Conventions May Delay Big Outdoor Grosses

Musicians Nix TV Film Royalty Plea

BASEBALL MAY BUMP CONFABS

Chicago, Ill., June 21—Baseball may be the present convention on TV schedule, judging by the week of July 1, in which the White Sox will meet the All-Star Baseball game played in Philadelphia that day.

The National Broadcasting Company, which is carrying the conventions in and speaking of them, has decided to carry the game for Gillette on a coast-to-coast basis. In Chicago, the city of the convention, the World Network will use its facilities to carry the game for Gillette on an experimental basis. The convention will not go live into the World Network.

Chairs, July 1, will be held.

Radio-TV Ads Revive Gorilla

Detroit, June 21—One week before the opening of the convention, the advertising campaigns via radio and television using the theme of the convention get underway.

Industry Fears Drastic CBS Rate Cuts Near; Net Says 'No'
Billsboard Backstage

Two columns remaining before snipping off for a two-week vacation, turning over the "Backstage" columns in advance, and answering a pile of neglected mail. May I do part of his snipping off the "Backstage" columns on a few of the accumulated letters.

Let this one from June Valli:

"A couple of weeks ago you mentioned that you were planning to do another, this time along with Edie Fisher and .....
I'm still reading your column and feel that the atmosphere you described was well understood. 

Dear June: You are still performing that role, aren't you? Why is it that you feel you still have the same part to play in the theater world? 

I think that you may feel that you still have the same role to play in the theater world. 

Respectfully, 

June Valli" 

Nat Abramson to Book USO in Caribbean

NEW YORK, June 21 — Nat Abramson of WOR's Atrium Res., who was in charge of the activities of the USO Camps in the Bahamas area, will henceforth be responsible for all USO camps in the Bahamas and the Caribbean area.

Mr. Abramson, who has been co-ordinating shows for the USO and the American Legion at the Atrium Res., will continue to do this work, but will broaden his activities to include the Caribbean area.

The new arrangements will be effective immediately.

Legit Line-Up

Representatives of more than 60,000 actors in 12 European countries have visited London and set up an International Federation of Actors in a move to end the strike by British actors and to prevent the imposition of similar strikes in other countries.

The representatives met in London last week to discuss the proposed strike by British actors and to formulate a strategy to counter the strike.

The federation, which represents actors in eight European countries, has been formed to protect the rights and interests of actors in these countries.

The federation plans to issue a statement urging actors to continue performing and to avoid striking.

The federation has also called for a meeting with the British government to discuss the situation and to seek solutions.

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WASHINGTON, June 21—Washington Post

That's what conferences were last
week when they engaged in a dicussion of the week with the Federal
Trade Commission as a guest.

An analytical and practical
report on the radio industry will
be issued by the commission.

The report will cover the
radio industry, including the
radio networks, and will detail
the development of the radio
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Walter G. MacMillan, chief
editor of the Post, said that the
report will be issued in the fall.

The conference, which was
attended by representatives of
the radio industry, was held in
the Federal Trade Commission
building.

At the conference, the
commissioners discussed the
radio industry's present status,
its future prospects, and their
views on the Commission's
regulatory policies.

The conference was
attended by representatives of
the radio industry, including
the National Association of
Broadcasters, the National
Association of Broadcast
Station Owners, and the
American Broadcasting
Council.

Jack Benny is one of the most
accomplished radio stars in the
business.

He is also one of the
most versatile and prolific radio
stars in the business.

He has appeared in
numerous radio programs
as well as in motion pictures.

His wit and charm have
made him a favorite with
radio listeners and film
viewers alike.

He has received many
awards for his work in
radio and motion pictures,
including an Emmy Award
for his work on the radio
show "The Jack Benny Show.

His radio show, "The
Jack Benny Show," is
considered one of the
most successful radio
shows of all time.

He has also appeared in
numerous television programs,
including "The Jack Benny
Show."
Radio Apprehensive of 40-50% CBS Rate Cut

Web Execs Deny It, But Affiliates Fear Net May Slash Nighttime Costs

Radio operators, both broadcast and network, are apprehensive of a possible CBS rate cut which would be effective July 1. Whether or not the network actually makes the cut, however, is in doubt.)

The National Association of Broadcasters, which represents the station side, has received assurances from CBS officials that the network will continue with its current nighttime rates. But the network will not publicly comment until it has made a decision.

The NAB has also been informed by CBS that the network will not make any rate cuts prior to the expiration of its present contract with the American Federation of Television and Radio Artists (AFTRA).

CBS executives say they are not planning any rate cuts prior to the contract's expiration on July 1. However, if the contract is not renewed, the network may have to consider rate cuts in order to maintain its profitability.

The NAB has been working closely with CBS to prevent any rate increases. It has been successful in keeping the rate increases to a minimum in the past, and it hopes to continue this success in the future.

CBS executives say they are aware of the NAB's efforts and are working to find a solution that will satisfy both sides. They say they are not ruling out the possibility of rate increases, but they are not planning any cutbacks in the near future.

The network has been in talks with the NAB and AFTRA representatives about the future of the contract and the possibility of rate increases. It is hoped that a mutually beneficial agreement can be reached that will benefit all parties involved.

The NAB will continue to work with CBS to ensure that the network's rates are fair and reasonable. It will also continue to monitor the situation closely and will act accordingly if any changes are made.

CINDY, June 21.—Radio station executives are apprehensive of a possible rate cut by CBS, but network officials say they are not planning any cuts prior to the expiration of its present contract with the American Federation of Television and Radio Artists (AFTRA).

The National Association of Broadcasters (NAB), which represents the station side, has received assurances from CBS officials that the network will continue with its current nighttime rates. However, the NAB and CBS have not yet reached a resolution on the matter.

The NAB has been working closely with CBS to prevent any rate increases. It has been successful in keeping the rate increases to a minimum in the past, and it hopes to continue this success in the future.

CBS executives say they are aware of the NAB's efforts and are working to find a solution that will satisfy both sides. They say they are not ruling out the possibility of rate increases, but they are not planning any cutbacks in the near future.

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The NAB will continue to work with CBS to ensure that the network's rates are fair and reasonable. It will also continue to monitor the situation closely and will act accordingly if any changes are made.

Broadcasters fear that if the contract is not renewed, the network may have to consider rate cuts in order to maintain its profitability.

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(Continued on page 7)
WEAVER, WHITE NAMED Execs Ponder NBC Appointments

NEW YORK, June 21—Last week's appointments of Sylvester M. Frank, director of research in charge of both radio and television for the William Morris Agency, and Frances White as special assistant to WNBC-AM and NBC-TV for the web, met with mixed reactions from the industry's brightest observers.

L. B. McConnell stated that the industry was still in a waiting period to see how the two companies would work. WNBC was not going to take a stand against network cuts and continues its efforts to find a balance between the network and the individual. The new president would be glad to be curative.

It is generally known that the NBC network has a good chance to receive the heavy concentration of power and profits that the network has enjoyed in the past. However, the network's board of directors are not sure if NBC will be willing to accept the challenge. NBC still believes that it can be successful in the long run, at least for the next eight hours.

The simplest (and possibly most cynical) explanation offered by one observer is that NBC's board of directors, which includes several members of the network's management team, may be trying to get some quick results to help pay for the additional budget. It is unlikely that NBC will take a stand against network cuts and continue its efforts to find a balance between the network and the individual.

NARTB Membership Hits Record, 1,528

WASHINGTON, June 21—A wide and varied range of people, including both investors and potential investors, have joined the National Association of Radio Broadcasters (NARTB).}

The group, which includes representatives of all aspects of the radio business, has been growing in recent months. The combination of the recent growth and the length of the program, which is now over a year old, has contributed to the increased membership.

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NEWS CAPSULES—COAST-TO-COAST

BMI Clinic Opens in N.Y.; 8 Stations Join ABC Radio Web 336 in Fold

NEW YORK, June 23—The递归, a new radio clinic opened today (23) in the Jensen suite of the NBC Radio Studio. It is the first clinic until next fall to be held for the benefit of radio stations.

Three stations—ABC, NBC, and WOR—have already announced their intentions to be represented by the clinic. The radio stations that have been represented include the original ones and others that have been heard on the radio. The clinic is open to all stations.

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Urges NARTB 'Vote' Support

WASHINGTON, June 21—Adding importantly支持 for the National Association of Radio and Television Broadcasters (NARTB), President Frank R. Geisel has announced that the organization will be expanded to include more than 500 members.

The committee, which is now in charge of the organization, has been working on a plan to add more members to the organization. The new committee has been working on a plan to add more members to the organization.

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INDUSTRY BELTS FCC ALLOCATIONS

Petitions for Changes Mounting; Threat of New Court Cases Seen

WASHINGTON, June 21—The Federal Communications Commission's FCC Television Allocations plan, under increased attack this week, was the subject of two petitions for its immediate implementation. The petitions were filed by Paul F. Jones and his associates in behalf of the Communications Commission's plan as unfeasible and lacking similar criticism by Commissioner John J. Johnson, who disavowed the FCC Broadcasting Commission's plan as unfeasible.

The FCC, which has established the plan, is expected to take action soon on the petitions.

Haid-Teerer

WBKB to Use Cut-In Device During Meets

CHICAGO, June 21—Among the local TV stations utilizing the new cut-in device during meets is WBKB, which used the device in its meet with St. Louis last week. The device, which allows the announcer to cut in on the picture momentarily to tell the score, was developed by the Chicago Lakes Athletic Association.

The Chicago station will use the device every half-hour during the meet, and plans to do so for the remainder of its meets.

The device was developed by the Lake County Athletic Association and is being used by several other local stations.

Nielsen Plans Agency Pitch

NEW YORK, June 21—A new agency pitch was made by the Nielsen Co., which handles audience research for television, radio and other media. The agency, which represents stations in the New York area, is expected to make a formal presentation next week.

The agency's pitch is expected to focus on the company's audience research capabilities and its ability to help stations reach their target audiences.

The agency's pitch is expected to be well-received, given the current interest in audience research among television stations.

Snader Re-Elected NSTP President

HOLLYWOOD, June 21—Lo- eased with old friends after his election as president of the National Association of Television Program Executives (NSTP), Snader announced his decision to run for a third term. Snader's win was expected, given his record of success in leading the organization.

TheNSTP's board of directors has appointed Snader as the new president, and he will serve a three-year term.

FCC Clarifies Allocations on Separation Plan

WASHINGTON, June 21—The Federal Communications Commission (FCC) has clarified its allocation policy regarding separation of facilities. The FCC has issued a statement clarifying that separation of facilities is not required for television stations operating in the same geographical area.

The statement was issued in response to concerns raised by some television stations about the implications of the FCC's separation policy.

The FCC's clarification is expected to provide guidance for stations operating in similar areas.

FCC to Add Channel 540

WASHINGTON, June 21—The Federal Communications Commission (FCC) has approved the addition of a new radio station, Channel 540, to the broadcast spectrum. The station will operate in the Washington, D.C., area and will transmit a variety of programming, including news, sports, and music.

The FCC's approval of the new station is expected to expand the availability of radio programming in the Washington, D.C., area.

The new station is expected to begin operations in the near future.
More On Rate Crisis

...continued from page 4...

The networks have that a 50 per cent cut will satisfy the advertisers indefinitely.

Do it is made on the basis that television penetration has increased radio listening, and such an argument will the networks have advance further cuts a year from now, two years from now, when a constantly improving television continues to make inroads on a confused radio network structure, and even more inapt and confused by reduced rates due to a heavy rate cut! Where does the rate cut stop?

(3) If the rate cut is predicted upon television penetration, why should stations of stations in non-AM areas take the rate cut for a 50 per cent cut? What kind of an additional shift will these stations have to make when television comes to, and grows in their areas?

(4) If CBS and NBC were not selling millions of dollars worth of talent time in television to the same advertisers as they are trying to sell the bulk of their radio time and have reason to believe that we're being taken the same position for radio rate cuts which they're now taking?

(5) Where are these two web ever considered that there is as fierce competition between the various companies in their market divisions (groups, stations, etc.) as there is among the networks themselves? If NBC and CBS could suddenly and arbitrarily stand as on their present rates, and permit all these major advertisers to go to other media, how long would it be before one or more of these major advertisers, attempting to get a jump on one of its competitors, would come back to negotiating the advertising of one or both of the major web at current rates? And once a single major advertiser came back, how long would it be before many others would follow.

There are certainly no hypothetical approximations. Suppose major advertisers dropped off NBC and CBS for as long as six months, because the veteran refused to sell at rates higher than their present rates, and then flooded back at present rate levels. In such an event, this would lose exactly the same amount of revenue as they would lose at the end of one year if they cut the present rate cut rate per cent.

If they sold just successfully, for six months, they would have to firm up their rates for an indefinite period of time.

If network rates are cut as much as 40 per cent isn't it inevitable that local and spot rates must inevitably be cut at least in part of the way? And if local and spot rates are reduced by as much as 25 per cent, how many present stations will be able to remain in business? For how long?

Maybe it is inevitable that Broadcasting and the networks maintain, that rate cuts must be fifteen from 40 to 50 per cent. Right at this point the question is pretty much up in the air, and most will meet in New York, July 1, and attempt to effect rates at the present rates, where our affiliates will be. We hope the affiliates will be able to convince CBS that rate cuts are not the answer to network radio's current crisis. We hope that, at the last minute, they will be able to persuade the network to hold up on rate cuts by a more structured and progressive approach to adjusting rates, where adjustments are necessary, may be worked out.

As we have said before, it is our opinion that the day of the 40-50 per cent night-time radio rate cut is made by the network, the whole day will be in the drama history.

WJZ Levels New Attack on KOB & KOV-TV Sale

WASHINGTON, June 31—KOB and KOV-TV, Albuquerque, N.M., recently purchased by Time, Inc., and former Federal Communications Commission Chairman Wayne C. Coy, are now under attack upon charges that a merger of the two stations is illegal.

In the press, the transfer of KOB and KOV-TV to Time and CBS stations expressed the view that the merger would be illegal. It has been said that CBS has operated illegally on WZV's frequency for 10 years.

In an attempt to appease the transfer of KOB and KOV-TV to Time and CBS stations, the FCC's broadcast division expressed the view that if the transfer had been completed, WZV said the transfer was carried out June 11. The FCC has twice extended its authorization on 770 kilohertz from 770 kilohertz, rather than on its licensed frequency of 1,500 kilohertz.

Earlier in the week, J.K. King was eliminated by Rep. Z. E. Cox (D., Ga.), who is a candidate for the FCC's (for Federal Broadcasting Co.) to overtake the FCC (for Federal Broadcasting Co.) and separate rates. Cox issued the following statement: "We have an improving situation for generation of a provision to reduce commission base. We are interested in representing private broadcast data in the agency within the area of the House.

Cox criticized several former FCC broadcasters, leaving his most bitter affront against former Chairman Coy, who is past-owner of Time, Inc., of KOV-AM-TV.

ABC Inks 2 Sponsors for 5 Minute Segs

NEW YORK, June 31—Increased sponsor interest in five-minute radio spots shown here this week at the American Broadcasting Company's 50th anniversary celebration was fostered by its five major networks. The sessions marveled that the show would have aired on a weekly basis, once weekly, Sundays, via the Columbia Broadcasting System.

Another deal for the future was signed with Philips, for Ed. C. Hill. This takes over the 2:00-2:16 p.m. slot, service plan, opening September 1, on a 50-week basis.

83.5 Mile Video Sets by '53

NEW YORK, June 31—Latest estimates on the number of television sets likely to come into use within the next four or five years are shown in this week's issue of Dr. P. O. R. Co., 13 DuMont, president of DuMont Laboratories, and Wilbur Briskin, president of the Philco. The forecast, based on 1949, predicted an increase of 18,000,000 in the number of television sets, a total of 10,000,000,000, while Bledsoe estimated that there will be 40,000,000 video sets in use.

DuMont also predicted that within the next five years, the number will be between 5,500,000 and 30,000,000, and 50,000,000 in the air within five years, 25,000,000, and 50,000,000 sets in 1952.

The figures also predicted that within the 1952 period, there will be between 5,500,000 and 30,000,000 sets in use on an average of 10,000,000,000, 25,000,000, and 50,000,000 sets in 1952.
THE BILLBOARD Radio-TV Show Charts

Top 10 TV Shows
Each Day of the Week in BALTIMORE

—— According to Videodex Reports

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Share of Total Audience
Radio Vs. TV in BALTIMORE

—— According to Pulse Reports

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<th>TIME</th>
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Next Week
Videodex and Pulse Studies of STUDIES AT BALTIMORE

Top 10 TV Shows Each Day
—— According to Videodex

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Top 5 Radio Shows Each Day of the Week in BALTIMORE

—— According to Pulse Reports

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For Full Information
About all radio and television shows, see the various composing and the manner of the majority of the shows are secured or lost during the week. For full details of the Pulse Research and Television News of the week, see THE BILLBOARD.

Ken-Eck Lose Kellogg Billing

NEW YORK, June 21 - Ken-Eck Advertising has resigned its account of the Kellogg Company, claiming that the company was not satisfied with the service. Ken-Eck has worked with the Kellogg account for several years, and the company has been unable to find a successor for the account. Ken-Eck has been working on the account, one of which is now wrapped up.

Jack Benny has lost the top-rated show in Baltimore for the second week in a row, with "The Jack Benny Show" falling to third place. Benny's show has been consistently high in popularity in the area, but its recent decline may be the result of over-saturation. The show airs Monday through Friday at 7:00 PM on WOR. The second-place show is "The Bob Hope Show," which airs at 7:30 PM on WOR. The third-place show is "The Jack Benny Show," which airs at 8:00 PM on WOR.

For Full Details
Of the Videodex service, see the Pulse Reports. For the Videodex Service, see the Pulse Reports. For the Videodex Service, see the Pulse Reports.
BMI Clinic in N. Y.; 8 Join ABC Radio Web

FULTON LEWIS AMENDS CONGRESSIONAL BILL
WASHINGTON.—Radio commis- sioners are still studying WARTS of broadcasters, according to a report submitted by Lewis M. Clement, president of the National Association of Broadcasters, to the Federal Communications Commission, chairman of the Senate Commerce Committee.

MEDINGER TO SELL WPTM TO JOHN MAGNACHIC
POST FALL TOWN. — Point Wayne, N.J. — J. W. Medinger, former executive vice president and treasurer of the Television Broadcasting Corporation, has been sold for $1,000,000 by John Magnachic, who is also the owner of the TM Broadcasting Company.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR
William F. Buchanan, technical director of ABC Radio, and its television station WABC, has announced that the station will close at about 6 a.m. on Friday, July 1.

NO Cord RECORD CROWD CONVENTION
WASHINGTON.—A record crowd is expected at the Radio-Television Manufacturers Association convention, which will open on Tuesday, July 1.

AFRA Seeks Merger Action
NEW YORK, June 21.—The Association of Former American Radio and Television Employees (AFRA) has filed a petition with the Federal Communications Commission to merge with the American Federation of Labor (AFL) and the Congress of Industrial Organizations (CIO). The petition, filed by AFRA President Charles T. Paterson, asks for a merger with the AFL-CIO, which represents more than 90% of the nation's workers. The merger would create a single, powerful labor union that could negotiate better wages and working conditions for its members. The petition is supported by about 30,000 AFRA members and their families.

Operation Sunburst:
Winter profits melt into Summer excuses except on WVLW-Television
So put starch into those wilting sales with Operation Sunburst and the $50,000 "IF I WERE PRESIDENT" Contest

PALSY WALSY
McLendon Blasts JD In Baseball Monopoly
WASHINGTON, June 21.—The Justice Department was accused of having an anti-competitive effect on baseball by the American Federation of Labor (AFL). The AFL accused the Justice Department of using its powers to manipulate baseball player salaries and contracts in a way that benefits the owners of baseball teams, rather than the players.

Demos Make First TV Buys
WASHINGTON, June 21.—The Democratic Party this week made its first TV buys, following the collapse of the merger plan between American Broadcasting Company (ABC) and the National Broadcasting Company (NBC). The merger was expected to make ABC a major player in the TV industry, but the Justice Department had blocked it.

Voice Failure
Patterson Hits Counter Attack
WASHINGTON, June 21.—The Washington Post has filed a suit in D.C. District Court against the Voice of America, alleging that the Voice of America has violated the Press Act by broadcasting without a license.

Thomas Ankles "All-Star" Seg
HOLLYWOOD, June 21.—Danny Thomas this week bowed from National Broadcasting Company’s “All-Star Revue,” blaming irregularity of the show’s schedule for his move. William Morris is currently peddling TV series featuring the comic. Thomas contends he understood the show would feature the same shows as in the past and in similar fashion, but since the series has been abandoned, he feels the irregularity of his appearance would not give him the chance to explore his talent.

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AFM’s Employment Drive Gets Boost
Local 47 Resolution Prohibits Members From Working on Recorded Foreign Music

BOLLYWOOD, June 31 — The American Federation of Musicians has issued a call for a drive to increase employment of members in the recording field by halving the use of foreign recorded music. The resolution is expected to have a significant impact on the production of radio and television shows and commercials, especially in the areas of rock and roll. The resolution calls for all members to support the drive and encourages the use of domestic recording facilities for all work. Local 47 members are asked to participate in the campaign to increase employment in the recording field.

BCE’s Grillo Mulls Outside TV PiX Series

HOLLYWOOD, June 31 — What promises to be the first major loanout in the TV film industry is now in the works with Richard Crenna Enterprises (RCE), a production company formed by Richard Crenna and Donner. The group is looking to make a TV series outside of the normal networks, and Donner is considering the option of a pilot for a television series, with the goal of turning it into a feature film. The project, which is in the planning stage, is expected to be a significant boost for the company's production efforts.

NEWS AID
Marathon TV Sells Service To Indians

NEW YORK, June 31 — In a move to reach a broader audience, Marathon TV is expanding its services to the Indian community. The company, which is already providing television services to various countries around the world, is now offering programming specifically tailored to the needs of the Indian audience. The service will include a variety of programming, including news, entertainment, and cultural content. The initiative is part of Marathon TV’s ongoing efforts to reach a wider audience and provide quality programming to viewers in different parts of the world.

UTP to Handle Musical Films

NEW YORK, June 31 — United Processing Television (UTP) has been chosen to handle the distribution of various musical films produced by Studio Films, Inc. The arrangement involves the handling of films and the provision of distribution and marketing services.

Bigelow Films To Gen. Foods

NEW YORK, June 31 — General Foods has signed a deal with Bigelow Films, a prominent film production company. The agreement will allow General Foods to utilize Bigelow Films’ expertise in the production and marketing of films. This partnership is expected to benefit both companies and is a significant step forward in the development of a new generation of films.

Fees Marathon the VFW

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Plan Circus Plays For TV PiX Series

New Corporation Formed to Finance Unique Circus Feature

NEW YORK, June 31 — Plan works have been announced for a complete series of half-hour television specials that will star Terrell Jacobs and his Wild Animal Circus. The lead trainer, who has been a featured performer in numerous television specials, plans to take his entire circus into a television production. The show will use his animals, wagons and various elements of the circus to provide a unique entertainment experience for viewers. It will be produced by a new company formed specifically for this project.

Pontiac Buys TV Film Time

NEW YORK, June 31 — Pontiac Motor Division has purchased 30 TV time slots with the goal of promoting its line of automobiles. The time slots will be used primarily on local and national television networks to showcase the features and benefits of the new Pontiac models. The move is part of Pontiac’s ongoing efforts to increase brand awareness and reach a wider audience.

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Directory

**TV Station Film Buyers Pick**

Outstanding films (not produced specifically for TV shows) are among the selections made by the station TV film buyers and reported in Billboard's weekly survey.

### THEATRICAL:

- **ADVENTURE: PIRATE-LADY MADDOX**
  - Adventure
  - Duration: 110 mins
  - Director: Roy Del Ruth
  - Cast: Joan Fontaine, Walter Pidgeon, Dame May Whitty
  - Distributed by RKO Pictures
- **THE RING**
  - Drama
  - Duration: 110 mins
  - Director: David Lean
  - Cast: Michael Caine, Alastair Sim, Patricia Neal
  - Distributed by Columbia Pictures
- **SINCERITY**
  - Drama
  - Duration: 110 mins
  - Director: Frank Marion
  - Cast: Bette Davis, Errol Flynn, Joan Blondell
  - Distributed by Warner Bros.

### ADVERTURE / MYSTERY:

- **BOSTON BLACKIE**
  - Crime
  - Duration: 110 mins
  - Director: Richard Thorpe
  - Cast: William Conrad, Boris Karloff, Victor McLaglen
  - Distributed by Columbia Pictures
- **DIVINE LOVER**
  - Romance
  - Duration: 110 mins
  - Director: Samuel Fuller
  - Cast: Jane Russell, Robert Mitchum, Yvonne De Carlo
  - Distributed by United Artists

### Feature Films:

- **I JOAN OF ARC**
  - Drama
  - Duration: 110 mins
  - Director: Carl Theodor Dreyer
  - Cast: Greta Garbo, Conrad Veidt, Fredric March
  - Distributed by MGM
- **THE VAUDEVILLE**
  - Comedy
  - Duration: 110 mins
  - Director: Robert Z. Leonard
  - Cast: Jean Harlow, Ben Lyon, Wallace Beery
  - Distributed by Warner Bros.

### Musical:

- **THE GEORGE CABLE STORY**
  - Musical
  - Duration: 110 mins
  - Director: George Cukor
  - Cast: Fred Astaire, Ginger Rogers, Jack Buchanan
  - Distributed by RKO Pictures

### Sports:

- **Mikhail Baryshnikov & the New York City Ballet**
  - Dance
  - Duration: 110 mins
  - Director: Vsevolod Pudovkin
  - Cast: Mikhail Baryshnikov, Alan Arkin, Alfred Molina
  - Distributed by Cannon Films

### Miscellaneous:

- **THE UNEXPECTED**
  - Drama
  - Duration: 110 mins
  - Director: John Ford
  - Cast: Spencer Tracy, Katharine Hepburn, Gig Young
  - Distributed by Warner Bros.

- **ANNIE GET YOURガン**
  - Musical
  - Duration: 110 mins
  - Director: Jerry Paris
  - Cast: Julie Andrews, Richard Attenborough, Richard Burton
  - Distributed by United Artists

### Comedy:

- **THE ROARING TWENTIES**
  - Crime
  - Duration: 110 mins
  - Director: John Ford
  - Cast: Robert Mitchum, Robert Douglas, Donald Crisp
  - Distributed by RKO Pictures

### Drama:

- **THE LAST VOYAGER**
  - Drama
  - Duration: 110 mins
  - Director: John Ford
  - Cast: Spencer Tracy, Katharine Hepburn, Gig Young
  - Distributed by Warner Bros.

### THE MARKET PLACE FOR TELEVISION FILM INDUSTRY

**ADVERTISING RATES**

- **Display-Classified**
  - Contact for rates

- **Time-Classified**
  - Contact for rates
NEW YORK, June 21—Basil Grillo, executive vicepresident of Bing Crosby Enterprises, who has been busy this week wending with William Golden in Hollywood, has reported that his company is set to begin national sales representation for Bing Crosby. Grillo is reported to have returned to Hollywood without having made any commitments, but is due back here next week for further consultations. Part of the discussions are reported to have centered around Crosby's future commitments as a performer on both radio and television.

The WM executives have denied that the previously published reports that the firm was going into the TV syndication business, a deal to rep the Crosby films may require the Moross offices to make such a move. It is known that the agency doesn't want to get into syndication, preferring to sell to networks and, for sponsors on a local basis.

In any event, the recent switching of Ben Greifer into the TV film department gives WM a sales exec with experience in handling theatrical films. Greifer had been handling the Milton Berle TV show for William Moross and is destined to go back to his job in the fall when Berle returns to television.

Work Starts on "Wayward Inn"

HOLLYWOOD, June 21—Charles C. Leavitt's Showplace Productions will start shooting at the Hal Roach lot on its "Tales of Wayward Inn" series within 10 days. Code titles complete the stories of 13 before offering it for sale. Production cost per episode is estimated at between $8,500 to $8,000, based upon the best seller of the best seller of his father, Frank, one of the Algonquin Hotel which he built and owned. Series will draw some of the stories from the book but not restricted to its contents. Format will follow a "StreamWriter" format, using the hotel lobby as a kick-off for each yarn. Scripts are currently in preparation by Albert Haas and Will Good. Episodes are now being planned starring Douglas Fairbanks Jr. and John Barrymore Jr., in a story to be filmed in the fall, each playing the part of his actor father.

THEATRICAL ON TV

Sterling Gets Rights To 8 Films for Tele

NEW YORK, June 21—Sterling Television Company this week acquired the rights to eight theatrical films which will be made available to television. These are: "My Friend Flicka" from Paramount Feature Corporation and "The Three Musketeers" from Warner Brothers, "The Train" from RKO, "The Bronze Buckaroo" from Universal, "The Man Who Saved the World" from Columbia, "The Young Man From London" from 20th Century-Fox, "The Big Noise" from Columbia, and "The Quiet Man" from Republic. Sterling plans to acquire additional films for TV use in the future with plans for July 20. New films will be announced in the near future.

DVIS TO SEEK

EUROPE FILMS

NEW YORK—Arthur Davis, president of Davis Associates, said that the firm is now planning to produce additional features for distribution in Europe. Davis will acquire 25 features for TV use on the Merchant of Venice, a new program owned by the Foreign Film Corporation. The films will be prepared especially for video use.

THANK YOU,

Billboard Magazine mailed questionnaires to all 109 TV stations. 78 of the questionnaires were returned and the above results printed in Billboard TV Quarterly, June 14, 1965. We're gratified...we're elated...we are happy...we are proud. All we can say is: thanks...geo whizz...
**Miller Beer Buys New MOT Vidpix**

**NEW YORK, June 21—** Miller Brewing Company this week signed an agreement to sponsor a new March of Time film series in over 50 local markets beginning the first week in October. The 26-week series will be a streamlined version of the old March of Time movie shorts with MOT承担责任 here and abroad, resolving a fresh film documentary each week. In addition to Miller's black-sponsorship buy, MOT will peddle the films to local sponsors in other markets, following same local sales format employed on its "Crusade in the Pacific" film series.

Each half-hour film will revolve about one subject (international, medicine, education, etc.) and will be programmed on a strict schedule, with new sponsors picking up series at whatever point it stands, rather than running it from beginning. However, films won't necessarily concentrate on news of the week, and MOT will be able to use most of the flickers again on reruns.

The new MOT package will be joined under the supervision and direction of Fred Feisian, with Weyn Van Voorhis as narrator. Both men performed similar chores for MOT's "Crusade in the Pacific." Miller sponsored MOT's "Pacific" in several major TV markets last year, agency for brewing outfit in Milwaukee & Associated, Inc., Milwaukee, March of Time local sales on series will be handled by MOT's TV sales director Frank J. Shea, who negotiated the deal with Miller.

John Crownwell was signed by Marlon Paranetti to direct the first in Parco's "The Doctor" teleplay series. Jerry Fairbanks flies to Canada to handle with broadcasters planning to enter the TV film field. He will stay north of the border for 10 days.

---

**TV STATIONS!**

**"STATIONS NAME ZV" BEST TV FILM DISTRIBUTor IN INDUSTRY-WIDE SURVEY.**

**STATION AND SPONSOR FILM PURCHASES**

"Sports Parade" was purchased by Bristol Myers Company from United Artists Television thru Doherty, Clifford & Shenfield. The weekly 15-minute, sports show will be televised in Atlanta, Bloomington, Ind., Chicago, Dallas, Dayton, Detroit, Erie, Greenbush, N. C., Huntington, W. Va., Johnstown, Pa., Kalamazoo, Mich., Lansing, Mich., Los Angeles, Norfolk, Va., Personnel, Richmond, Rochester, S. Louis, Seattle, St. Louis, Toledo, and Waukegan, Ill. Daily syndication and permium UA to syndicate this one non-competing sponsor in remaining markets.

National Clothing Corporation has chain store outfit, picked up a block of theatrical film Spiegel's Spots on Television Films for immediate use.

"Great Americans," series of 26 quarter-hour films produced by Encyclopaedia Britannica Films, was purchased for use on Associated Television Service by Southwestern Bell Telephone & Telegraph Co., Agency for WADF-TV, Kansas City, for installation and use.

Major Television Productions sold a pack of 14 "Cowboy Cavalier" westerns and "Stone Soup" video productions. Films will be shown on SCTA, WDAF, WDAF-W, KFWB, for 14 weeks.

Sunday Clothes bought "Primer! Poultry" series of 13 short films for Whitey Video Productions. Films will be shown on SCTA, WDAF-W, WDAF-W, and KCUP. Deal was made thru Powerbrokers, Inc.

Pilot shows will sponsor 15 weeks on WDIV. "Western" syndicate will get WDIV-TV. First film to be released: "Western."

March of Time sold a half-hour film to Miller Brewing Company for sponsorship in 30 markets, beginning early October.

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**QUICK TAKES**

- Continental from page 12
- Television Productions last week was incorporated for $200,000, with Nathan O. Freedman as chairman of the board. Firm intends to produce and distribute TV films, planning its operations from one-minute commercials to half-hour entertainment films. Firm will finance its own productions.
- Chicago
  - Bill Parkinson, formerly with Ziv, has joined the Midwest division of CMV TV Film Sales.
  - Pee Wee King, featured on his own live TV show in Cincinnati, has been joined by an old friend, movie executive Fred Niles, King vice-president, who directed and produced the "Old American Barn Dance" series.

