

Billboard Backstage

By JOE SIDA

To a very large extent the age-old practice of talent scouting has become a lost art. It is much easier for motion picture executives to occasionally sit before a television set, or make a handful of chitchat night spots in search of a great new star, than to hustle about the hinterlands. It's easier and takes less time and less money. Ditto for a record company executive merely to turn on his radio, and/or again watch TV or make an occasional appearance at a big town bistro.

But I have never yet gone to a faraway place, north, south, east or west, domestic or abroad, where I haven't sooner or later run into at least one item of talent with (in my opinion) some genuine possibilities.

Last time this happened was during the one-nighter tour of Broadcast Music, Inc. Program Clinics I did. Over the week-end, following the tour, Carl Haverlin (BMT's president), his sweet and gentle wife, Virgie, and I loafed around Carmel, Calif., and vicinity. One evening we drove in to Monterey to catch "Black Bart," as presented by The Troupers of the Gold Coast. This is a local legit group, which presents plays at California's First Theater, which little knows of one night in the State Monuments. (I don't want to stray from my theme, here.

but a visit to the First Theater is an utterly fascinating thing to anyone interested in the lore of the American theater. It looks like it must have looked the day they built it around 1870.)

The Troupers are by no means a finished group of performers in the Broadway or West End sense. The impression one derives from an evening in their midst is of having had a gay, carefree few hours with a bunch of the local lads and lasses. Neither in production, direction, nor playing (as is evidenced by the deliberately hokey meisters selected for presentation) do The Troupers or the Denny-Waroux Management which presents them take themselves seriously. The production and the olio, which follows, are all played for laughs.

But in the group there was a young lady who overplayed (in the spirit of the production) Viney Roopeel, a conniving vixen, cruel and heartless, and intent on stealing the hero from the fair heroine by any chicanery necessary, not excluding murder. This young lady's name is Janet Call.

It would be somewhat ridiculous of me, on the basis of the deliberately satirical performance Miss Call and all the other players, to give her one single night in Monterey's First Theater, to say that Miss Call is a great actress.

The chances are that she is not. But she does have a sparkling and vivacious quality, encountered all too infrequently. And this quality projects across the footlights with the intensity so essential to, and found in, the greatest players of our age.

Versatility is another attribute possessed by Miss Call. In addition to doing a credible tongue-in-cheek job as the tem heavy in "Black Bart," she did a song duet with another young lady named Gail Johnson in the olio. This skit, entitled "The Quackenbush Sisters," largely thanks to Miss Call's personality and style (tho Miss Johnson contributed substantially, too), could easily have been lifted, virtually intact, into a respectable Stern revue.

I do not know that Miss Call is seeking a career in show business. For all I know she may be happily married to the head of the local bank, and may be the proud mother of six children. It could be that she wouldn't leave Monterey for all the shekels in the Shubert vaults (for which I wouldn't blame her).

My point is simply that it would be a fine thing for show business, if it were economically practical, for employers of talent to get out and beat the bushes regularly, in search of new and fresh talent. And maybe it is.

\$ Budgets for Amusements Up 250% From '30

WASHINGTON, July 5.—The average American has two and a half times more income for amusement spending than he did in 1930, according to an analysis released this week by the Council of State Governments. The council's study, based on United States statistical data, shows the average income per person in 1950 was \$1,436, whereas 20 years earlier the average income stood at \$506, based on the current inflated dollar value. In arriving at its figures, the council used statistical methods allowing for the recent inflation, so as to make the comparison. The actual number of dollars received by wage earners in 1930 was much less.

New money for spending was shown flowing into Southern and Northwestern States and away from New England, Mid-Eastern and Far Western States. However, the Mid-Eastern, Far Western and Central States continued to dominate as far as income totals and concentration of wealth are concerned. Although substantial income continued to flow into the New England States, the increase was not as noted there as in some other areas. The analysis showed the average Maine resident received \$1,161 in 1950, several hundred dollars below the national average, while the average Vermont income also fell below the national average, standing at \$1,184, as compared with \$542 20 years before.

The analysis showed the average American had 63.7 per cent more money for amusement spending in 1950 than in 1930, while total income thruout the nation rose 101 per cent in the same period. Greatest increases in per capita spending money were found in South Carolina, where per capita income rose 169 per cent; Arkansas, with a rise of 165 per cent; Mississippi, 148 per cent, and North Carolina, 153 per cent. At the same time the analysis showed the 1950 per capita income in Mississippi was only \$698; in Arkansas, \$825, and in Alabama, \$836, which still compared favorably with a per capita Alabama income of \$232 in 1930.

On the other hand, New York State residents, who averaged only 23.7 per cent more for amusement spending in 1950 than 20 years earlier, received an average income of \$1,864, well above the national average. District of Columbia residents, who averaged only 14.3 per cent more for amusement spending in 1950 than in 1930, received a per capita income of \$1,986. Spending money jumped unusually high in New Mexico, where residents averaged 133 per cent more in 1950 than in 1930, and in Indiana, where average incomes rose 100 per cent in the same period.

London Dispatch

By LEIGI VANCE

LONDON, July 5.—An unholy row started in show business this week with the publication of a book about the theater called "The Unholy Trade," a quotation from Henry James, written by Richard Findlater, who is theater critic for The Tribune. The book strips the glittering crust from the profession and reveals a number of things some people would have preferred to keep dark. The book states that there are in Britain 11,000 actors, 265 playwrights, 215 producers, 118 managements and 63 designers. They are all ultimately dependent on two men, Prince Littler and Stewart Cruikshank, who control most of the theater's finances. Littler controls the Stoll and Moss Empire circuits, the Theater Royal, Drury Lane, and half a dozen more West End theaters, the book says. Cruikshank controls the Howard and Wyndham chain, sits on the powerful H. M. Tennent board and is a co-director with Littler of both Stoll and Moss Empire circuits. Together these men control at least half the West End's 42 theaters and make extra dough from such sidelines as programs and ice cream sales. But they handle only the business. The plays they leave to play-pickers like Hugh Beaumont, head of H. M. Tennent. This week he has 12 sure-fire shows running in the West End. He is reputed to earn around \$300,000 a year, a big money for this country. Littler and Cruikshank do not do so badly either. Gross trading profits last year for Moss Empires were \$1,210,000 and for Associated Theater Properties (theirs too), \$350,000.

MCA EXPANDS IN ENGLAND

The Music Corporation of America is moving in here in a big way. For offices it has taken over part of the lush Empress Club. Its tentacles are spreading wide over the industry. Already they have bought up such stars as Laurence Olivier, Vivien Leigh, John Gielgud, Moira Shearer, Peter Ustinov, Alec Guinness and many others. But there may be trouble on the horizon. There are rumors that two of the most powerful men in the motion picture business are out to break MCA's grip.

Claude Langdon and Henry Hall are opening July 7 in Southsea "Albert R.N.," a play by Guy Morgan about a dummy prisoner of war used to fill in on parade for one of their number who had escaped. In the cast are Hugh Burden, Laidman Browne and Humphrey Lestock. Peter Ustinov's "The Love of Four Colonels" has chalked up its 450th performance. Moira Shearer is back in Britain to have her baby. She has just made the "The Story of Three Loves," with James Mason. Dodie Smith is here on a visit after 14 years in New York.

Legit Line-Up

Box-office receipts and players' enthusiasm for working for minimums are waning at "Of Thee I Sing." Lowering prices on tickets and salaries, as well as other drastic reductions, was intended to hold the show thru the summer. Today will determine closing or hanging on. "Mr. Pickwick," adapted from Charles Dickens by Stanley Young, will probably kick off next season for the Playwrights Company to be followed by Robert E. Sherwood's "The Better Angels," the Maxwell Anderson-Rouben Mamoulian "Devil's Hornpipe" and Luigi Pirandello's "Henry IV." Claudia Morgan has joined Claude Raisin in Robert Nathan's "Jezabel's Husband." Leonard Sillman plans a new revue for next season. The "Ziegfeld Follies" after the July 22 week's run of "Gentlemen Prefer Blondes" and will be converted into stores. Rita Allen and Alexander H. Cohen will produce Patrick Hamilton's "The Man Upstairs" next season. Joseph Rumshinsky, composer of the forthcoming "My Lucky Day," Yiddish-American musical, will serve as musical director at the Second Avenue Theater where "Day" opens on September 29. Katherine Dunham's troupe of 33 singers and dancers opens Monday at the

New Theater, Copenhagen, Denmark.

"GRAMERCY GHOST" FOR SILOS' HOST

"Gramercy Ghost" is a heavy entry in strawhat schedules for bills opening Monday (7): Veronica Lake, Princeton (N. J.) Summer Theater; June Lockhart and Dayton and Dean Harens, Ogunquit (Me.) Playhouse. Other bills for the week of July 7 include John Carradine in Winslow Boy; Cape Theater, Cape May, N. J.; John Loder, "O Mistress Mine," Westchester Playhouse, Mount Kisco, N. Y.; Robert Q. Lewis, "Charley's Aunt," Norwich (Conn.) Summer Theater; Misha Auer, "The Happy Time," Clifton (Conn.) Playhouse, and "Abie's Irish Rose," Penn Playhouse, Meadville, Pa. Musical bills include Brian Sullivan and Elaine M. Rubin in "Student Prince," Forest Park, St. Louis; July 7, two one-act operas by Arnold Franchetti, "The Princess" and "The Maypole," Westport (Conn.) White Barn Theater, July 6; "Naughty Marietta," Melody Fair, Danbury, Conn., July 8; Jerome Kern's "Show Boat," Paper Mill Playhouse, Millburn, N. J., July 7, and Alan Jay Lerner's "Brigadoon," which opened Wednesday (2) at the Gateway Musical Theater, Somers Point N. J.

Harold Clurman is July critic for Theater Arts while George Jean Nathan vacations.

HISS, CHAMBERS SCRIPT DUE

Robert O'Byrne and Edward Gilmore turned over to Joseph Heitl this week their script on Alger Hiss and Whitaker Chambers, called "The Unclean," which Heitl will produce in the fall. A group of Greenwich Villageites, headed by Kenneth Carwood, bought the Chery Lane Theater, thus spiking rumors that the off-Broadway house would be torn down. Aetion Studio has taken a 50-day option on the Old Slovak Hall on East 72nd Street and plans a drive to collect the 75G, of which 55G will be for the purchase of the hall. The Flatbush (Brooklyn) Theater will close after the July 22 week's run of "Gentlemen Prefer Blondes" and will be converted into stores. Rita Allen and Alexander H. Cohen will produce Patrick Hamilton's "The Man Upstairs" next season. Joseph Rumshinsky, composer of the forthcoming "My Lucky Day," Yiddish-American musical, will serve as musical director at the Second Avenue Theater where "Day" opens on September 29. Katherine Dunham's troupe of 33 singers and dancers opens Monday at the

Picture Business

By LEE ZHITO

HOLLYWOOD, July 5.—Theater exhibitors in increasing numbers are recognizing the values of the television medium, and it will only be a matter of time before the resentment against the new medium disappears entirely. This is the opinion of G. Ralph Branton, who can survey the television problem from the trifling vantage points of exhibitor, theatrical motion picture producer and TV film producer. Until recently, he was a major theater chain executive and still owns theaters in the Midwest, and is a vice-president of Monogram Pictures as well as president of Interstate Television Corporation, Monogram's TV film subsidiary.

Branton likens the development and the resulting apprehension among exhibitors to the advent of radio. As an exhibitor, he'll tell you, he saw the theater box office dip at times beneath the competitive weight of the new home entertainment medium. People stayed home to hear their new favorites and even as late as the last war, Branton recalls, the theaters were pulling only a handful on nights when the late President Franklin

D. Roosevelt had scheduled a fire-side chat. Exhibitors soon learned that while radio caused fluctuations in theater attendance, it was radio that gave motion pictures their top box-office attractions. Branton said people learned to love the Bob Hopes and Bing Crosby on their radio receivers and soon thronged to theaters to get more of their newly found favorites. The same will be with television, according to Branton. To substantiate his point, Branton uses Martin and Lewis as an example.

Thanks to television, Branton feels, audiences thruout the country have learned to go overboard for Martin and Lewis. As a result, Martin and Lewis on TV doesn't keep patrons away from movie houses, but instead, sends them to theaters to see more of the zany comedies' antics. Along the same lines of reasoning, box-office reports will show that Red Skelton's TV popularity is reflected in a substantially increased theater following for his Metro-Goldwyn-Mayer films. Producers have recognized the value of performers' TV popularity and are doing

their utmost to exploit it. As an example, the top-rated "I Love Lucy" tele series co-starring Lucille Ball and husband Desi Arnaz has sent producers scurrying to their vaults in search of old product featuring Ball and Arnaz with an eye to reusing them.

Branton feels that TV will eventually prove to be the maker of tomorrow's box-office attractions, and that the very medium so despised by exhibitors will be their benefactor by providing them with product the patrons want.

Exhibitor resentment is also evaporating, according to Branton, because the alert theatermen, in recognizing the value of TV, are also becoming financially interested in the new medium. A study of TV station licenses before the Federal Communications Commission will reveal, Branton says, a substantial number of exhibitors and other closely allied with the picture business. This in itself is providing a strong factor that will eliminate the barriers of ill feeling between the theatrical motion

(Continued on page 11)

BROADWAY SHOWLOG

Performances Through July 5, 1952

DRAMAS		
I Am a Camera.....	11-27, '51	255
(Engert)		
Mrs. McThing.....	2-20, '52	157
(Morosco)		
The Fairweather.....	10-23, '51	295
(Beverly)		
The Male Animal.....	4-30, '52	77
(Music Box)		
The Moon Is Blue.....	3-8, '51	549
(Henry Miller)		
MUSICALS		
Days and Nights.....	12-25, '50	674
(Fifth Street)		
New Faces of 1952.....	5-16, '52	59
(Royale)		
8 Night in Venice.....	6-24, '52	12
(Joseph P. Healy Theater)		
Of Thee I Sing.....	5-5, '52	72
(Ziegfeld)		
Paint Your Wagon.....	11-12, '51	273
(Shubert)		
Pal Joey.....	1-9, '51	212
(Broadhurst)		
South Pacific.....	4-7, 1949	1,332
(Majestic)		
The King and I.....	5-19, '51	132
(St. James)		
Top Banana.....	11-1, '51	285
(Winter Garden)		
Wish You Were Here.....	6-25, '52	13
(Empire)		
NECESSARY		
Point of No Return.....	6-28, '52	229
(Alhambra)		

(Closed 12-13, '51)

TAX AGENCY HITS STARS

Income tax is bringing top actors into the news again. The Inland Revenue here is turning tough. A few months ago it bankrupted Hugh Williams. This week the bureau did it to Hermione Baddeley. Showfolk believe there are still about 15 top names in this country who will have to walk that over-publicized plank. There is a rumor about, tho, that the British stars in Hollywood who dare not come back to this country because they owe so much tax, may be given another chance. The Inland Revenue is being persuaded that it would be better to allow them back without paying up, which see s impossible, in the hope of saving British film industry.

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Washington Once-Over

By BEN ATLAS

WASHINGTON, July 5.—No body needed proof, but National Production Authority supplied fresh evidence this week that TV manufacturers will continue to shoulder color TV for a while. At the wind-up of a confab with its TV-radio industry advisory committee, the NPA slyly observed: "NPA invited comment on its June 24 action to permit authorization of manufacturers to make home-type color TV receivers under conditions guaranteed to divert scarce materials or engineering skill from the defense effort, but the (industry advisory) committee did not respond."

TV APPLICATIONS SCRAMBLE ON

Frenzied but expected rush of TV applicants at Federal Communications Commission, this week provided the latest clue on the timetable of the TV thaw. The chill will stay in the TV air for a long time to come, as far as the bulk of applications are concerned. There are more knock-down drag-out fights in prospect than had been conjectured before the TV allocations plan was issued. Even several UHF channels are being contested in choice locations. Competition for new stations is so razor-edged that literally scores of the applications which were filed this week had been ready weeks ago but withheld by the contenders to avoid tipping their hand to rivals. Some station prospectors sent their D. C. representatives to the FCC armed with applications for two different TV channels in the same community. Rival bids were given a quick once-over, and then applications was filed for the channel where chance to get the grant seemed better. That's valid procedure, of course. Quipped one legislator: "When the stakes are high, the cards are always held close to the chest." . . . The most of the squabbling for channels is in the major cities. TV prospectors aren't ignoring tank towns. The gold rush includes an applicant for a UHF channel in Yuba City, Calif., with a population of around 5,000. Licenses are being sought in San Luis Obispo, Calif., where the population is under 9,000, and in San Bruno, Calif., which is even smaller. Most interesting name among applicants is the contender for the San Bruno license; applicant calls himself "Radio Diablo."

JOHNSON ENTERS DEM UP RANKS

J. Leonard Reinsch, TV-radio strategist for the Democratic National Convention, attended his first convention in 1932 when Franklin D. Roosevelt won his first-term nomination. Only way Reinsch could get into that show was by buying duets. . . . Among the latest Democratic entries to the misty ranks of vice-presidential prospects is Sen. Edwin C. Johnson (D., Colo.), popular chairman of the State Interstate and Foreign Commerce Committee, who goaded

the FCC into speeding its TV allocations. The senator is showing no interest in getting on the national ticket and there's no serious talk. But deponents figure Johnson as possibility for running male should a prolonged deadlock develop for top position. Johnson is managing Dixiecrat Sen. Richard B. Russell's (D., Ga.) drive for the Democratic Presidential nomination. Russell isn't likely to be front-runner, but Johnson, who's not a Dixiecrat, would probably be acceptable to most factions of the party if a compromise choice is needed for second-place post. . . . Understatement of the month is credited to Commerce Department's Motion Picture and Photographic Products Division. Describing a 1951 rise in box-office receipts in Cuba as "accomplishment" because of TV's inroads, the government agency added: "The television offerings of the two aggressive Havana stations are catering to a fast-growing public which is not under-impressed with the novelty of this new medium."

Tokyo Mushi Mushi

By RALPH KRZYZAK

TOKYO, July 5.—A movie morbid problem affecting children that has been the bane of American parents is now confronting the Japanese who say there are too many "Samurai" or "Chambara" pictures for the good of their youngsters. Currently packing 'em in are the movies on the Japanese swordsmen, and counted among their frenzied fans are Japanese juveniles, according to Kyodo Press. Parents, who have seen this phenomenon in prewar days, are alarmed, they say they do not like it at all—the turn for the intelligent in the tone and manner of their offspring.

Wise and discerning parents who surely ought to know what's good for their kids say perhaps the young are doing only what their elders are doing. In attending the "Samurai" pictures, the kids are getting a release from their inhibitions in a blaze of might and force, they say in trying to understand it all.

Movie producers themselves recognize the inherent threat in too many showings of the sword-play picture. Because of this they are holding back production of such films. For them it is a hard bow, financially speaking. Their cash counters are ringing with box-office returns on the "Samurai" films. They have been doing so well in the pictures that they are able to pay the lead actors in the pictures anywhere from 2 to 3,000,000 yen per picture or about \$6,000 per picture.

BLOOD THUNDER FROM ABROAD

If the importers of still another type of movie having harmful effects on Japanese youngsters, the Westerns, co-operate with the "Samurai" producers, parents say their kids are sure to return to normal life. A combination of "Samurai" and Western pictures is certain to give the children nightmares and warp character, the parents warn.

Already up to now 22 "Samurai" films have been made. This is 39 per cent of 157 movies produced between January and May 1952. As for Western films, the number imported last year was 46. This type of picture, together with war, detective and Tarzan movies, comprise 100 or over half of the foreign films shown in Japan.

Concerning the "Samurai" pictures, the lifting of the ban on their production paved the way for their increase. Up to August last year, each producer could make only one such picture. In 1949 their number was 30; in 1950 it was 38, and in 1951 it jumped to 57.

As has been mentioned, for less than half of this year, ready 44 "Samurai" pictures have been turned out on the movie market. If there is no voluntary restriction on the part of makers, the total for the whole year may be double that figure.

Highlight Reviews

TELEVISION

Garroway Sparks "All-Star" Summer Seg, a Slick, Satisfying Laugh Fest

By JOE MARTIN

The summer edition of "All-Star Revue" is just what summer replacements are expected to be—a lightweight package of entertainment. "All-Star's" replacement, however, figures to carry over the basic format of the winter version with hopes of retaining a loyal audience for the time segment. The comic-magician Mr. Ballantine is official master of ceremonies on the credit, he shared the job with Dave Garroway. The fact is, Garroway was on camera much more often and for longer (and funnier) periods than was Ballantine.

Keeping Garroway as emcee and using Mr. Ballantine in the guest spot seems called for, tho it's an improbable happening. Garroway was his old nighttime TV self, relaxed, clever and sufficiently pliable to fit into several strong comedy segments. His material in such routines as the dentist scene and the baseball game was slick and unusually fine comedy writing. Garroway played it to the hilt, too. Ballantine didn't get a chance to do any more than his standard vaude routine broken up into several pieces so that he could introduce acts. The

running gag of losing a cat in a disappearing trick quickly became a bore.

Good Plugs
Particularly well done were the live commercials handled by English comic Oliver Wakefield. His non sequitur style figured to hold viewers' attentions thru the commercial plugs. The guy did a truly great job of ad libbing when a gimmick planned for the Pet Milk plug misfired.

Guests Georgia Gibbs, the Acromaniacs and Kanazawa Trio (Continued on page 14)

NIGHT CLUB

Trade Stirred as Torme Unveils Brilliant New Act Technique to NY

By BILL SMITH

On paper, the current bill at New York's La Vie en Rose looks like a stereotyped affair with Mel Torme and Joyce Bryant in a show which didn't figure to go anywhere. It didn't work out that way. It showed a Mel Torme that was different. Instead of the "Velvet Fog," it was a smooth-voiced Torme with production and gimmicks (his own creations) completely different from anything seen in a night club before. Using a projector, plus some film clips of some famous baseball rhabbits, Torme, assisted beautifully by the Mello Larks (three boys, one girl) did the classic, "Take Me Out to the Ball Game," followed by "Stanley Steamer." The pictures gave them interest they never had before.

Besides these, Torme did sketches (not blackout), sang standards straight, did some ballads and then more chanting assisted by the Mello Larks. It added up to a great performance, and showed production ability by Torme that will almost certainly prove a revelation to the trade.

Joyce Bryant, last caught at Bill Miller's Riviera, has also undergone a metamorphosis. She's now a shapely, attractive gal, with a grey hairdo that makes her a standout in the voice department she shone with some cleverly contrived arrangements on standards, building and selling all the way. She wound up a genuine hit.

The Mello Larks, besides working with Torme, do an excellent

job in their own spots. They move, do lines, phrase and sing harmony all equally well. The kids look good and glitter in their own right, displaying showmanship of a high order.

The Ronnie Selby Trio did a handsome job of playing for the acts and an equally good one for the dance sessions.

La Vie en Rose, New York (Friday, June 27)

Capacity, 175. Price policy, \$4-\$5 minimum. Shows at 8:30, 12:30 and 2:30. Operator, Monte Proser. Booking, non-exclusive. Estimated talent budget, \$2,500.

TELEVISION

"Info, Please" Maintains Urbanity Of Old, Despite Nervous Video Bow

By JUNE HUNDY

"Information, Please," all-time great in radio's "most literary" quiz field, made its TV debut last week, and long-time fans will be relieved to hear that the show's often-limited-but-never-equalled upper-brow format was left intact. Three original cast members (Clifton Fadiman, John Kieran and Franklin P. Adams) were on hand to keep it that way, along with guest expert James ("South Pacific") Michener.

Technical production on the initial program was less polished than its content, with ill-timed lens-work all too often blunting points of the panel's sharper sallies. Emcee Fadiman emerged with urbane charm unscathed,

but the other three seemed a bit camera-conscious throat.

Visual Hazards

Fortunately, these visual hazards didn't affect the trio's brain work, which, as usual, was distinguished by good taste, astuteness and scholarly wit. Subject matter ranged from Greek mythology and Shakespeare to the Presidency and popular songs. Erudite pixie Kieran scored highest in the latter category, via some tongue-in-cheek charade bits on "I Kiss Your Hand, Madame" and "Put Your Arms Around Me, Honey." A slightly flustered Michener was on the receiving end of Kieran's panto-

In what seemed a rather grudging concession to video's visual requirements, the panel was asked to identify literary characters via large card illustrations. These were placed on a stand by two leggy lovelies, somewhat startlingly attired in tights and opera-length hose. While the experts indulged in sedate leers, Fadiman explained that the IQ's of both gals had been tested before they were hired, a cute gimmick which should have been expanded for maximum audience impact.

Unfortunately, Fadiman let it go at a mention, and the girls (one of them was last year's much (Continued on page 14)

TV-FILM

Superb Production Quality Marks Bromfield Series as Notable Fare

By LEF ZHITO

A sponsor seeking to be identified with top-level entertainment would do well to see this film. Excellent direction, fine casting and high production quality mark "Up Ferguson Way" of the Louis Bromfield series among the most noteworthy entries in the TV film field. The story of the village school marm who mistakenly kills the man she was to marry is simple plot-wise, but takes on high-dramatic suspense and deep-moving dramatic dimension as told by Bromfield and relayed on the

screen under Bernard Girard's direction.

As in nearly all of Girard's films, character delineation gets full emphasis. The young school teacher, Zenobia, whose love for flowers and animals and her dogged determination to "live alone on her late father's farm gave her the reputation among the villagers as being "tetchy," is portrayed with convincing realism by Frances Rafferty. Under Girard's direction, the moving love story between Zenobia and Aaron, as

competently enacted by Russ Conway, takes on full dimension.

Zenobia is seen as a simple, trusting, loving soul who cannot comprehend wrong or violence, but in a fit of extreme fright kills the one she loves. Aaron's deep love for Zenobia moves him to overlook her childlike outlook, and he gently tries to persuade her to take a more practical approach to life only to fall victim to her sole act of violence.

Film was shot on location in the (Continued on page 14)

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Affiliates' Resistance Deters CBS From Cutting Rates

Decision Not Conclusive, However, As Further Meetings Will Be Held

NEW YORK, July 5.—The consensus following this week's two-day conclave of the Columbia Broadcasting System and its radio affiliates was that the latter had won the first battle in their fight to resist rate cuts. The question now being asked is whether this victory will prove decisive.

The sessions wound up inconclusively with only one point clear—that there will be no immediate rate cuts. A nine-man committee representing the affiliates, did agree however, to meet the CBS officials within 30 days for further discussion.

The affiliates' victory was claimed by Victor A. Sholis, vice-president and director of WHAS and WHAS-TV, Louisville, whose Tuesday (1) keynote speech did so much to rally the outlets

against a rate cut. Sholis said: "None of the people in the trade thought we had a ghost of a chance to stop rate slashes even as late as the first day of the meeting, but we stopped them as I said we would. That's a victory isn't it?"

The factor that seemed to carry the most weight with the network was the affiliates' practically unanimous declaration that they would prefer to lose business rather than accept a rate cut. They also pointed out that last year's 10 per cent rate cut had solved nothing. This jolted the web tappers considerably.

An hour-long speech by CBS prexy Frank Stanton, in which he outlined the virtual impossibility of selling nighttime network spots at the going rates, failed to sell the affiliates. His talk was followed by a speech by William Paley, chairman of the board of CBS. He too said that advertisers could not be persuaded to buy network time on radio at night. It is known, however, that CBS

has fashioned several plans which would cut rates which were to be presented to the meeting of the affiliates until Stanton realized the force of anti-rate cut sentiment and decided the time was not propitious. These plans, nevertheless, are expected to be given to the committee representing the affiliates when it meets with CBS execs shortly. Even the most optimistic affiliates realize that a major fight still is ahead if they are to stave off the rate cut.

They do believe, however, that they have stopped the network from acting unilaterally, even though its new contract with the vast majority of affiliates permits the web to act in this manner. There are an estimated nine CBS affiliates which have not signed this contract: They are believed to be WHAS, Louisville; WGAR, Cleveland; WJR, Detroit; WKRC, Cincinnati; KIRO, Seattle; WREC, Memphis; KFH, Wichita; KOBY, Portland, Ore.; and KOOK Billings, Mont.

AGVA Agrees To 4A Merger Blueprint Plan

NEW YORK, July 5.—A merger of talent unions came a step closer last week when the American Guild of Variety Artists, meeting with the other unions at the meeting of the Associated Actors and Artists of America (Four A's) agreed to the blueprint as proposed by the college professors.

Arrangements for general membership meetings were immediately authorized by the Four A's with confabs, open to all card holders in any of the five unions, to be held in New York, Chicago and Los Angeles. Representatives of all the talent unions will be present to answer questions.

Up to now only the American Federation of Radio Artists, Television Authority and AGVA have indicated that their desire for merger was most ardent. The American Guild of Musical Artists have also indicated they will come in, but so far its board has not been officially polled.

Equity, Chorus Equity, Screen Actors Guild, and Screen Extras Guild have not indicated where they will stand on any proposed merger. SAG and SEG have been aloof from merger talk ever since film entered television.

The action of AGVA in approving the blueprint, with "no conditions" was considered a surprise in AFRA and TVA circles. Latter two unions have been active in merger plans for some time. In fact, a proposed merger of the two, into AFTRA, has advanced to such an extent that a constitution has been drawn and a convention for the purposes of formalizing the two union merger is set for this fall.

George Heller said he is desirous of getting started because new negotiations with the networks are due to begin in September and any inter-union battle may damage such negotiations.

Some elements of the Four A's claim that AFRA and TVA don't want any truck with AGVA; they prefer to go it alone. They said that AGVA's agreement to come in was a shocker, that AFRA and TVA weren't too pleased about.

There is some talk in talent union circles that AFRA and TVA were ready to walk out of the Four A's, if a vote on a two card merger was turned down. The subject didn't come up because AGVA said it would come in.

Chesterfield Renews Pact

NEW YORK, July 5.—A 13-week renewal pact was signed this week by Chesterfield for "Chance of a Lifetime." The show airs via the TV web of the American Broadcasting Company at 8:30 Thursdays. Agency is Lennen & Mitchell.

WOR-TV to Launch All-Night Live Video

NEW YORK, July 5.—Local indie WOR-TV will launch Manhattan's first all-night live TV schedule, Saturday, July 19, thus beating WNBT, National Broadcasting Company's flagship here, to the programming punch.

The latter station announced all-night telecasting plans a couple of months ago, but called a halt when it found out that union wages put the project out of bounds, budgetwise.

The series would cost WNBT about \$2,000 a night, although WOR-TV can swing the same thing for less than \$500. The important difference is that with no studios of its own, the NBC station has to pay network rates to crews,

while WOR-TV operates under local wage scales.

Programming plans of the two stations also differ in that WNBT is expected to follow the example set by the nation's first all-night TV station WDTV, Pittsburgh, and program film exclusively. WOR-TV will by-pass feature films completely in favor of a variety-type disk jockey format, with plenty of live guest interviews with name personalities, records, extensive news coverage and musical film shorts. The series will run from 11:30 p.m. to 3 a.m., Mondays thru Fridays, and from 11:30 p.m. to 6 a.m., Saturdays, with time sold on a participation sponsorship basis.

The project is under the supervision of WOR-TV programming chief Harvey Marlowe, who is looking for a name delay to head the program. Freddie Robbins is one of the big-time spinners mentioned for the spot. The show may give NBC's "Today" a run for news-minded dialers since Marlowe plans to reach all news used over WOR-TV during the day, plus any leftover items edited out of earlier coverage. Marlowe will probably program his most important guest spots between 11:30 p.m. and 1:30 a.m., because station research indicates that all-night radio shows draw their biggest audiences during that period.

Lambert May Buy Winchell

NEW YORK, July 5.—The sale of Walter Winchell for radio and TV was reported in the pending stage, as the American Broadcasting Company was known to be holding talks with Lambert Pharmaceutical Company. The banker, manufacturer of Listerine, is believed about to pick up the tab for alternate weeks of the gabber's forthcoming radio and TV stanzas, which would cost it about half of the total AM-TV \$2,000,000 annual bite.

The agency involved is Lambert & Fealey. There is other action pending on Winchell as well, with the likelihood that he will shortly be solidly commercial for the upcoming season.

Regents, NBC Talk TV Time

NEW YORK, July 5.—Regent Cigarettes this week was reported to have purchased legit singer Tony Bavaar for a 15-minute television series on the National Broadcasting Company TV network. The cigarette firm will start the 7:15-7:30 p.m. show on Monday, September 8, but has not decided on how many nights during the week it will sponsor Bavaar.

This past season, NBC and The Goldbergs and Kukla, Fran and Ollie alternated in the slot Monday thru Friday. The agency for Regent firm is Brooke, Smith, French & Dorrance.

BOB TAFT GETS MUSICAL PLUG

CHICAGO, July 5.—While there have been some 41 songs written about Gen. De Eisenhower, Bob Taft will not be without musical support in his fight for the Republican presidential nomination here next week. Wallace Bradley and Frederic M. Smith have written a song called "Vote for Taft" which has been copyrighted, and was beginning to move in pro-Taft rallies held in various Loop hotels prior to the actual convention kick-off.

Hotpoint Buys "Ozzie-Harriet" AM-TV in Fall

NEW YORK, July 5.—Hotpoint this week signed to bankroll alternate weeks of "Ozzie and Harriet" both on radio and in its new TV version via the American Broadcasting Company this fall. Time slots and starting dates are not set, but October is believed the target. Maxon was the agency for the 38-week deal. The radio show has been airing at 9 p.m. Fridays.

The TV deal, with the series airing via film, will cost the bankroller about \$30,000 per show. The radio series goes at about \$7,500. The contract is believed to call for a line-up of about 33 TV outlets in the first 13 weeks, with 10 more added during each of the next 13-week cycles. Several bankrollers are interested in the alternate weeks still open.

Two Sponsors Ready to Sign Fall NBC Segs

NEW YORK, July 5.—Two major fall sales for Saturday night TV shows were reported on the verge of being finalized this week by the National Broadcasting Company's TV web. California Packing Corporation, on behalf of its Del Monte brand canned foods, was all but set for fall to move into the "All Star Revue" alternating with Kellogg and Pet Milk, in the slot vacated by Snow Crop. Agency is McCann-Erickson.

Prudential Insurance also had a deal pending to pick up the alternate weeks of the 10-10:30 Saturday portion of "Show of Shows." This is being vacated by Lehn & Fink.

CBS Splits Gleason Program in Thirds

NEW YORK, July 5.—The Columbia Broadcasting System's TV web this week completely discarded the traditional time segments and cycles to add selling power to its hour-long Jackie Gleason TV package. The network is selling the program in thirds to advertisers, instead of in the usual half-hour and quarter-hour segments.

The stanza will be sold in three cycles. The initial cycle will be for 12 weeks, and the next two for 15 weeks each. This will bring the yearly sponsorship of the program to 42 weeks. Should a sponsor wish to continue for the balance of the year, he would have to use a summer replacement.

CBS-TV already is nearing a deal with Schick electric razors for the show. Schick would buy a third of the program, but would continue with its alternate week

sponsorship of "Crime Syndicated" on CBS-TV.

Costs \$66,000. The new time-selling pattern was developed by the web to make it easier to find sponsors for the heavily budgeted Gleason stanza. The show is to cost \$66,000 weekly for talent. Its weekly time and talent cost for a prospective client interested in purchasing a third has been estimated at \$40,000.

Sponsors who purchase the 20-minute portions of the show will have their commercials handled in this manner: The opening and closing billboard credits all three clients. On regular plugs, advertiser A gets the first commercial which runs for three minutes, and advertiser B and C get second and third commercials which run for a minute and a half each. Naturally, the three sponsors rotate.

MONTE CARLO

Stations Toss Dice on Spot Rate Potency

NEW YORK, July 5.—An intriguing Monte Carlo angle has recently insinuated itself into the local TV rate-cutting picture, with national spot advertisers reportedly asking stations to gamble on the potency of their audience ratings. The gimmick is that an advertiser is guaranteed specific ratings for its spot buys during the week. If the station doesn't hit the rating, the sponsor gets a free ride.

The alternative, of course, is that stations come thru with a gratis number of extra spots each week until the rating is achieved. The deal sounds fantastic, but it is reliably reported to be in actual practice on more than two local stations. The BC Remedy Company supposedly negotiated such a pact with WJZ-TV and WABD last month. Appropriately enough, BC manufactures a headache powder.

Hudnut Buys Bergen; Crosby Deal Stymied

NEW YORK, July 5.—The Hudnut Sales Company this week bought Edgar Bergen from the Columbia Broadcasting System's radio network. The deal, however, temporarily stymied another between CBS-AM and Coca-Cola for the talents of Bing Crosby.

The buy of the crooner was contingent upon the delivery of the Sunday night 8-8:30 slot, which Hudnut just bought this week. CBS had agreed to hold the Sunday evening time period until Tuesday (1) for any client that bought the ventriloquist. Hudnut's order came into the web June 30.

Coca-Cola is re-considering its tentative order for Crosby, in line with a new time slot, possibly Wednesday at 9 p.m. Along with both Bergen and Crosby come options to sponsor them on TV. The Bergen deal provides for a minimum of five video shows under Hudnut sponsorship. With the wrapping up of the deal for Bergen, CBS now has reached 94 per cent of its September, 1951, billings. Kenyon & Eckhardt is the agency.

MDSE. GIMMICK

Magic Stamp Deal Set for Broadcasters

HOLLYWOOD, July 5.—Discount stamps, regularly employed in retail merchandising, will now be made available to franchised broadcasters as a radio tie-in merchandising gimmick. Newly formed Broadcast Merchandisers, Inc. will make the sales promotional device available to a single broadcaster in each market.

Broadcaster will allow his local advertisers to use "Magic Stamps," as they are tagged, with consumers getting 2 per cent in stamp value of his purchases. Saved stamps will give consumers premiums ranging in value from \$1 to \$50, items depending upon number of stamps accumulated. Plan is for station to broadcast list of sponsors offering the station's stamps.

Broadcast Merchandisers is headed by Ellis Craig, prexy; William Reid, viceprey, and Jack Berger, treasurer.

TV Outlet Bids Brew Battles For Channels

WASHINGTON, July 5.—As applications for TV stations neared the 500 mark at the Federal Communications Commission this week bitter contests were in the making for nearly a fifth of the channels. Several of the battles are three and four-way affairs. The fight is largely for remaining VHF channels in major cities, but nearly a score of UHF channels also are involved in contests headed for hearings.

Record for the most contested channel is held by Wichita, Kan., where five applicants are after Channel 3, one of the city's two VHF outlets. They are the Taylor Radio & Television Corporation, Mid-Continent Television, Inc.; Wichita Television Corporation, Inc. all new applicants; Sunflower Television Company and Station KFJ, who had applied before the freeze lift. Close to a dozen battles are shaping up in Texas cities, most of them over VHF channels, while two or more applicants have applied for the same channel in five Florida cities. Channel 12 is contested in Jacksonville; Channel 7 in Miami, sought by both Isle of Dreams Broadcasting Corporation and Miami Broadcasting Company. Channel 12 is contested in West Palm Beach; three applicants are seeking Channel 13 in Tampa and there are disputes in St. Petersburg over Channel 8 and Channel 38.

In Denver, battles are in progress over Channel 9, 4 and 7; while three-way struggles are recorded in Hartford, Conn., over Channel 3; Baton Rouge, La., over Channel 10; Minneapolis over Channel 9; Portland over Channel 8; Evansville, Ill., over Channel 7; and Knoxville over Channel 10. In North Carolina practically every available channel is contested, including Channel 13 in Asheville, Channel 9 in Charlotte, Channel 11 in Durham and Channel 5 in Raleigh. In Winston-Salem, N. C., a three-way battle is waging over Channel 12, with old-timers Mary Pickford-Rogers and Piedmont Publishing Company joined by a new applicant, the Winston-Salem Broadcasting Company.

Madison, Wis., is the center of a three-way struggle between Television of Wisconsin, Inc., Radio Wisconsin, Inc., and the Badger Broadcasting Company over Channel 3. Honolulu and San Juan, Puerto Rico are facing two-way battles over Channel 2, each case.

OG's Seek New Video Program

NEW YORK, July 5.—Old Gold cigarettes still is in the market for another TV program despite its recent buy of Fred Allen. The show goes into the Tuesday night 10-10:30 slot next fall on the National Broadcasting Company's AM web. The TV version's location is not yet set.

The cigarette advertiser has asked all the top video networks to submit their most original properties for consideration. Old Gold wants something "new, big and different," and is willing to pay for it.

Du Pont Eyes Ford 'Omnibus'

NEW YORK, July 5.—Du Pont is the first client to be interested in a participating sponsorship of the new Ford Foundation program "Omnibus." The \$65,000 program is to be slotted 4:30-6 Sunday afternoons, on the Columbia Broadcasting System's TV network next fall.

Already contracted for the live plus film series are three Maxwell Anderson plays, five short ballets and several scripts by James Agee, Richard de Rochemont will work on several individual features now being produced.

SCHNOZ RIGHT WITH THE MOB

CHICAGO, July 5.—As the Republican convention neared, the fight for the nomination as Presidential candidate waxed hot and heavy, with the Eisenhower versus Taft battle looming over those of the rest of the candidates with one exception.

Appearing at a Michigan Avenue bookstore for one hour this week to autograph copies of his book "The Candidate," Jimmy Durante drew so many people that the police had to be called to break up the mob. And sales of the paper-bound volume were going so strong in most stores that special window displays, in some cases, had to be broken up to meet the demand for the volume.

Receipts at the Chez indicated the Schnoz was still popular with the voting public, as the capacity houses continued into the third week.

PLUM RIPENS

\$3 Mil in Billings Due From GOP

NEW YORK, July 5.—Local ad agency executives with the exception of those at Young & Rubicam, who ever their personal political beliefs, this week were rooting in a business way for Senator Robert A. Taft to cop the Republican Presidential nomination. Should Taft win over Gen. Eisenhower, a juicy \$3,000,000 billing plum will be ripe for some top agency to pluck, that sum representing the legal limit of spending by the party in the campaign.

It is regarded as a foregone conclusion that Y&R will get the GOP billings should Eisenhower win out, inasmuch as they have been handling him all along. Taft, however, is uncommitted to any agency, and the field is believed to be wide open should he capture the nomination. Wide open, that is, with the exception of the aforementioned Y&R and possibly Batten, Barton, Durstine & Osborn, which has handled political spending for Gov. Thomas E. Dewey, who is a strong Eisenhower supporter.

Radio and TV contracts set thus far for the Republicans have been placed direct, without agency. However, they all contain cancellation clauses which permit them to be changed or dropped depending on the wishes of the winning candidate and the agency ultimately selected.

The Democrats, for their part, have long since named the Grant Agency to handle their campaign.

RWG Strikers Spend Hot 4th

NEW YORK, July 5.—After two full days of striking, by Thursday (3), little noticeable progress has been made in the walkout of 87 news, dramatic and continuity staff writers of the Radio Writers Guild against the American Broadcasting Company, the National Broadcasting Company and the Columbia Broadcasting System. The major bottleneck to the settlement of the dispute is commercial fees for sponsored news shows. Both sides are waiting for the other to make the first move toward getting together.

The strike has not seemed to interfere, as yet, with the broadcasting of news on the networks. RWG, however, does claim that ABC omitted its noon and 12:30 p.m. news shows Thursday (3). RWG feels it will hurt the webs by picketing the Republican Convention in Chicago next week and sending a flying squad out there today.

There are approximately seven Chicago RWG writers who may yet go out on strike. The big hope of the RWG also seems to be that other "unions may honor their picket lines and thus hurt the webs by a secondary boycott.

HASSLE ON HAND

Taft Forces Accuse Webs Of Favoritism Toward Ike

CHICAGO, July 5.—Convention coverage opened here with almost an open break between the GOP national committee and the major networks. All of the networks were accused by Taft forces as favoring Eisenhower in pick-ups during the week preceding the Republican convention.

The bad feeling follows six months of poor press relations with Taft headquarters. The climax was reached here Wednesday night (2) when Paul Manning, director of television for Taft headquarters, accused the Columbia Broadcasting System of slanting a CBS-Doug Edwards news show toward Eisenhower.

Manning, of New York, confronted Walter Cronkite, CBS an-

nouncer, in the lobby of the Hilton Hotel seconds after the four-minute pick-up closed, and told Cronkite the program was stacked with Ike supporters. He threatened to pull Taft off all CBS shows. Later when he had cooled off, Manning said he would continue to give Taft speakers to CBS, but he repeated his charge of favoritism.

He also accused the National Broadcasting Company of giving more time to an Ike man than a Taft speaker in a pick-up from outside the GOP national committee hearing.

The flare-up occurred Tuesday morning when TV cameras and all radio equipment were barred from the GOP committee hearing and developed into physical dispute several times.

GOP sergeants at arms and private policemen physically barred photographers from the meeting rooms. They snipped the cord of an NBC microphone which had been sneaked into the hearing room. They confiscated a \$250 NBC tape recorder they found in the hearing room. NBC engineers got it back by grabbing it from the sergeant at arms' desk and outrunning guards down the hall.

With each outbreak the Taft people became more sensitive. Network newsroom officials said that the GOP and Taft headquarters had been on the defensive for six months and had placed obstacles in their way continually.

The barring of broadcasters from the GOP committee hearings set off a barrage of protests from network officials, and a running fire of criticism on the air from commentators. The Eisenhower camp quickly jumped into the fight, offering the nets anything they wanted and the nets found themselves allied with the Eisenhower forces in the fight for open hearings.

More than a doz men who'll run the network pick-ups had an informal, secret meeting at 1 a.m. Wednesday in the Hilton to talk

over the Taft animosity. They agreed that they would try to give equal time to both sides, but that when Eisenhower made more news than Taft, they would cover the news as they saw fit. The big test of the Taft patience was Saturday with Eisenhower's grand entrance into Chicago.

The first big flare-up on the convention scene occurred Monday (30) in the International Amphitheater. The American Broadcasting Company carried a half-hour pick-up from the convention scene. As soon as the show ended, Charles Hacker, the GOP sergeant at arms, collared Austin Kiplinger, ABC announcer, and shouted that he (Hacker) hadn't been given proper credit on the air for construction work at the amphitheater. Hacker said he would bar all photographers from the amphitheater for a week as a result of his threat on Tuesday, but the following day photographers had overcome the ban.

NBC set up equipment just outside the door of the meeting room of the GOP national committee Thursday (3) when the latter barred NBC cameras. The web reported progress in the North Ballroom during delegate contests from its door-sill location.

The American Television Society earlier called for the TV nets to protest the barring of TV cameras from the hearings on contested delegates. A letter to that effect went to top brass at all TV networks from Julius J. Seebach Jr., president of ATS.

Meanwhile, in Democratic headquarters a couple of floors above all the ruckus, Ken Fry, TV director for the Democrats, sat quietly taking it all in—probably the most contented man in the Hilton Hotel.

FCC Overhaul Bill Sent to Truman's Desk

WASHINGTON, July 5.—The McFarland Bill to streamline the Federal Communications Commission awaits its fate in the White House where it was rushed by Congress this week in a rush to quit for the political conventions. The bill, conference report version, which had been drastically changed from both House and Senate versions, prohibits radio-TV stations from charging more than the usual commercial time rates for political broadcasts and imposes a wide overhaul in FCC procedure. Stricken from the measure before it went to the White House was a House-inserted provision freeing TV-radio stations from libel in political statements which they are not allowed to censor. The TV-radio broadcast industry, which had sought a provision of this nature, is expected to revive the fight for it next session of Congress.

Fate of the bill at the White House is uncertain. The FCC itself is divided on the measure, and President Truman is likely to get some divided counsel on the measure before he acts on it. Under the new bill, the FCC no longer would be authorized to deny a license to an applicant on grounds of monopoly. A strong monopoly section was stricken out again in the conference. Also eliminated by conferees were House-added provisions forbidding the FCC to discriminate against newspaper owners in the granting of station licenses, requiring the new licensee to buy the physical plant of licensees who failed to get renewals, and allowing the FCC to fine licensee or suspend his license for 90 days.

Conferees and Congress left untouched, however, a provision pointedly forbidding commissioners who quit before their term is up from representing any firm before the FCC for a year after they fail to serve out their terms.

ROBERTS' BOOK

Gives Tele Know-How To Politicos

PHILADELPHIA, July 5.—Latest in the growing stack of literature telling politicians how to use TV is Suzanne Roberts' "The Candidate and Television," a 40-page booklet issued recently by TV Digest of this city for \$1.50 a copy. The book runs the gamut of essentials for anyone managing a TV campaign for a candidate. It covers all the possible formats to be used from spot announcements to remotes. Miss Roberts, who handled the radio-TV campaign of Mayor Joseph Clark Jr. last November, emphasizes the use of visuals and all types of showmanship, including puppets, magic, dramatic sketches and music.

KINTNER FOR CONFAB NEWS

CHICAGO, July 5.—President Bob Kintner of the American Broadcasting Company is on hand at the Republican Convention to supervise his web's coverage of the conclave. Kintner thus is stepping back into character, since he formerly was a political newspaper columnist and later veep in charge of news and special services at CBS.

Paramount Would Kine Conventions to Theaters

NEW YORK, July 5.—In an effort to keep theatrical box offices from sagging during Presidential conventions, the Paramount Pictures Corporation this week was trying to set up a circuit of movie theaters to carry the theater TV kine packages on the Chicago affairs. The project (still in the "probably" stage) calls for Paramount to monitor all pooled TV coverage (with proper clearance of course) and offer specially edited kines to theaters either in half-hour reels or 10-minute segs.

Details on distribution plans are still vague, but probabilities are that kines would be handled by United Paramount Theaters. The project's biggest selling

point is that processed kines would be delivered 10 minutes after events occur. United Paramount would be able to do that via use of the Paramount "intermediate" theater TV method, which preserves the event on kine films.

Paramount has already approached the Embassy Newsreel chain here and received a turnaround. However, Embassy head man Norman Elson opines that if the public shows enough interest in the Republican convention, he might reverse his decision and pick up the Democratic get-together. Meanwhile, the exec thinks his chain will be able to keep patrons informed via TV sets in the lobby and lounge.

Barring of TV in Chi Cues Early Congress Show-Down

WASHINGTON, July 5.—A showdown on congressional television early in the next Congress is now a certainty as the result of repressions here from the furor leaked in Chicago by the Taft-led barring of TV radio from pre-convention sessions. Sen. Robert A. Taft (R., O.), whose cohorts on the GOP Nations' Committee voted the black-out this week, told newsmen here recently that he is opposed to televising congressional committees (The Billboard, June 21). Consequently D. C. newsmen were not fooled by his Chicago pronouncement early in the week that he had "no objection" to TV-radio coverage of pre-convention meetings. Any doubt that Taft had his tongue in his cheek during his "no objection" utterance was erased soon afterward when Taftites voted the ban.

On Capitol not Capital Hill, the McCarran Bill to eliminate TV from Senate hearings has had the effect of blacking out TV from several chambers even though the bill waited action by the Senate Rules Committee. On the House side, Speaker Sam Rayburn's taboo of TV still stands while the rules committee is faced with several bills to lift the ban. Harold Fellows, president of the National Association of Radio and Television Broadcasters, this week denounced these bans as "a real threat to freedom of speech." Urging business men to oppose this policy he said: "Whatever the motives behind such ventures into censorship and whatever the good character of their authors, the citizens of this nation must vigorously and determinedly oppose them." He said this sort of censorship is particularly offensive when it is taken "against the medium that has the capacity to report most accurately and impar-

tially. It would seem," said Fellows, that some would prefer not to suffer the pangs of accurate reporting.

Repercussions mean while sounded on another front. In a D. C. court this week, Attorney William A. Collins argued that compelling Senate committee witnesses to testify before radio, TV and newsreel cameras is "cruel and unusual punishment." Collins was defending two Cleveland gambling figures, Morris Kleinman and Louis Rothkopf, who are accused of contempt of Congress for refusing to answer Senate Interstate Crime Committee ques-

tions before TV or radio, calling it an infringement upon their constitutional rights. Collins said the hearings amounted to "trial by ordeal" for his clients. Joseph Nell, former assistant counsel for the committee, labeled the two men key figures in the interstate gambling picture. In answer to questions by Assistant U. S. Attorney William Hitz, Nell said the committee felt it alone should determine what TV and radio facilities and other conditions should prevail at the hearings. He added that the witnesses did not seem "bothered" by the lights or cameras.

Court Denies Injunction In "Web," CBS-TV Suit

NEW YORK, July 5.—Justice Charles Breitel of the New York Supreme Court this week denied a plea for a temporary injunction against the Columbia Broadcasting System's TV web made by P. Lorillard on behalf of its Embassy division. The denial, however does not prejudice the damage suit already filed by the cigarette maker against CBS-TV. It was meant to prevent the network from moving the Embassy sponsored "The Web" to another time slot after the Wednesday (3) telecast.

CBS-TV had pre-empted "The Web" time slot, Wednesday at 9:30, for the R. J. Reynolds company, which is slotting "The Hunter" there for its Cavalier division. This move was made after Lucky Strike pushed R. J. Reynolds out of a Thursday time slot on CBS-TV.

The chain reaction found Lorillard out in the cold. CBS-TV did suggest several other time periods which were unacceptable to Lorillard and legal action followed. Marshall Bretter & Klein are the Lorillard attorneys.

RADIO LABOR CHEAP IN CHI

CHICAGO, July 5.—Networks here were flooded all week with calls from embryonic newshawks offering their services free of charge if they could be assigned to the Amphitheater, site of the Republican National Convention.

Clifton Utley, NBC commentator, finally framed an answer to the callers which was designed to, and did, cut the conversations short. All he would say was: "Would you want to learn how to drive in a car going 60 miles an hour?"

156,700 Own Several Sets

NEW YORK, July 5.—A total of 4.4 per cent of the television homes in metropolitan New York, or an estimated 156,700 families, have more than one TV set, according to a survey recently completed by The Pulse. Another 9.4 per cent of New York's TV families — single-set owners — no longer own the first set they ever purchased. The majority of those traded in their first sets, according to the survey, which Pulse based on interviews of 1,000 TV homes throughout the 12-county area of Metropolitan New York.

Mutual Plots Naf'l Expansion On TV Films

NEW YORK, July 5.—Altho no official announcement has been forthcoming, it was generally accepted in the trade this week that Mutual Broadcasting System's new proxy Tom O'Neill will shortly expand into both production and distribution of TV films on a national basis under the aegis of the web part company, General Tire & Rubber.

The plan involves incorporation of General Telecasting System under General Teleradio, Inc., the new name for Thomas S. Lee Enterprises. The new firm is headed by WOR's ex-president Dwight Martin, executive vicepres. The latter resigned from the Crosby Broadcasting Corporation last week to join the O'Neill operation as a general officer of General Teleradio. John Poor, Boston attorney for the Yankee network, is secretary.

Top brass line-up for the new company was completed this week via hiring of John Sutherland as "consultant on TV films" for General Teleradio, Inc. Sutherland, who operates his own commercial TV film company in Hollywood, with General Electric, DuPont, and A.T.&T. among his clients will reportedly spearhead initial negotiations with outside production companies and advise on distribution methods.

Altho General Telecasting will concentrate on film at first, eventual plans call for the firm to produce and distribute live products as well, via coaxial cable or radio relay. General Teleradio controls WOR-TV here; WHJ-TV, Los Angeles, and WNAC-TV, Boston.

NEWS CAPSULES—COAST-TO-COAST

CBS-TV Eyes "Life With Father"; Wisconsin Net Gets Packers Grid

NEW YORK, July 5.—The Columbia Broadcasting System, which has been negotiating for the TV rights to "Life With Father," is also trying to sign up Howard Lindsay and Russel Crouse to script the series. The pair adapted the Clarence Day property for Broadway and control rights along with Day's widow. The latter reportedly wants \$500,000 for her portion.

WIS NET GETS PACKERS GAMES

LAKE GENEVA, Wis.—The Wisconsin Network Inc., has been granted exclusive broadcasting rights to the Green Bay Packers football games of the National Professional League, and the series will be aired over 30 stations this fall under the sponsorship of the Miller Brewing Company. The agency is Mathison and Associates. Miller execs and Green Bay Packers board members met last week for a preliminary planning session with the stockholders of the web, during the network's annual meet here. Packers football rights were previously held by WTMJ, Milwaukee, for 23 seasons.

CBS MULLS EDDY FOR 'MUSICLAND'

NEW YORK—In a move to inject some sponsor interest into its Friday night radio sustainer, "Musicland USA," the Columbia Broadcasting System is considering signing ex-flicker baritone Nelson Eddy for the star spot.

WKGB, WPAT BIZ GOES HIGHER

NEW YORK—Radio was better than ever for WKGB, Richmond, Ind. and WPAT, Paterson, N. J., this year. The former station chalked up 20 per cent more business for the first six months of 1952 as compared to the same period last year. The New Jersey outlet's 1952 billings were 36 per cent higher during the first five months of this year than in 1951. In line with this new business, WPAT has issued a new rate card, with rates approximately 15 per cent higher on an over-all average throughout the broadcasting day.

COURT POSTPONES GRID ACTION

PHILADELPHIA—Judge Aileen K. Grim announced this week that the government's anti-trust suit against the National Football League and 12 member teams cannot be tried until the October term of the federal court, because he has been tied up in a five-week civil suit for the past month. Accordingly, there is a possibility that no decision on the legality of radio-TV blackouts on games can be reached until after the next football season.

DELAYED ZONING OKAY HOLDS BACK KPOL DEBUT

HOLLYWOOD—Station KPOL, skedded, to have become Los Angeles' 13th AM outlet on July 1, delayed its kick-off to September 1. Hugh Muichison, proxy of Coast Radio Broadcasting Corporation, blamed the delay on late receipt of zoning clearances which did not permit construction completion of transmitter and studios in time for the July 1 deadline.

Construction is now under way of the 5kw transmitter. Station will air on 1540 kilocycles. Plan is for the station to aim its programming at the above 45-year-old age bracket.

HEART ATTACK TAKES ZINSELMIEER, WLW EXEC

CINCINNATI—John Zinselmieier, director of merchandising at WLW, Cincinnati, died of a heart attack at his home early Wednesday (2). Zinselmieier, 48, had been affiliated with the Crosby Broadcasting Corporation since 1944, when he came to WLW as director of radio merchandising. He was named manager of specialty sales for WLW in 1946, and was promoted to the position of

merchandising director in October, 1948. His duties included the supervision of WLW's merchandising efforts of drug, grocery and miscellaneous products. Previous to joining the Crosby firm, Zinselmieier was connected with Procter & Gamble Company, the Ohio utterance Company, and the drug division of Stano, division of Standard Oil Company.

ABC, PSA TEAM UP ON "EVERYBODY'S BIZ"

WASHINGTON—The American Broadcasting Company and the Federal Security Agency are teaming up to present a weekly series of 10 half-hour television programs called "Everybody's Business," dealing with the nation's health, education and family security. Federal Security Administrator Oscar Ewing announced this week.

The series will deal with subjects such as the treatment of crippled children under government programs, mental health problems and vocational rehabilitation. It begins Sunday (6) at 7:30 p.m.

50% ALLOTMENT HIKE FOR CIVILIAN AM. TV

WASHINGTON—Third and fourth-quarter civilian allotments to the TV-radio industry will be raised automatically to 50 per cent of base period consumption of copper and 35 per cent of aluminum, the National Production Authority announced this week. The raise pushed up the previously reported level of 35 per cent of brass mill and foundry copper, each, 46 per cent of wire mill and 45 per cent of aluminum. The modified pattern of demand for aluminum gave rise to the action, according to NPA, rather than any great increase in production. Copper allotments were increased in expectation of greater copper imports as a result of the changed import price situation.

WGMS FILED FOR UHF CHANNEL 20 IN D. C.

WASHINGTON—Rush of TV bids at Federal Communications Commission this week included one from Station WGMS here formally filing for UHF Channel 20 in this city which has had four VHF TV stations for some time. WGMS, which some weeks ago had announced its intention to file and had estimated about \$400,000 financing, listed subscriber stock of \$500,000 in this week's application. The channel is the

last one available in this area. One other radio station has announced intention to file for this channel, but the bid has not yet appeared.

LUND ASKS PITT SHARE TOWER

PITTSBURGH—In a move to speed up new TV channels here, Harold C. Lund, general manager of video station WDTV here, has approached local channel applicants with the proposal that the WDTV tower in Perryville, Pa., be used as a transmission site for all local stations, a la New York's Empire State Building. Lund maintains that the move would save them "many thousands of dollars in construction costs."

THE RESTLESS PEOPLE AND THE REVOLVING DOOR

Alfred G. DiGiovanni, formerly account research manager at Solivair, Stauffer, Colwell & Bayles, has joined CBS-TV spot sales as assistant research manager. . . . Edgar Kebabian is vacationing at Pine Orchard, Conn., and returns around July 21. Charles L. Kelly, program director of WMAL (AM and TV), has been upped to the post of assistant general manager, replacing Ben E. Baylor Jr., who has resigned. At the same time Mahlon A. Glascock, ex-Kal, Ehrlich & Merrick agency exec, has joined the station to take over Baylor's duties as radio-TV sales director. Guy Vaughan Jr., ex-sales manager of WSPA, Spartansburg, S. C., was named managing director of WIST, Charlotte, N. C. He succeeds Ray A. Furr, who transfers to the company's TV staff. . . . Flack Buddy Basch is writing a new Broadway column for the week-end edition of the New York Compass as of June 29, which puts him in a unique position of being able to plant items with himself. The column will cover all phases of show business. . . . Robert Thompkins, ex-J. Walter Thompson agency staffer, has joined publicity-promotion department of Benton & Bowles. . . . Roy Battles resigns as farm department head of WLW, Cincinnati, effective July 15, to become executive assistant to the master of the National Grange in Washington. . . . New York State and New York City chapters of American Women in Radio and Television will sponsor an exhibit booth at the New York State Fair in Syracuse, N. Y., this year (August 30-September 6). The booth will be equipped for broadcasting, tape recording and possibly televising.

Burnett Ad Agency Gets Kellogg Accts.

CHICAGO, July 5.—The Kellogg Company, Battle Creek, Mich., has appointed Leo Burnett Company Inc., to handle advertising for All Bran, Pep Vero, Variety Package, Bran Flakes, Raisin Bran, Shredded Wheat, Oro Pup and the Arm's feed division, effective October 1. Kellogg Company of Canada, Ltd., has also appointed Burnett to handle advertising of all its products, effective October 1.

BIG CAB BILLS STAGGER WNBT

NEW YORK, July 8.—Following is the text of a memo sent to production personnel of WNTB, New York, by vicepres-station manager Ted Coll: "Since you are all part of that new, exciting and jet-propelled medium of television, it may come as a great shock to you that within this great metropolis there are other means of transportation besides taxis. There are also buses, subways, etc. The vouchers I have been signing lately are just enormous and pending our purchase of a fleet of cabs, will you please keep the flagship aloft on the sea of economics by cutting down on these bills. Thank you."

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Clair R. McCollough, Pres.

Repress

ROBERT MEERER ASSOCIATES
Chicago San Francisco New York Los Angeles

NBC's MEN IN THE NEWS: *Kaltenborn*

Photograph by BARRY STEINBERG

"The situation is tragic—but not serious."

H. V. Kaltenborn has been estimating serious situations since the Spanish-American War, in which he was a soldier-correspondent. Since then he has spent twenty years in the newspaper business and thirty years as a radio commentator.

In a career which could fill several books (and has), Mr. Kaltenborn has broadcast interviews with Hitler, Mussolini, Ghandi, and Chiang

Kai-Shek, has been captured by Chinese bandits and in his coverage of the Spanish Civil War was the first to broadcast from the scene of battle.

Every Monday, Wednesday and Friday, H. V. Kaltenborn's clipped speech and famed pronunciation of "Russia" are heard on PURE OIL NEWS TIME, sponsored by the Pure Oil Company. And along with the rest of NBC's distinguished company

of newsmen, Mr. Kaltenborn is currently reporting on both radio and television the biggest political news since 1932.

Kaltenborn, the dean of radio news commentators, is another reason why most people hear the news first and hear more of it from NBC.

NBC radio and television

a Service of Radio Corporation of America

1950-'51 Outlays for AM, TV, Mags By 100 Top Radio Net Advertisers

NEW YORK, July 5.—In view of the fact that the 100 leading users of network radio spent more on that medium in 1951 than the year before, and considerably more than they spent in TV or magazines, it is appropriate to break down these expenditures. The accompanying story, in an adjoining column, details some of the more pertinent conclusions derived from this chart.

The following list shows these 100 top users of web radio, all of whom spent more than \$250,000 in that medium in 1951. It also shows their AM expenditures in 1950, as well as a comparison of their two-year expenditures in television and magazines as well. Figures were compiled by the radio research department of the National Broadcasting Company.

Rank	Advertiser	1951	1950	Net. Radio	Network TV	Magazines	Total
1.	Procter & Gamble	1951 1,239,893	1950 1,251,909	\$ 579,587	\$ 370,393	\$ 1,255,148	\$ 2,225,128
2.	Sterling Drug	1951 898,141	1950 749,040	574,923	78,390	1,510,171	2,363,584
3.	Central Foods Corp.	1951 629,563	1950 748,218	8,710,773	1,128,608	7,208,828	16,047,209
4.	Miles Laboratories	1951 494,371	1950 742,701	810,788	261,183	529,284	1,601,255
5.	Lever Brothers	1951 481,848	1950 626,149	2,788,711	658,765	1,947,178	5,194,654
6.	General Mills	1951 440,278	1950 710,753	1,884,485	2,268,878	1,181,880	5,335,243
7.	American Home Products	1951 349,181	1950 419,884	535,328	82,970	1,271,348	1,893,646
8.	Liggett & Myers Tobacco	1951 321,327	1950 521,543	2,829,138	1,974,141	2,536,853	7,369,270
9.	Campbell Soup	1951 305,178	1950 573,119	590,978	168,000	2,444,748	3,203,726
10.	Colgate-Palmolive-Peet	1951 476,688	1950 292,758	4,480,841	847,874	884,128	5,212,843
11.	Philip Morris & Co.	1951 465,278	1950 428,105	1,814,319	537,234	408,108	2,759,669
12.	Cliffette Safety Razor	1951 374,140	1950 382,970	1,990,087	484,264	1,101,883	3,576,334
13.	Pillsbury Mills	1951 370,353	1950 214,841	465,835	98,808	1,963,580	2,527,726
14.	Swift & Co.	1951 336,851	1950 279,653	512,845	36,918	2,433,267	2,882,026
15.	American Tobacco	1951 302,906	1950 480,178	2,975,957	851,715	2,576,584	6,404,257
16.	R. J. Reynolds Tobacco	1951 319,174	1950 382,850	4,988,656	1,643,423	2,225,108	8,857,237
17.	F. Lorillard	1951 274,841	1950 192,399	2,063,123	1,428,128	1,381,697	4,872,948
18.	Radio Corp. of America	1951 280,414	1950 908,155	1,054,788	912,152	1,285,588	3,242,978
19.	William Wrigley	1951 223,977	1950 274,123	260,480	83,010	295,020	648,510
20.	Bristol Myers	1951 212,517	1950 1,826,110	1,888,278	134,875	2,968,068	5,987,131
21.	National Biscuit Co.	1951 186,962	1950 295,447	347,865		1,773,810	2,417,122
22.	Armour & Co.	1951 167,045	1950 904,417	403,280	153,003	1,421,713	2,982,041
23.	Kellogg Co.	1951 188,979	1950 438,363	2,314,310	490,823	1,282,589	4,095,712
24.	National Dairy Products	1951 166,184	1950 1,481,732	2,116,023	1,358,852	4,018,481	7,993,358
25.	Philo Corp.	1951 161,878	1950 1,618,268	1,772,808	1,011,428	325,412	3,509,448
26.	Coca-Cola Co.	1951 142,117	1950 1,738,043	21,283	27,808	1,655,737	1,704,836
27.	Prudential Insurance Co.	1951 140,821	1950 1,478,862	66,180	79,450	812,120	1,038,530
28.	Manhattan Soap Co.	1951 130,235	1950 1,462,818	183,779	303,198	183,779	470,756
29.	Standard Oil of Indiana	1951 124,613	1950 907,186	205,485	84,260	81,890	371,635
30.	Carnation Co.	1951 142,419	1950 1,434,996	458,185	75,800	264,874	798,859
31.	W. S. Steel	1951 130,540	1950 1,437,083	81,123		1,159,209	1,240,332
32.	B. T. Babbit	1951 128,761	1950 2,206,472	468,640		5,288	1,002,689
33.	Johns-Manville Corp.	1951 124,024	1950 1,238,573	168,230		280,024	476,278
34.	Scrutan Co.	1951 121,973	1950 1,016,001	44,818		74,043	120,861
35.	Amer. Federation of Labor	1951 120,390	1950 1,246,774				1,367,164
36.	Pei Milk Co.	1951 119,354	1950 1,248,860	473,253			646,607
37.	Quaker Oats Co.	1951 119,005	1950 2,537,849	2,123,883	350,183	1,404,135	4,878,201
38.	Longfellow-Wittnauer	1951 114,926	1950 803,356	180,233	29,738	176,419	386,390
39.	Mars, Inc.	1951 103,856	1950 388,580	585,278	431,183	178,338	1,194,689
40.	Sun Oil Co.	1951 97,541	1950 1,042,779	198,416		35,608	234,024
41.	Pabst Brewing Co.	1951 97,188	1950 885,765	1,206,432	484,588	624,859	2,115,979
42.	H. J. Heinz	1951 94,276	1950 947,178	1,088,654		1,088,654	2,177,308
43.	Equitable Life Assurance	1951 92,679	1950 928,480	43,819		201,544	295,363
44.	Chrysler Corp.	1951 90,081	1950 964,988	1,283,620	493,522	4,674,592	6,451,734
45.	Gospel Broadcasting Ass'n	1951 87,181	1950 880,664	77,353	70,747		148,100
46.	Aus's American Railroads	1951 81,215	1950 883,804			684,358	765,573
47.	Wildroot Co.	1951 81,407	1950 1,466,927	270,908	72,250	210,436	553,594
48.	Bell Telephone System	1951 80,908	1950 851,468			2,650,782	3,532,158
49.	Diata Brewing Co.	1951 80,749	1950 592,924	584,879	194,910	738,485	1,518,274
50.	Electric Auto-Lite	1951 80,620	1950 837,813	610,879	264,666	812,773	1,688,318
51.	O. S. Army & Air Force	1951 81,825	1950 113,583	156,465		1,293,265	1,549,730
52.	Resall Drug	1951 772,197	1950 784,896			852,888	1,625,085
53.	Pirestone Tire & Rubber	1951 780,807	1950 792,548	758,680	327,818	1,476,328	2,962,534
54.	Electric Companies Adv'g	1951 734,698	1950 788,228			418,220	1,152,918

Radio Web Income Rises .4% for 1951

Biggest 100 Admen Spend 165 Mil; TV's 235.2% Increase No Surprise

NEW YORK, July 5. — Network radio expenditures of the 100 leading users of the medium went up in 1951 over the preceding year. Despite the cries of woe from premature mourners, radio web income was up 0.4 per cent last year over 1950 from advertisers who spent \$250,000 or more in the medium during 1951 and there are exactly 100 such sponsors (see accompanying chart).

Naturally, TV spending by these same advertisers was up by a healthy 235.2 per cent, a figure which surprises nobody in this era of video expansion. But these 100 advertisers reduced their magazine advertising to the extent of 1.4 per cent in the one-year period which saw web radio make a slight gain.

Of the Big 100, there were 35 individual sponsors who spent more in 1951 than in 1950, and 30 spent about the same amount, while 33 spent less than in 1950. Two advertisers spent less than \$25,000 in 1950 and so are not included in this tabulation of comparison. During the same one-year spread, 46 advertisers in-

creased their magazine expenditures, while 43 cut back in that medium.

Expenditures Exact expenditures in each medium by the 100 top web radio advertisers breaks down as follows:

Network radio: 1951—\$165,184,802; 1950—\$164,528,419. Increase—0.4 per cent.

Magazines: 1951—\$109,079,481; 1950—\$110,591,780. Decrease—1.4 per cent.

Television: 1951 — \$74,842,892; 1950—\$22,330,566. Increase—235.2 per cent.

Radio thus was clearly the medium drawing the largest expenditures from these advertisers. Totals showed \$349,107,175 spent in the three media in 1951 as against \$297,450,765 in 1950, a rise of 17.4 per cent.

Of the 100 top network radio sponsors in 1951, a total of 89 also used TV while 89 advertised in magazines. These same firms had 96 in web radio in 1950, to 56 in TV and 85 in magazines, while two had expenditures under \$25,000 in that year and are not included in the tabulation.

NO ONE IN STITCHES Many Talk Singer TV; Nothing Sewed Up

NEW YORK, July 5.—When a new advertiser decides to go into television with a healthy budget, lots of firms on levels of the industry are made happy. At least that's what is supposed to happen. When Singer Sewing Machines

made the decision to plunge in TV, the plan tied up lots of people without actually sewing up anything. Only thing certain now is that Singer is looking for a name TV package to put into the Columbia Broadcasting System's 8:30-9 p.m. alternate Thursday slot next fall.

Singer originally took a half hour on the National Broadcasting Company web, with NBC reportedly offering to put up a healthy sum close to the six-figures bracket to help defray the cost of the film package. The package readied for the spot was Official Films' "Four Star Playhouse." Then Singer decided it didn't like the NBC time segment and bought alternate Thursdays on CBS.

Now, CBS won't match the NBC offer and "Four Star Playhouse" seems too expensive for Singer to program. Singer now is looking around for a firm series with a top name performer at a cost which fits into the firm's ad budget.

Score is one network and one film packager down, one network still in the fight, one sponsor looking for action.

TPI Gets FCC OK to Operate 'Wireless Mikes'

WASHINGTON, July 5.—The Federal Communications Commission this week granted Telenevs Productions, Inc. of New York, special temporary authority to operate a station in the motion picture radio service on the frequency 48 MC, as a "wireless microphone," to improve its sound film coverage of the political conventions in Chicago.

WWJ

NBC AFFILIATE
in DETROIT

THE DETROIT NEWS
A DIVISION OF THE GEORGE F. HOLLINGSBETH COMPANY

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

In the Market which has highest
income per family in the country.

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in BOSTON

(895,000 TV sets, panel size 350)

... According to Videodex Reports

WBZ-TV... Writingshouse Radio Station... NBC
WNAC-TV... Yankee Network... ABC, CBS, Du M
Videodex reports monthly on each of 20 major markets...

"YOU BET YOUR LIFE" had the top rating in Boston the first week in May. The Groucho Marx quiz show had run second to "Talent Scouts" in January...

Telecasts of the Boston Red Sox baseball games were up in the Top-Ten chart in May. The Tuesday night game with the Chicago White Sox...

"Carnel News Caravan" was still a steady puller in Boston, hitting the chart Monday thru Friday in no lower than sixth position.

Table with columns: Jan '52, Pct., Rtg., Show Name, Time, Station, and Avg. Rtg. Lists top 10 TV shows for each day of the week.

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*NBC estimate for May, 1952.

Share of Total Audience Radio vs. TV in BOSTON

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

Table showing share of total audience for radio vs. TV in Boston from Sunday to Saturday, including 6 A.M. to 6 P.M. and 6 A.M. to Midnight segments.

NEXT WEEK

Videodex and Pulse Studies of CHICAGO

Top 10 TV Shows Each Day

Top 5 Radio Shows Each Day

Share of Total Audience Radio vs. TV

FOR FULL INFORMATION

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

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

Rebroadcast Rule Date Is Extended

WASHINGTON, July 5.—The effective date of a Federal Communications Commission amendment requiring broadcasters to give reasons for refusing rebroadcasts was deferred 60 days to August 30 by the commission...

The commission granted the stay action over a new objection this week from Gordon Brown, owner of WSAY, Rochester, N. Y.

Top 5 Radio Shows Each Day of the Week in BOSTON

(471,470 Radio Families)

... According to Pulse Reports

Table showing top 5 radio shows in Boston for each day of the week, including stations like WBZ, WEEI, and WHDH.

Pulse radio surveys are conducted in 18 markets and reports are issued bi-monthly except to New York, which is monthly. Information is obtained by the personal interviewer roster method...

COLUMBIA BROADCASTING SYSTEM programming continued dominant in Boston listening during May and June. Top evening rating went to Jack Benny.

7 P.M. to MIDNIGHT

Table showing top 5 radio shows in Boston from 7 P.M. to Midnight for each day of the week.

6 A.M. to 6 P.M.

Table showing top 5 radio shows in Boston from 6 A.M. to 6 P.M. for each day of the week.

6 A.M. to MIDNIGHT

Table showing top 5 radio shows in Boston from 6 A.M. to Midnight for each day of the week.

FOR FULL INFORMATION

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

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1950-'51 Outlays for AM, TV, Mags By 100 Top Radio Net Advertisers

Continued from page 8

Rank	Advertiser	Net. Radio	Network TV	Magazines	Total
1	Continental Baking	723,877			723,877
2	1950	723,877			723,877
3	General Motors	698,728	1,778,408	10,442,508	12,920,644
4	1950	698,728	1,778,408	10,442,508	12,920,644
5	DuPont de Nemours	681,715	35,806	1,579,583	2,297,104
6	1950	108,161		2,428,598	2,536,759
7	Hall Brothers	644,011	124,070	20,575	808,656
8	1950	602,954		68,110	671,064
9	Consolidated Grocers	603,843		41,220	645,063
10	1950			162,053	162,053
11	Lewis Wove	642,019		294,875	936,894
12	1950	210,025		564,558	774,583
13	Citrus Service	602,678		218,996	821,674
14	1950	640,928	7,440	117,737	766,105
15	Schiltz Brewing Co.	625,874	1,454,837	1,040,140	3,120,851
16	1950	701,707		3,361,243	4,062,950
17	Warner-Hudnut	619,014	224,472	311,739	1,155,225
18	1950	628,934		601,117	1,230,051
19	Carrier Products	612,293	810,866	136,443	1,559,602
20	1950	628,594		130,316	758,910
21	Andrew Jergens	611,608	818,444	1,771,474	3,201,526
22	1950	474,708		1,762,545	3,237,253
23	Gulf Oil	601,110	474,050	631,588	1,506,748
24	1950	1,014,260	307,590	398,823	1,720,673
25	Pure Oil	598,757		8,472	607,229
26	1950	518,998		8,231	527,229
27	George A. Hormel	591,282		713,044	1,304,326
28	1950	779,795		607,318	1,387,113
29	Pearson Pharmaceutical	588,338	279,438	120,438	988,214
30	1950			179,138	179,138
31	Tth Day Adventists	580,510	170,792	731,218	1,482,520
32	1950	504,831	212,212	375,843	1,092,886
33	American Chicle	557,138	61,568	22,400	641,106
34	1950	(NOT LISTED)			
35	Brown & Williamson Tobacco	538,110		142,883	680,993
36	1950	1,037,836		87,540	1,125,376
37	U. S. Tobacco	511,720	797,385	44,700	1,353,805
38	1950	643,889	394,875		1,038,764
39	Seaman Brothers	510,338	836,028	35,316	1,381,682
40	1950	685,588	90,270	79,300	855,158
41	Emerson Drug	508,865	154,855	187,347	851,067
42	1950	683,584		151,082	834,666
43	Rosson Art Metal	500,102	318,969	276,725	1,095,806
44	1950	609,079	166,728	658,970	1,434,777
45	Evangelistic Ass'n	496,940	80,400	843,360	1,380,700
46	1950	63,136		263,868	327,004
47	Lutheran Layman's League	484,405	18,683	890,260	1,383,348
48	1950	689,020	10,343	950,260	1,649,623
49	General Candy	480,458		60,423	540,881
50	1950	656,434		358,441	1,014,875
51	Goodyear Tire & Rubber	484,488	1,899,225	3,822,776	6,206,489
52	1950	915,024	320,268	2,847,172	4,082,464
53	Armstrong Cork	449,029	897,680	1,226,186	2,572,895
54	1950	418,418	248,730	1,320,887	2,087,935
55	Allis-Chalmers	418,448	18,200	644,344	1,081,092
56	1950	622,100	8,900	239,558	870,558
57	Metropolitan Life Insurance	414,724	1,600,770	1,001,615	3,017,109
58	1950	629,804		1,001,615	1,631,419
59	Theo. Hamm Brewing	413,189		80,488	493,677
60	1950	328,789		140,839	469,628
61	Battone Hearing Aid	400,807	40,787	444,574	886,168
62	1950	86,832	128,056	221,296	436,184
63	Cudahy Packing	401,080	567,118	908,978	1,877,176
64	1950	618,118	870,138	1,488,254	2,976,510
65	Fal Blade	398,708	428,433	628,338	1,455,479
66	1950	40,540	320,880	361,420	722,840
67	Burton-Dixie	377,689	181,810	628,489	1,187,988
68	1950	78,374	171,982	174,376	424,732
69	Block Drug	369,815	352,885	458,855	1,181,555
70	1950	641,262	118,020	815,423	1,574,705
71	Radio Bible Class	358,352		785,352	1,143,704
72	1950	343,343		343,343	686,686
73	Dymally-Tidair	355,584	188,233	1,063,112	1,606,929
74	1950	61,708	76,540	217,183	355,431
75	Cream of Wheat	340,538	300,348	640,847	1,281,733
76	1950	262,318	879,488	642,094	1,783,900
77	Richfield Oil	331,081	14,454	348,630	734,165
78	1950	331,643	244	303,887	665,774
79	Phillips Petroleum	324,481	182,825	427,220	934,526
80	1950	262,682	84,941	260,729	598,352
81	Champion Spark Plug	299,829	1,811,214	1,850,169	4,561,212
82	1950	385,800	1,009,900	1,264,790	3,680,490
83	Vitamix Corp. of America	285,547		285,547	571,094
84	1950	(NOT LISTED)			
85	Mutual Benefit R. & A.	176,207	221,220	81,840	479,267
86	1950	13,912		269,985	283,897
87	Standard Oil of Calif.	260,373	72,588	480,346	813,307
88	1950	278,876			557,252
89	Christian Reformed Church	250,191		492,169	742,360
90	1950	260,130		258,278	518,408
91	Miller Brewing	258,218	83,818	492,169	834,205
92	1950	241,343		258,278	499,621
TOTAL		118,184,888	14,842,882	810,878,400	1,013,911,170
		114,828,410	12,330,586	818,591,790	945,750,786

Congress May Study Subscription Tele

WASHINGTON, July 5.—Congress may come to grips on the issue of subscription TV before the Federal Communications Commission reaches a showdown on the long-pending issue. That prospect developed this week when Rep. Carl Hinshaw (R. Calif.) served notice on the House floor that he will introduce a bill next session to redefine the term "broadcasting" in the Communications Act so to classify subscription TV and subscription radio as a common carrier or contract service of some sort. This would have a direct impact on the future status of Muzak, which the FCC already has deemed to be a broadcasting service rather than common carrier. It also would have a direct bearing on the future of phonevision and other subscriber TV services. Involvement of theater TV would also be a certainty if, as and when the issue breaks on Capitol Hill.

The FCC has long had the subscription TV question on its agenda but a showdown has been delayed presumably because of pressure of other business. The topic reached the House floor this week during

debate on the revised McFarland Bill which later went to the White House (see separate story). Representative Hinshaw, a member of the House Interstate and Foreign Commerce Committee, said he was opposed to classifying subscription TV or subscription radio as broadcast services. He cited a letter filed with Chairman Robert Crosser (D. O.) of the House Interstate and Foreign Commerce Committee, last year by then FCC Chairman Wayne Coy explaining that Muzak was deemed as within the Communications Act's definition of "broadcasting" subject to change or cancellation. The Coy letter went on to point out that the whole question had yet to be resolved, adding: "The determination whether a subscription service is broadcasting as that term is presently defined or whether it comes within some other service will, of course, result in important consequences. The definition of the type of service will bear directly upon the frequencies which might be assigned to phonevision and other subscription television services."

NEW FORMULA

Television Doesn't Cut Club Use of Pro Talent

CHICAGO, July 5.—In those areas now covered by television, country and private clubs seemed to have evolved a successful formula for combining video with live entertainment to meet the requirements of their membership. This is borne out in a survey of such locations thruout the United States by The Billboard (The Billboard, July 5).

Study of representative clubs in various parts of the country revealed that many of those located in television areas not only have at least one set, but that the receiver is used frequently as opposed to average or seldom. However, in spite of the vast coverage of TV programs, all clubs using video also are buyers of bands and/or live acts. Integrating the use of the live talent with the television usage to obtain maximum appeal for both forms of entertainment.

Oddly enough, in those clubs where television is in use, whether frequently, average or seldom, programs of an entertainment nature rank as high as sports telecasts—in some cases far outstripping all but the top sportscasts such as a championship prize fight or a World Series baseball game. Shows such as "Toast of the Town," "Show of Shows" and quiz programs all ranked high with club memberships.

be, with the adults forming the major audience.

On nights when dances are held, the television is rarely used, as is the case with live shows; but these are usually spaced out, allowing at least five nights of TV for every one of dancing or shows.

Lure New Members

Despite the fact that in many areas television receivers are numerous, the clubs have found that installation of a receiver for use by its membership not only heightens interest in the club, but serves as a definite lure for joining new members.

Placement of sets within a club is an important phase of the entertainment program. In cases where more than one set is used, some clubs have set up receivers in such spots as locker rooms, where golfers can watch a ball game, in card rooms and in the bar or dining rooms. Main location where a single receiver is used is usually in the major recreation room or largest dining room.

FCC ABC-Para Hearings Hot

WASHINGTON, July 5.—Temper flared this week in the Federal Communications Commission hearings on the proposed American Broadcasting Company-United Paramount Theatres, Inc. merger. FCC Broadcast Bureau attorney, Max Paglin, accused Paramount Pictures Corporation attorney, Paul Porter, of trying to trap the witness, Arthur Levay, wartime president of the Scophony Corporation of America, by asking him questions pertaining to a letter before submitting the document to him. The questioning concerned the issue of whether amount had ever tried to suppress Scophony patents.

Porter read Levay he January, 1942, minutes of an executive committee meeting of General Precision Equipment Corporation, one-time affiliate of Paramount Pictures and Scophony. He asked Levay whether he remembered GPE president, Earl Hines, taking the position mentioned in the minutes of the meeting, which Levay had not attended, namely that GPE might have to drop its arrangements with Scophony. When Levay said he didn't remember Hines taking such a position, Paglin accused Porter of trying to trap the witness, since Porter had in his hand a letter which Hines wrote Levay in 1942, saying that some "matters outside our agreement" had come up which necessitated further discussions. Porter will continue to cross-question Levay Wednesday (8) and may also summon Hines to testify.

State "Vote" Groups Swell

WASHINGTON, July 5.—Thirteen State broadcasters' associations have now formed "register and vote committees" under the aegis of the National Association of Radio and Television Broadcasters. Harold E. Fellows, NARTE president, announced this week. Latest State groups to take this action are the Maryland, D. C. Radio and Television Broadcasters' Association, Kansas Association of Radio Broadcasters, Mississippi Broadcasters' Association, Wisconsin Broadcasters' Association and Montana Radio Sta-

Gen. Mills Renews 'Silver Eagle' Show

CHICAGO, July 5.—General Mills has renewed its sponsorship of "The Silver Eagle," an adventure series heard Tuesday and Thursday, 7:30-7:45 p.m. EDT over the American Broadcasting Company, effective this month. Sponsor has been picking up the tab for the James E. Jewell series for the past year.

Snags \$2-Mil Emerson Tab

NEW YORK, July 5.—Lennen & Mitchell this week snagged the important Emerson Drug account away from four competing agencies. The \$2,000,000 account had been serviced by Batten, Barton, Durstine & Osborn.

The acquisition of this new business is significant for Lennen & Mitchell because it marks the first large account brought into the house since H. W. Newell joined it in a top executive capacity.

Hwd. Breakfast To Mittendorf

HOLLYWOOD, July 5.—All rights to title and format of "Breakfast in Hollywood" for approximately 10 years a top-rated daytime audience participation show, were acquired this week by Chet Mittendorf from its owners for a reported \$25,000. Money will be divided between package owners Ray Morcan, John Masterson and the former Mrs. Tom Brenneman, wife of the show's late emcee.

Negotiations are currently under way between Mittendorf and National Broadcasting Company, which is interested in simulcasting the show on a daytime series. The fee to handle the simulcast will be auditioned within two weeks.

"Breakfast" scaled the rating ladders during the years when Brenneman was at its helm, but took a nosedive immediately following his death since H. W. Newell joined it in a top executive capacity.

European Acts Are Filmed for NBC Library

NEW YORK, July 5.—TV Varieties, Inc., indie firm headed by West Coast lawyer Max Funk and with technical exec Herman Weber as vice-president, has completed shooting about an hour's length of TV film of European novelty acts. Firm, with the National Broadcasting Company investing about \$400,000, has an exclusive deal with the Lew and Leslie Grade office for the rights to film all of the latter's novelty acts in Europe. The producing company is reported to be financed to the tune of over \$1 million.

Plan of NBC and TV Varieties is to use the library of film being built up for integration into both live and filmed TV shows here, and even for sight interest in filmed commercials. Film is not expected to be used for at least another year. Meanwhile, the first reels are due here from Europe shortly for the NBC execs to look over.

According to the Grade office, deal calls for the European acts to get their regular weekly salaries for the three- to seven-minute film clips. In addition, each act will receive duplicate payment each time the film is used here. NBC has a minimum technical staff in Europe heading up a European crew.

'First Nighter' Goes to Tele

HOLLYWOOD, July 5.—'First Nighter,' 22-year-old air show, will take the plunge next season via a half-hour film series. Initial reel is skidded for filming the latter part of next month with Joe Ainley, producer of the radio series, handling production. Film will be made by Frank Cooper, package owner, with National Broadcasting Company holding interest in the series. After completion of the first in the series, NBC will determine whether show will be sold to a national sponsor or be added to its TV film syndication library.

Format will adhere closely to that established in the radio series. Background footage to establish the "Little Theater Off Times Square" setting used at the start and close of the show will be shot in New York next month. Rye Billbury, who portrays Mr. First Nighter in the radio series, will be used in the TV film version. Barbara Luddy and Owen Soule, radio series co-stars, will be used whenever possible in the TV film version, although other actors will be cast in the leads as well.

QUICK TAKES

New York

Robin Blink, daughter of Mill Blink, executive vice-president of United Television Programs, was married this week to Larry Gordon of Kansas City, Mo. Gerald King, UTP proxy, flew to Chicago from Hollywood for the wedding. The National Broadcasting Company has completed six of the 26 half-hour films for the "Victory at Sea" series. Richard Rodgers' musical score was played by the NBC Symphony orchestra conducted by Robert Russell Bennett. Charles Basch's Television Screen Productions, Inc., has completed one 20-second and one 30-second film spot for the American Legion Auxiliary. Spots play the Legion's annual "Poppy campaign." Station KSL-TV, Salt Lake City, has started a TV disk jockey show featuring Ralph Peterson and aired Friday afternoons. George Newhall has been elected president of the 737, International Alliance of Theatrical Stage Employees, Detroit, which has jurisdiction over local film producing firms. Other new officers are Don Diehl, Richard Zagor, Nolan Carey, Charles Wharton, Isabelle Green and Fred Osborn. All are with the Jam Handy organization except Zagor, who is with General Film Labs.

ZIFF TO FILM COMIC BOOKS

NEW YORK, July 5.—The Ziff-Davis comic book publishing firm is readying a TV film subsidiary to shoot film series based on the company's comic books and comic book characters. The project is still in the early planning stages, the firm is blue-printing the first film series based on the comic book "G. I. Joe," which is currently selling about a million copies a month. Barry Thomson has been set to produce the series, with Larry Menkin handling the script.

Plan is to make the films with adult rather than kid appeal. No other series plans have yet been formulated, nor has the firm made any distribution deals.

Telenews to Up Coast Biz

NEW YORK, July 5.—Telenews Productions, Inc., is set to begin servicing regional news footage to West Coast video stations as soon as the International News Service outfit completes some reorganization of its Los Angeles Bureau. Plan calls for processing and shipping of West Coast news in laboratories on the Coast. Telenews now ships from here, Washington and Chicago. According to Telenews editor-in-chief Ted Genock, the plan to speed up coverage and delivery is being hurried to completion because of the coming elections.

TV FILM COMMERCIALS

Poll Lists Best-Liked, And Worst; Tide Tops

NEW YORK, July 5.—Best remembered and most-liked TV film commercial in this area is the Tide spot, according to a study made by Advertest Research, New Brunswick, N. J. Second place in the best remembered list was the Philip Morris spot which places sixth in the most-liked category but first in the most-disliked listing. Advertest's study showed that the top two spot commercials were named without the use of aid or recall devices by most of the respondents. Following the Tide and Philip Morris commercials, the most-remembered list included, in order, Flamingo, Buick, Muriel, Cigars, Chevrolet, Pils Beer, Schaefer Beer, Clorox, Pail Mail, Castro, Ivory, Kools, Motts, Benrus, Raleigh, Hellman's, Rheingold, Pan-American Airlines and Ideal Dog Food.

Following Tide in the most-liked listing were Flamingo, Muriel, Schaefer, Ideal, Philip Morris, Hellman's, Buiova, Pail Mail and Chevrolet, in the order named. Top reasons given for liking a commercial were the music, "central character," "ear-toon," "easy to understand," "informative," and "story line."

