Plainview Fair. Oct. 8-10. W. B. Smith. Richardson-Richardson Community Fair. Aug. 25-29. F. R. Hickman. Rosenberg-Fort Bend Co. Fair. Sept. 30-

Oct. 3. J. W. Oberhoff. Seguin-Guadalupe Co. Agrl. Fair. Oct. 1-3. F. M. Stewart. Seminole-Gaines Co. Fair Assn. Oct. 8-10. H. C. Kyle. Shamrock-State Line Free Fair, Sept. 17-19. H. E. Merrifield. Temple-Cen-Tex Fair, Sept. 14-19. Curtis Williams, Texarkana-Four States Fair, Sept. 11-19,

L. E. Gilifland.

Schwartz. Tyler-East Texas Fair, Sept. 14-19, C. R. Heaton. Waco-Heart o' Texas Pair. Sept. 26-Oct. 4. O. M. Neely. Wharton-Wharton Co. Fair. Sept. 22-26. H. Charles Koehl Jr. P O. Box 104.

Utah Brigham City-Box Elder Co. Peach Days. Sept. 11-12. D. M. Mason. Cedar City-Southern Utah Livestock Show, Sept. 10-12. Alex Williams.

Coalville-Summit Co. Fair. Sept. 3-5. Eugene Pace. Descret-Days of Old West & Millard Co. Fair. Aug. 14-15. Bud Bassett. Delta. Duchesne-Duchesne Co. Fair. Sept. 3-5. John S. Strang, Box 51. Heber-Wasatch Co. Pair. Aug. 14-15. William J. Bond. Hurricane-Washington Co. Fair. Aug. 21-

Kaysville-Davis Co. Fair. Aug. 21-22. M. P. Leonard, Parmington. Logan-Cache Co. Fair. Aug. 20-22. R. L. Wrigley.

Manti-Sanpete Co. Fair. Sept. 3-5, Dr. Wendall H. McGarry. Morgan-Morgan Co. Fair. Aug. 28-29. Peter Evans. Murray-Salt Lake Co. Fair. Aug. 19-22. Mae Bello, 2636 S. 20th East, Salt Lake

Nephi-Utah State Suffolk Sheep Show & Juab Co, Fair. Sept. 3-5. J. E. Worthington, Ogden-Ogden Livestock Show. Nov. 13-18. E. J. Fjeldsted.

Orderville-Kane Co. Fair. Aug. 25-29. W. R. Heaton. Panguitch-Garfield Co. Fair & Livestock Show, Aug. 27. Jim Tebbs.

Parowan-Iron Co. Fair. Sept. 3-5. Thales Brown. Richfield-Southern Utah Jr. Livestock Show, Aug. 26-28, Von Harrett. Salt Lake City-Utah State Fair, Sept. 12-20. J. A. Theobald, P. O. Bex 2136. Tooele-Tooele Co. Fair. Aug. 28-29. Eugene L. Morrill.

Tremonton-Box Elder Co. Pair. Aug. 27-29, W. E. Kerr.

Vermont

Barton-Orieans Co. Fair Assn. Aug. 20-22 Mildred Baker. Bradford-Connecticut Valley Expo. Aug. 14-16. J. Arthur Peters. Essex Junction-Champlain Valley Expo... Inc. Aug. 31-Sept. 5, Harris K. Drury. Hartland-Hartland Fair, Aug. 20-23 M. P. Rogers.

Lyndonville-Caledonia Co. Fair. Assn. Aug. 27-29. Henry E. Ross. Rutland-Rutland Co. Agrl. Soc. Sept. 7-12. Arthur B. Porter. Tunbridge-Union Agrl. Soc Sept. 24-26. P. A. Farnham.

Virginia

Alexandria-Northern Va. Pair & Indust. Expo. Sept. 7-12, Paul M. Mayer, Amherst-Amherst Co. Fair Assn. Oct. 5- Charles G. Tracey.
 Bedford—Bedford Co. Pair. Sept. 21-26 Eugene J. Sharpe. Bland-Bland Co. Pair Assn. Sept. 10-12. T. E. Mallory. Bristol-Tri-State Fair, Am. Legion, Aug. 17-22. R. C. McCarter, General Shelby Hotel Bldg.

Chase City-Mecklenburg Co. Pair Assn Oct. 12-17, Garland E. Moss. Chatham Hill-Rich Valley Fair Assn. Aug. 24-29. J. T. Gardner. Chester-Chesterfield Co. Assn. Sept. 17-19. D. W. Murphey. Covington-Alleghany Co. Fair. Aug. 17-22. Harry C. Grafton. Danville-Danville Fair Assn. Sept. 29-

Oct. 3, B. F. Barr. Dungannon-Scott Co. Fair Assn. Sept. 16-19. Paul W. Collins. Farmville-Five-County Fair Assn. Sept. 21-26. J. C. Brickert, Fredericksburg-Fredericksburg Agrl, Fair.

Aug. 31-Sept, 5. George C. Rawlings Jr. Galax-Galax Agrl. Fair. Sept. 7-12. Mrs. S. G. Eddins. Goochland - Goochland-Powhatan Fair, Sept. 10-12, Mrs. Alice R. Sikes. Grundy-Buchanan Co. Fair Assn. Aug

20-22, S. D. Woods, Harrisonburg-Rockingham Co. Fair Assn. Sept. 15-19. Charles W. Wampler Jr. Keller-Eastern Shore Fair Assn. Aug. 4-8 J. Milton Mason.

Lebanon-Russell Co. Fair Assn. Sept. 18-20, Ralph S. Rasnic. Luray-Page Co. Fair. Aug. 24-29. Mrs. E. H. Fogleman. Manassas-Prince William Co. Pair. Aug.

17-22. Harry O. Swan, Nokesville. Martinville-Martinsville Agrl. Pair. Assn., Inc. Sept. 14-19. O. B. Hensley. New Castle--Craig Co, Fair, Assn. Sept. 2-5. L. Y. Fields. Nokesville-Prince William Co. Pair, Aug. 17-22, Harry O. Swan.

Norfolk-Norfolk Tideland Fair. Sept. 14-19. Edward P. Rahn. Pennington Gap-Lee Co. Fair Assn. Aug. 31-Sept. 5. R. C. Carter Blackburg, Va. Petersburg Petersburg Pair, Inc. Oct. 5-10. Willard Eanes. P. O. Box 705. Richmond-Atlantic Rural Expo Sept. 25-Oct. 3. J. A. Mitchell.

Roanoke-Roanoke Fair, Inc. Aug. 31-Sept. 5. Arthur C. Walker, P. O. Box 87. 10-15. H. F. Pralin. Rustburg, near Lynchburg-Campbell Co.

Fair Assn. Aug. 31-Sept. 3. W. A. Rice. South Boston-Halifax Co. Pair Assn. Oct. 19-24. W. W. Wilkins Sr. Suffolk-Tidewater Fair Assn., Inc. Oct. 20-23, H. C. Holman, Tasley-Tasley Fair, Aug. 18-22, Levi T. Finney, RFD, Melfa, Va.

Taxewell-Taxewell Co. Agri, Fair, Aug. 18. 22 Herbert Ward. Warsaw-Northern Neck Agri, Pair, Inc. Sept. 14-19. Dorris S. Simon, Tappahannock, Va. Weirwood-Weirwood Pair. Aug. 11-15. W. P. Jefferson, Cape Charles, Va. West Point-Tidewater Fair Assn. Sept. 14-19. J. Lester Lauher. Wise-Wise Co. Fair, Aug. 13-15, J. Monroe

Roberson. Woodstock-Shanandoah Co. Pair Assn... Inc. Aug. 31-Sept. 5. Marvin W. Renalds. Box 245,

Washington

Battleground-Clark Co Fair, Aug. 27-30. R. E. Tribe, R. 5, Box 356, Vancouver. Bremerton-Kitsap Co. Fair, Aug. 27-30. R. E. Hensel.

Chehaits - Southwest Washington Pair Aug. 26-30 Mrs. Pearl Miller. Colville-Northeastern Wash Dist Fair Assn. Sept. 18-20. Bernard Bakken. Davenport-Lincoln Co. Fair. Assn. Sept. 10-12, C. Ross Trout. Box 185 Deer Park-Spokane Co. Fair. Sept. 3-6. Vern Kynett.

Ellensburg-Kittitas Co. Fair Sept. 4-7. Wendell W. Prater, Route 1. Elma-Grays Harbor District Pair, Aug. 20-23. Heston O. Weyrich Montesano, Wash. Priday Harbor-San Juan Co. Fair Assn. Sept. 11-13. Cecil Carter.

Kennewick-Benton Co. Pair. Aug. 28-30. Ray Marsh. Langley-Island Co. Fair Assn. Aug. 28-20. Benj. M. Herring. Route 1, Box 201. Longview-Columbia Empire Fair. Aug. 19-

Lynden-Northwest Wash, Dist. Pair. Aug. Oskosh-Winnebago Co. Pair & Expo. Sept. 19-22. Peter Meenderinck.

Tomball-Harris Co. Fair Assn. Sept. 10- Menlo-Pacific Co. Fair Assn. Aug. 20- Phillips-Price Co. Agrl. Soc. Aug. 27-30. Caledonis-Queens Co. Fair Assn. Sept. 22- Merrickville-Merrickville Agrl. Soc. Sept. Monroe-Evergreen State Fair. Sept. 9-12. Paul Hollomon, Snehemish. Moses Lake-Grant Co. Pair. Sept. 11-13, George Dougherty. Mount Vernon-Skagit Co. Fair Assn. Aug.

27-29. Mrs. Julia Tewalt.

Odessa-Lincoln-Adams-Grant Co. Livestock Show. Aug. 28-29. T. C. Anderson. Olympia-Thurston Co. Fair Assn. Aug. 21-22. Ed Ayer. Pomeroy-Garfield Co. Fair. Sept. 11-12. V. H. Robinson.

Port Angeles—Clallam Co. Fair Assn. Aug.

27-30. Mrs. Nellie Parr. Port Townsend-Jefferson Co. 4-H Club Fair. Sept. 4-6. Mrs. Ward B. Williams, Puyallup-Western Washington Fair Assn.

Sept. 19-27. J. H. McMurray. Republic—Ferry Co. Grange Fair Assn. Sept. 4-6. G. M. Wilcox, Malo. Spokane-Spokane Interstate Pair. Sept. 4-7. P. H. Welch. Walla Walla-Southeastern Wash, Fair Assn. Sept. 4-7. Leslie L. Stewart. Waterville-North Central Washington Fair, Sept. 18-20. G. Merton Dick, Box

Yakima-Central Washington Fair. Sept. 9-13, J. Hugh King. Box 1381. Yakima-Wash, State 4-H Club Fair, Sept. 28-Oct. 3, Charles T. Meenach, Puliman, Wash.

West Virginia

Belington-Belington Community Festival & Fair, Sept. 16-19, D. U. Haney, Clay—Clay Co. Fair Assn. Aug. 24-29. Opal Summers. Dunbar-Kanawha Industrial Fair. Sept. 4-11. Harry Paxton. Fort Ashby-Mineral Co. Fair, Aug. 10-15, H. L. Bennett. Gassaway-Lions' Club Fair. Aug. 17-22, Pred Delpe. Glenville-Gilmer Co. Fair, Aug. 12-15. C. W. Marsh,

Grantsville--Calhoun Co. Fair Assn. Aug 24-29, B. A. Hensley. Grafton-Taylor Co. Fair Assn. Aug. 25-29 Paul Bartlett. Huntington--KYOWVA Pair Corp. Aug.

16-22, James T. Hetzer, Lewisburg-Ronceverte-State Pair of West Virginia, Aug. 24-29, C. T. Syden-stricker Box 829, Lewisburg, W. Va. Mannington-Mannington Pair Assn. Sept. 15-19. Howard Furbee.

Marlinton-Pocahontas Co. Fair. Aug. 17-22, A. C. Barlow. Route 1. Moundsville-Marshall Co. Pair Sept. 2-5. P. T. Sullivan. Matewan-Magnolia Fair, Aug. 10-15, Louis H Kirk,

New Hope-Beaver Pond Dist, Farmers Club, Sept. 3-5. C. P. Hylton, Princeton, Parkersburg-Wood Co. Pair Assn. Aug. 12-15. Laura Rector, Mineral Wells, W. Va. Pennsboro-Ritchie Co. Fair. Aug. 26-28.

S. Denton Hall. Petersburg-Tri-Co. Pair Assn. Sept. 9-12. R. E. Spencer. Philippi-Barbour Co. Street Fair Assn. Sept. 23-26. Dr. E. E. Myers. Rivesville-Paw Paw District Fair Assn. Aug. 11-15. Mrs. Frank Arnett Jr. Summersville-Nicholas Co. Pair Assn. Aug. 17-22, Robert L. Amick. Sutton-Braxton Co. Fair Assn. Aug. 31-

Sept. 5. Earle Morrison. Terra Alta-Preston Co. Pair, Aug. 24-29. Harry Sanders Webster Springs-Webster Co. Parm Bureau Fair Assn. Sept. 7-11, Carolyn Davis. Wisconsin

Antigo-Langiade Co. 4-H Club Pair, Aug. 21-23. Ira V. Goodell. Athens-Athens Agrl. Assn. Aug. 28-30. George Boneske. Baraboo-Sauk Co. Agrl. Soc. Aug. 31-Sept. 3. A. H. Thayer. Beaver Dam-Dodge Co. Fair Assn. Sept. 9-13. Forrest Knaup, Box 96, Black River Falls-Jackson Co. Agri. Soc. Aug. 27-30, Douglas Curran. Cedarburg—Ozaukee Co, Agrl. Soc. Aug. 6-9. David Bachman, Thiensville. Chilton-Calumet Co. Agrl Soc Sept. 4-7. Herbert Harder. Chippewa Falls-Northern Wisconsin Dist. Pair. Aug. 4-9, A. L. Putnam. Box 284. Crandon-Forest Co. Agrl. Soc. Sept. 10-13. Lester Grandine, Argonne, Wis Darlington-Lafayette Co. Agrl, Soc. July 29-Aug. 2, Joe Sauer. DePere-Northeastern Wisconsin Pair, Aug. 19-23. R. O. Planert.

Durand-Pepin Co. Jr. Fair, Aug. 18-19. A. Parker. Eagle River-Vilas Co. Agrl, Soc. Aug. 21-23 Herman M. Smith. Eau Claire-Eau Claire Co. Junior Fair. Aug. 10-13, W. A. Hamm. Elkhorn-Walworth Co. Agrl. Soc. Sept. 4-7. R. B. Harris. Elroy-Elroy Fair Assn. July 31-Aug. 2. Lawrence Amberg. Ellsworth-Pierce Co. Fair Assn. Aug. 21-

23 H. G. Seyforth. Fond du Lac-Fond du Lac Co. Agri. Soc. Aug. 12-17, Harold J. Wills, Friendship-Adams Co. Agri. Soc. Sept. 9-13. Robert Roseberry. Galesville-Trempealesu Co. Agri. Soc. July 23-26. Frank M. Smith. Gays Mills-Crawford Co. Fair & Agrl. Soc. Sept. 11-13. Paul L. Paulson, Prairie du Chien. Gillett-Oconto Co. Youth Fair. Aug. 21-23. G. H. Wohlk, Oconto. Glenwood City-St. Croix Co. Pair. Assn. Aug. 3-5. George Steffen.

Rocky Mount-Rocky Mount Pair, Aug. Glidden-Ashland Co. Agrl. Soc. Sept. 4-7. Walter W. Wilcox, Route 1, Ashland, Wis. Grantsburg-Burnett Co. Co-Op Agrl, Soc. Sept. 3-5. Alwin Christopherson, Oreen Lake-Green Lale Co. Jr. Pair. July 31-Aug. 2. Francis J Ptacek.

Hayward-Sawyer Co. Agrl. Fair Assn. Aug. 24-26, Sheman W. Weiss. Iron River-Bayfield Co. Fair. Aug 14-16. David Holt, c/o Co. Agt. office, Washburn. Janesville-Rock Co. 4-H Pair, Inc. Aug.

5-6. Hugh Alberts. Jefferson-Jefferson Co Fair, Aug 12-16. Horace L Buri. La Crosse-La Crosse Inter-State Fair. Assn. Aug. 5-9. Joseph W. Frisch. Ladysmith-Rusk Co. Fair. Aug. 27-30 P.

J. Manning. Lancaster-Grant Co. Agrl. Society Co-Op Fair, Sept. 10-13, A. S. DeBuhr. Lodi-Lodi Union Agrl. Soc. Sept. 24-27. J. B. Hamre. Luxemburg-Kewaunee Co. Agrl Soc. Sept.

5-7. Elroy C. Hoppe, Madison-Dane Co. Jr. Fair. July 23-26 Blance Losinski, Mt. Horeb. Manitowoe-Manitowoc Co. Fair Aug. 19-23. A. F. Rank. Marshfield-Central Wisconsin State Pair. Sept. 4-9, W. A. Uthmeier, 'box 48.

Mauston-Juneau Co. Agrl. Soc Aug 13-16. Francis E. Pfaff. Medford-Taylor Co. Co-Op Youth Fair Aug. 20-23. Joe J. M. Tuss. Menomonie-Dunn Co. Agri, Soc. Aug. 13-16. Lyle C. Pollock. Merril-Lincon Co. 4 H Free Pair, Aug. 17-20. William Steckling, Route 6. Milwaukee-Wisconsin State Pair, Aug.

22-30 Willard M. Masterson. Milwaukee Milwaukee Jr. Fair, Aug. 12-13, J. M. Mackey, 9035A, Watertown Pl. Rd., Milwaukee 13. Mineral Point-Southwestern Wisconsin Fair Sept. 4-7, C. L. Winn.

Mondovi-Buffalo Co. Agrl. Soc. July 30-Aug. 2. Harry Fitzgerald. Monroe-Green Co. Agri. Soc. Aug. 5-9. Wm. A. Brown. Box 376. Neillsville-Clark Co. Agrl. Soc. Aug. 6-9. Antigonish - Antigonish Co. Agrl. Soc. Sept. 1-6. Taylor G. Brown.

Plymouth-Sheboygan Co. Pair. Sept. 4-7. W. H. Eldridge. Portage-Columbia Co. Fair Assn. July 30-Aug. 2. Harold Lochner. Rhinelander—The Hodag Fair. Aug. 27-30. J. M. Reed. Rice Lake-Barron Co. Co-Op Agrl. Soc. Aug. 27-30, Harry Vruwink, Barron. Richland Center-Richland Co. Agrl. Soc. Sept. 17-20, H. R. Madsen. Rosholt-Rosholt Pree Comm. Fair Assn Sept. 5-7. R. L. Wrolstad. Saxon-Iron Co. Pair Assn. Aug. 28-30. Mrs. Florence Hardie, Cedar. Shawano Shawano Co. Agri. Soc. Sept. 4-7. Louis W. Catteau.

THE BILLBOARD

Slinger-Washington Co. 4-H Club Fair. July 30-Aug. 2. E. E. Skaliskey, West Spooner-Washburn Co. Jr., Fair Assn. Assn. Aug. 17-19, W. H. Dougherty. St. Croix Falls-Polk Co. Fair Soc. Aug. 14-16. John Clayton. Sturgeon Bay-Door Co. Fair Assn. Aug. 27-30, John H. Miles.

17-23, Seegar Swanson, Tomah-Monroe Co. Fair. Assn. July 24-27, Ed. T. Liddane. Union Grove-Racine Co. Agrl. Soc. Aug. 6-9 Arnold Dittbrenner, Rochester, Wis. Viroqua Vernon Co. Agrl. Soc. Sept. 24-27. Jerome Riedy. Wausau-Marathon Co. Agri, Soc. Aug

Superior-Douglas Co. Fair Assn. Aug.

12-16. C. J. McAleavy. Wausaukee-Marinette Co. Fair Assn. Aug 14-16. Victor H. Quick. Marinette, Wis. Wautoma-Waushara Co. Fair. Assn. Aug-13-16 Burnett Johnson. Webster-Central Burnett Co. Pair Assn. Aug. 20-23. Wm. C. Bockmeyer. Westfield-Marquette Co. Youth Assn. Aug. 13-16. Howard Schultz. Weyauwega-Waupaca Co. Agrl, Soc. Sept.

10-13 A. A. Stroschein, Wilmot-Kenosha Co. Pair Assn. Co-Op. Aug. 13-16 Henry S Frank. Wyoming

Afton-Lincoin Co. Fair. Aug. 28-29. Orrin Jenkins. Basin-Big Horn Co. Fair, Aug. 18-20 Dr. M. B. Walker. Buffalo-Johnson Co. Pair. Aug. 18-21. Bill Casper-Central Wyoming Fair & Night Rodeo, Aug. 12-15, R. S. (Bob) Latta.

Cheyenne-Western Plains Pair, Aug. 20-22 Clarence Schleski, Burns, Wyo. Douglas-Wyoming State Pair & Rodeo. Sept. 2-5, Gordon L. Roush, P. O. Box

Gillettee-Campbell Co, Fair & Rodeo, Aug. 27-29, Fred Oedekoren. Lusk-Niobrara Co. Fair, Aug. 21-23, Clarence Magus. Newcastle-Western Gateway Fair

Rodeo, Aug 21-23, Garth Percival, Powell-Park Co Pair, Aug. 21-23, Paul McCalmon. Rawlins-Carbon Co. Fair Aug. 27-29. Tom Orton, Elk Mountain, Wyo. Riverton-Frement Co. Fair, Aug. 26-28 W. L. Duncan, Lander, Wyo. Rock Springs-Sweetwater Co. Fair, Aug. 20-22. Warren T, Ferrell,

Sundance-Crook Co. Fair, Aug. 28-30, Willet Keyser Forrington-Gosben Co. Fair Assn. Aug. 26-28 W. H. Woodworth, Wheatland-Platte Co. Fair & Rodeo, Aug. 29-30 John Ballard

CANADA

Alberta Camrose-Camrose Soc. Aug. 3-5. John E Stuart Battle River (Manning)-Battle River Agri-Soc. Aug. 6-7. J. A. Nichols. Grande Prairie-Grande Prairie Agrl. Soc. Aug. 4-5 A. E. Galway. Lamont-Lamont Agrl. Soc. Aug. 10-11, W. F. Ross. Olds-Olds Agrl. Soc. Aug. 7-8. W. M. Galloway. Pincher Creek-Pincher Creek Agrl. Soc. Aug. 11-12. Joe Mandeloff. Red Deer-Red Deer Agri. Soc. July 30-Aug. 1, D. W. Robertson. St. Paul-St. Paul Agri. Soc. July 31-Aug. I Max Dzenick Vegreville-Vegreville Exhn. Assn. July 27-29. E. F. Morton. Vermilion-Vermilion Exhn July 23-25. S C. Heckbert, Box 1999. Westlock-Westlock Agri Soc Aug. 12-13. R. L. Beairsto. Wetaskiwin-Wetaskiwin Agrl. Soc. July

28-29 Mrs Doris Kirkwood. British Columbia

Abbotsford-Central Fruser Valley Pair. Sept. 15-16. L. J. Kettle. Armstrong-Interior Prov. Exchn Assn. Sept. 14-17. Mat. Hassen. Castlegar-Castlegar Fair. Aug. 28-29. Chilliwack-Chilliwack Agrl Assn. Aug. 20-22. E. Jack Vowles. Cloverdale-Lower Praser Valley Agri. Assn. Sept. 18-19. H. E. Lock. Coombs - Arrowsmith Agri. Assn. Sept. 11-12 A. J. Mason, Hilliers, B. C. Courtenay-Comox Agrl Assn Sept. 4-7. Stan McCowan. Duncan-Cowichan Agrl. Exhn. Sept. 10-12. W. R. Barker. Gibson's Landing-Gibson Agrl. Soc. Aug-14-15. Mrs. M. LeFeuvre. Haney-Maple Ridge Pair. Aug. 14-15. J. P. W Greenhill. Invermere-E Kootenay Agrl. Exhn Sept. Ladysmith-Ladysmith Agri. Soc. Sept. 23-24. Rev. C. McDiarmid. Langley-Langley Agrl Assn Sept. 11-12. J K. Rewers, Milner, B. C. Lilooet-Lillooet Fair Assn Sept. 17-18. F. E Wilson. Mission City-Mission & Dist. Agrl. Assn. Aug. 21-22. James Muir. Nanalmo-Nanaimo Agri. Soc. Sept. 16-19 Lois Morgan. Nelson-W. Kootenay Agrl Soc. Sept. 10-12. C. B. Mutchler. Port Albernt-Alberni Dist Pall Fair Assn. Sept. 16-12. Miss P Dorofay Port Moody-Port Moody Pair Assn Aug 20-21 J. D. Spence, Ioco. B. C. Prince George-Prince George Agrl Assn. Sevt. 4-7. Mrs R. B. Carter. Quesnel-Cariboo Agri. Assn. Sept. 11-12. Mrs. B. Magnuson, Bouchie Lake, B C. Rossland-Golden City Fair Assn. Sept. Saanichton-N & S Saanich Agri Assn. Sept. 5-7. E. Oakes. Salmon Arm-Salmon Arm Agri. Assn. Sept. 24-25. D. G. F. Barton. Vancouver-Pacific National Exhn. Aug. 26-Sept. 7. Ida E Rae. Williams Lake-Cariboo Fair Assn. Aug. 27-28 Patricia Renner.

New Brunswick

Albert-Albert Fair, Sept. 23-24, W Andrew Stuart. Bathurst-Gleucester Co Fair, Sept. 2-5. Allison Branch, South Bathurst. Campbellton-Campbellton Exhn. Sept. 2-5. A. P. N. MacLaughlin, Chatham-Chatham Exhn Sept. 7-12. H. R. Trear. Fredericton-Fredericton Exhn. Sept. 7-12. W. R. Crewdson, Gagetown-Queens Co. Pair Assn. Sept. 15-17. Fred Hyatt. St. Stephen-St. Stephen Exhn. Aug. 24-29. W. T. Syroid. Stanley-Stanley Fair. Sept. 1-4, T. Allan Best.

Nova Scotia 22-23, Rod Mac Sween. Bridgewater-Lunenburg Co. Exhn. Sept. 29-Oct. 2, W. J. Crouse.

25. G. R. Chute. Digby-Digby Co. Agrl. Soc. Sept. 16-17. H. G. Yorke, Bear River, N. S. Lawrencetown-Annapolis Co. Exhn. Sept. 22-25, R. H. Gibson.

Musquodobolt-Halifax Co. Exhn. Sept. 22-24. Ira White. North Sydney-Cape Breton Co. Exhn. Sept. 7-11. Charles Munn, Oxford-Cumberland Co. Exhn. Sept. 15-

18. Claude Thompson. Pictou-Pictou & N. Colchester Exhn. Sept. 8-11. J. J. Ross. Shelburne-Shelburne Co. Agrl. Soc. Sept.

23-25. P. W. Bower, Lower Ohio, N.S. Truro-Central N. S. Exhn. Sept. 1-4. Alex, Thomson. Windsor-Windsor Exhn. Sept. 15-18. J.

Watson Maxner. Yarmouth-Yarmouth Co. Agrl. Soc. Sept. 8-11. Neil F MacLeod.

Ontario

Aberfoyle-Aberfoyle Agrl, Soc. Sept. 22-23. Acton-Acton Agrl. Soc. Sept. 18-19. Almonte-Almonte Agri. Soc. Sept. 10-12, Alvinston-Alvinston Agrl. Soc. Oct. 6-7. Ancaster-Ancaster Agrl. Soc. Aug. 28-29. Apsley-Apsley Exhn. Sept. 8-9. Amprior-Amprior Agri. Sec. Sept. 1-3. Arthur-Arthur Agrl. Soc. Sept. 29-30. Atwood-Atwood Agrl. Soc. Oct. 8-9. Avonmore-Avonmore Agri. Soc. Sept.

Aylmer-Alymer & East Elgin Co. Fair. Aug. 24-26, T. L. Barnecott. Ayton-Ayton Agrl. Soc. Sept. 25-26. Barrie-Barrie Agri. Soc. Oct. 1-3. Bayfield-Bayfield Exhn. Sept 30-Oct. 1. Beachburg Beachburg Agrl. Soc. Sept. 21 - 23

Beamsville-Beamsville Agrl, Soc. Sept. 10-

Beaverton-Beaverton Exhn. Sept. 17-19. Beeton-Beeton Agrl. Soc. Sept. 29-30. Bellville-Bellville Agri, Soc. Aug. 17-20. Thos, Walker. Binbrook-Binbrook Agrl. Soc. Sept. 11-12. Blackstock-Blackstock Agrl. Soc. Oct. 16-

Blyth-Blyth Exhn. Sept. 22-23. Bobcaygeon-Bobcaygeon Agrl. Soc. Oct. 2-3

Belton-Bolton Agrl. Soc. Oct. 2-3. Bracebridge-Bracebridge Agrl. Soc. Sept. 10-11 Brampton-Brampton Agrl. Soc. Sept. 17-

Brighton-Brighton Agrl. Soc. Aug. 25-26. Burford-Burford Agrl. Soc. Oct. 13-14. Burks Falls-Burks Falls Agrl. Soc. Sept. 16-17.

Bruce Mines-Bruce Mines Exhn. Sept. 10-11. Brussels-Brussels Exhn. Oct. 1-2, Caledon-Caledon Exhn Sept. 25-26. Caledonia Caledonia Exhn. Oct. 1-3. Campbellford—Campbellford Agrl. Soc Sept. 29-30.

Carp-Carp Exhn. Oct. 2-3. Centreville-Centreville Agrl. Soc. Sept. 1-2. Charlton-Charlton Exhn. Sept. 8-9 Chatsworth-Chatsworth Agrl. Soc. Oct.

Chesley-Chesley Agrl. Soc. Sept. 11-12. Chesterville-Chesterville Exhn. Sept. 1-2. Clarence Creek - Clarence Creek Exhn, Sept. 18-19. Clarksburg-Clarksburg Agri. Soc. Sept.

16-17. Clifford-Clifford Exhn. Sept. 15-16. Clute-Clute Agrl. Soc. Sept. 1-2. Coe Hill-Coe Hill Agrl. Soc. Sept. 8-9. Coldwater -- Coldwater Agrl. Soc Sept. 14-

Collingwood-Collingwood Exhn. Sept. 24-Comber-Comber Agrl, Soc. Sept. 10-12. Cookstown-Cookstown Agrl. Soc. Sept. 17-18. Delta-Delta Fair, Sept. 7-9, T. M. Grant.

Desboro-Desboro Agrl. Soc. Sept. 17-18. Drayton-Drayton Exhn. Sept. 19-21. Dresden-Dresden Exhn. Sept. 1-3. Dryden-Dryden Agri. Soc. Aug. 26-27. Drumbo-Drumbo Agrl. Soc. Sept. 39-Oct. 1. Dunchurch-Dunchurch Agrl. Soc. Sept. 22-24

Dundalk-Dundals Agrl. Soc. Sept 9-10. Durham-Durham Agrl Sec. Sept. 8-9, T. R. McFadden, Box 139. Elmira—Elmira Exhn. Sept. 4-7. Elmvale-Elmvale Agrl Soc. Sept. 21-23. Emo-Emo Agrl. Soc. Aug. 17-19. Emadale-Emadale Agrl. Soc. Sept. 8-9. Englehart-Englehart Agrl. Soc. Sept. 8-9. Erin-Erin Agri, Soc. Oct. 9-12, Etwell-Etwell Agrl. Soc. Sept. 23-24. Exeter-Exeter Exhn Sept. 23-24.

Pergus-Fergus Agrl. Soc. Sept. 18-19. Feversham-Feversham Agri. Soc. Sept Florence-Florence Agri. Soc. Sept. 22-23 Fordwich-Fordwich Exha. Oct. 5-6.

Forest-Forest Agrl Soc. Sept. 25-26 Port William-Port Arthur-Canadian Lakehead Exhn. Aug. 10-15, Wilfred Walker. Galt-South Waterioo Agrl. Soc Sept. 24-26. Hugh C. Elliott.

Georgetown-Georgetown Agrl. Soc. Sept 11-12. Glencoe-Glencoe Agri. Soc. Sept. 8-9. Gorrie-Gorrie Agri. Sec. Oct. 2-3. Grand Valley-Grand Valley Agrl. Soc. Oct.

Hanover-Hanover Agrl Soc. Sept. 16-17. Harriston-Harriston Agrl. Soc Sept. 23-24. Harrow-Colchester South & Harrow Agri.

Soc. Sept. 24-26 J. L. Chapstick. Hearst-Hearst Agrl. Soc. Sept. 1-3. Highgate-Highgate Agrl. Soc. Oct. 9-10. Holstein-Holstein Agrl. Soc. Sept. 24-25. Huntsville-Huntsville Agrl. Soc. Sept 17-18.

Hymers-Hymers Agrl. Soc. Sept. 5-7 Ingersoll-Ingersoll North & West Oxford Agrl. Soc. Sept. 8-9 J. C. Montgomery Iron Bridge-Iron Bridge Agrl Soc. Sept 15-16. Kemble-Kemble Exhn Sept. 22-23.

Kenora-Kenora Agrl Soc. Aug. 21-22. Kingston-Kingston Agrl, Soc. Sept. 29-Oct. 3. Mrs. E. E. Conley. Kincardine-Kincardine Agri. Soc. Sept. Kinmount-Kinmount Agrl. Soc. Sept. 4-5.

Kirkton-Kirkton Agri. Soc. Oct. 1-2. Lakefield---Lakefield Agrl Soc. Sept. 11-12. Lansdowne-Lansdowne Agrl. Soc. Aug. 31-Sept. 2. L. W. Moxley. Leamington - Leamington Exhn. Aug Lindsay-Lindsay Central Exbn. Sept. 22-26 Bert McLean.

Lions Head-Lions Head Agrl. Soc. Sept. Listowel-Listowel Agrl. Soc. Sept. 28-29. Lombardy-Lombardy Exhn. Sept. 18-19. London-Western Pair, Sept. 14-19, W. D.

Lucknow-Lucknow Exhn. Sept 29-30. Madoc-Madoc Agrl. Soc. Oct. 6-7. Magnetawan-Magnetawan Agri. Soc. Sept 10-11

Jackson.

Manitowaning-Manitowaning Agrl Soc. Sept. 10-11. Marmora-Marmora Agrl. Soc. Sept. 5 and

Massey-Massey Agrl. Soc. Sept., 15-16. Matheson-Matheson Exhn. Sept. 15-16. arkham--Markham Pair. Oct. 1-3. R. H. Crosby. McKellar-McKellar Agrl. Soc. Sept. 15-17.

Meaford-Meaford Agrl. Soc. Oct. 2-3.

Merlin-Merlin Agrl. Soc. Sept. 23-24.

Metcalfe-Metcalfe Agrl. Soc. Sept. 17-18. Middleville-Middleville Agrl. Soc. Sept. 17-19.

Midland-Tiny & Tay Agrl. Soc. Sept. 19-19 Robert G. Nesbitt. Mildmay-Mildmay Agrl. Soc. Sept. 14-15. Milton-Milton Exhn. Sept. 25-26. Milverton-Milverton Agrl. Soc. Sept. 25-

Mitchell-Mitchell Agrl. Soc. Sept. 29-30. Moraviantown-Moraviantown Agrl. Soc. Sept. 29-Oct. 1. Mount Forest-Mount Forest Exhn. Sept.

12, 14, Murillo-Murillo Agrl. Soc. Sept. 11-12. Napanee-Napanee Agrl. Soc. Sept. 7-9. Navan-Navan Agrl. Soc. Sept. 4-5. Neustadt-Neustadt Exhn. Sept. 18-19. New Hamburg Exhn. Sept. 18-19.

New Liskeard-New Liskeard Agrl. Soc. Sept. 17-19. Newington-Newington Exhn. Sept. 8-9. Niagara Falls-Niagara Exhn. Sept. 10-12. Murray A. Henry. Norwich-Norwich Agrl. Soc. Sept. 29-36. Norwood-Norwood Agrl. Soc. Oct. 9, 10

and 12 Oakwood-Oakwood Agrl. Soc. Sept. 21-22. Odessa-Odessa Agri. Soc. Sept. 15-16. Ohsweken-Ohsweken Agrl, Soc.-Siz Na-tions Indian Fair, Sept. 24-26. Mrs. Jos. C. Hill. Orangeville-Orangeville Agrl. Soc. Sept.

15-16. Orilla-Orilla Exhn. Sept. 10-12. Orono-Orono Agri. Soc. Sept. 11-12. Oshawa-Oshawa Agri. Soc. Aug. 19-22. Ottawa—Central Canada Exhn. Assn. Aug. 22-29. H. H. McEiroy. Owen Sound-Owen Sound Agri. Soc. Sept. 28-30, Arthur Lemon. Rainy River-Rainy River Agrl. Sec. Aug.

13-15. Paisley-Paisley Agrl. Soc. Sept. 7-8. Palmerston-Palmerston Agrl. Soc. Oct. 5-6.

Paris-Paris Agri. Soc. Oct. 2-3. Perth-Perth Agrl. Soc. Sept. 4-5. Peterborough -- Perterborough Ind. Exhn. Sept. 15-19. G. A. Gillespie. Petrolia-Petrolia Agrl. Soc. Oct. 2-3. Picton-Picton Agrl. Soc. Aug. 22-26. Port Perry-Port Perry, Reach & Seugog Soc, Sept. 5-7, R. D. Woon. Porquis Junction-Porquis Junction Agrl. Soc. Sept. 10-11.

Port Elgin-Port Elgin Agrl. Soc. Sept. 10-11. Port Hope-Port Hope Agrl. Soc. Sept. 4-5. Powassan-Powassen Agrl. Soc. Sept. 15-16. Providence Bay-Providence Bay Agrl. Soc. Sept. 17-18.

Renfrew-Renfrew Agrl. Soc. Sept. 15-18. Riceville-Riceville Agrl. Soc. Sept. 11-12. Richmond-Richmond Agri. Soc. Sept. 24-Ridgetown-Ridgetown Dist. Agrl. Sec. Aug. 25-27 R. W. Green,

Ripley-Ripley Agrl. Soc. Sept. 25-26. Rocklyn-Rocklyn Exhn. Oct. 7-8. Rockton-Rockton Exhn. Oct. 10-12. Rodneath-Rodneath Agrl. Soc. Sept. 24-Roseneath-Roseneath Agrl. Soc. Oct. 2-3.

Rosseau-Rosseau Agrl. Soc. Sept. 9-10. Russell-Russell Agrl. Soc. Sept. 11-12. Schomberg - Schomberg Exhn. Oct. Seaforth-Seaforth Exhn. Sept. 24-25.

Simcoe--Norfolk' Co. Agrl. Soc. Oct. 5-10 Harold I. Pond. Shannonville - Shannonville Exhn. Sept. 11-12, Shedden-Shedden Agrl. Soc. Sept. 22-23. Smithville-Smithville Exhn. Sept. 25-26. South Mountain-South Mountain Agrl. Soc.

Sept. 10-11. South River-South River Agri. Soc. Sept.

Spencerville-Spencerville Agrl. Soc. Sept. Sprucedale-Sprucedale Agrl. Soc. Sept. 14-

Stirling-Stirling Agrl Soc. Sept. 15-16. Straford-Stratford Agri, Soc. Sept. 21-23. Frank H. Bell. Streetsville-Streetsville Agri Soc Sunderland-Sunderland Agri. Soc.

Sundridge-Sundridge Agrl. Soc. Sept. 22-Sutton-Sutton Agrl. Soc. Aug. 6-8. Sutton-Sutton Agrl Soc. Aug. 5-8 Fred M. Wilmot.

Tara--Tara Agrl. Soc Sept. 23-24. Favistock-Tavistock Agrl. Soc. Sept. 11-12. Teeswater-Teeswater Exhn. Oct. 6-7. Thedford-Thedford Agrl. Soc. Oct. 1-2. Thessalon-Thessalon Agrl. Soc. Sept 8-9. Tillsonburg-Tillsonburg & Dist, Agrl. Soc.

Sept, 21-23, Jack M. Climie, Tiverton-Tiverton Exhn. Oct. 1-2. Toronto-Canadian National Exhn. Aug. 28-Sept. 12. R. J. Dixon.

Trout Creek .- Trout Creek Agri. Soc. Sept. Tweed-Tweed Agrl, Soc. Sept. 22-23. Uxbridge-Uxbridge Exhn Sept 29-30. Vankleek Hill—Vankleek Hill Agri Soc. Sept. 17-19.

Wallacetown-Wallacetown Agri. Soc. Warkworth-Warkworth Agrl. Soc 24-25. Warren-Warren Agri. Soc. Sept. 15-16. Waterdown-Waterdown Agrl. Sec Sept.

22-23 Welland-Welland Co Agri. Soc Sept 14-19, R. H. Travers, R. R. 3, Fenwick, Ont. Weilesley-Wellesley Agrl. Soc. Sept. 15-16. Wiarton-Wiarton Agrl. Soc. Sept. 17-18.

Williamstown-Williamstown Exhn. Sept. Woodbridge-Woodbridge Agri Soc. Oct. 10-12 W M. Myers, P O Box 168. Woodstock-Woodstock Agrl Soc. Aug. 27-Wyoming-Wyoming Agri. Soc. Sept. 18-18.

Wellesley-Wellesley Agrl. Soc. Sept. 15-16. Zurich-Zurich Exhn. Sept. 28-29. Prince Edward Island Charlottetown-Provincial Exhn Assn.

Aug 10-15, Comm. G. H Buntain. Quebec

Amqui-Matapedia Agrl. Soc. Aug. 20-23. J. Eng. Belzile Ayers Cliff-Stanstlad Agrl. Soc. Aug. 27-29. M. B. Corey, Hatley, Que.

Aylmer-Gatineau Co. Agrl. Soc., Div. A. Sept. 10-12. R. K. Edey. Brome-Brome Agrl. Soc. Sept. 7-10. George A. McClay, Knowlton, Que. Bedford-Missisquoi Agrl. Soc. Aug. 21-23.

Alfred Rousseau. Chapeau-Chapeau Agri. Soc. Sept. 8-9. Mrs. Thomas Kennedy R. R. No. 1. Chicoutimi-Chicoutimi Agri. Soc. Aug. 26-30. Marcel Trembleau.

Cookshire-Compton Co. Agrl. Soc. Aug. 24-26. W. S. J. Hodgman, Birchton, Que. Gentilly-Nicolet Agrl. Soc. Aug. 6-7. Roger Rould. Granby-Granby Hort. Soc. Aug. 14-16. Loran G. Ball.

Huntingdon-Huntingdon Agri. Soc., Div. A.

Aug. 27-29. Lyell J. Graham, Athlestone, Copyrighted material

11-14. Joseph M. Marquis. Knowlton-Brome Agrl. Soc. Sept. 7-10. George A. McClay. Laprairie-Laprairie Agrl. Soc. Aug. 22-23. Romeo Ste. Marie, Boisseau Station. Levis-St. Romusid Agri, Soc. Sept. 2-4. T. Carrier, Pintendre, Que.

Maniwaki-Gatineau Co. Agrl. Soc., Div. B. Sept. 14-16. Mme. Palma Joanis. Marbleton—Wolfe Agri. Soc., No. 1. Aug. 17-19. Raymond Thibodesd.

Matane-Matane Agrl. Soc. Aug. 10-16. L. J. St. Yves. Montmagny-Montmagny Agri. Soc. Aug. 13-16. Louis J. St. Yves.

Notre Dame-du-Lac-Temiscouata Agrl. Soc. Aug. 16-18. Adelard Malenfant. Papineau.—La Societe d'Agrl. du Cta Pa-pineau. Sept. 1-2. Donat Thibaudeau. R. R. No. 1, Thurso, P. Q.

Quebec City-Expo. Provinciale de Quebec Sept. 4-13. M. Emery Boucher. Quyon-Pontiac Agrl. Soc. Sept. 21-23. Gervace O'Reilly. Richmond-Richmond Co. Agri. Soc. Aug. 20-22, Antoinette Linahen. Box 328.

Rimouski-Rimouski Agrl. Soc. Sept. 12-17 Alfred Michaud. Roberval-Roverval Agrl. Soc. Aug. 19-23. Bernard Levesque.

Rouyn-Rouyn Agrl. Soc. Aug. 22-26, L. P. DeBlois. St. Alexandre-Therville Agrl. Soc. Sept. 11-13. Claude Brault.

St. Barnabe-Nord-St. Maurice Agrl. Soc. Sept. 1-2. Mme. Romeo Boucher. St. Bruno-Chambly Agri, Soc. Aug. 18-19. Jean Hardy, Longueuil, Que. St. Francois-du-Lac-Yamaska Agri. Soc. Aug. 6-8. A. Trudeau.

St. Leonard-Nicolet Agrl, Soc., Dlv. A. Aug. 11-12. Lorenzo St. Arnaud, St. Wenor Tomusid-Levis Agri. Soc. Sept. 2-4. cesias, Que, T. Carrier, Pintendre, Que. St. Scholastique—St. Scholastique Agrl. Soc. Sept. 9-13. Paul Morin, St. Eustache, Que.

St. Stainislas-Champlain Agrl. Soc. July 31-Aug. 2. Raoul Mongrain. St. Victoire-Richelieu Agrl. Soc. Aug. 28-30. J. U. Girouard, St. Ours, Que. Saint Hyacinthe-Saint Hyacinthe Re-gional Fair. Aug. 3-6. Alphonse

Deschenes. Saint Jean-Saint Jean Agri. Soc. Sept. 5-7. J. R. St. Arnaud. St. Pascal-Kamouraska Agrl. Soc. Aug. 21 24. M. Alphonse Raymond. Shawville-Shawville Fair, Sept. 23-26, Mrs.

Lawrence D. Young. Sherbrooke-Canada's Great Eastern Exhn. Aug. 29-Sept. 4. A. C. Ross. Sherbrooke-Sherbrooke Winter Fair & Fat Stock Show & Sale, Oct. 12-15, A. C.

Sorel, Piste Royale-Richelieu Agrl. Soc. Aug. 28-30. J. U. Girouard, St. Ours, Que. Trois-Rivieres - Trois-Rivieres Regional Eshn. Aug. 22-28. H. Paul Martin. Valleyfield-Valleyfield Fair, Aug. 18-20.

Mme. George Belair. Victoriaville-D'Arthabaska Agrl. Soc. Aug. 13-16. J. Vincent Languette. Box 219. Waterloo-Shefford Agrl. Soc. Aug. 7-9. Allan Grainger.

Saskatchewan Bengough-Bengough Agrl. Soc. Oct. 8-9. Mrs. T. J. Reinke. Relvington - Kelvington Exhn. July 31.

Robert Boyes. Central Chambers Nipawin-Nipawin Agri, Soc. Aug. 4-5, Mrs. C. W. Roberts. North Battleford-North Battleford Exhn. Aug. 3-5. N. W. Symonds. Radisson—Radisson Agri. Soc. July 28-29. J. R. Ibbotson. Regins-Regins Exhn. July 27-Aug. 1. T. H. McLeod.

Prince Albert-Prince Albert Exhn. Aug. 6-3. D. F. Kelly. Saskatoon—Saskatoon Ind. Exhn. Ltd. July 20-25. S. N. MacEachern.

COMING EVENTS

Arkansas Mammoth Spring-Soldiers & Sailors' Re-union. Aug. 17-22. E. E. Sterling.

California San Francisco-Western Gift Show. Aug. 2-5, Mrs. Kay Leber, 1355 Market St. Colorado

Lamar-Southeast Colo. Livestock Assn. Aug. 29-30. Ray R. Cook. Durango-Spanish Trails Flesta. July 31-Aug. 2. Franklin McKelvey.

Illinois

Avon-Fat Steer Show, Aug. 13-15. Nick Vacca, care Town Tavern. Blandinsville-Farmers' Picnic. Aug. 13-14. Wallace Soule. Brimfield-Am. Legion Old Settlers' Picnic. Aug. 20-22. Pete Talmage, Box 251. Chicago-Natl. Automatic Merchandising Assn., Conrad Hilton Hotel. Aug. 23-26. Dalias City-Lions & Legion Celebration.

Last week in Aug. Address Box 63. Davis-Celebration. July 30-Aug. 1. William Brault. East Dundee-Firemen's Festival July 22-25. Max C. Freeman, Dundee. Hamilton-Fall Pestival. Aug. 14-16. G. P.

Smith Rocheile-Farmers Pienie, Aug. 20. Dewitt Osgood. Salem-Soldiers-Sailors Reunion. July 27-Aug. 1. Omar J. McMackin, 310 N. Broad-

Rockford-4-H Show, Aug. 4-5. Jack W Kirby, 4329 W. State St. Wenona-Wenona Centennial. July 26-Aug. 2. Alyce Holmstrom. Aug. 29-30. Wilsonville-Home-Coming. Louis Pellegrini, Fire Dept.

Indiana

Columbia City-Am. Legion Festival. Aug. 5-8, George J. Leininger. Farmersburg-Old Settlers' Picnic, Aug. 5-8. Ray Dills. Huntington-Vets. Foreign Wars Home-Coming & Street Pair. July 27-Aug. 1. Max A. Patten. LaGrange-Corn School. Aug. 3-8. Arnold

L. Ford. Odon-Old Settlers' Meeting. Aug. 20-22. H. O. Marshall. Terre Haute-Miners' Picnic. Aug. 7-9.

Iowa Griswold-Soldiers' Reunion. Aug. 18-20. C. E. Fisher.

Kansas Downs-Downs Celebration. July 22-25 Paul R. Gorey. Melvern-Sunflower Days & 4-H Fair. Aug. 6-3. J. S. Dooty.

Kentucky Corbin-Nibroc Fall Festival, Aug. 20-22. Mrs. Lorene Hodge, 103 W. 1st St.

Louisiana New Orleans-Home Show. Aug. 22-30. H. P. Van Horn, Municipal Auditorium, Michigan

Leslie-Home-Coming. July 30-Aug. 1.

Wilfred Wardowski.

Perrinton-Piremen's Home-Coming. July 24-25. George Cutler. Ravenna-Home-Coming & 4-H Pair. Aug. 21-22. Samuel McNttt. Minnesota

Henderson-Sauer Kraut Days. July 31-Aug. 2. Elmer E. Brahs. Sanborn-Watermeion Day Celebration. Aug. 4. W. D. Yaeger.

Missouri Canton-Lewis Co. 4-H Show. July 24-25 Jesse Pranks. Craig-Annual Reunion. July 23-26. Don Whetsel Hillsboro-Horse Show & Pestival. July 31-Aug 2. D. A. Parkman. Houston-Old Settlers' Reunion. Aug. 12-15. Wm. McCaskill, care Chamber of

Commerce Humansville—Reunion. July 29-Aug. 1 Ralph Burnett. Jackson-Mo. Home-Comers. Aug. 31-Sept Burton Short, Courthouse.
 Lincoln—Harvest Pestival. Aug. 13-15. Glen R. Lehman. Lucerne-Lucerne Stock Show. Aug. 28-

30. Chas. B. Studebaker. Marthasville-Fall Pestival. Aug. 28-30. Walter Rottman. Stanberry-Pail Festival. Aug. 9-14. John Wellsville-Fall Festival. Aug. 27-29. Alien E. Updike.

Montana Whitefish-Golden Anniversary & Gala Days. July 23-25. A. P. Evey. Nebraska

Cambridge-Am. Legion Celebration. Aug 7-9. Don Harpst. Nemaha-Old Settlers' Picnic. Aug. 6-7 Henry Matschellat.

Nevada Ely-Pony Express Days. Aug. 22-30. Dar-win Lambert, Box 688.

New York Limestone-Old Home Week Celebration July 27-Aug. 1. Circus Saints & Sinners Bradford, Pa Narrowsburg-Tusten Centennial. July 26-

Aug. 1 Jim Purcell. North Carolina Newton-Soldiers' Reunion, Aug. 17-22. Miss Willie Self. Roanoke Rapids-Harvest Festival. Aug. 3-

B. H. O. Keeton. Ohio Amherst-Am. Legion Carnival. Aug. 5-8. Denis Pollak, R. I. Canal Winchester-Am. Legion Fall Festival. Aug. 19-22. Wilson Kittle Jr. Cincinnati-Food & Home Show at Zoo. Aug. 17-30. J. P. Huesser. Gibsonburg-Vol. Pire Dept. Home-Coming July 24-27. Clarence E. Mathna. Magnolia-Band Home-Coming. Aug. 5-8. W. H. Chaddock.

North Industry-Vol. Fire Dept. Home-Coming. July 21-25. George Marlow, Canton, O. Quaker City-Home-Coming. July 23-25. L. W. Hartley.

Oklahoma Pawhuska—Intl. Round-Up Clubs Cavalcade. July 24-26. Frank I. Raley. Yale-Home-Coming. Aug. 5-8. Wm. L.

Jester, Box 582. Oregon Sutherlin-Timber Days. Aug. 8-9. Mrs.

Frank W. McCord, Box 534. Pennsylvania Bangor-Parm Show, Aug. 19-22. Millard Gleim. Butler-Farm Show. Aug. 19-21. Arthur

Wick. Cokeburg-Piremen's Carnival. Aug. 17 22. Pelix Tarorick, Richeyville, Pa. Delmatia-Firemen's Celebration. Aug. 12-15.

Mount Pleasant-125th Anniversary, Aug 17-22. Michael Di Michele, 607 Main St New Galilec-Firemen's Carnival July 27-Aug. 1. J. A. Fusetti, Box 67. Osceola Mills-Vol. Firemen's Assn. Convention-Celebration. Week of Aug. 17

John A. Redding. Pittsburgh-Police Circus, Porbes Field, July 30-Aug. 1. Chester B. Morley, 332 City-County Bldg. Renovo-V.P.W. Fair. Aug. 23-29.

Richeyville-Piremen's Carnival, Aug. 10-15. Fellx Tarorick, Richeyville, Pa. Salisbury-Firemen's Celebration. July 19-25. George E. Bowersox Jr. Saxonburg-Vol. Firemen's Carnival. July 20-25. George K. Smith.

Shade Gap-Soldiers & Sallors Fair. July 27-Aug. 1. A. L. Blackmon. Sheakleyville--Vol. Fire Dept. Home-Coming. Aug. 17-22. K. H. Graham. South Dakota

Burke--Home-Coming. Aug. 28-29. Custer-Gold Discovery Days. July 24-26 W. J. McCracken. Deadwood-Days of '76. July 31-Aug. 2 Nell Perrigoue. Dell Rapids-Cootie Days. July 31-Aug. 1 Lake Preston-Watermelon Day. Aug. 31-Sept. 1. K. E. Shermo. Madison-Yankee Doodle Days. July 31-Aug. 1. Rapid City-Black Hills Range Days, Aug. 13-16. Stan Liberman. Salem—Harvest Pestival. Aug. 24-25. Loren Timber Lake-Days of 1910. Aug. 29-30.

F. W. Card. Tennessee Shelbyville-Tenn. Walking Horse Natl. Celebration. Aug. 31-Sept. 5. P. J. Scudder.

Wisconsin Bloomer-4-H Fair & Livestock Show. Aug. 28-30. A. W. Fehr, 1614 Priddy St. Sheboygan-Centennial. Aug. 9-16. Waukesha-Water Carnival, Aug. 6-9

Address Box 1.