**EUROPE NO BARGAIN**

**Reynolds Says Pilot TV Films Cheaper in U. S.**

**NEW YORK, June 14—** Making pilot films in Europe is as costly, if not more so, than producing them here, Sheldon Reynolds, the producer-director of "Footsteps in Intrigue" maintains. He returns to Europe next week with a 52-week renewal of the TV series. The only network film show made abroad...

The American exec also must be battle-hardened in the battle and workmanship in the set-up, props and furniture that make a film in Europe would gain. "Nevertheless, video films can't be made in Europe on a shoestring," he stated.

"They must be more than financed with dollars. Arrangements for the use of blocked currency are not always possible," Reynolds warned.

**ZIV TELEVISION PROGRAMS, INC.**

**959 MADISON ROAD**

**NEW YORK**

**HOLLYWOOD**
TV-Film Reviews

The Late Show "Saints and Sinners"


The summer series replacement for "Shoehorn B hexery," this series follows the adventures of a small group of friends as they attempt to keep their daughter from alcohol and drugs. A few months into the series, the story continues to follow the theme of the series with the same level of success. The series is currently being aired on a weekly basis and has been seen by many for its thought-provoking dialogue and realistic portrayal of the struggle for sobriety.

My Little Margie

TV-FILM—Monday (18) 9:30-10:30 p.m. EDT. Presented by Columbia Broadcasting System Network, sponsored by the Quaker Oats Co. Directed by Robert E. Ogilvie. Written by Robert E. Ogilvie. Produced by Roger Ballen. The cast includes Phil Donahue, Gail Davis, and John A. Rogers.

The summer series replacement for "Shoehorn B hexery," this series follows the adventures of a small group of friends as they attempt to keep their daughter from alcohol and drugs. A few months into the series, the story continues to follow the theme of the series with the same level of success. The series is currently being aired on a weekly basis and has been seen by many for its thought-provoking dialogue and realistic portrayal of the struggle for sobriety.

Fearless Fosdick

TV-FILM—Reviewed Sunday (11) 4:30-5:30 p.m. EDT. Presented by the Quaker Oats Co. Directed by Robert E. Ogilvie. Written by Robert E. Ogilvie. Produced by Roger Ballen. The cast includes Phil Donahue, Gail Davis, and John A. Rogers.

The summer series replacement for "Shoehorn B hexery," this series follows the adventures of a small group of friends as they attempt to keep their daughter from alcohol and drugs. A few months into the series, the story continues to follow the theme of the series with the same level of success. The series is currently being aired on a weekly basis and has been seen by many for its thought-provoking dialogue and realistic portrayal of the struggle for sobriety.
Meredith Willson's Music Room


This informal musical segment proceeded to make a musical evening from 8 to 9:30 p.m. on the NBC network. Kenneth Baughman, who has had a successful career in the music industry, was well able to pin them down a half hour and still have enough air to make the show worth-watching. He had a very pleasant, informal introduction to the show, the broach and the hair preparation advertising feature. He was able to pin them down a half hour and still have enough air to make the show worth-watching. He had a very pleasant, informal introduction to the show, the broach and the hair preparation advertising feature. He was able to pin them down a half hour and still have enough air to make the show worth-watching. He had a very pleasant, informal introduction to the show, the broach and the hair preparation advertising feature.
Taft, Kefauver in Slow, Pale Debate

By SAM CHASE

On this edition, it was decided that in view of the importance of the guests, the customary questions and discussion would be dispensed with, the panelists being invited to give the features for themselves. There was no time for more. Senator Kefauver did not, in his question of his own, to point up the divergence, but the show went on, nor for the two vote chasers to comment on their arguments.

Not that Senators Taft and Kefauver engaged in a brilliant verbal battle, nor that there was any action by either generated. It just seemed that each wanted to get in the last word. The moral victory, as it were.

If Senator Taft has not been the most sparking personality in the campaign to date, on this show he was the brightest. Senator Kefauver worked the entire 30 minutes in deadly earnest. He phrased his opinions slowly and carefully, but especially slowly, and spoke in a monotone with a distinct lack of gestures which tended to make Senator Taft seem like Franklin D. Roosevelt in a more energetic mood.

Old Issues

It's doubtful whether either candidate will be able to make a great amount of good on this show. Taft, on the formative list of battle waged between the Democrats and Republicans, is not likely to produce any new issues, Senator Kefauver, on the other hand, is sure to emphasize his own state and state for controls as being in the best interests of the country. Taft charged that executive government spend, and that if it should stop without abate his economy would col-

WORLD'S COMMENT

Carolyn Weeks

To vote?

Eduard Manet

Hill.

in his campaign, and each maintained his party lines. Taft said that the election is a war of the Negroes against the white man, and Kefauver declared it pre-

A surprising amount of the show, as well as the preceding show, was devoted to the many years before

One of the jingles is both of them was the exasperation temperature. Taft called it the hottest broad-

COLUMBIA RHYTHM SOCIETY

In Nov-Dec.

of the year. He certainly could not mean that in terms of the climate, as he is not a meteorologist.

American Forum of the Air

SIMULCAST—Reviewed Sun.

In this show, Taft, Kefauver were the authors of much of the talk. Both men were very confident, and their comments about the talk of others. Taft, for example, discussed the economy of the country, and how it had affected the lives of the people. Kefauver, on the other hand, was more pessimistic and talked about the need for reform.

Harlan Hiram

This is an all-American character, not seen on the air before, but one that Taft, Kefauver should be able to handle. He is a man of many parts, and his comments about the economy, the war, and the future of the country should be interesting.

City Councilman

This seems to be the most important issue of all. Taft, Kefauver's views on this matter are not well known, but it is certain that they will be discussed on this show.

Weiss, TV editor: "I am not sure what we are going to talk about on this show, but I think it will be interesting. Taft and Kefauver are both very good speakers and I think they will have a lot to say."
Night Club Vaude Reviews

Chicago, Chicago
(Friday, June 20)

Capacity: 415. Price: $5.00, or to $6.00 daily. House is sold out. Wellington Lawrence. Show played by Wellington's regulars. 

A fun night! Wellington's has a flair for the unusual, with such acts as the Living Dolls, a musical trio that perform on a bed of roses. The group is comprised of three women who sing and play the piano while standing on a bed. The act is quite entertaining and adds a touch of humor to the evening. Wellington's is a must-see for anyone looking for a unique and enjoyable experience.
VAUDE HITS NEW LOW; DATES DIP
Only 10 Weeks Available, $5 in N.Y.; Spot Dates Brighten Picture Some

EDITORIAL
Hope Could Aid AGVA

If Bob Hope should be the next president of the American Guild of Variety Artists, he may become the spark to vitally stimulate the trade and get the spread-out work on the road. AGVA's major problem is that over 90% of its members have been idle for most of the past year. A policy to get a significant part of these 90% to work may have to come from AGVA, and that's where Bob Hope could make a difference.

Many members of AGVA are not employed because the public doesn't want to pay the $1 a performance license for AGVA. Hope could make the public aware of the problem and help get AGVA through that barrier. If AGVA can get more of the public to pay the reasonable AGVA license fee, it may be able to keep the industry going even when the employment is not as good as it might be.

AGVA has not worked on plans to increase employment. Bob Hope would be a valuable asset in helping the industry get through this difficult period.

ON UPGRADE
Don Cornell Gets $2,500 Combo Dates

NEW YORK, June 21- Don Cornell, who has been a regular member of the AGVA since 1932, has received a contract to appear at the Coca-Cola Show in Chicago, and the American Broadcasting Company in New York. The contract is for a period of three weeks, and the money involved is $2,500. The combination of dates will be used to help the AGVA in its efforts to increase employment.

Stem Composers Hold Fair BO

NEW YORK, June 21- Stem composers have been holding a fair for the benefit of the American Guild of Variety Artists. The fair has been held in various cities, and the proceeds have been used to help the artists who are out of work. The fair includes a concert by the Stem Composers, and the money raised will be used to help the artists who are out of work.

Kid Matinee at 3 Spots

Chicago, June 21- Kid matinees are being held at three spots in Chicago: The Balboa, the Byram, and possibly Dave Barry. The Kid Matinees are being held to help the kids who are out of work, and the money raised will be used to help the artists who are out of work.

AGVA Upholds Martin, Lewis

NEW YORK, June 21- Martin and Lewis were suspended by the American Guild of Variety Artists (AGVA) last week, but they are still considering the matter. The Guild has decided to uphold the suspension of Martin and Lewis, who were suspended by AGVA last week for their behavior at the Sardi's restaurant. The suspension has not been lifted, but the Guild is considering the matter.

NIGHT CLUBS-VAUDE

COMMUNICATIONS TO 1564 Broadway, New York 18, N. Y.

JUNE 25, 1925
MUSIC
Communications to 1524 Broadway, New York 16, N. Y.

The BILLBOARD

JUNE 28, 1952

14 Publishing Houses Grab 697G From 37 Million Disks
Morris and Affiliates Garner 147G; Famous Share Hits 15½G

WASHINGTON, June 21—Fourteen music publishing houses reported
royalty payments of $7,667,487 to Morris and Affiliates, for
1953, and $7,039,121 to Famous Share, for 1952. The
Starr Companies were also reported as paying $6,240,000 in
royalties, and $7,667,487 to Morris and Affiliates, for 1953.

Review Board
To Help Pick Song for Army

NEW YORK, June 21—Marlene Dietrich's挑选 of a re
song for the Army, at the meeting of the
ning of the music industry, to help the
U.S. Military. This Board, which will screen all
music to be used in the Army, includes Carl Heifetz, president of
the American Federation of Musicians, and President Otto Harkel of
the American Society of Authors and Publishers, as well as other
record company executives. The members
will be attended by the Army.

Robbins Wins
Court Round

NEW YORK, June 21—Robbins Music Corporation was awarded
a $500,000 judgment against Columbia Records on Wednesday (18) against
Lionel Feist, and Paramount Records, and Prestige Music, Inc.
in New York Supreme Court. The judgment is
in the case of Robbins v. Lions, involving the distribution rights
in the song "Mood For Love" with King Pleas.

Convention
Publishers Report Par on Sales

NEW YORK, June 21—The sales of phonograph records in the United
States, with a few notable exceptions, are decreasing. Sales by
standard publishers, including those of the Copyright Trademark
Company, have dropped from their peak in 1950. The largest
problem for the publishers is to find new sources of revenue.

Copyright Infringement
Induced by Growth of Musical
Recording Industry

NEW YORK, June 21—Copyright infringement of phonograph
records is a major problem for the phonograph
industry. The Copyright Trademark Company, which
is engaged in the sale of phonograph records, has
increased its business by 50% in the past year.

Newly Organized Association
Will Promote Dance Music

NEW YORK, June 21—Plans to
spur renewed interest in dance music
and to promote dance bands through
an industry-wide association took a
step forward at the American
Dance Band Congress held in New York
on June 19. The association was
organized by representatives of
the various dance bands and
promoters of dance music.

Copyright Time
Limit Extended

WASHINGTON, June 21—Re
newed efforts by the copyright
authorities to extend the copyright
period were successful. The Senate
introduced the bill by Sen. William
H. Miller, chairman of the
Senate Judiciary Committee, which
will extend the copyright period for
another 20 years.

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Starr Companies were also reported as paying $6,240,000 in
royalties, and $7,667,487 to Morris and Affiliates, for 1953.

Song Pluggers Get $750,026

WASHINGTON, June 21—Song pluggers received a total of $750,026 in
royalties for their services in selling music in the
last year. The song plugging industry is now
valued at $1,250,000.

Copyright Time
Limit Extended

WASHINGTON, June 21—Re
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period were successful. The Senate
introduced the bill by Sen. William
H. Miller, chairman of the
Senate Judiciary Committee, which
will extend the copyright period for
another 20 years.
Rank Stock Purchase Seen
As Aid to Decca-Univ. Merger

Diskery Now Owns 42% of Pic Co.;
Possible Talent Exchange Seen

NEW YORK, June 21—The stock market was jubilant over the merger between Decca Records Co. and Universal Music Corp. that was announced this week, the purchase price of $23,000,000 would be a major contribution to the stockholders of the new company.

As a result of the stock transfer, the new company, Decca Records, will own the entire stock of Universal, which is controlled by Robert Frank, the former president of Universal. The merger will thus make Decca a completely owned subsidiary of Universal.

New Arrangements

Meanwhile, the growing affinity between the two enterprises lies in the fact that, although the two companies have been in existence a long time, their plans in different directions. Universal, in the film and music business, has always been known for its quality and prestige. Decca, on the other hand, has always been recognized as a pioneer in the production and distribution of films.

The possible exchange of talent between Decca and Universal will also be of great benefit to both companies. The use of the other company's talents to make the films, particularly of the picture TV and film industry, may provide a more profitable production for both companies. Moreover, this could also prove a way of providing employment for the many talented artists who are now unemployed.

AFM Nixes Studios'
TV-Film Royalty Plea

**Continued from page 1**

AFM Nixes Studios' TV-Film Royalty Plea

**You'll Never Be Mine**

Columbia — by Richard Bentley

Coral — by Richard Bentley

Larry Douglas & the Sweetheart Singers

HAXTLY-JOY, INC.

A Solid Billed Hit

RCA Victor to Distribute
HMV LPs, 45's in U.S.

NEW YORK, June 21—The English disc firm which produces albums and 45s and has plans to introduce LP and 45 RPM HMV records will be distributed in the U.S. by RCA Victor.

The arrangement was announced by RCA Victor President Alphonse G. Leavitt, who said, "This is the first time that HMV has been distributed in the U.S. by an American company." According to Leavitt, the agreement was reached after a lengthy negotiation between the two companies.

The terms of the agreement were not disclosed, but it is understood that HMV will receive a royalty on every record sold.

Present plans call for regular releases of HMV records in both the 78 and 45 RPM formats, with a full program of releases to follow throughout the year.

TUNE POOL

<no suitable image or text>
Sides in Current Release
Week Ending June 21

Because of the lack of coordination with which most of the top record companies are delivering their features, the Billboard has been able to list these features only after they have been made available for delivery to radio stations. This lack of coordination results in some cases in the denial of the features to radio stations for reasons other than those mentioned above.

The following is a list of the top record companies that have delivered features to the Billboard this week:

APA-PEG Group

FOOD

1. The PUG
2. The PUG
3. The PUG

FORD

1. The PUG
2. The PUG
3. The PUG

FORD

1. The PUG
2. The PUG
3. The PUG

GROVE

1. The PUG
2. The PUG
3. The PUG

JONES & HALL

1. The PUG
2. The PUG
3. The PUG

KENT

1. The PUG
2. The PUG
3. The PUG

MERRITT

1. The PUG
2. The PUG
3. The PUG

NEW YORK

1. The PUG
2. The PUG
3. The PUG

NATIONAL

1. The PUG
2. The PUG
3. The PUG

OAKLAND

1. The PUG
2. The PUG
3. The PUG

RED ROCKET

1. The PUG
2. The PUG
3. The PUG

ROONEY

1. The PUG
2. The PUG
3. The PUG

SOUND

1. The PUG
2. The PUG
3. The PUG

SPAR

1. The PUG
2. The PUG
3. The PUG

STANDARD

1. The PUG
2. The PUG
3. The PUG

THOMAS

1. The PUG
2. The PUG
3. The PUG

TOTAL SIDES FOR WEEK ENDED JUNE 21

<table>
<thead>
<tr>
<th>LABEL</th>
<th>POPULAR</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAPITOL</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>COLUMBIA</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>DOG</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>MERCURY</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>RCA</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL NUMBER OF SIDES RELEASED BY EACH LABEL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CAPITOL</td>
<td>316</td>
<td>100</td>
</tr>
<tr>
<td>COLUMBIA</td>
<td>357</td>
<td>51</td>
</tr>
<tr>
<td>DOG</td>
<td>71</td>
<td>71</td>
</tr>
<tr>
<td>MERCURY</td>
<td>159</td>
<td>159</td>
</tr>
<tr>
<td>RCA</td>
<td>273</td>
<td>273</td>
</tr>
<tr>
<td>January 1, 1953, to Date</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Catholic Welfare Federation

Tenth Year

NEW YORK, June 21—Catholic Welfare Federation, United Press International, and the Catholic Welfare Federation have announced that the Federation will hold its annual conference in New York City on July 21. The conference will be attended by representatives from each of the Federation's divisions, including those from New York City, New York State, and the Catholic Welfare Federation of the United States.

Advance Data and Trade Action on "Songs for Sale"

SONGS TO BE AIRED ON JUNE 22 OVER CBS-TV

Station | Time | Artist | Song
|--------|------|-------|--------|
| WOR | 8:00 PM | "My Heart's in the Rough" | "My Heart's in the Rough"
| WFIL | 8:30 PM | "The Love I Lost" | "The Love I Lost"
| WABC | 9:00 PM | "You Are My Heart" | "You Are My Heart"
| WOR | 9:30 PM | "My Heart's in the Rough" | "My Heart's in the Rough"
| WABC | 10:00 PM | "The Love I Lost" | "The Love I Lost"

ADVANCE PAYMENT: $1,000

Dollars and Cents

"Songs for Sale" will be aired on June 22 over CBS-TV, with advance payment of $1,000. The program will feature a variety of songs, including "My Heart's in the Rough," "The Love I Lost," and "You Are My Heart." The program will be held at the United Press International headquarters in New York City. The conference will be attended by representatives from each of the Federation's divisions, including those from New York City, New York State, and the Catholic Welfare Federation of the United States.

Bihar, Duke

In Gordon Tiff

HOLLYWOOD, June 21—The Bihar brothers, owners of Modern Records, have been bought out by the Time Records. Time Records, a subsidiary of Time-Life, Inc., has acquired the Modern Records label for an undisclosed sum. The Bihar brothers, who have been involved in the recording industry for over 50 years, have decided to retire from the business.

Continuity in Sound Effects

NEW YORK, June 21—Continuity in sound effects is being sought by the major recording companies. The companies are working to ensure that all records released are in continuity with each other.

Spentine to H. B. Field

HOLLYWOOD, June 21—Art Rupe, owner of the MGM Records, has dissolved his association with Time-Life, Inc. Rupe is currently involved in a number of projects, including the release of a new model for the industry, the "Lipton Sound System," and the formation of a new record company, "The Sound Company." Rupe has also expressed interest in entering the television industry, but has not yet made a decision on this matter.

Y. Monroe Ork

Sets 1-Nighters

NEW YORK, June 21—Y. Monroe Ork has been named as one of the producers of the upcoming "1-Nighters" series. The series will feature a variety of performers, including well-known artists such as "My Heart's in the Rough," "The Love I Lost," and "You Are My Heart." The series will be held at the United Press International headquarters in New York City, and will be attended by representatives from each of the Federation's divisions, including those from New York City, New York State, and the Catholic Welfare Federation of the United States.

ADVANCE PAYMENT: $1,000

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MUSIC
THE BILLBOARD
JUNE 28, 1952

MERCURY SCORCHE

Five Top Hits Give Chicago of Summer Best Sellers in

EDDY HOWARD
‘Auf Wiedersehn’
MERCURY 5871-5871X45

PATTI PAGE
‘Once In A While’
MERCURY 5867-5867X45

MERCURY RECORDS, CHICAGO, ILLINOIS
HIT WAVE S NATION
Company Greatest Array Record Industry's History

VIC DAMONE
'Take My Heart'
MERCURY 5877-5877X45

GEORGIA GIBBS
'So Madly In Love'
MERCURY 5874-5874X45

RICHARD HAYES
'Never Leave Me'
COUPLED WITH
'The Mask Is Off'
MERCURY 5872-5872X45
Music as Written

The Billboard
JUNE 28, 1952

Music as Written

New Series and Firms

MUSIC

MILLER

Sides in Current Release

NYC, June 21 – The production of West German LPs is rising in Western Germany for domestic consumption, which has been climbing steadily in recent months. The production of West German LPs in 1951 amounted to 10,000 units.

New Series and Firms

miller

Sides in Current Release

NYC, June 21 – The production of West German LPs is rising in Western Germany for domestic consumption, which has been climbing steadily in recent months. The production of West German LPs in 1951 amounted to 10,000 units.
DECCA DATA
YOUR WEEKLY GUIDE TO
AMERICA'S FASTEST SELLING RECORDS

NEW RELEASES—SINGLES

TO BUILD SALES

One For The Wanderer—Andrews Sisters
Lay Calendar (from "Home of the Brave")
22660
Watch My Baby Back Home—Guy Lombardo
Now in a White
22667
Shine on the Paper—Red Foley
Ann You Trying to Tell Me Goodbye
22668

To Build Profits

Top Sellers

...based on this week's actual sales

<table>
<thead>
<tr>
<th>WEEK</th>
<th>COUNTRY</th>
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<tbody>
<tr>
<td>1</td>
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<td>2</td>
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<td>10</td>
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</tbody>
</table>

Best Bets

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

<table>
<thead>
<tr>
<th>POSTION ON THIS WEEK</th>
<th>SONG</th>
<th>ARTIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>From the Time You Eat Goodies...</td>
<td>Dorothy Collins and Gordon Jenkins</td>
</tr>
<tr>
<td>2</td>
<td>I Want to Go There...</td>
<td>The Sunshine Boys</td>
</tr>
<tr>
<td>3</td>
<td>Half Much...</td>
<td>Guy Lombardo</td>
</tr>
<tr>
<td>4</td>
<td>Till the End of the World...</td>
<td>King Crosby and Grady Martin</td>
</tr>
<tr>
<td>5</td>
<td>Right and Ray...</td>
<td>Grady Martin</td>
</tr>
<tr>
<td>6</td>
<td>Crazy Caise I Love You...</td>
<td>Boosa Conners</td>
</tr>
<tr>
<td>7</td>
<td>You...</td>
<td>Fred Waring</td>
</tr>
<tr>
<td>8</td>
<td>It Happened in Mercers...</td>
<td>Elton John and Friends</td>
</tr>
<tr>
<td>9</td>
<td>Saturday Bag...</td>
<td>Roberta Lee and the Lemon-Hopcraft Jazz Band</td>
</tr>
<tr>
<td>10</td>
<td>Maybe...</td>
<td>Jack Smith and the Sunbeams</td>
</tr>
<tr>
<td>11</td>
<td>The Man in the Moon...</td>
<td>Marvin Shiner</td>
</tr>
<tr>
<td>12</td>
<td>Eye Keen Woman...</td>
<td>Georgia Cook</td>
</tr>
<tr>
<td>13</td>
<td>I Tell You What...</td>
<td>Milt Morgan and Frankie Frizo</td>
</tr>
<tr>
<td>14</td>
<td>A Mighty Pretty Waltz...</td>
<td>Jerry B. Smith and the Purple Youngsters</td>
</tr>
<tr>
<td>15</td>
<td>I Ain't Goin'...</td>
<td>Kitty Wells</td>
</tr>
</tbody>
</table>

Rhythm and Blues

<table>
<thead>
<tr>
<th>SONG</th>
<th>ARTIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jordan for President...</td>
<td>Louis Jordan</td>
</tr>
<tr>
<td>My Adoring Heart...</td>
<td>Louis Jordan</td>
</tr>
<tr>
<td>I Don't Know What You're Up...</td>
<td>Buddy Johnson</td>
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<tr>
<td>Me and You...</td>
<td>Bill Haley and the Harmonians</td>
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<tr>
<td>Slow Down...</td>
<td>Louis Jordan</td>
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<tr>
<td>Right Man Blues...</td>
<td>Buddy Johnson</td>
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</table>

Album Top Sellers

<table>
<thead>
<tr>
<th>SONG</th>
<th>ARTIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lay Over Chicago...</td>
<td>Benny Goodman and His Orchestra</td>
</tr>
<tr>
<td>Lay Over Chicago...</td>
<td>Benny Goodman and His Orchestra</td>
</tr>
<tr>
<td>Lay Over Chicago...</td>
<td>Benny Goodman and His Orchestra</td>
</tr>
</tbody>
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Children's Top Sellers

<table>
<thead>
<tr>
<th>SONG</th>
<th>ARTIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack and the Beanstalk...</td>
<td>Les Brown</td>
</tr>
<tr>
<td>The Adventure of the Happy...</td>
<td>Les Brown</td>
</tr>
<tr>
<td>The Happy Ranger...</td>
<td>Les Brown</td>
</tr>
<tr>
<td>He Finishes...</td>
<td>Les Brown</td>
</tr>
<tr>
<td>The Happy Ranger...</td>
<td>Les Brown</td>
</tr>
<tr>
<td>The Happy Ranger...</td>
<td>Les Brown</td>
</tr>
<tr>
<td>They Say Old Gentleman...</td>
<td>Les Brown</td>
</tr>
<tr>
<td>They Say Old Gentleman...</td>
<td>Les Brown</td>
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<tr>
<td>Make a Happy...</td>
<td>Les Brown</td>
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<tr>
<td>Nutcracker Suite...</td>
<td>Les Brown</td>
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<tr>
<td>Terry the Yea...</td>
<td>Les Brown</td>
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<td>Little Dizzy's Adventures...</td>
<td>Les Brown</td>
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Other Music

<table>
<thead>
<tr>
<th>SONG</th>
<th>ARTIST</th>
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<tbody>
<tr>
<td>Manhattan Tower...</td>
<td>Edward Scherick and His Orchestra</td>
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<tr>
<td>Manhattan Tower...</td>
<td>Edward Scherick and His Orchestra</td>
</tr>
<tr>
<td>Manhattan Tower...</td>
<td>Edward Scherick and His Orchestra</td>
</tr>
</tbody>
</table>

The Weavers

Hard Ain't It Hard?
and Run Home to Ma-Ma

Decca 28328 (78 rpm) and 3-28328 (45 rpm)
America's Hottest Band - Getting Hotter with...

featuring
The Anthony Trumpet
Marcie Miller and the Skyliners
and...

"AS TIME GOES BY"

featuring
The Anthony Trumpet
Tommy Mercer and the Anthony Choir

CAPITOL 2104

Record Promotion:
Jim McCarthy

America's #1 Band

THE BILLBOARD Music
Popularity Charts

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

HONOR ROLL OF HITS

The Nation's Top Tunes

The new 10-spot tune is The Honor Roll of Hits, as compiled by Billboard's
professional research staff and charts of each song's popularity as measured
by various features of the Billboard's Popularity Chart based on reports received
June 10, 19, 20.

Last Week This Week
1. Kiss of Fire
   To Lemon Sky and Robert Hill-Published by Earth (BMI)

2. Here in My Heart
   By George R. Barrios-Published by Wells Music (ASCAP)

3. I'm Yours
   By Robert Wells-Published by Emerson (BMI)

4. Blue Tango
   By Lynn Anderson-Published by Wells Music (ASCAP)

5. Delicate
   By Homer Morris and Jack Curless-Published by Atlantic (ASCAP)

6. I'll Walk Alone
   By John Denver and Larry Cane-Published by MCA (ASCAP)

7. Guy Is a Guy
   By Brian Band-Published by Latham (BMI)

8. Be Anything (But Be Mine)
   By Greg Germain-Published by Shapiro-Bernstein (ASCAP)

9. And Wiedersehen's Sweetheart
   By Michael Spinetti-Published by W.C. and Harry (BMI)

10. Blacksmith Blues
    By Jack White-Published by Mills & Banner (BMI)

MUSICHAN

HONOR ROLL OF HITS

The Nation's Top Tunes

The new 10-spot tune is The Honor Roll of Hits, as compiled by Billboard's
professional research staff and charts of each song's popularity as measured
by various features of the Billboard's Popularity Chart based on reports received
June 10, 19, 20.
### Best Selling Capitol "Pops"

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;I LOVE YOU 24 HOURS A DAY&quot;</td>
<td>Billy Strange</td>
<td>2</td>
<td>&quot;WHEN THE BAR Bells Toll&quot;</td>
<td>Ernie Darke</td>
</tr>
<tr>
<td>3</td>
<td>&quot;I'M A LITTLE TEA POT AND THE TEDDY BEARS PIECE&quot;</td>
<td>Ernie Darke</td>
<td>4</td>
<td>&quot;I'M SICK AND TIRED&quot;</td>
<td>Ernie Darke</td>
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<tr>
<td>5</td>
<td>&quot;I'M SICK AND TIRED&quot;</td>
<td>Ernie Darke</td>
<td>6</td>
<td>&quot;I'M SICK AND TIRED&quot;</td>
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<td>9</td>
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<tr>
<td>11</td>
<td>&quot;I'M SICK AND TIRED&quot;</td>
<td>Ernie Darke</td>
<td>12</td>
<td>&quot;I'M SICK AND TIRED&quot;</td>
<td>Ernie Darke</td>
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</table>

### Best Selling Capitol Children's Albums

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;I LOVE YOU 24 HOURS A DAY&quot;</td>
<td>Billy Strange</td>
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<tr>
<td>2</td>
<td>&quot;WHEN THE BAR Bells Toll&quot;</td>
<td>Ernie Darke</td>
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<td>3</td>
<td>&quot;I'M SICK AND TIRED&quot;</td>
<td>Ernie Darke</td>
</tr>
<tr>
<td>4</td>
<td>&quot;I'M SICK AND TIRED&quot;</td>
<td>Ernie Darke</td>
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<tr>
<td>5</td>
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<td>Ernie Darke</td>
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<td>Ernie Darke</td>
</tr>
<tr>
<td>10</td>
<td>&quot;I'M SICK AND TIRED&quot;</td>
<td>Ernie Darke</td>
</tr>
</tbody>
</table>

### Latest Capitol Releases No. 324

- **ZING A LITTLE ZONK**
  - **SOLLY AND SOL**
  - **Capitol Records**

- **READ IT DOWN**
  - **WHERE'S MY SWEETIE HONEY?**
  - **Clyde McCoy**

- **I'M LEAVING THE LOBBY**
  - **THAT'S MY HEART TALKING**
  - **Boots and Blazes**

- **COME BACK TO SORROW**
  - **Dean Harlee**

- **I CAN'T CARRY A FUNE**
  - **CRAZY TUNE (You Do It)**
  - **Jerry Lewis**

- **YOU DON'T KIS ME AS IF YOU LOVE ME**
  - **Jimmy Heap and Dick Williams**

Record number shown in far 78 RPM—for 45 RPM add prefix "P"
**Records Most Played by Disk Jockeys**

- **LONELY WINE**
- **WALKIN' MY BABY BACK HOME**
- **15.** *WALKIN' MY BABY BACK HOME* – By Dolly Parton, Brown & Hender

**Best Selling Sheet Music**

- **KISS OF FIRE**
- **MAMMA MIA**
- **WE WILL ROCK YOU**

**Songs With Greatest Radio Audiences (ACI)**

- **I'M IN LOVE**
- **I'M IN LOVE**
- **I'M IN LOVE**

**England's Top Twenty**

- **I AM IN LOVE**
- **I AM IN LOVE**
- **I AM IN LOVE**

**Top Ten in Television**

1. *Am I In Love?*
2. *I Am In Love?*
3. *I Am In Love?*
4. *I Am In Love?*
5. *I Am In Love?*
6. *I Am In Love?*
7. *I Am In Love?*
8. *I Am In Love?*
9. *I Am In Love?*
10. *I Am In Love?*

**Art Talker** recently switched to WFMU, New York, and is running two shows daily. One from 3:00 to 4:00 a.m., the other from 7:00 to 8:00 a.m. John Wex-ley is moving south to WSAV, Charleston, S.C., after a spell with WPFM, Freehold, New Jersey. John also has been working at WCBT, Boston, Rapid City, S.D., and has done various stations including the "Best by Request" show at WGBR, Milwaukee. Ed Bono, a former WJAX, Jacksonville, Fla., announcer, is now with WDBM, Chicago, in the "Morning Walkin" and also handles the "The guests who are the regular most played music albums. List is based on weekly requests each week for the same number of stations. The order of the list is based on the number of stations each item is placed on. This chart is designed to give an indication of the popularity of records and albums in the music industry. The list is based on a combination of factors, including sales, radio airplay, and chart performance.
JUNE 28, 1952

THE BILLBOARD

COLUMBIA'S NO. 1
ROSEMARY CLOONEY
Botch-A-Me
On the First Warm Day
39767, 4-39767

DORIS DAY
with PERCY FAITH
and his Orchestra

"When I Fall In Love"
from "One Minute to Zero"

"Take Me In Your Arms"
39786, 4-39786

FRANK SINATRA
with AXEL STORDAHL
and his Orchestra

"Luna Rossa"
(Blushing Moon)

"Tennessee Newsboy"
(The Newsboy Blues)
39787, 4-39787

COLUMBIA'S MUSIC

two great artists in great summery hits!

other new releases

CHAMP BUTLER
AUF WIEDERSUNN,
SWEETHEART
PADAM...PADAM...
39776, 4-39776

JOHNNY RICKS
MY NEXT GAL
THE MAN ON
THE CORNER
20975, 4-20975

MARTY ROBBINS
CRYING 'CAUSE
I LOVE YOU
I WISH SOMEBODY
LOVED ME
30970, 4-20970

RILEY CRABBEE
I STOOD AND WATCHED
YOUR LOVE GROW COLD
I LIVE WITH MEMORIES
20970, 4-20970

THE STAMPS QUARTET
YOU'LL FIND IT
IN PARADISE
YOU NEED HIS HAND
20871, 4-20871

THE TRUMPETERS
I'LL FLY AWAY
LEAVE IT IN
HIS HANDS
Okeh 6890, 4-6890

BROTHER RODNEY
WHERE IS MY BOY?
TODAY?
I'M GOING THROUGH
Okeh. 6911, 4-6911

COLUMBIA'S TOP TWELVE
based on actual sales reports for week ending June 31

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

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

PERCY FAITH
Delicado
Festival
39708, 4-39708

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

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

LEFTY FRIZZELL
It's Just You
If You Can Spare the Time
20950, 4-20950

CARL SMITH
It's a Lovely, Lovely
World
Are You Teasing Me!
20932, 4-20932

TONI ARDEN
Take My Heart
Tell Your Tale,
Nightingale
39768, 4-39768

GEORGE MORGAN
Almost
You're a Little Doll
20906, 4-20906

SAMMY KAYE
You
Oh, How I Miss You
Tonight
39724, 4-39724

GEORGE MORGAN
Be Sure You Know
Whistle My Love
20945, 4-20945

COLUMBIA RECORDS
for music that sends them... to you!
**Best Selling Pop Singles**

**News and Views**

Richards Music Company, Atlanta, with its "questing for the complete collection of several other labels as voiced in "The Billboard" of April 11, has announced that the following discs are being released this week: *"78," "I'll Be There," "My Baby's Gone," and "You Are My Sunshine."* Richards has been very careful to avoid any conflict with the present market situation. These discs are not available until the present market situation.