Most disliked commercials, in order, according to the study were Philip Morris, Flamingo, Buiova, Clorox, Pail Mail, Schaefer, Raleigh, Parliament, Serutan and Pils. Top reasons for disliking a commercial were "repetition," "too much talk," "extraneous claims," "untruthfulness," and "artificial sounding."

Based on the Advertest study results, Tide walked off with top honors for being most-remembered and most-liked. Philip Morris, second best-remembered spot was the number one disliked and placed sixth as most-liked. Flamingo, third over-all, was second most-disliked and most-liked. Buiova placed third as disliked and eighth as liked. Muriel didn't show on the most-dis-

CHICAGO — Hollywood television Service, subsidiary of Republic Pictures, last week closed deals with two local TV sponsors for packages totaling 52 feature films. Evans Fur Company will sponsor 26 of the films, starting this week, over WGN-TV and WNBQ. National Credit Clothing Company contracted for 26 feature films to be shown over WGN-TV, WBBK and in a new series to start later this month over WENR-TV.

Coast Pic Producers Agree On SAG's Reshowing Pact

HOLLYWOOD, July 5.—Hollywood's leading TV film producers this week agreed to pay actors additional money for re-showing of their films as provided for in a new Screen Actors' Guild collective bargaining contract concluded between the Guild and the producers. Contract first to be negotiated covering wages and working conditions for thespians in TV films, also boosts actors' salary minimums. Three-year contract is effective July 21 and covers approximately 80 per cent of U. S.-made TV film entertainment product. Separate contract will be negotiated covering filmed commercial spots.

According to the agreement, an actor's original salary will cover

two showings of a film in each market area. For third and fourth showings of the same film in a given market, actor will receive an additional payment amounting to at least 50 per cent of his applicable minimum salary; 25 per cent for a fifth run and an additional 25 per cent for sixth and subsequent showings.

Daily minimums were set at \$70 per day for single roles in single films and \$175 for guaranteed three consecutive days. Weekly minimums are \$250 for single role

in a single picture, \$320 for two films per week and \$375 for three films per week.

SAG's agreement was concluded with Hal Roach Productions, Roll and Reed Productions, Cascade Productions, Dancer-Fitzgerald-Sample, Inc., ad agency and the Alliance of Television Film Producers. Members of the Alliance include William Boyd Productions, William F. Brody Productions, Bing Crosby Enterprises, Jerry Fairbanks, Inc.; Flying A Pictures; Gross - Krassne, Inc.; Primrose Productions, Roy Rogers Productions, Screen Televidio, TCA Productions, Adrian Weiss Productions, Frank Wisbar Productions and Ziv Television Productions.

Norway to Test U. S. TV Films

WASHINGTON, July 5.—Use of United States-made TV film has been suggested for Norway's two-year TV trial, the Commerce Department reported this week. A member of the Norwegian Broadcasting Corporation proposed using the American films made especially for telecasting during the interim of microwave and coaxial cable development.

The Department also reported that a Norwegian firm located in Oslo, which completed its first experimental TV receiver in the latter part of 1950, hopes to put 100 TV sets on the market by late this summer.

ID Standards Are Adopted

NEW YORK, July 5.—With one group of network stations already putting the new I. D. standards into operation and a large majority of the indie stations having voiced approval, the standardization proposed by the National Association of Radio and TV Station Representatives TV committee has been adopted by sufficient stations to put the L. D. standards into practice.

The standardization proposals of NARTSR were arrived at in consultation with ad agency execs. Standards cover trade name of I. D. segment, position of station I. D. audio, position of station I. D. on the screen and timing.

Next Week:

Videodex ratings and current distribution of syndicated TV film series in the following three categories:

- CHILDREN'S
- NEWS
- WOMEN'S

NEW SERIES AND FIRMS

Jewell Plans TV Film On "Eagle" AM Show

CHICAGO, July 5.—James E. Jewell, head of the radio and TV production firm bearing his name, is now completing plans to start filming a television version of his radio series, "The Silver Eagle." Jewell has signed Dave Irwin, explorer and motion picture technical director, to serve as adviser on the series, with the shooting sked now being set for the fall. Jewell plans to make a series of films on location in the West for the series, then complete the films and ready them for video in a Chicago studio.

JAN MURRAY SETS FILM FIRM

NEW YORK — Comedian Jan Murray has formed Jantone Enterprises, Inc., here for the purpose of making films for television and theatrical release. The firm name is a combination of Jan and Toni. The latter is Mrs. Murray who will take an active part in the firm.

CAVRELLS PLAN BLIND SERIES

NEW YORK — The Cavrell Brothers, TV film producers here, have signed to produce a 13-week dramatic series on the problems of the blind for the American Broadcasting Company. The half-hour series, which will be filmed at the Industrial Home for the Blind, will bow over the ABC web in late September.

SCHWIMMER SETS LINCOLN PIX

CHICAGO — Walter Schwimmer Productions is getting ready to start production on the first of

52 half-hour films, "The Abe Lincoln Story." Schwimmer is currently in New York on negotiations. Films will be sold on a spot basis.

ZIFF-DAVIS PREPS "G. I. JOE"

NEW YORK—The Ziff-Davis Publishing Company is preparing a TV film series, "G. I. Joe," based on the firm's big selling comic books. Other film series may be undertaken by the firm. (See separate story for full details.)

TV FILM PURCHASES

W. L. W.-T. Cincinnati, bought seven new Hal Roach TV films from International News Services television department. The half-hour films available for syndication in all other markets are "The Brown Family," "Sadie and Sally," "Botford's Beakery," "Fog Young," "Puddle Patch Club," "Our Main Street" and "Myrt and Marge."

Colgate Palmolive - Post Company bought 39 half-hour films in the "Mr. and Mrs. North" series. The first film in the series will be shot July 22. Plans call for filming two shows a week. John Loveton will produce the TV series. He owns the radio version.

Pacific Telephone & Telegraph has made a deal for 33 TV film commercials to be filmed by Jack Denove Productions, Hollywood.

Picture Business

Continued from page 2

picture industry and television. Large screen television, as it is known and used today, is not the answer to the exhibitors' TV problems, Branton feels, as much as combining radio with theaters was in previous years. In discussing theater TV with various exhibitors, Branton says, he's found the majority of them unhappy with their investment. Reason for this, according to Branton, is the type of material available to theaters today. A fight, no matter how great its appeal, Branton figures, can be shown to greater advantage on film as part of a regular picture program, with dead spots edited out of the fight footage.

The big thing exhibitors today have to offer which patrons cannot get as yet on television is color, according to Branton. This explains the overwhelming conversion of production schedules to color film by the studios and why the exhibitor, with an eye to the box-office is careful to lean heavily on color bookings.

While there are far greater returns on investment from theatrical film production, Branton feels that the wise producer as the wise exhibitor must become interested in the new medium. This explains why he helms Monogram's TV film subsidiary, Interstate Television.

Republic, RKO Bow Out of SAG TV Talks

HOLLYWOOD, July 5.—Republic and RKO, two of the four major theatrical film companies negotiating TV film contracts with Screen Actors' Guild, this week decided to hold off their telefilming plans for a while, and bowed from the SAG telepic talks. Guild is continuing negotiations with Columbia Pictures and Universal-International. Republic was represented at the negotiations for its TV film subsid, Hollywood Television Service, and RKO for its subsid, RKO-Pathé.

Republic's Hollywood Television Service has produced three episodes in its projected series, "Commando Cody—Sky Marshal of the Universe," which are now being shown to prospective sponsors. Indications are that once a

sale is closed on the series, HTS would reverse its position and re-enter TV film production ranks. Mori Scott, HTS viceee, said his firm will continue to concentrate in distributing Republic-produced theatrical films to TV stations. He said HTS will stay out of production in the immediate future, blaming its decision on "unions who are trying to kill the goose that lays the golden eggs before the goose has even started to lay."

Scott said that the margin of profit is so slim in TV film production that unions' demands for additional payment for subsequent showing films makes investment in telefilm production at this time impractical. He refused to comment on HTS' position once its "Cody" series has been sold.

THE BILLBOARD TV-Film Directory

The TV industry's only reliable source of films currently showing on television stations.

Videodex Ratings of Syndicated TV Films

and markets in which they are currently appearing

Listed below are current TV film series in each of the program categories indicated. Series in other categories will be covered in the next three issues.

Table with columns: Series Name, Length in Minutes, No. Repeats Available, Videodex Rating, and Series No. Includes sections for Adventure, Big Game, Dangerous, and Foreign Intrigue.

WARNING • WARNING • WARNING
Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown.

Table with columns: Series Name, Length in Minutes, No. Repeats Available, Videodex Rating, and Series No. Includes sections for Charlotte, Chicago, Cincinnati, Dallas-Ft. Worth, Detroit, and Los Angeles.

"Assignment" Stacks Up as Top Adventure

Four Sports Films Lacking on Local Pull With Viewers

NEW YORK, July 5.—Among syndicated films in the "Adventure" category, "Dangerous Assignment" shows up on this week's Videodex chart as a somewhat stronger audience pull than "The Unexpected," with "Foreign Intrigue" trailing behind both.

In New York, "Assignment" followed Robert Montgomery. It didn't hold more than half the audience that Montgomery had, but still drew a solid 15.2, edging out the second half of "Studio One" by more than 1 per cent of New York's TV homes.

"Assignment," which stars Brian Donlevy, topped its competition in Detroit, Los Angeles and Philadelphia in all of which cities the competing shows were patently weaker. It was outdrawn in Chicago by a feature film, in Columbus by the "Palico-Goodyear Playhouse" and "Crime Photographer" and in Washington by "Suspense" and "Circle Theater."

The "Unexpected," the getting fairly good ratings in Videodex cities in May, did not stack up as a major rating competitor. In Cincinnati, Cleveland and New York, "Unexpected" faced top drawer network competition which beat it out for top audiences every time.

In Cincinnati it had the good fortune of following "Godfrey and Friends" but couldn't hold even half of Godfrey's audience against the competition of "Kraft TV Theater." In Columbus and Los Angeles "Unexpected" enjoyed good evening slotting, but was edged by lesser competition, such as "Harry Owens" in L. A.

TV Station Film Buyers Pick

Outstanding films (not produced specifically for TV) shown on local stations last week, as selected by the stations TV film buyers and reported in Billboard's weekly survey

Table with columns: Title, Length, Feature, and Station. Includes titles like 'ANGEL ON MY SHOULDER', 'BEHIND CITY LIGHTS', 'CARSON EDEMAN', etc.

OTHER

Table with columns: Title, Length, Feature, and Station. Includes titles like 'A-J THEN THERE WERE FOUR', 'CIVIL AIR PATROL', etc.

Going Places With Uncle George

Uncle George 9 26
Dist: Jerry Telebook, Inc.
CURRENTLY SHOWING IN: None

Holiday of Dreams

Dreams 5 13
Dist: DuMont Television Network
CURRENTLY SHOWING IN: None

Thrill of Your Life

Life 30 13
Dist: Lou's Weiss & Co.
CURRENTLY SHOWING IN: None, New Orleans

Worlds of Adventure

Adventure 15 13
CURRENTLY SHOWING IN: None

The Unexpected

The Unexpected 30 52
Dist: Ziv Television Productions
ATLANTA (3 stations)
BALTIMORE (3 stations)
BUFFALO (3 stations)
CHARLOTTE (3 stations)
CINCINNATI (3 stations)
WREB, 8:30-9:00, Tues.
May Videodex Rating 11.2

Worlds of Adventure

Worlds of Adventure 15 13
CURRENTLY SHOWING IN: None

0.8 at 5:15 p.m. Saturday

"This Week in Sports" was swamped by its competition in Atlanta, Boston and Dallas-Ft. Worth. In Atlanta, the film followed a heavy Columbia Broadcasting System sports line-up, "Blue Ribbon Boule" and "Sports Spot" but failed to hold sporting fans to WAGA.

COMEDY

Table with columns: Title, Length, Feature, and Station. Includes titles like 'The Chimps 15 13', 'DALLAS-Ft. Worth (3 stations)', etc.

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Series Name	Length in Minutes	No. Episodes Available	Video Rating
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COMMENTARY

Series Name	Length in Minutes	No. Episodes Available	Video Rating
Hollywood			
Newsreel	15	9	
Dist.: Screen Gems, Inc.			
DETROIT (3 stations)*			
TOLEDO (1 station)*			
WSPD, 7-7:15, Fri.			
May Videorec Rating			
Videorec Rating of			
Prec. Show: Camel News Caravan			
11.8			
ALSO CURRENTLY SHOWING IN: Davenport**			
Hollywood Reel	15	52	
Dist.: Paramount TV Productions, Inc.			
CURRENTLY SHOWING IN: Cleveland, Los Angeles, Toledo, Washington*			

SPORTS

Series Name	Length in Minutes	No. Episodes Available	Video Rating
All-American Game of the Week	30	Weekly	
Dist.: Consolidated TV Programs			
CURRENTLY SHOWING IN: None, to be released this fall.			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
Double Play With Durocher and Day	15	26	
Dist.: United Television Programs			
ATLANTA (3 stations)*			
BOSTON (2 stations)*			
BUFFALO (1 station)*			
CINCINNATI (3 stations)*			
WLWT, 9:30-9:45, Sun.			
May Videorec Rating			
Videorec Rating of			
Prec. Show: Red Skelton			
36.3			
WCRD—Feature Program			
7:30-9:45			
WKRC—What's My Line			
30.3			
COLUMBUS (3 stations)*			
WLWC, 9:30-9:45, Sat.			
May Videorec Rating			
Videorec Rating of			
Prec. Show: Red Skelton			
45.3			
Opposition Shows, 9:30-9:45			
WTVN—Film Short			
WBVS—What's My Line			
45.7			
DALLAS-FT. WORTH (3 stations)*			
DAYTON (2 stations)*			
DETROIT (3 stations)*			
LOS ANGELES (7 stations)*			
MILWAUKEE (1 station)*			
WTMJ, 10:30-10:45, Fri.			
May Videorec Rating			
Videorec Rating of			
Prec. Show: Don't Be a Dumb			
30.0			
PITTSBURGH (1 station)*			
ST. LOUIS (1 station)*			
ALCO CURRENTLY SHOWING IN: Houston, Indianapolis, Jacksonville, Johnston, Kansas City, Minneapolis-St. Paul, Omaha, Phoenix, Rochester, San Antonio, San Diego, San Francisco, Schenectady**			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
Football Extras	5 1/2-6	10	
Dist.: United World Films, Inc.			
CURRENTLY SHOWING IN: None			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
Football This Week	12	13	
Dist.: Station Distributors, Inc.			
CURRENTLY SHOWING IN: None			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
Goin' Places With Gadabout Gaddis—Fishing	15	26	
Dist.: Beacon Television			
BOSTON (2 stations)*			
MILWAUKEE (1 station)*			
WTMJ, 10:45-11, Fri.			
May Videorec Rating			
Videorec Rating of			
Prec. Show: Double Play			
18.5			
ALSO CURRENTLY SHOWING IN: Providence, Schenectady, Syracuse**			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
Golf Tips by Johnny Bulla	5	13	
Dist.: Syndicated Films			
CURRENTLY SHOWING IN: None			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
Ringside With the Rascals	5 1/2	52	
Dist.: Jerry Falwell, Inc.			
ATLANTA (3 stations)*			
LOS ANGELES (7 stations)*			
PHILADELPHIA (3 stations)*			
TOLEDO (1 station)*			
WSPD, 11:15-12:15 a.m., Tues.			
May Videorec Rating			
Videorec Rating of			
Prec. Show: Ship Reporter			
16.0			
ALSO CURRENTLY SHOWING IN: Birmingham, Brownsville, New York, Salt Lake City, San Diego, San Francisco, Seattle**			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
Roller Derby	30	52	
Dist.: Station Distributors, Inc.			
ATLANTA (3 stations)*			
WSB, 5:45-6:15, Tues.			
May Videorec Rating			
Videorec Rating of			
Prec. Show: Cartoon Time			
3.6			
Opposition Shows, 5:45-6:15, Tues.			
WAGA—West Theater News			
3.9			
WLTW—Action Theater, Swing Billies			
4.3			
WSB, 5:45-6:15, Wed			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
Baltimore (3 stations)			
WMAR, 10:10-10:30, Sat.			
May Videorec Rating			
Videorec Rating of			
Prec. Show: Political Talk			
5			
Opposition Shows, 10:10-10:30			
WBAL—Show of Show			
24.0			
WAM—Chicago Wrestling			
26.0			
BOSTON (2 stations)			
WNAE, 11:30-Midnight, Thurs.			
May Videorec Rating			
Videorec Rating of			
Prec. Show: Elly Queen			
6.9			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
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Opposition Show, 11:30-Midnight			1.2
WBZ—Opera			1.2
BUFFALO (1 station)*			
CHARLOTTE (1 station)			
WBTV, 10:30-11, Fri.			8.5
May Videorec Rating			
Videorec Rating of			11.6
Prec. Show: Star Spot			
11.6			
CLUB (3 stations)*			
DALLAS-FT. WORTH (3 stations)			
KRLD, 5-5:30, Sun.			4.8
May Videorec Rating			
Videorec Rating of			1.5
Prec. Show: Fire Dept. Reporter			
1.5			
Opposition Shows, 5-5:30			5.7
WFAA—Super Circus			11.5
WBAU—Super Circus			11.5
DETROIT (3 stations)			
WZZM, 1:30-10, Sat.			5.5
May Videorec Rating			
Videorec Rating of			11.7
Prec. Show: Bowling			
11.7			
Opposition Shows, 9:30-10			21.0
WWJ—Your Hit Parade			11.0
WJLB—Shopy for Show			11.0
LOS ANGELES (7 stations)			
KTLA, 7:30-8, Mon			5.9
May Videorec Rating			
Videorec Rating of			5.4
Prec. Show: Film			
5.4			
Opposition Shows, 7:30-8			8.8
KVCB—Your Show of Shows			2.4
KXMB—Those Two, Newspaper of Air			2.4
KECA—Kil Carson			11.5
WABC—Shirley Temple of That Song			7.5
KTTV—Charlie Aldrich			6
KLAS—Million Dollar Movie			8.8
PHILADELPHIA (3 stations)			
WFL, 10:10-30, Sat			1.6
May Videorec Rating			
Videorec Rating of			5.1
Prec. Show: Channel 6 Cinema			
5.1			
Opposition Shows, 10:10-30			27.9
WPZZ—Your Show of Shows			10.7
WCAU—Foreign Intrigue			10.7
WASHINGTON (8 stations)			
WTOP, 5-6, Sun			4.3
May Videorec Rating			
Videorec Rating of			2.9
Prec. Show: Playhouse			
2.9			
Opposition Shows, 5-6			7.0
YB/W—200 Parade, Recital Hall			7.0
WYAC—The Show of Shows			6.3
WYAL—Super Circus			7.3
ALCO CURRENTLY SHOWING IN: Birmingham, Erie, Greensboro, Houston, Jacksonville, Johnston, Lancaster, Nashville, Norfolk, Omaha, Phoenix, Providence, Salt Lake City, San Francisco, Schenectady, Syracuse**			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
Adventure-Mystery			
Craig Kennedy, Criminologist, starring Donald Woods, Louis Weiss & Co., 655 No. Fairfax Ave., Los Angeles 36, Calif.			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
'BOSTON BLACKIE'			
TV's greatest combination super-sleuth, super-salesman			
starring			
Kent Taylor, Lois Collier, Frank Orth			
as "Blackie" as "Mary" as "Farraday"			
and an all-star supporting cast!			
Each half-hour program a complete episode planned for 3 full-length			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
ZIV TELEVISION PROGRAMS, INC.			
1529 Madison Road, Cincinnati 6, Ohio			
New York Hollywood			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
'DANGEROUS ASSIGNMENT'			
Starring Brian Donlevy			
Red-blooded adventure with pay-off ratings			
—for exclusive local, showing and local			
sponsorship—at local cost, already sponsored			
successfully in 51 markets, there are still			
some available. Full information from			
NBC FILM SYNDICATED SALES			
30 Rockefeller Plaza New York 20, N. Y.			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
FAST ACTION?			
In Salt Lake City the sponsor of "Strange Adventure" rang up more than \$11,000 in sales with just two announcements!			
If you're looking for results that are swift and spectacular, ask CBS Television Sales about "STRANGE ADVENTURE" Offices in New York, Chicago, Los Angeles, Memphis.			
The TV series that will keep your audience SPELL-BOUND and "SELL"-BOUND!			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
Sports on Parade 15			104
Dist.: Sterling Television Co., Inc.			
ATLANTA (3 stations)*			
BUFFALO (1 station)*			
DALLAS-FT. WORTH (3 stations)*			
NEW YORK (7 stations)*			
WJZ, 8-8:15, Wed			
May Videorec Rating			
Videorec Rating of			
Prec. Show: The Same			
7.8			
Opposition Shows, 8-8:15			
WZLW—Godfrey & Friends			
40.4			
WZLW—Godfrey & Friends			
2.8			
WZLW—Broadway TV Theater			
5.2			
WZLW—Jimmy Posner			
8			
WZLW—Town Meeting			
8			
ALCO CURRENTLY SHOWING IN: Birmingham, Houston, Oklahoma City, San Antonio**			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
Sportsman's Club 15			52
Dist.: Syndicated Films			
CURRENTLY SHOWING IN: Buffalo, Cleveland, Pittsburgh			
ALCO CURRENTLY SHOWING IN: Bloomington, Greensboro, Houston, Indianapolis, Johnston, Lancaster, Miami, Rochester, Salt Lake City, San Francisco, Seattle, Utica**			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
Sports Illustrated 15			52
Dist.: United World Films			
ATLANTA (3 stations)			
WAGA, 5:15-5:30, Sat.			
May Videorec Rating			
Videorec Rating of			
Prec. Show: World News			
1.3			
Opposition Shows, 5:15-5:30			
WSP—Hoopland Classic			
21.3			
WLTW—Crest & Ranch			
1.9			
CHICAGO (4 stations)*			
DALLAS-FT. WORTH (3 stations)			
KRLD, 8-8:15, Wed.			
May Videorec Rating			
Videorec Rating of			
Prec. Show: Godfrey & Friends			
37.9			
Opposition Shows, 8-8:15			
WFAA—Kraft Theater			
13.4			
WFAA—Kraft Theater			
14.2			
LOS ANGELES (7 stations)*			
MILWAUKEE (1 station)			
WTMJ, 6:15-9:30, Thurs			
May Videorec Rating			
Videorec Rating of			
Prec. Show: Medical Miniatures			
28.5			
PITTSBURGH (1 station)*			
TOLEDO (1 station)			
WSPD, 6-6:15, Sun			
May Videorec Rating			
Videorec Rating of			
Prec. Show: Mr. District Attorney			
22.5			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
This Week in Sports 15			Weekly
Dist.: International News Service			
BOSTON (2 stations)			
WHAG, 4-4:15, Wed			
May Videorec Rating			
Videorec Rating of			
Prec. Show: Bart Parks			
2.3			
Opposition Show, 4-4:15			
WJZ—Baseball			
17.1			
BUFFALO (1 station)			
WVEN, 10:15-10:30, Sat.			
May Videorec Rating			
Videorec Rating of			
Prec. Show: Tenness Weekly			
31.0			
CHICAGO (4 stations)*			
DALLAS-FT. WORTH (3 stations)			
KRLD, 8-8:15, Fri.			
May Videorec Rating			
Videorec Rating of			
Prec. Show: City Hospital			
12.2			
Opposition Shows, 8-8:15			
DAB—Big Story			
13.9			
WBAU—Big Story			
17.6			
PITTSBURGH (1 station)*			
AT. LOUIS (1 station)*			
ALCO CURRENTLY SHOWING IN: Ames, Birmingham, Houston, Indianapolis, Kansas City, Louisville, Miami, New Orleans, Oklahoma City, San Antonio, San Francisco, Schenectady, Seattle**			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
What's the Record 5			52
Dist.: Sterling Television Co., Inc.			
CURRENTLY SHOWING IN: Los Angeles, Pittsburgh			
ALCO—CURRENTLY SHOWING IN: Houston, Albuquerque**			

Series Name	Length in Minutes	No. Episodes Available	Video Rating
Westling From Hollywood			60
Dist.: Paramount TV Productions			
CURRENTLY SHOWING IN: Atlanta, Boston, Charlotte, Cincinnati, Cleveland, Columbus, Detroit, Los Angeles, Philadelphia			
ALCO CURRENTLY SHOWING IN: Davenport, Grand Rapids, Greensboro, Indianapolis, Kansas City, Lancaster, Louisville, Nashville, Norfolk, Omaha, Phoenix, Richmond, Salt Lake City, San Antonio**			

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Adventure-Mystery

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TV's greatest combination super-sleuth, super-salesman "BOSTON BLACKIE" starring Kent Taylor, Lois Collier, Frank Orth as "Blackie" as "Mary" as "Farraday" and an all-star supporting cast!

Each half-hour program a complete episode planned for 3 full-length

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

'DANGEROUS ASSIGNMENT' Starring Brian Donlevy

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The TV series that will keep your audience SPELL-BOUND and "SELL"-BOUND!

THE 'UNEXPECTED'

Each half-hour program a complete original story where FATE writes the "Unexpected" ending! Every week a new cast of top Hollywood actors. 5 sponsor identifications including 3 full-length commercials.

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Children's

Adventures in Stamps—15-min. TV program at low cost. TV

TV-Film Reviews

Boss Lady

TV FILM—Reviewed Tuesday (1), 9:30 p.m., EDT. Presented by Procter & Gamble via the Compton Agency thru National Broadcasting Company TV network. A Wrather Television Production. Producers, Jack Wrather and Robert Mann. Director, William D. Russell. Cast, Lynn Bari, Mabel Joy, Richard Gaines, Lee Patrick, others.

Latest situation comedy with a fem lead is "Boss Lady," and on the strength of the first show in the new series, it is a so-so TV film package. Actually, the cast is uniformly good. It's just that the basic premise for the show and the stereotyped characters called for in the script are entirely too reminiscent of the quickie Grade B motion pictures which helped kick the flicker industry in the teeth when TV came on strong.

Story line has the buxomish Lynn Bari as a fem business tycoon running a housing development company which has been in the family for years. Her father should be running it, but he's a blowhard type of character who can do nothing well. The 19-year-old kid brother is a silly little gadgeteer. The corporation's lawyer is a namby-pamby, bumbling character who's in love with the "boss lady" but can't make the grade with her. She, in turn, has a penchant for hiring good-looking young men as general managers.

Opening show revolved around an attempt to get Miss Bari to quit her post in favor of marrying the lawyer. Plan was for daddy to take over the helm of the firm, for the lawyer to become general manager and for the kid brother to take his rightful place in the dynasty. At the last moment, however, Miss Bari "tricks" the board of directors into keeping her as president and permitting her to hire the new general manager.

The board of directors meeting was loaded with standard Hollywood types of business men who blow off steam at board meetings. Everything in the show was either "typical," "standard" or "routine." In all, this is not a credit to the producers, the sponsor or the network. There's better stuff available on theatrical film at much lower cost.

Commercials for Procter & Gamble's Ivory Soap, Lilt and Duz were filmed spots—effective TV selling jobs, too. Joe Martin

The Hunter

TELEVISION—Reviewed Thursday (3) 9:30 p.m., EDT. Presented by Cavalier cigarettes thru William Esty via CBS-TV. Producer, Ed Montagne. Director, Oscar Rudolph. Script, Phil Reisman Jr. Cast: Barry Nelson, Rita Lynn, Ernest Graves, Blair Davies, Robert H. Fuller, Mary Lash and Sandra Wigginton.

The summer replacement for "Man Against Crime" is "The Hunter," which has too much of the quality of pulp fiction to make its stint more lasting than originally planned. The program is well produced. To its discredit, however, is the fact that its leading character, Bartholomew Adams, a Rover Boy with the Communist world for his playground, is as corny as low cinema.

Adams, a millionaire who is the target of an American broadcast for the Commies, decides to go behind the Iron Curtain and bring this unsavory gent back thru the hole he has already made in it. This he does by various impersonations and a few chase sequences. Since there is virtually no suspense engendered, the story must live or die by its situation and its dialog. Neither was more than mediocre. Barry Nelson sensibly underplayed the weak material. He deserves better. The rest of the cast were uniformly competent, as was the photography. Produced at an Eastern studio, the program technically was comparable to quality Hollywood video film.

The Cavalier commercials claim that eight out of ten smokers prefer the cigarette. This point is entirely unsubstantiated and is not likely to carry weight with prospective buyers of the product. Leon Morse.

Movie Quick Quiz

TV FILM—Reviewed at special screening Wednesday (2). Available at five-times-a-week, 15-minute show. Thirty-two weeks of film material available. Announcer on show reviewed, Ed Cooper. Produced by Walter Schwimmer Productions. Distributed by United Television Programs, Inc., 444 Madison Avenue, N. Y.

This is the TV version of Walt Schwimmer's radio quiz, "Tello-Test." At present the TV film package is being shown in 17 markets with two additional markets set to screen the show in the next few months. Considering the inherent appeal of quiz shows, the success history of this specific type of program and the low price for the package (\$750 net per week in New York), there is every reason to believe that "Movie Quick Quiz" will be on TV for some time to come.

Format calls for the use of a live announcer who questions local viewers via phone. The one-minute films, supplied by the package, give clues to the correct answer of the questions being asked and supply the entertainment. Films are silent and nicely produced, using good character actors and types. Sets vary greatly. On show caught, for example, a girl trying to get into a busy phone booth to call someone named John was the lead-in to the question, "Who killed Abraham Lincoln?" Other films included a society reporter interviewing a stupid debutante and a husband and wife trying to decide whether to spend the family

(Continued on page 16)

March of Time Sports Show

Reviewed at special screening Thursday (26). Produced by The March of Time. Producer, writer-moderator, Ed Thorogson. Camera director, Jack Glenn. Guests, Byron Nelson, Gene Sarazen, Larry Robinson. Distributed by The March of Time, 369 Lexington Avenue, New York.

The March of Time has been keeping this half hour sports package under wraps since early spring, preparatory to pushing it for a fall release. The format offers something new in TV sports programming, in that each show will cover a different sport, via informal visits with champions from the field, and special newsreel clips pertaining to the over-all history of the sport.

The pilot film is on golf, with Gene Sarazen contributing amazingly natural performances in a relaxed interview session with Ed Thorogson and World-Telegram sports columnist, Larry Robinson. Credit for the show's unusual feeling of ease and spontaneity (few sports figures are limber in front of a mike) goes to Thorogson, who master-minds the

(Continued on page 16)

Louis Bromfield Presents ("Up Ferguson Way")

TV FILM—Reviewed at special showing Thursday (3). Half-hour dramatic film produced by Bromfield, Girard and Richard Dorso for Bing Crosby Enterprises release. Executive producer, Basil Grillo. Directed by Bernard Girard. Screen play, by Richard Llewellyn from a story by Louis Bromfield. Introduction and closing by Louis Bromfield. Cast: Frances Rafferty, Puss Conway, Charles Watts, Jeff York, Lorna Thayer, Tom Holland, David Fresco, Robert Karnes, Michael Kowal and Faith Langley. Direction of photography, Lucien Andriot, ASC. Editorial supervision, Art Seid. ACE. Art director, Ralph Berger. Assistant producer, Arthur Piantadosi Jr. Music supervisor, Klatskin. Assistant director, Sam Ruman. Sound, Jack Grubb.

• Continued from page 3

nearby Topanga Canyon region which appears ideally suited as a setting. Considerable value is provided to the series in having author Louis Bromfield appear to set the story scene and offer closing comments.

Three

TELEVISION—Reviewed Thursday (3), 7:30 p.m., EDT. One shot sustainer. Via National Broadcasting Company-TV. Producer - director, Doug Rodgers. Writer, Leonard T. Holton. Cast: Luis Van Rooten, Dehl Berti and Ed Gargan.

This one-shot was in the nature of a public audition demonstrating production techniques designed to reduce live TV production costs. The sample will, of course, be kinescoped and offered for a fall sale. It should, therefore, a reporter presumes, be reviewed primarily as an experiment.

According to reports, producer-director Doug Rodgers has devised something new in the way of front and rear still-picture projection to replace actual scenery. However it is accomplished, the illusion in the current production is practically perfect. It must be admitted, however, that the script has been gaited to keep scenic requirements to an absolute minimum. How the technique would fare under more complicated pressure, could be still a question. Currently, at all events, the production via good staging, striking fog effects and lighting has considerable impact.

If "Three" is to be taken as a sample of a series yet to be produced, a reporter is not quite sure what Rodgers is driving at. Apparently, it is the use of ancient triangle of human relationships. In this case the protagonists are a pair of bandits and a blind filling-station attendant in an extremely elementary tale of faith triumphing over evil. A fog can bring no fear or uncertainty to a blind man. But it brings plenty to a couple of literal-minded crooks. The former's implicit faith in the general decency of mankind touches the baddies sufficiently to turn them from robbing him, but it isn't enough for their complete acceptance. In consequence, they get their comeuppance. It is a notion that has been used so often as to have lost much dramatic stimulus.

However, Rodgers has managed to make "Three" moodily impressive. The mounting panic of the fog-bound desperados is excellently built and there is good suspense maintained until the final denouement. The yarn was likewise extremely well acted by Luis Van Rooten, Dehl Berti and Ed Gargan. Very evidently, a lot of thought and effort have gone into the experiment. If its treatment can reduce costs in live TV production, it is definitely a long step in the right direction.

Bob Francis.

Information, Please

TELEVISION—Reviewed Sunday (29), 9:30 p.m., EDT. Sponsored by General Electric, thru B.B.D.&O. Agency, via Columbia Broadcasting System-TV. New York. Producer-Editor, Dan Golenpaal. Associate producer, Edith Schick. Director, Bruce Andersen. Emcee, Clifton Fadiman. Panelists: Franklin P. Adams, John Kieran, James Michener.

• Continued from page 3

publicized "Miss Surfmaid") didn't even rate one good closeup. If they must mix cheesecake with the brain trust, they might as well go all the way and give the men in the audience a break view-wise.

Rugged Contrast

General Electric commercials were handled by Red Barber, presumably to inject some rugged contrast to the Ivy League atmosphere. The spots were done from another studio, which may account for the fact that pickups were on the slow side.

Barber fluffed a couple of lines, but on the whole he was surprisingly good as TV's male counterpart of Betty Furness. The sports-caster doesn't open a refrigerator door with quite the same finesse, but he turned in a superior job on a technical description of G. E.'s double-coil development for light bulbs. The firm is giving toasters away for questions used on the show, and refrigerators when queries stump the panel altogether.

The Scarlet Pimpernel

RADIO—Reviewed Tuesday (1), 8:30 p.m., EDT. Sustaining, via National Broadcasting Company. Producer-director, Harry Towers. Writer, Joel Murcott. Star, Marius Goring.

Presumably, the British public may still be intrigued with the derring-do's of the late Baroness Orczy's intrepid hero, the "Scarlet Pimpernel." At all events it is a (Harry Alan) Towers of London Production, and NBC has seen fit to import its tapings for a summer replacement spot.

Judging by this first sample, this reporter hopes that the contract isn't too binding, for listener-wise it is as dull as it is loud, and rates a slot in the department of utter confusion.

This is more or less due to the fact that British custom seems to be to announce the star's name and let all other identifying data take care of itself. This reporter has not the faintest idea who the supporting players were, and what with hard-boiled-egg-in-mouth delivery, only the haziest idea of their stage identities. This hardly makes for listening clarity, even in a dull story.

Plays Sir Percy

For the record the "distinguished British actor," Marius Goring, plays the redoubtable Sir Percy Blakeney who, as all admirers of the cloak-and-dagger school will recall, raised hob with sundry butchers of the French Revolution. Unless this observer's ears deceived him, this time Mr. Goring was gallantly saving a Gailie lady and her little tyke from the caresses of La Guillotine. The villain of this episode seemed to be a creature called Chauvelin. Anyway, Sir Percy outsmarted him.

As an intermediate break in the proceedings, NBC put in a general listening plug for the orgs detective yarn segs. To this reporter, it seemed a bad time to bring up a plug for anything. Better wait until a listener recovers from this overdose of romantic cathartics. Bob Francis.

The Brighter Day

RADIO—Reviewed Wednesday (25), 9:45-10 a.m., EDT. Monday thru Friday. Sponsored by Procter and Gamble Company, thru Young & Rubicam, via the National Broadcasting Company, New York. Producer, Beverly Smith. Director, Wes McKee. Writer, Ina Phillips. Cast: Joan Alexander, Bill Smith, Les Damon, others.

Like most soap operas, "The Brighter Day" dramatizes the woes and joys of family life, with heavy emphasis on the former. This particular program revolves around the motherless brood of a small town minister, with a garrulous housekeeper on hand to act as a "mother substitute."

On the show caught (25), the producers saved money by reducing the script to a semi-monologue affair. First the housekeeper outlined the yesterday's plot to her dog, then the young reporter son came in for a brief chat at the end. The lad was weary of working for a small town paper and wanted to try his luck in the big city.

Kitchen-Confessor

The kitchen-confessor soon talked him out of that one tho, pointing out his duty to help support the household (including his bad-tempered sister and her child). The boy did say he thought his sister's wealthy in-laws should share the burden, but the housekeeper was so shocked at the proposal that he dropped it.

Script-wise, cliché followed cliché of course. The housekeeper, who spoke in an uncertain Scotch brogue, had the prize line: "I've got a feeling, I have, and when Franny Kennedy's got a feeling, she's got a feeling." The commercials stressed the firm's oft-repeated claim that "Duz does everything." The stanza is slotted in the early morning time recently taken over by NBC from the stations. June Bundy.

Town Meeting of the Air

TELEVISION—Reviewed Sunday (22) 6:30-7 p.m., EDT. Sustaining via American Broadcasting Company TV. Produced by Town Hall in co-operation with William Traub and Alice Penlagra. Direction, Bob Doyle. Moderator, John Daly. Guests, Congressman Walter C. Judd and William C. Bullitt.

Formerly a program with great stature, "Town Meeting of the Air" is steadily losing many of its good qualities. The show now is no more than just another discussion program. Much of its character seems to have been lost when the show was chopped to a half hour, but the exigencies of TV and of ABC-TV undoubtedly made it necessary.

The way the debate on "Taft or Eisenhower" was conducted on this show was a good indication of the program's deterioration. The participants were Congressman Walter Judd of Minnesota and former Ambassador to Russia William C. Bullitt. The legislator was presumably for the General and the diplomat for his opponent. But there was no real difference of opinion except that Judd believed that only Eisenhower could win an election from the Democrats. He wasn't anti-Taft; he was pro-Eisenhower. This condition didn't make for much of a debate.

The few points they differed about have already been expressed many times. Eisenhower, it seems, was bamboozled by the Russians. He should have resigned from the Army, claimed Bullitt, rather than do the administration's bidding. This kind of double-talk doesn't shed any light on anything, except the working of the minds of Taft Republicans. There was no effort to come to grips with the subject. Judd, for example, did not even attempt to go into Taft's record in the Senate. A few more such debates and the American public is liable to conclude there is actually little difference between the Republican presidential candidates.

The Question Period

The program had some life in the question period. A young gent attacked Taft's alleged steal of the votes of the Texas delegation. "Young man, you ought to be spanked," said Bullitt and then proceeded to explain away the Taft maneuver.

The program loses a great deal (Continued on page 16)

All-Star Summer Review

TELEVISION—Reviewed Saturday (28), 8-9 p.m., EDT. Sponsored by Pet Milk via Gardner Advertising Company and Kellogg Company via Kenyon & Eckhardt, Inc., thru National Broadcasting System TV network, New York. Executive producer, Pete Barnum. Producer-director, Joseph Santley. TV director, Hugh McDermott. Music director, Dean Elliott. Writers, Joe Stein and Will Glickman. Material for Dave Garraway by Charlie Andrews. Cast: Mr. Ballantine, Dave Garraway, Georgia Gibbs, Yogi Berra, Oliver Wakefield, the Paul Steffen Dancers, the Kansas Trio, the Three Acromaniacs. Announcer, Bob Warren.

• Continued from page 3

came thru excellently with its standard respective turns as singer, knock-about-comedy team and Risley act. Lighting and camera work throughout were excellent. The setting, too, inexpensive in comparison to plushy sets used "in season," was effective.

Garraway Tops

The top item, that was Garraway's dentist routine in which he played the part of the dentist, and the viewer, in the person of the camera, was the patient. The exaggerated tooth pulling and drilling bits were powerful video items. Running second was the routine with Yogi Berra, which was meant to detail what the piteer, catcher and umpire talk about during a ball game. Berra was utilized as the batter with one line, "I don't care one way or the other," repeated for some laughs.

Inserted was a pitch for the United States Army Reserve handled by announcer Bob Warren.

Celanese Theater

TELEVISION - Reviewed Wednesday (25), 10-11 p.m., EDT. Sponsored by Celanese Corporation of America, thru the Ellington agency, via the American Broadcasting Company. Producer-director, Alex Segal. Editor, Mab Anderson. Cast: Ralph Morgan, Melville Cooper, Billy Chapin, Mildred Dunnock, Calvin Clements, Nell Harrison, Michael Damarris, Philip Coolidge, Humphrey Davis and Norma Connelly.

"Celanese Theater" brought down its final curtain this week. In its one season, the show has exemplified maturity, intelligence and good taste in television. Most of the thanks for this of course must go to its production staff, especially producer-director Alex Segal. There are producers and directors in TV who may have displayed more originality than Segal has in this series. But who could have given more delicate handling to the outstanding scripts on which this series was based?

Segal always treated the plays with the utmost respect. He paced, moved and shot every performance so that it seemed as vivid as if it were being seen at its first Broadway run. Also, he got out of his casts and crew unequalled precision. No fluffs, no extraneous noises, no flabby timing were ever apparent in these productions.

"On Borrowed Time"

The wind-up show, Paul Osborn's sentimental fantasy, "On Borrowed Time," was done in the same fine fashion. Ralph Morgan as Gramps was a tough and shrewd old codger. Melville Cooper made a suave and mystifying Mr. Brink. Little Billy Chapin gave a good performance as Pud, but this was a tough chore for a little fellow. While young Chapin did not seem to get all the feeling into it that the role requires, he did give a strong and well-timed performance that Morgan and Cooper were able to work with well. Very able supports were contributed by the rest of the cast.

The production was surrounded with a very real looking setting. A solid prop was the tree in which Gramps traps Mr. Brink.

The play, delightful antidote to fear of death, stood up, as pertinent and pleasant as ever.

The two entracte commercials

Tennessee Ernie Time

RADIO - Reviewed Monday (30), 3:30-4 p.m., EDT. Sustaining via American Broadcasting Company. Producer, Cliffie Stone Productions. Producer for ABC, Harfield Weedon. Guest, Spike Jones.

With interest in country and Western music mounting most everywhere in the land, this new seg should lose little time in building a considerable audience. The records played are among the best in the category that have recently been released and, with apparent consideration for the national scope of the program, wisely by-pass the more rural disk efforts.

Tennessee Ernie, a top artist in the c.&w. field, proves an effective emcee-deejay. He has a free and easy style and his Western drawl is appealing. To Eastern ears, especially, it's a welcome switch among the disk-spinner crew.

Spike Jones

The guest on the show caught was Spike Jones, who has recently made a strong pitch at the milk market with his Country Cousins combo. Jones and Ernie traded cross plugs aplenty, each touting the other's talent and commercial strength. In fact, for each disk played, Ernie had a word or two about the artist pulling big in personal appearances and/or the spots he was soon to appear at.

This chatter may have been injecting a provincial note in a national airer, Ernie's ingratiating manner kept interest from flagging.

The disks played were etched by Ernie himself, Jones, Joe (Fingers) Carr, the Dinning Sisters and Red Foley. The show, aired for a half-hour over New York's WJZ, runs an hour-and-a-half for broadcast over other stations of the ABC network. The point of origin of the Monday-thru-Friday seg is Hollywood. Is Horowitz

were honest and interesting. The first was a straightforward description of the several uses of Celanese products, such as for food packaging. The second demonstrated the fem fashions made possible by Celanese fabrics. In the beginning of the series, the first commercial con-

Telethon

TELEVISION - Reviewed Saturday-Sunday (21-22), 11 p.m.-1:30 p.m., EDT. Sustaining via National Broadcasting Company-Columbia Broadcasting System TV, Hollywood. Hollywood producer-directors: Ed Sobol, Albert Capstaff and Norman Blackburn. Talent production, Jack Hope. New York producer-director, Hope and Bing Crosby. Music director, John Scott Trotter.

In view of the almost overwhelming championship status of its guest star line-up, the Bob Hope-Bing Crosby Telethon should have been the greatest thing to hit TV since the Kefauver hearings. All the potentials were there, with the elusive Groaner making his long-awaited video debut, and enough big name marquee voltage on hand to spark 50 tele-shows.

Unfortunately, tho, the over-all effect of the 14 1/2-hour marathon was remarkably slow-paced and unexciting, with long dull stretches of contribution-listings and generally slipshod production. The opening (with camera wandering aimlessly around stage while a choral group sang "God Bless America") was particularly uninspiring, and American Olympic Committee Chairman Avery Brundage's slighting the introduction of Hope was inexcusable.

It shouldn't come as any surprise that Crosby comes over well on TV. He looks good (toupée and all), and fees the TV cameras with the same air of casual intimacy that makes Dinah Shore so popular. However, it's debatable if he was wise to take on 14 1/2-hour endurance race the first time around. It takes the brash self-confidence of a Milton Berle or Jerry Lewis to weather it—somebody with such an inordinate amount of brash self-confidence that the inevitable slowdown of fatigue is (if anything) becoming. Crosby under-played from the start, and his initial breeziness was all too soon replaced by a weary can't-wait-'til-this-is-over attitude.

Hope's Glib

Hope was his usual glib self, and after the first hour he carried about 90 per cent of the emceed load, while Crosby hid out on the phone, and Dorothy Lamour came on at intermittent intervals to read off the names of contributors. The sarong gal handled her

VOTE CHASERS—27

Russell Shows Up OK But Backing Contrived

By SAM CHASE

The erstwhile Dixiecrat candidate for the Democratic nomination, Sen. Richard Russell of Georgia, had his innings on the "Hats in the Ring" TV series via NBC-TV this week. Despite some production trappings which seemed more detrimental than hopeful, he made an excellent impression. To viewers who may never have seen a real live Dixiecrat close up before, Russell came thru as an intelligent, witty and

rather thankless task in good-natured fashion and projected a genuine, likable personality, more in the pal category than the glamour tradition.

With all the kiddies presumably tucked away in bed (at least on the East Coast), Hope went a bit blue at times, with references to Marilyn Monroe calendars and such. When a group of fems having "a pajama party" asked him to bid them goodnight on TV, he cracked, "Okay girls, pull your drawstring and go to bed." Still later, man-about-town Johnny Mayer called and offered to contribute if Hope would ask a girl to call him (Mayer) on the phone. Hope's comment to that one was, "Hmm. Wants a little action."

Martin & Lewis

Audience-wise Dean Martin and Jerry Lewis walked off with the show. They came on at 2 a.m. and nothing before or after topped them. "They" of course means Lewis, who ran around collecting money from the studio audience in a veritable frenzy of good will. He also answered a few phones on camera, thereby pointing up the lack of showmanship utilized on that angle 'til then. Crosby ducked out when Martin and Lewis showed up, and he was conspicuously absent from the scene until they left, which may or may not be indicative of anything.

Triumphing over the haphazard staging, standout performances were contributed by Ezio Pinza, Phil Harris (making an exuberant (Continued on page 16)

rather forthright individual. The staginess was brought about by having Sen. Edwin C. Johnson (D., Colo.), Russell's campaign manager, seated in a campaign office, being interviewed by two newsmen. A little while into the show there was a knock on the door and, surprise—who should walk in but Russell himself, straight back from the Rocky Mountains and Far West, the dust still figuratively on him. Later still, at two more distinct intervals, new reporters arrived as the old ones departed. This all probably was meant to give the show the feeling of authenticity as well as to impart some movement. It did not come off. It look as contrived as it actually was.

Good Showing

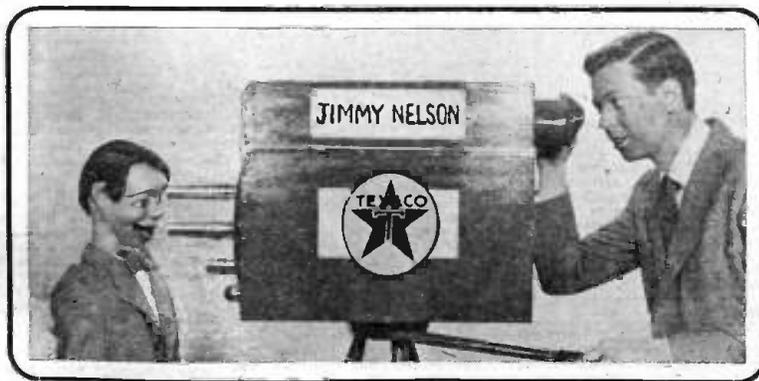
Russell himself came off far better, and a straightforward approach to the show's production side might have shown him off to still better advantage yet. Accent was on the agricultural and rearmament issues, on which Russell showed himself to be expert. On the negative side, altho he made frequent allusions to his modesty and unwillingness to boast, he came thru with a questionable bit of political witicism when he said, "I entered this campaign with a spirit of humility until I looked around at some of the other candidates."

Russell wound up by saying that his two major issues are rearmament and balancing the budget. He also noted that Republican supporters of both Senator Taft and General Eisenhower told him that they would vote for him on the Democratic side if their respective candidate should lose the GOP nomination.

Hats in the Ring

TELEVISION - Reviewed Sunday (29), 2-2:30 p.m., EDT. Sustaining via National Broadcasting Company. Producer, Ad Schneider. Director, Ted Ayres. Guest candidates, Sen. Richard Russell (D., Ga.).

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CAPSULE COMMENT

Three (TV), NBC-TV, Thursday (3), 7-7:30 p.m., EDT.
Experimental one-shotter is gated to demonstrate money-saving technique on live dramatic shows. Sample presents excellent scenic illusion via use of front and rear projection to replace actual scenery. Producer-director Doug Rodgers has managed some striking effects. (See full review this issue.)

Telethon (TV), NBC-CBS, TV Saturday (21), 11 p.m.-1:30 p.m., EDT.

In spite of an impressive big-name guest list, the Bob Hope-Bing Crosby Telethon was remarkably slow-paced and unexciting over-all, with long dull stretches of contribution-listings and generally slipshod production. However, Hope was his usual glib self, and it shouldn't come as any surprise that Crosby comes over well on TV. Audience-wise, Dean Martin and Jerry Lewis walked off with the show. (See full review this issue.)

All-Star Summer Revue (TV), NBC-TV, Saturday (28), 8-9 p.m., EDT.

The summer version of the "All-Star Revue" is obviously being produced at a lower budget than was the plushy winter series. It's still good TV fare which should manage to hold on to the time segment's regular audience. As emcee, Mr. Ballantine was much less effective than was guest star Dave Garroway. The comedy-variety hour did, however, come up with pleasant entertainment. (See full review this issue.)

Town Meeting of the Air (TV), ABC-TV, Sunday (22), 8:30-7 p.m., EDT.

In its half-hour version, this program has become a shadow of its former self. The show viewed featured a debate on "Eisenhower or Taft" by Congressman Walter Judd and former Ambassador to Russia William C. Bullitt. This debate should have been retitled "Who can win for the Republicans in 1952?" The debaters did not differ except that Judd thought Eisenhower could return the Republicans to power. John Daly's moderating did not direct the discussion. The program needs more perceptive moderating and production. (See full review this issue.)

The Brighter Day (Radio), NBC, Wednesday (25), 9:45-11 a.m., EDT.

Like most soap operas, this series dramatizes the woes and joys of family life with heavy emphasis on the former. This particular program revolves around the motherless brood of a small town minister, with a garrulous housekeeper on hand to act as a "mother substitute." Script-wise, cliché followed cliché of course. (See full review this issue.)

Tennessee Ernie Time (Radio), ABC, Monday (30), 3:30-4 p.m., EDT.

The big-time folk artist shapes up as an effective platter spinner and interviewer on this new, five-day-a-week series. The disks played are top c.&w. talent, and are well chosen to interest almost all listeners. The guest on the show caught was Spike Jones. (See full review this issue.)

Hals in the Ring (TV), NBC-TV, Sunday (29), 2-2:30 p.m., EDT.

Sen. Richard Russell of Georgia gave an excellent account of himself. However, he was somewhat hampered by too much production, which proved to be on the stagey side and unconvincing. (See full review this issue.)

Celanese Theater (TV), ABC-TV, Wednesday (25), 10-11 p.m., EDT.

The final show in this series, "Borrowed Time," was done in the show's usual fine fashion. Producer-director Alex Segal's smooth pacing and precision were there. Skillful performances were handed in by a cast headed by Ralph Morgan and Melville Cooper. (See full review this issue.)

Information, Please (TV), CBS-TV, Sunday (29), 9:30-10 p.m., EDT.

This all-time great in radio's "most literate quiz" field made its debut last week, and longtime fans will be relieved to hear that the show's upper-brow format was left intact. Technical production on the initial program, tho, was less polished than its content. Fortunately these visual hazards didn't affect the panel's brain work. (See full review this issue.)

The Scarlet Pimpernel (Radio), NBC, Tuesday (1), 8-8:30 p.m., EDT.

This is a dull, warmed-over version of the Baroness Orczy yarns about the intrepid vigilante of the French Revolution. Britisher Marius Goring plays the title role. In this instance, he saves a Gallic wench and her small son from Madame Guillotine with all his customary sang-froid. It seemed less than important. (See full review this issue.)

Steve Allen Show (TV), CBS-TV, Thursday (3), 8:30-9 p.m., EDT.

Scheduled to play the Thursday nighttime period alternating with "Amos 'n' Andy," the new Steve Allen package has the earmarks of a fine summer replacement show which might even make the grade against strong fall season competition. Allen worked well with the guests as the producing staff turned out a comedy-variety half-hour, with a shipboard and Parisian setting. (See full review this issue.)

Impact (TV), ABC-TV, Monday (30), 9:30-10 p.m., EDT.

An informative show that got its interest thru well-planned handling of interviews. The questions and answers are what made this. The background and the action was practically non-existent. (See full review this issue.)

Impact

TELEVISION — Reviewed Monday (30), 9:30-10 p.m., EDT. Sponsored by City National Bank and Trust Company of Chicago via the American Broadcasting Company. Production supervisors: Jack Mabley of the Chicago Daily News; Con O'Dea, ABC Director, John Berg.

Taking television cameras into a gigantic room bare of personalities who are waiting in the wings to make their entrance can be a deadly thing. It can be full of boredom. It can easily drive the casual viewer to another channel. Commentator Austin Kiplinger, however, did an excellent job of projecting the political drama that will shortly take place at Chicago's huge International Amphitheater. Its appeal was based on two factors—national curiosity about the site where the two major parties will pick their candidates and the normal curiosity of people watching any construction or building. To get drama out of this for about 30 minutes is another thing.

Queries, Replies

The fact that the interviews were well handled and the interviews were articulate gave it a smoothness that removed the somewhat atmosphere that can easily dominate a show of this sort. Working against a drop of bare benches with resounding echoes coming from hammers, a half dozen people told what their jobs would be. The chief user gave his plans for barring gate crashers, the engineer described the air conditioning and power plants that made the hall an independent unit, the communications department showed a visual teleprompter and described its plans for getting messages to and from the delegates, the radio and TV booths were shown, the facilities for the press, etc. Everybody interviewed seemed to have an exciting idea of what to do and how to place everything. It was a masterpiece of organization.

Music Too

Bill McMains sat down at the Cavanaugh Organ and pounded out a few tunes that would be requested by both conventions—the theme songs and State songs. The finale had Kiplinger in the speaker's box saying, "This is where General MacArthur will make his keynote speech," and pounding the gavel which echoed eerily in the huge arena.

Production supervisors, Jack Mabley and Con O'Dea, with direction by John Berg, showed a well drilled personnel. If the boys do as good a job on the actual proceedings as they did on the preliminaries, they should come up with a solid show. Bill Smith.

Steve Allen Show

TELEVISION — Reviewed Thursday (3), 8:30-9 p.m., EDT. Sustaining alternate Thursdays via Columbia Broadcasting System TV network, New York. Producer, Al Span. Director, Herbert Hirschman. Music, Ray Bloch. Writers, Will Glickman and Joe Stein. Choreography, Jack Stanton. Announcer, Bern Bennett. Talent co-ordinator, Ray Sackheim. Sets, John Ward. Crew supervisor, Vernon Gambol. Lighting, Hank Alexander. Audio, Ruell Taylor. Emcee, Steve Allen. Guests, Demice Darcel, Frances Langford, The Continental, Lucienne & Ashour.

The performer-producer team of Steve Allen and Al Span has come up first-rate summer variety package in the new alternate Thursday show. And while it doesn't figure to draw as well as "Amos 'n' Andy" on the two other Thursdays of the month, the half-hour program should please a good share of the audience. Opening stanza started a little slowly, but built to a strong finish.

Allen, as usual, was at his best in handling lines which sound like ad-libs. His relaxed demeanor was well utilized by the show's writers. He opened on board a ship supposedly on its way to France. The first five minutes served only to set the mood, tho a little more activity seemed called for. Standing at the ship's railings, Allen got to work in a fast bit with guest star Denise Darcel, a couple of character actors and with The Continental, also a one-shot guest on the program.

Setting moved to the interior of the ship for a "ship's concert"

Telethon

Continued from page 15

TV debut), flicker actors Fred MacMurray and Paul Douglas (reading Lou Gehrig's memorable sports code speech), Cass Daley and Marilyn Maxwell. Visual assets were also present in the persons of Zsa Zsa Gabor, Sonia Henie and Corinne Calvet. Others on the show included Burns and Allen, Abbott and Costello, columnists Hedda Hopper and Louella Parsons (who deserved more of a hand for her collection activities on behalf of the Telethon in the Brown Derby), Bill Bendix, the Bell Sisters, Rosemary Clooney, June Hutton, MGM boss man Dore Schary, Walter Pidgeon, Lucille Norman, ex-Olympic champ turned-actor Bruce Bennett and a host of sports columnists and young Olympic hopefuls. Biggest hand of the evening went to all-time sports great Jim Thorpe.

Walter Pidgeon

Most unfortunate appearance was that of MGM actor Walter Pidgeon, who turned prima donna in full view of the camera when he realized that Hope was wearing make-up and he wasn't. The manly thespian shrieked "No close-ups!" everytime the camera moved in an inch. Hope made a big thing out of the fact that MGM had permitted Pidgeon to be on the show, but chances are Leo will think twice before they let him do it again.

The Telethon was a financial success, going well over its announced goal. In line with this, tho, it's difficult to understand why they don't set up some kind of screening process for contributions, so that the stars aren't burdened with crank donations and gifts—with a string attached like the one Crosby drew Saturday night. This generous offer, a soft drink manufacturer, offered to contribute \$1 to the fund for every case of soda he sold while the Telethon was on the air. Crosby was half way thru the note before he realized the full import of it, and he didn't try to hide the fact that he was mad.

Nomination for happiest spot advertisers in New York this week: Castro (convertible couchbeds) and Red Devil Paint, both of whom popped up regularly thruout the night, making a lasting, albeit irritating, impression. June Bundy.

Celanese Theater

Continued from page 15

sisted of dialog among some members of a theater audience during an intermission, during which each of the ladies would admire the other's acetate dress. It had a phoney ring to it, and was happily replaced with spicels of more integrity.

Videophiles should hope that the William Morris agency is able to get this series back on the air next season. With the right slotting, it would still be an excellent buy for a luxury or institutional sponsor. Gene Plotnik.

in which guest Frances Langford sang "The Last Time I Saw Paris." Interpolated in the song was a short ear-can routine by the show's line. Next scene was in a Parisian bistro with Allen at the piano for a short instrumental bit and some more chatter. The highlight of the show was a routine in which Miss Darcel and The Continental carried on an amorous conversation in French which Allen "interpreted" in English. The routine itself, as well as the lines, were good for big laughs.

The Lucienne & Ashour standard Apache dance routine was colorfully handled and well executed. The knockabout comedy mood was sustained and heightened via a large-scale bistro brawl for a sock finish to the half-hour.

Settings were plush and excellent. The use of film clips to set some of the scenes was particularly effective. Net result was an above-average summer replacement which might stand up well even with the heavyweights next fall. Joe Martin.

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THE BILLBOARD

March of Time

Continued from page 14

whole series, via a neat pre-filming gimmick.

The veteran Fox Movietone news commentator plots his show by first gathering the guests together for an all-embracing bull session, which he tapes and edits down into half-hour script form, supplemented by a judicious selection of old newscast clips to illustrate certain points of the game. Here of course, Thorgeson's extensive knowledge of Movietone's sports film library comes in handy.

General Guide

Actual filming of the program comes later, with Thorgeson and his guests using the script more as a general guide than arbitrary outline. In addition to golf, Thorgeson plans to produce equally relaxed sessions on tennis, football, and boxing, with each show featuring a couple of champions and a prominent newspaper sports scribe.

Discussion periods on the golf gear were strong on human interest and much more informative than the average TV sports program. Sarazen and Nelson demonstrated their individual techniques, with Nelson maintaining that the short player has the advantage over the tall player, and Sarazen giving tongue-in-cheek demonstrations of his "one piece swing" and "After 40 grip."

Newscast clips included shots of the stand-out tournaments played by both men, along with nostalgic views of golf greats Bobby Jones and Fuzzy Berg. There was one wonderful bit of blase reporting on a tournament Sarazen once won in England, with a what-ho-type British commentator describing the play.

The MOT series is loaded with promotional possibilities and sponsor opportunities for stations, via tie-ups with local sports promoters, distributors of sporting goods, product endorsements by leading sports figures, etc. June Bundy.

Movie Quick Quiz

Continued from page 14

money on a new car. In between the films, the house announcer calls localities, chats, hands out the Savings Bonds as prizes or consolation gifts and is able to handle live commercials or introduce film spots.

Prizes are all bonds supplied by various manufacturing firms. Latter outfits get a free ride at the end of the show for donating the prize money. Incidentally, the show stays clear of governmental perusal by asking questions which can be answered without seeing the show.

Package supplied includes the films, copy for the announcer, ad-lib material, and the bonds. Merchandising gimmick has the sponsor, usually a retail store, posting questions and answers in the store as a traffic builder.

Show seems to be a natural for local sponsorship. Sales 'of the package thus far seem to bear this out. Joe Martin.

Town Meeting

Continued from page 14

by having John Daly as moderator. Whereas Daly was once a radio newsmen of stature, he has now become a radio pitchman and salesman. He just let his guests chatter away. A program such as this should be channeled toward the areas of dissension between the debaters. This Daly didn't do.

This program needs much more careful handling and production, if its TV career is to continue. Leon Morse.

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Night Club-Vaude Reviews

Extra Added

Copacabana, New York (Thursday, July 3)

Capacity, 850. Price policy, \$3.50-\$5 minimum. Shows at 8:30, 12:15 and 2:15. Operators, Jules Rodell, Jack Eckardt. Booking, non-exclusive. Publicity, George Evans Associates. Estimated talent budget, \$3,000.

The chances are this won't set a figure for box-office returns. It isn't that kind of a show; there is not an act on here that packs that kind of wallop. But beyond its marquee value, the show is immensely entertaining, moves nicely, and is distinctive for at least one new personality—Joel Grey.

Grey, a slim, short, thin-faced lad, still in his teens, impressed right from the walk-on. He moves like a drop of water on a hot stove, displaying a mercurial personality that is engaging as it is infectious. The boy does a lot of singing and dancing. The songs are old novelties that gain added charm through right bits rather than to vocalistics.

"Good Old Days"

The basis of Grey's act is a piece of material tagged "the good old days," with a twist aimed at his own generation that impressed as clever. His ballet leaps, sudden moves and general terp ability are reminiscent of a Fred Astaire. The boy wound up with a humble thank-you speech that was good for added mirth. Grey has plenty on the ball, showing many of the hallmarks of future greatness.

Nancy Donovan, in the closing spot with top billing, did a pleasant effortless singing job. Looking very lush in a gorgeous gown, —the red-headed canary dished out a series of standards and pop ballads for good hands. Her standard, "Yiddisher Momma," always good for extra hands, didn't disappoint. She finished with the "Calypso Blues" and an appropriate thank-you speech.

The show tied off with the Clark Brothers in their usually solid terp act. The two boys moved excitingly and finished strong.

Deft and Sharp

Luxor Gali Gali ("Luxor" recently added to prevent confusing him with other acts using the Gali handle and doing similar acts) was a deft and sharp as ever with his sleight of hand and cheek-disappearing routines. His audience participation stuff was good for extra laughs mixed in with the "boos" and "ahs" that usually accompany his work.

The productions remained unchanged, with Pete Hanley and Dale Nunnally turning in their usually competent jobs.

Mike Durso's band cut a good show and played the dance sessions.

Bill Smith.

Casa Seville, Franklin Square, L. I. (Tuesday, July 1)

Capacity, 1,000. Price policy, \$3.50-\$4.50 minimum. Operator, Gene Seville. Shows at 9:30 and 12:30. Exclusive booker, Lou Perry. Publicity, Seth Babit. Estimated talent budget, \$2,500.

Opening night bugs threw almost every act on the show, but there's enough potential and actual talent to promise a smooth package once the initial night's nervousness is hurdled.

The headliner was Artie Dann who just about killed himself to get results. Here and there he got them but couldn't hold them. His best was a sight routine, a long hair maestro leading the band, which managed to get him off to some yocks.

Ruby Hill, in the next billing slot, didn't get started until almost the end of her act. Miss Hill's a looker who seems badly in need of proper guidance. Her tunes, a combo of standards and pops, were poorly chosen. Her singing became inept in almost the same proportion. Her "Come Rain or Come Shine" out of "St. Louis Woman" was easily her best which may be because she was in that show and was apparently properly coached on the number. Nervousness also accounted for some of her ineptness. With her voice and looks, the gal should make it, but not the way she's doing it now.

Jeanie and Walter

Jeanie and Walter Lamae were easily the best act on the bill. A classy pair of ballroomologists, the couple showed some excellent tricks, particularly some whip one-arm swings and holds that drew gasps. The girl, a beautiful, graceful redhead, moved with a liquid grace. Her partner, a husky guy (who's been around for a long time) handled her with a skill and ease that made the difficult tricks seem effortless.

Sonny Calello, a good looking blond youngster, did a fine singing job in his own slot as well as with the productions. His best was "Never Walk Alone" which he sold with finesse.

The Wally Wanger line (eight) consisted of well-stacked lookers nicely costumed in chassis-revealing outfits. The kids did three numbers with vim and spirit, ending the finale with the audience participation bit that this room requires.

Eddy Stone's band failed to come up with its usual smooth on-cue music. Its lack was particularly noticeable in the opening production number. Carlos Varela's rumba band featuring Hilda Salazar was excellent.

Bill Smith.

Palace, New York (Friday, July 4)

Capacity, 1,650. Price range, 75 cents to \$1.80. Four shows daily. Chain booker, Dan Friendly. Producer, Dan Friendly. Show played by Jo Lombardi's ork.

Holiday bill carries its quota of entertainment value, but is spotty by comparison with some of the house's previous stanzas. The key No. 3 slot has been materially strengthened this week by snobby-act terps and of Sis and Sonny Arthur. The youngsters maintain their fresh, throwaway approach, and have a canny sense of low comedy timing. What the act needs more than anything else is expert, costuming advice for Sis. The gal has as much as well as talent and her projection could be vastly improved by dressing which would not smack of a tumbling turn. The pair have otherwise got what it takes for a solid act. Further top of the bill contributions stem from Paul White, the Ar-nasia, and Irving Benson and Jack Mann. When a young Negro with a lot of talent and a fine flair for selling Ted Lewis' brand of chanting which goes big with the customers. His opener of "When My Baby Smiles With Me" is solid showmanship, as is likewise a satire of Johnnie Ray. An "Old Man River" number is somewhat overdone to the reporter, but his wind-up chant and terp finish return to the Lewis school of thought was excellent.

The Ar. auts, Henning, Dolph and Nellie, are back with their standard comedy instrumental unit to their own particular bird-and-courtesy routine. If you like the Arnauts (and this reporter does emphatically), their clowning continues out of the top-drawer Irving Benson and his partner, Jack Mann, register well with the new-buyers in the next to closing spot. Currently they seem in some difficulty due to following some fairly tepid and overold ballroom terps routines stepped by a trio billed as Yvonne, Clavel and Farrah (two fens with a man). The boys, however, manage to get matters rolling again, and despite the inclusion of an occasional unnecessary blue gag from Benson, keep the comedy ball bouncing. Ed and Sandy open the show handsomely, making tough trampolines look deceptively easy. Following is an indifferent trio of harmonizers, the Three Holly Girls, who are more or less run-of-the-mill channettes. Their harmony is good enough, but their profession is marred by gestures which alternately look as if they were balancing a trio of trays or in unison stroking an imaginary dog. And speaking of dogs, Leon and Eleonora's circus makes a nice program wind-up. Their well-trained zeez dancs put on a good show.

Bob Francis.

New York

The Ashtons (who lost their father in an automobile accident a few weeks ago) will do 30 weeks for Sonja Henie. Deal calls for \$1,250 guaranty; round trip, first class fares to the Coast for 10 people and first class fares all thru the tour. Lucky Strike cigarettes will sponsor a 45-week act tour of Army installations of which 16 weeks will be in Europe. Johnny Sincer and Harry Adler lining up the talent. When set up, USO will clear. Tony Martin will get \$15,000 for his week at the Steel Pier, Atlantic City.

The Sheraton chain has a new talent booker. Nick Kelly, greeter of La Vie en Rose, now headed for the Coast. Rasha Rodall returned to the Cafe Pierre. Jerry Bergen will do his first European date. He opens at the Palm Beach Casino, Cannes, and then heads for Deauville, Rome and Geneva.

Paul Sender now with Lenny Green's Mercury Artists. And Lenny Green has a deal with Charley Rapp for his rumba bands. Herman Falkoff looking for ballet groups and dance teams for summer resort jobs. Jerry Rosen's the exclusive booker for the Cafe Continental, New Orleans. He's already set Tony Alamo and Lee Sharon, Maxie Rosenblum, Rosalind Paige, Bobbie Martin and Cheryl Hayward for the spot.

Philadelphia:

Although there's a "For Rent" sign hanging out in front of the New Look niter, the spot is still operating per usual. Drexelbrook Inn brings in D. Harold Morey Jr. to manage the suburban class room. Bob Sheffield giving up singing-ensee to go back into the Army next month. Ruth Harris draws a holdover from Charley Shapiro to stay put at his Hotel Astor Lounge until after New Year's. Pat Wolf changes her billing of "The Devil and the Lady" to "Satan and the Lady" for her opening this week at The Wedge.

Jolly Joyce has signed the Jo-Jo Sisters, piano-bongo singing team, and opened them at Phil's Supper Club, Lake George, Pa. The "Varieties on Ice" revue winds up June 28 at the Benjamin Franklin Hotel to make it nine-and-a-half consecutive years of years in the hotel's Garden Terrace. The room is being refurbished to receive a new ice show in the fall.

Diane Krause has been installed as manager of Ciro's new Pin-Up Room, which takes the place of the Kay Karlon Room. Latin Casino, closed for the summer, has set September 23 for the fall reopening. Bob Gubez, owner of the Bendevovo, earned a Master's Degree in sociology from Temple University. Mickey Carroll, teamed with his sister Grayce, is being inducted on July 7. The Shubert Musical Bar brings in the late evening disk jockeying of Randy Dixon via WDAS. Fran Carroll winds up a 36-month singing stint at El Bill's and is due for a return in the fall. Vocal coach Artie Singer is whipping together a string of niter singers for a TV charity marathon.

Chicago

Carol King, dancer who retired after her marriage several years ago, preparing a new act here, and starts a theater and niter tour in New York in August. Conrad Hilton Hotel's new ice rink will premiere with an all-new cast, with Harry L. Katz and Edward Margolin, who own the Ambassador Hotel here, joined with A. P. Orleans, Philadelphia builder, in buying the Ritz-Carlton Hotel for a reported \$3,750,000. The 17-story Ritz was purchased by J. Myer Schine, of the Schine hotel and theater chain, in 1946 for a reported \$2,250,000. The hotel was originally built in 1921 at a cost of \$8,250,000.

The new owners will carry thru with the Schine talent policy which had Mary McCarty starting off, with the Blackburn Twins and the team of Mary Raye and Naldi following. Ford Harrison's band is current at the hotel.

Atl. City Ritz Sold For Near \$3 Mil.

ATLANTIC CITY, July 5. — Harry L. Katz and Edward Margolin, who own the Ambassador Hotel here, joined with A. P. Orleans, Philadelphia builder, in buying the Ritz-Carlton Hotel for a reported \$3,750,000. The 17-story Ritz was purchased by J. Myer Schine, of the Schine hotel and theater chain, in 1946 for a reported \$2,250,000. The hotel was originally built in 1921 at a cost of \$8,250,000.

The new owners will carry thru with the Schine talent policy which had Mary McCarty starting off, with the Blackburn Twins and the team of Mary Raye and Naldi following. Ford Harrison's band is current at the hotel.

Frankie Masters backing the show.

Dorothy Hild brings a revue into Edgewater Beach Hotel with Jimmy Dorsey starting July 4 for five weeks. Featured will be the Hild dancers and the Beach-combers. Mac Murray planned to Miami Beach Friday (20) for club dates, then goes to New York. Buddy Charles renewed at the Preview for another two weeks.

Paul Gilbert, who closed 19 weeks, due July 22 at the Desert Inn, Las Vegas, for two weeks. Franeline White opened a four-weeker at Breezy Point Lodge, Brainerd, Minn.

Here and There

Bouche's, Detroit's leading mid-town cocktail spot, is being taken over by Mrs. Ann Gark, a newcomer to the field, from George Ogg, who has gone into the real estate business. Don Hill, pianist, is playing at the spot.

Aussie Clamp Down on Clubs

SYDNEY, Australia, July 5.—Local night clubs are in trouble with the liquor board (Royal Commission on Liquor) on charges that they have been buying their hard stuff from the black market and at figures well above the fixed price, thus depriving the public from securing its legitimate share of the available supplies.

There have been indications that police have been accepting bribes to look the other way, and many law enforcers are now on the carpet.

Raids have been made with considerably more efficiency and several clubs have either sold out or closed down to beat the heat.

No licenses

Some Sydney clubs are not licensed to sell liquor, and none of them have ever bothered to secure a license, because if they had one they could only sell liquor with meals up to 9 p.m. and that is just the time when the patrons are starting to arrive. However, they can keep within the law, provided patrons order their supply of liquor and pay for it before 6 p.m. It is then placed in a special locker branded with the name of the customer. This means a stack of trouble, and few if any of the patrons ever bother to order their liquor supplies beforehand, so the night clubs have always a good supply on hand to sell when asked for. Everybody including the police has known this was going on but where the club was conducted in a discreet manner and there was no unseemly behavior, it was not interfered with in any way.

One police official claimed that during the war the night clubs were not to be interfered with as General McArthur had requested they be allowed to run to give the G.I.'s some entertainment at night. A careful search of the files showed no trace of such a directive. Indications are that the Royal Commission recommendations will be of a very drastic nature, and already holders of hotel licenses and wine and spirit licenses have been refused a renewal of their license and been driven out of the trade.

Caught Again

CLUB HOLLYWOOD, Chicago: The Windy City niter, which is continuing to spotlight new acts, has come up with Bill Falbo, a bright young comic who has caught the fancy of local cafe-goers. Falbo can handle lines well, gets some good yocks with his throw-aways, has an excellent voice, and can even do a few soft-shoe routines. The boy is a real seller and with more experience should be able to make it on the big time.

Also debuting here are Moria and Kiko, a Cuban dance team which proved a good seller, and Sue Scott, an acro-terper who needs a strong finish to polish off what otherwise is a good turn. John Leslie and Denis O'Neill, the semi-classical singing duo, need a lot of work to get the experience to go with their strong pipes. Peter Frank and his ork cut the show and played for dancing.

Norman Weiser.

VERSAILLES, NEW YORK: After a nine-month run of the Georgie Hale package, a sensational run for a cafe, spot went into a light summer policy with Stuart Harris who has to do about 30 minutes. The boy shows promise but he's still some time away from being able to hold up for that long in such a key spot.

Harris, a youngster (he's probably not more than 21) is a well-built, good-looking, likeable lad with a pleasant, ingratiating smile that at times verged on the tremulous. His singing ability (a tenor with a bary range) is apparent. But he needs a lot more experience in selling, pacing, and a choice of material before he's ready for the big time. He opened with "From This Moment On," followed by "I Love You Much Too Much." Then came about six more songs in quick succession, all belted out in almost a straight-line style whether ballads or rhythms, making for growing disinterest, rather than building to anything of a climax.

Putting the entire burden of a show on Harris' shoulders is unfair to him. It takes a performer of stature and all around ability to follow the superb performers who preceded him. Bill Smith.

Niterly Folds, Blames Union

PHILADELPHIA, July 5.—Club Harlem, giant music spot in the West Philadelphia sector of town, where the top instrumental and vocal names have been featured for the past two seasons, did a sudden fold last week. Management blamed the local Negro musicians' union, Local 274, American Federation of Musicians, for the closing. The union, in turn, blamed the management. The sudden shuttering deferred the opening of Ella Fitzgerald, and the preem night crowd came out in vain without any advance warning.

A lawsuit is reported pending for salaries amounting to nearly \$5,000. Stan Cooper was the manager of the room and associated in the ownership with his brother-in-law, Si Kaliner. The management said that the room will reopen soon with a new kind of policy.

The dispute with the local Negro union concerned the Sid Walker outfit. Walker and his combo were winners of the local "Starway to the Stars" talent radio show sponsored by Paramount. He is now singing with the Parisian Tailors here. Miss Fitzgerald would on hand every night, ready to sing with her own pianist, Hank Jones, and bassist, Nelson Boyd. But the union said it was no go because of the Walker outfit.

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500 Actors to Split \$150,000 During July 4 in Catskills

Average Act to Get \$30 a Show; 350-400 Hotels Plan Programs

NEW YORK, July 5. — More than 500 actors will work the Catskill Mountain hotel area, some getting three to four jobs, totaling about \$150,000 of the three-day July 4th holiday weekend. This will make it one of the biggest week-ends performers have had since the hills began using talent. Chief reason for the swelled activity is the extra day plus the current hot spell which has jammed the hotels.

The \$150,000 figure doesn't include music or the resort areas in New Jersey, New Hampshire or Connecticut. If these were included the total payments could be well above the \$200,000 figure.

The average act working the mountains will get \$30 a show. American Guild of Variety Artists minimums range from \$24.75 to \$34.50, depending on the classification of the hotel. The average is about \$30 with about 350 to 400 hotels using some sort of entertainment.

According to a rapid survey made among the chief mountain bookers, many acts will work three or more jobs for the three-

day holiday. These will include comics, singers of both sexes, teams of varying sizes and novelty acts. In the case of the big hotels, e.g., the Concord, Grosingers, Nevele, Paul's etc., each figures to spend anywhere from \$3,000 to \$10,000 for talent dominated by top attractions. The majority of hotels, however, will use the lesser-known performers, maybe two to four on a bill, each show costing anywhere from \$75 to maybe \$500 a night, depending on the performers.

Charlie Rapp, one of the busiest bookers servicing this area, has about 40 hotels which will use about 500 persons or about 120 acts. Jack Segal, another booker, servicing many smaller hotels, has about 60 spots, the many will use only one act.

Beckman and Pransky, heretofore one of the Catskill's biggest talent bookers who have recently devoted more of their time to legit fields ("Bagels and Yocks," etc.), have about 20 hotels. The rest are divided up among 25 to 30 smaller bookers.

The wholesale system of buying up acts in demand on a full-season basis is in greater swing than ever prior to the season's opening. A major booker will guarantee a performer four jobs a week, totaling perhaps \$1,000, and will then put the act into his hotels for \$350 a show. He may also sell him to competitive bookers for \$400 and direct to competitive hotels, for perhaps \$500 a show. At the end of a 10-week season, some bookers may make a profit of \$500 to \$1,000 for reselling an act that cost them \$1,000.

Whether the summer business will be as good as the Fourth of July indicates, no one knows. But right now the mountains are full of gold.

"Bagels, Minx" Set to Open On October 25

NEW YORK, July 5.—The Beckman and Pransky show, "Bagels and Minx," is scheduled to open at the Holiday Theater, October 25. The show will do nine performances weekly on a seven-day week, with the house sealed to a \$4.90 top.

Among the acts already set for the revue are Jack Durant, Cass Franklin, and Monica Lane, Napoleon Reed and Radio Aces. More acts will be set in the next few weeks.

Beckman and Pransky's "Bagels and Yocks," due to open in Atlantic City, next week, had its stay cut short in Chicago's Blackstone Theater because of the political conventions. "Bagels" was to have remained at the Blackstone thru Saturday (12). The Republican party however requested the space and Shubert interests, who own the house, asked "Bagels" to close earlier with the GOP paying Beckman and Pransky the difference. The result is that show ended Friday (4), losing the weekend. Loss of week-end biz was not paid for.

Weather Helps Gotham Houses

NEW YORK, July 5.—Of the new shows that opened last week, the Music Hall drew the best. Out of towners, driven off the streets by the hot weather, gave the big house a big play.

Radio City Music Hall (8,945 seats; average \$128,000) finished its first week with \$150,000. Bill had "Where's Charley?", Tom and Jerry and the Four Step Brothers. Roxy (5,880 seats; average \$57,000) did so-so with \$65,000 for its opener with Billy Daniels, ice show and Walt Til the Sun Shines, Nellie.

Paramount (3,654 seats; average \$111,000) dropped back to \$65,000 for its second week of Les Paul and Mary Ford, Joey Bishop and "Clash By Night." Opening frame drew \$85,000.

Palace (1,650 seats; average \$47,000) did \$17,300 last week with its eight acts plus a "B" pic policy. Previous week saw \$16,000.

THUNDERBIRD

Gets Results With TV, Pix, Legit Names

NEW YORK, July 5. — Using legit, picture and television talent for cafe dates isn't new, but the Thunderbird, Las Vegas, Nev., is about the only spot in the country which has gone all-out for such performers. And it has paid off.

Hal Braudis, booker and producer of the Thunderbird, has just bought Doretta Morrow to open for him July 19 for \$2,000 a week. Miss Morrow had the ingenue lead in the "King and I" and prior to that had the fem lead in "Where's Charley?"

Use of non-cafe talent was a gimmick devised by M. J. Baum (Baum-Newhorn, indie agents), together with Braudis. Where an actor comes in with a rep but insufficient cafe material, he is rehearsed, new parts written, and duplication added until he (or she) is capable of doing a solid 30 minutes.

Prior to Miss Morrow's booking, the spot had Alfred Drake out of "Kiss Me, Kate" for \$4,750; Pet r Donald for \$2,000, and Robert Q. Lewis for a similar amount. Irene Manning, out of legit and flickers, was on the bill with Lewis. According to the Thunderbird management, Lewis broke every existing record the club has had. A good deal of it was the result of the Variety Clubs' convention held in Vegas during the Lewis-Manning date. But the spot also attributed some of it to Lewis's plugs on his radio show and TV subbing on the Arthur Godfrey program. As a matter of fact, Lewis was bought right out of the Godfrey act at the time.

Nancy Andrews, who has played the small smart clubs, was booked into the "room" for two reasons: her smash in "Touch and Go" and her election routine. The gal started July 3.

The spot has just finished a couple of weeks with Rex Allen, unknown in cafe circles but a hot Republic Pictures star every property and also a fair name for Capitol Records. Les Baxter's chorus and ork also had their preem night club date at the Thunderbird. The group consisted of 27 pieces plus a 12-person choir and a flamenco team.

The club now has deals pending for other legit names, some with good picture reps, to play the Thunderbird in August and thru the fall.

Performers Freed After Club Raid

DETROIT, July 5.—Two performers Carol Le Clair, stripper, and Harry Whitney, emcee, were cleared of charges growing out of a raid by police officials at a military reunion in Windsor, Ont. Magistrate John Grudoff agreed with defense argument that legislation governing an "indecent" performance applied to a public performance, but not to a private showing of this type. Charges were dismissed.

CONVENTIONS TOLD, PAY ACTS

NEW YORK, July 5. — If the Republicans or the Democrats want entertainment at their Chicago conventions, they'll have to pay for it. Nothing on the cuff, was the edict issued by Jack Irving, head man of the American Guild of Variety Artists, last week.

Both the political parties are looking for acts as warmer-uppers. Various newspaper stories have claimed politicians have arranged to get a flock of emcee-comics, some of them names to do cuffs to stints. One paper said that more than 1,000 entertainers would perform.

"If they want any of our people they'll pay," said Irving. "They're spending a lot of dough for everything else. They can pay for actors."

Irving also said he has issued orders to the Chicago office to pass the word down to all Chicago agents not to book their acts into the convention without contracts and proper salary. "Any agent who does is flouting with his franchise," Irving said.

Martin-Lewis Itinerary Set Thru November

NEW YORK, July 5.—Martin and Lewis will start a series of personal appearances August 3 in a cafe and will wind up the run with a series of one-nighters in the Southwest ending in Los Angeles sometime in November.

Team, with its own package including Kitty Kallen, will open a two-weeker at the Chez Paree, Chicago, August 3. Joe E. Lewis, who'll precede them at the Chez (he's following Jimmy Durante) will be there only two weeks to make room for the boys. After the Chez, Martin and Lewis will do six days at the Mastbaum Theater, Philadelphia, opening August 18. Their next is a long jump, to the Paramount, Los Angeles, which will have them for a week starting August 28.

On October 4 they'll open for 16 days at the Dallas State Fair. When that's finished, they'll move north to Los Angeles doing one-nighters until about November 1 when they're due back in Hollywood.

Loeb Leaves MCA To Enter P.M. Biz

HOLLYWOOD, July 5. — Bill Loeb, resigned as chief of the act department of Music Corporation of America to enter the personal management field. The 30-year-old Loeb had been with MCA six years, handling Las Vegas, Reno and Elko, Nev., nitery accounts for the firm.

COPACABANA MAY SWITCH TO 2 A NIGHT

Hot Jazz Gimmick Planned to Hypo Upstairs Lounge

NEW YORK, July 5. — The Copacabana may switch its long-established three shows a night policy to a two-show plan, hypoing it with a hot jazz gimmick in the upstairs lounge.

The club has admittedly lost out on top attractions, some of whom it started on the road to big name value, because of the three shows. It has always maintained that it couldn't reduce the number of shows because of its prices, number of personnel calling for additional turnover. With three shows, the club figures it does a two and half turnover nightly, and with the third show accounting for much of the drink business, it rejected any dropping of the fast show.

The Copa operates on a \$3.50 to \$5 minimum, making the lower minimum probably the cheapest in town. Even when it played the big names, it didn't change its price policy. With two shows it may have to up the weekly minimum to \$5, a figure which is now general in competitive clubs in town. Saturdays, and perhaps Sundays, it may do three shows, but at present, the huddling is on a straight two-a-night plan.

The Copa lounge, now operating with an organist, will probably go into a jazz policy on a non-tax basis. The music in this room wouldn't start until midnight. Management thinks with a couple of hot commercial units, plus a couple of deft piano players, it can make the room pay off and at the same time keep the business from falling off to any marked extent in the downstairs room if it drops the third show. Copa is now talking deals to various groups but doesn't expect to go into the new policy until August or September.

Newark Local Admits Chavales

Continued from page 1

membership in the Newark musicians local.

The 18-man outfit, handled by Music Corporation of America, has tried to come into the United States for the past five years but were stopped by the AFM. James C. Petrillo, AFM head, finally agreed to let them in as an act, not to play any dance sets. New York local objected but they came in. It was then decided that the Chavales outfit would leave the country right after their Waldorf contract was fulfilled. But MCA had many offers and pulled all sorts of strings to permit them to stay.

Finally it was decided to apply for membership in the Newark local, over 802's objections. Cards were issued (as they were in the case of Perez Prado) and the outfit is now paying a traveling tax to 802.

Sennes' 'Peep' May Play NY

NEW YORK, July 5.—Frank Sennes' "Peep Show," which was washed out in Wildwood, N.J., may open at the Holiday Theater early this month if a deal can be made with the stagehands.

The Holiday Theater, now a straight flicker indie house, wants a break point of \$3,500, with dickering now going on to lower the figure. If "Peep Show" comes into the theater, the house will be \$2 for Saturdays. The plan is to run three shows a day, seven days a week. Sennes is also looking for acts with some name appeal that will bring them in.

coming IN THE AUGUST 9 ISSUE:

The Billboard Second Annual

auditorium-arena review

featuring special articles of long-term value and interest . . . and highlighting valuable statistical data on auditoriums and arenas

One in 25 Pop Disks Click; Five Firms Share First 10

Col. Pulls 12% Hits; Beats Out Capitol & Merc.

(Continued from page 3)

selling success of an item of merchandise can be fairly well gauged before being placed on the market. Several disk companies have researched the practicality of trying to predict hits without any degree of success to date. The speed at which the disk industry operates, together with many unknown factors such as what competition will have available on the market and varying public taste, precludes successful scientific predicting with today's research techniques.

Despite these vagaries, the disk business is a profitable one for many producers. Many disks that fail to achieve best-selling status nevertheless sell enough to get off the "mat."

Columbia Hottest Label

The industry-wide hit-producing average for the first six months is 4.2 per cent, there is a great variation among the individual diskeries' marks. Thus far this year Columbia has compiled the highest rating. This firm has issued 179 published sides, of which 22 have hit the chart. This gives the label a hit percentage mark of 12.3 per cent, about the same as the 12 per cent earned during the first four months of this year (The Billboard, April 26).

While Columbia has maintained its early year pace, Capitol has moved up strongly during the last two months. Of its 329 published disk sides released this

(Continued on page 42)

BMI Canada Buys Rights To "Timber"

VANCOUVER, B. C., July 5.—The song rights to the entire musical score of "Timber," the Canadian musical which opened the Theater Under the Stars season recently, has been purchased by Broadcast Music, Inc. (Canada).

Harold Moon, assistant manager of BMI (Canada), became interested in the new all-Canadian production when he was in Vancouver recently, attending one of the company's radio clinics. After a huddle with the authors, Dolores Claman, David Savage and Doug Nixon, he bought all the music for publication.

King Shuffles A.&R. Set-Up

HOLLYWOOD, July 5.—Sid Nathan, proxy of King Records, Cincinnati diskery, has reorganized his a.&r. set-up completely, with the new line-up excluding Nathan completely from a.&r. so that he can devote more time to the overall King picture and his music publishing interests. Nathan, who previously had done considerable h.b. and r.&b. a.&r. work, is turning over the rustic cutting to Bernie Perlman, veteran King exec in Cincinnati. Under the new plan, Perlman will add one new h.b. artist per month for the next two years. Newcomer will cut one session, receiving a six-month pact with options. First new artist inked under the plan is Preston Randall, Cincinnati writer.

Ralph Bass, located here, and Henry Glover, who doubles between Cincinnati and New York, will handle r.&b. cuttings. Dewey Bergman continues as pop artists' chief. Both Glover and Bass will make sweeps thru the South on artists' work. Bass has just inked Jimmy Witherspoon, ex-Modern bluesinger, and Big Jay McNeely, honking Coast tenor star.

SCOREBOARD OF TOP TEN

NEW YORK, July 5.—Of the many disks released during the first six months of this year, the following are the 10 top hits thus far. The ranking of these disks is based on a statistical weighting system determined by the weekly ranking in The Billboard best-seller chart. An explanation of the weighting system is explained in the accompanying story.

1. Wheel of Fortune. Capitol (Kay Starr)
2. Blacksmith Blues. Capitol (Ella Mae Morse)
3. Guy Is a Guy. Columbia (Doris Day)
4. Kiss of Fire. Mercury (Georgia Gibbs)
5. I'll Walk Alone. Coral (Don Cornell)
6. Pittsburgh, Pa. Columbia (Guy Mitchell)
7. Forgive Me. RCA Victor (Eddie Fisher)
8. Delicado. Columbia (Percy Faith Ork)
9. Please, Mr. Sun. Columbia (Johnnie Ray)
10. Blue Tango. RCA Victor (H. Winterhalter Ork)

Cap's "Wheel," "Blacksmith" 2 Biggest Hits

NEW YORK, July 5.—The Columbia Records has garnered more best-seller chart entries from this year's releases than any other label. Capitol has come up with the year's two biggest disk hits thus far. These are Kay Starr's "The Wheel of Fortune" and "Blacksmith Blues" by Ella Mae Morse. The remainder of the top ten disks is contained in the accompanying box.

Of the pop disks that have been released thus far this year by all companies, 74 sides by 11 labels have hit The Billboard best-selling lists. Based on quantity Columbia leads with 22 entries, followed closely by Capitol with 18. Victor and Mercury have 10 each. Decca has hit with five sides. Coral with three and Derby two. London, MGM, King and BBS have each had one of their 1952 releases appear on the chart. Such disks as Anderson's "Blue Tango" are not included because

(Continued on page 25)

WANNA LEAD A BAND?