Canada Penticton, B. C .- Peach Festival. Aug. 20-Woodstock, N. B .- Old Home Week. July 27-Aug. 1.

Selinsgrove Mat Card

SUNBURY, Pa., July 18 .- Working with Roland Fisher, director of the Selinsgrove (Pa.) Fair, Frank Caravella, promoter of Island Park here, reported that he has lined up a topnotch wrestling card for Thursday (23) night at the fair, headed by Marvin (Atomic) Mercer, who meets Comacho Cortez, Mexican heavyweight. Others following dates in Vancouver and backing Mercer on the card are Puyallup. Craner is currently in Sid Doernberg and Gus Raap. Tracy, where he is directing the There will also be an Australian Diamond Jubilee. tag team match.

RUMOR OUT, IN

Snake Yarn, Dies in Chi, Hits Pitts

CHICAGO, July 18. - The unfounded rumor of a child having been bitten fatally by a snake while riding a Merry-Go-Round was dying this week in Chicago but it popped up in Pittsburgh, where it hurt business at Kennywood Park.

Meanwhile, in Maryland and in New England, where it also had been given much circulation, the rumor was reported on its death bed-and with it the blighting effects upon business at some Kiddieland and amusement areas.

In Chicago, the advertising campaign underwritten by the Chicago Kiddie Park Operators' Association Inc., to combat the rumor was continued, with the group taking space in suburban newspapers after having placed advertisements last week in the Chicago dailies.

Chi area moppet spots noted a sharp upswing in business after the advertising appeared in the dailies. Some reported that their business climbed back to within 10 per cent of normal levels after suffering a 50 per cent drop when the rumor was at its height.

Clem Lane, city editor of The Chicago Daily News, making a guest appearance on a TV newscast this week, assisted in speeding the death of the rumor. He showed TV viewers a copy of the ad the Kiddieland ops had run in the daily newspapers and branded the rumor as unfounded.

Denver Area Pull Crowds

DENVER, July 18.—Western shows, rodeos and roundup celebrations are drawing capacity crowds to the Rocky Mountain region this summer. Final prepthis week as the Wyoming capital city made ready for its 57th annual celebration July 21-25. At boys and Western favorites who Brunswick. participated in the Roundup Riders' trail ride. Grandby's an-5.000 persons for its one day run. Officials report that cars from 34 States were counted.

officials say that there is still Owner Lajoie, includes Henry ample room for more exhibits, Robinson, Joseph Coutre, Jack shows and rides at most of the scheduled outdoor events in the Bodwin, Leo Perron, Tex Saxon, Rocky Mountain area. Nearly three dozen more shows are slated within the 400-mile area surrounding Denver before Labor Day.

Ridgecrest, Calif., Plans Three-Day Western Cele

RIDGECREST, Calif., July 18. -A big Western celebration will be staged here for three days starting September 18 with M. Whitey Monette, of San Francisco, in charge of rides, shows and concessions. Art Craner will direct the queen contest, which is scheduled to get underway soon.

The event is to be under the sponsorship of the Chamber of Commerce in co-operation with the Naval Ordnance Station near here. The pay roll for the area is estimated at \$1,500,000.

In addition to the queen contest, the winner of which will receive a trip to the Hawaiian Islands, there will be the carnival midway along with free acts and a fireworks display. A 1953 Buick is to be given away.

Monette has long been associated with outdoor show business. Presently he supplies major fairs with novelties and will come here

Rodeo Dates

ARKANSAS Little Rock-Rodeo. Oct. 5-10. Clyde E. Byrd. Magnolia-Rodeo. Aug. 4-8. Pine Bluff-Rodeo. Sept. 14-18.

CALIFORNIA Portuna-Rodeo. Aug. 1-2. R. E. Stewart. Los Angeles-Sheriff's Rodeo. Aug. 23. Frank D. Grace.

COLORADO Boulder-Boulder Rodeo. July 26-27. Colorado Springs-Pikes Peak or Bust Rodeo, Aug. 4-8. R. J. Watson. Durango-Spanish Trails Fiesta. July 31-Aug. 2. J. Franklin McKelvey. Littleton-Junior Rodeo. Aug. 21-22. Forrest F. Hammes. Monte Vista-Monte Vista Rodeo. July 29-31. J. H. Beatty.

Burley-Burley Rodeo. Aug. 20-22. Caldwell-Night Rodeo. Aug. 4-8. Telpher E. Wright. Filer-Filer Rodeo Sept. 2-5. Gooding-Gooding Rodeo. Aug. 13-15. Idaho Falls-Idaho Falls Rodeo. Aug. 12-

IDAHO

Jerome-Jerome Rodeo. Aug. 27-29. Lewiston-Lewiston Roundup. Aug. 28-30. Joe M. Skok, Nampa-Snake River Stampede. July 14 18. Virginia Smith. Pocatello-Frontier Days. July 16-18. Mrs. Muriel Ruggles. Preston-Preston Rodeo. July 30-Aug. 1.

Weiser-Weiser Rodeo. July 30-Aug. 1.

Soda Springs-Soda Springs Rodco. Aug.

IOWA Sidney-Rodeo. Aug. 18-22. KANSA5

Abilene-Abilene Rodeo. Aug. 24-27. Phillipsburg-Phillipsburg Rodeo. July 30-Aug. 2. Pretty Prairie-Rodeo. Aug. 4-6. LOUISIANA

Alexandria-Rodeo. Aug. 25-29. MISSOURI Aug. 1-2. Boonville-Boonville Rodeo. Harry Stretz. Brookfield-Rodeo. Sept. 5-7.

Lajoie Show Chalks Up \$\$ In Maritimes

BRIDGEWATER, N. S., July 18. - Congress of Hollywood of last year attendance-wise, according to Charles Lajoie, thrill show's owner-manager. Show wound up its Nova Scotia tour here Saturday (4) with a strong turnout.

North Sydney was capacity and Antigonish, a new town on the arations for Cheyenne's famed route, came up with big patron-Frontier Days were completed age. During the three-week tour of Nova Scotia, only one show was lost to rain, that at Halifax. Unit moved this week to Prince Estes Park, cowboy star Monty Island and will then head for Montana, led the parade of cow- a two-week jaunt in New

Owner Lajoie took delivery on a new Lincoln Capri sedan here. nual July Rodeo drew more than Tiny Bovie, midget clown, is sporting a new house trailer. The entire crew had a picnic at Heather Beach with all the trim-Regional fair and exposition mings. Personnel, in addition to Johnny Thompson, George Smith, Boots Orban, Buddy Young, Speedy Mote, Roy Reynolds, Jean Hammond, Al Davis, James Moore, Harry Cook, Al Carmichael, Joseph Hayes and Andre Bovine. Clowns are Bovie, George Dexter, Pee Wee Reese and Bob Laplane.

Swenson Inks Memphis Fair

ROLLA, N. D., July 18 .-Swenson Thrillcade has closed to put on one evening performance at the Mid-South Fair, Memphis, Aut Swenson, thrill show ownermanager, announced here. Unit will play the night of September

The Swenson unit left here for Canada, where it was skedded to play Winnipeg and Carman, both in Manitoba, then return to the States to begin its fair

Charbonneau Inks Two MECCA, Calif., July 18 .- Con-

cessionaire George Charbonneau announced this week that he has been awarded exclusive contracts for the sale of popcorn, peanuts, snow cones, cotton candy and candy on the independent midways Renton-Aug. 15-16. Heien Waring, Portand in the grandstands at Fresno (Calif.) District Fair and Tulare County Fair, Tulare, Calif.

MONTANA Billings-Midland Fair Rodeo. Aug. 11-15. H. L. Fitton. Lewistown-Lewistown Rodeo. July 30-Aug. 1. Henry J. Otten.

NEBRASKA Burwell—Burwell Rodeo, Aug. 12-18, Omaha—Ak-Sar-Ben Rodeo, Sept. 25-Oct. 4. J. J. Isaacson. Valentine-Fair Rodeo. Aug. 23-24. Hugh

NEW MEXICO Deming-Deming Rodeo. Oct. 8-11. OKLAHOMA

Ada-Ada Rodeo. Aug. 11-15. Hinton-Hinton Rodeo. Aug. 3-6. Vinita-Vinita Rodeo, Aug. 26-30. OREGON

Pendleton-Pendleton Roundup. Sept. 10-12. Charles Erwin. Princville-Crooked River Roundup. Aug. 7-9. J. A. Cain.

SOUTH DAKOTA

Deadwood-Days of '76. July 31-Aug. 2. Nell Perrigoue. Rapid City-Black Hills Range Days. Aug. 13-16. Paul Brzua. TEXAS

Clarksville-Clarksville Rodeo. July 30-Aug. 2. Pampa-Top o'Texas Rodeo. Aug. E. O. Wedgeworth, Ranger-Ranger Rodeo. July 22-25.

Logan-Logan Rodeo. Aug. 20-22,

WASHINGTON

Ellensburg-Ellensburg Rodeo. Sept. 5-7. George Prescott. Omak-Omak Stampede. Aug. 8-9. R. C. Walla Walla-Southeastern Wash. Rodeo.

Sept. 5-7. Leslie L. Stewart. WYOMING Buffalo-Buffalo Rodeo. Aug. 19-21, Tud Smith. Casper-Casper Rodeo. Aug. 12-15. R. S. Latta. Douglas-Wyoming State Fair Rodeo. Sept.

2-5. Gordon L. Roush. Evanston-Cowboy Day Sept. 6-7. A. C. Williams. Gillette-Gillette Rodeo. Aug. 27-29, Fred Oedekoren. Jackson-Jackson Rodeo. July 25. J. E. Amschel. Newcastle-Newcastle Rodeo. Aug. 21-23.

Clarence E. Nagus. Wheatland-Wheatland Rodco. Aug. 29-30. John Ballard. CANADA

Alberta Outdoor Shows 18. — Congress of Hollywood Barrhead Barrhead Rodeo. Aug. 5. Daredevils is running well ahead Calgary, Alta.—Calgary Stampede. July 6-11. I. W. Parsons. Sandy Lake-Sandy Lake Rodeo. Aug. 7. Stoney Plain-Stoney Plain Rodeo, Aug. 3.

DOG SHOWS

California Azusa-Aug. 9. Jack Bradshaw, Los Augeles. San Mateo-Aug. 2. Mrs. B. Behrendt, San Francisco. Santa Rosa-July 26. Mary Miller, 3647 Wilson Ave. Stockton-Aug. 23.-Helen Rosemont, San

Francisco. Connecticut Danbury-Aug. 22. Foley, 2009 Ranstead St., Philadelphia. Illinois

Hinsdale-July 26. C. Kimbara, 1001 Grove St., Evanston, Ill. Mattoon-Aug. 29. Bow Org, Detroit. Indiana

Michigan City-Aug. 9. T. A. Olney Jr., Chesterton, Ind. Massachusetts Great Barrington-Aug. 23. Foley, 2009 Ranstead St., Philadelphia.

Hamilton-Aug. 15.. Foley, 2009 Ranstead St., Philadelphia. Leominster-Aug. 2. Foley, 2009 Ranstead St., Philadelphia. North Palmouth—Aug. 8. Hudson Kolloch, Hyannis, Mass. Plymouth-Aug. 9. Hudson Kolloch, Hyannis, Mass. Michigan

Jackson-Aug. 2. E. A. Moss, Greensboro, N. C. Pontiac-Aug. 16. Bow Org, Detroit. Saginaw-Aug. 8. Jos. P. McCarthy, De-

Minnesota Duluth-Aug. 2. Mrs. M. Peterson, 1419 Arrowhead Road. Missouri

St. Louis-Aug. 30. W. Chamblin. New Hampshire Keene-Aug. 1. Poley, 2009 Ranstead St., Philadelphia.

New Jersey Sparta-July 26. Foley, 2009 Ranstead St., Philadelphia New York

Amsterdam-Aug. 8. Foley, 2009 Ranstead St., Philadelphia. Hornell-Aug. 16. Jos. P. McCarthy, Detroit. Ithaca-Aug. 15. Jos. F. McCarthy, Detroit. Lake Placid-Aug. 9. Foley, 2009 Ranstead St., Philadelphia. New York-July 26. Poley, 2009 Ranstead St., Philadelphia. Tuxedo Park-July 25. Foley, 2009 Ranstead St., Philadelphia. Suffern-Aug. 30. Poley, 2009 Ranstead

St., Philadelphia. North Carolina Asheville-Aug. 15. E. A. Moss, Greens-

boro, N. C. Ohio Chagrin Falls-July 26. V. Brumenshenkel. Willoughby, O. Elyria-Aug. 9. Bow Org, Detroit.

Pennsylvania Hatfield-Aug. 23. Foley, 2009 Ranstead

St., Philadelphia. Washington

Wisconsin Lake Geneva-Aug. 2. Dr. S. Ferguson.

Communications to 188 W. Randolph St., Chicago 1, Ill.

Rockaways' Promotion For Pyros Accelerated

NEW YORK, July 18. - The announcements over its public tempo quickened this week in address system every 15 minutes, methods to promote the fireworks display held each Wednesday on fer firm. a barge off Rockaways' Playland. Queens amusement park.

Ted Cott, vice-president of the National Broadcasting Company, announced that fireworks spot announcements would be upped to six per day on Wednesdays, the day the fireworks are fired, over the local NBC outlets. The announcements will plug the fireworks displays as well as the fact that stars of the local NBC radio outlet, WNBC, and the TV outlet, WNBT, will be on the midway at Rockaways' Playland immediately following the pyro show.

The Schaefer Beer Company, sponsor of the fireworks, is also plugging the weekly show via Red Barber and other sportscasters on its baseball broadcasts of the Brooklyn Dodger games.

The park is also airing special

Philly Grants Park Permit to J. B. Shapiro

PHILADELPHIA, July 18. - A permit for a children's amusement park in the West Oak Lane section of the city was reluctantly granted this week by Walter S. Pytko, commissioner of licenses ald Price, general manager of and inspections. The certificate will permit Julian B. Shapiro to card which he gives to people who query him as to what fills these silly questions and draw a story of the commissioner of licenses and price general manager of and inspections. The certificate which he gives to people who query him as to what fills these silly questions and draw a story of the commissioner of licenses and price general manager of and inspections. The certificate which he gives to people who query him as to what fills the commercial enterprise at his time during the winter. Stenton Avenue and Tulpehocken

after Justice John C. Bell Jr., of the State Supreme Court, refused to act on the city's petition for a supersedeas in the case. Meanwhile, more than 200 residents in the area announced they had contributed \$200 to fight Shapiro's events, residents in the area, almost without exception, declared they would take the case to the Supreme Court if necessary to prevent the park from being built.

under consideration a bill which for joy and the parents turn a would tend to outlaw amusement | billious green at the thought. He parks within the city limits. The ordinance is expected to win overwhelming approval at the next council session July 23.

Bubble Gum Contest Aids Jersev Spot

PENNSVILLE, N. J., July 18. -Finals in a bubble gum contest staged annually by Riverview Park here have been set for July 23.

The contest was highlighted in a full-page illustrated story appearing in the Wilmington Sunday Star's magazine last week. Many other newspapers and magazines have also covered the event, since the bubble-blowing efforts of the moppets provides prize photo subjects.

Allan Sommers, Riverview public relations chief, claims the Riverview contest, copyrighted by the park, is the only one of its kind. The winners of area contests are eligible for the Riverview finals. Last year, contestants came from Pittsburgh, Baltimore and New York.

Last year, the event drew 101 participants and 5,000 spectators, a new high in both departments. Riverview Police Chief George Scheirer is judge.

FOR SALE_ MINIATURE TRAIN

950 ft. track, with 660 ft. extra track; displays along way; station with cement floor; located in Ohio. Write

MRS. IDA BERNI 1002 Abbett Blvd. Palisades, N. J. plugging the show and the Schae-

George Wolpert, executive secretary of the Chamber of Commerce of the Rockaways, has signed a contract with an air tow firm. It provides for a banner to be flown from Sandy Hook, N. J., over Staten Island and Long Island beaches three times on Saturdays and four times on Sundays. It reads "Fireworks Wednesday nights Rockaway Beach, 9 p.m."

Wolpert also announced that a special committee had been designated to collect funds and utilize them to advertise and publicize the Rockaways. The Advertising, Promotion and Merchandising Committee is the name of the new group which will be headed by Morris Englesberg, manager of a Rockaway bank, and Martin W. Martin, director of foods at the funspot,

The committee's goal is \$10,000 this year and \$30,000 next year. The committee believes that intelligent use of the funds will bring new families to the area, Rides, Pony Carts and others, resulting in increased grosses for With a free admission, the rides business endeavors located in the are scaled to a 9-cent ticket,

IS PARK POLICY

BALTIMORE, July 18. — Note pads headed, "If It's for the Park, It's Important. Write It Down Now!," have widespread distribution at Gwynn Oak Park here. David Price, park manager and Hal Steward, promotion director, both have praise for the form which is directed to their attention whenever park personnel wish to submit suggestions or make comment upon any phase of the park's operating policy. The form is also used in the park's offices by secretaries when taking phone or in-person messages from callers.

New Kiddieland At Wildwood, N. J.

WILDWOOD, N. J., July 18 .-A new kiddie amusement park

ture Autos, Fire Engines and Boat with three tickets for a quarter.

ANY MORE SILLY QUESTIONS?

Strenuous Winter Schedule Outlined by Glen Echo Mgr.

WASHINGTON, July 18 .- Ger- | wheels, dusts the Merry-Go-

The multicolored folded card, depicting Price in a sketch com-Pytko said he issued the permit | plete with red hair and earmuffs, on the advice of Chief Deputy explains inside that in September City Solicitor Jerome J. Shestack he personally picks up cigarette butts and paper, scrubs the swimming pool, dusts the Coaster dip, puts the kiddieland in moth balls, and draws his pay check.

In October, the card says that most of his time is spent in answering the silly question as to plan to erect the amusement park. what occupies his winter days Angry over the latest turn of and passing out this equally silly card. He also draws a pay check.

In November, he attends the annual convention of amusement park managers to get information on the latest diabolical rides de-Meanwhile City Council took signed to make the kiddies cry also draws a pay check.

December Sked

In December, Price's time is occupied in helping his secretary trim the office Christmas tree, celebrating Christmas, skimming ice from the park's swimming pool and getting ready to celebrate New Year's. He also draws a pay check.

In January, according to the card, he celebrates New Year's, completes a personal inspection of the park via dog sled, calls in the Coast Guard to break up the ice in the pool, and draws a pay

February finds him taking a month off from the strenuous winter's work to take a world cruise. During this month, he finds time to celebrate Washington's birthday, and has his pay check mailed to him.

In March, he unpacks from the world cruise, greases the hinges on the Glen Echo Park's gates, chases polar bears from the pool, Dineen, operator of Hampton personally oils the Coaster's dip Beach (N. H.) Casino, sparked a

Spokane Weather **Boosts Pool Trade**

SPOKANE, July 18.-Arrival of tardy warm weather this month after eight weeks of rainy and cool weather finally brought In addition, The Post set up a 15out the crowds at Natatorium minute interview for Dineen on Amusement park.

Manager Lloyd Vogel reported WBZ-TV. a "very good" July 4. With help of Betty Willis, dog act, as a free attraction, an estimated 22,000 turned out for the holiday week- the efforts of parkmen to sell their end. The park did capacity busi- efforts on an industry basis. The ness with its rides. Chico-Dell feeling among many members of monkey act drew large crowds the New England group is that last week-end (11-12). publicity and promotion on an in-

pay check with a straight face. A marginal notation on the card points out that if his boss sees one of the cards, Price is only kidding. The card also indicates that you are number 52,641 that has asked the question.

12,000 Attend Lakewood Race

ATLANTA, July 18. - Some National stock car race at Lakewood Speedway here Sunday (12) according to Mike Benton, speedway president and head of Lake- rides and half dozen kiddie rides,

the NASCAR - sanctioned race, giving the midway a healthy play.

Ted Edwards and Ernie Trutman promoted the event in con-N. C., in 1 hour 24 minutes.

tive newspaper ads sponsored by

the New England Association of

Amusement Parks and Beaches in

Boston newspapers are part of a

general campaign launched by

al and entertainment values of-

Association President John

full-page display in a recent issue

of The Boston Sunday Post. The

paper, which has a circulation of

300,000, is distributed thruout

The paper has contributed to the

promotion effort by running nu-

merous stories before and after

the appearance of the paid ads.

the Mildred Carlson program on

Progressive Outlook

association have been leaders in

Dineen and the New England

most of New England.

fered by member enterprises.

Co-Op Newspaper Ads Aid

N. E. Group Promotion Pitch

BOSTON, July 18 .- Co-opera- | dustry level will find more ac-

the Yankee operators to make the the columns were taken up by an

public conscious of the recreation- ad. The two remaining columns

selling job.

WRITE IT DOWN Agawam Breaks 3 Attendance Marks

12,162 at Westinghouse Day; New Night and Gross Records Are Established

AGAWAM, Mass., July 18. night.

Riverside had its biggest outing, with 12,162 persons checking thru the gates for the first Westinghouse Family Day, and with a banner night crowd, the park also established a new attendance third new record, according to Eddie Carroll, park president, was the biggest gross in the funspot's history.

The park's stadium was used for sports events, heavy prize awards and entertainment. A special dance, arranged at the committee's expense, was held in the outdoor Gardens from 2 p.m. until 6 p.m.

The park's free act of the week, Emil Pallenberg's bear, Snookums, went for a 4:30 p.m. show. The midway slowed down a bit after 6 p.m., but picked up fast with a big night crowd attracted to the stock car auto races. Attendance at the races reached 5,400. The feature event, named the Westinghouse Trophy Race, was won by Jocco Maggiacomo, Poughkeepsie, N. Y. The free act went on for two evening shows.

Marshall Hall Is Enjoying **Good Season**

MARSHALL HALL, Md., July 18. - Marshall Hall Amusement Park, on the Potomac River a 12,000 persons turned out for the enjoying a good season despite running of the 100-mile Grand the policy of watchful spending that has manifested itself in the capital.

The park, with its 10 major receives a strong play from pa-A goodly portion of the crowd trons who arrive via the Wilson stayed on at the park following Line steamer from Washington. Picnic bookings and outings are holding up well this year from local organizations. In addition the park also gets a good tourist play from both steamer patrons junction with Benton. The race and motorists en route to Mount was won by Herb Thomas, Olivia, Vernon and other near-by historic

ceptability and also do a better

Yesterday's Boston Globe car-

ried a full page devoted to Norum-

bega Park, Newton, Mass. Six of

were devoted to stories and pic-

tures of the park's attractions.

A possible new week-end rec-Riverside Park hung up three new | ord was also established Sunday records here Saturday (11). Highs (12) when 47 drum corps met of the past 14 years went into the with afternoon and evening padamper under the multi-part pro- rades prior to contests on the motional program of the day and midway. In addition to the Pallenberg act, midway entertainment was augmented with five shows by Ray Smith and the Hayloft Jamboree.

Carroll reports June and July have been unusually strong. High grosses have been making up for high for the entire operating the week-ends lost during April period in one day and night. The and May, when the worst weather in 14 years hit the area.

The park has its strongest promotional guns loaded for the rehas been added to this sound Jersey resort scene this season with the opening of the Villas Fairyland in the Wildwood Villas Westinghouse party reached a peak about 2 p.m., and kept peak about 2 p.m., and kept of tub-thumping activities for the park. maining eight weeks of the sea-

For Sale HOPPE'S ISLAND AMUSEMENT PARK

On Little Miami River, just off U. S. Highway 22 and State highway 3, 20 miles Northeast of Eincinnati, with 25 towns and communities within radius of 25 miles. Property consists of 15 acres of land, 50x150 Swimming Pool, river fed, complete Filtration Plant built last year, large Dance Hall, Boating, Fishing and Picnicing, D-1 Liquor permit, Large building housing Dance Hall, Locker rooms, Concession space, etc. Also one 5-Apartment building, one 2-Apartment building, one 2-Apartment building and 2 separate homes of 4 and 5 rooms. All rented to permanent year around guests. Will sell complete or Island separate from residential property. This park has been in steady operation for more than 25 years; 10 years by present owners. Reason for selling, death in family. See this place in operation until Labor Day or contact

MRS. VIVIAN CALDWELL Foster, Ohio, Phone Leveland 5-3902

FOR SALE

Pony Ride—Edgewater Amusement Park, Detroit, Mich. New Canvas Top-11 Ponies and Equipment. Price-\$3500.

Five Mechanical Hobby Horses \$200 each. Sickness. Four Ride-Em-Cowboy, One Thunderbolt.

FRED J. LAFONTAINE

19205 Berg Rd. Detroit, 19, Mich.

Parks Need Golf

Look at the success leading amusement parks make every season with Holmes Cook giant miniature courses. You give us 15,000 sq. ft. We'll provide a layout, equipment and accessories that are every way superior. Inquire promptly. HOLMES COOK MINIATURE GOLF CO.

Box 1463, New London, Conn.

Needs Kiddle Rides, commission basis,

or will buy cheap, SWATARA PARK Middletown, Pa. Phone: 5141

RAILS

12#-16#-20# With Splice, Bars, Frogs, Switches, Bolts and Ties for Kiddie-Car Railroad. Also Locomotives. Cars and Equipment for

M. K. FRANK 480 Lexington Ave., New York 17, N. Y. 105 Lake Street, Reno, Nevada 401 Park Bldg., 5th Av., Pittsburgh 22, Pa.

High Quality

KIDDIE RIDES ROTO WHIP-SPEED BOATS-PONY CARTS GALLOPING HORSE CARROUSEL

Il!estrated Circulars Free W. F. MANGELS CO., Coney Island 24, N. Y.

KIDDIE RIDES AVAILABLE

Experienced Ride Operator has beautiful set of ten major Rides and five Kiddie Rides that will be available for the 1954 season. Would be interested in placing them in an established park or a

Box D-52, Care The Billboard, Cincinnati 22, 0.

percentage basis, or will lease park outright.

Communications to 188 W. Randolph St., Chicago 1, Ill.

Early States Dates Better for Ringling

Canada Tour Ends; Detroit Fair; Toledo, Lima Give Good Houses

played to encouraging business "Today," which gave the show here Tuesday (14) after a good top national publicity. day at Toledo and a fair threeday engagement in Detroit.

matinee and near-capacity house from Detroit, and the circus pulled at night. Toledo, on Monday (13), half and three-quarter busicame thru with a full one at ness. Public reception was good, night and a three-quarter score and show was there on the auto in the afternoon.

Detroit opened Friday (10) with a half house matinee and about three-quarters at night and marked the first time the Air show, which drew 60,000, was show train had used the Michigan opposition. Second and third Central Railroad tunnel. Prevdays, (11-12), brought a steady lously, the border crossing has diet of 70 per cent business. While the stand was not sponsored, a Lions Club has the

parking at Detroit.

WWJ-TV cameras picked up

Pa. Dates Score Night Business For Kelly-Miller

CORRY, Pa., July 18.—Al G. Kelly & Miller Bros.' Circus has here Saturday (11) to a threequarter matinee and near-capacity night. At Titusville, Friday (10), the night show was Bros. and Barnum & Bailey Cir- ances this season have put the was reported with the outfit, but had a 30 per cent house.

Crowd of about 1,500 was on the lot during the morning at Titusville, and the show's downtown bally drew well. Street attractions, however, pulled only slight attention at Corry.

Jersey Stands Pop for Hagen

RARITAN, N. J., July 18. houses at Binghamton, N. Y., (9), near-capacity houses at Plain- but decision was that the show field, N. J., Monday (13), and couldn't afford to take less. Now three-quarter crowds at Raritan, Wednesday (15).

Show's 90 with three 40's looked good, with interior equipment newly painted and new seat maskings in use. New costuming also has been added to the show.

Lindemann Joins Kelly-Miller Show

CINCINNATI, July 18. - Pete general agent of the show.

Lindemann had been with the Riverhead (7) a light matinee show on previous tours in such and half house at night, with capacities as equestrian director VFW auspices. Both audiences and general superintendent.

Wallace & Clark Circus exper-

ienced bad weather and bad

roads as it made recent stands

in upper sections of Manitoba and

day (10), the night show was

because of high wind and rain.

Flon (6) and The Pas (7). En

LIMA, O., July 18.—Ringling unloading and lot scenes Friday Bros. and Barnum & Bailey (10) for the network show.

Make Tunnel Move Final stand in Canada was Lima had a three-quarter Windsor, Ont., across the river factory payday.

Move from Windsor to Detroit was made in two 35-car sections been at Sarnia. Railroad brass said the train was in first class condition for making the tunnel move. Customs officials speeded clearance and had been with the show three days to facilitate the

Report on an earlier Canadian rain cut attendance. stand, Valleyfield, Que., was that the town displayed no interest in at Ware (7) and Westfield, Mass., the show and six-day advance (8). Mills was the first show in a sale netted less than \$100. Con- number of years at Ware, and sequently, the circus arrived in reportedly was the first ever to town but promptly cancelled both play Stockbridge. Attendance at shows and moved on.

DJ AIDS ZOO IN JUMBO QUEST

MILWAUKEE, July 18. -Radio and TV have come to the aid of the Washington Park Zoo here in an effort to raise the \$8,000 necessary to purchase two new elephants. The zoo lost its only elephant recently when 23-year-old Venice died. WTMJ and WTMJ-TV are the outlets carrying shows on which the pitch for funds is being made. Gordon Thomas, audio-video disk jockey, uses his shows for this purpose and has George Speidel, zoo director, as a frequent guest.

Fresh Towns In Mass. Okay For Mills Bros.

PITTSFIELD, Mass., July 18 .-Mills Bros.' Circus played to two half houses here Monday (13), with the Optimist Club reporting it cleared \$1,200. Mid-morning

Show played to strong turnouts Holyoke (10) was light.

Ringling-Barnum been drawing strong night houses in this area. The show played here Saturday (11) to a three-

CHICAGO, July 18.—Ringling vacant seats at most performnearly filled, while the matinee cus has reduced its reserved seat old maxim, "fast dimes are Manager Arthur Sturmak was towns during July and August. effect. The new schedule calls for \$2 scale continuing in key stands, for all night performances.

The price change went into effect after the Detroit stand. It follows the show's Canadian ex-perience, where business was light. Canadians in most towns balked at the \$4 top.

It is known that the circus has faced price resistance frequently since it went to the higher scale Hagen Bros.' Circus tabbed good about two years ago. Managebusiness this week, with full ment was aware that the bite was too tough in many places,

Hunt's Score Light on L. I.

PATCHOGUE, N. Y., July 18 .-Hunt Bros.' Circus played to light business here and at Riverhead, but another Long Island spot, Westhampton Beach, gave good

The latter stand was Thursday Lindemann recently joined the ad- (9). Matinee was three-quarters vance forces of the Al G. Kelly & and night house was near-Miller Bros.' Circus as contracting capacity. American Legion ausagent, according to Art Miller, pices was used. Vacant seats were in the reserves.

at Patchogue (14) were light.

Jerome Wilson, Wife, Son Hurt In Boat Blaze

NEW ORLEANS, July 18 .-Jerome Wilson, operator of a Puerto Rican circus, and his wife and son were recovering this week from injuries received in an explosion and fire aboard their

Wilson was burned on the head, arms and neck. His wife, Janis, and their son, Jerry, re-Show was the first circus to ceived similar injuries, and a play Flin Flon; however, Howard fourth person also was hurt. The Y. Bary's Africa Zoo train made injured were in the cabin at the

BEATTY BUSINESS HOLDS IN WASH.

Longview, Bremerton, Tacoma Show Strong Night Takes; Matinee Okay

continued hefty this week, with night. Knights of Columbus spon-Washington stands for the most sored the stand. part coming thru with good night

In Longview on Wednesday house for the matinee and near capacity at night. American Legion auspices were used and the show gave a morning street parade. Joie Chitwood thrill show was two days ahead of the

Three-performance stand at Bremerton started with a threequarters matinee and near-full night house Saturday (11). The matinee-only Sunday (12) score was a three-quarter house. No auspices were used.

Tacoma's matinee was only half filled on Monday (13), but the evening performance pulled better than three - quarters. Rain

Hagan-Wallace Fold Reported

CHICAGO, July 18.-Reports were current this week that the Hagan - Wallace Circus, now back in the United States after a tough trip thru Canada, was closing, but this could not be confirmed by late Friday (17). The show crossed the border

into Montana a week ago. Owner Frank Martin, of Centerville, Ind., ticket prices for matinees at some better than slow quarters," into said to have left. This was not confirmed.

A combination of blowdowns, and \$3 seats in selected described as a test for a limited truck damage, long jumps and spots, with the \$3 and \$4 time only. The \$4 top continues poor business had plagued the circus in Canada.

show drew near-capacity. Pa-

rade at Drummondville attracted

Ahead of the show is the ferry

boat hop from Frederickton, N. B.

(18), to Charlottetown, Prince Ed-

ward Island, for Monday (20).

next month.

TACOMA, Wash., July 18.— in the morning and afternoon Turnouts for Clyde Beatty Circus slowed to occasional showers at

Coming up was a three-day stand in Seattle and then the eastward hops which will put the (8), the rail show had a half show into Wisconsin and Illinois by early August. Harry Golub, general agent, was in Chicago this week.

Sam Dock, 89, Dies; Trouped For 69 Years

READING, Pa., July 18.—Sam Dock, 89, a veteran of 69 years of trouping, died at his home here July 3. He had been ill several weeks. Dock was on the road every season from 1883 thru 1951.

He joined French & Company's Circus, a boat show, then moved to Howe, Pullman & Company and French & Monroe. Subsequently, he was a performer with Harris Nickle Plate, Orrin Barber, and Forepaugh.

Starting his own shows, he had Dock & Jordan in 1887 and Dock and Sallade in 1889. For the next three seasons he was superin-tendent of Welch Bros.' Circus and owned a one-third interest in it. He and Al F. Wheeler left Welch to start the Wheeler Circus in partnership in 1893.

Starting in 1894, Dock operated his own show, sometimes using his name as the title and sometimes calling it the Great Keystone Show. He continued this operation until the 1920's. From about 1929 until 1942, the show was usually known as Brison Bros. Dock worked dogs and ponies on Bond Bros., Reo Bros. and Dix Bros. from 1942 to 1946, when he joined Raymond - Lee Circus, owned by his nephews, Ray and Lee Brison. His final season was 1951, when the Brisons' show was Lee Bros, for the first half and the Sam Dock Circus for the second half of the

King Tabs Quebec Okay But Short of Ont. \$\$

RIVIERE DU LOUP, Que., layed two hours, but it had a July 18 .- King Bros. & Cristiani three-quarter house and the night Circus has been doing "remarkably well" in Quebec, altho business has dropped from the big scores registered in more a big turnout. populous centers in Ontario, Co-Owner Floyd King reported this week.

The new part-time scale is

At Thetford Mines, Que. Friday (9), two performances were given with sidewalls only, because of an accident which prevented arrival of the big top. Convoy also was delayed in crossing the St. Lawrence River en route from Three Rivers. Matinee at Thetford Mines was two hours late, but it drew a threequarters crowd, and the night show was a capacity. Street parade was canceled there because several pieces of equipment had not arrived.

(10), the matinee again was de-

Farm Opposition Strikes Rogers

FAIRBURY, Neb., July 18 .-At Drummondville, Saturday Rogers Bros.' Circus played to a two-performance total of 877paid here Monday (13). Farmers were busy with harvesting and plowing. Matinee was short, with the animal act out because the truck had been delayed. Junior Chamber of Commerce sponsored

Saturday (11), 'ave half and area. Show will make the subone-quarter houses with Kiwanis urbs next week. Capt. Eddie auspices. Weather was threaten- Kuhn, whose wild animal acts ing and stores were open at night. have been with the show since Atlantic, Ia., gave two half early spring, has left to play houses, with Jaycee auspices.

Schumann Plays To Full Houses

COPENHAGEN, Denmark, July 18.—Circus Schumann for the past 10 days has been playing to sell-Show remains in Canada until outs at every performance, with the entire house usually sold out four days in advance. The mid-town location of the Schumann arena makes this a natural attraction for local and tourist trade.

John and Henry Ringling North, with their Europeon representative, Schichtholz-Bedini, and film starlet, Gloria Gilbert, flew to Stockholm Saturday (11), but will return to Copenhagen after viewing Swedish circuses and shows.

Morris Bills III.; Eddie Kuhn Leaves

WABASH, Ind., July 18.-Kelly & Morris Circus, which played here Wednesday (15), is heading for its "home" territory of Illinois, Clarinda, Ia., played on including the Chicago suburban

Beatty to Make 3-D Picture; Movie Crew May Join Circus

route to Flin Flon on the only light. Night house was half | Wilson was blown from the movie. Work on the film is ex- | Beatty signed the contract highway to the far north, show filled, despite rain. The storm cabin. He swam back to the boat pected to start in about five during his show's stand here. found the way was blocked by became worse at 9 p.m. and per- and put his wife and son in a weeks. Tentative plans call for Robert M. Fellows, of Waynea mired truck. Three circus ele- formance was stopped. Concert small boat that was being towed. the film crew to travel with the

cars around the truck. When the strong opposition from the film swam to shore. The accident fourth bull arrived, the truck of the recent Coronation. Swam to shore. The accident Mickey Spillane, writer of blood agent, flew here from Hollywood.

Fellows Productions, Inc., and

fourth bull arrived, the truck of the recent Coronation.

Wins Nod in North. Can. Paper CONORA, Sask., July 18 .- was moved, and show trucks proceeded.

Wallace-Clark's Good Deed

The incident resulted in an editorial in the Swan River newspaper, which lauded the show and criticized a Manitoba official 26-foot cabin cruiser. Saskatchewan. At Conora, Fri- for poor roads and for charging the show \$3,000 for permission stopped at the halfway mark to work in the province.

Route in Upper Manitoba took the show to Minitonas (4), Flin the town a year ago.

At Conora, the matinee was on deck were uninjured. phants towed a bus and several money was refunded. Show had Others used another boat or circus for several weeks' work.

TACOMA, Wash., July 18 .- and thunder murder mysteries. time of the explosion. Persons Clyde Beatty this week signed to and the film is to be a mystery co-star in a three-dimension thriller.

Carnival Routes

Continued from page 64

Catlett Greater: Orrick, Mo., 23-25; Corder 30-Aug. 1. Cavalcade of Amusements: Muscatine, Ia Central States: Hanover, Kan., 20-22; Jewell 23-25; Wood River, Neb., 27-29. Cetlin & Wilson: Sharon, Pa.; North

Tonawanda, N. Y., 27-Aug. 1, Cherokee Am. Co.: El Dorado Springs, Mo., 20-22; Springhill, Kan., 23-25; Lincoln 27-Aug. 1.

Coleman Bros.: Oneonta, N. Y. Collins, Wm. T., No. 1: Devils Lake, N. D. (Fair) Thief River Falls, Minn., 29-Collins, Wm. T., No. 2: Lakeville, Minn.

21-23; Hopkins, 24-26; St. Louis Park 28-30; Crystal 31-Aug. 2. Continental: Morrisville, Vt.; Tupper Lake, N. Y., 27-Aug. 1.

Crafts Expo: (Fair) Vallejo, Calif. Cross Road: Crystal, Mich. Cumberland Valley: Columbia, Tenn.; Murfreesboro 27-Aug. 1. Dan-Louis: Petersburg, Ind.

Del-Flore Am.: Beaver Falls, Pa. DeLuxe: South Deerfield, Mass.; Old Lyme, Conn., 27-Aug. 1. Desbro: Penn Yan, N. Y.

Dobson's United: Colfax, Wis., 22-25. Douglas Greater: West Seattle, Wash. Drago, No. 1: Winamac, Ind.; Rochester 27-Aug. 1. Drago, No. 2; (Pair) Boswell, Ind.; Mul-

berry 28-Aug. 1. Drew, James H.: (Pair) Covington, Ind.; (Fair) Nappanece 27-Aug. 1. Dumont: Frederick, Md.; Palls Church 27-Aug. 1,

Dyer's Greater: DeKalb, Bl.; Wenona 29-Aug. 2. Eastern Am .: Yarmouth, Mc. Eddie's Expo.: Seneca, Pg.; Knox 27-Aug. 1 Emshoff: Lake Mills, Wis., 24-26; Middle-

ton 31-Aug. 2. Evans United: Centralia, Kan., 24-25; Axtell 30-Aug. 1.

Wallace & Clark Circus WANTS

Hammond Organ Player; Mildred Welbes, answer. Also Floss Man and one Butcher. Wire Fort Quappelle, Sask., Canada. Friday, July 24; Indian Head, Sask., 25; Assiniboia, Sask., Monday, 27.

KELLY-MORRIS CIRCUS

Agent capable of contracting good towns and sponsors. Can use 2 Promotional

ALSO FOR BIG SHOW: dammond Organist, Drummer, 2 more Clowns, Seat Butchers, Assistant Ele-phant Men, Horse Grooms; Working Men, Route: Glen Ellyn, III., 21; Belvidere, 22; Elgin, 23; Beloit, Wis., 24; Sycamore, III., 25; Joliet, 27; Morris, 28; Peru, 29.

ELEPHANT MAN

Wanted at once to train "Punk" and work JUDY (formerly Will Hill's). Year round work, comfortable living quarters, board and top salary. Must be sober and reliable. Wire, write or phone or come

> FORT WEARE GAME PARK Pigeon Forge, Tenn.

CIRCUS WANTED

One-day event-early October; afternoon and evening performance; in connection with the Northeast Georgia Dairy Cattle Show. Sponsored by

ROYSTON LIONS' CLUB Royston, Georgia, on U. S. 29 Dr. L. H. Williams, Secy.-Treas.

American Beauty Shows WANT BINGO

FOR KAHOKA, MO., FAIR

Week July 27. Also Cookhouse Help.

Address

Joe Sharp, Mgr. Jefferson City, Mo., this week.

MOUND CITY SHOWS #2 WANTS

Bingo Help (Charles Jacobs and Howard come on. Can place you.) Ride Help on all Rides, Concessions of all kinds.

Address Whitey Slaten, Mgr. Farmersville, III. (Fair), July 23-24-25; Sangamon Co. Fair, New Berlin, III., July 29-Aug. 1.

WANTED

Merry-Go-Round or Ferris Wheel and three Kiddie Rides for Saturday only, August 15. Time to work 1:30 in afternoon till 7 at light. Also want Pony Rides. \$800 guaranteed on rides. Write

FOREST BROWN R.R. 2, Delphos, Ohio, or Phone 5413

NOTICE JACK GALLAGHER

Contact Ray Williams

Wire Fort Wayne, Ind. IMPORTANT

Pairway: Dickinson, N. D., 24-26; Beach'

Perris, Carl D.: DuBois, Pa. Festival of Fun: Shepherd, Mich. Pleming, Mad Cody: Decatur, Ga. F. & M. Am.: Wilmington, Ill.; Joliet 27-Aug. 1.

Pranklin, Don. No. I: (Fair) Roseau, Minn., 20-22; (Fair) Mahnomen 23-26; (Fair) Breckenridge 29-Aug. 2. Franklin, Don, No. 2: Driftwood, Tex. Garden State: Trenton, N. J., 20-Aug. 1. Gayland: Swan River, Man., Can. G. & B.: Grantsville, W. Va.; Elizabeth 27-

Aug. 1. Gem City: (Fair) Martinsville, Ill.; Brownstown 27-Aug. 1.

Gentsch, J. A.: Booneville, Miss. Gillette Bros.: Norwalk, Conn., 27-Aug. 1. Gladstone Expo.: (Fair) Glasgow, Ky.; (Fair) Central City 27-Aug. 1.

Georgia Am. Co.: Franklin, N. C. Gold Medal: Watseks, Ill.; Champaign 27-Gooding Am. Co. No. 1: (Fair) Wellston, O. Gooding Am. Co. No. 2: (Fair) Logansport,

Gooding Am. Co. No. 3: New Bremen, O. Gooding Am. Co. No. 4: Rocky River, O. Gooding Am. Co. No. 5: Brownstown, Ind. Gooding Am. Co. No. 6: Strongsville, O. Gooding Am. Co. No. 7: Fraser, Mich. Gooding Am. Co. No. 8: Bedford, O. Gooding Am. Co. No. 9: Independence, O. Gopher State: Medicine Lake, Minn., 24-26; Two Harbors 30-Aug. 1.

Goree, C. A.; Red Cloud, Neb. Grand American: Clarion, Ia., 22-25; Kanawha 27-28; (Fair) Allison 29-Aug. 2. Gravitt & Westphal: London Mills, Ill., 23-26. Great Sutton: Tipton, Mo.; Pulton 27-

Aug. 1. Greater Dixieland: Canton, Mo.; Mt. Pleasant 27-Aug. 1. Hames, Bill: Leonard, Tex.; McKinney 27-Aug. 1.

Hammond, Bob: Granbury, Tex.; Hico 27-Aug. I. Hannum, Morris: Eddystone, Pa. Happy Attrs.; Quaker City, O.; Woodsfield

28-31 Happyland: Pontiac, Mich.; Wayne 27-Aug. 1. Harrison Greater: Elkton, Md.; Centre ville 27-Aug. 1.

Helman United: Mer Rouge, La.; Farmersville 26-Aug. 1.

Heth, L. J.: (Fair) Sturgis, Ky. Hiawatha: Walbridge, O.; Reynolds Corners, Toledo 27-Aug. 1. Hill's Greater: Lovell, Wyo.; Laurel, Mont 27-Aug. 1.

Holly Am.: Camilla, Ga. Hottle Buff, No. 1: Beardstown, Ill. Hottle, Buff, No. 2: Seaton, Ill. Hugo's Expo.: (Fair) Platte City, Mo.; 23-26; Edgerton 30-Aug. 1. Ideal Rides: (Fair) Clay City, Ind.; (Pair)

Carlyle, Ill., 29-Aug. 1. Imperial: (Fair) Taylorville, Ill., (Fair Aledo 27-Aug. 1. Interstate: Mt. Olive, Ill. Johnny's Rides: Granite City, Ill. Johnny's United: Rockport, Ind.

Jolly: Alexandria, Va., 27-Aug. 1. Ken-Penn: Saxonburg, Pa.; New Galilce 27-Key City: Valley Mills, Ind.; Rantoul, Ill. 27-Aug. 1.

Pa., 27-Aug. 1. Kile, Floyd O.: Montgomery City. Mo. (Fair) Warrenton, 27-Aug. 1. Klenke Am. Co.; Dunbar, W. Va.

Maddox Bros.: Clifton, Kan., 23-25; Netawaka 29-Aug. 1. Majestic: Pennville, Ind. Manning, Ross; Red Lion, Pa. Marion Greater: Hartsville, S. C. Marks, John H.: Washington, D. C., 22-

Aug. 1. Meeker: Pasco, Wash.; Walla Walla 27-31. Merriam's Midway: Clara City, Minn., 20-22; Buffalo 23-25; Manson, Ia., 27-29; Ogden 31-Aug. 1. Merry Midway: Three Oaks, Mich.; Porter,

Ind., 29-Aug. 2, Metropolitan: McKeesport, Pa. Midway of Pun: Beatrice, Neb. Midway of Mirth: Albion, Ill.

Midwest: Logan, Utah. Mighty Hoosier State: (Pair) Jacksonville Ind.; (Fair) Elnora 27-Aug. 1. Mighty Page: Asheboro, N. C.; Danville,

Va., 27-Aug. 1. Model of Canada: St. John, N. B., Can. Moore's Modern: (Pair) Jerseyville, Ill.; (Fair) Flora 27-Aug. 1, Mosher Am. Co.: Carson City, Mich., 21-

23, Elkton 28-Aug. 1. Moser-Rundle: New Albin, Ia., 22-23; Fort Atkinson 25-26; Cambridge 30-31.

Motor State, No. 2: Ligonier, Pa.; Ashley 27-Aug. 1. Mound City: Arthur, Ill.

Mound City, No. 2: Farmersville, Ill., 23-25; New Berlin 29-Aug. 1, Nelson, George W.: Winnebago, Minn., 20-22; Pomeroy, Ia., 24-25; Central City 30-Aug. 2.

Noian: Lisbon, O. Northern Expo.: Havre, Mont., 20-22; Shelby 23-26; Lewiston 30-Aug. 1. Oklahoma Expo.: Yale, Okla.

Page Bros.: Stanford, Ky .: Somerset 27-Aug. 1. Palmer, J. I.: Liberty, N. C. Park Am.: Branson, Mo.

Parada: Louisburg, Mo.; Bolivar 27-Aug. 1. Paul's Am. Co.: (Pair) Everton, Mo.; Humansville 27-Aug. 1. Penn Premier: Pranklin, Pa.; Punxsutawney 27-Aug. 1.

Playtime; Harwichport, Mass.; Provincetown 27-Aug. 1. Powelson Greater: New Holland, O.; Dres-

den 28-Aug. 1. Prell's Broadway: Oceanside, L. I., N. Y., 20-23; Harrington, Del., 27-Aug. 1. Raney United: Lindstrom, Minn. Raines Am. Co.: Stilwell, Okla.: Westville

27-Aug. 1. Reid, King: Lincoln, Me. Reithoffer: Phoenixville, Pa.; Kimberton 27-Aug. 1.

Robinson, John L.: (Pair) Donnellson, Ia. Rockwell, Mike: Boulder, Colo. Rogers Bros.; Wahpeton, N. D., 20-22; Lisbon 23-25. Royal American: (Exhn.) Saskatoon, Sask.

Can.; (Exhn.) Regina 27-Aug. 1. Royal Crown: (North and River Road) Oak Park, Ill. Royal Midwest: Cleves, O.; Paoli, Ind., 28-Aug. 1.

Royal United: Jesup, Ia., 22-23; Harmony, Minn., 24-25; Hubbard, Ia., 27-28; Odebolt 29-30; Manning 31-Aug. 1. Rumble Greater: English, Ind.; Harrodsburg, Ky., 27-Aug. 1.

Schafer: Dixon, Ill. Shan Bros.: Harlan, Ky.; London 27-Aug. 1. Shuggart, Beebe, Am. Co.: (Fair) Comanche, Tex. Siebrand Bros.: Butte, Mont.

Skerbeck's: Manistique, Mich., 20-22; Munising 24-26. Smith's Funland: Quinwood, W. Va.: Eskdale 27-Aug. 1.

Smith, George Clyde: Salisbury, Pa.; Grantsville, Md., 27-Aug. 1. Snapp Greater; Whitewater, Wis.; (Fair) Slinger 27-Aug. 1.

Under the Marquee

Joe and Wally Beach, Springfield, Mass., visited Mickey King when she recently appeared at Riverside Park, Agawam, Mass. Joe also visited with Emil Pallenberg at the park. Both Joe and Wally, along with Charles Davitt, have paid visits to the Ringling, Beers-Barnes and Mills Bros. circuses when these organizations played New England.

Bill Powell, who has been touring the world for the past year, recently visisted Lorenz Hagenbeck at his new home in Germany, Altho Hagenbeck has been ill, he spoke at length to Powell regarding plans to return to the U.S. with a one-ring

South African showman Percy Meacham is framing a show at Johannesburg to tour the Belgian Congo. . . . Syd Boswell, of South Africa's Boswell Bros.' Circus, is scouting talent in Europe.... Movie, "The Greatest Show on Earth," played to packed houses for five weeks at a Johannesburg theater, where it opened in June.

Bob Lee was a recent visitor with Altamae and Buck Owens in Kansas City, Mo. Lee reports that Mr. and Mrs. Owens are not trouping this year. Owens and Hartsock Bros.: LaPlata, Mo.; Browning Wilbur Phillips are writing a circus story, "Mr. Guts," to be published by Mead & Dodd. Phillips has done articles on the Ringling show and Harry Truman. Fair dates for Lee's circus attractions opened July 18 and close Labor

The Antaleks, perch act; Clint Finney, retired general agent and Johnny Fulghum and Harry Dorn, of the Kelly-Morris advance, caught Diano Bros. at Geneva, Ill.... In Chicago for Ringling-Barnum are Frank Braden, press; Charles Schuler, radio-TV, and Harry Bert, tickets ... Karl Wallenda was in Chicago to confer with booking offices Monday Keystone Attrs.: Barton, Md.: Garrett, (13). His high wire act will play Coney Island Park, Cincinnati; Montgomery County Fair, Dayton, O.; Polack Eastern's date at Baltimore, and Tom Packs' fall dates. It's with Packs now.

Dressing Room Gossip Appears on Page 62

Southern Valley: Trumann, Ark. Standard: Whitefish, Mont. Star Am .: Star City, Ark. State Fair & Great Western: Spanish Pork, Utah.

Stephen's: Memphis, Mo., 22-25. Stephens, C. A.: Chatham, Va.: High Point, N. C., 27-Aug. 1. Sterling Crown: Wheelersburg, O. Stipe's: Dexter, Minn., 20-22; Holman, Wis.,

24-26; St. Paul, Minn., 27-29; (98th & Lynsdale: Minneapolis, 30-Aug. 2. Strates, James E.: Endicott, N. Y. Stumbo's Tri-State: Stanley, N. D. Sunny Am. Co.: South Euclid. Willoughby 27-Aug. 1. Sunset Am. Co.: (Fair) Palmyra. Ill.

(Pair) Craig, Mo., 27-Aug. 1. Superior: Santa Maria, Calif., 20-26; Yuba City 27-Aug. 2. Tassell, Barney: Takoma Park, Md. Tatham Bros.: (Fair) Lexington, Ill., 21-25; Springfield 26; (Fair) Cerro Gordo 27-29; (Fair) Roberts 30-Aug. 1.

Tennessee Valley: Madisonville, Tenn. Thomas, Art B.: Wisher, N. D., 22-23; Hatton 24-25; Michigan 27-28; Green Bush, Minn., 29-30; Bagley 31-Aug. 2. Thomas Joyland: Osgood, Ind. Tidwell, T. J.; Concordia, Kan. Tinsley, Johnny T.: Atlanta, Ga. Tip Top: Barron, Wis., 24-26; (Pair) Green Lake 31-Aug. 2.

Tivoli: (Pair) Vienna, Ill.; Creve Cocur 28-Aug. 2. 20th Century: Grand Forks, N. D. United Expo.; Hannibal, Mo.; (Pair) Shel-

bina 27-Aug. 1. United States: Marmet, W. Va. Veterans United: Maddox, N. D., 20-22;

(Pair) Red Lake Falls, Minn., 23-25. New York Mills 27-29; Milaca 30-Aug. 1. Victory Expo.: Monahans, Tex. Virginia Greater: Cambridge, Md.: Pocomoke 27-Aug. 1. Vivona Bros.: Montpelier, Vt.; St. Johns-

burg 27-Aug. 1, Wade, W. G.: Muncle, Ind. Wallace Bros.: Tomah, Wis. Wallace Bros.; (Fair) Vermillon, Alta. Can., 23-25; (Fair) Vegreville 26-29.

(Fair) Red Deer 30-Aug. 1. W.B.J.: Grand Rapids, O. West Coast: Roseburg, Ore. West Coast Expo.: Roseville, Calif. Western: Brewster, Wash.

Weydt's Am.: Galesville, Wis., 23-26. Wilber's Wolverine: Buella, Mich., 23-25; Decatur 30-Aug. 1 Wilcox, Dick: Norway, Me.: Boothbay Harbor 27-Aug. 1.