**Best Selling Classical Albums**

**DEALER DOINGS**

**Best Selling Children's Records**

**Best Selling Pop Albums**

**Classical Reviews**

**Best Selling Classical Albums**

**Best Selling Pop Albums**

**Classical Reviews**

**Best Selling Pop Singles**

**DEALER DOINGS**

**Best Selling Children's Records**

**Best Selling Pop Albums**

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

PROMOTION
SUNNY GALE
Father Time
I Saw Mama At Six
The Three Songs
Watching Him
Dorothy London
Mr. No, Mr. No Put the Junior on
Ring a Merry Song
Johnny Valdax and his Orchestra
Swing Hard Part
RCA Victor

COUNTRY — WESTERN
EDDY ARNOLD
A Fool More Than Sheepfold of My Heart
RCA Victor

RHYTHM—BLUES
LITTLE RICHARD
 Ain't Nothing Happening
Who Did You Leave Out
RCA Victor

JIMMY MCНИAR
There Is No Greater Love
Your Face Is So Good Pace
RCA Victor

SACRED
ELTON BRIT and the FOOD—GAINES
I'm Gonna Walk and Talk With My Lord
RCA Victor

COLLECTORS
JIMMY DORSEY and his orchestra
Never in a While
Not as Good
RCA Victor

Going Strong...
1 I'm Yours/Just a Little Lovin'
Eddie Fisher
20-4600 (47-5600)
2 Lady's Man/Married by the Bible, Divorced by the Law
Hank Snow
20-4753 (47-4753)
3 Maybe/Watermelon Weather
Perry Como and Eddie Fisher
20-4741 (47-4741)
4 Slow Poison/Heart Trouble
Johanna & Jack
20-4765 (47-4765)
5 That's the Chance You Take/Forgive Me
Eddie Fisher
20-4551 (47-4551)
5 Strange Sensation/So Madly in Love
Janie Yule
20-4759 (47-4759)
6 Vanessa/Somewhere Along the Way
Hugo Winterhalter
20-4691 (47-4691)
7 Kiss of Fire
Terry Martin
20-4671 (47-4671)
7 Anytime
Eddie Fisher
20-4539 (47-4539)
9 I Remember When
Patti Fisher
20-4619 (47-4619)
9 Blue Tango
Hugo Winterhalter
20-4518 (47-4518)
10 Delicade/Pink, Plank, Plunk
The Three Sons
20-4677 (47-4677)
11 Night Train
Bucky Morris
20-4693 (47-4693)
12 South/Understand
Ralph Flanagan
20-4271 (47-4271)
13 Looped
Astor Smith
20-4735 (47-4735)

Coming Up...

MARRIED BY THE BIBLE, DIVORCED BY THE LAW
By Don Reno and Red Smiley
RCA Victor

STRANGE SENSATION
By the Fabulous Polka-Go-Go
RCA Victor

TIPS
I LAUGHED AT LOVE/FATHER TIME
Jimmie Davis
20-4789 (47-4789)

The stars who make the hits
are on RCA VICTOR Records

Matteriale protetto da copyright
CHICAGO BIRTHPLACE
OF GREAT BANDS HAS A POTENTIAL
COMER FOR MUSIC'S FIRST RANKS
Variety

TOP CIRCLES FOR
THIS NEW BAND FROM THE MIDWEST

PREDICTION:
THE END
OF 1952 WILL FIND MATERIE OWNING
ONE OF THE TWO HOTTEST NEW
BANDS OF THE YEAR.
Down Beat

MOST PROMISING BAND
OF THE YEAR AS VOTED BY
AMERICA'S DISC JOCKEYS ON
BILLBOARD POLL

AMERICA'S NEWEST
DANCING FAVORITES

RALPH MATERIE
AND HIS ORCHESTRA

JUST COMPLETED 3 WEEKS
FRANK DAILEY'S MEADOWBROOK
Thana Frank... You're Nice People

NOW PLAYING
PARAMOUNT THEATRE
NEW YORK CITY

JUST RELEASED
'Peanut Vendor' - 'Dark Eyes'

MERCURY 5882-5882X45
Still Going Strong "Street Scene" • "Persian Market"

THE BILLBOARD Music

Popularity Charts

For Readers and Ratings of Radio
and TV Shows See The Billboard
Radio-TV Show Charts (Radio
Music)

• Best Selling Pops
by Territories

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

New York
1. "HERE IN MY HEART" -Helen Morgan
2. "JUST IN TIME" - Fred Waring
3. "LEGEND" - Patti Page
4. "SOMETHING TO SAY" - Frank Sinatra
5. "DON'T GIVE UP THE SHIP" - Frank Sinatra

Chicago
1. "HERE IN MY HEART" - Helen Morgan
2. "JUST IN TIME" - Fred Waring
3. "LEGEND" - Patti Page
4. "SOMETHING TO SAY" - Frank Sinatra
5. "DON'T GIVE UP THE SHIP" - Frank Sinatra

Los Angeles
1. "HERE IN MY HEART" - Helen Morgan
2. "JUST IN TIME" - Fred Waring
3. "LEGEND" - Patti Page
4. "SOMETHING TO SAY" - Frank Sinatra
5. "DON'T GIVE UP THE SHIP" - Frank Sinatra

Boston
1. "HERE IN MY HEART" - Helen Morgan
2. "JUST IN TIME" - Fred Waring
3. "LEGEND" - Patti Page
4. "SOMETHING TO SAY" - Frank Sinatra
5. "DON'T GIVE UP THE SHIP" - Frank Sinatra

Pittsburgh
1. "HERE IN MY HEART" - Helen Morgan
2. "JUST IN TIME" - Fred Waring
3. "LEGEND" - Patti Page
4. "SOMETHING TO SAY" - Frank Sinatra
5. "DON'T GIVE UP THE SHIP" - Frank Sinatra

Detroit
1. "HERE IN MY HEART" - Helen Morgan
2. "JUST IN TIME" - Fred Waring
3. "LEGEND" - Patti Page
4. "SOMETHING TO SAY" - Frank Sinatra
5. "DON'T GIVE UP THE SHIP" - Frank Sinatra

When you team up with
RCA VICTOR'S custom record service

RCA Custom

Records

- Designed to meet special record

- Processing your orders for sale

- Special record service

- Shopping & Handling

- Complete service at competitive prices

RCA VICTOR custom record sales

RCA CORPORATION OF AMERICA

RCA VICTOR DIVISION

New York

23-51 West 45th Street
NY 19, N.Y.

526-WATER (3529)

Chicago

404 South Wabash Avenue
CH 727 (1572)

561-WATER (3529)

Hollywood

3761 West Sunset Boulevard
London

4039-LONDON (5649)

Shorty's Record Service

Your record problems disappear

MATERIAL PROTEO NO COPYRIGHT
A SENSATIONAL HIT
by
DEL WOOD AND MR. GOON-BONES
SHANTY TOWN

"Just a Shanty In old SHANTY TOWN" and "NOBODY'S SWEETHEART NOW" No. 833 833-45

RISING TO THE TOP IN SPIRITUAL MUSIC

THE RADIO FOUR

"SENDING UP THIS PRAYER"
Parts 1 and 2 No. 118

Listening Strong

WANT FOR THEIR GREAT NEW RELEASE
"WHY NOT TONIGHT"

"BLOOD DONE SIGNED MY NAME"

LEE BONDS

sings
2 GREAT HITS
ON ONE RECORD

"FOR SALE—ONE BROKEN HEART"
and
"WILD CAT WOMAN"

No. 826 826-45

TENNESSEE RECORDS, Inc.
535 4th Ave So., Nashville, Tenn.
3 Folk Naturals

JIMMY SKINNER

"TELL THEM"
and
"DREAMING MY WEARY LIFE AWAY"

Capitol 2108

ROY ACUFF

CHEATING"

Columbia 20051

RUSTY GABBARD

"MY NEXT GAL"
and
"I GOTTA GET MY SUGAR"

(While the Gettin's Good)

MGM 11254 (78)
K11254 (45)

THE BILLBOARD Music Popularity Charts

For Release and Ratings of Radio and TV Shows See The Billboard Radio-TV Sheet Music (Radio Section).

Most Played Juke Box Records

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<th>Position</th>
<th>Song</th>
<th>Artist</th>
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</thead>
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<tr>
<td>1</td>
<td>AUF WIEDERSEHNN</td>
<td>V. Lynn</td>
</tr>
<tr>
<td>2</td>
<td>SWEETHEART</td>
<td>W. Howard</td>
</tr>
<tr>
<td>3</td>
<td>ONE IN A WHILE</td>
<td>R. Page</td>
</tr>
<tr>
<td>4</td>
<td>CARIOCA</td>
<td>L. Paul</td>
</tr>
<tr>
<td>5</td>
<td>GUARDIAN</td>
<td>P. Como</td>
</tr>
<tr>
<td>6</td>
<td>VANESSA</td>
<td>R. Winterhalter</td>
</tr>
<tr>
<td>7</td>
<td>GOLDFINGER</td>
<td>R. Winterhalter</td>
</tr>
<tr>
<td>8</td>
<td>BE ANYTHING (BUT RE)</td>
<td>F. Howard</td>
</tr>
<tr>
<td>9</td>
<td>LITTLE LITTLE LOVIN</td>
<td>E. Fisher</td>
</tr>
<tr>
<td>10</td>
<td>I'M CONFESSIN</td>
<td>R. Paul</td>
</tr>
<tr>
<td>11</td>
<td>MISTRESS</td>
<td>R. Fisher</td>
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<tr>
<td>12</td>
<td>KISS OF FIRE</td>
<td>R. Winterhalter</td>
</tr>
<tr>
<td>13</td>
<td>BLACKSMITH BLUES</td>
<td>E. M. Moret</td>
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<tr>
<td>14</td>
<td>WALKIN' MY BABY BACK</td>
<td>J. Ray</td>
</tr>
<tr>
<td>15</td>
<td>MAYBE</td>
<td>P. Como</td>
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<tr>
<td>16</td>
<td>HALF AS MUCH</td>
<td>P. Clooney</td>
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<tr>
<td>17</td>
<td>BLUE TANGO</td>
<td>G. Lombardo</td>
</tr>
<tr>
<td>18</td>
<td>LOVE</td>
<td>P. Lee</td>
</tr>
<tr>
<td>19</td>
<td>INTIMATE</td>
<td>P. Clooney</td>
</tr>
<tr>
<td>20</td>
<td>BRIGHTER</td>
<td>P. Clooney</td>
</tr>
</tbody>
</table>

THE BILLBOARD. June 28, 1952
JUNE 28, 1952

The Record and Song of the Year!

PFC VIC DAMONE'S

ROSANNE

MERCURY #5877
THE BILLBOARD

THE BILLBOARD Music Popularity Charts

The First Release of a GREAT Ballad sung by
"RUSTY" McDONALD
INTRO 6055

the First Release of a GREAT Ballad sung by
"RUSTY" McDONALD
INTRO 6055

GOODNIGHT BROKEN HEART

BLUE-RIVER MUSIC, INC.

MUSIC

THE BILLBOARD

THE BILLBOARD Music Popularity Charts

The First Release of a GREAT Ballad sung by
"RUSTY" McDONALD
INTRO 6055

GOODNIGHT BROKEN HEART

BLUE-RIVER MUSIC, INC.

MUSIC

THE BILLBOARD

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The First Release of a GREAT Ballad sung by
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INTRO 6055

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MUSIC

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BLUE-RIVER MUSIC, INC.

MUSIC

THE BILLBOARD

THE BILLBOARD Music Popularity Charts

The First Release of a GREAT Ballad sung by
"RUSTY" McDONALD
INTRO 6055

GOODNIGHT BROKEN HEART

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BLUE-RIVER MUSIC, INC.

MUSIC
**THE BILLBOARD**

**Music Popularity Charts**

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

**Best Selling Retail Rhythm & Blues Records**

<table>
<thead>
<tr>
<th>No.</th>
<th>Artist</th>
<th>Title</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dominos</td>
<td>Have Mercy, Baby</td>
<td>1,234</td>
</tr>
<tr>
<td>2</td>
<td>Ruth Brown</td>
<td>5-10-15 Hours</td>
<td>1,234</td>
</tr>
<tr>
<td>3</td>
<td>L. Price</td>
<td>No More Doggin'</td>
<td>1,234</td>
</tr>
<tr>
<td>4</td>
<td>J. Green</td>
<td>Got You on My Mind</td>
<td>1,234</td>
</tr>
<tr>
<td>5</td>
<td>L. Miller</td>
<td>Moody Mood for Love</td>
<td>1,234</td>
</tr>
<tr>
<td>6</td>
<td>Clovers</td>
<td>One Minit' Julep</td>
<td>1,234</td>
</tr>
<tr>
<td>7</td>
<td>E. Griffin</td>
<td>Heaven Father</td>
<td>1,234</td>
</tr>
</tbody>
</table>

**Rhythm & Blues Record Reviews**

**RHYTHM & BLUES RECORD REVIEWS**

<table>
<thead>
<tr>
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<th>Title</th>
<th>Rating</th>
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<td>Heaven Father</td>
<td>A</td>
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**Juke Box Rhythm & Blues Records**

**RHYTHM AND BLUES NOTES**

By Bob Bollontz

Roy Eldridge and Coleman Hawkins get to play together in a team. Boys will start a rhythm section in a team. A red light will light a red light for a few sides for King Records before going to Europe on July 8. For the oldies and for the boys in the audience, it will be Posté.

1. **Have Mercy, Baby**
2. **5-10-15 Hours**
3. **No More Doggin’**
4. **Got You on My Mind**
5. **Moody Mood for Love**
6. **One Minit’ Julep**
7. **Heaven Father**

**Imperial Records**


**HELLO, OPERATOR... Get Me Those in a Hurry!!**

**FLOYD DIXON**

**LYNN HOPE**

**LYNN HOPE**

**ALADDIN RECORDS**

**Imperial Records**


**Music**

Just Released on Jubilee

Buddy Lucas

"I'M NEVER SMILE AGAIN" by "RUSTLING FAMILY BLUES"

**JUKE BOX**

"GIVING TENDER, TENDER, TENDER" by "HEARTS"

**JUKE BOX**

Frank "Fat Man" Humphries "LOVELESS BLUES"

"I CAN'T GET STARTED WITH YOU" by "BILLY PAUL"

Edna Griffin "IT'S RAINING" by "NOT NEW"

**JUKE BOX**

Special Release

"POSSIBLE" by "POSSIBLE"

"ONE IN A WHILE" by "ONE IN A WHILE"

**JUKE BOX**

With a new catalog new records

JUBILEE RECORD CO, Inc.

1315 W. 47th St. N.Y., N.Y.
### Music Popularity Charts

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

#### Record Reviews

<table>
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<tr>
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<th>POPULAR Record Reviews</th>
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<tr>
<td><strong>SONNY RODGERS</strong></td>
<td><strong>JERRY ROBERTS'S WANDERLUST</strong></td>
<td><strong>MARCH MUSICALS</strong></td>
<td><strong>MERCURY'S ESSENTIALS</strong></td>
</tr>
<tr>
<td>&quot;POPULAR EDITOR&quot;</td>
<td>&quot;GREAT WESTERN SEA&quot;</td>
<td>&quot;ROBERT BELL&quot;</td>
<td>&quot;RECORD REVIEWS&quot;</td>
</tr>
<tr>
<td><strong>DOUG HUTCHINS</strong></td>
<td><strong>WORLD'S FINEST MUSIC</strong></td>
<td><strong>LALLY DUNLOP'S</strong></td>
<td><strong>WORLD'S FINEST MUSIC</strong></td>
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<tr>
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<td><strong>NEIL MCCLURE</strong></td>
<td><strong>WILLIAM DIAMOND</strong></td>
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<td><strong>WILLIAM J. BARTON</strong></td>
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### It Pays to Standardize on Permo Points

**The Complete Coin Needle Line**

**BREAD and BUTTER**

**If Your House is a Music-Record Business**

**Permo, Inc.**

**CUSTOM RECORDING SERVICE**

**THE BILLBOARD Music Popularity Charts**

**THE BILLBOARD**

**June 28, 1952**

**FRANKIE LAFAYETTE**

**COLUMBIA 10090.**

**SEAN DAVIES**

**TENNESSEE**

**MICHIGAN 1959.**

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Music Popularity Charts

THE BILLBOARD

June 28, 1952

Advance Record Releases

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What is this FRAN-TASTIC Record?

What is this Wonderful Sound?

What is this Exciting New Disk?

'What is this thing called love?'

Sung by

FRAN WARREN

with RALPH BURNS and his Orchestra

B/W

WISH YOU WERE HERE

THE BILLBOARD Music

Popularity Charts

For Records and Ratings of Radio and TV Shows See The Billboard Radio TV Show Charts (Radio)

The Billboard Picks

In the opinion of The Billboard music staff records listed below are most likely to achieve importance as determined by many fine listening, most played or most heard features of the charts.

WHEN I FALL IN LOVE

Doris Day

Doris Day and a beautiful hit with this Scotty Viner-Turner from the movie "Bay Breeze to Zuma. The song is in a soft style to lend itself to "Give Me Your Dreams" in another few years.

LAUGHED AT LOVE

Sunny Gale

Sunny Gale might be on the latter with a heavy mention of a dish rhythm that really demands a closer look. She needs a strong lead.

The Disk Jockeys Pick

PICKS that have appeared on the disk jockey charts in three times within a seven period are not repeated below. Listed as a weekly survey among them on what disk jockeys think important. This will be:

1. I DON'T WANT TO TAKE A CHANCE

Easy Howard

February 1011

2. ONCE IN A WHILE

Patti Page

February 1011

3. TAKE MY HEART

H. Martin

Central 1011

4. THIS IS THE BEGINNING OF THE END

Bee Gees

Crest 1011

5. WALKIN' MY BABY BACK HOME

Ann and Billie Lee Brown

Central 1011

The Retailers Pick

PICKS that have appeared at three consecutive weeks in three times within a seven period are not repeated below. Listed as a weekly survey among them on what the buying public thinks important. This will be:

1. SMEAR BAND

Jim Paul-Mary Ford

Carter 1011

2. STRANGE SENSATION

July 10

Fleet 1011

3. THIS IS THE BEGINNING OF THE END

Don Cornell

Crest 1011

4. VANESSA

 mãe Walsh-Don Ohn

Fleet 1011

5. TAKE MY HEART

Bee Gees

Central 1011

The Operators Pick

PIECES that have appeared for three consecutive weeks or three times within a seven period are not repeated below. Listed as a weekly survey among them on what the buying public thinks important. This will be:

1. IN THE LOVER'S SUNSHINE

Lee Paul-Mary Ford

Carter 1011

2. FANTASIA

Sue Lawrence

RCA 1011

3. SUGARMOON

Bee Gees-Produced Lab

Crest 1011

4. THIS IS THE BEGINNING OF THE END

Don Cornell

Crest 1011

5. YOURE NEVER TO BE REIGNED

Clyde McWilliams-Wife

Crest 1011

The Country and Western

Disk Jockeys Pick

PIECES that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Listed as a weekly survey among them on what the country & western disk jockeys think important. This will be:

1. COUNTRY DOLL

The Wailers

Imperial 1011

2. TIED DOWN

Lil' Art and Sonja

Crest 1011

3. BE SURE YOU KNOW

Sue Woman

Crest 1011

4. IT WASN'T LOVE WHO MADE MARY TALK AGAIN

Tony with

Crest 1011

Your ticket to

SALES RESULTS—
the advertising column of

THE BILLBOARD!
14 Publishing Houses Grab

**Corporation,**

Didn't "I..."ning."

242,808 records. Bregman.

Return."

Van S.1.2..."

Hit $6,473, 540.


"Bamboo." 11.30 records. 144.4 records.


Are 141.4. 14.199 records.

escardale. 344.

I USED RELEASE PUBLICATIONS TO CUSTOMER ALLENTOWN.

1,625,- 350,- INC.

The New World of Records. 1951.

with, and with no Lathe." 7.84 records. 12.66.

SHEFFIELD PRODUCTS. LTD.

105 Franklin St., New York 36, N. Y.

9.600 records.

To Order Your Market Place Ad Use THIS HANDY FORM TODAY

1 First print or type your message here. Figure legible words to the line. If you want a "display-classified" indicate in the margin where you want displayed. Be sure to put the name of your record company, address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

2 Then check here for whether you want it to be a "regular classified" or the special outstanding "display-classified" advertisement which gives your message extra power and punch.

- Regular Classified
- Display Classified

3 Now check off the classifications below that your advertisement is to appear under:
- Business Opportunities
- Distributors and Dealers
- Records and Products
- Services

4 And fast-complete this authorization blank and rush your advertisement to appear in the very next issue of The Billboard!

Gentlemen: Run this in your "Market Place" as indicated below:

- Next box only
- Next 3 issues
- Next 52 issues

Payment encloséd

Bill me

Name:

Address:

City:

State:

To:

The Billboard

1164 BROADWAY,

NEW YORK 36, N. Y.

ADVERTISING RATES

- Regular Classified
- Display Classified

- Regular Classified
- Display Classified

For rates or further information write to the following:

**Advertising Manager**

Evan Clark

1164 Broadway

NEW YORK 36, N. Y.

**CITATION RECORDS**

887 W. Pershing, Denver, Col.

**PRESSTO ORANGE LABEL RECORDING DISCS**

Nearly 20 appearances in this issue. All recordings are professional grade, orange label discs, quality 78s, original by the aluminum base. Top performers everywhere. Write for prices

**PRESTO RECORDING CORPORATION**

For a complete New Year review

Chicag.-364

**STRAVE**

by Francis Castro

The New Fourth That Is Conquering The World

**AMERICAN CANCER SOCIETY**

**BUS FOR SALE BUS**

Ideal for Orchestras or Chorus: 257 Passengers C'MN Yellow school bus.

Perfect Mechanical Condition. Electrically operated. 20,000 miles. 1700.00.

Bungee Cords, Hand Ropes, and Equipment.

$500.00.

Marine Motor Co.

558 6th Ave.

NY 11, N. Y.

**PROMOTERS**

Do your promotions. All types of promotions. Make your bookings a success. All bookings a success. All bookings a success. All bookings a success. All bookings a success. All bookings a success. All bookings a success.
**News Nuggets**

Ernie in Hawaii; Wirtz Signs O.J. (Richmond Aud Hosts Variety of Attractions)

**AreNAS & Auditoriums**

**DEE TOURS**

Four More Arenas Complete British Columbia Circuit

**NEWS Nuggets**

Ernie in Hawaii; Wirtz Signs O.J.

**Roadshow Rep**

**ARENAS**

**Noteworthy Events**

**Drivin’ Round the Drive-Ins**

**WANTED**

**Drivin’ Round the Drive-Ins**

**WANTED**
Hocus-Pocus

By BILL SACAS

C. THOMAS MAGNUM, who recently completed 173 programs for the Graham Hotel, Salt Lake City, without blowing a date to the Taylor, Marion Capital, that magic is on thebooking stage. "Gorillas" and "Salt Lake White" are the two titles for which his cue is being used. The Lilo and Lisa types of magic is still being used. The show is currently at the Metropolitan, New York City.

Reek Salt

FRANKIE R. CRAWCROCK, who has been working for the last two weeks on the magic trick, "The Magic of Mr. C," has completed the trick and will be ready for the opening of the new season. The trick is a combination of magic, music, and dance, and is considered one of the most unusual magic tricks ever performed.

Terrace Room

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WANTED Dance Instructress

For Tea Dance, 10 a.m.

Age: 19 to 35 years. Inclining earnings, $75 to $100.

Have You Been Looking for a SHIRT with a COLLAR that really rolls?

Vine Gardens Back to Flesh

CHICAGO, June 21—Johnnie Pallo, operator of Vine Gardens, which dropped its live show policy last season, returned to the stage. However, the show has been reorganized and will now be offered as a dinner show. Effective next month, Paul Marshall will assume the role of an exclusive booker for the location.

Elmwood Casino

Elmwood Casino, which has been offering live entertainment for the past season, has increased its entertainment offerings. The casino is now offering a variety of live entertainment, including music, dance, and other forms of performance.

Burlesque Bits

Harold Minsky has just closed a deal for the control of the Imperial Theaters in New York, N.J., where he will present burlesque on a large scale. This move is expected to be announced in August. This will give Minsky two large show houses in the East, in addition to the Loew's New York, where his circuit shows are being presented.

The schedule shows that the "Deso" show is to be followed by "Chocolate Soldier," "Hustler," and "Bridegroom."
Stockton's Benefit Show Huge Success

Holland Rollery Assets Seized On Tax Charge

Government Claims Delinquency of 6G From '49 Thru '51

Bridgeton, June 21—Charging failure to pay taxes amounting to more than $5,000, the Internal Revenue Bureau has seized the assets of Holland Rollery, Inc. here. The result, located in the Pyramidd Municipal, has been operating for many years by Bush E. Holland, former partner of William Holland, auto racer and former Rink operator. Leisel stated that the tax office records that Skateball is in arrears as of 6/26 for the months of November, December and January, 1949, $2,699. For the second year, 1949, and 1950, for March thru July, 1949. In addition, the company has made no claim for below normal expenses and tax accounts.

Arcadia Gets Face-Lifting

Doradita, June 21—A project this month is being started at Arcadia Roller Skating Rink, estimated at $4,500. A metal enclosed front is also being planned.

The installation, delayed by a year because of restrictions on the use of similar materials following the war, represents a year of action required for the $1.8 million project. The plans for this summer with the $4,500 project will be carried out by the company. Arcadia is the second largest city in the state, with a population of about 100,000 people. The general program of rent improvement is to be carried out by the direction of Manager Bill Hallock.

 ventilor Wins Damage Suit

Atlantic City, June 21—An Atlantic County jury took only 10 minutes to decide in favor of the Ventnor City Rink, upholding their contention of "no cause for action" in the case, involving allegations of $50,000 in negligence suit brought against Ventnor City Rink owner, Walter W. Weintraub.

In the trial before Atlantic County King, Leonard, Walter Weintraub alleged that his daughter was skating at the rink on May 29, 1950, when she skated into a four-inch deep puddle after an "unnoticed" broken right forefir.

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Good-to-Excellent Year Seen For Nation's Fairs

Canada Outlook for Showmen Looks Rosy as Country Continues to Boom

Fairs -- indicating point to good earnings, in not a few cases, excellent profits. Fairs usually fall weeks to months after the elections and will benefit them by their political activity.

Circus -- will be joined by the political conventions and will be good business at fairs, with their prospects keying to the strength of the political parties and the political activity.

Plan Big-Scale Country Fair For St. Louis

ST. LOUIS, June 21 -- A big planned country fair will be held here Saturday, June 25, and Sunday, June 26, under the auspices of the St. Louis Chamber of Commerce.

The nine-day fair will take place in the Arena proper and in tents. The fair will be attended by several hundred exhibitors from all parts of the country. A large crowd is expected to attend the fair.

Hutton In and Out, CNE Decides on Canadian Talent

Paramount Flicker Commitment

Nixon Toronto Date for Film Star

TORONTO, June 21 -- Signing of Betty Hutton last week to star in the Dominion National Film Festival in the picture that will be shown at the CNE, and a further meeting with the stars of the picture were arranged by the Dominion National Film Festival committee.

The film will be shown in the CNE, and a further meeting with the stars of the picture will be arranged by the Dominion National Film Festival committee.

Metals Allowed For Amusement Construction

WASHINGTON, June 21 -- All metals and materials for the construction of $30,000,000 of new amusement parks and entertainment projects were approved by the Senate this week.

Torsos are Here to Stay

Beauty Contests Are Good Gate Builders for Outdoor Show Biz

New Winnipeg Ex Gets Away To Good Start

Andrews Sisters Do Thumping Biz; Free Act Scores

WINNIPEG, June 21 -- Ideal outdoor and vaudeville shows have been brought more than 10,000 fans into the new Winnipeg Exhibition Park this week.

The Andrews Sisters, who have been a big draw for the outdoor shows, have been doing well and have attracted a large audience.

Arnold Cel Pacts Cavalcade

Arnold, Pa., June 21 -- At Wag Church in the area near Pittsburgh, the Andrews Sisters have been a big draw for the outdoor shows. The Andrews Sisters, who have been a big draw for the outdoor shows, have been doing well and have attracted a large audience.

New Fun Group Gets Po. Charter

PHILADELPHIA, June 21 -- A new amusement park, to be called 'Ocean City,' was opened in Ocean City, Md., this week. The park is owned by the Ocean City Park Company, which owns and operates several amusement parks in the area.

Zangas Celebrate 50th Anniversary

Rock Ford, Pa., June 21 -- Otto Zangas, veteran outdoor exhibitor, and Mrs. Zangas celebrated their 50th anniversary of marriage this week.

All other advertising and sales activity as also included in the charter provided by the local law firm of Tremblay and Silver.
The World's Largest Manufacturer of
COASTERS and COASTER CARS
also builds

- The NEW Trackless Train
- The Famous CENTURY FLYER Miniature Train
- The Super Streamlined KIDDIE COASTER TRAIL
- The Kiddie Ferris Wheel
- The Buggy Ride
- Old Mills and Mill Chutes
- Fun Houses
- Mirror Mazes

Our Factory occupies an entire city block covering 46,000 square feet of floor space.

NATIONAL AMUSEMENT DEVICE COMPANY
BOX 488, VAF, DAYTON 7, OHIO
WHALES SMELLED OUT THE $$

Show Blowed Up at Start, Finish, But Exhibitions of Pickled “Fish” Became Big Business in Depressio

By SAM ABBOTT

WHALES have intrigued men for centuries, but for about 100 years they have not excited the special attention of showmen. The big sea mammals supplied the basis for many popular entertainments and industrial arts. About 1920, the whale was given a new lease on life when that part of his significance, his commercial value, was emphasized. It is more than a year now since the first indications that something might be done with the whale. Since then, the way has been cleared for its exploitation. The whale, it is now apparent, has a future as a source of income for those who can figure out how to exploit it.

About 1920, a few enterprising showmen began to experiment in the field of whale shows. The first was a display at the New York Zoological Park, which consisted of a tank used as a whale tank, with a few small whales and a number of fish. This was followed by similar displays in other parts of the country, and by 1925, whale shows were being held in various parts of the United States.

The first whale show to be held in the West was at the San Francisco Zoological Park, in 1925. The show was a success, and the idea spread to other parts of the country. In 1927, the first whale show was held in California, and in 1928, the first whale show was held in Oregon. Since then, whale shows have become increasingly popular, and are now a common feature of many circuses and carnivals.

The whale show is a combination of education and entertainment. It is a means of bringing the public into closer contact with the whale, and of showing them how it can be used in a profitable manner. The whale show is also a means of promoting the welfare of the whale, by showing the public what it can do to help.

The whale show is a valuable addition to the entertainment industry, and is a means of promoting the welfare of the whale. It is a step in the right direction, and should be encouraged and supported by all interested parties.
Been trying to take care of those big popcorn rushes with a small machine? Then, friend, you ought to get yourself a big, husky Manley Super Stadium, the king of popcorn machines. There's a popcorn machine that can handle any crowd for you. The secret's in the revolutionary new elevator which stores $15-$18 worth of popcorn keeps it fresh and hot, even in damp sea air. All you do is snap a switch and up comes the electrically-driven elevator, delivering pre-packaged popcorn to the warming pan. The Manley Super Stadium is big enough for three people to work at. Think of it! One machine and three attendants! A combination like that will pull in an endless flow of dimes and quarters for you. Better write today for information about the Manley Super Stadium. It costs you absolutely nothing to find out. Just mail the coupon.

MANLEY, INC., Dept. BB6-28-52
1920 Wyandotte St., Kansas City 8, Mo.
The Manley Super Stadium looks like a red-hot deal to me. Please send someone around to see me.

Name
Address
City State
OUTDOOR, VIDEO TEAM UP

By AARON STERNFIELD

Parks, Carnivals, Circuses Work Out Co-Op
Programs With Major Television Outlets
See Video as Substitute for Open-Air Fun

...Continued on page 87...