Kaye Crew Needs Work; Mulling Ork

NEW YORK, July 5.—Key sidekick of the Sammy Kaye band are pulling out of the organization and setting up their own musical aggregation. The newly-formed band, which will be booked by General Artists Corporation, will contain 12 men heretofore with Kaye, including 10 musicians, one arranger, and the manager.

Spokesmen for the men who are leaving Kay said they were severing their connection with the Swing and Sway maestro because of economic reasons. Kaye, they explained, has not been seeking work for the band. In fact, it was pointed out, "Kaye is actually leaving us. In the next 10 weeks we are scheduled for only one week's work. He's ignoring the organization he built."

These troubles of the maestro, incidentally, are in addition to reported difficulties he is experiencing with Local 802, American Federation of Musicians. Kaye's hassle with the local involves alleged violations of traveling band scales. A decision involving a large sum of money, is expected to be rendered by the local's executive board within a short time.

Barnett Skeptical

The defection within the Kaye ranks caught the music business unawares. Music Corporation of America vice-president Larry Barnett was skeptical when

KRENGLE DENIES DISBAND INTENT

NEW YORK, July 5.—Dave Krengle, Kaye's manager, queried in Wichita, Kan. regarding the break-up of the Kaye band, said Kaye had given the men permission to go out and work following the July 19 TV program. Krengle insisted, however, that it was not Kaye's intention to disband. He explained that Kaye has a Steel Pier commitment and would become active in August. Kaye, he claimed, had not had a vacation in years. "I know of no organized movement to form a new band," he said, and added, "We have not sanctioned it."

CAVANAUGH IN MOVE TO COAST

NEW YORK, July 5.—Thru an error in the headline of a story last week, some readers may have been confused about the new headquarters of Capitol's Dave Cavanaugh. The diskery exec is being transferred to the firm's Hollywood office where he will head up kidkik a.&r. for Capitol.

Harbach May Remain Head of ASCAP

NEW YORK, July 5.—There's an increasing belief in the music business that Otto Harbach may continue as president of the American Society of Composers, Authors and Publishers for the remainder of this year. The writer and publisher segments of the Society's board of directors remain deadlocked. An election of board members is scheduled for the fall of the year. At that time, it is conjectured, the atmosphere may be more conciliatory. Meanwhile, the movement for a general manager or some high echelon figure to guide the Society has not been shelved. Top publishers this week stated they were in favor of latching on to a "glamorous," high-powered figure.

Urania Cops La Scala Deal

NEW YORK, July 5.—Urania Records has signed Milan's La Scala Opera Chorus and Orchestra to an exclusive recording contract, noting out other diskeries known to have dickered for a deal with the renowned org. The pact, which will strengthen Urania's bid for a healthy share of the blossoming opera-on-record market, calls for the release of six major operas beginning in the fall, with others to follow later.

Promotion will be heavy, said Norman Chase, Urania managing director, and will include dealer support thru ads and merchandising aids. First La Scala etching to be offered by the diskery will be Verdi's "La Forza del Destino." Others skedded are "Don Pasquale," "Don Carlo," "La Gioconda," "Mephistopheles" and "Sicilian Vespers." All will be offered in complete versions.

V. Lynn's Wiederseh'n Is Top English Seller

LONDON, July 5.—Vera Lynn's "Auf Wiederseh'n Sweetheart," the No. 1 disk and sheet music seller here, is giving Britain's Tin Pan Alley a shot-in-the-arm, and, as a result, the customary summer slump is not being felt as in the past.

English Decca reports a sale of over 150,000 in the British Isles in the past four weeks since the Lynn record was released. Jimmy Phillips, general manager of Peter Maurice Ltd., claims "Wiederseh'n" sheet music here has sailed over the 100,000 mark during the same period.

At this rate, "Wiederseh'n" may easily eclipse the success of Britain's tremendous hit of last summer, "Too Young," which sold over a half-million in records and a quarter-of-a-million in sheet music.

Decca to Release Armstrong Album

NEW YORK, July 5.—Decca Records will release next week a new album by Louis Armstrong, the fourth issued by the diskery. Titled "Satchmo at Pasadena," the set was waxed at an actual concert at the Civic Auditorium in Pasadena, January 30, 1951.

Decca Signs Los Angeles Philharmonic

NEW YORK, July 5.—The Los Angeles Philharmonic was signed this week by Decca Records, marking the first time the diskery has paced a major American orchestra for releases under its Gold Label imprint. With the almost simultaneous signing of the Stadium Symphony Ork, reported last week, Decca has embarked on a program that will place new emphasis on longhair etchings recorded domestically.

First pressings of the Los Angeles ork are due for release in August as part of the diskery's low-cost "4000" series. The initial release will include Enesco's "Roumanian Rhapsody," and Selections "Die Moldau," and Smetana from the latter composer's opera, "The Bartered Bride." All are conducted by Alfred Wallenstein.

Cap's Holiday Inking, Waxing Sets Record

HOLLYWOOD, July 5.—Capitol Records' execs, Lee Gillette and Alan Livingston, this week completed a whirlwind signing and cutting session of singer Johnny Holiday that was the fastest artist deal ever put over by the local diskery. Bill Burton, who is returning to personal management here (see separate story), contacted the a.&r. duo Friday (27) with an acetate by Chicago singer Danny Parker. Both Cap artist reps were so impressed by Parker's test wax that they decided immediately to have him wax four tunes which the diskery was skedding for early release.

Parker was contacted in Chicago and proffered the services of Dennis Farnon, a Chicago arranger, as his musical director. Farnon is the younger brother of Bob Farnon, the British conductor-arranger, who waxes for London, and Brian Farnon, who bats the house band at the Cretz Parce, Chicago. Both were flown to Hollywood, arriving Sunday night, with Farnon doing the four arrangements by Monday (30) night, when Parker, whose moniker has been changed to Holiday, cut his first session. First two sides, "I'll Forget You" and "The Greatest Sinner of Them All," will be out next week.

Col. Skeds 3 Regional Meets

NEW YORK, July 5.—Columbia Records will hold three regional sales meetings to spark their fall promotion plans with their distributors during July. First meeting is scheduled for Los Angeles July 19, for the West Coast distributors; next in St. Louis for the Middle West and Southern branches; the last in Atlantic City July 26 for the Eastern distributors. Columbia execs Jim Conkling, Paul Wexler, George Avakian, Mitch Miller, David Oppenheim, George Hayes, Stan Kawan, Gil McKean, Irving Townsend and Al Earle will attend the meetings.

"Jezebel" Sparks Big Royalty Suit on Coast

HOLLYWOOD, July 5.—The slices of the royalty melon due to a definite nine assignees and a possible seven additional persons, involved in the 1951 hit, "Jezebel," will get a thro' airing when a suit, filed by Frederick Ohannekian, known professionally as "Freddy" Darian, is introduced sometime in November in Municipal Court here. Darian specifically names Stanley E. Halsted; Hal Blair, BMI and ASCAP music publisher whose Folk Song firm published the Frankie Laine hit

song; Bill Peppers and Howard Barnes. Barnes-Peppers Music, another BMI affiliate; Lee Cohen, local restaurateur; Wayne Shanklin, writer of the tune, and his brother Nat; Dorothy Wilder, sister of the Shanklins; and Maurice Hindin, as participants in the split, and, in addition, five "John Does" and an alleged partner, "Doe & Roe." Some of the specified defendants will be duplicated in this latter list. It's understood.

(Continued on page 25)

Report Shows Columbia and Capitol Sales Top '51 Mark

NEW YORK, July 5.—An insight into the record business for the first six months of this year, as against the same period last year, is indicated by the following reports from the major record companies:

Columbia Records, one of the hottest labels in the pop field, is running well ahead of the first six months of last year over-all, and Capitol Records is also up sales-wise over the first half of 1951. RCA Victor, however, is behind the same period last year over-all, though ahead in some categories, such as kiddie, hillbilly and r&b.

Columbia Records' sales are up approximately 30 per cent for the first quarter of 1952, compared to the January-March period 1951, and the diskery is about 15 per cent ahead for the second quarter of this year, as against the April-June period last year.

Despite Hits

This is true despite the fact that the diskery had such strong hits as "My Heart Cries for You" and "The Roving Kind," with Guy Mitchell; Mitch Miller riding high during the first half of 1951. Outstanding Columbia hit disks this year include Doris Day's "Guy Is a Guy"; "Pittsburgh, Pennsylvania" with Guy Mitchell; Percy Faith's "Delicado" and Johnnie Ray's "Please, Mr. Sun."

Capitol Records had a bang-up first quarter for 1952, racking up sales considerably above those of a year ago for the same three months. The firm's big pop hits this quarter included "Wheel of Fortune," with Kay Starr, and "Blacksmith Blues," with Ella Mae Morse, plus the big-selling Yma Sumac and Jane Froman albums.

For the April-June period of 1952, Capitol has been about even sales-wise with the 1951 second quarter. In this latter quarter a year ago, the diskery had the best-seller "How High the Moon," with Les Paul and Mary Ford, and Nat Cole's "Too Young" going for them.

RCA Victor Down

RCA Victor is running about 25 per cent under the second quarter of last year on pop sales according to the office of Harry Fox, publisher's agent and trustee. Last year in the pop field the diskery had hits like Mario Lanza's "Be My Love" and Perry Como's "If." In other categories, such as r&b, country and kiddie, the company is doing better than last year. Overall, for the first five months of this year, as against the first five months of last year, the diskery trails last year's volume by about 15 per cent. In June, the diskery's pop sales jumped substantially over that of previous months.

Decca Records is slightly off on over-all sales for the first three months of 1952, as against the January-March period of last year.

BRUIN PLUG

H&R Kicks Off "Smokey the Bear" Drive

HOLLYWOOD, July 5.—Mill & Range Songs' promotion of the U. S. Forestry Service's "Smokey the Bear" anti-forest fire campaign has already teed off, with the major part of the publicity-government agency campaign starting in September. Thus far, the federal agency has cut a five-minute and a 10-minute open-end public service TV film, starring Eddy Arnold and Hopalong Cassidy, respectively. In both educational shorts, the H&R "Smokey the Bear" ditty is sung, with Arnold doing the warbling on his seg, while a group of school children sing the tune in the Cassidy seg. The films are being made available to TV outlets immediately.

H&R has a definite commitment on the "Smokey" tune, with Columbia, who has cut the side with Gene Autry. In addition, Golden Records, the moppet diskery, has cut a 10-inch version which will be released in September, with a commitment to release a seven-inch disk a year from then.

In promoting the disk, Jean Aberbach has worked out a deal with the Forestry execs, whereby the full promotion of the agency will be available to record stores and diskeries wanting to promote the disk. The entire supply of material available for promoting the campaign, ranging from windshield stickers to a full-size cardboard easel of the freighting bruin, may be obtained from Ed Burton of H&R's New York office, diskeries who cut the tune or the government agency, for counter and store display.

Veto Looming For FT Bill

WASHINGTON, July 5.—A new battle over fair trade legislation is in the cards for the next Congress with a presidential veto viewed in store for a bill passed in Congress this week. Congress won't have a chance to override the veto, and new legislation will be introduced next session.

The Congress-adopted bill seeks to reverse a Supreme Court decision which held that merchants who do not sign minimum price agreements are not covered by such acts. Under the bill sent to the White House, acts would become binding on retailers in the State if agreed to by only one manufacturer and a single retailer in any State where a State fair trade law is now on the books. Forty-five States have such laws.

Lutcher Exits Cap for Col

HOLLYWOOD, July 5.—Nettie Lutcher, Capitol recording artist since 1947, is leaving the local waxery to ink wit Columbia, who will spot the sepiu songstress on the Okeh subsidiary. Miss Lutcher rose to prominence in 1947 with her double barreled pairing of "Hurry on Down" and "Fine Brown Frame."

Danny Kessler will be here next week to cut contractual details with Carlos Castel, who mentors Miss Lutcher.

New Developments in Rodzinski-AFM Tiff

NEW YORK, July 5.—The storm agitating longhair circles over Artur Rodzinski's tiff with James C. Petrillo, head of the American Federation of Musicians, on whether the conductor's recording activities in Europe will lead to the lifting of his card by the AFM, reached new intensity late this week amid a new flurry of contradictory statements by the parties involved.

Still unresolved is the basic question of whether Rodzinski has or had not conducted at European wax sessions, and whether or not these sessions will result in records pressed here and offered for sale to American consumers.

Following reports that Rodzinski did make recordings in Europe for sale here, Petrillo last week warned the conductor that such activity, if supported by inquiry, would lead to punitive action by the union (The Billboard, July 5). His warning to the ork leader underlines growing sentiment in the federation to bar foreign waxing by American cardholders as a threat to musician employment here.

In reply to the AFM presy's warning, Rodzinski stated Monday (30) that he made only one European recording, which he re-

jected on March 10, "whereupon it will not be distributed anywhere in the world." In a supplementary statement he said, "I can assure Mr. Petrillo that he is absolutely misinformed about my European activities in connection with recordings."

However, a spokesman for Remington Records, which parted Rodzinski, stated that the conductor had in fact recorded five works. These, the spokesman said, have been approved technically by Rodzinski, but are being held up pending an attempt by the ork leader to renegotiate his contract with the diskery.

In a letter Thursday (3) to Petrillo, Donald H. Gabor, Remington president, said the diskery, as an AFM member, is careful to "avoid contracting in Europe with any union artist if it might be against union policy." He said the company's contract with Rodzinski contains an escape clause permitting the conductor an out if the AFM orders a stoppage of recordings.

The Gabor letter also quoted a cable from Rodzinski to Remington, dated March 1, which read: "I am ready to record as per contract. Petrillo my private affairs. Am resident of Italy and not having paid union dues since January 1, 1952, by default no more AFM member. Regards."

Gabor indicated he would quickly sign with the AFM to pay royalties on all foreign recordings, should this become union policy and applied to all diskeries equally.

KAPPI'S PICNIC

Food & Fun At Shindig Create Ball

NEW YORK, July 5.—A real ball, plus food (and plenty of it), softball, swimming and sunshine, were enjoyed by all at the annual Kappi Jordan Picnic at New Sebago, N. Y., last Saturday (28). The outdoor clambake, thrown each year by the flock for Patti Page, as well as Miss Jordan's other clients, was attended by almost 350 guys and gals in the music business, including about 50 children. The condiments included 1,500 sandwiches, prepared mainly by Kappi Jordan, Patti Page, Bernice Mannes and Myrna Granat.

One of the main features of the bright day was the softball game between the "Yankers," led by Columbia pop after head Mitch Miller, and the "Giants," captained by Jack Rael, Patti Page's manager. The Rael-guided team, with publisher Happy Goday pitching, had an 8-to-1 lead over Coach Miller's boys at the end of two innings due to some minor league fielding by the Yanks. However, the team bounced back to win the game over the "Giants" in seven innings by a score of 13 to 8. The

(Continued on page 42)

CASE HISTORY—I

Ray Tears Justified; Road Up Was Bad

C Continued from page 1

hope to keep after taxes is about \$100,000. Right now, he and the new Mrs. Ray live on a total of \$80 a week cash, the hotel bills and traveling expenses are paid for them. The \$80 is spending money.

Retains 65%

Despite the various trade rumors on the way in which Ray is cut up, he still owns 65 per cent of himself. Lang has a 25 per cent cut and GAC takes the usual 10 per cent commission off the top. Whether Lang keeps his 25 per cent is still a much discussed item of speculation. Among the people most closely associated with Ray and his career, Lang, Halsey Cowan, Cy Kertman, GAC brass, Larry Spier, Danny Kessler, etc., there is general insistence that Lang controls the full 25 per cent cut. Rumors persist, however, that at least three of the above named are cutting into Lang's share.

In any event, Ray is now the mainstay of an industry. The million-dollar income will be derived from record royalties as a singer, from a music publishing firm and from Johnnie Ray Enterprises. The last named business is set up to issue licenses to manufacturers of myriad products who wish to capitalize on the Johnnie Ray name. Ray's income as a songwriter, distinct from his income as a part owner of Carlyle Music, remains with Ray. Neither publisher Spier nor Lang nor GAC cut in on that take.

The Payroll

On the Ray "payroll" in some form or other are Lang, the personal manager; Kertman, the record manager; Spier, the publisher; Cowan, the lawyer, and Sel Lazarow, the accountant. Also involved deeply are a press agent,

Art Franklin; Nat Lorman, in charge of fan clubs, and Product Services, Inc., a firm which handles the product licensing for Johnnie Ray Enterprises.

The publishing firm owned by Ray is Carlyle Music, operated for the singer by Larry Spier. Income from Carlyle is divided among Ray, Lang and Spier. The firm was originally set up to handle Ray originals, it does publish other copyrights. A recent "outside" song which created a stir was "Turn Back," recorded by the Four Lads on Okeh. The Carlyle firm derives a good slice of its income from publisher Johnnie Ray song folios and personal biographies which contain song lyrics to Ray tunes.

Johnnie Ray Enterprises, Inc., the licensing firm, consists of Lang as president, Kertman as treasurer, Cowan as secretary and Lazarow as assistant treasurer. This company is expected to bring in \$50,000 this year in royalties. The Columbia Records contract—calling for the standard 5 per cent royalty to Ray, should mean about \$25,000 in royalties on sales of over 5,000,000 disks.

All this actually started about

(Continued on page 42)

King Mulling Truck Fleet To Aid Sales

HOLLYWOOD, July 5.—King Records, which experimentally set up a record truck coverage for its Knoxville distributorship late last summer, is considering the purchase of additional trucks to service sparsely settled areas. Sid Nathan, King presy, said that eventually he hopes to have 15 of these trucks working various territories, following the success of the Knoxville try. The truck, a small panel job, is equipped with record shelves, allowing the salesman to immediately deliver hit disks and some standard catalog numbers that have a consistent sale. The truck idea was attempted by Victor about four years ago in the Chicago area, when the Camden diskery was attempting to facilitate service of the hotter numbers on the Red Seal catalog.

In addition, Nathan said that he is currently moving all King distributors into local record distributor areas. Nathan said that Detroit and Philadelphia branches have already been moved from low-rent districts into higher-stipend districts, adjacent to rival record outlets. Nathan said that the increase in counter business in an area, close to other wholesale disk outlets, has caused the move.

Tele-Pictures Renews AFM Agreement

NEW YORK, July 5.—Tele-Pictures, Inc., is renewing its contract with the American Federation of Musicians for filmed music on television. The film company, a sizable producer of TV pictures, originally signed with the union a year ago, and also contracted with the Music Performance Trust Fund to pay a 5 per cent royalty on films carrying music sound tracks and shown for television broadcast.

In addition, at that time Tele-Pictures okayed making a new sound track for all music-scored movies originally produced for theaters and being made available to TV, using the same number of musicians as originally employed in making the sound track.

Tele-Pictures was the first movie producer to accept the AFM's royalty contract for filmed TV sound-track use.

The voluntary renewal of the firm's contract without change with the AFM is expected to aid Petrillo's stand against any change in the present 5 per cent royalty formula. The royalty from the TV mix is used by MPTF to provide live music for special events, worthy causes and concerts.

O'Connor to Head Shaw's Chi Branch

NEW YORK, July 5.—Shaw Artists, is opening a Chicago branch office. Billy Shaw, head of the booking agency, has appointed Bob O'Connor to run the branch. O'Connor, recently returned to civilian life after a second hitch in the Army, was assistant to Jack Archer, of Shaw Artists, while Archer was with the William Morris office in Chicago.

The agency now has three offices, one in Los Angeles, the new Chicago office and the original establishment here. Shaw Artists, now three years old, has handled the Billy Eckstine road package for the past two years in addition to its jazz and r&b. talent, and will book the new Eckstine-Shearing unit hitting the road this fall.

Merger Poses Problem At Universal-Decca

NEW YORK, July 5.—With Milton R. Rackmil slated to be named president of Universal Pictures following his election to the picture company's board (Universal holds its annual meeting in Wilmington, Del., next week), speculation has been aroused concerning his future position at Decca.

While it has been stressed by knowing, the unofficial, spokesmen that Rackmil will continue his active stewardship of Decca's interests, some traders express doubt that he will retain the top executive post at the diskery and, simultaneously, head Universal and the television-film projects he is reported prepping.

Thus, prospects that Rackmil may move into a less active post at Decca, such as chairman of the board, with others on the present executive roster moving up a peg, are reported possible by some observers. Such a view is supported by a report that Rackmil plans to headquarter in Hollywood follow-

ing his election to the Universal presidency.

Road Cleared

Other observers point out that the road has now been cleared for a corporate merger between Decca and Universal. In this case, it is said, Rackmil will probably take over as president of the combined organization. The interest in Universal formerly held by J. Arthur Rank, who opposed the merger, was recently acquired by Decca.

Meanwhile, Decca, which now owns about 42 per cent of the Universal shares, this week filed a statement with the Securities and Exchange Commission covering a proposed offering of 258,883 additional shares of capital stock to its stockholders.



DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES

Vol. II

Published in the Interests of Decca Dealers and Music Operators

No. 28

TO BUILD PROFITS

NEW RELEASES—SINGLES

Zing A Little Zong **Bing Crosby and Jane Wyman**
The Maiden Of Guadalupe **Jane Wyman** 28255*
Pretty Girl **Don Cherry** 28292*
My Name Is Morgan But It Ain't J.P. **28292***
Walk Away With A Smile **Junie Keegan** 28278*
Betwixt And Between **28278***

Baby, You're Always On My Mind **Buddy Johnson** 28193*
Shufflin' And Rollin' **28193***
Luz De Mi Vida (Light Of My Life) **Weldon Altard** 28280*
Each Time We Kiss **28280***
It's Showtime **Liberace** 28279*
Velvet Moon **28279***

Find 'Em, Fool 'Em and Leave 'Em Alone **Charlie Monroe** 28281*
These Triffin' Women **28281***
The Last Mile Of The Way In The Garden **Sister Rosetta Tharpe with The Anita Kerr Singers** 28282*

NOW AVAILABLE IN 45 RPM
Smilin' Through **Judy Garland** 9-23539
You'll Never Walk Alone **23539**
Good Night, Wherever You Are **Billy Martin** 9-23340
I'll Walk Alone **23340**

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST	COU TRY	ARTIST	DECCA NO.
1	"IT WASN'T GOD WHO MADE HONKY TONK ANGELS and I DON'T WANT YOUR MONEY, I WANT YOUR TIME"	Kitty Wells	28232*
9	SO USED TO LOVING YOU THAT HEART BELONGS TO ME	Webb Pierce	28091*
35	PEACE IN THE VALLEY Where Could I Go But To The Lord	Red Foley	14573*
32	WONDERING New Silver Bells	Webb Pierce	48364*
11	WILD SIDE OF LIFE IT'S SO-LONG AND GOOD-BYE TO YOU	Burl Ives and Grady Martin	28055*
9	RACK UP THE BALLS BOYS TILL THE WELL GOES DRY	Red Allen	28146*
58	STEAL AWAY JUST A CLOSER WALK WITH THEE	Red Foley with Jordanaires	14505*
7	ALMOST Let's Take A Trip To The Moon	Mervin Shiner and Grady Martin	28121*
2	CRAZY 'CAUSE I LOVE YOU SWINGIN' THE DEVIL'S DREAM	Spade Cooley	28253*
3	WHEN THE CACTUS IS IN BLOOM SAILOR'S PLEA	Bill Monroe	28183*

RHYTHM AND BLUES

4	JORDAH FOR PRESIDENT OIL WELL, TEXAS	Louis Jordan	28225*
5	MY ACHING HEART I DON'T KNOW WHAT'S TROUBLIN' YOUR MIND	Buddy Johnson	28165*
11	AT LAST ROOT MAN BLUES	Buddy Johnson	27998*
18	PEACE IN THE VALLET NEAR THE CROSS	Sister Rosetta Tharpe with the Anita Kerr Singers	48279*
1	"I NEVER LOVED ANYONE BUT YOU WORRIED OVER YOU"	Joe Medlin	48283*

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

BEST BETS

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

POSITION THIS WEEK	RECORD	ARTIST	DECCA NO.
1.	HARO AIN'T IT HARD? RUN NOME TO MA-MA	The Weavers	28228*
2.	NIGHT AND DAY YOU ARE THE LIGHT O' MY LIFE	Grady Martin	28231*
3.	WALKIN' AT DABY BACK NOME ONCE IN A WHILE	Guy Lombardo	28277*
4.	FROM THE TIME YOU SAY GOODBYE SO MADLY IN LOVE	Dorothy Collins and Gordon Jenkins	28251*
5.	IS IT TRUE WHAT THEY SAY ABOUT DIXIE? SOMEDAY SWEETHEART	Al Morgan and Frankie Froba	28229*
6.	MAYBE We Three (My Echo, My Shadow And Me)	Ink Spots	23634*
7.	KISSES ON PAPER ARE YOU TRYING TO TELL ME GOODBYE	Red Foley	28288*
8.	I HEARD YOU TALKING IN YOUR SLEEP LIKE THE WAVES UPON THE RIVER	Jimmie Davis	28259*
9.	ONE FOR THE WONDER IDLE CHATTER	Andrews Sisters	28276*
10.	I'VE BEEN WORKING ON THE RAILROAD-POLKA TURNPIKE POLKA	Georgia Cook	28223*
11.	(I'm a) SENTIMENTAL FOOL SCHOOL OF LOVE	Arthur Prysock	28270*
12.	SATURDAY RAG BUSYBODY	Roberta Lee with the Lawson-Haggart Jazz Band	28236*
13.	THE MAN IN THE MOON CRIED LAST NIGHT YOUR HEART IS TOO CROWDED	Mervin Shiner	28220*

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

JUST RELEASED IN LONG PLAY AND 45 RPM
GENE NORMAN Presents
SATCHMO AT PASADENA
A Concert Presented at Pasadena Civic Auditorium, Jan. 30, 1951

LOUIS ARMSTRONG and The All Stars
Selections include: (Back Home Again in) INDIANA-WAY DOWN YONDER IN NEW ORLEANS-STAR DUST-THE HUCKLEBUCK-BABY, IT'S COLD OUT-SIDE (with Velma Middleton)-HONEYSUCKLE ROSE-THE LITTLE A-PLenty-MY MONDAY DATE-JUST YOU JUST ME-YOU CAN DEPEND ON ME
DECCA ALBUM 9-336 • Four 45 RPM Records • Price \$4.85

VOLUME I
Selections include: (Back Home Again in) INDIANA-WAY DOWN YONDER IN NEW ORLEANS-STAR DUST-THE HUCKLEBUCK-BABY, IT'S COLD OUT-SIDE (with Velma Middleton)
DECCA ALBUM 9-336 • Four 45 RPM Records • Price \$3.75

VOLUME II
Selections include: HONEYSUCKLE ROSE-THAT'S A PLENTY-MY MONDAY DATE-JUST YOU JUST ME-BIG DADDY BLUES-YOU CAN DEPEND ON ME
DECCA ALBUM 9-337 • Four 45 RPM Records • Price \$3.75

NOW AVAILABLE IN 45 RPM
ERNEST ANDERSON Presents
SATCHMO AT SYMPHONY HALL
A Concert Presented at Symphony Hall, Boston, Mass., Nov. 30, 1947

LOUIS ARMSTRONG and The All Stars
VOLUME I
Selections include: MISERAT RAMBLE-ROYAL GARDEN BLUES-BLACK AND BLUE-LOVER-SINCE I FELL FOR YOU-MHOGANY HALL STOMP-I CRIED FOR YOU TEA FOR TWAS STARS FELL ON ALABAMA
DECCA ALBUM 9-328 • Seven 45 RPM Records • Price \$4.30

VOLUME II
Selections include: "C" JAM BLUES-BOFF BOY-BODY AND SOUL-HOW HIGH THE MOON-BODY AND SOUL-ON THE SUNNY SIDE OF THE STREET-THAT'S MY DESIRE-HIGH SOCIETY-BABY, WON'T YOU PLEASE COME HOME-STEAK FACE
DECCA ALBUM 9-329 • Seven 45 RPM Records • Price \$4.30

LOUIS ARMSTRONG CLASSICS
New Orleans to New York
LOUIS ARMSTRONG and His Orchestra
Selections include: WHEN THE SAINTS GO MARCHING IN-BYE AND BYE-WEST END BLUES-MAHOGANY HALL STOMP-DIPPER MOUTH BLUES-SAVE IT PRETTY MAMA-YOU RASCAL-YOU-WHEN IT'S SLEEPY TIME DOWN SOUTH
DECCA ALBUM 9-303 • Four 45 RPM Records • Price \$3.75

Also available in:
98-104 • Ten 12-inch Long Play Records • Price \$9.50
(DECCA includes Vol. I & II)
DECCA ALBUM 8-572 • Four 10-inch 78 RPM Records • Price \$4.45
91-1725 • 10-inch Long Play Record • Price \$3.00

Long Play Prices include Federal Excise Tax but no State or Local Tax. 45 RPM and 78 RPM Prices do not include Federal, State or Local Taxes

TOP SELLERS

... based on this week's actual sales

WEEKS ON LIST	POPULAR	ARTIST	DECCA NO.
17	BELLE OF THE BALL BLUE TANGO	Leroy Anderson	27875*
5	LOVER YOU GO TO MY HEAD	Peggy Lee and Gordon Jenkins	28215*
3	(The Angels Are Lighting) GOD'S LITTLE CANDLES SOMEBODY BIGGER THAN YOU AND I	Red Foley with The Anita Kerr Singers	28252*
9	I'M YOURS I UNDERSTAND	Four Aces	28162*
8	KISS OF FIRE DELICADO (Delicate)	Guy Lombardo	28179*
24	AT LAST, AT LAST BLUE TANGO	Guy Lombardo	28031*
1	"TILL THE END OF THE WORLD JUST A LITTLE LOVIN' (Will Go A Long Way)	Bing Crosby and Grady Martin	28265*
2	YOU IT HAPPENED IN MONTEREY	Fred Waring	28235*
1	"HALF AS MUCH AUF WIEDERSEH'N SWEETHEART	Guy Lombardo	28271*
3	WATERMELON WEATHER THE MOON CAME UP WITH A GREAT IDEA LAST NIGHT	Bing Crosby and Peggy Lee	28238*
4	PRETTY AS A PICTURE WHEN YOU COME BACK TO ME	Mills Brothers	28180*
8	KISS OF FIRE I'LL WALK ALOHE	Louis Armstrong	28177*
2	A MIGHTY PRETTY WALTZ WHEN I FALL IN LOVE	Jeri Southern with Victor Young	28224*
5	JUNCO PARTNER	Louis Jordan	28211*
5	HANG YOUR HEAD IN SHAME WHERE IS YOUR WANDERING MOTHER TONIGHT	Andrews Sisters and Red Foley	28163*

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



SISTER ROSETTA THARPE

with THE ANITA KERR SINGERS

THE LAST MILE OF THE WAY and IN 'THE GARDEN

Decca 28282 (78 RPM) and 9-28282 (45 RPM)



ASCAP RELEASES DATA ON NEW WRITERS' PLAN

NEW YORK, July 5.—Here are the details of the proposed new writers' distribution plan, ratified Wednesday (2) by the writers committee of the American Society of Composers, Authors and Publishers. These details will be presented to the East Coast writer membership July 16 at a meeting in the Waldorf. West Coast confab will consider the new plan July 31.

The present distribution provides for three funds: An accumulated earnings fund of 20 per cent, a sustained performance fund of 60 per cent, a current performance fund of 20 per cent. The proposed changes do not involve the current performance fund. The accumulated earnings fund will be affected somewhat, but most of the changes relate to the sustained performance fund, which will be split into two separate funds.

The sustained performance fund, consisting of 60 per cent of the amount available for distribution to writers, will be divided into two funds of 30 per cent each. These will be called the availability fund and sustained performance fund. Aside from certain exceptions, the new sustained performance fund will operate the same as the old. The changes are as follows:

(1) Promotions. Members in classes below 500 points may rise to a maximum of 125 points hereafter, instead of being limited to 100 points as heretofore. Members in the 500 point and higher classes may rise a maximum of 250 points instead of being limited to 200 points as heretofore.

(2) Demotions. No change in the method of determining demotions in sustained performance fund except in classes of 250 points and below. In classes between 100 and 250 points, maximum annual decrease will be 25 points instead of 50 points as heretofore. In classes between 50 and 100 points, the maximum annual decrease will be 10 points instead of 25 as heretofore. In classes below 50, annual decrease will be five instead of 25 points as heretofore.

(3) Performance credits for purposes of determining a member's rating in the sustained performance fund may be averaged over a period of 10 years at the member's option. At present, a member's participation in this fund is determined by the average of his performance credits over a five-year period. Whichever way the member decides, he will be bound by his choice of method only until the October, 1956, distribution.

(4) The present plan permits the writers' classification committee to allot not more than 20 per cent of the sustained performance fund for works which have a unique prestige value which is not reflected by the number of performances. In place of this it is proposed to allot not more than \$35,000 each quarter out of the availability fund for such works.

The New Availability Fund

(1) All members now in classes above 125 points will receive an availability rating in the October distribution which is equal to their present sustained performance rating. These ratings will not be reduced before the October, 1956, distribution.

(2) Promotions in availability rating. A rating may increase yearly up to a maximum of 40 per cent of the increase in a member's rating that year in the sustained performance fund.

(3) Demotions. In the October, 1956, distribution, members may be demoted in the availability fund as follows: A writer whose rating is above 750 will be rated at 750 in 1956 if his rating in sustained performance fund has dropped to 750 or below.

A writer whose rating is 750 or below, but above 500, will be rated at 500 if his rating in the sustained performance fund has dropped to 500 or below.

A writer whose rating is 375 or below, but above 250, will be rated at 250 if his sustained performance fund rating has dropped to 250.

A writer whose rating is 250 or below but above 175 changes to 175 if his rating in the sustained performance fund dropped to 175 or below.

A writer whose rating is 175 or below, but above 125, changes to 125 if his rating in the sustained performance fund has dropped to 125 or below.

A writer whose rating is 125 or below, but above 75 changes to 75 if the writer's sustained performance rating dropped to 75 or below.

Seventy-five or below, but above 50, changes to 50, if sustained performance rating dropped to 50 or below.

A writer with 50 or below will be given availability rating of 50 if his sustained performance rating dropped below 50.

Accumulated Earnings Fund

There will be no change in this fund of 20 per cent except that participation will be determined by the length of membership multiplied by the average of the point rating in the sustained performance and availability funds (for the preceding year) instead of multiplying it by the point rating in the entire funds as at the present time. This follows from the division of the sustained performance fund into two funds.

War Veterans

War veterans under the new plan will have additional benefits. (1) Those who elect to take a five-year average may take the best five years out of the last 10 years; (2) those who elect a 10-year average may start with their best five years; (3) if their sustained performance average is below 500 points they will be permitted to rise the maximum amount which is permitted for other members in classes above 500 points. In other words, such a member who is in a class below 500 points may rise in any given year the full 250 points in the sustained performance fund or the full 100 points in the availability fund even though he is below the 500 point rating.

The new plan also includes a revision of the weightings of serious music works of longer than three-minute duration.

Reaction

The proposed plan would cancel the distribution set-up which has been in effect since 1950. Formulators of the new plan have faith in it. They believe it will facilitate the raising of members in the lower classes; that these members will be able to go up as their performances warrant, and that it will slow down demotions in the lower brackets. Under the present system, writers in lower brackets are demoted quickly. However, a number of alert music men quickly squawked about the proposed set-up. An articulate group voiced opposition and stated the present plan has slowly been correcting abuses of the past 25 years and will operate fairly. They stated, "The effort to try and impede the operation of the present plan has been conducted with great secrecy and presumably the acquiescence of the membership." Another called it a "land grab" characteristic of past actions of the classification committee.

Fisher May Go To Far East

NEW YORK, July 5.—Unless a countermanning order is issued Pvt. Eddie Fisher will leave for an assignment in the Far East Command, presumably Korea, on July 25. Fisher, who has been in the Army since April, 1951, has spent most of his State-side duty as the concert soloist of the U.S. Army Band. During this hitch he has helped spearhead the Army's recruiting program, the Treasury defense bond drive and the appeal for blood donations.

Altho the singer's overseas assignment has not been officially announced, it is believed that he will be on temporary duty as a member of the Army Band, or in some capacity in Special Services.

Fisher will leave the country at the height of his disk career. Unquestionably he is RCA Victor's hottest disk property at the moment. In the last year each of Fisher's releases has hit the best seller charts. A number of his recent disks have been double-sided hits. His waxing of "Any Time" is presently shy of being a million seller.

Other Fisher tunes that have hit The Billboard best-seller chart in recent months include "Maybe" and "Watermelon Weather" (both with Perry Como), "Forgive me," "That's the Chance You Take," "I'm Yours," "Tell Me Why" and "Turn Back the Hands of Time." His latest release of "Wish you Were Here" and "The Hand of Fate" are already high on the RCA Victor best-seller list.

Disk Tax Yield

• Continued from page 1

Uncle Sam's collection from the tax on phono disks took an upturn for the first time in months, and gains were also registered in the federal take from the taxes on cabaret admissions and alcohol. But losses were registered in the yields from taxes on theater admissions, radio-TV sets and phonographs, musical instruments and coin-operated devices.

The phono disk tax yield for May was \$360,923, a gain of \$28,132 above the previous May. The tax on theater and concert admissions yielded \$25,353,934 in May, compared with \$28,870,113 the previous May. The yield from the federal tax on admissions to cabarets and roof gardens was \$3,821,255, compared to \$3,782,171 the previous May. A heavy drop occurred in the tax yield from musical instruments, which produced \$92,441 in revenue in May, compared to \$1,060,278 in the previous year's corresponding month. Even more sizable was the drop in the yield from the tax on radio-TV sets and phonographs, which produced \$10,704,725 in May, a

AGAINST SEX IN SONGS

Stu Hamblen, Drys' Prexy Hope, Asks DJ's Support

NEW YORK, July 5.—Stuart Hamblen, the country singer and songwriter nominated by the Prohibition Party last Sunday as its Presidential candidate, will kick off his campaign next week by setting up disk jockeys throughout the country as his campaign managers.

According to Hamblen, the only Presidential aspirant in this election year with a record contract, this use of the deejays for his campaign will result in bringing his ideas and his candidacy before millions of music loving voters.

The Columbia Records artist is in earnest about his program, party, platform and music. He claims that "Ever since I let people know that I would accept the offer of the Prohibition Party to run for President, it has cost me money! The juke box people and the beer joints have thrown my records out of their boxes!"

Graham Convert

The country singer became interested in the activities of the Prohibition Party, one of the oldest one-plank parties in the U. S., after he was converted by Billy Graham a few years ago, while a singer over a Western radio station.

When he was fired from the station when he refused to broadcast beer ads. After that his ditty "It's No Secret" started to sell, said Hamblen, and it is still selling today. Latest reports place the sheet sales of this untouted item at about 800,000 copies.

Hamblen's views on the present state of the music business are

that too many songs today concern sex, and that if he were elected President he would try moral suasion to minimize the sex angle in tunes. He believes that the moral character of a nation is influenced by the songs the people sing. He would like to see the public get an opportunity to hear the old sweet songs as well as the sensational new ones.

"It's No Secret"

Theme song of Hamblen during his campaign will be "It's No Secret" which has been adopted by the Youth for Christ movement as its official tune. The singer has worked with YFC for the past few years, and he expects a lot of their votes when election day rolls around. Hamblen will use the receipts from his latest tune, "Know Only to Him," to help finance his Presidential campaign.

The Western singer will be running on the Prohibition ticket in 40 states, and he expects several million votes. He intends to tour the country, especially in the Middle West and South, as soon as the Republican and Democratic standard bearers are nominated.

Westminster Signs Dixon

NEW YORK, July 5.—Westminster has signed the American conductor, Dean Dixon, to an exclusive recording contract, with his first recording dates for the indie LP label skedded for October. Dixon, who now lives in Paris, will lead European orchestras. Fact runs for five years. Dixon's wife, the pianist, Vivian Rivkin, has also been signed by Westminster.

Meanwhile, Westminster this week completed a move to new and larger quarters at 275 Seventh Avenue here.

London Disk Corp. Is Sued

NEW YORK, July 5.—Pan American Distributing Corporation of Jacksonville, Florida, filed a \$50,000 breach-of-contract action against London Gramophone Corporation in federal court here Thursday (3). The complaint charges that London canceled their distributing agreement in April without the notice called for in the agreement. Pan American alleges that the cancellation came about after London had made a contract with another distributor, Binkley Brothers. Pan American further charges that they were left holding a large stock of London records which the diskery refused to refund.

Rainbow and Miller Settle

NEW YORK, July 5.—The suit brought by Eddie Lisbona, known as Eddie (Piano) Miller, against Rainbow Records has been settled out of court for "a four figure sum." The suit was originally filed several months ago by Lisbona thru his attorney, Philip Baranell, for \$4,000 and a royalty accounting. Lawrence Simons of Spring & Eastman represented the diskery. Under the terms of the settlement, Rainbow Records is exempt from paying future disk royalties to the piano player. Lisbona is now recording for RCA Victor.

decline of \$6,622,359 below the previous May figure.

The May yield from the federal liquor tax was \$203,693,472, a gain of \$43,815,594 above the previous May's total. The tax on coin-operated devices produced \$188,603 in revenue, compared with \$325,151 the previous May.

Music as Written

ADAMS PROMOTES

MGM DISK . . . Adams Hats is joining with MGM Records in a New York promotion of Billy Eckstine's disk, "Hold Me Close." All local jockeys will receive a free Adam chapeau from the diskery. The promotion was worked out with Harvey Geller, promotion director for the hatery. Geller formerly was publicity director for London Records.

MELODY TRAILS

SIGNS McALPIN . . . Victor J. McAlpin has just been appointed general professional manager of Melody Trails, new country music subsidiary of the Howie Richmond publishing firm. McAlpin was formerly sales manager for the Columbia record distributor in Nashville and is the composer of "Almost," current country hit of George Morgan.

JACKIE PRODUCES, DOESN'T CONDUCT...

The album, "Jackie Gleason Presents," to be released by Capitol Records in the fall, was produced, but not conducted by the comic. Music in the set consists of standards that Gleason has used as background music for his TV skits.

MGM OFFERS TV

FILM SHORTS . . . MGM is offering four minute film shorts to TV stations hyping both the movie and sound track album "Lovely to Look At." One hundred prints have been prepared. It's the firm's first attempt at this type of promotion.

DECCA TO PROMOTE

"AMY" RE-RELEASE . . . Decca Records will run a special promotion in connection with its re-release of Ray Bolger chanting "Once in Love With Amy," a feature ditty in the new flick, "Where's Charley," starring Bolger. The disk will be packaged in a special jacket and will list at \$1.

JUKES OFFERED

1/2 PRICE DISKS . . . Gramercy Records this week kicked off a special summer offer of two disks to juke box operators for the price of one. Promotion runs thru August 10. The diskery has put out three records to date.

MITCH MILLER

GIVEN PARTY . . . Mitch Miller, Columbia pop a.&r. chief, was thrown a party Thursday by the secretaries at the diskery to celebrate The Beard's birthday. He received two pres-

ents, one a moustache cup (with moustache), and the other a comb and brush to keep his hirsute adornment in trim.

POLYNA STOSKA

SET FOR BERLIN . . . Polyna Stoska has been invited by U. S. authorities and the Berlin Senate to appear as guest artist during the International Berlin Festivals in September. She will sing featured roles in two operas. The singer won a Donaldson award in 1948-'47 for her performance in the musical version of "Street Scene."

New York

Billy Eckstine and manager Milt Ebbins flew to Coast after closing at the Copacabana and disking "Strange Sensation" for MGM. . . Masters cut by Aquaviva and his ork in Manhattan Center have been purchased by MGM. The first disk has just been released.

Bob Hope has been signed by Decca to record an album with Bing Crosby and Peggy Lee of ditties from the new flick, "Road to Bali." . . Singer John Raitt has been pacted by Decca. His first sides have been cut with Tutti Camarata.



THE CALLAHAN BROTHERS
I'VE HAD MY SHARE OF SORROW
ALL OVER YOU
78 rpm 20946
45 rpm 4-20946

this week on COLUMBIA

COLUMBIA'S No. 1
ROSEMARY CLOONEY
Bolch-a-Me
On the First Warm Day
78 rpm 39767 • 45 rpm 4-39767



another smash hit for that pretty girl

JO STAFFORD

You Belong to Me

Both with
PAUL WESTON
and his Orchestra

Pretty Boy with
THE STARLIGHTERS

78 rpm 39811 • 45 rpm 4-39811



OTHER NEW RELEASES

MARLENE DIETRICH
LOVE ME
COME RAIN OR
COME SHINE
39797, 4-39797

KEN GRIFFIN
HALF AS MUCH
AUF WIEDERSEH'N,
SWEETHEART
39809, 4-39809

GENE AUTRY
GOD'S LITTLE
CANDLES
DON'T BELIEVE A
WORD THEY SAY
39808, 4-39808

"LITTLE" JOHNNY DICKENS
WAITRESS, WAITRESS
THEY DON'T KNOW
NOTHIN' AT ALL
20976, 4-20976

GENE SULLIVAN
INFLATED LOVE
WOULD YOU
FORGIVE ME
20977, 4-20977

THE MERCER BROTHERS
ME AND MY
BUSTED HEART
WHAT'S HE GOT
THAT I AIN'T GOT
20978, 4-20978

your check list-COLUMBIA'S TOP TWELVE

based on actual sales reports for week ending July 5th

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

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

PERCY FAITH
Delicado
Festival
39708, 4-39708

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

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

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

TONY BENNETT
Have a Good Time
Please, My Love
39764, 4-39764

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

CHAMP BUTLER
Auf Wiederseh'n,
Sweetheart
Padam . . . Padam . . .
39776, 4-39776

FRANK SINATRA
LUNA ROSSA
TENNESSEE NEWSBOY
39787, 4-39787

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

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

COLUMBIA RECORDS

for music that sends them . . . to you!

Music Publishers' Record Scoreboard

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

Sides in Current Release

Week Ending July 5

Because of the lack of consistency with which each of the 172 record companies under consideration have new releases, individually and in relation to one another, listed each week are all latest releases on which The Billboard has been able to secure information from all available, reliable sources. Sides listed may actually be issued a few days prior to or following publication of this scoreboard.

PUBLISHER	TUNE	ARTIST AND LABEL
A.M. MUSIC	Come Ride to Come Shine	Marlene Dietrich, Col (p)
A.M. MUSIC	Beyond the Next Hill	Acquadini, MGM (p)
A.M. MUSIC	Tillie's Tango	Acquadini, MGM (p)
ACUFF ROSE	There's a Year in My Beer	Big Bill Lester, Cap (p)
ACUFF ROSE	Walk in Walk	Ken Griffin, Col (p)
ACUFF ROSE	Jambalaya	Mark Williams, MGM (p)
ACUFF ROSE	Window Shopping	Mark Williams, MGM (p)
ACUFF ROSE	I Want You	Pepper Madock, MGM (p)
ACUFF ROSE	Love's Crime	Pepper Madock, MGM (p)
ACUFF ROSE	These Trifles Women	Charlie Monroe, Dec (p)
ACUFF ROSE	Find 'Em, Feel 'Em, & Leave 'Em Alone	Charlie Monroe, Dec (p)
ACUFF ROSE	Give It Back to the Indians	Big Bill Lester, Cap (p)
ACUFF ROSE	Simple Life	Gene Autry, Col (p)
ACUFF ROSE	Each Time We Kiss	Widow Allard, Dec (p)
ACUFF ROSE	My Gal Comes From Heaven	Bobbi Williamson, RCA (p)
ACUFF ROSE	It's Showtime	Libera, Dec (p)
ACUFF ROSE	Romance	Jimmy Dorsey, Dec (p)
ACUFF ROSE	Take Me On to the Ball Game	Gene Autry, Col (p)
ACUFF ROSE	Mr. Fly-By-Night	Jeanne Caple, Cap (p)
ACUFF ROSE	Slaughter on Tenth Avenue (Parts 1 & 2)	Ray Anthony, Cap (p)
ACUFF ROSE	The Belts of St. Mary's	Gene Autry, Col (p)
ACUFF ROSE	Don't Believe a Word They Say	Andrew Sisters & Dan Colley, RCA (p)
ACUFF ROSE	I Heard You Talking in Your Sleep	Jimmie Davis, Dec (p)
ACUFF ROSE	Like the Waves Upon the River	Jimmie Davis, Dec (p)
ACUFF ROSE	Hand Out the Stars	Bill Sisters-Hazel Rose, RCA (p)
ACUFF ROSE	Dancing Girl	Vaughn Monroe, RCA (p)
ACUFF ROSE	(How Can I Sleep When I'm) Deep in the Blue	Fanny Dorsey, Dec (p)
ACUFF ROSE	Your Daddy's Got the Greatest	Torrey Dorsey, Dec (p)
ACUFF ROSE	Zino a Little Zino	Robert O. Lewis, MGM (p)
ACUFF ROSE	I'll Sit Ya In Bahis	Henry Jerome, MGM (p)
ACUFF ROSE	Luz De Mi Vida	Widow Allard, Dec (p)
ACUFF ROSE	The Sunday Monday Song	Suezy Kaye, MGM (p)
ACUFF ROSE	One for the Wonder	Elton Britt-Bruce Valley Sweethearts, RCA (p)
ACUFF ROSE	Auf Wiederseh'n, Sweetheart	Elton Britt-Bruce Valley Sweethearts, RCA (p)
ACUFF ROSE	I'm Married On	Jeanne Caple, Cap (p)
ACUFF ROSE	There's No Escapes	Bobbi Williamson, RCA (p)
ACUFF ROSE	God's Little Candles	Gene Autry, Col (p)
ACUFF ROSE	Well	Steve Gibson, RCA (p)
ACUFF ROSE	I Went to Your Wedding	Steve Gibson, RCA (p)
ACUFF ROSE	Pretty Girl	Don Cherry, Dec (p)
ACUFF ROSE	My Name is Morgan But It Ain't J. P.	Don Cherry, Dec (p)
ACUFF ROSE	Pretty Boy	Jo Stafford, Col (p)
ACUFF ROSE	Walk Away With a Smile	Janis Kagan, Dec (p)
ACUFF ROSE	I Love You So	Henry Jerome, MGM (p)
ACUFF ROSE	Pagan Pagan	Liz Barton, Cap (p)
ACUFF ROSE	Marie My Dear	Marie Ambergol, RCA (p)
ACUFF ROSE	In the Good Old Summer Time	Andrew Sisters-Dan Colley, Dec (p)
ACUFF ROSE	Organ Grinder's Swing	Ford Draham Quintet, RCA (p)
ACUFF ROSE	Flidi Plant, Plum	Phillip Green, MGM (p)
ACUFF ROSE	Fond Affection	Terry Gilchrist, Dec (p)
ACUFF ROSE	The Man You Don't Meet Every Day	Terry Gilchrist, Dec (p)
ACUFF ROSE	Learn to Love	Vaughn Monroe, RCA (p)
ACUFF ROSE	I'll Walk Alone	Mary Martin, Dec (p)
ACUFF ROSE	Watermelon Weather	De Marco Sisters, MGM (p)
ACUFF ROSE	Serenade to a Locomotive	Barbara Ruick, MGM (p)
ACUFF ROSE	On a Sunday By the Sea	Robert O. Lewis, MGM (p)
ACUFF ROSE	Five O'Clock Whistle	George Shearing, MGM (p)
ACUFF ROSE	Viennese Music	Libera, Dec (p)
ACUFF ROSE	You'll Never Walk Alone	John Garland, Dec (p)
ACUFF ROSE	Delicious	Barbara Ruick, MGM (p)
ACUFF ROSE	Green Eyes	Ben Lipton, Cap (p)
ACUFF ROSE	Inflated Love	Gene Sullivan, Col (p)
ACUFF ROSE	World You Forget Me	Gene Sullivan, Col (p)
ACUFF ROSE	Cuban Rhapsody	Phillip Green, MGM (p)
ACUFF ROSE	The Roving Gambler	Elton Britt-Bruce Valley Sweethearts, RCA (p)
ACUFF ROSE	Walk Little Echo	Bill Sisters-Hazel Rose, RCA (p)
ACUFF ROSE	You Belong to Me	Jo Stafford, Col (p)
ACUFF ROSE	I Want My Man	Sam Light, Cap (p)
ACUFF ROSE	Behind and Between	Janis Kagan, Dec (p)
ACUFF ROSE	Love Me	Marlene Dietrich, Col (p)
ACUFF ROSE	I Understand	Jimmie Dorsey, Dec (p)
ACUFF ROSE	Promise, Love	Marie Ambergol, RCA (p)

(Continued on page 25)

Total Sides and Label Breakdown of Publishers Who Have Had 5 or More Sides Recorded From January 1, 1952 thru June 30, 1952

(p. Popular; f. Folk; r. Rhythm and Blues)

PUBLISHER	TOTAL SIDES ALL LABELS	CAPITOL	COLUMBIA	DECCA	MERCURY	MGM	RCA
ACUFF ROSE GROUP	90	6p 9f	3p 6f	2p 3f	14f	5p 32f 1r	1p 8f
—Acuff-Rose	14	7p 1f	1p	1p	1p	2p 5f	1p
—Benson	13	5p 3f	1p	1p 1f	1f	—	1f
ARMORE GROUP	13	6p 1f	1p	—	1p	1p	1p
—Admore	16	6p 1f	—	—	1f	—	1p
—Beechwood	5	1p 1f	—	—	1f	—	1p
BABO	9	1p 1f	5p	—	4f	—	—
JIM BECK	9	2p	—	—	—	—	—
BERLIN	7	2p	—	—	—	—	—
MARTIN BLOCK	4	—	—	—	—	—	—
BEN BLOOM	6	—	—	—	—	—	—
BOURNE GROUP	7	1p	—	—	—	—	—
—ABC	44	13p	4p 2f	9p	4p	3p	5p
—Beane	77	1p 3f	—	4p 1f	2p	5p	5p
BREGMAN, VOCCA, O'FIN GROUP	2	—	—	—	—	—	—
—Bregman, Vocca, O'Fin	6	1p	—	—	—	—	—
—Supreme	2	—	—	—	—	—	—
—Triangle	6	—	—	—	—	—	—
BREWER	6	—	—	—	—	—	—
YODACAST	13	2p 2f	2p	2p	2p	2p	2p
BULLETT	10	2p	—	—	—	—	—
BULLS EYE	9	2p	—	—	—	—	—
CARAVAN GROUP	3	—	—	—	—	—	—
—Park Lane	1	—	—	—	—	—	—
CENTRAL	30	6p 20f	—	—	—	—	1p
CHAPPELL GROUP	24	4p	3p	3p 1f	3p 1f	4p	5p
—Chappell	5	—	—	—	—	—	—
—Crawford	13	3p	2p 1f	1p	1p	2p	1p
—De Silva, Brown & Henderson	12	1p	—	—	—	—	—
—V. B. Harris	1	—	—	—	—	—	—
—Musical	8	—	—	—	—	—	—
COMMODORE	8	—	—	—	—	—	—
CRESTY OOD	12	—	—	—	—	—	—
DISNEY	21	6p	—	—	—	—	—
DORSEY GROUP	4	—	—	—	—	—	—
—Dorsey	4	—	—	—	—	—	—
—Embassy	4	—	—	—	—	—	—
DRAKE	12	—	—	—	—	—	—
DREYER GROUP	8	—	—	—	—	—	—
—Raleigh	7	—	—	—	—	—	—
REDD EVANS GROUP	7	—	—	—	—	—	—
—Redd Evans	6	—	—	—	—	—	—
—Jennings	1	—	—	—	—	—	—
FAIRWAY GROUP	16	1p 10f	—	—	—	—	—
—Fairway	24	2p	—	—	—	—	—
—Malabar	6	—	—	—	—	—	—
AMOUS GROUP	6	—	—	—	—	—	—
—Berman	54	5p	2p 1f	7p 1f	3p 1f	3p	6p 3f 1r
—Farness	2	—	—	—	—	—	—
—Paramount	7	—	—	—	—	—	—
FRED FISHER	7	—	—	—	—	—	—
FORSTER GROUP	21	1p	—	—	—	—	—
—Adam-Vee-Abbott	2	—	—	—	—	—	—
—Ferber	19	—	—	—	—	—	—
FOX MOVIE-TONE GROUP	7	—	—	—	—	—	—
—Fox	4	—	—	—	—	—	—
—Movietone	3	—	—	—	—	—	—
FRANK	6	—	—	—	—	—	—
GALE & GAYLES GROUP	1	—	—	—	—	—	—
—Gale & Gayles	5	—	—	—	—	—	—
—Rockaway	1	—	—	—	—	—	—
—United	9	—	—	—	—	—	—
—LALICO	9	1p	1p 1f	2p 1f	1p	—	—
GENERAL GROUP	11	—	—	—	—	—	—
—General	1	—	—	—	—	—	—
—Park Ave.	10	—	—	—	—	—	—
GOODY	8	—	—	—	—	—	—
GOLDSEN GROUP	1	—	—	—	—	—	—
—Anton	4	—	—	—	—	—	—
—Berton	2	—	—	—	—	—	—
—Cristiano	2	—	—	—	—	—	—
—Galtone	1	—	—	—	—	—	—
—Fox Ritter	1	—	—	—	—	—	—
—Riverside	1	—	—	—	—	—	—
—Skynine	5	—	—	—	—	—	—
HALSEY	6	—	—	—	—	—	—
HAMBLEY	6	—	—	—	—	—	—
MILL & RANGE GROUP	24	6p 1f	3p	7p 2f	4p	1p 1f	2f
—Alberbach	78	11p 2f	10f	1p 6f	2p 1f	1p 1f	17p 1f
—Mill & Range	13	—	—	—	—	—	—
—St. Louis	19	—	—	—	—	—	—
—Bob Willie	3	—	—	—	—	—	—
—Ernie Tibb	5	—	—	—	—	—	—
HOLMES GROUP	5	—	—	—	—	—	—
—Cromwell	6	—	—	—	—	—	—
—Garnetta	3	—	—	—	—	—	—
—Essex	9	—	—	—	—	—	—
—Fahnestock	1	—	—	—	—	—	—
—Holtz	7	—	—	—	—	—	—
—Ludlow	6	—	—	—	—	—	—
HUBB	6	—	—	—	—	—	—
HUBERT	6	—	—	—	—	—	—
JOHNSTONE MONTEI GROUP	13	3p 1f	—	1p 1f	1p	1p	1p 1f
—Johnstone-Monte	3	—	—	—	—	—	—
—Vanguard	10	—	—	—	—	—	—
KASSNER GROUP	3	—	—	—	—	—	—
—Goldmark	3	—	—	—	—	—	—
—Kassner	4	—	—	—	—	—	—
—Piccadilly	6	—	—	—	—	—	—
KELLY STOKOL	6	—	—	—	—	—	—
LAUREL GROUP	22	6p	1p 1f	4p 1f	3p	1p	5p 1f 1r
—Valardo	9	—	—	—	—	—	—
LEEDS GROUP	24	2p	1p	8p	1p 2f	3p	5p 2f
—DeWitt	42	9p	1p	11p 1f	1p 1f	7p	4p 1f 1r
—Leeds	4	—	—	—	—	—	—
—Blair	19	—	—	—	—	—	—
—Pignatelli	5	—	—	—	—	—	—
—Worsham	5	—	—	—	—	—	—
LYNN	18	—	—	—	—	—	—
E. B. MARKS GROUP	3	—	—	—	—	—	—
—Marks	18	—	—	—	—	—	—
—Pineham	3	—	—	—	—	—	—
MASSEY GROUP	1	—	—	—	—	—	—
—Carson	4	—	—	—	—	—	—
—Masses	4	—	—	—	—	—	—
MELVIN GROUP	26	7p	1p 1f	5p	5p	2p	6p 1f 3r
—Argyle	3	—	—	—	—	—	—
—Merton	1	—	—	—	—	—	—
—Parliament	1	—	—	—	—	—	—
—Robert	10	—	—	—	—	—	—
MERIDIAN	10	—	—	—	—	—	—
MIDWAY	9	—	—	—	—	—	—
MILLS GROUP	7	—	—	—	—	—	—
—American J. J. J.	53	6p 1f	3p	22p 1f	6p 2f	3p 1f	6p
E. B. MORRIS GROUP	2	—	—	—	—	—	—
—Conling	13						

(By Popular, Folk, Rhythm and Blues)

Table with columns: PUBLISHER, TOTAL SIDES ALL LABELS, CAPITOL, COLUMBIA, DECCA, MERCURY, MGM, RCA. Lists various music publishers and their record counts.

Total Sides of Publishers Who Have Had Less Than 5 Sides Recorded Since January 1, 1952

Table listing publishers and their record counts for songs recorded since January 1, 1952. Includes names like G. Adams, Ager, Yellen and Bornstein, etc.

Cap's Wheel, Blacksmith Hits

Continued from page 19. Many of these disks have appeared on the best-seller chart for as little as a week. Others have had a much longer commercial life. Kay Starr's 'Wheel of Fortune'...

Nine disks have scored between 200 and 300 points to earn a 'B' rating. Victor and Columbia have three each followed by Decca, BBS and Coral with one each. In addition to the last three in the top 10 tunes, these include two versions of 'I'm Yours'...

'Jezebel' Sparks

Continued from page 19. Darian's attorneys are Marcus and Clifford Clark. In his complaint, Darian alleges that Wayne Shanklin turned over publication rights to 'Jezebel' to the Folk Song pubberry March 22, 1951...

Sides in Current Release

Continued from page 24. Table listing artists and their releases, including Shapiro Bernstein, Showtunes, Sophisticate, Tannen, and Williamson.

Wanna Lead a Band?

Continued from page 19. gagement, it would seem, would have to be fulfilled without the featured performers who have gained considerable name value, via Kaye's TV program. The Line-Up Here's the line-up of those exiting: Ernie Rudisell, drummer, with Kay 17 years...

3 GREAT SONGS! 'YOU'LL NEVER BE MINE' 'TAKE MY HEART' 'STRANGE SENSATION' SANTLY-JOY, INC. 1619 Broadway New York 10, N. Y.

'LOVE SONG OF THE WATERFALL' JIMMY WAKELY-CAPITOL SLIM WHITMAN-MERIDAL AMERICAN MUSIC, INC. 1576 Broadway • 9121 Sunset Blvd. Hollywood • 7800 (C 1952)

Another BMI Pin-Up Hit! CUBAN NIGHTINGALE (SUN SUN BARAB) Published by BMI. Broadcast Music, Inc.

A SURE-FIRE SLEEPER! The Mask Is Off MILLER MUSIC CORPORATION 1952

Les Paul and Mary Ford 'I'm Confessin' (THAT I LOVE YOU) Capitol 2080 BOURNE, INC. 799 7th Ave. New York 16, N. Y.

Wiederseh'n Tops

Continued from page 19. hits in America, are just getting started here. These include 'Kiss of Fire,' 'A Guy Is a Guy,' 'Candy Dancers' Ball,' and 'I'm Yours.' In the best-selling charts are some items that never made a dent in America lists, but are doing very well here at the moment...

LES PAUL

and

MARY FORD

singing

THE
record
of the
year

'in the good old summer time'

CAPITOL 2123



THE BILLBOARD Music Popularity Charts

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

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received July 2, 3, 4.

Last Week | This Week

1. **1. Kiss of Fire**
By Lester Allen and Robert Hill—Published by Duchess (BMI)
RECORDS AVAILABLE: T. Arno, Col 39737; L. Armstrong, Dec 28177; L. Barber, Cap 2102; L. Brown, Coral 68745; J. Crawford, Dec 28234; J. D'Arreco, V 423-0036; B. Easton, MGM 13223; R. Flanagan, V 20-4705; J. Fuchs, V 25-3114; G. Gibbs, Mercury 5823; G. Lombardo, Dec 28179; T. Martin, V 20-4622; The Quarter Kansas Patrol Quartet, His 1406; A. Shelton, London 1214; W. Ventura, Standard T-8-7.
ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Long-Worth; Dolly Dawn, Thesaurus.
2. **2. Here in My Heart**
By George Lewinson Borelli—Published by Melin (BMI)
RECORDS AVAILABLE: T. Bennett, Col 39245; A. Daly, Coral 68744; V. Damon, Mercury 5858; V. Dillard, Swaney 851; D. Haymes-Andrews Sisters, Dec 23213; W. Jackson, Atlantic 767; A. Marino, BRS 101; B. Peacock, King 4543.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Thesaurus; Earl Shelton, Associated.
3. **3. I'm Yours**
By Robert Mellin—Published by Algonquin (BMI)
RECORDS AVAILABLE: Y. Arno, Col 39737; L. Barber, Cap 2102; D. Cornell, Coral 68690; V. Dillard, Swaney 851; E. Fisher-H. Winterhalter, V 20-4680; P. Flanagan, V 20-4705; Four Aces, Dec 28162; B. H31489, Coral 7918-R; Martini, 5852.
ELECTRICAL TRANSCRIPTION LIBRARIES: George Barsman, Associated; Henry Jerome, Long-Worth.
5. **4. Delicado**
By Waldy Acevedo and Jack Lawrence—Published by Remick (ASCAP)
RECORDS AVAILABLE: L. Almeida, Coral 68739; J. August, Mercury 5859; W. Avonlea, Dec 28044; R. Costello, 23-5609; P. Faith S. Freeman, Col 39708; R. Flanagan, V 20-4706; S. Kemm, Cap 2040; G. Lombardo, Dec 28179; Los Angeles, MGM 13254; F. Norman's Dix, Top Ten 78-135; Orquesta de la Alhambra, Pampa 11019; E. Res, London 1151; D. Shore, V 20-4719; Three Suns, V 20-4677.
ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus; Earl Shelton, Associated.
4. **5. Blue Tango**
By Leroy Anderson—Published by Mills Music (ASCAP)
RECORDS AVAILABLE: L. Anderson, Dec 27875; L. Butler, Cap 1966; F. Cole, V 20-4541; R. Conolly, Dec 28085; K. Coqui, Mercury 5812; D. Haymes, Mercury 5790; G. Lombardo, Dec 28032; J. Thomas, Mercury 836; H. Winterhalter, V 20-4518.
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Freddy Martie, Thesaurus; Dave Terry, Associated.
6. **6. Auf Wiederseh'n Sweetheart**
By Parsons A. Storch—Published by Hill & Range (BMI)
RECORDS AVAILABLE: Ames Brothers, Coral 60773; Champ Butler-P. Faith, Col 39776; E. Howard, Mercury 5871; G. Lombardo, Dec 28271; V. Lynn, London 1272; E. Shepley-W. Winterhalter, V 20-4777.
ELECTRICAL TRANSCRIPTION LIBRARIES: George Shive, Associated.
7. **7. Walkin' My Baby Back Home**
By Ray Turk & Fred Abler—Published by De Sylva, Brown & Henderson (ASCAP)
RECORDS AVAILABLE: Max (King) Cole & B. May, Dec 2130; G. Lombardo, Dec 28277; F. Norman's Dix Top-Ten 78-135; J. P3, Col 39750; C. Spivey, London 1091; J. Stafford, Cap F-999.
ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.
8. **8. Half as Much**
By C. Williams—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: R. Clooney, Col 39710; G. Lombardo, Dec 28271; K. Maric, Mercury 6346; C. Williams, Col 28077; H. Williams, MGM 13102.
ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.
9. **9. I'll Walk Alone**
By Juliet Stone and Sammy Cahn—Published by Mayfair (ASCAP)
RECORDS AVAILABLE: G. Aronson, Dec 28084; P. Anderson, Dec 20898; L. Armstrong, Dec 28177; D. Cornell, Coral 60659; R. Flanagan, V 42-4703; J. Freeman, Cap 2044; R. Hays, Mercury 3921; L. Holmes, MGM 11348; P. King Singers, V 20-4642; B. Lee, Remington R-75827; G. Lombardo, Dec 22468; B. Martin, Dec 23340; L. Prima, Mercury 5218; B. Taylor-P. Faith, Col 39659; M. Whiting, Cap 2000.
ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.
10. **10. Be Anything (But Be Mine)**
By Irving Gordon—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: R. Brown, Atlantic 963; W. Brown, Mercury 8220; C. Butler, Col 39690; D. Down, Jubilee 4002; A. Dean, MGM 11347; B. Ervin, V 20-4574; F. Fox Keys, Aladdin 3187; R. Flanagan, V 20-4704; J. Goodell, Coral 6048; E. Howard, Mercury 58155; P. Lee-Garcia Jerome Dix, Dec. V. Lynn, London H. O'Connell, Cap 2011; B. Smith, Apollo 812; B. Stark, Dec 28039.
ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Long-Worth.

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The Buyboard



JULY 12, 1952

RECORDS AND ALBUMS LISTED ACCORDING TO CAPITOL'S ACTUAL SALES

Best Selling "Pop" Singles

Based on Actual Capitol Sales Reports

Records listed below are those selling best in the retail record stores of the nation. List is based on weekly branch reports of sales to dealers in every market area. The three positions indicate the spread of sales for each record listed.

POSITION	Weeks Last This to date	Weeks	Title	Artist	Label
5	2	1	IN THE GOOD OLD SUMMERTIME Smoke Rings	L. Paul-M. Ford	BMI
4	4	2	FUNNY Walkin' My Baby Back Home	N. Cole	ASCAP
4	1	3	TAKE MY HEART I Never Cared	A. Martino	ASCAP
10	3	4	CARIOCA I'm Confessin' (That I Love You)	L. Paul-M. Ford	ASCAP
11	8	5	SOMEWHERE ALONG THE WAY What Does It Take?	N. Cole	ASCAP
21	5	6	WHEEL OF FORTUNE I Wanna Love You	K. Starr	ASCAP
14	6	7	I'LL WALK ALONE With a Song in My Heart	J. Froman	ASCAP
2	12	8	CUCKOO WALTZ By the Beautiful Sea	J. Shand	ASCAP
9	9	9	I WANTED A LITTLE TOO LONG Ho Ho, Ha, Ha, Ho No Too	K. Starr	ASCAP
—	—	10	OH MARIE Come Back to Sorrento	D. Martin	BMI
22	7	11	THE BLACKSMITH BLUES Love Me or Leave Me	E. Mae Morse	ASCAP
2	13	12	I'M GONNA VOTE REPUBLICAN I'm Gonna Vote for a Democrat	V. Yorgesson	BMI
7	10	13	SCATTERBRAIN As Time Goes By	R. Anthony	ASCAP
7	11	14	FAREWELL (For Just Awhile) Star Eyes	H. O'Connell	ASCAP
—	—	15	PERFIDIA Mistake	B. Light	ASCAP

Best Selling Popular Albums

Based on Actual Capitol Sales Reports

POSITION	Weeks Last This to date	Weeks	Title	Artist	Label
13	1	1	WITH A SONG IN MY HEART	Jane Froman	Cap-309
7	2	2	BIG BAND BASH	Billy May	Cap-229
3	6	3	ROBERTA	Gordon MacRae/Lucille Norman	Cap-334
3	4	4	A BAND IS BORN	Billy May	Cap-249
4	5	5	BEN LIGHT'S JUKE BOX FAVORITES	Ben Light	Cap-336
2	7	6	TODAY'S TOP HITS, VOLUME IV	7 Top Artists	Cap-3105
3	3	7	DIXIELAND DETOUR	Pee Wee Hunt	Cap-312
2	9	8	LEGEND OF THE SUN VIRGIN	Yma Sumac	Cap-299
—	—	9	HOUSEPARTY HOP	Ray Anthony	Cap-292
—	—	10	CLASSICS IN JAZZ—BOBBY SHERWOOD	Bobby Sherwood	Cap-320
5	10	11	CLASSICS IN JAZZ—WOODY HERMAN	Woody Herman	Cap-324
—	—	12	GREAT GETTIN' UP MORNIN'	The Voices of Walter Schumann	Cap-318

Heading for the Top in Country and Hillbilly!

FARON YOUNG

has another BIG ONE in "FOOLISH PRIDE" and "I KNEW YOU WHEN"

Record No. 2133

Best Selling Children's Albums

Based on Actual Capitol Field Reports

- HOPALONG CASSIDY AND THE STORY OF TOPPER
Capitol/CAS-3110; (45)CAP-3110
- TWEETY PIE
Capitol/CAS-3074; (45)CAP-3074
- I'M A LITTLE TEA POT AND THE TEDDY BEAR'S PICNIC
Capitol/CAS-3083; (45)CAP-3083
- I TAUT I TAW A PUDDY TAT AND YOSEMITE SAM
Capitol/CAS-3184; (45)CAP-3184
- BOZO ON THE FARM
Capitol/CAS-3076; (45)CAP-3076
- HOOPY'S HAPPY BIRTHDAY
Capitol/CAS-3114; (45)CAP-3114
- HOPALONG CASSIDY AND THE SINGING BANDIT
Capitol/CAS-3088; (45)CAP-3088
- BOZO AT THE CIRCUS
Capitol/CAS-3030; (45)CAP-3030
- THREE ORPHAN KITTENS
Capitol/CAS-3096; (45)CAP-3096
- LITTLE TOOT
Capitol/CAS-3001; (45)CAP-3001
- SPARKY AND THE TALKING TRAIN
Capitol/CAS-3038; (45)CAP-3038
- WOODY WOODPECKER AND HIS TALENT SHOW
Capitol/CAS-3032; (45)CAP-3032
- I'M POPEYE THE SAILOR MAN & THE LITTLE WHITE DUCK
Capitol/CAS-3105; (45)CAP-3105



Les 'n' Mary

LES PAUL and MARY FORD

Have two off the top!

- "In the Good Old Summertime" and "Smoke Rings"
Record No. 2123
- "Carioca" and "I'm Confessin'"
Record No. 2080

Best Selling Country & Hillbilly Records

Based on Actual Capitol Sales Reports

Country and Hillbilly records are listed according to actual branch reports of sales to dealers. These reports cover the top Country and Hillbilly markets of the nation.

POSITION	Weeks Last This to date	Weeks	Title	Artist	Label
3	6	1	FOOLISH PRIDE I Knew You When	F. Young	ASCAP
19	1	2	THE WILD SIDE OF LIFE Cryin' in the Deep Blue Sea	N. Thompson	BMI
10	2	3	WAITING IN THE LOBBY OF YOUR HEART Don't Make Me Cry Again	H. Thompson	BMI
—	—	4	A TOO FAST PAST Ain't That a Cryin' Shame	M. Travis	BMI
2	3	5	IF YOU WOULD ONLY BE MINE My Heart Has Room for You	J. Wakeley	BMI
3	10	6	SATISFIED Title Me, Book of Ages	M. Larson	SESAC
2	4	7	HANDY MAN Down the Road to Love	C. Sauceman	BMI
—	—	8	I'M GONNA WALK AND TALK WITH MY LORD Beyond the Showdown	M. Larson	BMI
—	—	9	I WANNA REST Old Billed Barnabum	M. Larson	BMI
—	—	10	THAT'S MY HEART TALKIN' I'm Losing Your Love	Bootsy Idaho	BMI

Latest Releases No. 324

- ONE FOR THE WONDER (Of Your Kisses)
LONG AGO LAST NIGHT Helen O'Connell 2149
 - SOME DAY
SO MADLY IN LOVE Jan Garber 2150
 - KAY'S LAMENT
FOOL, FOOL, FOOL Kay Starr 2151
 - TUXEDO JUNCTION
IT'S A BLUE WORLD The Four Freshmen 2152
 - I'M DIGGIN' A HOLE TO BURY MY HEART
KISSES BY MAN Jimmy Lee 2153
 - WISH YOU WERE HERE
MINE Jane Froman 2154
 - JESUS PAID THE PRICE
GOLDEN HARVEST Leon Payne 2155
- Record number shown is for 78 RPM—for 45 RPM add prefix "P"

A Double **STARR-spangled** Hit!

KAY STARR

sings

"KAY'S LAMENT" and "FOOL, FOOL, FOOL"

Record No. 2151



COLUMBIA

Mfrd. under Pat. Pending Trade Marks Reg. U.S.
Pat. Off. Marcas Registradas Made in U.S.A.

39764
(CO 47411)

HAVE A GOOD TIME

-F. Bryant-B. Bryant-

TONY BENNETT

with

Percy Faith

& his ORCHESTRA



A GREAT SONG... ANOTHER BENNETT SMASH!



Trade Marks "Columbia," "Masterwork," "GG."
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THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

Based on reports received July 2, 3 and 4

Table with columns for Rank, Weeks Last This to Date/Weeks, Title, Artist, and Record Label. Includes songs like 'HERE IN MY HEART', 'KISS OF FIRE', 'LOVER', 'DELICADO', 'I'M YOURS', 'HALF AS MUCH', 'AUF WIEDERSEHN SWEETHEART', 'WALKIN' MY BABY BACK HOME', 'BLUE TANGO', 'MAYBE', 'BOTCH-A-ME', 'KISS OF FIRE', 'HERE IN MY HEART', 'GUY IS A GUY', 'IN THE GOOD OLD SUMMER TIME', 'TAKE MY HEART', 'AS TIME GOES BY', 'SOMETHING ALONG THE WAY', 'VANESSA', 'I'M CONFESSIN'', 'WATERMELON WEATHER', 'KISS OF FIRE', 'HERE IN MY HEART', 'I'LL WALK ALONE', 'SMOKE RINGS', 'I'LL WALK ALONE', 'TAKE MY HEART'.

VOX JOX

By JOE MARTIN

Chatter

Dick Biondi has started a new 10:30 p.m. to midnight show, "The Nightwatch," on KSYL, Alexandria, La. Sperm Olson, WJBC, Bloomington Ill., reports that his station hasn't seen an MGM disk in many weeks. Jack Fisher, KAFP, Petaluma, Calif., is promoting dances in that territory. First date had Dede Martin and Sue Thompson. Ed Ferron, WYLO, Louisville, Ky., reports that his listeners are tiring of gimmicked disks but want more good instrumentals.

Ken Brooks has moved from KWIL, Albany, Ore. to KYAK, Yakima, Wash., and runs a dance disk show seven nights a week. Ellis Lind, program director of KSTN, Stockton, Calif., says that the station's 24-hour operation is going strong and that disk companies are sending thru platters in fine fashion. Mac Leonard, WANN, Annapolis, Md., has started a Peggy Lee for President movement because "Lover is here to stay." Grady M. Reeves, WBHP, Huntsville, Ga., seriously wonders if anyone can top the record of having a sponsor stay with a program for 16 consecutive years, covering 9,114 broadcasts.

Art Preston, WIDE, Biddford, Me., insists that it's absolutely true that he broke his wrist spinning disks. Dor claims it's from using the same wrist muscle all the time! Action at WHSY, Hattiesburg, Miss., has Bruce Gilmore taping minute dramas utilizing his sponsors' products on his aymen stanza, while Jack De has started a Saturday night show called "Diciana Downbeat." Jack Darnell, WNYA, Norton, Va., is marrying a local gal and planning to honeymoon in New York. The same station's Wally Douglas did both just a few months ago. Semi-annual poll taken over WFOJ, Milwaukee, by Paul Bartell saw the winner as Billy May. Patti Page, Rosemary Clooney, Frankie Laine and Perry Como.

On KRUX Phoenix, Ariz., Larry Meyerling from KCKY, Coolidge, Ariz., has taken over the "Variety Time" show, while Jim Spero has a new three-hour show Sunday mornings. Wally Williams, KCKY, Coolidge, Ariz., says he'd appreciate any suggestions on a new two-hour Saturday evening show. Curt Gibson, WPLH, Huntington, W. Va., uses voice tracks of disk artists to introduce the show and follows the intro with the artist's records.

Bruce Wilson, former hillbilly deejay and now a student at Southern Baptist Theological Seminary, has returned to WWPJ, Palatka, Fla., for the summer. Roger Nash, WJMR, New Orleans, recently had WNOE deejay Larry Wilson as a guest. When Station WLOU opened in Louisville, the town's first lady deejay made her bow. She's Dorothy Howard, but is called "Louisville Lou" after the station's call letters. She does two shows, six days a week. Freeman Cherry, WKAY, Glasgow, Ky., has a show called "What'd I Say" on which he uses the "What Did He Say (Mumble Song)" disk on Columbia by the Charliettes. Trouble is that the disk is worn out and Cherry can't get copies. Can anyone help? Chas Harris, WJHP, Jacksonville, Fla., thinks The Billboard should survey jocks to discover what themes are being used around the country. Donald J. Ophelm, librarian at KFAM, St. Cloud, Minn., reports that since his station added 45 r.p.m. disks the library now includes 5,900 of the 45 r.p.m. disks, 8,740 of the 78's and 15,000 tunes on Thesaurus transcriptions.

Best Selling Sheet Music

Based on reports received July 2, 3 and 4

Table with columns for Rank, Weeks Last This to Date/Weeks, Title, Artist, and Record Label. Includes songs like 'KISS OF FIRE', 'BLUE TANGO', 'I'M YOURS', 'DELICADO', 'HERE IN MY HEART', 'BE ANYTHING (BUT BE MINE)', 'I'LL WALK ALONE', 'AUF WIEDERSEHN, SWEETHEART', 'WALKIN' MY BABY BACK HOME', 'HALF AS MUCH', 'GUY IS A GUY', 'BLACKSMITH BLUES', 'WITH A SONG IN MY HEART', 'SOMEWHERE ALONG THE WAY', 'PITTSBURGH, PENNSYLVANIA'.

Songs With Greatest Radio Audiences (ACI)

Times listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon Don G. Peatman's Audience Coverage Index. The index is projected upon radio top reads available to Peatman's ACI by the Accurate Reporting Service in New York. Radio Checking Service in Chicago. Radio Checking Service in Los Angeles. Listed top 100 items in the case of tied items alphabetical. This month checks in percentage cover 80 per cent only.

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

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Table with columns for Rank, Title, Artist, and Record Label. Includes songs like 'I Am in Love', 'Auf Wiederseh'n Sweetheart', 'Blue Tango', 'Delicado', 'For the Very First Time', 'From the Time You Say Goodbye', 'Here in My Heart', 'How Close (R)', 'If Someone Had Told Me (R)', 'I'll Walk Alone (R)', 'I'm Yours (R)', 'In the Good Old Summer Time (R)', 'Just a Little Loving (R)', 'Just for You (R)', 'Kiss of Fire (R)', 'Maybe (R)', 'Paddy-Paddy (R)', 'Rhapsody (R)', 'So Many in Love (R)', 'Suzie (R)', 'Smoke Rings (R)', 'To Be Loved by You (R)', 'Up and Down (R)', 'Walk Till the Sun Shines (M)', 'Walkin' My Baby Back Home (R)', 'Watermelon Weather (R)', 'What the Man (R)', 'When You Were Here (R)', 'You're a Little Too Young (R)'.

Top Ten in Television

Table with columns for Rank, Title, Artist, and Record Label. Includes songs like 'Auf Wiederseh'n Sweetheart', 'Blacksmith Blues', 'Delicado', 'Here in My Heart', 'I'll Walk Alone', 'I'm Confessin'', 'I'm Yours', 'Kiss of Fire', 'Once in a While', 'Made in Love'.

England's Top Twenty

Table with columns for Rank, Title, Artist, and Record Label. Includes songs like 'Auf Wiederseh'n Sweetheart', 'Blacksmith Blues', 'Never', 'Tell Me Why', 'Around the Corner', 'Pittsburgh, Pennsylvania', 'Blue Tango', 'Be Anything (But Be Mine)', 'We Won't Live in a Castle', 'Kiss of Fire', 'Cry', 'Gandy Dancers' Ball', 'Unforgettable', 'My Life's Companion', 'Home in Walz', 'A Guy is a Guy', 'Any Time', 'At Last', 'Slowcoach'.

THE BILLBOARD Music Popularity Charts

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

Best Selling Pop Singles

Based on reports received July 2, 3 and 4

Table of Best Selling Pop Singles with columns for chart position, weeks on chart, title, artist, and record label.

Best Selling Classical Albums

Table of Best Selling Classical Albums with columns for weeks on chart, album title, conductor, and record label.

DEALER DOINGS

By IS HOROWITZ

Disks to Vets

Record dealers are in a unique position to do hospitalized veterans a good turn, and in most cases it can be done with little effort.

State of Biz

Mrs. Renee Manola, of Carlisle Radio & Television, Carlisle, Pa., writes, "Our business now has reached 80 per cent below last year's."

News and Views

Emerald Radio Shop, Chicago, reports that "our sales of albums on 78 r.p.m. are double the amounts sold on 45 or 33 1/2."

Gripes

Arends TV Center, of Shandoah, Ia., has a complaint to register on that perennial problem—late deliveries.

Best Selling Children's Records

Based on reports received July 2, 3 and 4

Table of Best Selling Children's Records with columns for position, weeks on chart, title, artist, and record label.

Best Selling Pop Albums

Based on reports received July 2, 3 and 4

Because all labels are not listed on all reports it is difficult to conduct a complete survey that is totally accurate.

Table of Best Selling Pop Albums with columns for weeks on chart, album title, artist, and record label.

Classical Reviews

STRAUSS SOIREE—Glowers Kraus and 84) The Vienna Philharmonic Orchestra... CHOPIN WALTZES—Edward Killy, 73 Chopin's waltzes are among the best loved and most loved of all music.

Mr. Dynamite Himself TONY MARTIN

singing

"SOME DAY" and "LUNA ROSSA"

RCA VICTOR 20-4836—47-4836



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

Release 12-28
Ships Coast to Coast, July 12

POPULAR

- THE BELL SISTERS & HENRI RENE & HIS ORK.**
Hang Out the Stars
Wise Little Echo 20-4834—(47-4841)*
- VAUGHN MONROE AND HIS ORCHESTRA**
Learn To Love
Dancing Girl 10-4630—(47-4836)*
- MARIO ARMENGO AND HIS ORCHESTRA**
Maria My Own
(Maria Is O)
Framing Love (Framing) 20-4837—(47-4837)*

SACRED—Catalog Offering

- BOB ARNOLD**
Will the Circle Be Unbroken
My Family Circle
Who At My Door Is Standing 47-2531*

COUNTRY — WESTERN

- ROBBY WILLIAMSON**
There's No Escape
My Gal Comes From Heaven 10-4825—(47-4825)*
- ELTON BRITT & THE BEAVER VALLEY SWEETHEARTS**
One For the Wander
The Merin' Gambler
(A Lover's Hand in Heaven) 20-4835—(47-4835)*

SPIRITUAL

- YOUNG GOSPEL SINGERS**
The Day Will Surely Come
At the Cross 20-4833—(47-4833)*

RHYTHM-BLUES

- FORD NELSON QUINTET**
Nini Lookin' for a Chance
Organ Grinder's Swing 10-4829—(47-4829)*
- STEVE GIBSON AND THE ORIGINAL RED CAPS**
Wait
I Want To Hear Wedding 20-4836—(47-4836)*

*45 RPM red. disc.

Going Strong...

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

- Ⓢ **Maybe/Watermelon Weather**
Perry Como and Eddie Fisher 20-4744—(47-4744)
- Ⓢ **Hang Out the Stars/Wise Little Echo**
Bell Sisters w. Henri Rene 20-4844—(47-4844)*
- Ⓢ **I'm Yours/Just a Little Lovin'**
Eddie Fisher 20-4680—(47-4680)*
- Ⓢ **Vanessa/Somewhere Along the Way**
Hugo Winterhalter 20-4691—(47-4691)
- Ⓢ **Slow Poison/Heart Trouble**
Johnny & Jack 20-4765—(47-4765)*
- Ⓢ **Wish You Were Here/The Hand of Fate**
Eddie Fisher 20-4830—(47-4830)*
- Ⓢ **Strange Sensation/So Madly in Love**
June Valli 20-4759—(47-4759)
- Ⓢ **A Full Time Job/Shepherd of My Heart**
Eddie Arnold 20-4787—(47-4787)*
- Ⓢ **That's the Chance You Take/Forgive Me**
Eddie Fisher 20-4574—(47-4574)
- Ⓢ **Someday/Luna Rossa**
Tony Martin 20-4836—(47-4836)*
- Ⓢ **Lady's Man/Married by the Bible, Divorced by the Law**
Hank Snow 20-4733—(47-4733)
- Ⓢ **Blue Tango**
Hugo Winterhalter 20-4518—(47-4518)
- Ⓢ **Night Train**
Buddy Morrow 20-4693—(47-4693)
- Ⓢ **I Remember When**
Eddie Fisher 20-4618—(47-4618)
- Ⓢ **Kiss of Fire**
Tony Martin 20-4671—(47-4671)

Coming Up...

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

- ★ **WISH YOU WERE HERE/THE HAND OF FATE**
Eddie Fisher-Hugo Winterhalter Ork. 20-4830—(47-4830)*
The Billboard Picks, July 6th issue.
- ★ **VANESSA**
Hugo Winterhalter and His Orchestra 20-4691—(47-4691)*
The Retailers Pick, Billboard, July 3rd issue.
- ★ **HEART TROUBLE**
Johnny & Jack 20-4765—(47-4765)*
Country/Western Disk Jockeys Pick, Billboard, July 6th issue.

TIPS **HANG OUT THE STARS/WISE LITTLE ECHO**
The Bell Sisters and Henri Rene & His Orchestra...20-4844—(47-4844)*



TONY MARTIN'S CANDIDATE

Everybody seems to have his favorite political candidate this year. We buttonholed Tony Martin and asked him how he felt on the subject.

"Well, my candidate is SOMEDAY," he said.

"Who?" we asked.

"SOMEDAY. Been popular for years. I just had the pleasure of recording it for RCA Victor records. SOMEDAY will get my vote."

"But, is it a regular party member?" we asked.

"Sure. No party is complete without a rendition of SOMEDAY. Democrats and Republicans both think it is wonderful."

"You wouldn't kid us, would you, Tony?" we questioned.

"No, I wouldn't. And SOMEDAY has a great running mate called LUNA ROSSA. It's a terrific romantic ballad."

"Tony," we said, "we'll vote for those two tunes."

BET YOU DIDN'T KNOW THAT ...

Tony Martin shares his birthday with Santa Claus. He was born on Christmas Day.

He began his musical career by playing a saxophone. He once was Joe Louis' opponent in an athletic contest. (Just a golf game. Tony is no fool.)

In his early days in Hollywood he stood before the cameras and moved his lips silently while the sound man dubbed in the voice of another singer.

His leading ladies in Hollywood have included Lana Turner and Rita Hayworth. He made his coast-to-coast radio debut for a cigarette company with a gentleman named Walter Winchell—which reminds us, Mr. and Mrs. America and all the ships at sea: Get your copy of Tony Martin's SOMEDAY and LUNA ROSSA right now!