Williams Am. Co.: Brevard, N. C.: Burnsville 27-Aug. 1. Williams, Ray: Pt. Wayne, Ind.; Burr Oak Mich., 27-Aug. 1. Wilson Famous: Bartonville, Ill.; (Pair) Carlinville 29-Aug. 1. Wilson Greater: Monticello, Utah; Durango,

Colo., 27-Aug. 2. Wolf Greater: Glencoe, Minn., 24-26; South St. Paul 27-Aug. 1. World of Pleasure: Charlevoix, Mich. Wolfe Am. Co.: Exmore, Va. World of Mirth: Lewiston, Me. World of Today: St. Cloud, Minn. Young, Monte: Ogden, Utah.; Wetser,

w.americanradiohistory.com

Idaho, 28-Aug. 1.

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RING BROS.' CIRCUS

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Birmingham, Alabama, October 22, 23 and 24. State Fair Grounds, Youth Benefit. Two Books, Exhibit Space, Ads. UPC, Tickets, Phones in, \$200 a day. Men, get 27 per cent pay daily. Lushes and limbsters, stay where you are. No collects. Phone, wire or write

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10 Phonemen

I Promoter with Crew Tickets - Ads - Banners, Daily collec-tions, 10 weeks here. Other towns set to next December. Larry Barry, Charles Kelly, Bob Harper-Chicago, Tex Rhumsaver, MacDonald, come on in. Contact

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Address per route: July 28th, London; 29th, Lebanon; 30th, Hillsboro; 31st, Greenfield: all Ohio.

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State Fair Sesquicentennial Program

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Communications to 188 W. Randolph St., Chicago 1, Ill.

III., Ind. Events Forge Ahead of '52

Mt. Carmel Attendance Up 15%; Turnouts at Carrollton Climb 10%

-- Wabash County Fair went into attendance at its Thursday night the final day of its seven-day (16) stageshow, was expected to run here today with an attend- wind up its seven-day run ance bulge of at least 15 per cent, today slightly ahead of the gate E. G. Pixley, secretary, announced. Weather, with the exception of Thursday evening and attendance thru Friday Friday, when rains came, was ideal and patronage on the L. J. Heth Shows' midway was big all aggregate over a year ago.

Leading night attraction was Steele's Frontier Days, which pulled a strong grandstand Thursday night (16) despite the inclemency. The Lucky Lott auto thrill show was skedded for the final evening grandstand show. Square dancing and horse pulling held forth as the evening attraction the forepart of the week and these always popular events did well at the box office. Six afternoons of harness and running races had large entries and equally large crowds in the grandstand.

CARROLLTON, ILL., UP DESPITE BAD WEATHER

CARROLLTON, Ill. - Despite rain Thursday and Friday (16-17). Greene County Fair wound up its final day here yesterday with an attendance count that was at least 10 per cent ahead of a year ago. Miss Nelle Witt, secretary, also said that most grandstand ganza, to be held here October spelling bees and shorthorn judgshows played to good crowds and 1-11, was announced this week ing. On Saturday (10), the Nawound up in the black.

Agency, was hurt somewhat by the rain. Tractor pulling and a with a giant balloon parade and the fair's one-mile track. 4-H dress revue and beauty con- a beauty queen contest. The fol- A number of scholarship test proved popular with patrons. Afternoon harness races did well, altho several heats of the Thursday program were lost to rain. The McKinley Rodeo, in Friday and Saturday (11-12) as a prefair attraction, did well with good mers' Day, Inter-collegiate Liveturnouts at both shows.

Bill Gullette's Imperial Shows on the midway reported receipts were slightly up from a year ago.

ATTENDANCE, SPENDING CLIMB AT COLUMBUS, IND.

COLUMBUS, Ind. - Bartholomew County Fair, thru Thursday (16), its fifth day, was romping well ahead of its '52 mark attendance-wise, and spending was substantially ahead of a year ago, and as a result, F. M. Overstreet expected the fair to wind up with a 15 per cent bulge at the outside gate.

The Jack Kochman thrill show, in Sunday night, was a full 20 per cent ahead of last year. Increased entries in the harness race program hypoed interest and crowds were strong. Overstreet said livestock entries were not only large but included some of the best animals yet shown here. Fair has no afternoon attractions.

Gooding No. 2 Shows were ahead of last year altho exact percentage figures were not available.

RAIN FAILS TO HURT

AT NEWTON, ILL.

Sedalia Sets Stadium Show

SEDALIA, Mo., July 18. Missouri State Fair this year will add to its attractions with a variety show to be held in its football stadium adjacent to the grandstand. The show, being booked thru Ernie Young. San Angelo, Tex., Chicago, will put on six night performances during the fair's eight-day run.

Additional seating is being for a capacity of 4,000. Talent the San Angelo Fairgrounds, deincludes Sam Howard and his to be replaced in time for the King Kong, the largest ape in Frank Torrance.

MOUNT CARMEL, Ill., July 18. Fair, despite rain that cut into mark of 42,000 registered last year. Milo Flynn, secretary, said ahead and attractions the final day were expected to pull the

> The Thursday evening show was a Boyle Woolfolk variety unit. Harness and running races on four afternoons this week drew big crowds into the grandstand, and the 105 Ranch Rodeo, skedded for today, was expected to do well. Fair had a Western horse show Friday night.

> Ernie Farrow's Wallace Bros. Shows, back on the midway here after a year's absence, was getting a good play. Spending, however, was tighter this year than last, Flynn said.

A FAIR BY ANY OTHER NAME -GETS MORE \$\$

TROY HILLS, N. J., July 18. - The changing of the name of the Morris County Fair to the North Jersey Agricultural and Industrial Exposition has resulted in a record number of commercial exhibits being signed for the annual. The management is extolling the virtues of its exposition via the slogan, "Sell the sizzle and not the cow." Fair officials believe that as the sizzle of the steak is more appealing to a man than the cow from which the steak may come, so is the exhibit which fair visitors can observe in person with all their senses than by hearing, reading, or seeing via newspapers, radio or TV. Exhibitors at the exposition will be getting a preferred location this year, as exhibits will be located nearer to the entrance to the grounds. The midway, with its rides and attractions, has been relocated, so that the fun area will be placed in the rear of the grounds behind the exhibits.

Wagner's Gates Run 20% Over '51 and '52

Joie Chitwood thrill drivers and the Indianapolis Auto Daredevils, performed before two capacity previous thrill show attendance all ramp-to-ramp stunters. records for this big car racing plant.

Wagner, who opened the season at Pensacola, Fla., on April 13, reports the current season is running at least 20 per cent ahead of last year and 1951 in attendance and receipts.

Good weather and a strong promotional campaign by Wagner's press crew in co-operation with the track management here were responsible for the overflow crowds here at both matinee and evening performances. Joie Chitwood personally appeared here and is scheduled for a number of additional appearances Wagner's Eastern units.

Stunt Unit

Wagner's stunt contest unit has

with its appearance June 5 at opening day of the annual. Philadelphia's Municipal Stadithru turnstiles to witness the partment of Agriculture and also stunt contest which was held in director of the State building at

and on the following day, Wagner superiority in barnyard skills. A reported, a n o t h e r turnaway five - minute hand - milking concrowd was registered at Chit- test, immediately following the wood's Heidelberg Raceway in Governor's reception and the pa-Pittsburgh.

Fair Circuits

Wagner announced that he herty's challenge is accepted. would operate three units on the fair circuits this year covering

WILLIAMS GROVE, Pa., July the East and Michigan and Ohio. 18. - Buddy Wagner's Tourna- A record number of 147 dates ment of Thrills unit, featuring the have been signed so far, he said. Unit operators, in addition to Wagner, at the upcoming fair dates, will be Johnny Purtill, crowds of 5,000 spectators each Chuck Waters and Ray Wagner. here at Williams Grove Park and Track managers are Dick Cobb. Speedway, Sunday (5), and broke Harry Woolman and Bob LaBay,

Other stunt personnel include Bobby Dyer, Wally Teller, Jim-my Mercer, Bill Wilson, Bob Kelley, George Huntsinger, Chico Gonzales, Bob Brooks, Duddy Brooks, Raoul Perez, Yvon La-Rue, Lee Grable, Bob Earle, Buzz Bundy, Leon Anderson, George Shea, Eddie Meeker, Ernie Johnson, Don Perry and Roy

Milking Tilt In Offing for Eastern States

WEST SPRINGFIELD, Mass., played 63 performances to date July 18 .- Massachusetts has chalwith only five rain-outs. All the lenged four other New England big dates were blessed with fair States to a milking contest to be held Sunday, September 20, at The Chitwood show chalked the Eastern States Exposition up a record gross for the East grounds here. The date is the

Leo F. Doherty, one of the dium when 17,621 spectators poured rectors of the Massachusetts Deconjunction wih stock car races, the Exposition, issued the chal-Previously, at Toledo's Race-way Park on May 30, a sellout crowd of 8,000 jammed the stands States have been laying claim to rade on the opening night of the exposition, is in the offing if Do-

> The exposition has long been noted for its novel promotional ideas. It is the setting for a national pipe-smoking contest, buttered corn eating contest, and other unique competitions.

Space Selling Going Strong

At Norfolk NORFOLK, July 18 .- The Norfolk Tideland Fair, formerly the Tri-County Fair, is rapidly making progress in space selling in preparation for its September 14-19 run in conjunction with the Kempsville Ruritan Club.

Harry C. Grafton, who is directing the fair here, said this week that exhibit space is selling at a rapid clip, that the premium book is one of the best to date, and that refurbishing work on the grounds and buildings is moving ahead rapidly.

W. W. Johnson is president of the fair association as well as head of the Ruritan group. Allan Travers is treasurer of the annual at which the O. C. Buck Model Shows will appear on the midway. The All-American Wild West Rodeo will also appear at the fair.

Despite a recent setback, when one of the grandstands burned to the ground, Grafton announced that replacement would be made in time for the fair.

Gresham, Ore., Inks Chitwood

GRESHAM, Ore., July 18.-An auto thrill show will be on the program of the Multnomah County fair this year for the first time when the Joie Chitwood Auto Daredevils come in for three performances, Duanne Hennessy, manager, announced. The thrill unit will perform a Saturday night show, a matinee and evening stint on Sunday.

Talent line-up for the free stagecar racing will be staged at the show during the fair will include Langhorne Speedway here, Sun- Clark's Bears, Tola the Clown, On Saturday (15), at 2 p.m., an day, August 2, during the Third Sing Lee Sings acro and juggling auto thrill show will be staged Annual Auto Racing Fair. Over 150 drivers have already and an evening and afternoon show.

Southeastern Fairaganza Schedule Is Announced

ATLANTA, July 18.-The line- | Thursday (8). Friday (9) will be up for the Southeastern Faira- highlighted by State and county by Mike Benton, president of the tional Industrial Exposition Day

lowing day, Friday (2), will be school day for students of Atlanta the fair, with the University of and Fulton County schools, Mayor's Day, 4-H Club Day and Jersey Day. Saturday (3) will be Georgia Press Day. Future Farstock Judging Day, and also the date of a flower show.

Sunday (4) will honor U. S. Armed Forees, and the highlight will be a Veterans' Day thrill show. Monday (5) will be devoted to Holstein-Friesian judging. Tuesday (6) will be National Hereford Day, and national poultry and rabbit judging will also be staged.

Rest of Schedule

to Aberdeen, Angus and swing judging and farm machinery. Governor's Day, along with Women's Home Exposition Day and Brahman judging will fill

Dallas Fair to Star Merman

NEW YORK, July 18.—Ethel Merman has accepted a date to headline a revue at the State Fair of Texas, Dallas, October 10-25, according to Mayor R. L. Thornton, who is also president of the

NEWTON, Ill.—Jasper County annual exposition.

She will appear in the 4,300seat auditorium, where the annual summer season of musicals is currently underway. Charles R. Meeker Jr., vice-president of the fair and managing director of the auditorium, will fly to Denver next week to confer with Miss Merman regarding the nature of

> The signing of Miss Merman is considered quite an accomplishment since the musical star has declined in past years to appear on the stage except on Broadway.

To Rebuild Plant

SAN ANGELO, Tex., July 18.added to the stands with plans Buildings and the grandstand at already signed for the attraction stroyed in a May 11 tornado, are swim show, Cilly Feindt, Four 1954 fat stock show and rodeo in captivity.

Sky Devils, Two Jeffreys, March. Officials of the board of On Satu Smetona, Bozo Harrell, Fedi and city development, owners of the auto thrill show will be staged Fedi, J. J. Lynch and Company, property, said the grandstand featuring the combined talents of ever, will be minus a roof.

Thursday evening's variety annual and head of Lakewood will be held along with national show, booked thru the McDonald Park and Lakewood Speedway. livestock awards. The fair closes The fair will open Thursday (1) Sunday (11), with auto racing at

awards will also be made during Georgia, Atlanta Art Institute and the Central Railroad of Georgia among the donors.

Salt Lake City Ups Gate To 15 Cents, Cuffos Stand

SALT LAKE CITY, July 18- show will be featured one day

J. A Theobald, secretary-Wednesday (7) will be devoted manager, announced. General admission to all grandstand attracgate tab will be upped to 75 cents for adults and 25 cents for the fair's final two days. children. Last year's rates were 50 and 15 cents.

> As a result of the new policy, the only major attraction on the grounds charging admission will be "Holiday on Ice" in the Coliseum.

Grandstand attraction line-up this year includes six performances of the Jimmie Lynch Death Dodgers the first three days of the fair. An All-Arabian horse

Steuben Program Has 90 Pages

Steuben County Fair, which will Norfolk, said that the commercial be held here August 10-15, has exhibit department here will be mailed out its annual premium the largest to date, and as a relist and program. The book has sult of the large number of in-

annual, which was founded in eral times. 1819, will be the All-American Wild West Rodeo, which will per- red one, by virtue of the four form on Monday evening (10) and large industries in town which Tuesday afternoon (11).

vue will be presented nightly at ing put in shape for the fair, at the fair. Among the acts to ap- which the John H. Marks Shows pear will be the Young China will again hold down the mid-Troupe, The Novellos, Payo and way. Mai, Mickey Sullivan and his band, and Capt. William Heyer and Starless Night.

The James E. Strates Shows will hold forth on the midway and will headline the Leo Carrell Trained Animal Circus, featuring

Ward Beam's Daredevils.

The Utah State Fair will inaugu- and professional wrestling matchrate a new policy of admission es one evening. Newest of the prices when it opens its gates attractions will be an Interna-September 12 for its nine-day run, tional ski-jumping contest from a specially erected 125-foot high slide. Snow will be prepared from ice and blown onto the track. tions will be free but the outside This winter sport will take place both afternoon and evening on

> Altho general admission to the stand will be free, special box and reserved seats will be offered rarnging from 50 cents to \$1.50.

Alleghany Sets Premium Book

COVINGTON, Va., July 18 .-The Alleghany County Fair. which will be held here August 17-22, has released the largest premium book in its history to the printers this week, according to Harry C. Grafton, secretarymanager of the annual.

Grafton, who is also directing BATH, N. Y., July 18 .- The the Norfolk Tidelands Fair at terested exhibitors, space for Among the attractions at the their use has been increased sev-

The fair should prove to be a will have double pay days that A Frank Wirth grandstand re- week. The grounds are now be-

Midget, Big Car Racing Skedded at Langhorne

LANGHORNE, Pa., July 18 .- A combination of midget and big

Hank the Mule, Sharkey the Seal, would be repaired at a cost of Billy Green's Canadian Aces, signed for the events at the band concert. Monte Brooks, Wilfred Mae Trio, Winlos and around \$30,000. The stand, how- Dick Rogers' Motor Maniacs, and Speedway, on U. S. Highway No. Portland, Ore., is setting the 1, just outside this community.

Events Planned At Skowhegan

SKOWHEGAN, Me., July 18 .-A multi-colored advance program of activities for the Skowhegan State Fair, August 15-22, was released this week by Roy E. Symons, general manager of the annual.

A grandstand revue will be presented nightly at 8:15 Monday (17) thru Saturday (22). Harness racing will also be held on the same days in the afternoon.

The fair gates will swing open at noon on Saturday (15), to patrons who will find the King Reid Show on the midway and the Cherokee-Oklahoma Ranch Rodeo on hand for two performances at 3 p.m. and 8:30 p.m. The rodeo will also give two performances at the same hours on Sunday (16).

Monday (17) will be 4-H Club and Children's day. Youngsters under 16 will be admitted free as will any adult bringing five or more children. Tuesday will be Governor's Day and Wednesday will be Skowhegan Merchants' Day. Waterville Day will be held Thursday (2), followed by Farmers' Day on Friday (21). Closing day, Saturday (22), will salute Madison, Norridgwock and Somerset Counties.





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GAMES WANTED

For Koch County Fair Mt. Vernon, Ohio, July 27 to Aug. 1. \$40.00 per game up to 14 ft. MELVIN OTTERBACKER Box 81, Valley City, O.

WANTED

Cook Shacks for the

MONITEAU CO. FAIR August 18-22, California, Mo.

Independent midway. Write or phone HAROLD FRANCIS, California, Mo.

CONCESSIONAIRES Lycoming County Fair

Hughesville, Pa. August 3, 4, 5, 6, 7, 8, 1953 CLARENCE F. STOLZ, Secretary

CARNIVAL WANTED

Sept. 2nd-5th for Morgan County Fair Will book rides Write-Wire-Phone C. E. BENNETT Versailles, Missouri

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WANTED FOR BURKE COUNTY FAIR

Week of Sept. 28 through Oct. 3. Good outstanding Free Act. Please mail photographs of act and salary wanted for week. Also good clean Concessions. RAYMOND P. CARWELL Box 622, Morganton, N. Car.

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Montevideo **Preps Plant** After Flood

MONTEVIDEO, Minn., July 18. -Late June floods that covered Chippewa County Fairgrounds here have subsided and a crew of workers is now putting the plant in order for the August 20-23 fair, reports S. O. Syverson, secretary.

This year's fair will feature a District 3 Future Farmers of America show, said to be the first of its kind held in the State, with 33 chapters and 1,250 boys eligible to compete. Space is being made available for expansion of other agricultural exhibits, said Syverson. Further improvements have been made on the 40 by 60-foot stage and dressing rooms that were built last year.

County merchants will give away a Ford and Chevrolet on Friday and Sunday nights at the fair. A feature of the fair will be selection of 40 4-H and FFA members to be sent on a one-day expense-paid trip to Minnesota State Fair, St. Paul, in September. The trips are being financed by the Kiwanis and Lions clubs, Chamber of Commerce, 4-H Leaders' Council and fair asso-

Ky. State Posts 118G

LOUISVILLE, July 18 .- The 53 edition of the Kentucky State Fair will offer an all-time record Baldwin, secretary, announced.

\$50,500 in horse show prize \$6,063; Future Farmers of America, \$4,657, and poultry and fairs. pigeons, \$4,200.

Kittanning, Pa., Sets Maiden Run

KITTANNING, Pa., July 18 .-New Armstrong Free Fair will make its debut here August 18-22, sponsored by the Kittanning Optimists, Inc., which has leased the old Armstrong County Fairgrounds.

The organization has already cut a new quarter-mile race track inside the present half-mile oval and stock car races are being currently held on the smaller track. The grandstand and other buildings have been remodeled. Attractions will include a carnival, thrill show and grandstand acts, according to D. H. Long, secretary-treasurer.

Melville, Sask., Cancels '53 Run

MELVILLE, Sask., July 18 .-Melville will not have a summer fair this year, it was decided at a meeting of the Melville and District Agricultural Society, because of lack of interest on the part of the annual's members and those who should have been interested in a livestock show. Last year there was no fair because of hoof-and-mouth

Board is hopeful of presenting some sort of agricultural show in the fall and is operating standing crop and summerfallow competitions this summer.

Predict Increases At Nazareth, Pa.

NAZARETH, Pa., July 18.—With a new exhibition building completed and other structures in the process of construction, Joseph Sherman, secretary of the Nazareth Fair, this week predicted attendance increases for the 1953 showing, August 3-8.

will do much to heighten interest, he said. Features include the scribers. Joie Chitwood Hell Drivers on Monday and Tuesday, afternoon Foley & Burk Combined Shows and night; B. Ward Beam Hell on the midway, night horse show Drivers Wednesday afternoon and and rodeo, one performance of the night; seven string bands from radio and TV program "Queen for Philadelphia on Thursday after- a Day" and a number of new noon and night, and big-car auto agricultural and horticultural racing on Saturday afternoon.

New Exhibit Space Set for Erie County

Western New York achievements in agriculture, industry, the home, school and community go on parade for six days and nights when the 112th Annual Erie County Fair opens here on August 17. It the fair. will run thru August 22.

by area manufacturing plants in the new Industry Mall, located under the newly-constructed parimutuel building. Added parking areas are also being developed in time for use at fair-time, and expanded seating facilities will offer more accommodations for an unobstructed view of stage, track and track infield activities.

Over \$33,000 in cash and other awards await exhibitors to the plete with nurses, doctors and largest country fair in the State, according to information listed in the 150-page premium list issued this week by Frank Slade, fair

Attractions

year will include four auto thrill

Mass. Assn. Aids Members

TOPSFIELD, Mass., July 18 .-Massachusetts Agricultural Fairs Association this year is circulating a six-page folder, complete with photos, advertising the State's fairs. The advertising \$118,988.83 in premiums, J. Dan piece, which was prepared by the association to help promote fairs Top item on the list is the and to acquaint the public with the many and varied attractions money. Other major premiums at annuals, carries a chronological include dairy cattle, \$14,557; beef list of the State's fairs. There is at annuals, carries a chronological cattle, \$12,200.33; 4-H Club work, also a listing of the various \$6.063; Future Farmers of Ameria attractions at the 17 member

Unique Premium List Is Issued By Tri-State

BRISTOL, Va., July 18. - A unique premium list has been issued by the Tri-State Fair here this week. The 36-page list is tabloid-size and is printed in three colors. It combines advertising space with information concerning the annual, which will be held August 17-22.

R. C. McCarter heads the fair corporation. H. J. Haga is vice-president; Mrs. Marion D. Mc-Carter is secretary-treasurer, and Ralph H. Brumet is legal counsel.

The Cisco Kid and Pancho will appear with a rodeo presentation the last three days of the fair, while a water circus and horse show will be staged the first three days. A street parade will be held Monday (17) in Bristol to hype interest in the fair. The Sterling Crown Shows will appear on the midway, and fireworks will be presented each evening. A square dance festival will be staged Tuesday (18), at 10 a.m.

Townsfolk Aid at Montgomery Fair

GAITHERSBURG, Md., July 18.—Members of this community pitched in 100-strong this week to erect buildings for the Montgomery County Fair.

Using 80,000 board feet of lumber, the 100 farmer-workers constructed three large livestock barns and three cncession stands in one day. Each year, such new buildings, constructed by volunteer workers, help increase the size of the plant.

Remaining from past fairs are 16 barns and concession buildings.

Santa Rosa, Calif., **Expands Mutuels**

SANTA ROSA, Calif., July 18. -Sonoma County Fair this year is expanding its pari-mutuel facilities and has contracted with the American Totalisator Company to A strong entertainment program put in a new set-up to include a will do much to heighten interest, board and Tel-Autotype tran-

Attractions signed include events.

HAMBURG, N. Y., July 18 .- shows, colorful stage acts, reviews of area war veterans and volunteer firemen, three afternoons of harness racing, and big car championship auto racing on Saturday (22), the final day of

In addition to the new pari-New features of the fair this year mutuel building and the Industry will include numerous exhibits Mall beneath it, other new features this year are two 200-footlong buildings with exterior observation pens with canopied roofs. These barns will house horse, sheep and swine exhibits. Also added this year is an information booth, situated in the heart of fair traffic, which will aid visitors in getting around the 160-acre grounds.

A new first-aid building, comambulance service, will serve patrons this year. A new 80-footwide roadway has been constructed by the Buffalo Raceway over their property and leads from near-by highway routes di-Grandstand attractions this rectly to the grounds and the parking area. Buildings on the grounds have been painted and re-roofed, roadways and midways have been oiled and stoned, and new drinking fountains and walks have been constructed in many

Grandstand

George A. Hamid and Son will provide the grandstand revue attractions for the fair. Joe Basile and his band will provide the music. The James E. Strates Shows have been signed for the fair. Ward Beam's Auto Daredevils will appear on Monday evening (17), and Jack Kochman's demonstration on Tuesday evening (18). Fireworks will close the grandstand program each night.

Irish Horan and his Lucky Hell Drivers will perform Thursday evening (20) and again on Saturday evening (22). Daily drills will also be presented on the track in front of the grandstand by the Erie County Sheriff's Mounted

Horse racing will be staged on Tuesday (18), Wednesday (19) and Thursday (20) at 2 p.m. Horse shows, horseshoe pitching and bait and fly casting contests will augment the usual line-up of animal and agricultural competitions.

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EDMONTON, CANADA, Sept. 24 thru
Oct. 3, John B. Scallan, Director
Edmonton Gardens, Expo. Grounds

NEW ORLEANS, LA., Sept. 26 thru
Oct. 4, H. F. Van Horn, Director

c/o Municipal Auditorium

SOUTH BEND, IND., Sept. 22 thru 27
Dorothy Godfrey, Director

334 W. LaSalle St., Apt. 5

LYNCHBURG, VA., Sept. 21 thru 26
Jack Craig, Director

c/o Chamber of Commerce

BATON ROUGE, LA., Sept. 22 thru 27

L. A. Gifford, Director

444 Florida Street

MOBILE, ALA., Oct. 21 thru 25
Douglass M. Brooks, Director

c/o Junior Chamber of Commerce

DENVER, COLO., Oct. 25 thru Nov. 1

Paul Waters, Director

205 Tramway Building

ROANOKE, VA., Nov. 9 thru 15

Jack Craig, Director

P. O. Box No. 1163

TOPEKA, KANSAS, Oct. 20 thru 25

Paul Waters, Director

c/o City Auditorium



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BUSINESS STILL CLIMBS

Royal American Grosses Again Up in W. Canada

been that good.

personnel of the Royal American,

First Fair Starts Okay For Gem City

SALEM, Ill., July 18. - Gem City Shows moved into their first fair here this week at the Marion County Fair and got off to an okay start during the early part of the six-day run. Crowds were big, some of the biggest on record, but spending, with the exception of ride patrons, was light.

The fair credits the big bulge in attendance to the fact that this year for the first time it precedes the annual Soldiers and Sailors' Reunion and a free front gate.

Floyd Dillon joined with his kid rides. Honey Lee Walker and her gal revue came on and Goldie Quillman and his live ponies also joined as did Lisa Del Mar's Side Show. Red McAllister's minstrels are doing well on the back-end. Dr. Cooper of the Martinsville, Ill., fair was a visitor.

Spending Fair For WOM at Rumford, Me.

RUMFORD, Me., July 18 .- The World of Mirth Shows will wind up tonight a week that has been marked by good weather and moderate spending here, according to Bernard (Bucky) Allen, concession manager of the rail-

He reported that the previous week's stand in Portland, Me., had also given the show fair business and good weather, and that the personnel was taking advantage of sunny skies to refurbish the show in its entirety, prior to its heavy schedule of fair dates.

The show always presents a spotless appearance at fairs, since painting and overhauling of equipment is done prior to fair dates instead of in the spring. Much time is also now being devoted to the framing of the water show, illusion show and girl revue which will play an important part in the show's line-up of attractions at its fair dates.

Royal Pine Issues Prom. Program

DOVER-FOXCROFT, Me., July 18.-The Mullins Royal Pine Shows, which closed at the fairgrounds tonight after playing a week under VFW auspices, issued a promotional program in conjunction with their stand here.

The program, in addition to carrying laudatory material concerning the show and its attractions, also carried a considerable the auspices of the local firemen, amount of advertising from local concerns. L. G. King, general agent, handled details.

The show staged a special kiddie matinee today from 1-5 p.m., and the free admission for the moppets brought them and their parents out in goodly numbers.

The program devotes several paragraphs pointing, up that the present-day carnival manager is no longer a roughneck or rowdy, but a business man who delights vincial towns in the Quebec. The in seeing people entertained by Maritime Provinces tour began tors to their "city."

EDMONTON, Alta., July 18.- accustomed as it is to good busi- has become a big oil producing The whopping business the Royal ness in Western Canada, to be-American Shows have been get- lieve that the shows' gross industrial area, with several large ting at Western Canada's major should continue to rise. But last plants in operation and several fairs might well come under the week at the Calgary Stampede more going up. There is pracheading of "believe it or not"; it's ride and show business topped tically no unemployment, wage the '52 record take by 25 per cent scales are high, and the pop-It is difficult for even and here this week at the Edmonton Exhibition, business during the first five days of the six-day been extremely favorable. event, was 20 per cent over '52, the previous peak year.

aires have shared in the thumping business. And, they, too, are just as amazed by it as the ride and show ops with the Royal with Leon Claxton's "Harlem in American.

Each year since World War II, excepting when weather hit, continued to send grosses up.

greatest boom. The city not only Gypsy.

center but also a mushrooming ulation has continued to rise. To top it off, farming conditions have

Back-end units of the Royal American Shows enjoyed heavy And, of course, the concession- patronage both here and at Cal-Havana" hard pressing it for the No. 1 spot.

"Moulin Rouge" at Calgary grosses have climbed. And, RAS registered bigger business than personnel figured that business did either Sally Rand or Gypsy would finally hit a level. A Rose Lee when they headed the booming economy in the Western No. 1 revue with the RAS. And Canadian cities, however, has here this week "Moulin Rouge," sans a name headliner, again Of all the cities in the circuit, has been outgrossing the units Edmonton has experienced the which were headed by Sally and

Blue Grass Wins At Ottawa, III.

Groscurth Scores Thumping Gross Despite Inoperative Front End

Grass Shows struck a red one Show. here this week at the Ottawa Centennial Celebration and given a devices are owned by Groscurth. final week-end, expected to go Burge's Skooter, are booked. out of here with a substantial gross. Business thru Thursday (16) was sizable and the best three nights were yet to come. According to C. C. (Specks)

week. Show operated without from a year ago, according to to return there next season. most of its front end, except for 19 Groscurth. direct sales concessions. Game concessionaires moved to several other shows for the week.

of its Owensboro, Ky., winter several weeks. quarters and its aggregate gross thus far has been several thousand dollars ahead of last year at this time, Groscurth said. Profits, however, are not up to last year. due to sharply increased operating and promotional costs, he

In this respect, he pointed out that radio time had jumped sharply, and billing costs as well as gasoline and other operational expenses, were substantially ahead of '52. The Blue Grass Shows are using more paper this year than any time in their eight years on the road and Groscurth recently purchased a new Chevrolet panel truck for the job.

Show's back-end here was strong with six office-owned units and two booked shows. Dick Dillon has his mechanical village with the show and Sailor Katzy has his snakes. Show-owned units include the "Cotton Club," "Palace de Joy," "Torchy," Glass

Daniels Greater Has Okay Week

FREDERICTON, N. B., July 18. —Daniels Greater Shows have had a fair-to-good week here under according to Hymie Wiener, head of the organization.

The show, set up at the Exhibition Grounds here, carries a Merry-Go-Round, Ferris Wheel, Tilt - a - Whirl, Thriller and a Scooter, in addition to a girl show and about 25 concessions. It travels via truck.

The season was opened with a series of showings in Montreal and was followed with some prohis organization on his show lot, at Woodstock, N. B., June 15-20, Billboard received a telegram to- Mrs. Turner, 26 inches tall, apthe mayor-and his staff as a city | weeks at Saint John, N. B., June | Wilkes-Barre, Pa., seeking the Shows, including one at the 1933- over the Alaskan Highway paid date will be at Newcastle, N. B. reported the death of his mother. a son, Charles, of Little Rock. than that in British Columbia.

OTTAWA, Ill., July 18.—Blue House, Funhouse and Circus Side

Show has 16 rides. Seven major

Vivona Does Good Vt.

BELLOWS FALLS, Vt., July 18., town, was used. Tuesday (7)

Gross, Despite Rains



DANITA ROCHE has been picked by Siebrand Bros.' Circus and Carnival as its entry in the "Miss Outdoor Show Business" contest sponsored by the Showmen's League of America.

Western Show Added by ACA; Wis. Biz Good

GREEN BAY, Wis., July 18.— A Western show, headed by Kenne Duncan and Randy Brooks, both of motion picture note, will join the Amusement Company of America at Milwaukee next week, it was announced here by Gem City Shows; Bob Evans, Tam-J. C. McCaffery, co-owner and pa; Babe Thomas, Logansport general agent of the ACA.

Brooks will be featured in who also will work with whips, and Ruth Knight, singer, will be with the unit.

Music will be by the Hollywood Rhythm Rangers. Talker will be show is to be with the ACA thru the fair season,

break in the weather over the The others, including Lloyd given the ACA generally good business. Engagement here has Show moves from here to yielded one of the best grosses Gibson City, Ill., and will then of the season. Previous stand, have a solid route of fairs in Negaunee, was about even with November. Paris and Charleston, past business for the show in Ill., fairs follow the Gibson City that town. Sault St. Marie netted Groscurth, org's owner, rides and stand. The Paducah, Ky., Fair extremely good patronage, and shows did strong business here all played last week was up sharply the show already has been pacted

Show closes here Sunday, then Mrs. Groscurth left the show at moves into Milwaukee, where it Paducah to go home to Owens- will open Tuesday (21), with one boro, for medical treatment and still date, Sheboygan, to follow Org is here in its 13th week out expects to remain there for before it goes into its fairs August 4 at Chippewa Falls, Wis.

Anderson Fair HARVEY, Ill., July 18.—After being harrassed since early spring weather by stormy weather, the Royal Crown Shows registered its first winner at the Anderson (Ind.) Free Fair, June 29-July 4, a new

Royal Crown

A Winner at

date for the show, said Mrs. Dolly Young, owner. Rides outgrossed shows at the Anderson date. Currently in the Chicago area, the show will remain in this sector until it opens at the Goshen (Ind.) Fair, August 3-8. Meanwhile, show personnel has been busy painting and putting equipment in shape for start of the fair season. Already renovated are the Merry-Go-Round, twin Ferris Wheels, Octopus, Caterpillar, Tilt-a-Whirl, Kiddle Auto, light towers and Diesel plants, leaving no evidence

of the damage done by the tornado

that struck the show at its open-

ing stand in Columbus, Ga., and the storms that followed. Secretary Morris Stokes has gone to Indianapolis for a physical check-up. Harry (Irish) Gaughn has done a fine job with the concessions, Mrs. Young reported. Recent visitors on the lot have included Mr. and Mrs. Don Greco, (Ind.) Fair; John Anderson, Enquirer Printing Company, Cincinsharp-shooting, and Brooks with nati; fair officials from Fort Wayne, whips. Ben Pitti, knife thrower, Ind.; Goshen and Kankakee, Ill., and Bob Parker, Delavan, Wis. Mr. and Mrs. William Tucker recently celebrated their 37th wedding an-

niversary. In the line-up at Anderson were Charles (Chuck) Campbell. The George Volsted's Side Show, Brownie Horn's pythons, George he fair season.
Wisconsin still dates have mechanical show, F. W. Miller's posing and girl shows; Jeanne, "The Blond Bombshell"; Joe Murray's ponies, Chick Lancaster's "Cotton Club," Glasshouse, Funhouse and Reptile and Wildlife shows, Bert Britt's dark ride, H. Deggler's Fly-o-Plane, A. Kreigg's two kiddie rides, and Fred Haywood Kiddie Merry-Go-Round, Ferris Wheel, train, boats, Sky Fighter and swings.

L. I. Town Hit By Bingo Ban

HUNTINGTON, L. I., July 18 .-The Huntington American Legion bingo games that have been held weekly have been stopped. Fire Department fairs have been called off and the Huntington Jewish Center has given up bingo plans. The cause is a quiet crack-down on all forms of gambling by Clarence Phillips, local police

A local crusader, who wrote to the district attorney calling for an end to church and similar bazaars, started the crackdown. The Legion bingo game was halted after the chief produced a law passed in 1916 which forbids any or all gambling within a mile of a military drill hall or armory. The Legion hall, scene of the weekly games, is only a few hundred feet from a Naval Reserve training center.

Phillips called in representa-ves of fire departments, churches and other organizations this week and told them to give up plans for annual fairs or any other events which included gambling. A newspaper report indicated that the police had closed down Prell's Broadway Shows last Saturday night (11), two hours early.

Jim McHugh's Father Dies

July 6, the stand started off slowly

the Saturday matinee (11) prov-

ing to be one of the biggest of the

season. A new lot, in the heart of

FITCHBURG, Mass., July 18 .-John J. McHugh, 73, father of James McHugh, Eastern outdoor editor of The Billboard, died Tuesday night (14) in Burbank Hospital here.

A native of Ireland, he had resided in this city most of his life and had been employed by a local paper company for many years prior to his retirement a few months ago.

The funeral was held yesterday (17), with the requiem mass said at St. Bernard's church. Burial was in St. Bernard's cemetary.

Seek Joseph Nutaitus

CINCINNATI, July 18. - The

-The Vivona Bros.' Shows has when ladies' night was staged, run into early-week rain during good business was racked up. On its stands so far in the Green Mountain State, but over-all business has been good as a result of youngsters and parents on the lot, high grosses the latter part of the but rain fell and called a halt to midway activity. The matinee In Bennington, Vt., the week of gross, because of the downpour, was only fair. Cut-rate matinees but picked up each night, with are drawing many moppets in this area, and the youngsters have been spending well,

Rain fell here on Monday night (13), but the ladies' day promotion on Tuesday (14) pulled very strong. The stand here looks as tho it will wind up exceptionally well. Harry E. Wilson, pinch-hitting for Co-Owner Morris Vivona, made a 10-day booking trip and returned with five contracts for dates in this State. The show, after these dates, will move to fairs, of which 14 have been signed.

Co-Owner John Vivona has purchased two tractors and one trailer from O. C. Buck. All trucks are being repainted in a blue and white color and carry the show's new slogan, "A Mile of Thrills and Baddley Biz Entertainment,"

Eleanor Turner, Midget, Dies at 53

PITTSBURG, Kan., July 18 .-Elearnor Turner, 53, billed as the "world's shortest woman," died at her home here Monday (13).

Up From '52

MERRITT, B. C., July 18.—Bob Baddley's Shows trucked here this week after a winning stand in Vancouver under auspices of the Canadian Legion.

According to Carl Cornell, org's general agent, business has been up all season, despite some unwhere he could be classified as and was followed with two day from Agnes Nutaitus, of peared in a number of Side pleasant weather. Show's trek council—all interested in the wel- 22-July 4, under Catholic Welfare | whereabouts of Joseph Nutaitus, 34 Chicago World's Fair. Surviv- off well and the weather there fare of and entertainment of visi- Council auspices. Next showing who is also known as Titus. She ing are her husband, James, and was no worse, and some better,

Oct. 26-31st

Midway Confab

H. V. Petersen, owner of Tivoli Exposition Shows, recently added | Shows have added fairs at a new light plant to his line-up Abbotsford and Cloverdale to along with two new tractors and their British Columbia routes.... trailers. Bill Grant, Tivoli office manager in 1950, is back in the wagon after a two-year hitch in the Army, one of them in Korea. May, played two spots, Victoria Mrs. H. V. Petersen and the and Nanaimo, then returned to three Petersen youngsters, Karen, the U. S. Philip and Kristen, are back at their Joplin, Mo., home after spending a few weeks with the show.

water fountain concession that he Wright, is normally held on came across during his recent Wright's birthday, July 4, but tour of Europe. Boots Cutler, was held a week late this year. also of the Tivoli front end, is Eli Hartenstein, Milwaukee, finwith her other joints and Fuzzy Tampa, third. Other participants and Maurice Logsden took de- included Ned Torti, Al Baysinger, operating a new ball game along ished second, and Bob Evans of livery on a new Prairie Schooner house trailer.

Sandra, aerialist on Tommy at the Lakelawn Golf Course. Scott Shows, is sporting a new wardrobe, and Tommy Scott has new cowboy outfits. Jimmy Mack's bingo crew on the George Wayne, contortionist with the Clyde Smith Shows, F. A. Norton show, recently took time off to reports. Recent visitors to the spend a few days with his wife Smith show included Jack spend a few days with his wife and family... Mrs. Leonard Barston and Cecil Swain, of the Gould, of Majestic Greater Lewis Shows, and Natchie Hill-Shows, was guest of honor at a man, of Bean's Attractions... recent stork shower tendered by Mr. and Mrs. Orville Crafts, Mrs. Thelma Evans and Mrs. Sam owners of Crafts 20 Big and Goldstein. Guests included Mrs. Billie Steinberg, Mrs. Vi Exler, Mrs. Jo Quinn, Mrs. Pete Norman, Mrs. Beulah Miller, Mrs. Mattie McElroy and Mrs. Violet Cavanaugh.

dancer with Mighty Hoosier State Shows, was the subject of a front-page feature story in the Shows and an Army Relief Car-Bedford (Ind.) Daily Times-Mail when the org played that town. Northwest until the final event, The yarn, complete with a twocolumn photo of Anna Lee, traced her start in show business and the highlights of her career.

Kenneth R. Yawn, of James H. Drew Shows, celebrated his fourth birthday with a party attended by a number of youngsters on the show. Guests were Malinda and James Drew III, William Collier Jr., Kay and Wanda Johnston, Jeane and Buddy Fultz, and Lonie and Henry Magtord.... Max and Rose Levine, of the Drew front-end, report they're having a nice season and recently added one more joint for a total of five concessions.

Star Amusement Company is all high and dry again after being hit by a flash flood at Pocahontas, Ark. Water rose as high as the house trailer floors but no serious damage resulted. Mrs. Mr. and Mrs. Bob (Domino)
J. T. (Betty) Knight, of the Hardy recently held a house Amazing Knights, left the Star furlough with the show then returned to Camp Stoneman, Calif.

Fred LaFontaine, who has operated the pony ride at Edgewater Park, Detroit, for a number of years, is entering the hospital for treatment of a hip ailment.

Carl Cornell, general agent for Baddley's Shows, is touring the Okanogan fruit belt in British Columbia to lay out sponsored Kan., was their best in years. . . dates.... Hilda Jarvis is in her third season in the root beer stand for Mr. and Mrs. Fred lanta with Frank Zorda. They Christmas, who have candy floss and root beer on the Baddley and trailer to replace the ones org.

Lewis and Tobin's Shamrock Cavalcade of the West Shows, which headquarters in California, jumped into British Columbia in

Frank Ligois, Milwaukee, took top honors in the annual Blue Goose Golf Tournament Sunday Axel Bendixen, concessionaire, recently joined Tivoli with a new years ago by the late Mike Bernie Mendelson, Bob Parker, Chick Schloss, Ed Wall and Bill Yario. The tournament took place

> Sparky Hackman has joined Crafts Exposition shows, returned recently after a tour of Europe that included the Coronation in London.

Lillian and Monroe (Moe) Eisenman left Los Angeles Thurs-Anna Lee Wetherbee, exotic day (16) for Washington State, where Monroe will direct the staging of two big Navy Relief nival. They will remain in the returning to California about October 1.

> Bobby Dillon, 14-year-old son of Dick Dillon, operator of mechanical shows, and James H. Coughlin, a show staffer, were seriously burned at the Fairfield, Ill., fair in a gasoline explosion and fire that destroyed the interior of the Dillon house trailer and a tractor-truck. Reports from the Fairfield hospital last week indicated both were on the road to recovery and would be released soon. The fire and explosion was believed to have been caused by the backfire from a small motor used to generate electricity for the trailer. The fire touched off a butane gas tank used for cooking but a large gasoline tank, equipped with safety valves, escaped the flames.

warming in their new 35-foot org to enter an El Dorado, Ark., Spartanette Mansion trailer. hospital. Tommy (Casey) Knight Among those present were Mr. spent eight days of a recent and Mrs. Lloyd Serfass, co-owners of Penn Premier Shows, of which the Hardys are members; Mr. and Mrs. Harry (Buster) Westbrook, Mr. and Mrs. Loenard Lampell, Mr. and Mrs. Murray Levitt and son Jack, Mr. and Mrs. Irene Fistenio and Harry Westbrook Jr.

> Deacon and Kelly Jones report that their July 4 stand with Evans' United Shows at Lyndon, Rosa Lee and Eddie and Doris Woods spent a few days in Atwere waiting for their new car (Continued on page 78)

It's the Original! EVANS' **UMBO** DICE WHEEL THE FINEST EVER MADE Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irre-

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ALL FAIRS—SAVE THIS AD FOR FUTURE REFERENCE—ALL FAIRS

WE HAVE THE EXCLUSIVE ON ALL THESE FAIRS FROM FENCE TO FENCE

Somerset Co. Fair Huntingdon Co. Fair Daylon Agri. Fair Clinton Co. Grange Fair Meyersdale, Pa. Huntingdon, Pa. Lock Haven, Pa. Dayton, Pa. August 3-8th Aug. 17-22nd. Aug. 24-29th Aug. 31-Sept. 5th Juniata Co. Fair Emporia Agri, Fair Durham Co. Fair Davidson Co. Fair Port Royal, Pa. Emporia, Va. Durham, N. C. Lexington, N. C. Sept. 7-12th Sept. 14-19th Sept. 21-26th Sept. 28-Oct. 3rd Mecklenburg Co. Fair Scotland Co. Fair Golden Belt Fair Chowan Co. Fair Laurinburg, N. C. Henderson, N. C. Chase City, Va. Edenton, N. C. Oct. 19-24th Oct. 12-17th

CONCESSIONS

Oct. 5-10th

SHOWS

HELP

MECHANIC

Can place legitimate Concessions of all kinds. Novelties, Hats, Derby Racer, Water Cames, Glass Pitches, Hi-Striker, Photos, Dart Balloon, Cigarette Gallery, Jewelry, Eating Concessions, Drinks and some P.C. if you have Hanky Panks. Stanley, write me.

Can place Wild Life, Fun House, Midget, Working World or any Shows not conflicting. Earl Meyers can place Working Acts and Ticket Sellers. Can place Girl Show with own equipment for week of August 31. This is a big Girl Show date. Can place good, reliable Second Men for Merry-Go-Round, Tilt-a-Whirl, Wheel, Rolloplane, Octopus and Kiddie Rides. Prefer men who drive semis. Good salary, plus bonus, and long season ahead. Can always use general Carnival Help in all departments. Want good Chef, Griddle Man and Waiters for the Cook House.

Can place good sober, reliable Mechanic and Mechanic's Helper. Must have his own tools." Top salary and bonus (Bachelor, answer). The above list of Fairs are all bona fide and no promotions. Remember this year no Carnivals can predate any North Carolina Fairs 90 days in advance. Get placed with a show that can give you a bona fide route of solid Fairs. Space limited on all dates, Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows, Franklin, Pa., this week; followed by Punxsutawney, Pa., then all Fairs



CONNEAUT, OHIO SESQUICENTENNIAL CELEBRATION—on the Streets LAST CALL FOR CONCESSIONS-SHOWS, AUG. 3 TO 8

Want all kind legitimate games, Huckly Buck, Coke Bottle, Fish Pond, Darts, Hoop-La, Ball Games, Age-Weight and Glass Pitch. Can use any Merchandise Wheel, no buybacks or money games. Also need Custard, Taffy Candy, Jewelry, Name and Hats and good Novelty Man that can work parades. Shows-Midgets, Wildlife, Fat Family, Hillbilly or any Walk Thru, Penny Arcade,

Special Events every day. Two big parades. All civic groups 100% with it. Reserve space now.

Also want all kind Concessions for Firemen Old Home Week at Jackson Center, Pa., Aug. 11 to 15. Saint Rocco Celebration, Hillsville, Pa., Aug. 21 to 23; Lions' Fair, Mayfield Heights, Ohio, Aug. 27 to 30; fairs to follow.

Write or wire GEO. LOCKHART, Lowellville, Ohio

W. R. GEREN® Presents SHOWS MIGHTY

WANT FOR THE FOLLOWING FAIRS:

ELNORA, DAVIESS COUNTY FAIR, July 27 to August 1 WORTHINGTON, GREEN COUNTY FAIR, August 3 to 8 BICKNELL, KNOX COUNTY FAIR, August 10 to 15

MARTINSVILLE, MORGAN COUNTY FAIR, August 13 to 17 FRANKFORT, CLINTON COUNTY FAIR, August 23 to 29 Solid Route of Fairs in Indiana Until October 10

Want Hanky Panks, Ice Cream, Custard, Cook House, Grab. Want Caller for Bingo, wonderful opportunity. Agents for Six Cats and Buckets. Shows-Have Girl and Fun House, all others open; wonderful route for Drome.

Wire-all wires will be answered. NO PHONE CALLS. All replies now

W. R. GEREN, Tri-County Fair, Jasonville, Ind.

RIDES—SHOWS—CONCESSIONS That Do Not Conflict

WANTED

WANTED

WANTED

BIG WESTERN CELEBRATION

AT RIDGECREST, CALIF. 3--- BIG DAYS AND NIGHTS--- 3 SEPTEMBER 18-19-20 INCLUSIVE

Under auspices of Chamber of Commerce and Naval Ordnance Station; \$1,500,000 pay roll, Event will feature Queen Contest, with trip to Honolulu for winner. Free Acts. Extravagant Fireworks Display, 1953 Buick to be awarded. Bookings open for limited time only. Act NOW! Write-Wire-Phone (No collect phone calls or telegrams, please)

M. WHITEY MONETTE

145 7th Street, San Francisco 3, Calif.

CONCESSIONS

Telephone: MArket 1-6024

ing Concessions for Wilmington, Ohio,

CHARLES KREKELER Wellston, Ohio, this week; Proctorville, next.

WANTED

RIDES—Chairplane, Merry-Go-Round or any Major Ride. SHOWS—Have Snake Show. What have you? CONCESSIONS—Ball Games, Fish Pond, String Game, Striker,

MEL SOBER, Mgr., KEYSTONE ATTRACTIONS

Barton, Md., July 20-25; Garrett, Pa., July 27-Aug. 1.



Want for the Following Celebrations & Fairs:

EAST LIVERPOOL, OHIO UNIONTOWN, PA. BUTLER, PA. (FAIR) HUNTINGTON, W. VA. (FAIR) RONCEVERTE, W. VA. (STATE FAIR) ALEXANDRIA, VA. (FAIR)

CHARLOTTESVILLE, VA. (FAIR) BRIDGETON, N. J. (FAIR) HAGERSTOWN, MD. (FAIR) PETERSBURG, VA. (FAIR) NEW BERN, N. C. (FAIR) WALTERBORO, S. C. (FAIR)

NEWBERRY, S. C. (FAIR)

CONCESSIONS-Cookhouse, all Eating and Drinks open, Custard, Legitimate Concessions of all kinds, Stock Wheels, Buckets, French-Fries, Age and Scales and Novelties.

RIDES-Octopus, Dark Ride and Little Dipper.

SHOWS-Arcade, Wild-Life, Glass House, Organized Minstrel Show (Dudley, get in touch); Girl Show Revue, Motordrome (Bob Perry, get in touch). Ray Cramer wants for Circus Side Show Tattoo Artist (Ralph, come home), and Mind Reading Act that gets money (Jack Schaeffer, get in touch).

HELP-Ferris Wheel and Whip Foreman. Also Roll-o-Plane Foreman, Second Men on all Rides, Show Front Builder (Thomas Finch, get in touch). Lot Man who knows what it's all about and can put Show on lot. Scenic Painter and General Help in all departments.

Wire McKeesport, Pa.

SHIRLEY LEVY



ATTENTION

ATTENTION

Ride Help-Useful Show People, Concessions, Show Operators

Opening August 3, Firemen's Festival, Jennings, La., followed by best Louisiana spots, until September 1, then Louisiana best Fairs.

Want Foremen and Second Men for Merry-Go-Round, Tilt. Wheel. Chairplane, top salary, good treatment, good equipment. Want Agents and Bingo help, Popcorn Agent. salary, good treatment, good equipment. Want Agents and Bingo help, Popcorn Agent. All Concessions open except Bingo, Popcorn, especially want Custard. Cookhouse or large Grab. Photos, Arcade, Floss, Pronto Pups, Apples, or what have you. Want Hanky Panks of all kinds, Ball Games, Penny Pitches, Grocery Store. Buckets and Six Cats that work for stock, High Striker, or what have you, 24-hour electrical service, Ail help and Concession people formerly with us get in touch. Special concession made to all who join by August 3 during our Fairs. Out until snow falls. Can place well framed shows: Motordrome, Snake, Athletić, Minstrel, Midgets, Funhouse, Monkey, Animal, 10-in-1, Circus Side Show or what have you. Will book set Kid Rides, except train and auto, book Ponies, and two non-conflicting major rides, good proposition. All replies.

ED GROVES or CARL ANSTEAD

Phone 6-9166

ROUTE 1, BOX 695

LAKE CHARLES, LA.

JAMES H. DREW SHOWS

CHAMBER OF COMMERCE FAIR

NAPPANEE, IND., July 27 to Aug. 1 inclusive

PORTER COUNTY FREE FAIR

VALPARAISO, IND., Aug. 3 to 8 inclusive

Followed by a long route of bona fide Southern Agricultural Fairs until middle of November.

WANT

WANT

WANT

Drome, Arcade, Wild Life, Exhibit, Mechanical, Glass House, Monkey Show, etc. Will place Legitimate Concessions of all kinds. Will also place Pitchman and Demonstrators at all Fairs North and South. Notice! Still have limited amount of space available at the Charleston, West Virginia, Fair for legitimate Amusements. No phone calls please.

Address all this week, Western Union, COVINGTON, INDIANA

NICH CORRESPONDE



CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS

ANYTHING IN CANVAS Manufacturing Show Canvas for Over Fifty Years.

Underwriters' Approved Flame Resistant Materials Available. 5 DAYS' SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

SHADE GAP, PA. SOLDIERS' MEMORIAL PICNIC AND FAIR

JULY 27 TO AUGUST 1, 1953

Want all legitimate concessions, Fish Pond, Glass Pitch, Hoop-la, Long Range, Short Range, Cork Gallery, etc. Also, any mechanical or grind show with own equipment.

A. L. BLACKMON, Shade Gap, Pa.

EVANS UNITED SHOWS

Our Fair Season Has Started—All Good Ones. We Book One of a Kind.

Can place few more Concessions-Use Fish Pond, Scales, Basket Ball, Milk Bottles, Coke Bottles, Cork Shooting, Hoop-La, Novelties, Pea Ball, Glass Pitch, String Game, Country Store, several others not conflicting. Need Agents. Shows-Any clean Show with own transportation except Girl and Athletic. No racket, no gypsies.

Contact MANAGER

Centralia, Kan., July 20-25; Axtell, Kan., July 27-Aug. 1; Clyde, Kan., Aug. 3-8; Beloit, Kan., Aug. 10-15; Glasco, Kan., 17-19; Everest, Kan., 22; Effingham, Kan., Aug. 24-29.

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| 7 - 7 - 7 | | | _ | | 1.50 |
| Five | Roll | 15 | | | 4.50 |
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| 100 | Rolls | | | | 40.00 |

ROLLS 2,000 EACH

No C.O.D. Orders Size: Single Tkt., 1x2

We Manufacture

of every description Wheel tickets carried in stock for immediate shipment.