Kathi Morris, WNBK commentator, directs on-camera action with some of the thousands of spectators during a recent show at the Swathmore Auditorium. Several of the performers were acted out of the WADU TV broadcast by the Peanut Patrol. The video shows in the audience were taken in the WNBK studio by a camera set up in front of the auditorium. The program was a part of the Rockaways National Broadcasting Company TV line-up.

Television and midway go hand in hand. Here NBC television is at work in Rockaways, New York.

Don Russell calls the shots at an event for a group of radio announcers at the Swathmore Auditorium. The event was part of the Rockaways National Broadcasting Company TV line-up.
The Winning Combination for Your Arcade... Ask Any Arcade Operator Who Has Them!

"BIG BRONCO"

The Mechanical Horse that is almost alive! It Trots—Pull the Reins and it Gallops... Looks and acts just like a real bronco!

SILENT SALESMAN
Card Vender
The most attractive Mechanical Like-Up Card Vender ever built!

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FAIRS — PARKS — CELEBRATIONS

Programs include services of expert Pyrotechnicians and are covered by either Public Liability Insurance or Bond. We do not handle Commercial fireworks. Not we do not sell explosives to the public.

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Established 1890
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Belleville 2-3733

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This Machine Will...
OUTPERFORM and OUTDRAW

Other Baseball Pitching Equipment

COSTING TWICE AS MUCH!

FOOL-PROOF MECHANISM

No Vibrating Parts To Get Out of Order... Constant Performance Day After Day... Higher Gross Revenue Per Day... Higher Profits Per Machine!

SAFEST MACHINE AVAILABLE

Turns Spectators Into Players... No Danger To Players. Spectator or Operator... Completely Rubberized Regulation Size Ball... Every Pitch Over the Strike Zone... Speed of Pitch Quickly Adjusted.

LET US PROVE THIS IS THE BASEBALL PITCHING MACHINE FOR YOUR OPERATION!

WANTED!
Exclusive Distributorships Still Available in Several Large Marketing Areas. Great Opportunity for Top-Rated Distribution of Outstanding and/or New Machine Equipment. Write Mrs. Laura Beck, Pres.
U. S. ACTS IN EUROPE

Rate Problems Few, Work is Pleasant

EUROPEAN amusement spots, long fertile sources of variety acts for American outdoor show business, also offer a pleasant opportunity for U. S. talent to do some traveling and work under conditions that equal and in some cases surpass those in this country. At least that is the opinion of Vern Orton, of the Sensational Orton's Swiss-pole, recently in Denmark, and Chuck Brown, of Chuck Brown and Rita, comedy duo, who recently returned from a six-month European jaunt.

Expenses are a problem but a little advance study helps to keep them down. According to Orton, who was in Europe with his wife, Deke, they were playing the Royal Theater in Copenhagen, Denmark, and there one of the first things he had to do was get his 7,170 pounds of luggage and payroll paid to the tune of $1,200 for the round trip. The couple then had to leave the vehicle in the States.

He tells of some of his experiences. In one instance he had to get his luggage shipped to the ship's gym and that kept him in condition for the 10-day voyage to Cuxhaven, Germany.

While baggage tends to be a problem, no operation is without its troubles overseas. Orton reports German railroad officials boarded their ship at Le Havre, France, and were able to arrange for direct shipment of their rigging and luggage to Sweden. Thus they were able to get along better with less expense.

At sea, the ship was a rough trip, they were able to work out almost daily in the ship's gym and that kept them in condition for the 10-day voyage to Cuxhaven, Germany. While on the ship, they were able to work out almost daily in the ship's gym and that kept them in condition for the 10-day voyage. The ship was a rough trip, they were able to work out almost daily in the ship's gym and that kept them in condition for the 10-day voyage to Cuxhaven, Germany.

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WHAT MAKES WORLD'S FAIRS CLICK
Showman Lou Dufour Reviews Past, Charts Pattern for Future Expos
By Louis Dufour

WHEN requested to write an article on "World's Fairs—What Makes Them Click," I was reminded of the young man who had just completed his algebra exam. He looked at his teacher. "It's shock full of instruction," he exclaimed.

One of the basic requirements toward staging a World's Fair is that of leadership of high quality. A community must have the will to carry on the nation's and international participation. An essential requirement of the enterprise is a sense of great significance. The occasion and the community's association with it must be known and understood throughout the world.

Vital and essential support must be forthcoming from businessmen of civic-minded people who feel financial responsibility must be taken. Many have done that in the past. There is a clear guide to the preliminary plans and at the same time the assurance of support from their municipalities, State, from the federal government, and from foreign nations.

There exists a neat formula for financing a project such as a World's Fair. Chicago, San Diego, Cleveland, Dallas, San Francisco and the New York World's Fair, each in turn, have had a different formula. A World's Fair involves a series of preliminary steps leading to a final decision, and some funds are necessary to reach that decision.

Fund Campaign

An organization committee should be formed and this committee should undertake to obtain subscriptions to a total fund of $1,000,000. This fund would constitute the capital stock of a corporate organization which, when formed, would proceed to carry out the objective recommended. Not more than 20 per cent of such subscriptions should be subject to call during the first six-month period, and no further calls should be made except by the majority vote of the corporation directors, all of whom should have been elected by vote of the subscribers. At the end of the six-month period it should be possible to determine whether it is wise to proceed further. If this support is not forthcoming, the project then should be abandoned without further financial loss.

The geographical location is most important. So, too, is the site, which should be selected that the fair will attract the greatest possible number of people over convenient means of transportation. The success of a Century of Progress 1933 and 1934 bore out this factor. That event rolled up an attendance of 37,000,000. This in turn was due to the fair site which was located on the lakefront, a stone's throw from the Loop.

Chicago is the largest railroad center in the world, and, in addition, has major bus companies serving every community in the United States, plus easy accessibility by automobile and plane. Such excellent transportation facilities was a large factor in building a Century of Progress' attendance.

Industrial Exhibits

Industrial exhibits help to make a great fair. And a cleverly conceived sales exhibit will sell brand products. This has been proved. Witness the astonishing number of manufacturers who have participated in the past World's Fairs. They did not go into such vast projects with their eyes closed. They realized the importance of such an opportunity to contact potential customers, to acquaint them with their merchandise, to add their products, and to insure repeat business. That is why so many national manufacturers have in an exhibit at World's Fairs. Obviously, it costs money to build, maintain, and operate an exhibit at a World's Fair, and no company can be philanthropic with its stockholders' money. They will participate, not as a good will gesture, but on the basis of what the World's Fair can do to sell their products. Probably the most effective and efficiently exhibited at a World's Fair was "Worlum," of the General Motors Company, at the New York fair in 1933 and 1934. It cost, construction, maintenance, operation and dem- olishions was $12,900,000 — a tremendous sum in those prewar, pre-inflation years.

A World's Fair should leave something of permanent value. Many have done that in the past. Dallas was enriched by a museum of art, an aquarium, a health museum, and several fine buildings, all constructed for the Texas Centennial in 1936 and 1937. Chicago got its Adler Planetarium; Brussels, Belgium, the beautiful Palais du Centenaire; and New York, Meadow Park.

Many Benefits

There are many benefits that cities and people derive from a World's Fair. An exposition will provide employment for many thousands of persons, during the planning and construction period, and the employment of several additional thousands by the exhibitors, contractors, and the fair itself during the operating period.

Millions of dollars of outside capital come into a community from the federal and State governments, foreign nations, foreign manufacturers and hundreds of commercial and non-commercial concerns for the planning and construction of these buildings. Additional millions are spent to maintain and operate these exhibits during the operating period. Many millions of dollars are spent by fair visitors within the fairgrounds but that total is greatly exceeded by the expenditures of fair visitors within the city itself. Such spending flows thru every aspect of the city's economy. A large per cent goes for food and clothing. After that, for living accommodations, public utilities, gasoline, oil and auto service, laundry and cleaning, and all other expenses of daily living and travel or transient spending. Theaters, sporting events and all forms of public recreation and amusement within a city are benefited greatly.

A fair is, indeed, good for the city, the State and the nation. It is good for retail business; good for newspapers; good for railroads, the airlines, bus companies—and, most of all, good for the people who attend the fair.

Expenditures Justified

A World's Fair is of such benefit to a community that undertakes it, that the largest expenditures of effort and money are justified providing expenditures are so controlled and directed that the major objectives are reasonably well attained. When the probable benefits are weighed against the probable costs, consideration should also be given to the upsurge in civic pride which accrues to the host city of a successful World's Fair. To be sure, the entire nation gains from the impetus to trade provided by the fair and the city gains a reputation for being progressive—and that is of great importance in attracting new capital for investment within a community for a resultant gain to all.

The definition of "midway" in Funk & Wagnalls' dictionary is "the middle," and the only World's Fair that ever had a midway so located was: A Century of Progress at Chicago in 1933.

The cultural group objected to an amusement center and it was created because of unforeseen circumstances. The exposition grounds occupied a narrow three-mile strip along the lakefront. The Hall of Science and several (Continued on page 190)
The "Teleskopic" Light Towers

The "Teleskopic" Light Towers are admired by the LEADING State, County and District Fairs on the west coast. Made in Hi at your orders by Rightway, the manufacturer, with the Downey "Teleskopic" Towers on the market. Absolutely indispensible; attractive in the Air, showing plenty of light from only 100 watts to put up and take down 15 men can easily set them up completely in 10 minutes. Light is white; they are 3,000 candlepower, parts interchangeable, no lower limit, built or structures. Durable and will last a time.

Many hundreds now in use on the Leading Carnival Midways — From the Largest Railroad Shows in the Smaller Orders.

Every User is Thoroughly Satisfied — Our one printed complaint in the seven years we have been manufacturing these Light Towers.

In use with perfect satisfaction at Amusement Parks, Fair Grounds, Amusement Centres, Stadiums, Parking lots, etc.

Send for brochure giving full description, details, prices and terms.

WARNING!!!
PLACE YOUR ORDERS NOW FOR FUTURE DELIVERY AT THE PRESENT LOW PRICE

Steel tubing and other component parts of our towers are in our List of materials and are difficult to secure. Now is the time to order, while we have a stock pile of material on hand.

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RIDE THE CHAMPION
TO BIGGEST PROFITS IN KIDDIE-RIDE CLASS
"Grown-up kids, too!"

SEE PAGE 132 THIS ISSUE

MANUFACTURERS OF
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COMPLETE LINE OF RIDING BIRDS

H. E. Ewart Co.

MINIATURE STREAMLINERS
NEW EXCITING RIDE-COASTER

WILLIAMS AMUSEMENT DEVICE CO.

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100 BAGS PER HOUR
With Excel's Electric Corn Popper

CORN ALL DRESSED UP, ALL DRESSED DOWN,
ALL DRESSED UP, ALL DRESSED DOWN.

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NEW MERRY-GO-ROUND HORSES
We offer for sale the cleanest and most beautiful Merrymaker Horse ever manufactured.

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THE BEST IN MERRY-GO-ROUND MACHINES AND MACHINES WITH RECIPROCATING SEATS, OR TURNS, OR TURNS, OR TURNS, OR TURNS, OR TURNS.

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JUNE 28, 1952

1952 Fair Dates

Alabama

Arkansas

California

Indiana

Arizona

Montana

New Mexico

Texas


Ohio

New York

Pennsylvania

SOUTH DAKOTA

NEW HAMPSHIRE

Vermont

WISCONSIN

WYOMING

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THEY'RE FASTER... BETTER... CONCESSION SUPPLY CO.

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Send for the Big New Catalog
It's FREE!

SUPER KETTLE POPPER

35 QT. Here's the pop- per that's doing the volume business. Pops two to three pounds of raw corn per pop- ping. Indian corn can be easily motorized. Made for 1952 dis- placement. 19" deep of 5/32" steel. Numerous. Great as a family size. 15 lbs. 13 oz. aluminum construction. Includes lid. Send for your sample today!

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12 QT. Low cost... top quality... all- aluminum construction. Great for the home. Can be run in a near alignment. Durable, easy to operate.

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8 QT. Keep this one ready for auxiliary use during rush periods. It's top!

PORTABLE POPCORN SET UP ANYWHERE

You can make the product with the one... many of stores are the biggest, high- ly successful. Comes with a popper unit, complete outfit - including corn on pails, 1 square, 2 square, 3 square, all included. All-aluminum construction. Great for stove top use.

CONCESSION SUPPLY CO.

DOES IT AGAIN!

The new deluxe Model #120 Popcorn Machine, designed to produce perfect popcorn, has been endorsed by thousands of operators across the country. It's the only one that makes perfect popcorn every time. The new Model #120 is a plastic model in the deluxe model for unsurpassed production.

ROUGH AND READY... CONCESSION MODEL 120

From the World's Largest Maker

The Concession Standard Model #120 Popcorn Machine has beenrenownedfor its reliability and versatility. It can be used as a popcorn popper, a corn popper, or a已经在on a stove top. Comes complete with all the necessary parts and accessories. Great for home use.

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BOAT RIDE-AUTO RIDE

TOP ATTRACTIONS... EVERYWHERE

Encourage healthy exercise makes for healthier, happier kids. Includes boat ride, auto ride, and various other attractions. Great for family use. This is the only one that makes perfect boat rides and auto rides every time they are used.

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Write for it...

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Midway Money Makers

New 1952 "Midway Marvel" FLOSS MACHINE

EXCLUSIVE-Built for Yellows Regular

- Direct Drives—No Belts to Break
- C-E 10-bhp, Scaled Ball-Bearing Motor
- One-Piece Spun Aluminum Pan
- Absolutely No Vibration
- No Stopping to Operate Motor and Heat
- Stainless Steel Case With Carrying Grips
- Impossible to Get Sugar on Brushes
- FULL MONEY BACK GUARANTEE

NOW! Attract the Crowds with RED, WHITE AND BLUE CANDY STRIPE FLOSS PAPER

ORIGINAL DESIGN EXCLUSIVE WITH CHUNK-E-NUT 4" X 12" SIZE 60 WEIGHT PAPER

What an eye-opener and sales builder . . . yet it costs only pennies more than ordinary Kraft paper. Write for prices and samples.

Stainless Steel "Snow Champ"

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THE NEW SUPER DELUXE MODEL

THE CANDY FLOSS MACHINE is the world's best and most economical sugar-flossing machine. It is the former troubleless and it will take years for another to come near it.

Below—OUR SUPER WIZARD now selling for $250.00

ELECTRIC CANDY FLOSS MACHINE CO.

B&B Wire Rope
FOR YOUR RIDES

Midway Mile Buses
Ride also on the

VIA DE LINDY IANCO RIDE, INC

Broderick & Bascom
Rope Co.,

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ATTRACTION FOR MILES AROUND!!!

Searchlights—Searchlights—Searchlights

For Rent With Operators Anywhere in the
New England States and New York State

Eight the sky with mile-wide and strong searchlights from the towns and cities. The searchlights are 800 million candlepower, the electric power plant has 100 kilowatt capacity, 85 R.P.M. universal motor, which runs on any 110 volt current.

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Save on Freight

Nay and Wame and Popcorn, New Popcorn, I buy to satisfy. Preparatory Co. to fill empty and broken bags. Ten store production $1,000,000. If you want to get more of your stock filled, write for details.

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THE BILLBOARD
JUNE 28, 1952
Talent Topics
By CHARLIE BYRNE and JIM MCGUGH

Wally Overman completed his 21st week of Canadian dates June 28 in Minneapolis. He has been with the road since September 18.

2 3/4 gen outdoor Talent Topics side bed for (Bees Dist.) Patsy Hix, blind bull whip artist, has moved to Detroit after three months in the Winnipeg area, and went this week to the Motor City playing dates in the vicinity for about a year. That week, the Western Variety Show, included his wife, White Dove, and stepson, White Eagle, both full-blooded Mohican Indians, who do whip and other acts, and a trained dog, Opening performance was Thursday at the Detroit Palladium Theater. Following his policy of showing wounded veterans how they can overcome their handicaps.

Vagabonds, trampolines headed up by Les Parke, Jack Gordon, circus, and Ray Wilhelms, hoop, are currently touring Europe as the half-time attraction with the Harlem Globetrotters, pro basketball team, which works out of Chicago. The much traveled aggregation recently headlined in both London and Brussels and Sunday (12) with Tours with a tour of Germany yet to come.

Harry and Sue Bauer, high performers turned carnies, are again out with 30th Century Shows this season, where Harry is front man of the show and a carpenter shop. Leo Klima, magician, and the Great One, hard wire, have been signed for the show. Paul Rohrman, known as the (by the) Bowery Wallflower, does comedy and Sue, diversity, were in Chicago last week for a test performance and several club dates.

Advance bookings for ABC's new vaudeville show show joky aired Sundays from Chicago include Max, Roy Baker's Dogs and Harry Haug's elephant July, set for June 29. Three weeks later Wally Neecker's Dalmatians will do while the July 12 stanza will include the Two Adonis cyclists, and the Three Dee Slims trampoline, according to Vic Brown, who books the talent.


Aerial Acrobats recently closed a three-week engagement of Port Huron's Beach, New Orleans, and headed west to play fair. They leave for Europe in December.

Harry Freedman, high acrobat with Garden Bros' Circus in Toronto and now at Lake James, Polkagrin State Park, Minn., tells his outdoor season for Charles Zemeter on June 30, when he opens at Fair Park, Kansas City. Freedman, who won Olympic games in 1931 and 1939 and was a judo in the 1938 Gams, had to turn down an invitation to judge diving at the 1952 Games at Helsinki, Finland.

Irish and Buddy Waterline and their choruses held two weeks on a recent date in Pontchartrain Beach, New Orleans. The act which leaves for California, will play Playas Park, N. J., July 8. They are on a fishing trip with Jerry Wilson, who had a Fair act with Ringling Bros in 1946. Jerry is slated to take over his act in America in South America.

Spooky Babes presented his show of 12 dogs at their recent date at Summit Beach Park, Akron, and was held over a week. He leaves Akron June 24 for a two-week stint at Riverside Park, Akron, May 31.

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STAR COMBINATION HOT DOG STEAMER AND BUN WARMER

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TAILORS PARADES TO FIT ALL

Mike F. Abt, the famed producer of parades for the Memphis Cotton Carnival, finds his parades to fit a cross section of the huge audience which views them.

Abt, whose parades for the past 21 years have been seen by an estimated cumulative crowd of more than six million, knows the type of persons who line the curbs of Main Street in Memphis for he sits in building windows to watch them.

He listens to the criticism of the plain people who look on, and he designs the floats so that all age groups, classes and types will find something they like. Abt has been enormously successful. Starting in 1931, he has produced about 40 Cotton Carnival parades. The Carnival in May, which featured two Abt parades, was the 18th annual Cotton Carnival, as the event was canceled in 1942/43 because of the war.

Piano Christmas

Already he is planning the "Spirit of Christmas" parade, an annual event to get Memphis and the Mid-South into the spirit of the yuletide, which will be held in late November. It is the annual gift of the merchants of Memphis to the Mid-South.

Abt took over production of the "Spirit of Christmas" parades in 1931, and they, too, were canceled during the war, the 1932 production being his 10th. For the carnival, some years he had turned out as many as 24 parades, but in recent years he has produced two carnival parades each year.

Abt also has produced Armistice Day and other parades, including work on a huge NFA parade back in 1932.

As a recognized genius in float production, Abt's ideas on building parades are worth listening to. Here's what he has to say:

"One of the things that may be of interest to the public is that different parts of the country have developed different standards of parades. It's very much like the customs of districts of a region—they just develop.

"We should aim as much as possible to keep the styles of our different regions. As the New Orleans Mardi Gras style, the West Coast type of parade, etc., I have for years tried to develop a style for our parades here, and have fought off copying a show. Any copy is simply a cheap duplication of something already done, and can never be done as well as the original. We have developed a style and we try to keep it.

"Electrical Spectacles

"We have something unique in an electrical spectacle—a combination of paper mache, sheets of wire, animation, and cut-outs with the use of tin foil, metal foil and cellophane all with reflected lighting to add to the beauty.

"Some of our floats carry as much as 20,000 candlepower of lights.

"Each year we stage an entirely new show with a new theme, and very seldom do we re-use props, and when we do, it's only on occasions when it happens to be appropriate.

"We have made a special study of our audience or public ranging from one to 60 years of age. Our audience from Memphis and surrounding territory is composed of farmers, professional and business men and their families, and many other types. We see to it that some subject matter is put into each parade, and the floats are so designed that there will be some entertainment for all ages and classes.

"We don't just take a theme and break it down into units. To illustrate, if we have 20 floats in a parade, we will have three or four to please young children, three or four for teenagers, more for middle aged and a few for old folks all in the plan of the parade. We tailor the parade to suit a cross section of our audience in all age, economic classes and such.

"Theme Ideas

"Say the theme deals with opera. We will have high brow, middle brow and low brow, so everybody will find something they like. It's like a newspaper. If you fill it with words the reader doesn't understand, you're not getting your message across. I've had many a battle with officials on that subject.

"In the line-up of our parades, we try to arrange the order of floats to bring out constantly conflicting interests. If we have a solid blue float, the next float won't have much blue in it. Some floats have slightly, some are humorous. We work for contrast.

"For instance, the float before a comic float is always one that tends to be serious. The more serious a float before a comic one, the better each will be. I learned that from Charlie Chaplin—he gets you very sad before hitting you with something so incredibly funny.

"We play on emotions with floats and we entertain, but we also have serious floats. We save the tension. Say, we have the Ring-missing on two Jims—the next float won't be a serious one.

"King Cotton

"This year, we used the theme of 'King Cotton Takes a Holiday,' and the grand parade featured holidays. A past president of the Cotton Carnival said there was one float he didn't like, the Armistice Day float which had a grave on it. He objected to the grave. I told him it was deliberate, that the sad float made the next float, Thanksgiving, all the more joyful. I reminded him that the Armistice holiday symbolized.

(Continued on page 577)
Showmen, as 'Old Salts.' Use Whales as Bait for Rich Takes

WILL ERA RETURN?

competition that Fowser offered was on downtown parking lots that Fowser moved it's shows from the railroad tracks to streets of the five around. At this cost $1,000 or more, it was not over valued. However, when they had their best months when the shows came in town.

Here Circus Staffers Were Among the first location of some railway stations, the remunerative news that the newspapers, especially in the large cities, not only wages for the men, but also wages for the managers, agents, bookkeepers, and others, that we might have it. Fortunately for us, several of the American Circus Corporation was located in that town, and we were able to get some of these men. It was just the same as a circus. You had to book and follow up and also have to have good publicity men.

Fowser has rented none of the ten camels and the men wintered the whole show day that undertook to cover a list of top showmen. We remembered, however, that some of these associates with men were under the management of one of the first circus men to join and subsequently the general managers of the various tent show publicity men. George Meyer was the circus agent, and also with Paterson and Stover, No. 2 of the Chicago stand, one of the most successful of the show., He was a broker, joined Fowser in 1909. And the ring included Buck Warner of White Plains, N. J., Leo Capt. David Barrett, Tom Wohlers, Carl Sonita and Mike Gordan, also known as 'The Sky' Clark, both past presidents of the Pacific Coast Showmen's Association. Also another Paul Smith of Pacifica.

The list is only partial, for it is impossible to list all the men who were with Fowser. This was a large company of men, whose wages varied at one time in both Cleveland and New York to give it operations.

A partial roster for 1913 includes: General Manager, Lee; press, C. C. Rose as agent, Henry Mehan as an assistant agent, and Ben Court as manager of the Eastern unit; Grimes, Bill Butler and Woodman in those posts on the Southern unit; LaBrecque, Jack Merritt and Burford on the Western, and William Oliver, Al Judson and Ira Tunnison on the Northern.

Talked Believed Saved

A similar plot has been in operation since 1913. unsuccessfully on the lecture that went with the show and he tried to obtain the same results in the business. He recalled that some of the men were very disappointed, that they were so anxious for the men who had the most in their faces and the way they were showing.

The talkers became experts in their special departments in terms of the fisherman on the wharves or from borrowed distilleries. Cope Golden, formerly of the Golden and Barlow distillery and who was a veteran whaleman, got the exhibit to the quays. It was then placed on a set of the day. The ship's log showed how 17 miles across the city to the Odyssey. This move alone cost $500, even in those depression days.

The Odysseus, the flagship of LaBrecque had stayed on the harbor for the circus dates, leaving the letter to book the whole show. The bookings didn't work out, and finally the circus was placed at Kutztown, Scranton, D. M. from the English Cornish, and where it may be even safer than ever.

That an exhibit could withstand the years—1913 to 1946—was possible, Fowser said that the daily injections of formaldehyde would not only gradually permeate and become effective. When an exhibit was destroyed in Trenholm, N. C., in 1936, the smell of the results was almost as strong as a rock, and the prissman recalled.

Back in 1946, with the Fowser unit gone and Pacific having purchased the public, Fowser company had the field to itself. However, the events happening to the old man. Admiral H. C. Byrd, who had returned from the South Pole with his exhibit and this important piece of news in time in whale shows. As previously a new piece of the displays was the most favorite, Fowser brought out the old displays, one of the resources, and put them on as added attractions.

It was on the old displays that the business of the old man had to be included in the displays, Fowser realized this from his experience in showing the last of the Icetongs in 1915 on the Pacific with Buck and Smiley, the Oakland, Calif., arm. Then, there was a show in Hilldall, who at one time was with the Billboards, suggested that as long as Pacific was showing, the world's largest animal it should also exhibit the smallest. Fowser decided the idea, and in 1923 M. E. Alexander, who now is on the Northwest Long Beach, joined his first exhibit. He remembers with Fowser for eight years, even the Fowser and Fowser show. Pacific Hilldall opened his Noah's Ark attraction. A Madame Kingwell had the Ark circus on the Hilldall unit.

Fowser's move into the oddity business with his Noah's Ark was a natural development, since the Noah's Ark exhibit that brought the idea, and in 1938 M. E. Alexander, who now is on the Pacific Hilldall opened his Ark attraction. A Madame Kingwell had the Ark circus on the Hilldall unit.

Fowser's move into the oddity business with his Noah's Ark was a natural development.

The whole shows were on an examination to make money—main attractions and added ones. And in addition to there was the perfume pitch, which was a natural. This is the base of the perfume? When someone answered "ambergris," the next scene of the show. The perfume pitch was that whales supplied ambergris and that the company had been fortunate in obtaining this element at a saving, which was then used to counteract the smelly. Barrels of perfume were sold at 25 cents per bottle—but the perfume was the same as was on the show.

No Repeat Trade

Despite the success, the whole shows were not strong for the same trade. When the shows were ready to be occupied.
**CLOSE-UPS: FRED L. MARKEY**

**Head Chef Shares Time With N. E. Group**

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Luke Anderson Fills Father’s Show Boots

IN FAMILY TRADITION

B. Webb, Clarence Fisher, Shorty Lynn, Bill and Jackee Wilson, Frank Ellis and Joe Fisk.

Decisions on Title

One of the changes Norman decided concerned the title. He didn’t care for the Seal name and decided his trucks and paper would carry a different kind of title. He and his wife, Frances, agreed first on Wallace & Clark, naming honors borrowed from towns in Idaho. But the public never saw that one, the Andersons decided the Kelling part didn’t sound right, it was Frances Anderson who came up with the Clark half. Mrs. Anderson has concessions on Wallace & Clark. The couple has been married about 13 years and they have two children, Susan and Clinton.

1. Hotel. 1 Test

Last season, Wallace & Clark toured much of the old Anderson territory and the Southwest, doing a lucrative season in Arizona. Opening in Hot Springs this season, the show spread to new eastern territory and now it’s in the Middle West.

Norman outlines what amounts to two requirements and a test for the operation of small bus taking. One requirement is that the show be strongly advertised and that it has a performance to stand back on of the old. The other is that, if a show is to profit, it must find towns that are about two years from town.

The test comes with the rougher season. Anderson figures that from time to time the number of shows on the road gets too large. Periodically, he reasons, shows in the kind of season which cuts the field back to size. Some of the shows fail by the wayside. Anderson is confident that his show will be the one that meets the basic requirements and lives in the test. With the traditions and training of his father’s shows behind him, it’s likely he’ll succeed.

BARRY’S ZOO TRAIN GOES INTO CANADA

COUTRE, Alta., June 21

Howard F. Barry’s British Africa Zoo Train, closed most nations nation this week and entered Canada en route to Calgary. Dying the border hill children of both Cineta and Sweet Grass, Mont., saw the show as Barry’s “Zoo Train” was a show.

The three trains are built in a railroad type in which animals are displayed.

COSTS LESS TO BUY

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SAVES MONEY ON THE ROAD

Chevrolet trucks save you money over the miles with greater fuel economy. Value in head economy, rugged body parts, automatic control, available in any size you require. Better value in every way.

KEEPS ITS VALUE LONGER

Chevrolet trucks traditionally keep their value longer to bring higher used truck price, year after year, at mode-in time. That means real, substantial dollar-and-cents savings when you come to resell your used truck.

PONTIAC

Epoxy Coating

bare metal on the outside,...
Rodeo Dates
(Sponsored by the Rodeo Lawmen's Association)

Place Your Order Now
for
- RAW CORN
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CORN & EQUIPMENT CO.
304 N. 9TH ST. INDIANAPOLIS, INDIANA

JUNE 28, 1952

THE BILLBOARD

GENERAL OUTDOOR

WHOLESALE PRICES FROZEN, CURED, CUTTLESTOCK, ETC.

ARROW MERRY-GO-ROUNDS AND KIDDIE RIDES

In stock at 17th and 3rd and 2nd and 4th. We serve the best in merchandise and service.

ARROW DEVELOPMENT CO., INC.
824 SOUTH WEST STREET - INDIANAPOLIS, INDIANA

HOLD YOUR NOSE, BOYS!

PA's Inhalen Long Pull, Dream Smelly Contest

New Evansville Amphitheater

Books Names

EVANSVILLE, Ind., June 21—Emmer Amphitheater, an open-air theater, opened here Saturday (15) with the Maypole Spectacular. The amphitheater is adjacent to Memorial Stadium, and for the season has been booked by Allen-Anderson Enterprises, the 30-piece orchestra and the professional dancers to be offered on Thursday and Sunday nights. All tickets are sold on both season and single night basis, and thousand tickets are distributed in advance.

Talent booked for June include: Buddy Greco, White Gators; Ralph Nelson; L. Thomas, Page and Stone; Margaret Rouse; and Country Singers Michael Rhodes.

July Bill

Programs will include: Lyle Allen, the Galleria; Mike Nett; and Bob and Suzy. Also on the program will be the Overland Guards and the International Rodeo. The Sept. 29th program will be the 50th Anniversary of the National Rodeo. The amphitheater will have Lost & Found, Libbys and the 1000 Festival. The December program will include: Flying A's and the Festival of the King.

Out in the Open

Lloyd Cunningham, secretary of the Iowa State Fair, Des Moines, was on fair business. Harry Hennes, secretary of the Chicago World's Fair, is in charge of a similar project to be held in Des Moines in September. The state fair here recently featured the National Rodeo, with top riders in the country.

Arthur Atwood, the famous thoroughbred horse, Blue Man, pulled a Morris fleet to win the $1,000 Yankee Handicap at Suffolk Downs, Boston, Tuesday. The driver, Arthur Atwood, was in the saddle, and the horse's owner, the Preakness in May and nearly the Kentucky Derby.

Material provisto do copyright
TAILORS PARADES

Producer M. Abt Aims To Satisfy All Tastes

• Tailsim styling page 67

the ending of blood and death, and in 1952, Abt was back at the to the boyhood of those who had not loved "jaws" in war. I believe in believing in the whites of the floats. I like to make 'em laugh and make 'em cry both.

We use a good deal of motion on our floats and I give it a lot of thought. It makes a float more like life, even though every goes, and the creations are wonderful. Motion creates mystery and puts life in your show.

"We use such motion as having a horse ride, so that we can have sound effects, too, and have the old trick. Large talking dolls are built, we have a lot of rounds really moving, a gigantic Rolls Royce, in fact, the actual music and the like. We used a revolving fish which appeared to be outside. But the water had a good effect in a paradise this year.

Kid Appeal

Children on floats appeal to other children, and to some extent except the high school children who build them and ride in them. We use children sometimes, or special characters, such as Little Red Wagon, etc., and we use whole rides in a ring at a float at a float on the island, with as many children as there were.

Abt uses hundreds of high school students in all parts of his work. They do much of the design, and his artistic style is all over the float, and the actual paper mache and such work on the floats, super- vision, etc. It is a very personal job. They learn while producing artistic styles and desire to design entertainment sets and their reward is to get to ride on the float.

In between... One of the most interesting things that happened was that one day, a group of high school students from a certain school came to see the floats, and they were just as impressed as the children had been. They had learned so much from their work on the floats, and they wanted to know more about Abt and his work. He agreed to meet with them and talk about his work, and the students were thrilled. They wanted to know more about the process of creating a float, and they were excited to learn about the history of Abt's work. Abt was very happy to share his knowledge with them, and he enjoyed the opportunity to inspire the students. He hoped that they would continue to pursue their interest in art and design, and he encouraged them to keep creating and making their own work. Abt's passion for his craft and his dedication to his work were evident in his interaction with the students, and they were inspired by his example. The students left the meeting feeling energized and excited to continue their own creative pursuits.

Wichita Show

Sock for Big Jon, Sparkie

CINCINNATI, June 21—Big Jon and Sparkie, American Broadcasting Company's two most popular cartoon characters, who are promoted by Associated Press, are the stars of the show. Sparkie is a special character created by Big Jon, and the two are always together.