The stars who make the hits are on **RCA VICTOR Records**

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

Together for the

1st Time on

2 Great Sides



Helen O'Connell
with

Les Baxter's chorus and orchestra



"ONE, FOR THE WONDER"
and
"LONG AGO LAST NIGHT"

Record No. 2149

THE BILLBOARD Music Popularity Charts

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

Best Selling Pops by Territories

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

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

- | NEW YORK | BOSTON |
|---|--|
| 1. HERE IN MY HEART—A. Martin—BBS | 1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London |
| 2. KISS OF FIRE—G. Gibbs—Mercury | 2. KISS OF FIRE—G. Gibbs—Mercury |
| 3. LOVER—P. Lee-G. Jenkins—Decca | 3. DELICADO—P. Faith—Columbia |
| 4. BLUE TANGO—L. Anderson—Decca | 4. BLUE TANGO—L. Anderson—Decca |
| 5. I'M YOURS—E. Fisher—Victor | 5. MAYBE—P. Come-E. Fisher—Victor |
| 6. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London | 6. I'M YOURS—E. Fisher—Victor |
| 7. DELICADO—P. Faith—Columbia | 7. BOTCH-A-ME—R. Clooney—Columbia |
| 8. HIGH NOON—F. Laine—Columbia | 8. HERE IN MY HEART—A. Martin—BBS |
| 9. MAYBE—P. Come-E. Fisher—Victor | 9. I'M YOURS—D. Cornell—Coral |
| 10. WALKIN' MY BABY BACK HOME—J. Ray—Columbia | |

- | CHICAGO | PITTSBURGH |
|--|--|
| 1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London | 1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London |
| 2. LOVER—P. Lee-G. Jenkins—Decca | 2. BOTCH-A-ME—R. Clooney—Columbia |
| 3. DELICADO—P. Faith—Columbia | 3. MOCKIN' BIRD—Four Lads—Orch |
| 4. HERE IN MY HEART—A. Martin—BBS | 4. HERE IN MY HEART—A. Martin—BBS |
| 5. KISS OF FIRE—G. Gibbs—Mercury | 6. HALF AS MUCH—R. Clooney—Columbia |
| 6. CAROL—L. Paul—Capitol | 7. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol |
| 7. A MIGHTY PRETTY WALTZ—J. Southern—Decca | 8. STRANGE SENSATION—J. Van M. Winterhalter—Victor |
| 8. I'M YOURS—D. Cornell—Coral | |
| 9. BLUE TANGO—L. Anderson—Decca | |
| 10. BOTCH-A-ME—R. Clooney—Columbia | |

- | LOS ANGELES | ST. LOUIS |
|---------------------------------------|--|
| 1. HERE IN MY HEART—A. Martin—BBS | 1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London |
| 2. DELICADO—P. Faith—Columbia | 2. MAYBE—P. Come-E. Fisher—Victor |
| 3. I'M YOURS—E. Fisher—Victor | 3. LOVER—P. Lee-G. Jenkins—Decca |
| 4. BLUE TANGO—L. Anderson—Decca | 4. WALKIN' MY BABY BACK HOME—J. Ray—Columbia |
| 5. HALF AS MUCH—R. Clooney—Columbia | 5. DELICADO—P. Faith—Columbia |
| 6. KISS OF FIRE—T. Martin—Victor | 6. SMOKE RINGS—L. Paul—Capitol |
| 7. I'LL WALK ALONE—J. Franzen—Capitol | 7. BOTCH-A-ME—R. Clooney—Columbia |
| 8. BOTCH-A-ME—R. Clooney—Columbia | |

- | PHILADELPHIA | DALLAS-FORT WORTH |
|--|---------------------------------------|
| 1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London | 1. I'M YOURS—E. Fisher—Victor |
| 2. KISS OF FIRE—G. Gibbs—Mercury | 2. DELICADO—P. Faith—Columbia |
| 3. HERE IN MY HEART—A. Martin—BBS | 3. KISS OF FIRE—T. Martin—Victor |
| 4. BLUE TANGO—L. Anderson—Decca | 4. BLUE TANGO—L. Anderson—Decca |
| 5. I'M YOURS—E. Fisher—Victor | 5. KISS OF FIRE—G. Gibbs—Mercury |
| 6. MAYBE—P. Come-E. Fisher—Victor | 6. I'LL WALK ALONE—D. Cornell—Coral |
| 7. BOTCH-A-ME—P. Clooney—Columbia | 7. HERE IN MY HEART—A. Martin—BBS |
| 8. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol | 8. I'LL WALK ALONE—J. Franzen—Capitol |
| 9. DELICADO—P. Faith—Columbia | |
| 10. HALF AS MUCH—R. Clooney—Columbia | |

- | DETROIT | SEATTLE |
|--|--|
| 1. BOTCH-A-ME—R. Clooney—Columbia | 1. DELICADO—P. Faith—Columbia |
| 2. HERE IN MY HEART—A. Martin—BBS | 2. HALF AS MUCH—R. Clooney—Columbia |
| 3. HALF AS MUCH—R. Clooney—Columbia | 3. I'M YOURS—E. Fisher—Victor |
| 4. KISS OF FIRE—G. Gibbs—Mercury | 4. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London |
| 5. VANESSA—H. Winterhalter—Victor | 5. BLUE TANGO—L. Anderson—Decca |
| 6. DELICADO—P. Faith—Columbia | 6. VANESSA—H. Winterhalter—Victor |
| 7. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London | |
| 8. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol | |
| 9. I'M YOURS—D. Cornell—Coral | |
| 10. ROCK OF GIBRALTAR—F. Laine—Columbia | |

- | CINCINNATI | NEW ORLEANS |
|--|--|
| 1. MAYBE—P. Come-E. Fisher—Victor | 1. DELICADO—P. Faith—Columbia |
| 2. KISS OF FIRE—G. Gibbs—Mercury | 2. HERE IN MY HEART—A. Martin—BBS |
| 3. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London | 3. I'M YOURS—E. Fisher—Victor |
| 4. WALKIN' MY BABY BACK HOME—J. Ray—Columbia | 4. BLUE TANGO—L. Anderson—Decca |
| 5. HERE IN MY HEART—A. Martin—BBS | 5. HALF AS MUCH—R. Clooney—Columbia |
| 6. LOVER—P. Lee-G. Jenkins—Decca | 6. KISS OF FIRE—T. Martin—Victor |
| 7. BE ANYTHING (But Be Mine)—E. Howard—Mercury | 7. WALKIN' MY BABY BACK HOME—J. Ray—Columbia |
| 8. QUINCIANA—S. Lawrence—King | 8. I'M YOURS—D. Cornell—Coral |
| 9. DELICADO—S. Kenner—Capitol | |
| 10. I'LL WALK ALONE—J. Franzen—Capitol | |

(Continued on page 4)



when you team up with
RCA VICTOR'S custom record service*

- ★ RECORDING your material and production ideas... in the nation's best equipped studios.
- ★ PROCESSING your order gets BEA's famous engineering know-how... latest and soundest duplicating techniques.
- ★ PRESSING your records are precision-pressed... carefully inspected to insure uniform high quality.
- ★ SHIPPING & HANDLING your job is handled with care... delivered promptly.

A COMPLETE SERVICE AT COMPETITIVE PRICES FOR ALL INDEPENDENT LABELS

RCA CUSTOM-MAKES
every type and speed record including:
★ 6 1/2" and 7" children's records.
★ A variety of special records to meet your individual requirements

RCA VICTOR custom record sales
RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

NEW YORK A-78 830 5th Ave. Judson 2-9911	CHICAGO A-78 185 N. LaSalle Drive WHitehall 4-9215	HOLLYWOOD A-78 1016 N. Sycamore Ave. Hillside 5171
---	--	--

RCA VICTOR... A SOLID NAME BEHIND YOUR LABEL

THE THIRD TIME'S A CHARM —

JIMMY BOYD started it

1

78 rpm #39696 ★ 45 rpm #4-39696



GENE AUTRY followed with another superb version

2

78 rpm #39808 ★ 45 rpm #4-39808



and NOW

SAMMY KAYE makes a third wonderful waxing

3

THE ANGELS are LIGHTING



"GOD'S LITTLE CANDLES"

building to a sensational success

78 rpm #39816
45 rpm #4-39816



Trade Name "Columbia," "Masterwork," "©", "Reg. U. S. Pat. Off. Approx. Expires 1960"

They're Selling Like HOTCAKES



RAY ANTHONY

AMERICA'S #1 BAND

Scatterbrain

Featuring

The Anthony Trumpet
Marcie Miller and the Skyliners

and "AS TIME GOES BY"
CAPITOL 2104

Still hopping over the record counters
HOUSE PARTY HOP Album

CAPITOL
KCF—292 (45)
L—292 (33 1/3)

Record Promotion:
JIM MCCARTHY



THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Records

Based on reports received July 2, 3 and 4

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,500 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Units shown in this chart other available records of tunes listed here will be found in the Home-Red of Hit Music Popularity Chart, Part 2.

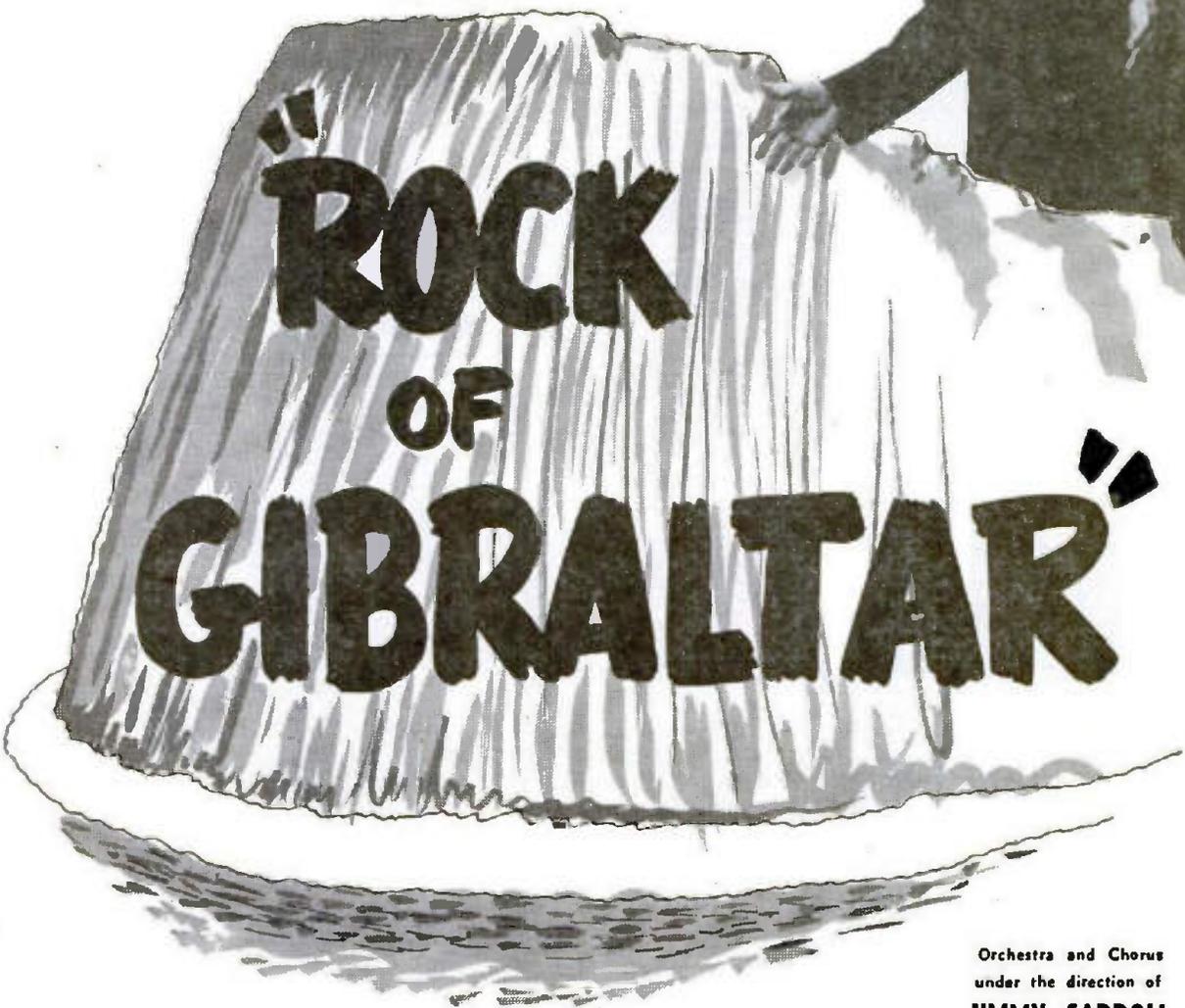
POSITION	Weeks in Chart	Title	Artist	Label
12	1	1. KISS OF FIRE	G. Gibbs	Mercury 7815833; (45)96232-46—BMI
8	2	2. HERE IN MY HEART	A. Martino	885781101; (45)45-101—BMI
10	3	3. I'M YOURS	E. Fisher-H. Winterhalter	V178120-4600; (45)47-4600—BMI
7	5	4. WALKIN' MY BABY BACK HOME	J. Roy	Col178139150; (45)34-39750—ASCAP
7	7	5. HALF AS MUCH	R. Clooney	Col178139710; (45)34-39710—BMI
9	4	6. DELICADO	P. Faith	Col178139708; (45)34-39708—ASCAP
5	12	7. MAYBE	P. Cano-E. Fisher	V178120-4744; (45)47-4744—ASCAP
3	13	8. AUF WIEDERSEHN SWEETHEART	V. Lynn	London7811227; (45)45-1227—BMI
21	6	9. BLUE TANGO	L. Anderson	Decca78121875; (45)19-27875—ASCAP
9	11	10. I'M YOURS	D. Cornell	Corall78160090; (45)19-60090—BMI
17	7	11. PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Col178139663; (45)14-39663—ASCAP (J. Gray Or.) Decca 201471
3	17	12. ONCE IN A WHILE	P. Page	Mercury7815807; (45)506-7845—ASCAP (Guy Lombardo Or.) Decca 202773
16	9	13. WHEEL OF FORTUNE	K. Starr	Cap7811964; (45)17-1964—ASCAP (Bill Sisters, Victor 20-4520; the Cardinals, Atlantic 923; A. Doretto, Scott Or., Crescendo 0-104; E. Light Or., From 1210; Four Flames, Specialty 423; J. Hartman-H. Layton Or., Victor 20-8449; S. Kaye Or., Columbia 37647; A. Payne, Decca 27967; J. Scott, Coral 80650; M. King, Decca 480; D. Washington, Mercury 8767; E. Wilcox Or.-S. Cole, Mercury 787; B. Williams Quartet, WCAP 32322; E. Stone, Revlonator R-2524; A. Thomson, King 1951; S. McDonald, Capitol 1993; B. Wayne, Mercury 48063)
14	24	13. BE ANYTHING (BUT BE MINE)	E. Howard	Mercury7815815; (45)503-82-5—ASCAP
21	9	15. GUY IS A GUY	Doris Day	Col78159673; (45)36-7673—BMI (P. Taylor, Mercury 5941; B. Lee, Revlonator R-2527; E. Fitzgerald, Decca 28049)
15	15	16. BLUE TANGO	H. Winterhalter	V178120-4518; (45)47-4518—ASCAP
10	20	17. KISS OF FIRE	T. Martin	V178120-4671; (45)47-4671—BMI
1	—	18. AUF WIEDERSEHN SWEETHEART	E. Howard	Mercury7815871; (45)5071-845—BMI
16	13	19. BLUE TANGO	G. Lombardo	Decca78120931; (45)19-20931—ASCAP
17	16	19. FORGIVE ME	E. Fisher-H. Winterhalter	V178120-4574; (45)47-4574—ASCAP (J. Wakely, Capitol 2738; P. Lee-G. Jenkins Or., Decca 28148; G. Auld, Coral 60718; G. James, Victor 20-4697; T. Edwards-L. Holmes Or., MGM 11370)
16	17	19. I'M CONFESSIN'	L. Paul-M. Ford	Cap17812080; (45)17-2080—ASCAP
2	—	19. SUGARBUSH	Doris Day-F. Laine	Col178159693; (45)36-7693—ASCAP (J. Marais and Miranda, Decca 282873)
3	—	23. I MAY HATE MYSELF IN THE MORNING	B. McLaurin	Decca781790; (45)85-790—ASCAP (Four Lads, Decca 4883; S. Gibson, Victor 20-4610; A. Mooney Or., MGM 11298; T. Richards-A. Shaw Or., Decca 28190; Lourens-M. Riddle Or., Capitol 2270; Dreyfus, Mercury 5983; B. Brewer, Decca 28201; R. Allen-E. Brill, Victor 20-46501)
1	—	23. MASK IS OFF	R. Hayes	Mercury781872; (45)507-2148—ASCAP (B. Shepard, Victor 20-4737; B. Costa-J. Reisman Or., Pyramid 800)
4	26	25. JUST A LITTLE LOVIN'	E. Fisher-H. Winterhalter	V178120-4680; (45)47-4680 (E. Arnold, Victor 20-3013; Biny Crosby-G. Martin Firm, Decca 19265)
6	26	25. I WAITED A LITTLE TOO LONG	K. Starr	Cap7812062; (45)17-2062—ASCAP (T. Richards-A. Shaw Or., Decca 28190; L. Brown, Coral 80745)
5	17	27. LOVER	P. Lee-G. Jenkins	Decca78128215; (45)19-28215—ASCAP (F. Sinatra, Columbia 38946)
22	22	27. BLACKSATH BLUES	E. M. Morse	Cap17811922; (45)17-1922—BMI (T. Harger-M. James, Columbia 39673; E. Reil, Victor 20-4533; L. McAllister Or., Columbia 20907; B. Darnell, Decca 27968; A. Mooney Or., MGM 11371; S. Oliver Or., Decca 27922)
1	—	27. BOTCH-A-ME	R. Clooney	Col178139767; (45)34-39767—BMI
1	—	27. I'LL WALK ALONE	J. Froman	Cap17812084; (45)17-2084—ASCAP
1	—	27. IN THE GOOD OLD SUMMER TIME	L. Paul-M. Ford	Cap17812123; (45)17-2123—BMI

**SOLID!
AS ITS
TITLE**

FRANKIE LANE



Frankie brushes up a rollicking tale of the door-to-door salesman who managed to stay single in



Orchestra and Chorus
under the direction of
JIMMY CARROLL

B/W → **"HIGH NOON"**

78 rpm 39770 • 45 rpm 4-39770

COLUMBIA RECORDS

for music that sends them . . . to you!

THE BILLBOARD Music Popularity Charts

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

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

Based on reports received July 2, 3 and 4

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

POSITION	Weeks Last This to date/Week/Week	Rank	Title	Artist	Label
13	1	1	WILD SIDE OF LIFE	Hank Thompson	Capitol 1942; (4519-1942)-BM
6	3	2	ALMOST	G. Morgan	Capitol 20906; (4514-20906)-BM
8	4	3	ARE YOU TEASING ME?	Carl Smith	Capitol 20922; (4514-20922)-BM
8	6	4	HALF AS MUCH	Hank Williams	MGM 11202; (4514-11202)-BM
20	5	5	DON'T JUST STAND THERE	Carl Smith	Capitol 20913; (4514-20913)-BM
14	2	6	GOLD RUSH IS OVER	Hank Snow	Vocalion 4522; (4514-4522)-BM
1	-	7	THAT HEART BELONGS TO ME	W. Pierce	Capitol 20891; (4519-20891)-BM
24	7	8	WONDERING	W. Pierce	Capitol 46364; (4519-46364)-BM
1	-	9	BUSYBODY	Pee Wee King	Vocalion 4655; (4514-4655)-BM
2	-	10	SOMEBODY'S STOLEN MY MONEY	E. Tubbs	Capitol 20867; (4519-20867)-BM

• Best Selling Retail Folk (Country & Western) Records

Based on reports received July 2, 3 and 4

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

POSITION	Weeks Last This to date/Week/Week	Rank	Title	Artist	Label
14	1	1	WILD SIDE OF LIFE	Hank Thompson	Capitol 1942; (4519-1942)-BM
11	2	2	ALMOST	G. Morgan	Capitol 20906; (4514-20906)-BM
11	3	3	HALF AS MUCH	Hank Williams	MGM 11202; (4514-11202)-BM
2	10	4	LADY'S MAN	Hank Snow	Vocalion 4733; (4514-4733)-BM
8	4	5	ARE YOU TEASING ME?	Carl Smith	Capitol 20922; (4514-20922)-BM
17	-	6	DON'T JUST STAND THERE	Carl Smith	Capitol 20913; (4514-20913)-BM
3	5	7	WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson	Capitol 2083; (4519-2083)-BM
22	5	8	WONDERING	W. Pierce	Capitol 46364; (4519-46364)-BM
6	9	9	IT'S A LOVELY, LOVELY WORLD	Carl Smith	Capitol 20922; (4514-20922)-BM
7	-	10	THAT HEART BELONGS TO ME	W. Pierce	Capitol 20891; (4519-20891)-BM

FOLK TALENT AND TUNES

Communications in care The Billboard, 1000 Sunset Blvd., Hollywood 28. By JOHNNY SIPPET

Artists' Activities

June Carter, of the Carter Sisters and Mother Maybelle (Columbia) and Carl Smith will be married July 9 at Alcoa, Tenn. Former d.j. T. Tommy Cutler, of Shreveport, had his left leg amputated as a result of an auto accident. El Rader, Hamilton, O., has taken over management of Joe (Cannonball) Lewis (MGM). Charley Lamb, veteran country music promoter in Knoxville, is personally managing Red Kirk. Kirk is now at WCYB, Bristol, Va. Folk singer Billy Wilson has been linked to a recording pact by Leo Records, a new Eastern diskery, and has been named its fack. Kenny Myers is also waxing for the firm. Carl Wicklund is seeking h.s. and Western talent for the Pennsylvania Sports Palace. He has taken over operation of the 1,300-seat arena in the Florida city. Bill Martin, of Atlanta, reports that the Peachtree Cowboys, heard daily on WSB-TV, Atlant., have inked with RCA Victor. Jimmy Smith is leader of the group. Tillman Franks, manager of Webb Pierce, reports that the Decca star is working dates thru Texas with Charley Adams and the Western All-Stars. Jimmy Wakely worked the Walden Hotel, Reno, June 11-17. Rocky Porter, who recently inked with Columbia, according to Bill Martin, has

C&W Records to Watch

In the opinion of the Billboard's music staff the following record has the best sales and performance potential among the 10 best and latest records received this week.

HEART TROUBLE
Shirley and Jack... RCA Victor 20-4765

moved from WGST, Atlanta, to WLS, Chicago. Porter is managed by Bill Lowery, who does d.j. work at WGST. Beep Roberts and Hinton Bradbury, the Hollywood publicists, have initiated a new weekly newsletter. The Colwell Brothers (Columbia) are planning their first tour, set by their mentor, Cliff Carlisle. Jack McElroy, who once served Bob White as road manager, has his own daily TV-er on KNEB, Hollywood. It's an audience participation seg.

Both NBC and ABC are mulling big country talent shows (The Billboard, June 21). Eddy Arnold is Perry Como's summ. replacement on NBC-TV.

Johnny Horton, the ex-Florida and Texas anglin, champion who has been singing professionally for less than two years, inked about six months ago with Abbott Records, Hollywood indie, recently signed with Deo Kilpatrick, of Mercury. Horton's mentor, Fabor Robinson, set the deal, which also included severing a distribution pact with Bill McCall, of 4 Star Records, who was peddling the Abbott records. Horton, who recently returned from a Southern swing, is set as a regular at KWKH, Shreveport. Moon Mullican and Jim Denny, WSM, Nashville, met recently with Jack Patel, attorney for King Records, and execs of the American Federation of Musicians in New York over terminating Mullican's pact. It's understood that his pact with

(Continued on page 42)

• Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received July 2, 3 and 4

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

POSITION	Weeks Last This to date/Week/Week	Rank	Title	Artist	Label
6	3	1	THAT HEART BELONGS TO ME	W. Pierce	Capitol 20891; (4519-20891)-BM
18	1	2	WILD SIDE OF LIFE	H. Thompson	Capitol 1942; (4519-1942)-BM
6	3	3	ARE YOU TEASING ME?	Carl Smith	Capitol 20922; (4514-20922)-BM
13	2	4	ALMOST	G. Morgan	Capitol 20906; (4514-20906)-BM
9	6	5	TALK TO YOUR HEART, R. Price	Carl Smith	Capitol 20913; (4514-20913)-BM
7	7	6	IT'S A LOVELY, LOVELY WORLD	Carl Smith	Capitol 20922; (4514-20922)-BM
2	-	7	WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson	Capitol 2083; (4519-2083)-BM
20	5	8	DON'T JUST STAND THERE	Carl Smith	Capitol 20913; (4514-20913)-BM
4	8	9	LADY'S MAN	Hank Snow	Vocalion 4733; (4514-4733)-BM
8	-	10	HALF AS MUCH	Hank Williams	MGM 11202; (4514-11202)-BM

• Country & Western (Folk) Record Reviews

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

FOLK
Record Reviews

LEO STANLIL
WHY DON'T YOU QUIT
72-73-72-71
SPECIALTY 707—Stanlil does a nice job of this loping novelty ditty. In which he asks his gal to stop crying at home. A good item.

I'VE BUILT A FENCE AROUND MY BROKEN HEART
69-69-69-69
The country singer turns in a pleasant reading of a nostalgic new weeper, which may set up.

JOHNIE & JACK
HEART TROUBLE
82-82-81-83
V 28-4765—The boys step out in a fast rhumba backing. They're in fine vocal form and the material, on the bittersweet side, is strong. Should do well in the boxes.

SLOW POISON
85-86-85-85
Johnnie and Jack are in top form in this lachrymose ditty. Lyrics are clever and the backing music sets a fast rhumba beat. Should be very strong and should do well.

EDDIE HAZELWOOD
DIRTY LIVER
71-75-72-72
INTRO 6027—Hazelwood points out a good moral in a warm rendition of the lyrics. Strong backing is pleasant.

HOLDIN' MY BABY TIGHT
30-71-69-70
Finger strum up a bit for another heartier reading by the singer. Backing is of the quiet side.

HARRISON BOONER
BLUE YOKEL, No. 6
55-55-55-55
Cody 338—Blue ditty was written by the famous Jimmie Rodgers. Booner, billed as Singer of Jimmie Rodgers Songs, accompanies himself on the guitar in the tradition of his predecessor.

TRAVELIN' BLUES
60-60-60-60
Booner wails away at another Rodgers tune in the style of the old master including voice cracks and yodeling.

FOLK
Record Reviews

HARRISON BOONER
A DRUNKARD'S CHILD
63-63-63-63
Cody 336—This is one of Booner's best-known weepers. Lyrics are real tear-jerkers. Performance by Booner includes the right amount of sobbing.

MOTHER QUEEN OF MY HEART
60-60-60-60
Another weeper by the old master with a pointed moral against drinking gets a colorful reading by the singer.

CLAUDE KING
SHE'S MY BABY
61-62-59-62
SPECIALTY 709—King has served a rhumbaic item which he sings pleasantly here.

SHE KNOWS WHY
65-66-64-65
Claude injects feeling in this routine country weeper.

SHOT JACKSON
IF THE TRUTH WAS KNOWN
70-71-66-71
SPECIALTY 706—Cody 1099-backing with a sad suggestion of fiftiness is chivalrous and effectively by Jackson. Devails should turn some.

I'M TRADING YOU IN ON A LATER MODEL
74-75-72-75
Here's another side Jack should turn, as well as jokes. Lyrics are amusing and his humor comes thru Jackson's plaintive chanting.

LARRY WAYNE AND THE SUN VALLEY PIONEERS
THROW A LASSO 'ROUND MY HEART
66-66-66-66
ARCADE 103—Lyric maintains the late master's spirit. Wayne's vocal effort is free and easy and the Sun Valley Pioneers' job is with some pleasing music.

WASTIN' TIME
69-70-68-69
Weeper is set to a bump beat by the band. Pleasant vocal by Wayne is backed by quartet.

176 S TRUMPET'S
New Country Artist
JIMMY SWAN
Singing
"I HAD A DREAM"
R/W
"Juke Joint Mama"

• Folk Record Releases

- Chick-A-Dee Frighs—Bob Newman (Sand) King 1082
- Crying Tears—Clara Wells (Uncle Sam) King 1083
- Each Time We Kiss—Welden Altard (Lar) Dec 2120
- Find 'Em, Fool 'Em and Loose 'Em Along—Charlie Monroe (These Trifles) Dec 2828
- I'm Trading You In On a Later Model—Shot Jackson & His String Band (If the Specialty) 206
- If the Truth Was Known—Shot Jackson & His String Band (If the Specialty) 206
- I Love the Way You Say Goodnight—Mavis Gray Hawkins (Loudon) King 1081
- Just Do—Son of the Pioneers (Outlaws) V 20-4431
- Just Copyright My Baby—Billy McGehee (Super) Bopart V 20-4827
- Keepin' My Arm Full of You—Johnny Bernal (Pumpkin Heart) Dome 1051
- Loaded With Love—Mankshaw Hawkins (I Love) King 1081
- Let Me Be Your Warden (Each Time) Dec 2020
- My Gal Comes From Heaven—Bobby Williamson (There's No) V 20-4832
- Outlaws—Son of the Pioneers (I Still) V 20-4431
- Please Don't Be Another—Darling—Denver Bill Clark (Sage) King Dome 1052
- Please Don't Ever Leave Me—Buckston Morgan (You're Done) 1050
- Prayer Heart—Johnny Bernal (Keepin' My) Dome 151
- Sand Boogie—Bob Newman (Chick-A) King 1082
- She's My Baby—Claude King (She Knows) Specialty 705
- She Knows Why—Claude King (She's My) Specialty 705
- Stop Crying On My Shoulder—Denver Bill Clark (Please Don't) Dome 1052
- Super Boogie—Billy McGehee (I'm) Copyright V 20-4827
- The Party Took Me Away—Kee Marisa (When I) King V 20-4826
- There's No Escape—Bobby Williamson (My Gal) V 20-4832
- These Trifles—Warden—Charlie Monroe (Find 'Em) Dec 2828
- There's a Ring Round My Heart—Larry Wayne & the Sun Valley Pioneers (Western) Arcade 103
- Undecided Gal—Clara Wells (Crying Tears) King 1083
- Wastin' Time—Larry Wayne & the Sun Valley Pioneers (Throw) Arcade 103
- Was I Too Long In Your Arms—Kee Marisa (You're Done) V 20-4826
- You're Wastin' Your Time—Buckston Morgan (Please Don't) Dome 1050

Watch...
PEE WEE
'BUSY BODY'
KING'S
RCA VICTOR RECORD
#20-4655

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(Held August 2... out July 28)

THE BILLBOARD Music Popularity Charts

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

RHYTHM & BLUES NOTES

By BOB ROLONTZ

A new package consisting of Edna McGriff, Lynn Hope's ork and Tab Smith, is being sent out by Shaw Artists this week for 22 one-nighters throughout the South. . . . Bette Mc-Lauren, Derby Record star, starts at the Regal, Columbus, O., for 10 days on July 27. . . . Arthur Prysock preceded the thrush at the Regal by opening at the Columbus bistro Monday (7). . . . Ivory Joe Hunter

started at the Glass Bar in St. Louis Saturday (11).

The Austin Powell Quartet, now with Atlantic Records, is playing at the Hofbrau Hotel, Wildwood, N. J. . . . Bull Moose Jackson on the West Coast on a string of one-nighters. . . . Vardella Dillard goes into The Flame, Detroit, this week. . . . Erroll Garner, whose recent record releases have been on Columbia, Okeh and Atlantic Records, is now performing at The Embers, New York.

With Buckner is leaving Lionel Hampton's ork to form an organ trio. The Count Basie Ork, with Paul Quinichette, and the Pres Young Band go into Birdland, New York, July 24. The orks will engage in a battle of bands, with Pres and the vice-pres vying for honors on tenor. . . . The new Roy Eldridge-Erskine Hawkins combo moves to Chicago, opening at the Prevue Club on July 20 for an indefinite run. . . . Irv Sidors, Shaw Artists' one-nighter booker, is off on a 10-day vacation.

Okeh Record will release famous waxings from the 1920's and 1930's, featuring Bessie Smith, Louis Armstrong, Cab

R&B Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and performance potential among the country and Western records received this week.

I GOT EYES FOR YOU
John Lee Hooker. Modern 876

Calloway, Jimmie Lunceford and Count Basie next week. The group behind Bessie Smith includes Benny Goodman, Chu Berry, Frankie Newton and Jackson Teagarden.

A number of new musical spots have opened in Philadelphia, with the Country Club in the Island Road sector scheduling week-end stands. The Three Tones are the first unit in; the Red Rooster in West Philadelphia brings to town Jimmy Crawley, and Rudy's Famous Musical Bar in the Frankford sector kicks off with George (Buteh) Ballard's drum-led combo. . . . Tommy Sims, the ex-Eddie Wilcox sideman, and his trumpet-led band are back at Philadelphia's Web Cafe. And in the same city, organist Doc (Harry) Bagby is reunited, with his brother, Billy Bagby, on drums. Guitarist Billy Butler will locate at Spider Kelly's, while Vi Burnside brings her ten crew back to town at Club Bill & Lou. Bill Harris' trombone and Zoot Simms replace Georgie Auld at the Blue Note, while Lonnie Shaw, former baritone saxist for Lionel Hampton, leads a combo of his own at the Zansibar Cafe. . . . Reese DuPree, Philadelphia dance promoter, has the dance pavilion concession for the summer at Buckner Beach, Va. . . . Al King and His Royal Crownets, plus Sarah Dean's dittyng, usher in the new season for the Dreamland Musical Bar at Lawnside N. J.

Ben Waller, of the Waller booking office in Hollywood, was in New York for a few days last week. . . . The Orioles, Paul Williams' ork and the Oscar Peterson Trio go into the Howard Washington, July 18. The Peterson Trio plays the Apollo Theater, New York, on July 11.

Rhythm & Blues Record Releases

Big Boy—Jim Claffie & Ork (Paris 1 & 2)
I Got Eyes for You—John Lee Hooker & Little Ednie Kirkland (Hi) Modern 876
It Warts Me—John Lee Hooker & Little Ednie Kirkland (Hi) Modern 876
Knocking You As I Go—Danny Sutton (Prestige) Okeh Federal 12008
Like a Ship at Sea—Preston Love & Ork (Sticely) Cash! Federal 12085
Please Open Your Heart—Danny Sutton (Knawing) Federal 12004
Sixty Six Clich—Preston Love & Ork (Like at Federal 12085

Best Selling Retail Rhythm & Blues Records

Based on reports received July 2, 3 and 4

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

POSITION	Weeks	Last	Title	Artist	Label
8	1		1. HAVE MERCY, BABY	Dominos	Federal(78)12048; (45)45-12068
7	2		2. LAWDY MISS CLAWDEY	L. Price	Specialty 429-241
10	3		3. GOIN' HOME	Fats Domino	Imperial(78)5180; (45)45-5180
13	4		4. ONE MINT JULEP	Clovers	Atlantic 963-8M1
7	5		5. MOODY MOOD FOR LOVE	King Pleasure	Exclamation Blues Prestige(78)924; (45)45-924
14	6		6. NO MORE DOGGIN'	R. Gordon	RPV(78)350; (45)45-350
1	-		7. I'LL DROWN IN MY TEARS	Sonny Thompson	King(78)4527; (45)45-4527-8M1
8	-		8. MIDDLE OF THE NIGHT	Clovers	Atlantic 963
2	9		9. EASY, EASY BABY	V. Dillard	Swamp 647-8M1
19	8		10. NIGHT TRAIN	J. Forest	United(78)110; (45)45-110-8M1

Most Played Juke Box Rhythm & Blues Records

Based on reports received July 2, 3 and 4

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

POSITION	Weeks	Last	Title	Artist	Label
9	2		1. LAWDY MISS CLAWDEY	L. Price	Specialty 428
7	1		2. HAVE MERCY, BABY	Dominos	Federal(78)12048; (45)45-12068
14	3		3. 5-10-15 HOURS	Ruth Brown	Atlantic 962-8M1
11	4		3. GOIN' HOME	Fats Domino	Imperial(78)5180; (45)45-5180
8	7		5. HEAVENLY FATHER	E. McGriff	Jubilee(78)5073; (45)45-5073-8M1
12	10		5. ONE MINT JULEP	Clovers	Atlantic 963-8M1
1	-		7. MARY JO	Four Blazers	United 114
7	7		8. SO TIRED	R. Alton	Specialty 429
18	9		9. GOT YOU ON MY MIND	J. Greer	V178120-4348; (45)47-4348
14	5		10. NO MORE DOGGIN'	R. Gordon	RPV(78)350; (45)45-350-8M1
8	6		10. MOODY MOOD FOR LOVE	King Pleasure	Prestige(78)924; (45)45-924

Rhythm & Blues Record Reviews

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

RHYTHM & BLUES Record Reviews

PRESTON LOVE ORK
LIKE A SHIP AT SEA. 64-64-64-64
FEDERAL 12085—Reminiscent tune M played as an instrumental. Yearn sax and whoop late turns on the lead.
STICELY CASH. 72-72-71-73
Pace steps up considerably on this side. Lead pattern follows title side. Beat is strong, and the ork, behind Love's sax builds steadily.

SMILIN' JOE
MISERY. 65-67-65-66
IMPERIAL 5180—Smilin' Joe shouts away about his misery on a stepping-jump blues. Band breaks nicely and sets a lively beat.
HOW'D IT SETTLE DOWN. 67-68-65-66
Smilin' Joe opens on record against marriage with shouting vocal. His philosophy is set to a blues theme. Ork backing is strong.

JOE HOUSTON
HURRICANE. 67-67-65-68
IMPERIAL 5180—The ork under Houston drives hard on a rhythm instrumental defied by the leader. Results are adequate.
BOBBY 50X RABLE. 70-70-69-72
Ork shows a real beat in this stretching of an easy rhythm spot. Disk could catch plays.

L. C. WILLIAMS
WANT MY GABY BACK. 73-73-73-73
IMPERIAL 5195—There's not much melody here, but the rocking style of Williams creates a mood close to the feeling of the weeper lyrics. Southern-style backing is slick.

RHYTHM & BLUES Record Reviews

ALL THROUGH MY DREAMS. 69-70-68-69
Chatter projects a lonely mood in this convincing reading of a real sad blues. Good after-hours use.

Hotter Than the Heat!!

The FIVE KEYS
"I HADN'T ANYONE 'TIL YOU"
"HOLD ME" AL 3136
MICKEY CHAMPION
"TWO-FACED DADDY"
"DON'T SAY YOU LOVE ME" AL 3137



RHYTHM & BLUES Record Reviews

SMILEY LEWIS
LITTLE WAVE. 74-75-72-75
IMPERIAL 5195—Smiley Lewis sings him a blues a moment later by Louis. Disk is a hopper from start to finish.
THE BELLS ARE RINGING. 72-73-73-72
Pounding lead of the blues spaces out a strong vocal effort by Lewis.

THE GAYLORDS
GO ON BABY. 70-71-69-70
SAVOY 952—The Gaylords do mean by the ones which starts slowly but builds to a exciting close.
GET MAD, BABY. 74-74-72-76
Group generates some excitement in an emphatic reading of a fast rhythm number. Jukes should spin.

BILLY MADDOCK ORK
OHM CHICA. 72-73-71-72
FEDERAL 12085—The ork shows a pulsating beat, turns in a stylish reading of the current jive. Good dance wax.
MY TIGAL. 70-71-68-71
Sax leads the lead in a moody instrumental reading of the ballad. Support is simple and in good taste.

BILLY PAUL BUDDY LUCAS ORK
YOU DIDN'T KNOW. 77-75-75-78
JUBILEE 5085—Billy Paul, one young singer, makes an impressive bow on the label with a strong performance of a weeper ballad which should place on juke box plays. The Lucas ork furnishes crisp backing. A good disk.
THE STARS ARE MINE. 70-71-70-69
Paul sings this new tune more quietly, over a smooth ork reading. Side is not as exciting as flip and tame it not as strong.

JIMMY (PIANO) JACKSON
DONKEY BOOGIE. 77-77-76-78
DERBY 781—JACKSON, new name on the label, shows off his fine piano style on this clever boogie version of the side "Donkey Boogie." A good performance that could gather coin.
PIANO BOOGIE. 75-75-74-77
JACKSON turns out a raring boogie performance of a melodic item that should spin well on the boxes. Another good disk.

LOUISE MASSEY
brings you her first double-barreled HIT since "My Adobe Hacienda"
"LOST" b/w "SAGEBRUSH AND SAND"
SUN #105 #45-105

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THE CLOVERS
ATLANTIC 969

"ONCE IN A WHILE"
EDNA McGRIFF
+ SONNY TIL
+ BUDDY LUCAS
= A SMASH HIT!
JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

THE BILLBOARD

Music Popularity Charts

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

Record Reviews

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

How Ratings Are Determined

Records are rated four ways: (1) overall; (2) as to their value for disk jockey; (3) for retailers; and (4) for operators.

The Categories

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

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

POPULAR

Record Reviews

JANE FROMAN
WISH YOU WERE HERE... 82-83-81-82
CAPITOL 2154—Thurs does a beautiful job on the strong ballad from the new Broadway musical of the same name.

THE MERRY MACS
RIPPY DIPPY DIDD... 70-70-68-70
INTRO 1046—Tune has the favor of an old American song.

HELEN O'CONNELL
A LITTLE ZONG... 78-80-78-76
CAPITOL 2137—Ditty is from the Paramount pic "Just for You."

RICKY HALE
CUSTOM 101—Sentimental melody tune is sung dramatically by Hale with a harmonious tenor backing.

DEAN MARTIN
COME BACK TO SORRENTO... 72-73-72-71
CAPITOL 2140—Martin does a doubleheader on the stage, doing the opening chorus in Italian and following with an English version.

BILLY KEITH
HIGH NOON... 73-75-72-72
RING 15194—New movie tune is given a clustered and eerie backing.

BUDDY BRES
ONLY TIME WILL TELL... 60-60-60-60
SEGER 78-7001—Philadelphia deejay Brees tries his hand at vocalizing on this one.

FRED NORMAN'S DRK
DELICADO... 65-65-65-65
SEGER 78-7002—The Norman orb comes thro with a very pleasant instrumental arrangement.

TONY MARTIN
SOME DAY... 82-83-80-83
V 20-4836—The warbler turns in a strong performance of the well-known title from the Yvonne King.

POPULAR

Record Reviews

SUNNY GALE
I LAUGHED AT LOVE... 86-86-86-86
V 20-4788—For her first effort on the label, Miss Gale is caught in a solid reading of a beautiful ballad that has the stuff of a big side.

EMUNDO ROS DRK
PERFIDA... 70-71-68-71
LONDON 1236—The Latin style, which is very different from the usual pop, is done rhythmically enough here.

RONNIE ALDRICH DRK
WHO, WHO, WHO... 77-78-76-77
LONDON 1237—Drk has a big lead and turns in a driving reading of the mystic melody with the clubmen handling the A.

CHRIS HAMILTON AND HIS HARMONIO ORGANS
LINES IN THE NIGHT... 75-76-73-76
LONDON 1210—Hamilton pulls a nice range of tonal color from the Hammond for an atmospheric reading of the beautiful title.

BENNY LEE
PRETTY BRIDE... 78-79-76-79
LONDON 1238—Lee and the orb are given a rousing rendition of the fast-style European import.

DOLLY DAWN
GOLDEN HAIR... 74-75-72-75
RUSTLE 1009—Ditty has a catchy tune and beat. It's hammed a novelty reading by the thrush and company in a side that may have some.

KEN GRIFFIN-TED STANFORD
ROSAARY LAMB... 70-70-71-69
COLUMBIA 39773—Griffin at the organ and chanter Stanford combine easily in a smooth reading of the sweet ditty.

BELL SISTERS HENRI REVE ORK
HANG OUT THE STARS... 78-79-77-78
V 20-4844—The Bell Sisters turn in an effective, spirited rendition of this testosterone adaptation of the famous "Blue Danube" melody.

JUNIE KEAGAN
BETWIXT AND BETWEEN... 72-73-72-71
DECCA 28228—Junie Keagan makes it that she is too old for both but too young for both on this pleasant waltz, while the orb supports her sweetly.

POPULAR

Record Reviews

EDDIE FISHER HUGO WINTERHALTER DRK
WISH YOU WERE HERE... 88-88-88-88
V 20-4836—Eddie Fisher does a mighty fine job on the title song from the new Broadway musical, singing it with warmth and tenderness.

DOM O'BERRY
PRETTY GIRL... 75-76-74-75
DECCA 28208—Dom O'Berry is effective on this novelty item written by Nagano's Blind Blake.

LIBERACE
VELVET MOON... 78-77-74-74
DECCA 28218—Liberace turns in a warm piano waltz of the pretty Josef Myslivec, with an orb backing up the pianist.

BILL KENNY OF THE INK SPOTS
SORRY YOU SAID GOODBYE... 73-74-72-73
DECCA 28289—Bill Kenny gives this new ballad, that he wrote, a smooth, warm performance with help from a vocal group.

KAY STARR
KAY'S LAMENT... 87-87-87-87
DECCA 28290—Kay Starr, out on a real blues kick, does a solid job with this buoyant new blues tune.

JO STAFFORD-PAUL WESTON DRK
YOU BELONG TO ME... 84-85-83-84
COLUMBIA 39811—Miss Stafford reports her loved one to remember her as he loves the world.

DANNY SUTTON
PLEASE OPEN YOUR HEART... 72-74-70-72
FEDERAL 14008—Choral organ, courtesy of a warm performance by Sutton with full vibrato.

SISTER ROSETTA THARPE-ANITA KERR SINGERS
IN THE GARDEN... 74-74-74-74
DECCA 28202—Sister Tharpe treats the beautiful song in her own distinctive style.

THE LAST MILE OF THE WAY
WAY... 78-79-79-76
DECCA 28203—Clarity of the singer abounds thro her warm rendition of this moving ditty.

THE VICTORY
THE VICTORY... 67-67-67-67
RCA 4764—The happy mood is lung affectionately by the group.

THE VICTORY
THE VICTORY... 67-67-67-67
RCA 4764—The happy mood is lung affectionately by the group.

THE VICTORY
THE VICTORY... 67-67-67-67
RCA 4764—The happy mood is lung affectionately by the group.

THE VICTORY
THE VICTORY... 67-67-67-67
RCA 4764—The happy mood is lung affectionately by the group.

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MARY SMALL
IMMEDIATELY EVERYTHING YOU SAID CAME TRUE
15189 and 45-15189
TEDDY PHILLIPS
I'M NOT GONNA LET CHA IN TODAY, TOMORROW AND ALWAYS
15183 and 45-15183
FOLK-WESTERN
COWBOY COPAN
GOLDEN MOON I CAN'T REMEMBER TO FORGET
1080 and 45-1080
HAWKSHAW HAWKINS
UNWANTED GOT YOU ON MY MIND
1062 and 45-1062
LOVE THE WAY YOU SAY GOODNIGHT LOADED WITH LOVE
1074 and 45-1074
SEPIA-BLUES
THE SWALLOWS
BEHIDE YOU YOU LEFT ME
4523 and 45-4523
SONNY THOMPSON
I'LL DROWN IN MY TEAR CLANG-CLANG CLANG
4523 and 45-4523
LET'S CALL IT A DAY BLUES MAMBO
4541 and 45-4541
TINY BRADSHAW
LAY IT ON THE LINE RIPPIN' AND RUNNIN'
4547 and 45-4547
TODD RHODES
ROCKET 69 POSSESSED
4523 and 45-4523
THE DOMINOS
HAVE MERCY, BABY DEEP SEA BLUES
12068 and 45-12068
THAT'S WHAT YOU'RE DOING TO ME WHEN THE SWALLOWS COME BACK TO CAPS-TRAND
12059 and 45-12059
LITTLE ESTHER
AGED AND MELLOW BRING MY LOVIN' BACK TO ME
12078 and 45-12078
LIL GREENWOOD
MY LAST HOUR MONDAY MORNING BLUES
12082 and 45-12082
distributors
King DeLuxe
RECORDS INC.

THE BILLBOARD Music Popularity Charts

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

• Advance Record Releases

POPULAR

A Bundle From Heaven—Bill Kenny, of the Ink Spots (Savoy) Dec 28279
 A Sinner Am I—Johnnie Ray with the Four Lads & His Orchestra (Cap) 39750
 Bad Night—Dave Bartholomew (My Decca) 4544
 Bewitched and Bewitched—Janie Keagan (Walk Away) Dec 28273
 Bye Bye Blues—Merle Ray & His Orchestra (Mercury) V 20-4791
 Gray Wagon—Crazy Tones—Jerry Lewis with Dick Scully & His Orchestra (Cap) 2143
 He—Do—Percy Faith & His Orchestra (Janaica) Cap 39790
 Delicate—Paul Norman's Orchestra (Walling) Myo Seger 78-7002
 I Feel—Paul Tosti—May Starr with Harold Moore (Cap) 39790
 One More Time—Johnnie Ray with the Four Lads & His Orchestra (Cap) 39750
 Hang Out the Stars—Betty Sisters & Her Orchestra (Mercury) V 20-4866
 High Noon (Do Not Forsake Me)—Billie Keith (The Fountain) King 15194
 I'm Thrilled With Love—Barry Douglas (White) And Okeh 63797
 I Can't Carry a Tune—Jerry Lewis with Dick Scully & His Orchestra (Cap) 2143
 I've Built a Fence—Betty Sisters & Her Orchestra (Mercury) V 20-4866
 I'll Never Believe It—Bob Hart with Walter Scott & His Orchestra (Mercury) V 20-4866
 It's Spasmo Time—Liberace (Vocal) Moon Dec 28278
 Jamaica Rumba—Percy Faith & His Orchestra (Do-Do) Cap 39790
 My Love—Katie Sturivant with Harold Moore (Cap) 39790
 Lower—Frank Sinatra (Vocal) Newcap 38996
 Luna Rova—Tony Martin with Merle Ray & His Orchestra (Mercury) V 20-4836
 Vandalina—Mandolin—Merle Ray & His Orchestra (Mercury) V 20-4791
 My Name Is Morgan But It Ain't J. P.—Don Cherry (Prestige) Dec 28292
 My Ding-A-Ling—Dave Bartholomew (Bad Habit) King 15441
 Only Time Will Tell—Buddy Brees & Fred Norman's Orchestra (Mercury) V 20-4836
 Precious Girl—Don Cherry (Mercury) Dec 28292
 Remember—Buddy Brees & Fred Norman's Orchestra (Mercury) V 20-4836
 Some Day—Tony Martin with Merle Ray & His Orchestra (Mercury) V 20-4836
 Some Day—Jan Carter & Her Orchestra (Mercury) V 20-4836
 So Much in Love—Jan Carter & Her Orchestra (Mercury) V 20-4836

POPULAR ALBUMS

Jerome Kern, Showboat & Roberta Album (1-12")—Charles Sherrill at the piano—Decca 033 D-1001
 Rodgers & Hart: Pal Joey & The Connecticut Yankee (1-12")—Charles Sherrill, pianist—Decca 033 D-1002
 Signum Romberg's "New Moon Album" (1-10")—Florence George-Frank Forest-Paul Gregory Chorus, under direction of Joseph Lilly; Decca Concerts, O.K. Harry South, cond.—Dec (33) DL-5378

INTERNATIONAL

Sopa De Fuego (Kiss of Fire)—Carmen Delia Dipini (Nip Mial) Secco 7212
 Cita—Lumbia—Bobby Capo (Que No Se) Secco 7219
 Corazon Solo Fe (Dulzete Lelao)—Sandra Matancera (Dyemee) Secco 7201
 El Amor Hace Llorar (Love Makes You Cry)—Lola Martini & Vicky Y Su Orquesta (Mambo Del) Secco 7216
 Hijo Mío (My Son)—Carmen Delia Dipini (Bona Del) Secco 7212
 Mambo Del Amor (Mambo de Love)—Leo Marini & Vicky Y Su Orquesta (El Amor) Secco 7176
 Vicky Y Su Orquesta (Precious Girl)—Bernardus Lago Cap La Sonora Matancera (To Corazon) Secco 7185
 Oye Me Andre—Sandra Matancera (Corazon) Secco 7201
 Promis: Io La Corriente—Doretta Santos Y Su Orquesta (Ser Mujer) Secco 7181
 Que No Se Enfre—Bobby Capo (Bobby Capo) (Casi) Secco 7191
 Ser Mujer (To Be a Woman)—Doretta Santos Y Su Orquesta (Phonia) Secco 7181
 Si Senor—Trio Los Mendocinos (Tus Encantos) Secco 7192
 Siamo V Realized (Dreams and Reality)—Armando Rio Arcaño (Do Tempo) Secco 7199
 Tu Corazon Es Para Mi (Your Heart is Mine)—Bernardus Lago Cap La Sonora Matancera (Nash Bonitas) Secco 7185
 Tus Encantos (Tus Encantos)—Trio Los Mendocinos (Si Senor) Secco 7192
 Tu Tempo Celis (I Am Jealous)—Armando Rio Arcaño (Sere) Y Secco 7197

SPIRITUAL

It Fits Away—The Trumpeters (Leave It) Okeh 6890
 I'm Going Through—Brother Rodney (Where Is My) Okeh 6891
 In That Great Mountain—The Four Incentives (In That) Federal 12086
 Leave It In His Hands—The Trumpeters (In His) Okeh 6890
 One of Those Mornings—The Four Incentives (In That) Federal 12086
 Where Is My Boy Tonight—Brother Rodney (I'm) Gospel Okeh 6891

SACRED

Dig a Little Deeper in God's Love—The Daniels Family (The Victory) V 20-4764
 In the Garden—Sister Rosetta Tharpe with the Anita Kerr Singers (The Last) Dec 28282
 The Last Will of the Way—Sister Rosetta Tharpe with the Anita Kerr Singers (The Last) Dec 28282
 The Victory—The Daniels Family (Dig a Little) V 20-4764

Sorry You Said Goodbye—Bill Kenny, of the Ink Spots (LA Bundle) Dec 28289
 Street of Dreams—Sarah Vaughan with Percy Faith & His Orchestra (Cap) 39789
 Swingin'—Bob Hart with Walter Scott & His Orchestra (Mercury) V 20-4836
 Tear It Down—Clyde McCoy & His Orchestra (Mercury) V 20-4836
 The Candy Man—Bob Hart & Scott with Walter Scott & His Orchestra (Mercury) V 20-4836
 The Fountain of Youth—Billy Keith (High Noon) King 15194
 The Hand of Fate—Eddie Fisher with Hugo Winzler (Mercury) V 20-4836
 The One That I Want—Jimmy Head & The Merry Ringers (You Don't) Cap 2142
 Time to Go—Sarah Vaughan with Percy Faith & His Orchestra (Cap) 39789
 Turn to Kiss Again—Bob Hart & Scott with Walter Scott & His Orchestra (Mercury) V 20-4836
 Velvet Moon—Liberace (It's Shadow) Dec 28279
 Walk Away With a Smile—Janie Keagan (Belmont) Dec 28278
 Walking My Baby Back Home—Fred Norman's Orchestra (Mercury) V 20-4836
 Why Am I Crying—Barry Douglas (Mercury) V 20-4836
 Where's My Sweetie Hiding?—Clyde McCoy & His Orchestra (Mercury) V 20-4836
 Why Little Edie—Billie Keith & Her Orchestra (Mercury) V 20-4836
 Why You Were Here—Eddie Fisher with Hugo Winzler (Mercury) V 20-4836
 Why Don't You Quit Hanging Around—Leo Starnick (The Best) Specialty 707
 You Don't Kiss Me Cause You Love Me—Jimmy Head & The Merry Ringers (The One) Cap 2142
 You'll Never Walk Alone—Frank Sinatra (Lower) Cap 39790

• Album and LP Reviews

POPULAR

JUST A SONG AT TWILIGHT—Chiles 74
 Service Green & White Quartet (1-10") V (33) LPM 1020
 Love's Old Sweet Song, Max Lindy/Low, Orlan to the Only, Tracy, I Love You Truly, A Perfect Day, O Miss Hannah, & South Plumber Sylvia.
 The Cities Service Green and White Quartet is composed of four of the top-radio singers. Each is a stand-on his own. Together they are a team, displaying fine ensemble. The tunes they have chosen drop with nostalgia. All are well done with the old favorites, "Sylvia" and "I Love You Truly" particularly fine. Arguably who enjoys a good ensemble quartet will find a great deal of pleasure in this disk.
 RISE STEVENS & ROBERT MERRILL—78
 Caricature of Musical Comedy, RCA Orb & Chorus, Ted Dale, Cond V (33) LM 102
 Lovers of musical comedy would have to look far indeed to find a better vocal pair to perform their favorite melodies. Eight top ditties are etched here, all read with sense and feeling by Merrill and Miss Stevens. And the orchestra under Ted Dale provide sympathetic support. These are the songs that have the stuff of survival, even if memories of some of the shows have become hazy. Heard are "If You Were the Only Girl," "More Than You Know," "If There Is Someone Loveliest Than You," "I Got a Kick Out of You," "You and the Night and the Music," "I'm in the Mood for Love," "Just One of Those Things" and "If I Loved You." A fine set.

LET'S HEAR THE MELODY — Benny 75
 Goodman With Strings (1-10") Columbia (33) GL 102
 This new set is an essential one for Benny Goodman, and yet one that should please his followers as well as make him many new fans. It features the clarinetist and an orchestra with rich sounding strings, in a collection of outstanding expressions by Harold Arlen, George Gershwin, Richard Rodgers and Hokey Carmichael among others. It is a solid album, and as the title indicates it contains no mere improvisations, but straight, lovely interpretations of old favorites featuring Goodman on his medium, flugel horn. Among the selections, the beautiful "Goodbye," "I Didn't Know What Time It Was," "Love Come Back to Me" and "Memorabilia" are outstanding, but the other items are also very listenable. This disk should interest many, those who like to listen and those who like to dance to smooth music, with E. B. bringing out the melody via his superb musicianship.

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NAMM CONVENTION NUMBER
 The
Billboard

Issue Dated:
 August 2
 Out: July 28

it focuses

... convention attention on the record industry
 --presents record industry problems and the answers

It serves the record dealer's most critical interests
 ... it talks of record company fall promotion and sales plans.
 ... it points up record activities, forums, meetings
 ... presents tips for higher record sales and profits, lower record returns
 ... furnishes special lists and survey data of specific value to record dealers and the firms that sell them

FEATURES OF THE BILLBOARD NAMM CONVENTION NUMBER

- The Time for Selling Is Now—including record company fall plans in all record classifications
- Round-up of Current Record Problems
- Prospects for a One-Speed Industry?
- Is Discount Selling Here to Stay?
- Are There Too Many Releases?
- Planned Programs Spell Kiddie Disk Profits
- Merchandising "Sound" Sets Classics
- The Dealer's Side of Industry Problems
- Getting the "Pins" Sale
- Self-Service in the Record Store
- RIAA Plans to Help the Record Dealer
- Extra Profits in Accessories
- How to Cash in on Ready-Made Promotions
- High-Fidelity Business Growing—Are You Ready?
- Annual Retail Record Store Survey
- First Distributor Survey
- The Fifty Best-Selling Standard Records
- The 25 Best Standard Sheet-Sellers
- Mfrs. of Self-Service Records and Merchandisers
- List of Accessory Manufacturers
- Convention Exhibitors and Agenda
- Complete Weekly Music Popularity Charts

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ACCLAIMED the GREATEST

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LUNA ROSSA

(BLUSHING MOON)

MGM 11269 78 rpm—K11269 45 rpm

I'LL FORGET YOU

Fran Warren
What Is This Thing Called Love?
and
WISH YOU WERE HERE

MGM 11270 78 rpm—K11270 45 rpm

Bill Hayes
HIGH NOON

and

PADAM-PADAM

MGM 11266 78 rpm—K11266 45 rpm

Ted Straeter
The Most Beautiful Girl in the World
and
THE FOLKS WHO LIVE ON THE HILL

MGM 11275 78 rpm—K11275 45 rpm

Dave Rose
HARLEM NOCTURNE

Sax Solo By Woody Herman and

ON A LITTLE COUNTRY ROAD

In Switzerland

MGM 30582 78 rpm—K30582 45 rpm

Billy Eckstine
HOLD ME CLOSE TO YOU

and

IF THEY ASK ME

MGM 11217 78 rpm—K11217 45 rpm

Arthur (Guitar Boogie) Smith

RIVER RAG

and

Somebody Left Another Young'un At Our House

MGM 11262 78 rpm—K11262 45 rpm



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THE BILLBOARD Music Popularity Charts

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

The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

ALL OF ME.....Johnnie Ray.....Columbia 39788

Johnnie Ray gives the program an exciting performance that should have the cash registers ringing thru the summer. Disk is second single issued from the warbler's album.

JAMAICAN RHUMBA.....Percy Faith Ork.....Columbia 39798

Percy Faith has a strong follow-up to "Delicado." This one is a familiar folkish item, dressed in a classy arrangement and performed spiritedly by the uk. Flip, "De-De," is another bright side with a gang vocal.

JUST ONE OF THOSE THINGS.....Peggy Lee-Gordon Jenkins Ork.....Decca 28313

Peggy Lee hands this Cole Porter love the same treatment given the best selling "Lovey," while the Jenkins arr. provides a lively and imaginative backing.

The Disk Jockeys Pick

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

- 1. WHAT IS THIS THING CALLED LOVE?.....Fran Warren.....MGM 11270
2. SUGARBUSH.....Doris Day-Frankie Laine.....Columbia 39693
3. WALKIN' TO THE MISSOURI.....Sammy Kaye Ork.....Columbia 39769
4. SO MADLY IN LOVE.....Georgia Gibbs.....Mercury 5874
5. STRANGE SENSATION.....Ann Valli.....Victor 20-4759

The Retailers Pick

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

- 1. STRANGE SENSATION.....Ann Valli.....Victor 20-4759
2. WALKIN' TO THE MISSOURI.....Sammy Kaye.....Columbia 39769
3. SO MADLY IN LOVE.....Ann Valli.....Victor 20-4759
4. SO MADLY IN LOVE.....Georgia Gibbs.....Mercury 5874
5. HAVE A GOOD TIME.....Tory Brunell.....Columbia 39764

The Operators Pick

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

- 1. SUGARBUSH.....Doris Day-Frankie Laine.....Columbia 39693
2. TAKE MY HEART.....Al Martin.....Capital 2122
3. SO MADLY IN LOVE.....Georgia Gibbs.....Mercury 5874
4. AUF WIEDERSEHN, SWEETHEART.....Ames Brothers.....Local 60773

The Country and Western Disk Jockeys Pick

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

- 1. IT WASN'T GOD WHO MADE HONKY TONK ANGELS.....Ricky Webb.....Decca 28232
2. SLOW POISON.....Johnnie and Jack.....Victor 20-4765
3. SHEPHERD OF MY HEART.....Eddy Arnold.....Victor 20-4787

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The Billboard NAMM Convention Number

(dated August 2... out July 28)



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POPULAR

	QUANTITY 78 45		QUANTITY 78 45
"MISS OF FIRE," "A LASTING THING" Georgia Gibbs	5922	"HOOTIN' BLUES," "NIGHT TRAIN" Jerry Murad's Harmonicats	5869
"BE ANYTHING (BUT BE MINE)," "SHE TOOK" Eddy Howard	5813	"I'M SORRY," "RUTZA, RUTZA" Bobby Wayne	5857
"TAKE MY HEART," "ROSANNE" Vic Damone	5877	"MUST YOU GO?," "AFTER YOU'VE GONE" Billy Daniels	5868
"ONCE IN A WHILE," "I'M GLAD YOU'RE HAPPY WITH SOMEONE ELSE" Pat's Price	5867	"IN A PERSIAN MARKET," "STREET SCENE" Ralph Marterie & His Orch.	5860
"AUS WIEDERSEHN SWEETHEART," "I DON'T WANT TO TAKE A CHANCE" Eddy Howard	5872	"LIMEHOUSE BLUES," "PLINK, PLANK, PLUNK" Bobby Maxwell	5844
"SO MADLY IN LOVE," "MAKE ME LOVE YOU" Georgia Gibbs	5874	"DELICADO," "JUST ONE OF THOSE THINGS" Jan August	5859
"THE MASK IS OFF," "NEVER LEAVE ME" Richard Hayes	5872	"YAR YIDDA BINGO," "IT'S A HUNDRED TO ONE" Dick Jurgens & His Orch.	5873
"HERE IN MY HEART," "TOMORROW NEVER COMES" Vic Damone	5858	"MAD ABOUT THE BOY," "I CAN'T FACE THE MUSIC" Dinah Washington	5842
"OMAHA," "AFTER I SAY I'M SORRY" Tiny Hill & His Orch.	5974	"WHY," "WAIT TILL THE SUN SHINES HELLY" Jimmy Palmer & His Orch.	5875
"AZURTE (Park Blues)," "STAY" Billy Williams Quartet	5866	"HERE IN MY HEART," "YOUR HAPPINESS IS MINE" Win. Brown	5870
"DEVIL OF A WOMAN," "BOUNCING ON THE PATOU" Rusty Draper	5851		

NEW RELEASES

	QUANTITY 78 45
"AFRICAN LAMENT," "THE RIVER SEINE" Xavier Cugat & His Orch.	5938
"WHO KNOWS," "IT'S BEST WE SAY GOODBYE" Billy Williams Quartet	5884
"PEANUT VENDOR," "DARK EYES" Ralph Marterie & His Orch.	5882
"I WOULD RATHER LOOK AT YOU," "NICKELS, QUARTERS AND DIMES" Gloria Hart	5881
"LAMENTO CITANO," "MINUET IN JAZZ" Ralph Sanburgh & His Palmer House Concert Orchestra	5986
"JAMAICAN RHUMBA," "BANJO AND FIDDLE" Alfred Newman	5887
"CALL OPERATOR 210," "BABY, BABY BLUES" Johnny Otis & His Orch., Featuring Mel Walker	8289
"UKULELE BABY," "I'M IN A RISSING MOOD" Ernie Lee	6405
"ONLY PRETENDING," "THE SHAPE MY HEART'S IN" Paul & Roy, the Tennessee River Boys	6406
"SHAD ROE," "THE HOOK" Paul Quinette & His Orch.	8287
"I'M GONE," "TRY A LITTLE TENDERNESS" Eddie Kaye & His Orch.	8288
"DELICADO," "PERFIDIA" Freddie Mitchell & His Orch.	8236
"FORGET IF YOU CAN," "I'VE GOT AN INVITATION TO A DANCE" Bubba Johnson & The Dreamers	8285
"MOPPERS BLUES," "I KNOW SHE WILL" Big Bill Bronzy	8284
"GOD SAVED MY SOUL," "GOD HAD A SON IN SERVICE" Carl Story	6404
"LOVE, LOVE, LOVE," "WOMAN DRIVER" The Callies	6403
"SOUTH," "TIGER RAC" Mugsy Spanier	5879
"ELSIE SCHULTZENEHM," "SLEEPER POLKA" Wally Ives	5880

COUNTRY and WESTERN

	QUANTITY 78 45
"EMPTY MANSIONS," "YOU CROSSED YOUR FINGERS" Merle Lindsay & His Oklahoma Night Riders	6402
"JUNIOR'S A BIG BOY NOW," "TADPOLE" Sue Thompson	6390
"LIMEHOUSE BLUES," "KOHALO MARCH" Jerry Byrd	6393
"WHEN THE PEARLY GATES SWING OPEN," "MIGHTY CLOSE TO HEAVEN" Carl Story	6386
"WHILE YOU'RE OUT CHEATING," "I'M ALWAYS LONGING FOR YOU, BABY" Ernie Lee	6395
"OLD SALTY DOG BLUES," "PIKE COUNTY BREAKDOWN" Lester Flatt, Earl Scruggs & the Foggy Mountain Boys	6396
"YOU ASKED ME FOR SOME LOVING," "IT'S SWEET OF YOU" Boots Woodall & the TV Wranglers	6392
"I'M GETTIN' READY," "HAPPY BIRTHDAY IN HEAVEN" Smith Brothers	6399
"TIED DOWN," "I'M NO COMMUNIST" Lulu Belle & Scotty	6400
"ST. JAMES INFIRMARY," "I CAN'T FEEL THOSE KISSES" Roy King	6401

RHYTHM and BLUES

	QUANTITY 78 45
"TROUBLE IN MIND," "NEW BLOW-UP BLUES" Dinah Washington	8269
"YOU BETTER GO NOW," "HANDFUL OF STARS" Beryl Booker	8279
"BE ANYTHING (BUT BE MINE)," "HEAVEN KNOWS WHY" Win. Brown	8270
"I'LL ALWAYS BE IN LOVE WITH YOU," "SERULE" Paul Quinette	8272
"NO MAIL BLUES," "CONIA NEED MY HELP SOME DAY" Memphis Slim	8268
"THE QUESTION," "NEVER LET ME LOVE" Memphis Slim	8281

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MERCURY 5876-5876X45

'WHO KNOWS'

BILLY WILLIAMS QUARTET



flip... "IT'S BEST WE SAY GOODBYE"
MERCURY 5884-5884X45

"RIVER SEINE"

VOCAL BY ABBE LANE

FLIP

"AFRICA LAMENT"
VOCAL BY LESLIE SCOTT



XAVIER CUGAT

AND HIS ORCHESTRA
MERCURY 5885-5885X45

RHYTHM AND BLUES HIT

'CALL OPERATOR 210'

JOHNNY OTIS AND HIS ORCHESTRA



WITH MEL WALKER VOCAL
flip... "BABY, BABY, BLUES"
MERCURY 8289-8289X45



FOLK TALENT AND TUNES

Continued from page 36

King is continuing. . . Smiley Burnette is preparing a cook book for early publication. Burnette, an outstanding gourmet and chef, has compiled the recipes during his years traveling cross country. The volume will be called "Life With Fodder."

Beep Roberts, the Hollywood publicist, is touring the South for a few weeks. Jimmy Wakely is one of the clients he is seeing.

Dude Martin has inked for another year with Sears-Roebuck over KTTV, Hollywood. His current contract still has another 15 weeks to run. Martin will probably do a new half-hour show from San Francisco, flying his troupe, which includes the Gallion Brothers and Hank Penny, to the Bay City special; for the once-per-week seg. Martin has inked Eames Bishop as personal manager. Bishop also handles Penny.

DeRay Williams, formerly heard on Melody Trail Records and KIND, Independence, Kan., is now with the Army Air Corps on Oklawaha.

Jack Patton (Gold Tone) has just finished six months at KRKD, Los Angeles, and is going out on tour with Adurotha, who is billed as the Indian Maiden. He will play the new Lansing Ranch Park near Albany on Sundays while in the East.

Randy Stewart and the Hillbilly Jewels, C.F.O.S., Owen Sound, Ont., have inked for four sides with Biltmor, a Canadian label.

Disk Jockey Doings

Don Owens, WEAM, Arlington, Va., reports that he did an hour memorial show, dedicated to the late Jimmy Rodgers, May 26, which is the 19th anniversary of Rodgers' death. Appearing on the show were Hank Snow, Ernest Tubbs, Ralph Peer and Mrs. Jimmy Rodgers. A letter of tribute from Gene Autry was also read. Snow played to a capacity crowd May 29 at Baltimore, according to Owens, despite a heavy rain. It is estimated that 2,500 were turned away when Snow played Connie B. Gay's moonlight cruise on the S.S. Mount Vernon May 30. . . Larry McEwing, who re-

placed Eddie Boyle at KRUX, Glendale, Ariz., has added an hour nightly country show. . . Art Barrett, WSAP, Portsmouth, Va., reports that Bill Bailey's "Cactus Jim Rodeo" was rained out there recently. The James and Paramount theaters there are using considerable h.b. and Western name talent for one-day shows.

Dan Brennan, WVOK, writes that Ohnell Sullivan, new singer on the station, has recorded for Southern, a new diskery.

Tom Perryman, KSLI, Glade-water, Tex., reports good listener comment from his reading of this column, on the Tuesday and Thursday shows. . . Ray Anderson, WHTN, Huntington, W. Va., has started a Saturday night frolic from the stage of the State Theater, doing two shows with an hour's airing over the station. He is seeking guest talent for the shows.

Shirley and Marie Gresham, brother and sister team, have joined the live cast of WOXP, Oxford, N. C., according to Hart Curl.

Ray Read, KJLP, El Campo, Tex., has a new d.j. associate, Harry Liberman, from Houston.

Elmer Snodgrass, WAKE, Greenville, S. C., has formed a kiddie club with his sponsor, a local department store, which is building a special kiddie koral to display Western merchandise for the moppets.

Frank Simon, KXLA, Pasadena, Calif., reports that Ollie Rasmussen has returned to his Harmony Park bandstand after a short illness.

After five years of running the Hayloft Capers' show on WVA, Bill Holland has relinquished his spot to Warren Jarvis so that Holland could devote full time to his disk shop at Big Stone Gap, Va.

Paul Enress conducted a polling effort on WTXL, West Springfield, Mass., on Pee Wee Kaye's latest Victor waxing to see which side his listeners liked best. "Busybudy" topped "I Don't Mind" by a narrow margin.

Leon Sanders, veteran d.j. at KDET, Center, Tex., has left the station, with A. D. Downer replacing him. Downer is currently county attorney and is running for State representative. If he wins the post he'll continue to d.j. at the station.

Ollie Cook, WSIP, Paintsville, Ky., wants Decca and Capitol releases.

S. W. Cappinger has started a live show called "Saturday in the Valley," which uses 10 different units. The two-and-a-half-hour show may become open to the public this fall.

Cactus Jack Strong, once a Louisville d.j., and later with WESC, Greenville, S. C., is moving to WGAC, Augusta, Ga., where he'll do several daily shows.

Jimmy Heap (Imperial and Capitol) is still doing his one-hour noon show over KTAE, Taylor, Tex. Heap reports that Homer and Jethro, Billy Walker and Charley Adams are working his territory.

Red Jones, of KVET, Austin, Tex., is now doing four hours per day.

George Morgan, Ray Price, Aubrey Inman and Jerry Byrd played to a big house there recently.

Eric Dudley Hackworth, KRS, Texarkana, reports that Billy Williams, the h.b. warbler who once sang with Sammy Kaye, lost his

AMPHITHEATER BEATS MAKE READY DEADLINE

Thayer's Chicago Building Set to Harvest Bumper Publicity Crop

CHICAGO, July 5.—Working against a killing time schedule in which millions of dollars were spent by newspapers, radio and communications networks, the Amphitheater, under the direction of Vernon Thayer, was ready and waiting for the opening gavel of the Republican National Convention Monday (7). The complete job was finished several days ahead of schedule (see separate stories in radio-TV).

In addition to installation of a giant \$350,000 air conditioning system, and construction of the mammoth stage from which the convention activities will be beamed to the nation on televi-

ion and over the air-planes, the job of readying the auditorium for both the Republican and Democratic conclaves entailed hundreds of man-hours devoted to installation of telephone, radio and TV lines, teletype facilities, working areas for news writers, rooms for the various factions fighting for the nomination.

The carnival atmosphere which enveloped the entire city was especially noticeable at the Amphitheater, where huge bunting were draped along the building exterior, and colorfully costumed delegates from Western States paraded around the area awaiting the convention kick-off.

Perhaps one of the most important factors involved, from an auto-arena viewpoint, in the political conventions, is the promotional value which will be forthcoming. In the next three weeks hundreds of television and radio programs, heard both on network facilities as well as over local outlets, will open and close with the announcement that the show is coming from the International Amphitheater in Chicago. In addition, constant reminders to that effect will be aired during the lengthy programs which will be heard about 12 hours a day from the location. Actual cost of this publicity, if it were to be paid for, would run into millions.

All of which adds up to the fact that no matter who the conventions pick as their candidates, the one sure winner right now is the Amphitheater.

NEWS NUGGETS

Siouxland Activities Halts Operations

SIoux CITY, Ia., July 5.—Directors of Siouxland Activities, Inc. which promote attractions at Sioux City Auditorium, voted Thursday (26) to suspend operations until refinancing can be completed. The non-profit group reported it lost \$35,000 on an 11-month season. The former manager of the corporation announced he would promote an ice show under his own sponsorship.

A new company reportedly is being organized to handle attractions in the 5,300-seat air-conditioned auditorium, which was completed two years ago.

POLACK SHRINE CIRCUS SET FOR CINCINNATI

CINCINNATI — Polack Bros. Shrine Circus, which for many years has played the Shrine's own 2,500-seat Taft Theater here, will next spring move into Cincinnati Garden, 11,000-seat arena. Pressure has been on for some time to get the Shriners to switch from

the Taft to the roomier and more modern Garden spot, but one faction of the Shrine org fought the proposal, arguing that the circus could better afford to play the smaller Taft, with a lesser gross potential, rather than pay the Garden the \$1,500-a-day minimum rental guarantee. Garden and Shrine execs ironed out the rental difficulty and came to an amiable agreement.

LINKLETTER PRESENTS SHOW IN HONOLULU

HONOLULU — Art Linkletter appeared for two performances of his radio show, "People Are Funny," at Honolulu Civic Auditorium June 27-28. General admission seats, 2,500, went for \$1.20, and reserves were \$1.80 and \$2.40. Shrine was the auspices. Linkletter was here on vacation.

ONTARIO MANAGERS SET NOMINATION MEETING

BELLEVILLE, Ont. — Claude Tice, president of the Ontario Arena Managers Association, said here this week that officers for the coming year will be nominated at the organization's next meeting. The session is to be in Galt, Ont., on September 4. Election will be at the October meeting.

Dramatic & Musical Routes

Bill Back & Candis (Hartall) Chicago
 Call Mr. Madams (Ipsilbarmonic Audi-
 torium) Los Angeles
 Good Night Ladies (Easa) Detroit
 Guss and Dollis (Shubert) Chicago
 Moon Is Blue (Alcazar) San Francisco
 Song of Norway (Curren) San Francisco
 South Pacific (Memorial Opera House)
 San Francisco
 Stripling (Biltmore) Los Angeles.

Vancouver Aud Starts \$60,000 Remodeling Job

VANCOUVER, B. C. July 5.—The Auditorium here is undergoing a \$60,000 face lifting. Manager Derek Inman announced. The last attraction to play the spot was Louis Jordan on Tuesday (24) on a rental basis. According to Inman, five days of meagre publicity attracted only 1,000 customers at \$1.75 a shot.

The floor space is 88 by 180 with ends facing east and west. There are 10 large dressing rooms. Two special lines pull enough juice to handle any show on the road. The acoustics are exceptionally good. The majority of the long hair artists playing Vancouver are booked into the Auditorium by Famous Artists, a local booking agency.

There are 1,500 permanent seats and 1,000 extras with room for 500 standees. The stage is 40 by 25. Rental fee for name bands is \$400 for one night or \$1,800 for six days. Percentage deals are usually 15 in the summer and 25 in the winter.

The remodeling job includes all lobbies, a new heating plant, new seating, carpets and interior decorating. Work will be completed in time for the fall opening September 15.

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Auditorium Managers:

Help us build a list of promoters who are capable of proper promotion and writing attractions in your building. Increase available space, the number and package above hinges upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of as complete a list of local member-promoters as you can. Send us the names of the promoters in your territory. Write: Arena Auditorium Department, The Billboards, 188 W. Randolph St., Chicago 1, Illinois.

8 More Dates For Home Shows Set by National

DALLAS, July 5. — National Home Shows, Inc. announced dates for eight additional home shows this week. G. A. Godfrey, president, also stated that the Montynes, brick-laying act, have been booked thru Music Corporation of America for 20 shows this fall.

Dates announced this week are in addition to a larger number announced previously. The additional list includes:

Denver, October 11-19, with Carl Olson as director; Chattanooga, September 1-14, John Owen; Asheville, N. C., September 17-21, Paul Walters; Columbia, S. C., November 18-23, Walters; Baton Rouge, La., October 16-21, George Colours; Mobile, Ala., October 5-10, Colours; Roanoke, Va., September 29-28, Charles W. Moore; and Dallas, September 14-22, H. F. Van Horn.

Headquarters of National Home Shows recently were moved to the penthouse of the Stoneleigh Hotel here.

Perth Arena to Be Re-Built Shortly

PERTH, N. B., July 5.—Work on construction of a new Perth Memorial Arena, to replace a similar structure which collapsed under the weight of last winter's snow, is expected to get under way soon, according to R. W. Estabrook of the board of trustees.

The work is to be financed by popular subscription, and Estabrook said that a number of sizable donations have been received.

Summer Skating Starts At Forum, Vancouver

VANCOUVER, B. C. July 5.—Summer ice skating has opened at the Exhibition Forum. Five sessions a week with four in the evenings from 8:30 to 10:30 at a 60-cent admission are scheduled. A Saturday matinee for moppets goes at a 25-cent admission.

For wrestling, fights and lacrosse games a rink is set up in the middle of the ice which is covered with canvas. This goes on the two nights when skating sessions are out.

PROMOTERS

Get on our Mailing List! Each week The Billboards receives a large number of names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can get inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible as secured responsible underwriting. Write: Arena Auditorium Department, The Billboards, 188 W. Randolph St., Chicago 1, Ill.

coming IN THE AUGUST 9 ISSUE:

The Billboard Second Annual auditorium-arena review

featuring special articles of long-term value and interest . . . and highlighting valuable statistical data on auditoriums and arenas

Hocus-Pocus

By BILL SACHS

DOC OKEY'S summer home, 7350 Sunbury, Columbus, O., will be the scene of the Columbus Magic Club's 21st annual picnic Saturday (12). Billed as "strictly stag," a two-dollar bill covers the nut on the all-day event. Food, refreshments and magic will be served throughout the day and movies will be shown of past picnics and conventions. John Pace will serve as moderator of the Magic Forum, with Doc Ritchey, Frank Csurl, Syl Reilly and Jack Courtney comprising the panel of experts. Ross Glick will conduct a magic auction. A 90-minute magic show, to start at 8 p.m., will feature Doc Ritchey, Frank Buhla, Al Thatcher, Richard Brooks, Jack Courtney, Ivan Wilcox, Glenn Babbs and Claude Bowden. Ralph Smith will emcee. All male magi in the territory are invited. . . Fleurette, one of the

few femagicians to play Montreal in the last six months, showed her wares to good returns at the Seville Theater there last week. She carries a gal assistant. . . Beckman, Montreal's own traxster, last week played the French Casino in his home village. . . C. Thomas Magrum is still sojourning the Salt Lake City sector. . . Landrum, the Magician is touring this summer with the Zartlington Players showing under canvas in Texas. . . The Amazing Dr. Maurice (Morris Cohen), who makes his headquarters in Miami Beach, Fla., has begun a collection of magical anecdotes which he plans to issue in book form one of these days. He is soliciting his magical friends to contribute their funniest experiences in the business. . . Dr. Marcus Bloch, magician, has opened his Eastern School of Hypnotism on Rivington Street, New York.

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New Eat-Drink Ceiling Date

WASHINGTON, July 5.—The

deadline for restaurants and other eat and drink spots to adjust ceiling prices has been extended until August 1, according to an Office of Price Stabilization announcement this week. Restaurant prices were frozen at February 3-9 levels, effective April 7, but adjustments could be made if operators were charging lower prices during the base period than they were permitted under the old restaurant regulation. Restaurants had been given until June 1 to make adjustments and post new ceiling prices. The Commerce Department meanwhile announced that retail sales at the nation's eateries and drinkeries stood at \$67 million in May, \$2 million more than the total for May of last year. Average daily sales of eat and drink spots, considering the 1935-37 period as 100 per cent, rose to 287 per cent in May, compared with 277 per cent for May, 1951.

GOP Bid for Showbiz Crown

Continued from page 1

convention and at the Conrad Hilton Taft headquarters in the off-hours. Operators of local nighteries, who a month ago had expressed some concern as to whether the convention would bring in business and who also stressed that there was a good possibility regular patrons would give the bistros a bye in favor of watching the convention on their TV sets, late this week at advance registrations indicated their fears were groundless. Actually, heaviest reservations were coming in for the midnight to 2 a.m. period, with the normally heavy first-show bookings considerably off. The Chez Paree, doing capacity bar with Jimmy Durante, again was booked solid for the week, and the Boulevard Room's chief reported that reservations from early arrivals for the convention were far above expectations.

After the Democratic meet later this month. While the convention itself will be covered from the Amphitheater much of the radio and TV activities will originate from the Conrad Hilton Hotel, where candidates are maintaining their headquarters. All radio and television networks have established headquarters in the hotels, taking over large banks of rooms for their set-ups. Cameras are in constant readiness to be moved to any part of the hotel where action can be picked up, and similarly, mikes and cameras will be available even during official convention hours to cover special events at the hotel. Despite the hassle which started Thursday when the Republican National Committee ruled out TV and radio coverage of its sessions to seat contested delegates, crews were kept in constant readiness at the hotel by all webbs so that special shows could be aired or televised on a moment's notice. An example was the coverage of Taft's press conference at 11 a.m. CDT, Thursday (3) by NBC, which picked up the first 20 minutes of the session, then switched to another suite where an interview show with some delegates was televised for 10 minutes; then the web segued back into its regular program schedule. While convention programming will get all preference during the coming week, local stations were lining up coverage of their regular shows which might or might not get on the air live during convention time. In most cases, where radio shows are scheduled to be heard, but might be bumped due to special pick-ups from either the Conrad Hilton or the Amphitheater, shows will be taped so that rebroadcasts will be possible later in the day. Despite all the headaches involved, one thing was obvious—this Republican convention was "it"—the greatest show ever to hit the country's viewers and listeners. The Democratic convention, which will follow in a few weeks, according to most of the experts, will be anti-climactical, with none of the physical violence, fewer hassles and less hoopla than is now in evidence here.

Burlesque Bits

By UNO

The Werner Twins, Sonia and Sandra, singers and dancers, 18-year-old daughters of Edna Robie, former burly principal, started their very first public engagement July 12 for eight weeks at the Chicago Palace. Chicago, thru Ardor and Fletcher. Dad is Morris Werner, teevie technician for WPIX, New York and electrician for the Brandt Brothers movie houses. . . The stork last week brought two new sons to the homes of burleskers—one to Johnny D'Arco, singing comic teamed with Parker Gee, and one to Stanley Mory, straight man at the Stone, Detroit. Mothers are Ronnie Dumito D'Arco, former chorine, and Gertrude Minty, non-pro. . . Eddie Ross, owner and operator of the Folly, Kansas City, Mo., is vacationing in New York as the guest of Oscar Markovich. . . Tommy (Scurvy) Miller closed at the Fox, Indianapolis, and moved to the Gaiety, Detroit, for two weeks. Miller, with Harbie Barris followed Joe DeRita, Sammy Spears and Juanita Bates. . . Bob Lang was returned to the headline spot for two weeks at the Rhapsody Club, Niagra Falls, N. Y. Gayle Page, featured at the Old Barn, same town, joins Lang in his second week. . . Paul Morokoff before Gloube, Atlantic City and directly after the closing of the Hudson, Union City, N. J., for the summer, visited his ailing mother in Cedar Rapids, Ia., and stopped off in Chicago to arrange for special scenic equipment for future ensembles. Chorus line-up at Gaiety, Detroit, consists of June Albers, captain; Helen Crowe, Marilyn Forake, Mel Singer, Mildred Ernest, Pat Ditch, Marianne Nadel, Rita Landry and Ivy Fran. Morton Jacobs is manager and Frances Parks, producer.

will re-open in September with Kalanian, stripper, who is currently on the West Coast, where she is being booked by Lou Irwin and is expected to make a pit between nitery dates. A New York visitor from St. Petersburg, Fla. last week was Tom Ward, trying to place several of his "Stars of the South" members, also his "Tom's Frolics" unit. Both programs are worked on the basis of "everybody gets in the act" on radio and teevie. . . Claire Devine Dixon, ex-burly headliner, in charge of wardrobe for Mike Todd's "A Night in Venice" spectacle now at Jones Beach, N. Y. . . Principals at Joe. George and Tony Ellul's Empress, Detroit are Billy Lewis, who replaced Maurice Cash; Barney Harwood, in his tenth week; Jeanne Lynn, Carmelita Valdes, Fancy Deal, Margo Lane and Lu Veela. . . Marie Cord was held over for a second week at the Roxy, Montreal, where other principals are Sharon Roberts, Harry White and Kitty and Pat Patrick. . . Al Golden and his wife, Nita Marie, now labeled Siska, the Girl With the Green Hair, using a mace in her strip routine, are now with Raynell's "Hollywood on Broadway" show with the Cettlin Wilson Shows

Harry (Hickey) LeVan has had his contract extended by the M. & N. Candy Company, sponsors of a tee vee program emanating from Philadelphia every Sunday. . . Wade Barry is to be married August 2 to a mechanical engineer in New York. . . Dan's International, New Orleans show place,

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Clubs Sked "New Faces"

NEW YORK, July 5.—Two clubs will go in for "new faces" types of production within the next few months, in an effort to overcome the shortage of name attractions or their high salaries when available. Allan Gale's Celebrity Club, who do a full revue twice nightly (opening show will headline) Gary who'll work only the dinner show (nightly), Gale, thru booker, Dick Henry, is tying up the loose ends of a deal that will bring in many of the current Milton Berle writers to write, produce and direct such revues. The shows will consist of a semi-book and blackouts with comedy sight gimmicks. . . Monte Proser's La Vie en Rose, which shuttered until early September, was so gratified by Mel Torme's production talents, that it has bought him for the opening show for which he'll do productions and write lines for additional people to be hired for the show

We Now Have the **Abe Lincoln STRING BOW TIE** Western Style \$1.00 Maroon, Royal, EA. Black & Navy. Write for details. We Pay Postage. C.O.D. **FOX BROTHERS TAILORS** 712 W. Roosevelt Rd. Chicago, Illinois

DANCE TACK Non-Transferable FITS THROUGH THE BUTTON HOLE • IT THEN IS LOCKED SECURELY . . . CANNOT BE REMOVED WITHOUT DESTROYING IT ASSORTED COLORS SAMPLE & PRICES UPON REQUEST **WESTERN BADGE & NOVELTY CO.** Dept. D 1402 N. Exchange St.—St. Paul 2, Minn.

Len Ross Held in \$700 Bail for N. J.

PHILADELPHIA, July 5.—Len E. Ross, comic-emcee, was held here in \$700 bail for authorities in Camden, N. J. this week following his arrest here on charges of performing in "an obscene show" at a South Jersey tavern last February 6. The arrest was the seventh on similar charges against Ross since 1942. The last, in November, 1947, resulted in his serving six months in Holmesburg Prison here before being released on parole in June, 1949. Ross, who maintains his home here, was picked up under the name of Leoni DiGiacimo by local detectives. The bail was fixed by Magistrate Ralph Knox. His attorney, William Cohen, indicated Ross will not fight extradition to New Jersey but will appear in Camden voluntarily to face the five-month-old charge.

Dick Henry to Open Office

NEW YORK, July 5.—Dick Henry, cafe booker of the William Morris office, will open his own office in September, carrying with him a big stable of acts and the exclusive booking of probably four key clubs on the Eastern seaboard. Since it was learned that Henry planned to resign from the Morris office when he reached retirement age, at the same time getting about \$30,000 from the office in accumulated retirement funds, he received many offers from indie agents offering full partnerships and almost any kind of deals.

Southern Artisan Bureau Incorporated regrets to announce the death of its president **Dick Dixon** and further announces that the business will be carried on in the usual manner. Mabel Kay Frank Silva

Be a Booster for **MILTON SCHUSTER WANTED** 100 shows for Theaters, Clubs and Circuits. Contact **Jack Montgomery, Mgr.** Club Dept. Chicago 2, Ill. 127 N. Dearborn St.

Latest Comedy Material from NCTC Magicians etc. Send for our latest price list of great ORIGINAL gaffes, monologues, dialogues, parodies, bits, etc. Available by show. No low bid. Order \$10 for \$30 worth of above. Money back if not satisfied. **Laughin Unlimited** 106 W. 43 St., N. Y., N. Y. JU 2-4373

In Cherished Memory
of
My Dear Husband
Denny Pugh

Who Passed Away
July 10, 1949
MARGARET PUGH

In Fond Memory
Of Our
**PAL and PARTNER
DENNY PUGH**

Who Passed Away
July 10, 1949
"Always in Our Hearts"
**JOE and SALLY
MURPHY**

In Memory
of
DENNY PUGH
who passed on
JULY 10, 1949
**SIMMY and INEZ
CARROLL**

In Fond Memory
of Our
**PAL and PARTNER
DENNY PUGH**
Who Passed Away
July 10, 1949
**JACK and KETA
LINDSEY**

In Memory
of
DENNY PUGH
JULY 10, 1949
Three Years Have Passed
Since You Went Away.
You are sadly missed,
but you will never be
forgotten.
YOUR FRIENDS
OF THE MIDWAY
**Dallas Fair Park
and
State Fair of Texas**

The Final Curtain

ALLEN—William B.
Electrician at Lawrence Greater Shows, June 26 in Waco, O. (Details in Central Section.)

HAMBURGER—Edgar E.
68, one of the founders and the first president of Station WOR, June 28 in Avon, N. J. Primarily associated with department stores, he had once headed the Hamberger store in Newark, N. J. Station WOR, known in the 1920's as the Hamberger Broadcasting System, was largely used at that time as an ad outlet for the store. He was active in many civic affairs and was honored by the National Conference of Christian and Jews. His wife, three daughters, a step-daughter, a stepson and 10 grandchildren survive.

REHBEIN—Sherwood.
24, Detroit advertising executive, June 27. He was in charge of radio and television at Markham, John A. Adams. Survived by his widow, Leatrice, and two daughters. Interred in Evergreen Cemetery, Detroit.

CONNOR—Lt. Larry.
24, jet pilot trainee and son of Mrs. Julie Connor, wife of the late Will Jones, who was killed in the C. A. Wortham Show train wreck in 1922, recently near Moody Air Force Base, Ga., in a plane accident. Body was sent to San Antonio for services and burial in Evergreen Memorial Park. Survived by his mother and a twin brother, Douglas.

GADE—Fro.
75, internationally known Danish stage director, in Copenhagen June 25. He worked in Berlin and spent seven years as a film director in Hollywood. For many years he had been the chief director at Copenhagen's Royal Theater.

RIEFNER—Berbert.
Viennese conductor, June 26, in Salzburg, Austria. He collapsed while leading a concert of music sponsored by the International Society for New Music.

HART—Mrs. Ethel Tilson.
78, known professionally as Ethel Tilson when she was a lyric soprano in light opera from 1906 to 1912, June 25 in San Francisco. She retired in 1932 at the age of 15 after she was severely burned in a gas stove fire in Berkeley, N. Y., while appearing as the prima donna in "Show Girl." She was the widow of Charles Hart, musical conductor, who died in 1924.

LEVINE—Mrs. Beth.
58, former arranger of music for legit productions and one of Broadway's first theater-party booking agents, June 28 in New York. She did the musical arrangements for "Willow and I" and "Band and Soldiers." She started her theater-party booking in the early 1930's. She had also been active with many civic groups and had entertained at the Stage Door Canteen. Her husband, Max Levine, two sons and a daughter survive.

LOCHER—Jens.
63, Danish writer of plays, film scenarios and radio scripts, in Copenhagen June 29. He was noted as the most prolific of Denmark's playwrights, creator of "The Hansen Family" radio program and a director of the Nordisk Film Company. He served as editor in chief of the Copenhagen newspaper, B. T.

MARAS—Ernie.
79, last of the seven Maras brothers, pioneer Canadian showmen, June 31 in Ottawa, Ont. At one time he owned the Maras Theater in that city. Survived by his widow, Elsie; two sons, Jack and Ernie Jr., and a daughter, Betty.