TOLEDO TICKET CO. Toledo 12, Ohio

SPECIAL PRINTED Cash With Order, Prices 1,000\$ 6.90 1,000 7.80 5,000 8.70 8,000 9.60 4,000 6,000 8,000 10,000 30,000 15.50 100,000 33.00 500,000 133.00 1,000,000 250.00

Midway Confab

Continued from page 77

that were wrecked. They left to join Ray Cramer's Side Show on the Metropolitan Shows, at Connellsville, Pa.

Wm. M. Breese scribes from Bristol, Va., that R. C. McCarter is doing a good job in promoting Tri-State Fair there, August 17-22, for which event the Sterling Crown Shows will furnish the midway. Breese avers that the grandstand attraction, the Cisco Kid and Poncho, ought to draw heavily.

Lou Pease, operator of the "Sultan's Harem" show with the George Clyde Smith Shows, reports he has formed a partnership with Toni LaVerne, New Orleans night club dancer, who will be featured in the show as an exotic passion dancer. Other principals

FOR SALE

At a sacrifice price 1 Spitfire, 1947 model 1—K-7 International Tractor 1—1949 Lufkin Trailer

This complete outfit is in A-1 condition. Am selling at a loss. Complete outfit, \$2,500.00.

FRANK WEST 212 Oak Grove Road, Norfolk, Va.

No. 12 WHEEL

Also good Second Men on all rides. No boozers wanted. Top wages and sure. Good treatment. Best equipment. Prefer Semi drivers. Apply

HARRY LOTTRIDGE Manager, Unit =7, Gooding Amusement Co., Inc. This week, FRASER, Mich. (Near- Detroit), or as per route.

Wheel Foreman Screw Ball Foreman

\$65.00 per week to sober, reliable help, plus end-of-season bonus. No "wine heads." please.

SUNNY AMUSEMENTS Now, South Euclid, Ohio; next, Willoughby, Ohio.

FOR SALE

Duck Pond on trailer, I Duck Pond on truck. Several Cow Jumped Over Moon, Ball Games. Write to

JOHN A. ROSE 343 W. Main St. Barrington, III.

WANTED

A-1 Foremen for Tilt, Wheel and Fly-o-Plane. Top pay for sober, reliable men; year around work; must drive. Want experienced Inside Man for Monkey Motor Drome: good pay, must drive.

LEO LANE SHOWS Savannah Beach, Ga.

WANT

Man to take charge Motordrome, up and down Drome; top wages. Also use Straight Rider. Contact Walter Marks.

Beam's Attractions Farmville, Virginia, this week.

WANT

Experienced Ferris Wheel Foreman, top wages, long season. Also use Second Men other Rides. Contact

Beam's Attractions Farmville, Virginia, this week

WANT

Stock Concessions for Louisburg, Mo., July 23-24; Bolivar, Mo., July 27 to Aug. 1; Archie, Mo., Street Fair, Aug. 6-7-8; Erie, Kansas, Reunion, Aug. 10 to 15. six days, Court House yard: then Paoli, Mound City, Garnett, all Fairs. Want Second Men on all Rides. Shows—Can place two small Grind Shows.

H. C. SWISHER PARADA SHOWS

TILT FOREMAN WANTED

For 1951 Tilt, Must Drive, Can use Second Men who drive. Palmyra, III., this week; Craig, Mo., next.

SUNSET AMUSEMENT CO.

WANTED

Merry-Go-Round Foreman and Second Man, Ferris Wheel Foreman, man who can put up on time to open Mondays. Salary no object if you can qualify. Come on or wire.

J. I. PALMER SHOWS Liberty, N. C., this week

WANT

WANT

RIDES—SHOWS—CONCESSIONS For the best July and August route in Western Pennsylvania.

SAXONBURG, NEW GALILEE, ROCKY GROVE; GREENE COUNTY FREE FAIR, WAYNES-BURG, Pa.; ARMSTRONG FREE FAIR, KITTANNING, PA.; CRAWFORD COUNTY FAIR, Free Gate, MEADVILLE, PA.

AGENTS for office owned Concessions

WHEEL Foreman to handle Twin Wheels. Kid Ride Foreman for 4 Ride Kiddieland. Second Men on all Rides. Best of treatment, excellent equipment to work with, best of pay, and working conditions. Good opportunity for married people.

KEN-PENN AMUSEMENT CO.

Saxonburg, Pa., July 20-25 New KENSINGTON, Pa. New Galilee, July 27-Aug. 1

O. C. Buck - Model Shows,

erica's Finest Railroad Show CAN PLACE FOR BALANCE OF SEASON INCLUD-ING 15 FAIRS STARTING IN TWO WEEKS

Can place Scales and Age, legitimate Concessions. Also place Monkey Show or Speedway and Arcade. Good opportunity here. Want Assistant Electrician to handle light towers. Also man for big Show front. Also artist to paint fronts. Want Foremen for Ferris Wheel and Tilt-a-Whirl. Top salary. Briggs, answer. Can place Unborn Show and Dark Ride.

All Answer: O. C. BUCK This week Fort Edward, N. Y.; Plattsburg, N. Y., follows

IIMMIE CHANOS SHOWS

Want Shows with own outfit, Girl Show, Monkey Show or any other for committee money only for Portland, Ind., Fair; Converse, Ind., Free Fair; Kendallville, Ind., Fair. For Converse, Ind., Fair want Concessions of all kinds. Ride Help who drive semis, Caterpillar, Octopus, Rollo-Plane, Kiddie Rides, Merry-Go-Round, Flying Scooter. Want Wrestler to take charge of Athletic Show.

All reply to JIMMIE CHANOS

Davton, Ohio, Fair Grounds

WANT - CONCESSIONS - WANT TERRE HAUTE, IND.

6 DAYS—AUGUST 24-29 INCL.

Can place limited amount of legitimate Concessions. Positively no grift, flats, gypsies, percentage or cigarette blocks. No Bingo. Will place Cookhouse, Novelties, Games of all kinds, Popcorn, Apples and Floss, Long Range, etc. Game \$3.50 per foot. Gooding Rides already contracted. Write-Wire

FRANK OBERBACHER, Chairman 12 POINTS BUSINESS & PROFESSIONAL ASSN. 1277 PHILLIPS AVE. TERRE HAUTE, IND.

Miami Phone

7-6536

Miami 38, Fla.

HAS EXCLUSIVE CONTRACT FOR SHOWS AT

THE STATE FAIR OF TEXAS DALLAS, TEXAS, OCTOBER 10 THRU 25

Independent Shows with complete, new looking outfits contact me at above address until July 29; thereafter care The Billboard, Cincinnati 22, Ohio. Will visit Springfield, La Porte, Milwaukee, Detroit, St. Paul, Toronto, Louisville and Memphis Fairs. Shows contracted previously advise your route.

Want Ball Games, Pitch-Till-You-Win, Guess-Your-Age, Scales, Novelty, Cigarette Gallery, Balloon Darts, Candy Floss, Snow Cones, Hoop-La, Long and Short Range Lead Gallery, Spot-The-Spot, Fish-Pond, Duck-Pond, Coke Bottle, Photo, Buckets, Huckley Buck, Basket Ball, Penny Arcade. Wanted Girl Show, Snake Show, Agents for Office Hanky Panks, Chair-o-Plane Foreman, Ferris Wheel Foreman, General Ride Help, Truck and Tractor Drivers. All replies

GEORGE CLYDE SMITH SHOWS Salisbury, Pa., this week; Grantsville, Md., next week

CONCESSIONAIRES WANTED

FOR GILLETTE BROS.' SHOWS AND NORWALK, CONN., SUMMER FESTIVAL JULY 27 TO AUGUST 1: MILFORD, CONN., ON THE BEACH TO FOLLOW

No lost days running, both Sundays, day and night, Aug. 2 to 9 inclusive. Thousands of people daily. Westport, Conn., Fair to follow, Aug. 9 to Aug. 15-on school grounds. Don't miss these, as they are the best. Mike and Sommers, take notice; come on. All others send deposit to

> GILLETTE BROS.' SHOWS 60 SHEFFIELD ST., PITTSFIELD, MASS. TEL. 2-9471.

LOOK

LOOK

LOOK

SAILORS AND SOLDIERS' REUNION, WEEK OF JULY 27TH, SALEM, ILL.; MEXICO, MO., BIG FAIR: ST. CHARLES, MO., BIG FAIR TO FOLLOW Want Concessions of all kinds, Eating and Drinking, Games. No Exclusives

BINGO HELP WANTED

MOUND CITY SHOWS

ARTHUR, ILL., THIS WEEK

For 17 Fairs

Callers and Counter Clerks. No drunks or executives. Top salary and bonus if you want to do your job. This is not a school. Selinsgrove, Pa., week July 19: Owego, N. Y., week July 26.

JACKIE'S BINGO c/o Reithoffer Shows. No collect wires

WHERE IS Hobart (H. W.) Thomas? NOT YET LOCATED \$200 CASH REWARD

For information as to present whereabouts. Formerly French Fry Concession, Heller's Acme, Virginia Greater, C. A. Stephens in 1952. Call collect.

GEORGE TURNER

OKLAHOMA CITY, OKLA. Phone: Trinity 8-2136

4 OUTSTANDING FAIRS 4

Belleville, III., Aug. 3-8; Springfield, Mo., Aug. 10-15; Bethany, Mo., Sept. 4-11; Caruthersville, Mo., Sept. 30-Oct. 4

WANT

RIDES—SHOWS—CONCESSIONS Of all kinds. Long Southern Route to follow if desired. All contact:

GEM CITY SHOWS AS PER ROUTE

WANTED

FOR EIGHT EASTERN FAIRS STARTING Sept. 2

Cat Rack, Bucket Agents, Cigarette Dealers and General Concession Help. Also want one Semi-Driver; truck now in Miami, Fla. All winter in Florida.

All Answer LOUIS A. RICE Care Of Amusement Co. Of America Milwaukee, Wis., This Week

AGENTS WANTED

Pin Store, Count Store, Big Tom, P C. and general Concession Help.

THOMAS H. CROSBY MIDWEST SHOWS

Logan 20-25; Price, July 27-Aug. 1

WANTS—AGENTS—WANTS For Buckets, Balloon, String Game, Basketball, Huckly Buck, Pea Pool. E. C. McWilliams wants one or two more Girls for Girl Show. Experience not necessary. Also Man and Wife for Unborn Show. Jefferson City, Mo., this week: Kahoka, Mo., next.

AGENTS

Need all type Hank Pank Agents. Any agent who knows me, wire,

CHARLES KREKELER

Wellston, Ohio, this week; Proctorville, next.

WANTED KITCHEN AND COUNTER HELP

Reliable party to operate Foot Long on percentage.

LEE R. LARSEN Care F. C. Bogle Shows, Downs, Kansas.

AL WILLIAMSON

WANTS CAT RACK AGENTS

For Minnesota State Fair

(Sailor Oliphant, contact me) Address: c/o Spunky's Cafe, Corner Porter & Howard Sts., Biloxi, Miss. (Phone: 2-1900)

AGENTS WANTED

Six Cats, Buckets, Scale & Age and Hanky Panks. Celebrations and Fairs from now on out. Have four State Fairs: St. Paul, Topeka, Oklahoma City and Shreveport. Murray, Webb and Kelly, please contact.

SAM CARSON c/o Boone Valley Shows, per route

FOR SALE CATERPILLAR RIDE

36 passengers, 10 horse power motor. Now in operation Kiddie Park: must make room. First \$1,500.00 takes it. Good condition. DOC M. IRVING, 4313 Roosevel! Blvd., Philadelphia, Pa. Phone Cumberland 8-3321.

228 W. 42nd St. New York, N. Y.

rumba dances, and Coty Rose Carroll, acro dancer.

Fred Tennant Jr., concessions manager at the State Fair of Texas, Dallas, is now carrying on his business from a brightly painted office at the fairgrounds. The woodwork and floors are black, the ceiling canary yellow and the walls bright red. Tennant says these are typical carnival colors.... Tim and Jeanett Waters stopped off at Gem City Shows recently to visit Sally. Tommie and Tucker Hickey.

Ivan the Great, cannon act, closed recently with George Clyde Smith Shows as did John Rocko and Jimmy Rand. Barbara LeMay took her girl show elsewhere and was replaced by Mr. and Mrs. Emerson with their unit. Mr. and Mrs. Sunday are recent arrivals on the Smith show, bringing a jungle girl show to the back-end.

Mr. and Mrs. Donald Cook, of Blair, Neb., and their daughters, Sherry Lee and Beverly Agman, visited with friends on Central States Shows when the org played at Neligh, Neb., The Cooks were formerly with Central States.

Dr. Hawley Seiler, official surgeon for the Greater Tampa Showmen's Association, recently performed lung surgery on June De Young, sister of Mary Jane Miller, of the Ringling show... Bobby Kork is with George Vogstadt's Side Show, which has rejoined the Thomas Joyland Shows for its fair trek.

Dwyane R. Steck, former ride operator in the Central and Midwest States, now is a private first class with the U.S. Army in Korea. A native of Plainview, Minn., Steck is the son of the late Ray Steck, operator of the Hyalite Midway Shows. Following his father's death, Dwyane operated rides with various shows and immediately before going into service had a Fly-o-Plane and Sky Fighter on the Schrader-Brodbeck Shows. . . . Gean Berni, former secretary of the Greater Tampa Showmen's Association, recently was unanimously re-elected president of the Hillsborough County Optimistic Club Council in Florida. The council is composed of Optimist Clubs of Tampa, Ybor City, West Tampa, Seminole and Palma Ceia and co-ordinates club activity and furthers joint boys' work projects.

Eleanor and Orville Crafts of the Crafts 20 Big Shows in North Hollywood, Calif., returned re-cently from a trip to Europe. They flew directly from Los Angeles to Paris, from which they made side trips into Italy, Switzerland and the Riviera. After attending the Coronation in London, they returned to the Continent to resume their tour. Upon their return trip, they flew from Portugal to San Francisco, arriving in time for Crafts to be on hand for the shows' date in Oakland over the July 4 holiday.

Seven - year - old Carl John Sedlmayr III, grandson of Carl Sedlmayr, owner of the Royal American Shows, was made an honorary chief of the Blackfoot Indian Tribe at Calgary Friday (10). The ceremony was a full tribal ritual before a large audience at the Indian Village at the Calgary Stampede. . . . Visitors to the Royal American Shows at Edmonton included Maurice E. Hartnett and W. A. Crawford-Frost, manager and vicepresident respectively of the Calgary Stampede; W. J. Sinclair. of the Red River Valley Fair, Winnipeg, and J. F. Stephen. passenger agent of the Canadian National Railway.

Mrs. Catherine Vivona, mother of Morris and John Vivona, has rejoined the Vivona Bros.' Shows, co-owned by her sons. King Reid visited the Vivona organization during its recent stand in Ben-nington, Vt. Tom Garrett has joined the Vivona Bros.' Shows with cookhouse and grab.

Jack W. Donohue, the human auto tire, Side Show performer, is selling tickets at Coney Island, N. Y., and making plans for the fair season.

J. George Loos Jr., son of the Laredo, Tex., carnival operator. proved himself a real ham at the recent American Radio Relay League convention in Houston. Loos located a hidden transmitter three minutes after the firstplace winner. Contestants num-Want Freaks and Novelty Acts. State | bered 64. Loos also received first salary and all particulars in first letter. | prize for perfecting electronic gadgets.

in the show are Sugar Baby King. BIG NAVY RELIEF CELEBRATION SAN DIEGO, CALIF.

5—BIG DAYS AND NIGHTS—5 **AUGUST 5-9 INCLUSIVE**

Uptown Location, 100,000 Attendance

NOW BOOKING CONCESSION SPACE

7283 Bellaire Ave., North Hollywood, Calif., Phone: POplar 5-0909 \$10 per foot. No P.C., Flatties or Gypsies CAN ALSO BOOK 2 GRIND SHOWS

Roy Shepherd wants Ride Help in all departments.

Write-Wire-Phone

CRAFTS 20 BIG SHOWS

7283 Bellaire Ave., North Hollywood, Calif., Phone: POplar 5-0909

CETTIN & WILSON SHOWS

IONIA FREE FAIR

IONIA, MICH., AUGUST 7th TO 15th INCLUSIVE

North Tonawanda, N. Y., July 27th to August 4th Inclusive

Starting at Ionia Free Fair all large Fairs until middle of November

Raynell can place attractive Girls for Posing Show. Long season and pleasant working conditions. CAN BOOK and furnish Wagons, Rolloplane, Little Dipper, Spitfire and Fly-o-Plane. WILL BUY #5 ELI FERRIS WHEEL IF PRICED RIGHT. WANT-Looper Foreman, Caterpillar Foreman to join at once, Caterpillar Men and experienced Workingmen in all departments.

WILL PLACE ALL HANKY PANKS AND EATING AND DRINKING STANDS AT ALL FAIRS. All address this week: CETLIN & WILSON SHOWS, Sharon, Pa.

PERCELL'S AMUSEMENT PARK, INC., presents

PIONEER SHOWS

TROY, PA., JULY 27 TO AUGUST 1; BRADFORD COUNTY FAIR, RICH CATTLE AND DAIRY PRODUCING AREA 4 DAYS—6 NIGHTS

Can place major Rides. Shows of all kinds. Concessions—Eating and drink stands, pitchmen and demonstrators. Will sell exclusive on Novelties, Age and Scales, Hats, Custard, Everything open, No Mitt Camps. Want Help Bingo, Clerks and Ride Help. Our eighth consecutive year, and this fair is always a "red one." Want Girl Show Operator-three or more Girls with or without equipment,

Wire or come on All replies

MICHAEL PERCELL

President

900 Main St., South Williamsport, Pa., or Phone 34010 Williamsport

NOW PLAYING A SOLID ROUTE OF 16 BONA FIDE PROVEN FAIRS

WANT TO JOIN AT ONCE, INDEPENDENT SHOWS AND RIDES

RIDES-Dark Ride, Glass House, Fun House, Fly-o-Plane, Flying Scooter, Caterpillar, Roll-o-Plane, Looper, Octopus, etc. Will lease or buy Ferris Wheel. SHOWS-Monkey, Fat, Illusion, Midget, Working World (Dick Dillon, contact). Liberal percentage to all independent operators. RED McALLISTER can place Musicians and Performers for "Harlem Follies." LISA DEL MAR wants A-1 Talker, Working Acts and Freak to feature for Side Show. (Junior, come on.) RAY MARSH BRYDON wants experienced Dancers for Revue and Posing Shows. Top salary paid nightly. State all. CONCESSIONS-Stock Concessions of all kinds open. Straight Sales open, Jewelry, Hats, Novelties, etc. Pitchmen, demonstrators. Catering Privileges—French Fries, Shake-Ups, etc. BOB BUFFINGTON can use Bingo Clerks. (Richard Roberts, contact.) All reply to THOMAS D. HICKEY, Gen. Mgr., now playing MARTINSVILLE, ILL., FAIR; BROWNSTOWN, ILL., FAIR WEEK OF JULY 27; BELLEVILLE, ILL., FAIR WEEK OF AUGUST 3. P.S.—We can always use sober, reliable Carnival Help.

14 **BONA FIDE** FAIRS START IN AUGUST

ONA Combined

14 BONA FIDE FAIRS START IN

AUGUST

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"A MILE OF THRILLS AND ENTERTAINMENT"

THE ONLY BIG SHOW NOW PLAYING VERMONT-BUSINESS IS GOOD MONTPELIER THIS WEEK-ST. JOHNSBURY AND ST. ALBANS TO FOLLOW

CAN PLACE

CONCESSIONS

Hankys of all kinds, Glass Pitch, Ball Games, French Fries, Jewelry. Sell Ex on Long and Short Range. Place Buckets and Swinger. Tommy Carson wants Razzle Agents.

SHOWS

RIDES

TILT, CAT OR ANY FLAT RIDE

HELP

John "Tiny" Dempsey wants Foremen for Wheel, Fly-o-Plane and Merry-Go-Round, and other useful people who know him. Must Drive Semis. No meal tickets, brass or conversation, but payday every week. Wire or Come on. CAN PLACE BILL-POSTER WITH OWN TRANSPORTATION.

Wild Life, Drome, Mechanical City, Fat Show, Midgets and any good Grind Shows. Tony Masiello wants Girls for Tina Show, \$75.00 per week. DeWise Purdin can place Side Show Acts.



WANT FOR THE FOLLOWING STAR-STUDDED ROUTE OF FAIRS, BEGINNING NEXT WEEK:

Champaign-Urbana Fair, Champaign, III. Burlington-Hawkeye Fair, Burlington, Iowa North Iowa Fair, Mason City, Iowa Mississippi Valley Fair, Davenport, Iowa Kingsport Fair and Horse Show, Kingsport, Tenn.

CARNIVALS

Intermountain Fair and Wildlife Exposition, Asheville, N. C. Tri-Cities Fair, Concord, N. C. Henderson County Fair, Hendersonville, N. C. Spindle Center Agricultural Fair, Gastonia, N. C. Cherokee Indian Fair, Cherokee, N. C.

Mississippi-Alabama Fair and Dairy Show, Tupelo, Miss. New Meridian Fair and Cattle Show, Meridian, Miss. National Peanut Festival, Dothan, Ala. Bay County Fair, Panama City, Florida Tri-State Fair, Marianna, Florida South Georgia Agriculture Fair, Valdosta, Ga.

JULY 25, 1953

RIDES

Will book a complete set of Kiddie Rides. Fly-o-Plane, Rock-o-Plane, Caterpillar, or any major Rides not conflicting.

Foreman for Merry-Go-Round and Tilt-a-HELP Whirl. Second Men on other rides. Useful Carnival People in all lines.

SHOWS

Wild Life, Glass House, or any worthwhile Attractions in keeping with the high-class shows now on our midway.

CONCESSIONS

All legitimate Game Concessions open.

Want for our #2 Unit, which will play the Soldiers and Sailors' Reunion at Salem, Ill., week of July 27: 2 OUTSTANDING GIRL SHOWS, also A FEW MORE LEGITIMATE CONCESSIONS.

All address: JOHNNY J. DENTON or ART FRAZIER

Care WATSEKA MOTEL, WATSEKA, ILL., this week; then Fair Grounds, Champaign, Ill., next week.

PORTER,- IND., JULY 28-AUGUST 2

Want Concessions-Photos, Hi-

Striker, Bumper, String, Glass Pitch, Age and Weight, Pitch Till

For Sale—Popcorn Trailer, \$400 cash. Will book on shows for rest

Want Ride Help on Wheel and

ALBERT BARKER

You Win.

of season.

Swing. Contact

MIDWAY

ATTENTION MEMBERS OF THE ARIZONA SHOWMEN'S ASSN.

1953-1954 dues are now payable-please send your check or money-order at once, to Don Hanna, 216 W. Washington Street, Phoenix, Arizona.

Note-Any Showman wishing to join club may write for application. Dues \$10.00 year; initiation fee, none. Old members may be reinstated by filling out a new application, and their 1953-1954 dues.

DON HANNA

Treasurer, ARIZONA SHOWMEN'S ASSN.

2 OUTSTANDING FAIRS 2

ALLEGHANY COUNTY, Aug. 17-22, Covington, Va. NORFOLK TIDELANDS, Sept. 14-19, Norfolk, Va.

FEW LOCATIONS AVAILABLE—ALL KINDS OF CONCESSIONS EXCEPT BINGO . . . INSIDE EXHIBIT DEPT. OR OUTSIDE . . . ALSO FREE ACTS.

Address at once for both dates:

HARRY C. GRAFTON, Secy.-Mgr. COVINGTON, VA. HANNA BLDG.

Thomas Joyland Shows

FERRIS WHEEL FOREMAN

At Once-Good Salary. RIDE HELP WHO DRIVE SEMIS for Caterpillar, Flying Scooter, Tilt-a-Whirl and Kid Rides.

LONG AND SHORT RANGE GALLERIES. HANKY PANK AGENTS. For Lawrenceburg and Scottsburg, Ind., Fairs, starting next week. Address:

L. I. THOMAS, Mgr. Osgood, Ind., this week

WILBER'S **WOLVERINE SHOWS**

Want legitimate Concessions -- Can use Fish Pond, Long Range, Short Range, Pitch Till You Win, Mug Outfit, Age and Scales, Coke. Sorry, positively no flats or camps. Also want small Show with own equipment (no Girl Shows). Concessioners, plants, potts.

Bis Lane Bivd. Kara Phone 25526 Kalamazoo, Mich.

STANDARD SHOWS

10 Rides --- 3 Shows

Following Fairs and Celebrations: Starting Whitefish, Mont., on the streets, biggest in the Northwest, July 22-26; two to follow in Montana; then Powell, Wyo., Fair; Worland, Wyo., Fair; Sundance, Wyo., Fair; State Fair, Douglas, Wyo.; then south for the cotton spots. Want legitimate Concessions, Long and Short Range, Bumper, String Game, Scales, Hoop-La, Heart Pitch, Ride Help on all Rides.

> V. C. Johns General Manager

134 18 C. R. Thompson

Concession Manager

STANDARD SHOWS

VETERANS UNITED SHOWS WANT

FOR FAIRS AND CELEBRATIONS UNTIL SEPT. 19, 1953

CONCESSIONS: Sno-Cones, Coke Bottle, Fishpond, Class Pitch, Long and Short Range, Bumper, Slum Spindle, Cane Rack, Penny Pitch or any Hanky Pank. SHOWS: Girl, Snake, Illusion, Mechanical, Athletic, Side Show or any Show with own equipment. Need Second Men who drive on all Rides. Top wages. Book Tilt or any Flat Ride. Red Lake Falls, Minn., July 23-25; New York Mills, Minn., July 27-29; Milaca, Minn., July 30-Aug. 1.

EDDIE'S EXPO. SHOWS

Knox Firemen's Celebration, July 27-Aug. 1; Monessen Lion Fair, Aug. 3-8; Blairsville Victory Celebration, Aug. 10-15; Mt. Pleasant 125th Anniversary, on streets, Aug. 17-22; Washington Free Fair, Aug. 25-29; Stoneboro always on Labor Day. WANT Custard, French Fries, Cigarette Gallery, Photo, Grind Stores. No racket. Shows that do not conflict. Answer this week, Oil City, Pa. EDDIE DIETZ

SESQUICENTENNIAL, CHAMBERSBURG, PA.

AUG. 17 THRU 22-ON THE STREETS WANTS WANTS

Major and Kiddie Rides-Legitimate Concessions of all kinds. No Mitt Camps, Shows or Wheels.

John B. Rogers Producing Co. management. Contact PAUL T. HAAGEN, Sesqui Headquarters, Chambersburg, Pa. Phone 550.

MOTOR STATE SHOWS

Want for Lucas County Fair, Toledo, August 4-9 and all Fairs and Celebrations to follow. Few more Hanky Panks, Wheel Foreman, Second Men all rides. Long Season. No. 2 needs 1 or 2 Kid Rides. All address

JOE FREDERICKS, Owner-Manager Gibsonburg, Ohio, July 20-25; Ash & Libbey Glass, Toledo, July 27-Aug. 2.

S IN I THE WAY

cessioners, please note: Buella Water Festival, July 23-24-25; Celery Festival, Decatur, July 30-31-Aug. 1; Paul Bunyon's Days, Cadillac, downtown, Aug. 6-7-8; Athens, Aug. 20-21-22.

Henry O. Wilber, Owner & Manager P.S.: Earl Miller, advance man, Georgia-Florida, please contact me.

WANTED

Bucket and Six Cat Agents

AL BROWN

% Royal United Shows, as per route

WANTED

Ride Help for Rock-o-Plane and Second Man on Tilt. Must be sober and reliable.

DELGARIAN AMUSEMENT CO.

2303 N. Melvina Chicago 39, III.

FOR SALE

27' French Fry Trailer, stainless steel equipment, living quarters, complete with '46 Chev 1½-Ton Van Truck, or will trade for 30 or 35-ft. 1951 or '52 House Trailer. F. G. Stephens wants Agents for Cork Gallery and Snow Balls. No drunks. Write or wire Ligonier, Ind., July 20 to 25; Ashley, Ind., July 27 to Aug. 1.

Leo W. Schultz, Manager Motor State Shows #2

NEW PARADE PHOTOS

First time offered, Diano Bros. 1953 Street Parade. Beautiful old time baggage horses. Open Dens, Cages, Calliopes. Complete set, size 4 by 5, \$2.00.

GEO. HUBLER Dayton 6, Ohio 223 Superior Ave.

WANT FOR THE BIG ONE TRI-STATE FAIR, BRISTOL, VA.

AUGUST 17 THRU 22-150,000 ATTENDANCE EXPECTED

CONCESSIONS

RIDES

SHOWS

SHOWMEN

Side Show, Motordrome, Illusion, Wild Life, or any well-framed Crind Show not conflicting. Have nicely framed Girl Show. Will turn over to Operator. Must have own p.a. sets, wardrobe and people. No drunks.

Cook Houses, Grab, Frozen Custard, Arcade, Ice Cream, Candy Floss, Popcorn, Jewelry, Fish Ponds, Ball Games, Darts, Hoop-La, Glass Pitch, Photos.

Caterpillar, Rock-o-Plane, Octopus, Spitfire, or any major Ride not conflicting. Can also place Kid Rides and live Pony Ride.

Reply to E. L. Young, Mgr., Sterling Crown Shows Wheelersburg, O., this week; then per route.

BE WITH A POWELSON UNI

CONCESSIONS: Can place Pop Corn, Novelties, Shooting Gallery, Age & Scale, Games of all kinds

SHOWS: All Kinds: Motor Drome, Penny Arcade, Side Show

Woodsfield Fair, July 28 to Aug. 1; Dresden, Ohio, Homecoming, July 28 to Aug. 1; National Clay Week and Picnic, Uhrichsville, Ohio, Aug. 3 to 8

POWELSON AMUSEMENTS

Box 125

Coshocton, Ohio

Phone 1088M

Copyrighted to aterial

Great Barrington Fair EIGHT BIG DAYS STARTING SEPT. 13 GREAT BARRINGTON, MASS.

SHOWS-Side Show, Illusion, Snake, Mechanical, Drome, Single Attraction, Arcade. George Vogstadt, answer.

CONCESSIONS-All open. Place Scale, Age, Novelties, Hats, Photos, Long and Short Range Gallery, all 10e Game Concessions.

OSCAR C. BUCK, Troy, N. Y.

BADGER STATE SHOWS

CAN USE FOR HENDERSON SAUERKRAUT DAYS, THEN FAIRS TO FOLLOW

Photo Gallery, Pitch Till You Win, Basketball.

For Sale-Eight car portable Dodgem, cheap; 28x42 building, new plates, new screen; ride in first-class condition. Ride can stay booked on show.

Hoffman, Minn., this week; then as per route.

P.S.: Henry Kallen can use Wrestling talent.

WANT TO BOOK

One more major RIDE—Octopus, Rock-o-Plane, Roll-o-Plane or Spitfire. For the following Illinois Fairs, Cambridge Fair, Aug. 11-15; Sheffield Annual Homecoming, Aug. 18-21; Princeton Fair, Aug. 25-28; Lincoln Centennial, Aug. 31-Sept. 5; Sandwich Fair, Sept. 9-13. Can place a few more Legitimate Concessions, Foreman for Wheel and Second Men who drive.

> WILSON FAMOUS SHOWS PER ROUTE

Wanted—FOR BIG CIRCUS SIDE SHOW—Wanted Ticket Sellers, Talkers, Lecturers, Bag Piper, Musical Acts. Good Freaks to feature, Sword Swallower, Fat Man and Fat Woman for Fat Show, entertaining Midgets for

MILO ANTHONY, c/o BILL HAMES SHOWS Leonard, Texas, This Week; McKinney, Texas, Next Week,

Midget Show, good Novelty Acts of all kinds. All answer to:

IDEAL RIDES

Want For Route of good County Fairs starting this week at Clay City, Indiana, then Clinton County Fair, Carlyle, Ill., followed by County Fairs at Malvern, Mount Ayr, Greenfield and Harlan, all Iowa

Then back to Illinois for one of the best Labor Day spots in the State, followed by the Odell, Ill., Fair and Brown County Fair at Nashville, Ind. Also Big V.F.W. Celebration right under the stacks of ordnance plant, work in full blast. I have the concessions fence to fence on these. Also have the contract for rides and limited space for Monroe County Festival, the biggest in Indiana.

WANT

Concessions-Hanky Panks of all kinds working for stock, limit two of kind—nuf sed.

SHOWS-Can use Mechanical, Ten-in-One, Snake or Monkey, etc. No Girls.

RIDE HELP-Can use Second Men who drive.

Look over the above route, then contact by wire here and will reply at once. Get with a winner. We close season down South Nov. 21. No racket or gypsies.

PAUL T. ROBERTSON

Clay City, Indiana

FAIRS — FAIRS **CUMBERLAND VALLEY SHOWS**

Want for Murfreesboro, Tenn., and the 10 straight Fairs thereafter ALEXANDRIA, TENN., Aug. 3-8 CARTHAGE, TEXM., Aug. 10 to 15 TRACY CITY, TENN., Aug. 17 to 22

CROSSVILLE, TENN., Aug. 24 to 29 COOKEVILLE, TENN., Aug. 31 to Sept. 5

SPARTA, TENN., Sept. 7 to 12 PULASKI, TENN., Sept. 14 to 19 CEDARTOWN, GA., Sept. 21 to 26 DALTON, GA., Sept. 28 to Oct. 3 SUMMERVILLE, GA., Oct. 5 to 10

WANT: Motordrome, Glass House, Mechanical City, or any other show that doesn't conflict. Will book Spitfire, Rock-o-Piane, Looper, or any other ride not conflicting. Concessions: Can place Penny Areade, one more Fish Pond with other stock stores, Jewelry, Novelties, Grab Stands, String Games and all other legitimate stock stores open. Can use Ride Men for all rides who drive semi-trailers. Bobby Sparkman, Whitie Hardman, get in touch. Want Talker for Monkey Show. Cookhouse Help. Agents for Stock Stores. Charlie Forkham, answer. Address all mail and wires to

LAVOY WINTON, Columbia, Tenn.

GRAND AMERICAN SHOWS

Want for Butler County Fair, Allison, Iowa, July 29-Aug. 2; Jackson County Fair, Maquoketa, Iowa, Aug. 5-9; and for all Fairs and Celebrations to follow thru August and September. WANT-Glass or Fun House, Snake, Monkey, and Grind Show with own equipment. WANT-Novelties, Ducks, Juice, Custard or Ice Cream, Snow Cone, any Skill Game that works for Stock. No Count Stores on this show. No Mitt Camps. WANT-Ride help who drive. WANT-No. 5 Wheel and Kiddle Rides; 25% to office for all Fairs and Celebrations.

> Wire L. O. WEAVER, Mgr. Clarion, Iowa, now; Kanawha, July 27-28; then Allison.

FAIRWAY SHOWS

Want Concessions—Ball Game, Photos and Stock Stores. Ride Help that can drive trucks. For Sale—Miniature M-G Train, 21 passengers, 500 ft. of track.

Dickinson, N. D., July 24-25-26; Beach, N. D., July 28-29.

HAT OPERATORS WANTED

For 5 BIG FAIRS AND OTHER DATES

Starting Sept. 3 and including California State Fair, Sacramento; Santa Clara County Fair, San Jose, Calif.; Kern County Fair, Bakersfield, Calif.; Fresno District Fair, Fresno, Calif., and Arizona State Fair, Phoenix. Give experience and references in first letter.

FREEDMAN CONCESSIONS 5414 VICTORIA AVE. LOS ANGELES 43, CALIF.

DRAGO AMUSEMENTS

Want for following Fairs and Centennials: Pulaski County, Indiana, July 20-25; Carroll County, July 27-Aug. 1; Fulton County, Aug. 3-8; Marshall County, Aug. 10-15; Rensselaer, Aug. 17-22; Medaryville Centennial, Aug. 24-29; Akron Fair and RoAnn Centennial, and more good ones to follow. All Concessions working for stock. Wanted: Motordrome, Glass House, Monkey Show, Snake Show, or what have you? Wanted: Small Cookhouse for small privilege for remainder of season. Book for Committee money only for remainder of season. Will place Monkey Show at Rochester, Ind., Aug. 3-8 for free privilege. All replies

1711 E. Markland, Kokomo, Ind., or Winamac, Ind., this week; Flora, Ind., next week.

STUMBO'S TRI-STATE SHOWS

Want Ferris Wheel Foreman, \$60.00 a week. Pay every week. Will book 32-ft. 2-abreast Merry-Go-Round or will buy same for cash. No junk. Will book any worth-while Shows. Concessions—Good opening for the following: Short Range, Long Range Galleries, Age and Scales, Basketball, Coke Bottle, String Game, Glass Pitch, small Cookhouse, Bingo. Walker Osbourn wants Agents for Hit and Miss, Watch-La, Balloon Dart, one Count, one Pin Store, two Nail Stores; Al Neblick, come on. Two spots a week We work here; Fairs and Celebrations from here in.

All replies to STUMBO'S TRI-STATE SHOWS or WALKER OSBOURN Stanley, North Dakota, July 20-25; then per route.

WANTED 2-ABREAST MERRY-GO-ROUND

Or a Flat ride for Alexandria, Va., right in town, High School grounds, First show in. Week of July 27 thru August 1. College Park to follow, first show in 3 years. If you want money, here it is. Wire or Call

BILL ENFANTE, THE JOLLY SHOWS

47 Crittenden St., N.E., Washington 11, D. C.

Phone: Tuckerman 2-4942

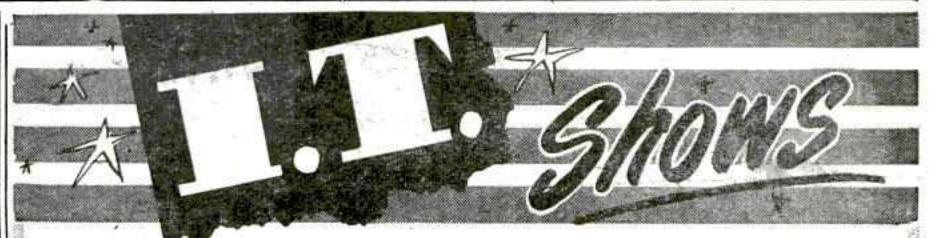
F. & M. AMUSEMENTS

WANT FOREMEN FOR TILT-A-WHIRL AND FERRIS WHEEL: MUST DRIVE SEMIS. IF YOU DRINK OR HAVE A CAR, STAY WHERE YOU ARE. WANT HANKY PANKS FOR MOTHER OF ROSARY STREET FESTIVAL, JOLIET, III. (THIS IS A BIG ONE.) Address: Wilmington, III., this week; Joliet, III., next.

CARPENTER BROS.' SHOWS

WANT

CONCESSIONS: Cat Rack, Ring Bottle, Coke Bottle, Basket Ball, Live Duck Pitch, Add-Em-Up Dart, Pitch-Till-You-Win, Under 11 Over 30, Jewelry, Pottery or Glass Pitch, Bumper, String Game, Add-a-Ball and Name on Hat. Forest, Ohio, July 22 thru 25; Bloomville, Ohio, July 29 thru Aug. 1; Liberty Center, Ohio, Aug. 5 thru 8. Contact NORMAN CARPENTER.



FAIRS

MIDDLETOWN, N. Y.

FAIRS

OPENS ON SUNDAY, AUGUST 9TH-AUGUST 15TH INCLUSIVE Now booking Concessions that work for stock only. Guess Your Age, Scales, Names on Hats wanted. Can also use any good Show capable of getting money.

Also booking same for Morris County Fair, Troy Hills, New Jersey, August 18th-22nd inclusive. Flemington, New Jersey, Sept. 1-Sept. 7th. Big Day Sunday and Labor Day. Danbury, Conn., Oct. 3rd-Oct. 10th inclusive. Mineola Fair and Industrial Exposition combined. Oct. 11th-Oct. 18th inclusive. Get in touch with me at once if you want to get placed.

PHIL ISSER, Gen. Mgr., I. T. SHOWS, INC.

1539 East 29th Street, Brooklyn, N. Y. Tel: NAvarre 8 8960

HINTING SHOWS

All Legitimate Concessions Open for the Following Fairs, No Exclusives

PLATTSBURG, N. Y., AUGUST 10 TO 15 WESTPOINT, N. Y., AUGUST 19 TO 22

CANAAN, N. H., AUGUST 28 TO 30 CHATHAM, N. Y., SEPT. 4 TO 8 LABOR DAY

Want Bingo for Canaan, N. H., Fair; very good Bingo spot. Also can place Wheels, Count Stores, or what have you at this date. Everything open.

This show will play Cobleskill, N. Y., Fair week following Labor Day. Legitimate Concessions joining now will be taken care of.

Morrisville, Vt., week of July 20 to 25; Tupper Lake, N. Y., July 27 to Aug. 1; Saranac Lake, N. Y., Aug. 3 to 8.

ROLAND CHAMPAGNE—HOTELS



50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

15 BEST FAIRS

WANT FOR

15 BEST FAIRS

DELAWARE STATE FAIR, HARRINGTON, JULY 27-NAZARETH, PA., TO FOLLOW

CONCESSIONS

Eating and Drink Stand, Hanky Panks, Age and Scales, Derby Racer, Photo, Custard. Will book Pan Game, Rat Game, P.C., Palmistry. Will book two Wheels. DOROTHY MILLER wants General Help. PAUL PRELL wants Bucket Agents.

WANT

SIDE SHOW (we have equipment): Fat Show, Midget Show, Illusion, Unborn. AUSTIN wants Dancing Cirls and Talkers. Well organized Jig Show. Have complete outfit. Jim Simmons and Prof. Vadala, Get in touch.

WANT

Octopus, Chairplane, Rocket, Scooter, Dark Ride, Class House, Fun House. RIDE HELP-Those who worked for us before come on. Semi-drivers preferred.

All answer: SAM PRELL, Oceanside, L. I., N. Y., or JOSEPH PRELL, Harrington, Del.

DON FRANKLIN SHOWS No. 1

WANT FOR SOLID ROUTE OF FAIRS UNTIL NOVEMBER, RE-OPEN EARLY FEBRUARY, TEXAS STOCK SHOWS

Want Ride Help: Foreman for Tilt, \$75 weekly, plus \$5 bonus. Must be A-1 Foreman and sober. Place Second Men on Twin Wheels, Tilt, Looper, Octopus. One Man for Kid Rides. All must drive semis. Top wages. Want sober men only.

Concessions: Have opening for Age and Scales, Popcorn, Ice Cream Dip, Custard, Short Range and Penny Pitch. No grift.

Shows: Place Fun or Glass House, Big Snakes, Mechanical, Side Show with own equipment, any Shows not conflicting. No Girl Shows wanted. Roseau, July 20-22; Mahnomen, 23-26; Breckenridge, All Next Week. ALL MINNESOTA

All replies to

DON FRANKLIN, Mgr.



WANT RIDES-Rock-o-Plane, Scooter, Comet, Looper, Spitfire and Dark Ride, Will book Tilt, Wheel and set of Kiddie rides for Indiana and Ebensburg Fairs. SHOWS-Will book one more Girl Show with own equipment to join at once for a long route of Fairs, including Kutztown, Pa., Fair. If you have a nice wagon or panel front and are nicely organized, this is your chance to get well. The news about Kutztown is better than ever. Johnny Ryan, phone. Duffy no longer here. SHOWS-Monkey, Snake, Wild Life, Funhouse, Glass House, Mechanical City. CONCESSIONS-Want Concessions of all kinds; open midway, HELP-Capable and experienced Help on all rides, including Tilt, Wheel, Octopus, Chairplane. Replies to

MORRIS HANNUM

Telephone: Philadelphia, Chestnut Hill 7-8176 Show now playing Leeperville; next week Feltonville; both near Chester, Pa.

Copyrighted material

LAST CALL-MUNCIE, INDIANA

DELAWARE CO. FAIR, JULY 26 THRU AUGUST 1

One of the largest County Fairs in the nation-followed by one of the most outstanding fair routes.

CAN PLACE:

Notice! Due to sudden and untimely death of "Lanky" Biggs, can use at once and for entire

ORGANIZED MINSTREL SHOW

with own equipment. Muncie is an outstanding Minstrel Show fair.

RIDES

CARNIVALS

Due to delayed delivery from factory, can use portable Coaster.

Have location for one more Major Ride.

Can also place Caterpillar, Looper or Big Train.

CONCESSIONS

Ball Games, Darts, Fish Pond, Punk Rack, Glass Pitch, Hoop-La, Spot the Spot and

Sates rights, Gadgets, Formulas, Demonstrators, Waffles, Vitamins, Booklets, etc.

SHOWS

Monkey or Chimp **Glass House** Mechanical Wild Life

Walk Thru Midget or Fat Alligator Animal

and other good, neat money-getting attractions.

LAGRANGE, IND., CORN SCHOOL, ONE OF THE OLDEST AND OUTSTANDING STREET FAIRS, FOLLOWS MUNCIE!

Wire or Phone! Ask for phone in secretary's office at fairgrounds.

W. G. WADE SHOWS

We can be contacted in Muncie from Tuesday evening, July 21, on thru

For privilege rate and space requisition:

Wire W. G. WADE SHOWS—Call: W. G. WADE or D. WADE

Can also be reached, night and morning, at Roberts Hotel, Muncie, Indiana. P.S .- Preview showing of midway Saturday night, July 25.

centuru

MINOT, N. D.

LA CROSSE, WIS.

MENOMONIE, WIS.

FOR 12 MORE FAIRS.

ALBERT LEA, MINN. FARGO, N. D.

HURON, S. D. SPENCER, IOWA

KEOKUK, IOWA TULSA, OKLA. MONROE, LA. TALLULAH, LA.

INCLUDING

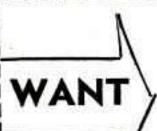
OWATONNA, MINN. Dark Ride (Fielding Graham, contact), Fun House or Glass House. Grind Shows of all

kinds. A few more Second Men on rides who drive. Address: E. D. McCRARY, Mgr. % Dakota Hotel, or Fair Crounds, GRAND FORKS, N. DAKOTA, this week.

ATTENTION:

WHITE AND COLORED FAIR SECRETARIES AND MANAGERS IN TENNESSEE, GEORGIA, ALABAMA, MISSISSIPPI AND FLORIDA

Send me your open dates for Fairs in September, October, November; I can offer you a new, big carnival, THE RAY WILLIAMS SHOWS. TEN TO TWELVE NEW UP-TO-DATE RIDES, featuring the Caterpillar, a \$25,000.00 ride; six outstanding Shows and forty Concessions. We also furnish you with a special line of advertising, picand forty Concessions. We also furnish you with a special line of advertising, picand descriptive; press material, a circus billposter to bill your fair. This show moves on 18 semi-trailers, carries its own light and sky light plants and has the most beautiful illuminated front entrance gate in show business. I know you are desirous in booking A NEW NAME SHOW in your fair, new faces, new shows and new equipment. No fair too small; if you have a live-wire committee, we will co-operate with you 100%. We can supply you with display tents, very reasonable. Our Free Act is also given to you without charge; the highest Sway Pole Act in the business. THE is also given to you without charge; the highest Sway Pole Act in the business. THE GREAT TELESCO, swaying from a 150-foot pole. WRITE, WIRE OR PHONE NOW to our representative, J. C. ADMIRE, AGENT, RAY WILLIAMS SHOWS, Tulane Hotel, Nashville, Tenn., July 22, 23, 24, 25; then to Hillman Hotel, Birmingham, Ala., July 26 to 31, or our Billboard Route.



FOREMAN FOR BIG ELI WHEEL

Top Wages-Good Treatment-Best Equipment-Long Season South-Prefer Semi Driver.

GOODING

AMUSEMENT COMPANY COLUMBUS, 8, OHIO 1300 NORTON AVE.

JOHN ROBINSON SHOWS

WANT FOR 12 WEEKS OF FAIRS, STARTING AT DONNELLSON, IOWA, THIS WEEK

SIDE SHOW ATTRACTIONS, SECOND MEN ON ALL RIDES, 2 GRIND STORE AGENTS AND 2 AGENTS FOR HANKY PANKS.

All Contact: DAVE PICARD, Bus, Mgr. c/o ANTHES HOTEL, FORT MADISON, IOWA, this week

TIVOLI EXPOSITION SHOWS

WANT FOR 14 BIG FAIRS, FROM NOW UNTIL FIRST OF NOVEMBER IN ILLINOIS, MISSOURI, ARKANSAS, OKLAHOMA AND LOUISIANA

HELP: Want Foremen for Caterpillar, Fly-o-Plane and Merry-Go-Round. Second Men for all other rides. Must be sober and drive trucks. Robert Roscoc, let us hear from you. CONCESSIONS: Can place Popcorn, Age and Scales, Fish Pond, Novelties, High Striker, Hoop-La, Glass Pitch, Bowling Alley, Bumper, String Game, Penny Arcade or any Concession that works for stock. (Mr. Boone wants Agents for Short Range Gallery.) SHOWS: Can place Athletic, Mechanical, Monkey, Freak, Animal, Motor Drome, Fun House. Contact H. V. PETERSEN, Mgr., Vienna, III. (Fair), this week; Drome, Fun House. Contact H. V. PETEI Creve Cover, III. (Celebration), next week.

C. A. STEPHENS SHOWS

Want Concessions—Novelties, Hat Bands, Custard, String Game, Foot Long, French Fries. Waiters for Cook House, Asst. Caller for Bingo, Counter Men; prefer those who drive. Rides—Will book set of Kiddy Rides or will buy set, no junk. Place Rides not conflicting. Fairs start middle of August, close in Florida in December, reopening in January. Place Free Act; Eddie Doyle, answer. Shows—Have Side Show frame-up for experienced operator, 100-ft. top banner line. Grind Shows, Penny Arcade, CHATHAM, VA., THIS WEEK; HIGH POINT, N. C., FOLLOWS.

P.S.: Merry-Go-Round Foreman, Second Men who drive; none with cars, please.

FOR SALE OR TRADE ELI WHEEL #FIVE

New motor last year, mounted on truck. Latest style Eli, steel base board. Steel A frame. This is a nice wheel, loaded on semi. Price \$5000.00; with trailer, \$5250.00. Terms to suit you. \$2000.00 down, balance \$100.00 per month during running season,

P.S.: Will trade for real estate, 3-Abreast Merry-Go-Round. What have you?

ADD A SEA LION TO YOUR SHOW

The cost is little, the increase in your take will be large. We have healthy, elect specimens, small, medium or large, males and females, available for immediate shipment. Write, wire or phone your wants to MARINE AQUARIUM, Municipal Pier, Santa Monica, Calif. Exbrook 3-4066.

CONCESSION AGENT WANTED

For Coke Concession. Sober and reliable. For good line-up of fairs in Ohio and Indiana.

HENRY E. SHAPIRO

c/o Gooding Show Brownstown, Ind.

Can use a few legitimate Concessions for Elkton, Mich., Homecoming, July 31-Aug. 1. Followed by nine Street Celebrations, including Ravenna and Ithaca. No flats or gypsies. Opening for Cook-house, Fishpond, Bowling Alley, etc. ROBERT LEWIS, Manager Carson City, Mich., July 21-25

WANTED

Legitimate Concessions for

Huntington, Ind., July 27-August 1. Will give exclusive on Photo. W. O. RANDOL, Fair Mgr., Markle, Ind.

VICTOR F. WOODWARD

Kenneth R. Bumgardner

R. C. Bryan Tampa, Fla. 608 Tampa St.

Fire Engine and Trailer

Will seat 24 children, purchased in April, 1952, powered by Crosley motor, good shape. Can be seen in operation. Price \$2,000.00

LACHMAN AMUSEMENT CO. 6321 Blair Rd., N.W., Washington 12, D.C.

ACT WANTED

Delphi, Ind., Homecoming, Aug. 3-8 Prefer Oustanding High Act. Also booking Concessions for Delphi and our Fairs and Centennials. All Acts contact Tom L. Baker, 2257 Madison Avenue, Indianapolis, Ind. Phone GArfield 4584. Others contact above or

BAKER UNITED SHOWS Noblesville, Indiana, this week; Clinton next.

Buttons Wants Help Man to bally, make openings, with two trained chimps. All Fairs till Nov. 10,

trained chimps. All Fairs till Nov. 10, including Warren, Berea, Columbus, Ohio; Louisville, Ky.; Atlanta, Columbus, Ga. Want Man to work Chimps and Trained Pony (this is year-round job). Want Inside Butcher; Jimmie Strouser, Jack Bennis, Pat Paxton, if available contact ma. Wite or write all answers. contact me. Wire or write all answers. BUTTONS GRANTHAM, c/o Gooding Amusement Co. #2, Logansport, Ind.

Thank You HOWARD (LEFTY) & MARGARET BOWEN

Concessionaires with Cetlin & Wilson Shows, for your Buick Riviera purchase.

Canole Buick Monessen, Pa. Phone 2500 Altoona, Pa. Phone 9347

WILSON GREATER SHOWS

WANT

FOR DURANGO, COLO., SPANISH TRAIL DAYS CELEBRATION, JULY 27-AUGUST 2

Stock Concessions of all kind.

Will book for Durango and balance of season—Octopus, Spitfire, Mix-Up or any major ride not conflicting. Also Shows with own transportation.

LOYD WILSON

This week Monticello, Utah



WANT FOR MULDRAUGH, KY., SOLDIERS' PAYDAY, ONE MILE FROM FORT KNOX GATE; FOLLOWED BY 16 FAIRS STARTING AUGUST 10.

Concessions-Long and Short Range, Coke Bottles, Custard, French Fries, Basketball, Derby, Hanky Panks of all kinds. V. L. Collier wants Count, Pin and Six Cat Agents. Shows-Mechanical, Fat, Funhouse or any non-conflicting Grind Show. Eddie Greene wants Girls for Girl Show, good salary.

> All replies to J. L. KEEF Lebanon, Ky., this week; Muldraugh, Ky., next week.

M. D. AMUSEMENT CO.

Can place legitimate Concessions and one more Major Ride for

The 3rd Annual

LEHIGH VALLEY BUSINESS MEN'S FAIR AND EXPOSITION

(BROAD ST.) BETHLEHEM, PA., JULY 27 TO AUGUST 1.

This is in the heart of the steel industry. All pay days this week. Excellent spot for Rides and Concessions. Write

MICHAEL DEMBRESKY

302 E. DIAMOND AVE.

HAZLETON, PA.

WILLIAMS AMUSEMENT CO.

Big Lions Club Celebration, July 27-Aug. 1, First Carnival in 8 Years, Burnsville, N. C.

Want a few Hanky Pank concessions including Novelties and Photos, \$25 each. Also Lead Gallery, \$35; Sitdown Grab or Grab, \$50; Custard, \$50. Want Bingo, \$150. Book concessions for 2 weeks only. Popcorn, Snowball and Cotton Candy sold. No gambling, gypsies or P.C. RIDE MEN-First and Second Men on #5 Wheel, First and Second Men on 16 Tub Octopus, First Man on Smith Swings, First Man on Allan Herschell Merry-Go-Round. Pay \$40 to \$50 per week. Must be semi drivers. Drunks, don't answer.

All replies to WILLIAMS AMUSEMENT CO., Breyard, N. C., this week

FEATURING THOROUGHBRED ENTERTAINMENT

Want for Edgar County Fair, Paris, III., week commencing July 26; followed by Coles County Fair, Charleston, Itl., week commencing Sunday, August 2.