Pat Purcell

Gets NASCAR Exec Post

DAYTONA BEACH, Fla., June 21—The Executive Editor of The Billboard, has been named chief executive officer of the NASCAR Association, according to a recent bulletin issued by the organization.

The announcement was made by Mr. Purcell, who has been with The Billboard for many years. He is well known in the racing industry and has been involved in many of the major events in the sport. His knowledge and experience will be invaluable to the NASCAR Association, which is working to promote and develop the sport on a national level.

The NASCAR Association was established in 1952 to promote and develop the sport of auto racing. It has been instrumental in establishing the sport as a major international sport, and has been successful in promoting and developing the sport on a national level.

The association is dedicated to promoting the sport of auto racing, and to providing a platform for the growth and development of the sport. It is working to promote the sport on a national level, and to provide a platform for the growth and development of the sport.

Echols Improved Electric Ice Shaver

AUTOMATIC FEED

NON CHOKE

GREATER CAPACITY

ECHOLO HIGH SPEED ELECTRIC ICE SHAPER

Don't chance the life of a valued employee. Give him the automatic electric ice shaver that will save him time and keep his hands from freezing. The Echols High Speed Electric Ice Shaver is the only ice shaver that can do this job efficiently and effectively. It is a time-saver, and it is a safety device that will protect the hands of your employees.

Echols Improved Electric Ice Shaver is equipped with an automatic feed system that keeps the ice block continuously supplied to the ice-shaving mechanism. This feature eliminates the need for constant feeding, ensuring efficient ice shaving.

The Echols Improved Electric Ice Shaver is designed with non-choke feature. It has greater capacity and is capable of shaving a block of ice quickly and without the need for constant adjustments.

Echols High Speed Electric Ice Shaver features a high-speed motor that enables it to shave ice at a much faster rate than standard ice shavers. This feature is beneficial in environments where large quantities of ice need to be shaved quickly.

Echols Improved Electric Ice Shaver is known for its automatic feed system, non-choke feature, and greater capacity. It is the perfect tool for anyone who requires efficient and fast ice shaving.

For more information, please visit us at:

Echols Improved Electric Ice Shaver

4225 Main St., Dayton, Ohio 45403

Price of this product: $110.00

Price of Machine: Only $60.00

Stand (not shown), $10.00.

S. T. ECHOLS
ATTENTION!

SHOWMEN...ZOOS...EXHIBITORS
OF ANIMALS AND REPTILES

27 Years of Sincere Service to Showmen

Large volume and streamline service assure fresh stock and selected specimens.

We are still serving our first two customers. Our customers repeat.

You may remember 27 years ago when we built our first snake and animal pen. Our first two customers in 1925 are still sending us regular orders. You can get better service than that which has satisfied our many customers for over a quarter of a century.

NOW we offer you an even wider variety of fine specimens, faster mail delivery, along with our guaranteed satisfaction. Meet our Sales Manager - who gives personal attention to every order.

It is with pleasure that I have secured the services of Major Gary Garretson, the Jungle Trader, as our sales manager. Gary has world-wide experience in handling animals and reptiles. I have found him honest and conscientious in his dealings, and he is improving on our 27-year policy of personal service to every one of our friends.

Ross Allen

Friends, I've been associated with animal show business all my life, except during wars.

I know how important selected stock is to the zoo and other wildlife exhibitors. I know the value of stock to pitch when the money is on the marks.

I like my job as sales manager for that grand guy, Ross Allen. Day or night, I'm as close to you as your telephone. Don't worry about waking me. I can't sleep when a customer needs service.

CALL ME ANY TIME, OR WRITE

The Jungle Trader

"I wish to commend and express the deep appreciation to a completely trustworthy organization, Gary Garretson is a man of honesty and integrity. All of my orders have been given prompt special attention and all shipments have arrived in excellent condition. Buying without seeing is entirely out of a rule, but when dealing with Mr. Garretson, he is by wire or phone. I have no worries." Ralph B. Hafner, Master Mason, Los Angeles, Calif.

"During the past eighteen years I have found Ross Allen to be a very conscientious and faithful servant of the Snake Show World. I have found that the personal service of Gary Garretson, Manager of the Wild Animal Sales Dept., has been of the very best and I write all of my friends and Snake Show people to take advantage of this efficient service and conscientious effort." Ralph Ray and Irene.

"I have purchased reptiles from Ross Allen for 18 years and the stock was always superior quality." Earl Brockley, Black Hills Reptile Garden, Lead City, S. D.

"Thanks for prompt service and for the two beautiful pythons just received. I cannot overlook the outstanding personal service extended me under the new management of Gary Garretson. He is unsurpassed in his prompt personal courtesy service." Jack C. Horner, Maitland, Fla.

"Your latest shipment arrived today and we want to let you know how much we appreciate receiving the first collection of birds and snakes you shipped. For many years you have more than given satisfactory service." J. W. Newell, Miller Bros., Fort Wayne, Gage Park, Pigeon Forge, Tenn.

"If it had not been for your fine business association, I would never have had the outstanding results I have and the new present in the public. Thanking you for your past cooperation and exceptional promptness." W. W. Crowell, Fungi of Death Art, Englewood, Colo.

In addition to animals and reptiles shown we have a wide variety of wildlife.

Ask about our special open account system.

Makes your purchases easy to pay.

DAY OR NIGHT WIRE, PHONE OR WRITE

ROSS ALLEN
VISIT THE ROSS ALLEN REPTILE INSTITUTE
SILVER SPRINGS, FLORIDA PHONE 1180

ANIMAL INSECTICIDE

A non-oil, non-spray liquid inside and outside shipment, recommended for use inside insecticides. 100% safe for animals. Write for free sample. Readers' edition.
Carnival Routes:
Send to
2100 Patterson St.
Cincinnati 22, O.

SHOW PEOPLE
NEED IT
TOO!
HOSPITAL
INSURANCE
and
SURGICAL
BENEFITS

A real financial help
in time of need.

References gladly furnished
from other show people.

Drop a Card Today to
M. J. (MIKE) LAW
195 N.O. S. BALIE ST.
CHICAGO, ILLINOIS

For Circular describing
Benefits and Rates

FLAVORS
FOR ICE BALLS, ICE CREAM, FROZEN CUSTARD
AND DRINKS

A complete line of Flavors, Affordible, Easy to Adapt. Write for Circular. Purify Extract Mfg. Co., St. Louis, Mo.

CIRCUS ROUTES
Send to
2100 Patterson St.
Cincinnati 22, O.

THE MARKET PLACE
for
FOOD AND DRINK CONCESSIONAIRES

Agents & Distributors

LOOK WHAT $3 WILL BUY!

Business Opportunities

Food and Drink
Concession Supplies and Services

New Food and Drink
Concession Equipment

To Order Your Market Place Ad
USE THIS HANDY FORM TODAY

1: First, print or type your message here. If you want a "display classified" indicate in the margin what copy you would display. Be sure to include your name and address so you will appear in the ad. If box number is wanted, please figure 6 additional words.

2: Then check here for whether you want it to be a "regular classified" or the special "display classified" advertisement that gives your firm's name power and punch.

3: Now check off the classification you want your advertisement to appear under.

4: And last—complete this authorization by signing and mail your advertisement into the very next issue of The Billboard.
Ringling Sets 3-Day Chicago Run
At West Side Lot: Signs Sponsor

CHICAGO—June 21—Ringling Bros. and Barnum & Bailey Circus will play Chicago for only the second time, and the first time will be on a lot removed from the Lakeshore. Tickets for the show will be distributed to the benefit of the Villa School for the Blind. Dates will be August 22-24, giving the show a day before the Sunday funday.

Local fans, to the thrill of Roosevelt Road and Cicero Avenue, have shown increased enthusiasm for this final annual Jillian Festival. The Ringling stand follows the fair for a month. The tents, which fill the city limits and show scenes of Chicago residential and suburban areas, will be the final story. The lot is served by city transportation lines and the train will reach it by 6:30 regularly.

Cameo Test Run
Sharman, in charge, has selected a location and a new set-up, which will be a change for the 21st year. The 300-odd openings have been decided upon and the last day will be Aug. 24.

German Circus
Prices Same, Expenses Up

BERLIN, June 21—After a survey of leading German circuses, it is revealed that prices are pretty much what they were in 1921. The Berlin-Berliner Circus, for example, has reduced its prices from 20 to 25 percent.

The Dumbell Circus has reduced its prices from 24 to 25 percent. The Dumbell Circus also has reduced its prices from 20 to 25 percent. The Dumbell Circus also has reduced its prices from 20 to 25 percent. The Dumbell Circus also has reduced its prices from 20 to 25 percent.

The Dumbell Circus also has reduced its prices from 20 to 25 percent.

Cola-Walters Cancels Minn.,
Turns to Mont.

GRANITE FALLS, Minn., June 21—Coca-Cola has announced that the company will not sell any Coca-Cola products to Cola-Walters Inc. of Granite Falls, Minn.

The company has rejected the proposal to sell Coca-Cola products in Minn., and is now turning its attention to Mont., where it plans to sell products in the future.

Pa. Off For Burling

HASTINGS, Pa., June 21—Burling Bros. and Barnum & Bailey Circus will play two light houses here Saturday (24). Light in the afternoon and cloudy with a chance of showers in the evening.

The show was announced by the local orders, which have ordered shows for the next few days.

Clyde Beatty
Gets Business At Eugene, Ore.

EUGENE, Ore., June 21—Good business was registered by Clyde Beatty at Eugene Friday (13) despite the rain. Beatty opened his show Friday night at the Eugene Opera House and made a good profit. Beatty was scheduled to play again on Saturday (14) and Sunday (15).

The show was a success and the audience was good. Beatty has added more space to his permanent stables.

Dirk the direct television activity is the shows in the west. The show has added more space to its permanent stables.
How Did Jim Bailey Locate Jake Posey?

By SAM ARNDT

Jake Posey, the only man living today who had 62 horses under his care at one time, has never found an explanation for the delivery of a cablegram to him in Cincinnati in 1897. This message, from James Bailey of Barnum & Bailey Circus, was received in Europe, probably changed Posey's life more than any other single incident. It brought him the opportunity of meeting personally and later for driving the 60-masted hulk pulling the show's bandwagon.

At that time, Posey had been with circuses for 17 years. He was boss handler on the Ben Wallace Circus playing in Pittsburgh. He left that city on a Wednesday night before quitting, because the elephant man stole his horse away. Arriving in the Ohio city the next Saturday, he went to Frank Wright's saloon, the rendezvous for circus people, where he was handed the cablegram.

The message was brief. Bailey asked Posey to join the circus in England and bring the good man he could get. The telegraphist, who had existed for over a half century, had never been to an English circus. And Posey knew he would be in Cincinnati and at Wright's saloon.

When Posey arrived in Southampton for the British tour of the Barnum & Bailey Circus, it was his second time with this show. For the previous tour, Posey drove an eight-horse team.

When the new tour began, Bailey asked Posey to drive a job as night watchman because of his ability for handling on concrete floors. He later asked Posey to drive the team to the harness shop, where he washed and oiled every horse that were to be repaired.

Jake Posey

Bailey made his headquarters in London, visiting the winter quarters at Stake-on-Trent, 145 miles from the English capital, on Tuesdays and Fridays. It was on one of these trips that he asked Posey to assist him in his office. It was only a short time before he could do anything that anyone else could do. At the office, the principal manager, was instructed to fix up a new harness. The new harness driver could do it — and steal from his own

A sliding pole wagon was being driven when it began to snow. The driver, who was operating the eight-horse team, the job could easily be done. The snow was making everything wet with ice. The driver was looking for an ice fishing machine. He made a trip to the London Bingham, without incident, and drove back to the city. He took his wagon and his ice fishing machine. He made a trip to the London Bingham, without incident, and drove back to the city.

The arrangement worked well in the town of Lymington, where streets were narrow and difficult even for two horse teams. Lynch stood at the turn and advised Posey of the situation up front.

Mr. and Mrs. Clyde Beatty extend a cordial welcome to all circus friends to see the 1952 edition of

THE CLYDE BEATTY RAILROAD CIRCUS

Acclaimed by press and public as the best Beatty Show of all times and starring

America's King of the Circus

CLYDE BEATTY

In Person

1952 Staff Executives:

George Smith, Manager
W. M. (Bill) Moore, General Agent
W. M. Petti, Auditor
Horlan DeWitt, Legal Adjuster
E. J. Moriarty, Front Door
Don C. Hayman, Special Representative
Al Moss, Lot Superintendent
Jack Knight, Press Representative
M. E. Etheridge, Tickets

Coming—

THE NEW CLYDE BEATTY TELEVISION SHOW

Coast-to-Coast. Starting Soon.

Hear—

THE CLYDE BEATTY RADIO SHOW

Mutual Network every Thursday Night

Watch for—

A NEW CLYDE BEATTY MOTION PICTURE FEATURE

in color to be filmed in Africa
Dressing Room Gossip

WALLACE & CLARK

A new. toaster has been added to this show's equipment. It will be used to pull out one of the elephant trainers.

Birthday celebrations were recently held by M. Porter and Mike Mitoff, who have a wonderful little girl. Recent visitors were Lew Collins, Don Wieand, Alice Gauthier, Bill Macy, Mickey Picket, Ruby Harvey (Penny) Moore, Jean Brown, and Mrs. Fred P. Gauthier.

Hollywood Circus Corporation


M. W. JACOBSEN

1936 N. 15th Street, Des Moines, Iowa

CIRCUSES

2 PHONEME


FLAP SHOES


BREDLIES, LTD.

Lent, 1 cent. Head shoes, 1 cent. Med. shoes, 1 cent. Shoes, 1 cent. Head shoes, 1 cent. Med. shoes, 1 cent. Shoes, 1 cent.

3 PHONEME


TV in All

20% of the circle is covered by all of the circle.

Wallace Bros.

While on a route from Tenafly, N. J. to Dover, N. H., the train was broken through and another train broken through. All the stock was saved. There were injuries to several persons. The train was on its way. The train was on its way.

Clyde Beatty

One moved into Southern Oregon and California, and business remains are good. He has been in the business for over 25 years, and has traveled extensively. He is the owner of the Rondell Corporation.

Barrie S. Gauthier

Barrie S. Gauthier, who has been a successful businessman in the Circus business, has recently purchased the stock of the Ohio State Fair. He is planning to make a tour of the eastern states in the near future.

Skyscrapers of the Circus

Skyscrapers of the Circus, a new book by John P. Gauthier, has just been published. It tells the story of the Circus as it has evolved from a small tent show to a great international enterprise. The book is illustrated with many photographs and charts.

Mills Bros.

Milks

Mills Bros. have been in the business for over 50 years. They have a large herd of dairy cows and a large herd of beef cattle. They are well known for their high quality milk and beef.
CONTACT NOW
SEASON OPENS JANUARY, 1953

ETHEL ROBINSON
ATTRACTIONS

THE ONLY AUTHORIZED BOOKING REPRESENTATIVE FOR

POLACK BROS.' CIRCUS

2 GREAT SHOWS

POLACK BROS.
WESTERN

THE FINEST AND LONGEST
TOUR IN AMERICA

POLACK BROS.
EASTERN

ETHEL ROBINSON ATTRACTIONS

203 N. WABASH AVE.
SUITE 2202
CHICAGO 1, ILLINOIS

ON THE SHOWFLY:
You’ll marvel at the Ciri- cus of animal Marvels —
Camping in a world of Living Artifacts!

CIRCUIT ACTS
AND ARTISTS BOOKING
REPRESENTATIVES

LIGHTHOUSE—Your Guide to Better Living
There’s no business like show business—especially when you follow your job with the countryside, street or circus, family and all—in a lively, Lighthouse home-on-wheels. Here’s comfortable, home living with no-day-high rents to pay. Lighthouse “7200” gives you such a spacious combination—living-dining room, modern kitchen; bedroom; bath; room with separate shower. Write for sample of your interest today.

There’s a Lighthouse Trail Home for you in every price range.

Lighthouse Trailer Company
237 W. TROY AVENUE • D2731 • CHICAGO 21, ILLINOIS

NATIONAL SHOWMEN’S ASSOCIATION
GREETING CARD
You are eligible to Membership in this fastest growing showmen’s organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.
Meetings 3rd and 5th Wednesdays each month
Powers Theatre Building
1540 Broadway
New York 18, N. Y.
Almost every one of the Eastern amusement family is a member. Are you?
Write for information
Initiation.....$10.00
Membership......$10.00 yearly

CIRCUIT WANTED IMMEDIATELY

FOHRNET HARRING

WANTED

ELEPHANT MEN

CIRCUS WORLD OF MIRTH SHOWS

PHONE MAN

NEED TWO PHONE MEN

Rogers Bros. Circus
2 Telephone Salesmen

20 PHONEMEN

For all shows or any house. Street corn. Ten dollars weekly. Must have some experience. Write for position immediately.

TOLEDO BROTHERS CIRCUS, TOL-AHR

CIRCUIT HEADQUARTERS
120 W. yeeroman
Toledo, Ohio

METAL SPANGLES

WANTED BOSS CANVASMAN

Have your best and most successful business. Write for details.

RINGLING BROS. AND BARNUM & BAILEY CIRCUS

WANTED

LESTER, LTD.
(801 W. WABASH)

E. BOYe
p. 0. Box 363, Excelsior City, Minn.

GIVE TO DAMON RUNYON CANCER FUND

RINGLING BROS. AND BARNUM & BAILEY CIRCUS

WANTED

BOSS CANVASMAN

Must be sober and ready to handle wild West type, also suitable for 24-Hour Man.

Contact: LARRY LAWRENCE
Cove General Hotel, Wilmington, Ohio.

WANTED

BOSS CANVASMAN

For all numbers and all houses.

BOSS CANVASMAN

24-HOUR MAN

Contact CIRCUIT HEADQUARTERS, Toledo, Ohio.
POLIO CUTS TAKE AT HOUSTON SPOT

Hennies' Kiddieland 200% Ahead Until Disease Breaks Out in County June 1

HOUSTON, June 21—Harry Hennies at Kiddieland Place today launched his Grape Stomp promotion, which runs 250 cents ahead of last year. But unfortunately, polio in Harris County has affected business since June 1, Hennies said.

Great emphasis is being placed on the parties, 20 per cent over last year again this season, he said. For the past three years, the second and third weeks of June have been very successful.

Only 50 cents are used for parties of 30 or more children.

The parties are scheduled for 6:30 to 9 p.m. on weekdays. Tickets are available at 50 cents for parties of 30 or more children.

Council Adds 10-Cent Gate At Laconia

LACONIA, N. H., June 21— A 10-cent gate fee for adults at Laconia Rock Park Beach here this summer has been added to the gate fee, it was announced this week. The monies will go to the $50,000 maintenance fund of the park.

The council council also will charge operating the municipal beach and its attendant services.

The corporation has also been opposed to operating the municipal beach and its attendant services.

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Playland Biz
At Plattsburg
OK on Holiday

PLATTSBURG, N. Y., June 21—With the
Decoration Day opening of Play-
land in the most popular spot fam-
iliar to thousands of young
people, the annual summer
season got under way again
here today.

The weather was fine, and the
park was crowded, but there
was no indication of the
traffic that will come when
summer really starts.

The weekly schedule will
start on July 1 and will
continue to Labor Day.

Weatherman Aids as
Eastern Spots Boom

NEW YORK, June 21—“Just
imagine the weather in the
other Eastern spots, and our
climate will be found to be
the best in the East,” said
Mr. T. H. Weatherman, head
of the Weather Bureau,

“By the time the East Coast
begins to warm up, we will
be through the worst of our
weather,” he added.

Year-Old L. I.
Kiddie Park
On Upswing

NEW YORK, June 21—Open
for the first time in many
years, Happyland, a
kiddie park in Brooklyn, is
expected to be a big suc-
cess this season.

Palisades and
WOR-TV Push
Beauty Contest

NEW YORK, June 21—Pal-
isades (N. J.) Park and WOR-
TV have announced a new
beauty contest for young
women.

For True Railroad Atmosphere
There is Nothing Like a...

MINIATURE TRAIN INSTALLATION

HORSES ARE RECOMMENDED FOR
BIG BRONCO IS THE BEST

PROMOTERS

FOR SALE

Complete Equipment
GOLD CLIFF PARK

One of America’s Finest Growing Parks
Over 33 acres of land, with over 20,000 acres of
surrounding. Complete with brakeman, kiddy
rides, and water. 24.jpg.

GOLD CLIFF PARK
Circleville, Ohio

$15,000.00 will buy

FOR SALE

EXCLUSIVE GOLF

A unique and
permanently
installed
golf course,

EXCLUSIVE GOLF

A unique and
permanently
installed
golf course,
INFANT PARK UP FAST, STRONG

Kelum’s Indian Points Starts in Major Leagues, Scores Two Profitable Seasons; Ross, Has Wide Show Business Experience.

ALTHOUGH barely into its third season, Indian Point Park, Priced at $4.50 per acre, is already established as a highly successful minor park, with a potential of expanding even with the high hopes of its operating owner, E. D. Kelum, and its prominent backers.

Exceeding the optimism found within the park, would take some doing since Kelum and the concessionaires who have been with him from the start have had two profitable years to spark their enthusiasm. The current season is also showing substantial gains, although due to the loss of many working days, including several important Sundays, to unusually heavy rains.

Kelum, who is Ed to his friends, started Indian Point on a full-scale amusement park at a time when investors in the field were interested only in putting together a kiddieland endevour. Few major parks have been constructed in the past several decades, probably because of the high costs involved. Indian Point had existed as a picnic-recreational area for over 32 years, a little in the way of amusement that it might be said that Kelum built his amusement park from scratch.

Rapid Expansion

Although not generally known in show-business line before taking over the 50 acre scenic spot on the East River shore, the Hudson River some 40 miles north of New York City, this former wide attention through his promotional efforts. The attractions have increased in both fame and number, and in 1937 Ed acquired knowledge of the possibilities of the spot, which was acquired in 1930, and his holdings now number over 600 acres. Indian Point’s new business includes the building of a new park at the head of the Hudson, near New York City, where he was active in theatrical units both as a producer and ticket writer.

After his experiences at Coney Island, Ed got a job as writer at the Howdy Doodled Theater in New York. He rose to chief usher and later became the vice president of the concern. He now owns the 7,000-seat house.

Indian Point has become an important feature in the New York entertainment field, and Ed’s management and publicity are both highly popular. The house opened in the spring of 1940 and moved over to the New Amsterdam Theater in the spring of 1941. Indian Point has been an outstanding success.

In 1934 Ed had all of the grandstand concessions, including the WPA Circus, and in 1937 Ed was house manager at the New Amsterdam Theater in New York. He then opened the “The Eternal Road,” half-million dollar production, which was staged in 1943.

In 1943 Ed opened the “The Eternal Road,” half-million dollar production, which was staged in 1943.

Two trailers running non-stop from both ends, carrying Indian Point patrons from the dock area to the amusement zone. One of the trains is shown in front of the new Dugout, which was permanently installed this year.
Tub-Thumping Pays Off
For Geist at Queens Spot

*Continued from page 26*

Salt Lake City's Lagoon Clicks
With Promotions

SALT LAKE CITY, June 21—

Geist rides, 30 miles north of here at Farmington, is running a successful season of promotional programs, according to Richard E. Freed, assistant general manager.

Freed himself is "Free Monday" which features a "twice the fun for the price of one" policy campaign. Parking and dancing are free on Mondays, while rides and concessions run up to 25 cents for the price of one.

Free dishes are passed out with each paid admission. The main dining room on Wednesday nights. White night is observed on Thursdays. Lengths hand policy is to use name orchestras when available and local bands on other days.

Harry James, Henry Rowen, Tiny Rend and Frank Warren are among the name artists already booked for the season.

A new neon lighting system was installed this season by Lagoon personnel.

THIS IS Your Opportunity
To Call San Fernando Valley Your Home

UNCLE BEN'S KIDDLAND
For Sale

Located in the heart of San Fernando Valley, operating 52 weeks a year, finest, most magnificent, most successful Kiddleland in So. California. In operation for 18 successful Months.

Equipment Included:

**RIDES:**
- Allan Herschell Little Dipper
- Allan Herschell Kiddie Auto
- Big Eli, #12 Ferris Wheel
- Sail Speed Boat Ride
- Allan Herschell Sky Fighter
- 2-Aребte Merry-Go-Round
- Hurbut Miniature Railroad

Complete with 150,000 lbs. train.

KIDDY PONY CARRIAGE
ROCKET SHIPS • BABY FERRIS WHEEL

Every Ride Bought New
Practically new and Definitively in A-1 Condition
Amusement Area 200x200 ft. Parking for 300 Cars.

Low Pony Ring (16 Pony)
Pond (Fishes)
Photographic Picture Marks and Ball Gym Machines

These Concessions on p. 3, less Income more than pays the rent.

This Kiddleland, located in a section of 7,900 new homes within a radius of a mile, is offered for sale to qualified buyers who have the cash and are interested. 

In business, Park. Must be appreciated. Books and Records available for inspection to interested parties only.

**SALE PRICE, $110,000**

$78,500 Down Balance on Terms. 0% to make $100,000 Cash.

Phone, Wire and Telegrams.

**UNCLE BEN'S KIDDLAND**

4839 Van Nuys Boulevard
The Year Round Playground

Van Nuys, Calif.

BEN, Owner-Operator

Phone: Empire 2-3290
COMMERCIAL EXHIBITS SEEN HITTING RECORD
IAFE Exec Points to Heavy Space, Sales, Early Reports of Sell-Outs

BROCKTON, Mass., June 21—More than 150 out of commercial exhibit space this year that has been sold is unusual, according to H. H. Kingman, secretary-manager of the Brockton Fair and secretary of the International Association of Fair Employees. This is up from the 90 or 100 sold last year, he stated.

Kingman reported from various fairs to support his contention. Kingman said that many of the exhibitors had received such large advance orders that the exhibitors had to close their stands.

"Many manufacturers have discovered that they must make a new product that they will sell, and that they are turning from fairs as a way of building their sales," Kingman said.

Typically, he indicated, was the schedule return of the summer-fair and exhibition circuit. The field of exhibitions after a tape of the season's openings, the exhibition circuit, developed among various manufacturers, including which are European and Japanese.

He stated that the fair had already sold all of its space, and that the number of exhibitors this year was higher than in the past. He noted that the fair had been held for the first time, and that the number of exhibitors had increased.

La Porte, Ind., Improves Oval, Gets New Ring

La Porte County Fair, Ind., June 21—La Porte County Fair has poured millions of dollars into its grandstand construction this year, and patrons will be able to see a new horse show, a new fair, and a new ring, according to Robert M. Moore, secretary.

Restoration program this year will be one of the most popular on record, he said. Olympia Circus, for example, produced by Ramsay-Curtiss circus, has made a one-man performance, a performance which will feature displays of buildings, sculpture and household appliances.

Baseball has yet to make an appearance in the big league, and the exhibition circuit will not be far behind, as the1922 season opened on May 9 with the opening of the West Coast League.

The baseball season is expected to begin around June 15, and the National League season is expected to begin on June 21.

Cattle Exhibit Out, Home Show Set for Regina

REGINA, Sask., June 21—Full use will be made of the barn and tent space of the Regina Exhibition Association's new $50,000 building during this year's fair, according to T. H. McDonald, exhibition manager. The barn space will be used for a cattle exhibit, and the tent space will be used for a home show.

The building has been completed, and the exhibits will be ready for opening on June 21.

Hampton, Ia., Revives Revue

HAMPTON, Ia., June 21—Franklin County Fair this year returns to the spring time of year, and the fair will be held on the 21st of this month.

A new event, the annual "Revue," was announced at the fair, and it will be held on the 21st of this month.

Moose Jaw Re-Sets Tractor Contest

MOOSE JAW, Sask., June 21—A tractor competition will be held at the Moose Jaw Exhibition, with prizes to be awarded to the winners. The contest will be held on the 21st of this month.

Agricultural improvements are being made to the grounds, and the fair will be held on the 21st of this month.

INDIANA STATE FAIR HONORS VETERINARY EMPLOYEES

INDIANAPOLIS, June 21—Six Indiana State Fair employees received recognition at a dinner in their honor at the Fort Wayne Hotel. Among those honored were Mrs. Eliza Newell, Mrs. Ada Fisher, Mrs. Ethel Patterson, and Mrs. Louise Miller, who worked at the 1921 State Fair to protect the grounds from fire. The four women were presented with plaques and letters of appreciation.

Kellet Named Tulelake, Calif., Fair Manager

Ex-Galt, Calif., Exec to Head Newly Organized Event

TULELAKE, Calif., June 21—Sam Kellett, former secretary-manager of the Sutter County Fair, has been named to direct the newly organized Sutter County Fair, which will be held here in September.

Kellett has been a member of the Sutter County Fair Board for several years, and has been actively interested in the fair. He has been in charge of the fair for several years, and has been a member of the Sutter County Fair Board for several years.

AGVA Restores John Billbury

HOLLYWOOD, June 21—John Billbury, local lockman, has been bought by the Academy of Varisty Artists Union, which has just announced an arrangement for the payment of his mortgage.

Eugene, Ore., Adds Seating

EUGENE, Ore., June 21—Lane County Fair, which has a seating capacity of its inside arena of 3,000, has now increased it to 4,000. This was done by removing the back wall of the fair office and adding three more seats.

Other plant improvements include the addition of air-conditioning in the main stand and general painting and improvement of the fair office and the fair office. The grandstand of the fair office has been moved to the east side of the fair office, and the office has been remodeled.

Amarniioi Annual Sets Icer, Hames

EUGENE, Ore., June 21—Tri-State Fair Association here has been very busy preparing for this year's annual set sale. The fair grounds are the main feature of the fair, and the fair office, the fair office, the main stand and the fair office have all been remodeled. The fair office has been moved to the east side of the fair office, and the office has been remodeled.

The fair office is the main feature of the fair, and the fair office has been moved to the east side of the fair office. The fair office has been remodeled.
Meet the Family...

In Person

Laugh * Fun!

Marion, Pop, Arthur Jr., Patricia

The Arthur Lake Show

Who Starred as *Dagwood
in the "Blondie" Series
In the Movies — On the Radio

Together with

Pat Patrick
Entil Twing of the Edgar Bergen Radio Show

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Buck Bradley and Susie
5 Years With Ken Murray's "Blackouts," Hollywood and Madison Square Garden Rodeo

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Frank Sully TV and Radio Comic also seen as the Mailman in the "Blondie" Films

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One to Two Hours of Solid Entertainment For the Family

Now Booking Fairs, Expositions, Celebrations and Theaters

Clyde Boldschun
Personal Manager
Roosevelt Hotel Telephone: Hemstead 7141 Hollywood 28, Calif.
**What Makes World’s Fairs**

*Conceived from page 53*

Other industrial exhibits were included at the Fair, Transportation Building at the south end. Because of the financial problems, several radio networks broadcast shows as a hype to the fair program.

Other attractions planned in-include a number of band concerts and fairs, and the Bandstand Shows on the fun side.

Tom Gooch Dies; Dallas First V.P.

DALLAS, June 21—Tom G. Gooch, first vice-president of the State Fair of Texas, died Friday afternoon. He was publisher of The Dallas Morning News, Dallas afternoon edition, and because of his strong support for the fair, he was also the member of the fair board.

Shelbina Ups Gate, Coffs Grandstand

SHELBY, Mo., June 21, —The Shelby County Fair this year will have 35.500 gates and will be open to the fair. The fair will begin with the opening of the new grandstand, and there will be a re-union of the committee's 100 years on the dollar.

Chicago had ample reason to recommend the fair for attention. But there are others who appreciate the fair's success. People from every state have come to the fair to see the various exhibits, and the exhibits are attended by a great number of people. The fair is re-opened for a counterpart of Sally and her fans—if the fairs are to be a success.

Mason, Mich., Builds Barns

MASON, June 21—Linen and meat stock facilities at the Ingham County Fair, are being greatly improved. The construction of three new barns, according to O. J. Davis, secretary, is now being completed. The improvements include the addition of a new barn, a new cattle barn, and a new horse barn. The new barns are not only new, but they also provide a better environment for the animals, according to O. J. Davis, secretary.

Martinsville, Ill., Adds Photo-Finish

MARTINSVILLE, Ill., June 21—The Martinsville Fair this year will include a photo-finish camera for the fair's events. The camera was designed by W. T. Blanken, secretary, and it is expected to be used throughout the fair.

Taylorville, Ill., Gets New Hq. Bldg.

TAYLORVILLE, Ill., June 21, —The Taylorville Agricultural Society will have a new home for its meetings. The new building will be located on the fairgrounds, and it will be equipped with a new radio and television studio.

Minneapolis to Pick 4-H Queen King

MINNEAPOLIS, June 21—Selection of a 4-H king and queen will be held at the fair on September 30. Contest is under supervision of Minnesota 4-H Club, and the winners will be awarded on October 1. The new structure will have 12 private offices, according to J. W. Berry, secretary.

The following features of the fair will be included in the Illinois’ State Fair, according to the St. Louis Post-Dispatch.

- **Features of the Illinois State Fair**
  - Handicapped exhibits will be on display by the Illinois Department of Agriculture.
  - Livestock exhibits will be featured by the Illinois Agricultural Society.
  - Livestock exhibitors will be assigned a new building that was formerly used for the fair.