MORALES—Mrs. Concha (Mama).
87, former noted circus woman and mother of the Morales family of circus entertainers who are usually well known in the profession, June 24 at her home in Tampa after an illness of seven months which followed an eye operation. Mrs. Morales and her husband, Martin, came from Mexico over 40 years ago and at one time operated their own circus which toured Texas. During her career she had been connected with most of the leading circuses of this country and Mexico. Survivors are a son, Felix, headliner artist and equestrian director; an adopted son, Pedro, who plays cascadeville in the Pedro and Durand balancing act; three daughters, Conchita Erickson, now with the Clyde Beatty Circus; Edith Lamb, who is located in Tampa, and Teresa Mitchell, trapeze artist with the Grand Brod Circus; five granddaughters, including Dorothy Pina, with the E. K. Perandros Circus in the far East; two grandsons and three great-grandsons. Funeral arrangements were in charge of Dennis Mortuary, Tampa, with burial in Ocean of Memory Cemetery there.

MORRIS—Perry H.
63, who operated the Morris Bros. Show in the South for many years and had been engaged in show business more

than 50 years, July 1 in Baptist Hospital, Memphis. He was born at Atkins, Ark., and entered show business at the age of eight. In more recent years he had operated the Morris Bros. A Circus Show. For the past 18 years he had lived near Kiowa, Ark., when not on the road. Survived by his widow, Laura; a sister, Mrs. Pearl Nisler, Memphis; and a brother, James, Kiowa.

MERTZ—Charles Elmer.
61, musician, June 24 in St. Joseph's Hospital, Reading, Pa. He was a first and appeared as soloist for a number of musical organizations in that city. He was a life member of Local 115, American Federation of Musicians, Reading. His widow, Florence, three daughters and a sister survive. Services June 28 in Reading and burial there.

OSKOW—Edward.
43, Detroit musician and composer, July 11 in Detroit from cancer. He played violin, piano and organ, and was for years director of the General Motors Chorus. Survived by a brother, Joseph, Interred at Gethsemane Cemetery, Detroit.

FOOLE—Henry.
71, son of Frank and Willie Foole, Nashville, and employed on Johnny's United Shows, June 27 in Altus, Ind. Burial in Nashville.

SHERWOOD—Robert Jr.
In Fairfield, Conn., June 25. He was the son of Robert Sherwood, co-owner of Candlelight Stadium, Bridgeport, Conn. Burial in Lawrence Cemetery, Fairfield, June 24.

WENZEL—Christy.
32, auto stunt driver, July 1 in Ottoveland, Mass. while performing a hot-rod act. (Details in Outside Section.)

WINNETT—Robert Emmett.
78, songbook publisher and composer of religious songs, June 27 in a hospital at Dayton, Tenn. He was president of the R. E. Winnett Publishing Company and had published 87 different hymn books. One of them, "Songs of Pictorial Power," had sold more than 1,000,000 copies. Surviving are his widow, three sons and four daughters. Burial in Burdick Cemetery, Dayton.

WINTERS—Charles R.
76, partner with William Greenwald in the Eccentric Musical Clowns act, recently. They had been partners for more than 50 years. They retired last year.

ZINKELMEIER—John.
68, director of merchandising at Station WLW, Cincinnati, July 9 of a heart attack at his home in that city. He had been affiliated with the Croley Broad-

casting Corporation since 1946, coming to WLW as director of drug merchandising. In 1946 he was named manager of specialty sales for the station and was promoted to the position of merchandising director in 1948. Previous to joining Croley, Zinkelmeier was connected with the Procter & Gamble Company, Ohio Buttering Company and the drug division of Sincos. A native of Cincinnati, he was a member of the Greater Press Club, Ohio Valley Drug Association, Indiana Travelers Association, Ohio Drug Travelers Association, Association of Manufacturers Representatives and the Kentucky Travelers Association. Services July 5.

Marriages

GORDON BLINK—
Larry Gordon and Robin Blink, daughter of Bill Blink, executive vice-president of United Television Programs, Inc., July 3 in Chicago.

MCPAUL CANNON—
Vincent M. McPaul, general manager of Shea's Theater, Buffalo, and Mrs. Anthony J. Cannon, non-pro, recently in Buffalo.

PICCOLA-DOWN—
Joseph Piccola, manager for Capital Records artist Al Martino, and Marjorie Down, June 31 in Brooklyn.

SOBEL-FOREST—
Walter Sobel, New York, and Susan Forest, New York television actress, in Bridgeport, Conn., June 29.

Births

BARE—
A daughter, Catherine, June 29 in St. Joseph's Hospital, Burbank, Calif., to Mr. and Mrs. Parley Bare. Father is a radio and film actor and was local press representative for Polack Bros. Shrine Circus. Mother is the former Elizabeth Clark, of the well-known riding family.

BIRMINGHAM—
A son, June 28 to Leona and A. J. (Carolina) Simmons, of the Wolfe Amusement Company in Emory, Va.

WE'LL ALWAYS REMEMBER YOU

IRVING J. POLACK

Passed away
July 13, 1949

HARRIET and NATE LEWIS

EDWARD (SLIM) JOHNSON

Died July 10, 1950

Sadly Missed By
RUTH ANN & CHESTER LEVIN

IN MEMORY OF EDWARD (SLIM) JOHNSON

WHO PASSED AWAY JULY 10, 1950

RUTH and VINCE McCABE

In Loving Memory

Of Our Dear Mother
CONCHA MORALES

Died June 24, 1952

CONCHITA & KARL ERIKSON

ELLIOT, JOHN.

of 38 Linwood Avenue, Bogalusa, New Jersey, on June 28, 1952. Beloved husband of Myrtle (nee) Maloney. Deceased father of Jack, William, Clement and Mrs. Virginia Lewis. Funeral was held from the William Schmitt, Inc. Funeral Home, 509 Phillips Avenue, Bogalusa, N. J., in evening service Wednesday Memorial Park, Paramus, N. Y.

Roadshow Rep

Continued from page 45

eral years and that he's now back in the U. S., where he plans to remain for a few weeks. He says that Western Canada has been off for the past year because of a cold winter and too many traveling shows. Rennels follows the busking style of operation each summer. Ed J. Daniels' minstrel show is working to fair results in the Shelby, Tex., area. Daniels has a tie-up with a national seed concern, which, he says, helps the gross at the end of each month. Daniels is a former advance agent with various roadshows. . . . George Spicer has his museum cliking in the Galt, Ont., sector.

Atkinson Tops N. Y. Critics

Continued from page 1

the difference in the finish for fifth and sixth places. Journal-American's John McClain scored 76.9 over Richard (Post) Watts' 76.8. Watts was wrong 13 times out of 58 tries. McClain, who belatedly and permanently took over the J-A's drama slot after poor health ended the retirement of his predecessor, Robert Garland, caught 28 shows and was charged with six errors. It should be noted that Garland, who covered the forefront of the season, passed judgment on 29 productions with 12 bad guesses for an average of 88.6. Last year, when McClain had an opportu-

ity to see the majority of the shows, while substituting for Garland, he ran away with top scoring honors for the 1950-52 season. John Chapman, previously twice a winner, this year materially improved his average, but is still low in the batting order in seventh place. Daily News critic was present at 57 first-night computations and was charged with 17 errors for a score of 70.2. William Hawkins (World-Telegram-Sun) saw one less show than Chapman and was tabbed with a similar number of errors for a total of 69.6 per cent.

ARSA Honors to Mineola

Continued from page 45

Mineola Jove Bonocore, Paramus, N. J.; Pat Johnson, Elizabeth, N. J.; Sub-Novice Duets—P. LeafMullen and Robert Chidley, Mineola; Susan Lene and Allan Ethie, Mineola; Jean Melner and Victor Ethie, Mineola, N. J.; Sub-Novice Boys—Tom Katenbach, Plymouth, Mich.; Jove Bonocore, Paramus; Larry Leavitt, Mineola, N. J.; Intermediate Duets—Hohenstein, Niemeyer, Pawlick and Perkins, Grand Rapids; Novice Ladies' Singers—1. Joyce McDer, Alexandria, Va.; Sharon Wright, Plymouth; Barbara Altman, Stockton, Calif.; Intermediate Ladies' Singers—1. Margie Adair, Trenton; Barbara Kempainen, Plymouth; Doris Williams, Elizabeth, N. J.; Junior Duets—1. Louise Emery and James Alwell, Frankfort, Ind.; Theresa Colalo and Immanuel Commandatore, Bayonne, N. J.; Sharon Frackert and Keith Wall, Ft. Wayne, Ind.; Novice Men's Singers—1. Louis Meyer,

Trenton; Carl Slack, Blandenburg, Md.; Joseph Grosso, Mt. Vernon, N. Y.; Intermediate Mixed Pairs—Barbara Kempainen and Lee DeWolf, Plymouth, Mich.; Margie Adair and William Blinner, Trenton; Pat Ryan and Jack DeBeve, Washington, D. C.; Junior Duets—1. Janet Ghidini and James Leutz, Mineola, N. Y.; 2. Edward Krenson, Guy and Edward Krenski, Mineola, N. Y.; 3. Joan Strouts and Oliver Betzler, Paramus, N. J.; Junior Men's Free Style—1. Ronald Holland Pasadena, Calif.; 2. James Ronobanian Jr., Elizabeth, N. J.; 3. James Mast Jr., Plymouth, Mich.; Intermediate Ladies' Sings—1. Adele Marie Blinner, Trenton; 2. Edward Krenson, Guy and Patricia, N. J.; 3. Lois Wilson, Blandenburg, Md.; Intermediate Men's Sings—1. John Bernhard, Alexandria, Va.; 2. Morris Van Den Hende, Paramus, N. J.; 3. Dee Fagotti, Washington, D. C.; Junior Ladies' Sings—1. Barbara Thompson, Washington, D. C.; 2. Mary Malloy, Bayonne, N. J.; 3. Arlene McKee, Paterson, N. J.; Junior Men's Sings—1. Donald DeLoe, Paterson, N. J.; 2. Clifford Burton, Blandenburg, Md.; 3. Donald Phillips, Paterson, N. J.; Senior Ladies' Sings—1. Ellen Hughes, Blandenburg, Md.; 2. Elizabeth Cunningham, Blandenburg, Md.; 3. Gloria Barry, Bayonne, N. J.; Senior Men's Sings—1. Edward Haven, Blandenburg, Md.; 2. Edward Krenson, Mt. Vernon, N. Y.; 3. Albert Smith, Bayonne, N. J.; Junior Mixed Pairs—Barbara Bratles and Billy Ferraro, Plymouth, Mich.; Jove Bonocore and Oliver Heiler, Paramus, N. J.; Ed J. Daniels, Mineola; and Thomas Erickson, Mineola; Sub-Novice Pairs—Dawn Brown and Cleo Bonocore, Paramus; Susan Lene and Robert Chidley, of Mineola; Jud Snyder and Larry Segoff, of Mineola; Intermediate Mixed Duets—1. Edna Shem and John Romell, Plainfield; Barbara Friedman and James Foyline, Elizabeth, N. J.; 2. Edith Janasch and Theodore Thomas, of Mineola; Senior Men's Mile Sings—1. Edward Krenson, Mt. Vernon, N. Y.; 2. Edward Haven, Blandenburg, Md.; 3. Edward Wright, Jackson, Mich.

Drivin' Round The Drive-Ins

Continued from page 45

print stage. Drive-in operators, with a break in the weather, hope to catch up for the slow start which was due mostly to bad weather and rains on week-ends early in the spring. . . . Allied Buying & Booking Service is handling Dan H. Mowery's Cumberland Drive-In, Newville, Pa., . . . Oakhill Drive-In, Moosic, Pa., has installed new projectors, arc lamps and rectifiers

NEWPORT BUSINESS BIG FOR RINGLING

Advance Sale, Navy Pay Day Help; Crowds Fairly Good in Other Spots

PAWTUCKET, R. I., July 5.—Ringling Bros. and Barnum & Bailey Circus struck it rich at Newport, R. I., Monday (30) after an advance sale in excess of \$20,000, according to show sources. The matinee drew better than three-quarters and the night house was near-capacity. North Ends Club was auspicious.

By coincidence, Navy base personnel was paid a day early at Newport and had money for the show. It was Ringling's first appearance at Newport in about 30 years. Lot was a government-owned tract, which the circus described as near-perfect. Side Show also did big business at Newport.

Elsewhere, the Ringling show was doing fairly good business. Pawtucket on Tuesday (1) came up with half and three-quarter turned in at Plainfield, Conn.,

(26); New Haven (27), and New London (28).

Stamford, Conn., however, was good for two packed houses, with ticket sales being halted some time prior to show time at night.

Portland, Ore., Gets National Hereford Show

PORTLAND, Ore., July 5.—Pacific International Livestock Exposition this week announced a contract with the American Hereford Association for staging the National Hereford Show during the 1952 exposition October 4-11. This is the first time this show has been assigned to the Pacific Northwest, according to Manager Walter A. Holt.

The Hereford show will offer \$15,000 in breeding class prizes, with an additional \$1,000 if the grand champion steers is in the Hereford breed. There will be an additional \$750 in premiums in the steer classes.

"We consider this recognition of the extensive breeding promotion in this, the fastest growing beef section of the United States," Holt said. "It constitutes also recognition of the Pacific International as among the big livestock exhibitions in the country."

"We shall also have a fine offering of breeding Hereford cattle during the sale."

Third Draft of Safety Law to Be Considered

ALBANY, N. Y., July 5.—A public hearing to consider a third draft of the controversial Rule No. 41, the New York State "safety law" for aerial performers, will be held before the Board of Standards and Appeals of the Department of Labor Wednesday (16) here.

The law went into effect July 1, but both the administrators of the law and the persons whom it affects (aerial performers, circus, carnival and fair owners and act managers) are not quite sure how it operates.

Among the points outlined in the third draft of the law are that each act in each performance be controlled by a safety supervisor, that safety apparatus and devices be used, and that those devices be inspected by the safety supervisor. The supervisor would be designated by the owner.

The draft also provides that "at least 10 days before every performance the owner, agent, lessee... of a circus, carnival, fair... in connection with which a performance is intended to be presented, shall inform the commissioner by mail of the time and place at which the same will be presented."

BEATTY SETS CANADA; OREGON, IDAHO CLICK

SASKATOON, Sask., July 5.—Clyde Beatty Circus has been contracted to play here August 15-16. Permits were granted after the city council changed a by-law which councilmen said was designed to protect the Saskatoon Exhibition. Earlier wording of the by-law, however, actually prohibited the exposition itself, and this led to the change. Other attractions now may play the town after the Exhibition's dates.

Meanwhile, the Beatty show was winning welcome big houses in Oregon and Idaho. A Sunday stand (29) at Ontario, Ore., brought a near-capacity for the single performance. In Caldwell, Idaho, the matinee was three-quarters and the night house was an overflow. Rain interfered with the matinee.

Early N. D. Fairs Are Money-Winners

CANDO, N. D., July 5.—Three early North Dakota fairs—Crosby, Bottineau and Cando—were financial winners. Of the three, Crosby enjoyed the biggest success. Cando, rated third in the ranks of the money-winners, was hit by rain.

MILLS IN WORLD NEWS AS 3 GIRLS QUIT CIRCUS

British Performers Clear Show, Enter Complaint Against Agent

CHICAGO, July 5.—Mills Bros' Circus reaped a whirlwind of international publicity this week when three members of the Wallaby Troupe quit the show and were picked up by immigration authorities here.

The girls, all from London, England, were members of the act brought here by Digger Pugh for booking with Mills. They are Elizabeth Sharples, Muriel Maxwell and Beryl Smith.

Newspapers and radio newscasters here featured the story with emphasis on the girls' complaints about their show jobs, and a Washington correspondent for a London newspaper was

among others obtaining information for news stories.

The trio charged they were held in "bondage" on the show and complained about their quarters, pay deductions and the number of tasks assigned to them in the performance. They agreed with Jack Mills, co-owner of the show, that their complaints were against the booker rather than the show, according to immigration officers. Police in Rockford, Ill., also reported that the circus was clear of any blame. Mrs. Hedda Campbell, daughter of Pugh, was reported to be in charge of the troupe.

Immigration officers in Chicago said they believed the girls might have been aversold in London on the prospects of their job here. However, one of the girls, Beryl Smith, told The Billboard that she also was with the troupe last year and returned this time for a second season.

Visited Former Member

The trio left Mills Bros. at DeKalb, Ill., June 23, and went to Rockelle, Ill., to visit with Mrs. Nellie Raabe, a member of the troupe until her marriage last year to an employee of the circus. On Tuesday (1) they went to Rockford, where the Mills show was playing, and contacted a police sergeant. Immigration officers brought the girls to Chicago Wednesday (2). In leaving the circus, the officers said, the girls had broken their contract and consequently nullified their visas.

L. D. Barton of the Chicago immigration office said warrants were issued for the girls but that they were to be released and allowed 60 days in which to earn passage home. Otherwise, he said, they would be deported.

Mrs. Smith said the girls expected to frame a new acrobatic act and work with another circus in this country.

Illinois Fairs Click; Peoria Gets Break

Griggsville, McLeansboro Top '51 Pace; Metropolis Event Hit by Heat, Showers

PEORIA, Ill., July 5.—Heart of Illinois Fair here, belted by rain and heat the past two years, thru Friday (4) was well on its way to attain the success which had been predicted for it the past several years.

Altho comparative attendance figures would not serve as a true

measure in view of the two poor years, turnouts were eclipsing those of 1950 and 1951, according to Robert Riley, who is serving his first year as secretary of the Exposition Gardens annual.

Weather was ideal all week, with the exception of Wednesday evening (2) when the night show, Olympia Circus booked thru Barnes-Carruthers, was wash 1 out. The unit's other three performances went on to fair crowds. Hank Snow and a "Grand Ole Opry" unit played to big crowds Thursday night, helped by a record gate attendance of close to 18,000.

Horse races, major afternoon attraction, drew well and a quarter horse race program Tuesday afternoon proved popular. Grandstand attractions today include stock car races under VFW non-endorship, while Sunday afternoon the Mississippi Valley Racing Association will stage big car sprints. Lee Lott's Auto Thrill Show is the Saturday and Sunday night feature.

Buff Hottie Shows, which hold down the funzone this year, are doing well and topping grosses racked up at last year's affair.

GRIGGSVILLE ROMPS WELL AHEAD OF '51

GRIGGSVILLE, Ill., July 5.—Western Illinois Fair, thru Friday (4) was romping well ahead of its '51 predecessor attendance-wise and, provided with good weather thru tomorrow, expected to beat the previous year for its fifth straight year.

July 4 attendance in excess of 20,000, filled the grandstand for two night performances of Sam Howard's water show and this turnout was expected to be repeated this evening when the

(Continued on page 51)

OPS Checks 2,000 New Eng. Spots, Finds Scant Compliance

BOSTON, July 5.—Results of the initial price check of New England fairs and beach resorts by the Office of Price Stabilization showed a "noticeable lack of compliance" with price posting and filing requirements. John A. Fox, OPS deputy regional director, revealed Wednesday (2).

At the same time, Fox announced that a new check was underway to "assure Fourth of July week-end pleasure seekers a 'fair shake'" at resorts thruout the six-States area.

The new check will also include all places serving food, as well as rides, shooting galleries, games, rentals of bathing suits, lockers, beach umbrellas, boats and other attractions.

Fox said that the check, which included fairs around Boston and Springfield, Mass., Rhode Island, New Hampshire, Maine and Vermont, showed that less than 40 per cent of amusement spots were in compliance with OPS regulations.

The deputy director warned operators that prices must be posted where customers can see them, that prices must be filed with OPS district offices, and OPS must keep copies of their prices available for inspection.

"A consistent pattern of open violations was found in the check," Fox said. "It is the intention of OPS to protect summer visitors who are now pouring into New England and at the same time safeguard the area's billion dollar resort business."

More than 2,000 individual concessions were checked in the initial drive, conducted by OPS personnel. Many spots were found without any posted prices, and a larger number had failed to file their prices with OPS. Fox called on amusement spot visitors to report instances of unposted prices and any attempts at price gouging to their OPS district offices.

The OPS said that the interest

(Continued on page 51)

coming IN THE AUGUST 9 ISSUE:

The Billboard Second Annual auditorium-arena review

featuring special articles of long-term value and interest . . . and highlighting valuable statistical data on auditoriums and arenas

Purses of 8G At Stake in J Bar H Rodeo

CAMDENTON, Mo., July 5.—Purses aggregating \$4,000 plus entry fees which bring the total to \$8,000 will be at stake at the July 11-13 J Bar H Ranch Rodeo here, produced by Jean & Harry B. Nelson.

In addition, civic and promotional organizations in the area will make special presentations of winners of various events, including gold and silver belt buckles to top money winners in each of the five championship events. A \$200 grand prize buckle will be awarded by the Lake of the Ozarks Association to the best all-round cowboy, and the local Chamber of Commerce is presenting a \$100 buckle. The Lebanon (Mo.) Chamber of Commerce also is awarding a buckle.

Inmates and supervisory personnel of Boys' Town will be guests Saturday (12) of the Nelsons. The kids will be treated to lunch at the Lake of the Ozarks Hotel, will view the rodeo parade and see the afternoon show in the new \$85,000 rodeo arena seating 9,000 people.

Since spring the rodeo has been promoted in the area by the Nelsons via free rodeo movie showings at schools and civic and fraternal group meetings.

Rogers Scores At Joliet, Ill.

JOLIET, Ill., July 5.—Rogers Bros' Circus scored heavily here Monday (30), with a near-capacity matinee and full night house under auspices of the school band parents' association. Sponsors said about 3,000 tickets were sold in advance. Bands here create special interest and have won national championships.

The stand was Rogers' final Illinois town, and the aggregation is moving to the East. Earlier, Rogers has fractional houses for both shows at LaSalle, Ill., on Sunday (29). Strike in the major industry, extremely hot weather and illness of a circus advance promoter were factors. At Aurora, Ill., the show had fair business.

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Talent Topics
 BY CHARLIE BYRNES and JIM McHUGH

Canadian Notes: Irving Grossman's "Round the World Revue," now playing the Western Canadian B fair circuit, includes Fred Ketch, ventriloquist; Parkers, comedy balancing; Edna and Leon, acro; Victoria Troupe, cyclists; Capt. Harry Pickard, senils; Matt Tack and Company, barrel juggling; Ross Lorenz Lovelles, dance ensemble; Gene Colin, guitarist and emcee, and Barbara Small and her band.

Benny and Betty Fox, high pedestal dance team, who were featured at the recent Winnipeg exhibition, garnered Canadian-wide publicity via a photo that was front-paged by nearly every daily in the country. The picture, taken by a Winnipeg Tribune photog, showed Betty leaping into the air from a tiny perch suspended from a hotel roof, 10 stories above the city's streets.

Bud Carson, of North Hollywood, Calif., is fulfilling fair and s't a m p e d e dates in Western Canada with his four palominos and two ponies. One of his palominos, Trig Roy, is a 2-year-old son of Roy Roger's famous Trigger.

Bud Carlel and Rose, whip-rope performers, recently returned to Chicago following a busy winter of sport shows and New York video appearances. The duo also appeared in a Chicago telecast and following a season of fairs for the Barnes-Carruthers office, will play the Madison Square Garden rodeo for four weeks.

Jerry D. Martin's Three Fearless Stars, high trapeze, were skedded to play the Louisa, Va., July 4 celebration followed by an engagement at the Dauphin, Pa., Firemen's Fair and a stint at Sea Breeze Park, Rochester, N. V. Other fairs on the trio's Canadiana, N. Y.; West Newton, Pa.; Hamburg, N. V.; Toronto, Cobleskill, N. Y.; Mount Airy, N. C.; Atlanta, Ga.; and Columbus, Ga., winding up the latter in mid-October.

Pop Staples, in addition to his rodeo-producing chores, is personally working a trained horse act in his show along with his 12-horse Liberty act. Staples' organization recently had Francis the Mule, noted movie animal, as an added attraction at the DAV rodeo in Chattanooga.

Van de Velde, musical-acro troupe, was in Chicago last week for a Sunday (6) appearance on "Super Circus," ABC's tele-show. Al Ackerman, top

man in the Six Tip Tops, acrobatic group, has been spending some time in his Wayzata, Minn., home prepping for the outdoor season. Banfield, jugglers, were in the Sunday (29) bill on ABC's Tootsie Hippodrome circus program which is aired from New York.

Clown Ernie (Blinko) Burch writes from Hollywood that he has been busy making TV appearances on the West Coast, programs including Bob Hope's recent telethon for the Cerebral Palsy Fund. He says he plans to be with the Big One next season. Ebel, Harry and the Aerial Sensations, both high acts, were skedded to play the July 4 week at State Fair Park, Dallas. Earl Gritt and his comedy car also were on the program.

Nellie Lucher and her Rhythm Group, headlining the acts at the Vancouver, B. C. recently entered their third week at that bistro.

The Kourmpates Brothers, formerly known as the Barretts, opened Saturday (7) at New Brunswick, Ont., for the Al Martin office after concluding a week at Ed Carroll's Riverside Park, Agawam, Mass. Blanche Balsor, who performed for many years as a member of the Balzer Sisters before retiring last year, is their personal manager and representative.

Sam Solomon, outdoor show business insurance rep, info that he is operating an independent business this season and plans to move his offices to St. Petersburg, Fla., in December. E. W. (Bill) Wells, who recently closed with Royal Crown Shows, lent a helping hand to Johnny Denton's Gold Medal Shows when the org played Chicago Heights, Ill.

Harold Voise, formerly of the Flying Melozas, was the subject of a feature story in the Tuesday (1) issue of The Detroit Free Press written by Donald E. Schram. The yarn was in connection with Voise's present assignment, teaching acro work to Pier Angele for the MGM production of "Equilibrium."

Benny and Betty Fox, high perch artists, got nationwide Canadian coverage thru the photo service of Canadian Press during an engagement in Winnipeg recently. CP released a photo showing the pair practicing new routines on a plank extended beyond the edge of a hotel roof 15 stories above the street. Some 25 newspapers ran the photo.

Vicki Francine, member of the Flying Flannagans and last with the James C. Strates Shows, has turned to Philadelphia night clubs for the summer. Billed as "the Venus of Vibration," she is currently featuring her dancing at the New Catalina Sho-Bar in Philadelphia. Thrill circus and water show presented at the outdoor Ocean Stadium at Steel Pier, Atlantic City features Lotie Mayor's New 1952 Water Ballet, Incredible Rombs in his somersaulting auto, Russ Dotson and His Diving Collegians; Sylvia and Her Dogs; Les Coronas, high wire; the Orioles, trapeze; Tony and Ruby, trapeze, and Jack Montes, emcee.

When Pedro and Durand played the Montmartre Club, Montreal, recently, Pedro Morales Jr., celebrated his sixth birthday and gave an impersonation of Johnny Ray. The club management presented him with a bicycle.

St. Louis Fair Sets Livestock, Rural Contests

ST. LOUIS, July 5.—St. Louis Country Fair, which opens here September 13 for a nine-day run in the Arena and land adjacent to it, will have close to a million square feet of space available for exhibits and attractions, according to Ira W. Curry, manager.

Most of the events will be of the rural nature, he said. A wide variety of agricultural products, including livestock of all types, will be on display. Some 25 different contests are scheduled, including board-growing, band, tractor operators, driving, amateur photography, horseshoe pitching and a Mr. and Mrs. Farmer competition. Total prizes of \$5,000 will be distributed, Curry said.

Attraction programs are still in the making but a midway area will be included. During the nine days the fair will open each day at 1 p. m. and run to 11 p. m.

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- For Theatre Bldg.WOLCOW 2-1100

Stunt Fizzle Kills C. Wentzel

GROVELAND, Mass., July 5.—Christy Wentzel, 32 Reading, Pa., stunt driver with the Joe Chittwood Auto Daredevils, was burned to death before 5,000 spectators at one-night stand here Tuesday (1) when his car burst into flames while performing a roll-over at the Pines Speedway.

Wentzel, trapped in the car, died before other drivers and police could reach fire extinguishers.

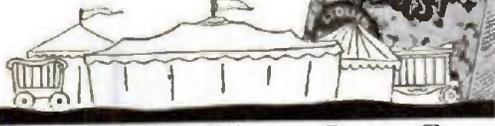


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Velares Open Dark Ride At Long Beach Funspot

LONG BEACH, Calif., July 5.—Whispering River, a new dark ride created by Elmer Velare, was debuted at the Long Beach Amusement Company's Nu-Pike here this week. Under construction for the past six months, the attraction cost approximately \$85,000.

The installation was made under the expansion plan now underway for the Velare Bros., a partnership of Curtis and Elmer Velare. Other rides, including the Sky Wheel, Tilt-a-Whirl, Octopus, Miniature Coaster, Laff in the Dark, and Caterpillar, have been modernized. New ticket boxes in lavish designs and bright colors have replaced the conventional ones. The Octopus base was raised five feet on a steel platform with a new-style decorative effect being created around the foundation.

Elmer Velare said that a new front for the Coaster had been approved by the City of Long Beach. However, the approval came thru too late for construction this year.

Whispering River, located on the promenade east of the Nu-Pike's park, fronts 45 feet on the walkway. The facade is 42 feet high. Depth of the building is about 100 feet and is required to cover the track in one minute and 40 seconds. Nine cars are used and the admission is 25 cents.

Velare has gone all out in the creation of new effects. To the left of the entrance and extend-

ing from the ceiling is a large cage skeleton on which is a band of six monkey figures. The cage structure turns with the "hand" remaining stationary. They "act" during the playing of a popular record. The lights dim as those behind a screen come up to show hulas and a bongo player, who "perform" during the playing of exotic music. The cycle is completed when the back lights dim and those in front on the monkey band brighten.

To the right of the entrance is a water wheel with the figure of a miller waving to the crowd. Waterfall effects are created with automatic floods and cellophane strips. The front is a blaze of specially blended bright colors. There are many modernistic designs carrying out the over-all effect.

The ride was built in the Velare Bros.' shops here. The interior figures are placed at every turn and Elmer Velare is now working on the final track. It will be three stunks located near the exit. They will perform their well-known trick with H.O. being substituted.

A pneumatic system is being installed for cleaning the front at regular intervals.

Edm'ton Rodeo Moves Indoors, Draws 24,000

EDMONTON, Alta., July 5.—Because of wet, treacherous grounds and poor weather, a last-minute decision was made to move the Edmonton Exhibition Association's second annual rodeo into Edmonton Gardens and the event stayed there for its five evening performances and one matinee. Total attendance was estimated at 24,000.

Rodeo saw 91 top Canadian and U.S. cowboys competing for \$9,000 in prize money, \$6,000 of which was put up by the exhibition association, the remainder coming from entry fees.

Show was officially opened by Premier E. C. Manning who paid tribute to the producer, Herman Linder, of Cardston, Alta., as "Alberta's outstanding cowboy." Linder was five times world champion cowboy and seven times North American champion.

Bud Carson and his horse troupe were featured performers. Guests included U. S. G. Weadick, founder of the Calgary Stampede in 1912, and Mrs. Weadick.

Top turnout was the fourth evening when 5,500 paid.

Du Quoin Fair Inks Whiting

DU QUOIN, Ill., July 5.—Songstress Margaret Whiting and her piano-playing husband, Joe (Fingers) Carr, have been signed to head up the night grandstand show at the Du Quoin State Fair. The two will come in for seven evening performances August 25-31.

Lou Breese and his band, which is scheduled to play both the Republican and Democratic national conventions in Chicago, will provide the music here for the third straight year.

Milton Berle and a package show was earlier signed to do one night grandstand show at the fair on September 1.

Det. 250-Mile Stock Car Race Pulls 16,000

DETROIT, July 5.—A 250-mile stock car race drew an estimated 16,000 fans to the State Fair track Sunday (29) for the second annual event of this type, which was sponsored by Nash-Kelvinator. Winner was Tim Flock, of Habelville, Ga., by a half lap in a Hudson Hornet.

Weather Aids Chi Pyro Firm

CHICAGO, July 5.—Thearle-Duffield Fireworks, Inc. here had one of its most perfect July 4th holidays on record, according to Art Briese. Weather throught the broad territory serviced by the pyro firm were excellent, with the exception of Philadelphia where a light rain hit The Evening Bulletin celebration there but did little noticeable damage.

Briese said they had no rain-outs from Denver East to Philadelphia and from spots in Minnesota South to Dallas. The big pyro show at Chicago's Soldier Field Friday night (4) was handled by Briese and perfect weather and a huge turnout made the night a huge success.

Alberta Slim's Carnival Unit Clicks in Alta.

LETFBRIDGE, Alta., July 5.—E. C. (Alberta Slim) Edwards' circus unit on the Wallace Bros. carnival has been doing well in Western Canada, he said this week. Alberta Slim is a name recording artist.

Performance includes baby elephant, performing bear; dog act; chimp; Edwards' horse, "Kitten" clown, and three cowboy singers. Top seats 800.

He purchased the elephant from Henry Trefflich and took delivery on it at London, Ont., in April.

Capt. Ken Hill's animal show also in on the carnival. A lion from this act injured an 8-year-old girl when it escaped here. The girl's father grabbed the lion's ears and bent the animal until Hill came to his aid. Three lions are in the act.

Colgate, Sask., Cracks Records

COLGATE, Sask., July 5.—All attendance records were broken at the 27th annual Colgate Agricultural Society Fair. Entries were large in all departments.

Features included a harness tournament, tractor rodeo and safety driving contests and a base ball tournament.

Kopp, Caseys Plan Kidspot In Minneapolis

MINNEAPOLIS, July 5.—William Kopp, former motel operator and zoo owner at Hastings, Minn., has installed three rides on property adjacent to the Queen Anne Drive-In here and plans to expand the line-up into a fully equipped Kiddieland.

Tom and Ann Casey, operators of the theater, own the Kiddieland site and is connected with its operation. The Caseys used Kiddie rides booked on a percentage deal last year at the theater, but the lease was not renewed.

Location has a 1,000-foot frontage on a highway and has a natural lake in the center of the site. A 30-foot hill is behind the lake. The miniature railroad will circle the lake and climb the hill.

Tony Martin to Head CNE Fair

NEW YORK, July 5.—Tony Martin will probably headline the huge talent array at the Canadian National Exposition grandstand show when it opens August 22. In addition to Martin, CNE has also bought the Ashtons, an Australian Risley act now current at the Latin Quarter.

Martin, in for \$40,000, was originally set for the California State Exposition which was to run at the same time as the CNE. For reasons of prestige, plus the date, Martin preferred the latter date. After lengthy negotiations the singer was permitted to get out of his California date making him available for CNE.

Hardisty Rodeo Pulls 20,000 Fans

HARDISTY, Alta., July 5.—Despite almost impassable roads, attendance at the two-day Hardisty, Alta., stampeo drew an estimated 20,000. The all-round cowboy trophy went to Will Geritz, of Black Diamond, Alta.

Miss Eunice Johnson was named Stampeo Queen. Chuckwagon races will be featured next year, directors decided. The stampeo is slated in the American Cowboys' Directory as the twelfth rodeo on the continent, a position that is currently being disputed by the Edmonton Exhibition Association's stampeo.

Charter Speedway

MOUNT STERLING, Ky., July 5.—Mount Sterling Fairgrounds Speedway, capitalized at \$1,000, has been granted a charter by the secretary of state. Incorporators are D. C. Ratliff, Josh Adams and Paul Jones.

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3000 Small, Thin "Brookline" Bingo Sheets, 2 colors, lacqued only, 95¢ per set, size 4 1/2, \$1.35.

Plastic Markers, Red, 100, round of square, 3/4" diameter, \$1.25.

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Smaller size, \$1.00.

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Wooden Ball Markers, \$1.00.

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Polack Orders Bulls For Winter Delivery

LOS ANGELES, July 5.—Polack Bros. Circus will buy five elephants for next season, Louis Stern, manager of the Western unit, said here. An order for the pachyderms was placed with Louis Goebel, animal dealer at Thousand Oaks, Calif.

Goebel said Stern specified the bulls were to be delivered in time for winter training. With export bans on and off in Thailand and India, Goebel said no specific delivery date could be set but that he hoped to have them on the Pacific Coast by December.

Whether the new animals will go to the Western or Eastern Polack unit was not revealed. The Western unit has had the Tom Packs elephants under contract for two seasons. The Polack organization also has a three-elephant act on the Eastern unit.

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JUMPS 25 PER CENT

McLEANSBORO, Ill., July 5.—Ideal weather has boosted attendance at Hamilton County Fair here almost 25 per cent ahead of a year ago, according to H. (Red) Mead, secretary. Annual, which opened Tuesday (1), runs thru Sunday night.

Running races have been the big draw, with turnouts estimated at 30 to 35 per cent ahead of '51. Western horse show, Wednesday night (2), was equally popular, according to Mead. Friday afternoon's program, in addition to the runners, included a big homecoming, complete with parades, square dancing and fiddler contests.

Today the feature will be a horse show, supplemented by

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Bad Axe, Mich., Lures Patrons With Variety

BAD AXE, Mich., July 5.—Huron County Fair this year will stress greater variety in its grandstand attractions with more types of shows scheduled than heretofore, William E. Logan, manager announced.

Opening day's entertainment will be provided by Ward Beam's auto thrill show with a Barnes-Carruthers night revue set to take over the stand on the second day. A three-day program of harness races will be featured the last three afternoons of the run, supplemented by variety and circus acts.

Kid's Day is set for the second day and in addition to reduced ride prices on the Happyland Shows' fun zone, a county band contest will be held and a free afternoon grandstand show for the moppets.

Lightweight horse pulling tourney will be the morning feature of Farmer's and Merchant's Day on Thursday. The afternoon will see a livestock parade and the Huron County Bean Queen will be crowned that evening.

As a pre-fair feature Sunday, August 10, the Huron County Ministerial Association will hold a vesper service in the grandstand. There will be no gate, parking or admission charge.

Hemet, Calif., Remodels Stage, Poultry Building

HEMET, Calif., July 5.—Farmers Fair of Riverside County is rushing thru last minute work on its plant that will include a remodeled stage, new horseshoe pitching courts, chutes and corrals for the horse show and a remodeled poultry building, Harry Hoffman, secretary, announced.

The horseshoe courts are being readied for the State championship tourney to be held during the August 27 to September 1 run. Wrestling, to be featured in front of the grandstand this year, is tabbed at \$1.50 top for seats.

Exhibit-wise, the fair is putting stress on home economics this year. The food tent will feature a food processing, home freezing, canning, preserving and other household arts. In addition baking contests are skedded.

OPS Checks N. E.

Continued from page 47

in outdoor show business was part of their program of continuing price checks in all fields. Just concluded was a New England-wide check of new and used car dealers. Check of funspots was next to be followed by a restaurant check in seasonal spots.

During the check, well known funspots such as Revere Beach, Nantasket Beach, Salisbury, Hampton and Old Orchard Maine were investigated by the OPS squad.

Jumbled Category

It was pointed out that concessionaires, operator of rides, ops renting boats, bathing suits, lockers, etc., are controlled under the OPS services regulation, Ceiling Price Regulation No. 34, which, known as the "Service Regulation," covers a wide variety of services such as shoe repairing, dry cleaning, ambulance rentals, rug cleaning, repair charges, etc. The same regulation also applies to coin machine ops, the agency said.

The regulation was in effect during the 1951 season, also, but many ops said they were unaware of the requirements of posting and filing prices, as the OPS was only four months old at the opening of the outdoor season on Decoration Day. OPS has just been extended for 10 months, to April 30, 1953, under a bill signed by President Truman.

Continued from page 47

swim aggregation again will be featured.

Afternoon entertainment has drawn well, harness racing being exceptionally popular in this part of the State. Society horse shows the first three evenings also went off to bigger crowds than last year. Jimmy Lynch's Auto Thrill show was the Sunday feature, with two performances skedded. Wilson Famous Shows took advantage of the big crowds to top last year's business. The big holiday turnout, however, so mobbed the midway that at times it is felt, business was hurt.

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Barnes-Carruthers variety acts and climaxed with a pony giveaway. Maher, of St. Louis, is operating rides on the midway.

RUSHVILLE WINDS UP WITH SLIGHT GAIN

RUSHVILLE, Ill., July 5.—Schuyler County Fair closed its four-day run here Friday (4) to wind up slightly ahead of 1951, according to Harvey Settles, secretary. Annual could have topped a year ago substantially, he said, but Wednesday night (2) was lost to rain.

The Boyle Woodfolk variety show, in front of the grandstand, did well all week and harness races, the featured afternoon attraction, pulled strong crowds all four days. The Friday night show was supplemented by a fireworks display.

Blackhawk Shows, which provided the funzone, did good business all week to end up slightly ahead of a year ago.

HEAT, RAIN CUT INTO METROPOLIS TURNOUTS

METROPOLIS, Ill., July 5.—Massac County Fair, thru Friday (4), next to the final leg of its seven-day run, was off slightly at its front gate, due to blistering hot weather and one day of rain. The rain Thursday (3), normally a big day here, washed out the horse program and cut down front-gate traffic, according to Paul Fowles, fair secretary. Other race events went off to good crowds and the Jack Kochman Auto Thrill Show pulled strong turnouts to its two Sunday (29) performances and its Monday night show. Edna Deal-Ray Shute Agency, St. Louis, provided variety acts for Friday nights show.

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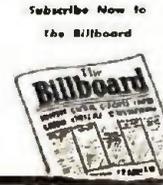
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- American Midway: Iredell, Tex. Amusement Company of America; Kenosha, Wis.
- A. M. P.: Cumberland, Md.; Cortiganville 15-19
- Bader State: Detroit Lakes, Minn., 6-11; West St. Paul 15-20
- Baker: Valued, Sullivan, Ind.; Noblesville 15-19
- B. & C.: Lavonia, N. Y.
- Blue Bird: (Olatona Section) Johanna, Pa.
- Bright, Lee: (Sherman School) Cincinnati; (Wilson School) Cincinnati 15-19
- Bea's Old Reliable: Mount Sterling, Ky. (Fair) Lawrenceburg 15-19
- Bellevue: (Fair) Burlington, Minn. (Fair) Perille 15-19 (Fair) Warren 17-19
- Big State: Drumright, Tex.
- Black Hawk: Albia, Ill., 8-11; Davis 15-19
- Blue Gram: (Fair) Franklin, Ind.; Tuscola 15-19
- Boone Valley: Coon Rapids, Ia., 7-9; Hornik 11-13
- Brown & Wallace: Mayville, Ky.; Portsmouth, O., 15-19
- Buck, O. C.: Ft. Edward, N. Y.
- Burke: Harris, DeQuincy, La., 7-14
- Burnhart: Pekin, Ill., 7-14
- Capital City: Orleans, Ind.
- Chickadee: (Fair) Steubenville, O.; Arnold, Pa., 15-19
- Cavalcade of West: Knoxville, Wash.
- Circle American: (Fair) Grove, Kan.
- Celia & Wilson: (Fair) Fort Wayne, Ind., 7-12; (Fair) Canton, O., 14-19
- Chickadee: (Fair) New Castle, O.
- Cherokee Amuse: Springhill, Kan.; Manokio 14-19
- Colman Bros.: Oneonta, N. Y.
- Collins, Wm. T.: Fessenden, N. D.
- Crafts Expo: Richmond, Calif.
- Crafts Fiesta: Pittsburg, Calif., 8-11
- Crafts 30 Big: Hawthorne, Calif., 8-13
- Manhattan Beach 15-20
- Cumberland: (Fair) Yorkville, Tenn.
- Dobson's United: Colfax, Wis., 8-12
- Douglas Greater: Bremerton, Wash.; Kent 14-19
- Down River Am. Co.: Rockwood, Mich.
- Drago Amuse: Worth Judson, Ind.; Olatona 15-19
- Drew, James H.: Olive Hill, Ky.; Elwood, Ind., 14-19
- Drono: Harrisburg, Pa.
- Eastern Am. Co.: Lincoln, Me.
- Edna's Expo: Clarion, Pa.; Kane 14-19
- Emphatic: Dayton, Ill., 10-15; Macomaine, Wis., 16-20; Lake Mills 25-27
- Ferris, Carl D.: Wellsville, N. Y.; Syracuse 12-19
- Festival of Fun: Kokomo, Ind.
- Franklin, Don: (Fair) Burlington, Minn. (Fair) Perille 15-19 (Fair) Warren 17-19
- Garden State: Lebanon, Pa.
- G. B.: Nasontown, W. Va.; Star City 14-19
- Gem City: Newton, Mo.
- Glenn, J. A.: Fulton, Tenn.
- Georgie Amuse: Co. Gainesville, Ga.; Warner Robin 14-19
- Gladstone: (Fair) Ky.
- Gold Bond: La Cresenty, Minn.; Hopkins 14-19
- Gold Medal: (Fair) Mount Vernon, Ill.
- Gooding Amuse. Co. No. 1: Fort Recovery, Ohio
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- Gooding Amuse. Co. No. 4: Cleveland, O.
- Gooding Amuse. Co. No. 5: (Fair) North 15-19
- Gooding Amuse. Co. No. 6: Cleveland, O.
- Gooding Amuse. Co. No. 7: Salem, O.
- Gooding Amuse. Co. No. 8: Elkhart, Ind.
- Gooding Greater: Bloomington, Ind.
- Grand American: Ottumwa, Ia.; Marshalltown 14-19
- Greater Dixieland: Vandalia, Mo.
- Groves Greater: Nashville, Ark.
- Harris, Bill: Round Rock, Tex.
- Hammond Bob: Valley Mills, Tex.; Oranbury 13-16
- Hanson, Marvin: (Fair) Conshohocken, Pa., 8-19; (Cahill Field) Philadelphia 21-26
- Happy Attrs.: New Washington, O.; East Liverpool 14-19
- Happyland: Alms, Mich.; Pontiac 14-26
- Harrison Greater: Buffalo, Va.
- Hick, E. J.: Paducah, Ky.; Henderson 14-19
- Hiawatha: (Don and Secor Hall) Toledo, O., 7-13
- Hill Greater: Helena, Mont.
- Howard Bros.: Fredericktown, Pa.
- Ideal Rides: Nashville, Ind.
- Imperial: Vevoravans, Ind.; (Fair) Carrollton 11, 14-19
- J. T. Maske Search: L. I., N. Y.
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- Johnny's United: Montevana, Ind.; Mount Vernon 14-19
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- Keystone Attrs.: Treverton, Pa.
- Kille Flogg O.: Junkie, La.
- Lake Sammy: Iberia, Mo.; Harrisville 11-19
- Lebanon Greater: Johnson City, Pa.
- Lee United: Bayne City, Mich., 8-14
- Tawas City 15-19
- Mark New: Rochelle, N. Y.
- Marrel: Orangeville, Ill., 11-12
- Merrill: Lake City, Mich.
- Merrill: Kalamell, Mont., 7-12; Missouri 11-19

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FOOD AND DRINK CONCESSIONAIRES

The National Exchange for Food and Drink Concession Products, Services and Opportunities

CLASSIFIED ADVERTISING

CLASSIFIED ADVERTISING

Agents & Distributors

LOOK WHAT \$3 WILL BUY!

For as little as \$3 you can now reach 36,256 READER-BUYERS of Food and Drink Concessionaires. Supplies and Services including over 12,000.

FOOD AND DRINK CONCESSIONAIRES!

If you made a post-card mailing to the food and drink concessionaires it would cost you over \$240 just for postage! NOW AT THIS LOW RATE YOU CAN

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- Back up your distributor and jobber set-up with national advertising
- Acquire the concessionaires with your products, supplies or services

USE THE HANDY ORDER BLANK BELOW TODAY!

Business Opportunities

Far Sale—Custard machine, half price; also custard trailer, lunch trailer, W. S. Myers, DuPont, Ohio.

Sell Snowballs—\$8.50 buys ice shaver that shaves into paper cup and enough flavor and cups for thousand snowballs; other outfits \$2.50 up; supplies and equipment; illustrated circulars free. Snowball Company, 9534-K Lemturner, Jacksonville 6, Fla.

Food and Drink Concession Supplies and Services

Peanuts roasted daily, popcorn supplies. Open Saturday until noon, Charles Lovem, ateam Nut Co., 317 E. Railway Ave., Paterson, N. J.

Used Food and Drink Concession Equipment

1 Center Joint, 7x7, with blue top no awnings; joint new last year, well painted red and white with portable floor and door; this is a very neat outfit; first \$150 gets it f.o.b. Washington, Pa. Hiron's Concession Co., 37 Jefferson St., Washington, Pa.

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

To Order Your Market Place Ad
USE THIS HANDY FORM TODAY

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

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

Display Classified
 Regular Classified

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

Agents-Distributors
 Business Opportunities
 Food and Drink Concession Supplies and Services
 New Food and Drink Concession Equipment
 Used Food and Drink Concession Equipment

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

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 Next 3 issues
 Next 52 issues

\$ _____ Payment enclosed
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 Company _____
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Usual wanted style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

Per word \$0.30
 3 or more CONSECUTIVE or 26 insertions, per word \$0.18
 53 CONSECUTIVE insertions, per word \$0.10
 Minimum 63.

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Any advertisement using display make-up or white space. Figure space between columns rules 1 pt. rule borders permitted only on ads of 12 lines or more.

Per space line \$1.00
 3 or more CONSECUTIVE or 26 insertions, per space line \$0.50
 53 CONSECUTIVE insertions, per space line \$0.30
 1 inch equals 14 space lines.

ALL ORDERS AND INQUIRIES TO:
CONCESSION MARKET PLACE,
THE BILLBOARD,
 188 W. RANDOLPH ST.,
 CHICAGO 1, ILL.

Circus Routes

Send to
 2160 Patterson St.
 Cincinnati 22, O.

Barde Bros (Olympic) Sireator, Ill., 8-10

Bratt, Clyde: Tacoma, Wash., 8; Olympia 8; Langley 10; Nogalum-Aberdeen 11; Brimston 12-15; Mount Vernon, Wash., 14; Billingham 15; New Westminster 16; Vancouver 17-19

Burling Bros.: Williamsport, Md., 8; Boonshors 8; Union Bridge 10; Taneytown 11; New Oxford, Pa., 12; Spring Grove 14; Glen Rock 15; West Freedom 16; Delta 17

Opell Bros.: Valley Falls, Kan., 8

Cole & Walters: Roundup Falls 10

Goold, Jay: Knox City, Mo., 7-8; St. Louis (Afton) 16-17; Troy 15-17; Burlington, Ia., 13-16

Hagen Bros.: Trenton, N. J., 8; Chester, Pa., 9; Wilmington, Del., 10; Conestoga, Pa., 11; Pottsville 12; Lancaster 13; York 14; Hanover 15; Gettysburg 17; Chambersburg (Allegheny) 21

Hagerstown, Md., 19; Altoona, Pa., 21

Hagan-Wallice: Freehold, N. J., 8; Red Bank 8; Weyers: Roundup Falls 11; Geneva 12; Erie, Pa., 14; Dunkirk, N. Y., 15; Janesville 16; Gowanda 17; Albion 18; Niagara Falls 19

Packa, Tom: Wood River, Ill., 8; Granite City 9; E. St. Louis 10; Greenville 12; Pura 14; Otagy 18

Pulach Bros.: Eastern (Fairgrounds) Rapid City, S. D., 11-12; (Barnett Field) Fargo, N. D., 17-19; (Ball Park) Minnetonka, Minn., 25-26

Polz Bros.: Western (Prabody Stadium) Santa Barbara, Calif., 8 (Redwood Acres) Eureka 11-13; (Fairgrounds) Chico 15-16; (Fairgrounds) Wicksville 16-19; (Harvey West Stadium) Grand Crut 21-22

Ringling Bros.: and Barnum & Bailey: Shenandoah, N. Y., 8; Amsterdam 8; Uka 10; Syracuse 11; Rochester 12; Long Island City 13; New York 14; Hamilton 14; Elmira 15; Williamsport, Pa., 16; Olean, N. Y., 17; Warren, Pa., 18; Erie 18

Rogers Bros.: Ann Arbor, Mich., 8; Pontiac 9; Adrian 10; Monroe 11; Bowling Green, O., 12; Defiance 12; Fremont 13; Wallace Bros.: American Forks, Utah, 8; Tooele 9; Midvale 10; Salt Lake City 11-12

Lethbridge Ex Pulls 26,271 In Three Days

Jimmy Sullivan Midway Receipts Top Recent Years

LETHBRIDGE, Alta., July 5.—The its opening day was marred by rain, the three-day Lethbridge gate admissions totaling 26,271 and a grandstand figure of 10,681.

Last year, with an unseasonable snowfall for the opener and continuous rain for the rest of the route, attendance was a weak 18,097, with 9,428 grandstand admissions. Best year since 1947 was in 1950 with 27,233 spinning the turnstiles and 17,019 catching the grandstand show.

Wednesday, with a civic half-holiday declared, 10,248 main gate admissions were recorded and the grandstand drew 5,313. Monday was the second best day, despite rain, with 10,158 passing thru the gates and 2,447 in the grandstand. Main gate attendance Tuesday was a slim 5,804 and the grandstand total for afternoon 2,021. Monday afternoon grandstand draw was 1,000. Tuesday's 935 and Wednesday's 3,000.

Trotters Bow

Harness races, making their debut at the Lethbridge show, were rained out on the first day, drew meager attendance the second and clicked on the third. Wednesday saw the customers put \$8,846 thru the pari-mutuel wickets as against \$3,900 on Tuesday. Officials felt that with good weather, \$25,000 might have gone thru the windows. They plan to give the horses another try next year.

Charles Parry, secretary-manager of the exhibition, regarded the fair as successful and said that the final day had put the show in the clear.

Livestock entries were much higher than last year, he reported, and for the first time in the history of the exhibition the barns were filled.

Fun Zone Clicks

"People of Southern Alberta showed their community spirit in powerful fashion in the way they supported the exhibition," J. P. (Jimmy) Sullivan, owner of Wallace Bros. Shows, said. He added his org. enjoyed the most successful run it had ever had in Lethbridge.

Harness races this year replaced the rodeo held in former years. Purses totaled \$3,500, with two \$500 stake races.

Opener got under way with a downtown parade that was regarded as the biggest ever. A large contingent of airmen and servicemen from the RCAF station at Calgary, Alta., attended. The Air Force also entered floats in the parade, staged a non-airplane fly-past over the grounds and manned a chuck wagon from which free flapjacks were dispensed. A record number of Indians from the Blood reservation

(Continued on page 63)

YOU GET NATION-WIDE SERVICE WHEN YOU ARE INSURED WITH CHAS. A. LENZ

The Showman's Insurance Man

1499 Fourth St., N. St. Petersburg, Fla. Phone 74911

ANIMAL INSECTICIDE

A new, safe, fast acting insecticide developed especially for our Republic Institute, now ready for distribution. 100% safe for animals. Write us for prices. Dealers solicited.

Contact Gary Garretson

ROSS ALLEN
 Silver Springs, Fla. PHONE 1100

Eastern Park Business Is Strong Over Holiday

NEW YORK, July 5.—Scattered showers Friday (4) afternoon failed to put the damper on week-end business for Eastern park owners over the July 4 holiday. Business ranged from "record-breaking" to "about the same as last year," with none of the park ops registering any complaints.

The picture in the metropolitan New York area was particularly bright. Officials at Palisades (N. J.) Park said this was the best

week-end in 18 years, with business running 14 per cent ahead of 1951.

An 800-car parking lot had just been added to Palisades, bringing the total space to 5,500-car capacity. A two-hour rainburst Friday didn't hurt business too much as Palisades has a large covered area.

Out-of-Towners

At Rockaways' Playland in Queens, 86 busses from Baltimore, Philadelphia and Newark, N. J., brought the largest number of out-of-town visitors to the Queens playspot in history. Rockaways' Dick Geist added that 1,800 local buseds and two shiploads from the Wilson Line bolstered attendance.

According to Geist, Playland had capacity crowds from opening until 5:30 p.m. on the Fourth, and from 7:15 p.m. until midnight. It rained from 5 p.m. until 7 p.m.

At Rye (N. Y.) Playland, park officials said that 50,000 persons visited the playspot Friday and Saturday afternoon. They added that business was running well ahead of 1951, and that this might be the best week-end since the end of World War II.

Rain Hurts

At Olympic (N. J.) Park, attendance was hurt somewhat by Friday afternoon's rain, but park officials said that the week-end gross should be at least as high as it was in 1951.

Coney Island crowds passed the million mark Saturday afternoon and suburban Steeplechase Park reported hefty business.

Atlantic City had another strong week-end as more than a quarter of a million persons, mostly Philadelphians, invaded the Boardwalk.

The New England beaches started off strong Friday morning, were hit a little by the afternoon rain, but bounced back Saturday and seem to be headed for one of their best holiday week-ends in years.

Philly Opens Pool Leased for 15G

PHILADELPHIA, July 5.—Woodside Park's Crystal Pool, which was leased to the city this season, was opened this week for the first time under city auspices. Fees ranging from 25 cents to 75 cents on week-ends.

The city leased the pool from the Philadelphia Park Amusement Company, which also owns Woodside Park, at a rental of \$15,000 for the period April 1 to November 1 this year.

"IT'S A BOY"

Airborne Banner Heralds Birth of Larry Stone Heir

BOSTON, July 5.—A plane flying low over the Massachusetts and New Hampshire coasts and trailing a banner reading "It's a Boy!" had many Yankees confused Wednesday (2), but to funspot operators and concessionaires at the shore resorts the message was a joyous one awaited by all. It heralded the birth of a son to Mr. and Mrs. Lawrence Stone, their first child after 11 years of marriage, at Beth Israel Hospital here.

The proud father and operator of Paragon Park, Nantasket Beach, Mass., who had eagerly awaited the opportunity to spread the happy news, found that he was only achieving the joyful tidings. Paragon's concessionaires, emulating Paul Revere, a famous citizen of an earlier day, added a modern twist to the patriot's famed horse-back ride by hiring a plane to haul the banner bearing the news.

The impending birth of the baby was a chief topic of conversation as long ago as March when the winter meeting of the New England Association of Amusement Parks and Beaches was held in Boston and Stone's friends in the amusement business found themselves sharing the anxiety and hope of the prospective father. The imminence of birth was in the minds of all and the flying banner

UNDERGROUND IN UPRISING

PITTSBURGH, July 5.—Beggoggled men gave Coaster Operator Larry Carter at Kenneywood Park a shock this week. They came climbing out of the ground near the Coaster like a file of misdirected coal miners. When Carter regained his composure, he learned the invaders were railroad workers who had been crawling thru a drainage pipe to buy Popsicles in the park.

C of C Honors Funspot Ops At Wildwood

WILDWOOD N. J., July 5.—Ten individuals associated with amusement and business interests at the resort were honored at the annual banquet of the Greater Wildwood Chamber of Commerce held this week at the Manor Hotel. Picnics were given to the persons or groups who have made contributions which have improved or advanced the interests of the resort.

Among those receiving citations were William C. Hunt, head of Hunt Amusement Enterprises, for his achievements in the operation of theaters, a Boardwalk ballroom and rides; Frank Motzrigola, for setting up the resort's first radio voice—Station WCMC; Oscar Garrigues, for bringing in the top theatrical names to his Bolero Supper Club and to S. B. Ramogosa, who operates Casino Arcade Park, Sportland and numerous Boardwalk rides and amusement centers.

Wildwood Harbors WFIL Sports Seg

PHILADELPHIA, July 5.—Radio Station WFIL which has been tying in heavily with the outdoor field for the summer months, adds a further link in moving one of its top sports shows to a near-by seashore resort.

Sports director Tom Moorehead takes his weekly Saturday morning "Sports Clinic" show to Wildwood, N. J., for four broadcasts during July. Beginning July 12, the program will be heard from 11 to 11:30 a.m. from Hunt's Regent Theater on the Boardwalk there.

NEW ENG. SPOTS LOSE ANOTHER SUN. TO RAIN

BOSTON, July 5.—New England funspots and beach resorts got another wash-out Sunday (29) with rain starting at noon and continuing thruout the day. It was the second poor Sunday in a row and it marked June off as the worst for Sunday biz in many a year.

Starting with the Memorial Day week-end, rain, dark skies and cool temperatures had put ops in a dreary state of mind. While weather thru the week days has been good, and week of June 23-29 was marked by a heat wave, with the mercury soaring to 102 in Boston Thursday (26), it's always the week-end biz that pays off, with Sunday the big day.

Revere Beach had a red one all week, except for Sunday, because of the VFW State convention. More than 150,000 jammed the boulevard Saturday (28) to watch the greatest parade in the history of Revere. Had the temperature been as high as Thursday (26), the crowd probably would have reached the quarter million mark. The VFW 32d annual department convention took over the beach, and ops were kept grinding far into the night. However, on Sunday, last day of the convention, only handfuls of fun-seekers appeared at the beach to brave the downpour.

Some idea of what New England ops lost in the wash-out Sunday was portrayed by the board of directors of the Nantasket Chamber

of Commerce, which revealed that Sunday's rainstorm cost beach concessions an estimated \$300,000. Hopes are being pinned on good weather for the July 4 week-end, and all ops have been allowed to remain open an extra hour the night before the Fourth. Normal closing time is 1 a.m. at Paragon Park and Nantasket Beach.

SKEE-BALL
Reg. U. S. Pat. Office
America's Favorite Skill Game
for
Parks, Resorts or Location.
Capacity 80 Games Per Hour.
5c or 10c coin slots optional.

STUNTS
FOR DARK RIDES AND WALK-THRU
Write for Information
PHILADELPHIA TOBOGGAN CO.
130 E. Duval St., Phila. 44, Pa.

PROMOTERS
Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting. Write Arena Auditorium Dept., The Billboard 188 W. Randolph St., Chicago 1, Ill.

MERRY-GO-ROUND
For Sale or Lease
Park style 2 abreast. Address: BOX D-211
c/o The Billboard Cincinnati 22, O.

LEASE OR SALE
Park Size
3-Row MERRY-GO-ROUND
Address: BOX D-220
c/o The Billboard Cincinnati 22, O.

FOR SALE
1947 ALLAN HERSCHEL LOOPER
With International Power Unit, all in good condition. Can be seen in operation here at our park. \$4000.00 cash.
GRIFFEN AMUSEMENT PARK
Jacksonville Beach, Florida.

FOR SALE
10-LUMP GREYHOUND RACER
18-Lump Derby Racer, "The Turf" 18 Pookerine Tables
All in condition like BRAND NEW and may be seen in operation.
BOX D-225, Care Billboard
2146 Patterson St., Cincinnati 22, Ohio

ANY SIZE ANY CAPACITY
MINIATURE TRAIN CO.
RENSSELAER, INDIANA

Park Location Wanted
Experienced operator would like to place in permanent location at the start of the 1952 season. 10 Major Rides and 4 Kiddie Rides. Will consider lease. All expense park or suitable location. All replies will be treated confidential.
April BOX D-224
c/o The Billboard Cincinnati 22, O.

RAILS
12"-14"-30"
With Solice Bars, Frog, Switches, Bolts and Ties for Kiddie Car Railroad. Also Locomotives, Cars and Equipment for same.
M. E. FRANK
488 Lexington Ave., New York 17, N. Y.
105 Lake Street, Reno, Nevada
461 Park Bldg., 6th Av., Pittsburgh 22, Pa.

Best Miniature Golf by Every Comparison
We build only where our experience indicates big profits ahead. No Coos routine has ever failed.
Holmes Cook Miniature Golf Co.
13 Pearl St., New London, Conn.

Excellent Location in New Kiddie Park for
CHILDREN'S MERRY-GO-ROUND
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FERRIS WHEEL
ON PERCENTAGE BASIS
YEAR ROUND OPERATION
NEW JERSEY
ARTHUR NELSON
59-03 Preston Court
Brooklyn 12, N. Y.
Phone: CLaverdale 8-0593

New Eng. Meet Set for July 29

HAMPTON BEACH, N. H., July 5.—The summer meeting of the New England Association of Amusement Parks and Beaches will be held at Revere Beach, Mass. July 29, John Dineen, group president, announced here this week.

As in the past the confab will be informal, with emphasis on social activity and business discussions limited to small groups.

Dineen said that a full program has been arranged, including lunch and dinner with entertainment. Besides a full representation of association members, visitors are expected from many other areas.

MUST SELL! UNUSUAL SACRIFICE 3 RIDES
ALL IN PERFECT CONDITION
Now running every day of the year.

The HEY-HEY
WHR Brand New Top and New Platform.

The MOON ROCKET
WHR Rubber Wheels

CHAIRPLANE
Practically Brand New.

2 KIDDIE RIDES THE BOAT RIDE and HORSE & BUGGY RIDE

All of these attractions are terrific buys.
In use every day.
We need the room.

COME AND SEE THEM DO IT NOW!
And they will be turned over right after Labor Day.

PALISADES AMUSEMENT PARK
PALISADE, N. J.
Phone CLIFFSIDE 6-1000

CONTROL ADMISSIONS with STROBLITE IDENTIFIER

Hands of patrons are stamped with a harmless invisible ink which becomes visible under the Strobilite UV Lamp. Widely used in Ballrooms, Pools, Amusement Parks, Dances, etc.

COMPLETE KIT, \$45

Write for Information
LUMINOUS COLOR BLACKLIGHT LAMPS for the stage, display, decoration.
Dept. B-3
STROBLITE CO. 35 W. 15th St., N. Y. C.

High Quality KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.

FOR SALE
Amusement Park on Lake—Middle West Location
No competition—6 rides owned—3 booked. Exclusive leasing franchise on lake. Beautiful Pavilion Building. All equipment, finest available.
BOX D-223
Care The Billboard, Cincinnati 22, O.

PARKS, RESORTS, POOLS

An important part of The Billboard's complete coverage of the **OUTDOOR AMUSEMENT FIELD**

You'll know in no time just what's developing in your business — and where — with a subscription to The Billboard!

Ad Now — Fill in Coupon Today for Money-Saving Subscription Rates.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.
Yes! Please send me The Billboard for one year of \$3.
Check here for trial subscription of 12 weeks of \$3.
Foreign rates upon request.

556

Name
Address
City Zone State
Occupation

CIRCUSES

King-Cristiani Tops Big '51 Business In N. E. Territory

Showman Declares Economic Slump Exaggerated, Only Textile Areas Off

BENNINGTON, Vt., July 5.—Floyd King, co-owner of King Bros. & Cristiani Combined Circus, declared this week that reports of an economic let-down have been exaggerated. The veteran show owner and agent said that in New England his circus has been playing to business equal to or better than that scored last year.

This, he said, comes on the heels of brisk business in the South and East. Textile communities have been off, King said,

but elsewhere industrial cities are in good shape.

Equalling last year's business would mean the King show is doing unusually well. The 1951 season was a big money-maker.

Credits Routing

In this area, King said, business is well above the 1951 level. He attributed this in part to the show's new street parade and in part to the elimination of smaller cities which previously have not produced top business.

Backing up King's statements was the business scored this week by the show.

Rochester, Laconia, Nashua and Manchester, N. H., all were good. Greenfield, Mass., scored two full houses on Saturday (28).

North Adams, Mass., on Monday (30), registered two near-capacity houses. Bennington, continued the pace on Tuesday (1) with twin turnouts that nearly filled the tent.

Jacobsens Mull Side Show Acts At Indoor Dates

NORTH HOLLYWOOD, July 5.—Inquiries from auspices about Side Show attractions has prompted the Hollywood Circus Corporation to consider adding a sword swallower or fire-eater to its program. Co-owner Charles Jacobsen announced this week.

Jacobsen has signed with the Knights of Columbus at Fort Dodge, Ia., to present that city's first indoor circus. At Davenport, Ia., the show's promotion crew is at work and the Clyde Bros. promoters also are active there. Jacobsen expects to sign a new Minnesota date as soon as a suitable building is located in the city. A fire department date at Pueblo, Colo., will launch the show's season on October 2. Grotto auspices has been signed for Ottumwa, Ia.

Hastings, Neb., was played by the show recently, and registered a gross 15 per cent better than last year, according to Jacobsen.

The Connors, dogs, ponies and rolling globe have been added to the show's line-up. Mr. and Mrs. H. J. Auen have signed as crew managers. Leland Fagan has signed as billposter.

Detroiters Drop 46 With Circus Promotion Try

DETROIT, July 5.—New promotion tagged Metropolitan Detroit's Annual Circus got off to a poor start last week, taking in about \$3,300 in three days ending Saturday (28), at the Hazel Park Race Track.

Show opened with a token attendance of 300, building to 600 the second night and to about 2,000 on closing night. The net loss ran about \$4,000, according to J. L. Lester Cook, of the Hazel Park Police Department, who was on the sponsoring committee.

The show received good advance space and art in the Detroit papers, but failed to draw, despite favorable weather conditions. Tickets were sold at \$1 with half price for children, and reserves at \$1.50.

Acts were booked by Klein's Attractions, and included The Great Beronini, high pole; Roland Tiebor's Seals; Ariola Parafily, trampoline; Silvers Johnson and His Black Top Taxi, and the Silhouettes, high wire.

FORT COLLINS, Colo., July 5.—Wallace Bros' Circus had a half house for the matinee and a one-quarter house for its stand here Saturday (28) under Junior Chamber of Commerce auspices. Advance sale was reported to have been good.

Wis. Stands, Rockford Pop For Mills Bros.

ROCKFORD, Ill., July 5.—Mills Bros. Circus overflowed here Tuesday (1) to an overflow night house and strong crowds at two matinees. The first afternoon show was near-capacity while the second one was about three-quarters filled.

The town, which last year gave the Mills show the best single day's business of its history, was sponsored by the Elks Club.

Janesville, Wis., the day before, Munday (30), was another big one for Mills' 1952 books. The show played to a straw matinee and near-capacity night-house under Optimist auspices. The annual picnic for show personnel was held at a park there.

Baraboo also brought good crowds to Mills. Matinee was 80 per cent filled and the night house was three-quarters. Lions Club was the auspices. Show was there Saturday (28).

Madison, the Friday (27) stand, was somewhat below its usual standard for circuses. Three-quarters for the matinee and half a house at night was the score.

2d Barnes Unit Starts Fairs, Auspices Dates

PEORIA, Ill., July 5.—Barnes Circus Corp. opened its second unit here this week at the Heart of Illinois Fair and will play its first auspices date at Michigan City, Ind., this week-end. The show is operated by the Cole Bros' organization and will play auspices between fairs booked by Barnes-Carruthers Theatrical Enterprises.

Bill Horstman, chief of the Cole-Chicago Stadium circus activities, announced that Vernon L. McReavy is promotional director for Barnes Bros' Circus Corp., and that in the future he might book the Barnes unit now on the World of Mirrh Shows, as well as the unit opened this week.

Paul Nelson, Horstman announced, is manager of Western unit. Joe Kula is assistant manager and superintendent. The unit moves on four show-owned trucks plus private vehicles and 11 plays auspices in lighted ballparks and stadiums. The unit carries no tents, seats or lights.

Cole, Howe's Acts

Acts on the show include Cole Bros' horses, ponies and elephants; several acts which opened the season with Howe's talent.

The program line-up includes: Lola Montez, revolving trapeze and Roberto Rolin, cloud swing; Aguilar Brothers, roly-boly hand-drill; Joe Geiger and Company, and Ramon Esquida, juggling; Josephine Ivanoff, lightwire and cycle; Sanctet Sisters, janders; Jinx Adams, menage; Nita Trio, knockabout comedy; Marjorie

Cordell, aerial; Olga Sanchez, bounding rope; Lucas and Artega, and Jesus M. Munioz, hand balancing; Navarra Brothers, perch; Paul Nelson, Liberty horses; web number with four girls; Lopet Trio, comedy casting; Bill Cox and Jinx Adams, elephants (3), and the Aerial Hustris.

Bill Tumber is announcer. Clowns include the Snell Brothers, the Charles Bakers and Pol Pepo. The show is using one billboard and will use telephone promotion at part of the stands under auspices.

It's Tom Packs and Jams At Evansville, St. Louis

ST. LOUIS, July 5.—Tom Packs' Circus set a local record for opening night attendance at Evansville, Ind., Saturday (28), when an overflow crowd jammed the stadium. Show-owned extra seats brought capacity to 9,000.

Jack Leontini, Packs rep, said the Evansville Sunday matinee attracted 5,000 persons in 105-degree weather and that Sunday night was a sellout there. Police department was the auspices.

At St. Louis, the Packs show participated in a Monday (30) parade which included Shrine units and others. The Circus Shrine series

H-M OVERCOMES RICHMOND HEAT

Scores Successful Stand Under Police Auspices in Season's Finale

RICHMOND, Va., July 5.—Hamid-Morton Circus wound up its outdoor season here Saturday (28) in a blaze of heat that melted audiences appreciably. However, the date, sponsored by the police department, was good, especially so in view of temperatures that ran above 100 degrees.

In addition to the excessive heat, a heavy wind and rain storm hit the area early Friday evening, causing considerable damage to living tops. A capacity house followed the storm, however.

Top audience was on hand closing night when an estimated 6,000 jammed the all-steel grandstand at the old fairgrounds, show site. Performances were given on six nights and four matinees.

Dime Wilson, table rock artist, met with an accident here when he slipped while performing. The fall caused him to lose several teeth and injured his jaw.

The Orientals, acrobats, found the stage too hot for hand stands at matinee performances and had to use cardboard mats to absorb the heat.

Talent presented included Joe Basile and his band, featuring Charles Basile, vocalist; Janet's ponies and trained dogs; Dime Wilson, table rock; Evelyn Sisters,

dogs and ponies; Prince El Ki Gordo, wild animals; Miss Franeline Volante, trapeze and cloud swing; Jean Lafitte, bicycle and unicycle; Three Sidneys, cyclists; Denny Denis, unicycle juggling; Capt. Roland Tiebor, seals; the Leontines, gymnasts; Winnie Colleano, trapeze; Linda and Constant, head balancing; Donnelly Troupe, unisport ed leaders; Nelson's Trained Porkers, Flying Eldonas, Mme. Claude de Valois, equestrienne; Six Tokayers, teetherboard; Helen Haag, trained chimps; the Orientals, bar act; Madam Malikova, high wire; Hamid-Morton Baby Elephants and the Great Rasini, somersaulting automobile.

Omer Kenyon handled the promotion. The show was personally staged by Col. Robert Morton.

The police committee included Col. O. D. Garton, chairman; Lt. A. G. Miller, assistant chairman; Capt. R. E. Clayton, secretary, and Capt. R. E. Tucker, treasurer.

Mills People, Fans Conduct Baraboo Rites

BARABOO, Wis., July 5.—A memorial service was held at Walnut Hill Cemetery here Saturday (28) by person el of Mills Bros. Circus, circus fans, and relatives of famous circus persons from Baraboo.

Jack Mills, co-owner of the show; Bert Wallace, equestrian director; Mamie Ward, wardrobe mistress; Joe Rossi and his band, John H. Wilson, former trouper, and Clinton W. Pratt were among those who participated. William Kasiska, Baraboo fan, was chairman. Judge Adolph Andro, the Rev. George Schniffmayer and the Rev. Maurice Jones took part. Wreaths were placed for the CHS, CFA and musicians union.

Among the show people buried at Walnut Hill and St. Joseph's cemeteries here are Otto Ringling, Albert and Lou Ringling, Henry Ringling Sr., Augustus G. Ringling, Ben F. Gollmar, Willis Gollmar, Spencer (DeLavan) Alexander, Mr. and Mrs. Frank Bullard, Albert Gollmar, Charles Hampton, John Harris, Joseph Hutchinson, E. V. Hocum, Charles (Boss) Hostler, Romeo, Charles (Equestrian) Rooney, Mike Rooney, H. Sid Rubien, Mr. and Mrs. Frank Schadel, Robert Taylor, Claude Tucker and James R. Whalen.

Robinson Holds Howe's Trucks

MOBILE, Ala., July 5.—J. A. Robinson said this week that trucks and show equipment repossessed from Howe's Famous Hippodrome Circus are stored here and that he hopes to sell them.

An inventory lists office mechanic, water utility and panel trucks among the six straight-bed models. There are 17 tractor trucks plus semi-trailers equipped for use in hauling Side Show, horses, canvas poles, elephants, stringers, light plant, cook house, props and bible-backs. Two sleepers bring the total of semi-trailers to 14.

Also in the lot are a 110 round top with three 40s, a 20 by 40 cookhouse top, a marquee, two Diesel engines and two generators, plus seats, poles, rigging and other equipment.

Robinson, president of the Robinson Truck & Equipment Company here, brought the show here after it was repossessed at Saginaw, Minn., recently. Certain other equipment and animals from the show reportedly were sold recently by Mrs. Arthur Sturman, wife of the Howe's manager.

coming IN THE AUGUST 9 ISSUE:

The Billboard Second Annual auditorium-arena review

featuring special articles of long-term value and interest . . . and highlighting valuable statistical data on auditoriums and arenas

Dressing Room Gossip

Rogers Bros.

Dutch LaBlair joined at Elgin, Ill., as boss canvasman and is getting it up and down with a small crew. Peggy and Charlie Kline spent a day on the lot at Elgin between fair and celebration dates for the Charles Ze-matter office.

Tom Carroll spent a busy day with his camera at Joliet, Ill., shooting back-yard scenes. Al Dean has taken over cook chores. Donna Spencer joined at Mishawaka, Ind.

Recent visitors included Fern Linden, of Aurora, Ill.; Clint Finney, former general agent for Miller Bros.' 101 Ranch; John Norman (Jojo) Atwell and Billy Weaver of the oldtime juggling act, Weaver Brothers.—BUCK LEAHY. (bylines)

PHONEMEN
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Several dates to follow in New England and Western States. Must be able to come on on your own to a Circus. If you are unable to travel, we will send you a check immediately upon receipt of your check. Phone 4444 during office hours.

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Wants Family Act doing three or more. How Canvasman, Mechanic, Concessionaire, good BANNER MAN, Truht Drivers, Working Men in all departments. Good Cookhouse and Washing Trough. Contact HENRY L. VONDERHEID, July 8, Williamsport, Pa.; J. B. Benders, Md.; Union Bridge, Md.; J. J. Taylor, Pa.; May 19, New Orleans, La.; J. L. Spring, Pa.; J. L. Spring, Pa.; J. L. Spring, Pa.; J. L. Spring, Pa.

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Polack Eastern

Dan Valentine, of the Salt Lake City Telegram, wrote an amusing article about the clowns on the show. Henry Kyles' ew hat gave nearly put him in clown alley. Ralph and Evelyn Heller leave soon to open promotion for our July date in Rapid City, S. D. John Jr. and Miekey Hartzell have joined their parents, Helene and John, for the summer. The clowns and many of the ground acts did two hospital shows in one day recently.

The Walter Claussions gave a party to observe the first birthday of their baby bear, Mia. Frieda Wiswell baked a huge cake. Ed Raymond has his hands full in making all the radio spots for which Bill Naylor has him booked. Bob Lorraine has been under the doctor's care. Lola Dobritsch has almost recovered from the ankle injury incurred in Grand Junction, Colo., in a fall during a rehearsal. Rossie Harrison has rejoined after 10 days in the Grand Junction hospital.

Idaho Falls, Idaho, was a new Shrine date for the show, promoted by Henry F. Barrett, and business was terrific. The men's dressing room was like the New York subway at rush hour, and many of the trunks had to be placed in the runways to accommodate the men. Everyone regrets the accident that befell Lucien Norberty. He is still in a critical condition. Henry F. Barrett has left for Peoria and Bloomington, Ill., to start promotion for those dates. Fred Zumwalt, musician, visited with Henry Kyles and Edythe and Whitey Boyd. He is now working at the Bonneville Hotel, Idaho Falls. Joey Roberts celebrated his second birthday with a party for all the small fry on the show.

Twin Falls, Idaho, was another new Shrine sponsored date, handled by Henry F. Barrett, and business exceeded expectations by far. Al Perry was a visitor. He has recovered from the heart attack suffered while handling the Gallup, N. M., promotion. Ed Raymond and Harold Conn appeared on the "Kiddie Carnival" radio show at the Idaho Theater. The Three Goetsch Brothers practice their new act daily. Cuccello and Alberta Zoppe are shopping for new stock for their act. The Linders have new white wardrobe for their perch act. Nate and Harriet Lewis have a new plastic stand to house their candy box machines. Jo Madison has the darkest surmount of any gal on the show and her white wardrobe shows it off to advantage. Nina Unus is always thinking of new hair styles for the girls in the ballet and riding act. Sandy Dobritsch is the champion swimmer among the small set.—BOB LORRAINE.

Tom Packs

Traileries were pleased with the Evansville, Ind., lot where they had lights and water at their disposal. No afternoon performance was scheduled but the night show pulled a full house. Victoria and Eddie Zachinni were welcomed to town by Evansville's mayor. Mr. and Mrs. Cimrus rejoined there following Mrs. Cimrus' release from a Nashville hospital. The Bokaris Troupe returned with their acrobatic turn following completion of eastern dates, and the Triska Troupe also returned. Sunny Burnel of the White Horse Troupe came on for the St. Louis engagement.

Johnny Manus, property super, has filled his quota of assistants. Bill O'Dell reports he will have new transportation for the eastern trip. Jack Le Clair infers he will play Minnesota and Dakota fairs for DeWaldo Jack Crippen will return to Evansville this fall for the Shrine circus. Joe Lewis and Eva May are signed for the Orrin Davenport operas in Houston and Kansas City.

The Bakers write from Salem, Ill., that they will work fairs for Barnes-Carruthers. Jack Kipple recently visited relatives in East St. Louis.

Ringling-Barnum

The past week was New England circus fan week with a number of fans paying visits almost daily. Waterbury, Conn., came up with hot weather and big houses but the hottest day so far was in Plainville which was followed by rain and lower temperatures.

Sunday off in Newport was enjoyed by all. The lot was one of the best encountered this season with plenty of trees and green grass. New personnel helped to fill the top at that spot.

Mrs. Pat Valdo enjoyed a few days with friends and relatives in near-by towns. Ray, Theol and Sally Marlowe visited Providence over the week-end. Father Ed Sullivan was a show visitor and showed his well-known circus films between performances. Babe Graham celebrated her birthday with a dressing room party.

All the troupers were saddened on the death of Lev Levinson in Sarasota. Joey Amico left the show for a few days to attend the funeral of his mother. Mrs. Jo Trosey joined the show for a short visit.

Recent visitors included Jim and Helen Hoye, Mr. and Mrs. Logan Page, Mr. and Mrs. Bill Judd, Harold and Johnnie Meah, Bill and Hazel Dayl, Carl and Ruth Pratt, Nicholas Laxman, Mr. and Mrs. Norman Bigelow, Madeline Parks, Eddie Nye, Gordon Pepton, Louie Nordgren Mr. and Mrs. Al Soffer, Mr. and Mrs. Armand Broder and Armand Jr. Mr. and Mrs. Arthur Day, Mr. and Mrs. Arthur Gauer, Mr. Brault, Dr. Johnson, Russell Downs.

Also Jim and Claudette Brodie, Bob Bertini, Gil and Ena Conlign, Joe and Wally Beach, Charles Davitt, Francis Lacouline, Dr. and Mrs. Ganey and family, Emil and Katherine Fullenberg, Everett Simonic, Dell and Connie Northridge, Mr. and Mrs. Tommer.—MARY JANE MILLER.

Hagen Bros.

While in Troy, N. Y., some of the personnel trekked to North Adams, Mass., to catch the King-Cristiani show. Among those who made the trip were Mr. and Mrs. Howard Suez and Mary Sue, Mrs. Harry Allen, Paul and Mildred Pyle, Bertha D. Drape, Tommy Arenz and the writer.

Ruth Ratley, awaiting the stork, was visited by Albert and Wilson Fleet recently who were en route to California. Tommy and Evelyn Stone joined in Auburn, N. Y., to sell Side Show and reserved seat tickets. Owner Suez, along with Mrs. Suez and daughter, Mary Sue, are traveling with the show for a month. Eddie Aikens celebrated his birthday in Sidney, and the writer had a birthday in Endicott, N. Y., where he was hosted to a party by Jack Medina and Claudine Banta and Freddy Conley.

Tex and Marcie Maynard visited Fancher Bros. and Tex sat in with his drums to play the Endicott show. Phil Eds, a long-time friend and former partner of the writer, visited in Troy. Lawton Hart and family, wire performers, visited Helen and Jerry Hartley. Other recent visitors included Mr. and Mrs. Brunette, circus model builders; Mr. Bishop, advance man for the King-Cristiani show; Tommy Hart, ticket seller on the latter organization, and Vincent Leonard, CFA member of Ithaca, N.Y.—JOHN TOY.

Kelly-Miller

The week was uneventful until the Thursday morning move from Winner to Lake Andes, S. D. Then everything happened at once. The No. 18 cage wagon, driven by Bubba Voss, trumpet man, developed trouble. While the driver was setting out warning flags on the highway the truck ran down the hill and overturned. One of the zebras in the wagon broke a leg and had to be destroyed. She will wind up as rug in the drain of Kelly Miller's new home in Hugo, Okla.

The writer, driving the wardrobe wagon, was delayed because of the wreck and did not arrive on the lot until the afternoon performance was half over. Birthdays were celebrated by Shorty Sylvester, Charlie Cuth-

Mills Bros.

Janesville, Wis., closed our brief but pleasant tour of America's Dairyland and was also the site of our first show picnic of the year. The event, which took place at Riverside Park, included bounteous helpings of watermelon, sandwiches, lemonade, ice cream and all the trimmings. High point of the day was a baseball game with the butchers clouting the clown team by a top-heavy score.

Mr. and Mrs. Lawrence Larson, Marquette, Mich., fans, visited for a few days and also came out for the outing. Others at the picnic included George Moran, Humphrey Foster, Charley Sherwood, Clarence Schultz, George Huntley, Mr. and Mrs. H. A. Bruce, and Mrs. Wallie Goltmar and son, Walter.

Show broke in a new lot at Madison, Wis., and visitors there included Bob Zimmerman, Deane Adams, John Newhouse, Bill Doudna, Sterling Sorenson, Cliff Cowan, Mary Cauger and John Heidel. Mayor George Forster and other civic officials of Madison were luncheon guests at the cookhouse.

Traditional memorial services were held at the Baraboo, Wis., cemetery under fan Bill Kasiska's direction. Those attending, in addition to show personnel, included Henry Ringling, Sen. Tiny Krueger, Bill Chilson, Johnny Wilson, August Moulton and Mr. and Mrs. Bert Seibert.

While at State Fair in Milwaukee, many of the younger set enjoyed the rides. Racine fans were out en masse during the Zion date and several again caught the show at Milwaukee.

Recent visitors included Mr. and Mrs. Clarence Kachel, Mr. and Mrs. Nellie Fowler, Mr. and Mrs. O. F. Peterson, Mr. and Mrs. T. E. Graham, Mr. and Mrs. Roy Henderson, Mrs. Zella Hall, Mr. and Mrs. O. C. Cox, Harry and Gertrude Morris, Harry and Dorothy Brown, Johnnie and Luckey Larabee, Mr. and Mrs. Tony Ridola and Jack Ditch.—JACK LA PEARL.

bert and Pete Smith, boss canvasman, Charles Kelly, accompanied by his wife and family, joined to play trombone in the big show band. Peggy Sylvester is kept busy making new wardrobe. Five-year-old Barbara June Miller is the fishing champion. Her catch totaled more than her father's and Shorty Sylvester's. The Florenz Trin wire act, is temporarily out of the program while they await arrival of a new wire. Their wire broke during the night show in Winner. No one was injured. Russell Harrison, trombone player, flew home to attend funeral services for his brother. Visitors here were Mel Fleming, former general agent of the British East Africa Zoological Exhibition; Emory Smith, circus fan, and model builder from Huron, S. D.—FRANK CAIN.

King Bps.-Cristiani

New England's much-touted cool weather backfired on the show the past week. Babies on the org were recipients of a rubber swim pool from Luclu Cristiani. Funniest incident of the past week occurred when Azar parked the colored sleeper on the roadside to sleep until morning. During the night a Mohawk Indian Village was erected around the sleeper and when one of the early risers glanced out and saw a hundred redskins preparing their breakfast fires he gave the alarm and most of our colored population took off down the road, including Azar's wife, Lottie. It took the combined efforts of Azar and the Indian Chief to convince them that everything was peaceful. The Cristiani has finished breaking a new horse for the riding act.

The Cristiani-Zerbinis fast tumbling in the center ring is one of the show's highlights. Senor Del Paus has perfected what is advertised as a modern William Tell feat.

Jimmy Ray was a recent visitor and Homer Cantor, show promoter, also was back for a day. Emmett Sims spent a day on the show.

Winn and Marion Partello also visited. They are not on the road this season. Seen around the lot: German Red cutting up jackpots with some old-timers. Jack Landrus going to the Bendix. Tama trying to start his light plant. Flora Del Paus conducting school for the young fry. Hugo Zachinni painting portrait of his son, Eva Hinkley, with her arms full of mail and packages. Tommy Hart studying a new vocabulary dictionary. Harry Doll sunning the big snakes and Helen Cristiani just on from school.—COL. HARRY THOMAS.

British Africa Zoo

REGINA, Sask., July 5.—Howard Y. Bary's British Africa Zoo Train recently played these dates in Alberta:

Medicine Hat, June 23-24; Brooks, June 25; Olds, June 26; Inmanville, June 27; Lacombe, June 28; Red Deer, June 30, July 1.

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3 PHONEMEN—3

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GENERAL DELIVERY GREENVILLE, MISSISSIPPI

FAIRS-EXPOSITIONS

Brandon in Surprise Show of Strength; One-Day Record Set

Disease-Caused Absence of Cattle Exhibits Overcome by Horse Entries

BRANDON, Man., July 5.—Records in nearly all departments of the Provincial Exhibition had been set thru Wednesday night (2), third day of the five-day event. Official attendance figures were unavailable but veteran exhibition execs told The Billboard that the Tuesday (1) turnout was the largest in the history of the 70-year-old event.

Midway receipts for the Royal American show hit a new single-day peak Tuesday, which was Dominion Day, a national holiday. Turnaway night business was registered for the night grandstand show, produced by Ernie Young of the Chicago booking agency bearing his name.

The banner business was registered, despite what many had figured would be the ill effects of the hoof- and - mouth disease which had caused the exhibition to cancel out cattle, sheep, and swine exhibits. It had been the general assumption that the elimination of those classifications would cut deeply into attendance from the rural areas.

In the place of the exhibits of cloven hoofed animals, the exhibition staged heavy horse classes and staged a Manitoba Trade Fair—a huge display of them housed in one building which was renovated for the occasion.

Press and radio pulled out all the stops in plugging the display, the first such large-scale effort here. As a result, the building

Weymouth Event Drops Charge On Rush Seats

WEYMOUTH, Mass., July 5.—Weymouth Fair, which opens its seven-day run here August 10, this year will take off all charge on its grandstand and general admission seats during the night show, Milton Danziger, manager, announced.

Principal night attraction this year will be "The Horse and Buggy Races of 1852," a home-span festival type entertainment that is expected to include several TV, radio and recording artists. To further carry out the old-time theme, special square dance demonstrations with public participation, are planned.

Main afternoon feature will again be the six programs of running races. A new 4-H pig show has been added and the junior dairy show has been revamped and expanded.

Top special events will be the National Cranberry Summer-time Picnic, a National Blueberry Muffin tourney and a chiffole cake competition. Funzone attractions will again be provided by the Latasse Amusement Company and will be features of Children's Day on August 12.

Osborne, Kan., Re-Scales Ducats

OSBORNE, Kan., July 5.—Osborne County Fair this year has boosted admission prices for its better grandstand seats but occupants will be seated under a new roof constructed on the stand. Benny Goodman, secretary, announced.

This year's tickets range from 35 cents to \$1 compared with 50 to 75 cents a year ago. Outside gate continues free. In addition to the new grandstand roof, fair has built a new hog barn to care for expected large entries.

was jammed continually each of the first three days. The farm machinery show, also the biggest of its kind ever staged in this area, pulled huge throngs.

The night grandstand show, which has drawn rave notices from the press, consists of the Lange Troupe, six-person teeterboard act; Ben Bert, comedy juggler; Dick and Dinah, comedy acrobats; Lily globe-trotting dog; the White Guards, five men vocal group; the Antaleks, perch; Sharkey, the Seal, Dalton and Bailey, comedy trapeze; the Two Chords, instrumental novelty. Band leader is Frank Furlotte, and other musicians carried are Bob Schreffler, trumpet; Jerry Divisek, traps; Al Johnson, organist.

Single grandstand performances were scheduled Monday, Tuesday and Friday nights, with two-a-night set for Wednesday and Thursday.

161 MASS. FAIRS DRAW 1,176,639

Events Disburse 87G in Prizes; Exhibits Soar

BOSTON, July 5.—According to statistics compiled by the Massachusetts Department of Agriculture, 161 fairs which received State prize money during the fiscal year ending June 30 drew a total attendance of 1,176,639. Included in the total are attendance figures of the State's two biggest events, Eastern States, Springfield and Brockton.

Total prize money paid by the State was \$49,809.67, while fairs awarded prizes in the amount of \$37,786.25, making a total of \$87,595.92 awarded for agricultural premiums during the year.

Agricultural exhibits increased 1,000 over last year to 79,637. Of the total, 39 per cent were put on by 4-H and other boys and girls, making a total of 31,548 exhibits.

Vermilion, Alta., Adds Tractor Rodeo

VERMILION, Alta., July 5.—A tractor rodeo will be featured for the first time at the Vermilion Exhibition, July 24-26. Another feature will be a display of Indian relics and pioneer items collected by residents of the district. Wallace Bros. Shows will be on the midway and the Irving Grossman unit, "Round the World Revue" in front of the grandstand.

Vancouver Officials Levy 17½% Amuse. Tax on PNE

VANCOUVER, B.C., July 5.—Pacific National Exhibition this year for the first time will be subject to Vancouver's 17½ per cent amusement tax, according to a government ruling.