Concessions—Hanky Panks that give prize every time, also Concessions of all kinds. Help—Can place Ride Help on all major Rides. All address C. C. GROSCURTH

Gibson City, Ill., this week; Paris, Ill., next week.

A LUSCIOUS ROUTE

De Kalb, Ill., 20-26; Wenona Centennial, 29-Aug. 2; Manchester, Iowa, Fair, Aug. 4-7; Fairfield Free Fair, 10-13; Boone Free Fair, 17-20; Elkader Fair, 22-26; Sneak Spot, 28-Sept. 2; Mineral Point, Wis., Fair, Sept 3-7; Lancaster, Wis., Fair, Sept. 9-13; Tiptonville, Tenn., Annual, Sept. 17-19; Forest City, Ark., Annual Free Fair, Sept. 21-26; Marianna, Ark., Annual, Sept. 28-Oct. 3. Many more luscious plums. We can use good Shows, Lead Galleries, Hanky Panks, sober Ride Men, but nothing easy here. We expect sweat and toil. CUT OUT, SAVE. Contact DYER'S GREATER SHOWS.

VICTORY EXPOSITION SHOWS

Want for big days and nights, July 30 thru Aug. 2. On the base parade grounds, Webb Air Force Base, Big Spring, Texas

Hanky Panks of all kinds. Can place one more Girl Show (Must have Wardrobe). Will place any other worthwhile Shows. Address: Monahans, Texas, this week.

WANT HOLLY AMUSEMENT COMPANY WANT F. HOLLINGSWORTH, Mgr.

HELP: for office-owned Chairplane, Wheel, Fly-o-Plane and Kid rides. Must drive trucks. CONCESSIONS: Popcorn, Candy Apples, Snow Cones, Custard, Grab, Age, Scales, Ball Game, Coke Bottles, String, Darts, Fish Pond, Short Range. SHOWS: Mechanical, Iron Lung, Snake. No girl shows carried or wanted.

Camilla, Georgia, thru July 25; then per route.

ROYAL MIDWEST SHOWS

MIAMI COUNTY FAIR, PERU, IND., AUG. 3-7; CARROLL COUNTY FAIR, CARROLL-TON, KY., AUG. 11-15; SWITZERLAND COUNTY FAIR, VEVAY, IND., AUG. 18-22. Can place Custard, Eats, Foot-Long Hot Dogs, Photos, Novelties, Basketball, Ball Games, Stock Concessions of all kinds. Girl Show or any Grind Shows.

Wire Roxie Harris, Cleves, Ohio

GREAT SUTTON SHOWS

LAST CALL FOR THE 14 FAIRS, STARTING THIS WEEK

Can place well-framed Cook House or Sit-Down Grab that will cater to show people. Will sell "Ex" on Frozen Custard and Ice Cream. Can place Hanky Pank Concessions of all kinds. Want Athletic Show, Fun House, Animal Show or any Show with own equipment. Can place Ride Help on all Rides. (Sky Tooth, contact. Have good proposition for you. Address:

F. M. SUTTON SR., Mgr., (Fair Grounds), Tipton, Mo., this week; then the Big Callaway
County Fair, Fulton, Mo.

GREATER DIXIELAND EXPOSITION

WANT FOR MOUNT PLEASANT, IOWA, FAIR, JULY 27-AUG. 1 AND BALANCE OF SEASON HAVE 14 BONA FIDE COUNTY FAIRS IN IOWA, MISSOURI, ARKANSAS AND LOUISIANA

HELP: Can place Sober, Reliable Help who drive on Tilt, Wheel and Roll-o-Plane. CONCESSIONS: Foot Long or Pronto Pups, Root Beer, Small Grab, Novelties, Hats, High Striker, Scales and Age, Long or Short Range Lead Callery, Hanky Panks of all kinds. SHOWS: Want Snake, Wild Life, Side Show, Monkey or Ape, Girl, Walk-Thru, Fun House, Motordrome, any Clean Show with own equipment. Low Percentage.

Write, Wire or Come On

All Reply to: JIMMIE HENSON, per route

Canton, Mo., this week; then Mt. Pleasant, Iowa, July 27-Aug. 1;

Vinton, Iowa, Aug. 3-6.

WILLIAM

Want Due to Enlarging for Our Fair Route, Starting at Fairmont, Minn., Aug. 13, With 7 Fairs to Follow, Including the Nebraska State Fair, Lincoln

Rides: Looper, Spitfire, Pretzel, Coaster or Little Dipper (Bud Davis answer). Shows: We have 2 Wagon-Type Fronts, one a Sit-Down Show. Would like to have Midget Show (Art Noble answer), Hillbilly Show, Fat Show, or any other worthwhile Shows, with or without own equipment. Concessions: Hanky Panks of all kinds open. Help: Can place Second Men on all rides (must be licensed semi drivers). Good Salary and best of treatment. Man who can operate searchlight, also man to handle towers.

All answers to WM. T. COLLINS, Mgr. Devils Lake, N. D., this week; Thief River Falls, Minn., next week.

DUMORT SHOWS

FALLS CHURCH, VA., JULY 27 TO AUGUST 1

Want Cookhouse or Sit-Down Grab. Want Custard, Ice Cream, Popcorn, Candy Apples, Candy Floss or any legitimate Concessions. Want Ride Help who drive semis. No drunks, Want Manager with Cirls for Cirl Show. All address: LOU RILEY, Mgr., Frederick, Md., July 20 to 25.

CANAL WINCHESTER, OHIO, July 29-30-31-August 1—Annual Street Celebration. COMMERCIAL POINT, OHIO, July 30-31-August 1.

Want Concessions for both spots and balance of season: Popcorn, Floss, Pill Pool, Beat the Dealer, Glass Pitch, Jewelry, Spindle, Coke, Striker, Age and Scale and Concessions of all kinds. J. D. Faulkner, contact. Want Ride Help.

NOLAN AMUSEMENT CO.

Lisbon, Ohio, July 20-25

HARRISON GREATER SHOWS

Want for Elkton, Md., in heart of town, followed by Centerville, Md.

Can place Concessions of all kind. Want Custard, French Fries, Floss. All Slum Stores open with a few choice Concessions open. Good opening for Bingo for balance of season. Want a Billposter with or without car. Swifty Palmer, get in touch. Want Merry-Go-Round Foreman, Rolloplane Foreman, Second Men and Semi Drivers on all Rides. Slim Cunningham wants Skillo and Count Store Agents. All mail and wires to

FRANK HARRISON, Owner and Manager; JACK LANCE, Business Manager ELKTON, MD., THIS WEEK; THEN AS PER ROUTE.

MIGHTY PAGE SHOWS

For Danville, Va., July 27-Aug. 1, and 14 Fairs to follow. No more Still Dates, CONCESSIONS: Can place Cookhouse at once. Also French Fries, Floss and all kinds concessions: Can place Cookhouse at once. Also French Fries, Floss and all kinds of Hanky Panks. Reasonable privilege. Need two Working Men to up and down Stores. Opening for two capable Count Store Agents and one Pin Store Player. Frenchie and boys (annex attraction), contact Curley Graham at once. Also all Agents. SHOWS—Can place Wild Life, Monkey, Mechanical, Motordrome, Snake or any Grind Show. RIDE HELP—Need Foremen for Octopus and Little Dipper: Good Second Men. Top wages. Wire or come. All replies to

BILL PAGE, Gen. Mgr., Asheboro, N. C., this week.

WANT FOREMEN

For Tilt-a-Whirl and Looper. Tractor Driver for D-7. Diesel Electrician, Waiters for Cookhouse. Address:

Al Wagner, Mgr. Cavalcade of Amusements Muscatine, Iowa, this week

Small Carnival Wanted

For Annual Street Festival, Windsor, Ill., week commencing Sunday, Aug. 23. Tremendous crowds. Free Acts already booked. Contact

ARTHUR P. STUCKEY Pres. Windsor Fall Festival, Windsor, III.

HELP WANTED

Agents for Ice Cream, Foot-Longs, Candy Floss, Popcorn, Candied Apples, Snow and Grab on percentage. All Fairs now until November in Wisconsin, Michigan, Alabama, Georgia and Florida. NEED SEMI DRIVER.

Contact R. A. MAC EACHERN Galesville, Wis., July 23-26; Portago, Wis., July 30-Aug. 2; Monroe, Wis., Aug. 5-9.

RIDES WANTED

For ROODHOUSE JAYCEE HOMECOMING

Aug. 27, 28 and 29. Contact JOHN HARMS or CHARLES DAVIS Roodhouse, III.

WANTED

Rides and Concessions for Annual Hunt at Kingston, Missouri, four days and four nights, either Aug. 26-27-28-29 or Sept. 2-3-4-5. Phone or write

MAURICE ROBISON

North Missouri Hunters' Association Kingston, Mo.

BENNY LAIL WANTS GIRLS

for Cirl Show, Talker and Canvas Man. People having worked for me before

please contact

VIRGINIA GREATER SHOWS This week, Dover, Delaware

DROME FOR SALE

Sacrifice

28 ft. silo, new top, new panel front, 3 complete motors, 2 spare rebuilt engines, plenty spare parts, steel rollers, ampli-fier, complete, first \$1000 cash takes it.

FLASH WHITE

Patch Trailer Sales, Waynesboro, Va.

WANTED AT ONCE

Good proposition for Spitfire Foreman to make State Fairs; also Rolloplane and Tilt Foremen, General Ride Help. Long season, south all winter.

SAM GOLDSTEIN MAJESTIC GREATER SHOWS Pennville, Indiana

C. A. GOREE SHOWS

WANT

Foremen for Ferris Wheel, Tilt and Octopus. All Shows and Concessions Octopus. All Shows and Conce open. 10 Fairs and Celebrations. Address: Red Cloud, Nebr., this week.

COUNT STORE AGENTS

WANTED

VINCE McCABE c/o GREAT SUTTON SHOWS

Mo. (Fair), this week; Fulton, Mo. (Fair), next week.

WANT FOR SOLID ROUTE OF FAIRS STARTING AT LONDON, KY., NEXT WEEK: FOLLOWED BY RUSSELL SPRINGS AND BRODHEAD, KENTUCKY; WISE, TAZEWELL AND CLINTWOOD, VIRGINIA; MARY-VILLE, SEVIERVILLE, SWEETWATER, ATHENS, TENNESSEE; MURPHY, NORTH CAROLINA; CARTERSVILLE, GAINESVILLE, CANTON, DOUGLAS AND EASTMAN, GEORGIA.

WANT AERIAL ACTS

Want Colored Musicians and Performers or will book organized Minstrel Show. WANT experienced Funhouse Operator.

CAN PLACE Snake Show and Monkey Speedway. WANT Side Show Acts, Talker, Magician, Inside Lecturer, Fire Eater. Tex and Shirley Willis and Jackie Lynn, contact Jo Ann. WANT Billposter with transportation to join immediately. WANT Custard, Sno Cone, Ice Cream Bars, Novelties, Age and Weight and Hanky Panks.

HARLAN, KY., this week



430 Keap Street

Ask for 1953 Catalogue CARDINAL MFG. CORP. Street Brooklyn, N. Y. EVergreen 7-5027

Mdse.

Wheels Big Sixes

Double Wheels

Laydowns

Foreman for Chair-o-Plane. Second Man for Ferris Wheel. Contact:

JOHNNY TODD

% Johnny's Rides, Granite City, III. (Phone: Tri-City 6-4174)

WANT RIDES

For Church Carnival in Windham, Ohio, July 29 to Aug. 2, Car given away on Sunday. Want Wheel, Merry-Go-Round, Chair-plane. Also want Concessions of all

M. KRAJZAR 3006 E. 130 St. St. Cleveland 20, Ohio Phone: WA 1-4679

GRLS WANTED

For Revue and Posing Shows. No experience needed, top wages, good treatment, long season; tickets if I know you. Also need Candy Pitch Man and Help on Wild Life and Monkey Shows. All replies to DENNIS DUFFIE

Care John Marks Shows Washington, D. C., this week

AGENTS WANTED

For Stock Wheels and Cigarette Block Pitch.

HARRY MODELE

Francis Scott Key Hotel Frederick, Md.

WANTED

Peek Store Agents for thirteen Minne-sota Fairs and Celebrations. No ups. downs, patch or boy. Wire or call

"WHITEY" BOATWRIGHT c/o Raney United Shows Lindstrom, Minn.

DALE PARRISH

WANTS HULA DANCER

For Minnesota and North Dakota Fairs Good P.C. or salary; pay every night. Whoever wrote me c/o The Billboard

ROGER BROS.' SHOW Lisbon, N. Dak., Fair, July 22-23-24-25.

Such as Hanky Panks, Balloon Dart, Add Em Up Dart, Fish Pond, High Striker, Bumper, Cork, Ball Games, Short Range, etc. Privilege \$35.00. All Fairs till Labor Day.

Key City Shows Valley Mills, Ind., this week; Rantoul,

FOR SALE

Or Couple to operate Metro 20-Unit Derby on Trailer. Have good route booked, including two State Fairs. Sell-ing price, \$2500.00 complete, ready to go, including route if wanted. EARL HARLAN, Care F. C. Bogle Shows, Downs, Kansas, this week; Phillipsburg, Kansas, next.

HUTCHENS? MODERN MUSEUM WANTS

HALF AND HALF to join at once for Annex. Must be sober. TICKET
SELLER, GIRL FOR BLADE BOX. 12
Fairs, Wisconsin, Arkansas and Louisiana. Address: J. T. HUTCHENS, c/o
SNAPP SHOWS, Whitewater, Wis., this
week. P.S.: Jimmie Mauldin, answer.

www.americanradiohistory.com

Eddie 🔎

WANT FOR ASHLAND, KY.—THREE BIG PAY DAYS Photos, Glass Pitch, Age and Scales, Fish Ponds,

CONCESSIONS

COMCESSION AGENTS

SHOWS

RIDES

RIDE HELP

Live Pony Ride, or any major Ride not conflicting. For office Rides who drive. No drunks.

P. C. Tables. Answer to Whitey Weiss.

Jewelry, Ball Games or any Hanky Panks.

For Peek and Count Stores, Buckets, Six Cats and

10-in-1, Motordrome, or any Grind Show not conflicting.

Reply to E. L. YOUNG, Mgr. Wheelersburg, O., this week.

Wire—PALMETTO EXPOSITION SHOWS-Act now and plan to join the big tobacco market parade that lasts right up until fair time, beginning Aug. 3 to 8 at Ayden, N. C.; Beulaville, N. C., Aug. 10-15; then the 40th annual Colored Picnic at Minturn, S. C., Aug. 17-22 (just out of Dillon, S. C.). Can place Concessions of all kinds: Want Grab, Bingo, Photos, Mitt Camp, Water Games, Gallery, Ball Games, Glass and Penny Pitch, Jewelry, Pan Game, Six-Cat, or what have you? Can use Ride Help on Wheel and Swings. Want Shows with own equipment. Good proposition for balance of season. Willie Hette, can pick up your trailer on way thru, contact me. Floyd Shiek, Hyram Beall, Angelo, Tiny, Frank Case and others not mentioned by name, get in touch.

REMEMBER THE OPENING DATE, AUG. 3-8, AYDEN, N. C.

All replies to Milton McNeace

MARION GREATER SHOWS

Will book Bingo, Custard, legitimate Concessions of all kinds. Can also place Concession Agents for P.C. and other Concessions. Attention, Ride Help: Enlarging Show for our tobacco and fair rate, need Ride Help on all Rides. Will book complete Minstrel Show troupe, we have everything complete. Johnny Riddick, Jimmy Jones, Jellyroll and other Minstrel People, contact. Can book Side Show, Girl Show, Monkey Show, etc.

All replies to Marion Greater Shows, Hartsville, S. C. P.S.: Sam Hausner wants Concession Agents for his Concessions.

AT LIBERTY—DUE TO CLOSING OF SHOW CONCESSION MANAGER and LEGAL ADJUSTER

With or without Concessions, Best of References.

DAVID E, FINEMAN, 425 N. E. 103RD STREET, MIAMI SHORES, FLORIDA

WANT AGENTS for LIVE HANKY PANK CONCESSIONS

Balloon Darts, Cork Callery, etc., etc. Can also use a few good working Men. Fairs start next week at Laurel, Mont.

Contact H. N. (FOOTS) REEVES

Care HILL'S GREATER SHOWS, Lovell, Wyo., this week; Laurel, Mont., next week.

FESTIVAL OF FUN SHOWS

WANT FOR SHEPHERD, MICH., ANNUAL CELEBRATION ON THE STREETS, JULY 22-25. FREE ACTS-PRIZES-HANKY PANKS, COME ON.

Fish Pond, Long or Short Range, Ball Games, Hoop-La, Basketball, American Fortune Teller, Popcorn. WANT SHOWS-Monkey, Unborn, Wild Life or any good Show. Have props. WANT RIDE HELP, semi drivers, long season. Want one more Free Act, preferably High Pole.

PHONE: SHEPHERD 2811, CONCESSION MANAGER.

RAY WILLIAMS SHOWS

WANT FOR BURR OAK, MICH., JULY 27-AUG. 1.

RIDES—Will book Tilt-a-Whirl, Spitfire or any Ride not conflicting. Ride Help needed on all Rides. Long season, good treatment. SHOWS—Have proposition for Minstrel Show with own equipment. Funhouse. CONCESSIONS—All Hanky Panks, Short Range Gallery, String Games. Basketball. This Show is booked through December with a long list of Fairs and Celebrations. All replies to Ft. Wayne, Ind., this week; then Burr Oak, Mich. Watch our ads for Michigan Fairs.

Want Ball Games, Dart Store, String Games, Devil's Bowling Alley, Hi-Striker, Jewelry, Photos, Hoop-La and other non-conflicting Concessions. Can place one or two Grind Shows. Want Cook for modern, up-to-date Cookhouse.

A. M. PODSOBINSKI This week, Cairnbrook, Pa.; next week, Jennerstown Fair, Jennerstown, Pa.

ATTENTION, RIDE HELP

No ups or downs, no driving. Help wanted for Ferris Wheel, Chairplane and two Kiddie Rides at Ocean Breeze Beach, near Norfolk, Va. We operate here thru Labor Day, then on a beach in Florida all year round. Good salary, good treatment. Attention, Kenny Whitehead, Flash Gordon and Bill the mechanic, contact me at once. All wires and calls to

JIMMY BROWN

Ocean Breeze Beach, Route #60, Bayside, Va. Telephone: Norfolk 63-7958.

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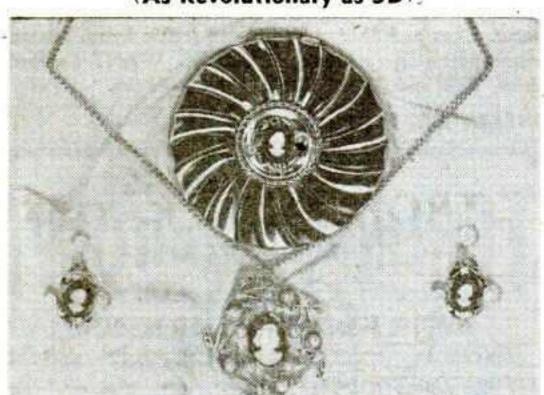
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Sample Prepaid \$3.50

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423 MARKET STREET PHILA 6. PA.

TREASURE CHESTS of JEWELRY!



THE ALL-TIME FAVORITE

Genuine hand-pronged imported stones. Each set consists of necklace and earrings. Necklace may be worn as pin. Assorted styles and colors. ALL HAM-ILTON COLD PLATED. Multi-purpose chest is useful as per-

manent jewelry chest for storage of madam's personal things. \$18.00 PER DOZ. (Assorted)

WRITE FOR CATALOG. Terms: 1/3 Deposit, Balance C.O.D. Include postage if cash in full sent.

HEATH DISTRIBUTING CO. 3253 VINEVILLE AVE. MACON, GA.

To Order Classified of Dislay-Classified Ads

USE THIS HANDY FORM NOW

Type or print your copy in this space:

Check the heading under which you want your ad placed:

Acts. Songs, Parodies
Agents and Distributors Animals, Birds, Pets

Business Opportunities Costumes, Uniforms, Wardrobes Food and Drink Concession Supplies

Formulas For Sale—Secondhand Goods
For Sale—Secondhand Show Property Help Wanted

Photo Supplies and Developing Printing Salesmen Wanted Scenery, Banners ☐ Tattooing Suppl ☐ Wanted to Buy **Tattooing Supplies**

Instructions, Books, Cartoons

Musical Instruments, Accessories

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Personals

Indicate below the type of ad you wish: RECULAR CLASSIFIED AD-15¢ a word. Minimum \$3.00. DISPLAY-CLASSIFIED AD-\$1 per agate line. One inch \$14.00 114 agate lines to the inch!

Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio Please insert the above ad In......issue 1 enclose remittance of \$......

> Name City State.....

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DISPLAY-CLASSIFIED ADS . . .

paragraph, no display, First line regular 5 pt. caps, RATE: 15c a word - Minimum \$3 CASH WITH COPY.

Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line-Minimum \$6.

FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

EMCEE ARSENAL (3RD SERIES)—NEW slurs, ribs and insults; timely quips, gusty verse and tested rib ticklers; prize nifties, peppy wheezes and spicy mots for femmcees; also racy wisecuacks, snappy limericks and lusty tidbits for roving wits and social funsters, \$2. Keep 'em laughing. Buster Rothman's Universal Gag Retort Supply Works, 473 Broadway, Bayonne, N. J. au15

PIANO VOCALS — LEAD SHEETS, OR-chestrations and band scores arranged. Val's Arranging Studio, P.O. Box 1906, Sarasota, Fla.

AGENTS & DISTRIBUTORS

A BETTER DEAL-LOWEST PRICE IN the country on "Nickels to Dimes" coin trick. Best made. Beaumont, Box 8535, Los Angeles 46. au15

AMAZING MONEY MAKING OFFER—\$50 or more selling 100 boxes America's leading Christmas Cards. Samples on approval. Complete line. Free samples Personal Christmas Cards and Stationery, Sensational Bonus, Write, Lorain Art Studios, Dept. 101, Vermillon, Ohio.

ATTENTION SALESMEN, WAGON JOBbers, demonstrators, organizations, advertising Jobbers. Free catalog. Select Shaker. 16147 Segundo, San Lorenzo, Calif. 1925

ATTENTION, HOSIERY — LOW PRICES for jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn. np

BOXED JEWELRY—LOWEST PRICES

ANYWHERE

3 pc. sets, \$8 doz.; Miracle Cross, \$5.75 doz.; 3 pc. Orchid sets, \$9.60 doz. Continuous supply, immediate delivery, catalog free.

JEWELRY-OF-SEASON CO., DEPT. M 703 Industrial Trust Bidg., Providence, R. I. BARGAINS - TERRIFIC SAVINGS: JOB lots, closeouts; also save up to 50% on dry goods, clothing, hosiery, notions, drugs, toiletries, gifts, jewelry, television, etc. 2000 items. Send 25r for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311 H-40 North Des-

plains, Chicago 6. BASKET EARRINGS — WOVEN STRAW, Hat Baskets, Glass, Shell, Fruit, real Coral, Mother-of-Pearl Baskets, Fruit Clusters, Apple Blossom Shell with Pearls or Fruit, Petticoat Earrings, All \$6, Petticoat Necklaces, \$12 dozen, J. J. Lastufka Dist., Box 10248, Tampa, Fla.

BEAUTIFUL PINS AND EARRINGS CLOSEouts. Many styles in tailored and stoned earrings, \$1.25 and \$1.50 per assorted dozen respectively. Also attractive tailored and stoned pins at \$1,25 and \$1.50 respectively per assorted dozen: men's gold-plated 3stone rings, \$3 per dogen; men's and ladies' aluminum idents, \$12 per gross. Sample dozen regular price. 25% deposit, balance c.o.d. No catalogs. New England Jewelry. 9 Empire St., Providence, R. I.

CARNIVAL PLASTER

Kasey Provelones 723 McRevnolds, Danville, Illinois Telephone 1074-J

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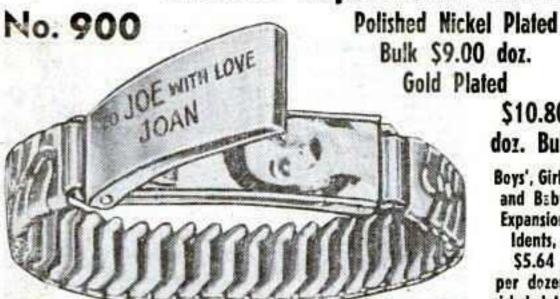
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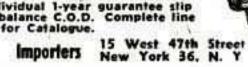
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16MM. SOUND FILMS—SOLD, RENTED, traded. Write for bargain lists. Rogers Films, Lombard, III. aul

INSTRUCTIONS BOOKS & CARTOONS

USED CORRESPONDENCE COURSES AND Educational Books for sale or rent. Lowest prices ever. List free, Harry J. Munzial, Englewood Cliffs, N. J. au15

MAGICAL APPARATUS

A BRAND NEW #23 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog Buyer's Guide, both 50¢ wholesale. Nelson Enterprises, 336-B, S. High, Colum-bus, Ohio.

BIGGEST NEW FLASH PACKAGE, 10 DIF-ferent magic items for side show people, 100-\$10; sample 25¢. Warpress, Warwick,

MAGIC HEADQUARTERS FOR ACCES-sories, books, tricks, escapes, nite club and stage illusions, circus and carnival side show acts. Magic as a Hobby, \$1 James P. Kane, Box 275B, Phila. 5, Pa.

MAGICAL APPARATUS — SENSATIONAL escapes, jokes, tricks, books and novel-ties; lowest prices, best quality. 224-page illustrated catalog, lists, 25 cents. Heaney Magical Co., Oshkosh, Wis.

RESISTO'S ORIGINAL SECRET-STRONGest man cannot lift you; no apparatus; done anywhere; no previous preparation; \$3. M. O. Miller, 433 Main, Norfolk, Va. SUB MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. au8

MISCELLANEOUS

ATTENTION, T.V. AGENTS Young Pitchman-Entertainer College, Radio School Background Manufacturers and promoters also Contact "LLOYD" PROMOTIONS 840 Howard Ave. Bridgeport, Conn.

AMAZING NEW BEACH TOWEL-BUILTin pounch for necessities. Eliminates trousers, purses at beach; 36x72"; quality; \$3.98. 10-day purchase price back guarantee! Kangaroo Towels, 408½ D So. Hamel Rd., Los Angeles 48, Calif.

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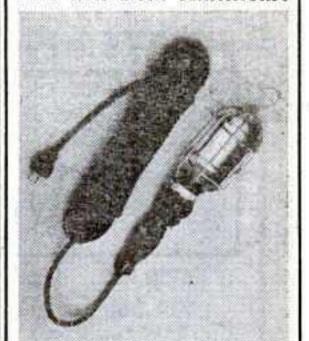


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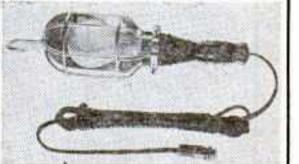
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25 FT. Gross Lots \$1.15 ea. Doz. Lots Sample

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\$1.25 ea. Gross Lots Dozen Lots Sample \$2.00

New, efficient, LOW-PRICED Car-Lighter plugs into Cigar Lighter, Lights up area of car like daylight but uses less amperage than parking lights. Complete with 50-watt 6-volt bulb; full non-glare re-flector; push-button socket; rugged "Easy-Open" guard; all-rubber safety handle; 15-ft. rubber covered cord; durable cigar lighter plug. Individually boxed.

25% Deposit, Balance C.O.D. F.O.B. Lowell.

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Plastic Gift 50c Box, add. Bulova • Waltham Elgin • Benrus Gruen Watches

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WANTED TO BUY-ODD AND NOVELTY Musical Instruments, especially set of 4 in hand bells. Reggie Saxe, Berkshire Hotel, Detroit, Mich.

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AROUND THE WORLD REMAILINGS— Letters from Chicago, 25e; Package, 50e; relaying from other U.S.A. cities, 75e; Monthly Business and Personal Address. Inquiries send 10e. C. Mack's M. O., 5656 North Hermitage, Chicago, Ill. se12 L. D. HARRIS-NO LETTER FROM YOU.

Write Aug. 2; everyone is well. Ruth, General Delivery, Renton, Wash.

LETTERS REMAIL FROM THE BIG State, Texas; 25¢ anywhere in U.S.A.; 50¢ confidential. Gables Remail Service, 1184 College, Beaumont, Tex.

LETTERS REMAILED FROM UNITED Nations, N. Y., 30e; 4 for \$1; includes UN postage, postmark. George Co., 30-11A 29th St., Long Island City, N. Y. MAIL ADDRESS-USE MY OFFICE; LET ters forwarded daily; telephone service; public stenographer; notary public. Esther Lavin, 913 N. Bush St., Chicago 11, III., Michigan 2-6322 iy25

WORRIED? SICK? DISCOURAGED? THERE is a solution for every problem. Write Ward Cheering and Healing Service, Box 185-B, Metropolis, Ill.

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AT LAST IT'S HERE! THE NEW VICTOR portable direct positive Camera. Compact, light in weight and amazingly simple to operate. Write for details. Benson Camera Co., 166 Bowery, New York 12. N. V.

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100 LETTERHEADS, 100 NOTEHEADS and 100 Envelopes printed to order, \$2.98 posptaid. Samples. Regel Printing, Crooksville, Ohio.

SALESMEN WANTED

to you? Then rush card with name and address for special Free Trial Plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes"! Write to Mr. Lewis, D-Frost-O-Matic Corp., Dept. D-106, 173 W. Madison Chicago 2 Ul. pp.

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colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St. Los Angeles 3. au15

MUSIC. FOLDING TYPE. CARDBOARD for 86 or 96 Key Organ. Size 61/2x151/4 inches Harry Beach. Box 2602. Myrtig

WANT TO BUY PASSENGER

PHOTO BOOTH COMPLETE. State price, details first letter; also photo built on trailer. H. T. Harrison, 221 Ingie

WE PAY CASH FOR ANIMALS, ANIMAL sizes: drop in and see them: latest improvements; real bargain. PDQ Camera Co., life in N. Cleveland Ave., Chicago, Ill. if need cash see us; if you have junk and want to get rich fast, save your stamp

re ort name printed combination; both sam-ples, 10c. Unique, 472-B Hendrix, Brooklyn 7, N. Y. kinds for use in clown display. State what you have and lowest price. Hugh Mosher, 915 Scott Ave., Port Huron, Mich.

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RECULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph. no display, First line regular 5 pt. caps. RATE: 15c a word-Minimum \$3. CASH WITH COPY

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Forms Close Thursday for the Following Week's Issue

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WANTED - TENOR, SAX, CLARINET: guaranteed salary; single; headquarters Des Moines; small circuit. Jack Cole, 1125 68 St., Des Moines, Iowa. pp

DIXIELAND MUSICIANS WANTED — NO SINGLE GIRL—DOING DANCING SPE cialties, double chorus or would concialties, double chorus or would consider sister team or two girls. Must be young, for the oldest tent rep show in the South. Address Bisbee's Comedians, Owensboro, Ky., until Aug. 1.

> WANTED-MALE STILT WALKER FOR ballyhoo sales promotion, 3 months or longer; submit resume career with photo; give salary expected. Florida State Theaters, Inc., P.O. Box 1290, Dept. A, Jacksonville, Fla.

> WANTED-PIANO-SOCIETY COMBO: SOber; must read; semi concert, fake old tunes, Latin, fill ins; steady work, good salary; cut or no notice. Bill Bardo, Sara-nac Inn, New York.

> WANTED-COMBO TENOR MAN: MUST read, fake, cut shows: commercial, jazz; Florida location. Robert Jones, Manhattan Hotel, Pensacola, Fia.

ENGRAVERS—CONCESSIONAIRES AND OPERATORS SEND FOR OUR GENERAL CATALOG LISTING IDENTS-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMAHENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

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bus 3, Ohio.

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A-1 TATTOOING MACHINES - DESIGNS LEARN TATTOOING-15 BASIC LESSON course, \$25 Illustrated brochures of course and tattooing supplies, 25c. Zeis Studio, 728 Lesley, Rockford, Ill. au15

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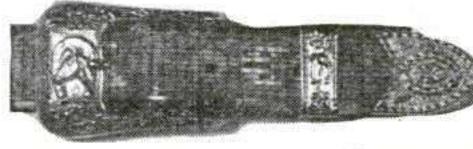
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A-1 RINK ORGANIST—12 YEARS' Experience best rinks; wants year round position; locate anywhere. Write Box C-377, c/o Billboard, Cincinnati, Ohio.

BARI MAN AVAILABLE. DOUBLING Tenor, Alto, Clar. Musician, 3227 Wash-burn, No., Minneapolis, Minn. jy25

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COLORED DRUMMER—UNION; WANTS job with name dance band. Write to William A. Burden, 421 Catherine St., Ahoskie, N. C.

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TENOR, CLARINET, FLUTE, TRUMPET— Name experience; fine combo man, lead or second; will travel. Leon Edwards, 1130 Simpson-St., Knoxville, Tenn.

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Two-way stretch, light weight, inconspicuous colors, (sizes) small, medium and large, styles full length, knee hose and anklets. For proper fitting measure length from floor at heel to top of elastic material. First, second and third grades available, open toe and closed heel. Prices half retail prices.

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BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind.

CHARLES LA CROIX — OUTSTANDING trapeze act. Available for outdoor celebrations, homecomings, etc. (platform required). For all particulars address Charles La Croix, 1304 South Anthony, Fort Wayne

FEARLESS STARS-WORLD'S HIGHEST contortion trapeze act, featuring Jaydee the Great and 2 gorgeous girl aerialists. Have open time. Contact Jerry D. Martin, Billboard Office, Cincinnati, Ohio. se5

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VOCALISTS

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222 Calumet Bldg. Miami, Fla. Phone: 82-6473



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Crickets Gr. 1.00
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Swiss Bird Warbler Gr. 85¢; 10 Gr. 7.50
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Auto Suction Birds Gr. 4.50
Assorted Bisque Animals Gr. 1.00
Flexible Plush Monkey Box of 3 Dz. \$2.40; Gr. 2.75
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Write for new catalog Include postage with order. 25% deposit with c.o.d, orders,

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HOME UNIT \$3.00—INDUSTRIAL UNIT
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WALKO INDUSTRIES, Dept. J-103

WALKO INDUSTRIES, Dept. J-103 Box 652, Highland Park, Illinois



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with select Cherrywood natural lacquer finished handles. \$5.00 Per Doz. Sets HACK SAW FRAMES

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10-Inch Hack Saw Blades . \$3.60 Per Gr. Sold in gross lots only. REGULATION SIZE-HAND SAW

26 inch 8 pt. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeve. Packed 6 \$.90 68. to a carton. No less sold ... \$.90 68.

5 WAY CABINET SAW SET 1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 16" \$13.50 For doz. sets. 6 Pc. MAGNETIZED Screw Driver Set Self-display individual box unit. Overall lengths ranging from 11½" to 3½"—includes stubby recess and square shank. 85¢ Each (6 or more).

All above items made in U.S.A. except Hack Saw Blades.
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WORLD'S PRODUCTS CO. Spencer, Indiana

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

New York

Heavy registration has assured the success of the first United States International Gift and Fancy Goods Show, to be held at the Hotel Astor, August 24-30. Manufacturers and importers from all corners of the globe will converge on New York during the show to display their merchandise. Extensive showings will be on hand from the United States, France, Italy, Germany, Greece, Great Britain, Austria, Belgium, Holland, Switzerland, Spain, India, Mexico, Portugal and the pierced ear type. Scandinavian countries. Manufacturers and importers resident in the U.S. may secure floor plans and show data by writing to the New York office of the International Gift and Fancy Goods Show, 331 Madison Avenue. Trade visitors may register for the show in advance by writing to the office for advance credentials which will admit accredited trade representatives to the show without further registration or delay at registration booths. Hotel reservations will also be made for those desiring them.

Los Angeles

R. A. Fischer & Company is now offering the Hollywood Vibra-tone massaging machine. The unit comes complete with a 2 by 48inch vinylite belt that may be = used for holding the massaging unit on the back. As it may be moved both vertically and horizontally, the unit has been found unexcelled for ironing out kinks in sore muscles. The rubber rollers may be snapped off for easy cleaning and the machine is guar-

Cigarette Lighter—



CHROME. Table or Pocket Models. Size 11/8×13/4" Guaranteed Reg. \$2.95 Value for Value for Postage Prepaid 2 Dox. for \$10.80

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100 Signs, 7"x11", \$7 Rake in orders for these fast selling "Eye Catcher" Display Signs from every kind of retail store — large or small—in big town or small city. More than 2000 different, snappy (Cash With Order)

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OR SEND ONLY \$1 FOR 15 SIGNS
THAT SELL FOR 50¢ EACH!
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15 Samples Ultra-Blue Comedy Signs, 7x11 1.00
Above Samples Mailed Postpaid Above Samples Mailed Postpaid. L. LOWY New York 3, N. Y.

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anteed against faulty material and workmanship. The Fischer company has been making electro therapy machines for many years and the Hollywood Vibra-tone is the result of years of experience in this type of manufacture. . . .

Harry Meisel, of Stephan Ivan, brought out the wedding ring earrings and the number was so popular that he has released a new creation-hoop earrings known as the Bikini. The firm is now supplying these in diameter sizes of one to two inches. They are also available in the screw as well as



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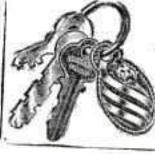
Men's, Ladies' and Children's exact replicas of famous name brands



#P-1 Men's photo ident ...\$12.00 dz. in 14K yellow gold plate.. 13.50 dz. zP-2 Men's photo ident, all stainless steel backs 9.00 dz.

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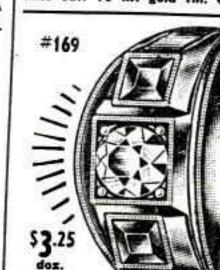


\$33 gross

Imit. CAMEO-Heavy with 2 sim, diamonds.



ARROWHEAD sim. 1 Carat Diamond center. Heavy, will sell on sight. Don't miss out. 16 kt. gold fin. Order now!



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Ever-popular 1 Carat CENTERSTONE plus 2 square cut side sim. DIAMONDS. May be had with white or red side stones. 16 kt. gold fin. Terrific buy.

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12 inch \$2.25 dz. \$24.00 gr. 15 inch \$3.25 dx. \$36.00 gr.



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20 inch spread, floral design with cane handle 2.00 dx. 22.50 gr. 24 inch spread, with cane handle, R-W-B, 2.25 dx. 25.00 gr. 25 inch spread, straight handle, floral design,

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Pipes for Pitchmen

By BILL BAKER

queries from Akron as to what sheet. Dr. Al Harvey and two HENRY H. VARNER . . . has become of the musical wizard, other sheeties breezed thru here Ed Hindsnoch, who sometimes on their way to old Virginia to worked under the name of Ed join the Mighty Page Shows. Charles. Henry would also like to Would like to read pipes from Mike Starr.

HEAVY FORKNER . . pipes from the hills of the Blue JIM BROWN . . .

Mineola Henrich's

Continued from page 57

Livonia, Mich. Intermediate dance, Tom and Carol Scipp, Melrose Park, Ill.; Fred Wheeler and Nancy Mitchell, Washington;
Jack DeBeve and Mary Carlisle, Washington, Novice men's figures, Thomas
Kaltenbach, Livonia, Mich.; Robert Schoenfeld, Livonia; David Marshall, Pasadena. Sub-novice men's figures, Geroge Bonocore, Elizabeth; Emanuel Commandatore, Bayonne, N. J.; Larry Patrick, Dallas. Junior ladies' figures, Margie Adair, Elizabeth; Nancy Massine, Livonia; Marilyn Post, Mineola. Junior men's figures, James Mazei Jr., Livonia; Jack DeBeve, Washington; Billy Ferraro, Livonia. Sub-novice dance, Louis Kovacs and Susan Lessne, Mineola; George Bonocore and Dawn Brown, Elizabeth and Trenton; Emanuel Commandatore and Theresa Colaio, Bayonne. Intermediate mixed pairs, Thomas Natalini and Marcy Maurer, Elizabeth; Ronald Holland and Avis Cook, Pasadena; Edward Monteferrante and Eileen Laflin, Elizabeth. Intermediate fours, Ferraro, Searles, Kaltenbach and Galbraith, Livonia; Grant, Durr, Hyman and Dupaquier, New Orleans.

Junior mixed pairs, Thomas Erickson and Marilyn Post, Mineola; Jack Crichton and Margie Adair, Elizabeth; Jack DeBeve and Patricia Ryan, Washington and Bladensburg. Senior men's figures, Frank Henrich, Mineola; John Haddad, Elizabeth; Ronald Holland, Pasadena, Sub-novice ladies' figures. Judy Snyder, Mineola; Dawn Brown, Trento; Theresa Ann Colaio, Bayonne, Senior dance, Edward O'Donnell and Ann Van Lone, Mineola; Everett Yagud and Carol Brady; Edward Kenski and Olive McDonald. Novice mixed pairs, George Bonocore and Dawn Brown, Elizabeth and Trenton; Robert Schoenfeld and Nancy Galbraith, Livonia; Raymond Musser and Marilyn Pavlick, Paterson, Senior mixed pairs, Frank Henrich and Ruth Henrich, Mineola; James Murray and Barbara Myers, Brockport and Mineola; Billy Ferraro and Barbara Searles, Livonia. Junior dance, Peter Koehn and Joyce Bonocore, Paramus, N. J.; Cammy Ward and Dolly Janssen, Mineola; William Thelgen and Eve Sheridan, Elizabeth. Senior ladies' figures, Ruth Henrich, Mineola; Diana Lanzotti, Elizabeth; Shirlee Ludwig, Elizabeth. Juvenile girls' figures, Honey Heslet, Dallas; Doris Ann Woods, Alexandria, Va.; Jackie Zimmerman, Mel-rose Park, Ill. Senior ladies' speed, Ellen Hughes, Bladensburg; Arlene McKeon, Paterson; Joan Stefanowitz, Bayonne. Senior men's speed, Edward Horan, Melrose Park; Donald DeRoo, Paterson; Eddie Berkhout, Mt. Vernon, N. Y. Junior ladies' speed, Mary Lou Malloy, Elizabeth; Angela Pollara, Paterson; Barbara Urban, Paterson. Junior men's speed, Jimmie Rice, Bladensburg: William Gear, Mt. Vernon; George Kuntz, Bayonne, Intermediate ladies' speed, Joyce Valle, Paterson; Mary Alice Marks, Reading; Joan Rafac, Pateron. Intermediate men's speed, Raymond Musser, Paterson; Peter Mangone, Alexandria; Joseph Grasso, Mt. Vernon.

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Also Canes, Whips, Batons, Pin Wheels, Bombers. F.O.B. Oklahoma City 25% Deposit.

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markets to fair returns with the read a pipe on Jaques Mahra and G. Lunsford, Dr. Lockey, Spud Mangum, Steve McLain, E. C. Pardee and Bob Williams."

Ridge Mountains of North Caro-circus clown, postals from his lina: "Father Patrick Clyde Fork- home in Lindenhurst, Long Island, ner and I have been working bean N. Y., that he played seven blanks in a row-Scranton, Harrisburg, Tamaqua, York, Columbia, Leb-anon and Philadelphia, all in Pennsylvania. However, he had a red one last week in Levittown, Pa. The hoodoo July 4 turned out to be a bonanza, Brown says.



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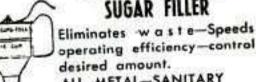
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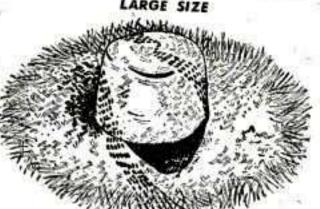
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Pompons GROSS \$24.00



The New Sensational FUZZY WUZZY CRAZY SHAGGY STRAW HAT made of woven straw in natural color. Sells on sight, 18" from brim to brim.

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ATEST CREATION

Checkered be-bop hat with Pompon for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.

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\$4.00 DOZ. \$45.00 GR.

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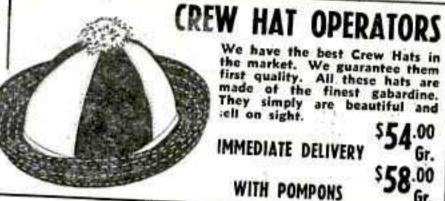
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Sample \$1.50 This is a terrific flash and sells on sight.

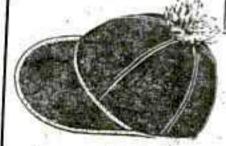
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\$8.75 Dozen Boxed

with black edging \$5.00 DOZEN \$54.00 GROSS



Large Felt JOCKEY CAPS

with Pompons. As-sorted beautiful colors GR. 537.50 and sizes.



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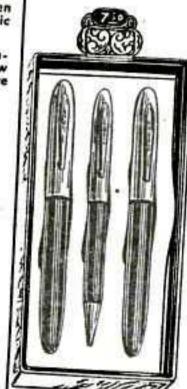
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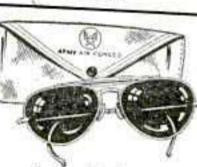


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in beautiful leatherette case, gold finish frame and adjustable and flexible ear piece.

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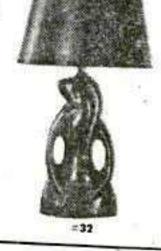
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NOVELTIES AT DEEP CUT PRICES Men's Identification Bracelet Ladies' Double Heart

Identification Bracelet Gro. 13.00 Dangling Toys, Asst. . . . Gro. 3.50. 25% deposit with order, bat. C.O.D. Send for FREE C-53 Carnival Catalog.

300 W. NINTH ST., KANSAS CITY 6, MO

LARGE MARBLEIZED

Seconds and asstd, with 18" shade 1 Doz. to 5 Doz. \$2.75 each 6 Doz. and Over.... 2.50 each SAMPLES: \$3.75 EACH F.O.B. Factory. 25% with order, balance C.O.D.

VOLKAN LAMP & SHADE CO. 2 Second Street Clifton, New Jersey



PLASTICAST CO.

PLASTIC LAMINATING





STATE SOUVENIRS Low prices-high profit. Ash Trays, Coasters, etc. Designs 48 States and Parks. DECALS, 600 designs, Send 50¢ for 11 decal samples. National Souvenir Mtg. Co

Copyrighted material



Communications to 188 W. Randolph St., Chicago 1, Ill,

Mondial Named Europe Distributor by Williams

D. Fesdjian, head of Mondial extended to 10 weeks. Commercial Corporation, who sailed for Europe today, an-nounced his firm had been appointed European distributor for the coin-operated game line of the liams distributorship. Nova will Williams Manufacturing Company, Chicago. He said that the pact was signed this week by himself and Samuel Stern, Williams vice-president.

Mondial, with headquarters in New York, is U. S. distributor for coin-operated games made by Nova, a French manufacturer, and also exports new and used equipment to Europe, as well as having the European distributorship for International Mutoscope.

Fesdjian had originally planned to spend six weeks in Europe and North Africa to visit European distributors. However, with the acquisition of the Williams dis-

Williams Ships 3-Dimensional **Baseball Game**

CHICAGO, July 18.—Williams Manufacturing Company now is delivering Pennant Baseball, a new amusement game featuring the national pastime.

Pennant Baseball is available for both novelty and replay territories and has a double match feature. The only number to be matched is from 0 to 9 and becomes eligible for a winning score by also matching a star.

pitches and bats his own ball, their servicemen report that it is unit to juke box operators who, This is possible since the player a simple thing for them to move in turn, have been leasing the swings a manually controlled bat the game either within or to and dryers to their locations. thru a lever actuated by his right from the location. He added they hand. He also manually operates a button which controls the stairs are concerned. pitch with his left hand.

Lights on the playfield bases indicate men on base and miniature players on the light box show opposing teams in realistic third dimension.

Pennant Baseball is adjustable to operate on one play for a dime, three plays for a quarter and one play for a nickel, two for a dime and three for a quarter. It has a hinged front door for easy servicing.

Up Production Of Graycoach **Poker-Darts**

PENNSAUKEN, N. J., July 18. - Initial heavy demand for Poker-Dart has caused Graycoach Amusement Devices here to increase its production schedules.

The two-player game offers each player five darts for a single coin. These are thrown to record a poker hand, all targets being oversized cards ranging from the nine card to the ace.

Last week A. L. Hooper, manager of Steeple Chase Pier, Atlantic City, informed Frank Coach, Graycoach official, that three Poker-Dart boards at the pier drew more revenue than 15 other amusement units.

Vacations End, **United Resumes Full Production**

CHICAGO, July 18.-United Manufacturing Company has resumed full scale production on its Classic and Cascade shuffle games and Tropics in-line scoring game. For the past two weeks the assembly lines were shut down for group vacations.

As in the past an emergency squad was on hand in the factory and offices to handle emergency requests for parts and equipment.

NEW YORK, July 18.—Suren | tributorship, the trip has been

Nova Is Key Nova, with main offices in Paris and Marseilles, France, will be the key to the Mondial Wilact as sub-distributor for all France and French North African colonies, with warehouse and service facilities in both Paris and Marseilles being utilized for operators thruout Europe.

Fesdjian said that most of his present sub-distributors for other lines will be named Williams subdistributors. However, he added (Continued on page 111)

Intro Handles For Shifting Shuffle Games

WAUKESHA, Wis., July 18 .-Ladewig Brothers are making quantity deliveries on sets of handles for carrying shuffle

They are made of one quarter by two-inch steel and have heavy rubber grips. One side of the steel flats is lined with felt to game cabinets.

To install the handles, all the operators has to do is remove the game is neither heavy nor difficult to lift.

are especially helpful where

Canada 351 \$133,336

Venezuela 147

Japan 26

Belgium 134

France 42

Cuba 85

Panama

Switzerland

Salvador

Mexico

Nicaragua

Philippine Rep.

Guatemala

Costa Rica

Netherlands 'ntilles

Honduras

Peru

Dominican Republic 3

Canal Zone

TOTALS 953 \$401,040

Country

Coin Export Sales Soar 69 Per Cent Above 1952

4 Months' Dollar Figure: \$3,620,949 Game Volume Continues Big Uptrend

CHICAGO, \$3,620,949, 69 per cent above \$401,040 in April.

high music box activity.

July 18.—April | during the month were Cuba | (\$13,579). The heavy activity in coin machine exports totaled (\$39,933) and Belgium (\$31,008). France reflected the recent busi-\$894,175 and brought the first In all 953 jukes were shipped to ness trips to that country by four months of 1953 figure to operators in 24 countries for American coinmen, who set up

same period. Significant in the their tremendous demand for new months totaled \$1,312,871 or 98 latest report, issued this week and used shuffle and five ball per cent of the January-April by the U. S. Department of amusement games in April and figures of a year ago. Commerce, was the heavy game accounted for 2,312 units. These and vending sales plus the usual were sold by U. S. manufacturers, distributors and export specialty For the first time in more than firms for \$369,823. The Canadian 1,885 large and small automatic a year Canada topped Venezuela interests dominated the game as an outlet for juke boxes. In situation by buying 943 games \$123,312 or 34 per cent higher April, Canada accounted for 351 for \$168,120, several other counthan the previous month. Vendunits with an aggregate value of tries have already recorded vol-\$133,336, compared to Venezuela's ume purchases. Among them four months were \$407,327. This was of \$99,664. Other major buyers of the coin phonographs Switzerland (\$14,119), and Cuba in 1952.

new distributor outlets. Total last year's record pace for the Foreign operators continued export sales for the first four

The vending segment of foreign coin machine sales in April also was encouraging. A total of merchandisers were exported for ing machine exports in the first

The comparatively high unit prices paid for both games and juke boxes in April indicated the foreign buyer is becoming increasingly interested in new and late model products. The average game price was \$159. Its juke box counterpart was \$437. Because so many small vendersbulk type-are exported it was not possible to arrive at a unit price which would reflect the

FULL OF HOT AIR

31 Coin Firms Are Distribs For American Dryer Corp.

PHILADELPHIA, July 18.— distributors are in the coin ma-Coin machine operators, who may chine business. He contends that prevent the marring of the decorative finish on the bowling tions hot air, are now marketing the decorations are in a good state of the decoration and the state of the automatic mertains. that gaseous commodity and position to lease and service the making no bones about it.

The ozone emanates from the

Company, New York, outlet of the Two of the big points of the Ladewig stated that with the American Dryer Distributing Cor- units to locations on the basis of

31 Coinmen

Coin Machine Exports

Venders

Value

\$ 44,311

18,623

34,630

1,358

7,875

10,8:)

.....

4,090

.....

.....

.....

.....

.....

.....

.....

1,606

Phonographs

Value

99.664

31,008

8,279

39,933

7,675

2,625

14,915

6,502

8,949

8,491

2,756

6,541

4.639

3,541

2,145

2,340.

.680

units.

two bolts from the rear leg of the shuffle game. Glenn E. Ladewig, firm official, stated that the handles are to be used only on the rear legs since the front of the game is poither beauty nor the game is pointed in a winter porcelain and chrome cabinet and is started by a press of a button. The cycle is 30 seconds and the porcelain and chrome cabinet and is started by a press of a button. The cycle is 30 seconds and the porcelain and chrome cabinet and is started by a press of a button. The cycle is 30 seconds and the porcelain and chrome cabinet and is started by a press of a button. The cycle is 30 seconds and the pointed being installed in theater, bar and degree angle, may be turned for the game in the game in the game in the game is not set the game in the game is not set the game in the gam Joe Young, Young Distributing face, underarm and body drying.

Operators have been leasing the game is that the player actually use of the handles, operators and portation, has been selling the eliminating cloth and paper towel problems, preventing littered washrooms and stuffed-up toilets due to towel disposal.

> The dryers are installed on 115-William F. Kane, Addco presi- volt or 220-volt circuits, with parts dent, says that 31 of the firm's guaranteed for 30 months.

> > Value

19,209

71,315

5,400

54,079

19,579

14,119

.....

10,500

1, 50

5,670

2,420

.....

.....

1,461

1,069

1,762

3369,823

943 \$168,120

18

65

241

656

100

107

Total

2,015 -\$345,767

240

267

752

206 52

112

23

33

55

100

1,079

Value

137,496

85,785

71,038

63,686

61,387

18,495

16,744

14,915

10,592

10,500

10,099

8,491

8,426

6,541

4,639

4,100

3,541

2,145

1,550

1.461

5,708

5,150 \$894,175

The dryer is housed in a white porcelain and chrome cabinet and To Handle TV

NEW YORK, July 18.-The Starrett Television Corporation here, manufacturer of coinoperated video receivers, will handle all sales directly from its New York office.

However, Jack Krieger, Starrett executive vice-president, said that his firm would enter into exclusive contracts with operators in specific areas, and that location inquiries would be referred to the area operators.

He added that a distributor set-up may be organized in the future.

Sealed Mechanism

The coin mechanism is an integral part of the Starrett set, and Krieger says the mechanism is sealed, making it tamperproof and foolproof. Models available are a 17-inch

table, 20-inch table and 20-inch console. The chassis is engineered with dual - powered receivers and a 20-tube complement. The set will play for 30 minutes

for 25 cents and has a \$40 coin capacity. It may be operated by remote control. Krieger said that his firm

would make sets for operators under their private label.

ANNOUNCING . . .

The Billboard-Dated August 22

29

1,885 \$123,312

NAMA-NABY CONVENTION NUMBER*

with extra editorial services timed to coincide with the

National Automatic Merchandising Association Convention

(Palmer House, Chicago, August 23 thru 26)

and the

National Association of Bulk Venders Convention

(Congress Hotel, Chicago, August 22 and 23)

This special vending edition will be distributed to the complete attendance at both conventions.

STATE PIN TAX DUE AUGUST 1

CHICAGO, July 18 .- One of the important points not indicated when Governor Stratton signed the tax law on games Tuesday (7) (The Billboard, July 18), was its effective date.

Following a series of phone calls to Springfield and the local office of the State Revenue Department by The Billboard this week, it was discovered that the application of the game tax was not yet available but that operators should pay their game tax to the State before August 1. In . the future the tax fee will be due and payable on or before August 1.

The law provides the following annual per machine

A \$50 tax on pinball machines.

A \$25 tax on shuffle games. A \$10 tax on ray gun games.

Airport Vending Absorbs 3d Route

COIN MACHINES

CICERO, Ill., July 18.—Airport Vending Service, headed by Bernard J. Kiley Jr., has purchased its third vending operation within 18 months. Latest route absorbed is Silent Service, Inc., operating 39 coffee, cold beverage and ice ed by Hugh Mackinnon, James route.

Condon and Robert Finlayson, who bought out Kwik-Kafe of Chicago in 1950. Latter, said to be the first coffee operation in the Chicago area, was formed early,in

another operating on Chicago's cream machines. Silent was head- firm in 1948 as a straight coffee ant to the Socony-Vacuum

Frankenburg Named

NEW YORK, July 18. - Dr. Gustave Frankenburg this week was elected vice-president in charge of research and develop-Earlier this year and in 1952, ment of the General Cigar Com-Airport Vending purchased an pany, Inc. He organized the first Aurora, Ill., coffee route and research laboratory for the cigar industry in the United States. North Side. Kiley started his Since 1948 he has been a consult-

> The Mational Exchange for Coin Machine Personnel, Products, Services and Opportunities.

CLASSIFIED ADVERTISING

ADVERTISING RATES

THE MARKET PLACE

COIN MACHINE INDUSTRY

REGULAR CLASSIFIED (Minimum \$3) Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light. Per word 5 .20 3 or more CONSECUTIVE or 26 52 CONSECUTIVE insertions, DISPLAY CLASSIFIED

Any advertisement using display makeup or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more. Per agate line\$1.00 3 or more CONSECUTIVE or 26 insertions, per agate line95 52 CONSECUTIVE insertions,

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

1 inch equals 14 agate lines. Cash must accompany all orders for less than 3 insertions. 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.

Agents, Distributors

Open territories available for experienced vender salesmen; leading manufacturer of coin-operated radios and TV will appoint commission salesmen who have proven background in \$20,000 to \$30,000 income bracket; write, wire or phone. Hotel Radio Mfrs., Inc., 1040 W. Fort St., Detroit, Mich.

Business Opportunities *********

Coin Radios and Television; buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Parts, Supplies & Services

1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD.

Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1¢ or 5¢, \$1.45 ea. prepaid. Tubular Coin Wraps, 1¢ to 50¢, 85¢ per M: 10,000 or more, 80¢ per M.

ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

TAB GUM-MIN. 25 BOXES.

All Wrigley, 47¢; All American Chicle, 42¢; Teaberry, 42¢; Chloro Tab (100 ct.), 45¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1¢), \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.20.

Ball Gum: 210, 170, 140—25 lb. cases, 26¢ per lb. Chloro Ball Gum, 210, 170, 140-25 lb. cases, 45¢ per lb. Asst'd Candy Coated Gum Chicks, 320 ct.-30 Ib. cases, 38¢ per Ib. Chloro Candy Coated Gum Chicks, 320 ct.—30 Ib. cases, 47¢ per Ib. King's Hard Shell Coated Choc's, 500 ct.—22 Ib. cases, 38¢ per Ib. All prices—F.O.B. Chicago—1/2 Dep., Bal. C.O.D.

KING & CO.

Direct Factory Distributors for Northwestern Venders, U-Select-It Candy and Cookie Venders, Supervend 3-Drink Cup Dispensers, PX Cigarette Venders.

2702 W. Lake St., Chicago 12, III.

unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust

500 TOP VENDING PLATES FOR 2 MACHINES 60¢ each F.O.B. Mohawk Vending, 462

Fourth Ave., Elizabeth, New Jersey.

Positions Wanted *********

Air Force officer reverting to civilian status desirous of selling job with distributor or manufacturer; 5 years' selling and manag-ing experience with leading distributor; ex-cellent references. Box 643, The Billboard, Chicago 1, III,

If You Want

MORE SALES & PROFITS

Take a Tip-Use this standout

DISPLAY CLASSIFIED

style of ad See rates above

Routes for Sale

For Sale—Best Penny Weighing Scale route in El Paso; will sell part or all of route. Write 345 Buena Vista Dr., El Paso, Tex.

For Sale---Complete route, game machines. amusement devices and music boxes; highly profitable income; located in Northern Arizona; priced low for quick sale. Phone or write David A. Foil Jr., Box 216, Show Low,

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, III.

For Sale or Trade-Nut and Candy Bulk Vending Machines, Write Box 159, Winchester, Ky.

Stamp Folders, direct from manufacturer: Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

FOR SALE

10 Liquid Kwick Shoe-Shine Machines Bar Kwick Shoe-Shine Machines 3 Ace Shoe-Shine Machines 1 Imperial Shoe-Shine Machine Some like new, some only slightly used. Will sell entire lot at sacrifice price.

MRS. W. J. DALTON St. Joseph, Missouri 624 S. 16th

For Sale-250 Coin-Operated Radios, steel cabinet. P. O. Box 151, Holyoke, Colo.

Free Cum Vendors, almost all makes, like new; buy contents only. R. Westmoreland. Box 1016, Jackson, Tenn.

Keeney Electric Cigarette Venders, excellent condition, maroon, king size, lights, penny match, \$160. McDonald Merchandising Co.,

Ottawa, III.

Mercury Grippers, like new, \$24.95; Kicker-Catcher, \$19.95; Basketball Game, \$24.95; Fortune Teller, \$24.95; Dale Exhibit Pistols, \$65; Fist Striker, \$75. 1/3 deposit. Dixie Machine Sales, 4026 Gulf St., Houston, Tex.

Two Silver King Hot Coffee Venders; used one month: cheap, Hazel Spare, 160 S Jackson St., Denver, Colo.

2 excellent late Deluxe Photomatics; also fine arcade pieces; cash bargain. Box 982 Indio, Calif.

7 AMI D-40, excellent condition; best offer gets them. Central Music, 285 S. 7th, Raymondville, Tex.

10 repainted, reconditioned Silver King Ball Gum Machines, 4 are Charm Kings, \$75 F.O.B. Everett, 419 Plum St., Aurora, III.

17 5 Nut Vending Machines, chrome tray type, \$95; 1 Coin Scale with case, weighs pennies and nickels, \$10. R. L. Sitzman, 3308 N.W. 23 St., Oklahoma City 7, Okla.

25 9-column used Statler Cracker Machines, some good shape, others fair, but all intact, \$10 per machine F.O.B. for the lot. Dis-pensers, P. O. Box 1340, Yukon, Fla.

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes. Parts, Supplies or Services.

TRY A DISPLAY AD THIS WEEK See Advertising Rates Above

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Biliboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is Indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, fime on location, territory and other related factors.

| | - 5: | telepinens. | Demonway VIII. | WANTE COLUMN |
|--|---|--|--------------------------------|--|
| Note to consider a supplied of the control | Issue of July 18 \$195.00 | Issue of July 11 \$195.00 | Issue of July 4 \$195.00 | Issue of June 27 \$195.00 |
| Ace Bomber (Mutoscope) Art Show Astroscope, 10c | 49.50 125.00 | 49.50 125.00 | 49.50 125.00 | 49.50 125.00 |
| Athletic Grip Tester (Mercury) | 49.00 79.50 | 79.50 | 79.50 | 75.00 79.50 |
| Baseball (Scientific) Bio Bronco (Exhibit) | 550.00 150.00 | 595.00 150.00 | - 150.00 | 149.50 150.00 |
| Big Inning (Bally) Bolascore (Supreme) Blow Ball | 95.00 | | 95.00 65.00 | 95.00 75.00 65.00 |
| Boomerang | 45.00 20.00 29.50 | 45.00 20.00 29.50 | 45.00 20.00 22.50 | 40.00 45.00 20.00 27.00 |
| Challenger (ABT) | 20.00 29.50 | 105.00(2) | 27.00 105.00(2) | 29.50 105.00(2) |
| Chicken Sam (Seeburg) Counter Grip (Mercury) | 150.00 | 150.00 395.00 | 150.00 25.00 | 150.00 |
| Cross Country Race | 105.00 | 343.00 | | 59.00 65.00(3) |
| Defender (Bally) Dale Gun (Exhibit) | 125.00 49.00 59.00 65.00(2) 94.50 | 65.00(2) 94.50 | 65.00(2) 94.50 | 94.50 155.00 195.00 |
| Oerby, 4 Player (Chicago Coin) | 155.00 195.00 | 155.00 195.00 | 155.00 195.00 | 240.00 |
| Drop Picture Machine (Mills). Electric and Grip Tests | 79.50 | 79.50 129.50 | 79.50 129.50 | 42.50 79.50 |
| Flectricity Is Life | 129.50 125.00 | 125.00 | 125.00 | 125.00 |
| Fists Striker | 75.00 | 75.00 | 75.00 150.00 | 75.00 150.00 |
| Flying Saucer (Mutoscope) Field Goal (Scientific) | 150.00 175.00 | 150.00 175.00 | 130.00 | 175.00 |
| Stidet | 45.00 | or on 110 E0 | 95.00(2) 119.50 | 45.00 - 85.00 95.00 |
| Goalee (Chicago Coln) | 95.00(2) 119.50 125.00 | 95.00 119.50 125.00 | 125.00 | 115.00 119.50 125.00(2) 15.00 |
| Grip Tester (Gottlieb) Gun Patrol (Exhibit) | 175.00 | 175.00 | 175.00(2) | 175.00 |
| leavy Hitter (Bally) | 39.50 65 00 69.50 | 39.50 65.00 69.50 | 39.50 65.00 | 39.50 49.50 65.00 69.50 |
| Hi Ball Striker (Exhibit) | 89.50 | 89.50 | 89.50 75.00 | 89.50 49.50 75.00 |
| Hockey (Chicago Coin) | 75.00 | 75.00 425.00 | 425.00 | 425.00 |
| Hat Rods | 185.00 195.00 225.00 | | | 185.00(2) 195.00 200.00 225.00 |
| Jitters (Exhibit) | 125.00 | 125.00 | 125.00 25.00 | |
| Kicker & Catcher | | 425.00 | 425.00 | 425.00 |
| Leaping Lena | 99.50 | | | 90.00 99.50 39.50 |
| Love Meter (Exhibit) | | 588 | | 75.00 225.00 295.00 |
| n. Midget Movies | 295.00 | | 295.00 | 165.00 |
| Midget Ski Ball (Chi Coin) Midget Racer | 6 | 425.00 575.00 | | |
| Waller Waller V. L. B. Tombook Habitage | | 0 275.0 | 0 275.00 | 250.00 275.00 |
| Periscope | 120.0 250.0 | | 0 250.00 | |
| ns Photomatic (Mutoscope) | 250.00 carly 625.00 (late | 250.00(early 450.0 | 250.00(early 0 625.00(late | 625.00(late) |
| = | 650.00(late | 650.00(late | 1 200000 1000 | 2 1000000000000000000000000000000000000 |
| ct. rikes Peak | 75.00 119.5 | | | TOURS TO THE PARTY OF THE PARTY |
| - Pitch 'Em & Bat 'Em (Scientific) | . 185.0 | | | |
| to Pokerina (Scientific) | 75.0 | 100000000000000000000000000000000000000 | | 75.00 175.00 |
| Pool Table (Edelco) | 15. | | | 0 95.00(2) |
| Quizzer | | 99 | | 125.00(2) |
| Rifle Range Ray Gun | ·· 125. | 00 125. 00 105. | | |
| Rocket Patrol | •• | 50 175.00 209: | 50 175.00 225. | 00 209.50 224.00 |
| shoot the Bear (Seeburg) | 225.00 235 245.00 249 269 | .00 235.00 249. .50 269 | 50 235.00 245. | |
| Shoot the Monk Ray Gun | | | .00 | 00 |
| (Seeburg) | 125 | .00 125 | .00 125 | .00 £25.00 125.00 |
| Silver Gloves | | STATE OF THE PARTY | .00 129.50 135 | .00 135.00(2) |
| Six Shooter (Exhibit) | 175.00 | (2) | 150 175.00 | (2) 175.00 |
| or Skee Ball (Wurlitzer) | 39 | | 0.50 | 39.50 |
| Skill Jump | | 5.00 195 | | 5.00 195.00 545.00 |
| . Snace Rangers (Deco) | ALE | 1000 | 9.50 100.00 139 | 75.00 100.00 |
| Star Series (Williams) | 130 | 9.50 | | 139.50 125.00 |
| Sub Gun (Keeney) | 27 | 5.00 | introdes . | e of Tissue of |
| -11 | July | 18 July | e of Sissu y 11 July | e of 1ssue or 4 July 27 |
| Target Gun (ABT) | \$1 | 5.00 | | 7.50 |
| Target Hunter | ::: | None | 111 | 7.50 5.00 - \$95.00 |
| Target Skill (Genco) | | | 5 00 8 | 5.00 85.00 |
| (earn Hockey (United) | 125.00 16 | 5.00 125.00 16 | 5.00 125.00 14 | 5.00 125.00 145.00 |
| The state of the s | 16 | 9.50 | | 9.50 99.50 |
| nly fen Pins (Rock-Ola) | | | 75.00 | 75.00 75.00 22.50 |
| 3-Way Gripper (Gottlieb). | ••• | TANKET | | 79.0 |
| (Mercury) | * * * * * * | 95.00 | 35.00 | ALL PARTS |
| Tommy Gun Deluxe (Evan | 127 | | 95.00 | 5.00 95.00 |

GIVE TO DAMON RUNYON CANCER FUND

525.00

85.00

39.50

525.00

95.00 39.50

525.00

525.00

Undersea Raider (Bally).....

View-A-Scope (Mutoscope)..

Western Baseball.....

To Order Your Market Place Ad USE THIS HANDY FORM TODAY Then check here for First, print or type your message here, figuring five words to the • whether you want it to be line. If you want a "display-classified" indicate in the margin a "regular classified" or what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is the special, outstanding "displaywanted, please figure 6 additional words. classified" advertisement that gives your message extra power and punch: Display Classified Regular Classified And last-complete this authorization blank and rush your adver-Now check off the classificatisement into the very next issue of The Billboard: tion you want your advertisement to appear under: Gentlemen: Run this in your "Market Place" as indicated below:

☐ Next 6 issues ☐ Next 4 issues ☐ Next 3 issues ☐ Next issue only Payment enclosed Bill me ton 3 or more

Positions Wanted Roules for Sale ☐ Used Coin-Operated Equipment ☐ Want to Buy

Agents and Distributors Wanted

Parts, Supplies and Services

☐ Help Wanted

Address City.

Zone____ State_

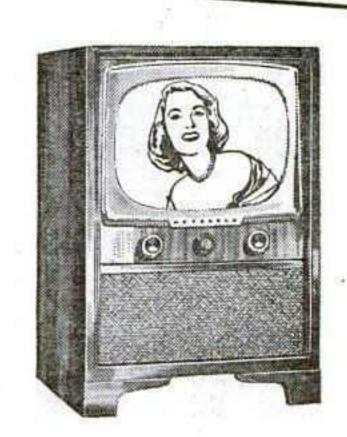
PROFITS FOR YOU

WITH Reemtsma



SYSTEMS

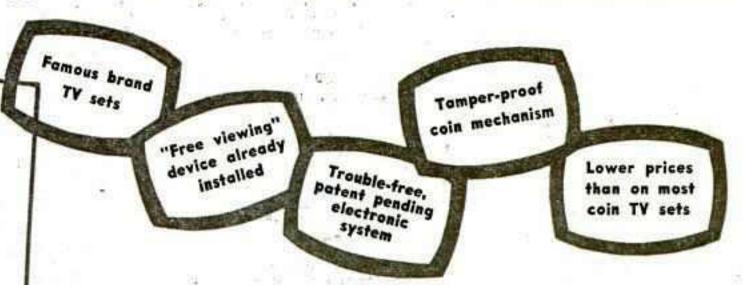
FEATURING NEW "FREE-VIEW" MECHANISM



New 17-inch screen television sets are used. These nationally advertised brand sets are available in a variety of grains and finishes. These sets are rugged, heavy-duty commercial sets, carefully checked and pre-tested before they leave Reemtsma Tel-A-Vue headquarters.

Motorola TV

Standout Picture



New "Free-View" Feature Plus Quality T-V Sets and Coin Mechanisms Make Greater Profits

Now you can offer really profitable coin-operated television to your present hotel, motel and club locations. Reemtsma Tel-A-Vue Systems, Inc. offers a revolutionary device and plan which increases revenue of coin-operated TV 200% to 400%. Reemtsma Tel-A-Vue Systems' device automatically gives the guest 5-minutes of free viewing every half hour, thus calling attention to the TV set. This arouses interest; to see the complete program, one or more coins must be inserted A sure-fire profit builder!

GREATEST'VALUE IN THE INDUSTRY

These units come complete - Ready for delivery now! The Reemtsma Tel-A-Vue Systems' electronic device and coin meter mechanism comes already installed in the nationally advertised, modern 17-inch screen television consoles. The coin meter is not just

"hung" on the side of the set - it's concealed inside the set where it should be. If you have TV sets on location now, you will soon be able to get the Reemtsma Tel-A-Vue electronic unit for installation in your present sets.

HERE'S WHAT HAPPENS!



Letters from motel men and individual investors, plus a comprehensive survey show that the intermittent viewing system is a revolutionary force of influence on human behavior. Visual suggestion provokes a desire for more

television and television is the most entertaining and interest absorbing of all coin-operated machines. Reemtsma Tel-A-Vue Systems' electronic device takes full advantage of these factors - increases revenue tremendously!

STATE FRANCHISE DISTRIBUTORS WANTED

Exclusive state franchises, offering immediate returns and sustained income for many years, now available. Moderate investment required, fully secured by equipment. These franchises are now being assigned. Act now to get into the wholesale "TV PROFIT PIC-

TURE". For complete details write, wire or phone



DAVENPORT, IOWA

SYSTEMS INC

Communications to 188 W. Randolph St., Chicago 1, Ill.

McCarran Bill Probe Delay; Resumes After Solon Recess

Jukemen's Counsel Wins Plea for Additional Time to Prepare Case

Continued from page 28

CONGRESSMEN TAKE STAND ON JUKE BILL

Miller and Pillion Oppose McCarran License Proposal

NORTH TONAWANDA, N. Y., July 18.—The Rudolph Wurlitzer Company announced this week that William E. Miller, Lockport, and John R. Pillion, Lackawanna, Western New York Congressmen, are taking an active stand in opposition to legislation proposed by Sen. Pat McCarran of Nevada,

The McCarran bill (S. 1106) proposes to give ASCAP. BMI. and other performing rights sorighted music on coin-operated phonographs.

Powerful Hold In a statement made by Wurlitzer, "Should the proposed bill (Continued on page 101)

CORRUGATED

Wurlitzer Juke Shipped In New York

NORTH TONAWANDA, N. Y., July 18.—The Rudolph Wurlitzer Company is packing and shipping 600-pound juke boxes, stacked two high, in a corrugated container.

The container, designated power pack by the Fort Niagara division of the Robart Gair Company of New York, replaces the wooden of Wurlitzer parts. shipping case or pleated plywood container formerly used.

The Gair Company recently published a description of the pack was utilized by Wurlitzer.

The power pack is composed of

a recording, obtain licenses and same music were played in the box roars its music both publicly pay royalties for public perform- same establishments by manually and for profit. ances. This special privilege en- operated machines, the juke box joyed by the juke box industry re- operators would be under the same sults from the technicality that obligation as broadcasters, theathe phonograph record in the ma- ters, dance halls and other similar chine is started by the insertion commercial users of music to obtain licenses and pay for their use of the music.

"When the Copyright Act was in the commercial use of music." enacted in 1909," Schulman said, thought of in terms of the 'penny

composers and authors of music but also against their competitors customer to 27 hours of continucomposers and authors of music

their favor not only against the relax bank employees.

"'coin operated machines,' as the ford to pay royalties on perform- the heels of such customer concommittee report shows, were ances of recorded music, Schulman veniences as air conditioning, and declared that the juke box indus-

Cleveland's August Hit Fete Underway

Ohio Hit Tune time again in Cleveland. Once again—today Cleveland. Once again—today Wells on Capitol; "Dummy Song," Francis Fav on Capitol; "Giusep-

cieties the right to demand a license fee from the juke box resumed in the fall. The affairs participating in the event are: operator for the playing of copy- are co-sponsored by the Ohio State Phonograph Owners and the Cleveland Press.

The tunes programed today

Jones Named Coven Branch

CHICAGO, July 18. — Ben Coven, Coven Distributors, announced Lew Jones, located at 1545 E. Kelly St., in Indianapolis, Ind., will handle Wurlitzer phonograph sales, parts, and serv-

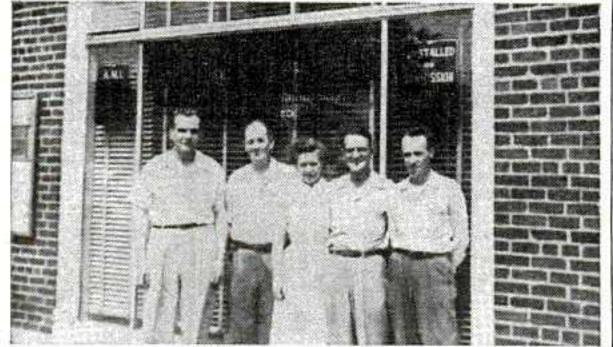
office of the Coven Distributing Company in Chicago. Jones and his men are thoroly trained in the Wurlitzer phonograph operation and will carry a complete stock

Jones was a local operator in ators' problems and difficulties. juke box and its packaging in-tricacies, and how the new power 1650, and 1500A are on display at (Continued on page 98) Sled, and Capco Cleaner.

At Indianapolis

ice in the Indianapolis area. Coven stated that the Jones operation would act as a branch

Indianapolis for many years, and is well acquainted with the operthe new office, as well as auxilia-



FIVE MEMBERS OF THE AMI DISTRIBUTING COMPANY, Grand Rapids, Mich., totaled together their years in the coin machine business and decided to challenge any other coin machine office group to come up with a total of 134 years of service. The score, from left to right: L. Paulson, started in 1928 (25 years); Pete Yeo, started in 1915 (38 years); D. Duga, started in 1941 (12 years); J. Allen, started in 1919 (34 years); and R. Carlyle, started in 1928 (25 years). The firm is located at 540 South Division Avenue, Grand Rapids,

CLEVELAND, July 18. — It's and tomorrow by the disk jockeys Cleveland. Once again — today and tomorrow—seven disk jockeys will play six tunes for the listeners in this area and they in turn will pick a winner for the month of August.

The Hit Tune Radio Promotion is the summer replacement of the Hit Tune Party which will be a winner for the disk jockeys and stations.

9:30-10 a.m., WHK, Alan Jen-

2:30-3 p.m., WJW, Virgil Brin-4:30-5 p.m., WTAM, Joe Mulvi-

5-5:30 p.m., WSRS, Bob Forster. 9:15-9:45 p.m., WJW, Howie

11:15-11:45 p.m., WERE, Phil McLean. 11:30-12 p.m., WTAM, Joe Mul-

Right now, "Why, Daddy, Why?" the Hit Tune for the month of July, is merrily spinning away on 7000 juke boxes in Northern Ohio. The tune for next month will be chosen in the same manner. Listeners may obtain ballots from editions of the Cleveland Press, listen to any of the disk jockey shows and then send

picking the order of popularity asdecided by the final tabulation. The panel of judges will include Dorothy Herron, Press Record Reviewer; WTAM music director, Henry Levine, and Blanche Young, of the Record Mart. The records are picked for competition liquor. The free-spending habits

in their selections. Sets of records

will be awarded voters correctly

over-all impression.

Needle Mfrs. Organize New Association

CHICAGO, July 18. - The organization of a Phonograph Needle Manufacturers' Association at the Music Industry Trade Show was announced this week.

Morton Marcus, president of Tetrad Company, Yonkers, N. Y., was elected president of the new group. M. A. Miller, president of 1690, RCIA (the music machine the Miller Manufacturing Company, Libertyville, Ill., was chosen vice-president. William Wolcott, president of Electrovox, East Orange, N. J., was elected Schlang will be Drew Calland. secretary-treasurer.

officers, the following joined in as treasurer. forming the association: Permo Inc., Chicago; Recoton Company, Manufacturing Company, Chica-

The purpose of the new group to Marcus.

FINANCIAL SWING

Customers Fox Trot To Tellers' Window

DOTHAN, Ala., July 18.— bank in Alabama and Georgia Customers at the First National to add a musical background to Bank here can now waltz up the familiar rhythm of the count-to the cashier's window, jitterbug ing of paper money. music, whether the music is per- of a coin. If the coin device were ments have brought about a sub- if they have a mind to, can two-formed by 'live musicians' or from removed from the boxes, and if the stantial change. The modern juke- step down to the loan department.

However, they won't be able to square dance. There are no "It is obvious that the exemp- country and Western records on tion enjoyed by the operators of the new Seeburg 200 Select-ojuke boxes is a unique and special matic console installed recently privilege which discriminates in to soothe patrons' nerves and

in the commercial use of music." ous music, non-stop and without Arguing that operators could afdrive-in banking.

parlor.' It was there that novelty seekers put a penny into a slot machine and listened to a phonograph record thru a set of earphones.

However, technological develop
try had a "profit margin over \$30,000,000 per year" in 1950, "despite rising costs." "These operators are not conducting a charitable to admire the results and said to admire the results and said the First National is the only

Test Strength In Milwaukee

MILWAUKEE, July 18.—The first clash of strength of the recently organized coin machine servicemen's union and nonunionized operators was put to a The disk jockeys and stations test here this week. Under sponsmall group of service and main- throws the used cotton pellets, a banded together with full ap- colonial house in which is placed operators.

Old Favorites The programing tends toward

old favorites, mostly instrumentals, with a few vocals and no be-bop. The standards include "Moonlight and Roses," "Begin the Beguine," "I Love You Truly," (Continued on page 98)

DIVERSION

Dentist Uses Juke Box To Calm Kids

CHICAGO, July 18.-Dr. Harry H. Asher, a dentist with offices at 55 E. Washington, is using an AMI 40-selection juke box to take kiddies' minds off the drilling. The juke box is placed near the dentist chair so that the child can reach over and select a number while he is in the chair.

The machine is programed with kiddie records for the most part, with plenty of Bozo the Clown, and some Western and a few pop records. The doctor had tried several classical records but the kids invariably asked they be changed.

The dentist chair is in a separate room, designed especialsorship of the International Asso- ly for the moppets. There is a 8:30-9 a.m., WGAR, Bob Smiley. ciation of Machinists, AFL, a birdhouse into which the doctor tenance workers in the coin field colonial house in whic his alcped proval of most of the larger his instruments, and loads of toys and airplanes thruout the room. Pickets were posted in front of The blue room has walls of clouds two taverns. Signs read, "The on which are pasted pictures of (Continued on page 101) the child patients.

JUKE GROSSES UP

Oregon Liquor Law Takes Up TV Slump

Oregon music operators this week at State liquor stores. took a look at the results of three months of the State's new liquorby-the-drink policy and found them good. Some found grosses doubled in particularly lively lo-

Stops that benefited most have been taverns that converted from exclusive beer sales to include on the basis of music, orchestra- of the customers have served to tion, lyrics, interpretation, and keep phonographs spinning. The liquor law enacted by the 1953 Legislature became effective last

> The benefits have extended also to so-called club locations, where formerly customers were served

Schlang Heads

NY Juke Union

NEW YORK, July 18. - Barney

Schlang, vice-president of Local

repairmen's union), this week was

business for 15 years, the last

County.

PORTLAND, Ore., July 18 .- | drinks out of bottles purchased

A typical operator reported that in one location his receipts not only doubled but the improvement justified investment in a new phonograph.

TV Competition

Owing to the relative newness of television-TV came to Portland thru its single station last fall-operators still gauge business by the lessening of the

Newsmen See

(Continued on page 98)

AMI's Line

CHICAGO, July 18. — AMI, Inc., was host Thursday and Friday (16-17) at a showing of its equipment for Chicago newspapermen, financial editors and investment houses.

The showing, first of its kind ever staged by a juke box manufacturer, was designed to acquaint both the press and investment advisers with the juke box business in general and with AMI in par-

John W. Haddock, president, William FitzGerald, advertising Frank's son, who will also retain In addition to the companies his duties as recording financial and sales promotion manager, represented by the newly elected secretary. Harold Henry remains and Ed Ratajack, Western regional representative, represented Schlang has been in the juke box AMI.

The phonograph company's New York; Duotone Company, seven of which were as a full-time new Model E line, together with Keyport, N. J., and L. Deen employee of the union. He had accessories, was displayed in the been vice-president for two years Bismarck Hotel. A buffet lunchand before that had been manager. eon was served the guests and Local 1690, an AFL affiliate or- each was provided with a brief is to improve industry relations ganized 15 years ago, claims juris- history of the juke box business and diffuse information, according diction in New York and Nassau and a book telling of AMI's own organization and plant facilities.



McCarran Bill Probe Delay; Resumes After Solon Recess

Continued from page 96

enterprise," he said, "nor do they copy of the song in print." provide music as a free public service. They are in business to make money, they make money, and they would not be in business unless they did make money."

Contending that the recording fee does not entitle the purchaser of a recording to public performance. Schulman declared, "so far as the present issue is concerned, the fact remains that the recording fee was fixed for the separate right to make records and not for commercial public performance of the music." Schulman asserted that performance in a juke box played.

"It is axiomatic that each performance of a song, whether it be by a singer or a musician or by a phonograph record, is a reproduction of that song," he said. "That is the very essence of the exclusive right of public perform-

"When a person puts his coin in the juke box, he does not pay to see the lights go on, or to look at the spinning record. He pays to hear the reproduction of the song, just as he would pay to buy a

Philly Ops Ignore Summer Locations

PHILADELPHIA, July 18 .- The Philadelphia area operators "generally stay clear of the summer resort operation trade because it is expensive and is a headache," according to Joseph Silverman, general manager of the Amusement Machines Association of Philadelphia.

Mr. Silverman pointed out that the summer locations were merely temporary and that machines season. A further disadvantage of such locations is that they are not close to other locations, and this makes it necessary for local operators to go out of their way to service the machines.

Wurlitzer in 6th Week of Strike

NORTH TONAWANDA, N. Y., July 18. - The walkout by the employees of The Rudolph Wurlitzer Company's phonograph plant in North Tonawanda is now in its sixth week.

E. D. McDonald, manager of industrial relations for the plant, said, "At the moment there is nothing to indicate that the strike may or may not end. The situation is still status quo."

when the company fired an em- gone up about 30 to 40 per cent," speakers to direct the sound to ployee for sleeping on the job. songwriter MacGimsey stated, all corners of the bank.

should be entitled to choose Guild. MacGimsey claimed the whether their music should be played in juke boxes, the extent to which it should be played and lite records. the terms on which the performance should be authorized."

Recalling what he described as "the penny parlor machines" of his youth, BMI Counsel Kaye said that Congress, making the coin-machine exemption in 1909, could not have law is to encourage people to summer locations at Crestline. foreseen the modern juke box. write," MacGimsey argued. "If Kaye asserted that the licensing the rewards are increased, more tition from Los Angeles operators fee for records does not entitle a people will devote their talents to record purchaser to public per- this field." is a reproduction of the song being formance without an additional

> Kaye declared coin machine operators will not be forced to pay "more than they can afford." "! would clearly be both contrary to our economic self-interest and violative of our principles if we sought rates of payment which would put the coin industry out of business or keep the coin machine industry from continuing as a profitable enterprise," he said.

> There is no difference between a "live" and a recorded performance of the same music, Publishers' Association Counsel Wattenberg claimed. "For all practical, as well as legal purposes, there is no difference between a performance by a live 'name' orchestra and the same performance by the same orchestra, recorded, and by means of a juke box," he said. "Both are public performances, and both are for profit, and whether an admission fee is charged is of no more significance or consequence in the one case than in the other.

> "The only persons who are foreclosed from sharing in the profits are the author, composer and copyjuke boxes are found in perhaps 500,000 to 600,000 hotels, bars, restaurants, taverns and other public places. "Its purpose is to attract patrons and guests who will buy food, drink and other commodities which may be offered for sale," he said. "It accomplishes this purpose by providing entertainment, and in many cases also the music for dancing."

> Jennings Bailey, representing the American Bar Association, in a statement filed by Cedric Porter of the ABA, re-affirmed the organization's support of the legislation. Bailey said that "Basis for the exemption given in 1909 to coin operated machines no longer exists and the exemption itself is no longer valid."

Since the conversion of many juke boxes in the Washington area tion is still status quo." to 10-cent operation, "the total The installation includes an The strike started six weeks ago money take from the machines has automatic volume control, and

quoting Charles W. Bowles, presi-"The authors and composers dent of the Washington Music cost per play to juke box operators has decreased with the use of viny-

> MacGimsey claimed that overplaying kills the demand for sheet music, and said, "The juke box industry takes only the works that have proved to be successful."

"The purpose of the copyright

Hit songs, which used to sell as many as 2,000,000 copies before the advent of the modern juke box, now sell only 100,000 copies, songwriter Whitney said. "Instead of buying sheet music to be played on the piano at home, people now satisfy their desires for the latest songs by listening to the radio, watching television or dropping a coin in a juke box" she said. Stating that her record royalties for the past 10 years have not averaged more than \$2,000 a year, Miss Whitney said, "I have had some experience in the publishing business myself, and I know that if the juke box operators were required to pay royalties to authors

. . in the same manner as other industries engaged in performing music publicly for profit, publishers could launch a greater number of songs each year, and the public would have a wider range of selection.'

Financial Swing

Continued from page 96

right proprietor who create and and "I'm Forever Blowing Dorsey, and Frankie Carle are there to send the music lovers "out of this world."

Opening day found the music well received and inevitable comments followed. One customer suggested "Everything I Have Is Yours" be programed on the machine, and another customer, apparently in making a deposit, suggested "Why Not Take All Of

Joe Joseph, installation man for the Dixie Amusement Company who put the machine on location, said the records would not have to be changed frequently. He said the 200 sides could be played for more than three months without a change, plus the fact that some of the sides have more than

California Ops Divided On Summer Locations

HOLLYWOOD, July 18.-In a survey of the summer location summer location business and situation in Southern California, explained he has the Crestline The Billboard questioned three spot only because he moves his typical music machine operators, family there for the summer. Each presented a different viewpoint, the Southern California are open all year, but the majorpresents a picture other than that ity close for the winter. In those seasons as resort draws, summer and stored. The usual season for with its beaches and winter with Crestline runs from Decoration its skiing.

Mel Heiman, of Crestline, who operates machines in Los Angeles and San Bernardino, also has it will have snow. He claims there is little compein the resort area because it is operated on nickel play, with one too small. He said, "One cannot make it on music alone and an operator must have other equipment. Get all and stick to one area is my advice."

For Coin TV

DAVENPORT, Ia., July 18 .-M. W. Reemtsma, president of Reemtsma Tel-A-Vue Systems, Inc., announced the availability of State franchises for distribution of their coin-operated television which incorporates the electronic Tel-A-Vue device that provides a 5-minute "free view" at the beginning of each half-hour period.

Reemtsma, who recently announced development of an intermittent timing mechanism for furnish the music," said Watten-Bubbles." George Gershwin is the control of television "free placed in such locations must be pulled at the end of the busy season. A further disadvantage of season. State franchises are being solicited thru magazine and newspaper advertisements.

The firm is using national brand television receivers, with 17-inch screens and modern style blond console cabinets, complete with coin meter and free viewing device. Both timer and meter are installed within the cabinet and the sets are delivered ready for operation.

Franchise Operations

Franchise operators are required to purchase a minimum number of Tel-A-Vue equipped sets, based on a percentage of the number of motel rooms in each State, and then obtain leases within their territories for installations. The Tel-A-Vue device carries a moderate monthly rental charge, of which the State operator receives 75 per cent according to Reemtsma.

Sets in the line at present are Motorola, Capehart, General Electric, and Emerson. They have been pre-tested and checked with a 30 to 40 per cent decline in the coin-meter and Tel-A-Vue average locations, operators estidevice installed. The meters accept one to 20 quarters at a time.

Checks made by the company at six different locations showed the Tel-A-Vue device increases revenue on each set, from 200 to 400 per cent, according to Reemtsma. Reemtsma also announced the device would be available soon for placement on sets already on location.

Wurlitzer

Continued from page 96

a palletized telescope decking on which the phonograph is deposited by means of a hydraulic lift. Seven different kinds of diecut and scored interior decking hold the machine firmly in place, and protect the glass, plastic, grille, and selector switches. The interior packing is so strong as to enable a second machine to be safely placed on top of a completely packaged unit.

The Rudolph Wurlitzer Compapower package all over the country without breakage or damage.

Additional advantage of the new package is the relative ease in packing, saving labor costs. 9.00 The entire pack weighs less than 9.00 materials.

Heiman does not go after Some of the locations at Crestline elsewhere. This area claims two that close, the boxes are pulled Day to Labor Day. It is located in the mountains but not high enough to make it certain that

Nickel Play

The machines at Crestline are machine going at six for a quarter. The locations, according to Heiman, are not hard to please. All that is required, is that the machine be in good working order. Heiman has, besides juke boxes, games and Arcades in operation.

Another operator questioned on summer locations was Jack Spencer, of Big Bear Lake. Spencer admitted competition was heavy here for summer locations in spite of the fact that Big Bear Lake is about 120 miles from Los Angeles. He blames the competition on the fact that Big Bear Lake is one of the most prominent resorts in Southern California.

Spencer, unlike other operators, specializes in summer resort operation. He has a general operation here, including games and Arcade equipment in addition to music. The music machines are set for nickel operation thruout the entire route.

Older Mchs. Used

Most of the older machines are used and particularly in spots that are small and weak o revenue. Spencer said, "Small takes call for small investment."

Spencer's operation presents problems. The area caters to both a summer and winter clientele. The summer season is the only one that can be depended upon The winter season can go bust in two ways. If there is too much snow the season is out and if there is not enough snow, the season is also out.

The Orange County Music Company of Orange, was another of those queried concerning sum mer locations. This firm however, is located 20 miles from the resort areas of Balboa, Bal boa Island, Newport Beach and Laguna Beach, and therefore doe not attempt a summer trade. A spokesman for the firm stated "It is too seasonal and we tr to stay out of the resort areas."

Juke Grosses

Continued from page 96

slump from business a year ago While the advent of TV brought mate grosses for the past eight months to be 13 per cent off from a year ago.

Thus, while operators still are suffering from competition with TV, operator - location owner agreements have served to reduce the loss. Taverns still continue to provide TV entertainment for their customers, and stops with newly installed sets are proving the most troublesome. Those are the ones that think they need TV on during all business hours.
Older hands have followed a policy of showing only special shows.

A typical example is a tavern that last week installed TV. to yield a music gross of only-onefourth of what was average for the stop.

Op Complaints

Music operators have more complaints against tavern employees than against the location owners. The owner will be slow to turn on a set that will deprive him of the music revenue, but ny states it has shipped this an employe will tune in a program to provide his own entertainment. This frequently kindles customers' interest in a TV program so that they, in turn, resist turning off the set.

In the over-all picture, TV is when shipped in wood. There deemed to be costing music opalso is a reduction in expensive erators from 15 to 20 per cent of 5.00 storage space for packing the revenue they might normally expect.

Copyrighted mate

How Was Your Timing on . . .

"BUTTERFLIES"

PATTI PAGE MERCURY 70183

Now on Billboard's "Most Played in Juke Boxes" Chart

Start foday to time your record buying to cash is on the heaviest disk jockey premetion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billbeard. You'll save time and meney . . . yes'll be riding only the winners for lop play the year around!

| | | Tom Sta | New Yor | |
|-------------------|-----------|-----------|-----------|-------|
| | | Dat | <u>-</u> | |
| Please start | sending n | ne | title | strip |
| cards of l | Billboard | "Best | Buys" to | cost |
| | for 3 | full mont | hs. Payme | nt is |
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| | I E | | | 843 |

Spotted as a Billboard BEST BUY

JULY

Title Strips Ready for Top **Juke Profits**

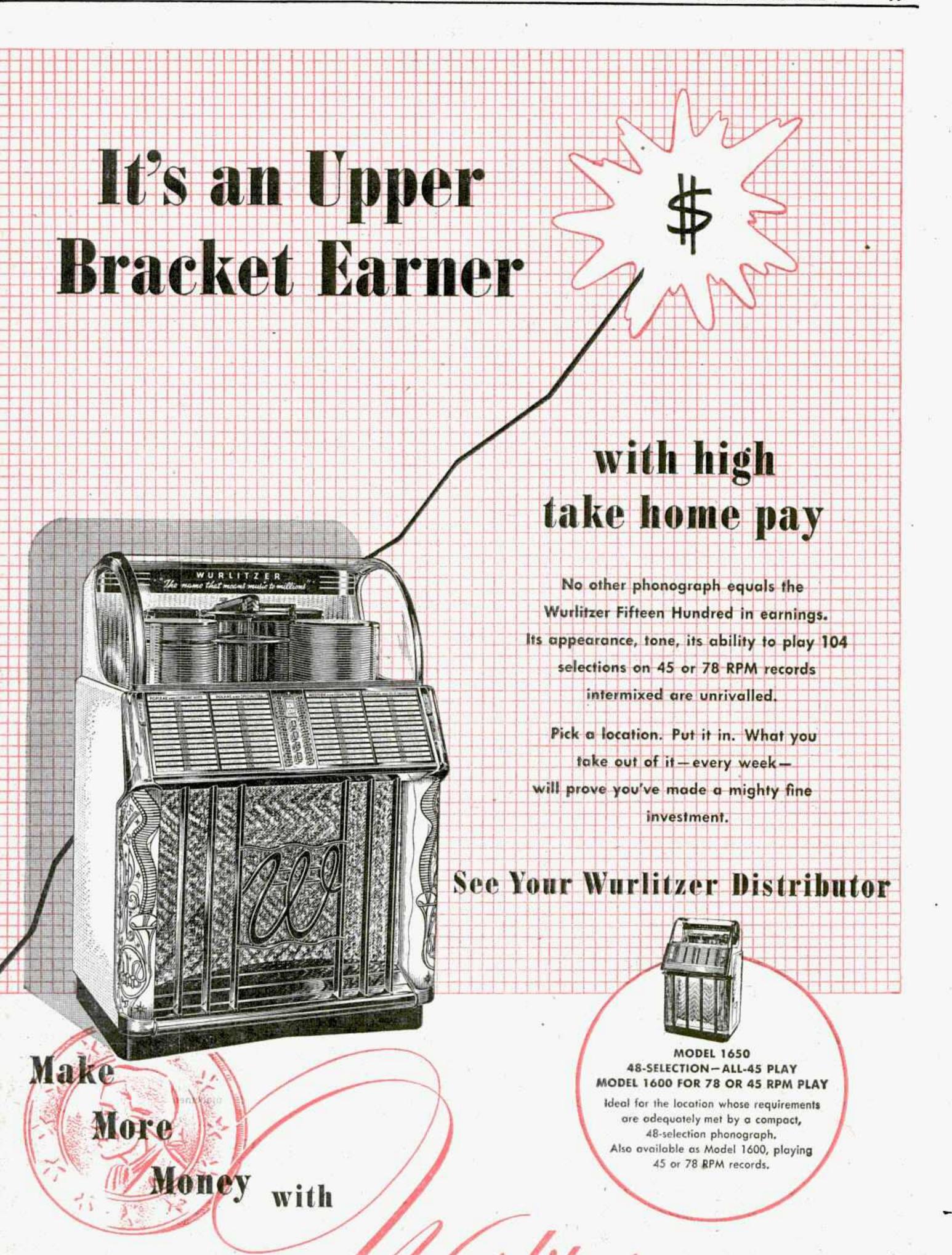
JULY



CONVENIENT ORDER FORM

There are 20 title strips on each card-10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records -20 cards) delivered weekly for a period of 3 months.

| Cards per) weeks) | for 3 months) | Cards ner) weeks) | fo mor |
|--|--------------------------------|-------------------------|------------|
| | strips)\$ 9.00 | 70 (1400 | strips)\$2 |
| | strips) 13.00 | 0 | strips) 3 |
| THE PROPERTY OF THE PROPERTY O | strips) 17.00 strips) 21.00 | 100 | strips) 3 |
| | strips) 25.00 | 100 '2000 | strips) 3 |



The Rudolph Wurlitzer Company · North Tonawanda, N. Y.

Info in Other Departments

MUSIC MACHINES

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

COL. TOPPERS HEAD FOR CHI. Practically all of the brass in the Columbia organization will be represented at the firm's forthcoming national convention to be held in Chicago, July 24-26 (Music department).

VICTOR SETS 'BLUE CANARY' CONTEST. RCA Victor has set a national contest for disk jockeys, dealer personnel and distributor salesmen to hype sales of the Dinah Shore waxing, "Blue Canary" (Music department).

DEE GEE LINE TO LUBINSKY. Herman Lubinsky, president of the Savoy and Regent record companies, has completed a deal for handling distribution for the Dee Gee line (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

ALL RISK **JUKE BOXES** BROADWAY BROKERS CORP.

150 Broadway, New York 38 REctor 2-2195

ROUTE FOR SALE

Along year-round tourist paradise, Colorado River in Western Arizona. 15-locations of music with cig. and mixed games. New or latest equipment. Plenty of room for expansion. Sickness in family dictates our move and sacrifice of route. \$9000 will handle complete.

Write: JULIA ELL 2101/2 East Clarendon Phoenix, Arizona

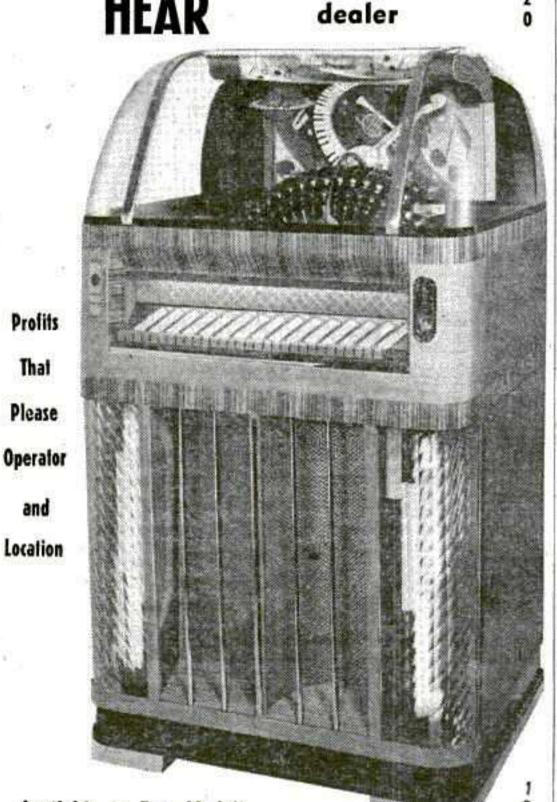
120

Galgano Forms **Partnership**

CHICAGO, July 18. — Tony Galgano, of Galgano Distributing, and Rube Lawrence, formerly of Remington Distributors, have formed a partnership for the distribution of Remington records.

The new firm, Record Distributors, is located at 4150 W. Armitage Avenue, Chicago. Beside the Remington line, the firm also handles Parakeet Records, Audio Archives, and Jensen





Available in Two Models for 75 or 45 R.P.M.

The Industry's Greatest Phonograph Achievement

ROCK-OLA MANUFACTURING

800 North Kedzie Avenue

and

Chicago 51, Illinois

120 120 120 120

Coinmen You Know

Miami

Willie Blatt expects his friend, Lucky Skolnick, in Miami momentarily to take up operation of the Supam music route of Milty Green which he bought into last week (Billboard, July 4). Skolnick purchased Dave Sterns' half interest and disposed of his coin machine holdings in Brooklyn so he could move to Miami. Blatt and his wife, Sydelle, just returned from a vacation in Manhattan, where they attended the UJA dinner for Barney Sugar-

Two new additions to the force at Pan American Distributing Company are Art Tubin, a song plugger who will promote the firm's labels among radio stations and other outlets, and Sara Price, who has joined the secretarial staff.... A favorite of juke box operators who buy their records at Sea Coast Distributors, Anthony Turturici is to be married Aug. 29 to Suzanne Kitther at Corpus Christi Church in Miami. ... Gordon Livingstone has joined the record department as a packing clerk.

Harry Goldberg, H & G Vending Company, and his wife are taking a leisurely vacation. Goldberg wrote friends from Hot Springs, Ark., that they're having a wonderful time.... Contacting juke box operators for the RCA record distributor in Miami is Harold Brown, who formerly was employed by Bruno-New York Inc., the RCA record distributor in Manhattan. Brown has nicked quite a bit of space in the amusement columns of the Miami Daily News, in discussing present day trends in records.

Eloise Mangone, of Mangone & on the juke box route, with 'Ruby," "April in Portugal," and 'Anna" as runners-up. Mrs. Mangone notes that every one of those numbers is an instrumental.... Catering to juke box operators at American Distributors, which is the Florida distributor of Mercury records and other labels, is Robert Jones, who formerly worked in the retail end with Southland Records.

Joseph Brouman, the Mercury distributor, hopped over to Miami Beach to participate in the threeday convention of Mercury record distributors at the Coronet Hotel, July 11-13. The factory underwrote all the expenses except transportation at the parley which included fishing, golfing and swimming.

Tourists are flocking to this resort area and coinmen report collections are rising, especially in music machines. Business had slumped sharply in May and June, which is normal for that time of year, but now a steady stream of summer vacationers is jammed.

Ted Bush and Ken Willis, Bush Distributing Company, back this week from a fishing trip to Pittsburgh Airport, now starting Everglades City, Fla. They caught its second year, according to plenty of fish but got more excite- County Aviation Director John ment than they bargained for B. Sweeney, shows that gross when their boat sprang a leak business from all merchants, inand they were forced to bail cluding the operator of the Penny water until a rescue craft came Arcade, totaled \$430,000.

Lucky Skolnick, who recently ris Marder, Dave Friedman, Whitey Pincus and Harry Zimand. Mangone won a bet from Truppman in the course of the evening's bouts.

Willie Blatt, president of the Amusement Machine Operators' Association, is negotiating to line up a disk jockey who specializes

offered a package containing the 10 top hillbilly disks to the first person who called in with the correct title of a mystery tune. In a matter of seconds the station was swamped with phone calls.

Milwaukee

Vacation has taken its hold, and most of the town's coin industry staffs are operating short-handed. At the Vic Manhardt Company, it's key sales staffer, Elmer Engel, off on his annual hiatus.

Sam Cooper, Paster Distributing Company bossman here, is doing triple duty on the floor while some of his lads are away on their vacations. Sam reports working himself to a frazzle, but, "business is terrific," he adds.

Back from a flying trip to his fishing and hunting camp in Canada, Frank Bartnik, of Banaco Music, reports adding a couple dozen more northern pikes and walleyes to his freezer supply. Son, Gerald, caught the biggest fish this jaunt. He landed an 11-pound northern.

Business is a bit on the slow side, declares Sam Hastings, but a glance at the books shows grosses are slightly higher than they were a year ago. Meanwhile the Hastings clan anxiously awaits the visit of their sailor son, Jack, due home soon on a 30-day leave from the Philippine Islands.

Metro Amusements' new headquarters on Third and Wells was broken into by a burglar early this week. Loot was undetermined, according to Melo Curro.... Busy man this week was Major Distributors' Johnny O'Brien. The Mangone, reports that "Moulin Mercury Records rep was flying Rouge" is still setting the pace about town calling on dj's and Hartford record shops with two artists at one time, Bobby Wayne and Elaine Carvel.

> Recent visitor to the Paster Distributor headquarters on Fond du Lac Avenue was AMI factory man, Al Mason. Mason was elated at the fine response the territory gave to the new AMI models on display.

> Shed a tear for Andy Tuska, of J. T. Novelty, Cudahy. Andy Lake and finally landed the biggest fish of his career, a 52½-pound musky. And then he had to throw it back in because it happened to be just three days prior to the opening of the musky season. The game warden allowed him to boat the finny monster just long enough to photograph him as proof for his story.

Pittsburgh:

On his recent birthday, operator Si Rosenzweig, gave the youngsters of his neighborhood a good checking into Miami Beach hotels time by passing out bubble gum. and Collins Avenue is once again A B C Vending reports soft drink Mr. and Mrs. Peter F. Kelly, and vending sales are rolling along in theaters.

Financial report of Greater

Novo Vending Service reports that a percentage of new locations bought a half interest in Supam are gained via call backs to Music from Dave Stern and who persons who got to thinking it now makes his home in Miami, over, decided to install the mahas joined the fraternity of coin- chines, and wouldn't have known men who regularly attend the whom to contact had not the fights. Skolnick was spotted at the Miami Beach Auditorium With Willie Blatt, Dave Stern, reports that the traffic in a Milty Green, Ozzie Truppman, location is not necessarily a yard-Joe Mangone, Willie Levey, Mor- stick of its potential. Some locations that look dead, says Haser, show our best juke box returns.

William F. Hamel, district sales manager, Cole Products, Inc., says the increased capacity of the company's new machine cuts down on operating expenses. . . Michael Ballinger, Acme Vending rhythm and blues to join three Machine Company, pays particuother deejays who now work lar attention to requests for tunes closely with the AMOA. They his location owners receive. He Detroit are Harry Burge, WQAM, for says those which the owners ops, and Cracker Jim and Dave insist on are often good on the Fred LaFontaine, who operates 120 Miller, WMIE, who specialize in boxes. . . . Joseph McGlenn be- a route of mechanized horses, hillbilly tunes. Last Wednesday lieves operators would be a bit has retired because of illness.

night over WMIE, Cracker Jim | more successful at times if they considered machines as individual units in operating or selling them.

> Automatic Catering Company reports coin machine competition is keen in the taverns, and the best method of keeping abreast of this competition is to renew equipment constantly.... Quite a number of operators are dropping into Stedeford's where they can cross-section the record field and determine whether disks in their particular district will "take off" or "lay an egg."

> County Aviation Director John B. Sweeney reports that Greater Pittsburgh Airport merchants including the Penny Arcade owners hit the best business month in the airport's year-old history in May and that business there should improve... James Thompson, Thompson Music, says once in a while an unknown record will prove a surprise, but the records in The Billboard list are the buys one can depend on.

> The drive-ins haven't been having any too easy a time because of rainy evenings, vending operators report. . . . Sales tax of 1 per cent passed by the Legislature in Harrisburg has operators here thinking of its effect on gasoline used on their rounds, and on the receipts from venders. . . . A coal mine shut down is affecting operators in Connellsville and Fairmount.... Victor Abelson, Empire Distributors, believes business will improve by fall. . . . William F. Hamel, Cole Products, reports that operators can service the firm's new machine every two days because of that equipment's added capacity.

Joan Colucci, daughter of John Colucci, of Mattatuck Music, Waterbury, was married to Jack Cohilo, also of Waterbury, this week.... Cigarette Vending Service machines around the city have this promotional message for Old Gold cigarettes: "It's a Treat! Old Gold—Serve Yourself Here."

The Cigarette Machine Operators of Connecticut, Inc., paid Hartford attorney Nathan A. labored mightily at near-by Fence Schatz, \$2,500 for recent work on legal matters.

> Abe Fish, owner of General Amusement Games, Hartford, and long active in Connecticut State Coin Association, has been recovering slowly from recent surgery. He now checks into his office for a few hours a day, with plans to resume full-time work within the month. "I want to thank the trade for all its expressions of good will;" Abe

Phil Katzenstein, Francis Kelly and Richard Godlewski, of Malvern of New England, were on a trip to Miami. Kelly's parents, another couple, Mr. and Mrs. Henry Marsh, vacationed in Bermuda.

General Amusement Game employees contributed \$10 to the Hartford Times Camp Fund, to provide summer camp facilities for metropolitan Hartford underprivileged youngsters. . . . George Navickas, Navickas Amusement, flew to a Maine vacation resort.

Chicago

Paul Huebsch, Keeney sales manager, was vacationing in Wisconsin, with his family. The Keeney factory will be back in full swing next week... At First Distributors, Wally Finke and Joe Kline were busy playing host to a steady run of operators from Northern Illinois, Wisconsin, Iowa and Indiana. They reported volume repeat business on Keeney's Carnival and Domino games. First is also getting plenty of action with its wide variety of gift merchandise. Operators from many cities were in to get some extra supplies of picnic equipment, fans, golf gear and related summer items.

Copyrighted

EVANS' JUBILEE 40/78

20 Records—40 Selections

78 RPM

Congressmen

Continued from page 96

become law it would give ASCAP and other performance rights societies a powerful hold on the juke box industry." A bill intro-duced in the House last year known as the Bryson Bill proposed a levy on phonograph operators of 2 cents per record per week for records used on juke boxes. Recording companies are already paying 2 cents for each recorded selection to the copy-right holders at the time of the purchase.

This charge is included in the price paid by the operators of automatic music. "The Bryson Bill," the statement pointed out, After holding public hearings the House judiciary sub-committee declined to report the Bryson Bill favorably."

The statement further pointed out, "Since The Rudolph Wurlitzer Company is one of the major manufacturers of coin-operated music machines, its annual sales volume could seriously be curtailed by such legislation. Wurlitzer employs more than 2,000 production, supervision and management personnel actively participating in the manufacture and sale of juke boxes. Representa-tives Miller and Pillion oppose the bill as detrimental to an important industry of the Niagara Frontier, where the plant is located.'

In a letter sent out to distributors, Robert H. Bear, sales manager for the phonograph department, stated, "This proposed legislastion is even more objectionable and dangerous than the Bryson Bill which was defeated last year. Not only would it subject the juke box operators to the payment of these license fees but the McCarran Bill imposes no limitation as to the amount of license fee which might be exacted from the

"It is going to again require the vigorous efforts of the manufacturers, distributors, and operators in our industry to provide sufficiently forceful objections in an attempt to kill this bill in preliminary hearings. This is a vital effort and upon the united co-operation of all concerned may well depend the very existence of the juke box industry."

In discussing the measure, Congressman Miller said, "It is an established fact that more people hear the music of their choice from coin-operated phonographs than any other way. The juke i box has long been recognized as 19 furnishing the 'poor man's music' and anything which would tend to place a financial burden on this nation-wide pleasure is inimical v to the public interest."

Test Strength

Continued from page 96

Juke Box in This Establishment Is Not Serviced by Members of District No. 10, IAM, (AFL)."

Union business representative, Gilbert Grunke reported that the pickets were called out merely for the purpose of "advertising" the existence of the hassle. No restrictive measures, he added, were planned to bring the locations in line.

The dispute flared up when location owners switched back from dime to nickel play on a juke box brought in by another operator not employing union

Form Two New Vending Operations in Conn.

HARTFORD, Conn., July 18 .-New Connecticut firms filing certificates of organization with the secretary of state's office included Kwik Kafe of New Haven County, Inc. Capital subscribed in cash, \$1,000. President, Bernard Wiener; vice - president, Joseph Winetz; treasurer and secretary, Pauline Wiener, all of New York.

United Royalties Corporation, New Britain, was formed with \$20,000 subscribed in cash. President and treasurer, Patricia E. Finnegan; chairman of the board, Lavern Bordwell; vice-president and secretary, Charles S. Bannerman; assistant secretary and assistant treasurer, William J. McDonald, all of New York. Assistant secretary and assistant treasurer, Edward B. Scott, of New Britain.

TRIAL ORDER

ONLY

Fill in and

mail the coupon

today!

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is "would have added \$14 million indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, per year to the \$7 million 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.

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| M-100 | 2-B 45 RPM | 695.00 | 750.00 | | | | 695.00 | | 650.00 |
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The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes, here's my dollar. Please RUSH sample 50-copy shipment of this week's TODAY'S TOP TUNES at once.

City Zone ... State

(please print)



ON DISPLAY AT YOUR EVANS DISTRIBUTOR CENTURY 100/45 EVANS' 50 RECORDS-100 SELECTIONS 45 RPM H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

They "Merchandise" Music!

Evans' Jubilee Phonographs are designed to do a

consistently powerful on-location selling job! They

continually promote your wares-at a profit-with

sensational new Living Rainbow Lighting, Rich Tone

Contact your Evans Distributor NOW! Assure earliest possible

delivery and a future of more carefree, more profitable operating!

Quality and trouble-free Performance!

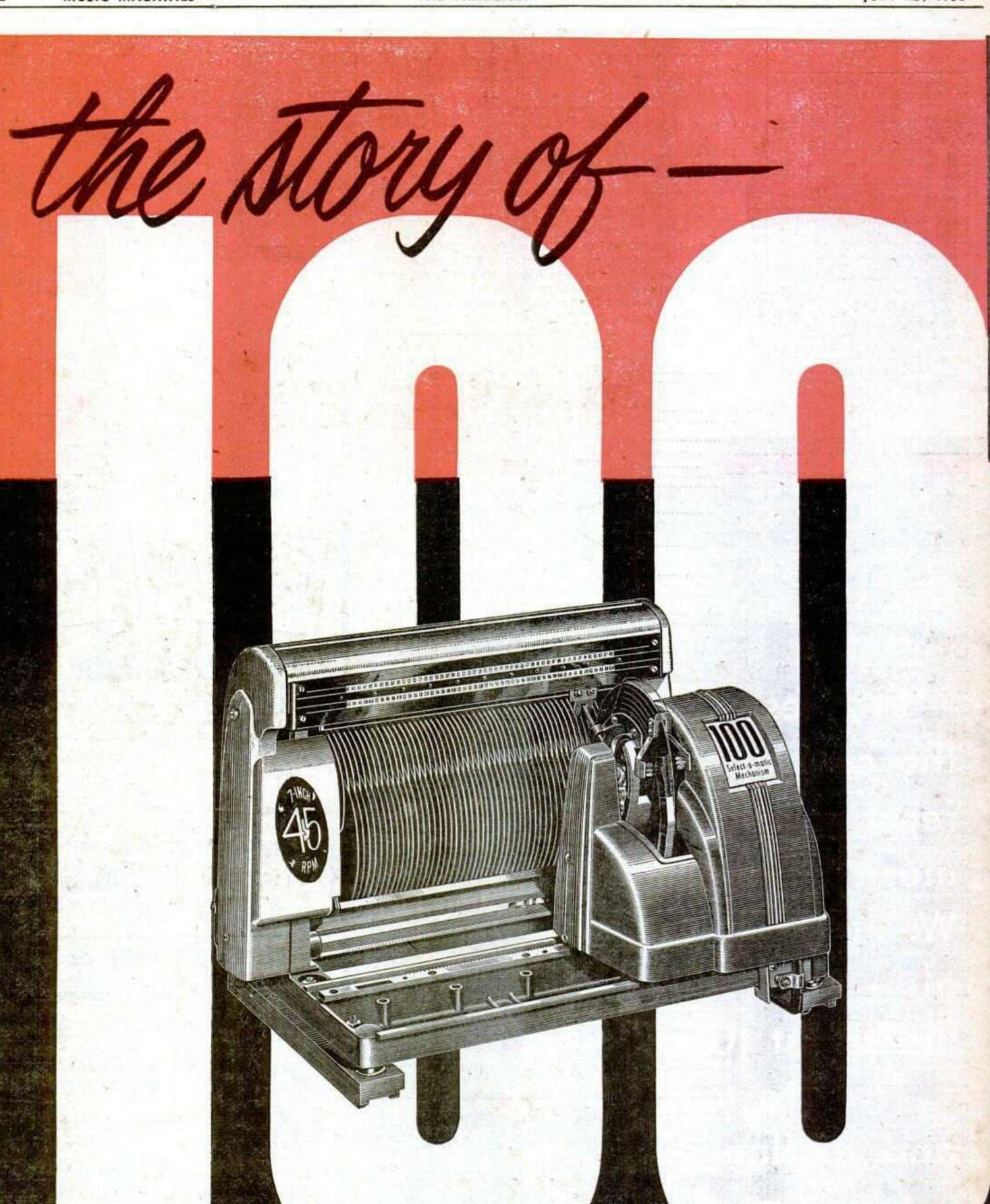
EVANS'

20 Records 40 Selections 45 RPM

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!





Seaburo

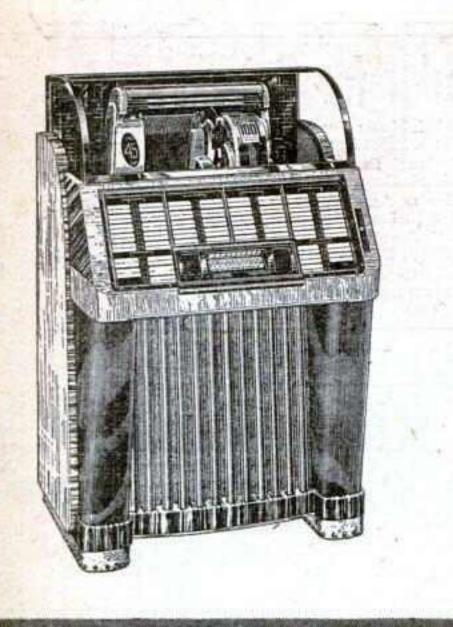
DEPENDABLE MUSIC SYSTEMS SINCE 1902



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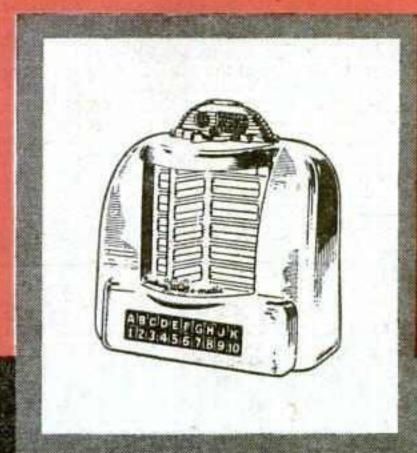


AMERICA'S FINEST AND MOS



100 Selections at the phonograph

100 Selections anywhere in the location



The story of 100 is the success story of an industry.

Progressive operators — the backbone of the coin-operated music industry — readily recognized the value of offering a broader music service to locations and the public. We at Seeburg are gratified to have been able to design and produce the first and the finest 100 selection music system.

The story of 100 is a story of success, and it belongs—and will continue to belong—to the music men of our industry.

Select-o-matic OMPLETE MUSIC SYSTEMS

COMPLETES PACKAGE

Resort Operators Find Plus \$\$ Thru Coin Rides

MINNEAPOLIS, July 18.—The show a steady profit on all the amusement for the whole family. conventional coin machine opera- types of equipment produced cal Arcade games a whirl, the York State, Northern Wisconsin small set was passed by. and in many sections of Minne-

up the need for diversified equipin enough volume business to

Full Production Gets Underway At Rendolock

NEW YORK, July 18. - Irving Kaye, president of the Rendolock Manufacturing Company here, announced this week that his firm is now in full production of its a reduction from \$50 to \$25 in three junior-sized kiddle rides, and is producing from 30 to 40 a week.

The rides, all with fiberglas bodies and all-steel bases, are Little Pony, Mother Goose and St. Bernard Dog.

Pastor Distributing Company, Milwaukee; Seigel Distributing Company, Toronto, and Runyon Sales, New York and New Jersey.

Meteor to Occupy 4 Booths at Confab

BROOKLYN, July 18. - The Meteor Machine Corporation here two weeks studying the Eastern planation of operator problems will occupy four booths at the coin machine situation, annual convention of the National Association of Amusement Parks, Pools and Beaches which begins November 29 at the Hotel Sherman, Chicago.

Al Blendow, Meteor sales manager, said the five Meteor rides-Hot Rod Racer, Meteor Rocket, Flying Saucer, Pony Boy and PT-Boat-wil be shown.

use of kiddle rides in resort areas units. Conversely, they stated can add many plus dollars to that the use of but one or two tors' revenue during a traditional- varying results and in some inly slow period. This was revealed stances, where kiddle rides were space, animal or boat units, it thru a survey of resort play in not part of this combination, was pointed out. Southern California, Upper New much potential income from the

small resort Arcade it offered commissions.

While parents play a little shuffle bowling or give some of the typiyoungsters take rides on the

One of the newer ride locations unveiled in the survey is gift Several of the operators partici- shops in the resort areas. Operapating in the survey revealed that tors in checking on this type of Basically, the survey pointed this was the first time they had stop found youngsters were just ever used rides-tho they had as anxious to bring back souvenirs ment in the summer vacation previous resort operating experi- from their vacations as their areas. Most operators stressed the ence. Those in this category in- parents. Rides in these locations variety of equipment could bring dicated that the rides helped frequently proved a good attracsolidify the specialized summer tion for the location and brought routes. One of the features point- in steady plus revenue for the ed out was that in the typical gift shop owner in the form of

Portland Reduces Kiddie Ride Levy

PORTLAND, Ore., July 18.— the annual tax levied on kiddie Lou Dunis, Portland operator, rides.
this week spearheaded a conference with officials of the State Tax Commission that resulted in

Wolcher Studies Kaye announced that the following distributors have been named:
Paster Distributing Company, Mil-Eyes Coin Ride

> NEW YORK, July 18 .- Lou Wolcher, owner of the Advance

Automatic Sales is West Coast distributor for several amusement machine manufacturers. Wolcher said the firm was considering entering the kiddle ride-business.

Much of Wolcher's stay here will be devoted to discussing kiddie ride operations with 10th Avenue distributors.





319 Hinsdale Street Brooklyn 7, N. Y. Phone: HYocinth 5-2756

mission attorneys in Salem, Dunis pointed out that moppet rides are in a class by themselves and should not be classified with games, as the commission had done in arriving at the \$50 figure. The tax became effective July 1. Dunis stressed that kiddle rides served as trade stimulators in stores, where children were entertained while their mothers

In his two trips to Salem, Dunis was armed with figures was a \$50 tax levied, \$30 being the highest.

Tax officials admitted the kiddie ride posed a problem not Automatic Sales Company, San foreseen when the 1943 law was Francisco, is in New York for enacted and welcomed the expresented by Dunis.

Distribs Show **Bally Boats**

CHICAGO, July 18 .- Distributors of the Bally Speed-Boat this week reported strong reception of the new coin-operated ride following initial showings.

The ride features a realistic motor boat ride at simulated speeds of from 10 to 50 knots. It has a rolling, bouncing wavespanking motion. Among its ride attractors are an authentic motor boat purr and horn, sea lamps fore and aft and highly polished nautical hardware. ing, is keeping on top of the charm market by keeping his charm bar stocked with all the nautical hardware.

The hull is composed of reinforced plastic made from a special formula and which has the consistency of steel. The rider can vary the simulated speed of the boat by pulling a gear shift

Ride Operators Set Expansion

CHICAGO, July 18 .- The National Vending Machine Company, one of the oldest kiddle ride companies, announced thru Owners Barney Levy and David Brody that it was expanding the business on a country-wide basis.

Key point of the expansion is the firm's ride rebuilding activities. Under the new set-up, National is prepared to handle the refurbishing of all types and makes of coin rides, Levy and Brody explained.

National's owners claim several firsts in the industry. Among them the first to revamp coin mechanisms on certain models of new equipment for trouble-free operation and first to rebuild entire mechanisms on certain models to eliminate frequent service calls by installing one relay to do the work of several coils, transformers, relays, switches and several feet of cable.

Calendar for Coinmen

July 28-Recorded Music Service Association, annual golf party, Southmoor Club, Palos Park, Ill.

August 2-6-National Candy Wholesalers' Association annual convention, exhibit, Conrad Hilton Hotel, Chicago.

August 6-Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

August 22-23-National Association of Bulk Vendors, anual convention, exhibit, Congress Hotel, Chicago.

August 23-26-National Automatic Merchandising Association, annual convention, exhibit, Conrad Hilton Hotel, Chicago.

OREGON TEST OKAY

Coin Rides Prove Good Park Draw

kiddie rides.

Portland Amusement Comrides are receiving good moppet improved weather since the July play. The rides are set up in 4 week-end has shown the rides special quarters next to the Fun to be attracting dimes steadily.

PORTLAND, Ore., July 18.— House, where tots too small for Coin-operated kiddle rides are the rigors of that attraction may proving a profitable operation in be entertained while their elders an amusement park here, despite enjoy themselves. The kiddie initial misgivings on the part of ride attraction requires no atthe management because of com- tendant and, the company said, petition with the park's own the rides have required no maintenance.

The experiment has been handipany this week reported satisfac-tion with an experiment at season, which reduced park at-Jantzen Beach Park, where four tendance drastically, but

Coinmen You Know

Chicago

Howard Pretzel, national distributor of the Buckingham beverage dispenser, was in New York on a big deal ... Ken Wilson, Meteor to show that in no other State Machine Corporation, was in Chicago contacting kiddie ride operators . . . Nate Gottlieb, executive of D. Gottlieb & Company, trekked to Milwaukee to call on Sam London. After their business was concluded they took in the Cub-Braves game. Sol. Dave and Morrie Gottlieb were vacationing headquarters in Dallas.

Harold Burt, president of Silver-King Corporation, is readying his own coffee vender after producing a semi-automatic model on contract for another firm.... Continental Coin Devices, Inc., Cicero, is upping penny refunder output to satisfy its Canadian customers.

Expansion continues to be the key note at Bernie Kiley's Airport Vending Service. For the third time in less than two years, Kiley has bought out a local route, this time Silent Service. Latter operated some 39 coffee, beverage and ice cream machines. ... Jack Nelson, Logan Distribut-

latest releases.

Milton T. R.ynor, counsel for the National Association of Bulk

QUALITY DURABILITY APPEARANCE

That is what Kiddy-Ride operators must have, and that's what they get with Bally SPACE-SHIP and THE CHAM-PION. Big profits, tool

> Write for Prices Terms Available

DONAN

DISTRIBUTING COMPANY 5007 N. Kedzie Chicago 25, Ill. Phone: JUniper 8-5211

Bally Distributors for Wisconsin and Northern Illinois

Vendors, hies off on a vacation this week, NABV President Alvin Kantor, who heads Confection Specialties, Inc., is working energetically with the group's convention staff to make the 1953 event the best yet. It is slated for August 22-23 at the

Johnson Fare Box Company's coin changer engineer. C. F. Harris, is said to be working on a new very low cost changer model. Rumor has it the unit will be on at Eagle River, Wis. Morrie has the market shortly. . . . Work on the new Bert Mills Corporation (Continued on page 112)



-ATTENTION-Kiddie Ride Operators

Keep your equipment in good condition. We can give quick service anywhere. All work and rebuilt rides fully guar-We buy, sell and repair. Make your old equipment look like new again.

SPECIALS

Exhibit Bronco (Natl. Rejector Coin Slot)\$450.00 Exhibit Pony Express 250.00

NATIONAL VENDING MACHINE CO. 2214 No. Western Ave.

NEW CUSTOMERS EVERY DAY!



"I'm bored! I'll be glad when I can ride Bally Kiddy-Rides."



"I'm getting there! In a couple of years I'll be riding Bally Kiddy-Rides."



"Up on my hind legs! In a year or so I'll be riding Bally Kiddy-Rides."



"Next year I'll be this big—big enough to ride Bally Kiddy-Rides."



"Dolly's a baby, but I'm big enough now to ride Bally Kiddy-Rides."

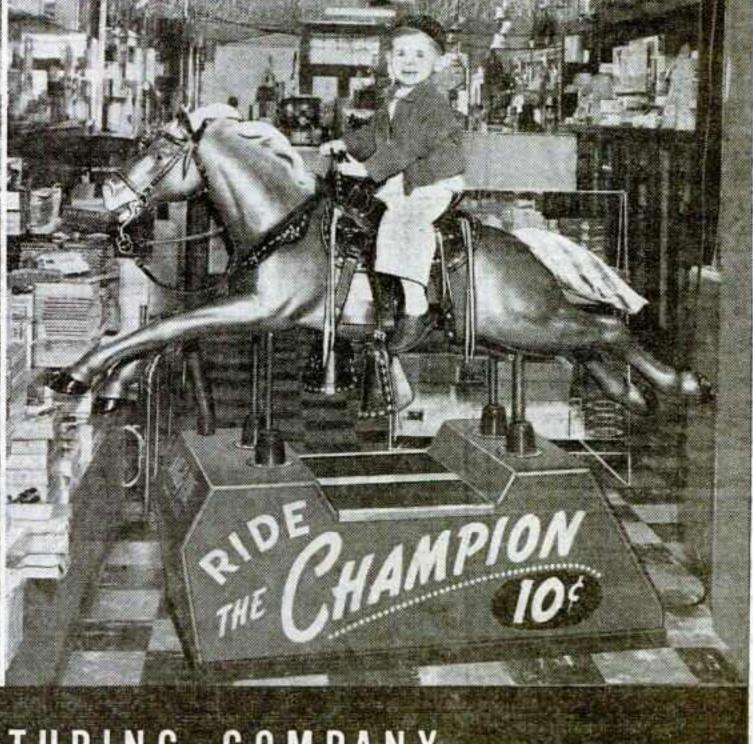
Bally Kiddy-Rides operation is a permanent year-after-year business for operators. Every day of the year, dozens of youngsters in every shopping-area graduate from babyhood to kiddy-ride age. 4,000,000 babies born this year will be kiddy-riders within 3 or 4 years. And Bally Kiddy-Rides are built extra-strong to insure years of trouble-free, money-making operation. Babies born tomorrow will ride Bally Kiddy-Rides you buy today. Start a steady-income route of Bally Kiddy-Rides now. Finance-Plan available through leading Bally Distributors.



4 REASONS WHY Bally RIDDY-RIDES EARN BIGGEST PROFITS YEAR AFTER YEAR

- 1. Flashiest Eye-Appeal
- 2. Thrillingest Action
- 3. Simplest Mechanism
- 4. Sturdiest Construction





Bally MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

4.14

VENDING STOCK REPORT

Financial Firm Analyzes ABC, Rowe, Automatic Canteen as Investments

alysis of the three vending firms change, Inc., and the Chicago 25 items of importance currently whose stock is publicly owned— Board of Trade. the ABC Vending Corporation, the Haupt's figures, which the firm for 50 per cent of the volume. Rowe Corporation and the Auto- says were garnered from reliable matic Canteen Company of Amer- sources but whose accuracy it will ica-was made for the heads of not guarantee, disclose that the inthe three corporations by Ira Haupt dustry grossed \$1,250,000,000 in & Company, New York financial 1952, selling 20 per cent of all soft firm interested in automatic mer- drinks and candy bars and 16 per chandising.

The report was released this of the firm who directed the vendof the New York Stock Exchange, the same period. New York Curb Exchange, New York Cotton Exchange, New York Produce Exchange, New Orleans

Pass Pa. Sales Tax; By-Passes Candy, Bev Ops

Passage Kills Move For Penny Increase In State Cig Levy

HARRISBURG, Pa., July 18 .-Passage of a 1 per cent State sales tax by the Senate Friday (10) after House approval earlier, followed the bill's original defeat June 10. It will be in effect until of supplying a variety of choco-August 31, 1955.

The tax, which becomes effectors will not be affected.

Usually, State sales taxes are based on gross receipts from products covered. The new Pennsylvania sales tax exempts candy and soft drink sales at a nickel and a dime. Thus, the operator is not required to charge or to pay the tax on sales thru his machines.

Passage of the bill means that earlier proposals to increase the State eigarette tax from 4 to 5 cents a pack is dead.

Retailers will be allowed a 3 per cent commission for collecting the new sales tax, which they will pay to the State Department of Revenue on a monthly basis.

Bottled Drinks Set New Sales Record in '52

WASHINGTON, July 18 .-Bottled soft drinks chalked up a record sale in the U.S. in 1952 when 1,132,550,000 cases were consumed. According to a survey by the American Bottlers of Carbonated Beverages, the new record is an 8.5 per cent increase over the 1951 volume.

As indicated by the new overall record, per capital consumption of bottled soft drinks rose to a new high of 174 bottles, an even dozen more than the previous The old record was 164 (Continued on page 108)

Glenn-Rowe Prexy Dies

PASADENA, Calif., July 18 .-Jack Gordon, president of Glenn-Rowe Vending Company, died here last week. He was director of the Cigarette Vendors' Institute and chairman of Region XI, of the National Automatic Merchandising Association.

Services were held in San Francisco Monday (13), and interment will follow in New York, his former nome.

Surving are his widow and son,

Jackson.

cent of all cigarettes in the U.S. The report adds that 1952 vending cigarettes. Here's what the anweek by W. W. Veazie, member sales were 100 per cent over 1946, alysis has to say about the three market." while the figure for all retail sales ing analysis. Haupt is a member was up only 50 per cent during

> 19 Billion Sales 2,700,000 automatic merchandising wiches. machines to account for a dollar

national retail sales. tinued growth in vending is prob- erated more than 2,100 drink vendable because of problems in sales ers, compared with 25 in 1947. It help and the need for 24-hour

NEW YORK, July 18 .- An an | Cotton Exchange, Commodity Ex-| service. It adds that the there are

The three publicly held stock companies, the report says, while along the path of sales.

tertainment field, Automatic Can-

ABC Picture

Thru its subsidiaries, ABC vends and live-sells candy, gum, soft Even so, the report continued, it drinks, cigarettes, tobacco and took some 19,000,000,000 individual newspapers, but no perishables sales from an estimated total of such as milk, ice cream and sand-

The company also owns and opfigure of less than 1 per cent of erates some 18 popoorn plants, and thru subsidiaries another five. The report contends that a con- At the end of 1952, the firm op-

(Continued on page 107)

CHOCOLATE TOWN

Hershey Celebrates 50th Anniversary

HERSHEY, Pa., July 18 .- | world will buy chocolate." "Chocolate Town" celebrates its 50th anniversary this year, with the Hershey Chocolate Corporation marking its first half-century late products and candy.

tive September 1, includes candy the town, together create the Foundation, and the Milton and soft drinks; exempts ciga- source of a sizable share of each Hershey School for orphaned rettes. However, because it will year's vended candy, and was the boys, not be collected on a gross sales result of an ambition of Milton basis, candy and beverage opera- B. Hershey. He organized the the confection had its beginnings company, and the town, in 1903 in an unpretentious Pennsylvania on the principal that "all the farm home and a rural one-room world loves chocolate and all the

Name Chairmen

LOS ANGELES, July 18 .- Gen-

the Rowe Service Company.

The meeting, under the joint sponsorship of National Auto-

key people in various cities of

the scope and development of

vending (The Billboard, July 11).

eral, exhibit and attendance lation of 6,200,000 persons be-

chairmen and co-chairmen for the tween the ages of 10 and 54

August 11 Automatic Merchandis- during the 1950-55 period insures

ing Day meet and luncheon at a continued increase in the sale

the Statler Hotel here were of candy, Philip P. Gott, presi-announced this week by meeting dent of National Confectioners' chairman George S. Seedman, of Association told the National

matic Merchandising Association candy consumption seven days

vention.

Along with chocolate making, Hershey's program included benefits of education and recreation for the average American citizen. Examples include Hershey Junior Founding of the company, and ments by the M. S. Hershey

Hershey, the town, and Hershey school. In such surroundings Milton Hershey grew up and later developed the industry in its field.

An increase in the nation's popu-

Confectioners' Salesmen's Con-

and the Advertising Club of Los a week," Gott said. "Today's ing 1950-55, Gott declared there Angeles, of which Seedman is modern production techniques will be an increase of 6,200,000

general chairman, will be the and efficient distribution methods persons in the 10-54 age bracket

first by the club and in a series make candy a bigger bargain This compares to an increase o'

number of occasions when candy

Assisting Seedman will be co- the increase in candy sales, Gott energy and therefore a significan

(Continued on page 109) declared. He pointed out that the consumer of energy foods."

"For increased sales, encourage

Gott Predicts Sales

Increase for Candy

competitors, cover different routes was given substance this week able one. Numerous surveys have with the announcement by O. indicated that the public's taste ABC has strong ties with the en- Parker McComas, president, that for king-size and filter-tip cigteen with industry, and Rowe with directing a substantial part of phenomenal rate. Major manu-

> trade sources interpret as an Golds and Philip Morris. announcement that PM will in- As far as the operators are

> troduce a filter-tip cigarette in concerned, the introduction of a the near future. This observation filter-tip Philip Morris would was based on standard operating have little initial effect. It's axifirms-keeping a strict blanket

NEW YORK, July 18.-Trade of secrecy about their pending

rumor that Philip Morris is com- moves. ing out with a filter-tip cigarette. The move would be a reason-

"our research laboratories are arettes has been growing at a their efforts to the filter-tip facturers have been quick to take advantage of it, as witnessed Altho qualifying his statement by the introduction of king-sized with "if and when," informed versions of Chesterfields, Old

procedure of the major cigarette omatic that vending sales reflect firms—keeping a strict blanket (Continued on page 108)

COFFEE THIRST DEEPENS

'Break' Trend Booming; **New Per Capita Record**

P-M Filter Tip Cig

King-Size, Filter Trend Seen Boosting

Operator Outlay Without Revenue Hike

Rumored Imminent

cent increase in per capita coffee Men drink 2.58 cups per day, consumption and a 3.7 per cent compared with 2.44 cups in 1951, this week by the Pan-American ago. Coffee Bureau.

organization.

American, Psychological Corpo- still a rise over the 2.08 cups in ration reported that 54.2 per cent 1951. of employed persons now take Total coffee consumption in 'coffee breaks," compared with the nation is approximately 265 50.5 per cent in 1951 and 49.5 million cups a day-218 million per cent in 1950. The greatest in- cups at home, 29 million cups in crease since 1951 was chalked up restaurants and 18 million cups by office workers with a total of at places of employment.

which has grown into a leader | Per capita coffee consumption

rose from \$964,979,000 in 1951 to

1953 Sales Up

be made regarding the sales for

the first five months of 1953,"

Gott continued, "which exceed

the sales for the same period in 1952 by about 3 per cent."

growth in population insures con-

tinued rises in candy sales. Dur-

only 1,200,000 in this age group

Gott said the tremendous

"The same observation might

\$967,226,000 in 1952.

Increasing recognition of the during the 1940-45 period. umber of occasions when candy "This age group," Gott said

can be served is responsible for "is a great expender of physica

NEW YORK, July 18.—A 5 per against 2.36 cups two years ago. increase in workers' "coffee while women drink 2.39 cups, breaks" since 1951 were reported compared with 2.28 two years

The report indicated that sec-Findings were the result of the | tionally, the Northwest and Pacifbureau's sixth of a series of ic Coast areas remain the largest studies of American beverage market; per capita consumption is habits and are detailed in a 2.94 cups per day against 2.56 in 16-page booklet issued by the 1951. The lowest per capita consumption area is the South where Making the survey for Pan- 2.18 cups per day this year is

second with a 27.8 per cent gain. Per capita coffee consumption 2.48 cups. Texas Vending Assn. to Hold Sept. Confab ATLANTIC CITY, July 18 .- | wholesale value of candy sales

AUSTIN, Tex., July 18 .-- Texas Merchandise Vending Association, Inc., announced its third annual convention and exhibit will be held September 18-20 at the Adolphus Hotel in Dallas.

A series of business sessions, and a variety of equipment and merchandise displays will highlight the three-day meeting. Assoiation officials will serve on the (Continued on page 108)

Correct Correction

Last week's issue of The Billpoard, in attempting to correct a tory involving the price of Na-ional Vendors' new 11-column igarette vender, repeated the ame error it intended to correct. With baited breath, we try

The price of the National 11olumn machine is \$205 with tand, \$210 with stand and fluoescent light. Without stand or ight it's \$185.

VAMA EXHIBIT SPACE SOLD OUT

CHICAGO, July 18 .-National Automatic Merchandising Association announced that as of Tuesday (14) all available exhibit space for the August 23-25 convention at the Conrad Hilton here was sold.

Displays this year will be housed in the 42,000 gross square foot area in the Conrad Hilton's air conditioned exhibit area.

The NAMA exhibit committee, however, noted that waiting list is being created for additional exhibitors who may take advantage of possible cancellations.

. . Copyrighted mater

ANNOUNCING ...

arranged by NAMA to inform than ever."

The Billboard-Dated August 22

NAMA-NABY CONVENTION NUMBER*

with extra editorial services timed to coincide with the

National Automatic Merchandising Association Convention

(Palmer House, Chicago, August 28 thru 26)

and the

National Association of Bulk Venders Convention (Congress Hotel, Chicago, August 22 and 23)

This special vending edition will be distributed to the complete attendance at both conventions.

SILVER-KING "GIANT ACE"



CHLOROPHYLL BALL GUM
VENDOR.—TODAY'S SENSATION
(Vends 210 Count)
"CHARM KING"—BALL GUM
& CHARMS (Time-tested and proved)
PISTACHIO or MIXED NUTS
(The busiest nickel snatcher)
"SUPER-VENDOR" KING SIZE
BALL GUM (To wake up
"sleepy" locations)
CANDY BAKED BEANS VENDOR

CANDY BAKED BEANS VENDOR Fine companion for ball jum machines) SILVER-KING "HOT NUT"
(For that "Extra-Special" spot)
or Sc SILVER-KING NUT VENDORS
(Best bet for bars)

Vendors for All Foreign Coins Immediate Delivery at **Best Dealers Everywhere**

SILVER-KING CORP.

622 Diversey Parkway Chicago, Illinois



BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

| Bubb to Ball Cum, 140-170 24c tb |
|---|
| Clor-p-Vend Ball Cum, 140 6 210 ct |
| 320 ct |
| Rubblo Chicks, 320 & 520 et 30¢ tb |
| These LOW prices F.O.B. factory 150 lb. lots. |
| AMERICAN CHEWING PRODUCTS CORP. Mt. Pleasant & Fourth Aves. Newark 4, N. L. |

New Arrangements in JAPAN

Allow these new low freight prepaid prices on our famous "clear tone" Ohio brand 2-hole vending harmonicas. 1 to 10 gross. Per gross.....\$3.49 11 to 25 gross. Per gross.... 3.44 26 to 50 gross. Per gross. 3.19 100 gross. Per gross...... 2.99 Free samples on request.

All shipments are prepaid by us via

P. 6 Box 3621

Cleveland 19, Ohio



VENDING STOCK REPORT

Financial Firm Analyzes ABC, Rowe, Automatic Canteen as Investments

Continued from page 106

ways, with other cities to follow. note issue. All items are promoted under the trademark, "Mr. Dee-Lish."

In addition to some 4,000 theater stands and locations, the firm operates venders in industrial plants, race tracks, subways and drive-in

The firm was incorporated in New York in 1947 and publicly distributed at \$7.50 a share. Cur-rent assets are in excess of \$12,-000,000; the firm has 14 subsidiaries and a 50 per cent stock interest in two other affiliates.

The December, 1952, balance sheet indicated net current assets of \$3,422,855, a figure equivalent to \$3.65 a share and a ratio of about 2.28 to 1. The reports feel that the firm's cash on hand-more than \$2,000,000-and its merchandise inventory-about \$1,800,000is satisfactory.

It terms "phenomenal" annual in Delaware in 1931 as a successor became a director and a substansales of \$42,000,000, representing to a business first established in tial holder of the company's sean inventory turnover at the rate 1929. Stock was originally sold to curities. The board of directors of more than twice a month.

much the same as it was when Stock Exchange that same year, one from Hornblower & Weeks ABC was incorporated in 1947.

founded in 1928 by Robert Z. Greene and incorporated in New York in 1929; stock was originally sold to the public in 1947 at \$8.75 tors. The units always remain a share.

machines thru its subsidiary, the approximating the cost to the Rowe Manufacturing Company, company over the tax life of the Whippany, N. J., selling the vend-machine, and a nominal rental ers to other operators and oper- thereafter for the useful life. ating an estimated 33,000 units on its own. The firm is the largest operator of cigarette venders, but it also operates milk and food

The company operates thru subidiaries and real estate subsidiaries, owns its office building at 31 East 17th Street, and New York and New Jersey plants containing more than 100,000 square feet of floor space.

Other Assets

It also owns operating headquarters and warehouses in New York; Beacon, N. Y.; East Orange, N. J.; Medford, Mass.; Oakland, Calif., and Wilkinsburg and Kingston, Depreciated property and plant, as per balance sheet figures, suggest a considerable undervaluation based upon the current mar-

The company is currently making quart milk venders, a hundred of which are on location in New York apartment houses. While most of the manufacturing effort centers on cigarette venders, the firm also makes pastry and ice cream venders and is experimenting with a refrigerated sandwich unit.

A large research and development program is being carried on, with the goal in mind of producing venders which can be used either singly or in combination to dispense food, beverages, snack or complete light meals.

Capitalization consists of a serial note to 1960 of \$1,275,000, and 504,000 shares of common stock at \$1 par value. The current dividend rate is 80 cents a share, the rate of \$1 a year in effect since same as it has been since 1931. 1935. Earnings per common share This means that a purchaser of an were \$1.25 in 1946. In succeeding original share has been getting 80 per cent of his original invest- \$1.33 and \$1.61. ment back every year for the last 24 years.

In 1945, earnings were 64 cents a share; in following years they were \$1.10, \$1.93, \$1.67, \$1.58, \$1.78, \$1.70 and \$1.58.

At the end of 1952, about \$1,770,-000 of the consolidated earned surplus of \$4,727,733 was not subject

Eppy Has Stamp Series

JAMAICA, N. Y., July 18. -Samuel Eppy & Company, Inc., this week released its stamp charm series. The series of 30 includes stamps which print messages like "air mail" and 'spe-cial delivery" as well as humorous

> Silver-King Se Nut Vendors Completely

REFINISHED—RECONDITIONED Guaranteed first-class condition, ready for location.

PALMETTO DIST. CO., INC.

has also recently installed coffee to cash dividend restrictions and in 1946, have risen steadily to venders in the Philadelphia sub- other requirements under the serial \$40,539,047 in 1952—the highest in

> Consolidated net sales have risen 1953 were \$8,414,000, slightly of 91 cents against 71 cents a year higher than they were the first ago. quarter of 1952.

The most recent balance sheet indicates net current assets of of \$2,786,000, a figure of about \$5.70 a share and a ratio of about 1.92 to one.

Cash on hand was \$1,166,000, with an inventory listed at \$3,616,-000. The latter figure consists of finished venders, work in process, and manufacturing materials and supplies. Turnover rate, in both merchandise and sale of machines, is roughly 10 times a year.

The Automatic Canteen Comthe public in 1946 at \$23.50 a The management of the firm is share and listed on the New York group, including two security men,

The firm is fundamentally a Jacob Beresin, the original found- wholesaler, but thru purchase of Company, Champaign, Ill. er, and Charles L. O'Reilly, chair- the remaining shares of common man of the board, are still the main stock of the Canteen Company in cogs. Reynolds & Company part- 1951 (the company's largest disners are represented on the board. tributor-doing about 35 per cent The Rowe Corporation was of total sales) has become both wholesaler and retailer.

them to subsidiaries and distribuproperty of the company. They Rowe manufactures vending are originally rented at a figure machine, and a nominal rental

> relative to the number of units Automatic Canteen has on locacates.

Under the lease agreement, all merchandise from the operating companies must be purchased from Automatic Canteen. This is the largest source of profit to the com-

The company thru its subsidiaries and distributors, concentrates on factory, warehouse and office locations. Thru the leasing contracts, ACCA has jurisdiction of locations and service of machines so that a uniform policy of merchandising and service prevails.

ACCA is reputed to be the manufacturer. world's largest automatic merchandiser of candy bars; it also vends cigarettes, coffee and soft drinks.

The firm has pending before the Tax Court of the United States an action to recover some \$175,-000 from excess profit taxes from 1941 thru 1946. There is also pending a distributors' suit, the outcome of which the management believes will not affect the operations of the company.

Capitalization consists of notes of \$1,808,000 and \$450,000, with 37,500 shares of preferred stock (\$20 par value) and 457,025 shares of common stock (\$5 par value).

Dividends Since 1935 Dividends have been paid every year since 1935, with the current years they were \$1.66, \$1.53, \$1.29.

Consolidated net sales, \$13,305



All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandise list. Pioneer Vending Service 590 Albany Ave. Brooklyn 3, N. Y. Phone: PResident 4-5358

the history of the firm.

The report for the first 24 weeks every year since 1945, when they of 1953 show sales of \$21,396,425 were \$15,581,185; in 1952 they were against \$18,365,265 for a like period \$36,533,627. First quarter sales for last year, and earnings per share

The company's stock is now worth more than three times its original price (currently listed at \$15.75). Current yield is about 6.34 per cent.

The last balance sheet shows working capital of \$1,732,000, with an inventory of \$2,260,000. Turnover is about 18 or 19 times a year.

Net current asset value is about \$3.80 a share, with a current ratio of a little less than 2 to 1 indicated.

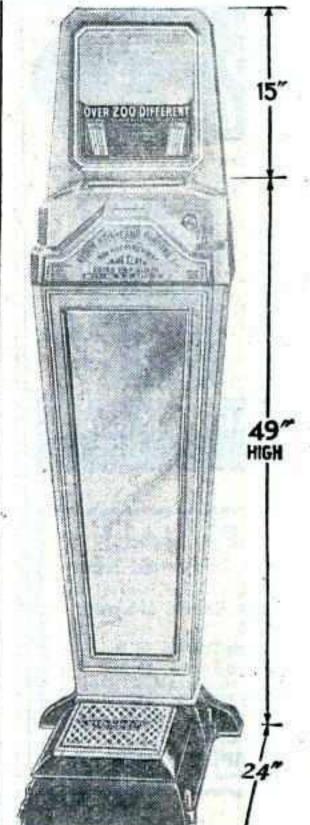
The present management has been associated with the company since its inception. Recently, Dan Topping, head of the New York pany of America was incorporated American League baseball club, is made up of a representative and another from Hurd, Clegg

While the three companies studied vary in policies and methods of operation, their expansion rates have been similar. Any original investor in any one of these three firms has earned his ACCA buys venders and leases initial investment back several

Del Bows \$375 300,000 Units The no figure has been released Coffee Vender

LOS ANGELES, July 18. - A tion, a figure of 300,000 would new 300-cup coffee vender, priced seem reasonable, the report indi- at \$375, was announced this week by the Del Manufacturing Company here. The unit, Del-Cafe, weighs 125 pounds, uses powdered coffee and a cream concentrate.

The cabinet is approximately 45 inches high, 25 inches wide and 20 inches deep. Nickel mechanism is standard. Cream and sugar portions may be adjusted to the individual taste of the customer by separate quantity controls for each. Other functional data, including type of cup dispensing unit, was not reported by the



-13"WIDE -

DOWN

WEIGHT 165 LBS.

Balance \$10 Monthly 400 DE LUXE

PENNY FORTUNE SCALE

NO SPRINGS

Invented and made only by

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill. Est. 1889-Telephone: Calumbus 1-2772 Cable Address: WATLINGITE, Chicago

YOUR ONCE-IN-A-LIFETIME PPORTUNI'

The most profitable, stable and consistent money makers in the coin-operated field are personal weighing machines!

We are the largest penny weighing machine business in the world! We are releasing OUR OWN WORKING ROUTES—complete with our finest machines, latest models, of all types—every one an active PROFIT MAKER RIGHT NOW!

CARRESPONDED NAMED BEAR BEAR BOOK If you are located - or wish to be located - in any of the following territories, then here's your real once-in-a-lifetime opportunity:

ALABAMA . ARKANSAS . 10WA . INDIANA . KANSAS . KENTUCKY . MINNESOTA . MICHIGAN . NEBRASKA . NEW YORK STATE . OHIO OKLAHOMA
 PENHSYLVANIA
 TENHESSEE
 WISCONSIN

Write, Wire or Phone TODAY for Full Particulars! Don't Delay-They're Going Fast!

PEERLESS Weighing & Vending Machine Corp. 29 28-41st Avenue + Long Island City 1, N. Y . Phone: STillwell 4-1620





VENDING MACHINES

SPECIAL!

- * Whole Cashews, 450 count, 30 lb. 62c * Jordan Almonds, 600 count, 30 lb. 82c
- * Virginia Peanuts, 30 lb...32c

 * Spanish Peanuts, 30 lb...26c

 Pistachio Nuts, Ball Gum, Adams & Wrigley's Gum, Chicle Treets, Chloro Treets. Everything for the Operator at lowest market price at time of shipping. 1/3 deposit, bal. C.O.D., F.O.B. Boston.

CHAMPION NUT CO.

MANDELL GUARANTEED USED MACHINES

| N.W. DeLuxe 14 4.54 Comb\$13.95 |
|------------------------------------|
| N.W. #39 1¢ Porc 7.95 |
| N.W. #33 1g Porc. B.G 7.95 |
| Master 1¢ Bulk Porc 7.45 |
| Master it pair Loier illiant |
| Wigner of Doly Lord' freezester |
| master it a st both total training |
| Colombos it park |
| Silver King 1¢ B.G. or Mdse 7.45 |
| Silver King St 7.45 |
| Exhibit Post Card (Metal) 15.00 |
| Advance #D 1¢ B.G 7.45 |
| Advance #11, Mdse 5.95 |
| |

MERCHANDISE & SUPPLIES

| Pistachio Nuts, Jumbo Queen\$.85 |
|--|
| Pistachio Nuts, Vendor's Mix78 |
| Cashew Whole |
| Cashew Butts |
| Peanuts, Jumbo |
| Spanish |
| Mixed Nuts |
| Almonds 480 ct. 5 lbs. vac. pk85 |
| Baby Chicks |
| Rainbow Peanuts |
| Boston Baked Beans |
| LIGHT HIN THIS THE PARTY OF THE |
| Anna Dougle |
| Fired readings |
| Assorted Fruit Charms, 100 ct 42 |
| Assorted Fruit Charms, 100 ct |
| Rain Blo Ball Gum, all sizes, 200 |
| lbs. minimum. Prepaid, per lb\$.28 |
| Adams Gum, all flavors, 100 ct42 |
| Wrigley's Gum, all flavors, 100 ct47 |
| Suchard Chocolate, 200 ct 1.20 |
| Hershey's Chocolate, 200 ct 1.30 |
| Minimum Order, 25 Boxes Assorted. |
| Complete line of Parts, Supplies, Stands, |
| Globes, Brackets, Charms. Everything |
| for the operator, |
| 1/3 Deposit, Balance C.O.D. |

NORTHWESTERN SALES AND SERVICE CO. MOE MANDELL 446 W. 36th St., New York 18, N. Y. LOnggere 4-6467

Chart '52 Ad Cost for Top Cig Companies

CHICAGO, July 18.—Cigarette manufacturers spent just under a third of a cent per pack last year to promote their brands in the major advertising medias. This ad cost, including magazines, newspapers, radio and television, figures out to an average of 3 cents per carton sold.

Altogether, \$60,480,577 was earmarked for promotion thru such media in 1952. During the year, 19,560,000,000 cigarettes were sold.

Ad costs varied as much as 50 per cent among the four leading brands. Lowest was Pall Mall with 2 cents per carton ad cost; highest was Chesterfield with 3 cents per carton. In between were Camels with 2.5 per carton ad cost and Lucky Strike with 2.2 cents per carton.

The king-size smokes absorbed a sizable amount of ad dollars; \$10,819,130. This represented a 47 per cent increase over the previous year when they accounted for 12.2 per cent instead of the 18.1 per cent of the total cigarette market.

Texas Vending

Continued from page 106

special committees formed to further interest in the convention. They include Lee Moffett, Pace Corporation, San Antonio, president; Gibbs MacDaniel, City Wide Cigarette Company, San Antonio, and H. W. Harlan, Southern Vendors, San Antonio, vice-presidents; Harold Gallarneau, Gallarneau Bros., Amarillo, secretary, and Sidney Julius, Paramount Vendors, Dallas, director.

Other TMVA officials also will participate in convention promotion activities. They include Herman Millner, Millner's Mechanical Merchandising Company, San Antonio, and directors Rudy Weyel, South Texas Vendors, Houston; Bill Marrow, Western Vending Company, El Paso; Byron Bloom, Bloom Vending Company, Wichita Falls; Ed Massman, Cigarette Service, Inc., Corpus Christi, and John Ogden, Automatic Vending Machine Company, El Paso.

Bottled Drinks

Continued from page 106

The ACBC survey covering 911 firms, pointed out that the increase was experienced thruout the country. Top increase was recorded in the West Central region with an 11.6 per cent hike over 1951. Increases in other areas were: North Eastern States, up 9 per cent; Southern, 4 per cent; East Central, 5.8 per cent; Southwestern, 5.8 per cent, and Western States, up 5.5 per cent.

Money-Making, Money-Saving IDEAS FOR OPERATORS!



Valuable Information Can Be Yours

Valuable Information Can Be Yours

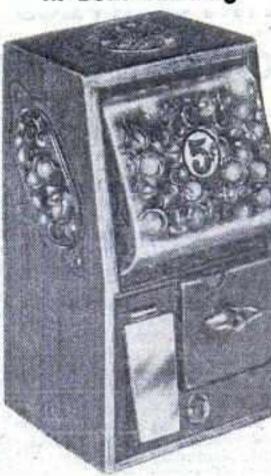
Every Month . . . Without Cost!

Every Month Without Cost!

This breezy little newspaper has made a big hit with operators the country over . . . not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern ment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

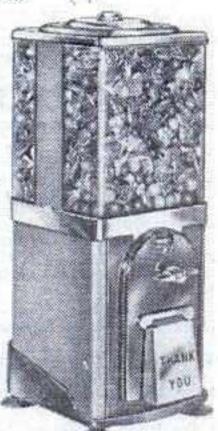






ROCKET CHARMS

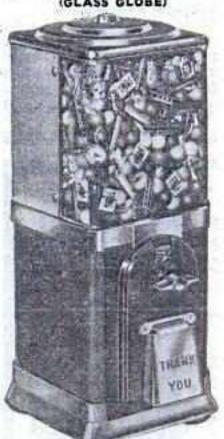
That fabulous money maker . . . vending Rocket Charms with the special wheel at 5¢ per play . . . featuring all the earning power that can be built into a bulk vender. Also vends Chicle Treets 2 for 1¢ and Chlore Treets 1 for 5¢ or 4 for 5¢.



TOPPER DELUXE



TOPPER DELUXE GLOBE STYLE



TOPPER DELUXE HALF-CABINET STYLE

TOPPER DELUXE bination of steel and lucite . . . finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

VICTOR VENDING
CORPORATION
S701-13 W. GRAND AVE.
CHICAGO 39, ILLINOIS

P-M Filter Tip

Continued from page 106

public buying habits—they don't

Nevertheless, judging from the success of the three major brands that went king-size, a filter-tip PM appears to have a good chance of making the grade.

The fact that vending machine manufacturers are now producing units with as many as 13 columns would indicate that they feel standards of the five majors are lessening in share of market, with the slack being taken up by kingsizes and filter-tips.

The end result to the operator could be more headaches and expense, with the same revenue. A few years back, an operator could stock the five majors with the knowledge that he wasn't missing many sales because of an incomplete selection. Now, if an operator stocks only standards of the five leading brands, he may lose out on 25 per cent of sales

This means that he pays more for vending equipment. A five or seven-column vender just won't do in a lot of locations. If the operator is to realize the potential of any location, he must stock all the brands for which there is a substantial demand. As the filter-tip and king-size market grows, these brands become more numerous, and the venders, subsequently, contain more columns.

Vending machine operators have no control over public smoking habits. They'll have to give the public what it smokes or see their collections fall off. If other factors remain constant, they'll be getting the same share of the cigarette business and keeping a more diversified inventory and laying out more money for equipment in order to retain that share.

McComas' Figures
In line with the growing trend toward king-size cigarettes, which he estimates are 25 per cent of the domestic market, McComas pointed out that in 1948, the five standard cigarette brands had 90 per cent of the market. By 1952, he added, these five brands' share of the market had fallen to 74 per cent.

"During this time, the market share of king-size cigarettes increased from 5.7 per cent to 18.6 per cent. Currently, we believe the king-size cigarettes have 25 per cent of the market, with a consequent reduction in the share of standard brands. In the development of king-size business, there has also been a healthy growth of cork-tipped, king-size cigarettes," he continued.

McComas added that "during the same period, there has been a significant increase in the demand for filter-tip cigarettes, which have increased from an insignificant share of the market to something over 2 per cent at the present time. It is our view that the filter-tip market is increasing at the rate of 30-40 per cent per annum."

Philip Morris' history in the king-size, cork-tip field would indicate that the introduction of a filter-tip PM is imminent. Dunhill king-size was introduced late in 1950, with Dunhill king-size cork-tips hitting the market early in 1953. Philip Morris king-size was also introduced early in 1953, with national distribution achieved immediately.

PENNY WEIGHING

SCALE

CAPACITY \$10.00

SPRINGS ARE PRECISIONED CALL
BRATED.
HEAVY SHEET
METAL BASE.
TIN SCOOP.
DIAL IS GLASS
COVERED WHICH
PROTECTS POINTER WHEN IN USE.
Skilled handworkmanship
is employed in
building this
scale to assure
reliability and

reliability and accuracy.
There is sturdiness of construction more durable than is generally found in scales, Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to

1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

J. SCHOENBACH

"CHALLENGE of CHANGE"

Big problems are posed for all vending operators

"The Challenge of Change," program theme for the 1953 N.A.M.A. Convention, will highlight the business meetings-bringing the answers to these and other typical problems in automatic merchandising: Changes in equipment • New opportunities for expanding your business Changes in management techniques for greater profits New product developments • Changing methods for efficient training of your personnel • Development of improved systems for recordkeeping • New ways to sell locations — and keep them sold.

Make your plans NOW to attend the N.A.M.A. Convention in Chicago August 23-24-25-26. To reserve your hotel accommodations, write TODAY for an official reservation form. Largest exhibit of vending equipment and products ever shown! An ideal opportunity to combine business and pleasure in the Chicago Vacationland . . . and an excellent 4-day program for the ladies!

NOW IS THE TIME ...

to get your official hotel reservation form! Write to Association Office for complete information.

Conrad Hilton Hotel
Chicago
AUGUST 23-24-25-26,
1953

Air conditioned meeting rooms and exhibit hall



NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION

7 SOUTH DEARBORN ST.

Imported COMPASSES & HARMONICAS



There are FOUR (4) assorted COM-PASSES to this series. Makes for more display and appeal. These are two-hole HARMONICAS,

easy to blow, tuneful sounding. COMPASSES

HARMONICAS . .

F. O. B. Jamaica, N. Y. Or: At Your Distributor. Minimum order-\$10.00 & up

We carry these IMPORTS in stock and can SHIP IMMEDIATELY.

SAMUEL EPPY

& CO., INC. Jamaica 2, New York



FREE Copy of

A guide to efficient and economical operation of coin operated machines.

WANT TO BUY MODEL 49 TOPPERS MODEL V SILVER KINGS OTHER BULK VENDORS SEND LIST AND PRICES WANTED

RAKE COIN MACHINE EXCHANGE 609 Spring Garden St., Phila. 22, Pa. Lombard 3-2676

IN STOCK VICTOR'S



2124 Market St. Philadelph Phone: LOcust 7-1448

Deluxe Model BABY GRAND CHICLE TREETS VENDOR

New

ORDER TODAY VEEDCO SALES CO.

Philadelphia 3, Pa.

ROCKET RINGS Beautiful **JEWELLED** RING with

BIRTHSTONE



Holds marble firmly. A Ring that anyone will treasure. Real 10¢ Value.

NICKELPLATED \$16.50 Per M GOLDPLATED \$17.50 Per M

All prices FOB, NYC

PAUL A. PRICE CO E5 Leonard St., New York 13

THE BILLBOARD Index of Advertised Used **Machine Prices**

Vending Machines

Equipment and prices listed below are taken from advertisements in The Biliboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, 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.

| THE STATE OF THE S | | tue of ty 18 | 9 | Issue of July 11 | | Issue of July 4 | | Jasue of June 27 |
|--|-----------|-----------------|-------|---------------------|--------------|--------------------|--------------|---------------------|
| Acorn, 5c | | \$7.45 | | \$7.45 | 6.95 | \$10.00 | 6.95 | \$10.00 |
| Advance No. 11 | | 5.95 | 28 | 5.95 | | 5.95 39.50 | | 5.95 39.50 |
| Alkuna Cracker Machine Asco Hot Nut, 5c | | 27.50 | | 27.50 | | 27.50 7.50 | | 27.50 7.50 |
| Bonanza Pop Corn Vendor Cash Tray, 5c | | 75.00 | | 75.00 | | 75.00 4.95 | | 75.00 |
| Chlorophyll 5c Tab Gum Columbus 1c | | 7.45 | | 7.45 | 7.45 | 14.75 | 002023 | 4.95 14.75 |
| Columbus 5c | | | | | 7.40 | 8.00 8.00 | 7.45 | 8.00 |
| Columbus Tri-Mors, 1c | | | - 8 | | | 6.95 | | 6.95 |
| (3 col.) Craig Ice Cream Vender, | | | | | - N | 22.50 | | 22.50 |
| 5e- & 10c | | 50.00 35.00 | | | | 250.00 | | |
| DuGrenier Adams Gum, 1e (6 col.) | | | | | | 17.50 | = | 17.50 |
| (4 col.), 1c | - 6 | 19.50 | | 40.50 | | 17.50 | | 17.50 |
| DuGrenier Champion (11 col.) | 15 | 77.50 | | 97.50 | | 49.50 97.50 | | 49.50 |
| DuGrenier V (7 col.) DuGrenier S (7 col.) | | 97.50 90.00 | | 87.50 80.00 | | 82.50 77.50 | 3 | 77 74 |
| DuGrenier Champion (9 col.). | 97.50 12 | 5.00 | 97.50 | 125.00 | 97.50 | 125.00 | | 77.50 125.00 |
| DuGrenier Model W (9 col.). Eastern Electric | | 5.00 | | 115.00 | | 115.00 | | 115.00 |
| Exhibit Card Vendor, 1c Jewel 5c (2 col.) | 2 | 5.00 | | 35.00 | a ii | 15.00 10.00 | 0 | 15.00 10.00 |
| Keeney Electric (9 cal) Kleenix 5c or 10c | | 9.50 | | 49.50 | | University. | | 1411515151 |
| Lucky Boy's 1c | 10000 | | | 47.50 | | 49.50 6.95 | | 49.50 6.95 |
| Lehi PX (8 col.) | | 5.00 5.00 | | | | I-MATERIA | | -state) |
| Warion Scale | V-7 | 9.50 7.95 | | 89.50 7.95 | 2.00 | 89.50 | | 89.50 |
| Master 1c | | 7.45 | 40 | 7.45 | 7.95 7.45 | 10.00 8.50 | 7.95 7.45 | 10.00 8.50 |
| Master 5c | | 7.45 | 400 | 7.45 | 7.45 | 8.50 17.50 | 7.45 | 8.50 17.50 |
| Wills Candy (5 col.) | | 9.50 6.50 | 31 | 89.50 16.50 | | 89.50 16.50 | | 89.50 |
| lational 9 A | 1000 100 | 5.00 | 63 | 115.00 | - 20 | | | 16.50 |
| lational 9 E | 546 | 201100404 | - 22 | 225.00 | | 115.00 | | 75.00 |
| Vational Candy (9 col.) | 9 | 5.00 5.00 | 3 | 89.00 | 10.1 | | | |
| National King Ball Gum National King Candy | | 9.95 9.50 | | 9.95 19.95 | | 9.95 | | 9.95 |
| National Electric | 95.00 9 | 9.50 | | 99.50 | | 19.50 99.50 | | 19.50 99.50 |
| Vational 750 | 95.00 13 | | | 130.00 | w = 1 | 130.00 | | 85.00 130.00 |
| Vational 950 | 125.00 14 | 5.00 7.95 | | 345.00 7.95 | 7.00 | 145.00 | | 145.00 |
| Vorthwestern 33 Peanuts 1c. | 123 | | | 1.72 | 7.50 | 7.95 7.50 | 7.50 | 7.95 7.50 |
| lc and 5c | | 3.95 | Ģ. | 13.95 | 8.50 | 13.95 | 8.50 | 13.95 |
| Northwestern Model 39, 1c Vorthwestern Stamp | | 7.95 9.00 | | 7.95 69.00 | 7.95 | 8.50 69.00 | 7.95 | 8.50 69.00 |
| op Corn Sez | | 9.50 | | 69.50 | | 69.50 | 69.00 | 500000 |
| evco Ice Cream Vendor, 10c. evco Ice Cream Vendor, | - 15 | 0.00 | | 0 | | 93.00 | 67.00 | 69.50 |
| 2 col., 10c | | 5.00 5.00 | | 155.00 | -8 | 155.00 | | 1 |
| Rowe President (8 col.) Rowe President (10 col.) | 15 | 5.00 | | 155.00 | No. | 155.00 | | 155.00 |
| Rowe Royal (8 col.) | 15 | 5.00 | | 355.00 | 30. 1 | 155.00 | | 155.00 90.00 |
| Rowe Royal (10 col.) | | | | W 1 | | | | 95.0¢ |
| Silver King Charm King, 1c Silver King 1c Ball Gum | 2 | 7.45 | | 7.45 | | 8.50 | 40 | 8.50 |
| Silver King 1c or 5c | | | | | | 7.45 8.50 | 5050 | 7.45 8.50 |
| ilver King Scilver King Hot Nut, Sc | | 7.45 | | 7.45 | | 7.45 5.00 | 3 | 7.45 15.00 |
| tamp Vendor, 1c & 3c | 5 | 0.00 | | 50.00 | | 50.00 | 8.8 | 50.00 |
| Stamp Vendor (4 col.) | | 8.50 | | 18.50 | | 17.50 18.50 | | 18.50 |
| tar Candy | | 0.95 9.95 | | 9.95 | | 10.95 | | 10.95 |
| Super Vend Selective Drink Vendor | | 0.00 | | 350.00 | | 2.70 | 75 | 9.95 |
| needa Candy, 5 col., 5c | | 5.00 | | 65.00 | | | - | |
| Ineeda Model A (6 col.) | 0. | 2.00 | | 05.00 | | 65.00 | | 65.00 87.50 |
| Ineeda Model 500 (9 cof.) | | 5.00 | | 135.00 | | 135.00 | | 125.00 135.00 |
| Ineeda Monarch (6 col.) | 87 | 7.50 7.50 | | 87.50 | 1.50 | 87.50 | | 87.50 |
| I-Select-It | 45 | 9.50 | | 97.50 49.50 | 231. | 49.50 | | 49.50 |
| endor-Bar, 8 col., 10c Victor Model V Cabinet, 1c | 119 | 9.50 | | | | 9.50 | | 100000 |
| ictor Model V Globe, 1c | | | | | | 8.95 | | 9.50 |

VEND-PUBLISHED BY THE BILLBOARD MONTHLY

HUNDREDS OF MONEY-MAKING VENDING IDEAS

> Cost you a fraction of a cent a piece-when you subscribe to Vend-the magazine of automatic merchandising! Fill in—tear out—mail today!

Beverages Tobacco **New Products** Trends Industry News Market Place Articles Editorials

FEATURES

Candy, Gum 6

Nuts

Yes-Please sign me up for Vend for ☐ 1 year at \$4. ☐ 2 years at \$6. ☐ 3 years at \$7.50 Foreign rate, one year, \$6 Name CityState Occupation

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Name Chairman

Continued from page 106

chairmen John O'Connor, Western representative for Philip Morris; Barney Regan, P. Lorillard & Company; John Cone, R. J. Reynolds; Mark Elliott, American Tobacco; Dick McGurn, Universal Match; Fred Kline, Walter Kline Agency, and Frank Essey, Liggett & Myers.

Committee Chairmen

Al Weymouth, Weymouth Cigarette Service, has been named chairman of the machine and products exhibit committee. Cochairmen are John Lock, Dave Davidson; W. H. Hazard, Canteen Company of Los Angeles, and Edward Stanton, E. F. Stanton Company, Los Angeles operating firm.

Arch C. Riddell, Harmony Cigarette Service, is chairman of the attendance committee. Co-chairman are Ray Menger, Rowe Service Company, San Diego, covering the Bay area, and Eli Glassman, Coast Cigarette Vendors, for the Los Angeles area.

Featured speaker at the meeting will be Robert Z. Greene, president of the Rowe Corporation. He will discuss the growing role of vending in America with emphasis to its potentials in opening new sales fields for brandname products.

A charge of \$2.05 per plate has been announced for the luncheon. NAMA members from Regions 10, 11, and 12, in addition to members of the advertising club, are expected to bring total attendance to 1,200.

VICTOR'S TOPPER

DE LUXE GLASS GLOBE STYLE



Cases of four (minimum order) \$13.20 100 or more. HALF-CABINET STYLE Same price as Globe Style TWIN WINDOW STYLE, 50c EXTRA

Write for

lowest prices

on gum and

charms

860 North Ave., N. E. Atlanta 6, Ga. Tel.: Emerson 4300

ATTENTION

Perfumatic Operators!! Brand New JO-LO Perfumatics, in original cartons, stored in American

Warehouse. NEVER

delivered

Star Novelty Mfg. Co. 2773 Ontario St., East, Montreal, Canada

20 BRAND NEW **5c Hot Nut Machines**

Slug proof. White ename! \$12.50 Each Terms: 1/3 deposit, balance sight draft. Seacoast Distributors Elizabeth, N. J. 1200 North Ave.

SUMMER SPECIALS IN CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columnsincluding matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

ROWE *

President, 10 Cols., 475 Cap. \$135.00 Crusader, 10 Cols., 475 Cap. 155.00 Diplomat, Electric, 8 Cols., 340 Cap. 175.00

UNEEDA

Model E, 8 Cols., 240 Cap. . . \$85.00 Model E, 9 Cols., 270 Cap. . . 90.00 Model A, 6 Cols., 180 Cap. . . 87.50

NATIONAL 9-30, 270 Cap.\$110.00 9-50, 350 Cap.

DuGRENIER

Model S, 7 Cols., 210 Cap. . . \$85.00 Model V. 7 Cols., 238 Cap. . . 90.00 Champion, 9-11 Cols. (6 Cols. King Size), 380 Cap. 97.50

KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES - WRITE!

We carry a complete line of all makes of Candy Machines in stock-Write!

Our Paints Are VENDERIZED Prevents Peeling Flaking & Rusting

All Equipment Unconditionally Guaranteed, Trade Prices, 1/3 Dep., Bal, 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. • EVergreen 7-4568





MODERNIZE YOUR OLDER CIGARETTE MACHINES EXTRA PROFITS—CUSTOMER SATISFACTION

KING SIZE COLUMNS -Available for the following machines: Rowe Royals and Imperials—National 930s—DuGrenier 7-Col. Model S.— DuGrenier 9-Col. Models W. or WD.

King Size or Regular Packs usable in all columns. National 930 unit has 2 regular columns and 7 columns King Size or Regular. Units are easily and quickly installed.

Price on all units only \$10 each. F. O. B. San Francisco, Calif. Terms: 1/3 with order. Balance C. O. D. Can be returned for full cash refund if unsatisfactory. Order NOW for prompt delivery

ROYAL MACHINE COMPANY

100 South Linden Street

South San Francisco, California

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment.

| ABC (United) | | | Issue of July 4 95.00(2) 150.00 | lssue of June 27 85.00(2) 95.00 |
|---|--|---|---|--|
| Across-the-Board (United) | | 150.00 | 225.00 | 125.00 150.00 225.00 |
| Ali Baba (Gottlieb) Alice in Wonderland (Gottlieb) | 11 (57,464.7) | 34.50 49.50 | 34.50 49.50 | 34.50 49.50 |
| All Star Basketball (Gottlieb Aquacade (United) | 145.00 20.00 39.00 | 145.00(2) 25.00 39.00 | 39.00 39.50 | 39.50 59.50 |
| Atlantic City (Bally) | 289.50 | 39.50 59.50 289.50 295.00 299.50 | 59.50 289.50 294.50 299.50 | 300.00(3) 325.00(2) |
| | 295.00(2) 300.00(2) 325.00(2) | 300.00(2) 325.00(2) 350.00(2) | 300.00(2) 309.50 345.00 350.00 | 335.00 339.50 339.50 340.00 |
| | 350.00(2) | 355.00 365.00 375.00 | 365.00(3) 375.00(2) | 350.00(2) 365.00(3) 375.00(3) |
| Baby Face (United) | 49.50 | 49.50 49.50 85.00 | 49.50 49.50 85.00 | 49.50 49.50 |
| Barnacie Bill (Gottlieb) Basketball Champ | 34.50 | 34.50 | 34.50 | 34.50 |
| (Chicago Coin) | | 195.00 250.00 | 175.00 195.00 - 250.00 | 175.00 195.00 250.00 235.00 |
| Bat-a-Score (Evans) | 165.00 275.00 | 275.00 | 19.50 275.00 | 275.00 69.50 89.50 |
| Beach Club (Bally) Beauty (Bally) | 465.00 500.00 395.00 | 89.50 399.50 425.00 | 89.50 495.00 399.50 409.50 | 425.00 |
| = 201 | 425.00(2) 435.00 450.00(4) | 450.00(3) 475.00(2) 485.00 495.00 | 450.00(3) 475.00 485.00(2) | 450.00(2) 475.00(2) 485.00(2) |
| Be Bop (Exhibit) | . 475.00 . / 65.00 84.50 | 65.00 84.50 | 65.00 84.50 | 495.00(2) 84.50 |
| Bermuda (Chicago Coin) Big Hit (Exhibit) Big Top (Genco) | | 49.50 149.50 54.50 64.50 | , 49.50 54.50 64.50 | 49.50 54.50 64.50 |
| Bing-a-Roll (Genco) | 64.50 | 3050 A155 | | 45.00 |
| Black Gold (Genco) Bolero (United) | 59.50(2) 125.00 129.50 150.00(2) 165.00 195.00 | 59,50(2) 135.00 150.00 165.00 195.00 | 59.50(2) 144.50 150.00 175.00(2) 195.00 | 59.50(2) 150.00 165.00(2) 175.00(2) 195.00 |
| Boston (Williams) Bowling Champ (Gottlieb) | 74.50 | 79.50 50.00 74.50 | 79.50 50.00 74.50 | 79.50 50.00 74.50 |
| Bright Lights (Bally) | 124.50 125.00(2) 139.50 | 124.50 129.50 145.00 150.00(2) | 124.50 129.50 130.00 135.00 150.00(2) | 135.00 150.00(2) 164.50 |
| | 145.00(2) 150.00(3) 165.00 175.00 195.00(2) | 175.00 185.00 190.00 195.00(3) | 175.00(2) 190.00(2) 195.00(2) | 165.00(2) 175.00(2) 190.00(3) 195.00 |
| Bright Spot (Bally) | 175.00(2) | 199.50 200.00 | 199.50 225.00 | 225.00(2) 200.00 215.00 |
| | 199.50 225.00(2) 235.00 | 225.00 235.00 245.00(2) 250.00(2) | 245.00 250.00(3) 275.00(2) | 239.50 245.00 250.00(3) 275.00(2) |
| Buccaneer (Gottlieb) | . 245.00(2) 34.50 59.50 | 290.00 34.50 59.50 | 290.00 34.50 59.50 | 290.00 34.50 59.50 |
| Build Up (Exhibit) Build Up (Exhibit) Buttons & Bows (Gottlieb) | 20.00 | 74.50 69.50 | 74.50 35.00 69.50 | 74.50 69.50 |
| Cabana (United) | 495.00 | 100100 | 5c 5 8000200 | E SERVER |
| Campus (Exhibit) | 35.00 89.50 | 84.50 89.50 | 35.00 89.50 | 84.50 89.50 |
| Carolina (United) | 39.00 35.00 49.50 | 34.50 39.00 49.50 | 34.50 39.00 35.00 49.50 | 34.50 49.50 |
| Catalina (Chicago Coin) Champion (Bally) | | 40.00 45.00 89.50 | 35.00 39.50 40.00 45.00 89.50 | 40.00 45.00 89.50 |
| Champion (Chicago Coln) Chinatown (Gottlieb) | . 175.00 185.00 | 40.00 59.50 190.00 | 40.00 65.00 190.00(2) | 40.00 -65.00 190.00 195.00 |
| Cinderella (Gottlieb) Circus (Exhibit) | | 29.50 | 29.50 | 29.50 |
| Gircus (United) | . 250.00 295.00 | 250.00 295.00 30.00 79.50 | | 250.00 275.00 350.00 30.00 79.50 |
| College Daze (Gottlieb) | 79.50 60.00 89.50 | 50.00 89.50 | 89.50 | 84.50 |
| Coney Isaind (Bally) | . 175.00(3) 179.50 189.50 200.00(2) | 185.00 200.00 214.00 225.00 235.00 240.00 | 200.00(2) | 200.00(3) 229.50 240.00 245.00 |
| 0.2 | 225.00 239.50 240.00 245.00(2) | 245.00(2) 250.00(2) 290.00 | 245.00 250.00(2) 275.00(2) | 250.00(2) 275.00(2) 290.00 |
| Control Tower (Williams) Coronation (Gottlieb) | | 119.50 195.00 205.00 | | 95.03 119.50 200.00 210.00 |
| Cross Roads | 175.00(2) | 149.50 165.00 175.00 145.00 159.50 | 175.00(2) | 159.50 175.00(2) 140.00 150.00 |
| 2000 SECONDO 10 | | 44.50 69.50 | 44.50 69.50 | 159.50 44.53 69.50 |
| Dallas (Williams) De-Icer (Williams) Dew-Wa-Ditty (Williams) | 99.50 20.00 34.50 49.50 | 99.50 34.50 49.50 | 99.50 34.50 49.50 | 99.50 34.50 49.50 220.00 |
| Disc Jockey Domino (Williams) Double Action (Genco) | 45.00 95.00 | 195.00 159.50 95.00 | | 4 |
| Double Feature Double Shuffle (Gottlieb) | 75.00 | 49.50 65.00 | 49.50 60.00 65.00 | |
| Oreamy (Williams) | 501 2012/2012/2012 | 69.00 89.50 | | |
| El Paso (Williams) | . 20.00 39.50 59.50 | 39.50 59.50 | n projection and the control of the | 39.50 59.50 |
| Five Star (Universal) | 85.00 99.50 | 74.50 85.00 69.50 | a presenta (Africa) | 74.50 75.00 85.00 29.50 69.50 |
| Floating Power (Genco) Flying High (Gottlieb) | . 44.00 49.50 195.00 225.00 | 44.50 49.50 | 44.50 49.50 210.00 | 44.50 49.50 225.00 |
| Football (Chicago Coin) | | 49.50 50.00 145.00 150.00 195.00(2) 225.00 | 145.00 150.00 195.00(3) | 49.50 145.00 150.00 185.00 195.00(3) |
| Four Corners (Williams) Four Horsemen (Gottlieb) | | 185.00 129.50 | | 225.00 195.00 124.50 129.50 |
| Four Stars (Gottlieb) | The state of the s | F F - F - C - C - C - C - C - C - C - C | THE RESERVE AND ADDRESS OF THE PARTY OF THE | 160.00 185.00 |

Shuffle Alleys? **FIVE BALLS?** KIDDIE RIDES?

YOU NAME IT-WE HAVE IT! PRICE?

VERY ATTRACTIVE INDEED!

Write-Wire-Phone

BANNER

SPECIALTY COMPANY

Endorsing Only the Best Home Office 199 W. Girard Ave., Phila. 23, Pa. Branch 1508 Fifth Ave., Pittsburgh 19,

1933 DAVID ROSEN 20th ANNIVERSARY

FOR

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|--|----|
| Beauties\$450.00 | ő |
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| Spot Lites 175.0 | |
| Coney Islands 175.0 | |
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| United Boleros125.0 | 77 |
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| ## | | | #17 #17 | 200 (200) |
|---|---|--|---|---|
| | | +1 | JULY 25 | , 1953 |
| Frolic (Bally) | Issue of July 18 285.00 290.00 295.00 299.50 325.00(3) 335.00(3) 350.00 | Issue of July 11 285.00 325.00 335.00(2) 350.00(2) | Issue of July 4 319.00 324.50 325.00(2) 350.00(2) 355.00 360.00 365.00(2) 375.00 | Issue of June 27 325.00(2) 329.50 335.00 340.00 350.00 355.00 360.00(2) |
| Futurity (Bally) | \$145.00 175.00 220.00 235.00 | \$175.00 199.50 220.00 23 5.00 | \$175.00 199.50 220.00 235.00 | 375.00(3) \$125.00 175.00 199.50 220.00 235.00 |
| Georgia (Williams) | 99.50 20.00 35.00 | 99.50 35.00 | 99.50 35.00 | 99.50 |
| Glamour (Bally) | 159.50 145.00 | 159.50 145.00 | 159,50 129,50 145,00 | 159,50 |
| Gold Cup (Bally) | 45.00 59.50 | 59.50 50.00 | 59.50 75.00 | 59.50 75.00 |
| Golden Nugget (Genco) | 200.00 250.00(2) | 200.00 250.00 295.00 | 235.00 250.00 335.00 | 235.00 335.00 |
| Grand Award (Chicago Coin) | 35.00 | 35.00 | 35.00 | 121 |
| Handicap | 200.00 | | (2) | 200.00 |
| Happy Go Lucky (Gottlieb) Harvest Time (Genco) | 159.50 65.00 | 159.50 65.00 | 159.50 65.00 | 159.50 220.00 |
| Hayburner (Williams) | 100.00 150.00 20.00 24.50 | 75.00 20.00 24.50 | 109.50 | 65.00 · 99.50 20.00 24.50 |
| Hit and Run (Genco) Hit 'N' Run (Gottlieb) | 145.00 | 20.52 | 59.50 139.50 | 59.50 145.00 |
| Hit Parade (Gottlieb) Holiday (Chicago Coin) | 29.50 20.00 35.00 59.50 | 39.50 59.50 | 29.50 35.00 39.50 59.50 | 39.50 - 59.50 |
| Holiday (Keeney) | 225.00 | 195.00 225.00 259.50 | 195.00 235.00 259.50 | 195.00 215.00 235.00 259.50 |
| Hong Kong (Williams) Hoops (Genco) Hot Rod (Bally) | 165.00 180.00 | 150.00 99.50 | 25.00 99.50 | 165.00 180.00 |
| Humpty Dumpty (Gottlieb) Jaiopy (Williams) | - 49.50 165.00 | 49.50 165,00 | 49.50 165.00 | 49.50 65.00 144.50 |
| Jeanle (Exhibit) | 94.50 45.00 54.50 | 94.50 54.50 | 94.50 54.50 | 94.50 54.50 90.00 |
| Joker (Gottlieb) | 94.50 119.50 175.00 | 94.50 199.50 225.00 | 94.50 225.00(2) | 94.50 225.00(2) |
| July Jack (delico) | 225.00 250.00 | 250.00(2) 275.00(2) | 250.00(2) 275.00(2) | 240.00 250.00 275.00(2) |
| Just 21 (Gottlieb) | 20.00 59.50 | 59.50 | 59.50 | 295.00 59.50 |
| King Cole (Gottlieb) King Pin (Chicago Coln) | 49.50 95.00 124.50 | 49.50 124.50 135.00 | 49.50 124.50 135.00 | 49.50 124.50 |
| K. C. Jones (Gottlieb) Knock Out (Gottlieb) | - 135.00 75.00 | 50.00 75.00 | 65.00 75.00 | 95.00 65.00 |
| Leader (United) | 150.00(2) 164.50 | 189.50 269.50 | 269.50 | 195.00 215.00 269.50 |
| Lite-a-Line (Keency) | 225.00(3) | 79.50 80.00 225.00 | 79.50 80.00 | 79.50 80.00 95.00 175.00 250.00 |
| Lucky Inning (Williams) | 20.00 35.00 84.50 | 84.50 | 35.00 84.50 | 84.50 |
| Mad Cap | | | 145.00 | 4.6 |
| Madison Square Garden (Gottlieb) | 85.00 95.00 74.50 | 95.00 74.50 | 95.00 74.50 | 74.50 |
| Majors of '49 (Chicago Coin) | 45.00 | 45.00 | 45.00 | **** |
| Majorette | 110.00 140.00 29.50 20.00 49.00 | 95.00 29.50 49.00 49.50 | 29.50 49.50 49.00 49.50 | 110.00 29.50 49.50 49.50 84.50 |
| Maryland (Williams) | 49.50 84.50 | 84.50 54.50 | 84.50 54.50 | 54.50 |
| Mermald Merry Widow (Genco) Minstrel Man (Gottlieb) | 125.00 29.50 95.00 215.00 | 125.00(2) 29.50 125.00 149.50 | 125.00 130.00 29.50 79.50 125.00 | 140.00 29.50 145.00 149.50 |
| Monterrey (United) | 149.50 49.50 | 49.50 | 149.50 49.50 | 49.50 |
| Moon Glow (United) | 20.00 49.50 | 49.50 | 49.50 35.00 | 49.50 |
| Niagara (Gottlieb) Nifty (Williams) | 89.50 | 89.50 | 144.00 89.50(2) | 89.50 95.00 |
| Oklahoma (United) Old Hilltop Olympics (Williams) | 64.50 69.50 169.50 | 64.50 69.50 | 64.50 69.50 | 64.50 69.50 99.50 165.00 |
| One, Two, Three (Genco) | 34.50 45.00 49.50 | 34.50(2) 45.00 49.50 | 34.50(2) 45.00 49.50 | 34.50(2) 49.50 |
| Palm Beach (Bally) | 285.00 309.50 325.00 350.00 375.00(2) | 285.00 325.00 339.50 365.00 375.00 385.00 | 319.50 325.00(2) 349.50 375.00(3) 385.00 400.00 | 325.00 350.00 360.00 364.50 375.00(2) 395.00(2) 400.00 |
| Paratrooper (Williams) Photo Finish (Universal) | 39.00 40.00 | 135.00 139.50 39.00 40.00 | 39.00 40.00 | 39.00 40.00 |
| Pin Bowler (Chicago Coln) Pinky (Williams) | 99.50 99.50 | 99.50 99.50 | 75.00 99.50 82.50 99.50 22.00 | 75.00 99.50 92.50 99.50 |
| Play Poker | 89.50 45.00 | 69.00 89.50 45.00 | 89.50 45.00 | 89,50 |
| Pop Up Puddin' Head (Genco) | 39.00(2) 89.50 | 39.00 39.50 89.50 | 22.00 ~ 22.50 39.00 ~ 39.50 59.50 89.50 | 22.00 39.50 65.00 89.50 |
| Punchy (Chicago Coin) Quarterback (Williams) Juartette (Gottleb) | 85.00(2) 89.50 185.00 | 85.00(2) 89.50 185.00 | 85.00 89.50 185.00 | 85.00(2) 89.50 175.00 185.00 |
| Queen of Hearts | 235.00 | 185.00 | 225.00 | 225.00 |
| Rag Mop (Williams) Rainbow (Williams) | 99.50 35.00 | 99.50 35.00 | 99.50 35.00 | 99.50 |
| Ramona (United) | 39.00 | 39.00 25.00 | 39.00 70.00 | 75.00 |
| Robin Hood (Gottlieb) Rocket (Genco) Rockette (Gottlieb) | 79.50 109.50 | 79.50 109.50 | 79.50 109.50 | 79.50 109.50 |
| Rondeevoo (United) | 20.00 49.50 139.50 169.50 | 49.50 139.50 169.50 | 49.50 139.50 169.50 | 125.00 139.50 169.50 |
| St. Louis (Williams) | 20.00 35.00 | 44.50 69.50 | 35.00 44.50 | 44.50 69.50 |
| Sally (Chicago Coin) | 44.50 69.50 20.00 49.50 49.50 | 49.50 49.50 | 69.50 49.50 49.50 | 49,50 49,50 |
| Samba (Exhibit) | 39.50 49.50 34.50 35.00 | 39.50 49.50 34.50 35.00 | 39.50 49.50 34.50 35.00 | 39.50 49.50 34.50 49.50 |
| Sea Jockey (Williams) Select-a-Card (Gottlieb) | 49.50 150.00 55.00 | | 49.50 55.00 | 12 4 |
| Serenade (United) | 34.50 85.00 | 34.50 85.00 | 34.50 85.00 | 34.50 |
| Sharpshooters (Gottlieb) | 20.00 49.50 65.00 159.50 | | 49.50 65.00 159.50 | 49.50 65.00 145.00 159.50 |
| Shoot the Moon | 95.00 119.50 | | | 85.00 (45.00 119.50 |
| Show Boat (United) | 20.00 325.00 350.00 | 325.00 350.00 | 325.00 375.00 | 300.00 375.00 195.00 200.00 |
| Silver Skates (Williams) Skill Pool (Gottlieb) | 200.00 225.00 175.00 195.00(2) | 195.00 209.50 210.00 | 195.00 209,50 | |
| Slugfest | 209.50 110.00 125.00 | (4) (2) (2) (3) (3) (4) (4) (4) (4) (4) (4) (4) (4) (4) (4 | - B | |
| South Pacific (Genco) Spark Plug (Williams) Special Entry (Bally) | 69.00 79.50 150.00(2) 45.00 49.50 | 95.00 124.50 | 124.50 | 124.50 |
| Sportsman (Williams) Spot Bowler (Gottlieb) | 65.00 99.50 95.00 119.50(2) | 95.00 119.50(2) | 75.00 95.00 119.50(2) | 75.00 119.50(2) |
| Stardust (United) | | 39.00 175.00 179.50 | 39.00 179.50(2) | 180.00 199.50 |
| | 175.00(3) | | | 205.00 |

235.00(2)

BIR COLORED POR CONTROL CONTROL SERVICE CONTROL CONTRO

239.50 275.00

180.00 195.00

275.00

275,00(2)

229.5

265,00 275.00(2)

259.00(2)

235:00 235,00 250.00

| Starille | | Issue of July 18 | | Issue of July 11 | | Issue of July 4 | | June 27 220.00 |
|---|---------------|---------------------|-------------------------|---|---------------|--------------------|-----------|--|
| Starifte | CT08/C-0/0/00 | 235.00 194.50 | 210.00 | 210.00 215.00 | | 215.00 | 225.00 | 235.00 |
| g _8 m | 21 | 0.00(2) 275.00 | 6 | 275.00 | 25 | 275.00 | 25 | 245.00 50.00(2) 275.00 |
| Stop and Go (Genco) | | | | | | 59.50 | | 59.50 |
| Summer Time (Gottlieb) | 20.00 | 34.50 | 34.50 | 49.50 | 34.50 | 1,100 | 34.50 | 7 2 2 2 2 2 |
| Sunshine Park (Bally) | 00.00.00 | 225.00 | 001701700 | N. C. S. C. | S. W. I R. W. | 195.00 | 40400 | 195.00 |
| Managaran II. | | | | 2272 | | | 26 | 0.00(2) |
| Super Hockey Super World Series | 0-0404399W | 59.50 | | 59.50 | 201 5 | 59.50 | 1 HHENRY | 59.50 |
| (Williams) | 125.00 | 225.00 | | 225.00 | | 225.00 | 125.00 | 225.00 |
| Sweepstakes (Williams) | | 195.00 | | 195.00 | | 195.00 | | |
| Sweetheart (Williams) | 55.00 | 89.50 | | 89.50 | | 89.50 | | 89.50 |
| Tampico (United) | 64.50 | 79.50 | 64.50 | 79.50 | 64.50 | 79.50 | 64.50 | 79.50 |
| Telecard (Gottlieb) | 49.00 | 69.50 | 49.00 | 69,50 | 49.00 | 69.50 | | 69.50 |
| Tennessee (Williams) | 29.50 | | 29.50 | | 29.50 | | 29.50 | 49.50 |
| Texas Leaguer (Keeney) | 39.50 | | 39.50 | | -9.50 5 | 0.00(2) | 39.50 | A STATE OF THE PARTY OF THE PAR |
| The second control of | 100000000 | 69.50 | | 69.50 | | | 50.00 | |
| Thing (Chicago Coin) | 45.00 | 89.50 | 45.00 | N. FERFER | 45.00 | 89.50 | | 89.50 |
| Three Feathers (Genco) | 6 | 4.50(2) | • | 4.50(2) | 6 | 4.50(2) | 6 | 4.50(2) |
| Three Musketeers (Gottlieb) | | | | | | 54.50 | | |
| 3-4-5 (United) | 29.50 | 64.50 | 20 50 | 35.00 | 29.50 | 69.50 | | 29.50 |
| Thrill (Chicago Coin) Times Square | 29.50 | 35.00 185.00 | 29.50 | 35.00 | 29.50 | 35.00 | | 29.50 |
| | | 105.00 | | | | 25.00 | | |
| Trade Winds (Genco) | | 29.50 | | 29.50 | | 29.50 | | 29.50 |
| Trinidad (Chicago Coin) | | 35.00 | | 35.00 | | 35.00 | | |
| Triplets (Gottlieb) | 95.00(2) | | 95.00(2) | 109.50 | 59.50 9 | | 95.00 | 109.50 |
| Tri-Score (Genco) | 35.00 | 69.00 89.50 | 69.00 | 89.50 | 35.00 | | | 89.50 |
| Tumbleweed (Exhibit) | . 65.00 | | 65.00 | 74.50 | -65.00 | 69.50 74.50 | 69.50 | 74.50 |
| Torf King (Bally) | 40.00 5 | 0.00(2) | 40.00 | 50.00 | 40.00 | 50.00 | 40.00 | 50.00 |
| | | 85.00 | 75.00(3 | 85.00 | 59.50 7 | 5.00(3) | | 9.50(2) |
| | | 149.50 | | 149.50 | 85.00 | 149.50 | | 5.00(3) |
| | | | | | | | 85.00 | |
| PRODUCE NAMED IN 19 | | 01560-03 | | 44.50 | | ** ** | | 149.50 |
| Tucson (Williams) Twenty Grand | 375.00 | 44.50 | | 44.50 195.00 | | 44.50 | | 44.50 195.00 |
| Twenty Grand | 59.50 | 210.00 84.50 | 59.50 | | 59.00 | 84.50 | 8 | 84.50 |
| Virginia (Williams) | 20.00 | 49.50 | | 49.50 | | 49.50 | | 49.50 |
| Whirl-A-Ball | 100000 | | | | | 22.50 | | 125753 |
| Whizz Kid (Chicago Coin) | | 149.50 | | 149.50 | | | | 149.50 |
| Wild West (Gottlieb) Winner (Universal | | 169.50 | | 169.50 | | 169.50 | | 169.50 |
| Industries) | 25.00 | 40.00 | 40.00 | 49.00 | 49.00 | 55.00 | 49.00 | 50.00 |
| | 49.00 | 55.00 | 60.00 | 99.00 | -0.00 | 99.50 | STORIGOTS | 1 |
| THE BOUGHT STATE AND EXPENSE AND STREET | 60.00 | | | | | - | 60.00 | |
| Wisconsin (United) | | 34.50 | | 34.50 | - P. | 34.50 | | 34.50 |
| Yanks (Williams) | 20.00 | | A STATE OF THE STATE OF | 49.50 | | 49.50 | | 49.50 |
| I'ngo (United) | 125.00 | 175.00 | 125.00 | 175.00 | 125.00 | 175.00 | 125.00 | 175.00 |

• Shuffle Games

| | | E., | | |
|---|--------------------------------|--------------------------------|-------------------------|--------------------------------|
| | Issue_of July 18 | Issue of July 11 | Issue of July 4 | Issue of June 27 |
| Bank Shot (American) | July 18 | July 11 | July 4 | \$265.00 |
| Baseball (Bally) | 10 | \$75.00 | \$75.00 | 75.00 |
| (Chicago Coin) | \$49.50 | 49.50 | 49.50 | 69.50 |
| Big League Bowler (Keeney). | 115.00 | 0.5000.0000.0000.0000.0000.000 | 135.00 | 185.00 |
| Bowl-A-Ball (Chicago Coin) Bowl-A-Ball, 6 player | 375.00 380.00 | 375.00 380.00 | 395.00 | 395.00 |
| (Chicago Coin) Bowlette (Gottlieb) | 229.50 425.00 | 40.00 | 40.00 | 40.00 |
| Bowling Alley (Chicago Coin). | 10.00 25.00 35.00 | 10.00 | 10.00 | 40.00 |
| Bowling Alley, 2 player | 55.00 | | 22 | |
| (Chicago Coin) Bowling Alley, 6 player | ng patawakan same | 50.00 | Night and the property | 10.00 35.00 |
| (Chicago Coin) | 220.00 250.00 | 220.00 250.00 | 220.00 255.00 | 220.00 225.00 |
| 100 March 1982 (1982) | 295.00 | 295.00 | 295.00 | 255.00 295.00 55.00 75.00 |
| Bowling Champ (Keeney) Bowling Classic (Chicago Coin: | 35.00 75.00 55.00 59.50 | 59.50 89.50 | 35.00 59.50 89.50 | 59.50 70.00 |
| areating classic territage cont. | 89.50 | CONTRACTOR SERVING | 3130 | 75.00 89.50 |
| De Luxe League Bowler | | 14 | | |
| (Keeney) | 235.00 265.00 | 235.00 | 265.00 | 245.00 250.00 |
| (Chicago Coin) Deluxe League Bowler, | 20400 | | | 299.50 |
| 4 player (Keeney) Deluxe League Bowler, | 275.00 | | | |
| 6 player (Keeney) | 195.00 49.50 79.50 | 49.50 79.50 | 49.50 79.50 | 79.50 |
| Double Bowler (Keeney) Double Bowler, 2 player (Keeney) | 47.50 77.50 | 49.50 79.50 | 47.30 77.30 | 29.50 79.50 |
| Double Header (Williams) Double Header, 2 player | 49.50 | 49.50 | 49.50 | |
| (Williams) | 69.50 | | | 49.50 69.50 |
| 6 player (Chicago Coin) Double Shuffle Alley Express | 485.00 | | | |
| Rebound (United) | 99.50 | 99.50 | 99.50 | 119.50 |
| 8 Player (Genco) Five Player Shuffle Alley | | | | 125.00 |
| (United) | 159.00 | 160.00(2) | 160.00(2) | 159.50(2) |
| Philipping and a street and a street | 160.00(2) | 175.00 185.00 | 185.00(3) | 160.00(2) |
| 19 | 175.00 | 190.00 225.00 | 195.00 225.00 | 175.00 185.00 190.00 195.00 |
| | 185.00(2) 225.00 | | | 225.00 |
| | 229.50w/p | | | 35-5455 |
| Four Way Bowler (Keeney) Four Player Shuffle Alley | 215.00 225.00 | 225.00 | 225.00 | 215.00 |
| (United) | 125.00 149.00 165.00 195.00 | 125.00 160.00 195.00 | 125.00 165.00 195.00 | 125.00 195.00 |
| Hi-Score Bowler (Universal) | -59.00 95.00 | 95.00 | 115.00 | 115.00 |
| Hook Bowler (Bally) | 75.00 79.00 79.50 95.00 | 95.00 149.50 | 75.00 95.00 149.50 | 99.00 149.50 |
| Nin Ob IV | 149.50 | | | 35.00 |
| King Pin (Keeney) | | | | 35.00 |

(Continued on page 112)

Portland Game, Music Clinic

PORTLAND, Ore., July 18.— Game and music operators are sharing in benefits from a Chamber of Commerce campaign that is making 1953 the biggest convention year in Portland history. Grosses have been inching up month by month this summer—tho still below those of a year ago—and the flood of convention visitors is credited with a part in these gains.

Recent convention bookings have brought the total due here or already held to 229, bringing an estimated 89,610 delegates to lay out \$6,519,126. These figures compare with 54,805 delegates spending \$3,987,063 during 1952, which broke all previous records. Expenditure figures were based on an average of \$24.25 per day per delegate, each convention averaging three days.

Benefits from conventions are not limited to locations in the immediate vicinities of the hotels, operators feel, as Portland's policy on entertainment is to provide ample sightseeing and resort visiting for the delegates. A recent convention bringing nearly 9,000 delegates poured visitors out into motels and residences all over the Portland area to spread their purchasing power over a wide segment of the entertainment industry. With mountain and beach resorts within easy driving distance from Portland, even rural operators share heavily in the Portland convention business.

Mondial Named

Continued from page 93

that new European outlets would be established.

The greatest expansion possibilities, he explained, lie in Italy and Spain, where pinball games are a rarity and where the public seems receptive to these devices.

He added that Nova's Football and Basketball games, which he distributes in this country, are now in operation at the Hotel Sayville, Sayville, N. Y.

Set 120 Park Meters

HUMBOLDT, Sask., July 18.— Installation of 120 parking meters has been completed in the downtown shopping area here.



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Your key to

SALES RESULTS-

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the advertising columns of

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Bally Distributors for Wisconsin and Northern Illinois

Enamel

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MAGIC SPRAY HEAD 29c Cleveland Coin Machine Exchange, Inc. 2025 Prospect Ave., Cleveland 15, O. Phone: Tower 1-6715



Coinmen You Know

Continued from page 104

progressing steadily. Vice-president Herbert Chadwick says the building should be humming with the first production activity in August.

Ben Coven, head of Coven Distributing, reports sales efforts on the Apco cigarette vender are garnering good results. Coven was recently given the Northern Illinois distributorship for the machine; it had previously handled the unit on a non-exclusive basis.... Dave Hampton, head of the local Spacarb-Juice Bar salesservice headquarters, says activity is climbing these days as operators diversify. In addition to the Spacarb beverage and Juice Bar juice machines, his office handles the Hebel ice cream and Bert Mill coffee venders.

The D. Gottlieb & Company plant was back in high gear after closing down for group vacations from July 3 thru July 12. Among the first visitors were B. D. and at the Hotel Sherman Thursday J. D. Lazar, of the B. D. Lazar (17). Company, Pittsburgh. They had just completed a European trip... Over at Genco, deliveries of Sky Gunner continued at a stepped-up pace with many of the firm's distributors increasing their orders. The Lazars also were in for conferences with Genco officials, Sam Lewis and Avron Gensburg.

plant outside St. Charles, Ill., is Another unit in full production is the upright game Silver Chest,

> The NAMM convention at the Palmer House drew a steady stream of operators, artists, juke box and needle manufacturer visitors. . . . The placement of late model shuffle games continued in high gear this week. While operators were extra busy with this task they also kept an eye open for any sign from the city that other types of amusement games would soon be licensed. Best bet for that happening would stem from the city's need for new sources of revenue.

There was plenty of activity at the Williams plant this week. In addition to reopening the factory following a vacation period, the firm started heavy output of the Pennant Baseball game. . . . Another game factory ending its vacation period was United. . . . Vend-Insure, a new firm making insurance vending machines. wound up its two-week showing

Distributor headquarters here continued to be beehives of activity. Most of them reported heavy traffic from early Monday (13) morning right thru Friday night. Rockaways with his family. ... Over at World Wide Distributors, the staff was extra busy

Side in high gear. . . . The golf tourney sponsored by the local juke box operators' association for July 28 at Southmoor Country Club, brought out a lot of practice poration for export to France. Al fairway experience were Joe Caldron, Trans-World Trading; Herb Oettinger, United: Dudley Ruttenberg, legal counsel for Coin Machine Industries, and Herb Perkins, Purveyor.

New York

Lou Fenishel, Keystone Enterprises, is recuperating from an operation at Beth David Hospital. . . . Morris Peskin, Char-Mor, who recently bought George Ponser's route, and Ben Chaicofsky, Ben-Ray, are new members of the Coin Machine Employees' Union. . . . Harry Ross, Plaza Distributors, was released from the hospital last week. . . . Al Gilbert is busy with his triple-score conversions.

Joe Shutkofsky, D&J Music, and Sheldon Simon, Simon Music and New Haven for 15 years. County Enterprises, is on vacation. containers, Lou Price is in charge during Company, New York. He is his absence. . . . Morris Wurtzel, president of the Connecticut C&S Music, is vacationing at the

Joe Plastic and his sen, Ted, a handling requests for new and marine back from Korea, were late model used games. . . . Col. 10th Avenue visitors. . . . Al Simon Lou Lewis, Merit Industries, re- is selling the Genco Sky Gunner ported game activity on the South to the Mondial Commercial Cor-

Vital Statistics Deaths

Jack Gordon, last week in Pasadena, Calif. Interment in New York. He was president of Glenn-Rowe Vending Company and chairman of Region XI, of the National Automatic Merchandising Association. Surviving are his widow and son, Jackson.

rounds this week-end. Among recently received his first shipthose getting in some last minute ment of Chicago Coin's new Triple-Score Bowler.

> Gil Kitt, Empire Coin, Chicago, was in New York on a buying trip. He's looking for used Bowlers. ... Operators here report a slight pick-up in music collections, with game collections trailing a bit. . . . The board of directors of the Associated Amusement Machine Operators of New York met Thursday (9) at Cavanaugh's Restaurant. . . . Clare Morano, George Ponser's secretary, and her husband, George, are on a two-week Caribbean cruise.

Hartford

C. H. Buckley, president and treasurer of the Pepsi - Cola Bottling Companies of Hartford Company, recently bought homes has been named sales manager in Bayside, L. I. . . . Morris Kahan, for beer and carbonated beverage Continental Can Manufacturers of Carbonated Beverages Association.

> Herman M. Sternberg, formerly with Ralph Colucci and Seaboard Distributors, has joined Radio and Appliance Distributors, East Hartford, as sales manager of the radio and television division.

SPECIAL CLUB MODEL WITH ADDED WINNERS

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Shuffle Games

Continued from page 111

| | Issue of July 18 | Issue of | Issue of July 4 | 300000 171 |
|--|---|--|---|------------------------------|
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| League Bowler, 4 player (Keeney) | 149.50 | 125.00 149.50 | 125.00 149 50 | 95.00 125.00(2) 149.50 |
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| 6 player (United) | 235.00 239.00 245.00 285.00 | 275.00 285.00 | 285.00 300.00 | 259.00w/p 295.00 315.00 |
| | 299.50 315.00 | | 45.00 | 47.00 |
| Shuffle Alley Express (United) | 39.00 59.00 | 59.00 89.50 | | 195000 |
| 2 player (United) | 89.50 | 37.00 67.30 | 67.30 | |
| (Keeney) | 225.00 240.00 | 240.00 | 225.00(2) 250.00 | |
| Shuffle Alley, 6 player | 170 00 100 0 | 100 00 100 00 | 185.00 190.00 | 100 00 100 0 |
| (United) | 179.00 180.00 185.00 195.00 200.00 259.50w/p | | | 195.00 215.00 |
| huffle Champ (Bally) hufflecade (United) | 39.00 89.00 | 89.00 | i. | |
| Shuffle Horseshoe (Chicago Coin) Shuffle Line (Bally) | 75.00 | 100.00 | | |
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| Single Shuffle Alley Rebound (United) | 69.50 | 69.50 | 49.50 | 89.50 |
| ix Player 10th Frame (United) | 345.00 350.00 425.00 | | 345.00 375.00 | 345.00 349.00 375.00 |
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| Super Six Shuffle Alley (United) | 239.00 269.00 | 269.00 285.00 | | |
| | 285.00 325.00(2) 335.00 | | 325.00(2) 335.00 | |
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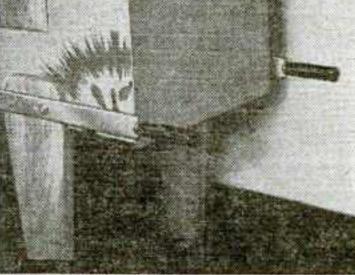
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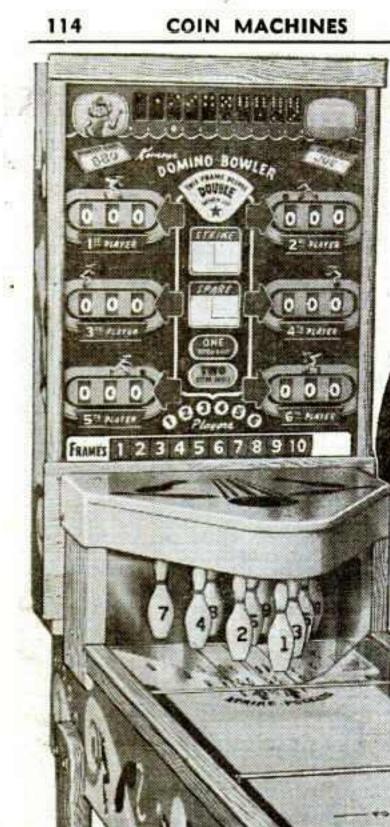
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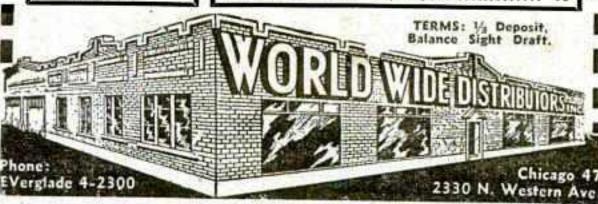
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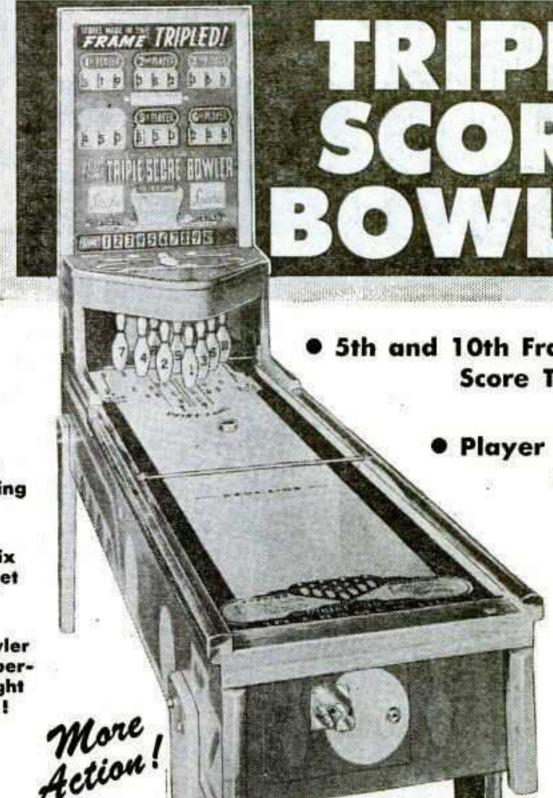
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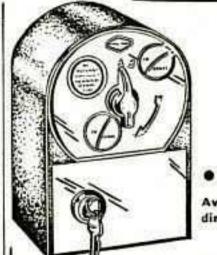
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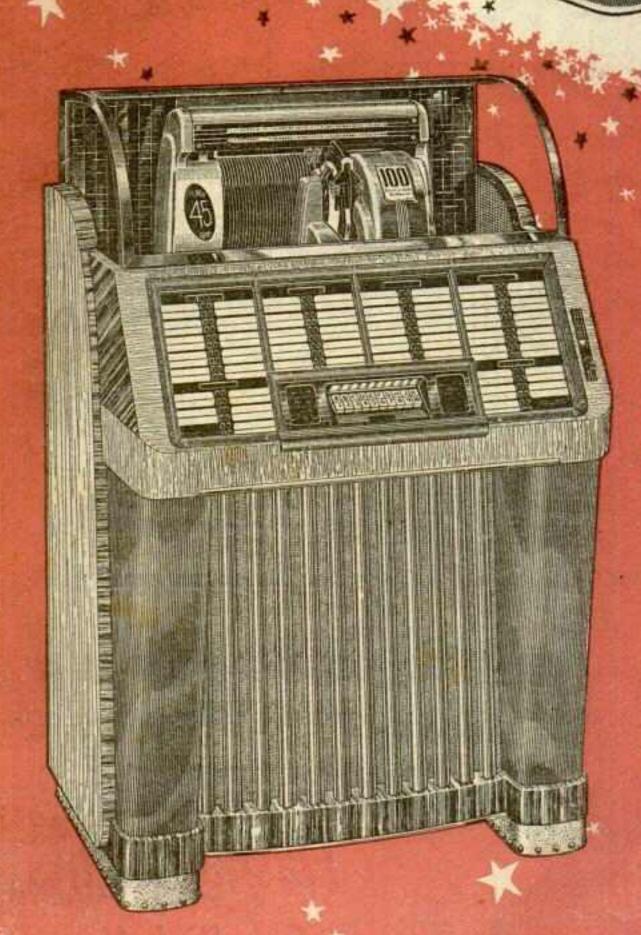
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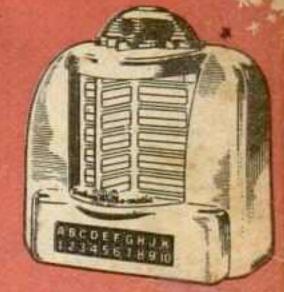


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