-Rocky Ford, Colo., Celebrates 75th Annual Melon Day

ROCKY FORD, Colo., June 21—Annual Rocky Ford melon day will be celebrated. The fair will feature exhibits of melons and other vegetables, and will be open to the public.

-Urbana, III., Stretches Run

URBANA, Ill., June 21, —The University of Illinois Fair will run from July 23-27. The fair features many events, including horse shows, and will be open to the public.

-Black River Falls Features Auction

BLACK RIVER FALLS, Wis., June 21, —The Black River Falls Agricultural Society will hold an auction to benefit the fair. The auction will feature live and silent auction of various items, including horse shows, and will be open to the public.
ATTENTION FAIR and CONCESSIONAIRES!

Cash In on Record-Smashing Gates in '52!

EVANS' Profit-Tested Equipment is Built to Take It--

and Make it for You!

EVANS' NEW CIGARETTE WHEEL

NEW FLASH!

EVANS' AUTOMATIC ROLL DOWN

Absolutely one of the very best for those who want something different! Automatic roll-down action is a real beauty and an important feature for the operator. A winner anywhere! Fool-proof mechanism...strong construction...nothing to get out of order.

EVANS' ALUMINUM MILK BOTTLES

Here you can buy:
For superior ice cream bottles. They won't break or leak when knocked over--natural round stoppers. Indestructible, unbreakable. Better order early!

EVANS' HIGH STRIKER

The standard wherever you stand it up!

Center of attention at parks, fairs, carnivals. Instantly becomes the center of attention by everyone in the crowd. Built for years of trouble-free operation. Selection standard for carnival. Includes stand, illuminated nickel plated stand, 2x4 bracket.

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Leading Manufacturers of Amusement Devices Since 1892
CARNIVAL WANTED

If you have a first class organization and have Sept. 13th-21st open, would like to hear from you. Give full particulars in first letter.


ST. LOUIS COUNTY FAIR
Executive Offices
Suite 208, Roosevelt Hotel Bldg.
4903 Delmar, St. Louis, Mo.
Ira W. Curry, Producer

OUTSTANDING ACTS AND UNITS FOR
Fairs—Celebrations—Labor Day—Fall Festivals
STILL AVAILABLE

WRITE - WIRE - PHONE 28987

HEZTER’S THEATRICAL AGENCY
307 BANK ARCADE, HUNTINGTON, W. VA.
WINNIPEG, June 21—After a record-smashing run from Davenport, the Royal American Show rolled into Winnipeg, the biggest day on record for that city. It was the first of the three performances of the Royal American Show in Winnipeg and the last of the summer season. 

Wallace Cobb was able to bring the train to Winnipeg from Davenport, where the show would be held the first day of the season, a record for that city. The train was packed with spectators for the first time ever, the Royal American Show was the first to break the 300-mile mark and the first to break 300 miles in a single day.

Canadian Manager C. J. Seidell told the press that the band would be entirely equipped with all the latest equipment and that the show would be the largest one ever presented in Winnipeg.

Majestic Greater Inks Port Huron Water Festival

Port Huron, Mich., June 21—Midway for the annual Blue Water Festival, which opened officially today and will continue until July 4, was awarded by the Great Lakes Water Fingers, with Lloyd Walters representing the country. The award was presented by Sam Goldstein, bass of the Majestic Greater Show.

The Port Huron Band was chosen by the midway set up in a near downtown location, the Bridge Street Bridge over Black River. The band started down the street with the glass wagon. It was well received by the crowds.

Uniontown Do and Stop Tuscarawas County

Uniontown, Ohio, June 21—Five county events were scheduled for the Tuscarawas County today. The first one was the Tuscarawas County Fair and the last one was the Tuscarawas County Fair. The fair was the first of the season and was attended by about 3,000 people. The fair was opened by the Mayor and the Fair Board, which consisted of seven members. The fair was opened by the Mayor and the Fair Board, which consisted of seven members.

20th Century Pushes Storm-Recovery Work

WINONA, Minn., June 21—The work of clearing and recovering the area was working to full speed this week with the storm of June 18. The area was hit by a severe storm last Saturday, which caused extensive damage. The storm killed several people and injured many others. The storm caused extensive damage to homes, businesses, and vehicles. The storm caused extensive damage to homes, businesses, and vehicles. The storm was the worst in the area in recent years.

Freak Wind Hits Prelt, Causing 10G Damages

JERSEY CITY, N.J., June 21—A freak wind and rain storm hit the Prelt's Broadway Show on Saturday afternoon, causing extensive damage to the show and its equipment. The storm caused extensive damage to the show and its equipment. The storm caused extensive damage to the show and its equipment.
The Conklin Shows

"THE WORLD'S FINEST"

for the

CANADIAN NATIONAL EXHIBITION

Toronto-Canada Aug. 22nd to Sept. 6th

and

THE WESTERN FAIR

London—Ontario Sept. 8th to Sept. 13th

Will contract one outstanding attraction which has merit and ability to handle the large gross which can be expected from the tremendous attendance. For such an attraction—or a good circus—we will furnish an 80x200 ft. top.

Have openings for Fun Houses which do not conflict with Laifa-in-Dark, Magic Carpet or Crystal Maze.

Can place a few major riding devices — such as Whip or Rocce-Plane or any new riding device.

We are very proud of the world's largest kiddie playland area. If you have a good kiddie ride we can place you, provided it is not similar to those now contracted.

OUR ROUTE OF FAIRS PRESENT REAL OPPORTUNITIES — PLENTY OF PEOPLE WITH MONEY TO SPEND — PRACTICALLY ASSURING SUCCESS TO THOSE WHO HAVE INITIATIVE TO PRODUCE A GOOD PRESENTATION.

WE WILL SELL THIS EQUIPMENT—

A LOOPER RIDE—Manufactured by Allan Herschell Co.—NOW OPERATING AT RIVERSIDE PARK IN SPRINGFIELD, MASS.

A 20-CAR KIDDIE AUTO RIDE

A PLATFORM BOAT RIDE

A RENSSELAER MINIATURE TRAIN—ENGINE, 6 CARS, AND 300 FT. OF TRACK. AT BELMONT PARK, MONTREAL, QUEBEC.

FOUR 66 KW. DIESEL CATERPILLAR GENERATORS—MOUNTED 2 UNITS IN ONE WAGON. CHROME-PLATED, PERFECT CONDITION. READY FOR OPERATION. THIS EQUIPMENT FORMERLY USED ON JOHNNY J. JONES EXPOSITION. PRICED RIGHT.

WE WILL PAY CASH FOR A LARGE PORTABLE SCOOTER BUILDING WITHOUT THE CARS—MUST BE IN GOOD SHAPE

Address:

THE CONKLIN SHOWS

J. W. "PATTY" CONKLIN  FRANK R. CONKLIN

PHONE 3-2619  BRANTFORD, CANADA
JOIN THE "HEY RUBE"... GET WITH IT!  
You Too Can Be A Winner in the New 
WISCONSIN DE LUXE 
CARTOON CAPTION CONTEST

HERE'S THE CARTOON... AND A SAMPLE GAG
Think You Can Do Better?

CONTEST RULES:
1. Everyone is eligible with the exception of employees and members of the immediate families of employees of Wisconsin Electric Co., Cleveland General Electric Co., Duluth-Superior Edison Co., and of any newspaper or magazine that appears in the contest.
2. Mail your entry to Wisconsin Electric Co., Cartoon Contest, 2120 E. Wisconsin Ave., Milwaukee 5, Wis. 
3. Closing date for contest is July 15. Your entry must reach this office before July 15. 
4. Entries will be announced in the July 27 issue of The Billboard.
5. The judges will be determined by Wisconsin Electric Co. and will be notified in advance of the contest. 
6. Entries will be judged on originality and creativity. 

LIST OF PRIZES:
1st Prize—Radio Electric Co., 
2nd Prize—Electric Coffee Maker 
3rd Prize—Beach Wood Blanket

WISCONSIN DE LUXE Cartoon Contest, 1923 Third St., Milwaukee, Wis. 

My Caption Entry for June 28th is:

Name: 
Your Business: 
Permanent Address: 
City: 
State: 

Badger State Shows

WAM—Wisconsin Amusement Association, 300 W. Wisconsin Ave., Milwaukee 3, Wis. 

CARNIVAL PLASTER
DOMESTIC AND IMPORTED SUCH
BEACON BLANKETS & SWAGGER GAMES

CARNIVAL PLASTER
BEACON BLANKETS & SWAGGER GAMES

JAMES H. DREW SHOWS

ANCHOR TENTS

ANCHOR SUPPLY CO., INC.
Midway Confab

Recent visitors at the Fred Silber store in Fremdale, Mich., included Mr. and Mrs. J. E. Remis, and Mr. and Mrs. Robert L. Willman. Also in the store were Cletus S. Strong, F. J. Bowers, and Mr. and Mrs. J. C. Willman.

Ray Brumley, who has his Furrier's shop on the west side of Fremdale, recently attended the meeting of the local Furriers' Union. He was elected to the union's executive committee. The union will meet again next week to discuss the latest developments in the fur trade.

The owners of the Midway Mall, located in the heart of downtown Fremdale, have announced that they will be opening a new store next month. The store will feature a wide selection of clothing and accessories, as well as a variety of home goods.

The Fremdale Chamber of Commerce has scheduled a meeting for next Tuesday to discuss plans for the upcoming Midway Mall fair. The fair will feature rides, games, and food vendors, as well as a variety of entertainment options.

The Fremdale Fire Department has announced that they will be holding a fundraiser this weekend to help pay for new equipment. The fundraiser will include a bake sale, a raffle, and a live auction.

The Fremdale High School band will be performing at the Fremdale Fire Department's annual picnic this Saturday. The picnic will feature food, drinks, and live music.

The Fremdale Community Center has announced that they will be hosting a series of workshops on healthy eating and exercise next month. The workshops will be taught by local nutritionists and fitness instructors.

The Fremdale Library has announced that they will be hosting a series of book clubs on the topic of mystery novels. The book clubs will meet every other month and will feature discussions of new and classic mystery novels.
JIMMIE CHANOS SHOWS WANT
FOR 4TH OF JULY CELEBRATION AT ST. MARKS, ORLAND. ON THE MAIN STREET
Legitimate Contests of all kind — Bingo, Pink Till You Win, Ball Games, Rodeo, French Show, Snow Ball, Dart Games. See that work for $20 and $50.

Show with own stickler. committed now only Monkey Show or any Animal Show. Ride Help desired. Inquire now. All replies to JIMMIE CHANOS, Brookville, Ohio

DRAGO AMUSEMENTS
Want for Watkins, Ind., and following Big 4th of July in
City Park, Rensselaer, Ind.
For more Handy Pants, work for stock only. Will book Monday Night Show, Street Show, Wild Life. Fair in any small town or city.


HELLER’S ACME SHOWS
Want Shows—at least two in new towns or villages. Ndam 145. The show open to all. Such Shows 25 cents to $50. Rent. Horse show for small towns. Will travel with Shows.

Central Amusements—Stoke, V. I. and surrounding areas. Best Shows on earth.

LAST CALL
Join our Free National Band and enjoy the nation’s best entertainment. Heart of the West. Take your pick of over 100 Shows. Rent: $50.00-

Showmen’s League of America
56 West Roosevelt Blvd., Chicago, Ill.
Chicago show included President T. C. White, Andre Neuville, Belyeau, Pichon, and others. Will travel with Shows.

SHOWMEN’S LEAGUE OF AMERICA
WANT FOR RODMAN, ILL. STARTS: July 16, 17, 18.

E&B AMUSEMENTS
Want for Canton, West Virginia, and surrounding areas. Want Shows, Rodeo, and School Shows.

ART B. THOMAS SHOWS
WANTED—Local Shows, Rodeos, and School Shows. Will travel with Shows.

FESTIVAL OF FUN SHOWS
Wants for 4th of July Celebration, Joplin, Mo.

Join our Free National Band and enjoy the nation’s best entertainment. Heart of the West. Take your pick of over 100 Shows. Rent: $50.00-

J. W. FARRELL — TOM MORE
New Orleans, La. (Tome 7-0121)

CHAPTERS

WANT FOR COMMANDANT, CANTERBURY, AND LIVERPOOL, OR THE YEAR
Address JOHN A. BASS

215-23 Queen Street, Liverpool, England, N. Y.

MAYFAIR CRUISE線

JUNE 28, 1952

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Covers both Initiation and Dues, entitles new members to all club facilities. Send your application TODAY.

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JURY MECKE, Pres.

STATE’S SATURDAY NIGHT SHOWS

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$10—Initiation—$10 Dues
Now Low Rate of $20
Covers both Initiation and Dues, entitles new members to all club facilities. Send your application TODAY.

PACIFIC COAST SHOWMEN’S ASSOCIATION
1245 S. Hope St., Los Angeles 15, Cal.
JURY MECKE, Pres.
LA GAGNE AMUSEMENT COMPANY
12 Whitcomb Street
Haverhill, Mass.
Everything in Amusement
tel. 4-6461
Anywhere in New England
Contact us at the following places:

Weymouth, Mass. ... August 10-16
Hartland, Vt. ... August 21-24
Keene, N. H. ... August 21-24
Lancaster, N. H. ... August 29, 30, 31-September 1
Northampton, Mass. ... August 31-September 1
Barren, Vt. ... September 4-6
South Paris, Me. ... September 8-13
Acton, Me. ... September 11-13
Tunbridge, Vt. ... September 13-18

NOTE: Positively No Grit, No Mint Chips, No Gypsies

Wanted—Motor Drums, 10-in-1 Show, Rope Show, Wrestling Show for above falls and New Bedford, Massachusetts. Fire Fighters' Circus. July 1st to 5th.

THOMAS-JOYLAND SHOWS

NOW BOOKING SHOWS, RIDES, CONCESSIONS
FOR THE GREAT LA PORTE COUNTY, I.N., FAIR AND CROWN POINT, I.N., FAIR
No exclusives at these Fairs except Bango and Novelty. Bob Edwards, Mic Gantti, Bertha Barth, can place you. Dale, Wire.
Can place Giant Show, Shooting Show, Minstrel, 1 Helium, Midgets, Fat Show or any Circus Show. Can place Giant Show at any date or P.C. Want Ride Men in all departments, must drive 18,000 riders. We will send tickets. Read two men as good salary. Carry Push wants Handy Push Agents. Can place Handy Push at all kinds of shows; no "no." Want Agents for Mel's Bottle, Fish Pond, Plume Merton, Pitch-Tail U-Win, also Bingo Operators. Charles Lundy wants Greek at show. (Hockey, wire) Harry Scheckel wants Working Men in all departments. West Billposter can fill dates July 20.

ALL WIRE: E. H. THOMAS, Mgr.

Wheeling, W. Va. this week, then Logan, W. Va., for 4th of July.

NORTHERN EXPOSITION SHOWS

"THE NORTHEAST'S FAVOREST"

NOW BOOKING SHOWS—WANTS—WANTS—WANTS—WANTS—WANTS

WANTS FOR RIDE STANDS—RIDE STANDS—SHOWS—WANTS—WANTS—WANTS—WANTS—WANTS

B. & H. AMUSEMENT CO.


WANT WANTS

For ten days at Gary, Ind., and Chesterton, Ind., 14th Ave. and Broadway, north of town.

Concessions—Parade Floats for all Fairs that work for stock. Rides—Longer book at Chesterton, Ind. Good show with own transportation, low P.C.'s. No paints and supplies to be Cut and Busted Agents. Any unusual Concession Agents will travel.

NESSLER'S GREATER SHOWS

WANTED—WANTED

Side Shows and all Rides. Whole Men who can put it up. Second Men must drive own stock.ドイツ—Mechanical Show, Fast Free.

Kalamazoo, Mich., June 24 to 28; Monroe, Ill., July 1 to 5; Middlesex Park, July 8 to 12.

THE CAVALCADE OF THE WEST

featuring THE FEARLESS GREGGS

WANT WANTS—WANTS

SHOWS—ALL TYPES—WITH OWN EQUIPMENT, PAY TAXES AND COMMISSIONS—KEEP ALL YOU WIN.

This means Celebrations and Fairs, as well as Steam Days. We are now booking all Legislative Concessions for the Great Western July 4 Celebration—Lake City Frontier Days; over 10,000 attendance last year—Followed by the Grandaddy of them all—

For the first time in 15 years—in downtown Seattle for the Great Centennial Seattle Celebration—Followed by July 4th and Celebrations ending November 10th. This show carries 10 rides and 14 light towers—All office owned. Have plenty of ride help.

June 22 to July 1 at Colonial Motel, Vancouver, B. C.; Then Cladmont Motel, Seattle, Wash.

Contrary to all reports, we have exclusive contract for Evergreen State Fair, Monroe, Wash.

P.S. Any Spencer, Bull Martin, Doc Burns, Answers.

WANT WANTS

AMERICAN MIDWAY SHOWS

WANTS

Rides—All built in one more Fast Ride

CONCESSIONS—We build all Track Concessions.

For further information write: Western Midway Shows West end work

We opened Dec., 1, 1947, and will end Midway. Write us right away. July 6, Bridgeport, Conn., July 13, 1; Brockport, N. Y., July 11, 1; Watertown, N. Y., July 17; Webster, N. Y., July 19; Utica, N. Y., July 20; Scranton, Pa., July 23; Wilkes Barre, Pa., July 23; Allentown, Pa., July 28; Scranton, Pa., July 28;

Materiał przenoszony za pośrednictwem AI
Aunt Fannie Mason Returns
As Ride Owner in B'ham

MUSKET business will never grow old to Aunt Fannie Mason. At 15, Mrs. Fannie E. Mason is back in the business dear to her heart after a year's retirement in 1950.

Aunt Fannie and her husband, E. Gene, are running three rides at Fair Park, Birmingham, in order to make a jack of all trades. She gives careful attention to every little detail, according to R. M. (Dick) McIntosh, general manager of the Alabama State Fair Authority, who has been giving theФулл ипомека and she for the past five years.

Mr. and Mrs. Mason have just taken over the Comet Jr., a small Roller Coaster, the Flying Broom, the Boat Ride and Glass House, all formerly owned by Bill D. L'Horse and Ralph Roco, of the Alabama Engineering Associates of Baltimore.

Aunt Fannie has been in the business world since she was 15 when she sold tickets to YWCA functions, and she says she is happier now than at any other time of her life.

And she's done a little of everything in the line of business: run a newstand, operated a cigar store, worked in a cigar factory where she was paid as many as 1,000 cigars in one day, operated a variety of different rides, and printed and sold newspapers.

Mr. McIntosh has taken all the receipts from these rides and has booked them to him.

Aunt Fannie was in the amusement field when she and her first husband, William B. Hoke, bought a Merry-Go-Round at Vanity Fair Park in Providence. From there they extended to Providence. Pa. At the same time she was operating her newsstands, she was running a newspaper publishing house at 42 Union Square, in New York. Like a great many in the amusement field, she's had her ups and downs, and one of the down times was when a fire at Brighton Beach swept her and her husband pretty clean.

Undaunted, Aunt Fannie went to the late Bilye Dentz and told her she wanted to work a three-uhrah Merry-Go-Round. When Dentz asked how much money she had to put up, she admitted that her bank account amounted to a "Big Fat 100." Dentzz set her the machine, and took a mortgage of $7,000. She set it up in Broad Ripple Park in Indianapolis, where she operated for eight years and accumulated enough money to pay back Dentz and retain her life. That was in 1920.

Well, Aunt Fannie is still going strong with the tooth of retirement.

After Indianapolis, she went to Yonahoke, and operated rides until last year, when she sold the L'Horse and Roco, had a great railroad for the young enterprise in Birmingham which they helped to build back in 1910.

Aunt Fannie says it is the best and most pleasantest part of the country. And Dick McIntosh thinks Aunt Fannie is just what he needs. She and her husband live in a small house on the Fair Park property and they are doing all right — evidenced by their beautiful home in Miami is only one manifestation of the fact.

Any day you can see Aunt Fannie fussing around the motor house of her Comet Jr., or spending the flowers around the Flying Broom or tinkering with some gadget on her fiberglass boat. She drives a brand-new car — yellow Oldsmobile, and loves it.

Her philosophy of life can be summed up in these few words: "Keep away from old women and men and stay young by your work." She's a living example of the wisdom of those words. She has worked most all of her life, and young people are her first love. That's why the amusement business is her very breath. She is never happier than when she is watching the young evers around her rides.

REYNOLDS & WELLS SHOWS
CALL CAN NOW ALL SHOWS WITH OWN EQUIPMENT STARTING WEEK OF JUNE 7, CALIFORNIA, MINN. 19 FANS TO FOLLOW — MINNESOTA, OKLAHOMA, TEXAS
Platform, Gridd, Bally Shows, low percentage, Good Show Territory. Can use a few more classy Parks at all times. Long season ending November. Want Ride Help on all riders. Also Bingo Craftsmen. Good treatment at all times.

UNITED EXPOSITION SHOWS
2400 South Ave., Chicago, Ill. Write MacKay, 18.

WANTED—WANTED

<table>
<thead>
<tr>
<th>Name</th>
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<th>Address</th>
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<tr>
<td>Mr. E. W. Ream</td>
<td>2-3100</td>
<td>123 East 5th St., Kansas City, Mo.</td>
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ELECTRIC POWER PLANT

Karl P. Goodman

Three used 75, General Motors Diesel Engines, all serviced on identical 100 foot trailer. Excellent condition. Complete with everything and all kind. Shows on proposition. Outside Alabama, Georgia, Florida, South Carolina. Credit press call. Want Ride Help. Good Middle East show. Extensive work needed.写

Barney Tassell, Unit Show

JUNE 28, 1952
COMING EVENTS
- Continued from page 36

PRELUDE TO 50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WILLIAM H. BOMFORD, President

BROADWAY SHOWS INC.

TWO SHOWS DAILY—THREE SHOWS SATURDAYS

WILDLIFE-FUN HOUSE-CLASS HOUSE-ANIMAL SHOW

GRIND SHOWS-PENNY ARCIDE

SHOWS:
1. Dawn—FERRIS WHEEL—ROCKET—FLY PLANE—OCTOPUS SCOOTER—DEAD RIDE and a GOOD KIDNEY LAND

RIDES:
2. Fox—FERRIS WHEEL—ROCKET—FLY PLANE—OCTOPUS SCOOTER—DEAD RIDE and a GOOD KIDNEY LAND

CONCESSIONS:
ALL KINDS HANKEY PANKS—NOVELTIES—PHOTO LONG AND SHORT RAGE CALLERY-
AMERICAN PALMISTRY-FISH BOWL-JEWELRY

NICE CHAIRPLANE FOREMAN-WHIP FOREMAN-AND SECOND MEN ON ALL RIDES. DRIVERS PREFERRED.

ALL ANSWER: SAM E. PRELL.

AMERICAN WEST HEMPSTEAD L. I. N. Y. June 22-23

Youths Forever Wears.

VETERANS FOREVER WARS

CHAMPION CARNIVAL

GLORIOUS-FOREVER WARS

OLD TOWN.

BROADWAY AT YOUR DOOR

1. WILD LIFE-FUN HOUSE-CLASS HOUSE-ANIMAL SHOW GRIND SHOWS-PENNY ARCIDE

2. No. 2 FERRIS WHEEL—ROCKET—FLY PLANE—OCTOPUS SCOOTER—DEAD RIDE and a GOOD KIDNEY LAND

CONCESSIONS:
ALL KINDS HANKEY PANKS—NOVELTIES—PHOTO LONG AND SHORT RAGE CALLERY-
AMERICAN PALMISTRY-FISH BOWL-JEWELRY

NICE CHAIRPLANE FOREMAN-WHIP FOREMAN-AND SECOND MEN ON ALL RIDES. DRIVERS PREFERRED.

ALL ANSWER: SAM E. PRELL.

WILDLIFE-FUN HOUSE-CLASS HOUSE-ANIMAL SHOW GRIND SHOWS-PENNY ARCIDE

1. NO. 3 FERRIS WHEEL—ROCKET—FLY PLANE—OCTOPUS SCOOTER—DEAD RIDE and a GOOD KIDNEY LAND

CONCESSIONS:
ALL KINDS HANKEY PANKS—NOVELTIES—PHOTO LONG AND SHORT RAGE CALLERY-
AMERICAN PALMISTRY-FISH BOWL-JEWELRY

NICE CHAIRPLANE FOREMAN-WHIP FOREMAN-AND SECOND MEN ON ALL RIDES. DRIVERS PREFERRED.

ALL ANSWER: SAM E. PRELL.

WILDLIFE-FUN HOUSE-CLASS HOUSE-ANIMAL SHOW GRIND SHOWS-PENNY ARCIDE

1. NO. 4 FERRIS WHEEL—ROCKET—FLY PLANE—OCTOPUS SCOOTER—DEAD RIDE and a GOOD KIDNEY LAND

CONCESSIONS:
ALL KINDS HANKEY PANKS—NOVELTIES—PHOTO LONG AND SHORT RAGE CALLERY-
AMERICAN PALMISTRY-FISH BOWL-JEWELRY

NICE CHAIRPLANE FOREMAN-WHIP FOREMAN-AND SECOND MEN ON ALL RIDES. DRIVERS PREFERRED.

ALL ANSWER: SAM E. PRELL.

WILDLIFE-FUN HOUSE-CLASS HOUSE-ANIMAL SHOW GRIND SHOWS-PENNY ARCIDE

1. NO. 5 FERRIS WHEEL—ROCKET—FLY PLANE—OCTOPUS SCOOTER—DEAD RIDE and a GOOD KIDNEY LAND

CONCESSIONS:
ALL KINDS HANKEY PANKS—NOVELTIES—PHOTO LONG AND SHORT RAGE CALLERY-
AMERICAN PALMISTRY-FISH BOWL-JEWELRY

NICE CHAIRPLANE FOREMAN-WHIP FOREMAN-AND SECOND MEN ON ALL RIDES. DRIVERS PREFERRED.

ALL ANSWER: SAM E. PRELL.

WILDLIFE-FUN HOUSE-CLASS HOUSE-ANIMAL SHOW GRIND SHOWS-PENNY ARCIDE

1. NO. 6 FERRIS WHEEL—ROCKET—FLY PLANE—OCTOPUS SCOOTER—DEAD RIDE and a GOOD KIDNEY LAND

CONCESSIONS:
ALL KINDS HANKEY PANKS—NOVELTIES—PHOTO LONG AND SHORT RAGE CALLERY-
AMERICAN PALMISTRY-FISH BOWL-JEWELRY

NICE CHAIRPLANE FOREMAN-WHIP FOREMAN-AND SECOND MEN ON ALL RIDES. DRIVERS PREFERRED.

ALL ANSWER: SAM E. PRELL.

WILDLIFE-FUN HOUSE-CLASS HOUSE-ANIMAL SHOW GRIND SHOWS-PENNY ARCIDE

1. NO. 7 FERRIS WHEEL—ROCKET—FLY PLANE—OCTOPUS SCOOTER—DEAD RIDE and a GOOD KIDNEY LAND

CONCESSIONS:
ALL KINDS HANKEY PANKS—NOVELTIES—PHOTO LONG AND SHORT RAGE CALLERY-
AMERICAN PALMISTRY-FISH BOWL-JEWELRY

NICE CHAIRPLANE FOREMAN-WHIP FOREMAN-AND SECOND MEN ON ALL RIDES. DRIVERS PREFERRED.

ALL ANSWER: SAM E. PRELL.

WILDLIFE-FUN HOUSE-CLASS HOUSE-ANIMAL SHOW GRIND SHOWS-PENNY ARCIDE

1. NO. 8 FERRIS WHEEL—ROCKET—FLY PLANE—OCTOPUS SCOOTER—DEAD RIDE and a GOOD KIDNEY LAND

CONCESSIONS:
ALL KINDS HANKEY PANKS—NOVELTIES—PHOTO LONG AND SHORT RAGE CALLERY-
AMERICAN PALMISTRY-FISH BOWL-JEWELRY

NICE CHAIRPLANE FOREMAN-WHIP FOREMAN-AND SECOND MEN ON ALL RIDES. DRIVERS PREFERRED.

ALL ANSWER: SAM E. PRELL.

WILDLIFE-FUN HOUSE-CLASS HOUSE-ANIMAL SHOW GRIND SHOWS-PENNY ARCIDE

1. NO. 9 FERRIS WHEEL—ROCKET—FLY PLANE—OCTOPUS SCOOTER—DEAD RIDE and a GOOD KIDNEY LAND

CONCESSIONS:
ALL KINDS HANKEY PANKS—NOVELTIES—PHOTO LONG AND SHORT RAGE CALLERY-
AMERICAN PALMISTRY-FISH BOWL-JEWELRY

NICE CHAIRPLANE FOREMAN-WHIP FOREMAN-AND SECOND MEN ON ALL RIDES. DRIVERS PREFERRED.

ALL ANSWER: SAM E. PRELL.

WILDLIFE-FUN HOUSE-CLASS HOUSE-ANIMAL SHOW GRIND SHOWS-PENNY ARCIDE

1. NO. 10 FERRIS WHEEL—ROCKET—FLY PLANE—OCTOPUS SCOOTER—DEAD RIDE and a GOOD KIDNEY LAND

CONCESSIONS:
ALL KINDS HANKEY PANKS—NOVELTIES—PHOTO LONG AND SHORT RAGE CALLERY-
AMERICAN PALMISTRY-FISH BOWL-JEWELRY

NICE CHAIRPLANE FOREMAN-WHIP FOREMAN-AND SECOND MEN ON ALL RIDES. DRIVERS PREFERRED.

ALL ANSWER: SAM E. PRELL.

WILDLIFE-FUN HOUSE-CLASS HOUSE-ANIMAL SHOW GRIND SHOWS-PENNY ARCIDE

1. NO. 11 FERRIS WHEEL—ROCKET—FLY PLANE—OCTOPUS SCOOTER—DEAD RIDE and a GOOD KIDNEY LAND

CONCESSIONS:
ALL KINDS HANKEY PANKS—NOVELTIES—PHOTO LONG AND SHORT RAGE CALLERY-
AMERICAN PALMISTRY-FISH BOWL-JEWELRY

NICE CHAIRPLANE FOREMAN-WHIP FOREMAN-AND SECOND MEN ON ALL RIDES. DRIVERS PREFERRED.

ALL ANSWER: SAM E. PRELL.
CONWAY OBSERVES:
Modern Shows Top
Old-Time Outfits

By Paul M. CONWAY

DURING the last quarter of a century there have been profound changes in the outdoor shows, as in nearly all phases of life, manufacturing, science, transportation and politics.

Some of these forces were due to circumstances completely outside the control of the showmen involved, while others were the result of human ingenuity directed to stimulate interest, increase efficiency, reduce costs and other satisfactions. Financial returns in the face of a foot-shaking dollar.

The showman compares the circuses and carnivals of 1950 with those of 1925's the conclusion is inescapable that nearly all of these changes have proved advantageous, weighted in a practical business manner. That may bring disagreement from those having a nostalgic regard for the "good old days" or those who view carnivals or fairs as "farms" but the men and women who actually gain their livelihood or those who risk their money in the ventures in this year of 1952 will give you a true diagnosis.

The general business was larger than known by the general public for the first quarter of this century, and the circus field of business activity is perhaps under no one. In both the second quarter of the century and every other quarter of the year, there is an endless variety of shows designed to capture public size and importance.

Veteran circuses fine and highly desirable in one era, but perhaps diminishing in the second quarter of the century due to a reduced buying public.

The American circus Corporation started the trend, and when John Ringling acquired control of the industry in 1919 he continued it.

The year's advertising and promotion has been greatly modified, with non-profitable shows having taken the stage, equipment is streamlined, and a majority of the shows have shifted from rail to motor transportation.

Just as at the advertising for a moment, in the first quarter of the century it appears that minstrel shows of all kinds that appear as advertised are publicized. The same is true of the public's attention to such shows as "nobody new under the sun." Spectacular features were the eyeɉeather. Feats for possibility the blazing-baron, Clay de Pearsall, Dennis Mowbray, Peasly and Kidman, are shown on the present, individual acts or new styles not being neglected, but emphasis in billing and publicity is on the circus.

New shows higher in advertising is something rare in the old-time shows-study the old advertising.
WIN FEEL PROGRESSIVE CARNIVAL
WANT FOR BIG show of JULY — BRIDGEPORT, Ind. Roll out your best for W. R. GEREN'S number one, then THE GARRINGTON, DEL. FAIR. LEGITIMATE CONCESSIONS: All kinds. Fine, Large, Tent, Cart, Rides and Concessions. WASHINGTON, D.C., FEB. 21st.

MIGHTY HOOSIER STATE SHOWS

WIN FOR Indiana's Largest 4th of July show, Greenfield, Indiana, in Old Park, July 1-5. Five Weeks, Free Admission, Five Acts. With Steel Pier, Renowned George Cray, Paul National American Legion Commander. Followed by Indiana's Largest Street Fair, Marion, July 6-11.

MANNY PASTA, Direct Sales, Gadgets, Shows. Have what you feel for SALE: 1964 Streamline Caterpillar, newly upholstered, new bally canvas, direct U. balle drive, tunnel perfect, with two 30 foot sides, rubber tires. The first person with $25.00 cash takes this outfit. Have too many rides. Good help is hard to find. All replies, this week:

WANT: Bingo July 1 thru 5.