The exhibition has been exempt in previous years as an agricultural fair. Chief worry of the directors is that the tax will force a price boost in tickets for the Polack Bros.-Shrine-PNE circus, which will again be the annual's main attraction.

Chairman Mort Ferguson told a recent directors' meeting that negotiations with the government were continuing in an effort to have the tax levy lifted.

Edict Darkens Chicago Fair '53 Revival

Park Board Orders All Lake Front Buildings Razed

CHICAGO, July 5.—Plans for revival of a lakefront fair here in 1953 were virtually junked this week by a ruling of the Chicago Park Board to raze all buildings and restore the property to its original condition.

Wrecking of many of the fair-ground buildings began in April of this year but at that time it was planned to retain the grandstand, executive center and several other structures. James H. Gately, park board president, said this week, however, that all buildings had deteriorated and their removal was considered necessary.

Also this week's action does not affect the efforts of the Chicago Park Fair Corporation to hold an exposition next year, Gately indicated that chances were slim and that the officials of the recently-formed corporation were lukewarm toward the project.

The fair group, which was appointed by the park board in April, had previously applied to the Illinois Department of Agriculture for \$200,000 from a special fair fund to help finance the Windy City event.

The lakefront site was used in 1948-49 for the Railroad Fair and in 1950 for the Chicago Fair.

Escanaba, Mich., Shifts to Free Gate Policy

Officials Figure Spending on Grounds Will Offset Loss

ESCANABA, Mich., July 5.—Upper Peninsula Fair this year will eliminate all outside gate admission charges during the fair's six-day run. John MacIntyre, secretary, announced. The only charge will be the parking fee for automobiles.

Previously, a free gate was in effect here up to 5 o'clock each day with the exception of Thursday and Sunday when gate charge were in effect thruout the day.

Officials of the fair said that on the basis of past experiences, the annual would give up about \$18,000 in gate revenue but it was their belief that patrons would thus have more money to spend on grandstand and midway attractions.

Fair execs also announced complete elimination of all games of chance on the fair-grounds this year. This will include bingo, siggers, rat games and raffle wheels.

Advance sale of outside gate tickets at \$2 for five 50-cent ducats is already under way and holders of the stubs are eligible for the \$12,000 valued giveaway the fair holds on its final day. Four automobiles and \$1,000 in merchandise prizes will be given away.

Hoof and mouth disease will prevent U.S. livestock from taking part in this year's expo but a larger number of Canadian entries are expected to make up the deficit.

A new feature of the parade and publicity campaign will be an old-time circus bandwagon, which is being constructed here by Albert O'Keefe.

PULLS REPEATERS

Free Grandstand Fare Registers at Del Mar

DEL MAR, Calif., July 5.—With the San Diego County Fair again using, for the second time, free grandstand shows with the gate admission of 85 cents taking the patron all the way thru. Paul Mannen, secretary-manager, used a different show each of the first three days. He went all-out for television performers with the line-up including Ina Ray Hutton, Hilo Hattie, and Spade Cooley. Each headliner brought his nr her own show.

The gimmick of a different personality each day had Mannen's desired effect of pulling repeat business. The free grandstand admission gimmick has its drawbacks in that the 6,000 seater extends out on both sides far beyond the movable stage. Those patrons who packed the ends of the stands were unable to completely enjoy the show.

The fair uses a barn front backdrop. This ties in well with its "Down on the Farm" theme.

Miss Hutton opened the show with her band of 12 girls. Her night performance was marred by a 30-minute wait while power lines were fixed so that the sound system would work. She later have used more acts to give the show better pacing. She vocalizes well and her selection of tunes was okay.

Along with the gal ork leader were Crystal White, acrobatic dancer, who drew a neat band; the Nimbletttes, a three-girl trampolines act, and Wallace & Carroll, two fems, who do a comedy routine. The duo worked back and forth from the mike with the fairgoers missing some of the punch lines.

Hilo Hattie played the Saturday show (28) and built her performance around a Hawaiian theme. Hattie is a smooth emcee, explaining the meanings of some songs. Accompanying the show was a band of 12, including the leader, Caryle Nelson.

While the show is definitely Hilo Hattie (and that's tops), there are some standouts. These include the hula dancing band of Melanie Luker, a 9-year-old gal, and Joe Secretario, whose falsetto vocalizing enhances a couple of Hawaiian folk tunes. Dancing of Lelohla, Urelani, and Keeki, two gals and a guy,

Anderson, Ind. Chalks Up New Gate Records

ANDERSON, Ind., July 5.—Anderson, Ind. today entered the final day of its six-day run and was romping home to an all-time attendance record, according to William J. Hutton, secretary-treasurer of the fair's new administrative board. Weather was ideal thruout, with the exception of Thursday (3) when rain washed out the evening's racing program and cut into the midway takes of the Amusement Company of America.

Helping to swell the traffic thru the free outside gate has been the shutdown of the Delco-Remy plant here. Due to the shortage of steel, the big firm turned its workers out for an early week's vacation, which normally takes place in August.

Event's grandstand attraction all week was evening horse races, which drew strong crowds with the exception of Thursday night. Joie Chitwood Auto Thrill Show is expected to draw equally good turnouts at tonight's final program of the week.

Midway business, where ACA holds forth, was good thruout the week, the one night excepted. Although spending has been down compared with last year, Hutton said the larger attendance is more than making up for this decrease. Western, Gal, Monkey and Minstrel shows have led the back-end.

brings the sparkle of the Islands and top hand. Hilo's specialty about the cock-eye mayor, as always, socks. Her explanation of the changing tempo brought by time on the war chant was interesting and pleasant.

Spade Cooley packed the stands on his show, the last of the trilogy, on Sunday (29). Spade's musical group numbers 15, including leader. Cooley himself is on stage practically the entire show, giving it the needed pacing. While the band's tunes were tops, the Western gang leader augmented his show with the Mercer Bros. doing tap and fast steps for a big off hand. Ginny Jackson's vocalizing of "Blacksmith Blues" and "Honky Tunk-in'" were near showstoppers. Ken Card's deadpan humor and expert banjo strumming won him friends. His instrumental work is better than his slow-motioned monologues.

Jimmy Kennedy tries hard for laughs with a fall at the start. His monolog on the father who was baby sitting is without humor—and, in parts, good taste. Wind-up balancing by Virginia Lee and her friend, George, is sock stuff. Miss Lee is shapely and times her laughs. The don was a good wind-up.

Cooley sprinkled instrumental numbers thru his show. His own fiddling work was tops. Phil Gray, tram man, well received for his vocals of "Be Mine" and "One Sweet Letter."

Shows were at 8:30 and 8:30 p.m. Running time about 70 minutes.

ESE Parties Press to Boom Show Features

SPRINGFIELD, Mass., July 5.—Jack Reynolds, general manager of Eastern States Exposition, previewed the 1952 show for press and radio representatives Wednesday night after a smorgasbord at the Hotel Sheraton.

Reynolds emphasized the changes for 1952: the "Skating Vanities," a roller skating show featuring Olsen and Johnson, as the night's attraction. Monday thru Saturday, in the Coliseum in place of a rodeo; an outdoor show each night of vaudeville, circus acts, music and fireworks; addition of a second Sunday, making the Exposition an eight-day show, and a sportscar motorcycle the final Sunday, featuring speedy foreign cars.

Reynolds also mentioned that Paul Laval's Cities Service Band of America will replace Edwin Franko Goldinan's Band on opening day and that the 4-H Club, Future Farmers of America, Boy Scouts and Girl Scouts will have entirely new exhibits in the Camp Vau Building.

Exposition dates this year are September 14-21.

Ventura, Calif., Boosts Gate, Cuffos Stand

VENTURA, Calif., July 5.—Ventura County Fair has boosted its outside gate admission price and dropped the admission fee. General admission to the grounds has been upped to 75 cents compared with last year's 50 cents. Grandstand tickets were pegged at \$1.50 last year.

Officials of the annual, October 1-5, will direct the event from a new administration building that is being erected on the grounds. In addition, several new barns are being built for livestock and considerable work on landscaping is scheduled.

A new feature this year will be a giant flower show, according to Ver Husen.

San Diego Tops 1951 Despite Cool Nights

DEL MAR, Calif., July 5.—The San Diego County Fair, at the end of the first four of its annual 10-day run here, was approximately 1,000 patrons ahead of the same period last year. Opening is clear but cool weather night crowds were cut Friday (27), the first day, and Saturday.

Despite the break in the weather for the initial day, the fair pulled 14,121 people as against the comparative day of 10,354 in 1951. Last year's second day, also a Saturday, was better than this one, but Sunday of last year only was 1,571 ahead of 1952. Monday's mark beat the same day of the past run by 212. With two days ahead and two days behind its 1951 stand, the fair ended the period checked with an advantage of 848. Paul T. Mannen, secretary-manager, expected the three-day week-end, which included the Fourth of July, to pack them in.

The fair is using the 85-cent gate with free grandstand attractions to again lure the crowds and bring the San Diegans 19 miles to

the grounds. On the first three days, shows were changed daily, with Ina Ray Hutton, Hilo Hattie and Spade Cooley featured. A three-day rodeo was presented in front of the grandstand Monday, Tuesday and Wednesday. A show with the Bell Sisters, Nick Lucas, Bob Williams and his dog, Einstein, opened Thursday for the final four days.

A new commercial exhibit building was unveiled this year. The structure is 310 feet long and 100 feet wide. All commercial space was sold several weeks before the event started.

Dick Washburne, former public relations counsel with the Western Fairs Association, is acting as assistant manager. He is in charge of concessions on the independent midway.

Fair has received good publicity break this year with the Los Angeles papers carrying art and editorial text on the event. Los Angeles is about 120 miles North of here. The publicity was handled for the 50th consecutive year by Eddie Read and Walter Duachy. They were assisted by James Richmond, formerly a member of the Los Angeles County Fair staff. Pomona, Read said that the advertising campaign included the San Diego dailies and the San Diego counties weeklies. Bus cards and radio spots also were used.

Crafts 20 Big Shows are featured on the midway. Date in 1951 was played by Ferris Greater Shows.

WLW Executive Urges Support Of County Fairs

COLUMBUS, O., July 5.—County and State fairs are part of the American scene and should be supported by the entire public, William P. Robinson, vice-president of the Crosley Broadcasting Corporation, Cincinnati, told members of the Ohio Fair Managers' Association at their recent annual summer meeting in the Deshler-Wallick Hotel here.

Citing the educational and cultural values of fairs, the WLW executive said that radio stations are anxious to co-operate in supporting such institutions. He outlined plans under which fair managers could enlist such help.

Robinson also told members of the association that a special WLW program, "Fair Time," has been arranged to publicize fairs throughout the Ohio Valley. He also told them that many of Crosley's TV and radio stars would play fairs throughout the four-State area.

Swift Current Ex Builds 10G Stand

SWIFT CURRENT, Sask., July 5.—A new grandstand costing \$10,000 and the straightaway part of a half-mile race track have been completed at the kinetic exhibition grounds here. With the old stand, the new structure will provide seating for 2,500 reserves, more than double the previous accommodation. The race track is expected to be completed later this summer.

Gresham, Ore., Opens Second Front Entrance Fair Dates

GRESHAM, Ore., July 5.—Multnomah County Fair, in anticipation of heavier attendance than the 118,000 that went thru the turnstiles in 1951, is opening a second entrance, on Division Street, with paving virtually completed.

Manager Duane Hennessy said the plant refurbishing program is nearing completion with the first exhibitors, the granges, selecting locations in the center of the Exhibit building. Exhibitors and concessionaires are being advised of some policy changes that will affect their operations. Trailer parking has been banned from the grounds by direction of the county health office acting under State law relating to sewage disposal. This restriction will apply to fair exhibitors as well as carnival people and concessionaires.

New Regulation
Another new regulation prohibiting sale of bottled beer, only paper containers being allowed. This is in line with a ruling by the State Racing Commission.

Television engineers have undertaken a six-week project of experimenting with aerials with a view to bringing in programs from Seattle during the fair. The Portland area as yet is without a TV station.

Hennessy announced that this 46th annual fair will have the largest display of farm machinery in its history. The commercial exhibit building, with new fluorescent lighting, has been remodeled to accommodate a larger display of household appliances.

Floral Displays
With stress on floral displays, an important industry in the county, a new floral shed, 108 by 35 feet, is being constructed of redwood. Cut flowers will be displayed in an outdoor garden house, while only shrubs, plants and flowers will be indoors. Design was by Architect Frances Stafford, working from plans developed by University of Oregon landscape classes.

Contracts have been awarded for painting the grandstand, Agricultural Building, cattle and horse barns. A +H kitchen-demonstration area is being constructed, and most of the railing of the race track has been replaced.

Deadline for entries in most divisions close the first two weeks of August.

Fair Dates

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The Billboard Pub. Co.
The following corrections and additions to the list of Fair Dates were received during the week ended July 5. The complete list of Fair Dates was published in the issue dated June 28. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, London, N.Y. 10036. See each issue of The Billboard for corrections and additions.

- Alabama**
Atmore—Atmore Fair, Oct. 6-11. J. O. Lumpkin.
- Arkansas**
Perryville—Perry Co. Fair, Oct. 18-19. Glen Wallace Apkin Ark.
Bismarck—Lafayette Co. Fair & Livestock Show, Sept. 8-12. J. Thomas.
- Illinois**
Peotons—Will Co. Fair, Aug. 29-34. Robert W. Klipp, Peotons.
- Indiana**
Winamac—Pulaski Co., 4-H & Community Fair, Aug. 11-14. Malcolm Lawrence, Frankfort, Ind.
- Kentucky**
Owensville—Bath Co. Agr. Fair, Aug. 28-31. Joe B. Thompson, Owensville.
- Michigan**
Monroe—Monroe Co. Fair, Aug. 4-8. Gene Anderson, Box 78, Monroe.
- Nevada**
Elko—Elko Co. Fair & Livestock Show, Aug. 29-Sept. 1. Jim Olin, Box 648, Elko.
- New Hampshire**
Madbury—Madbury Grange Fair, Aug. 29-Sept. 4-7. Charlotte Har, 44 Bullock St., Dover, N. H.
- Pennsylvania**
Clarevue—Greenfield Community Farm Produce and Flower Show, Sept. 1-4. Kenneth B. Wright, Clarevue.
- Tionesta—Forest Co. Fair, Aug. 29-31. Carl W. Powers, Tionesta.
- Townsend—WV Farm Fair, July 28-Aug. 2. Unalvick—Delaware Community Fair, Oct. 1-10. R. O. Strubbe, Kennett Square, Pa.
- Tennessee**
Morristown—Hamblin Co. 4-H Club, Sept. 10-Oct. 2. G. H. Batch, Morristown.
- West Virginia**
Sutton—Branton Co. Fair, Aug. 28-30. Earle Morris, Sutton.

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John Owen, Director, Electric Power Bldg.
- ASHVILLE, Sept. 17th thru 23rd
Paul Waters, 167 Merrimon Ave.
- COLUMBIA, S.C., Nov. 18th thru 23rd
Paul Waters, Director, c/o Chamber of Commerce
- BATON ROUGE, Oct. 16th thru 21st
George Colours, Director, c/o Junior C. of C.
- MOBILE, ALA., Oct. 1st thru 5th
George Colours, Director, c/o Junior C. of C.
- ROANOKE, Sept. 22nd thru 25th
Chas. W. Wilson, Director, 610 Mt. Trust Bldg.
- DALLAS, PARADE OF HOMES, Sept. 14th thru 22nd
H. E. Vanden, Director, Stoneleigh Hotel
- TOLEDO & AKRON (dates undecided)
Mary Labrique, Director, Oneco Hotel, Canton, Ohio

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Can use 4 or 5-People Teeterboard or Boley Act for weeks of Aug. 18-25 and Sept. 1 and High Polo Act for weeks of Aug. 18 and 25. Also Flying Return on 17-18-19.
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CARNIVALS

RAS CONTINUES TO HIT RECORD CANADIAN BIZ

Early Brandon Days Exceed Peak '51; Winnipeg's Final Count Is Way Up

BRANDON, Man., July 5.—Royal American Shows continued to register thumping business here this week, turning in receipts during the first two days of the Manitoba Provincial Exhibition that surpassed the strong gross for the corresponding period last year.

The RAS established a new high single-day take for the event Tuesday (1), second day of the run, to eclipse the previous peak set on the opening day last year, when Kids' Day and Dominion Day, a Canadian national holiday, fell on the opening day.

The opener this year, Monday (30), also was big, missing by a scant 3 per cent the corresponding day's total in '51. Tee-off

day this year was Kids' Day, but the added punch of the national holiday was lacking. Weather, too, was off with a slight drizzle.

Weather cleared and the temperature soared Tuesday, and the holiday turnout attained record proportions as all city and rural business shuttered early. Play on the RAS front end was steady all afternoon and evening. Back-end units also experienced steady patronage.

Thumping Biz

With two and a half weeks of its Canadian tour behind it, the RAS looked back on some thumping business. The nine-day Winnipeg stand preceding the engagement here put the gross up 43 per cent over '51, according to show execs. The excellent returns were made despite the loss of the last day, Saturday, June 28, when a downpour began about 9:30 a.m. and continued until mid-afternoon.

The rain broke at about 3:30 p.m. and the lot was drained and freshanders were scattered in low spots by Lot Supt. Pop Dailey's crew. As soon as that job had been finished, however, the rains came again. Entertainment hungry Winnipeggers poured out to the show lot in automobiles and streetcars when the rain stopped the first time, but the second rain prevented them from unloading.

Concern was felt by some RAS execs that the show would encounter difficulties in getting off the lot due to the heavy

rain. Little trouble was met however, as the well-packed grandstand during the show has built up during the past several years, held up well and the operation was completed without incident.

Brandon Run

The run to Brandon was made in good time, with the train arriving here about 5 p.m. Sunday (29). Setting up was completed opening.

Members of the Royal American Shrine Club Wednesday (2) entertained local members of the Khartoum Temple at a breakfast at the Brandon Flying Club. Showmen's wives, led by Mildred Gordon and Helen Julius, worked from 5:30 a.m. until nearly 10 a.m., preparing shrimp that had been carried here in the show's deep freezer.

RAS hosted carriers of the Brandon Daily Sun and some exhibitors from the Manitoba Trade Fair.

Visitors to the show lot here included S. N. MacEachern, secretary-manager, and J. W. Warren and Dr. F. G. Salsbury, directors of the Saskatoon Exhibition, and a party from Regina that included Tommy McLeod, manager, Regina Industrial Exhibition, and directors Roy McCannell, John Gordon and Fred England, Concession Manager Charlie Leech; Charlie Reid, superintendent of the Regina division of the Canadian Pacific Railroad, and Bruce Peacock, telegraph editor of The Regina Leader-Post and correspondent of The Billboard.

Province Trek Proves Winner For Crawshaws

Spending, Weather Boosts Grasses 100% Ahead of '51 Pace

REGINA, Sask., July 5.—Making its initial appearance in Regina, Royal Canadian Shows, 15-truck org out of Vancouver, B. C. finished a week-long still date Saturday (28) which was regarded by officials as financially successful, despite rain the last two days. Business thus far this season, which started April 14, has been running 100 per cent ahead of last year, according to Jerry Crawshaw, manager.

Unit, with 2 shows, 6 rides, 25 concessions and a personnel of 63, played Market Square, a small lot near the heart of the city which has been played in the past by Crescent Shows and Wallace Bros. Wallace Bros. this year broke in a new site at the exhibition grounds, playing the week prior to the Royal Canadian stand.

First Crawshaw Season

This season marks the first that Royal Canadian has gone (Continued on page 60)

Reid Gets First Win At Ypsilanti, Mich.

YPSILANTI, Mich., July 5.—Happlyland Shows are enjoying their first real red one of the season here under auspices of American Legion Post 282. The 10-day stand, which opened June 28, closes Sunday (6). Hot, clear weather is helping and show execs expect to play to an estimated 100,000 people before the run ends.

Org. which is here for its 20th consecutive year, attributes some of the increased patronage to ground improvements this year. These include a new 60-foot bridge over the Huron River, which facilitates pedestrian traffic, and a new parking lot which accommodates an estimated 2,000 cars. A special 60 by 120-foot commercial exhibit top, which houses a good representation of local merchants, is being used as one entrance and gives the lot the aspect of a fair.

Incoming commander of the sponsoring Legion post is Yale Averill, local restaurant owner and son of Guy Averill, who founded Happlyland Shows in 1920, selling it to Dumas & Reid in the late '20s. The elder Averill is now associated with his son, while the shows are owned solely by John F. Reid.

Gross Up Per Cent

Grosses during the first half of the stand here are almost 20 per

cent ahead of a year ago. Publicity has been big, and Sailor and Irene Katzy made the Ypsilanti press with a four-column front-page picture of them unloading their new giant python. In addition the Legionnaires arranged for 200 spot announcements on radio station WHRV.

Rides here number 12, including 6 major and 3 kid devices. Back-end includes 6 shows and the front-end some 50 concessions. New this year are Eddie Mack's miniature carniviv walk-thru; James E. Miller's tropical exhibits, the Katzy Snake Show, and Harold Lucas' Rock-o-plane and Twister. Reid himself has added a new Tilt-a-Whirl and eight new GMC tractors.

Jacqueline Teeter, high pole, is being carried as the show's free attraction.

Happlyland opened April 24 in Royal Oak, Mich., and has played to losing dates through Southeastern Michigan and one week in Toledo.

Show will split into two units next week when part of the line-up goes to Alma, Mich., while the other plays the Traverse City, Mich., Cherry Festival. The two units will again merge the following week at Pontiac, Mich., which will be followed by the first fair on its route, at Allegan, Mich.,

Johnson City Gives Strates Fair Start

JOHNSON CITY, N. Y., July 5.—Crowds built up steadily for the James E. Strates Shows here this week. Unit is showing in conjunction with this city's centennial celebration and is the first carnival to play within the town in 20 years. As a result, show personnel expects the novelty of the big rail-roader to pay off in top crowds and big grosses before the week's end.

While crowds have been good, per capita spending had not been

particularly good by mid-week. Owner James E. Strates said, "The possibility that patrons were saving, for holiday spending was believed by many."

Strates said that while banner weeks had not been the rule, it would take only one big week to solve the financial hurt of the poor stands encountered to date.

Special Events Set

Many special events, including fireworks and a pageant, are expected to boost attendance here. On the holiday, the show was scheduled to open at 10 a.m.

Strates said that the inclement weather which had plagued the show throughout the first couple of weeks of its current tour had apparently abated for the time being but that show business was about to face perhaps an even stronger drain on the gate with the nationwide televising of the upcoming national political conventions.

He said that interest in the outcome of its convention was the chief topic of conversation everywhere he went and that it was apparent that this interest on the part of so many people would not be sidetracked or denied. He said that all business would almost certainly feel the effects.

The show is scheduled to continue in up-State New York for the next three weeks before journeying to Clearfield, Pa., for its first fair date.

Wallace Bros.' Lion Escapes

LETHBRIDGE, Alta., July 5.—A 300-pound lioness recently escaped from her cage during a performance of Wallace Bros.' Shows of Canada at the Lethbridge Fair. The two-year-old cat, Goldie, clawed an eight-year-old girl and broke the shoulder blade before the girl's father grabbed the lioness by her ears and beat her off with his feet.

Ringmaster Ken Hill and a ringman returned Goldie to her cage, and no one else was harmed. The girl was taken to the hospital where she was reported to be recovering.

New Annual Okay For World of Mirth

Dover, N. H., Event Starts Fair, Big Winnings Seen Tied in With Holiday

DOVER, N. H., July 5.—Frank Bergen's World of Mirth Shows got off to a fair start at the Dover Agricultural Fair, an annual inaugurated this year. Should big winnings materialize, however, they will be tied in with the Fourth of July, and show and fair officials early in the week predicted a big holiday turnout.

Good weather prevailed throughout the first half of the run and the prediction was for continued clear skies. While special events have been staged daily, the principal gate boosters, a bonfire, fireworks and a horse show, are slated for Thursday, Friday and Saturday, in that order.

The bonfire, a New England tradition, is expected to draw the largest crowd of all. The tourist season is in full swing and officials are looking for a big influx of transients to supplement the turnout of natives.

Crowd Sees Parade

The show and fair got good initial ballyhoo by parading the seven elephants and other animals of Barnes Bros.' Circus thru town. An estimated 8,000 persons witnessed the parade.

An old-time circus flier, created by Emmett Sims and distributed to rural box-holders thru a wider area, created additional interest. Other events included a style show and grandstand entertainment. The latter was offered free.

Joe Casper has joined Barnes Bros.' Circus to handle the front. Bally girls have been added to top and hold the crowds. A new top has been added to the Midget Show.

Building Continues

Bergen said that physical improvements are continuing and that three new wagons were under construction here. The

William Allen Dies Suddenly

ENTERPRISE, Ala., July 5.—Funeral services were held here this week for William H. Allen, electrician on the Lawrence Greater Shows, who died suddenly Thursday (26) while with the show in Wooster, O. A veteran of several shows, he is survived by his widow and two children.

Baker United Org Adds Kiddie Train

LINTON, Ind., July 5.—Baker United Shows recently took delivery on a new G-12 Miniature Train and is operating the new ride here. The device was manufactured by the Miniature Train Company, Rensselaer, Ind.

San Diego Fair Okay For Orville Crafts

DEL MAR, Calif., July 5.—Crafts 20 Big Shows garnered satisfactory business here during San Diego County Fair, which ends its 10-day run tomorrow. Orville N. Crafts, owner said, He also reported that this unit, managed by Frank Warren, the Exposition and Fleets shows have turned in good business during the season. While revenue is holding its own, Crafts declared that costs were cutting into the profits.

On the midway here Crafts 12 major rides and 12 kiddie rides. 5 shows and 50 concessions. The kid rides were spotted in an area near the fair's administration building. Harry Egland was foreman of the tot section.

In addition to the ride equipment, included two Ferris Wheels. Crafts used his Fun Zone arch in front of the adult midway and Kiddieland over the moppet section. Twenty light towers and four 60-inch searchlights completed the set-up.

show's work program is well advanced, despite the considerable inclement weather encountered this season. There is no doubt, he said, that all units would be completed and at their best prior to the resumption of the fair route in a couple of weeks.

The C-Cruise, one of several major rides carried in the wagons all season, is being reupholstered and will be ready for the larger fairs.

Bergen said that business to date has not been too bad, despite the fact that unfavorable weather hampered operations at many stands.

Frank Orman, manager of the Barnes circus unit, said that Arthur Stahliman, part owner of the defunct Biller Bros.' Circus, and his wife, Betty, were slated to join. Stahliman will handle banners.

E. J. Casey Hits Jackpot In Manitoba

Spring Business Almost Doubles Last Year's Takes

MORRIS, Man., July 5.—E. J. Casey, owner of the shows bearing his name, as well as Rendezvous Amusement-Park, Winnipeg, is having a bumper season thus far with grosses almost doubling those to the same point in '51. The sharp upturn in receipts holds true for both the traveling show and the park, Casey said.

Carnival unit, which is under the management of Bill Sorrell, was here this week for the three-day fair. Mike Burdny is managing the permanent location in Winnipeg where crowds have been large and picnic promotions lucrative. Casey recently purchased an additional 15 acres there for a total of 30 and will soon install the first television theater in the area. Equipment for the video spot is already on order from Westinghouse.

Rides Do Well

Four Casey rides did well at the recent maiden run of the Red River Exhibition, Winnipeg, where evening crowds were persistently big. Casey and his family recently rejoined the show, following the four-day Kenora, Ont., celebration, where he had four rides on location.

Casey was also a recent visitor on Royal American Shows in Winnipeg where he spent some time with Carl and C. J. Sedlmayr and Robert (Bob) Lohmar.

Crafts attributed the fact that his shows, comprising three units are out ahead in the profit department due to the playing of community fairs. On these Crafts supplied the rides and the committees operated the concessions. For some of the dates, the shows' agents operated the stands. The three shows, which includes Exposition, managed by Roger Warren, and Fleets, directed by Leo Haggerty, have played the sponsored dates for about 20 per cent of the 1952 route. With 20 Big, the percentage of community dates would probably hit 30 per cent, the owner said.

The organization also supplied a big top, 280 x 80 feet. This top is being put up in Hawthorne for an event here. Also supplied are 60 booths and a stage for pageants and shows. Following this date, the canvas will be sent north for dates in connection with the Exposition unit. Top is rented to the affair or in lieu of privileges.

Midway Confab

James Trotter reports that while in Lexington, Ky. recently he met an old friend, J. C. Admire, who was contracting spots in the area for the Mighty Hammonree Midway. Admire reported Kentucky business good, with Danville producing fine business for the Hammonree org., which followed Capitol City Shows there by one week. Trotter, who is covering Kentucky and Tennessee with trade papers, and Admire were on a Ringling advertising car at one time.

Line-up of the Princess Tiny and Stan Wislay Show includes the Gem City Shows includes Sam James, magic and emcee; Floyd Cook, fire eater; Monica Ann, sword barrel; Ernest Durling, nail board; J. Durling, ladder of saws; Janet Joyce, "Miss Electro"; Princess Tiny, girl with four hands; Louise and Glen Wislay, mixed mother and son; Robt. Dal Mar, smoke pictures; Lisa Lee, annex; Freddie Meyers, talker, and Paul Cooper, tickets. On their "Follies" are Candy Lee, exotic dancer; Lita Williams, snake dance; Loretta Carter, muscle dance, and Diane James, stripper.

Beatrice Tarbes, widow of Henry Tarbes, concessionaire, sails from New York August 20 on the Ile de France for a tour that will take in France, Italy, Switzerland and Israel. Accompanying Mrs. Tarbes will be her sister, Mrs. Anna Goldstein. They expect to return in October on the S.S. Liberté.

Floyd Woolsey, operator of the Side Show on the John H. Marks Shows, was honored at a birthday party recently. Present were Mrs. Woolsey, Joe Sarana, Mr. and Mrs. Hawley (Doc) Moorehouse and their son, Richard; Ted Vining, Swatelle, Rita Jacobs, St. Louis Blackie, Les Holden and Sarah Searls. Floyd was presented with a Webster Recorder.

New arrivals to the Virginia Greater Shows' line-up include the Austin Dentinger Flame Show; Tony Todesco, frozen custard and Ted Chubbuck, Monkey Speedway and Bingo, replacing Danny Dorsey and Red Talbot. Visitors to the show included Mr. and Mrs. Henry Demato, Orange, N. J.; Harold Humphries Jr., Montclair, N. J.; Mr. and Mrs. Paul Linebarrier and Paul Jr. and several members of Vivona Bros.' Show.

Hank Blade, assistant manager of Wallace Bros.' Shows of Canada, and playing coach of the Calgary (Alta.) Stampede, ice hockey team, to the past winter, has been invited to return to the skate aggregation this coming winter.

Bill Caraky, of Casey Concessions, Chicago, and Phoebe and Lynn Caraky, recently returned to the Windy City following a tour of shows. . . . Ima Haasik, its Wallace Bros. Show on its tour of Canadian "B" fairs, and Anna Bickford is on the Joyland Shows.

Personnel of the Capitol City and Page Bros.' shows had some real get-togethers recently in Somerset, Ky. when both orgs. day and dated the town. Ronnie Cline of the Page organization recently took delivery on a new truck and Eli Johns also came up with a new Chevrolet panel job.

S. T. Jessop, of U. S. Tent & Awning Company, left Chicago last week on another of his many business trips.

R. K. (Duke) Johnston infers from Pictou, N. S., that altho Maritime province economic conditions are the best in years, shows get tough breaks in the weather with both May and June unusually wet. Bill Lynch Shows were hard hit by persistent downpours in both Halifax and New Glasgow, N. C., and All-Maritime Shows experienced the same unfavorable elements during its 10-day St. John, N.B., engagement. The best months are yet to be played, however, according to Johnston and the September fairs should help, he said.

Rube Liebman, sales rep for Barnes-Carruthers Theatrical Enterprises, reports that the 20th Century Shows is recovering rapidly from the storm damage it suffered several weeks ago in Illinois. The show has purchased

much new canvas and framed its minstrel show and continues to re-do its paint job, Rube advises.

The veteran showman also reports that the early North Dakota fairs played by the William T. Collins Shows returned the latter good grosses. While Ralph Lockert, general agent of the Cettin & Wilson Shows, was busy on show business in the Midwest, his wife and daughter spent the July 4 week at St. Joseph, Mich.

Max Cohen, secretary of the American Carnivals Association, was a recent visitor to Roxy Amusement Rides at Palmyra, N. Y.; Ridge-Culver Firemen's celebration at Irondequoit, N. Y., which operated an independent midway and Gaiety Shows at Gates, N. Y. Cohen infers that his July 4 week-end schedule would include stop-offs at the James E. Strates' Shows at Johnson City, and Gaiety shows at Phelps, N. Y.

Car Weaver, Ferris Wheel foreman on Page Bros.' Shows, is confined in a London, Ky., hospital with leg fractures. The injury was suffered Saturday night (28) when Weaver was dismantling the wheel. R. E. (Bobby) Stawarz recently joined the Page org. as general agent, and Fred Centrell was a recent visitor on the show's lot.

Mr. and Mrs. J. O. (Blackie) Martin left Model Shows recently to join F. C. Boggs Shows. Bebe Nuekols, of the Texas Kidd Shows, is temporarily incapacitated by a sprained ankle suffered in dismounting from his horse.

Recent arrivals on Burdick's Greater Shows included Colonel Chappel and his Wild Animal unit and Mr. and Mrs. Earl Hester with a grab stand.

Sam (Pork Chops) Ginsburg, independent concessionaire, who is confining his activity this season to a string of top fairs, was a visitor to the Happyland Shows recently at Ypsilanti, Mich.

The many friends of Bebe Miller will be sorry to hear that she is ill at her home in Mission Beach, Calif. . . . Frank Babcock, owner of Babcock United Shows, now in Oceanview, Calif., visited the San Diego County Fair at Del Mar with Essie and Elmer Hanscom of Martin's United Shows. Dorothy and Newton Stone returned to their home in Van Nuys, Calif., after working the independent midway at the San Diego County Fair with their monogrammed hats.

Other business kept M. Whitey Monette in San Francisco while Jake Schwartz represented the firm at the San Diego County Fair. Monette had the novelties on the independent midway.

Olivia and Alex Freeman are again handling the novelties on the Crafts Shows. Charlotte Warren helped out in the wagon on the Crafts 20 Big Shows at Del Mar. Her husband, Frank, is the manager of the No. 1 Crafts unit. Pearl Archer took over her duties at Joe Archer's taffy spot at the San Diego Fair. She recently returned from a vacation at Marietta Springs, Calif. . . . Mike Kirby went along for a month without pitching anything. When it came time for the San Diego County Fair, he showed up with a toothache and infected jaw. However, he was in the exhibit building pitching lense cleaning material. . . . Harry Flax, veteran Hum-A-Tune pitehman, will leave the West Coast for Springfield, Mo., to make the fair there. He will remain East the remainder of the year. He worked the independent midway at Del Mar, Calif. . . . Ben Ellison had his sachet pitch at the San Diego County Fair. . . . Jewel and Bill Hobday, mentalists, have sold their place on the Colorado River and will again make their home in the Los Angeles area. . . . Charles Walpari was at the San Diego County Fair to visit with old friends. . . . Hap Young, veteran food concessionaire, has bought a dachshund, which is a dog half a dog high and a dog and a half long.

Celebrated Sarah Vaughn has joined Linda Lopez's Side Show on Hill's Greater Shows where she will be known as Miss Electro and the Indestructible Girl.

(Continued on page 60)

WADE GREATER SHOWS

FAIRS!! MICHIGAN!! FAIRS!!

CARLETON ANNUAL FREE FAIR
July 16-20 City Park

MILAN ANNUAL FREE FAIR
July 22-26 City Park

These are two big yearling events, with Free Acts, Exhibits, Parades, Full-Scale Program. Always proven winners. START YOUR FAIRS NOW! We have a solid route of Fairs from now right into October.

WANTED—MECHANICAL SNAKE or MONSTER FIVE-IN-ONE GLASS HOUSE or other suitable Shows. Can place **HANKY PANKS OF ALL KINDS**, including Ball Games, Funk Rack, Novelties, Duck Ponds, Darts, High Striker, Ice Cream, Coke Ring Pitch, etc. Also some **CATERING PRIVILEGES** open. Can place one more **MAJOR RIDE** on this Unit—not conflicting—prefer **OCTOPUS or SPITFIRE**. Wire or phone D. Wade, Detroit-Leland Hotel, Detroit, Mich.

James H. DREW SHOWS

Cleanest Finest Most Dependable

Can place for long circuit of Bona Fide Fairs North and South
starting July 21 and ending in mid-November

Annual free State Fair, Covington, Ind.	Esch County Fair, Irvine, Ky.
Chamber of Commerce Fair, Nappanee, Ind.	Cocke County Fair, Newport, Tenn.
Porter County Fair, Valparaiso, Ind.	Franklin County Fair, Loxavia, Georgia
Miami County Fair, Converse, Ind.	Fall Fair, Hazlehurst, Ga.
District Fair, Parkersburg, W. Va.	Emanuel County Fair, Swainsboro, Ga.
Great Pennsboro Fair, Pennsboro, W. Va.	Candler County Fair, Metter, Ga.
West Virginia A & I Fair, Charleston, W. Va.	Cumbeige Fair, McRae, Ga.
Fall Festival, Lexington, Ky.	Berrien County Fair, Nashville, Ga.
Lawrence County Fair, Louisa, Ky.	

Will place Little Train and one other Kiddie Ride on contracting. Good opening for Drome and modern Arcade. Can place Eating and Drinking Stands and **Wanted—Connections of all kinds on Fairs**. All address Western Union.

JAMES H. DREW SHOWS
This week, Olive Hill, Ky.; Elwood, Ind., week July 14.

COTE AMUSEMENT CO.

<p>MT. MORRIS, MICH. LIONS' CLUB JULY 14-15 On Athletic Field</p>	<p>MONTROSE, MICH. HOMECOMING AND STREET CELEBRATION JULY 17-18-19</p>	<p>MELVINDALE, MICH. CATHOLIC CHURCH FESTIVAL JULY 23-27</p>
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Followed by Five Other Good Street Celebrations and Homecomings

WANT SMALL COOKHOUSE OR GRAB STAND—FRENCH FRIES—FISH POND—HANKY PANKS OF ALL KINDS—BALL GAMES—SLUM OR BALLOON DARTS

Competent RIDE HELP used in good pay and good treatment, who can drive Semis and not afraid to work. Boozers and chasers, stay away.

Address per route: ELMER F. COTE, Mgr.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

9 FAIRS—12 RIDES
DOVER, DELAWARE, JULY 14-19
Going South

JANT Custard, Novelties, Basket Ball, Hi-Striker, Bumper, Jewelry, Photos, all Hanky Panks open.

WILL BOOK CHAIRPLANE.

Want Penny Arcade, Unborn, Live Ponies, 10 in 1 Manager with Acts, Snake Show, Fun House or any Grind Shows. Also Girl Show Manager with 2 or more girls.

Salem, N. J., July 7-12

ROSS MANNING SHOWS

ROSELLE, N. J.

CAN PLACE SIDE SHOW (WE HAVE COMPLETE SETUP) FOR THE FOLLOWING FAIRS & CELEBRATIONS

<p>NAMMONTON, N. J., 77TH MT. CARMEL CELEBRATION JULY 14-19</p>	<p>WOODSTOCK, VA., FAIR AUGUST 25-30</p>	<p>STATESVILLE, N. C., FAIR SEPTEMBER 22-27</p>
<p>RICHMOND, VA. JULY 28-AUGUST 2</p>	<p>ASHESBORO, N. C., FAIR SEPTEMBER 1-6</p>	<p>LEXINGTON, N. C., FAIR SEPTEMBER 29-OCTOBER 4</p>
<p>SUMMERSVILLE, W. VA., FAIR AUGUST 4-9</p>	<p>MARTINSVILLE, VA., FAIR SEPTEMBER 8-13</p>	<p>LAURINBURG, N. C., FAIR OCTOBER 6-11</p>
<p>MARLINTON, W. VA., FAIR AUGUST 11-16</p>	<p>HIGH POINT, N. C., FAIR SEPTEMBER 15-20</p>	<p>NAMLET, N. C., FAIR OCTOBER 13-18</p>
<p>COVINGTON, VA., FAIR AUGUST 18-23</p>	<p>WANT RIDES: TET AND ROLLOPLANE. RIDE HELP THAT DRIVE.</p>	<p>LANCASTER, S. C., FAIR OCTOBER 20-25</p>

Can place Cookhouse for balance of season, Hanky Panks, Snake, Want organized Minstrel Shows, Ball Game, Swinger, Ball Games, Novelties, Grab, Long Range, Shows—Wild Life, Snake, Want organized Minstrel Shows. We have complete set-up, Scotty and Fathead, answer Callers.

WRITE ROSS MANNING, CARLTON HOTEL, NEWARK, N. J.

EVANS' GUIDED MISSILE

New Skill and Strength Tester

PORTABLE! MAKES ITS OWN BALLS!
NEEDS NO TENT OR BUILDING!

15 lb. steel cannon on wheels shoots standard .32 bullet has hand pump to propel up 100 ft. and into port where car-tridge flies. Scoring lights flash at cannon ports toward fair. Auto-matic return.

Sturdy steel structure 36 ft. high, 12 ft. wide, requires 2640 lb. of space

A "FLASH-BANG" ATTRACTION AT FAIRS AND CARNIVALS!
Immediate Delivery!
Write today for information and Free Catalog.

H. C. EVANS & CO.
1556 W. Carroll Ave., Chicago 7, Illinois

Royal Crown Inks Contract For Fla. Fair

OLNEY, Ill. July 5.—Royal Crown Shows this week closed for the midway contract at the Florida Sportsmen's Exposition and Lake County Fair, Eustis, Fla., March 18-21, 1953, Dolly Young, show's owner-manager, announced.

The pact marks a return to the expo for the show after an absence of one year. Karl Lehmann, secretary of the fair, signed for the annual, while Bobby Mack, org's general agent represented the show.

Business here this week has been fair, altho heat and strikes and lay-offs at several of the big plants cut into grosses. C. E. Lewis joined to take over the King Cotton Club Minstrel Revue, which is giving stiff competition to the two gal shows managed by Bob and Joy Purvis.

Fred Mullins recently took delivery on his new Rock-O-plane and Speedy Sayres joined with his Motordrome. Ralph Myers came on with Kiddie Boats and Airplanes and Buddy Davis has his Roller Coaster Hobby Horse and Bulgy the Whale in the ride line-up.

Show's Caterpillar, which is not being carried this spring, will be brought out of winter quarters to join the org at the St. Clair County Fair, Belleville, Ill.

Midway Confab

Continued from page 59

William (Kid) Charleston, comedian-drummer, is with Alexander's Minstrel Show. . . R. L. (Red) Bishop, who has the phone crew on Hill's Greater Shows, was overtake by gas fumes from one of the shows' cars he was driving recently. He spent a few days in Helena, Mont., to recuperate.

Vernon Barnes letters from Barry, Ill., that Ilene C. Collins, who formerly toured with Rubin & Cherry Exposition and other carnivals, is making her home in Oregon.

Walter B. Fox, well-known former carnival and circus executive, writes from his Mobile, Ala. headquarters that he was swamped with cards and wires of good wishes on the occasion of his 67th birthday recently. Fox, who is in the novelty business in Mobile, also is pinching for Frank Peppers' Alabama Amusements in Mobile territory.

Joe E. Karr, former owner-operator of Wonder City Shows, is seriously ill at his home in Mobile, Ala. His daughter, Evelyn, now Mrs. Buster Ellis, gave birth to a son in a Louisville hospital recently.

Phil Isser, general manager of I. T. Shows, reports that the org held a bingo party during the stand in Riverhead, L. I., N. Y., for the National Showmen's Association, with the result that a good sum of money was donated to the club. Isser plans to stage similar parties every Friday from 5:30 to 7 p.m. Jack Horenfeld and his bingo crew assisted Isser.

America's Finest Show Canvas

TENTS—SIDESHOW BANNERS
CONCESSION TENTS
IMMEDIATE DELIVERY!
FLAMEFOIL FABRIC

Available in all colors.
All eyed centers also available.
Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co.
4002 N. CLARK ST. CHICAGO 40

WHEELS DOUBLE WHEELS SKILL WHEELS

Misc. Wheels
Paddle Wheels
Big Show
Horse Wheel
Baseball and
Golf Wheel
Laydown and
Penny Meters

CARDINAL MFG. CORP.
430 Keop Street
Lynch, N. Y.
3 Versness 7-9227

ATTENTION ATTENTION

America's Outstanding Free Attraction

THE GREAT WILNO

Human Cannon Ball
Shot Over Two Ferris Wheels

AT LIBERTY week of July 21 for balance of season

For details wire care of Western Union or write General Delivery, New London, Conn. Also have A-1 Frozen Custard outfit.
Permanent Address—Peru, Indiana

Heat, Rain Hurt Virginia Greater

BURLINGTON, N. J., July 5.—A combination of rain and excessive heat takes for the Virginia Greater Shows during the last two weeks of June in Riverdale and Perth Amboy, N. J.

However, when the heat wave broke at the end of June, business picked up sharply here.

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However, when the heat wave broke at the end of June, business picked up sharply here.

HANKY PANKS

4-CATS, Catapult, etc. \$100.00 Ea.
6-MARBLE TV-1 Way
DUNKY
PENNY PITCH BOARD \$40.00 Ea.
PINKY PITCH BOARD \$40.00 Ea.
MUCKY BY BUCK KEYS \$40.00 Ea.
SPONGE RUBBER DART BOARD—AGE-TW-UP \$40.00 Ea.
A 3-1/2" Winner \$40.00 Ea.
3 BALL SUCKETS—Works Like a Charm \$40.00 Ea.
49 Other Different Games
WRITE FOR CATALOG

RAY OAKES & SONS
7731 OGDEN AVE. LYONS, ILL.
Day Phone: LYons 3-4333
Nite Phone: Brookfield 8800

Groves Greater Shows

America's Cleanest Midway

Mashville, Ark., July 7-12, followed by top Louisiana still spots until September 1. Then all Louisiana fairs with no gates. Central, La., Colored Fair, Alexandria; La Salle Parish Fair, Jena; Saline Parish Fair, Many; Jackson Parish Fair, Jonesboro; Vernon Parish Fair, Leesville; Avoyelles Parish Fair, Marksville; Lincoln Parish Fair, and North Louisiana State Fair, Ruston, followed by Winter Route in South La.

Concessions joining prior to July 20th given privilege consideration if they pay until fairs open. Want sober, reliable, Move-Go-Round Foreman who drives neat, top latest, with best of equipment. Use Second Men on all Rides. Prefer Semi Drivers. Will place Hanky Panks that work for stock. Want Aluminum Store, Six Cans, Spring Game, Grocery Store, Hopscotch, Watch-La, Derby Races, Diggers, Arcade, High Striker, Basket Ball, Sewing Machine, Novelties. Will book Shows of merit with own equipment not centering. Want Class of Fun House, Motordrome, Monkey Show, Snake Show, or what have you. Will book your Major Ride for season. Prefer Octopus, Little Dipper or Flipflops. Will place Kid Rides except Auto Train and Ponies. Ennis and C. E. Daniels, got in touch. All replies: ED GROVES, NASHVILLE, ARK.; THEN PER ROUTE.

Crawshaws Win

Continued from page 58

out as a Crawshaw-owned org. President is George Crawshaw, with son Jerry as manager and son Richard as treasurer and concession manager. Sons are veterans of the Royal Canadian Navy. Crawshaw Sr., was associated with Bill Baddeley in operation of the carnival from 1923 until 1951. General agent is J. McAllister.

Before Regina, org played Prince Albert, Melville and Macfort, Sask., for the first time. Business was slim at the three spots because of bad weather but got off to a good start in Regina. Rain and cold weather held things down Friday (27) and a two-inch downpour on the final day left the lot a sea of mud and put a damper on what might have been the strongest day of the week.

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STRANGE AND WEIRD ATTRACTIONS

Shrunken Heads, Bodies, Devil Child, Fish Girl, Air Boy, Wild Boy, m & g others. Your ideas made a free folder. Write TAT'S CURIOSITY SHOP
3653 N. Van Buren St. Phoenix, Arizona

SUNSET AMUSEMENT COMPANY

Starting Clinton, Iowa. Celebration Week of July 14

Have opening for party with people, wardrobe and P.A. sets to take over two 90 foot front Girl Shows. Can use Ferris Wheel and Merry-Go-Round Help who drive. Jim Berkman, wire collect. Can place Fish Bowl, Derby and Pan Game exclusive. Can place Ball Games and Hanky Panks starting at Clinton, Iowa. We will have room for Side Show, Motordrome, Lung, Mechanical and Fun House. Can use Ride Men who drive Semis on all Rides. Winona, Minn., Steamboat Days, this week; Clinton, Iowa, Street Celebration, next week.

Other Dates

Org moved to the Swift Current, Sask., Frontier Days celebration, its third year there. Other dates, some of them fairs and stampedes, are as follows: Brooks, Lethbridge, Cardston, Medicine Hat, all in Alberta; Shaunavon, Sask.; Blainmore, Alta.; Cranbrook, Fernie, Golden, Revelstoke, Vernon, Chilliwack, Vancouver Pacific National Exhibition (11 days), Duncan, Parksville, Port Alberni, Nanaimo, Victoria, and Steveston, all in British Columbia.

Org got off to its best opener when it played a week in Central Park, Vancouver. Following were Haney, Hope, Princeton, Kelowna, Oliver, Grand Forks, Trail, Cranbrook, in British Columbia; Fincher, Creek, Red Deer, Edmonton in Alberta, and then the Saskatchewan dates.

Shows are snakes and Al LaLonde, vent. Rides are Merry-Go-Round, Ferris Wheel, Octopus, Tilt-A-Whirl, kiddie cars and Rocket. One more show and one more ride were to be added at Swift Current.

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HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

SKERBECK SHOWS

Can place Cigarette Shooting Gallery, Tile Outfit, Ice Cream, and other Hanky Panks that do not conflict. Can use Shows of Merit. Will buy or book Fun House. No drunks. No Mitt Camps. Two more "Still" spots, then Fairs and Celebrations till the snow flies. Address SKERBECK AMUSEMENT CO., Moundsing, Mich., this week; then as per route.

WANTED

Ride Man passing through Chicago. Stop and make a tear-down and set-up. Also permanent jobs available.

JOHNNIE DOOLAN
5559 So. Halsted Chicago, Ill.

WANTED ACTS

For Shrine Circus
Week of August 18 and week of September 15

E. R. GHAY
671 Sweetser Ave. Evansville, Ind.

WANTED ACTS

For Shrine Circus
Week of August 18 and week of September 15

E. R. GHAY
671 Sweetser Ave. Evansville, Ind.

MILLIKEN BROS.' SHOWS

ALMA, GA., WEEK JULY 14

Want First and Second Men for Ferris Wheel and Merry-Go-Round, Fred Barley, Jim Johnson, Leo Palanski, come on. George is not here. Man to take charge four Kiddie Rides. Drunks, don't want. All Rides of the owners. Salary sure. Want Agents for Hanky Panks. Will book a few Hanky Panks not conflicting, one of a kind. All 1000000 touring starting in July. Barkley, Ga., week July 21. All Answer: MILLIKEN BROS.' SHOWS, AS PER ROUTE.

WANTED

Ride Man passing through Chicago. Stop and make a tear-down and set-up. Also permanent jobs available.

JOHNNIE DOOLAN
5559 So. Halsted Chicago, Ill.

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WANTED ACTS

For Shrine Circus
Week of August 18 and week of September 15

E. R. GHAY
671 Sweetser Ave. Evansville, Ind.

GEORGIA AMUSEMENT CO.

NO FLATS NO GATES

Want to book legitimate Concessions of all kind for Warner, Robinson, Ga., and remainder of season. Book Buses for 15% and Photo Gallery for 25%. Tobacco markets open soon and I play the cream of the crop. Due to illness have opening for Snow Falls, Cotton Candy, Popcorn and Apple. Rides and Air are open. Will book any non-conflicting thing for 50% of gross.

HONEST H. H. HIGHER SCOTT
GAINESVILLE, GA. THIS WEEK WARNER ROBINSON, GA., NEXT.

WANTED

Ride Man passing through Chicago. Stop and make a tear-down and set-up. Also permanent jobs available.

JOHNNIE DOOLAN
5559 So. Halsted Chicago, Ill.

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5559 So. Halsted Chicago, Ill.

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For Shrine Circus
Week of August 18 and week of September 15

E. R. GHAY
671 Sweetser Ave. Evansville, Ind.

STOCK TICKETS

One Roll \$1.50
Five Rolls \$7.50
Ten Rolls \$12.00
Fifty Rolls \$37.50
100 Rolls \$75.00

ROLLS 2499 EACH
Double Coupons
Double Prizes

Wm. G. D. Dreyfus
1505 S. Cass St.
St. Louis 2, Mo.

WANTED

Ride Man passing through Chicago. Stop and make a tear-down and set-up. Also permanent jobs available.

JOHNNIE DOOLAN
5559 So. Halsted Chicago, Ill.

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For Shrine Circus
Week of August 18 and week of September 15

E. R. GHAY
671 Sweetser Ave. Evansville, Ind.

THE TOLEDO TICKET CO.

of every description

1500, 2000, 3000, 4000, 5000, 6000, 7000, 8000, 9000, 10,000, 15,000, 20,000, 25,000, 30,000, 35,000, 40,000, 45,000, 50,000, 55,000, 60,000, 65,000, 70,000, 75,000, 80,000, 85,000, 90,000, 95,000, 1,000,000

1500, 2000, 3000, 4000, 5000, 6000, 7000, 8000, 9000, 10,000, 15,000, 20,000, 25,000, 30,000, 35,000, 40,000, 45,000, 50,000, 55,000, 60,000, 65,000, 70,000, 75,000, 80,000, 85,000, 90,000, 95,000, 1,000,000

1500, 2000, 3000, 4000, 5000, 6000, 7000, 8000, 9000, 10,000, 15,000, 20,000, 25,000, 30,000, 35,000, 40,000, 45,000, 50,000, 55,000, 60,000, 65,000, 70,000, 75,000, 80,000, 85,000, 90,000, 95,000, 1,000,000

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5559 So. Halsted Chicago, Ill.

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Ride Man passing through Chicago. Stop and make a tear-down and set-up. Also permanent jobs available.

JOHNNIE DOOLAN
5559 So. Halsted Chicago, Ill.

Want for 10 Big Celebrations in the Far West

LEGITIMATE CONCESSIONS OF ALL KINDS—WILL GIVE "KID" WILL PLACE LIVE PONY RIDE—ONE OR TWO MORE RIDES NOT CONFLICTING. Need several good DRING Horse (kiddie) and Eddie Clark, contact me! Others who know me and worked for me before, get in touch with me.

Address: A. OBADAL
C/O RANGER HOTEL, ALBUQUERQUE, N. MEX. (Phone after 11 P.M. or before 9 A.M.)

C. C. (SPECKS) GROS CURTH presents BLUE GRASS SHOWS

FEATURING THOROUGH BRED ENTERTAINMENT
WANTED WANTED

FOR TUSCOLA, ILL., ANNUAL HOMECOMING IN CITY PARK, WEEK STARTING JULY 14 TO 19. FOLLOWED BY THE EDGAR COUNTY FAIR AT PARIS, ILL., AND A CONTINUOUS ROUTE OF OUTSTANDING FAIRS SUCH AS THE GREAT SOUTHERN, ILL. STATE FAIR AT DU QUOIN, ILL.; THE MID-SOUTH FAIR AT MEMPHIS, TENN., AND THE BIG CAR-RUTHERSVILLE, MO., ANNUAL FAIR.

CAN PLACE LEGITIMATE "PRIZE EVERYTIME" CONCESSIONS AND HANKY PANKS OF ALL KINDS. NOVELTIES, HI-STRIKER, JEWELRY, MOHO-GRAMMED HATS, SHORT RANGE GALLERY.

Have opening for first class Sideshow with own equipment and transportation, or will furnish complete Sideshow and equipment and transportation to reliable party with own P.A. and inside.

Can also place Girl Show with wagon type front. Can place dancers for office owned Girl Show. (Honey Lee Walker, have good proposition for you.) Have opening for Monkey, Snake, Mechanical, Motordrome and any Grind or Bally Shows with own equipment and transportation. Louis Weiss, let me hear from you.

HELP—CAN PLACE FOREMAN FOR TWIN WHEELS, ALSO SECOND MEN ON ALL MAJOR RIDES; MUST DRIVE SEMIS, TOP SALARIES AND BONUS, GOOD OPPORTUNITY FOR GOOD BUILDER OR CARPENTER, IMMEDIATELY, YEAR ROUND WORK, WILL BOOK INDEPENDENT MAJOR RIDES, LIBERAL PERCENTAGE.

LUCILLE CHEW, GET IN TOUCH AT ONCE—GOOD PROPOSITION

Address C. C. GROS CURTH, Mgr. FRANKLIN, INDIANA, this week; then per route.

Mighty Hoosier State Shows

FAIRS CELEBRATIONS FAIRS

Solid thru October 17th, all Indiana

WANT: Hanky Panks, Shows—What have you?

July 14-19, Ferrville, American Legion Street Fair, followed by Tri-County Fair, July 22-26, Jasper, Indiana. Get with the show that makes money every week. We draw people. Only interested in Show People, Beginners and forty winks, we have no time to learn or teach you the business. ALL REPLIES! Now

W. R. GEREN

Western Union, Marion, Indiana

BELL-FORM SHOWS

Want for Niantic, Conn. July 7 to 12

July 14 to 19th, Hudson River Firemen's Convention, Hyde Park, N. Y.; 101 Fire Companies competing. Parades and events on show grounds. July 21 to 26, Cobleskill, N. Y. Centennial on the fair grounds; all events to be held on the show grounds. August 11 to 16, Homeb Falls, N. Y., 125th Centennial backed by County and State officials; races, pageants, band competitions. Story carried in N. Y. Mirror on this year. \$10,000 advertising budget on the date. August 18-23, Greenwich, N. Y. Fair; August 27-30, Westport, N. Y. Fair Labor Day, Chatham, N. Y. Fair; three Connecticut Fairs to follow.

Want: Cook House, Photos, Hi-Striker, Jewelry, Age and Weight, Seals and any other legitimate Concessions. Shows of all kinds. MOTORDROME & WRISTLING SHOW. Move for sale cheap. Car, Cadillac, Smith & Smith 2 foot Chairplane, 2 Orion 25 Kw. Generator cheap. All replies as per route.

JOHN J. BELLOISE

35 Winthrop Street, Bristol, Conn. Phone 7256

Wanted—CONCESSIONS—Wanted

Photo, String Game, Add Dart, Jewelry, Milk Bottle, Cat Rack, Wine Bottle. Over 12, Hoop-La, Swivel and Ace or any legitimate Stock Concession working for 15¢. Can use Second Man on Wheel.

LEE BECHT AMUSEMENTS

Sherman School, 8th & Mount St., Cincinnati, Ohio, July 14-19; Bloom School, Bank & Baymiller, Cincinnati, Ohio, July 15-26. Permanent Address: P. O. BOX 12, Mt. Healthy, OHIO.

Want—PALMETTO EXPO. SHOWS—Want

Concessions of all kinds: Fish Pond, Cork and Lead Galleries, Mitt Lamp, Bingo Pitch, Pan Game, Swinger, Six Cat or any other legitimate Concession. Our dates are as follows: Carolina, N. C. July 18 thru 26 (first show in this town for the past 25 years); followed by Blacksburg, B. C., July 28 thru Aug. 2; then heading straight for South Carolina tobacco markets. All people having been with me previously contact. Note! Red Martin, Billy Middleton, Pat Regan, contact Bill Martin, care of this show. Florence Porter, come on. All wires and mail to MILTON N. MENEACE, Box Cove, N. C., this week; then as per route.

EDDIE MILLER WANTS

Attractive Girl to take over front of Girl Show also Dancers. Top wages and sure sign and wife for Middle to show. 50¢. Following, contact or come on: Linda Lee Betty Sharp, Black Magic Linda, Maxine.

HAPPYLAND SHOWS

Alma, Mich., this week; Pontiac, Mich., Six Temple, July 14 to 26.

SELLHORN'S OF SARASOTA

E. W. KELLEY, Manager

The best in House Trailer, new and used, Showman Special—Vagabond 29', with bath, \$4170.00 direct. F.O.B. factory. LONG, EASY TERMS. The likes of me knows the likes of you. I understand your problems. Write or phone Ringling 5 1901, Box 1950, Sarasota, Fla., or Raymond Sellhorn, East Lansing, Mich.

E & B AMUSEMENTS

Want Foreman for Caterpillar, Roll-a-Plane and Ferris Wheel. No Second Men. Also want General Motor Mechanic and General Ride Foreman. Will book Novelty Hat and Cap (Man with Sewing Machine) Concession.

Address JOHN A. BASS

245-04 Union Turnpike, Bellerose, Long Island, N. Y. Phone: Fiedelone 7 0457

SPECIAL USED C-CRUISE FLAT RIDE

32-passenger capacity. New in operation. Immediate delivery from location. Special Price \$2,500.00

F.O.B. location. For inspection of ride contact Jack Devers, Grandview Park, Mobile, Alabama. For further details write, wire or phone:

WEST SALEM MACHINERY COMPANY
7th & Multah Ave., Salem, Oregon
Phone 4-2213

Model Shows, Inc.

Will lease or book Eli Wheel for balance of season. All top Fairs. Want Shows for Mason City, Iowa. Ray Marsh Brydon, contact. Address

JOHN L. ROBINSON

MODEL SHOWS, INC.
Washington, Iowa, this week
Moamouth, Ill., next.

WANTED

Man and woman for Derby; 50-50. Must know something about Derby.

EARL FISHER

Coaching Shows
Lima, Ohio

12 CAR RIDE-O

FOR SALE
All Cars re-upholstered, all in condition. New Ramp Carwash—New Allie-Chalmers Motor rides perfect.

\$3,000 CASH
or will accept 60% cash down.

MATURO AMUSEMENT
1604 West 17th Street Chicago, Ill.
CAnal 6-2266

WE ARE BUILDING

A great Amusement Center on the big and lake in Texas at Whitley. Item need more Concessions. I will lease the ground on permanent basis if desired. Inquiries answered. We need biggest Carnival Concessionaire. Contact

REUBEN FISHER
Whitley, Texas

WANT WHEEL FOREMAN

All Wheel Foreman and Second Man for 25 Eli Wheel. No drinks tolerated. Must drive semi. Salary 160.00 and 800.00. All replies to

William O. Baumgartner
Paris, Kentucky, this week.

IDEAL RIDES

Want Agents for Hanky Panks of all kinds. Ride Help—Foreman, 90¢; Second Men, 45¢. Can use Cashed and some Hanky Panks. Contact

PAUL T. ROBERTSON OR WHITNEY CALER
NASHVILLE, IND., ALL THIS WEEK

W.G. WADE SHOWS

FRANKFORT, MICH., ANNUAL SUMMER FROLIC

This is the Big Summer Event put on by the business men and the people of Frankfort to open the big TOURIST SEASON. Located on FOUR BLOCKS OF CITY STREETS AND CITY PARK. FREE ACTS—PARADES—BALL GAMES—RACES and the usual crowd-drawing attractions.

Can use: LEGITIMATE CONCESSIONS of all kinds. Ball Games, Darts, etc. SALES CONCESSIONS open—such as Novelties, Ice Cream, Balloons, etc. Western Union—Sault Ste. Marie, Mich., all this week.

Percele's PIONEER SHOWS

high class midway attractions

FREE GATE FREE GATE FREE GATE

Hancock, N. Y., July 14 to 19, Homecoming in the Mountain and Lake Resort territory. None better. Fireworks, Parades, Drawings. All Fairs and Celebrations follow.

Want Concessions—Custard, Ice Cream, Photos, Novelties, Jewelry, Hi-Striker, Short Range, Ice Cream Dips, Buckets, Arcade, Swinger, Monkey Panks, Bat, Pan, Cigarettes. What have you? Want Shows of merit low P.C. Want Kid Ride not conflicting. Operator for Riding Show. Help—Bingo Girls; Second Men on Rides; Sami Downs; Raffle Agents, useful and capable Show People, for sale—2 Car Octopus, 29x20 Marquee, 6 Semis cheap. All replies:

MICKEY PERCELE, Hained, Pa., this week

DOBSON'S UNITED SHOWS

14—WANT FOR FAIRS—14

Grind Shows other than Fun House. No Girl or Hall and Hall. CONCESSIONS: Ball Game and Hit and Miss, Jewelry, Root Beer, Penny Pitch, Gloss Pitch. NO MITT CAMPS. Chuck Staunko wants Scale Agent and Vern Eves wants Agents. Want Blago for White Bear Lake, Luvers, Jackson and Worthington, all Minnesota, starting July 31. Route to interested parties. Write or wire per route.

FESTIVAL OF FUN SHOWS CAN PLACE

Ride Foreman. If you think don't answer, as drinking is the cause of this ad. Pat Harris, contact at once. Also need good Second Men salary every week. Can place Stock Concessions.

All reply TOBI NEMI, Kokomo, Ind.

FOR SALE

1948 Caterpillar, newly upholstered, new bally carvan, new V belt, direct drive, tunnel same as new; guarantee this ride perfect throughout. Ride has no trans-cer-ron. A steal, \$5,500.00. All replies

W. R. GEREN

Mighty Hoosier State Shows, per route.

BROWN & WALLACE SHOWS

Want for Portsmouth, Ohio, sponsored by Police Dept., downtown location. Legitimate Concessions of all kinds. Good operators for Six-Cat. Need Cusard Man who knows his business, good proposition. Can place at once experienced Tilt Foreman, top salary, Frank Zarda wants Ride Show Arts, also Ball & Ball, good proposition. Can place at once A-1 roller coaster. Contact a week

SPLINTER ROYAL

WANTS

Count and Pin Store Agents, Six-Cat Agents, Agents for Hunky Panks. Want Concessions—Photos, Cuslarid, Hunky Panks all kinds. Also Mitt Camp. J. Williams, contact. Want Shows—Girl Show, Jig Girl Show, Snake Show or any worthwhile Grind Show. Savannah, now; Augusta, Macon, Georgia, to follow; then ten Georgia Fairs. All answer

SPLINTER ROYAL

Western Union, Savannah, Georgia, until July 19.

IMMEDIATE OPENING

Age, Seals and Glass Pitch. Will book Tilt-a-Whirl.

Want organized Latin-American Show with own band, also small Grind Shows that do not conflict.

Those joining now given preference for our route of fairs.

JAMES E. STRATES SHOWS

Schenectady, N. Y., this week; Watertown, N. Y., next week.

DUMONT SHOWS

HARRISBURG, PA., JULY 7-12

Want Frozen Custard or Ice Cream, Ball Games, Pitch-Tilt-You-Win, Cigarette Smoking Gallery, Long or Short Range, French Fries, Mack's Bingo wants Caller and Counterman. Lefty Weston wants Ride Help, Foreman for Racket and Second Men on Tilt. Must drive Sems.

Want Man to operate Side Show or Illusion Show, have complete outfit for same. Address **LOU RILEY, Mgr., Harrisburg, Pa.**

GOLD BOND SHOWS

Want for 8 Fairs (starting at Hopkins, Minn., July 19 thru 20; followed by Madison, Wis.; Duluth, Minn.; Hibbing, Minn.; Grand Rapids, Minn.; Rice Lake, Wis.; Plymouth, Wis., and Friendship, Wis.

CONCESSIONS: Want Hunky Panks of all kinds, Photos, Long Range, Novelties, Ice Cream, Custard, String Game, Pitch Tains, Bumper, Ball Games, SHOWS: Want (10-in.), Mechanical, Illudrome, Illusion or any worthwhile attractions. RIDE HELP: Can place Ride Help on all Rides, must drive. All replies by wire.

MICKEY STARK, Mgr., La Crescent, Minn.

CAVALCADE OF AMUSEMENTS

Can place Carnival Foreman (Walter Williams, wire me), Foreman for Car Tilt, Want capable Man to handle Kidde Auto Train and Swing, Best Cameraman for Big Girl Show (M. Preznick will place you and wife), Want high-class Talker for Girl Show. Can place Wife Like.

COMBIE AL WAGNER, Mgr.

Steubenville, Ohio, this week; Arnold, Pa. (Centennial), next week. P.S.: Want Concessions of all kinds for Arnold, Pa., Firemen's Centennial!

OKLAHOMA STATE SHOWS

FOR FLETCHER, OKLA. HOMECOMING CENTENNIAL AND 10 OTHER FAIRS.

CONCESSIONS: Card Game, Hunky Panks of all kinds, Mark Hodges wants Agents for Count Stages and Sables. Have openings for Wheel and Skittles that can work as sold. RIDE HELP: Want First and Second Men on Ferris Wheel, top clerks to right men. SHOWS: Want Girl Show that can work in army camps, must have own equipment. Also want Grind Shows with own equipment. Contact

MANAGER, FLETCHER, OKLA., THIS WEEK; THEN PER ROUTE.

MOUND CITY SHOWS

WANT WANT WANT

Bingo and legitimate Concessions of all kinds. Can place Ride Help on all Rides. Good salaries. Winchester, Ill., week July 7; Waverly, Ill., week July 15; Morrisville, Ill., July 16-17; Peaton, Mo. (Fair), July 18-19-20; Montgomery City, Mo., July 25-26-27. ADDRESS: PER ROUTE ABOVE.

POLICE FUND CELEBRATION

Watkins Glen, N. Y., July 14-19

Fireworks and Parades. Rides, Shows and Concessions.

Contact **M. N. Colgrove**

LIVONIA, N. Y.

OLD HOME WEEK CELEBRATION

ROSCOE, N. Y., July 14-19

Parade and fireworks. Dubs and Ann, contact. Can use all kinds of Concessions and Shows.

Contact **Carl Bills**

LIVONIA, N. Y.

MOUND CITY SHOWS #2

WANT WANT WANT

CONCESSIONS: Fish Pond, Seals, Short Range, High Skitter, Mug Outfit, Glass Pitch and any other Concession not conflicting. RIDE HELP: Can place Foreman for Merry-Go-Round, also Second Men on all Rides. THIS SHOW PLAYS ALL FAIRS AND PICNICS.

A. G. (MAYNIE) SLATER, Mgr., Pawnee, Ill., July 9 to 12.

ANCHOR TENTS

CONCESSION, BINGO TENTS, RIDE TOPS, MOTORHOMES, SHOW TENTS ANYTHING IN CANVAS Manufacturing Show, Canvas for Over Fifty Years. Underwriter's Approved Flame Retardant Material, Available 5 DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC., EVANSVILLE, INDIANA

Club Activities

National Showmen's Association

1584 Broadway, New York

NEW YORK, July 5.—The 1953 membership cards are ready for distribution. Please note also that July 15 is the date for paying dues. George A. Hamid Jr. busy signing new members and no doubt will earn a life membership card, as did his father.

Joseph (Ajax) Milana recently became a grandfather for the second time. Letters from Bill Powell advise that he's leaving Oslo for the U. S. Bill's been traveling thru Europe for many months. Joseph Kaufman died June 18. He had been ill a short time.

Harry Koresky has been admitted to Fort Hamilton Veterans Hospital, Brooklyn, for a check-up. Still on the sick list is George D. Hensley at Pilgrim Hospital, Brentwood, L. I. Victor Weinberg was recently discharged from a Cleveland hospital. Our shut-ins are True O. Perkins, James Cox and Irving Udowitz.

Letters received from Bligh A. Dodds, David B. Endy, Jack W. Wilson, Art Lewis, Oscar C. Buck Eddie Davis, James M. Cole and Harry Kaye.

Recent visitors were Lou Dufour, Arthur E. Campfield, Martin Ranno, Emanuel Silver, Sam Weiser, Jeff Harris, John Lane, Tom Coffey, David Brown, Harry Levine, George Hayden, T. Jay Quincy, Louis Rosshandler, George Bovino, Joseph Milana, Charles (Doc) Morris, Charles Lawrence, Louis G. King, Albert Halpin, Sam Rotshstein, Sam Walker, Doc Arthur Marcus, Julius Roth, Louis Kronberg, Murray Zand, Sam Miller, Mack Brooks, Joseph Greengrass, Irving Sherman, Stanley W. Wathon, Louis Elias and L. J. Siegel.

Chaplain Fred C. Murray commutes all week from Boston to Coney Island.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, July 5.—Remodeling and refurbishing of the clubrooms have been completed at a cost of about \$10,000.

Three members—Sidney Marmon, Joe Bennett and Ed Douglas—passed away recently and are buried in the club cemetery plot.

Paul Greeley has been delegated by the association to visit all parks and carnivals in the area to arrange for benefit jamborees.

Clubrooms are busy these days, due to the fact that many shows are playing the area. Recent visitors were Oscar Margolis, Irving Borker, Eddie Burge, Charles Rafal, Walter Salor, Sam and Louie Maltin and Irving Rubin.

WANTED

Foreman and Second Man for Ferris Wheel, Foreman and Second Man for Jenny. Good salary and bonus. Will book Wheel and Jenny on Show with bonus side Fairs in South. Also (3) three Hunky Panks after July 27th. (By owner.)

MAURICE HELMAN

1804 Benefit Street
New Orleans 19, La.
Tel. 1-BYwater 0105

WANT

RELIEF CALLER AND COUNTERMEN

JOHN CHAPMAN

Columbus, Indiana, Fair Grounds

WANT TO BOOK

(Hunky Panks, \$12.50 week For Sale Suburban Merry-Go-Round, 1914 Octopus and 7th)

M. A. SRADER

21th & Arkansas Wichita, Kansas

WANTED

Clutch Man for Bill Wheel, Smith & Smith Chairperson and Allan Herschell Beverage-Beard. No ups or downs, good pay and treatment.

H. F. (Brownie) SMITH

Ocean Drive Beach, S. C.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, July 5.—The office has been quiet allowing plenty of time for the mailing for the ways and means committee.

Mrs. Rose Moses, mother of President S. T. Jessop, passed away June 24. William Glickman entered Franklin Boulevard Hospital and Frank Daniels is confined in the Municipal Sanitarium here. Nothing new on Frank Ehrenz. Lou Leonard was in town recently and returned to Fox River (Ill.) Sanitarium.

A special meeting of the board of directors was scheduled for Tuesday (6). Membership cards for 1953 are ready. A number of compliments have been received on the league write-up in the Chicago Tribune, which was arranged by Al Sweeney.

Membership applications to be presented at the July 8 meeting include those of Anthony Sbarbo, Charles P. McCarthy, Thomas H. McLeod and Charles E. Beeler. Jack Temkin is with Royal Canadian Shows and Ben Glosser with E. J. Casey Shows.

Callers at the clubrooms included Mel Harris, Jack Kaplan, Charles Zemater, Jack Hawthorn, Ben Morrison, Max Brantman, Walter F. Driver, Henry Polk and Andre Dumont.

Ladies' Auxiliary

Sherman Hotel

Phoebe, Lynn and Bill Carsky are back in Chicago following visits to various carnivals on the road. Ann Belden, chairman of the bazaar to be held in the fall, is looking for donations.

Margie Fries is recovering from a recent illness, as is Alice Hill. Nora Ann Balnes also is on the sick list. Ida Chase is visiting Myrtle Hutt in Los Angeles.

Carmelita Horan, chairman of the Cancer Fund award books, reports the books are going well. Irma Hazuk is with Wallace Bros' Shows in Canada and Anna Bickford is on Joyland Shows.

Correspondence was received from Clara Zelger, Dorothy Packman Goldberg, Virginia Kilne, Dolly Young, Anns Bickford, Anna Jane Bunting, Ann Ray Cochran and Ethel Wadon. First full meeting will be held the first Thursday in October. Forward your present addresses to the secretary.

WANTED

Jack Thomas Wants

2 Six-Cat Agents
2 Bucket Agents
2 Grind Store Agents
Want Agent for Balloon Darts and Agent for Live Ducks starting July 14

Art B. Thomas Shows

Wyndmere, July 14-15; Wishek, 16-17; Fingal, 18-19; Drake, 23-24. All North Dakota.

WANT

Hunky Panks, Fish Pond, Balloon Dart, Bumper, Shooting Gallery, Glass Pitch, Mug Outfit. Need Agents for all Per. Concessions. Ride Help wanted for Wheel, Jenny, Tilt, Bites-Or, top want with bonus. For Sale—One Six Cat booked on Show, also Top and Frame, 1218. Game on Arkansas Ill., Rocky Rockford, Carol Hines, call me.

BENNIE HAZEN

c/o Central American Show County Grove, Mo., July 7 to 12, Oden, Kansas, July 28 until August 2.

RIDE HELP WANTED

For all types of Rides

DELGARIAN AMUSEMENT CO.

2303 N. Melvina Chicago, Ill.

CONCESSION HELP

Wanted

AL (MONIE) MILLER

Mission Beach Amusement Center Mission Beach, Calif.

CARNIVAL WANTED

For July 23-24

MORMON PIONEER

DAY CELEBRATION

Manassas, Colo.

TRUCK MECHANIC

With own tools. Must be reliable, experienced with Internationals and able to join immediately. Address

MARKS SHOWS

New Rochelle, N. Y.

HARRISON GREATER SHOWS

AGENTS WANTED

At once, Capable Agent for Pin Store and Roasts. Can use one Biggo Counterman and one useful Help. Ben Landis let me hear from you next week. Will be in the thick of thousands of sailors and merries.

All replies:

A. R. WHITESIDE

Suffolk, Va.

JOE SCIORTINO

WANTS

Two experienced Candy Pitchmen. This is very good territory. Call for Girl Show and Posing Show. Wardrobe and transportation furnished and top salaries paid each Wednesday. Ticket Sellers with experience on canvas. Must drive semi. All answers.

J. SCIORTINO

2074 CENTURY STREET

Langford, N. D., until July 16; Hamlet, N. C., July 17 to 19.

P.S.: Pick and all other girls who have worked for Red Rogers, get in touch with him here.

MERRY-GO-ROUND FOREMAN

Wanted at Once

Due to dis-appointment, Allan Herschell Merry-Go-Round, 10 ft. gas engine.

CRAFTS SHOWS

7283 Bellaire

North Hollywood, Calif.

Phone: SUnet 2-3131

WANTED

TO HEAR FROM

BILL CHAPPEL

and

BOB BLANKENSHIP

B. H. BRITT

Syracuse, Indiana

JIMMY ACKLEY

WANTS AGENTS

For Roasts, Six Cats, Buckets and all Hunky Panks. Have good route of Fairs, including Memphis and Birmingham. Need one good Man in up and down Concessions. Reply: c/o United States Show, Spencer, W. Va.

AGENTS WANTED

for long season of choice fairs.

PAUL MILLER

North Vernon, Ind., this week; Columbus, Ind., Centennial, next week. Red De Wold, get in touch with me as soon as possible.

AGENTS WANTED

For Six Cats and Buckets, also Hunky Panks.

ROY T. DUFFY

c/o Blue Grass Shows, Franklin, Ind.

IMPORTANT

IODINE DANLEY, WALTER ROGERS

If interested, good proposition. Telephone collect.

JOE HENDREN

Phone 3081 Erwin, Tennessee

THANK YOU

JOE PANKIW

Owner operator of Life Show with Al Weinger's Cavalcade of Amusements. You've a new baby in your new Roadmaster Bumper Ride. This is your third Roadmaster, there must be a good reason.

CANOLE RUCK

Moneston, Pa., Phone 937, or Altoona, Pa., 937.

WANTED

FOR THE BEST ROUTE OF FAIRS IN THE EAST. One Pin Store, One Rolldown Agent, "Pins" and "Buss Fuzz," contact.

CHARLES TRAVERS

Mighty Pig Show Port Jervis, N. Y.

Carnival Routes

Continued from page 52

- Midway of Birth: Carlyle, Ill., 12-13; Midway of Birth No. 2: Pocatello, Id., 11-12.
- Midwest: Delta, Utah.
- Mighty Hammonette: Paris, Ky.
- Mighty Hoopster State: Marion, Ind.
- Mighty Pace: Fort Jervis, N. Y.
- Model: Washington, Ia., Monmouth, Ill., 14-15.
- Motor City: Collingswood, Ont.
- Motor State: Paris, O.
- Moore Modern: Litchfield, Ill.
- Wood: Washington Pa.
- Mount City: Winchester, Ill.; Waverly 14-15.
- Mount City, No. 2: Pawnee, Ill., 9-14.
- Neilon, George W.: Mapwood, Minn., 7-9; Kimball 11-13; Buffalo Lake 14-16.
- Northern Expo: Platoon, N. D., 7-9; Wolf Point, Mont., 11-13.
- Oklahoma State: Ketcher, Okla.
- Pace Bros.: Williamsburg, Ky.
- Penn Premier: Altoona, Pa.; Red Lion 14-15.
- Palmer, Charlotte, N. C.
- Palmetto Expo: Hat Cate, N. C.
- Parade: Guilford, Me.; Carleton 14-15.
- Paul's Amuse: Fordland, Mo.; Humansville 14-20.
- Peck Amuse: Chicago Heights, Ill.
- Peo Dev: Nelson, C.
- Pioneer: Haklaid, Pa.; Hancock, N. Y., 14-15.
- Playtime: Falmouth, Mass.; Russard's Bay 14-15.
- Pleasure Island: West Terre Haute, Ind.
- Powelson Expo: LaRue, O.; Reynoldsburg 15-19.
- Powelson Greater: Mt. Vernon, O.; Shreve 15-19.
- Pryll's Broadway: Glen Cove, L. I., N. Y.
- Priddy: Olathe, Kan., 14-15.
- Read King: Frederick, N. B., Canada.
- Reynolds & Wells: Northfield, Minn., 7-9.
- Rockwell: Mangum, Okla.
- Rose City Riders: Centerville, Mo.
- Royal American: Chicago, Ala., Can.
- Royal Crown: Hannibal, Mo.
- Royal Expo: Sassafras, Ga., 7-10.
- Royal Midwest: Easton, W. Va.
- Royal United: George, Ia., 7-8; Danbury 9-14; Manning 11-12.
- Shan Bros.: Oak Ridge, Tenn.
- Sheward Bros.: Collins, Colo.; Sheridan, Wyo., 14-15.
- Skroczka: Kalamazoo, Mich.
- Smith's Funland: Easton, W. Va.
- Smith, George Clyde: Boswell, Pa.; Hollisville 14-15.
- Snapp Greater: (Fair) Palmira, Ill.
- Southern Valley: Paragould, Ark.
- Strader, M. A.: Wichita, Kan., 9-14.
- State Fair: Michigan, Colo.
- Star Amuse Co.: Tecumseh, Mo.
- Steel City: Baldwin, Mich.
- Stephens: Cantonville, Ia.
- Strohm, G. A.: Aniston, Va.
- Sterling Crown: Dawson Springs, Ky.
- Strules, James E.: Schenectady, N. Y.; Watertown 14-15.
- Sunset Amuse Co.: Winona, Minn.; Clinton, Ia., 14-15.
- Tatham Bros.: Havana, Ill.
- Thies United: Franklin Grove, Ill.
- Thomas, Art R.: Laurens, Ia., 7-8; Can. Mo. 3, D. 10; Elmore 11-12; Wyndmere 14-15; Wishek 14-15.
- Thomas Joyland: Xenia, O.
- Tidwell, T. J.: Huron, R. D., Mitchell 14-19.
- Tinsley, Johnny T.: Atlanta, Ga.
- Tip Top: (333) S. 27th St.; Milwaukee, Wis.; Horizon 14-20.
- Thull Sports: El Bucknerville 14-15.
- Turner Bros.: Chatham, Ill.
- United Expo: Peru, Ill.
- 20th Century: Hill, N. D., 7-10; Langdon 12-16; Hamilton 13-19.
- Twin City: Cabool, Mo.
- United States: Spencer, W. Va.
- Veterans United: Clearfork, Minn., 6-9; Bemidji 10-13; Grand Rapids 14-15.
- Victory Expo: Nays, Kan.
- Virginia Greater: Salem, N. J.; Dover, Dela., 14-15.
- Viviana Bros.: Mt. Holly, N. J.
- Wade, W. O.: East St. Louis, Mich.
- Wallace Bros.: Iron Mountain, Mich.
- Wallace, L. E.: Middletown, Va.
- W.B.J.: Lambertville, Mich.
- West Coast: Brnd. Oak, 10-15; Springfield 17-22.
- West Coast Expo: Dixon, Calif.
- Wicks, Dick: Limestone, Me.
- Wilson Famous: Jacksonville, Ill.; Cuba 13-19.
- Wilson Greater: Shiprock, N. M., 11-16.
- Wor's Greater: Benson, Minn.
- World of Birth: Portland, Ind.
- World of Pleasure: Angola, Ind.
- Young Monte: Nepht, Utah; Ogden 14-20.

20th Century Opens Fair Trek In No. Dakota

JAMESTOWN, N. D., July 5.—The 20th Century Shows this week moved to its first fair stand of the season here at the Stutsman County annual after a good week's business under American Legion auspices at Grand Forks, N. D.

Letter stand was a little ahead of last year's showing on the same lot altho spending was hurt by retarded crop conditions in the area. According to Al Martin, show's co-owner, the reduced spending is more apparent along concession row than in the back end.

All available help is busy repairing storm damage sustained several weeks ago in Sterling, Ill. One new front is skedded to go up here this week and much new canvas is due to arrive here. The Art Noble Midget Troupe also is set to come on this week for the balance of the fair trek.

Recent visitors included Robert (Bob) Finke, secretary of the North Dakota State Fair, Minot; Ralph Lynch, secretary, Greater Grand Forks (N. D.) Fair; Charlie Carroll, co-owner of Veterans United Shows; Don Trueblood, owner of Ce Mar Acres Park, Cedar Rapids; Dick Forkner, secretary, Cavalier County Fair, Langdon, N. D. and Rube Lieberman of Barnes-Carruthers Theatrical Enterprises, Inc., Chicago.

Marks Driver Killed; Truck Crashes in Pa.

MOUNT POCONO, Pa., July 5.—A large tractor-trailer owned by the John H. Marks Shows rolled out of control for two miles down a steep mountainside here June 29 and crashed into a roadside restaurant, killing the driver, Eugene P. Eyerman of Wilkes-Barre, Pa. The truck was loaded with carnival equipment.

State police found a piece of the trailer's transmission on the top of the hill where the vehicle began its descent. The restaurant and truck were wrecked. No one was in the restaurant at the time. Damage was estimated at \$20,000.

Lethridge Big

Continued from page 52

participated in the parade, featuring their 10-man tom-tom band for the first time.

Fair was officially opened by A. W. Shackelford, president of the exhibition.

400G Exhibit
Livestock section saw the largest entry of sheep since the fair was reorganized in 1947. A livestock parade was featured on the final night. The machinery display saw \$400,000 worth of farm and industrial machinery exhibited.

Lethridge Herald was generous with pictures and stories on the fair as a whole, particularly playing up Wallace Bros. Shows. Paper carried a laudatory feature on Irving Grossman's grandstand show, "Round the World Revue," and audience reaction was highly favorable.

Fireworks displays were presented each night.

COOKHOUSE WANTED

On account of disengagement want Cookhouse large enough to take care of 13 Rides, 8 Shows, 25 Concessions. Must cater to show people. Can take many Punks of all kinds. Address: UNITED EXPOSITION SHOWS, Peoria, Ill., this week.

CARL HANSEN WANTS DERBY HELP

Can place one or two capable Men. Address: c/o I. T. SHOWS, Marine Beach, Long Island, New York.

WANTED

Working Men for War Show. One who can sell books. Good deal to men not afraid of work and can stand money. Contact of once.

HERMAN STRAIN

Manager Show
James E. Strates Shows
Waterown, N. Y., this week, and Rochester follows.

WANTED

Ferris Wheel Foreman and Loop-o-Plane Foreman, also Second Men. Must have chauffeur's license. Can use a few more Handy Punks (Specks Smith, come on or write).

Wolf's Greater Shows

Benson, Minn., this week.

WANT CONCESSIONS

FOR ANNUAL STREET CELEBRATION
July 17-19, Stockton, Illinois. Sponsored by Stockton Lions Club. 34 miles West of Freeport, Ill., on Route 70.
Frank C. Niemeyer, Secy.
Stockton, Ill.

Royal Midwest Shows

Ex on Cookhouse, Jewelry, Corn Game and Class Pitch; Handy Punks of all kinds. Want experienced Ride Help.
ROXIE HARRIS
Kawanna, Ind.

GOLD MEDAL shows

WANT FOR CHAMPAIGN-URBANA FAIR, WEEK JULY 21, AND SOLID ROUTE OF FAIRS UNTIL NOVEMBER

2 more major Rides and Shows with own equipment. Mechanical City, Dick Dillon, answer, and Wild Life, Bob Sorgia, answer. Billposter with own truck to join at once.

RIDES—Octopus Foreman, Caterpillar Foreman, Second Men on all rides who drive semia. Lather, contact Slim Wells.

CONCESSIONS—Booking independent merchandise concessions where we have exclusive at Champaign-Urbana, Salem, Ill.; Kankakee, and Cedar Rapids, Iowa. Norman Anderson Bingo wants Caller, salary \$85 a week; relief caller, \$75. 2 Counter-men, \$60. Experienced help only. Clarence Bigus needs Walters and Grid-dlemen. All answers to Mt. Vernon, Ill.

20TH CENTURY SHOWS

WANT—HELP—WANT FOR 18 FAIRS INCLUDING 4 STATE FAIRS—FINISH IN NOVEMBER IN THE SOUTH

GIRL SHOW Joe Sciorino wants Girls for Peeling and Revue. Enlarging for the Fair. Also wants Concessions and Sellers. Prefer Drivers.

MIDGET SHOW Art Noble wants Boss Concessions, double on tickets.

DROME Wants Sellers. Help to up and down. Prefer Drivers.

RIDES Have some Second Men openings. must drive.

Wire—Wire—Wire: Langdon, N. D., JULY 11-16

Morris Hannum Shows
One of the Great Eastern Shows

CAHILL FIELD FAIR, PHILADELPHIA, PA., JULY 21-26

Three (3) Autos Given Away—This is Philadelphia's Terrific Catholic Day SHOWS—Fun House, Glass House, Monkey, Big Snakes, Midgets, Thompson, a good date for your whole.

RIDES—Caterpillar or Rocket.

CONCESSIONS—10c Merchandise Games and Straight Shows, Hats, Photos, Jewelry, Popcorn, Floss, Snow Ice, Chocolate Dip, Age, Scales and Novelties.

HELP—First-class Tilt Foreman for new Tilt. Ferris Wheel Foreman and Second Men on all Rides. Long season. top wages.

All replies to **MORRIS HANNUM**
Now starting 10 big days, July 9-19, at Spring Mill Fair, Conshohocken, Pa. Telephone Philadelphia WI 7-8176 before 12 noon.

Eddie Young's STERLING CROWN Shows

WANT WANT WANT

CONCESSIONS Candy Floss, Snow Cones, Jewelry or any Honky Tonks.

CONCESSION AGENTS For Peek and Count Stores, Skillo, Buckets, Six Cats and Countsmen and Caller for Bingo for office-owned Concessions.

RIDE HELP Want Foreman and Second Men for Caterpillar. Also Second Men for Wheel, Fly-o-Plane and Merry-Go-Round. Top salaries, long season. Must be licensed drivers.

Want Man for Front Gate and Light Towers. Must drive. Come on or reply to

E. L. Young, Mgr., Dawson Springs, Ky., this week

GREAT ATOMIC FAIR
July 14th to 19th inclusive.
CANTON, OHIO

EASTERN ILLINOIS FAIR
July 27th to Aug. 1st inclusive,
DANVILLE, ILL.

WANT—Talker for the Lash la Rue Show. Eddie Loyd and Gene Stapleton answer.
CAN PLACE—All legitimate merchandise concessions that work for stock.
WANT—One cat driver and two mule drivers. Can place experienced workmen in all departments.
CAN PLACE—Hi Ball or any ride that don't conflict with what we have.

All Address As Per Route

CETLIN & WILSON SHOWS

CAROLINA SHOWS

Jackson, S. C. Center of H-Bomb Area
CAN PLACE SET of Middle Rides, Want Foremen for Fly-or-Plane and Hullo-Plane; Second Men for Wheel and Octopus.
SHOWS—Want Snake Show, Girl Shows, Vonnie Brown and Snake Show, Blackie, wire, Frenchy Moore, let me hear from you; can give you six days' work a week.
CONCESSIONS—Want Bingo and can place any and all Hanky Panks.
HELP—Place Raffle and Skillo Agents, Girls for Girl Show, useful Carnival Help.
 Address **GEORGE KELLY**, Carolina Shows, Augusta, Georgia, this week; then per route.
 P.S.—Want Agent who knows South Carolina and Georgia Tobacco territory.



Mt. Vernon, Ind., Street Celebration next week; Spencer County Fair, Rockport, Ind., following.