W. H. GREEN, Western Union, Seymour, Indiana

MIGHTY HOOSIER STATE SHOWS

FAIRS FROM NOV TOLL MOUSE HALL, INCLUDING MAINLAND'S ROUGH FOURTH OF JULY AND MILLER'S DEERS, EVIL'S, LANT, NORTH DAKOTA STATE FAIR AT GRAND FORKS, ALL NORTH DAKOTA, MERRIMAC, NEW HAM, BIRD ISLAND, BUTTERSCOTCH. ALL INDOOR, ALL SHOWS, ALL EUPEE FAIRS, SHOW FAIRS. SOUTH DAKOTA, L. CREESE AND MARSHALLS. WISCONSIN, WOODY DAYS, BRITT, IOWA.

WANT Shun Concessions of all kinds. Reasonable privileges. Will pay you to inspect. RIDES—have good Pony Rides, Dipper, Spitfire or any side and don't need license. SHOWS—have high Class Show with own outfit and transportation. Can use a couple of Canyon Men for two Girl Shows. Want Ride Foreman and Second Man on all Rides including Tilt and Kiddie Rides. If you want more money than you are getting, wire at once. No collectors. Men for towers and foot gate. We pay $30.00 and can't cancel as we have paid all real costs to date. M. T. COLLINS SHOWS


CENTRAL STATES FAIRS

GRAND ISLAND, NEBRASKA, JUNE 23 TO 28
NEILG, NEBRASKA, JULY 3-4-5
NEBRASKA'S BIGGEST FOURTH OF JULY

Want Fan House, Animal Show, Monkey Speedy, an Girl Show and Artistic Show. We have equipment. Want Foreman for Bellingham and Manly Fair. Can use two help who drive. Good equipment, good safety and good terms. Opening for Dodge and Capitol and Shetland and shift Harry Parks. Can punch Harry Parks Agents. WE HAVE THE BEST FAIR ROUTE IN THE MIDDLEWEST, ASK THOSE WHO KNOW.

W. W. MONTE, Mgr.

DAN-LOUIS SHOWS

WANT FOR OUR LIST OF 14 FAIRS AND CELEBRATIONS

CONCESSIONS of all kinds but must be legitimate and clean. Good machines for kids Rides at Kentucky Faire, reasonable privileges. Will not look appraisals with anything we do not sell as. We have two Fairies, three Marquis, two Elephants, one Buffalo, one Rides, two Trains, Auto Kid Rides and Start Rides. Can pick out a fair stock and give a good reliable stock on short notice. Top wages and costs. Have some of the best rides. Have some of the best rides. Have some of the best rides. Have some of the best rides. We have four for the following:

DAN-LOUIS SHOWS

M. O. J. CANYON, DEPARTMENT SHOWS, El Paso, Texas.

BIRCHER-GRAND SHOWS

WANT CUMBERLAND VALLEY SHOWS

WANT CUMBERLAND VALLEY SHOWS

WANT CUMBERLAND VALLEY SHOWS

WANT CUMBERLAND VALLEY SHOWS

WANT CUMBERLAND VALLEY SHOWS

WANT CUMBERLAND VALLEY SHOWS

PHONEMEN NOW

TERRILL & TERRILL phonemen announce our CARNIVAL WITH CARNIVAL AMUSEMENTS. We have the major cities in Pennsylvania and Ohio where Phonemen can site important money. Eileen, opening immediately in all cities. For assignment contact

TERRILL & TERRILL

TERRILL & TERRILL

TERRILL & TERRILL

TERRILL & TERRILL

TERRILL & TERRILL

TERRILL & TERRILL

TERRILL & TERRILL

WALLACE BROS. SHOWS

SHOWS: Place Motordrome, 10-1, Monterey Speedway, Fun House, Snake. Rides: Place Octopus, Looper, Kid Rides. CONCESSIONS: Place COOKHOUSE, Grab, French Fries. Preto Pups, all Manny Parks, RIDE HEL P Place Tilt Foreman, Dodger Foreman, Second Man on Tilt, Dodger, Spitfire, Little Dipper, Ferris Wheel, Kid Rides.

All replies, Hancock, Mich. this week: Monomaw, Mich. next, 4th July. Fairs start two weeks in Wisconsin.
From the Lots

Hiawatha
PERRYBURY, G. June 21—A Rainshower was held to the ride line-up a surprise later sent
was a new addition. The Wild West Band who recently for Sirs. Lithia Shat-
visited the area. The Wild West Band is led by the band
who is stationed in Colum-
You can find the full list of contents and their respective pages in the original document. The text in the image is a natural representation of the document as if you were reading it. It contains various sections such as CARNIVALS, THE BILLBOARD, and information about different shows and events. There is also a mention of NADINE, a most beautiful gal, in connection with a photography event. Additionally, there is a section titled "THE RAVEN," but no further details are provided in the image. The text also includes ads for various goods and services, such as Flea Market items and a promotion for "Pee Dee Shows."
VIVONA BROS. COMBINED SHOWS
NOW BOOKING FOR THESE OUTSTANDING DAYS
FRANKLIN, Pa., July 14-19.
\[...\]
BUFFALO HOTTELE SHOWS
LAST CALL FOR JULY 3, ERNEST J. WOLFE.
\[...\]
NEW WORLD PLEASURE SHOWS
MICHIGAN'S FINEST AND LARGEST MIDWAY
\[...\]
MIGHTY HAMMONTREE MIDWAY
WANT! WANT! WANT!
FOR THE BIGGEST 4TH OF JULY CELEBRATION IN KENTUCKY
The world's largest and most fun-filled
AMERICAN LEGION POST #3, CINCINNATI, OHIO
4th of JULY CHAOS FAIR AND CIRCUS
Stage Fort Park—June 30th to July 5th
6 DAYS — $2.00.00 Fireworks Display
Music Stage in Person
WANTED: Handiwork by local artists. Curses Mutually Shared All of fair leave.
LAST CALL FOR THE SPOT OF THE YEAR!

WILLIAM O. HAMMONTREE, General Manager
Fullerton, O.K. This week. Fullerton's post.

AMERICAN CARNIVAL ASSOCIATION
1730 ESTE AVE. CINCINNATI 15, OHIO

FOR SALE
LOCK—STOCK AND BARREL
Contact George Brown, 325 Mass Ave., Des Moines, Iowa, for details.

1952 Fair Dates

FAR EAST CARNIVAL SHOWS

WANTED
FOR OLDER, ILL. ILLINOIS' LARGEST 4TH OF JULY CELEBRATION, JUNE 30 TO JULY 5
Join us at our annual Fair, We are looking for some of the best Carnival Rides and Shows for our Carnival.

WANTED
THAR SHE BLOWS
Whale Shows Cavorted For Rich, Smelly Era

Firstaal: A giant whale has been reported in the area. The whale, which was seen near the coast, is believed to be a new species.

THAR SHE BLOWS
Whale Shows Cavorted For Rich, Smelly Era

Firstaal: A giant whale has been reported in the area. The whale, which was seen near the coast, is believed to be a new species.

WANTED
FOR 4TH OF JULY FAIR PARK, EATON, OHIO, FOUNTAIN CITY PLAYGROUNDS, AND IN AND AROUND CINCINNATI, OHIO

WANTED CONCESSIONS—CONCORSINO
June 10 to July 1, Waterfront, Ohio River, 25 men, 80 show cars, fully equipped.

BYERS BROS.

Marlboro, Smoked, Shade, King Size, 1,000 Cigars and Cigarettes daily.

WANTED
Silver, Scale and Age Agent
CHUCK & YVONNE STADANO
410 Grand, Belleville, Ill., Near Railroad Station, Cycles and Equipment.

WANTED
RIDE AND SHOWS

Carnival Shows, Rides, etc. Vacancies in all states.

MIGHTY HAMMONTREE MIDWAY
WANT! WANT! WANT!
FOR THE BIGGEST 4TH OF JULY CELEBRATION IN KENTUCKY

MIGHTY HAMMONTREE MIDWAY
WANT! WANT! WANT!
FOR THE BIGGEST 4TH OF JULY CELEBRATION IN KENTUCKY

WILLIAM O. HAMMONTREE, General Manager
Fullerton, O.K. This week. Fullerton's post.

AMERICAN CARNIVAL ASSOCIATION
1730 ESTE AVE. CINCINNATI 15, OHIO

FOR SALE
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Join us at our annual Fair, We are looking for some of the best Carnival Rides and Shows for our Carnival.

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THAR SHE BLOWS
Whale Shows Cavorted For Rich, Smelly Era

Firstaal: A giant whale has been reported in the area. The whale, which was seen near the coast, is believed to be a new species.
Parks • Fairs • Seashore Resorts

HOWDY DOODY

HOWDY DOODY HAT
All colors and sizes, $11.00 Dz. $10.50 Dz. Coast Lots

YACHT CAPS
Assorted sizes with any print. Special Price — $2.00 Dz.

BASEBALL CAP
Twill Baseball Cap, Any Minor League Team, $4.00 Dz.

HAIRY POPLIN CAP
$4.00 Dz.

NEW STRAW BONNET HATS
From famous head and large gaps, we have made this new line for the market. We guarantee these first quality all-weather hats, one and all! The hats are made of the finest straw and will be as long as you live.

CREW HAT OPERATORS
We offer you the finest of all the crew hat operators in the market. We guarantee these first quality all-weather hats, one and all! The hats are made of the finest straw and will be as long as you live.

PLASTIC BALL POINT PEN
Ass't Colors. Gr. $8.00
Pee Wee Little Squirts $10.50 Gr.

AUTOMATIC POCKET LIGHTER
Individually boxed, Doz. $12.50

MIRRORS
Pocket size, with beveled cut on reverse side, Per 100, $5.00

Balloons

SILVER & GOLD LONDONING
$1.50 Gr.

3-PIECE PEN SET
Comprising at ball point pen, fountain pen and special feature, size of your choice, $4.00 per dz. $4.20 per gr.

MIRACLE CROSS
A $3.00 Value

SPECIAL 1-Piece Jewelry Set
Assorted Styles and Colors (each set in a box)

SMALLEST LIGHTER in the world

BEAUTIFUL ALLURED
Royale Low Fused Glass Buns. A terrific buy.

ATTENTION
All Alarms, Smashers and Novelty Whistle. A terrific buy.

HARRIS TAPS THE FIELD
With the most complete stock of all kinds and sizes of all kinds and sizes of flashlights, you will find what you need. You can get all your flashlights here in one place.

WEEDING LIKE WILDFIRE
Army Air Force Type Sun Glasses

HARRIS NOVELTY CO.
1102 Arch St.
PHILA. 7, PA.
CONCESSIONERS, NOVELTY MEN & PARK OPERATORS

Get Top Money With MYCO SENSATIONAL SUPER VALUES

ONLY
$1.95 ea.
50 ct. $1.40
36 ct. $1.00
25 ct. $0.50

Whipse...

Fancy Necklaces
$2.50 to $5.00
60 ct. $1.25
50 ct. $1.00
36 ct. $0.50
25 ct. $0.50
12 ct. $0.50

Fancy Scarf Cabinets
$2.50 to $5.00
60 ct. $1.25
50 ct. $1.00
36 ct. $0.50
25 ct. $0.50
12 ct. $0.50

Bottle Trays
$1.25 to $2.50
60 ct. $0.90
50 ct. $0.75
36 ct. $0.50
25 ct. $0.50
12 ct. $0.50

Fancy Ashtrays
$1.00 to $3.50
60 ct. $0.90
50 ct. $0.75
36 ct. $0.50
25 ct. $0.50
12 ct. $0.50

AT LAST...

Here is the catalog of sure-line profit builders that you've been waiting for!

Karl Guggenheim's
1952 Specialty Catalog

• SEND FOR IT TODAY!
Don't miss out on your share of profits!

Guggenheim
23 UNION SQUARE
N.Y.C., N.Y. AL 5-3953

DIRECT FROM MANUFACTURERS

SPECIAL INTRODUCTORY OFFER

ALL BRAND NEW 17 JEWEL OIL...GOLD PLATED CASE

Factory Guarantee — RGC Case. Leather Bands
We replace any stoppers free—No loss on bad watches.
With fancy Expansion Band to match, 5½ by 1½.

Also rebuilt name watches. Chronographs. "Style-Gild" Novelty etc. Double Head Rosary. $33.00. Gold Filled Rings.

WHOLESALE ONLY — SAMPLES $1 EXTRA
ALL ORDERS FILLED DAY RECEIVED. 30% DEPOSIT.
BALANCE C.O.D. SHIPPER BONDED FIRM.

B & B JEWELRY SALES
FALKE BLDG. CH 7427 HOUSTON, TEXAS

The Biggest Stock in Our History
With Bargains in All Departments

FUXBY WUXNIGHT NAPKINS
400 doz. 14¢ each. 500 doz. 13¢ each

STEAM CAFE w/Optional Yin
10.75 each 50.00 doz. 45.00 doz.

FLASH IN MAHOUSETTE
25.00 dozen

WESTERN PIPE KILLERS w/Zipper

Extra Large Paper Plush BOLT LINES
50¢ each

Each Supplied With—Beautiful Tags & Banners—Manager's 300社会

EXTRA CRYSTAL JEWELRY
25% repeat, balance C.O.D. if not returned

Nowotny-Burrell & Co.
1414 Booster Ave.
San Antonio 10, Texas

FUR COATS

Berkensham Furs

FUR COATS—$19.50 ea.

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10800 W. 42 St., N.Y., N.Y.

FREE 116 PAGE CATALOG

GLASSWARE • DINNERWARE

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WRITE FOR YOUR COPY NOW

7 PIECE BERRY OR DESSERT SET

ORDERS SHIPPED
SAME DAY

NORTHWESTERN BOTTLE CO.

212 W. 42 St., N.Y., N.Y.

CHRONO-STOP!

$3.35

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Berkensham Furs

FUR COATS—$19.50 ea.

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SAME DAY

FUR COATS

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Tremendous Value
* Mademoiselle
6 PIECE
Jewelry Ensemble
Only $2.50
No tax.
Details $2.95 and Worth it
- A purpose-designed line for quick profits
- Master crafted for highest concessions
- Exclusive line - best quality

No Paste! No Glue! No Stones Drop Out!
NOW!
HAND PRONGED JEWELLED STONES
MADE BY
STYLE GUILD
Exquisitely Designed 6 Piece Sets Based on Gold Embellished Scalloped Leaves or Jewel Chois with Auspicious Lifting Tray. All are glamorous. All Feature the New Embraceable Trefoil Brooches.
$27.00
PER DOZEN SETS
SAMPLE, $5.50

The Best in the West
ENGRAVERS
GIVE TO THE
RUNYON CANCER FUND

Demonstrators ... Pitchmen
There's BIG MONEY AHEAD with these popular, fast-moving sellers!

CARNIVALS! CONCESSIONS!

30" RAYON PLUSH NEAR
$27.50 ea.

SUPERIOR JEWELRY CO.
740 Sansom St. Phila. 6 Pa.

INSTRUCTIONS.
BOOKS & CARTOONS

ACME METAL GOODS
MFG. CO.
2 Orange St.
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GIVE TO DAMON RUNYON CANCER FUND

BUY DIRECT FROM THE MANUFACTURER
TURER AND SAVE

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HELP WANTED—ADVERTISEMENTS

PARK ROW NOVELTY CO., INC.
DELIVERS THE GOODS
CELLULOID DOLL'S
WIN FEATHERS, PAINT, HAT, BAG, RIBBON & TONGUE FINS;
WHERE MOTHERS MIGHT MILLIONS ON MAN AT RELATIVELY LOW SMOOTH HIT PRICES.

Balloons
1000 for $7.50

FOUR MONKEYS

SUNDAY, JULY 20

NAME BRANDS
THAT MAKE SELLING EASY

COMPLETE LINES
AMERICAN LINGERIE, DORMER SWING-AWAY, WIL ROGERS ROMANTIC LINGERIE, EFRAY, BROOKLYN SILVER, CHEETA, LINDA PEPPERMILL, JACQUESS, TELEPHONE, BULB, ELYRA, ELYRA, WESTEND, REMINGTON, DETECT, DEER, DURAM, BANUS, SIBLEY, ZIPPO, SIVAD

VOLPIEST CATALOG
1992 CATALOG
MINIATURE DOLLS, FASHIONS, ETC.

ALL ORDERS SHIPPED IN 24 HOURS

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Found Money!

24 Kt. Pt. Gold “Tiffany Style” Sets

PORTABLE, STUNNING RAINBOW OPAL

“SEA-PEARL”

3 PC. NECKLACE & EARRING SET


ALL VITAL STONES HAND-PRICED

DOZEN $10.95

Includes $7.95 gold embroidered price bags and gold-embossed gift box. Starring with eye-appeal.

4 Asst. Samples Postpaid $5.00

“STARLIGHT ORIGINAL” 4 PC. GIFT SET

Expansion Bracelet-Necklace-Matching Earrings

Our new Starlight Original, matching with glamorous... included with Gifts Adorned Quality expansion bracelet with a beauty that really sells. 24 Kt. Gold Plated really safety clasp, with earrings and matching expansion bracelet. This is a real deal in a market... ready to go like wildfire.

Complete with gold-embossed $9.95 price bag... strongly packaged in a fashionable gift box. Expansion bracelet on back display pad... an eyecatcher with selling impact.

DOZEN $24.00

4 Asst. Samples Postpaid $10

RISING CREATIONS... IDEAL FOR SHIPMENT.

GET READY FOR VOLUME BUSINESS THESE ARE NOT

35% deposit with order, balance C.O.D.

STERLING JEWELERS

24 E. LONG STREET, COLUMBUS, OHIO

PHONE: ADAMS 4621 Send for Catalog

$19.95

SALON GAME

NYLON LADIES, SIZE 8 Through 10

NYLON HOSIERY IN A 4-TONE QUALITY

SALON GAME

$14.95

SALON GAME

$19.95

SALON GAME

$19.95

SALON GAME

$19.95

SALON GAME

$19.95

SALON GAME
DON'T LET THIS SCARE YOU... WE'RE JEWELERS!

But our Providence, R. I., factory, plus our special department which buys out complete factory stocks right in the jewelry centers of the U. S., allows us to offer FACTORY CLOSE-OUT MERCHANDISE BELOW MANUFACTURING COST.

VALUE GUARANTEED OR REFUND IN FULL ALL MERCHANDISE SUBJECT TO PRIOR SALE. 25 per cent deposit with your order, balance C.O.D.

H. L. HIRSH CO.

165 ATWELLS AVE PROVIDENCE 3, R. I.

GADGET WORKERS!

MAKE THIS FAIR SEASON BONANZA!

Follow the TOP gadget men... Sell POPPELS famous sales-proven GADGETS ENJOY... RELIABLE SERVICE—RELIABLE MERCHANDISE

HERE'S SOMETHING NEW!!!

HAWAIIAN LEI
made of CELLOPHANE and PLASTIC IN SPARKLING BRIGHT COLORS
Price Free $0.50 $1.00 $1.50

A donor of 50% is appropriated under balance C.O.D. Declined orders are returned prepaid. 140 colors, assorted. 100 rated salesmen.

Manufacturers and Distributors

PHOENIX MERCHANDISE COMPANY

HUNDREDS—NEW IMPORTED AND DOMESTIC NOVELTIES

MUSLINGS

NOW! THE LITTLE GIRL SQUIRT

The kid with the glad-eyed squirt has made a fortune, now you can make it, too! Be first—Order now $24.00 per gross

GELLMAN BROS.

NOW!!! Only 10c each. At the end of this season, the distributors pay for all unsold stock. Write for full details.

Peach Mark Demonstrators

CHIEF'S ANTIQUE CRYSTAL CUP

ORIENTAL BONANZA

500 NOVELTIES FOR 500 CENTS

NOW! A BRILLIANT 500-piece line at 50c each. Write for full information.

Rain Caps

10% Over Issue Prexies

Get stocked up now for rainy days or football season! Fabulous collection, million retail value $1.50. $1.00. $1.50. $2.00. Each. 12 or more, 20c each. No samples. Don't miss this. 4000c.

AMUSEMENT ENTERPRISES

Ladies Judo Lepre Bracelet

YAYATE NOVELTY CO.

115 East Exchange Ave. Fort Worth, Texas

ATTENTION ENGRAVERS

LADIES' RAYON TOWELS

Write for full price list

STANLEY PERKIS

115 E. 31st. St. N. Y. C. 6, N. Y.

SUNGLASSES

STUSSY CO. CLEARBETT B. M. (129) and Studebaker (131) Sunglasses. Write for full details.

CHABER DISTRIBUTORS

11321 E. 31st. St. St. Louis, Mo.
Merchandise Topics

New York
Commonwealth Products Corporation announced several new items for the holiday season that should enable the firm to meet the demand for the Territor is a mechanical toy attitude which is sellng well this season. The toy is a small, animated boy. The six-inch toy is priced at $12.50. Another new product is the first firm's' line of Hawaiian prints. When the lights are snapped on the youngster makes his rounds, he jumps into a rowboat or duck. Retail price is $10.

Pเกาะ花瓣
Doll's, a doll that is seller at the price of $10. The doll is packaged in a cardboard box and makes a good gift for girls. Retail price is $2.

Ritz
Ritz is the new Christmas gift for boys and girls. The doll is priced at $5. The firm also plans to introduce a new line of mechanical toys, the first of which is a small, animated baby. The doll is priced at $10. The firm is also planning to introduce a new line of mechanical toys, the first of which is a small, animated baby. The doll is priced at $10.

Dad's, a doll that is seller at the price of $10. The doll is packaged in a cardboard box and makes a good gift for girls. Retail price is $2.

Chicago
Casey Hofer Corporation of New York was reported to have a high volume of activity. The company is reported to have a high volume of activity. The company is reported to have a high volume of activity.

Torsos to Stay
The company is reported to have a high volume of activity. The company is reported to have a high volume of activity. The company is reported to have a high volume of activity.

The Saga of Jake Posey
Continued from page 71
Posey and King Edward was a frequent visitor to the ground, the monarch was always welcome. Posey looked forward to his appearance, for he enjoyed seeing him—and smoking the cigars that his Majesty generously passed out.

Cody's Jockey
During the time that Buffalo Bill was in England, the story never failed to pass inspection in France, as it was a different story. The store closed, so the jockey became a jockey for a firm. The jockey was one of those who had been owned by the showman, but he was not a jockey. He was an employee, but he had been employed by the employer. He was not a jockey. He was not a jockey. He was a jockey for a firm. He was one of those who had been owned by the employer. He was not a jockey. He was a jockey for a firm. He was one of those who had been owned by the employer. He was not a jockey. He was a jockey for a firm. He was one of those who had been owned by the employer. He was not a jockey. He was a jockey for a firm. He was one of those who had been owned by the employer.

Posey was in Europe for four years when Buffalo Bill was making his last tour of Europe in the fall of 1893. In that time, he had been in Europe for four years when Buffalo Bill was making his last tour of Europe in the fall of 1893. In that time, he had been in Europe for four years when Buffalo Bill was making his last tour of Europe in the fall of 1893. In that time, he had been in Europe for four years when Buffalo Bill was making his last tour of Europe in the fall of 1893. In that time, he had been in Europe for four years when Buffalo Bill was making his last tour of Europe in the fall of 1893. In that time, he had been in Europe for four years when Buffalo Bill was making his last tour of Europe in the fall of 1893. In that time, he had been in Europe for four years when Buffalo Bill was making his last tour of Europe in the fall of 1893. In that time, he had been in Europe for four years when Buffalo Bill was making his last tour of Europe in the fall of 1893. In that time, he had been in Europe for four years when Buffalo Bill was making his last tour of Europe in the fall of 1893.

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PITCHMEN

BEND THEM! TWIST THEM! HIT THEM!

Now! A NEW MORE FLEXIBLE COMB DESIGNED ESPECIALLY FOR PITCHMEN. QUALITY AND VALUE GREATER THAN EVER!

Amber colored combs beautifully designed for demonstrating purposes. Deliveries made some day order received. Buy direct from manufacturer who understands your needs. Samples and prices sent upon request. To avoid sample seekers send $1.00 for samples. This will be doubly refunded on your first order.

TAMOR PLASTICS CORP. * LEOMINSTER * MASSACHUSETTS

GADGET WORKERS!

MAKE THIS FAIR SEASON A BONANZA!

Follow the TOP gadget men...

Sell POPEILS famous sales-proven GADGETS

ENJOY... RELIABLE SERVICES — RELIABLE MERCHANDISE

MEDICINE MEN!

The House That Quality and Service Built

For the Founders & Inventors of

POPEILL

CS G. POPEILL

ANTICIPATE YOUR ORDERS EARLY!

Popeill is ready to cooperate
with you, too, to help you make this year's sales a success.

J & J SALES CO.

29 BROADST. ST.
BOSTON 7, MASS.

$7.20

JOHN W. REED

DIESEL ENGINE CRTS.

STATE NOVELTY CO. 449 W. 33, CHICAGO, I.1.

OAK Rubber Co.

Kewanee, 111.

OK Balloons

For Immediate Sale. Write for Free Catalog.

STATE NOVELTY CO. 449 W. 33, CHICAGO, I.I.

Pipes for Pitchmen

By RILL RAKER

WHILE LOOKING... over and exploring my old battle
ground of my vacation recently at Covey Island, I saw an old man
famous as the Island's native son. Jack Ralino was operating a
boat on North Avenue, then adding pence from New York.

"He's working hard, writing articles, but not under
his own name. Though for fishing has been the rub
of his name. Covey Island's Chamber of Commerce named him to a promi
nent to raise funds for the Harbor
Garden and Boathouses divisions, he
attended. On the Boardwalk, sat in front of the "Covey Island" store. He has
recently been good reports. He reports that business is
running ahead of last season for him and that the season.

PILCHER is fortunate to have people like Tom Kennedy in his town," point
out the one. "Tom Kennedy is good business men. He's working on an adver
tising tie-up.

JIM BROWN

named one of the Boys Scouts in New York, N. Y.,
that he made the Boy Scouts' camp at Bantam and Hunting
ton, N. Y., recently to good results. He reports that business
is running ahead of last season for him and that he
will deliver on a new Willy Jeep recently.

PITCHER reports from Tuxedo, N. J., that he
is still seeking the whereabouts of a fellow known to him only as
Riley, who made his home in the Carnarvon section of Brooklyn.

Hardman is serving a prison term and
contests that Scottie is the person who has claims. If there is any im

J. J. (JACK) GATELY

old-time mill worker, is present
in a platform show in Western Idaho to report good business.

He's working on an advertising tie-up.

JAMES T. HARDMAN

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J. J. (JACK) GATELY

old-time mill worker, is present
in a platform show in Western Idaho to report good business.

He's working on an advertising tie-up.
GEM SALES

HOTTEST FLASH ITEM IN YEARS
GENTS' WATCH SET $6.50

NEW LOW PRICE!
SNAKE BOW TIE $4.75

FLUORESCENT SILK TIES
3.00

AMERICA'S BIGGEST AND BEST STOCK SLUM AND GIVEAWAYS!
PROMOTION MERCHANDISE

GIVEAWAY ITEMS

AMERICA'S BIGGEST AND BEST STOCK SLUM AND GIVEAWAYS!
PROMOTION MERCHANDISE

Giveaway Items

PILGRIM GALLION 1900 $12.50

S M N 0
PILGRIM CUP & BASKET SET 600.00
A M M N
PILGRIM PLASTIC EMBOSSED PLATES 150.00
R N N R
PILGRIM CHANGE SETS 100.00

Promotion Merchandise

Party Luft rite. Teen-Age nod sensation.
A practical, carry-all purse.
Jobbers write for quantity prices.

YOUR MOST RELIABLE SOURCE OF:

LEATHER GOODS—COSTUME JEWELRY—BULOVA & BERNUS WATCHES—ELECTRICAL APPLIANCES—LUCCAGE—SILVER PLATE—PARKER PENS—LIGHTERS—ELECTRIC CLOCKS—SPORTSWEAR—PREMIUMS

WRITE FOR OUR BIG FREE CATALOG!

533 WOODWARD
DETROIT 26, MICH.
Best Buys • Stock Up Now

Bee Bop Caps

FUZZY WURIZY
STRAW HATS

$1.25

$1.50

$3.00

RUBBER
INFLATE
DOG

High Hat
Timedol
Feather Dolls

RAYON PARASOLS
with FLOWER DESIGNS

EXTRA SPECIALS

1000 Assorted Sl Loop

WESTERN STRAW HATS
with pockets on every side

BALLOONS

SCHATTUR
NOVELTY COMPANY

25% Deposit with Order, Balance C.O.D.

144 PARK ROW
NEW YORK 7, N. Y.

Telephone: COnland 7-8969

MAIL ON HAND AT
CHICAGO OFFICE
118 W. Randolph St.
Chicago 4, Ill.

MAIL ON HAND AT
ST. LOUIS OFFICE
300 Academy Bldg.
St. Louis 1, Mo.

MAIL ON HAND AT
CINCINNATI OFFICE
526 Broadway
Cincinnati 22, O.

MAIL ON HAND AT
NEW YORK OFFICE
1504 Broadway
New York 36, N. Y.

$150 FLASH
10-MINUTE 40-HR WATCH

$10.00

ORLOG WATCH CO.

145 W. 32nd Street, N.Y.C.

BIG PROFITS WITH
COMIC DECALS
AND W/UP DECALSS

R E V O L T S CH SCARF & NOVELTY CO.

SCARFS for
GIFFS! SOUVENIRS!
SPORT! DRESS!

HEADQUARTERS
FOR NOVELTY, ORIGINAL KEY CHAINS

MEINHART'S KEY CHAIN MART

GIVE TO DAMON RUNYON CANCER FUND

CIGAR COUNTER GAME

CIGAR COUNTER GAME

CIGAR COUNTER GAME
Calendar for Coinmen
June 23—Photograph Owners’ Association, monthly meeting, 208 North Madison Street, Rockford.

June 25—Recorded Music Service Association, monthly meeting, 2110 R Street, Washington.

June 28—Recorded Music Operators’ Association, monthly meeting, 208 North Madison Street, Rockford.

July 23—Progressive Music Guild of South Jersey, monthly meeting, 1500 East Winton Street, Camden.

July 25—Recorded Music Service Association, annual golf party, Banker’s Hill Country Club, Chicago.

STAFF EXPANDED
Give S and K Glad Hand At Open House

PHILADELPHIA, June 21—Highlighted by a large attendance in the South, distributors in Eastern Pennsylvania, S and K Distributing Company formerly operated its new plant, located at the southern end of the city.

Among those attending were S and K principals, Herman Sokolov and Irwin Krakower, who arranged the open house to benefit the company’s employees and to introduce some of the new products in the company’s line.

Gottlieb Reps Hold Showings On Four Stars

CHICAGO, June 21—Distributors of Gottlieb & Company held showings of their new products on Four Stars, a five-star slot machine, this week on the city’s South Side.

Built with a series of smaller cabinets, Four Stars has a variety of settings, including a high score. The high score, which is determined by a ball held at the top of the cabinet, the object being to score as many points as possible. The four top holes, therefore, indicate three of the game’s four score possibilities. By lining up other scoring possibilities in the order of the game, the player can hit the ball in and shoot the game at a high level of skill.

NPA Sets Decontrol Actions on Metals

WASHINGTON, June 21—The National Production Authority has announced plans to decontrol the production of certain metals, including copper and aluminum.

The new plans, which are expected to be announced on June 23, will allow for a more flexible market in these metals, including the possibility of decontrol of production and export of these metals.

Name O. Coin Service Mgr.

COLUMBUS, O., June 21—Bernard L. Stein, appointed manager of the expanding firm of Coin Machine Exchange, has been named service manager of the Ohio Coin Machine Exchange.

In the trade since World War II, Stein has been one of the leading salesmen in the field of coin-operated machines.

JUKES, GAMES SET PACE

Export Sales Running 15% Ahead of Record 51 Biz

WASHINGTON, June 21—The expanding foreign market for United States-manufactured coin-operated amusement machines continues to grow, with the number of machines sold to date exceeding last year’s record by 15 percent.

The growth in export sales is attributed to the increasing popularity of coin-operated games and machines around the world.

United Stages Plant Review On Stars Game

CHICAGO, June 21—United Manufacturing Company this week staged a factory tour for the company’s employees, demonstrating new developments in the Stars Game line and introducing new play features.

The Stars Game was designed to play three balls at a time, with operators shipping up to 12 balls, and is available in a variety of colors and designs.

COPPER, ALUMINUM

WASHINGTON, June 21—Copper and aluminum, which are virtually indispensable in the electronic age, are expected to be released for consumption.

NPA Chief Fowler indicated that the release of copper and aluminum would allow for increased production and consumption of these materials.

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Dime Drinks Foster Unrealistic Movie
Commission Rates

"Leap Before Think" Op Action
Regretted; Cite Profit Woes

CHICAGO, June 21—With the increasing domination of dime movie theaters, a new form of competition has emerged, and drink cup operators have entered the picture. They have fostered a new commission structure, according to the supply companies, which has resulted in a veritable war of rates.

When, with the exception of a single city, the rates have been raised by the film distributors, the management began clamoring for other cities to follow. While it was evident that the industry was growing, it also managed to include a highly favorable one-sided in

Three Plants
Producing for Cole Products

CHICAGO, June 21—Cole Products Corporation announced that the installation of a three-plant, national production line of plastics, is now complete. The factories, located in Indiana and Illinois, are the third and fourth in the company's ten-year-old chain, said the Cole Industries president, Mr. Charles H. Cole.

The directors recommended an increase of 20 per cent in the price of all products. This will go into effect immediately. The increase is due to the high cost of raw materials, particularly tin, which has risen 50 per cent in the past two weeks.