Concessions wanted: Cookhouse, Flom, Custard, Presto Pops, Snow Cones, Foot-Long Hot Dogs, Lemonade, Shake, Ice Cream, Jewelry, Hit-Sinker, Ball Game, String Games, Fish Beer and Hooch, Silverware, Matinee with Girls to handle off-owning Girl Show, starting Rockport; Fat Show, Monkey, Wild Life, Motordrome and any Grand Show of merit. Will handle Chairplane Foreman and Second Men for Ferris Wheel and Tilt-A-Whirl or any useful Side Help. Must drive.
All replies: JOHN PORTMONT
 MONTZUMA, IND., THIS WEEK

WILLIAM COWAN

CAN PLACE FOR CONCESSION DEPARTMENT FOR MODEL SHOWS, INC.

Legitimate Merchandise Concessions such as Coke Bottles, String Game, Penny Pitch, Ring-a-Block, Bear Hoop-La, Pitch-Till-You-Win, Short Range Gallery, Scales and Age or any other Hanky Pank for the best Concession route in the East. Can also place general Concession Help to up and down Concessions. Also good useful Show and Ride Help. (John Connors with Bowling Alley, contact me.) All mail and wires:
 c/o MODEL SHOWS, INC., Washington, Pa., this week.

CARL D. FERRIS SHOWS

WANT FOR SYRACUSE, N. Y., CELEBRATION, JULY 13-19, AND THE GREAT OWEGO, N. Y., FAIR, JULY 20-27.

CONCESSIONS OF ALL KINDS WORKING FOR STOCK. Good opportunity for Agents on Six-Cot, Punk Head and Milk Bottle Games. Want Man for Penny Arcade who can drive truck. WANT SHOWS OF ALL KINDS EXCEPT GIRL SHOW. Long line of Fairs starting at Owego. All answers to:
CARL D. FERRIS
 Wallsville, N. Y., this week

A.M.P. SHOWS

Can place Photo, Hit-Sinker, Dev's Bowling Alley, String Game, Pitch-Till-You-Win, Penny Pitch, Hooch-La and any other not conflicting. RIDES: Ride Foremen for Merry-Go-Round or Ferris Wheel, Chairplane and Rolltoplane. Possibility no names wanted—reason for this ad. Drivers preferred. Rita Rape wants Girls for Girl Show and Working Acts for Ride Show. Can place Wild Life, Funhouse, Animal, Monkey, Snake Show, Girl Shows with or without equipment. This week, Cumberland, Md. next week, Annual Foreman's Celebration at Carlsbad, N.M.
A. M. PODSOBINSKI

GUST KARRAS GREATER SHOWS

WANT WANT

CONCESSIONS: String Game, Add-'Em-Up-Darts, Flat or Duck Pond, Milk Bottles, Ball Game, Glass Pitch, Amusement, Pinsetter, Dumbell Ball, Bumper or any Stock Concessions not conflicting with what we have. **FITCHER—CAN PLACE YOU ON OUR FAIRS AND CELEBRATIONS.** BEING in two capable and sober Second Men on all Rides, must drive. **SHOWS**—Will book Funhouse, Merchanline, Monkey or Snake Show, small percentage. **AGENTS** for office owned Concessions. Fairs and Celebrations now until late August. **BOUNT** Old Chew Club Celebrations, July 22-23, incl. Fairfax Radio, July 18-20, incl. Galt, July 25-27, incl. all Missouri, Wire or call: **GUST KARRAS, 194 So. 5th St., St. Joseph, Mo.** or contact per route.

BAKER UNITED SHOWS

Want for our route of celebrations and fairs:
CONCESSIONS: Need Cookhouse to join at once. Can place a few more clean Stock Concessions. Always have room for worthwhile ideas. **SHOWS**: Can place any worthwhile attractions with own outfit. Can use Girl Show for next few weeks. **RISE HELP**: Need A-1 Wheel Foreman. Must drive. Can place other useful Help. All replies to:
ERNE ALLEN
 Sullivan, Indiana, this week, or call **TOM BAKER**, Garfield 4584, Indianapolis, Ind.; Hobbsville, week 14th; Fowler, week 21st.

Want Rides, Shows and Legitimate Concessions

Of all kinds for Virginia and Maryland dates until my Tobacco Festival towns. Can place Ferris Wheel, Spin-top and Chairplane Foreman. Top salaries. You name it. Must be able to deliver. No hooch.
 Wire or write Summer Headquarters, 4501 Madison St., Riverside, Md.
BARNEY TASSELL UNIT SHOWS

WANT WANT

Per week July 14th, Williamstown, New Jersey, Catholic Church Celebration, week July 21st, Beach Haven, N. J., Firemen's Fair, week July 28th, Kennell Square, Pa., Firemen's Fair, three or four days to follow.
 Want Bings or Skillo, Hanky Panks of all kinds or anything working for stock only. Wheels O.K. All replies to:
SAM TASSELL
 Phone: Granville 2-1823 PHILADELPHIA, PA.
 P.S.: Want Foreman for Ferris Wheel, Merry-Go-Round, Tilt, Spinning, Octopus or any ride help who do not hooch.

WANT CARNIVAL

For three-day Celebration over Labor Day. Many thousand population to draw from. Sponsored by Wood River Central Trade Center.
FRED ABNER
 261 Covington East Alto, Ill.

CARNIVAL WANTED

ANNUAL CELEBRATION, LAST WEEK OF AUGUST, BEDFORD HEIGHTS VILLAGE, OHIO
 Contact:
R. J. CUNNINGHAM
 Price Road Bedford Heights, Ohio

From the Lots

Meeker

WALLA WALLA, Wash., July 5.—Line-up of the shows includes Ralph Meeker, general manager-owner; Mrs. Josephine Meeker, secretary-treasurer; Joe Wallace, electrician and transportation superintendent; Kenny Bader; Paul Meeker, The Billboard sales agent, and Don Gilmore, featured on Hammond organ.

Concessions: Cat rack, Bill Tuttle, Bill Bowman; roll-down, A. J. (Whitey) Saari, Robert Tuttle, Harry Berko; raffle, A. J. Whalen, Dave Cohen, Clyde Tuttle; blemer, Bert Smith, Jimmy Lombardo; skillo, Sunny Epple; popcorn and candy floss, Earl Myers; Bill Bruce and Sheila Meeker, agents; cigarette shooting gallery, Mr. and Mrs. James Barber; cat rack, Evelyn Ricey and J. J. Ricey.

Huekly buck, Frma Carey; grab stand, Karl Noble and Orpha Noble; novelty jewelry, Frank Robinson; glass pitch and bingo, Bob and Pattie Jones; long range gallery, Joe Wallace; pitch-till-you-win, Floyd and Pat Wallace; knife rack, Mrs. Marie Peck; duck pond, Charles Peck and Mrs. Winslow; add-a-ball, Mrs. Max Miller; balloon store, Roger Winslow; racing derby, Max Miller.

Rides: Merry-Go-Round, Ray Shaw; Ferris Wheel, O. C. Young; Fly-or-Plane, Floyd Wilson; Roll-toplane, Bob Cazad; Octopus, Lucky Savage; Kiddie Rides, B. H. Pinard.

Shows: Pit of Death; Monsters Alive, managed by Sonny Miller; Funhouse, Bill Jones, manager; Magic from Mrs. Milo the Magician; Vanities on Parade, Yvonne Sanzone, producer and feature.—**GEORGE T. MC-CARTHY.**

Virginia Greater

BURLINGTON, N. J., July 5.—The show left Riverdale, N. J. last week, tearing down in rain for the eighth straight Saturday night. Last week the show played Perth Amboy, N. J., with rain Monday (23) and a heat wave Thursday (26) and Friday (27) when the temperature registered 97 degrees.

Wednesday (25) afternoon, Manager Rocco was host to more than 100 children from the local Crippled Children's Home. The children were given free rides, ice cream, milk and popcorn. Gate at the children's matinee Saturday (28) was fair.—**H. W. (HAP) ARNOLD.**

Medicine Hat Eases Livestock Ban

MEDICINE HAT, Alta., July 5.—Directors of the Medicine Hat Exhibition and Stampede, considering the Southern Saskatchewan outbreak of hoof and mouth disease "pretty well if not entirely eradicated," have eased their ban against the bringing in of Saskatchewan livestock. Riders will be allowed to bring their horses to the show but the ban on cattle, sheep and swine from Saskatchewan is still in effect.

An exhibition feature will be an air show with some 100 fliers from Alberta, Saskatchewan and Montana attending. Stunt flying will be presented. Another feature will be a children's day with prize giveaways every 15 minutes.

Directors said that as a financial venture the stampede was in a "risky" state of affairs.

Luverne, Minn., Pares Stand Tix

LUVERNE, Minn., July 5.—Rock County Fair, which opens its three-day run here August 11, has pared its grandstand admission by 25 cents, according to George A. Golla, secretary. New rates will be \$1.25 against the \$1.50 charged in '51. Outside gate will remain free.

A rodeo on opening night and Children's Day will be one of the grandstand features with stock car races set as the final night's entertainment.

Commercial exhibits will be better displayed this year, Golla said. All partitions have been removed from the main exhibit hall to provide more open space.

Crofts Expo

CONCORD, Calif., July 5.—Show arrived here Tuesday (24), making a 290-mile jump from Shafter, Calif., where a five-day stand was profitable for everyone. Except for fire trouble, no difficulty was encountered during the move. Mechanic Capers Cummings has the truck fleet in good order.

The opening here was slow, although the admission was taken off the front gate. Manager Roger Warren went to North Hollywood quarters to pick up his Ford while his Cadillac underwent repairs following a collision in Shafter.

A new Octopus has been ordered. It will be hauled on a semi which is being brought on from quarters. Drivers are also being sent to quarters to pick up an extra Ferris Wheel and other rides for the July 4 date in Oakland. Peggy Matthews has joined to help her mother while her father is ill. Foxy Butler was visited by Helen and Bob Butler and three grandchildren. Jimmy Wise joined with a new high striker.—**VICENT B. KUROPOTWA.**

COMING EVENTS

- Colorado**
 Gunnison—Carlema's Darts July 18-20
 M. J. Verena
- Georgia**
 Atlanta—Southeaters China, Glass & Old Show July 20-22 P. B. Howard
- Illinois**
 Champaign—Homecoming July 7-13 Stanley R. Kent
 East Dundee—Firemen's Festival July 20-21
 Max G. Freeman, Emer. E. Brand
 Gardner—Firemen's Festival July 18-20 Leonard Johnson
 Maclester—Homecoming July 14-15
 Nokomis—Homecoming Celebration July 14-15
 John T. Weismann
 Salem—Marion County Soldiers and Sailors Reunion July 28-Aug. 2 Oscar A. Macklin
 Stockton—Street Celebration July 17-18
- Indiana**
 Hymers—Soldiers' Reunion July 26-28 Charles E. Davis
 Marshall—Fish Fry and Homecoming July 9-12 E. R. Peckly
 Orleans—Annual Homecoming July 7-13 James B. Tegerden
- Kentucky**
 Corbin—Corbin's Golden Anniversary, Sept. 21-27 Marvin M. Krieger
 Lexington—Junior League Horse Show July 7-12 Mrs. Lawrence Crump
- Maine**
 Henderson—Centennial and Bazaar Feast Festival July 26-27 Emer. E. Brand
 Minneapolis—Augustal July 18-21 Emerson Townsend
 Schenon—Watermelon Day July 29 R. B. Pile
- Missouri**
 Carrollton—Carroll County Fall Festival Sept. 11-12 Mrs. Jack Jones
 Craig—Reunion July 24-27 John C. Pfaffner
 El Dorado—Annual Celebration, July 17-18 George W. Neff
 Hillsboro—Annual Horse Show & Festival July 26-27 D. A. Parkman
 Lonsburg—Old Settlers' Reunion July 23-24 Harry W. Atchison
 Weaubleau—Annual Reunion July 11-Aug. 7 Johnnie Allen
- New York**
 Akron—Labor Day Carnival Aug. 30-Sept. 1 Robert J. Richards
 Syracuse—Gift Show July 27-30 Ralph S. Wilder Jr.
- Ohio**
 Antwerp—Street Fair Sept. 4-7 P. S. Rockefeller
 FWF Post 592, Canton
 Port Recovery—Annual Harvest Jubilee July 7-12 S. B. Burke
 Columbus—Annual Homecoming July 29-30 Clarence Mathas
 New Waterford—Centennial & Firemen's Celebration July 15-18, G. A. Hietz
 North Union—Homecoming July 25-26 George Marlow
 Waterbury—Homecoming July 9-12 J. M. Pfaffner
- Oklahoma**
 Pawhuska—Annual International Round-Up Oklah. Cavalcade July 25-27
- Pennsylvania**
 Great Bend—Community Celebration July 7-12
 New Galilee—Firemen's Annual Carnival July 28-Aug. 2 J. A. Puselet
 Pen Argyl—St. Roch's Celebration July 12-13 James P. Galagher, Pen Argyl
 Pittsburgh—The General & Widows Pension Fund Circus July 31-Aug. 1
- South Dakota**
 Selenburg—Vol. Fire Dept. Celebration July 21-22 O. E. Smith
 Windsor—Am Legion Celebration July 21-26
- Texas**
 Dallas—Dallas Gift Show Aug. 31-Sept. 1 Fred Sells
 Valley Mills—Annual Reunion July 6-12 J. C. Howard
- Utah**
 Provo—Annual Timpanogos Fete July 19 O. E. Hart
- Virginia**
 Charlottesville—Annual Charlottesville Apple Harvest Festival, Oct. 9-11, Boss E. Mahoney
- Wisconsin**
 Lake Waubesa—Annual V. F. W. Water Sport Carnival Aug. 19 Robert P. Becker
 Wyoming
 Laramie—Justice Days July 10-12 G. R. Deisinger

Calgary Posts 316 Prize List

CALGARY, Alta., June 5.—Prize money totaling \$31,575, together with trophies and other awards, will go to cowboy contestants at the Calgary Stampede, opening Monday (7), according to Arena Director Dick Cosgrave.

Biggest money will be in the chuckwagon race event, \$9,000. Of the total, \$770 will be offered as day money while the rest will go into final awards, with the top slice being \$1,035. Livestock entries thus far total sheep run record with 282 entries and 312 head horses total 144 with 97 animals competing, and swine total 145 entries and 123 head.

SASKATOON, Sask., July 5.—Prize money totaling \$3,000 will be offered at the week-long Saskatoon Exhibition baseball tournament. Event this year will see four teams competing. Old timers will be honored the second evening of the fair when a one-hour fiddlers' contest is scheduled for the grandstand. Prizes will be awarded winners.

DANCERS WANTED NOW

All types, must be young and have good wardrobe. Top fair salaries paid, or it might be if you want it. No tax deductions and no lost time. Honey Lee Walker, can place you now. All replies in detail.

RAY MARSH BRYDON

c/o Blue Grass Shows
 Franklin, Ind., this week; Tuscato, Ill., next.
 Nothing but fairs from now on.

PEE DEE SHOWS

MEBANE, N. C., THIS WEEK

Want small Cookhouse or Sidewalk Grab. Bingo that works for stock. Pitch-Till-You-Win, Bowling Alley, Hit-Sinker, Ball Games, any and all Hanky Panks. Grand Shows, Snake Show, Animal Show or Five-in-One. Ride Help for Wheel, Merry-Go-Round and Chairplane. Will book or buy Kiddy Auto Ride.

Thanks, We Had Our Big Fourth

AGENTS WANTED

For Post Store and Count Store. If you want to make money, get with it. Address:
 c/o TIVOLI EXPOSITION SHOWS
 Sparta, Ill. (Fair), this week; then per route.

Wheel Foreman Wanted

Octopus Foreman also. Second Men all Rides, semi drivers. Salary bonus. AT ONCE!
STEEL CITY SHOWS
 Baldwin, Michigan, this week.

HAVE WEEK OF AUGUST 21-24 OPEN

5 Rides. Prefer Central Wisconsin.
EMSHOFF SHOWS
 Per Route

WANTED

Man for outside. Good salary: consideration at fairs.
JOE STEINBERG
 c/o Stebrand Shows
 Fort Collins, Colo., week July 7, Sheridan, Wyo., following week.

PROMOTERS

Get on our mailing list.
 Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for amusement and arena. We can refer to anyone from your territory to you.
 Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena and Exhibition Department, The Billboard, 124 W. Randolph St., Chicago 4, Ill.

TV IS ALL OF SHOWBUSINESS
 ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!

Dallas Resets Church Rally For Final Night

DALLAS, July 5.—Dr. Daniel A. Poling of New York and Philadelphia, one of the nation's well-known Protestant clergymen, will be the speaker at a mammoth religious festival in the Cotton Bowl the night of October 19, final Sunday of the 1952 State Fair of Texas.

Fair President R. L. Thornton reported the acceptance of Dr. Poling, unanimous choice of a selection committee composed of the president of Southern Methodist University, editors of the two Dallas newspapers, past president of the Dallas Pastors Association and Thornton.

The religious festival will be modeled along the same lines as that held last year for the first time. Approximately 15,000 persons thronged the Cotton Bowl to hear Dr. Norman Vincent Peale and listen to massed choirs, etc. Public reaction to the religious festival was such that fair execs decided to make it an annual event.

Free Gate
Gates to the fairgrounds will be thrown open a couple of hours before the stadium festival begins at 8 p.m. and the fair will have a free gate for the rest of the Sunday evening. The final Sunday night has always been a light one at Dallas so the loss of revenue at the gate is negligible.

Dr. Poling is editor of the Christian Herald, one of the country's most widely circulated religious journals. He is the father of one of the famous four chaplains of three faiths who lost their lives in the sinking of the S. S. Dorchester in World War II after giving away their life preservers. Dr. Poling is chaplain of the Chapel of the Four Chaplains at Philadelphia, an inter-faith memorial to the four heroes.

Edmonton, Alta., Extends Race Meet, Ups Prize Money

EDMONTON, Alta., July 5.—Harness racing at the Exhibition race track next year will be a four-day event in May, it was decided by directors of the Edmonton Exhibition Association. The meet will be held on two successive Saturdays and the intervening Monday and Wednesday afternoons that include the Victoria Day holiday, May 24.

In addition to doubling the length of the race meet, the board also approved an increase in the prize money to a \$1,000 stake.

The two-day harness race meet held earlier this year showed a profit of \$2,228, William Connolly, director of the event, reported.

Managing Director James Paul advised the board that the track had recently been reconditioned by way of extensive grading, packing and filling and now was in excellent condition.

Commercial entries for the parade marking the opening of the exhibition this year were substantially larger than a year ago, the directors learned.

A budget of \$103,000 for the operation of the Edmonton Flyers hockey club was approved by directors. Approval was also given for the hard-surfacing of walks along both sides of the midway area and at the rear of the grandstand.

Altamont, Ill., Improves Track

ALTAMONT, Ill., July 5.—Effingham County Fair this year is concentrating on improving its race track and stable facilities for the August 3-8 event, M. C. Alwerdt, secretary, announced. A new picket fence is being constructed around the oval and 20 new stalls are being added to the horse barn.

Leading grandstand attraction will be a Gertrude Avery revue, set for the opening night. Special events have been increased this year and will include baton, drum and bugle corps competitions and several drill team tournaments.

PATRON BAIT

Tulsa Event Banks Heavy On Attractions

TULSA, Okla., July 5.—Tulsa State Fair this year will lure patrons with one of its most ambitious attraction programs yet, according to Clarence C. Lester, manager.

Annual's night grandstand revue, booked thru the Music Corporation of America, will include Eddie Peabody, Sportsmen's Quartet, Kings and Their Ladies, Langs, and Denny Beckner's orchestra. Al Martin and E. C. McCrary's 20th Century Shows will provide the midway attractions for the first time. In addition, the Joe Chitwood auto show will play matinees on Saturday and Sunday and the "Grand Ole Opry" will take over the grandstand on the afternoon of Monday, October 6.

The fair is devoting record space to exhibitors this year and expects that income will top all previous years, Lester said.

"We have made over 30,000 square feet of inside exhibit space available for commercial displays this year," he said. "This is 30,000 square feet of more desirable space than we have ever had before, and judging from the number of inquiries received each day and the amount of space already contracted, we will be filled to capacity well before the fair opens October 31."

In addition to industrial exhibits, space already purchased will display men's dress hats, Western clothing, all types of building and construction materials and supplies, chemical insecticides and sprays, food products and home furnishings. A large farm implement and industrial midway is also being developed according to Lester.

Construction of an addition to the annual's beef and dairy barn is being pushed to completion. The structure, a 180 by 200-foot all-steel building, will provide space for 487 animals, boosting the barn's total capacity to nearly 1,500 head. The original building, completed prior to the 1950 fair, cost \$112,000. The new boys will cost an estimated \$55,000, raised by public subscription.

Medicine Hat, Alta., Mulls Street Dance

MEDICINE HAT, Alta., July 5.—Street dancing and the crowning of a parade queen are being mulled as features for this year's Medicine Hat Stampede, July 17-19.

Event, to be opened by N. E. Tanner, of the Alberta government, will be the last on the Southern Alberta Rodeo Circuit and presentation of circuit trophies will be made on the final night.

City will adopt a Western atmosphere, with residents wearing cowboy and pioneer attire and business places decorating.

Lethbridge, Alta., Gets Ball Diamond

LETHBRIDGE, Alta., July 5.—A baseball diamond is being built in front of the grandstand at the exhibition grounds to accommodate a two-day tournament August 8-9. Event, sponsored by the Lethbridge Rotary club, will offer \$3,250 in prizes. The grandstand seats 5,300, and arrangements will be made to handle 3,000 standees. A. W. Shaekeford, president of the Lethbridge exhibition manager, is on the Rotary committee presenting the ball tourney, and Charles Parry, exhibition manager, is on the grounds committee.

228 Spaces Sold At Troy Hills Fair

TROY HILLS, N. J., July 5.—Some 228 exhibit spaces have been sold for Morris County Fair, which will be held August 19-23. President John J. Kennedy announced.

Among newcomers are the Menner Company, New Jersey Natural Gas Company, A-1 Bottling Machine Company, Reaction Motors and the iron mining companies of the Dover area.

Bird Island, Minn., Sets Motor Events

BIRD ISLAND, Minn., July 5.—Renville County Fair this year will feature motor events as grandstand entertainment, Harold Baumgartner, secretary, announced. Scheduled are one performance by the Roger Dick auto thrill show and one afternoon of stock car racing, he said.

Night grandstand show will be produced by DeWaldo's Attractions, while the William T. Collins Shows will provide the midway attractions.

Lloydminster, Sask., To Stress Horse Classes

LLOYDMINSTER, Sask., July 5.—Emphasis at this year's Lloydminster Exhibition will be on light horse classes and a more extensive machinery display. Move is in line with the province-wide ban on showings of cattle, sheep and swine since the outbreak of hoof and mouth disease in Southern Saskatchewan early in the year. Consideration is being given to a tractor rodeo and a farmers' welding competition.

Towanda Sets Attractions

TOWANDA, Pa., July 5.—Night horse racing on Tuesday, Wednesday and Friday will be featured for the first time at the VWF Farm Fair here, July 28-August 2, reports Leo F. Baxter, former showman.

Irish Horan's thrill show will be offered Monday and Thursday nights, while the Morris Hannum Shows will occupy the midway. As in past years, grandstand attractions will be furnished by George A. Hamid, Inc., New York.

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

WANT TO JOIN AT ONCE—HANKY PANKS OF ALL KINDS

Photos, Long Range Gallery, Bolloon Dart, String Game, Watch-La, Hi-Striker, Age and Weight, Milk Bottles, Jewellery, etc.

Want for two locations in Greenville, S. C., beginning Aug. 25th, big Labor Day Celebration, heart of city, opposite Court House, followed by the best route of Fairs in Georgia and Alabama, starting big 9 County Fair, Elberton, Ga., Sept. 28.

RIDES Scooter, Dark Ride, Train, Boat, Coaster or any new Ride.

RIDE HELP West Caterpillar and Fly-Plane Foreman and Second Men on all Rides.

SHOWS Side Show, Motorcade, Monkey, Illusion, Fun House or any high-class entertaining Show catering to ladies, gentlemen and children.

FREE ACTS Can place high class Free Attractions for our Fair route, must be high and sensational (no Platform Acts). Address: **JOHNNY T. TINSLEY SHOWS**

WALNUT STREET SHOWGROUNDS ATLANTA, GEORGIA

RED LION FAIR, JULY 14-19

GREAT SELINGROVE FAIR, JULY 21-26

NO EXCLUSIVES

CONCESSIONS	Hats, Novelties, French Fries, Grab and Drink Stand, Can place immediately Short Range Gallery, Photos, Glass Pitch, Heart Gallery, Dart Balloons, Set Spindle, Fish Pond, Hoop-La, Ball Games, American Primistry and any other legitimate Concessions.
SHOWS	CAN PLACE SET OF BUCKETS OR SIX CATS IF YOU HAVE HANKY PANKS. ALSO PLACE SOME P. C. IF YOU HAVE HANKIES. ALSO PLACE BERRY RACERS AND GADGET WORKERS.
RIDES	Can place Life Shows, Snake Show or any Shows not conflicting. Earl Myers can place Acts for Side Show. Can place Girls for office-owned Shows.
HELP	Can always place good, reliable Ride Men who drive tractors and trailers. Must be sober and reliable.

Address all mail and wires to **Lloyd D. Serfann, Gen. Mgr. PENN PREMIER SHOWS** Altoona, Pa., this week; followed by Red Lion, Pa., Fair, and all Fairs to follow.

All phone calls to **Harry (Buster) Westbrook, Bus. Mgr., Penn Alto Hotel, Altoona, Pa.**

YOUR LAST CHANCE TO BE A WINNER IN WISCONSIN DE LUXE CARTOON CAPTION CONTEST



Write a gag—or several gags—for this cartoon. Write them on a separate sheet of paper or in the coupon below. Be sure you send the coupon filled in with the necessary information with your GAG. Your gag should be about show business and refer to some of the many common but amusing incidents that can arise only in our business.

HERE'S THE CARTOON . . . AND A SAMPLE GAG

Think You Can Do Better?

CONTEST RULES:

- Everyone is eligible—with the exception of Billboard and Wisconsin Deluxe employees and members of their immediate families.
- Mail your entries to: Wisconsin DeLuxe Co., Cartoon Caption Contest, 1902 N. Third St., Milwaukee, Wis.
- Closing date for contest is July 12. Your entry must be in the mail by that date.
- Prize winners will be announced in the July 26 issue of The Billboard.
- The judges will be editors of The Billboard. Winning captions will be chosen on the basis of originality, humor and if appropriate to outdoor show business.
- In case of ties, duplicate prizes will be awarded. Decisions of the judges will be final. All entries become the property of Wisconsin DeLuxe Co.

LIST OF PRIZES:

- 1st Prize—Infa-Rod Electric Broiler
- 2nd Prize—Electric Coffee Maker
- 3rd Prize—Beacon Wool Blanket

"ALL THE FLASH ISN'T IN THE JOINT . . . !"

Wisconsin DeLuxe Cartoon Contest, 1902 Third St., Milwaukee, Wis.

My Caption Entry for July 12th is:

Name _____ Show _____

Your Business _____

Permanent Address _____

City _____ Zone _____ State _____

FROM THE ROMANTIC ISLAND OF MAJORCA

Elgin-American VALENCIA

PEARLS and EARRINGS SET

3 Strand Pearls and Earrings

Retails \$75.00 and Worth It.

Genuine Sterling Silver Filigree Clasp

Another superb Temple big name package to give you fast sales action. Lovely one, two or three strand graduated pearls, genuine sterling silver filigree clasp and earrings to match. Unsurpassed for beauty and long-wearing qualities. Beautifully gift boxed. A strand box.

2 Strand Pearls and Earrings Retails \$28.00 and Worth It.
1 Strand Pearls and Earrings Retails \$15.00 and Worth It.

DRÖP IN TO SEE OUR ENLARGED SHOWROOM WHEN IN PHILADELPHIA

TEMPLE COMPANY INC. 708 Sanson Street Philadelphia 6, Pa. Market 7-8242

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RUTILE—the "Thiania" Gem MORE BRILLIANT THAN DIAMONDS



Rutile is a clear, colorless gemstone with a brilliant fire and sparkle. It is a clear color and has a much greater brilliancy than a diamond. Retails \$9.95 each. Ladies' gold 14 karat setting, \$9.50 add.

WATCHES FOR MEN \$9.95

New model watches, case and dial. So conditioned and guaranteed. Complete with leather strap.



MEN'S IMPORTED SWISS WATCHES Special Price \$3.25

9-button chronograph or Chrome case service watches with radium dial and removable legs. Complete with leather strap. Dismantle sets \$2.85 each. Lots of 4 \$3.95 each. New \$4.35 each. FREE Wholesale Catalog.

JOSEPH BROS. 5 S. Wash. Ave. Dept. B-12, Chicago 10, Ill.

Wholesalers—Wagon Jobbers—Carnival Operators

Write on your letterhead enclosing 3 stamps for postpaid **FREE SAMPLE** "SCENT OF THE WEST," the country's perfume. NEW—SPICY—ABSOLUTELY DIFFERENT novelty item. This clever copyrighted number is hilarious, shocking and in market preview tests has proven to be a terrific money maker. **WESTERN-RELIABLE CO.** Manufacturers, Importers & Distributors of Novelty, Premium & Souvenir Merchandise 1823 ARAPAHOE STREET

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

New York

D. Robbins & Company announces "Magic Pyramid," a new puzzle which is packed in a clear plastic box. The puzzle consists of two colorful plastic geometric figures which when put together properly form a perfect pyramid. It seems easy, says the firm, but only a genius can do it within five minutes. The firm's Dave Robbins reports that over 50,000 of the puzzles have been sold in New York the past 30 days. Dealers' cost is \$2.40 per dozen boxes. Special quantity prices are available for jobbers and distributors.

Cardinal Manufacturing Corporation announces a close-out of its metal statue longhorn steer, a faithful reproduction of the famed animal. The bronze-finished items are 8 inches long and 6 1/2 inches high and are now offered at \$12 per dozen. . . . Pierce Watch Company, Inc. asks that distributors and jobbers write for details and illustrated circular of its watches and ensembles, which the firm calls an outstanding line. . . . Whyte offers the trade an electric gold stamping outfit which it claims will skyrocket profits on sales of leather goods gift items and many other articles.

Conval Sales announces art model knife selling for \$3 per dozen, plus such items as gold and chrome expansion watch band and gold-eyer needlebooks. . . . Robel Sales Corporation is handling such items as electric appliances, Rogers silverware, cutlery, giftware, clocks, premiums and novelties. . . . The 1952 free catalog of Karl Guggenhein, Inc. is off the press and ready for distribution to the trade. The firm calls it the "catalog of sure-fire profit builders that you have been waiting for." . . . A complete line of aviation-type sunglasses, starting at \$4.20 a dozen, is offered the trade by Department Sales Company.

photos in two minutes, taking and finishing 30 to 40 everlasting black and white or sepia photos an hour. . . . New this year is First Distributor's Kit-Kat Klock selling for \$6.60 in lots of six. Atop the clock is a cat's head with eyes that move in unison with the tall pendulum. Other features are luminous eyes, mouth and dial. The clock has a precision movement, assuring accurate timekeeping.

From All Around

Jimmy Durante's popularity soars to new heights with the appearance of a bright new colorful toy balloon in his image. Made by the Pioneer Rubber Company, Ward, O., it is the only authorized Jimmy Durante balloon on the market and inflates to 15 inches in size. The nose inflates, too. Everyone who wants to get into the act can get the details by dropping a line to the manufacturer. . . . Susi Press Company, Whitinsville, Mass., announces a new type children's "Christmas window calendar," designed to heighten the beauty and excitement of the Christmas season. The calendar is a picture in full color representing a village scene. Windows in the scene are shuttered and numbered 1 to 24, designated days before Christmas. The shutters may be opened, and behind each is a different translucent picture so that when they are held to the light they appear to be lighted from within the house.

Marvel Wholesale Watch Company, St. Louis, reports its new 68-page free catalog is off the press, containing listings on more than 650 tested sellers. The firm's line contains watches, watch bands, leather goods, costume jewelry, diamond rings and cameras. . . . The Continental Company, Sioux City, Ia., announces a new line of comic postcards done in full color. . . . Amusement Enterprises, Fort Worth, reports a large stock on hand of U. S. government issue rain capes packed 100 to a wooden case and selling for \$12.50 per case. . . . Milton D. Myer Company, Pittsburgh, has introduced a new and large line of merchandise for concessionaires and novelty men. The line includes slippers, lamps, blankets, stuffed toys and many novelty items.

"Tony at the ball game and what he learned about women" is a new novelty introduced by Abbey Specialty Company, Ellwood City, Pa. It sells three dozen for \$3.40. . . . A complete line of premium gifts and glassware, including ash trays, oval dishes, salad plates, bon-bon dishes, compotes, nappys, fruit bowls and other inexpensive items, is offered the trade by H. Smith Bottle Supply Company, Atlanta. . . . Hundreds of new imported and domestic novelties are listed in the new catalog of Gellman Bros., Minneapolis.

Chicago

Cook Bros. announces a new hand spotlight and utility trouble light which it calls a must for all motorists, truckers, sportsmen, police, etc. The device boasts such features as 40,000-candle power; General Electric sealed beam, cigarette lighter plug-in, pistol grip, sturdy die-cast construction and full guarantee. . . . National Sales Company announces reduced prices for its advertising balloons to be used at fairs, carnivals and circuses and for sales promotions and premiums. . . . PDQ Camera Company reports its PDQ Champion Photomaster makes finished

3 WAY SAW

- 1-14" 8 pt. Compass Saw Blade
- 1-12" 8 pt. Compass Saw Blade
- 1-19" 8 pt. Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherry-wood natural lacquer finished handles.

\$5.00 Per Doz. Sets No Less Sold

Hack Saw Frames

Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.

\$6.00 Per Dozen No Less Sold

4 WAY ALL PURPOSE SAW

Tempered Spring Steel

- 1-15 1/2" combination rip and crosscut saw blade.
- 1-12" metal cutting blade—can be filed.
- 1-10" Keyhole saw blade.
- Natural finish wood handle, finest quality, unacquainted value.

70c ea. in lots of 6 or more—No less sold.

REGULATION SIZE HAND SAW

26 inch 8 pt. warranted tempered steel. Full size natural finish handle grip. Individual storage. Packed 6 to a carton. No less sold. . . . \$1.10 ea. Same as above. Warranted tempered alloy steel with full finger grip, on-on plastic handle, 6 to carton, no less sold. . . . \$1.40 ea.

5 WAY KETCHUP SAW SET

- 1-10" Keyhole Saw
- 1-12" Compass Saw
- 1-15" Pruning Saw
- 1-12" Mitty Back Saw
- 1-16" Panel Saw

Packed 6 to carton, no less sold. \$1.40 per set.

All above saws made in USA. Prices do not include shipping charges. 25% DEPOSIT—BALANCE C.O.D.

COOK BROS. 816 W. Maxwell St. Chicago 8, Ill.

CARNIVALS! CONCESSIONS!

30" RAYON PLUSH BEAR \$22.50 dr.

\$21 in gross lots

- 36" CLOWN, BAYON CHIEF, 36" Head Face—\$21 doz. to \$20.00
- Dozen lots
- 36" BAYON CLOWN CLOWN, Dressed like smart colors, FREE collared hair, Duzen. 24 BAYON PUB CRISLEY, FREE (Crown)—Plush sold sellers. 333 doz. in six dozen lots \$30.00
- 9" PLUSH SCOTTY, Assid. Colors 14.75 doz. in gross lots \$6.00
- 36" WHITE POLAR BEAR, All white woolly material, Movable eyes, nose, tongue, Free Plush hair, 333 doz. in six dozen lots \$26.00

SAMPLE ASSORTMENT 17 PIECES FOR \$15.79

1 dozen 1 1/2" Clowns & 1 each of all other fancy items! ALL FOR \$15.79

FOB N.Y.C. 30% adv. COD net rates. To receive FREE Catalog you must order.

ACE TOY MFG. CO. 123 West 27 St. New York 1, N.Y.

SLUM

10 GROSS only \$9.50 any combination

One Gross \$1.00
10 Gross (Your Choice) 9.50

Comic Pins	3-Way Monkeys
Feather Taster	Rubber Banners
Bisque Skull	Cherry Buttons
Porcelain Animals	Crickets
Sawtooth	3-Way Monkeys
Western Brooches	3-Way Metal Kameo
Indian Handkerch.	5-Piece Straps
4" Rubber Dresser	5-Piece Straps
Phil Posters	5-Piece Straps
Magnets	Pocket Combs

WRITE FOR NEW CARNIVAL SUPPLIES AND NOVELTIES CATALOG

Shipping charges not included. 35% deposit with c.o.d. order.

KIDD BROTHERS Wholesale Distributors Since 1880 740 & 745 MERIDIAN ST. INDIANAPOLIS 25, IND.

GIVE TO THE RUYNON CANCER FUND

It Pays to Advertise in

The Billboard

JULY LIST NUMBER

Dated JULY 26
Out JULY 22
Deadline JULY 17

More Readers →
More Buyers →
More Sales →
More Profits →
at No Extra Cost →

Reserve advertising space to cost me \$ I, or my agency will follow thru with complete copy in time for your July 17 deadline.

Prepare a suggested ad to cost me no more than \$ This puts me under no obligation. If OK, I'll return it in time for your July 17 deadline.

Please send me rates and additional information.

Name
Company
Address
City Zone State

The **MIRACLE RING**

The New Sensation. The ring everyone has been waiting for.

Look thru the side of ring and you will see the M.I.C. (Mental Image Control)

\$4.20 PER DOZ. Confidential prices to all jobbers. Write for other assortments.

Call Dexter 1-0628.

COPAL JEWELRY CO. 28 Empire St. Providence, R. I.

SIX INCOMPARABLE NEW ITEMS

Set of 32 Gold Presidential Medals—Every president from Washington to Truman. Retail \$12.50 doz. Our Sample \$9.50.

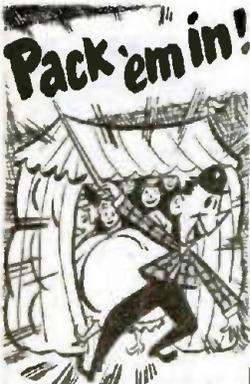
25 in. satin cordology Teddy Bear—the fastest most beautifully made doll you've ever seen—\$4.95 regular @ \$11.50 doz. Sample \$1.50. Ball Point Pen—No. 500, \$1.50—All colors—seasonal at \$9.95 gross Sample @ \$1 doz.

15 FOR \$20

4 for price of 1. Infant or Doll Carriage Quilt & Pillow Set, fancy rayon brocade. 100% cotton, extra fine, blue, green, coral, beige, luxuriously fitted. Quilt size 23" x 37". Pillow 10" x 14". Each set gift boxed. Reg. retail price \$10. Our price & sets for \$18. Sample \$3.

Samara Royal Perfume—Vn. essence in transparent faceted package—originally \$14.95 each—special \$5.40 doz. Sample \$ 73 each.

BURKE 16 W. 27 St., N. Y. C.



for sure with GUGGENHEIM

- Full-size Plush
- 32" BEAR . \$24.00 per doz.
- Large Pearl Handle Pistol Lighter . . . \$5.50 per doz.
- Large Black Handle Pistol Lighter . . . \$4.80 per doz.
- Regular Size Black Handle Pistol Lighter . . . \$3.60 per doz.

SLUM SPECIAL

Cold Finished Ker Chain Assortment . . . \$3.00 per gross

Send for Free New Illustrated Catalog
All orders shipped same day received. 25% deposit required on all C.O.D. orders.

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33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

DIRECT FROM MANUFACTURER



Beautiful 18K gold plated Bracelets. Many assorted styles on Link Bands, Stretch Bands and Wire Snap Bracelets. Each stunning piece set with a variety of genuine gemstones and colored sparkling jewels.

\$6.00 per dozen

SPECIAL INTRODUCTORY OFFER
Bracelets—\$6.00 per dozen.
Oral Sunburn Sets—\$8.00 per doz.
Pin and Barring Sets—\$6.50 per doz.
Nectica & Berrina Sets—\$5.00 per doz.
Nectica, Earrings, Bracelet Sets—\$1.50 ea.
Also Splice Sets, Bandium Rhinestone Sets, Scatter Pins and Earrings.

All items beautifully gift boxed. No C.O.D.'s under \$5.
25% deposit on all C.O.D.'s!

NEW 1952 COLOR CATALOG!
PACKARD JEWELRY CO.
370 Fifth Ave., New York, N. Y.

EXPLODING TRICK CIGARS

Buy direct—Factory to you. Guaranteed to fool the experts.
Exploding of Spring-out. Box of 50 . . . \$4.50

BIG CHIEF SMOKE

Largest ever made. 8 to box. Per box . . . \$1.72

Exploding Cigars shipped by Express.

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3748 Easton St. Louis, Mo.

Amazing Values

Novelties, Toys, Jewelry, Gifts, Sundries, Pitch and Concession Items. Post Card brings FREE CATALOG.

MILLS SALES CO.

Call Rate WHOLESALERS Since 1916
26 West 23rd St., New York 10, N. Y.

MAKE MONEY

WITH WILNER'S FAST ACTION
for Games, Tip-Books, Match Book Deals, Envelope Ticket Deals, \$10,000 Clover Club Deals, Salesboards. Write for list. Shows your business. If interested in specific items, specify.

Wilner Sales Co., Inc.
1522 S. Walnut St. Muncie, Indiana

Pipes for Pitchmen

B. BILL BAKER

THE L. R. WILCOXES . . . report that their season has gotten off to a slow start because they have been playing the country's steel sectors. "We're working Bamboo and he is stealing the show, which is remarkable at his age," they advise. "We haven't seen many of our friends yet this season, but we wait each week for pipes from the Noells. We're waiting for 'One Piece Bathing Suit,' the picture in which our kangaroo appeared, to be released."

"JUST THOUGHT . . . I'd better elaborate a bit on our Snookie's death report," letters Anna Mae Noell from Virginia Beach, Va. "A friend of ours came to see us as soon as he heard the news and told me that he had been wondering how it happened. Snookie was about 18 years old and at the autopsy he weighed 137 pounds, which is a lot of chimp. On June 26 it was unbearably hot, so Snookie was put out in the arena, the coolest, shadiest spot on the lot. Altho he fretted to get back into his sleeping cage, he seemed perfectly normal. At 6 p.m. we were working over his dead body trying to revive him. It has been decided to mount him and he will be carried with the show when that job is completed. Snookie was our first chimp and all our plans for the future included that old boy. He was our first wrestler and Bob had almost retired him. He worked only about once a week and he hadn't worked in over a week when he died."

A. STEIN . . . and his son, Lester, who had been working glass cutters on a main street parking lot in Wheeling, W. Va. to good returns, rambled into Cleveland recently and are working a Prospect Avenue lot there to equally good business. Next spot on their itinerary is the Anderson, Ind. Fair. Stein reports that he visited Speedy Hascal at Euclid Beach and found Speedy much improved in health. He says that Hascal would like to read pipes here from Ed Gillespie and Art Fredette.

PAUL ZORETIC . . . veteran paddie worker, made the news in San Francisco recently when he was arrested at Market and Stockton streets there for "peddling without a license." Arraigned before Municipal Judge John McMahon, Zoretic demonstrated his wares and his talent in court and for his virtuosity received a round of applause and a 10-day suspended sentence. Zoretic's wares included a variety of the small wooden paddles designed to prove that the hand is quicker than the eye. "The judge says The San Francisco Chronicle. "I traded a light sentence for a lesson in magic and sent Zoretic on his way." Paper also carried a two-column photo showing Zoretic presenting his pitch, with the judge an interested observer.

JOE MALES . . . an old-time pitcher, is up and about again following a lengthy illness which had him in critical shape in a Corpus Christi, Tex., hospital. R. B. Cunningham,

another veteran pitcher, says that Males suffered from arthritis and many of his friends thought he would never walk again, but last week he popped up in Hobstown, Tex., Cunningham's home town, looking fit as the proverbial fiddle. Males says that he received numerous letters had get-well cards during his long seige. He reports that he's happy to be back on his feet once again.

EDDIE GOULD . . . Show playing to good business in South Pittsburg, Tenn., according to info reaching the pipes desk. Personnel includes Gould, who also is head canvas man; Virginia Sullivan, secretary; W. O. (Toby) Sullivan, comedy magic and vent; Virginia Sullivan, acrobatic and toe dancer; Smokey Joe Strickland, blackface comedian, assisted by his wife, Gerie; Pat Pagano, novelty act; Nellie Brendizer, piano; Grady and Overt Holloway, concessions, and Johnny Strickland, child prodigy.

MARTIN YAISER . . . who operates Yaiser's Novelties in Troy, N. Y., reports that he got a helping hand from Ray (Whip) Whitley, Western film star and songwriter, when Yaiser set up his stand at the Troy Theater recently. Whitley will make a personal appearance with Tim Holt's Ranch Revue at the time.

HERE'S ANOTHER . . . pipe from the one and only Tom Kennedy. "Just received word from Fitzpatrick, of Wilmington, Del. that he will shortly have his new glass cutter, sharpener, tool on the market," Tom pens. "And to judge from the sample he sent me, this item will top them all. I've seen and worked all of them in my time. Also had a letter from Phil Kraft from St. Louis. Phil will be on the fairs as soon as the big ones start. I haven't seen any of the boys and girls of the pitch fraternity in several months. Maybe some of them are trying to grow a beard and copy Bill Ellis with a ding stand around the factory gates. Could be, but I doubt it."

"I'M DOWN HERE . . . at the Peoria Fair," blasts Big Al Wilson from Peoria, Ill. "This is the third time the fair has been held and it looks like it will be a winner. Weather also looks promising and we were in the third day of operation as this was written. Art Nelson is here doing a grand job on med. Perry, the glass cutter, and Johnny Valmer, with graters, are getting plenty of long green nightly. I'm working combs and mice with Kid

Ward, the Barry, Ill. flash. I have my monkeys booked for the Western fairs and hope Tom Kennedy will do the same because they will move this year. Come on, Tom, send thru a pipe."

JOHNNIE LOWE . . . sheet worker of note, reports that P. A. Murphy, another of the sheet-writing fraternity, is seriously ill and confined in a tourist camp in Stigler, Okla. "Murphy," says Lowe, "sustained three paralytic strokes but up to a short time ago still would go out with his driver and collect a few dollars on the sheet. However, the last stroke robbed him of his vocal powers and he's now at the mercy of the world."

New OAK-HYTEX PENNANT BALLOONS



FLASHY "Walking Billboard" SOUVENIRS
For Parks, Fairs Sports Events Openings

Pennant balloons have novel built-in loops for easy attaching to sticks. Specify souvenir pictures you want from 10 available designs. Order from Your Jobber Today!

World's largest manufacturer of toy balloons
The OAK RUBBER CO.
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Oak Balloons
For Immediate Shipment Write for FREE Catalog
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FISHING KITS



1000 fresh water kit containing 1581 Ocean City level reel, glass casting rod, bamboo handle built grip, braided nylon line, lure ball, spoon, minnow net, fish string, wiper, leader, snelled and 1000 hooks, nylon leader, and beautiful cellulose covered cast net. \$118.50
2500 same kit above \$205.00 reel 150 yards for lake or sea. \$138.50
Add 75¢ for single sample kits to be shipped parcel post, otherwise shipped express collect.

Write for complete assortment of fresh and salt water rods, reels, soft water kits, refrigerated boxes, picnic kits, etc.

Terms: One-third, balance C.O.D.
K. C. SPECIALTY CO.
JACK KAUFFMAN, PROP.

518 Market Street, Phila. 4, Pa. Mch 27-3685 or 7-8291

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IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!

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Low subscription rate if you are a new subscriber. Save over 25% over the newsstand price!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10.
Yes Check here for trial subscription of 12 weeks at \$3 (foreign rates upon request). \$58

Name
Address
City Zone State
Occupation



THE FULL SIZED TROUBLE LIGHT THAT PLUGS INTO YOUR CAR CIGAR LIGHTER

Uses less power than a parking light. Comes complete with 50 watt 6 volt bulb, 12 foot cord, "Easy-Open" guard, and tiger lighter plug. Packed in heavy carton suitable for convenient car storage. Replacement bulbs available. Another profitable STANDARD promotion. Write or wire.

PRICED FOR ACTION
GROSS \$1.15 ea.
DOZEN 1.25 ea.
SAMPLE 2.00

TERMS: 25% WITH ORDER, BAL. C.O.D.
F. O. B. JAMESTOWN, N. Y.

STANDARD
CO., INC.
1939 GIBSON ST.
JAMESTOWN, N. Y.

with it since 1907 ENGRAVERS

NEW PRICES EFFECTIVE JULY 1, 1952

100 100's, All Aluminum, 100's \$13.00
All Aluminum 100's \$13.00
100's, All Aluminum, 100's \$7.60
100's, All Aluminum, 100's \$7.60
Send for NEW 1952 Catalog & Free All Day Postcard FREE POSTAGE ON ALL PREPAID ORDERS
This plan includes standard 3 photos: \$5.00 \$10.00 \$15.00
Originators of the All-Aluminum 100's
MILLER CREATIONS 7739 Aviston
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NAME BRANDS THAT MAKE SELLING EASY

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1952 CATALOG

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CARNIVAL AND CIRCUS NOVELTIES

CELEBRATION FEATHER DRESSED DOLLS with High Hat and Red Painted Shoes. 4 inch \$1.40 pr. 6 inch \$1.50 pr. 8 inch \$1.75 pr. 10 inch \$2.00 pr. 12 inch \$2.50 pr. PARASOLS 12" Paper Parasol \$5.00 pr. 12" Paper Parasol \$4.50 pr. 20" Paper Parasol \$7.50 pr. 24" Paper Parasol \$10.00 pr. 28" Paper Parasol \$12.50 pr. 32" Paper Parasol \$15.00 pr. 36" Paper Parasol \$17.50 pr. 40" Paper Parasol \$20.00 pr. 44" Paper Parasol \$22.50 pr. 48" Paper Parasol \$25.00 pr. 52" Paper Parasol \$27.50 pr. 56" Paper Parasol \$30.00 pr. 60" Paper Parasol \$32.50 pr. 64" Paper Parasol \$35.00 pr. 68" Paper Parasol \$37.50 pr. 72" Paper Parasol \$40.00 pr. 76" Paper Parasol \$42.50 pr. 80" Paper Parasol \$45.00 pr. 84" Paper Parasol \$47.50 pr. 88" Paper Parasol \$50.00 pr. 92" Paper Parasol \$52.50 pr. 96" Paper Parasol \$55.00 pr. 100" Paper Parasol \$57.50 pr. 104" Paper Parasol \$60.00 pr. 108" Paper Parasol \$62.50 pr. 112" Paper Parasol \$65.00 pr. 116" Paper Parasol \$67.50 pr. 120" Paper Parasol \$70.00 pr. 124" Paper Parasol \$72.50 pr. 128" Paper Parasol \$75.00 pr. 132" Paper Parasol \$77.50 pr. 136" Paper Parasol \$80.00 pr. 140" Paper Parasol 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PROTEST HIGH TAX

Pachinko Ops Strike Stirs Japanese Calm

TOKYO, July 5.—The Wakayama prefecture was in an uproar over the week-end because all the pachinko operators went on strike. Pachinko is a bagatelle machine, and parlors have sprung up all over Japan, containing vertical pinball machines. A recent survey showed that there were 23,600 such establishments in operation in Japan, and each establishment had an average of 40 machines. School children, mothers with babies strapped on their backs, businessmen and truck and peddler operators pay 25 cents for 50 small steel

balls to play for the jackpots and other prizes such as soap, chocolate bar candies and tinned foodstuffs. On June 27, the pachinko halls in Wakayama closed their doors in protest against high taxes, and were joined Sunday by pachinko halls in the other prefectures.

Fans Angered

Fans became angry at being deprived of their favored sport and protested to the authorities. In order to get the halls reopened officials seriously considered taking under consideration the tax structure and promised an early reduction. Each machine is taxed on a monthly basis at approximately \$1.

But then the reformists caught the ball, figuring this would be a good time to dispose of the game once and for all. They began badgering the authorities to keep the pachinko halls closed. However, it is doubtful whether they can get enough pressure to effect this move since from all reports the revenue taken on these machines in taxes helps the Japanese city.

(Continued on page 82)

Coast Distrib Finds Premiums Game Sales Aid

PORTLAND, Ore., July 5.—A Portland game distributor this week disclosed that stocking of a line of top-quality merchandise to be used as premiums on game locations has boosted his machine sales.

Budge Wright, manager of Western Distributors, said the volume of traffic into his store-room has been stepped up as a result of this merchandise line. A large section of the floor has been devoted to display of nationally advertised household appliances and outdoor goods. Items range from electric clocks, thru fishing tackle, camping tables and chairs, barbecue and picnic sets to electric refrigerators and television sets.

Appliances

"The big items, such as refrigerators and televisions, of course, are hardly in the premium class; but the demand for household appliances leads to an interest in these other appliances and builds up our customer list," says Wright.

"We installed the line not so much with a view to making a profit off these items as to swing the operators into our store. An operator looking for a shuffleboard prize will stay to look over our new line of games and shuffleboards, and it results in additional sales in a surprising number of cases."

Miami Group To Keep Execs

MIAMI, July 5.—The Amusement Machine Operators Association of Dade County at its monthly meeting last week at the El Comodoro Hotel decided to hold over its present election of officers for three months, until the October meeting.

The members voted to close the business office on Saturdays for the summer, beginning July 5.

Also plans for the association's annual banquet are merely in the discussion stage, a committee was appointed to help work out details in the next few weeks.

(Continued on page 82)

FEDERAL COIN EXCISE SHOWS SHARP DECLINE

WASHINGTON, July 5.—Receipts from the federal excise tax on coin-operated devices in May totaled \$188,603, compared with \$325,151 the previous May, the Bureau of Internal Revenue announced this week. The yield from this tax source is running well behind that for the previous fiscal year. Receipts for 11 months of the present fiscal year total \$1,831,732, which is \$1,741,430 behind the yield for the corresponding period of the previous fiscal year.

The tobacco tax yield in May was \$134,464,827, an increase of \$12,694,834 above the previous May, Internal Revenue reported.

DISTRIB VALUES BB VOLUMES

PORTLAND, Ore., July 5.—A practical use for bound volumes of The Billboard was disclosed here this week by Budge Wright, manager of Western Distributors, who has started a library of the books dating back to January, 1948.

"It has been very handy," says Wright. "It helps us on equipment replacement. Often when we have a call for a part we do not have in stock, we can look it up in The Billboard, find a picture of the part, and order it with the knowledge we will receive the exact part we want."

Bobbie Bergman Killed in Action

BUFFALO, July 5.—Bobbie Bergman, son of Alfred Bergman of Sheldon Sales Company here, died in Korea, June 22 of wounds suffered June 16. Bergman was a medical student at the University of Buffalo prior to joining the Marine Corps. He was the third oldest of four sons.

FACTORY PAYROLLS HIGH

Good Games Proving Answer To Summer Slump Phobia

CHICAGO, July 5.—Good games are again proving the answer to the so-called summer slump. Whereas virtually every manufacturer of coin-operated amusement equipment was dreading the advent of the traditional seasonal slowdown as recently as six weeks ago, now all the factories, except the two closed for group vacations, are in high production. Two have its largest number of line workers since 1948.

As several distributors, pleased at the turn of events, pointed out the summer letdown may in previous years have been as much man-made as anything else. They reason that when late

spring arrived most of the trade was so set for a seasonal decline they took it for granted and did nothing to offset the problem.

One of the strongest influences aiding the present summer business was the successful pioneering of summer stunts with first line games. However, some of the more enterprising operators, noticing the drop in play, experimented with new units and it paid off. As one Wisconsin operator put it, "If the operator is going to all the trouble and expense of installing equipment in the resort stops he might just as well try putting in late model games and if they don't do better than the clunkers then he might as well forget about it." In most instances the public appreciated the good equipment and receipts were up.

The success of the operator with summer stunts also has brought about a change in views of the distributors and factories alike. In former years when the operator curtailed his buying, distributors reduced their orders and factories stored their better games for later in the year when the demand became heavier. As a result, this summer virtually every plant came out with a good game and deliveries increased in volume. Actually, most of the factory officials using a group vacation plan regret the production interruption but find it more efficient to close for a couple of weeks than stagger line workers free time over a two or three month period.

Current new games proving popular thus far this summer follow: Bally's Palm Beach and Atlantic City; Chicago Coin's

EMPLOYMENT UP

Detroit Operators Wax Optimistic

DETROIT, July 5.—A generally healthy condition prevails in the local coin machine industry, with optimism the dominant note among operators despite occasional spots where drops have been noted.

A study of local employment conditions, a guide to general spending for amusement and services and which bear a close relationship to coin machine volume, affords grounds for optimism. Unemployment dropped to a low of 50,000 on June 15. In the metropolitan area (Wayne, Macomb and Oakland counties). This compared to 85,000 in March, and 107,000 in January—and was down 20 per cent from the figure of 63,000 set for June 15, 1951.

The Michigan Unemployment Compensation Commission, however, warned that the present picture is shifting rapidly. This situation reflects the critical sensitivity of the Detroit area, which has been a factor in making it the "Barometer City." This is because economic conditions here frequently are a forerunner

of things to come for the country as a whole.

Factories generally have been working at a fairly high rate of production, altho the recent announcement that the Ford company was shifting to a four-day week because of steel scarcity was a first severe blow.

Comaback

Juke box operators here did experience a fairly severe cutback in selected types of locations last winter, but these spots

(Continued on page 78)

TOURIST \$\$

Georgia, N. C. Ops Eye New Play Gains

CHARLOTTE, N.C., July 5.—Two Southern States, North Carolina and Georgia, are in the midst of all-out drives to expand their tourist trade. Meanwhile, coin machine operators in the States are benefiting from the efforts in the form of increased play.

In 1951, an estimated 6,000,000 vacation spenders left more than \$300,000,000 behind them. While there are no figures available on how much of this went into games, vendors and juke operators in general reported play was strong thru July and August. This year, Department of Conservation and Development officials believe the spending will increase at least 17 per cent.

A little further south in Atlanta, the Georgia Chamber of Commerce announced that last year's yield of \$200,000,000 from the tourist trade, may be duplicated in 1952.

Conat Bows Atomic Jet, Airplane Ride

NEW YORK, July 5.—Nat Cohn, Conat Sales Company, this week announced the launching of a new coin-operated airplane ride, the Atomic Jet, for location use. Unit is being manufactured exclusively for Conat under contract by the Naco Manufacturing Company, of Philadelphia.

Designed by Cohn and manufactured to his specifications, the new ride includes many innovations and refinements, it was said. Distributors are now being appointed and they will receive demonstration models within 10 days, Cohn said.

While the unit price was not revealed, Cohn said that it would be substantially lower than those of any similar units now on the market. He said that 300 units would be produced within the next 30 days.

Safety Features

Simple entry to the cockpit for the one or two children who can ride at the same time for the same price is an added safety feature. The child or children, must be seated before motion starts. Equipped with a national slug resistor.

(Continued on page 82)

Bally Intros Palm Beach, In-Line Game

CHICAGO, July 5.—Bally Manufacturing Company distributors have started first showings of the new in-line scoring play game, Palm Beach, General Sales Manager Jack Nelson announced Tuesday (1).

Palm Beach action centers around a 25 number master card on the backglass together with two other cards containing nine numbers. Both the master card and the other two, known as supercard score on the in-line principle and also when four corners are illuminated.

Additional new features introduced on the Palm Beach game are star roll-overs which spot up to five numbers; "mystery spottem feature" plus star spotting; extra balls at player's option; advancing scores and selective button play. The new Bally game's playfield is illuminated and brightly colored.

Distrib Show United's Stars

CHICAGO, July 5.—Distributors of United Manufacturing Company began operator showings this week on the Stars game, Sales manager Billy DeSelm announced.

A three card game, Stars features in-line scoring. Basically a five ball unit it has provisions for the purchase of up to three extra balls at the player's option. Stars also has spot and double score possibilities. (For details on Stars see The Billboard, June 28).

Calendar for Coinmen

July 7—Illinois Amusement Machine Operators' Association, monthly meeting.

July 10—Music Operators of Northern Illinois, monthly meeting, Belmont's Restaurant, Route 31, near Aurora.

July 21—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Bailow Restaurant, Baltimore.

July 23—Recorded Music Service Association, annual golf party, Bunker Hill Country Club, Chicago.

DETROIT BLUE SKY PICTURE

Ad Censorship, Op Service Brake Promotion Spread

By H. F. REVES

DETROIT, July 5. — Trade reports of "blue sky" activities elsewhere brought indignation as the normal reaction from established Detroit operators. At intervals, a wave of special "promotions" left disgruntled investors in its wake, but to date it has been a relatively rare occurrence here.

Two factors are principally responsible: (1) the job of location coverage backed by service,

which the industry as a whole has achieved in the area; and (2) the existence of a protective policy of pre-censorship supported by all three metropolitan newspapers.

Some years ago there was extensive "promotion" in the cigarette machine field here, and some would-be operators were left holding the bag. There is a feeling among leaders of the vending industry, however, that there has been a marked increase since the first of the year. About one case a month comes to light—this, it is felt, more are never heard of because the individual prefers to just bury his loss.

Hit Small Towns

A fair proportion of the offending promoters advertise in up-

State newspapers and get people in small towns, perhaps retired farmers or business men, as their victims. In Detroit, the official policy of the newspapers has worked to keep down the number of victims. The papers will not accept an ad in the Business Opportunities section for coin machines until they have made an investigation. There were many promotions of this type rampant in 1939, and the local Better Business Bureau established a policy in co-operation with the papers.

When someone wants to advertise this type of deal, he is referred first by the newspaper to the bureau, and must give facts and references. Investigation is made by phone and wire with

(Continued on page 82)

Uneda Adds Machinery to Convert Units

NEW YORK, July 5.—Anticipating that other major producers will follow the entry of Chesterfields to the king-size cigarette, Uneda Vending Service, Inc., Brooklyn, has installed equipment necessary to convert prewar venders to accommodate both long and regular types.

The firm will handle all makes except those of the Rowe Manufacturing Company. The latter firm will handle its own conversions.

Nat Hochman, Uneda executive, said his firm would work on containers already in venders and that new ones would not be needed. Operators send in the complete interior of a vender for servicing. Each conversion job will take between three and four hours.

Uneda's staff has been augmented by six mechanics to handle orders. Hochman estimates that the New York area alone has some 200,000 prewar venders which must be converted if they are to handle more than one column of king-size smokes.

JUICES AND SOUPS

Merchants, Inc., Rotates Flavors For Peak Sales

CHICAGO, July 5. — A four-flavor juice rotation program thru the 80 non-selective juice venders operated by Mechanical Merchants, Inc., plays a large part in keeping patron interest and sales volume high. Herman Slamer, vice-president, said the same system is employed in all locations: Industrial, transportation terminals, el and subway stations.

Backbone of the juice program (Continued on page 86)

CALIF. SCHOOL NIXES CANDY; TOOTH DECAY UP

LOS ANGELES, July 5. —A number of candy operators, armed with a recent news clipping from the Los Angeles Times, are making new bids for school locations. The news item stressed that since candy was banned in Monrovia, Calif., school cafeteria 11 years ago, tooth decay had increased.

School Supt. Dwight Lydell reported that a dental check-up of all pupils revealed that 45 per cent needed attention. It was pointed out that the present percentage of dental decay among grade school students was greater than it was 11 years ago prior to the banning of candy sales.

Fla. Citrus Growers Explain Vender Plan

To Gain Backing Beneficiaries Must Be a Major Firm, Have Planned Program

LAKELAND, Fla., July 5. — Florida Citrus Mutual spokesmen this week stated that the group's recent financial aid offer to orange juice concentrate manufacturers to expand vender programs is industry-wide. An earlier report (The Billboard, May 31) cited such support for Minute Maid Corporation's orange-lemon juice vending program.

FCM, while reaffirming its vender support plans, pointed out that it would work "with any major manufacturer of orange juice concentrate." The Minute Maid program, therefore, would be supplemented by as many other juice producers who could show definite progress and ambitions along automatic merchandising lines, it was stressed.

Minute Maid's dual-flavor machine (produced by Mills Industries but now also available in the same model to other juice firms) being coming off the production line last year. Following the FCM announcement, however, there has been no speed-up in Minute Maid demand for the equipment, a check with Mills revealed.

Snow Crop, if it desires, also will benefit from the new FCM

program. It is purported to be experimenting with a dual flavor Mills juice vender to acquire marketing knowledge of vender-sold juice. Should Snow Crop decide to expand its program, it is presumed the citrus organization would extend financial backing.

Cities 100,000 Mchs.

Mutual concluded that venders could be a vital factor in the national sale of its product in juice form. It announced that "if 100,000 frozen juice machines could be placed on location, the

(Continued on page 77)

DIRECT SALE CAROUSEL

Location-Owned Cig Venders in Decline

CHICAGO, July 5. — The off-again on-again activity of direct-sale cigarette vender programs has appeared to move into the "off" phase again during the past several months. This bears out the eventual negative results of all earlier attempts to foster self-operation upon the location owner.

An examination of the current picture in the direct sale of cigarette equipment is featured in the July issue of Vend, sister publication of The Billboard, out this week.

While no definite date could be determined as marking the start of the most recent direct-sales effort, in a like measure no definite date could be pointed out as the beginning of the decline. DuGrenier, a major factor in the latest direct-sale activity, never issued an official comment one way or the other in its policy, or policies. Superior, a Chicago manufacturer with equipment aimed at the location owner market, apparently continues to find sales volume insufficient to justify continuing its effort.

In the same vein, numbers of tobacco jobbers who felt direct

Sears, Roebuck Debuts Cig

CHICAGO, July 5. — Sears, Roebuck & Company has introduced its own cigarette, Yorkshire, in the regular size pack. It will be sold in the firm's 78 retail stores that have tobacco departments. Mail-order sales will not be made due to the varying State laws.

Pack price in Chicago is 22 cents, two packs for 41 cents. A carton sells for \$1.96.

FARE HIKE CUTS VOLUME ON CTA PENNY VENDERS

CHICAGO, July 5.—Transit Sales' penny gum and candy venders on el and subway platforms here have felt the effect of the 3-cent fare increase. After the first month of "two dime" fares (the old 17 cent rate now only applies to quantity purchases of tokens and hence does not make odd cents available for vender patronage) it was reported dollar volume on penny equipment was off 15 per cent.

Conversely, sales of nickel venders, including the test nickel pack gum units (The Billboard, May 31) and dime drink and ice cream equipment (later operated by Mechanical Merchants) have held to pre-fare increase levels or shown some percentage gains.

Location Sales Pitch in L. A.

LOS ANGELES, July 5.—While promotion of location-owned cigarette equipment on a national scale has shown signs of decreasing (see separate story), intensified activity has been noticeable in some areas. Locally, literature currently being mailed to location owners by a firm called So-Cal Vending Machine Sales points up the "300 to 400 per cent" more profit possible with its DuGrenier equipment.

Literature put out by So-Cal cites investment returns (on vender and stock) ranging from 94 per cent at 100-pack-per-week volume up to 936 per cent at 1,000 weekly sales volume for the location owner. "These profits are getting away from you," the location owner is told, "why, not stop this profit leak at once."

sales of vending equipment might enable them to "correct an old mistake," tried the direct sale route and soon discovered they were making a new mistake. Most jobbers who started selling direct subsequently entered the operating business themselves.

One benefit the recent direct-sale flurry accomplished however, it made operators examine their business hypercritically to think in terms of improving service, to strive to become extra expert at the job of vending cigarettes since the next wave of direct selling will find the going (for the direct-sale exponent) even rougher than in the past.

On the other hand, a detrimental effect of the current direct-sale activity in several areas was brought about by operators them-

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King Cigs Problem For Post-War Venders

NEW YORK, July 5.—The increasing accent on king-size packs and the possibility that more leading cigarette manufacturers may follow suit, poses no column-stacking problems for the operators of most postwar venders.

In New York, Mel Rapp, of the Automatic Products Company, said the firm's Smoke Shoppe was equipped to dispense either standard-size or king-size cigarettes. Each machine comes equipped with two reserve spreaders. Rapp explained that removing the original spreader and substituting the reserve spreader would change the column from standard-size to king-size.

Cig Machines Seen as Chain Business Aid

Portland Stores Prefer Operator Units in Trial

PORTLAND, Ore., July 5.—An experiment under way here this week may help expand another location field for cigarette operators—the installation of a vender in a Fred Meyer store, largest locally owned chain of grocery and department stores.

The chain long has followed the policy of low-priced cigarettes over the counter as an attraction to buyers of other merchandise. The price has been 17 cents a pack while the going rate in town has been 20 cents, both in machines and over the counter.

A company spokesman said the move was strictly an experiment to learn customer reaction at not having to stand in a long line at the check-out counter to buy a pack or two of smokes. He indicated that if the volume

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Controls Pic Chameleon for Vending Field

WASHINGTON, July 5.—Speedier easing of price controls for the coin machine industry is assured as a result of congressional enactment of a revised law extending controls 10 months, rather than for the two years requested by President Truman. Easing had been assured even before the measure was passed, but the nature of the legislation will have the effect of stepping up the timetable.

Altho speedier lifting of controls was made certain under the compromise measure, Office of Price Stabilization officials said there would be no immediate

(Continued on page 77)

Union Builds Cig Units With Alkuno Dies

NEW YORK, July 5.—Union Products Sales, Inc., Garwood, N. J., which recently purchased the tools and dies from Alkuno & Company, New York, is manufacturing the latter firm's four-column cigarette machine under the name Rocket J-100. Alkuno is now exclusively in war contract work.

Philip Yurman, with temporary offices at 118 West 57th Street,

(Continued on page 86)

He said that the change could be made in a matter of seconds and that additional spreaders were available.

Adjustment Automatic At New Bedford, Mass., Jim Teahan of Eastern Electric, Inc., said that no conversions were necessary for Eastern machines. He explained that the columns can accommodate both cigarette sizes and that the adjustment is made automatically.

Teahan said the fact that king-size leading brands might sell for a penny more was no problem either. The Eastern vender, he pointed out, can be adjusted for price in individual columns. In other words, if a standard-size

(Continued on page 77)

BROTHER— THIS IS BASIC

560 Assorted BASIC FILL CHARMS

\$1.50 PER BAG
(5 lb. Jamaica, N. Y. Minimum order \$10.00 and up)

PUT IN THE WHOLE BAG FULL—
 every single one of ALL the 560 assorted Charms into each FILL.

It's a Rich and Powerful assortment, consisting of over a hundred different Charms and Rings, in a Plastic, Copper-Plated and Silver-Plated Mixture.

IMAGINE — 560 assorted BASIC CHARMS for ONLY \$1.50 for your basic fill.

Now you can afford a vast quantity of basic fill Charms AS WELL AS many Eppy gimmicks to make your machine a Treasure-House Inducement to Customers.

Namuel Eppy & Co., Inc.
 91-15 144th Place Jamaica 2, N. Y.

IN STOCK VICTOR'S

New

BABY GRAND CHICLE and CHLORO TREETS VENDOR

also **JUMBO 100**

ORDER NOW

4 or more, \$12.00 each.
 100 or more, \$12.00 each.
 Chicle Treat Gum—45¢ per pound.
 Chloro Treat Gum—52¢ per pound.

PARKWAY MACHINE CORP.
 715 Eder St. Baltimore 2, Md.

WE HAVE VICTOR'S

New

BABY GRAND CHICLE TREETS VENDOR

also **NEW VICTOR'S JUMBO 100**

SAMPLE \$13.45

4 or more, \$12.00 each.
 Lots in Larger Lots—Write.

BIRMINGHAM VENDING CO.
 348 2nd Ave. N., Birmingham 4, Ala.

BABY GRANDS

Sold on liberal weekly payments

Write for details to

ROY TORR—LANSDOWNE, PA.

NOW! THREE PURPOSE BABY GRAND

Vending the 336 count Chloro Treats 2 for 1c, Chlora Chews 210 count Ball Gum or Chicle Treats 2 for 1c—EITHER WITH NO ALTERATIONS.

LEAF CHLORO CHEWS, 210 count Chlorophyll, 60c per lb.
CHLORO TRETS, 336 count squares, 52c per lb.
CHICLE TRETS, Six Flavors, 45c per lb.

Decals furnished with Chlorophyll Gum

\$13.00 EA. 100 OR MORE \$12.00 EA.

Packed 4 to the carton.

1/3 deposit, balance C.O.D., F.O.B. Dallas

GRAFF VENDING SUPPLY CO.
 2841 W. DAVIS STREET DALLAS, TEXAS

Supplies in Brief

WASHINGTON, July 5.—Cash dividend payments in the food, drink and tobacco industries, thru May of this year, fell 9 per cent below those for the first five months of last year, according to latest Commerce Department figures. Dividend payments for the first five months of this year totaled \$144,300,000 as compared with \$159,200,000 for the same period of 1951. May dividends in food, beverage and tobacco industries stood at \$11,100,000 as against \$22,800,000 for the same month of last year.

WASHINGTON, July 5.—May confectionery manufacturers' sales were estimated at \$60 million in a Commerce Department survey this week, 20 per cent below sales of April and 5 per cent under those in May of last year. The survey indicated that for the first five months of this year sales of packaged goods continued considerably above those for the corresponding period of last year. Sales of packaged goods made to retail at \$1 or more per pound were up 9 per cent from the first five months of 1951, in terms of poundage sales, with a sharper increase of 12 per cent in dollar sales value.

Sales of packaged goods retailing for \$1 or more per pound also jumped 10 per cent in May, over the same month of last year. May sales of packaged goods retailing from 50 cents to \$1 per pound rose 28 per cent over those of last May, while bulk goods, including penny items also sold 5 per cent more than in May, 1951, altho the dollar value was 3 per cent less. May sales which dropped under those of last May included package goods retailing for less than 50 cents per pound, 8 per cent less; bar goods, 15 per cent less; 5 and 10-cent specialties, 3 per cent less.

WASHINGTON, July 5.—The nation's farmers received less for their June peanut and tobacco crops than they did in June of last year, according to an Agriculture Department report this week, listing average farm products prices as of June 15. Peanuts brought 10.3 cents a pound on June 15 compared with a price of 10.2 cents per pound on the same date last year, while a three-year estimate of peanut prices received by farmers, beginning in 1947, set the average at 10.2 cents a pound. The Department's June 15 average for tobacco saw farmers receiving 44 cents a pound as compared with 48 cents per pound last June 15 and an average of 42 cents a pound over the three-year period.

Agriculture Department estimates revealed virtually no change in the parity price of peanuts this June from June, 1951, and a 2-cent per pound rise in the parity price of Maryland tobacco on June 15, over the same date last year. With a base period price of 4.5 cents per pound for peanuts, the parity price on June 15 was 13.3 compared with 13.2 at the same time last year. Maryland tobacco, with a base period price of 20.6 cents a pound, revealed a June 15 parity price of 58.9 cents per pound compared with 60.8 cents per pound at the same time last year.

WASHINGTON, July 5.—Returnable glass beverage containers totaling 939,835 were shipped in May as compared with 728,785 in April, according to Commerce Department figures. Non-returnable glass containers shipped in May totaled 37,450, which topped April shipments by 528. May, 1951, saw shipments of

returnable glass beverage containers reach 782,248, with shipments of non-returnable glass beverage containers for the same month totaling 20,301, the Department reported.

WASHINGTON, July 5.—Cigarette production in the United States during the past three years has climbed steadily, according to Commerce Department figures, altho the export of U. S. cigarettes fluctuated somewhat during the same period. In 1949, cigarette production stood at 384,963,000, which rose in 1950 to 391,985,000, and in 1951 to 418,802,000. Cigarette exports totaled 19,547,000,000 in 1949, fell to 14,353,000,000 in 1950 and climbed slightly in 1951 to 16,820,000,000, which was 4 per cent of the total cigarette production.

NY Cig Group Holds Outing In Catskills

SACKETT LAKE, N. Y., July 5.—Some 150 members of the Cigarette Merchandisers' Association met at the Laurel Country Club here in the Catskills Friday-Sunday (27-29) for the annual outing of the New York tobacco group. Vending machine reps present included Ike Gordon, of National Vending, and Charles Brinkman, of Rowe. Also present were George Gross, of the Lorillard Company, and Irving Chanin, of the Maryland Match Company.

While no official business was transacted, and the dealers met ostensibly to relax and get away from it all, the most common topics of conversation seemed to be the possible impact of Chesterfield's king-sized cigarettes on the vending field and the effect of the new New York City cigarette tax.

Central Vending Ready for "Kings"

PHILADELPHIA, July 5.—Sharing the opinion currently going the rounds—that most major cigarette brands will go king-size—the Central Vending Machine Service Company here is under way with plans for converting all types of machines to this purpose. The firm will supply new cigarette containers capable of holding the long smokes in every column.

HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING

SIMPLIFIED SERVICE MEANS MORE MONEY LESS WORK

The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location—the empty globe is cleaned and filled at your workshop. Vends all products including ball gum and chews. Attractive eye-catching appearance. Built for years of hard service.

THE NORTHWESTERN CORPORATION
 829 S. ARMSTRONG ST., MORRIS, ILL.

Northwestern
 makes all the Tab Gum Vendors Available on West Coast in Stock—Immediate Delivery

BADGER SALES CO.
 2221 West Pike Blvd., Los Angeles, Calif.

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 Taverns, Fountains and those Summer Vacation spots. Add a fleet of these money makers to your present route and you will be amazed at the results.

\$79.50

Salesmen Wanted. Phone or wire immediately for complete details.

For full information contact us at once. We have a very liberal finance plan available for any responsible party. Inquire now.

STANDARD SPECIALTY CO.
 5115 E. 14th St. Tel. AN 1-9037 Oakland 1, Calif.

DON'T GET PANICKY ABOUT KING SIZE

We anticipated the move by major brands to King Size months ago and are ready. We have King Size conversions for EVERY MAKE AND MODEL MACHINE. Prices vary, so please advise your requirements and we'll make immediate delivery at lowest possible price.

Our Points Are **VENDORIZED** Prevents Peeling, Flaking & Rusting

SUMMER SPECIALS ON CANDY MACHINES
 Counter or wall Models—no boxes, DUC. Candyman, 73 Cps. \$32.50
 Rowe Candy, 130 Bar Cap. 75.00

Silver Quarter Operation; King Size Incl. Here are the most sensational buys of factory overhauled and rebuilt cigarette machines ever offered.

Rowe Imperial, 8 Cols., 240 Pack Cap.—\$85.00
 National 8-20, 9 Cols., 170 Pack Cap.—\$106.00

All Equipment Unconditionally Guaranteed Trade Prices. 1/2 Cdn. B.M. C.O.D.

UNEEDA VENDING SERVICE, INC.
 'The Nation's Leading Distributor of Vending Machines'
 NEW RECONDITIONED LIKE NEW
 166 Clymer Street, Brooklyn N.Y. • Evergreen 7-4568

30 DAY MONEY BACK TRIAL

Northwestern Sensational TAB GUM

10-COLUMN 1c Selective

Try this famous vendor for 30 days. If it doesn't **EARN MORE MONEY** for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

PRICES
 Less than 15 \$25.95
 Less than 100 \$25.45
 100 or more \$24.95
 F.O.B. Factory

GUARANTEED USED MACHINES

DELUXE 1c and 2c Combination	\$12.95	CHALLENGER	\$1.00
MODEL 22 BALL GUM	1.00	12 Col.	12.50
PORCELAIN, 1c	3.00	10 Cols. Like New	12.00
MASTER W	7.48	ESQUIRE, 1c	6.95

MERCHANDISE AND SUPPLIES

ZENOBIA PISTACHIO Jumbo Queen	41	VIRGINIA PEANUTS 2-28	30
ZENOBIA PISTACHIO Fancy Stick	26	ALMONDS, 480 Count	30
PISTACHIO ASTAR	41	1 LB. Vendors Peanuts	45
PISTACHIO Vendors MIX	39	ITALIAN CHICK PEAS, Roasted and Salted	35
PISTACHIO 1-Bar	39	RAINBOW PEANUTS 28	35
CASHEW Whole	43	BOITON BAKED BEANS	25
CASHEW Half	52	BEANS	25
PEBBLES	52	LICORICE LOZENGES	25
MIXED NUTS	55	M & M	25

Complete Line of Paris, Supplies, Brands, Globes, Brackets, Charms, etc.
 1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE COMPANY
 MOE MANDEL
 440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • Longways 4-6467
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for
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BABY GRAND
CHICLE TREETS
CHLORO TREETS



Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or write today to

VICTOR VENDING CORPORATION

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Chicago 39, Illinois

Mfrs. of the famous line of TOPPER Vendors

★ NEW AND RECONDITIONED VENDORS
★ PARTS—SUPPLIES—ACCESSORIES
★ BALL GUM—CHARMS—NUTS
★ EVERYTHING FOR THE OPERATOR
SEND FOR COMPLETE PRICE LISTS!

RAKE COIN MACHINE EXCHANGE
 609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

Save at Least Part of Each Week's Earnings—
Buy U. S. Savings Stamps and Bonds

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for the biggest vending opportunities—for the latest prices on new and used vending equipment—for every bit of significant news in your industry—

Enter a Money-Saving Subscription Now!
 Fill out this coupon and mail today.
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THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of July 5	Issue of June 28	Issue of June 21	Issue of June 14
Ajax Electric (8 col.)	\$150.00	\$150.00	\$150.00	\$150
Ajax Hot Nut Sec		32.50		
Ajax Whigley Gum & Lilla Sweet (2 col.)		19.50	19.50	
Asco Hot Nut, Sec		14.50	14.50	
Atlas Bantam Almonds		9.95	9.95	
Burd 3c (3 col.)		19.50	19.50	
Coca Hot Nut Sec (2 col.)		19.50	19.50	
Cipranat (3 col.)		64.00		
Cipranat (4 col.)		84.00		
C.B. Electric (9 col.)	185.00	185.00	185.00	185.00
Columbus Model W 1c or 3c			8.50	
Columbus 1c Ball Gum		5.95	5.95	
DuGreiner Candyman	57.50		57.50	
DuGreiner Challenger, 5c (3 col.)	22.50	22.50	22.50	22.50
DuGreiner Champion (7 col.)	70.00			
DuGreiner Champion (11 col.)	90.00	125.00	120.00	120.00
Eastern Electric Cigarette Vender	189.50			
Electro Servo Pop Corn, Sec		17.95	17.95	
Excelsior Foot Elev.	6.95	6.95	6.95	95.00
Equipe, 2c	119.50	119.50	119.50	95.00
Equipe, 1c		12.50		
Hinskey 105 Bar		39.50	39.50	
Hull for Whigley Gum (8 col.)		12.95	12.95	
Koenig (9 col.) Elec	185.00	185.00	185.00	185.00
Kirk Astrolon Scale		100.00		
Miner Vender 5c (2 col.)	27.50	27.50	27.50	
Market Pop Corn, Sec		39.50	39.50	
Lucky Boy Ball Gum 1c		6.50	6.50	
Marian Scale	89.50	89.50	89.50	89.50
Master 1c		7.95	7.95	
Master 1c & 5c		7.95	7.95	
Master 5c	7.45	7.45	7.45	7.45
Waterproof Candy Vender 2c		39.50		
National Candy (7 col.)	75.00	75.00	75.00	
National Candy (9 col.)	85.00	95.00	85.00	85.00
National Portone 1c & 3c		45.00		
National 750	85.00	85.00	85.00	85.00
National 930	85.00	100.00	85.00	85.00
National 950	100.00	130.00	125.00	125.00
Northwestern 33 Ball Gum	7.45	7.50	7.45	7.45
Northwestern Delmo		140.00		140.00
Northwestern Delmo 1c and 5c	13.95	13.95	13.95	13.95
Northwestern Ball Type Postage, 1c-5c		39.50		
Northwestern 34 1c		8.50	8.50	
Northwestern Standard 10-5c		7.50	7.50	
Northwestern Tri-Sector (3 col.) 1c-5c		17.50	17.50	
Pop Corn Set	69.50	69.50	69.50	69.50
Reavis 2 in 1 (2 col.)		9.95	9.95	
Rowe Candy (8 col.)	60.00	75.00	60.00	75.00
Rowe Crusader (10 col.)	155.00	155.00	155.00	155.00
Rowe Imperial (6 col.)	59.00	95.00	95.00	95.00
Rowe Imperial (8 col.)	85.00	85.00	85.00	85.00
Rowe President, 3c col.	95.00	145.00	145.00	145.00
Royal Royal (6 col.)	60.00			
Royal Royal (8 col.)	70.00	130.00	130.00	95.00
Royal Royal (10 col.)	140.00	140.00	140.00	95.00
Rowe Stock Gum (8 col.)	22.50	17.50	22.50	17.50
Silver King Hunter		22.50		
Silver King Jr or Sr		8.50	8.50	
Silver King Ball Gum, 1c		8.50	8.50	
Silver King 1c (3 col.)		12.50	12.50	
Soltech Whigley Gum, 1 col., 1c		6.95	6.95	
Soltech 50c	50.00	50.00	50.00	50.00
Soltech Candy		45.00		
Uneda Model E (6 col.)	75.00	85.00	85.00	75.00
Uneda Model F (12 col.)	85.00	75.00	75.00	75.00
Uneda Model G (15 col.)	95.00	85.00	85.00	85.00
Uneda (9 col.) Model 500	79.50	110.00	79.50	110.00
Uneda (15 col.) Model 500	110.00	110.00	110.00	110.00
Uneda Monarch (9 col.)	125.00	125.00	125.00	125.00
Uneda Monarch (12 col.)				
Uneda Monarch King Size 25c		99.25		
Uneda Pak Model 500 (7 col.)	75.00	130.00	75.00	95.00
U-Stop-It	195.00	195.00	195.00	195.00
U-Select-It	49.50	49.50	49.50	49.50
Variety Shop 1c (3 col.)		14.50	14.50	
For One Ball Gum 1c		5.95	5.95	

RED HOT PROFITS
 Cash In On Chlorophyll
BALL GUM WITH
"SILVER-KING" Vendors
 Built for professional operators

5c
 PISTACHIO
 NUT
 VENDOR
 "CHARM
 KING"
 BALL GUM
 VENDOR
 NEW
 ROTARY
 "SUPER-
 VENDOR"

VENDS NEW LARGE SIZE 7 1/2" "SUPER GUM" (100 to the Pound) or regular 1 3/4" size Nut and Ball Gum, Candy, Chews Vendors, 16-54 U.S. and Foreign Cans. "Best-Nut" Vendor. Designed for sales canvassing eye appeal.

SILVER-KING CORP.
 177 Diversey Parkway Chicago, Ill.

NEWER CHARMS
 From the World's LARGEST
 MANUFACTURER OF CHARMS

Making
 Cards Photo
 Silver Tissue
 Bullets Photo and
 Sew Charms
 Sew Charms

Send \$5 for complete catalog for 10c, 10c, 10c

PENNY KING CO.
 2533 Mission Street
 Pittsburgh 3, Penna.

VICTOR'S BABY GRAND
 \$13.00 ea.
 100 or more
 \$12.00 ea.
 Packed 4 per
 Erie
 Vends the famous
 CHICLE
 TREETS—
 12c count
 2 for 1c
 CHLORO
 TREETS—
 12c count
 3 for 1c
 CHLORO-
 CHEWS—
 12c count
 1 for 1c

Beautiful dealer's
 front window & a
 baby Grand ordered.
 The first year ter-
 ritory with this new
 press machine mechanism.
 Press on Gum and Chews. WE ALSO
 HAVE JUMBO 100 Don't delay—Write
 today!

H. B. HUTCHINSON JR.
 840 North Ave., N. E. Atlanta 9, Ga.
 Tel.: 678-5800

HELP YOURSELF
TO MORE
VENDING
PROFITS

Get VENDOR Every Month
 This is Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field. Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

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Please enter my subscription to VENDOR for
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NLRB Director Cites Norwalk 7-Up Bottler
 BRIDGEPORT, Conn. July 5. —Charles T. Douds, regional director of the National Labor Relations Board, this week lodged a formal unfair labor practice complaint against the Seven-Up Bottlers of Fairfield County, Inc., Norwalk.

The complaint was based on charges originally filed with the labor board by Local 40 of the International Union, United Brewery, Flour, Cereal, Soft Drink and Distillery Workers of America, CIO. The union had charged that the company questioned its employees about their membership in the union and advised them to set up an independent union.

A public hearing on the formal complaint was set for November 24 in the labor board's office in New York City.

New OPS Candy Chief
 WASHINGTON, July 5. — Office of Price Stabilization has named J. Walter Smith acting chief of its confectionery section and grocery products division. He succeeds Harry C. Holland who resigned last month.

Smith was formerly associated with the Beech Nut Packing Company in a sales capacity.

Dad's Adds Bottlers
 CHICAGO, July 5. — Dad's Root Beer Company announced the addition of 21 franchised bottlers in 18 States during the past two months. Most of them are now bottling or in the process of starting to bottle the firm's product, according to national sales manager Mark Maxwell.

SMOKESHOP
"612"
PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Fear Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
230 West 37th St., New York 19, N.Y.
PLaza 7-3123

Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED
METAL BASE
DIAL IS GLASS COVERED WHICH PROTECTS POINTS WHEN IN USE
Billion Head mechanism employed in building this scale to assure reliability and accuracy

There is sturdiness of construction more desirable than is generally found in scales. Fifteen 1/2" black springs, carrying case is made of spring black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY
173 Opp. Bal. C.O.D. P.O. B. N. Y.
Distributors Write for Prices
J. SCHOENBACH
Distributors of Automatic Vending Machines
1647 Bedford Ave., Brooklyn 33, N. Y.

GET READY FOR KING SIZE!

Convert your older equipment to King size with a completely new design container capable of holding King Size in EVERY column. Now available for the following types of machines:

DUGRENIERS, V. VD & W U-NEED-A-PAK 8A & 9A

We have kits to convert any Dugrenier Champion that is now partially King Size to ALL King Size King Size conversions for other types of machines are now out on test operation!

BE READY FOR ANY COMING EMERGENCY!

For further information contact:

CENTRAL VENDING MACHINE SERVICE COMPANY
3947 Parrish Philadelphia 4, Pa.
Phone: BV 4-4344 or BA 7-4710

IN STOCK VICTOR'S

New BABY GRAND CHILICE TREETTS VENDOR

also JUMBO 100

ORDER TODAY

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

FREE!

1 Northwestern Tab Gum Machine with each purchase of 2 machines.

PRICE \$25.95 EACH

We carry a complete stock of merchandise for vending machines & will select the proper machine size to fit the machine at the lowest market price.

NORTHWESTERN SALES & SERVICE
319 TREMONT ST., BOSTON, MASS.

Silver-King Intros Chlorophyll Label

CHICAGO, July 5. — Silver-King Corporation announced a new chlorophyll label for its standard ball gum vander this week. Harold Burt, president, said the three-color decal is being made available on the globes shipped from the Aurora factory and also for mounting on machines already in the field.

As on the straight ball gum unit, price remains at \$13.95, graduating down to a base of \$10 per unit in quantities of 100.

Cigs Problem

Continued from page 74

sells for 25 cents and a king-size sells for 26 cents, the standard-size column will take a quarter or any combination of nickels and dimes to make up a quarter while the king-size column will take any combination of nickels and dimes or a quarter and a nickel to make up 30 cents, returning 4 cents change.

In Easton, Pa., officials of the vacation-closed Lehigh Foundries could not be reached for comment. However, the Lehigh vander can dispense either size cigarette pack. The operator removes the magazine in the column, takes out the springs, and substitutes a spare spring for king-size packs. The machines come equipped with spare springs.

Price Flexibility

J. H. Keeney & Company, Inc., column machine would accommodate both standard and king-size packs, using built-in adjustments. Price differentials between the two sizes also can be handled because of the price and adjustments possible on an individual column basis, he said.

A. F. Diederich, National Vendors vice-president in charge of sales, stated that all postwar Nationals have been available with conversion parts for king-size packs. Conversion units are furnished without cost on new equipment if requested at time of ordering, he said. Outside of pennying, there is no provision for per column price adjustments on a penny differential, however.

Along the price line operators say they are faced with a problem. Most machines can be set for only one price, and can not be adjusted price-wise by individual columns. Thus, they face the choice of absorbing the extra penny cost on no-change machines or passing the extra penny on to the location.

Citrus Growers

Continued from page 74

annual per capita consumption of citrus juices could be boosted from 1.4 ounces per day to 2 ounces per day.

Following a study of automatic merchandising of citrus juices last year, FCM made the initial decision to finance such marketing methods. Funds for the vander program, it was decided, would come from setting aside a sizable allotment of dollars from the organization's grower members' advertising budgets.

Based on research conducted for FCM by the J. Walter Thompson Advertising Company, it was announced that there were 600,000 potential outlets for juice dispensers. Concentrating on only the top 100,000 locations would solve the growers' problem by eliminating all surpluses, it was predicted.

Back of the Florida Mutual's sponsorship offer is the run-over supply of citrus juices. One of the greatest surpluses in the group's history is currently pushing prices down, recently, Minute Maid reduced the retail cost of 12 30-ounce can case 23 per cent.

FCM feels that volume vander placement would serve to stabilize the juice market. A number of large banking firms in Florida also are ready to back the vander program with dollars.

Controls Pic

Continued from page 74

relaxation of price ceilings set for vending machine products, since most of them were reported maintaining a high price level and prices of some, such as tobacco, were rising rather than falling. It is the OPS policy to remove price controls only when prices are well below established ceilings. OPS officials also said no immediate relaxation was in view for price controls on metals used in the manufacture of vending machines. The steel and copper situation was reported as "still tight," with some lowering of lead and zinc prices, but not sufficient to warrant removal of price controls.

As for allocations, which phase of the program is handled by the National Production Authority, this was extended for a year with virtually no change. Last week's congressional action made it all the more apparent, however, that unless the global situation darkens, Congress will lift controls entirely next year.

Cig Machines

Continued from page 74

proves satisfactory, similar policy may be followed in the score of other stores the company operates.

Thinking behind the move seemed to be that long customer lines discourage buyers of cigarettes by the pack, whereas patrons might be induced to enter the store for machine smokes and be attracted by other store bargains.

There was no indication the company would enter the operating field. Instead, all vander installations would be made by local operators, it was said.

CHARMS

At Lowest Prices

Direct From Manufacturer

Sensational New Easy-Spin BASEBALL TOP, Silver-plated, .58 per M plastic .55 per M

SIRENS, bright red plastic with metal insert \$5 gr.

WHISTLES, 2 tone, colorful plastic, inch length \$10 per M

All prices F.O.B. N. Y. C.

PAUL A. PRICE CO.
220 Broadway New York 33, N. Y.

CIGARETTE VENDORS

Ready for Location—Newly Painted

Dugrenier Champion 7 Col. \$70.00

Dugrenier Champion 11 Col. 90.00

Rowe Royal 8 Col. 70.00

Rowe Royal 6 Col. 60.00

Rowe Imperials 6 Col. 55.00

Rowe Imperials 8 Col. 65.00

Rowe Presidents 8 Col. 95.00

25¢ King Size Cigarettes
1/2 Dozen, Balance C.O.D.

Cigarette Vending Machine Co.
280 Steyer St. Johnstown, Pa.

CHAMP BALL GUM

4 STANDARD SIZES
210's • 170's • 140's
430 count tabs

8 ASSORTED COLORS—8 DELICIOUS FLAVORS

Empties machines faster. No cleaning.

Write for Prices and Information

BALL-GUM, INC.
1610 W. 19th St., Chicago 8, Ill.
DO NOT ACCEPT SUBSTITUTES

Your Future Is G-R-E-E-N

Greenbacks for some. Green eyes for others. The current selling sensation is **CHLOROPHYLL BALL GUM**

You can buy this brand-new all-plastic penny vander filled with about 2000 balls of chlorophyll gum for only \$10.00

You can SELL it for \$15.00 (average sales running 10 a day per machine)

You can OPERATE it route.

Build a permanent income jobbing retail or by operating a route.

Send for your sample deal today

AUBURN DISTRIBUTING COMPANY
DEPT. 88, 270 DORIC AVENUE GRANSON 10, R., I.

WEIGHING IN

Multi-State Scale Firm 45 Yrs. Old

CHICAGO, July 5. — Val E. Funke, as president of the Public Scale Company, heads one of the largest and oldest independent scale operations in the country. The routes sprawl thru several States, including Illinois, Wisconsin, Indiana and as far south as Florida.

Starting in 1907, Funke expanded his initial one-man firm until at present he has a large, completely equipped central warehouse and repair facilities on Western Avenue here. Far-flung locations are covered periodically by servicemen in fast highway trucks, outfitted to service and repair practically all scale ills on the spot.

Funke himself still continues active in the business. He contributes his firm's growth and success to establishment of a regular, non-deviation pattern of service and collections. Both pay off for the operator and the location in uninterrupted scale operation and profits.

Direct Sale

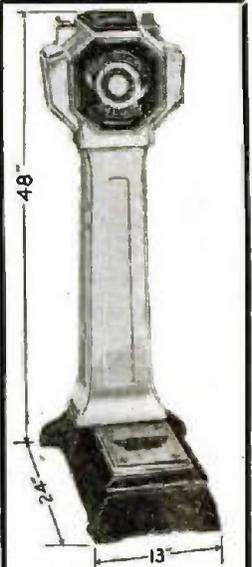
Continued from page 74

selves some met the presence of location-owned equipment or the threat of such equipment by making excessive commission deals. With the subsequent falling off of the direct sale threat, such commission arrangements will prove difficult to adjust to common-sense levels.

New Thinking

An off-shoot of the latest direct-sale campaign was the introduction of new thinking along operating lines by established firms. A few operating companies began experimenting with "partial service," after the manner of Coca-Cola, while others began leasing equipment and providing a service contract. Others tried selling machines on the installment basis, providing service and a contract for supplying the stock.

All three approaches are still very much in the touch-and-go stage; whether any will eventually succeed can only be determined at a later date. A vitally important point part of each plan, however, is that all require the special know-how of the established operator.



\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE

COMPLETE CABINET AND BASE. CAST IRON FOR CEILING ENAMELED FOR OUTSIDE LOCATIONS

WRITE FOR PRICES

Invented and Made Only by

WATLING

Manufacturing Company

6650 W. Fulton St., Chicago 48, Ill.
Est. 1889 — Telephone Columbus 2-7771
Cable Address: WATLINGE Chicago

SUN-BRAND Pistachio Nuts

DISTRIBUTORS WANTED

For Sun Brand Pistachios

Best Quality—all sizes suitable all makes vending machines. Write for our low prices. (Importers & Distributors for a Quarter Century)

AMERICAN PISTACHIO CORP.
151 Pearl St. New York 11, N.Y.

GIVE TO THE RUNYON CANCER FUND

DON'T DELAY... ORDER NOW!

From LITTLE ACORNS mighty INCOMES grow!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends all ball nuts—any gum balls, candy, charms
- Painted, easy to clean merchandise chute.
- Temperature held by top lock and body clamps only.
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Back MOA Confab, Juke Field Urged

OAKLAND, Calif., July 5.—George A. Miller, president of the Music Operators of America and the California Music Guild, asked this week in a letter to all manufacturers associated with the juke box industry for full support and participation in the MOA's coming convention.

Stressing the importance of the convention in bringing together all segments of the industry and its public relations value, Miller outlined what he called the three specific purposes of MOA. He listed these as follows:

1. To combat national legislation detrimental to the automatic phonograph industry.
2. To bring about a better understanding through the co-operation and co-ordination of all branches of the industry.
3. To divorce the automatic phonograph business from all other types of coin-operated equipment.

Miller cited the Washington hearings on the Kefauver-Brinson Bill as an example of the "importance" of MOA's program. He pointed out that if it had not been for the MOA operators, phonograph manufacturers and record companies "there isn't any question in my mind but what 50 per cent of the automatic phonographs would have had to be removed from their locations."

Because of the small membership fees and dues, the MOA president also stressed the importance of the convention as a fund raising means. He added that response to the convention plans "so far has been most gratifying" and that "operators have assured us of the largest attendance ever."

The convention-exhibit is to be held in the recently remodeled and air-conditioned Congress Ho-

tel in Chicago on September 11-13. The entire third floor of the hotel will be reserved for the session.

Application blanks for exhibit space and rooms already have been mailed and Miller asked that they be returned either to him at 128 East 14 Street, Oakland, Calif., or to Ray Cunliffe, 3018 East 91 Street, Chicago.

Cunliffe, who heads the automatic Amusement Company and is president of the Chicago Operators Association, said approximately a half-dozen applications for exhibit space, mostly from record companies, had been received so far. He is a member of the convention's reservations committee.

Cunliffe added that there are 11 "outstanding" exhibit rooms in particular available and because of the floor plan, the choice and selection of rooms figures more importantly this year.

See Promotion Aid to Jukes

PORTLAND, Ore., July 5.—A Portland night club this week promoted a disk-artist tie-in that promises increased play for juke box operators as a result of personal appearances of recording stars.

Amato's Supper Club has circulated Portland operators with lists of stars signed by the club, including the dates of appearances and the disks pressed by them. Current list includes Ellen Sutton, Joanne Gayle and Arthur Lee Simpkins.

Popularity of recording stars is further enhanced by a series of personal appearances on disk jockey shows, arranged by the club's promotion manager, Earl Mossman.

JUKES SCORE HIT IN JAPAN DESPITE PRICES

TOKYO, July 5.—Despite phenomenally high prices and a coinage problem, American-made juke boxes have scored a big hit with the Japanese public.

Typical of the cost of a juke box here is the price of a new 100-selection Seeburg—\$20,000 yen or approximately \$2,300 tax paid. A small 12-record Music Mite runs about 275,000 yen or \$680.

Part of the high price is the tax situation, which on coin machines is 83 per cent of the invoice value.

Unlike America, the juke box, location-wise, does not appear in Japanese beer halls, drug stores or confectionary parlors. All the juke boxes are placed in large department stores such as Takashina-ya and Matsuzakaya which are comparable to Macy's and Gimble's.

The department stores spot the machines in their main entrances where they have proved attractions to the public. All the records used are Japanese.

The prospect of an expanded market here, however, seems limited by the lack of coins. There presently are only two coins, a 1 and a 5-yen coin which amount to one-quarter of a cent and 1-1/2 cents in American money.

Music Biz Staging Detroit Comeback

• Continued from page 73

have shown a pick-up since. Others have continued to hold their own, and, in some cases, shown a slight increase in play.

In shuffleboard, there is the expected seasonal decline and it appears to have been offset to some extent by the merchandising effort put forth by the industry to sell the game to the public as an enjoyable year-round pastime. It will take at least another year to make this completely effective, but the results are apparent.

Vending operations are generally holding up well, except for those in industrial plants, where the confusing impact of the steel strike has had a disturbing effect. Men are in many instances working a few hours a week, a familiar happening in Detroit, and this means that the traffic at vendors is less, with a normal drop-off resulting. Vending machines in other types of locations are holding their own, with due allowance for seasonal factors. The prevailing mood in vending circles is again a solidly optimistic one.

A note typical of the long-

range conditions for Detroit was sounded by the announcement that Kaiser-Frazer will hire an additional 8,000 workmen in a new hiring program because of demand for cars and for cargo planes for the Air Force. This means an increase of 50 per cent over the present working force of 16,000.

Upstate
Upstate, with the start of the resort season, the outlook seems to be good. Reports from upstate operations are infrequent at this time of the year, but a pick-up in resort and tourist visitors from other States is already noticeable. This should mean a notable increase over last year for typical machine operations, both amusement and vending.

Basic year-round conditions are given further support by a healthy increase by State-wide employment figures, which appear just as encouraging as those in Detroit. Total unemployment, June 15, was only 88,000 in Michigan, compared to 101,000 a year ago, and highs of 145,000 in March and 172,000 in January.

"HURTS JUKE EARNINGS"

McKely Attacks Use Of Colored Title Strips

• Continued from page 7

and the Star Title Strip Company that "what may have seemed in its inception to be a good music merchandising idea is boomeranging and becomes repulsive, rather than inviting, to the public."

Dal E. Haun, president of Star Title Strip, subsequently advised Seeburg his firm would "co-operate fully on any plan to discourage the use of colored strips. Mercury Records' Art Talmadge likewise advised that his company would change all its strips to white. Executives of other record firms indicated a willingness to co-operate.

Urge Uniform Strips
In a letter addressed to the major record companies, McKely stated, "multi-colored title strips are becoming a menace to our business and I am taking the liberty of writing to all record manufacturers urging a return to the uniform, clear title strip."

In an attempt to promote individual selections, McKely pointed out, record manufacturers

had resorted to colored strips. The result, he declared, was a conglomeration of vari-colored strips on the selector panels. This conglomeration, he said, "is distracting to the eye, and many of the colors being used do not permit good lighting of the titles."

Why Colors?
In a letter to Seeburg district managers, McKely said "Colored title strips were never much of a factor until such time as we introduced programing, and the colored title strip idea is largely due to the erroneous belief that colors used on outmoded equipment will catch the eye and create player interest in old selector panels where proper programing by classifications is not possible."

"Surely," he continued, "if operators realize they are jeopardizing the earning power of their equipment by muddying up the various classifications on our selector panel... and actually making their equipment unattractive to the public... they will refuse to fall for this colored title strip promotion. Not only is the appearance of the selector panel unattractive, but the colored title strips make good lighting impossible, and as a result we're making it more difficult, rather than easier, for the public to buy music."

No. Illinois Group Plans Fete Details

CHICAGO, July 5.—Members of the Music Operators of Northern Illinois arrangement committee met Wednesday (2) at the ABC Music Service Company here to cement plans for the group's fourth anniversary celebration in October.

The six committee members, under the chairmanship of Jerry Schuman, of the Gillette Distributing Company, decided on arrangements for the printing of a commemorative booklet, ticket sales, banquet details, publicity and entertainment. It was agreed that ticket sales would be kept under 200 and that flowers would be presented to all guests. Further details and plans are to be discussed at a full meeting of the Northern Illinois group Thursday, July 10, at Belviso's Restaurant near Aurora, Ill.

To facilitate arrangements, the committee members grouped

400 Cleveland Ops, Guests At Cohen Fete

CLEVELAND, July 5.—More than 400 operators, record artists and disk jockeys, were entertained at a cocktail party staged Friday (27) by Jack Cohen, president of the Phonograph Merchants' Association, in honor of Johnnie Ray.

The party started at 10:30 p.m. with artists arriving between or after their shows. Highlight of the evening was the presentation by Cohen of a crown and plaque to Ray as the "Juke Box King of 1952."

Cohen, in a brief speech, said Ray had "done more for our industry than any other artist during the year."

Following a midnight buffet supper, Ray performed with the Four Lads. Other artists entertaining included the Three Red Heads, Lee Sullivan, Buddy Greco, Harry Bellafonte and Paul Whiteman. Disk jockeys from eight radio stations attended.

DIME PLAY, NEW JUKES BETTER TAKE—LINDELOF

CHICAGO, July 5.—Bob Lindelof, head of the General Music Corp. and president of the Music Operators of Northern Illinois, cited dime play and replacement of old equipment this week as two of the prime reasons behind what he called a general bettering of collections so far this year.

According to Lindelof, dime play probably figured most prominently in the improvement. He hastened to add, however, that the appeal of new equipment should not be discounted.

In line with the new equipment angle, Lindelof said his firm had destroyed more than 30 machines within the past few weeks and had given away to youth centers some 15 to 20 old machines.

The most recent donation, six machines to the Veterans' Hospital at Downey, Ill., was a personal gift. The machines were reconditioned, filled with records and an additional supply of 250 records also was provided. Free servicing also goes with the juke boxes.

Most of the juke boxes were given away under the auspices of a program sponsored by the Chicago Operators' Association with the idea of promoting among the Northern Illinois group.

Lindelof said he feels that worn-out equipment should either be destroyed or given away to deserving institutions. After all, he said, speaking of the youth centers, "they're our best customers. We feel that whatever we can do is not wasted."

As to the destruction of old equipment, Lindelof said he started this program some eight months ago. The mechanical parts of the boxes are sold for junk and the cabinets are burned or otherwise done away with.

Such replacement of old equipment with new, Lindelof feels, speaks better not only for the operating company, but for the industry as a whole. He noted that collection owners are more active in demanding newer machines and that often requests from this source force operators to change.

The net result cannot help but benefit all operators, Lindelof believes.

NEED PROMOTIONS

Bacon Finds European Market Still Untapped

CHICAGO, July 8.—J. Raymond Bacon, executive vice-president of the Rock-Ola Manufacturing Corp., has returned from a month's vacation in Europe with the view that the overseas market remains largely untapped by the juke box trade.

However, Bacon feels that the tapping process is one fraught with many difficulties and contingent on many factors, not the least of which is time. Economic factors, particularly unemployment in France and Italy, being what they are, Bacon feels sure that it's going to be months before many European countries are able to display strong buying power.

The biggest obstacle, according to Bacon, is a lack of familiarity with the juke box record music idea. He feels sure that it will take a widespread promotional and educational campaign before juke boxes afford broad appeal to Europeans.

2nd Visit Abroad
Bacon's trip with his wife and daughter took him from Brussels, Belgium, down the Rhine River in Germany into Switzerland, thru Northern Italy and back into France and Belgium. It was

(Continued on page 81)

WEATHER TOLL

Heat Melts City Juke Take, Say Chi Operators

CHICAGO, July 5.—Weather locally the past month sent the mercury soaring to new records but at the same time put a chill on city juke box collections. Some operators estimated the slump ranged from 8 to 12 per cent.

At the same time, operators with country routes said they were expecting a considerable upswing in business. Chicago area country spots were reported hitting full stride, but because of the time lag involved in collections, the full story of the weather's impact was not expected to be known for some time.

Location-wise, the spots hardest hit in the city were those without air conditioning. Some operators reported a particularly noticeable slump in small restaurant and hamburger locations. The decline was not so apparent in taverns.

Other factors, such as the continuing steel strike and television casts of fights and base-

(Continued on page 82)

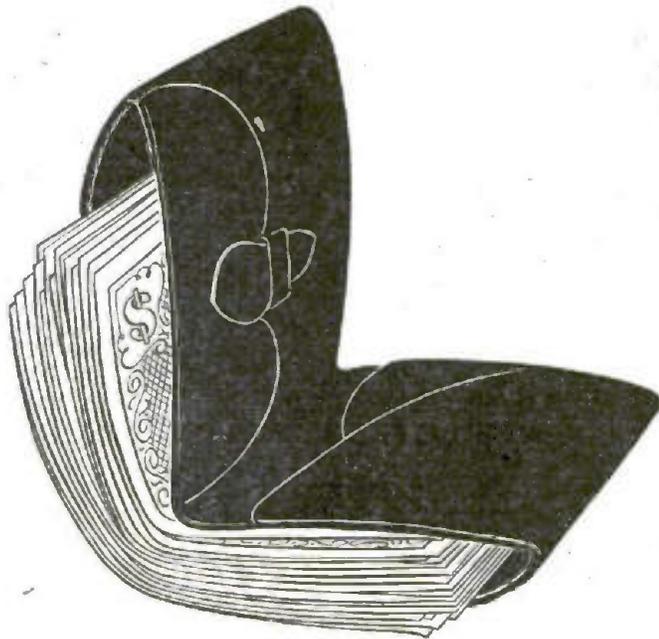
DIM VIEW

Chi Ops See Poor Biz in Conventions

CHICAGO, July 5.—Despite their interest in politics, Chicago juke box operators are taking a dim view—as businessmen—of the coming national political conventions here. The majority were of the opinion that play probably would suffer thru what is predicted to be the biggest television coverage of any event to date.

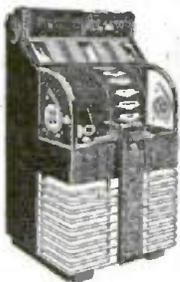
The conventions, marked by wide open struggle in both parties, kick off Monday July 7, with the GOP conclave. Both are to

(Continued on page 81)



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You quickly recognize the man who has joined the fold of AMI operators. His treasured badge of membership is a well filled billfold. Joining is easy. You merely acknowledge that you are in the music business to make money. There are no secrets. But every member soon learns that when the take is up and the costs are down, his profits are greater.



The "D" is available in 80 and 40 selections, blond or mahogany cabinets.

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Only the
WURLITZER
FIFTEEN HUNDRED
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104 TUNES
on 45 and 78 RPM
RECORDS INTERMIXED

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There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him is easy, easy, easy — can cost as little as \$3 —!

MAESTRO WIRED MUSIC

Firm Plays Disks, Catches Burglars

SCHENECTADY, N.Y., July 5. —A two-way wired music system currently is in its fourth year of operations here under the ownership of the Schenectady Tavern Owners Amusement Corporation.

The system, called Maestro Music, provides a dual service for its clients. When it is not dispensing music for coins, it serves as a combination burglar-fire alarm between the hours of 3 and 8 a.m.

The latter feature, described as one of the most popular with its owners, worked to perfection recently when a youthful prowler was snared in a tavern by police

after a call from one of Maestro's girl operators about strange noises.

The system has a history dating back to 1946 when it was formed here as the Automatic Hostess system by Larry Gordon and Albert Gordon (no relation) a year later it was converted to Maestro Music, using equipment purchased from Pantages Maestro of Hollywood, Calif. This was the first installation of the equipment in Eastern New York.

Farm Corp.

Then, in 1948, the tavern owners formed their amusement corporation and took over the system at a price of \$110,000. Gordon Wired Music, the sellers, signed a two-year operating contract with the tavern owners.

Members of the Schenectady County Tavern Association were offered shares in the system at \$10 per share and 48 signed up. The maximum dollar value of shares any one member was permitted to hold was \$1,500. Although only members of the tavern association are allowed to own stock, the system will service any location.

When the Gordons' operating contract ran out, they were paid off and the tavern owners installed their own manager. The present manager is V. G. Furlani, who solicits clients and acts as general administrator.

60 Locations

At the present about 60 locations are serviced; it can handle up to 72. Because of complaints, the price-per-play was cut back from the original 10 cents, three for a quarter to the present two plays for a dime or five for a quarter. Some locations, such as ice cream stores, get a play price of a nickel to hold the juvenile trade.

Coin box take is split as follows: the first \$10 in each machine goes to Maestro Music for overhead. The remaining sum is split 50-50 between location and the system.

At its peak operation, the system handled 27,000 to 29,000 plays a week. The average now is approximately 16,000. There are about 125 calls an hour during the evenings with the peak between 11 p.m. and 1 a.m. Three girls at a time handle the calls.

The system currently has 10 staff members, including the manager. These include a secretary, two servicemen who also act as collectors, and seven girls who handle the calls 24 hours daily.

Girls' Names

Altho there is a turnover in the girls, their "names" always remain the same. Simple ones such as Margie, Diane, Nancy, Betty and Kay are used. According to supervisor Miss Ann Maiorelli, who has been with the firm since 1946, the use of the same names builds customer good will.

Headquarters for the system are in a 15 by 40 foot room in the downtown State Theater Building. Record changers are all modified 78 r.p.m. Webster 50's. A metal needle, automatically replaced after 1,000 plays, is used.

Records are purchased direct from distributors. As soon as a record goes into use, a piece of white split pastic tubing is fastened around its edge to prevent clipping. Originally the tubing was dyed various colors according to the type of music on the record but this was abandoned. The system's record inventory currently stands at 10,000.

Billboard Charts

Every-other week, Miss Maiorelli makes up a "Hit Parade" sheet based on the Billboard's ratings and customer request. A copy of the list is attached to each machine.

Only one advertisement, from a local taxicab company, is used on the sheet. For this service, the taxi firm pays a flat advertising fee. It also has a direct phone line from its headquarters to the system's office and provides all the girl operators with free transportation from work.

The system's main limitations are telephone charges which govern distance of locations

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

	Issue of July 5	Issue of June 28	Issue of June 21	Issue of June 14
AIREON				
Console 400				\$64.50 79.00
Diasee 40				48.00
FMMA				59.50
AMI				
Model A	\$225.00 269.00	\$225.00 269.00	\$275.00 264.00	264.00
Model B	395.00 450.00	285.00 325.00	295.00 325.00	379.00(2)
Model C	445.00 475.00	475.00	450.00 475.00	450.00
Model D	445.00 475.00	445.00 450.00	445.00 440.00	445.00 450.00
Model E		475.00(2)	475.00(2)	475.00(2)
Model F		495.00		495.00
Model G				
Model H				
Model I				
Model J				
Model K				
Model L				
Model M				
Model N				
Model O				
Model P				
Model Q				
Model R				
Model S				
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Model U				
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Model AC				
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Model JL				

Weather Toll

Continued from page 78

ball games, also undoubtedly have contributed to the inroads made into collections.

Frank Padula, of Melody Music, large city operator here, estimated that the cauldron like weather had caused from an 8 to a 12 per cent drop in his collections. Most of the slump, he reported, was in restaurants, but "even taverns fell off."

Niida Bondioli, of B & B Novelty, which operates in both the city and the country, reported that urban collections were off "every bit of 10 per cent." However, Miss Bondioli said the firm hoped for a corresponding rise in country collections to possibly balance out the city drop.

Jerry Schuman, of the Gillette Distributing Company, declined to estimate what percentage, if any, the firm's collections had been hurt by the weather.

Bob Lindelof, of General Music Corporation, which also operates in both city and country locations, said that while collections "have been a little better this year," the heat had caused a definite decrease in city locations.

Lindelof said that restaurants probably were the hardest hit by the torrid weather, but he, too, was expecting that the thousands leaving town for weekends and vacations would swell country collections.

No. Illinois Group

Continued from page 78

themselves as follows: Barney Pass of Valley Music, Aurora, and Bill Nylon of Western Automatic in charge of editing and printing the booklet; Bob Gnarru of ABC, in charge of entertainment; Louis Arpaia of Austin Music, in charge of ticket sales; Andy Hesch of A. & H. Entertainers, Arlington Heights, in charge of suburban ticket sales, and Schuman in charge of publicity and the banquet.

Arrangements for the party, to which all segments of the industry will be invited, have been set for the Graemere Hotel, October 9. The plans call for the booklet to also serve as a directory and information volume for the operators.

Detroit

George Gerken is new manager of the local Capitol Record Branch, succeeding Mike Mailand, who has gone to Chicago. William A. Lipson is organizing the Pure Fruit Juice Vending Machine Company on Santa Rosa Avenue. . . . Lon Nemesch of Music Systems, Inc., reports music operators generally away on vacation, following the advent of hot weather.

Mrs. Grace Ciaramitaro, wife of Sam Ciaramitaro of Sam's Music, is on the sick list.

WHO CAN OFFER!

2nd Hand Juke Boxes

perfect condition

LARGE QUANTITIES WANTED FOR EXPORT

Please send offer to

P. J. G.

Commodore Hotel, New York, from 6th to 11th July, '52

Promotions for Foreign Mart

Continued from page 78

the second vacation abroad for the Bacons; their first was two years ago.

He noticed the most new juke boxes in Belgium and Germany. Belgium, which has been able to maintain a relatively free and open market, has been probably the strongest European buyer of music machines since the end of World War II.

Much of the music machine equipment found in Germany was located in American occupied centers. This phase of the trip proved to be one of the most interesting, Bacon said.

The family traveled by boat down the Rhine from Köln to Wiesbaden. The river, one of the main economic arteries of the nation, Bacon said, was jammed with shipping to the extent that it looked much like an American city's traffic lanes during rush hour.

Switzerland

Switzerland, one of the prettiest countries visited by Bacons, also seemed to be one of the most industrious and stable. There seemed to be no unemployment problems and the people impressed Bacon with being interested and proud of their work.

Bacon said the average Swiss worker makes \$60 to \$65 weekly and the country already has its own form of juke box in music boxes equipped with crude coin mechanisms. The price per play is 10 centimes or 2½ cents.

However, despite money availability and a high living standard Bacon feels that the conservative nature of the Swiss and their modest mode of living probably would tend to limit widespread use of American style jukes.

Italy

In Italy, where the Bacons visited Milan and Venice, the acute problem was unem-

Chi Ops See

Continued from page 78

be held in the specially air conditioned International Amphitheater in the Stock Yards district.

Altho thousands of visitors are expected besides the official delegations, the influx of possible juke box players will be more than over-balanced by the countless thousands who will remain glued to TV sets, in the opinion of operators.

Four out of five operators expressed the opinion that a drop in juke box play would probably follow, not only because of the thousands using their own TV sets, but also the competition of tavern TV sets.

Jerry Schuman of the Gillette Distributing Company, an operating firm, said, "play should drop. We'll really get hurt at night. All tavern TV sets will be tuned on and the conventions obviously will monopolize the air."

Bob Lindelof of the General Music Corporation, president of the Music Operators of Northern Illinois, said, "Not only will people be staying home, but the TV sets in taverns will be on for a month. We're already having enough trouble with the fights and baseball games."

Comments from Bert Bondioli of the B & B Novelty Company and Ray Cuniffe of the Automatic Amusement Company, co-president of the Chicago Operators Association, followed much the same vein.

ployment—Some five million out of a population of 48 million. Music merchandising via coin-operated machines also seemed almost unknown despite the Italian peoples' love of song.

Bacon found that Italian pay scales range around \$1.60 for a 12-hour day and because of the acute competition for jobs people are willing to work at nearly any price. From a trade standpoint, the country seemed void of possibilities.

However, despite a depressed economy, Bacon said the people seemed well fed and an international trades fair planned at Padova would appear to offer a good merchandising start.

France

All told, France seemed to be the most depressing with the country's decadence even more pronounced than that Bacon said he found two years ago. Many signs were painted on Paris walls and, according to Bacon, the workers seemed at a new low.

The only incentive he found was for white collar jobs with a consequent large labor influx into government jobs. As evidence of the workers' lack of incentive, Bacon said an official of a large firm reported Monday absenteeism as high as 70 per cent, plus the fact that workers probably put in only four-to-five hours of real work by arriving late, leaving early and taking long lunch hours. Pay scales range in France around 35 cents hourly for assemblers.

On the credit side of the picture, Bacon feels that there are not nearly the limitations to foreign trade that existed 10 to 15 years ago. He believes that the world has shrunk thru greatly expanded media of communication and travel with a concomitant rise in the ease of marketing.

Need Promotion

Belgium, followed by Germany, seemed to Bacon to offer the most possibilities business-wise for new equipment. Strangely, the vending idea seemed firmly implanted in France and Holland where candy, cigarette and stamp machines, built into walls, have been used for years.

Over-all, Bacon feels that ultimate success in the European field will depend on well-planned and continuous promotions.

Pittsburgh

Harry P. Paulus, sales manager, Victory Vending Company, felt badly after his new car was damaged near the west end of the Point Bridge. . . . Tri-State Automatic Candy Corporation, where Harold Crombie is manager, finds business going along well despite the steel strike. . . . On the other hand Kwik-Kate of Western Pennsylvania reports operations hampered by the strike. . . . Joseph McGleann has his detail work layed out sufficiently so that it is becoming routine again.

Elmer Willets expects his new service for operators on record handling to pay off five fold. He specializes in records to them personally in a matter of hours.

Alexander Showe is a supporter of publicity in vending and associated operations. He used everything from loudspeakers to cards and boards for publicizing the business.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

KING RECORDS MAY EXPAND TRUCK SERVICE. Sparsely settled areas would benefit. Truck is equipped with record shelves, allowing salesman to deliver hit disks.

NELLIE LUTCHER ANKLES CAPITOL. Columbia will ink sepia songstress.

COLUMBIA AND CAPITOL SALES TOP '51 MARK. RCA Victor trails last year's figures.

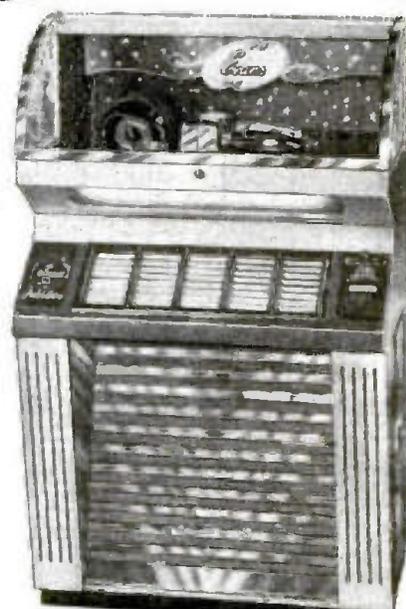
RODZINSKI-AFM TIFF CONTINUES. Unsolved is question of whether or not Rodzinski had conducted at European waxing sessions.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

The Biggest Dollar's Worth of Dependability in Music!

EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM



If you have any old-fashioned ideas about getting a reasonable profit, within a reasonable time, from your phonograph investment . . . don't change your thinking! Change to Evans' Jubilee Phonographs. They're built with the old-fashioned American idea of giving you top Quality, trouble-free performance, lasting earning power . . . in short, MORE FOR YOUR MONEY!

Contact your Evans Distributor NOW! Assure yourself possible delivery and a future of more carefree, more profitable operating!

WATCH FOR IT!

EVANS' CENTURY 100/45
50 RECORDS—100 SELECTIONS—45 RPM

H. C. EVANS & CO.
1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

What's Tops In Your Standard Record Sales?

Certain tunes and records live on and on. And they're money-makers all the way! Find out the nationwide over-all record favorites in "50 Best-Selling Standard Records," one of the numerous special charts in



ROCK-OLA Rocket

OPERATORS ALL OVER THE COUNTRY SAY ROCK-OLA IS THE ONE REALLY TROUBLE-FREE PHONOGRAPH. WRITE TODAY FOR THE NAME OF YOUR EXPERIENCED LOCAL DISTRIBUTOR.

The Billboard NAIMM Convention Number

(dated August 2 . . . out July 28)

ROCK-OLA MFG. CORPORATION
800 North Kedzie Avenue
Chicago 51, Ill.

CORRECTION!

Price of SUPER TWIN BOWLER was shown as \$169.50 in our July 5th ad...
It Should Have Been SUPER TWIN BOWLER... \$69.50
PURVEYOR
Shuffleboard Co.
4322 N. Western Ave.,
Chicago 18, Ill.

Detroit Blue Sky Picture UJA Dinner To Fete Rosen

Continued from page 74

other cities if necessary at the bureau's own expense. If there are no public complaints against the individual, and his proposition seems fair, he is given an okay and the paper is free to run the advertisement. Most of the

irresponsible promotion is eliminated by this simple step. Newspaper advertising was the only effective way for operators of this type. It was found here. Direct mail and the old telephone approach were alike ineffective.

Sill Slip Thru

Detroit operators feel that there are too many instances still occurring of people being victimized by the "blue sky" operators. Typical victims turn out to be (1) the older person, probably retired from work or planning to retire, with a small life savings to invest; and (2) the man who is tired of working in a factory or similar job, and wants to get into a little but profitable business for himself.

Typical promotion, whether directly or by inference, makes two strong appeals to its victims: (1) the business is quiet, just a modest investment per machine, and (2) no work is required to handle the machines, beyond the task of going around once or twice a week to collect the money.

Typical was the latest complaint at the Better Business Bureau from an elderly victim who saw an ad in a promoter in an Ann Arbor paper. He bought a route of machines and was told, he said, that the company would get him locations. The promoter gave him a list of "locations"—addresses where there was no place to put a machine, and left town. The buyer complained to C. J. Avery, of the Detroit Better Business Bureau. The firm responded that it did not offer to secure locations. When it was shown that the newspaper ad promised locations, altho the company's own contract stated the contrary, the company promised to secure locations. However, the victim has not heard from them since.

The situation was summarized by Avery as follows: "It is true that one can go around to little service stations or the like, and get 25 locations—but they are not the most desirable. Result: operator finds there is little traffic. The peanuts get stale, and finally the location says, 'Take it out'."

Bureau Aid

Suggestions are made to the victims or to prospective investors by the Bureau to study the field; talk to established operators; study the trade papers in the field. But the trade papers reach the victims after their funds are gone, and can do little about it.

The average victim is not able to convert his purchase into a successful operation. It has been

Most common type of machine sold here under this type of promotion recently appears to be hot peanut venders. The heat application has two results, according to operators who have experimented with them: (1) drying the oil out of the nuts and (2) making the peanuts unpalatable.

Victims Pay

Prices charged victims are high. A man and wife from a town about 35 miles from Detroit recently invested their lifetime savings of \$2,500 in peanut machines, for which they paid \$40 apiece. List price was \$14.

Another type of swindle was another couple who had bought bulk venders, regularly selling at \$15, for \$30 apiece. They took their complaint to the Office of Price Stabilization, where they learned that the lower price was about ceiling.

Sometimes a victim becomes suspicious. One purchased \$2,400 of hot peanut sales talk. He had only \$300 saved up to pay down, which he did, and then became suspicious. He talked with some established operators, who told him he was paying \$49.50 apiece for machines he could get for \$22. But the promoter told him it was too late, and his \$300 was gone.

The typical method is for a "salesman" to come into town and this seems to happen frequently up-State in smaller cities—and advertise. He takes a down payment which is equivalent to the profit he expects to make on the deal. The machines are shipped from the factory, which may well be a legitimate firm in the industry, on a tight

NEW YORK, July 5.—The annual dinner of the coin machine industry on behalf of the United Jewish Appeal of Greater New York has been set for September 9. Announcement came from Sidney H. Levine, attorney for the Automatic Music Operators' Association, and chairman for the industry's 1952 UJA campaign.

The affair, honoring Harry Rosen, of the Atlantic New York Corporation, will be held at the Belmont Plaza Hotel. Al Denver, of Lincoln Service, Inc., and AMOA chief, will serve as honorary chairman.

Calling for a record turnout at the dinner, Levine declared that the occasion will serve as a "fitting tribute to Harry Rosen, the dean of our industry. He symbolizes our dedication to helping Israel's rebirth in the family of nations."

Conat Bows Jet

Continued from page 73

jector, the coin mechanism accepts two nickels or a dime.

Touching the "blast-off" starting button causes realistic atomic rays to flash out and releases a blast of air which gives the moped rider the sensation of actually taking off into space. Cohn said. Other realistic features include flying signal lights in the chrome nacel, an air intake opening similar to those found in jet planes with a radar screen instrument board with working dials and fitted sleek wings.

The cockpit interior is upholstered in quilted boltarflex plastic and contains a cushioned foam rubber seat, the flexibility of which also helps to create the illusion of flying when the ride is in motion.

The unit, designed strictly for coin operation, features a finish that cannot be scratched or dented. It is guaranteed unconditionally for one year, with the exception of the electrical parts which carry a 90-day guarantee.

draft bill of lading, at the regular list price. The promoter has left town by the time the machines arrive.

Location Cost

If the high price factor is questioned, the extra charge, it is explained, is for securing locations. For instance, a machine may be sold for \$40, when its industry price is \$15. The salesman can insist that \$25 is paid for securing locations—he may actually give the buyer a series of locations for his machines.

A source of supply for promoters was indicated recently when a man from Toledo, who refused to give his name, approached Weidman National Sales, a large Detroit jobber, and tried to buy several dozen Oak bulk venders. When it was found that he wanted the machines, not for his own route, but for resale, the jobber refused to sell.

Weidman has been taking other positive steps to eradicate the "promotion" nuisance as far as possible. He believes that all ads of this type should specify the type of machine, costs, and carry a statement that prices are in line with OPS regulations.

He has been running an ad weekly in The Detroit News Sunday Business Opportunities section—the one big concentration of advertising of this type, and last month took space in 13 leading up-State newspapers to combat the "promoters." Because it is placed in the same place that people, likely victims, would tend to look, it has seemed effective. Typical copy reads: "Do not be taken in by any out-of-town promotional selling on gum or peanut vending machines. Do not pay \$30 or \$40 for machines. See us before buying any machines. Established in the same location for 25 years."

Editor's Note: Next week, the Los Angeles and West Coast picture will be treated, detailing facts about "blue sky" operations in that area. Last week, the general aspects and methods of "blue sky" were covered.

Keeney Staff To Vacation

CHICAGO, July 5.—J. H. Keeney & Company will interrupt its production on games and venders Monday (14) to permit a two-week vacation period for all line staffers.

Meanwhile, two other firms, D. Gottlieb & Company and Marvel Manufacturing, are winding up their vacation programs. Employees of both have been away since June 28 and return to full scale operations Monday (14).

Miami Group

Continued from page 73

months. Those appointed to the group were Buster Ansell, Harry Steinberg, Morris Marder, Joe Mangone, Maury Horowitz, Johnny Morgan, Harold Carson, Eddie Petrocine, Harry Zimand, Jack Lipsiner, Marvin Novak, Jimmy Stanford and David Sheed.

Additional members named to the rules and bylaws committee were Harry Zimand, Johnny Morgan and Whitey Pincus. Joseph Handelman, music operator, was voted into the AMOA.

In line with the association's program of donating reconditioned juke boxes to needy organizations and maintaining them as though they were paying locations, favorable consideration was given the request of the Lend-a-Hand Camp which provides two-week vacations free to some 600 nerdy boys and girls between the ages of 8 and 13. The camp is situated at North Kendall drive, west of U. S. Highway 1. Its two principal sponsors are Miami Herald columnist Jack Bell and Jack Koford.

Progress was reported in the AMOA campaign to obsolete most prewar music boxes by September 1 and to recondition the better ones for presentation to charitable organizations. Operators are shuffling their equipment around and turning over "gift" boxes to the AMOA business office.

Protest High Tax

Continued from page 73

authorities to supplement the much needed local funds.

Coinage

It is doubtful whether American style coin machines will become exceedingly popular here with the Japanese because of the lack of Japanese coins. There are only one and five yen coins which have 14 and 14-cent values. The American Armed Forces stationed in Japan have imported a large number of American coin machines of every description. Primarily the bell machines have enjoyed a tremendous play and the various American Army clubs have slot machines in which they use special tokens of Stateside denominations.

Bell machines will soon be permitted for the Japanese public if the Diet passes a bill allowing this type of equipment to be operated on a percentage basis with part of the gross going to charity. An American bell machine distributor in Reno has exported 400 units and will start to operate by mid-August, if the bill is passed.

READY for LOCATION

CONY ISLANDS	\$435
BRIGHT LIGHTS	325
3-4-5	250
TURF RINGS	135
KEENEY CONVERSIONS (Used)	225

Write For Long Details

FUTURITTS 49.50
DALE GUNS 109.50
WILLIAMS ALL STARS

UNIVERSITY
Coin Machine Exchange
234 N. Wabash St. Chicago, Ill.
Phone: UN 5700

IMMEDIATE DELIVERY
Guaranteed ready for location
10 Spot-Lites
\$425.00 each
PEACH STATE DISTRIBUTING COMPANY
3215 Vinette Ave., Macon, Georgia
Phone No. 3-3619

Sensational SAVINGS Always

NEW GAMES
WILLIAMS
DOMINGO HANDICAP
OLYMPICS
MAJESTIES
SPORTSMAN
BALLY
PALM BEACH
FUTURITY
ATLANTIC CITY
UNITED
OFFICIAL
SHUFFLE



Original Genuine
FORMICA TOPS

Accept no substitutes! SIK Screened. Durable. Smoother. Bronzer. Eliminates costly detail, resurfacing. Simple installation. Available for United 3, 4, 5 & 6 Player. All Chicago Coin, Universal and B' Keeney Like-Ups.

Size of \$17.95 to \$18.95

Lots of 10	\$17.00
Lots of 25	\$16.50
Lots of 50	\$16.00
Lots of 100	\$15.00

Factory Rebuilt

ACE COIN COUNTER
Like new. Precision operated, meters, tubes, trays. Counts 10.
S1, 100, 250, 500..... \$95

ARCADE

Exhibit JET GUN	\$275
Exhibit GUN PATROL	270
Exhibit SIX SHOOTER	175
5-6 SHOT DAKE GUN	45
CHI. COIN PISTOL	110
CHICKEN SAM	95
QUIZZER & FILM	95

MISCELLANEOUS EQUIPMENT

TURF KING	\$155
C. C. & PLAYER DERBY	345
KEENEY BOWLING CHAMP	110
ATTACHMENT	95
HOT ROD	65

WILLIAMS MUSIC MITE
Brand new. Super tone. Ten Record 45 RPM Selector, Accumulator and Central Button.
45 play \$145 Sr. 10, 15, 20 play \$195

BINGO GAME SPECIALS

SPOTLITE	\$495
CONY ISLAND	425
BRIGHT SPOT	425
BRIGHT LIGHT	345

UNITED
KEENEY LIFE LINE \$165
LEADER \$395
A. B. C. \$165

WILLIAMS MUSIC MITE
Brand new. Super tone. Ten Record 45 RPM Selector, Accumulator and Central Button.
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SPOTLITE	\$495
CONY ISLAND	425
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UNITED
KEENEY LIFE LINE \$165
LEADER \$395
A. B. C. \$165

WORLD WIDE DISTRIBUTION

Chicago 2330 N. Western Ave.

FIVE BALL SENSATION!

2 Madison Square Garden	\$124.50	South Pacific	\$69.50
Lin. Rumby	125	Tip Shooter	89.00
M. C. Jones	67.50	Big Top	69.00
Quadrant	190.00	7 Tri-Scapes	85.00
2 Spot Bowlers	95.00	Mercers	49.00
Scoring Charm	65.00	Super Hackey	65.00
K. King Arthur	95.00	Sally	69.00
Double Feature	95.00	Grand Award	49.00
100 Paulist	49.50	Trunks	69.00
3 Selectacer	49.50	3 Ramons	49.00
100AF	95.00	Bo-Top	79.00
3 Just 7's	125.00	Nitty	99.00
2 Bunk-A-Ball	89.50	3 Shoo Shoo	99.00
1 Burtons & Bows	95.00	5 Central Towers	115.00
7 Knockout	79.50	Quarterback	99.00
1 Buffalo Bill	109.50	Tucson	59.00
2 Fair Harcours	79.00	QUANTITY DISCOUNT FIVE OR MORE!	
3 Harvest Time	90.00		

NOTICE: SPECIAL DEAL
25 UNITED 5 PLAYERS WITH FORMICA TOPS..... \$295

MODERN DISTRIBUTING CO.
3227 TRUEN STREET GRAND 4331 DENVER, COLORADO

SHOOT THE WORKS!

Shuffleboard Games

Shuffle Slugs	\$5.00
Bally Baseball	89.50
Town Baseball	145.00
Shuffle Baseball	46.00
Speed Bowler	39.00
Indicater	145.00
Super Twin Bowler	49.00
Shuffle Target	119.50

BINGOS

Bright Spot	\$435.00
Cony Islands	425.00
Turf Light	275.00
Univ. Star	95.50
Keeney Life-Line	165.50

BASEBALL SPECIAL! \$59.50
Wms. Double Header

JULY 50 LEFT!
Citations—Jockey, See Cible, Champion, etc. Gold Cups. Write for V&A special request!

Shuffleboard Supplies

Shuffle Game Wax, Case (12)	\$3.50
Fast Wax, Case (12)	65.00
Pucks (Set of 8)	Write
Score Sheets, 18 Pads	7.50
Fluorescent Lights	
Bar	22.50
Used Beck-Dix Shuffleboard Tables, Pr.	79.00
Adaptors	18.00

PURVEYOR Shuffleboard Co.
4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

BOTTOM PRICES

THOROUGHLY CONDITIONED EQUIPMENT

- SEEBURG M-100A \$599.50
- GOTTLIEB WATCH-MY-LINE 124.50
- GOTTLIEB ROCKETTES 99.50
- GOTTLIEB DOUBLE FEATURE 89.50

MANY MORE VALUES AVAILABLE. WRITE FOR INFORMATION

One-Stop Service: Records—Parts—Premiums

GOVEN distributing company
3811 Elston Chicago 18, Ill.
Independence 3-2210

Exclusive Distributors of Wurlitzer Phonographs

Chicago

Monty West, World Wide Distributors, was back from a second straight trip to Springfield, Ill. Meanwhile, Al Stern, Len Micon, Fred Skor were handling firm's headquarters... Col. Lou Lewis, Merit Industries, reports plenty of action from Northern Indiana operators.

Ed Levin, Chicago Coin Machine Company sales manager, left for a one week vacation. Sam Lewis was busy expediting orders for both the 6-Player Match Bowler and 6-Player Deluxe Bowling Alley. Phil Mess, manager of the Atlas office in Des Moines, was in for conferences on his game orders.

Over at First Distributors the heaviest business was in late-model used games. Wally Finke left for a long week-end in Wisconsin and was due back at the office Monday (7). Proof of the ups and downs of the trade is that First had a slow Monday (30) this week and an unbelievably busy period the following three days. Wally and his partner, Joe Kline, have made special arrangements to have all facilities in top shape for the Republican National convention. First expects exceptionally heavy operator traffic during the con-

vention and its TV set checked. Ben Michaels and Mal Fink put in a lot of overtime helping the shipping department catch up on orders resulting from a recent mailing of the new premium catalog.

Purveyor Shuffleboard Company was making an increasing number of Bank-Shot shipments. The game is made by American Shuffleboard and features cushion play and an automatic scoreboard. Herb Perkins, Purveyor owner, had a busy week greeting out-of-town customers.

Keeney started its long week-end following the close of business Wednesday (2). Sales Manager Paul Huebsch stated firm has been getting good results on its High Score League Bowler, available in both 8 and 9 foot playfields. Keeney will soon spring a surprise item on the field.

New York

John Fitzgerald, New Haven, Conn. operator, visiting Albert Simon, Inc., Wednesday (2). The Simon firm just received a shipment of Chicago Coin's Six-Player Match Bowler and expects a re-order on same firm's Six-Player DeLuxe game. Last shipment was sold out completely, reports Al Dinsello.

American Vending Company's

Teddy (Champ) Seidel relaxing a bit after a busy week shipping orders for the holiday. Harry Berger (West Side Distributors) and his wife left Thursday (3) for a week's vacation at the Waldmere, Livingston Manor, N. Y.

Murray Kays, Atlantic New York's sales manager, had some time on his hands last week—not a single machine in the house! Visitors in this shop during the week were John Bullock and William Coddington, vet ops of Loch Sheldrake N. Y.; Louis Nekos, of Nekos Vending, Kingston, N. Y.; and Tommy Greco, of Greco Bros., Glasgow, N. Y.

Ann Sens, secretary to Dave Lowy, back on the job after a siege in the hospital. Ann's leg was caught between platform and a subway train some weeks ago. Sixty-seven stitches were required to close the wound and in falling, the girl's nose was broken. Cast came off the leg Thursday (3). Ann's boss has been in Pensacola Fla. on a quick business trip. He was expected back Thursday (3).

Miami

Sammy Marino, Marino Amusement Company, cut short his vacation in Detroit on account of the extreme heat there and returned to the cool breezes of Miami one week ahead of schedule. Arthur Korn, Acorn Amusement Company, is playing

host to his two granddaughters from out of town. Maxine Bondy is the new receptionist and assistant bookkeeper at Turan Distributing Company.

George MacLean, owner of the Fun, Inc., Arcade downtown, says the increasing number of servicemen stationed in this area, particularly at Opa-Locka Marine base, has helped business considerably. Willie Blatt and the missus are spending their vacation at Lookout Mountain, Tenn., with stops on the way at Orlando, Jacksonville and Atlanta, to visit friends.

Several of the personnel at Bush Distributing Company are breaking out with new automobiles. Sporting new cars are Ossie Truppman, Ken Willis and Frances Goetz and Jack Felber, Bush comptroller, is spending his vacation in town—more and more Miamians are doing that since word got around that it's cooler here than in the northern cities. Truppman returned from Minneapolis where he and his family were vacationing.

Music box operators are speculating whether the coming of "live" television to Miami, beginning July 1, will make any appreciable difference in business. Ken Willis, Bush Distributing Company, considers the new Chicago Coin Match Bowler game

the "finest shuffle-type game ever put out."

Vincent Klobe, road representative for Pan American Distributing Corporation, the Turan record subsidiary with headquarters in Jacksonville, was in town after a swing thru central and the east coast of Florida. Klobe reports business holding up well, especially for this time of year, and attributes this to generally good conditions and the fact that Florida is attracting more and more summer tourists. The Pan American carries scores of labels, Klobe is impressed by the mounting demand for the Remington long-playing line of classics. The two-record album of Requiem Mozart is proving popular all over the State, Klobe says, due largely to the fact that Remington has brought the price within reach of most music lovers. "There is plenty of business to be had in all types of disks," says Klobe. "All one has to do is get out and plug a bit."

Another new car owner is Murray Herowing, Bishop Amusement Company. Mrs. Herman Perin, secretary at the AMOA (Continued on page 83)

Vital Statistics

Deaths

Aaron Goldsmith, 82, founder and for many years president of Hub Enterprises, Baltimore coin machine firm, died June 21 in Offutt's Memorial Home, Cockeysville, Md.

BINGO GAMES Spot Lites and others. Almost like new, from our route. Hermitage Music Co. 423 Broad St. Nashville 3, Tenn. Phone: 6-5666

THE MARKET PLACE for the COIN MACHINE INDUSTRY The National Exchange for Coin Machine Personnel, Products, Services and Opportunities CLASSIFIED ADVERTISING

Agents-Distributors

Cigarette Vending Machine distributors for county and state, new type, low price. 118 W. 57, Room 232, N. Y. 19.

Business Opportunities

Chairs, plastic, million closets, one-two inches, 50 styles each, samples, 1,000, \$5; lots 10,000, \$35. Auerbach, 14 E. 34th, New York.

New Going Business for Sale

Soft Drink, Ice Cream, Root Beer, Sandwiches, Chicken-in-Basket, Drive-in with Dining Room, Bakery and 6-Room Apartment. All modern. J. O. CHILDERS, Mt. Vernon, Ill. Phone: 1915

Miscellaneous

Refinement items on paved highway and river; large, new, strictly modern ranch home; private lake; caretaker's home, barn, etc.; 70 acres; write for photos and information. Wayne Owensby, Buffalo, Mo.

Parts, Supplies & Services

COIN COUNTERS AND STACKERS 16 Combination Coin Counter and Stackers for 50 Pennies, \$1.35 plus 10¢ postage. 5¢ Combination Coin Counter and Stackers for 40 Nickels, \$1.35 plus 10¢ postage. These coin counters are made of lightweight cast aluminum, highly polished and graduated for quick reading and counting. Send money with order and save C.O.D. charges. TUBULAR COIN WRAPS 1¢ ea 5¢—85¢ per 1000. Lots of 10,000 or more—80¢ per 1000. When ordering specify coin wrapper desired. KING & CO. Chicago, Ill. 2700 W. Lake St.

OLD GAMES ARE VALUABLE! List them in a low-cost MARKET-PLACE ad. This size ad only \$28 for one issue; \$26.00 per issue for three consecutive issues. For other low cost rates see the Handy Order Blank on this page. Do It Today!

NEW AND USED 16 5¢ CANDY, NUT, BALL GUM VENDERS BOUGHT, SOLD, EXCHANGED

All Parts—Chairs—Coin Wrappers—Coin Counters—Ball Gum—Tab Gum—Panned Candies—Cast Iron Stands—Top Plates for 2 Venders—Top Plates for 3 Venders. All Prices F.O.B. Factory. 1/4 Deposit, Balance C.O.D. KING & CO

Distributors of Northwestern Model 49 and Tab Gum Venders. 2700 W. Lake St. Chicago 12, Ill.

Stamp folders, direct from manufacturer's unopened quantities, immediate delivery; write for prices. Veeeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOUET 7-1448.

Used Advance gum machines filled with chlorophyll gum, \$10.50; 5 for \$50; each machine takes in \$13.50; all types and chlorophyll gum in stock, Logan Co., 627 Milwaukee Ave., Chicago 22, Ill.

Used Topper ball gum machine filled with chlorophyll gum for \$12.95; 5 for \$60; C.O.D. See our get out mailing list. Graff Co., 3121 Strathmore.

Routes for Sale

For Sale—A business that has been going for 21 years, steady income; will sell to the right party. 135 mos., Tri-Cover and three alloys in Tidewater of Virginia. Apply Box 137, Billboard Chicago 1, Ill.

For Sale—Route of 60 top location 21-7 machines in and around one of Texas largest cities, netting \$700 per mo., \$200 Box M-12, Billboard, Cincinnati 22, Ohio.

Used Coin-Operated Equipment

A-1 Regaini Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Write Postel, 2927 Milwaukee Ave., Chicago, Ill.

AMI B's, \$400; Chilton MH Pendants with stands, \$100; Pin Balls Dreamy, \$100; mar- vest Times, \$50; Iokan, \$135; Knobkouts, \$90; Pin Bowlers, \$125; Red Shoes, \$95; 100¢ \$235; Artzco, \$85; Drayton, \$95; C. C. \$235; American 17' Cushion Shuffleboards, \$100; Giles Amusement Co., 742 Main St., Chicago, Iowa.

For Sale—Mills, Jennings, Pace, Watling Balls; beautifully reconditioned Ball Clover Bell; used pin games, alloys, etc.; trades accepted; 12 years of reliable dealing. Central Coin Machine Co., 220 N. 9th, Philadelphia, Pa. Walnut 2-4378.

For Sale—6 triple machines or 18 single vends 5¢ or 1¢ merchandise nuts or candy. Price included, chrome finish. \$500, David Hoover, 1274 Middlefield, West Plains, Mo.

Prized right clean, mechanically guaranteed; Bright Lights, 2883; Conroy Island, \$335; Spot Lite, \$410; Broadway, \$175; ABC, \$235; Artzco, \$85; Drayton, \$95; C. C. \$235; American 17' Cushion Shuffleboards, \$100; Giles Amusement Co., 742 Main St., Chicago, Iowa.

Reconditioned Silver Kings, like new, \$6.50 each. Logan Distributors, 627 Milwaukee Ave., Chicago 22, Ill.

30 Exhibit and Mutoscope Card Venders, \$250; 7 Mutoscope Photomatic, pre-war, new paint, \$350; 3 Bang-a-Deer, \$150; 3 punching bags, \$225; 1 o.s., Richmond, Ind. 1/2 dep. bal. c.o.d.; will haul for expense only. W. R. Long, 301 S. W. 3rd St., Richmond, Ind.

Will trade Turf Kings (like new) for music, cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

Turf Kings, \$175; Citations, \$90; Cham-pions, \$75; Hot Rods, \$40; Five Balls; write, phone, Maggart, 9311, Porterville, Calif.

United Silver Bullets, like new, \$100; 3 Bowling Champs, \$90 each; United Team Hockey, \$50; Screwball, \$25; "123", \$25; Carolina, \$40; 60 ABT Challenges, \$15 each; Mutoscope Dishes, \$125; 5 G S Shuf-Heboard scoring unit, chrome overhead brackets, new, \$100; Gottlieb Grips with heavy steel stand, \$30 each; items 1/2 with order. Paige Specialties, 202 Edwin Ave., Flint, Mich.

5 Handy Aspin Machines, 5000 bases 1¢ aspin; the works, \$50. Quizzer machine with film, working condition, \$49; will crate. Obermiller Bros., Columbia, Mo.

26 hotel coin operated radios; attractive steel cabinets, table model, 6 tube; perfect condition; make offer. Box 529, The Bill-board, Chicago 1, Ill.

3 X-Ray Pokers, latest location model. Scientific make, small stake required; size 60"x22", \$95 each. Acme Amusement Co., 3210 Boardwalk, Wildwood, N. J.

Wanted to Buy

Wanted—All types of 16 and 5¢ nut and ball gum venders and 6¢ machines. Bell Dist. Co., 346 Matthew St., Marietta, Ohio.

Wanted—25¢ coin operated radios—Trados, Corados, Columbian, etc. P. Co., 1071 E. Livingston, Columbus, Ohio.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

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

3: Then check here for whether you want it to be a "regular classified" or the special, outstranding "display-classified" advertisement that gives your message extra power and punch: [] Display Classified [] Regular Classified

2: Now check off the classification you want your advertisement to appear under: [] Agents and Distributors Wanted [] Help Wanted [] Parts, Supplies and Services [] Positions Wanted [] Routes for Sale [] Used Coin-Operated Equipment [] Want to Buy

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard: GenRemen: Run this in your "Market Place" as indicated below: [] Next 6 issues [] Next 4 issues [] Next 3 issues [] Next issue only \$ _____ Payment enclosed [] Bill me Name _____ Address _____ City _____ Zone _____ State _____

ADVERTISING RATES REGULAR-CLASSIFIED Any ad without five, one paragraph, no display. First line set in a 6¢ bold, balance 6¢ at 10¢ line. Per word ... 20 1 or more CONSECUTIVE or 30 insertions, per word ... 11 52 CONSECUTIVE insertions, per word ... 14 Minimum 5¢ DISPLAY-CLASSIFIED Any advertisement using display make-up or white space, figure space between balance 6¢ at 10¢ line. Per word ... 100 1 or more CONSECUTIVE or 30 insertions, per word ... 99 65 CONSECUTIVE insertions, per word ... 70 1 inch equals 14 square lines. ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE. THE BILLBOARD, 128 W. RANDOLPH ST., CHICAGO 1, ILL.

Midget Movie Firms Expand

WILMINGTON, Del., July 5.—Lester Arons, resident of Atlantic Midget Movies, has completed arrangements for the installation of over 100 units in Food Fair and Penn Fruit supermarkets in the Delaware-Pennsylvania areas.

Michigan Midget Movies, another franchised company under the Capitol Projector Corporation banner, announces that it too is enlarging its activities. Leo Willens, Capitol secretary, is in Michigan discussing expansion details with J. R. Pieters, Michigan proxy.

Coinmen You Know

Continued from page 83

business office, expects to be a grandma in a few months. . . Max Shaw, accountant at Taran Distributing, is back on the job after a vacation in the north.

Pittsburgh

Some Allegheny County residents have been protesting the location of the Arcade in the Administration Building at the Pittsburgh Airport. The op, who has the arcade room, says he was offered his choice of locations by the county commissioners and outbid his competitors to obtain the spot.

Sidney Reinwasser is increasing his Boy Scout work. Formerly Cub Master of Troop 185, he now is a member of the executive committee in charge of all entertainment for troop 107 at Bellevue, Pa., where his son is a member.

New Release On Chi Coin 6-Player Unit

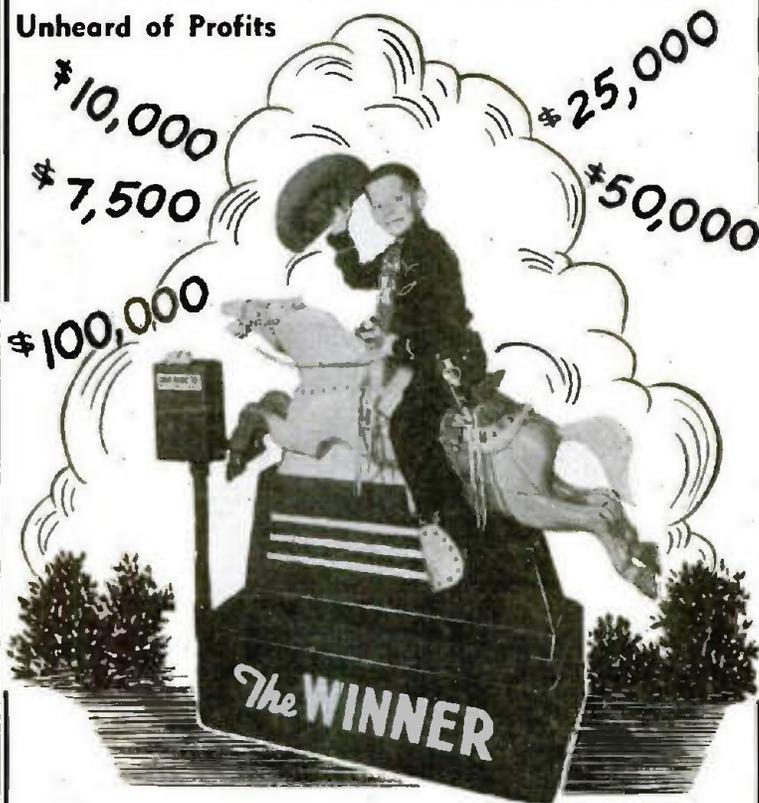
CHICAGO, July 5.—Because of repeat volume orders the past two weeks, Chicago Coin Machine Company has started a new release on its 6-Player Deluxe Bowling Alley, owners Sam Gensburg and Sam Wolberg announced Wednesday (2). The firm also is making volume deliveries on its 6-Player Match Bowler. The 6-Player Deluxe game features easy to read dial scoring which permits player to see at a glance not only his own score but that of his opponent as well. It has 2-30 scoring, formica playfield, jumbo fly-away pins, rebound action and provisions for picking up the difficult 7-10 split. Another feature of the game is its high score for week box. Match Bowler is the first shuffle game using the matching score principle on a six player. Player has only to match the last digit to make a good score. An added highlight of the Match Bowler is its double matching score feature which occurs when a star illuminates over the matched score digit on the backglass.

Install Lift At Ovitz Firm

CHICAGO, July 5. — Acme International Distributors, the distributor-jobber house formed here by Irving Ovitz three weeks ago (The Billboard, June 21), has installed an automatic lift in its shipping department. Purpose of the lift is to facilitate and safeguard the loading of the games, vendors and jukeboxes sold by Acme International to the operator trade.

OPERATORS HAVE FOUND THE ANSWERS... with "THE WINNER"

Unheard of Profits



THEY ARE SWITCHING TO "THE WINNER" . . . BECAUSE

By actual experience they have found that there are less service calls with "THE WINNER" than any other type mechanical horse

Because: "THE WINNER" mechanism is a tried and proven product . . . The ultimate result of 17 years of constant, rigorous service, insuring the operator many years of unflinching performance.

Because: "THE WINNER" has a cast aluminum horse (is not made of wood, fibre or other wearable materials) and is guaranteed not to break or wear out . . . It will carry over 500 pounds.

Because: EVERYBODY . . . wants to be a winner and with this thought in mind "BOB'S ENTERPRISES" have engineered and developed an outstanding mechanical coin-operated Horse that is the answer to an operator's prayer. Coin mechanism is equipped with the latest National Slug Rejector.

Because: You can teach the Youngsters how to ride a Real Horse by Riding "The Winner," the only Mechanical Horse that has Real Horseback riding action.

Because: "The Winner" has convenient Retractable Coasters for ease of movement from Spot to Spot in the store or from inside or outside location.

SPECIFICATIONS: Width of Base 24", Height 40", Length 50". Weight Approx. 300 lbs. "The Winner" has the finest General Electric 1/3 Horse Power Motor, carrying the Guarantee Certificate.

	Issue of July 5	Issue of June 28	Issue of June 21	Issue of June 14
Red Bull (Genl)	\$109.50 110.00	\$99.00 109.50	\$109.50 110.00	\$115.00 119.50
Starry (Williams)	27.50 29.50	27.50 29.50	27.50 29.50	27.50 29.50
Summer Time (Gottlieb)	29.50 31.50	29.50 31.50	29.50 31.50	29.50 31.50
Super Hockey (Chicago Coin)	54.50 65.00	54.50 65.00	54.50 65.00	54.50 65.00
Super World Series (Williams)	275.00 275.00	275.00 275.00	275.00 275.00	275.00 275.00
Sweetheart (Williams)	69.50 99.50	69.50 99.50	69.50 99.50	69.50 99.50
Temptation (Chicago Coin)	49.00 49.00	49.00 49.00	49.00 49.00	49.00 49.00
Texas Lottery (Merry)	50.00 50.00	50.00 50.00	50.00 50.00	50.00 50.00
Three Fishes (Genl)	69.50 69.50	69.50 69.50	69.50 69.50	69.50 69.50
3-4-5 (United)	25.00 25.00	25.00 25.00	25.00 25.00	25.00 25.00
Thrill (Chicago Coin)	27.50 54.50	27.50 54.50	27.50 54.50	27.50 54.50
Totals (United)	245.00 325.00	245.00 325.00	245.00 325.00	245.00 325.00
Triple Action (Genl)	24.50 29.50	24.50 29.50	24.50 29.50	24.50 29.50
Triplets (Gottlieb)	125.00 125.00	125.00 125.00	125.00 125.00	125.00 125.00
Tri-Score (Genl)	45.00 79.50	45.00 79.50	45.00 79.50	45.00 79.50
Tuckan (Williams)	59.50 59.50	59.50 59.50	59.50 59.50	59.50 59.50
Turtleneck (Exhibit)	72.50 94.50	72.50 94.50	72.50 94.50	72.50 94.50
Turf King (Italy)	35.00 139.50	135.00 139.50	150.00 174.50	179.50 140.00
Uran (United)	89.50 89.50	89.50 89.50	89.50 89.50	89.50 89.50
Victory Special (Italy)	29.50 39.50	29.50 39.50	29.50 39.50	29.50 39.50
Watch My Line (Gottlieb)	165.00 175.00	125.00 134.98	175.00 179.00	150.00 175.00
Wild West	175.00 175.00	175.00 175.00	175.00 175.00	175.00 175.00
Winner (Universal)	89.50 110.00	110.00 149.50	110.00 149.50	110.00 149.50
World Series (Rock-Ola)	75.00 75.00	75.00 75.00	75.00 75.00	75.00 75.00
Yams (Williams)	25.00 9.50	25.00 9.50	25.00 9.50	25.00 9.50
Zippo (United)	275.00 275.00	275.00 275.00	275.00 275.00	275.00 275.00

BINGO GAMES	ARCADE EQUIPMENT
3 Spot Lines \$485.00	Seeburg Bear Gun \$249.50
4 Conny Islands 425.00	C. C. Basketball Champ 239.50
1 Bright Spot 425.00	Exhibit Six Shooter 139.50
7 Bright Lines 825.00	
ONE BALLS	PHONOGRAPHS
10 Turf Kings \$139.50	1422 Rock-Ola \$89.50
8 Winners 89.50	1432 50-51 Rock-Ola 495.00
10 Crows 89.50	1947 Seeburg 149.50
5 Champions 89.50	
Williams Across the Board Write	
New Turf Kings 279.50	
Fatality Write	

Wanted for Cash—All Types Bingo Games
Send us a list of the equipment you want to sell

ROCK CITY AMUSEMENT CO.

125 Mark Ave., N. Nashville, Tenn. Phone 6-4371

IMMEDIATE DELIVERY

Some Exclusive Distributorships Still Available

For Advanced Information WRITE, WIRE or PHONE

BOB'S ENTERPRISES

9151 Sunset Blvd. Hollywood 46, Calif.
Phone: Hillside 8383 Day or Night

"You'll Always Win on the FIRST ballot"

New Wholesale GIFT BOOK NOW BEING MAILED! Write for Your Copy Today!



BINGO & BALLS

New Bally PALM BEACH Bally ATLANTIC CITY United STATES RECONDITIONED

SPOTLIGHT \$48.00 CONEY ISLAND 42.50 BRIGHT SPOT 42.50 BRIGHT LIGHTS 32.50 UNITED 32.50

ARCANE

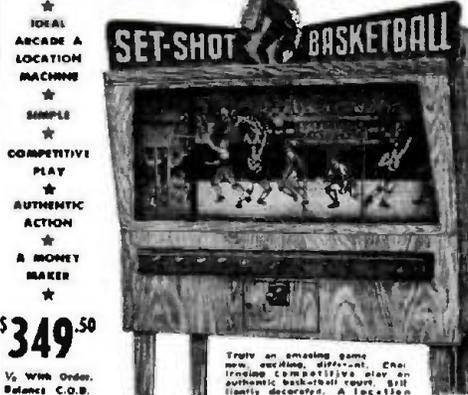


RECONDITIONED AND REFINISHED

C.C. PLAYER DER. \$343 Bally BODY EXPRESS 373 Seeburg SHOOT THE BEAR 285 Bally SHOT SUN 215 Bally SIX PATROL 100 TELIQUE, w/resp. 109 Keweenaw AIR RAIDER 125 C.M. Coin PISTOL 125 CHECKER 100 TEAM HOCKEY 95 C. COIN GOALS 95 SE. DALS GUN 72 SE. DALS GUN 65 GLOSB. COIN HOCKEY 50 GUN GRIP TESTER 31

FIRST DISTRIBUTORS Joe Elino & Wally Fink 1750 W. North Avenue Chicago 22, Illinois Dickens 2-8500

"An Arcade Gem That Gets the Play" "Earnings Better Than Anything Else on the Floor" EVERY OWNER IS EXPRESSING HIS ENTHUSIASM FOR SET-SHOT IN SIMILAR FASHION ATTRACTIVE DELUXE MODEL



\$349.50 V. Wm. Oeder, Balcony C.O.B. DISTRIBUTORS, WRITE MIKE MUNVES CORP. 30 Year Service Est. 1912 377 Fourth Ave. 1st 42nd St. N.Y. 18, N. Y. NY 1-6677

COMPLETELY RECONDITIONED AND READY TO GO

MUSIC ONE BALLS FIVE BALLS Rock-Die 125 8 89.50 Turf King, Mar. 134.00 Conroy Island 84.00 Rock-Die 1428 (100) 500.00 Turf King, Used 140.00 Double Shuffle 70.00 (100) 1915 148.00 Futurity 70.00 Tucson 60.00 Wurlitzer 1910 148.00 Jackpot 70.00 College Daze 70.00 Wurlitzer 1918 148.00 Kentucky 70.00 Beatrice 70.00 Seeburg 46 190.00 Writie 70.00 The Tangle 60.00 Seeburg 48AL 190.00 Bally Creston 70.00 Nervad Time 60.00

NEW MERCHANDISE 22-50 Rock-Die Smokers- special Adm. Medal, 220.00, with automatic coin-changers. Regular model, \$245.00. Thunderbolt Model, 220.00. Rock-Die Lum-A-Ride, 299.00. Immediate delivery on any of the above. EASTERN VENDING SALES CO., INC. 140-72 LINDEN AVENUE Phone: MU 6671 2110 BALTIMORE 1, MARYLAND

Hurwichs Fete 22 Biz Years

BIRMINGHAM, Ala., July 5.—Max and Harry Hurwich, owners of the Birmingham Vending Company, recently celebrated their 22nd year in the coin machine industry. Birmingham distributes Bally products in this area. In 1930, the Hurwichs marked their 20th year in the trade by moving into their own building at 540 Second Avenue, North here.

Nat'l Sanitation Body Studies Coin Washer Standards

DETROIT, July 5.—Standards of cleanliness and health protection in automatic laundries are being given critical attention in a study by the National Sanitation Foundation, sponsored by the University of Michigan School of Public Health. The Foundation has devoted attention to sanitation standards in bottling and vending fields in recent years, with leading vending firms and suppliers taking a co-operative part.

It was found that the destruction of germs in laundries varied from slight up to 99 per cent, but, according to Walter F. Snyder, Foundation director, "the washing machine industry wants to make sure that clothes can be washed so clean that they equal the safety accomplished in the sanitation of milk, eating utensils, and drinking water."

The wash cycle is the most important single factor in assuring the removal of germs, it was found. Removal of 99 per cent can be achieved by "a good mechanical washing action in adequate hot water with an effective detergent," used according to directions.

Further safeguards suggested are: 1. Use of heat or germicidal detergents in the final rinse. 2. Use of quaternary ammonium compounds (available under various trade names), to leave a sanitizing deposit on clothes, with a lingering effect.

Juices and Soups

Continued from page 74

continues to be orange, followed by an orange-grapefruit blend, pineapple and tomato juice. The rotation plan is worked in this manner: as the top-demand flavor, orange juice is stocked in a machine for two consecutive weeks; for the third, fourth and fifth consecutive weeks, the tomato, orange-grapefruit blend and pineapple juices are stocked. Mechanical Merchants is already readying its fall and winter hot soup vending program. First of the hot units will be installed in late October and early November, Stamer said.

This season, fully constituted soups will be used, instead of the concentrates formerly used. Mechanical Merchants has made commitments with the Campbell Soup Company for the number of cases of 46-ounce cans required. The soups, specially packed by Campbell for the vending operation, must be ordered beforehand, Stamer pointed out. The 46-ounce cans will be positioned in the firm's Spacarb equipment with individual servings delivered directly from the main container. In previous seasons when hot soups were vended, concentrates were reconstituted during the delivery process.

Union Builds

Continued from page 74

New York, is the exclusive U. S. distributor, not only for the cigarette machine but also for Union's four-column cookie vender, the Rocket B-100. Both units will retail for \$99.50, with bases \$10 extra according to Yurman. Delivery will be on a six-week basis.

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Index of Advertised Used Machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quality discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns: Machine Name, Price, and other details. Includes items like Ace Gunter, All Star, Bally, and various arcade games.

• Shuffle Games

Table listing various shuffle games with columns for game name and prices at different times (July 5, July 20, August 14, etc.).

BETTER BUY FROM BANNER. NEW UNITED STARS. The Smartest Single Type Game Ever Made. IMMEDIATE DELIVERY. WRITE-WIRE-PHONE. PIN GAMES USED. NEW. ARCADE EQUIPMENT. BIG BRONCO. MUSIC. AMI DISTRIBUTOR.

BANNER SPECIALTY COMPANY. 199 W. Girard Ave. Philadelphia 23, Pa. Garfield 3-2700. Branch: 1508 Fifth Avenue Pittsburgh 19, Pa. GRant 1-7373.

5-BALLS. ARCADE. SHUFFLE GAMES. UNITED OFFICIAL SHUFFLE ALLEY. UNITED 4 PLAYER SUPER SHUFFLE ALLEY. UNITED TWIN REBOUND. BALLY SHUFFLE BOWLER. CIGARETTE VENDERS. EMPIRE COIN MACHINE EXCHANGE.

BINGO SENSATION! NEW "UNITED STARS". 7 JULY SPECIAL. 77 WURLITZER 3020 WALLBOXES \$29.50 ea. 29 3W5L56 SEEBURG 5, 10 AND 25c WALLBOXES \$29.50 ea. 6 WURLITZER 1017 HIDEAWAYS \$135.00 ea. CENTRAL OHIO COIN MACHINE EXCHANGE. Arcade Mechanic TRIMOUNT.

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard WHAT DO YOU HAVE TO SELL? Write The Billboard, 2140 Peterson St., Cincinnati 33, Ohio

NEW! **Williams DOMINO**

FLASHY! COLORFUL! EXOTIC!
ONLY WILLIAM'S "DOMINO" HAS ALL THESE FEATURES:

- * SPECIAL BONUS VALUE builds up to 10 REPLAYS and carries over from game to game to pull repeat play!
- * 3 KICKOUT POCKETS score replays when hit!
- * SPECIAL LINES 3-4-5 score replays after numbers 1 to 4 are made!
- * ROLLOVER BUTTON advances High Score Bonus!
- * ROLLOVER advances Special Bonus!
- * SPECIAL BONUS LANE at bottom of field SCORES "SPL. Bonus!"
- * SPECIAL BONUS "alter 1 to 3 are made!"
- * THREE THUMPER BUMPERS score points when hit!
- * Players shoot point score and high score for replays!
- * 2 FLIPPERS, bullet-like animation as balls ricochet around live-action playfield! It's FAST!

Fast!

for Richer Profits
Williams DOMINO

See Your **Williams Distributor Now!**

Williams MANUFACTURING COMPANY

CREATORS OF DEPENDABLE PLAY APPEAL!
 4242 W. FARMORE ST.
 CHICAGO 24, ILL.

Let's GO WITH DOMINO!

Shaffer Specials

in better quality buys

SEEBURG	AMI
M-100 (78) Write	Hiwayway
Renewed and Guaranteed	40 Sel. \$269.50
	Model "C" 444.50
	5-10c Wall Box. 29.50
	Steppers 29.50
CIGARETTE VENDORS	WURLITZER
(Reconditioned 25c Coin Equip. King Size)	1100 \$299.50
National Electr. \$125.00	1015 149.50
National 930 ... 99.50	3020 Wall Box. 29.50
Unceda Monarch 99.50	3031 7.50
	Star Speaker
EXTRA SPECIAL	
Red-Ola \$99.50	Seeburg H-146-M. \$99.50
Write for Complete List of Late Model Phonographs Terms: 25% deposit, balance C.O.D.	

Shaffer Music Co.

Columbus, Ohio 606 S. High St. MAin 5563
 Cincinnati, Ohio 2333 Gilbert Ave. CAinral 1432
 Indianapolis, Ind. 1327 Capital Ave. LINcoln 3573

Exclusive Seeburg Distributors

SOUTHERN CALIFORNIA ROUTES FOR SALE

Old established 100 miles north of Los Angeles. 55 late phonographs, plus one-ball and shuffleboards. Includes shop, trucks, etc. Income: \$500 per week. Price: \$18,000.	Los Angeles: 27 newest phones, mostly 45c, plus 20 boxes, truck record library, etc. Much more equipment. Income: \$375 a week. Price: \$26,000.
Santa Barbara area. 125 latest phones, one and five-ball plus, shuffleboards, etc. Complete business, includes shop, trucks, etc. Income: \$5,000 per month. Price: \$54,000.	Los Angeles: 35 newest shuffle conversions and 25 shuffleboards. Old established route with consistent earnings. Netting over \$1,300 a month. Price: \$11,500.

The above routes may be handled for one-half cash. Will finance balance if desired.

BADGER SALES COMPANY
 2251 WEST PICAD BLVD. LOS ANGELES 8, CALIF.
 Telephone: DUnkirk 7-2243

GET THE ANSWERS to YOUR EQUIPMENT and COST PROBLEMS

from **LONDON!**

TAKE YOUR CHOICE!

Ten Pins SHUFFLE Alley Bowling League Shuffle Lane	\$24.50 EA.	Pin Bow Shuffle Bowler Bowlette	Pin Bow Shuffle Lane
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SHUFFLE GAMES

Shuffle Bowler	Chicago Coin Bowling Alley	Universal Twin Bowler	Deluxe Bowler	Speed Bowler
\$49.50 EACH				

NEW LOW PRICES!

Cinderella	\$29.50	Black Gold	29.50	Sarcolla	29.50	Walcarran	29.50	Triple Action	29.50	Merry Widow	29.50	Scrub Ball	29.50	Track Winds	29.50	Spin Ball	29.50	Crazy Ball	29.50	Catalina	29.50	Blowby	29.50	Daw-Wa-Dilly	29.50
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NEW LOW PRICES!

Camel Caravan	\$69.50	Three Pathway	49.50	Floating Palace	69.50	Champion	69.50	Samba	69.50	Maraca	49.50	Swords	49.50	Allice in Wonderland	49.50
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TERMS: 1/3 Deposit, Balance C.O.D.
 Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. London Music Co., Inc.
 3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220
 2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453

SPECIAL! "POP" CORN SEZ 10c VENDORS
 RECONDITIONED LIKE NEW!
 WRITE

SPECIAL-PANORAMS
 Guaranteed Reconditioned WRITE

RECONDITIONED EQUIPMENT

Bright Spot	4413	Spot Lite	5475
Cover Island	423	Turt Kings	195
Lite-A-Lite	152	Bright Lights	315
United Batters	263	S-Batters	165

WRITE FOR PRICES

NEW MONARCH SHUFFLEBOARD TOPS... \$135

MONARCH COIN MACHINE, INC.
 2357-59 N. Lincoln Ave., Chicago 14, Ill.
 Phone: LINcoln 9-2996-7

SHUFFLE ALLEY PUCKS

FOR MANUFACTURERS & DISTRIBUTORS

We have the finest TWO-SIDED PUCK in the market for use on all SHUFFLE ALLEYS. It's HIGHLY POLISHED and PLATED—guaranteed the finest in the world—and we offer it at the LOWEST PRICE IN THE FIELD.

WRITE—WIRE—PHONE FOR QUANTITY PRICES AND SAMPLES

GOODYEAR PRODUCTS CORP.
 410 N. BROAD ST., ELIZABETH 3, N. J. ELizabeth 2-0089

Brand New!

Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00
 Also made for many foreign coins

BUCKLEY WALL AND BAR MUSIC BOXES 5c or 80c Play

Buckley Manufacturing Co.
 4223 W. Lake St. Chicago 34, Ill.

CRUSADER HORSES

Reconditioned like new. The original and finest. Proved trouble-free. Can be operated 3000 miles away without worrying. Not just one of two speeds, but completely variable speed range.

WRITE FOR PRICE
BOX 780
 Care The Billboard, 1564 Broadway New York 19, N. Y.

Every Conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?

Write The Billboard
 2160 Patterson Street
 Cincinnati 22, Ohio.

TV IS ALL OF SHOWBUSINESS
 ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!

USED 5 BALLS

LIKE NEW

Quarter, Gottlieb	\$100.00
Blond The Moon	100.00
Hit & Run, Gottlieb	125.00
5 Ball	175.00
Master	150.00
Sportsman	150.00
Shooter	150.00
Control Tower	110.00
Shoe Shop	85.00
Pin Shooter	85.00
Double Shuffle, Gottlieb	65.00
Rip Shooter	65.00
Jump 31	55.00
Super Hockey	55.00
Holiday	35.00
Mountain	35.00
Wichitan	35.00
Dev-W-D-Wy	25.00
1 Feather	30.00
Yanks	30.00
Pinch Hitters	35.00
Marshall	20.00
Ramona	20.00
Jack & Jill	20.00
Robin Hood	20.00
Select-A-Card	45.00
Bin Bummy	45.00
Bank-a-Ball	45.00
St. Louis	45.00
Dreamy	45.00
Sweetheart	45.00
Sharghooter	45.00
Roundup	45.00
Double Feature	115.00
Rockstar, Gottlieb	115.00
Globe Traveler, Gottlieb	150.00
All Star Basketball, Gottlieb	150.00
Base Ball, Gottlieb	95.00
Pinky, Wm.	95.00
Madison Square Garden	115.00
21 Pin	45.00

NEW GAMES

Wm. Majorette	Wm. Sportsman
Wm. Elusive	Wm. Madcap
Wm. Domino	Gottlieb Four Stars
25 New to Rickers & Catchers	

1 BALLS

Winners	\$ 99.50
Turf King	165.00

MUSIC

35 New Richard Chrome Boxes	
10 New Music Mites & Stars	
(C) \$125.00, Sc. 100, 250, \$150.00	
Rock Die Rockets, Wm. Write for Prices	

Cigarette Machines

11 Col. 24 Du Grenier	\$100.00
8 Col. 20 Stewart-McGuire	80.00
1 Col. Electric	45.00
18 Col. Electric, like new	275.00
(chrome test)	

H.Z. Vending & Sales Co.
1365 Douglas, Omaha, Nebraska
PH: 4A-1121

CLOSEOUT

Seeburg '46	\$ 99.50
Seeburg '47	139.50
Rock-Ola '49 and '50	295.00
(like new)	
Seeburg Wall Boxes	22.50
(Grand New)	
Parkard Wall Boxes	5.95

1/3 with order, balance C.O.D.
WIRE•PHONE•WRITE

DAVID ROSEN

Exclusive A.M.I. Dist., Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2902

Solar Telescope (like new) \$ 61.50
Microscope Drop Kick (perfect) 150.00
Exhibit Jet Gun (new in case) 240.50
Exhibit Jet Gun (used—perfect) 175.00
Shipman Art Shows, with film (new) 37.50
Microscope Atomic Bomber (new in case) 140.50
Microscope Lite Photomicro. refinished and reconditioned. 395.00
Scientific Q-Balls (brand new) 240.50
Scientific Q-Balls (used very little) 174.50
Scientific Pokerino 49.50
Pokerino Jr. (floor sample) 99.50
2 Milk Panoramas (refinished & connected to Rock with 10¢ or 25¢ play) 249.50
Air Riddle 75.00
Humpty Dumpty Scale (floor sample) 175.00

B. W. LANGFORD
811 Capitol Ave. Houston, Texas

WANTED for Cash or Trade!

NIAGARA • WILD WEST
GLOBE TROTTER • ALL STAR BASKETBALL
JOKER • CYCLONE • MERMAID
MINSTREL MAN • JALLOPY
SPARK PLUG • SEA JOCKEY
Games must be in good operating condition, complete with all parts.
Write—Wire—Phone
NATIONAL COIN-MACHINE EXCHANGE
1411-13 Oliverway Chicago 16, Ill.
Phone: BUCKINGHAM 1-222-2490

Look at These Prices!

Cross Roads	\$151.50	Yacht	\$745.00
Escape	795.00	Plus	250.10
Coney	745.00	Maybourne	245.00
Intense	745.00	Jackey	740.00

WRITE FOR LOW PRICES ON PINS, BINGOS & ARCADE GAMES
Lehigh Specialty Co.
825 N. Broad St., Philadelphia 20, Pa.

COBRA CARTRIDGES

Repaired and Resurfaced, 75¢ each.
ORIGINAL PERFORMANCE GUARANTEED, 10 Days Service Via Air Mail.
ELECTRONIC INDUSTRIES
8911 N. 1st St. Phoenix, Arizona

GIVE TO THE RUNYON CANCER FUND



HIGH SCORE FOR WEEK!
A PLAYER SCORING!
MATCH SCORE OR MYSTERY SCORE
EITHER ONE OR BOTH CAN BE ELIMINATED!

all
OF THE BETTER MONEY MAKING FEATURES OF EVERY POPULAR BOWLER plus SMART OPERATING INNOVATIONS!

THE ONLY BOWLER COMBINING SUCH FEATURES!
Keeney's HIGH SCORE LEAGUE BOWLER

- ★ Match Score or Mystery Score at option of operator to suit changing location requirements!
- ★ Can pick up any combination of pins including 6-10 and 4-7 split!
- ★ Plastic EVER-SLICK Silent Playfield
- ★ Keeney's Jumbo Fly-Away Pins!
- ★ 20-30 Automatic Scoring
- ★ Up to 4 Players Each Game

SEE IT!
PLAY IT!
INSTALL IT!
TODAY

Order FROM YOUR KEENEY DISTRIBUTOR
J. H. Keeney & CO. INC.
2106 W. 49TH STREET, CHICAGO 32, ILLINOIS
Remember HIGH-SCORE MATCH AND MYSTERY SCORE TAKE IN MORE!

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WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT
Keeney Electric Cigarette Vender
Keeney Refrigerated Sandwich Machine
Keeney & Wm. Hi-Score League Bowler
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We are specialists and deliver the greatest values in equipment and service. That is why we are the world's largest exporter of coin machines.

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INTERNATIONAL AMUSEMENT CO. **SCOTT-CROSSE COMPANY**
1423 SPRING GARDEN STREET • Rittenhouse 6-7712 • PHILADELPHIA 30, PA.
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Ride THE CHAMPION

By Bally
GREATEST MONEY-MAKER

IN THE ENTIRE AMUSEMENT INDUSTRY!

TRADE MARK REGISTERED

- REALISTIC WESTERN HORSE
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- SAFE, LOW-SPEED START
PULL REINS TO TROT OR GALLOP
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- STURDY, TROUBLE-FREE MECHANISM
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- SMOOTH, QUIET OPERATION

10¢
A RIDE

RETRACTABLE CASTERS FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-hole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

RIDE THE CHAMPION 10¢

REQUIRES ONLY 22 IN. BY 44 IN. FLOOR SPACE

110 VOLT A. C.



THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.



Typical crowd of junior cowboys and cow-girls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.



Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery-store.

CHAMPION is a registered trademark

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

PALM BEACH
See Page 92

Bally PALM BEACH

NEW "IN-LINE" REPLAY HIT

12 Great Features
in 1 Great Game

- 1 • NEW SUPER-CARDS
PRODUCE SUPER-PROFITS
See this new extra-coins attraction
in action at your Bally Distributor.
- 2 • NEW STAR ROLL-OVERS
"SPOT" UP TO 5 NUMBERS BY SKILL
- 3 • POPULAR "IN-LINE" SCORES
3, 4, 5-IN-LINE ON MASTER-CARD
3-IN-LINE ON SUPER-CARDS WHEN LIT
- 4 • CORNERS SCORE 400
ON SUPER-CARD WHEN LIT
MASTER-CARD CORNERS SCORE 200
- 5 • MYSTERY "SPOTTEM" FEATURE
IN ADDITION TO STAR "SPOTTING"
- 6 • EXTRA BALLS FEATURE
ATTRACTS EXTRA COINS EVERY GAME
- 7 • FAMOUS ADVANCING SCORES
GREATEST SCORING APPEAL
IN PINGAME HISTORY
- 8 • SPECIAL SUPER-CARD SCORES
3-IN-LINE IN SUPER-CARDS
SCORE 4-IN-LINE SCORES
- 9 • SELECTIVE-BUTTON PLAY
INSURES BIG EXTRA-COIN PROFITS
- 10 • GAY HOLIDAY COLORS
IN BACKGLASS, CABINET
AND PLAYFIELD
- 11 • ILLUMINATED
PLAYFIELD
- 12 • TROUBLE-FREE
MECHANISM
NATIONAL REJECTOR

Get in on the ground floor.
Earn the biggest profits in
history with PALM BEACH.
Order today, from your Bally
Distributor!



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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*The Only Mechanical Horse on the Market
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- ★ A QUALITY PRODUCT
- ★ LESS SERVICE CALLS
- ★ A BETTER OPERATION

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 51 YEARS OF
 GOOD
 JUDGMENT**



**IT TROTS!
 IT GALLOPS!**

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**THE
 EXHIBIT SUPPLY CO.**

4218-30 W. LAKE STREET

CHICAGO 24, ILLINOIS

UNITED'S

6 PLAYER SUPER SHUFFLE ALLEY

ONE TO SIX CAN PLAY
(10c per game, each player)

BIG, BOLD ILLUMINATED SCORE INDICATORS

★
EACH PLAYER CAN SEE HIS SCORE
AT A GLANCE



HIGH SCORE

FOR THE WEEK

FEATURE

PLAYER WRITES NAME ON BACK-GLASS

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

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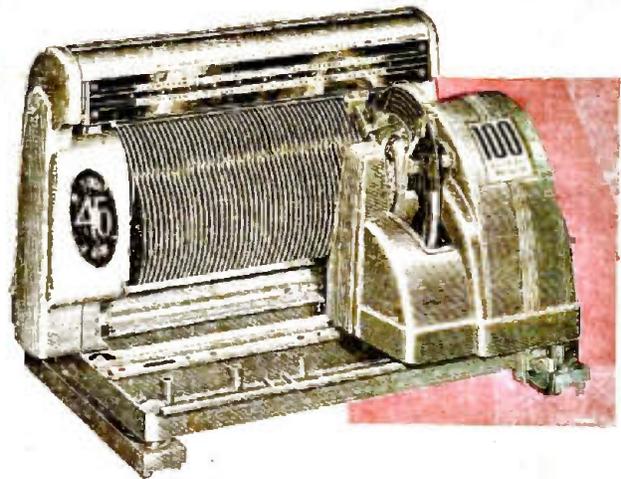


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that's



"years ahead in design"

with the mechanism
that's setting new
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