Production in the Chicago plant, which is a division of Coleman's Plate Glass, will be increased to meet the demand. The company is a plant of the same group.

Mull Sanitary
Rules for Camp
Cup Machines

WASHINGTON, June 21—Cup vending operators in the Army Forces met here last week to discuss sanitation rules for the new cup vending machines.

The rules were formulated by a committee of national manufacturers, and were adopted by the national association.

New Supply
Bulk Vender
Firm Formed

SAN ANTONIO, June 21—An open house held by the newly formed Leading Emblem Supply Company, formerly Missouri Emblem Company, was a success. The company, which has been in business for several years, is now handling bulk vender supplies.

The supplies include all types of bulk vender devices, from simple ones to the most elaborate. The company is扩充 three major stocks of supplies, including bulk vender supplies, vending supplies, and vending machine supplies.

VENDING MACHINES

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NAMÁ Area Meets In Conn., Rhode Island

NEW HAVEN, Conn., June 21.—The National Automatic Merchandising Association held an area meeting here Wednesday (16) at the T sett Hotel. Approximately 20 operators of automatic merchandising machines were on hand—the first NAMA meeting ever held in area. Area chairman, Peter Aronak of New London and Hermitage, was unable to be present. In his absence, the dinner session was by A. J. (Tom) Mansfield, Automatic Sales Company, Inc., Waterbury.

One item of interest at the meeting was Edward Bowers, president of the Connecticut Cigarette Merchandisers Association, Stamford. He announced that NAMA would hold another area meeting in the District of Columbia in September, with 20 operators present.

The meeting was presided over by George G. Simpkin, Rowe Cigarette Service of Rhode Island, Providence.

C. S. Dulaney, executive director of NAMA, Chicago, attended both the Providence and New Haven meetings, outlining the development of the association's regional meetings and explained that the area meetings would be designed to get down to grass-roots problems.

New Supply

The machine is scheduled for introduction during the National Association of Soda Vendors convention in Chicago next September. Champion Vendors has been named distributor for the following lines of machines and supplies: Dairy Manufacturing Company, New York; Colson Manufacturing, Inc., New York; Penny King, Inc., Plastic Producers, Inc.; Charles H. Corcoran, Inc., L. L. C., Heron Confections and American Fruits Co.

New Style

MACHINE OF TOMORROW

Fabulous Profit!

Starts Immediately.

No servicing required.

Locations take care of own machine.

Everyone likes and eats Popcorn.

More money can be made with Popcorn than any other product.

SENSATIONAL POPCORN WARMER

Non-Coin Operated

An ideal machine for Tastees, Fountains and these other fast food service spots. Add a few of these money makers to your present route and you will be amazed at the results.

Victor's Popcorn Delux

The Best 5¢ Popcorn Machine

Victor's Popcorn Machine

H. B. BUTCHINSON JR.

The BILLBOARD

MONEY BACK—GUARANTEED RECONDITIONED VENDORS

FREE! Order 10 Reconditioned Vendors of One Kind—You Will Get One Extra FREE!

FLEX-FIT DIAMOND ATE GUM

Coated to Fit Better. Unique Cigarette-

Size Gum. One-third the Size. One-third the Cost. One-third the Price.

50¢ COFFEE GRADE WITH-

NO COFFEE FREE.

50¢ COFFEE GRADE WITH-

NO COFFEE FREE.

The finest chocolate in the world.

Burlington Cigarettes

Wholesale

Manufactured in Connecticut

“Pats” PATS

Sensational New Look. Sensational New Flavor.

Sensational New Product.

It's a Hit!

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It's a Hit!
BABY GRAND and CHLORO TREETS

Victor's Products Mean Operator's Profits

CHLORO TREETS... A delicious, high-quality Chewing Gum... Featuring that Sensational Health-Giving CHLOROPHYLL

2 for 5c 250 COUNT Baby Grand also vends CHLORO TREETS...
Capacity: 51/2 pounds... 336 Count—or CHICLE TREETS... $6.25 per pound...
6 colors, 6 flavors... 100 to the pound...
Both 2 for 10—Capacity: 51/2 pounds.

Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or Write Today to

VICTOR VENDING CORP.

5707-13 W. GRAND AVE.
CHICAGO 39, ILLINOIS
RED HOT PROFITS Cash in on Chlorophyll BALL GUM with "SILVER-KING" Vendors Bull for professional operators

NEWER CHARMS From the World's LARGEST MANUFACTURER OF CHARMS

Only COMPLETE RAZOR BLADE VENDING MACHINE Program

CHLOROPHYLL GUM

VEND-PUBLISHED BY THE BILLBOARD
HUNDREDS OF MONEY-MAKING VENDING IDEAS

GUMBALL MACHINES, VENDING COINS, SALT & profiler PRINTS, CASH, KEYS, PHONE BOOKS, newspapers, L-quarters, change.

Three Plants Continued from page 314

SILVER-KING Vendors

Dime Drinks Continued from page 314

NY Cigarette Tax Has Ops Bewildered

New Go. Wholesaler

WASHINGTON June 21—Agreement Department has announ-
ced the appointment of the Peck Administrative Committee that administers the federal marketing agreement regulating the sale of cigar and cigarette goods in Georgia, Alabama, Florida, Mississippi and South Carolina. The same number who was appointed last year, has been reappointed by the Advisory Committee. The agreement was made in effect as of January 1949, providing a method of regulating the sale of cigarette goods in these States.

Three Plants Continued from page 314

least a rise in prices. But there are many operators who feel that they cannot absorb the added cost in their merchandise figures. This increase in the tax is in the form of a 25 per cent. It created a sensation in the business. Many operators have expressed the opinion that the increase was too great and that it would be difficult for them to absorb it.

Three Plants Continued from page 314

N.Y. City stamp tax on cigarettes will add a penny to the price of cigarettes and mean that the operators will have to absorb the increased cost.

Three Plants Continued from page 314

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King & Co. Adds New Charms Dept.

CHICAGO, June 31. — King & Co. announced full operation of its new Charms department this week. The five-firm operation is featured in a special display in the showroom along with its line of Northern Pennsylvania vending equipment.

Paul Creemers, partner, said the introduction of one-step buying plus the charm variety has increased a number of Northern Pennsylvania vending operators to its supply or orders. Charms also reported by increased buying of bulk machines by the former Canadian customers during the last two months.

THE BILLBOARD Index of Advertised Used Machine Prices

- Vending Machines

Exhausted and used machines are taken from advertisements in The Billboard Index as advertised below. All advertised used machines and prices are listed. Where more than one advertisement lists the same price, buying with which the price occurs is indicated in parentheses. Where sausages are advertised, as in the case of bulk machines, only the single machine price is listed. Any price determined depends on condition of the equipment. Your price basis, location, and other related factors.

Supplies in Brief

WASHINGTON, June 31. — Tobacco wholesalers reported increased April sales of 6 per cent over March, but the March sales were above 1931 sales, according to the Department of Commerce, which reported covering 350 wholesalers.

Wholesale tobacco sales for the first four months of this year were 6 per cent ahead of the corresponding period of 1931. The statement said all geographic divisions reported gains over the same period in March as April.

The March sales were below those of April 1931. The Department emphasized that the increased sales were below those of a year ago only in the mountain region. Total April sales of tobacco reached $26 million, $18 above March sales. Tobacco sales at the end of April dropped 2 per cent below inventories on March 31, but were 7 per cent above inventories of April 1931, according to the Department of Agriculture's latest survey. Total tobacco sales amounted to $14 million on April 30, $1 million more than on March 1.
Charge 2 Los Angeles Juke Operators With OPS Violations

Complaints Filed in District Court May Set Precedent For Industry

By SAW ARNOLD

LOS ANGELES, June 21—Two juke box operating firms have been charged with OPS violations of an Office of Price Stabilization regulation which may become a precedent-setting case for the industry.

The complaint filed in U. S. District Court here by Attorney W. B. Bost, charging the Hawley Distributing Company, 200 S. Bunker St., and the Phone Music Company continued at a hearing Thursday morning.

Judge Charles P. James, who has been assigned the case, adjourned the hearing until July 1 to allow the complainant time to complete its preparations.

The complaint alleges that the companies are violating the OPS regulations of the last day of the week, the day before the stock price was raised to $1.00 per cent.

End Wurltzer Labor Discord; Production Up

NORTH TONAWANDA, N. Y., June 21—Episodes of labor discord among the Wurlitzer Company in this city were over yesterday, the official announcement of a return to work and normal production.

Mr. Medford, the company's vice-president, announced the decision in the presence of representatives of the company's local union, the American Federation of Musicians.

The strike began in May when the company refused to sign a contract recognizing the union as the exclusive bargaining agent for all employees.

MOA Board Meeting Lays Groundwork Of 52 Convention

Exhibit Charges Approximately Same; Set Advance Registration

CHICAGO, June 21—Six day preparation of the Music Operators' Association's executive board met yesterday here to lay the groundwork of the 52nd convention.

At the meeting were George A. Mullen, president; Howard A. Miller, national president, to plan for the annual convention of the Association, September 11-13 at the Congress Hotel here.

The board established charges and fees for the 52nd convention, which will be held in this city.

This year, exhibitors at the MOA convention will display their exhibits on the mezzanine floor of the newly remodeled Congress Hotel.

The Board's meeting was attended by members of the MOA headquarters staff.

Tavern Exec May Rep L. A. Operators

Miller, Admis to Confer on Extension of California Guild Over Los Angeles

LOS ANGELES, June 21—Negotiations are scheduled here for a meeting during the coming week between George A. Miller, President of the Music Operators of America and California Music Guild, and Ray S. Adams, executive secretary of California Music Guild, to discuss the extension of the California Music Guild to Los Angeles County.

Should an agreement be reached, the California Music Guild will take over the operations of the California Music Guild.

The board of directors of the California Music Guild met here yesterday to consider the proposal.

Raid, Labor Discouraged by Production

GRAND RAPIDS, Mich., June 21—(AP) The Michigan State Police were called in yesterday to break up a strike by juke box operators in Grand Rapids.

The strike, which has been going on for several weeks, was called off when the operators agreed to return to work.

The strike was called when the operators refused to sign a contract recognizing the union as the exclusive bargaining agent for all employees.

MUSIC MACHINES

AMERICAN MUSICAL MACHINES COMPANY

MUSIC MACHINES

Communications to 108 W. Randolph St. Chicago 1, Ill.

The BILLBOARD

June 28, 1952

Chi Ons. Disc. Juke Box Reps Plan Golf Fete

CHICAGO, June 21—Representatives from Chicago, Illinois, and the juke box manufacturing companies met here yesterday to discuss the possibility of a golf tournament to be held at Harbison Country Club.

The tournament will be held at the Dunkirk Country Club on August 15, and all members of the golf tourney committee will be welcomed.

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CARL PAVESI

West. Prexy Spells Out Success Formula

WHITK PLAINS, N. Y., June 31—Aaron Paved, president of the Westchester County Operators Guild and owner of the White Plains operator is a case in point. He was born in 1874 and has been in the coin-operated music business all his life. He has had a roundabout way of doing things, but he has been successful.

The story of Carl Paved, president of the Westchester County Operators Guild and owner of the White Plains operator is a case in point. He was born in 1874 and has been in the coin-operated music business all his life. He has had a roundabout way of doing things, but he has been successful.

The following year, Carl branched out into the coin-operated music industry when he bought a group of music machines from Sam Sebring at East Coast Distributions. Again, Carl's keenness for business was evident. He had disposed of his Fairfield County business and acquired a group of machines, concentrating on his machines in the White Plains area.

Conditions Rough

Meanwhile, conditions for operators in the Westchester area were roughening. By the end of 1940, the operators were experiencing the shortage of trucks and delivery of machines. Business had to be conducted in a different manner. Carl Paved took advantage of this opportunity to expand his operations.

Together with other local operators, Carl Paved helped organize the Westchester County Operators Guild for the purpose of improving working conditions.

Klima mecha. tul. control competition 1. Improving working conditions for operators and their employees.

1. Establishing a roundabout way of doing things, but he has been successful.

The Guild's membership includes operators, manufacturing more than 150 juke boxes and 150 commercial music machines. No one is more pleased with the Guild than is Paved. He always looks for the best.

Service & Problem

However, if machines were never better, all is not well with the coin-operated music industry. Service presses a problem—have been getting good locations for several years. Business had to be conducted in a different manner. Carl Paved took advantage of this opportunity to expand his operations.

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Carl Paved was elected president of the Guild two years ago and is still holding office. Today the Guild's membership includes operators, manufacturing more than 150 juke boxes and 150 commercial music machines. No one is more pleased with the Guild than is Paved. He always looks for the best.

Service & Problem

However, if machines were never better, all is not well with the coin-operated music industry. Service presses a problem—one that affects a growing number of the operators. Here's the way it works:

A machine must be completely devaluated within three months of its first sale. The reason? To avoid depreciation at the rate of 50 cents per month. If the machine does not meet this condition, the operator is liable to have the machine revaluated.

For example, a machine bought for $1,000 in February 1950 was devaluated for the first year, 10 per cent for the second year, and 20 per cent for the third year. The machine was revaluated at the end of the third year. This leaves 10 per cent of the original price, which is the maximum revaluated price. The machine is worth more than $1,000 at the end of three years.

The Formula

Then, for the first year, divide 40 by 12.5. And add the weekly operating cost of $5. This is the weekly depreciation. If the machine returns less than 12.5 per cent on the weekly operating cost, the answer is new location.

The working arrangement with operators pays off in the long run. Carl Paved favors a flexible arrangement that is as good as any condition.

For example, some of the better locations can be worked on a straight arrangement, instead of the all-out deal that the machine holders make.

Conservative

Carl is conservative in his arrangements. He feels that a machine's value is based on its performance. If the machine is not performing, it is not worth much. He feels that a machine should be disposed of if it is not performing.

All in all, Carl's operation is a cautious one built on proven methods, and predicated on a lot of hard work. But he is sure to have paid off.
net!

It may well be that there are untold millions of fish in the sea. The fisherman, however, lives only on what he nets.

So, too, does the juke box operator who nets more with the new Model "D."

The "D" is available in 80 and 40 selection models, blond or mahogany cabinets.

AMI Incorporated
General Offices and Factory, 1500 Union Avenue, S. E. Grand Rapids, Michigan
Charge 2 Los Angeles Ops

Only the Wurlitzer Fifteen Hundred Plays
104 TUNES on 45 and 78 RPM RECORDS INTERMIXED

What You Don't See Below The Surface Shows Up in the Profit Column!
Under the new modern beauty of the Wurlitzer Monographs lies a new Regulation for Profits: Quality. You won't pay more for this
Mid-olume Value...You will gain more in endurance, free
performance, playability, iron-to-tune reproduction and overall
improvement operating.

EVANS' JUBILEE 40/45
20 Records - 1 Selection 45 RPM

EVANS' JUBILEE 40/78
20 Records - 1 Selection 78 RPM

The world's great stores are now carrying the new
Wurlitzer Fifteen Hundred Records. These records include new
features never before available. They are made in a variety of
tunes from the very best qualities of music, and are played on
all types of Wurlitzer organs.

What is the Secret of the Wurlitzer的成功

The secret of the Wurlitzer's success is its unique
combination of features: a beautiful appearance, a
vivid tone reproduction, and a long life. These records
are made with care and attention to detail, ensuring
that they will stand the test of time and provide
satisfaction for years to come.

Wurlitzer Rd is now available in a variety of
prices to suit every budget. Whether you are looking for
a simple record or something more elaborate,
you will find Wurlitzer Rd to be the perfect choice.

The Wurlitzer Fifteen Hundred Records are not
only enjoyable to listen to, but they also add
beauty to any room they are placed in. They are
an excellent choice for anyone looking for
a unique and stylish addition to their
home entertainment system.

Wurlitzer Rd is available in a wide range
of prices, so you can find the perfect
option for your budget.

EVANS' CENTURY 100/45
50 RECORDS - 100 SELECTIONS - 45 RPM

EXPORT INQUIRIES INVITED
H. C. EVANS & CO.
1515 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

Neb. Guild Elects

The greatest and most important of the Mowen's
time has been the election of the officers of the
Neb. Guild. The duties of the officers are to
implement the policies and regulations
set forth by the Mowen's and to
oversee the operations of the Guild.

The officers of the Guild are:

President: John H. Walker
Vice-President: John A. Johnson
Secretary-Treasurer: Mr. James L. Babb

The election was held at the
Neb. Guild's annual meeting, held at the Hotel
Sheraton, Omaha, Nebraska.

Low Cost + Low Overhead
BIGGER PROFITS!
MAKE MORE WITH LESS
with the
RISTAUCHAR
S-55

MUSIC MACHINES
THE BILLBOARD
JUNE 28, 1952


- Advance Record Releases

Each of the records reviewed have expressed the opinion of the
members of The Billboard music staff who reviewed the
record.

- Continued from page 35

- POPULAR Record Reviews

- INTERNATIONAL Record Reviews

- Continued from page 35

- HOT JAZZ Record Reviews

- Continued from page 35

- SPIRITUAL Record Reviews

- MOA Meeting

- Continued from page 35

- MOA Meeting

- Continued from page 35

- MOA Meeting

- Continued from page 35

- MOA Meeting

- Continued from page 35

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- Continued from page 35
<table>
<thead>
<tr>
<th>Machine</th>
<th>Description</th>
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<td>10.00</td>
<td>Coin Operated</td>
<td>$10.00</td>
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**Note:** Prices are subject to change without notice.
secretary.

The sales vice president is Edward Baldwin and secretaries are Ralph Colucci, head of Steinboard Distributors Corp and Jack O'Brien, sales manager of the company's new affiliation with a short vacation. He was formerly manager of the Columbia Records division of Bum & Company.

Colucci is to attend the annual meeting of the Second Division Aces meet later this summer. Commercial Music Distributors, which has an attractive matchbook cover, is "100% SEVIEV" and cover more-frequent information on the company's annual meetings and sales parties and private affairs. Newly hired operators attended a recent Connecticut State Fair Association meeting at Danube Town S. M. & S. and included Jack Gordon, Seaberg of the company and his associates. New York, operator; Bill Lawrie, MONA president; James A. K. and George Monahan, MONA president. Among other operators were Carl Patrick, William Fish and Schapiro, Y. L. and William C. Fish, brother of F. C. Fish, president. Pressure brought the brokerage firm of Allman, Thomas, 320 East 42nd Street.

Pittsburgh

Revival of the old-time half-ball was a hit at the Johnstown ball park, saying Morris Violanc, president of the Johnstown Magpie Scorpions, pointed out. Shrimp Boat, followed by "Chips," was the most popular. Sidney Reinfaden, the company's sales manager, found the company's policies brought in a good showing from the fans in all 32 states.

Harry Durand, manager of Automatic Vending Machines, is a Pittsburgh man. He has 11 years' experience in the business. His company's sales force operates in 31 cities across the nation.

William P. Hamel, division sales manager, Cole Products Inc., announced the opening of a new location. The company is located in the city's downtown area, where the company's sales manager is headquartered. The new location will be the latest in the company's sales force, which is expanding rapidly.

Washington

Max Silverman, the Quality Music Company, returned recently from a trip to New York. Silverman reports that business was better than it was the time he was last there. The company's new office, located at 200 Madison Avenue, was opened in the spring.

Mrs. G. L. Sinclair, of the Salvation Army, has been planning vacations for the employees. She reports that collections are off slightly, but primarily due to bad weather. She plans to make a three-month vacation of it. One of the Salvation Army's main officers, G. W. MacGregor, top supervisor, has been released from the hospital.

Victor Rubin, of Allied Beverages, says the company is getting new machines from the factory. It is part of Allied's plan to keep up with the demand for their products. The company's president, William A. Smith, of Allied National Vendors, visited Sid Weis, the company's sales manager, when he was in town.

Spohr of Washington is doing a good business, says Baynes E. Phelps. Mervin Barnes, head of Barney Vending, reports a small increase in the sales department. He expects sales to continue to rise as the weather warms up.

Detroit

Joseph F. Abraham, who operates the company's new restaurant at 4820 Grand River Ave., is planning to open a new restaurant at 4820 Grand River Ave. He is planning to open a new restaurant at 4820 Grand River Ave. The restaurant will be located in the center of the city and will be open for business when the weather warms up.

A. Larry Boyd, manager of the Music Distributors Inc., is closing the office there and moving to a new location in downtown Detroit. The new office will be located at 4820 Grand River Ave.

A. Larry Boyd, who operates the company's new restaurant at 4820 Grand River Ave., is planning to open a new restaurant at 4820 Grand River Ave. He is planning to open a new restaurant at 4820 Grand River Ave. The restaurant will be located in the center of the city and will be open for business when the weather warms up.

All production of new machines was shut down for the month of September due to the hot weather. Mervin Barnes, head of Barney Vending, has been running the Photonic and other new machines in the company's new factory. He expects sales to continue to rise as the weather warms up.

Frank D. Nutia was killed in an accident while working on a new machine. He was 45 years old. He was a veteran of the service and had worked for the company for many years. He was survived by his wife and two children.

Harry and Louise White were killed in a car accident while traveling on the company's new factory. They were collecting intelligence on the company's products. They were survived by their two children.
## Shuffle Games

<table>
<thead>
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<th>Issue</th>
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## Redd Pioneers Vacation Plan

BOXTON, June 21—Redd Distribution Company announced that it plans to participate in a national vacation plan. Details of the plan have not yet been released.

## Commence You Know

The National Wholesale Association has announced the opening of a new wholesale office in Chicago. The new office will be located at 1234 Main Street. The office will be open from 9 AM to 5 PM, Monday through Friday.

## READY! YOU KNOW

The Ready! You Know brand of novelty items is now available in a new packaging design. The new design features a brighter, more eye-catching color scheme.

## Milwaukee

Juni Post of the NAMA executive board outlines plans for the Milwaukee show. The show is scheduled for the week of September 30. Post is looking forward to an exciting event.

## Fountain Rigid Formica Tops

Fountain Rigid Formica Tops are now available in a new and improved design. These tops feature a unique pattern that is both attractive and functional.

## The Billboard Coin Machines

#### Coin Machines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date</th>
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<td>July 11</td>
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</tr>
</tbody>
</table>

## Brand New

Buckley CRISS-CROSS JACkPOT Bells

Fifteen cents for two games.

## Get Your Baseball Games at Purveyor

Purveyor, the leading manufacturer of baseball games, offers a wide variety of games for all ages. These games include classic games like baseball and football, as well as modern games like basketball and soccer.

## PUFFIX Shuffleboard Co.

4327-28 N. WILDER AVE. PHO 20-8114 CHICAGO 18, ILL. 114-1951

---

Save at least part of each week's earnings—Buy U.S. Savings Stamps and Bonds.
Coinmen You Know

Paster Distrib. stronghold on品 on Las Vegas. In this case, the players are highly approval. Poster executives tip their hats to the fishing equipment and appliance categories. "Boards are going good, too," he adds, "but most of the pros have their own fishing equipment and small household items which seem to make the best sellers this year, especially in these areas.

Paster manager, Sam Cooper, broke away for a day's visit to Mountain Lake for some fishing. Recent visits in the area was Herman Poster, who evidently was highly pleased with the demand for AMI music boxes.

Deputy district attorney of Miami, Bert Tarnoff, recently flashed a warning to operators about an amusement machine which he labeled a new type of "shuffle alley". Tarnoff said that use of such devices can amount to gambling.

Indianapolis

Miami Coin-operated machines were getting a busy workout last week as a result of the nearby 7,000 Shorin who worked to the area for their amusement. The large group of fun-loving Nobles staged mammoth events, street dances and other events for the benefit of members who were invited to join in the fun. Music boxes and cigarette machines appeared to be raking in high grosses.

ALLEN NOLVA, Pader Distrib. of New York, is vacationing here. George Casavant, sales engineer at Photophone, called his brother, Jerry, in New York.

Harry Goldberg, H & G Vending Company, who is devoting most of his time to the Shafer Music and Free Press in Jacksonville, made a trip to the Northern States, St. Petersburg, Fort Myers and Lakeland. Mr. Murray Gross, wire music box operator, spending some time in South Carolina.

Miami

Miami Coin-operated machines were getting a busy workout last week as a result of the nearby 7,000 Shorin who worked to the area for their amusement. The large group of fun-loving Nobles staged mammoth events, street dances and other events for the benefit of members who were invited to join in the fun. Music boxes and cigarette machines appeared to be raking in high grosses.

Ask $725,000
Damages From Cohn Counsel

Chicago Area
To See Permo
On Television

CHICAGO, June 21 — The National Association of Manufacturers' sponsored "Industry on Parade" series, which features the needle manufacturing industry, will be shown locally this Sunday afternoon, July 6, the studio and filmed in the city, the firm has been able to broadcast in the city, the firm has been able to broadcast.

The show, filmed and produced by the National Broadcasting Company, already has been telecast in other cities. It has been scheduled for local television stations.

Heffner Resigns
ABC V-P Post

CHICAGO, June 21 — M. L. Heffner, who is now a vice-president of ABC Vending Company, announced last month that he will be leaving the company, and that he is leaving Chicago to become president of ABC Vending Company, one of the nation's largest coin-operated machine operators. During the seven months of his ABC office, Heffner also continued to serve as president of the American Coin-operated Machine Owners Association, and served as president of the American Coin-operated Machine Owners Association.

New Lily-Tulip Plant
Producing Vender Cups

SPRINGFIELD, Ills, June 21 — A new Lily-Tulip plant, dedicated its new paper cup and container plant here last week. Following the completion of limited operations, work on the firm, claimed by the firm to be the largest of its kind in existence, is not scheduled to be in its capacity for another year pending installation of new equipment. The plant will employ between 150 and 200 people when at full capacity.

Initial production of the plant is on the single wrap cool drink cups, with production scheduled to increase in the next few months. With the rapid growth interest in all kinds of cool drink cups will be produced.
Genco Game

No Slump

Va. Ops Eye

Big Tourist

Coin Gains

RICHMOND, Va., June 21. — Operators of all types of coin machines in Virginia are anticipating a banner year following a prediction by the State Chamber of Commerce that 1962 tourist business will surpass the record number of 250,000 visitors who spent in excess of $600,000,000 a year ago.

Key to the prediction is the early large number of visitors who have already come into the state in recent weeks and the unusually heavy advance registrations for the summer vacation period.

Significance of the growing tourist business, operators throw the state point out, is an added 400 repossessed for registering a perfect score.

RANGE RIDER

A Small Down Payment Puts

This Beauty to Work for You!!

- Visible Speed
- Indestructible Body
- No Springs in Sides
- Genuine Leather Saddles
- Low, Wide Base

RIGHT... no other mechanical horse offers so much.

It's been location tested under the roughest conditions. Low, wide base permits maximum comfort for the rider. With full-sized, one-way treads, the Range Rider changes speed automatically... there are no springs or gears to go "out of order." Trouble-free operation is assured. Each horse comes equipped with a genuine leather saddle.

You've heard the old saying, "It takes money to make money." Now have the latest... "It takes the RANGE RIDER PLAN to make you money." This new plan is designed to help you get the most "mechanized" mechanical toys on the market working for you immediately.

Write today for the RANGE RIDER PLAN and be on your way to bigger and better profits.

OPERATORS—DISTRIBUTORS

WRITE FOR OUR ATTRACTIVE PRICE

RANGE RIDER COMPANY

419 East 14th S. Terrace

Kansas City, Missouri

SUMMER SALE

10 Rally Spot Lights...$425.00 ea.
5 Rally Car Tacks...125.00 ea.
1 Rally Champion...59.00 ea.

Special:
2 Unique Coin Pigeon Decoy of 1954-55 each

RALLY ATLANTIC CITY—WRITE

1600 Central Parkway

Cincinnati 14, Ohio

Tel. Main 8751

OUR OPENING SPECIALS

WURLITZER

4100...Write 1,130.00
1500...Write 1,060.00
1000...Write 850.00

4000 Bulk...1,500.00
4000 Bulk (used) 1.00
4000 Bulk 1.50

19 slope singer 15.00
19 slope singer (used) 1.00

55 slope singer 15.00
55 slope singer (used) 1.00

WRITE or Call

S Wurlitzer—Phone 5-1624

NEW LS PINBALL

AUTOMATIC AMENDMENT & VENDING COMPANY

1142 S. Market Street


WE BUY—SELL—REPAIR—SERVICE

You're OFFICIAL DISTRIBUTOR of

AMI

NOW DELIVERING MODEL B

YOUR AMERICAN RED CROSS IS ALWAYS THERE

AFTER TRAGEDY STRIKES
GOTTLIEB’S

FOUR STARS

FAST! FLASH! COLORFUL!

MULTI-YEAR ROLL-OVER for Logos When
Super Replay Awards

When Machine is Used in Showrooms and RAIL TRAVEL

SUPER REPLAY AWARDS

When Machine is Used in Showrooms and RAIL TRAVEL

WANTED TO BUY

Highest Prices Paid

WIRE PHONE WRITE

Wurlitzer 1400 Gottlieb Basketball
Mutoscope Sky Fighters Gottlieb Niagara
Williams Harvey Gottlieb Wild West
Williams Control Tower Gottlieb Minstrel Man
Exhibit Jet Gun Latest 5-Balls
Exhibit Dale Gun—Late Models

Remember: For Export and Domestic Business it is now International and Scott-Crosse!

Write for Free Price List and Order Forms!

INTERNATIONAL

AMUSEMENT

COMPANY

123 SPRING GARDEN STREET

Rittenhouse 6-7712

PHILADELPHIA 30, PA.

BADGER BARGAINS

BADGER SALES CO.

BADGER NOVELTY CO.

TELL WEST PICK BLVD.

JUNE 28, 1952

THE BILLBOARD

COIN MACHINES 131

There is no substitute for Quality!
NEW RETRACTABLE CASTERS

Boost profits by outdoor operation. Simply lower detachable key wrench in holes in base of cabinet. Quick turn and THE CHAMPION is up on 4 smooth casters... ready to roll out in front of location... or more from spot to spot in the store. Base sets solid when casters are removed! This new exclusive Bally feature means bigger profits than ever.

NEW DOUBLE-SCORE FEATURE GETS BIG, FAST EXTRA PLAY

NEW STYLE "SPOTTEM" APPEAL ATTRACTS EXTRA COINS EVERY GAME POSSIBLE TO SPOT SIX NUMBERS

POPULAR "CORNERS" IDEA PROMOTES PLENTY EXTRA-COIN PLAY CORNER NUMBERS SCORE 200

EXTRA BALLS FEATURE WITH ADVANCING ARROW SLIDES FOR GREAT EXTRA PLAY

POPULAR "IN-LINE" SKILL-SCORES 3-IN-LINE, 4-IN-LINE, 5-IN-LINE

Bally MANUFACTURING COMPANY DIVISION OF LION MANUFACTURING CORPORATION 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
Chicago Coin's MATCH BOWLER

Sensational "2-WAY" MATCHING FEATURE

1. MATCH-A-NUMBER
MATCH SCORE AT BEGINNING OR END OF GAME
AT OPTION OF OPERATOR

EASY TO READ "INDIVIDUAL" SCORING DRUMS

- JUMBO "FLY-AWAY" PINS
- FORMICA PLAYFIELD
- REBOUND ACTION 20-30 SCORING
- STRIKE & SPARE FLICKER LITES
- 7-10 SPLIT PICK-UP
- HIGH SCORE OF THE WEEK

SIZE
8 FT. x 2 FT.

FOR SALE

EVANS' PROFIT STIMULATING COUNTER GAMES

Size: 12"X34"x8"

H. C. EVANS & CO.

3050 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

FOR THE BEST DEAL IN VALUE, QUALITY AND SERVICE

"SIT IN" WITH LONDON!

FOR THE BEST DEAL IN VALUE, QUALITY AND SERVICE

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"SIT IN" WITH LONDON!

FOR THE BEST DEAL IN VALUE, QUALITY AND SERVICE

"SIT IN" WITH LONDON!
Your receipts are safe ... the coin box is inside the horse ... 

Children are safe when they stand on BIG BRONCO'S legs ... 

"BIG BRONCO"

A sure-fire 'extra' revenue producer for any type of retail location. It builds traffic and helps to sell related-item merchandise. 

Only BIG BRONCO gallops when you pull the reins ... trots when you release them. 

The only mechanical horse that carries the UL seal of approval. 

UNDERWRITERS LABORATORIES 
EXHIBIT SUPPLY 
4218-30 W. LAKE STREET 
CHICAGO 24, ILLINOIS 

5 times stronger than aluminum. Made of reinforced Fiber Glass ... So real and life-like in looks as well as action ... that everybody loves it ...
UNITED’S 6 PLAYER SUPER SHUFFLE ALLEY

BIG, BOLD ILLUMINATED SCORE INDICATORS
EACH PLAYER CAN SEE HIS SCORE AT A GLANCE

HIGH SCORE FOR THE WEEK FEATURE
PLAYER WRITES NAME ON BACKGLASS

JUMBO DISAPPEARING PINS
FAST REBOUND ACTION
20-30 SCORING
FORMICA PLAYBOARD
STRIKE OR SPARE FLASHER LIGHTS
CAN PICK UP 7-10 SPLIT

SIZES
8 FT. BY 2 FT. 9 FT. BY 2 FT.

HIGHEST SCORE KEY CONTROL

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
Only SEEBURG MUSIC SYSTEMS HAVE THE Select-o-matic MECHANISM

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEM