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JULY 19, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Democrats' Convention Video To Benefit From GOP Trial

Networks Do Taft Vs. Ike At Sessions

Big Row Rises in Mich. Caucus Room Twixt ABC, NBC

CHICAGO, July 12.—There was plenty of bitterness between the networks in the GOP convention. There were charges of bootleg cameras and wenching on agreements, and several flare-ups of violence among network men on the scene of fast-breaking news.

The worst battle occurred Thursday night when ABC and NBC were jockeying for position in a caucus room of the Michigan delegation. There was an incredible jam in the room, and crews pushing cameras and lights into the mob almost set off a riot. The ABC crews accused an NBC guard of holding his back against the ABC lens. So, the ABC crews turned their lights into the NBC camera. The NBC crews pulled the light cord, everything went black, and nobody got a picture.

CBS accused NBC of pulling its cameras out of the Congress Hotel (Continued on page 8)

Variety Guild, Agents' Group Pitch Battle

NEW YORK, July 12.—All agent organizations whose members hold franchises issued by the American Guild of Variety Artists, were notified that their franchises would expire 60 days after July 11, and if they wanted to renew them they'd have to apply direct to the union rather than to their organization. Franchises issued direct would cost nothing.

Jack Katz, attorney for Artists Representatives Association, the largest agent body in the country, promptly countered with the statement that all franchises remain in force until new ones are issued. "If AGVA wants to negotiate we'll sit down and talk. Our members won't accept any unilateral decisions. Anyway we're not worrying. If necessary we'll operate without franchises." (Continued on page 19)

SKELTON LEAVES . . .

Artistically painted, make beautiful greeting cards. If you don't believe it, write Motiwa in Bombay, who offers them in this week's Billboard classified pages.

Glance thru our four classified sections. You'll find them packed with bargains and interesting opportunities—from the unique to the practical. You'll find, too, that the Outdoor Music, Coin Machine and General classified departments pay big dividends to advertisers. Try them yourself for as little as \$3 per insertion.

What Do You Want to Buy or Sell?

see pages 15, 43, 51, 82.

NO SONGS FOR GOP

Convention Tunes Smack of Coolidge

NEW YORK, July 12.—Now that the Republican Convention is over, Tin Pan Alley has begun to realize the consequences of its gross neglect of the musical portions of the clambake. With the greatest television and radio coverage of any political convention to date, and with a combined radio-TV audience estimated at close to 100,000,000, the publishing fraternity missed the boat. Not one publisher had a plug tune

going at the Republican donnybrook.

If one lists the tunes played at the GOP get-together, they read like the hit parade when Calvin Coolidge was President. The biggest item at the shindig was the Vincent Youman's evergreen "Great Day," which was played thruout the long Chicago days as a theme song. Other items on the convention log included such spritely ditties as "Oh You Beautiful Doll," "East Side, West Side," and others that were new when Teddy Roosevelt was charging up San Juan Hill.

William Warfield included "Old Man River" in his recital, and James Melton came thru with "America The Beautiful" and "John Brown's Body," to keep the delegates back in an earlier period of American music. Rudolph Friml was represented on the list when Allen Jones sang "Donkey Serenade." (At a Republican convention, yet!)

No Song Pluggers

And where were the song pluggers, those dauntless men who can get a tune played anytime over a band remote from Keokuk or Canarsie? A quick survey among the Brill Building tenants as to the lack of plug tunes at the convention elicited this comment: "This just goes to show how important disk jockeys are." Another large publisher said: "Who can hear the music?" However, the convention did get nearer to the days of Wendell

(Continued on page 20)

Hammer Guy Signed by NBC

NEW YORK, July 12.—Mickey Spillane, sex and slaughter author of the Mike Hammer books, is being auditioned by the National Broadcasting Company for the role of narrator on a radio series based on his tomes. Titled "That Hammer Guy," the series will bow this fall, but a time slot and starting date are not yet set.

The deal with Spillane for rights was closed by NBC radio program wepc Bud Barry, with the web having the option on Spillane's services as narrator if he should fit the role. NBC will have to cut only Spillane's narration for the audition. The dramatic portion of the sample was cut recently by the Columbia Broadcasting System, which apparently found itself on the outside looking in.

Home Shows Develop as \$1,000,000 Promoter Pursuit

NEW YORK, July 12.—Home shows have mushroomed in the past few years where today a handful of shrewd promoters gross well over \$1,000,000 dollars a year in country-wide operations.

Home shows are basically small merchant exhibits gathered under one roof with the venture underwritten by them and hyped by smart, foresighted publicity. The basic sponsors are usually organized outfits like the

Lions Clubs, American Legion posts and similar orgs.

Attendance

promoter hires a big hall, and then gets the local merchants to rent space at so much a foot. In practically every case the merchants deal in nationally advertised products from General Electric appliances to well-ventilated drugs. The local charitable or semi-political outfit is tied into the deal, and the promoter goes to work. Frequently his advance drumming starts months ahead, with local papers giving a lot of space. With local merchants and local org. atpions tied into the show, the local papers give it plenty of free help. These shows draw heavily at anywhere from 50 cents to \$1 admission. A recent one in New Orleans drew 135,000 people in nine days at a half a buck each. A Chattanooga show pulled 72,000 for five days at a buck each; Mobile, Ala., did five day; pulling 63,000; Montgomery, Ala., drew 67,000 for five days, and Springfield, Mass., did

Complete Reviews of Radio and Television Coverage of Republican Convention Begin on Page 3. This Issue.

Strikes Ruin Pittsburgh Biz

PITTSBURGH, July 12.—This city, whose economy just about developed an immunity thru its series of labor disputes since the War, finally has come a cropper and show business is reeling with the rest of the citizens in this industrial area from the effects of the steel strike. The most damaging blow to the trade since the strike began on June 2 was the closing of Jackie Heller's Carousel, which shutters Saturday (12) till after Labor Day or longer if the strike continues. This move wipes out bookings of such stars as Joe E. Lewis, Jimmy Nelson, the Billy Williams Quartet, Snooky Lanson and Dorothy Collins, besides putting five musicians and 90 employees of the club out of work.

Business was off before the actual strike began, but as soon as it hit, almost a 25 per cent (Continued on page 19)

Execs Plan Improvements For Next One

TV Pool Coverage Pleases Webs But Kinks Need Ironing

By JACK MAILEY

CHICAGO, July 12.—The major changes that will be made by the three television networks for coverage of the Democratic National Convention, as a result of their experience at the Republican meet, will be:

1. Improved communications between the Amphitheater nerve centers and the outlying units at the Hilton, in hotels, remote units and around the Amphitheater.
2. The addition of one pool camera position on a platform to be built in the center of the floor rostrum, has been asked of the Democrats, and probably will be granted.

Executives of all three networks, American, Columbia and National, were extremely happy over the television coverage. All were complimentary about the pool coverage. (Continued on page 8)

Price Writes Hope Sad Note On Candidacy

NEW YORK, July 12.—The race for the presidency of the American Guild of Variety Artists may not be as exciting as the balloting for the Republican candidate for the President of the United States, but at least it has its own peculiar touch, with Bob Hope in one corner and the incumbent, Georgie Price, in another.

Last-June Price was the sole nominee for the job, nominated to succeed himself at the Hollywood national convention. Then along came a petition signed by over 200 AGVA members throwing Bob Hope's hat into the ring. The strange part was that many of the seconders to the Price candidacy put their names to the Hope petition.

Sits Right Down

Price, when he learned that Hope would run against him, refused to believe it. Leaving (Continued on page 19)

Top Artists, Tunes Series

NEW YORK, July 12.—Decca Records will release next week the first of a new 10-inch LP series, "Top Tunes by Top Artists." The eight etchings on the platter, among the most important recently issued as singles by the diskery, include Leroy Anderson's "Blue Tango," the Four Aces doing "Tell Me Why," Louis Armstrong in "Kiss of Fire" and the Mills Brothers' rendition of "Be My Life's Companion."

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Billboard Backstage

By JOE CSIDA

It is part of the code of the Billboard editors, just like the Boy Scouts, to be decently modest, but every so often the urge to brag big becomes altogether irresistible. And in recent months performances of one after another of our boys have piled up to the point where I've just got to ask them to step up and take a few bows.

Not so long ago night club-vaude editor Bill Smith, for example, ran a series of stories and editorials concerning a rather unwholesome situation, revolving around an insurance plan, in the American Guild of Variety Artists. Smith was berated and castigated for his efforts, until it all developed that everything he'd been writing was true. The net result was a neat reshuffling of some top AGVA personnel, and a healthier merry-vaude performers' union.

And music editor Paul Ackerman and his boys have scored so many interesting beats that it's hard to pick any specific one for the brag department. The one I found most stimulating and amusing was that wherein Paul, several weeks ago, published vote by vote the secret balloting for the presidency of the American Society of Composers, Authors and Publishers.

And Bob Francis, of the Legi-

mate Theater Franaises, just last week published the Accuracy Averages of the Drama Critics on the New York daily newspapers. If you read this you know that Brooks Atkinson of the New York Times was first with an 85.7 per cent average for calling hits and flops correctly. The Herald Trib's Walter Kerr was second with 81.4. Francis doesn't list his own average, but we checked it, and of 58 shows he caught, he only tabbed 11 wrong, for a neat 81.5 average, just 1.4 ahead of second place Mr. Kerr.

In the past week there has been quite a to-do in the trade press about the high cost of televising the political conventions. One paper even featured this as its page one streamer last week. The Billboard ran it in its April 12 issue. Written by a guy named Csida, who happened, at the time, to be in Chicago, covering a convention of the National Association of Radio and Television Broadcasters.

Talking about radio—a couple of weeks ago we carried an editorial on the network rate crisis. This was distributed in reprint form at the important July 1 meeting of the Columbia Broadcasting System affiliates meeting in New York, and we like to think, had a little to do with

blocking a rate cut—at least for the time being.

Politics Too

And talking about political conventions—while politics is by no means our dodge, our guys even come up with a healthy prognosis in this area every now and then. On Wednesday (9) the papers carried a vote of 55 of the Pennsylvania votes going for Eisenhower. Anybody who had read the "Out in the Open" column in our General Outdoor department, issue of June 14, would have picked up a fair tip on that development. That tip pointed out that Sam Lewis, formerly Pennsylvania's Lieutenant Governor, manager of the York (Pa.) Interstate Fair and delegate to the convention, might figure prominently among Eisenhower's backers. This hunk of political gossamer balling was contributed by Eastern Outdoor Editor Jim McHugh.

And talking further about conventions and the kind of job these guys of ours do for your entertainment and enlightenment—take a look at the review treatment of radio and television coverage of the Republican conclave, which starts just across the way there on page 3. You don't blame me for succumbing to the impulse to indulge in that big boast now and then, do you?

Legit Line-Up

Actors' Equity Association is testing a new plan to enable its governing body, the council, to make "quicker, clearer decisions." Ralph Bellamy, new prexy, devised the plan, whereby the union's six officers, the president, four vicepres and the recording secretary, each head up a committee. They will meet every Monday to discuss recommendations from their respective committees and pass same on to the council the following Tuesdays. Judith Anderson plans a 90-minute program of condensations of Robinson Jeffers' "Meadow" and "Tower Beyond Tragedy" to tour 88 cities this fall. The one-nighter tour is to be sponsored by Russell Lewis and Howard Young. Scenic designer David Flokes has signed John Burrell to direct his production of "The Thracian Horseman." Burrell will present "Uncle Sam in Israel" at the Public Theater, Second Avenue, New York, this fall.

Signatures penned last week were Carmen Mathews to play Jezebel this fall in Robert Nathan's "Jezebel's Husband"; Dorothy Sarnoff to sing the lead in "My Darling Aida" under Robert H. Joseph's banner; Stephen Beckassy for Joseph Kramm's "The

Gypsies Wore High Hats," opposite Sylvia Sidney, and Elsa Lanchester to tour 55 cities with her "Private Music Hall" company, starting September 20 in Carmel, Calif., for Paul Gregory. Moss Hart and Joseph M. Hyman have gone to England to cast some of their untitled play for the fall. It's based on Edgar Mittleholzer's "Shadows Move Among Them." Theron Bamberger has accepted Ferenc Molnar's "Blue Danube" to try out at his Bucks County Playhouse in Pennsylvania. Lili Darvas will play the same role here as in European productions. It's a Broadway fall possibility. "I Am a Camera" suspends today for the balance of the summer, probably until the last of August. Irving L. Jacobs has booked his production of Mary Chase's "Bernardine" for Boston, September 2; Washington, October 6, and New York, October 16. Herman Yablokoff will present "Uncle Sam in Israel" at the Public Theater, Second Avenue, New York, this fall.

TODD ADDS MON. TO "VENICE" . . .

Mike Todd added Monday performances this week for his "A Night in Venice," thus canceling the composers' concerts. Bill Weisse starred "The Voice of the Turtle" for the Playhouse, Houston, which opened Wednesday (9). The three Reeds—Daniel, Su-

san and Jared—will present a joint recital at the Central City (Colo.) Opera House on July 20 and 23. The week of July 14 will see the following in the strawhatters: "Streetcar Named Desire," Valley Players, Holyoke, Mass.; "A Tree Grows in Brooklyn," Lanny Ross, Grist Mill Playhouse, Andover, N. J.; "Biography," Luise Rainer, Princeton (N. J.) Summer Theater; "This Thing Called Love," Pawling (N. Y.) Starlight Theater; "Happy Time," Masha Auer, Lacona-Gilford (N. H.) Summer Theater; "Glad Tidings," Lakewood (Me.) Players; "Joan of Lorraine," McLean (Va.) Summer Theater; "Gramercy Ghost," June Lockhart, Westchester Playhouse, Mt. Kisco, N. Y.; "Accent on Youth," Old Town Theater, Smithtown Branch, L. I.; "The Bat," Ivy Tower Playhouse, Spring Lake, N. J.; and "Angel in Paris," Ilona Mountholme, Pocono Playhouse, Mountaintop, Pa.

Mae West will open in "Come On Up—Ring Twice" at the Norwich (Conn.) Summer Theater on July 14. She'll be honored by a Navy base near-by at New London, Conn., for her unique inspiration in the development of the Mae West life jackets. The Ogunquit (Me.) Playhouse will feature the cast of the Columbia Broadcasting System TV show, "Mama," in a stage version called "Here's Mama," opening July 14.

Washington Once-Over

By BEN ATLAS

WASHINGTON, July 12.—Half a dozen big TV sets in the Senate and House caucus rooms kept Democratic congressmen and their staffs informed on the Republican National Convention this week. Even some GOP stragglers turned up in the throngs that poured into the caucus rooms daily. The TV sets were installed there by the Congressional Recording Office for the duration of both major party conventions. Several Republican congressmen will return to D.C. to clear their desks for the election campaigns back home, and undoubtedly while here they'll want to view their opposition on TV, explained a recording office official grinning: "They've got to keep an eye on each other."

AMUSEMENT BILLS IN ABEYANCE

Lost in the backwash of late Congress is a raft of amusement industry legislation, some of which will be reincarnated next session. Several of the bills had actually emerged from committees preparatory to floor action when adjournment fever gripped the lawmakers.

In the scrap heap are four bills to establish a national theater and opera house, one of them, sponsored by Representative Jacob Javits (R., N. Y.), sought to establish a branch of the Smithsonian Institute as an American Academy of Music, Drama and Ballet. Another Javits bill lost in the rubble was a proposal to make it unlawful to air "false and defamatory" statements aimed to arouse group conflict.

Abandoned just as it was about to be placed on the calendar of both houses was a bill which would have extended copyright coverage of literary works, such as poetry used on disks or TV-radio broadcasts. The bill had been given hearings early this year, and passed both houses in conflicting versions. A joint conference committee finally worked out a compromise version limiting the copyright extension to literary works aired for "pecuniary profit." The lawmakers will have to start all over again on that one next year.

Also sealed up by adjournment is the McGarran Bill to eliminate TV from Senate hearings. On the House side, Speaker Sam Rayburn's (D., Tex.) TV ban still stands, with measures to lift it stalled by the House Rules Committee. Left on the shelf of the Senate Privileges and Election Committee is a bill to remove the \$3 million ceiling on presidential campaign spending for each of the major political parties. That bill had been described by its sponsors as vital to the new television era's growing demands on the campaign purse. Left in the Senate Interstate and Foreign Commerce Committee is the Johnson Bill proposing to limit the height on TV towers. Federal Communications Commission officials are privately breathing with relief over the death of that bill. FCCers believe the new TV allocations plan takes care of the matter and that any necessary al-

terations can be worked out by a special government committee now examining the problem of transmitter tower hazards to plane travel.

BRYSON'S 11TH-HOUR ATTEMPT FAILS

Representative Joseph Bryson's (D., S. C.) 11th hour attempt to push his controversial copyright revision bill to the floor in the adjournment rush last week apparently surprised none of his subcommittee. The affable chairman of the House Judiciary Subcommittee on Copyrights, Patents and Trademarks had candidly served notice several times in recent months that his bill to tab juke boxes for disk royalties was "very much alive." So, when he hastily summoned a meeting of his subcommittee to act on it last Saturday (5), while lawmakers were already packing up for home or the national conventions, Bryson found that he had almost a full attendance. So absent from the subcommittee session was Representative Claude Bakkewell (R., Mo.), whose proxy vote, however, provided the necessary majority to toss the bill to the scrap heap of unfinished business.

London Dispatch

By LEIGH VANCE

LONDON, July 12.—This week saw the opening of the first international TV link-up, seven days of interchange of pictures between France and Britain. English viewers saw typical French scenes from all over Paris in a climax to months of anxious preparation by the British Broadcasting Corporation and Radio Diffusion Francaise. The experiment was not entirely successful, but at least it proved that the link can be done. Perhaps the next step is to bridge the Atlantic.

West End managements have snapped up yet another play (tried out first on TV). Following the successful move of "Dis-Moi le Murdeur" from the screen to the West End of the Theater, Lee Ephraim is transferring TV's "Night of the Fourth" to the stage. He will bring Paul Lukas from Hollywood to star. Julie Wilson is headed for the U.S. after finishing a successful run in Jack Hylton's "Bet Your Life" and a cabaret season at the Bagatelle. Heather Slannard, the girl who captured the notices in Laurence Olivier's production of "Venus Observed" and then fell into obscurity, is to play the lead in a new verse play by Christopher Hassall at the Edinburgh Festival.

A recent judgment here made it legal for owners to sell liquor aboard ships on the Thames regardless of licensing laws on shore. The judgment was based on the grounds that the ships would be moving and therefore not subject to any one licensing area. Now questions in Parliament reveal that the London Transport Board could legally sell liquor aboard London's Underground subway.

PHYLLIS CALVERT PLANS RETURN

Actress Phyllis Calvert, a wartime picture star, has faded into near-retirement recently. Now she announces she will make a come back in a new play by Peter Blackmore titled "Along Came a Blackbird." At present she is looking for a leading man. William Archibald's adaptation of Henry James' "Turn of the Screw" opened at His Majesty's this week under the title "The Innocents." There have been several versions of this piece in the last 20 years, none so skillful as his. The two children, Jeremy Spenser and Carol Wollveridge, were magnificently directed by Peter Glenville in a production which pleased everyone.

Ashley Dukes' adaptation of the gloomy "The Trap," from the Norwegian play by Frederick Bruckner, opened at the Duke of York's to general groans. It follows the path hewn out by Ibsen, but at a much lower level. So far Henry Sherek hasn't taken it off. The question is why he put it on in the first place? . . . Giles (Continued on page 47)

Picture Business

By LEE ZHITO

HOLLYWOOD, July 12.—"Let's see if they can top this on television!" Aimed directly at the theater audience, this is Bob Hope's closing line in his latest Paramount picture, "Son of Paleface." It's a screwy, rollicking bit of Technicolor farce that finds Hope going out of character and period (picture was set in the days of the horseless carriage) to the crowd's delight. The closing "television" line winds up the picture on a healthy yock, and furthermore, tends to reveal what its producers had in mind, and for that matter, the industry as a whole.

Let's take this film as an example. Hope always belts across a solid box-office return on his pictures. Normally, that would be enough to assure a healthy turnout for a film. Paramount apparently wasn't taking any chances and included in the cast Jane Russell, who sings and slinks her merrily way thru the reels for masculine appeal. However, Miss Russell's charms had to be restrained somewhat so as not to offend the minds of youngsters attracted to the film

by the casting of Roy Rogers and Trigger in a major co-starring role. And then, to add a bit of froth to it all, the film includes guesstimate clips of Bing Crosby and even Cecil B. De Mille. All this and in "glorious Technicolor," too.

Bob's closing crack is a natural for a picture like this which shows an effort to lure patrons away from their TV sets with almost every kind of bait known in the movie-maker's art.

Producers are constantly being jolted into realization that something has to be done to bring back patrons to the theaters. Each time a movie house blacks out or is otherwise converted to TV use, it spells a diminishing market for the producer. (This week, Hollywood's Filmmate Theater was taken over for TV film shooting from Fox West Coast Theaters by Filmmate Productions.)

Producers go on an aspirin diet when they read such statistics as provided by Woodbury College's Tele-Census survey studying the habits of more than 5,000 TV set

owners in the 16 communities comprising Los Angeles, San Bernardino, San Francisco and the Bay Area, Phoenix and Salt Lake City. In a door-to-door canvass of set owners by college students under supervision of Woodbury's Prof. Hal Every, the study shows that a full 60 per cent of families contacted reported that "they hardly ever go to the movies" and 50 per cent of the set owners said they watch TV every day of the week.

One picture I saw this week that will have no difficulty in pulling me away from the tele sets is Warners' "The Story of Will Rogers," enacted by Will Rogers Jr., who strikes a remarkable resemblance as his father, and Jane Wyman as Mrs. Rogers. Will lives again in a warm and loving treatment of his life's story based on Mrs. Rogers' Saturday Evening Post story, "Uncle Clem's Boy." The story of the cowpoke who helped America laugh its way thru some of its grimest years should pull them in droves to the theaters for another earful of his homespun humor and a look at a colorful and heart-warming slice of Americana.

BROADWAY SHOWLOG

Performances Through July 12, 1952

DRAMAS	
Mrs. McThing (Marcel)	2-20, '52 165
The Fourposter (Barrymore)	10-25, '51 303
The Male Animal (Male)	4-30, '52 85
The Moon Is Blue (Henry Miller)	3-8, '51 557
MUSICALS	
Guys and Dolls (46th Street)	12-25, '50 682
New Faces of 1952 (Royale)	5-16, '52 67
A Night in Venice (Luna Beach Marine Stadium)	6-26, '52 20
Paint Your Wagon (Shubert)	11-12, '51 261
Pal Joey (Shubert)	1-3, '51 220
South Pacific (Majestic)	4-7, '49 1,340
The King and I (St. James)	3-19, '51 540
Top Banana (Winter Garden)	11-1, '51 295
Wish You Were Here (Empire)	6-25, '52 21
CLOSED	
Of Thee I Sing (Ziegfeld)	7-5, '52 72
	(Opened . . . 5-5, '52)
SUSPENDED	
I Am a Camera (Empire)	7-12, '52 243
	(Opened . . . 11-27, '51)

Chicago Moans Over Empty Cash Boxes

CHICAGO, July 12—Show business here fared only slightly better than retail stores in playing second fiddle to the Republican National Convention, with both facets of industry getting belted consistently for five straight days. And because of the tremendous drop in business during convention time, merchants and leading showmen here expressed "serious doubts that they would consider participating in the solicitation of the funds which make it possible to bring such a convention to the city in future years."

One factor was predominant in the Windy City as the convention closed. Television coverage of the more important sessions of the convention as well as the credentials committee meetings attracted huge audiences, with some downtown streets jammed as pedestrians stopped to either listen to radio or watch the events on strategically placed TV sets. But State Street merchants were quick to point out that instead of helping business, the crowds in front of the store were matched by empty aisles within the stores.

Neighborhood theaters were hard hit by the convention coverage, with many of the houses now operating during the evening hours only—the time when the convention received its most concentrated coverage. In the Loop, the Chicago Theater, only house playing vaude, hit \$30,000 over the holiday week-end, then fell flat as the convention took over. Yesterday (11), however, even in the face of the belated nominating of General Eisenhower in the morning, the house reported its first three shows were sellouts, with Jackie Gleason opening with his own package.

Some Nighties O.K.

Cafes, night clubs and major hotel rooms were feeling the effects of the convention despite the milling crowds which filled the entertainment areas in the Loop.

Only three spots were in the s.r.o. bracket: the Chez Paree, with Jimmy Durante; the Conrad Hilton's Boulevard Room, and the Blue Note, with Louis Armstrong. Practically all other locations reported business far below normal, with the exception of those which had television sets in operation, and even here the crowds were under expectations.

Operators pointed out that many of those who were in the Loop demonstrating for one of the candidates were minors, while a good portion of the delegates, when they were available, were not patronizing the plushier spots, but holding to the straight eateries, then going back to their hotel headquarters where candidates and State delegations were holding parties throughout most of the night.

Competing with the night spots was a series of free shows which

ranged from blimps o bagpipers, and included Hol wood names, professional variety artists and such TV names as Bob Hope and Roger Price.

Politicos put on a series of nightly shows in the Blackstone Theater which featured a number of acts who are booked out of Chicago offices, and the theater was jammed each night. In addition, Taft headquarters in the Conrad Hilton featured acts each evening, with all the entertainment free to the delegates, but with the acts being paid regular scales for their appearances.

The Studebaker Theater, used as a studio by the National Broadcasting Company, was the site of the Bob Hope nightly show, with large signs outside the theater advising that admission was free, and no tickets were needed. Result was standing room for most of the shows.

The television and radio coverage only added to the woes of carnival owners throughout the Middle West. Already beset by intense heat and worker layoffs due to the steel shortage, midway operators took it in stride, knowing that the usually lucrative fair season is just around the corner.

Altho' few in number, shows playing the large population centers served by video were the hardest hit. Those in the rural areas outside the TV range, which included the majority, suffered only from the radio coverage, altho this did present stiff competition.

Only a few scattered fairs were in operation during the week and, as expected, the political doings did little harm to the front-gate traffic.

For amusement parks, the convention came during the anti-climatic slump following the big Fourth of July week-end. Thus, any effect was minimized, business would have been slow during the week anyway. Wind-up of the convention prior to the week-end (12-13) cleared the way for patrons to seek relaxation in the parks after a week at TV screens.

Among circuses there was no clear pattern. Ringling Bros. and Barnum & Bailey played Albany.

(Continued on page 44)

Paris Peek

By ANNE MICHAELS

Mitty Goldin, A.B.C. director, opened his yearly big splash revue at the Theater Capucines, called "Paris Galante," by two characters. . . . A comedy called Hemegey. Stripper Fortunia stars in the show as "Josephine," along with a host of other music hall characters. . . . A comedy called "Hemegey," stripper Fortunia stars in the show as "Josephine," along with a host of other music hall characters. . . . A comedy called "The Scenes of Don Juan" opened at the Studio Champs-Elysees with the company of Dumontier. . . . "Duo," a play by Paul Gerald, taken from one of Colette's books, is a success at the Comedie Francaise. . . . Slanted especially for tourists is a new revue at the Theater Potinere called "Helluva Adventure," by Martine de Bretel.

Next season's theater program is well on its way. The Theater de Poche will present an extreme avant garde play in Samuel Beckett's with Roger Blin directing and starring. . . . The Gaite Montparnasse has slated Christine Tsingou production of Shakespeare's "Troilus and Cressida." Also in the Shakespearean line, but slightly original, will be a production of "Midsummer Night's Dream," with the actors and Marionettes of Yves Joly. . . . And possibly the Eves Jacques. . . . The Theater Oeuvre will also present a Shakespearean play for

(Continued on page 47)

Vote Chasers—No. 28

For the past three months, under the general headline, "Vote Chasers," The Billboard has been reviewing television and radio appearances of key political figures in this campaign year. In this, the 28th in the Vote Chasers series, 10 Billboard staffers reviewed the full radio and television coverage of the Republican National Convention by all of the networks, and by selected independent radio and video stations.

Full line-up of staffers and broadcasts or telecasts reviewed follows:

Comparative	Three-Network	Du Mont	June Bundy	MBS Radio	June Bundy
TV	Jack Mabley	NBC	Sam Chase	NBC Radio	Is Horowitz
ABC	Joe Martin	ABC Radio	Bob Rolnitz	WOR-TV	Bob Francis
CBS	Joe Csida	CBS Radio	Gene Plotnik	New York Independent Radio	Gene Plotnik

These reviews appear on this page and in the Radio-Television Department (Pages 8 and 9) this week.

Comparison of Web TV Coverage Shows All Excell in Different Ways

By JACK MABLEY

A comparison of the convention coverage by the three television networks is unfair because there was unanimous agreement in Chicago that all three did superb jobs. However, the three can be compared on this basis:

For aggressive, sharp news coverage and speed in moving cameras into news breaks, it was ABC by a wide margin.

For background information and interpretation, CBS

For a combination of alert coverage and background commentary, NBC struck a medium between its two competitors.

Here is the reaction to the comparative coverage of the three net-

works gained largely from sitting in on the monitoring operations of all three networks at the Amphitheater, and from flipping from station to station on a single set in a private room.

None of the nets can be accused of missing important happenings on the convention floor by cutting away to commercials or interviews or remotes. Naturally, every time they cut away, something was missed, but judgment was sound in most cases.

NBC's portable floor camera was given its shakedown under horrid conditions, and for the most part didn't give the network much more than a chance to brag it had the only camera on the floor. It's

best shots came during the roll call on the nomination, when they got huge close-ups of delegates voting.

ABC had the best over-all shot of the convention, using the camera in its radio booth above and behind the speaker's rostrum. This camera was used effectively to pinpoint ABC floor men during interviews, when the pool pick-up was not only useless but distracted from the interview.

ABC got to several caucuses first, and generally seemed quicker on getting to remotes from the hotels and the Hilton.

NBC walked away with honors for the extremely important pre-

(Continued on page 10)

ABC-TV Ingenuity Develops Fast, Punchy, Well-Balanced Continuity

By JOE MARTIN

Coverage of the Republican National Convention by the American Broadcasting Company Television network was excellent. This, the result of ingenuity, hard work, good basic planning and a staff of first-rate reporters and commentators. Beginning Saturday (5), ABC racked up a series of fine special programs in addition to its coverage of the convention proceedings. Beset originally with technical difficulties and some misfiring of production signals, ABC settled down quickly to wind up with a smooth-running operation which offered viewers the routine coverage, serious commentary and analysis,

hard news, interviews, panel quizzes, effective comedy relief and special events coverage.

One of the more interesting special, pre-convention shows was last Saturday's "Dress Rehearsal," in which the web staff of Roger Price, Ted Malone, Leo Cherne, Mary Margaret McBride, Bryson Rash, John Daly, Walter Kierman, Elmer Davis, Martin Agronsky, John Edwards, Taylor Grant and others were presented to the video audience. These people, in turn, explained the planned ABC operation, interviewed some early arriving celebrities, showed how ABC would cover the convention and explained the working of the con-

trol booth, newsroom, make-up room, studio, master control, mobile unit, etc. The show must have been fascinating to many a viewer, and impressive to all.

On Sunday ABC came thru with a well-intentioned but routine program "The Hour Approaches," in which the staff interviewed such people as Earl Warren, James Duff, David Ingalls and Governor Peterson. A Taft rally from his hotel headquarters was picked up by the cameras and there was discussion on future expectations and the Lodge amendment on seating disaffected delegations.

At 11:30 that night, ABC

(Continued on page 10)

CBS-TV Concentrates on Solid Factual Reporting on Convention

By JOE CSIDA

The Columbia Broadcasting System TV wing evidently chose to do a straight reporting job at the Republican National Convention. The web permitted the camera eyes to view the proceedings from Monday thru Friday (7-11) in the Amphitheater, various hall meeting rooms and outside in the streets about 99 per cent of the time, with little comment, interpretation, or analysis from its own string of able commentators, and even less in the way of specially prepared or produced shows.

Perhaps this may be the best approach to presenting to televisioners so important an event as

a major party political confab, but in this reviewer's opinion it is an approach calculated to lose many a viewer, much of the time. For the Republican conclave demonstrated beyond question that for long stretches, political conventions can be the deadliest dull kind of TV fare. After a viewer has heard six speakers in succession detail the failures of the opposition, often in the same words and phrases as the previous speaker, he is more than apt to tune out or dial to another station when the seventh speaker starts on the same theme.

With all the attention the two major parties have been reported

to be giving to adjusting their tactics, in speech-making and otherwise, to add TV appeal, the Republicans fell far short of building a "show" calculated to hold the 50 million-plus video audience. Granted that this—at least at this particular date—is not the Republican convention's primary concern, the fact remains that the repetitiousness of the speeches, both on the convention floor and in the credentials committee hearings on Monday and Tuesday, the largely unvarying general "scenery," the lack of "continuity" to the overall show; the difficulty for the average

(Continued on page 10)

NBC-TV Pioneers New Gimmicks, But With Sometimes Uneven Effect

By SAM CHASE

Video coverage of the GOP convention by the National Broadcasting Company was on the pedestrian side, despite the obvious expenditure of tremendous effort and money. Despite the work, equipment and expenditure, it all boiled down to a thoro, albeit somewhat uninspiring, straight reporting job.

The new gimmicks, particularly, left the viewer feeling that they added little, if anything, to the total effect. Thus, NBC's "people-creep" portable camera-transmitters, designed specifically for the convention, produced pictures too dark to be really effective. Their major contribution was a shot from a different angle than that obtainable

from the regular camera locations. The devices' being manipulated in the midst of the bustle of the convention floor, however, also made for confusion on some occasions, rather than the impact it was hoped would ensue from on-the-spot lensing.

Similarly, the new portable speed film developing unit which enabled NBC to shoot and develop for airing within an hour 1,220 feet of negative film, was notable for its emphasis on reporting rather than analysis. The major push seemed to be on interviews when actuality coverage was not on. For the most part, these took the form of having proponents of one candidate or another issue confident predictions. The web's top analysis, in

nominating speech, a quick film was shown of Ike's headquarters, with several of his top aides filing in for a conference some 10 minutes earlier. It was an interesting sidelight, but one wonders how many such would be considered commensurate with the cost of the equipment.

Apart from the technical aspect, the web's coverage was notable for its emphasis on reporting rather than analysis. The major push seemed to be on interviews when actuality coverage was not on. For the most part, these took the form of having proponents of one candidate or another issue confident predictions. The web's top analysis, in

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NBC MOVES CLOSER TO AM-TV RE-INTEGRATION

Operations Joined With Weaver, White Named to Head Up Both

NEW YORK, July 12.—The National Broadcasting Company will continue the move to re-integrate at high operating levels its radio and television network structures, it was learned exclusively by The Billboard this week. The move was begun recently when Sylvester (Pat) Weaver was appointed executive vice-president and general manager of both the radio and video webs.

It is considered likely that within the next several months the program department, sales department, promotion and advertising department and other key departments will each be placed under the supervision of a single executive for both radio and television. At present, of course, these key departments have separate operating heads for radio, and separate heads for TV.

The plan, being worked out on paper, is strangely a direct reversal of the one made several years ago following a Booz, Allen and Hamilton (management counsel) study, when the network split radio and TV operations.

Motivation

The reversal is said to be dictated by the fact that the network

found its operating personnel frequently handcuffed by having to wait for a high-up decision on either a radio or a TV matter, wherein the move would affect both sides of the web operation, even though the deal of the moment might be just a radio or just a TV deal. Thus, when only prexy Joe McConnell was concerned with both radio and TV operations, all decisions were a radio deal might affect TV, or a TV deal might affect radio had to go up to him. With Weaver and White supervising both, they may make such decisions. And with program, sales, etc., heads super-

vising both, there will be no need for problems even to go as high as the "WW" combination.

The Columbia Broadcasting System, of course, followed NBC in splitting its radio and TV operations, sometime ago. For the moment CBS seems to be satisfied with the split operation.

There is also considerable speculation that the NBC plan to re-integrate working level supervision of the radio and TV webs may be dictated at least in part by economy motives. This, of course, would mean dropping of some personnel, the no immediate firings are anticipated.

TV-AM Programming Probe to Resume

WASHINGTON, July 12.—The House Interstate and Foreign Commerce Subcommittee investigating TV-radio programming is ploughing ahead with plans for resumption of its probe early next month despite Congress' adjournment last week-end. Rep. Oren Harris (D., Ark.), subcommittee chairman, is reportedly sticking to his original objective to submit a report after election day, so as to bring it to the attention of the new Congress which convenes in January.

Considered by some observers here as closely linked to the subcommittee's study is a continuing drive by prohibitionists for a statute banning broadcast plugs for alcoholic drinks. When the Senate Interstate and Foreign Commerce Committee by a narrow six to four vote defeated a bill which would have pushed with increased vigor about the time the Harris subcommittee

has banned liquor advertising by TV-radio, the House Interstate and Foreign Commerce stayed its deliberations on a similar bill sponsored in the House by Rep. Joseph Bryson (D., S. C.). The Bryson bill died in committee, but it is certain to be reintroduced early next session. Drys continued to apply pressure right up to the closing days of Congress, with nearly three score petitions, bearing hundreds of names, urging legislative action to curb liquor advertising or to curb liquor sales. Their crusade is figured sure to be

Tex & Jinx to New TV Time

NEW YORK, July 12.—The "Tex and Jinx" show, currently aired over WNBT here at 6:30 p.m., takes a hiatus during the month of August, and will move into the station's 2-2:30 p.m. time slot when it returns to the air in September.

Jinx Falkenburg has been doing the show alone for the past few weeks, while Tex McCrary worked in the Eisenhower-for-President campaign. As of now, there is no definite date set for his return to the show. WNBT will fill the vacated 6:30-7 p.m. spot with film during August. Station's 2-2:30 p.m. time slot is currently programmed with feature films.

Sands Gets "Timid Soul"

NEW YORK, July 12.—TV and radio rights to H. T. Webster's syndicated comic strip, "The Timid Soul," have been acquired by TV writer Alan Sands. The strip will be packaged as a half-hour situation comedy series, and also as a 10-12-minute sketch format suitable for insertion within an hour variety framework.

The half-hour series may be filmed. Sands is currently scouting around for a name to play Casper Milquetoast, hero of Webster's 40-year-old comic feature.

HARVEY FROWNS ON OPEN DOOR

CHICAGO, July 12.—Paul Harvey, American Broadcasting Company commentator, was interviewing delegates on a TV pick-up from the convention floor Thursday night when his suspenders broke during the second interview.

Harvey kept talking and trying to hold up his britches. He lasted thru six more delegates, then his pants reached his hips. He told the ABC booth to take it away, and he pinned up his drawers with his ABC button and admission badge.

His off-the-air comment was, "I didn't want them to see my open-door policy."

KATZ IS AGENCY FOR DEMOCRATS

In a story in last week's issue of The Billboard, it was erroneously stated that the Grant Agency handled the advertising appropriation for the Democratic Party. The Joseph Katz Company of Baltimore and New York handles the Democratic account.

NEWS CAPSULES—COAST TO COAST

WOR-TV's "All-Night Show" May Feature Movie Scenes

NEW YORK, July 12.—A deal is in the works for WOR-TV's forthcoming "All Night Show" to feature outstanding movie scenes via film clip loans from the major studios. The series' producer-director Hank Leeds has already received a favorable reply from Universal-International, with tie-up calling for emcee Fred Robbins to plug current U-I pictures in return for screening permission.

The station is buying Snader's musical shorts package, and Leeds is auditioning dogs this week in hope of finding a canine co-star for Robbins, who otherwise will go the long (six hours a day, six days a week) grind alone. The series will try to give competitive feature film shows on network stations a run for their ratings by concentrating big name guest segs thruout the 11:30 p.m.-1:30 a.m. time slots. The show kicks off Saturday (19) with what is reported the first press party ever staged on television.

P&G SWITCHES AGENCIES ...

CHICAGO—Procter & Gamble, who will sponsor at least one

quarter-hour seg of the half "Welcome Travelers" TV show here, which gets underway over the National Broadcasting Company, September 8, this week switched agencies for the video show, moving it from Benton & Bowles to Dancer-Fitzgerald-Sample, Inc. Adrian Samish, D-F-S veepee, and Tom Hicks, who will move here to serve as producer on the show, were in town this week to meet with Les Lear and see how the radio version of the show is staged. The TV series will be telecast live at 2:30-3 p.m., CDT.

COTT SEKS BBC DEAL ...

NEW YORK—Ted Cott, general manager of WNBC-WNBT here, hopes to set up a TV kine-exchange deal with the British Broadcasting Corporation and French government TV interests during his vacation abroad this month. Plans call for the trio to screen stand-out foreign kines on a rotation basis.

ISRAEL REPORTS BEING TAPED ...

NEW YORK—Harry Flannery, currently surveying the communist situation in Israel for the

LINE FORMS TO REAR

Clients Scramble For Winchell Buys

NEW YORK, July 12.—Bank-rollers still have to stand in line for a hot personality, on radio as well as TV. Walter Winchell's return this fall has sponsors scrambling for the remaining alternate week slot, with Gruen already firm. Listerine was turned down in its bid for the gabber this week, and reports have it

that Hazel Bishop, also seeking Winchell, may not be able to get him.

Listerine had been negotiating with the American Broadcasting Company when Gruen moved in and signed for his half. The following day Listerine sought to buy Winchell on a weekly basis but the deal naturally could not be accepted. Hazel Bishop then moved into the picture, reportedly seeking in on a 26-week firm bid. However, since it is known that ABC will sell Winchell only on a firm 52-week basis, it is doubtful that this deal will get unless the lipstick outfit will change its stance. Raymond Speer is the agency.

It's expected that Winchell will go back to his 9 p.m. Sunday slot on radio, but the location of the TV stanza is not yet set. ABC is believed considering use of one half of the 6:30-7 p.m. slot Sunday. Because of the early hour of airing in Western regions, the time probably would necessitate use of a hot kine on other time zones for later use.

Winchell costs \$1,000,000 in time and talent annually for AM and TV to each sponsor. It is estimated that his own take is about \$18,000 weekly.

Dinah Snares Million \$ NBC Five-Year Deal

HOLLYWOOD, July 12.—Dinah Shore's TV contract concluded this week with National Broadcasting Company will net her a guarantee of \$1,000,000 over a five-year period. NBC pact is for five years with options running it to eight years. Miss Shore's Tuesday-Thursday quarter-hour show, sponsored last season by Chevrolet dealers, was renewed for the forthcoming season by the same bankroller and returns to the net August 26. It will continue as a Hollywood origination.

Pact was negotiated and concluded between Miss Shore's rep., Henry Jaffe, and NBC's Fred Wiley and Radio Corporation of America Veepee Mannie Sacks.

Joe Ream Quits CBS Aug. 1; Salant Joins Up

NEW YORK, July 12.—Joe Ream, executive vice-president and a director of the Columbia Broadcasting System, resigned this week, effective August 1. Ream will continue to serve CBS as a consultant. He is retiring to a couple of hundred acres he's bought outside Tallahassee, Fla., where (for kicks) he may fool with the cattle business. Dick Salant, of the CBS law firm, Rosenman, Goldmark, Colin & Kaye, in turn will join the network July 21, as vice-president and general executive. Salant, of course, will not replace Ream, either as to specific functions or on the board of directors. He will

be a member of the network's corporate staff with executive administrative duties.

Salant was one of the spark-plugs in CBS' recent color television battle. Ream leaves strictly on the best of terms, with no disputes between him and other CBS brass. It is strictly a matter of retirement with the important web exec veepee. He joined CBS in 1934 as general counsel, was elected secretary in 1939, vice-president in 1942, a director in 1945 and exec veepee in 1948. He has been one of the leading executives in the network during that entire period.

KIDS' TV UP

Small-Fry Fare Better, Says Survey

WASHINGTON, July 12.—Television fare for the small fry has made some progress in the last six months, according to results of a second children's TV-fare survey conducted by the Parent Council of Catholic Women of St. James Catholic Church in near-by Falls Church, Va. The survey shows parents consider children's programming improved in moral standards, timing and educational value since they were last canvassed in February. Queries went to parents of 1,400 children in the first thru grades of St. James School, with 790 answers received.

Top rating was given to the following 12 programs: "Mr. I Magination," "Life is Worth Living," with Bishop Fulton Sheen; "Ask It Basket," "Johns Hopkins Science Review," "Mama," "Ruth Anne's Kindergarten," "Zoo Parade," "Safety Circus," "Kiernan's Kaleidoscope," "News Caravan," "Industry Parade" and "Twenty Questions." Nine of these were rated as "educational and informative" by at least 70 per cent of the parents surveyed. Programs covered were those in the "child-viewing hours"—4 to 9 p.m. and all day, up to 20 on week-ends.

CIO DISCLAIMS TV AS LUXURY

PHILADELPHIA, July 12.—A CIO union this week condemned State Deputy Secretary of Public Assistance Robert P. Wray as "unfair and deliberately discriminatory" in barring TV sets to striking steel workers who seek relief. The action was taken by Local 46, Government and Civic Employees Union, CIO, which represents more than half of the 700 relief supervisors, visitors and clerks in the city.

Deputy Secretary Wray said last week that striking steel workers applying for public assistance must first get rid of "such luxury items as expensive automobiles, television sets, bonds and insurance, with a high cash value." The president of the local union said that "nowhere in the Manual of the Department of Public Assistance is there any reference made to special consideration of a television set as a resource, although there has been widespread use of television sets for many years."

BROADCAST GROUP HANDLES GRANT ...

NEW YORK.—The National Association of Educational Broadcasters will administer \$40,000, made available to it by the Fund for Adult Education, for grants-in-aid to educational institutions having recognized radio and TV production centers for education radio and TV programs. According to NAEB prexy Seymour N. Siegel, all projects submitted must be in the field of adult education and may be either in radio or TV. Applications for grants must be made in writing before September 15 of this year.

10G BROSLEY RESEARCH GRANT ...

CINCINNATI—Under a \$10,000 grant made by the Crosley Broadcasting Corporation, research on the effects of TV on political campaigns has been started by the Miami (Ohio) University market-

Voice May Be A Victim of Budget Chop

WASHINGTON, July 12.—The State Department Informational and Educational Division, which includes the Voice of America, is working out its 1952 fiscal program on a budget of half its requested funds. As yet, it has not decided what portion will be allocated to the much-attacked Voice. Congress, in its closing hours, whipped thru a \$87,325,000 appropriation for the department's informational and educational activities, compared with the \$133 million requested by the department for its program activities. A \$36 million additional sum, which the department had requested for construction purposes, was completely eliminated by the House some weeks ago, and all attempts to restore some portion of it were overwhelmingly defeated.

This year's final appropriation of \$87,325,000, slightly topped last year's \$88,575,000 for department information and education activities, but State Department officials have emphasized that \$1,565,000 turned over to the information division by the army for a Japanese educational program at the time of the signing of the Japanese Peace Treaty in April, brought last year's total sum slightly above funds appropriated by Congress for the 1953 fiscal year, which began July 1. The final appropriation was a compromise between the \$96,575,000 recommended by the House and \$88,556,516 approved by the Senate. The Voice has been repeatedly berated by congressmen disgusted by what they have described as a pile-up of waste, inefficiency, unneeded global junketing and inept programming. State Department's information program has been slashed in the last three sessions of Congress, but the Voice itself, handling radio operations, has emerged each time with no loss of funds.

Allen to Air Redskin Games

WASHINGTON, July 12.—Scheduled to go into large scale TV broadcasting for the first time this season, the Washington Redskins announced the appointment yesterday of New York Yankee baseball game broadcaster, Mel Allen, to handle broadcasts and telecasts for the 1952 National Football League and exhibition football games.

Last year only a few Redskin games were televised and WMAL-TV in D. C. was the sole outlet, but this year Redskin games will be televised in seven cities. AM stations broadcasting this season's 12 Redskin games have been increased from 30 to 36, and FM stations have been pushed up from 16 to 28. All arrangements are made by the Joseph Katz Agency, of Baltimore, acting for the Redskins' 10-year sponsor, the American Oil Company, and Redskin officials said not one has complained about operations thus far. They expressed hope for an even larger game broadcasting network before the season begins in October.

Allen, an Alabamian, succeeds Harry Wismer, who went to New York to broadcast the New York Giants' games. Last season the 39-year-old Allen was the voice of the National Collegiate Athletic Association and also broadcast the East-West and the Rose Bowl football games. Jim Gibbons, WMAL sports announcer, will continue as color-man for the games.

TV Applications Roll Into FCC; 570 Latest

WASHINGTON, July 12.—Applications for TV stations continued to roll into the Federal Communications Commission this week, with the total soaring to 570 at the latest count, 303 new requests and 267 renewals. Applications changed to comply with the April allocation plan. Wichita, Kan., continued to lead the field, with nine TV applications filed, five for Channel 3, two for Channel 10

HINDSIGHT PAYS OFF TO KNBH ON SWIMCAST

HOLLYWOOD, July 12.—Hindsight is better than foresight in tele sponsorship, especially when it comes to bankrolling a special event telecast. Station KNBH's stroke-by-stroke coverage of Florence Chadwick's Catalina-California Channel swim attempt had no takers, but it turned out to be one of the top viewer-holding telecasts here in recent times. One of the factors holding up sale of the all-night swim coverage was uncertainty whether station could deliver a picture from its barge-mounted cameras following the swimmer across the channel.

Now, sponsors who have turned thumbs down on telecast's sponsorship (bankroller could have bought half of coverage for \$4,000) are now clamoring for a crack at the event when KNBH will televise Miss Chadwick's second try in September. However, outlet is holding off local sponsors, anticipating National Broadcasting Company's pick-up and sale of the telecast.

WCBS-TV DATA

N. Y. Women Spend 15 Mil Hrs. With TV

NEW YORK, July 12.—Nearly 15,000,000 daytime hours a week are being spent by women in this area in watching television—an increase of 61 per cent over the 1951 figure of 9,000,000 total viewing hours by women. The average New York woman spends 13 daytime hours a week in front of her video set. These are some of the statistics contained in a sales brochure issued this week by CBS-TV Spot Sales. The booklet shows that WCBS-TV has racked up a 154 per cent gain in homes reached per average daytime quarter hour.

The station claims that the daytime rate on WCBS-TV has increased 43 per cent in the past year, buying time under the "weekly dozen" (45 per cent discount for 12 spots a week) plan makes the daytime rate 21 per cent lower than it was a year ago. Other statistics contained in the brochure are a total of 1,148,928 women viewers in this area, a 100 per cent increase in WCBS-TV's quarter-hour ratings and a total of 143,616 average quarter-hour homes viewing the Columbia Broadcasting System's flagship station.

Block Weighs Nixing "Date"

NEW YORK, July 12.—Block drug this week-end was mulling whether or not to continue airing "Blind Date" in the 9-9:30 p.m. Saturday slot on the TV web of the National Broadcasting Company. Its last skedded show is that of next Saturday (19).

Should Block decide not to renew, the web will extend its "Saturday Night Dance Party" show from its current full-hour status to a 90-minute period, starting July 26. "Party" now runs 9:30-10:30. Applicants for Block is Batten, Barton, Durstine & Osborn.

WHAM Sets Voter Drive

ROCHESTER, N. Y. July 12. A 90-day radio-TV "get out the vote" campaign is in the works here at WHAM and WHAM-TV. The drive involves a three-way partnership between the stations, the Freedom Foundation of Valley Forge, Pa., and 12 Boy Scout regional councils in a 26-county Western New York area. Plans call for house-to-house calls by Boy Scouts thruout the area, backed by special programming and promotion by the two stations.

FCC KICKS OFF PARADE WITH 14 LICENSE GRANTS

Commission Orders Hearings in 20 Contests; Action Stirs Enthusiasm

WASHINGTON, July 12.—As TV applications soared toward the 600 mark (see separate story), the Federal Communications Commission yesterday signaled the start of the long-awaited parade of new TV stations by issuing 14 license grants, the first grants in four years. At the same time, the FCC ordered hearings in 20 contests. Nine of the new grants went to cities now without TV stations, and the others went to cities where UHF channels only are assigned. Altho the sole element of surprise in the FCC's action was the speed with which it came, only 11 days after the start of processing, the development sent a thrill of high enthusiasm thru industry quarters here, with repercussions certain to be felt in industry and financial circles elsewhere, inasmuch as the agency's action formally clears the way for the new TV boom. The outlook remains

unchanged for slow and steady expansion, since new grants will come in dribbles and scores of applications are tied up in contests. Nevertheless, the FCC has demonstrated forcefully its determination to issue grants as fast as it is administratively and physically possible.

With the exception of two of the grants, both in Denver, all of licenses are for UHF stations. As expected, TV-less Denver led the parade of first post-freeze grants, with Channel 2 awarded to Eugene P. O'Fallon, Inc.; Channel 9 to Colorado Television Corporation (KVID) and Channel 26 to Empire Coil Co. VHF Channels 4 and 7 in Denver are involved in contests. Next in the parade was Portland, Ore., where Empire Coil Co. got Channel 27. Other TV-less cities which came in for first licenses this week were Spring-

field-Holyoke, Mass., where Channel 55 went to the Hampden-Hampshire Corp., and Channel 61 went to Springfield Television Broadcasting Corp. In Youngstown, O., Channel 73 went to the Vindicator Printing Co., and Channel 27 to WKBN Broadcasting Corp. in Flint, Mich., Channel 28 went to Trans-American Television Corp.

New stations authorized in cities where UHF only is assigned are Bridgeport, Conn.; Southern Connecticut & Long Island Television Co., Inc., Channel 43; New Britain, Conn., the New Britain Broadcasting Co., Channel 30; New Bedford, Mass., Earle Anthony & Sons, Inc., Channel 28; York, Pa., the Helm Co., Channel 49, and Susquehanna Broadcasting Co., Channel 43.

The FCC dismissed nearly a dozen TV bids which had not been amended by the deadline before the cities had been reached on the processing line. The commission ordered hearings for Denver contests as follows:

KMYR Broadcasting Co. and Metropolitan Television Co., both seeking Channel 4, and Aladdin Radio & Television Co., Inc., and Denver Television Corp., seeking Channel 7. In Portland, Ore., hearings were ordered as follows: KOIN, Inc., Pioneer Broadcasters, Inc., and KXV, Broadcasters, applicants for Channel 6; Westinghouse Radio Stations, Inc., and Portland Television, Inc., for Channel 8; Oregon Television, Inc., and Columbia Empire Telecasters, Inc., for Channel 12; Mt. Scott Telecasters, Inc., and Vancouver Radio Corp., Channel 21, and dismissed unamended bids of KPOJ, Inc., and Edward Lasker,

In Tampa-St. Petersburg, Fla., hearings were ordered for Pinellas Broadcasting Co., the Tampa Bay Area Telecasting Corp., and the Tribune Co., seeking Channel 8; Tampa Times Co., Orange Television Broadcasting Co., and Tampa Broadcasting Co., for Channel 13; Empire Coil Co., and City of St. Petersburg for Channel 38, and dismissed the unamended bid of Gulf Theaters, Inc. In Springfield-Holyoke, Mass., the FCC dismissed the unamended application of the New England Television Co., Inc., and in Youngstown, O., the unamended bid of Mansfield Radio Co., Inc., was dismissed. In Wichita, Kan., hearings were ordered for Station KFH Co., Taylor Radio & Television Corp., Sunflower Television Co., Mid-Continent Television, Inc., and Wichita Television Corp., Inc., seeking Channel 3; WKY Radio-Phone Co., and KAKE Broadcasting Co., Inc., for Channel 10; Wichita Beacon Broadcasting Company, and KFB, Inc., for Channel 18, and ordered dismissed incomplete bid of the CWC Co., Inc., for Channel 16, and dismissed the unamended bid of Okkan Television Chain, Inc.

Others were: Flint, Mich., hearing ordered for Booth Radio & Television Stations, Inc.; Trebit Corp., and WJR, the Good Will Station, for Channel 12; W. S. Butterfield, Theaters, Inc., and Trendle-Campbell Broadcasting Co., for Channel 16, and dismissed unamended application of Advertisers Press, Inc.; Bridgeport, Conn., ordered dismissal of incomplete application of the Empire Coil Co., for Channel 49; Canton, O., ordered hearing for the Brush-Moore Newspapers, Inc., and Stark Broadcasting Co., applicants for Channel 29; Fall River, Mass., dismissed the unamended application of New England Television Co., Inc.; Reading, Pa., ordered hearing for Eastern Radio Corp., and Hawley Broadcasting Co., applicants for Channel 61; Allentown, Pa., ordered dismissal of defective application of Queen City Television Co., Inc., for Channel 39, and dismissed unamended applications of Lehigh Valley Television, Inc., and Associated Broadcasters, Inc.; Waterbury, Conn., ordered hearing for American Republican, Inc., and WATR, Inc., applicants for Channel 53; Harrisburg, Pa., ordered hearing for Kendrick Broadcasting Co., Inc., and Rosemayne Corp., applicants for Channel 27, and WABX, Inc., and Harrisburg Broadcasters, Inc., for Channel 71; Jackson, Mich., ordered hearing for WIBM, Inc., and Jackson Broadcasting & Television Corp., applicants for Channel 48.

\$1 Mil Defense Funds For TV-AM Advertising

WASHINGTON, July 12.—Defense Department officials estimated this week that at least one million dollars of a \$45 billion defense appropriation approved by Congress in its last-minute rush, will go for TV-radio recruitment advertising. The department had requested \$2,193,000 to convince men and women who are not affected by the draft that they should join the armed services. Altho Congress did not specifically okay the advertising sum, it approved the over-all appropriation in which it was included and refused to reimpose its last year's

ban on recruitment advertising. The ban was applied last November when a number of congressmen objected to what they said was the "high paid talent" used for TV-radio recruiting. It prevented the use of remaining 1952 defense funds for recruitment advertising. A provision lifting the ban was signed by President Truman the latter part of June, just too late to allow the Defense Department time to set aside any of the remaining 1952 funds for the purpose.

The million-dollar outlay for military spending on TV-radio advertising is considered a boost for the medium because of last November's recruitment ad ban. The appropriation is particularly significant in view of the economy mood last session.

Christian Picks Site to Produce Religious Films

HOLLYWOOD, July 12.—An acre of land was purchased this week by Christian Services, Inc., to serve as the site for a sound-stage housing production of religious TV films. Acre is located directly opposite National Broadcasting Company's TV studios tract in Burbank and was bought from numerous owners for \$42,000. Construction of soundstage is scheduled for 1953 at a cost of \$250,000, including facilities and editing rooms. Soundstage will be used extensively by Billy Graham for filming both his TV and theatrical films and will be made available to other producers of religious films for church, TV and theatrical use.

Christian Services is headed by Paul Hewett, prexy, who is also prexy of International Sacred Record Company. Andrew Nelli is secretary-treasurer. Board of directors include Hewett, Nelli, Dick Ross, prexy of Great Commission Films. Firm is currently filming Graham's "Hour of Decision" quarter-hour TV film series, and Graham's theatrical films, "Mr. Texas" and current production, "Oil Town", and the Rev. Donald Grey Barnhouse, pastor of Philadelphia's 10th Presbyterian Church. Graham serves on the group's advisory board, but does not hold an exec office.

Drake Signs 7-Year, 500G CBS Contract

NEW YORK, July 12.—Galen Drake was set on a seven-year firm deal (non-cancellable under any circumstances) with the Columbia Broadcasting System this week. Over seven-year period the deal will earn Drake close to \$500,000. The commentator, will be used on both radio and TV, with his radio show, Saturday mornings, already sold to three sponsors.

Flako Pie Crust picks up the tab for the 10:15 to 10:20 period beginning July 19, while Goodyear and Hunt Dog Foods will sponsor Drake beginning in September, the former for five minutes, and the latter for a 15-minute stretch. The deal was set by Drake's managers Lou Mindling and Mike Nidorf, with Kelly Smith, CBS vicepre. Drake's TV format has not yet been set.

BLOCK-GABOR MEET FIZZLES

NEW YORK, July 12.—Since she started her deejay stint over WNEW here, glamor girl Eva Gabor has charmed every male staffer at the station right out of his control booth. Ace platter spinner Martin Block, no exception, finally wrangled an introduction to the beauty via station manager Bernice Judis. The results, however, were somewhat disenchanting.

"Martin Block, Martin Block?" murmured Miss Gabor blankly. Then flashing him a dazzling smile of recognition, she said, "But of course — Martin Block — Private Eye!"

FCC Weighing Fate Of ABC-UP Merger

WASHINGTON, July 12.—The Federal Communications Commission is weighing the fate of the American Broadcasting Company-United Paramount Theaters, Inc. merger proposal, with indications stronger than ever that its decision will be out by fall, as had long been foretold (The Billboard, March 1). The case went directly to the Commission this week when hearings were suspended by Examiner Leo Resnick on petition of all parties involved. The petitioners pointed out that over 13,000 pages of testimony has been taken and around 1,000 exhibits offered, with the great bulk of material directed to antitrust matters. It said there was no likelihood that participants could complete their presentation before Labor Day. The case has been pending for more than a year.

Two petitions were submitted this week. One came from ABC, UPT and Columbia Broadcasting System; the other was from Paramount Television Productions, Inc.; Allen B. Du Mont Laboratories and Balaban & Katz Corporation. Both petitions said there was no reason why a decision could not be reached on the issue at once. The accord petition called it "a needless waste of time and effort" to proceed with the hearings at the present time, adding

that no other licensee has been summoned for hearing on antitrust issues. Past FCC decisions, the participants said, made them believe that a decision as to whether a station operated in the public interest could best be arrived at by examining station operations rather than by "a detailed and exhausting study of anti-trust violations which occurred in the past." Operation of their stations, the interested parties said, has been of "a uniformly high quality," adding that they saw no reason for the commission to "look into the ancient history of petitioners' antitrust violations." The commission also was requested to order participants to file tentative findings of fact and conclusions of law within 20 days.

WE CAN'T PRINT LEO'S ANSWER

NEW YORK, July 12.—Leo Durocher was asked this week in effect, to guarantee that the New York Giants wouldn't win the National League pennant. It happened when an ad agency approached Durocher and the William Morris agency with a proposition to sponsor Leo and Laraine Day in a quarter-hour network radio and/or TV show to be aired next fall immediately preceding each World Series game.

The agency is reported to have asked whether it should make a pitch for the network time. Since the Giants would have to be out of the series for Durocher to do the show, the voluble Leo's reply is considered unfit for publication.

HIGH TALENT COST E. T.

Ziv Develops 'Freedom' With Power & 12G Nut

NEW YORK, July 12.—The latest transcribed radio series to be developed in the high talent cost category is the new "Freedom, U. S. A." platter series featuring Tyrone Power, which the Frederic W. Ziv Company will begin marketing next week. The series is believed to have a talent cost in the vicinity of \$12,000 weekly—one of the most expensive bills among current AM stanzas. It is regarded as particularly significant that Ziv took on such an elaborate series in a period when the live networks have been making a succession of cut-backs in expenditures on talent.

The series, which features Tyrone Power as a young U. S. Senator, was unveiled at a three-day sales meeting in Cincinnati this week, and will be placed on the market starting Monday (14). It is slated to be released for broadcast in September.

Besides its dramatic entertainment values, Ziv is known to feel that the series will perform a valuable educational function by providing better understanding of the functions and workings of

tion will always be much less than that based on actual circulation. At 10 p.m. Sunday, for instance, it has not been unusual for WNBT to have about 22 per cent of New York's TV homes tuned to it, for that falls between the "Goodyear-Philo TV Theater" and "Red Skelton." Thus, a spot in that position reaches more than 600,000 homes. The time cost for the announcement allotted to each 1,000 homes is then about \$1.30.

WATV, on the other hand, has not been getting even close to 1 per cent of New York's TV homes tuned to it at 10 p.m. Sunday. One per cent of New York's TV homes, at the beginning of the year, would be about 28,000, putting the cost-per-thousand of a spot on that station at about \$4.65.

The ANA booklet, which is available to non-ANA members, for \$1 a copy, lists both maximum cost, based on the one-shot rate, and minimum cost, based on greatest possible discount. It gives the data for each station for both January 1, 1951, and January 1, 1952, for the purpose of indicating cost trends.

Congress. Numerous top political figures already have lauded the show as an important contribution to greater political enlightenment.

In addition to Power, the roster on the series includes radio commentator Edwin C. Hill, who will play a role akin to his real-life post and will serve as a narrator on the series. Francis X. Bushman has a major supporting role. Music will be especially composed and conducted by David Rose. Henry P. Hayward will direct, and Herb Gordon will produce.

KHJ-TV Still in Red On Baseball Investment

HOLLYWOOD, July 12.—Station KHJ-TV this week peddled the second half of its baseball (Los Angeles Angels and Hollywood Stars) series coverage, selling it out for the season, but leaving the station still in the red on its investment. Maier Brewery for Brew 102 this week bought the games starting July 29 for the remaining seven weeks of the season for \$6,400 per week in co-sponsorship with Chesterfield Cigarettes. Station carries the home games of the local ball clubs Tuesdays thru Sundays with double-headers Saturdays and Sundays.

Buy was the first TV biz bet by the account's new agency, Factor-Breyer, Inc., since taking over the billing a few weeks ago from the Bud Edwards agency. Sponsor's other TV shows include co-sponsorship (with RX-30 Vitamins) of KTTV's Monday night wrestling and KTTV Wednesday night (7-9 p.m.) first-run movies. Latter show completes its 16-week run September 20 with indications

NEWS CAPSULES

WOR-TV 'Night Show' Eyes Movie Scenes

Continued from page 4
ing department. A panel of citizens, unaware of their participation in the test, has been set up by the Oxford, O., school, and a first sample has been made. The test includes TV as well as non-TV communities, and the first re-

CBS Pairs GE With Crosby For Sept. Bow

NEW YORK, July 12.—The Columbia Broadcasting System finally paired off Bing Crosby with a sponsor this week when the Groaner agreed to sponsorship by General Electric. According to Everett Crosby, GE will program the radio show in the Sunday 9:30-10 slot. The all-concerned are still tight-lipped about Crosby's status on video next season, it is generally agreed that he will make several video appearances for the sponsor. The possibility exists that one program a month will be simulcast if CBS can clear the time.

The deal between Crosby and GE was set by Everett Crosby and Ken Patrick, public relation exec for the electronics firm, thru Young & Rubicam. The show is set to begin September 28.

port is due January, 1953, with a final report six months later.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR ...

Robert Weenolsen, ex-radio program manager for Young & Rubicam and radio-TV department chief of Sherman & Marquette, has joined Foote, Cone & Belding as radio-TV executive on the Rheingold account. ... Kenneth Greenberg has replaced Charles Sterritt as chief of the American Red Cross Audio-Visual Division. Sterritt has joined CBS as regional sales manager in Detroit. ... Alex Segal has signed with the William Morris Agency. ... Joseph N. Curl has returned to WOV, New York, as sales manager. ... Kilocycles, a seven-ounce kiltien, has been adopted by staffers at WFBR, Baltimore. ... Lambert B. Sutter has returned to the Biow Company as copy chief. ... Account exec Tom Tove, WINS, New York, has been transferred to the New York sales office of WLW, Cincinnati, as sales representative for WLW and WINS. ... The date of the Broadcast Advertising Bureau, Inc., sales clinic in Chicago has been changed from July 21 to September 5.

FCC Execs Give Encouragement To Educationals

WASHINGTON, July 12.—Renewed encouragement to educational institutions to apply for TV educational channels before the June 12, 1953, deadline for reserving the channels expires came this week from Federal Communications Commission Chairman Paul A. Walker and Commissioner Frieda B. Henock. Walker and Miss Henock, in separate speeches, urged public-spirited organizations to help educators organize and operate educational TV stations.

Warning anew that anyone may request the change of a non-commercial educational assignment into a commercial assignment after the next June deadline, Walker declared: "Just what considerations will be persuasive with the Commission should there be any efforts to delete specific reservations after June 2, 1953, I cannot foretell." Walker, addressing the fifth annual Radio and Television Institute at Pennsylvania State College, said educational TV can serve to help commercial TV. He said that satisfying what he called "minority" TV-radio tastes by educational stations, will lessen criticism of some aspects of the commercial broadcasting system. If the average listener can find what he wants on the air, he is not inclined to fret about other program material which he does not care for, but which appeals to many other persons," Walker said. With eight educational TV applications already in, Walker set as the goal, a large-screen TV receiving set in every one of the nation's one million classrooms within range of a TV station. "The TV screen should be as much a standard fixture in our classrooms as the blackboard," he declared.

FIRST SHIPMENT SINCE FREEZE

CAMDEN, N. J., July 12. The first shipment of a major high-power transmitter unit since the freeze on new TV stations was imposed in 1948 was started on its way this week to WSJZ-TV in Huntington, W. Va. Shipment went out from the Engineering Products of the RCA Victor plant here. A. R. Hopkins, chief engineer of the RCA department, supervised the initial shipment.

FRY COCKS EYE

Demo TV Dir. Spots Ideas For Own Use

CHICAGO, July 12.—Nobody watched the telecasts of the Republican convention with keener interest than did Ken Fry, TV director for the Democratic Party. Monitors on all three networks were set up in the Democratic headquarters at the Hilton, a few floors above the Republican circus.

"We got a few ideas," Fry admitted. "We'll get together with representatives from all three networks over the week-end and work out our coverage."

Fry didn't want to say much about the shortcomings of the GOP telecasts, if any; but he did feel that there was a little too much talk from announcers over the convention business.

He also was sympathetic with the request to build a camera platform in the center of the floor. The big obstacle is that it would mean rearranging the seating of delegates. The platform would displace about 300 seats.

FCC Toppers Welcome More Hearing Dollars

WASHINGTON, July 12.—Federal Communications Commission officials this week welcomed an additional \$300,000 for TV hearing examiners, appropriated during the last few minutes of the Congressional rush for adjournment, even though the sum fell well below the \$800,000 requested by Senate Commerce Committee Chairman Edwin Johnson (D. Colo.), to help speed up FCC action on the more than 500 requests for additional TV stations, which are still pouring into the commission.

Committee spokesman said that, even before the Johnson request had added additional funds to help the FCC carry the increased work load resulting from its removal of the TV freeze, it approved an FCC appropriation total of \$8,108,460. The Senate Appropriation Committee, responding to an unusual Senate Commerce Committee request, sparked by Johnson, added another \$600,000, which was cut in half in a House-Senate conference, thus bringing the final FCC appropriation to \$6,408,460.

ANA TV BOOK

On Time Cost Per Thousand Sets for Spots

NEW YORK, July 12.—The Association of National Advertisers, in recognition of the growing interest in television costs on the part of its members, this week published a booklet which, as its title indicates, lists "TV Time Costs Per 1,000 Sets for 20-Second Class 'A' Film Spots."

The cost listed in this booklet for each of the stations, however, is not based on the actual or estimated audience of the station at any particular moment. The foreword to the booklet states that the Radio and Television Steering Committee of the ANA, which prepared the listing, was aware that the delivered circulation was of primary interest to advertisers.

But, the foreword continues, because there are so many variables involved in the size of a station's actual audience and use those data were "not uniformly available," the Committee decided that that type of study would be impractical.

Instead, the costs listed in the ANA booklet are based on "potential" circulation, or, in other words, the estimated number of TV sets in the station area.

The cost-per-thousand figures presented in the booklet are, then, obtained by dividing each station's rate (for a 20-second station break on film) by the estimated number of sets in the station's area.

Thus, in New York, the cost per thousand of this type of ad on WNBT is listed as 28 cents, while on WATV it's only 5 cents.

Of course, the cost per thousand based on potential circula-

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

Your Lucky Strike Hit Parade

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



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

Your Lucky 7 tunes that you would have heard last week

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

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

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

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



Be Happy-
Go Lucky!

See your Lucky Strike Hit Parade Summer TV replacement

"ASSIGNMENT: MAN HUNT"

Saturdays at 10:30 P.M., NBC Television Network

(N. Y. Time)



CONVENTION SAVVY

Webs Smarten Up For Demo Conclave

• Continued from page 1

facing head on to the speakers' age. All said they would go along with the same pool set-up for the Democratic sessions, with the addition of the seventh camera.

The Billboard asked spokesmen for all three networks what they had learned from the GOP session, and what changes they will make in the Dem meet. Here are their answers:

Sig Mickelson, head of the CBS operation: "We need better communications. We need more lines, and have to keep them more clear. We are beating our personnel to death. We need more help. I'd say we'll definitely want one more technical crew of 10 or 12 men."

Mickelson's eyes were bloodshot as he gave his summary of the coverage just as the Friday session was closing. He said that CBS

also will try to get a better system of identifying speakers on the screen.

"The Democratic coverage will be far better. We're very pleased with this job, but it really was a shakedown."

Charlie Underhill, director of TV programs for ABC, said the big job at the Democratic sessions will be digging up fresh features and new angles. "We've used up the cops and ushers. The obvious is done."

"Personnel will be very tired again, but now they're shaken down. If we should try to break in new men now, they might get in the way. Our job is mostly one of refinement, especially in communications. We found we used the trucks far less than we had figured."

"The bad feeling between the networks has been greatly exaggerated. It is good, healthy competition for news."

Pat Weaver, NBC vice-president, said: "We're satisfied with the over-all coverage. However, we who have been here all week are too close to it. We don't know what the viewer at home has seen, and we're going to wait till we get back to New York and sit down with people who have analyzed the whole show before we make plans for Democratic sessions."

"The Amphitheater has been great. We couldn't have done the job without this space. We'll stick with our present crew. They're plenty tired, but you can't change teams in the middle of the game, and you can't replace the top men."

INDIE RADIO

Locals Give Varied AM Coverage

New York's independent radio stations, for the most part, could do little with the Republican National Convention this week in the wake of the enormous amount of coverage provided by the networks. Most of them stuck to their regular skeids, while servicing their listeners with frequent newscasts and bulletins as called for.

The major exception to this was Crosley's WINS, which had its own pipe to Convention Hall. The station did not attempt to give complete coverage, but instead switched in only on major events, such as the MacArthur and Hoover speeches, the Wednesday night Georgia fight and the balloting Friday noon.

WINS had its John Bosman, Lou Fisher and Josephine Halpin stationed in Chicago, and in their commentaries and descriptions they endeavored to direct themselves to the New York citizenry in particular.

In addition to its pick up from the convention platform, WINS devoted two of its regular shows to supplementary coverage from Chicago by the trio named above. Miss Halpin's early afternoon show and the 7:15 p.m. "Voters' Forum" included interviews and comments, again pegged on New York interest. One of the guests on "Voters' Forum," for instance, was New York City delegate Charles Tuttle, whom Bosman questioned or the rumored Dewey-Ives rift. Tuttle denied it.

In addition, WINS stepped up its sked of newscasts and inserted bulletins as developments required.

Special convention programing was also done by WPAT, Paterson, N. J., with their twice-daily "Convention Corner."

The heart of the shows was taped telephone messages from three Passaic Herald-News reporters covering Chicago: Newman Wright, Bolton Schwartz and Ed Reardon. Coming in via phone the talks sounded rather weird and had the period "peep" that the telephone injects into recorded messages. The observations contributed by the three reporters were mostly slanted toward the New Jersey audience, with special attention given to the Jersey delegation, telling who was out sick and how each was due to vote. At other times the comments were of a more general nature and, the solid contributions to convention coverage, were nothing unusual enough to get listeners from other stations.

The "Convention Corner" shows were filled out further locally with general reports on convention progress.

Only other station to program specially was municipally owned WNYC, which commissioned George Propst, professor of political science at Chicago University,

VOTE CHASERS-29

GOP Cleavage Makes Heated "Posted" Topic

By GENE PLOTNIK

"Keep Posted" this week was built around the cleavage that exists in the Republican Party during the National Convention. Originating in Chicago, the show had Ike man Alfred Driscoll, seated on one side of Martha Rountree and Taft man David Ingall on the other.

At first the two panelists, like most politicians on TV, played it real coy and ingenious. The heavier pressure was on Driscoll, while Larry Spivak and other members of the board of citizens questioned him sharply on Eisenhower's qualifications.

But then Ingall, in a very casual and off-hand way, stirred up the brew of controversy. In answer to a question regarding the contested delegations, Ingall said that he was down in Texas during their convention and that it was a tea party compared to what went on in the State of Washington.

Battle Begins

Ingall could not but have been aware that Washington's Governor Langley was sitting on the board. The Governor promptly got up and asked Ingall to specify what there was irregular about the selection of the Washington delegation. Ingall, in his answer, vaguely referred to the caucuses that had been held in different parts of the State. Langley, obviously working to maintain restraint, asked Ingall if he's attended any of the caucuses he referred to. Ingall admitted he hadn't but said he was at the State Convention and found out there that the caucuses in several counties had not been quite right. Langley said that Washington, if it had followed the will of the members of the Party there,

to give a professor's-eye-view of the convention.

These came in by telephone and also had the intermittent "peep." The talks each night ran about five minutes and was spotted between 5 and 7 p.m., as it was available. Professor Propst endeavored to slant his comments to the interests of WNYC's civic-minded audience.

Gene Plotnik.

IKE SKIMMERS BRAINCHILD OF RADIO-TV EXEC

NEW YORK, July 12. — The straw skimmers sported by Eisenhower supporters during the Republican convention were the brainchild of a group of radio-TV industry execs on the General's campaign planning board. The board met regularly for several months in hopes of finding methods of promoting Eisenhower's candidacy with the flash used in promoting commercial products on TV.

The idea for the hats was hit upon recently and the group approached the hat industry with a pitch to get the skimmers for free.

Convinced that the hat industry would get some much needed TV promotion, the industry went along and supplied 800 of the straw hats replete with red, white and blue bands. The bold letters, "IKE" were printed on paper and pasted on the tops of the hats.

The campaign had Senator Duff introduced the hat in a stroll on Michigan Boulevard, Chicago, last Sunday (6), and later pre-tested the hats before TV cameras.

Noon-1 p.m. Best

The planning group decided that the time to get the hat symbol sold best would be the noon to 1 p.m. period at the convention when TV cameras were scanning the floor in search of good shots.

The hats were planted on the 96 empty seats assigned to the New York delegation, Tuesday (8), and were picked up by the TV network pool in a dramatically timed and executed stunt.

PUERTO RICANS WOW GOP MEET

NEW YORK, July 12. — Perhaps the two most amusing and unusual sidelights of the convention for TV viewers were the uproarious routine by the Puerto Rico delegates, and the one-man riot staged in the galleries by an onlooker.

The Puerto Rico episode, Wednesday (9) evening, in which the delegation's three votes went thru a who's-on-first type of hilarity, had one smash line following another. Kines of this doubtless will be shown for many years to come as a top humorous convention note.

The other item came Thursday (10) afternoon, when a gallery spectator got up and began to shout back at a speaker with whom he disapproved. The second time he rose, he took off his coat, which he whirled around his head as he screamed epithets.

At this point, several burly plainclothesmen rose all about him, one flashed a badge, and, as he continued to resist, they carried him bodily, in horizontal position, from the hall.

ABC, NBC TANGLE

Mich. Caucus Room Scene of Turmoil

• Continued from page 1

credentials hearing when the All-Star Ball Game began, violating an agreement by NBC to supply the pool. There was a lot of his waving in this argument, but no damage.

CBS accused NBC of violating the convention and pool rules by using its portable "peepie-creepie" camera on the floor. Pat Weaver, NBC vice-president, said this camera came under the same classifications as walkie-talkies, used by all networks, and they'd con-

tinue to use it at the Democratic conclave.

NBC cameras on the floor, including a hint that CBS has something cut into one of the six pool cameras which was being manned by CBS personnel, and sneaked their own picture off the floor.

Most of the scrapping was in the lower echelons of the network personnel. The higher-ups figured it all part of an aggressive news operation and were willing to write it off as healthy competition.

DU MONT TV COVERAGE

Special Pick-Ups, Films Augment News Handle

The Du Mont Television network coverage of the Republican National Convention was largely the same as the Columbia Broadcasting System's, since Westinghouse extended its sponsorship deal on CBS to include four Du Mont stations: WABD New York; WTTG, Washington; WDTV, Pittsburgh, and WGN-TV, Chicago. Consequently Betty Furness opened refrigerator doors with her usual proficiency, and the only difference coverage-wise on web was in the network identification slide.

In the supplementary programming field, however, Du Mont chalked up some effective individual coverage, via a nightly (6:30-7 p.m., EDT) 30-minute rundown on convention news in collaboration with the Hearst Newspapers. First 15-minute seg featuring Sanford Stanton, Journal American's political reporter as moderator was put on film each day in Chicago and flown to New York for fast processing and editing. Last 15-minute interview session was moved "live" on the coaxial cable and featured William Randolph Hearst Jr., editor-in-chief of all Hearst Newspapers, and Frank Coniff, Journal American columnist.

The Hearst-Coniff portion of the show was the most interesting. Guest line-up during the week included Paul Hoffman, General Wedemeyer, and California Senator Richard Nixon (the GOP vespee nominee), with latter making a particularly effective appearance. Wedemeyer was a commanding figure, but his interview was marred by reception trouble. Coniff handled his interview chores with becoming modesty, and Hearst was thoroughly relaxed and surprisingly unassuming in his first TV appearance.

In view of Hearst's pro-MacArthur stand, it was particularly interesting that the interview with pro-Eisenhower Nixon was carried out on what seemed to be a completely friendly, unbiased basis. The telegenic Nixon traded convention rumors in forthright fashion, and the over-all effect was informal yet highly informative. Camera work could have been better. There were too many long shots when the importance of what the speakers

were saying should have been pin-pointed with close-ups.

The filmed interviews between reporter Stanton and members of the New York State delegation was dull and unimaginative. On Tuesday's (8) show, Stanton and his two guests were lined up stiffly on a dais, which forced them to conduct what was supposed to be an informal discussion while staring straight ahead at the camera or turning awkwardly in their chairs. Since none of them were professional performers or even experienced political speakers, the results were dismal, with bad diction an annoying factor.

The Journal itself contributed one of the most interesting segments of the series, via a filmed plug for its newspaper coverage of the convention. Film clips included a shot of a Tass reporter typing away with a cynical air, and interviews with other foreign press representatives who gave their views on the political race, (e.g., France likes Ike and Stevenson, etc.). Another show-wire film commercial was screened for Hamilton's cabs, with the cautiously non-partisan cabbie taking viewers for a ride around Chicago.

Other Du Mont "specials" during convention week included a special Tuesday (8) night edition of "Keep Posted" (featuring a debate between New Jersey Governor Alfred E. Driscoll and Senator Taft's campaign Manager, David Ingalls); and a 30-minute program tagged "The Working Press" moderated by Bill Cunningham. Title guests were editorial members of the Cowles chain (Look, etc.).

Du Mont built, installed and operated the video and audio control room for the pooled pick ups from the Amphitheater and Congress Hotel, and will maintain the same service as its contribution to the industry pool, during the Democratic National Convention. Heading up Du Mont's convention activities in Chicago were James L. Caddigan, web's programming and production chief, and Rodney D. Chipp, director of engineering. Round-up news reports from New York were read by announcer Walter Raney, and integrated before, after and during 30-minute Journal-American program.

June Bundy.

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Clair R. McCollough, Pres.

Represented by

ROBERT MEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

ABC RADIO COVERAGE

40-Man Staff Provides Sound Reporting Team

The radio coverage of the Republican National Convention by the American Broadcasting Company's 40-man news staff was one of the most intensive reporting jobs in the network's history. Basically, it was much more of a straight reporting job than an attempt at interpretation, possibly because of the rapid pace which events moved at this hard-fought, bitterly contested conclave. At times, especially the first day of the convention, the activities, speeches and other events taking place on the floor were over-reported, but this tendency on the part of the reporters and commentators disappeared by Tuesday.

John Daly, with the back-breaking job of handling the story of the convention as it developed in the convention hall, bore the brunt of the reportorial duties. Daly made few tries towards interpreting the doings of the politicians, but hewed to explaining what was actually taking place on the rostrum or among the delegates. This chore he fulfilled with admirable clearness and coherence, bringing to the microphone an enthusiasm and spirit that brought forth all of the feeling of the convention, stressing both the serious and light aspects of the meeting.

It was up to Elmer Davis, who has covered conventions for many years, to give out with the analysis of the voting, etc., which Davis did do now and then, albeit with seeming reluctance. In the main, Davis' comments were limited to comparisons of a specific event at this convention and a similar happening at an earlier Republican get-together. His main function, and one which he did quite well, was to bring the listener back to earth with his sardonic, dry remarks concerning the unimportance of most delegates' speeches. This was refreshing.

Coverage of the convention was not left wholly in the hands of Daly and Davis. Reporters and commentators, like Paul Harvey, Leo Cherne, Walter Kiernan, Taylor Grant, Austin Kiplinger, Martin Agronsky, Ted Malone, Quincy Howe, Pauline Frederick and Mary Margaret McBride, among others, also helped out. They usually handled interviews and opinion from the floor of the convention or reported what was happening in other areas, such as Taft or Eisenhower headquarters in the Chicago hotels. Of these Leo Cherne, Martin Agronsky and Quincy Howe stood out for their reporting and interviews.

The first day of the convention, when the opening session started over an hour late, caused a lot of incidental talk from reporters and newsmen and more plugs for Admiral than necessary. But once the program started, the drama of the first Taft-Eisenhower test, via the vote on the Brown amendment, came over with tremendous impact. Daly had a tough time adding up the tally and one of the floor commentators had a difficult time understanding what the vote was all about, but this was straightened out eventually.

During the periods while waiting for the program to start each afternoon and evening, the reporters interviewed delegates, visitors, guests, etc. Some of the interviewees were much more important than others, and it was incongruous to hear Governor Fine, with scores of votes in his pocket, tell how he felt about MacArthur or Eisenhower, and then listen to a "Belles for Bob" model state why she liked Taft. Mary Margaret McBride sounded cute, but even she with all her coaxing was unable to get Governor Fine to tell who he would support for the presidency.

The network set up a few analytical programs staffed by their commentators to offer opinions about the convention, the best one called "Nights of the Round Table." The opinions given out at the first round-table show

proved to be rather inaccurate forecasts, which may have made the commentators stick to safer predictions on succeeding shows. On the opening seg, Quincy Howe felt that MacArthur's forthcoming speech would warn against nominating Eisenhower, and Agronsky claimed the same speech would be instrumental in influencing the nomination voting trend. However, Taylor Grant called the turn on the vote for Eisenhower on the disputed delegate issue, predicting at least 658 votes for Eisenhower.

The high point of the convention, from a humorous point of view, was the polling of the Puerto Rican delegation on Wednesday. John Daly dropped his correct and non-partisan attitude toward the delegates to cheer on Senor Romani and his right to vote, and to get a few chuckles himself out of the unexpectedly funny incident. The warm and very human reporting by the ABC newsmen of incidents like this made this network's coverage of the convention almost a personal one.

It is difficult to see how the convention reporting could have been improved, taking into consideration the conditions under which the reporters worked. Their knowledge of political machinery, convention rules, etc., was sound, and their commentary usually was an accurate appraisal of the events occurring. Perhaps more analysis would have been appreciated by some, and some of the people interviewed now and then could have been by-passed. But it was a job well done, and all of the newsmen and women, McBride and the many others, deserve a vote of thanks from the Republican party, the delegates, Eisenhower, Nixon and the ABC radio audience. Bob Rolontz.

WPIX REPORT

N. Y. Indie Skips Pool, Summarizes

New York indie station, WPIX, decided to skip participation in the pool coverage of the Republican National Convention. Station management figured, according to a spokesman, that such participation with the major nets would be redundant, and that daily news summaries of the Chicago intra-party jockeyings would be more to the point.

Accordingly, a tri-daily half-hour seg, titled "Convention Capsule" and skeddeed at 2, 8 and 11 p.m., was set up to give a resume of convention highlights with particular emphasis on the activities of the New York delegation. These were backgrounded with newsreels and stills direct from Walter Engels and his Daily News staff in Chicago, with John Tillman, local chief announcer, making the comments. In addition, 10 minutes of each half-hour seg was devoted to sidewalk interviews of local prospective News' inquiring photog.

Exactly what purpose was served by these news recapitulations is a moot question in this reporter's mind, since it seemed likely that practically everybody was catching the Chicago dideoes play-by-play on other channels. However, it may be reported that Tillman did a highly competent job of bringing any stray non-viewers and listeners up to date, and Jemall's sidewalk chats with some highly partisan citizens added interest and occasional considerable humor.

Also devoted to convention activities was the station's Tuesday (8) "City Hall" weekly seg at 7:30 p.m. This half-hour was piped direct from Chicago with moderator John Crossen conducting a panel discussion on the outlook toward convention results between Senator Irving Ives (R., N. Y.) and Lt. Gen. (Retired) Albert C. Wedemeyer. Unfortunately, there was too much going on at the moment to make their comments something less than provocative. Bob Francis.

HARMAR URGES PITTSBURGHERS TO "STAND UP FOR TV RIGHTS"

WASHINGTON, July 12.—Congressman Harmar D. Denny Jr. (R., Pa.), urged the citizens of Pittsburgh in a House speech to "stand up for their rights" and demand more TV stations. In a vigorous attack on the Federal Communications Commission's April allocation plan, Denny charged it as devised on "a hit-or-miss procedure taking into consideration no demands for services or public convenience." The Congressman told Pittsburgh citizens to "marshal their combined forces" and be ready to demand hearings, briefs, petitions and possible court action. He declared: "It will be a big job, but it can be done by concerted effort, and by that alone."

Emphasizing that Pittsburgh is among the top 10 markets of the nation, Denny denounced the fact that it has only one commercial TV station and will get one more in about five years. "Every single metropolitan district comparable to it in size has more service and in five years will have still more," he declared.

MBS RADIO COVERAGE

Gives Human Interest Slant on GOP Doings

The Mutual Broadcasting System devoted more than 50 hours of broadcasting time to the Republican National Convention via the commentary services of 25 WOR-Mutual personalities and a round-the-clock operation of special supplementary convention coverage, including a weekly Sunday (6) preview of events, with the web commentators and

syndicated Hedda Hopper. For the most part, web commentators utilized a folksy approach, with strong emphasis on human interest items and spontaneous sounding pro and con discussion periods. H. R. Baukhage, veteran of 10 conventions, perhaps best personified the typical Mutual commentator with (Continued on page 16)

WOR REPORT

Round-Ups, Films, Hit Highlights

New York outlet, WOR-TV, is another which abstained from pool coverage of the Republican National Convention. Stress was placed thruout the week on a daily duo of news reviews of the proceedings via commentator John Wingate at 7:15 and 9 p.m., Monday thru Friday. Likewise, the regular five-day 11 p.m. slot, "Tonight's Newsreel," was devoted to the Chicago political shenanigans with Dick McCutchen commenting on selected United Press convention film.

Samples of these programs registered as competent recapitulations of events in the convention hall. Under ordinary conditions, as such, they would be highly acceptable. But as this reporter has pointed out in regard to similar coverage by WPIX, their only interest pitch was to gentry who hadn't time or inclination (and how many were there?) to look and listen, first-hand, to the unfolding of a political drama which marks a new epoch in television. Bob Francis.

Operation Sunburst

They're shouting!
It's the great \$50,000 Operation Sunburst "If I Were President" Contest. Nearly half a million of these happy people shouted for entry blanks in the first 10 days of the contest.

And you'll shout, too...
When you see what Operation Sunburst can do for those crawling summer sales, Operation Sunburst low cost packages include a smashing barrage of promotion and merchandising that's sure to pay off! Remember... it's not the heat, it's the timidity. Call your WLW-Television sales office today!

WLW Television

WLW-T CINCINNATI **WLW-D DAYTON** **WLW-C COLUMBUS**

Sales offices in CINCINNATI, DAYTON, COLUMBUS, CHICAGO, NEW YORK, and HOLLYWOOD

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

Vote Chasers—No. 28

CBS-TV COVERAGE

Net Concentrates On Straight News

• Continued from page 3

viewer to understand exactly what was happening at many a given moment, let alone relate same to what had preceded or was scheduled to follow—all these failings of the proceedings as a "show" must inevitably have contributed toward viewers deserting their screens for huge chunks of time on end.

And, in view of the lack of sustained appeal of the conclave, CBS may have erred in not having considerably more special shows, analytical turns, etc., planned for presentation. One crying need, for example, was a regular explanatory commentary on what was happening at the moment, and its relationship to what had gone before and was to follow. True, Doug Edwards on Monday, and Walter Cronkite during the remainder of the week, working in the CBS headquarters Studio A overlooking the convention floor, gave very brief explanations of this type from time to time, at regular intervals. But if a CBS commentator, say every hour on the hour, would have given a terse, clear picture of what had happened during the convention up to the minute he was talking; would then explain what was taking place at the moment; and proceed to tell what was yet to come, the TV presentation would have acquired a continuity which would have made it considerably more interesting to viewers.

At least one effort to vary the fare also fell flat, probably due to convention regulations. This was on-the-floor work of various CBS commentators, operating with walkie-talkies. The TV-men, along with the rest of the press and radio, were severely restricted as to floor movement, which resulted in their being unable to adequately move about to positions of vantage, or to reach interesting persons. This created a situation in which the floor commentators often were trying valiantly to explain to the viewers events which the viewer had seen and heard far more distinctly than the TV reporter. Thus, following Herbert Hoover's speech, CBS-TV reporter Grant Holcomb, working on the floor commented that Hoover had said, at one point in the speech, "No, I'm wrong, I'm wrong." What had actually happened, as the viewer could plainly see, was that the Teleprompter from which Hoover was reading his speech had jammed up, and he muttered to the teleprompter operator, "Come on, come on."

Similarly on Thursday night (early Friday Morning) Allan Jackson on the floor was inadequately describing a demonstration, which the viewer was seeing in far better detail than Jackson himself.

For the most part, the commentator bull-sessions which CBS-TV cooked up following several highlight events were not too informative or fascinating either. Thus when Eric Sevareid and Ed Murrow joined Doug Edwards for a discussion following General Douglas MacArthur's speech, nothing particularly edifying developed. Both the commentators redeemed themselves somewhat on later occasions, with Murrow, particularly, showing as the tremendously competent commentator he is, in an interview with Governor Earl Warren. This was the best staged bit in the web's coverage—incidentally with the TV camera picking up Warren and Murrow, seated in the former's hotel suite, watching the convention on TV themselves.

Murrow asked pointed, intelligent questions with grace and authoritativeness and Warren gave equally graceful, sincere and authoritative answers. Warren, during this session, incidentally, threw in a wonderful plug for television itself, and its importance as a medium of information to the American people.

In at least one other bit, the CBS directors didn't play for

quite all it was worth, an ideal opportunity to enhance the appeal of the proceedings as TV fare. This was the practice of using a close-up on various interesting and interesting-looking characters among the delegates and spectators. Thursday night during the nominating speeches, and excruciatingly boring and repetitious seconding talks, the directors picked up quite a few of such shots, and many of them were sheer delight as character studies. Much more of this could have been taken during the entire convention.

A couple of more incidents like the by-now well-known confusion in the Puerto Rican delegation Wednesday night could have done much to make the show more palatable. But it would be improper to recommend to either webs or the political parties that gimmicks of this kind be deliberately planned.

On the commercial side, Westinghouse did its best to make Betty Furness the best known fe-

male in America. To this reporter the undeniably attractive Miss F still seems without warmth, but she does a business-like job of explaining the virtues of the long line of Westinghouse products. At one time or another the sponsor offered virtually every item in the line (TV sets, toasters, ranges, fans, refrigerators, etc.) to the viewer. Only at one point during the roll call on the minority report on the contested Georgia delegation, a key point in the convention—was a commercial thrown in at an ill-advised time. There was high interest in the voting on this issue, and the plug should have been held till the balloting was over.

All these, however, are relatively minor criticisms of a gigantic public service job, excellently performed by all hands. It is hoped that Westinghouse will clean up and that CBS-TV will do SRO business all next fall. Both deserve it for bringing important event to the people. Sig Mikelson and his entire news and public affairs staff at CBS rate a big bow for doing a tremendous job under the most difficult circumstances. All the CBS commentators, particularly Edwards and Cronkite, performed capably, unobtrusively and pleasantly, with the possible exception of Lowell Thomas, who still can say nothing in a more profound manner than any commentator known to this viewer.

NBC-TV CONVENTION

New Techniques Are Pioneered by Web

• Cont. from page 3

the main, were far more occupied on the radio side. Thus, where TV cameras usually trained on the action thru roll calls where a large State delegation was being polled, the AM brethren would cut away and go into an analysis of the situation. The average viewer or listener probably welcomes every bit of analysis from experienced political reporters as providing understanding of events which may be visible on the video screen but not readily clear in significance.

Visual effects utilized by the web, either with its own or with the pooled coverage, included superimposition of dancing elephants, "videocast" line drawings of speakers' names and faces, and salutes to voters. The sponsor, Philco, likewise had its name superimposed from time to time.

Bill Henry did a competent commentary job of the major activity. Richard Harkness, of the other NBC newsmen, turned in consistently good efforts, with none of the staffers weak. Harkness took some heavy pushing around Wednesday (9), when he was caught in the crush of newsmen which forced cancellation of the Pennsylvania delegation's coverage, and Clifton Utley and Leif Eid, took similar physical beatings Friday (11) at the Eisenhower-Taft hatchet burial following Ike's nomination. Eid was picked up by the cameras completely dishevelled and hair unkempt, again resulting from the shoving tactics of the still photographers and reporters.

One of the best jobs done by the web was in the handling of the switching back and forth from the pool to various remote crews to catch late developments, especially on the final day of the conclave. Directly following the nomination, in a period of about 20 minutes, the viewers were moved back and forth from convention hall to outside to candidate headquarters, etc., better than a dozen times. It was enterprising and doubtless backbreaking work, and very much to the credit of NBC-TV.

Earlier in the meet, NBC-TV picked up Gen. MacArthur's arrival at the airport. Similarly, the web scored a beat by following Eisenhower from his entry into the elevator of his hotel along the procession to the Amphitheater where he made his acceptance speech, with several cameras and much switching required. The web's pre-convention cov-

erage included a show dealing with the last GOP convention, and another on Saturday (5) which outlined how the web planned to cover the '52 meet, featuring a tour of the installations and a look at some of the new TV gadgets used. A documentary history of the Republican party was aired in an hour-long show late the same afternoon. A 10-11 a.m. show preceded pickups of the meet during the days the convention was on.

NBC is to be commended especially for helping lead the industry fight to get the broadcasters into various committee sessions from which factions within the party sought to exclude them. Foremost of those covered were the arguments within the credential committee beginning Tuesday (10). Ultimately, these sessions proved not only dull watching most of the time, but their results were overturned on the convention floor in the early decisive vote by the convention delegates. The principle of TV coverage, however, was established.

On the lighter side, the comments by Bob Hope late in the evening proved in the usual Hope tradition: flip, fast and funny. In fact, Hope drew so large a crowd on the opening night that he subsequently put on his routine at the Studebaker Theater. Always topical, Hope scored well with the conventioners who made up the bulk of his live audience, with digs sprinkled equally among all the contenders for the nomination.

The Philco commercials for the

TV NETS DO A JOB

All Can Take Bows For GOP Coverage

• Continued from page 3

convention activity. ABC simply wasn't there, and CBS came in late. CBS showed its alertness to news with such pick-ups as its exclusive picture of the disorders outside the convention hall during the Thursday night demonstrations. They showed their feeling for human interest with the magnificent interview with a broken-hearted girl Taft worker just after Ike was nominated, putting a tight close-

ABC-TV COVERAGE

Web Does Punchy, Well-Balanced Job

• Continued from page 3

screened a special program, "Open House for Republicans," which again sounded like it should have been a fine half-hour of television. Instead, it wound up as much too stagnant — at times almost embarrassing — parade of convention celebrities. Mary Margaret McBride came off very poorly in a spontaneous interview. Pauline Frederick and Elmer Davis did as well as could be expected in somewhat trying conditions. Basic impression left from the show was that Miss McBride belongs on radio.

During the convention days, ABC opened its cameras at 12:30 p.m. with the "Admiral Curtain Raiser." This, usually, was fairly routine killing of valuable air time while the delegates dragged themselves into the convention hall. There was little opportunity for camera directors to pick up unusual or even interesting shots on the floor. Quincy Howe handled the major portion of the off-camera commentary in his segment, with John Daly in for some chatter. Martin Agronsky, Chet Huntley and Walter Kiernan all came in for some of the job of stalling.

At 9 p.m., the web spotted Drew Pearson in a half-hour opus which was alternately fine video, and just plain boring. It must be said, however, that it was much more often an interesting 30 minutes in which Pearson predicted, Roger Price came on for the gags, Kiernan and Bryson Rash handled news and interviews, and the web attempted to come up with some interesting sight material. For example, they paraded in front of the cameras couples costumed to fit the period of earlier Republican conventions. And when nothing else was available, the network tossed together a quiz panel which included their staffers as such people as Ernest K. Lindley, George Sokolsky and Richard L. Tobin.

By Wednesday, the ABC staff had settled down to a well-knit team of cameramen, directors, reporters, commentators and real, old-fashioned news hounds. Those ABC people who were not ordinarily called upon to ad lib in their regular assignments seemed to have learned to talk off the cuff. In all, the network really began to hit its stride.

The web used sufficient ingenuity to grab off R-o-m-a-n-i, the Puerto Rican delegate who provided the comedy high spot of the convention itself. Not more than three minutes after the big firm's various products were well done, and their dignity was in keeping with the event. They were well scattered and did not give the impression of airing too frequently. Unfortunately, they sometimes came at inopportune moments, when it was deemed that lulls made them appropriate but when unexpected events occurred while they were airing. One of the most striking of these was in the wee hours Thursday night when a plug was aired just at the time when General MacArthur was to be nominated, and almost the entire pre-nomination demonstration was muffed. But this was due to no fault of either network or sponsor, and they both must be commended for the quality and restraint of the commercials.

lock on the floor, the delegate was in ABC's studio. They did this, too, with the daughters of Governor Warren, and such non-political names as John Wayne, Ward Bond and others.

Roger Price's comedy developed into a wonderful routine via his politicking for what he called the "E First Party." It was great satire and welcome relief at many points in the lengthy sessions.

Kiernan's commentary on activities on the floor, ABC's series of remote camera pick-ups and Elmer Davis' tart sarcasm were all highlights of the network's coverage. And the much of the convention happenings. Station convention floor camera material was undoubtedly from the pool set-up, the web interspersed sufficient material of its own to dress up its handling of the conclave in fine show business tradition.

Commercials on Admiral products were mixed live and filmed spots. In most cases they were effective selling jobs and rarely intruded upon the coverage of the convention happenings.

VIDEOGENIC

Ike-Nixon Strong Pair Before Lens

The acceptance speeches of the Republican nominees, Dwight D. Eisenhower and Richard Nixon, stamp them as a formidable team. Ike gave his best performance yet in taking on the GOP Presidential nomination, flashing his famed personality as it has not shone thru since his return from Europe several years ago. Nixon, for his part, is a vigorous and self-certain young man who is bound to be a strong campaigner, videowise.

From the very beginning of Eisenhower's acceptance address, one could sense the feeling of confidence coming over him, unlike his few earlier appearances in which he seemed grim, determined and somewhat out of his element. With the convention's highest honor in his pocket, he beamed as the Ike of old, his world-famed grin breaking out frequently during his remarks.

Nixon, for his part, has the assurance of a seasoned campaigner despite his youth and comparative lack of experience. Altho his gestures are a bit stiff as they register on the screen, a man of Nixon's obvious determination is bound to master the proper smoothness needed for maximum effectiveness.

As to the content of these speeches and how their subject matter may register with viewers, perhaps it is unfair to risk judgment on the basis that the occasion was typical. Ike's talk clearly was a bid to cement any breaches made by the bitter fight with Senator Taft. It was directed mainly at the party workers rather than the casual viewers, with the obvious purpose of identifying himself and his coming campaign with the party regulars. Thus, he spoke of "our party," and urged workers from the precinct level up to devote themselves to the coming campaign. Also, he made a point of stressing his post-nomination conferences with three of his four rivals for the honor, mentioning them by name so their supporters could cheer, and omitting only General MacArthur, who was not in Chicago Friday.

Nixon has the obvious ability to whip up an audience enthusiasm. In his brief address he seemed to seek a punch line for every sentence, and he came out with a pretty good average at that. How this technique will work with a non-partisan audience, listening critically to what should be a major policy debate between now and November, may be another matter altogether. Sam Chase.

THEATRICAL ON TV

Hoppy Intros Hoppy On KNBH Film Series

HOLLYWOOD, July 12—“Topalpong Cassidy” feature films, off the local TV screen since last year, are being brought back on KNBH to run as a lead-in to the new “Hoppy” films produced especially for TV take-over this fall.

TV FILM PURCHASES

Spear Bros., a furniture firm, purchased “Counterpoint,” a half-hour series, from United Television Programs for sponsorship on WDTV, Pittsburgh. Serutan bought “Hollywood Off-Beat” a half-hour series from United Television Programs for sponsorship in the Charleston, W. Va., and Indianapolis markets. The American Tea and Coffee Company, thru Simon G. Gwynn, Memphis, bought “Cases of Eddie Drake” from CBS-TV film sales for WSM-TV, Nashville. The General Electric distributor bought “Holiday in Paris” for sponsorship on WSM-TV, Nashville. Niagara Massage Company, thru Kamin Advertising, Houston, bought “Strange Adventure” from CBS-TV Film sales for sponsorship on WFAA-TV, Dallas. New clients for the INS-Telenews film footage are WCAU-TV, Philadelphia; WOW-TV, Omaha, and KEYL San Antonio. The Canadian Broadcasting Corporation, for its Montreal station, bought the INS-Telenews weekly newsreel. Harts Auto Sales has purchased “Double Play With Durocher and Day” from United Television Programs for sponsorship on KOTV, Tulsa, and WKY-TV, Oklahoma City. UTP’s sales director also announced sale of “Hollywood Off-Beat” to WDAF-TV, Kansas City.

Marathon Asks Pubserv Needs

NEW YORK, July 12.—In a move to determine public service film programming needs of stations in advance of actual film production, Marathon TV Newsreel here is conducting a special survey of video outlets thru the country. A two-page questionnaire invites station comment on a projected Marathon newsreel service, “America Aloft,” a 12½-minute, open-end aviation news and development feature. The station returns to date indicate that 90 per cent would be interested in the series and like the title. However, only 20 per cent thought local sponsorship would be available, and 70 per cent said they prefer arrangements whereby the reel is furnished as a free public service feature, with stations permitted to sell spots around it. Consequently, Marathon prexy Konstantin Kaiser plans to offer the completed film package on that basis.

Filmcraft Acquires Hwd. House for TV Pic Plant

HOLLYWOOD, July 12.—Filmcraft Productions this week took over Vine Street’s Filmarte Theater under a long-term lease with Fox-West Coast Theaters. The 1,000-seat movie house will be reconstructed into a TV filming plant with the stage to be converted into a 55x68-foot platform sufficiently sturdy to support heavy camera and lighting equipment and sound facilities. More than 12 seat rows will be eliminated to make way for the filming platform. Grid will be constructed, permitting use of numerous sets to be utilized in Filmcraft’s continuous production. Filmcraft’s exec veepee in charge of production, is supervising

the renovation and will install a large master control booth in back of the audience which will serve as central control point for lighting, camera and sound in running Filmcraft’s multiple-camera shooting system. Same process is used in the firm’s filming of “The Groucho Marx Show,” the Walter O’Keefe “Out of the Red” audience participation giveaway series now in preparation, and for the Fred Allen “Two for the Money” pilot reel.

Deal concluded with Fox-West Coast by Filmcraft Prexy Isidore Lindenbaum gives the firm a 12-year lease on the property with option to buy.

QUICK TAKES

New York

Hollywood producer Lindsay Parsons returned to Hollywood this week after visiting here with Columbia Broadcasting System Television Sales execs. Leslie Roush, proxy of Leslie Roush Productions, announced the absorption of John Fox’s Special Films, Inc., as part of the Roush expansion program. Fox becomes executive assistant to Roush and Charles Elms has been switched to associate producer of the firm. Rubey Cowan, head of the radio-TV department of the Mitchell J. Hamillburg Agency is in town for screenings of the “Annie Oakley” pilot film. Transfilm, Inc. has named Robert Klager veepee in charge of production. The same firm named Burton Rowles as director of creative planning. Added to the Telenews Productions, Inc., staff this week were Gordon Yoder, Robert Leckie, Jules Siegel, Van Karsich and David R. Williams. The Jaffee Agency, here, has been named to handle sale on the Walter Doniger-Berman Swartz film series, “San Quentin Story.” CBS Television Film Sales has

(Continued on page 17)

20th Century Sets 3 Packages for Fall

NEW YORK, July 12.—In a move to step up its TV film output, 20th Century-Fox TV Productions, Inc. here is readying three new packages for fall programming. The trio includes a children’s newsreel, a sports show and a “Fox Family Quiz” program. Formats of the three new series will be tailored along the same entertainment-plus-public-service lines as studio’s current TV re-release of “Crusade in Europe” and its regular daily TV film news coverage by United Press-Movietone.

The 15-minute “Fox Children’s Newsreel” will feature special picture content and commentary for kids by a prominent figure in the children’s programming field. The five-minute sports show will be made available to TV stations on a five-times-a-week basis, with current sports coverage supplemented by standout sports film clips from Movietone’s extensive library.

Twentieth Century-Fox will utilize its entire motion picture library (largest in the world—over 60,000,000 feet of 70,000 subjects) for its 15-minute quiz package. Emphasis will be placed on

question content rather than a name emcee or prizes, with questions answered in full on each show. All three programs will be made available on both national and local sales plans. Distribution will be handled by Peter Levathes, director of TV for Twentieth Century-Fox, and Phil Williams, national sales executive.

KID FARE

“Dick Tracy” Tops With Youngsters

NEW YORK, July 12.—“Dick Tracy” looks like the major rating getter among syndicated TV films for the kiddie audience. “Time for Beany,” which is also covered in this week’s Videodex chart, is quite a hit in Los Angeles, where it got an average 13.8 rating for a full week. But in New York, Boston and Washington, where it also went on in early evening slotting Monday thru Friday, it drew only meager audiences.

In New York it competed with “Howdy Doody,” and in Boston it bucked “Gabby Hayes,” both of which took considerably bigger shares of the audiences than “Beany” did. “Dick Tracy” stacked up quite well against its competition in New York, Boston, Atlanta and Columbus. In Atlanta it out-pulled “Captain Video” several times. In Columbus it faced no competition for juvenile viewers and got a good 15.0.

In Baltimore, Chicago and Detroit however, “Tracy” pulled no better than 4.4. In Baltimore it did, nevertheless, clearly top the competition from local shows. But in Chicago and Detroit it faced network competition that got audiences a few times larger than “Tracy’s.”

Videodex ratings are also carried for “Junior Crossroads,” “The Magic Clown,” “Sleepy Joe” and “Streamlined Fairy Tales,” but not on a broad enough basis to point to any conclusions about their relative popularity. On the limited basis available, however, none of the four looks like a major contender.

This week’s chart also includes ratings of news films. The daily newscasts using Telenews film stand up better than those using the dailies from National Broadcasting Company. The Telenews shows are covered in seven multi-station cities, where it went on either early or late evening.

In Los Angeles it came up against competition of some major network shows at 7 p.m. and so was left with a mere 3.5. In Cincinnati it fell behind the competition from “Captain Video.”

Among the three weeklies covered, NBC’s and Telenews’ did somewhat better than Snader’s “Washington Spotlight,” which did not measure up to the competition from local shows except in Atlanta. The “Telenews Weekly” is shown following strong network shows in three single-channel markets. In Detroit “Telenews Weekly” was outpointed by “Hall of Fame.”

Guild’s Kaufman Sees Profits in New Product

HOLLYWOOD, July 12.—Reub Kaufman, prexy of Guild Films, Inc., leaves Monday (14) for a 10-day swing around his sales offices in New York, Cleveland and Chicago, bringing with him newly acquired product which he predicts will help the recently formed firm to rack up a 2,000,000 gross sale within a year. Guild Films this week got distribution rights to Rene Williams’ “Invitation Playhouse,” previously handled by KLCAC-TV’s film syndication subsid and more recently taken over by Sol Lesser’s distrib firm. “Invitation” series is currently playing 11 markets with Guild acquiring the complete series of

26 quarter-hour punch-ending playlets.

Guild also took over distribution on Boris Petroff’s new “Dream It Up” farce comedy series starring Chick Chandler with first 13 quarter-hour shows ready for airing by September 1, to be followed by two series of 13 episodes each. Others include “Guild Theater,” produced by Tele-Pictures, and consisting of 13 completed half-hour dramas with another series of 13 to follow; “Close-Up,” 52-seg quarter-hour weekly magazine of the air series produced by American Newsreel Corporation, covering current events; Guild Sports Library, produced by unnamed firm for Guild, consisting of 400 half-minute bits dealing with various sports, with additional 10 units per month covering current sports personalities for use in integration of TV sports-casting shows, and “Lash of the West,” starring Lash La Rue (formerly tagged “Tales of Famous Outlaws”), produced by Ron Armond in series of 13 half-hour shows.

Remaining fare includes “Hello, Darling!,” “Gallagher’s Travels,” and “Adventures in Storyland,” all produced by Guild’s production veepee, W. Lee Wilder.

TV FILM OUTLOOK

No New Feature Pix to Meet Growing Shortage

NEW YORK, July 12.—Television has already devoured between 2,500 and 3,000 theatrical films and now, with sources of good virgin-to-video feature films drying up at a rapid rate, TV station and network film buyers are faced with the choice of either programming foreign language films or paring half-hour films back to a cack. This is the considered opinion of many leading theatrical film distributors and top network film buyers.

Tradesters estimate that TV has already shown over 2,000 feature films and over 500 Westerns. There is also general agreement that large blocks of films from Hollywood sources will not become available in the near future. Under pressure from exhibitors, and in hopes that their films will eventually bring in more money than is now available from TV,

Hollywood studio brass is loathe to open vaults to the television industry. It is no secret that some Hollywood studios are sorry they ever released their products to television. Many theater owners are driving hard bargains these days with those lots which have made TV deals for feature films. One result of the dearth of good theatrical films is the skyrocketing of prices of better films which do become available. When Peerless Television Productions released the package of 26 Edward Small pix, the price reported to have been paid for the package was \$130,000 for a multiple run contract in such major markets as New York, Los Angeles or Chicago. Latter figure breaks down to \$5,000 per film for first and subsequent runs.

Still being offered to TV are many foreign language and British films. Most buyers, however, believe that the top English products have already been shown on TV and that the French, Italian, Spanish, and German language films are not too well suited to

(Continued on page 17)

Agency Hunts New Adventure

NEW YORK, July 12.—The Foote, Cone & Belding agency here is reportedly scouting around for an adventure film series for Post Toasties, which is reportedly planning to drop sponsorship of Roy Rogers at the expiration of present contracts. Economy is apparent; a prime factor in the client’s decision to change shows since the agency has asked TV film producers to trot out packages in the \$8,000 class.

CBS Seeks Lead For ‘Millie’ Films

NEW YORK, July 12.—The Columbia Broadcasting System this week started looking for a female lead for the TV film version of “Meet Millie” which goes into production shortly in Hollywood. Audrey Totter, the radio lead, has movie commitments which prevent her working on TV. CBS-TV is also peddling a kind of “Leave It to Dad,” the situation-comedy which features Eddie Albert and Jane Wyatt. Program will sell for about \$22,000 weekly, and will be presented live from here.

Singer, Official Films Sign “Playhouse” Deal

NEW YORK, July 12.—After hanging by a thread over the past few weeks, the deal for the Singer Sewing Machine Company to buy the Official Films “Four Star Playhouse” film series finally was sewed up this week. The 30-minute series will go into the 8:30-9 p.m. Thursday slot on the Columbia Broadcasting System starting September 25, alternating with “Amos ‘n’ Andy.” Singer had been undecided about finalizing the deal because of the heavy expenditure involved, said to run close to \$1,400,000 for time and talent in

the first 26 weeks. Production cost on each show is approximately \$28,000, with several top Hollywood names rotating, including Charles Boyer, Dick Powell and Joel McCrea, with Don Sharpe producing. Official claims that with options the tab escalates to over \$3,000,000 for time and talent. The trouble arose when CBS-TV refused to help defray talent costs as Singer says the National Broadcasting Company had offered to do, and the deal was dying when Singer stepped on the treadle and pinned things down.

36 OLYMPICS PIX

UTP Racks Up First Sale Via WCBS-TV Buy

NEW YORK, July 12.—United Television Programs has picked up syndication rights to the one-hour film of the 1936 Olympic games and racked up its first sale on the film this week when WCBS-TV purchased the rights for this market. The film was a United Artists theatrical release a few years ago for the Gross-Krasne firm, but received limited distribution. It has not been shown on TV.

The film was originally shot by the German government under Hitler, who is said to have used 600 cameramen to cover the Olympic Games of 1936. The films were found in Germany right after the war and brought to this country where Bill Slater was used to handle English narration for the film. The TV version of the film runs 55 minutes.

Jimmy Boyd Set For 'Peck' Series

HOLLYWOOD, July 12.—Jimmy Boyd, youngster whose Columbia recording of "God's Little Candles" is currently enjoying sales attention, will be starred by Manager Abner Greshler in a TV film series tagged "Peck's Bad Boy." According to Greshler, this is in public domain and was registered by his firm, Abner Greshler Productions, Inc., which will produce the half-hour series.

Greshler assigned Ed Helwig to script the series, which will be produced at Motion Picture Center. Start on initial 13 is expected in late summer. Freckled-faced lad originally caught the national eye when he was introduced last year on the first Hollywood originating Frank Sinatra TV show via Columbia Broadcasting System. His recording of "Candles" created sufficient stir for it to be followed on the Columbia label with versions by Gene Autry and later, Sammy Kaye.

Mexico Favors U. S. Film Biz

NEW YORK, July 12.—A new TV film firm, Nelson Morris Productions, this week received a promise of full co-operation in the production of pix for video. The firm will start shooting shortly either on location in Mexico or at the Churubusco and Azteca studios in Mexico City. The first series, titled "Border Story," will utilize a semi-documentary approach. The Mexican assurances of great interest in support for the project came from Jesus Castillo Lopez, director general of motion pictures for Mexico.

The film company is headed by Nelson Morris, former advertising photo consultant for several top ad agencies, including Young & Rubicam, Ward Wheelock, McCann-Erickson and Grant. The director will be Theodore B. Sills.

TV-ers Protest Olympics Ban

NEW YORK, July 12.—Three TV newsreel outfits this week joined in a protest to the International Olympic Committee against that group's refusal to permit the American video outfits to cover the Olympic Games which begin next week in Helsinki, Finland. The protest was cabled to E. Von Frenckell, Olympic Committee chairman, following the decision of the committee to make its own films of the competition for commercial distribution.

Signing the cable were Francis McCall, news director of the National Broadcasting Company TV web; Jack Haney, UP-Movietone News, and L. P. Genock, Tele-news editor-in-chief.

TV FILM ROLE IS EMPHASIZED

NEW YORK, July 12.—The importance of film in future TV programming has been highlighted recently by the fact that TV film producers are beginning to receive requests for programming information from would-be station owners with TV channel applications still pending with the Federal Communications Commission.

Here in New York, film producers have been queried by WROV, Roanoke, Va.; Eastern Broadcasting Corporation (WHYU), Newport News, Va.; KLZ, Denver, Col.; WDEF, Chattanooga, Tenn.; the Sparks-Withington Company, Jackson, Mich.; and WDSU-TV, New Orleans. The latter inquiry, from General Manager Robert Swezey, concerns the projected video station in Mobile, Ala.

UTP Distribbs "Rebound" Pix

NEW YORK, July 12.—The "Rebound" series produced by Bing Crosby Enterprises and shown in 17 markets this season on Paekard Motors sponsorship, is now being offered on a local basis in all other markets. Handling the first-run syndication is United Television Programs. New overall titles for the film series is "Counterpoint."

UTP made its first sale of the series this week to the Spear Brothers furniture outfit for sponsorship on WDTV, Pittsburgh. The Paekard has dropped "Rebound," BCE has not yet opened the former Paekard markets for syndication, hoping to set another sponsor for the 17 TV cities.

SPORTS SERIES

Fox Denies MOT Deal On Backlog

NEW YORK, July 12.—A deal supposedly set for March of Time to supplement its new TV film sports series with clips from Fox Movietone Newsreel's extensive film library was denied here this week by a Fox spokesman. In view of its own stepped up TV film production schedule (see story elsewhere in this issue), Twentieth Century Fox will retain exclusive use of the film backlog for its own news and sports programs. Fox's film library, largest in the world, dates back to footage shot in Germany in 1870, some 26 years before movies were introduced in America.

Meanwhile, MOT is negotiating

Kling Meets Film Deadline

CHICAGO, July 12.—The motion picture-television division of Kling Studios, Inc., working in cooperation with the Russell M. Seeds Agency, rushed to completion 13 special TV film commercials late last week, making deliveries on the spots in time for them to be used by Admiral on its American Broadcasting Company coverage of the Republican National Convention.

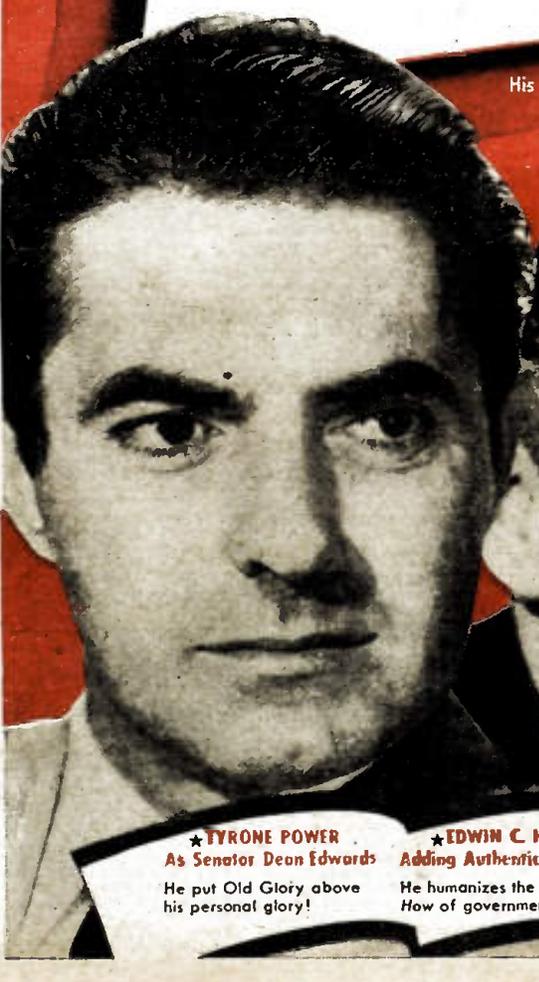
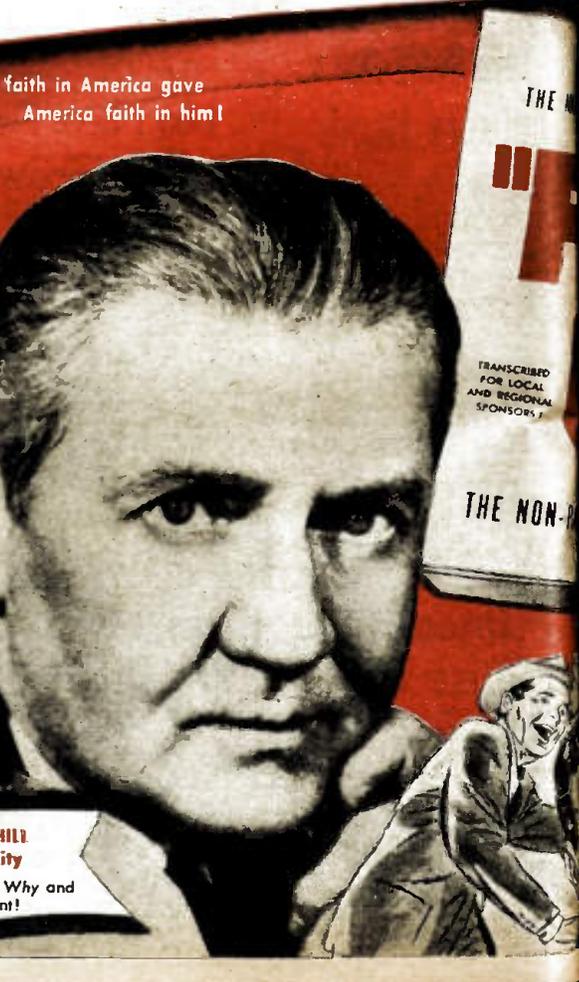
to use MGM's "News of the Day" film library as a source of old sports film clips for the Ed Thorgeresen series. Credits on Billboard's review of the MOT show (which appeared in last week's issue) should have given full directorial credit to Jack Glenn, with Jack Bush listed as film editor and Helen Brown, research.

THE PROGRAM THAT . . . **154,000,000 AM**

Starring

Tyrone Power

AMERICA'S FAVORITE SO

His faith in America gave America faith in him!

TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS

THE NON-

★ **TYRONE POWER**
As Senator Dean Edwards
He put Old Glory above his personal glory!

★ **EDWIN C. HILL**
Adding Authenticity
He humanizes the Why and How of government!

TV-Film Reviews

Old American Barn Dance

TV FILM—Series available as 16 half-hour or 52 quarter-hour films. Produced by Kling United, Inc. Producer, William L. Klein. Director, Fred Niles. Emcee, Bill Bailey. Cast and guests, Tennessee Ernie, Pee Wee King, Candy Mountain Girls, Polk County Boys, others. Distributed by United Television Programs, Inc., 444 Madison Avenue, New York.

This series is currently being sponsored in several markets—seven markets by American Snuff Company. Based on the show

caught via special screening, the package offers a broad cross-section of artists and material all taken from the Country and Western field. It is apparent that the producers have tried to appeal to as broad an audience as possible. While purists may argue that this could hurt the show in true Country and Western markets, it would seem as tho there is enough music of the various country styles to appeal to most anyone who's heard or seen the "Old American Barn Dance" on TV or "Grand Ole Opry" on radio or in person.

Tennessee Ernie, for example, has lost none of his pull with the country music fans even tho he's successfully played the Copa night club in New York. Pee Wee King has proven that his country music

"Tennessee Waltz" and "Slow poke" appeals to both the pop and hillbilly segments of the population. For the backwoods clan, the show had the Polk County Boys run down a mountain ditty.

Show has eye appeal—as does any hill-billy performance. If guest artists on other films in the series are of the Tennessee Ernie or Pee Wee King stature, then the draw should be there for viewers to tune in again. Deftly inserted comedy bits thru the show are unobtrusive, yet in evidence. Emcee Bill Bailey, incidentally, is a good-looking chap with a glib tongue and a pleasing voice.

Film permits commercial inserts at the beginning and end and three spots thru the half-hour show. Bailey leads into the middle spots with suggestion to pay heed to the commercial. Joe Martin.

Ballets De France "Sleeping Beauty" and "A Country Girl in Paris"

TV FILM—Reviewed at special screening. Produced for March of Time in Television, Francois studios, Paris, France. Producer, Director, Jean Benoit-Levy. Assistant to Levy, Marie Epstein. Director of Photography, Andre Dantan. Sets, Alexis De Giers. Costumes, Marc Dolnitz and Marie-Ange Schlicklin. Commentator, Milton Cross. Dancers: Janine Linval, Christian Vranj, others. Choreographer, Janine Charrat. Distributed by March of Time, Inc., 369 Lexington Avenue, New York, N. Y.

In a move to cash in on the current trend toward ballet for the masses (ala MGM's "American in Paris" flicker), the March of Time commissioned Jean Benoit-Levy to produce 26 15-minute original ballets in Paris espe-

cially for television. In spite of the trend tho, straight ballet is still on the up-and-brow side for TV, and MOT's best bet sales-wise would probably be to package the series for specialized audiences via educational programming schedules and various types of snob appeal promotions. Latter angle makes series a good bet for cosmetic sponsors and superior lines of fem wearing apparel and accessories. It also provides the dignified film format demanded by institutional type advertisers.

Ballets range from classical to modern (including several children's numbers) with sets and choreography in every case designed especially for the TV camera. In line with this, many of the classic ballets are simplified and streamlined down to TV-screen proportions, and pantomime on the modern numbers is detailed with greater attention to detail than that used on a full-sized stage. Camera work is sharp and clear but could have generated more visual excitement via more imaginative angles. Impressionistic sets are excellent, especially those used for the "Country Girl" ballet.

March of Time has tested several of the films in local movie houses to determine audience reaction to straight ballet. Results have been generally favorable, with strongest votes registered for the series' most commercial number "A Country Girl in Paris" (strongly reminiscent of Gene Kelly's "American in Paris" flicker number on a smaller scale). However, the classical ballet "Sleeping Beauty" offers better dancing and smoother choreography.

Marquee values are slim, but stations might attract artier viewers by playing up the fact that Benoit-Levy produced the much-praised French movie "Ballerina" in 1938, which featured Janine Charrat as a child dancer. Miss Charrat (adult now and quite telegenic) dances leading roles in many of the MOT ballets, including the above-mentioned "Sleeping Beauty" and "Country Girl." June Bundy.

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PROGRAM A
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THE STORY OF WASHINGTON, D. C.
NEVER BEFORE SUCH A DRIVING, PULSING,
FEVER-PITCH OF EXCITEMENT ABOUT
"What goes on in Washington?"

CAPTURING
THE SPIRIT,
THE DRAMA AND
THE EXCITEMENT
OF THE U. S. SENATE
AT WORK!

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Radio Productions
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NEW YORK
HOLLYWOOD

LAUGHS OR NOT Roach Ponders Question on 'Margie' Series

HOLLYWOOD, July 12.—To soundtrack laughter or not is the question currently pondered by Hal Roach Jr. for the Philip Morris-sponsored "My Little Margie" series, produced in conjunction with Roland Reed. Some comedy TV films such as "I Love Lucy" and "Amos 'n' Andy" used audience laughter in the soundtrack while others have gone without it. Roach says response to "Margie" has surpassed his expectations, but he's seriously weighing arguments offered by both schools of thought as to whether or not to include laughter on the series' soundtrack.

Roach first considered but turned down laughter for his Stu Irwin series, "Trouble With Father," feeling a family format comedy show would suffer from a yock intrusion on the soundtrack. Up to now, he has turned down soundtracked laughter for "Margie," feeling this would slow down the show's pace, since time is consumed by the yocks. However, others contend soundtracked audience reaction is infatuating in a TV comedy show and would give "Margie" even greater yock impact if utilized in this series.

So far, no decision has been reached.

Lutherans Plan TV Pix

NEW YORK, July 12.—The Lutheran Television Productions Committee of the Lutheran Church, Missouri Synod, has contracted for 26 half-hour films to be produced in Hollywood for a network video show "This Is the Life," planned to begin next October. L. C. Wuerfel, chairman of the committee, and Melvin Schfaka, executive secretary, announced that the committee has retained Westheimer & Block, here, to advise the Synod on video matters.

THE BILLBOARD TV-Film Directory

The TV industry's only reference 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. When a show appears in a city on which Videodex issues individual reports, the show's Videodex rating is given, along with the rating of the previous show and the shows on opposition stations at the same time. An asterisk (*) indicates that the show was not telecast in that city during the Videodex reporting period. Two asterisks (**) indicate that Videodex does not currently report on those cities individually, tho it plans to in the near future.

Series Name	Length in Minutes	No. Releases Available	Videodex Rating	Series Name	Length in Minutes	No. Releases Available	Videodex Rating
CHILDREN'S							
Adventures of Cyclone Malone . . . 30 . . . 26 . . .							
Dist.: Consolidated TV Programs CURRENTLY SHOWING IN: None							
Dick Tracy . . . 30 . . . 39 . . .							
Dist.: Snider Teleproduction Sales, Inc. ATLANTA (3 stations) WSB, 5:30-6, Thurs. June Videodex Rating . . . 12.8 Videodex Rating of Prec. Show: Woody Willow . . . 5.6 Opposition Shows, 9:30-10:30: WAGA—Captain Video . . . 2.5 WTV—Carson, Fast Action . . . 3.3 BALTIMORE (3 stations) WAAM, 7:30, Fri. June Videodex Rating . . . 4.4 Videodex Rating of Prec. Show: Movie Quiz . . . 3.3 Opposition Shows, 7:30-8: WBAL—Shadow Stumpers, Animal Adv. . . 1.3 WJAR—Sun Paper News, Feminine Angle . . . 1.4 BOSTON (2 stations) WBAC, 5:30-6, Tues. June Videodex Rating . . . 7.6 Videodex Rating of Prec. Show: Time for Beany . . . 3.0 Opposition Show, 5:30-6: WBZ—Howdy Doody . . . 6.3 CHARLOTTE (1 station) WBTV, 6:30, Tues.							

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. Query distributor promptly on any film in which you are interested.

June Videodex Rating . . . 26.5 Videodex Rating of Prec. Show: Uncle Buckshot . . . 19.3	CHICAGO (8 stations) WGR, 8:30, Sun. June Videodex Rating . . . 4.4 Videodex Rating of Prec. Show: Portraits of West . . . 3.7 Opposition Shows, 8:30-9: WKB—All Around the Town . . . 4.8 WBQ—Blind Date . . . 11.7 WEX—Tri-Star Theater . . . 2.6	COLUMBUS (3 stations) WLWC, 5:30-6, Sun. June Videodex Rating . . . 15.0 Videodex Rating of Prec. Show: Ray Rogers . . . 16.8 Opposition Shows, 5:30-6: WTV—Town Meeting . . . 4.2 WBNS—Sun 11 News . . . 4.7	DALLAS-FT. WORTH (3 stations) WBAP, 3:30-4, Sun. June Videodex Rating . . . 9.3 Videodex Rating of Prec. Show: Meet the Press . . . 6.4 Opposition Shows, 3:30-4: KRLD—The Mesquiteers . . . 15.9 WFAA—So You Want to Build . . . 1.3	DAYTON (2 stations) DETROIT (3 stations) WXYZ, 7:30-8, Fri. June Videodex Rating . . . 4.4 Videodex Rating of Prec. Show: Cisco Kid . . . 8.2 Opposition Shows, 7:30-8: WBK—Hama . . . 15.4 WBW—Sports Close-Up . . . 2.5	LOS ANGELES (7 stations) NEW YORK (7 stations) WABD, 7:30-8, Fri. June Videodex Rating . . . 6.2 Videodex Rating of Prec. Show: Captain Video . . . 2.0 Opposition Shows, 7:30-8: WCB—News, Perry Como . . . 8.0 WBZ—Those Two, Camel News . . . 4.6 WZL—Star Ernie In . . . 1.6 WCR—Broadway TV Theater . . . 1.4 WPIX—Movie Time . . . 1.2 WATY—Prize Theater . . . 1.2	PHILADELPHIA (3 stations) ALSO CURRENTLY SHOWING IN: Meadlo, Minneapolis-St. Paul, Nashville, Houston, Indianapolis, Kansas City, New Orleans, Norfolk, Phoenix, Providence, Salt Lake City, San Antonio, San Francisco.*		
Crusader Rabbit . . . 3-33 . . . 195 . . .	Dist.: Jerry Fairbank, Inc. PHILADELPHIA (3 stations)* ALSO CURRENTLY SHOWING IN: Houston**	Gigi & Jock . . . 22-26 . . . 13 . . .	Dist.: Tee Vee Company CURRENTLY SHOWING IN: Chicago, Cincinnati, Columbus, Dallas-Ft. Worth, Los Angeles, Toledo, Washington.* ALSO CURRENTLY SHOWING IN: Birmingham, New Orleans.**	Jim & Judy in Teleland . . . 5 . . . 45 . . .	Dist.: Television Screen Productions CURRENTLY SHOWING IN: None, new release. JUNIOR CROSSROADS . . . 15 . . . 104 . . .	Dist.: Sterling Television Co., Inc. NEW YORK (7 stations)* PHILADELPHIA (3 stations) WFL, Noon-12:15, Sun. June Videodex Rating . . . 3.3 Videodex Rating of Prec. Show: Serial Theater . . . 4.3 Opposition Shows, Noon-12:15: WPTZ—Today's Headlines . . . 0.5 WVA—Children's Hour . . . 10.4 ALSO CURRENTLY SHOWING IN: Kansas City, Miami, Phoenix.**	The Magic Clown . . . 15 . . . 13 . . .	Dist.: Station Distributors, Inc. BALTIMORE (3 stations)* BOSTON (2 stations)**

Next Week:

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

- MYSTERY
- DRAMA
- TRAVEL
- MUSICAL

Time for Beany . . . 15 . . . Weekly

Dist.: Paramount BOSTON (2 stations) WBAC, 5:15-5:30, Mon.-Fri. Average Videodex Rating (Average) . . . 5.4 Videodex Rating of Prec. Show: Western Movie . . . 5.0 Opposition Show, 5:15-5:30: WBZ—Gobby Hayes . . . 7.3 CLEVELAND (3 stations)* LOS ANGELES (7 stations) KTLA, 6:30-6:45, Mon.-Fri. June Videodex Rating (Average) . . . 13.8 Average Videodex Rating of Prec. Show: Cowboy Thriller . . . 5.0 Opposition Shows, 6:30-6:45: KNKT—Miscellaneous . . . 4.0 KNSB—Komedy Klub . . . 4.2 KCCA—Space Cadet, This Is the Story . . . 3.4 KMH—Action Theater . . . 2.7 KTV—Bill Wain's Sports . . . 0.8 KMAC—Telegraph . . . 1.7 NEW YORK (7 stations) WCBS, 5:30-5:45, Mon.-Fri. Average Videodex Rating (Average) . . . 2.7 Videodex Rating of Prec. Show: Calico Hour . . . 2.6 Opposition Shows, 5:30-5:45: WNBT—Howdy Doody . . . 3.2 WABD—Son of the Eagle . . . 1.5 WJZ—Bill Harrington . . . 0.8 WOR—5 o'Clock Show, TV Auction . . . 0.8 WPIX—6 Gun Playhouse . . . 2.3 WATY—Miscellaneous . . . 2.4 WASHINGTON (4 stations) WTTG, 6:45-7, Mon.-Fri. June Videodex Rating (Average) . . . 4.0 Average Videodex Rating of Prec. Show: Space Cadet, Muppet Movies . . . 2.5 Opposition Shows, 6:45-7: WNWB—Hi, Neighbor & News . . . 5.3 WMAJ—Family Playhouse, Tallwaxers . . . 3.3 WTOP—Essa Report . . . 3.1 ALSO CURRENTLY SHOWING IN: Denverport, Indianapolis, San Diego, San Francisco, Schenectady.**

Willie Wonderful 15 . . . 65 . . .

Dist.: Official Films, Inc.
CURRENTLY SHOWING IN: None, new release.

WOMEN'S

Feminine Touch . . . 15 . . . 104 . . .	Dist.: Sterling Television Co., Inc. DALLAS-FT. WORTH (3 stations) WFAA, 11:45-12:00, Mon.-Fri. Average Videodex Rating (Average) . . . 1.3 Videodex Rating of Prec. Show: Julie Bennett Show . . . 2.0 Opposition Shows, 11:45-12:00: KRLD—Stamps Quartet . . . 3.3 WBAP—Movie Marquee . . . 13.1 ALSO CURRENTLY SHOWING IN: Kansas City, Louisville.**
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File Facts . . . 5 . . . 11 . . .

CURRENTLY SHOWING IN: None.

IN THE FASHION SPOTLIGHT . . . 5 . . . 65 . . .

Dist.: Du Mont Television Network
CURRENTLY SHOWING IN: None.

NEWS

Daily News Report . . . 10 . . . Daily . . .

Dist.: NBC Film Syndication Sales CINCINNATI (1 station) DAYTON (2 stations) DAYTON (3 stations) WWJ, 6:15-6:30, Mon.-Fri. Average Videodex Rating (Average) . . . 3.2 Videodex Rating of Prec. Show: Kukla, Fran & Ollie . . . 3.1 Opposition Shows, 6:15-6:30: WJXJ—Captain Video . . . 2.0 WXYZ—Auntie Dee . . . 2.0	WWJ, 11:11-11:15, Mon.-Fri. Average Videodex Rating (Average) . . . 1.9 Videodex Rating of Prec. Show: Wrestling, Carpet Theater, Curlye Calls . . . 4.6 Opposition Shows, 11:11-11:15: WPK—Night Owl Theater, Tennessie Ace . . . 4.8 WXYZ—News, Washington Spotlight . . . 3.8 DALLAS-FT. WORTH (3 stations) WBAP, 12:15-12:30, Mon.-Fri.
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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

Series Name	Length in Minutes	No. Releases Available	Videodex Rating
THEATRICAL			
ADVENTURES OF JANE Williams Productions, 1041 N. Formosa Ave., Hollywood	Comedy	16mm.	Feature
AND SO THEY WERE MARRIED Monogram Pictures, 4376 Sunset Blvd., Hollywood	Comedy	16mm.	Feature
BREWFSTER'S MILLIONS Commensalch Films, 723 7th Ave., New York	Comedy	16mm.	Feature
CODE OF THE SADDLE	Western	18mm.	Feature & Series
Vonap Corp., 5539 Sunset Blvd., Hollywood	Comedy	16mm.	Feature
DON'T TRUST YOUR HUSBAND Quality Films, Inc., 1040 Las Palmas, Hollywood	Drama	16mm.	Feature
ETERNALLY YOURS Motion Pictures for Television, 655 Madison Ave., New York	Drama	16mm.	Feature
FRANKIE & JOHNNY	Adventure	16mm.	Feature
COMMENSALCH FILMS, 723 7th Ave., New York	Comedy	16mm.	Feature
I MARRIED A WITCH Motion Pictures for Television, 655 Madison Ave., New York	Comedy	16mm.	Feature
LAST OF THE MOHICANS Adventure	Adventure	16mm.	Feature
Peerless Productions, Inc., 729 7th Ave., New York	Drama	16mm.	Feature
MIRACLE OF MAIN STREET Commensalch Films, 723 7th Ave., New York	Mystery	16mm.	Feature
MURDER IS NEWS Du Mont Network, Film Dept., 515 Madison Ave., New York	Mystery	16mm.	Feature
MY SON, MY SON Peerless TV Corp., 729 7th Ave., New York	Drama	16mm.	Feature
NO LONGER WORRIED Association Films, 35 W. 45th St., New York	Drama	16mm.	Feature
OUT OF THE BLUE Motion Pictures for Television, 655 Madison Ave., New York	Mystery	16mm.	Feature
OUTLAW VALLEY Unity Television, 1501 Broadway, New York	Western	16mm.	Feature
RAILROADED Adventure	Adventure	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York	Western	16mm.	Feature & Series
RED RYDER	Western	16mm.	Feature & Series
Hollywood Television Service, Republic Studios, N. Hollywood, Calif.			
SCANDAL IN PARIS	Drama	16mm.	Feature
United Artists Corp., 729 7th Ave., New York	Drama	16mm.	Feature
RED STALLION	Western	16mm.	Feature
Quiet Woman	Mystery	16mm.	Feature
Williams Productions, Inc., 1041 N. Formosa Ave., Hollywood	Mystery	16mm.	Feature
STAGE DOOR CANTEEN Commensalch Films, 723 7th Ave., New York	Musical	16mm.	Feature
T MEN Peerless Television Prod., Inc., 729 7th Ave., New York	Drama	16mm.	Feature
WITHOUT HONOR	Drama	16mm.	Feature
Quality Films, Inc., 1040 N. Las Palmas, Hollywood	Drama	16mm.	Feature

OTHER			
AMERICA SAILS THE SEAS National Federation of American Shipping, 1909 G St., Washington, D. C.	Educational	16mm.	Feature
AND A VOICE SEA HEARD General Electric Co., Contact Branch Nearest Your Station.	Documentary	16mm.	Feature
WHEN THERE WERE FOUR Socony Vacuum Oil Co., 26 Broadway, New York	Educational	16mm.	Feature
BUILDING NEW SUPERLINER-UNITED STATES	Educational	16mm.	Feature
Institute of Visual Training, 40 E. 49th St., New York	Educational	16mm.	Feature
LET GEORGE DO IT The Christophers, 18 E. 48th St., New York	Religious	16mm.	Feature
MY DOG SHEEP	Juvenile	16mm.	Feature & Series
Tele-Films, Inc., 5746 Sunset Blvd., Hollywood	Documentary	16mm.	Feature
PENN OF PENNSYLVANIA J. C. Schneider, 6040 Sunset Blvd., Hollywood	Documentary	16mm.	Feature
THE BIG IDEA Swift & Co., Union Stock Yards, Chicago	Educational	16mm.	Feature
THE HOUSE THAT FAITH BUILT	Documentary	16mm.	Feature
Wagon Train Picture Service, 45 Rockefeller Plaza, New York	Travel	16mm.	Feature
TRAIL TO THE MIDNIGHT SUN Canadian National Railway System, 630 5th Ave., New York	Travel	16mm.	Feature

Series Name	Length in Minutes	No. Releases Available	Videodex Rating
June Videodex Rating (Average) . . . 3.7 Average Videodex Rating of Prec. Show: Movie Marquee . . . 10.9 Opposition Shows, 12:15-12:30: WFAA—Big Picture, Studio Party, Miniature Theater . . . 2.9 KRLD—Johnny on the Spot, Bert Parks . . . 3.8	WSAP, sign off, Mon.-Fri. Average Videodex Rating of Prec. Show: Robert Montgomery, Mats in Ring, Pulitzer Prize Playhouse, KRLD—Marquee . . . 1.6 Opposition Shows, 12:15-12:30: WFAA—Beginners Luck, Channel 8 Theater . . . 1.2 KRLD—off the air	ALSO CURRENTLY SHOWING IN: Greensboro, Indianapolis, Memphis, Minneapolis-St. Paul, Utica.**	

Series Name	Length in Minutes	No. Releases Available	Videodex Rating
PHLY—Road to Fame . . . 5.0 PHILADELPHIA (3 stations)* PITTSBURGH (1 station)* ST. LOUIS (1 station) KSD, 6-6:15, Sat. (Week-end Round-up) June Videodex Rating . . . 10.9 Videodex Rating of Prec. Show: TV Teen Club . . . 15.0 WASHINGTON (4 stations)* ALSO CURRENTLY SHOWING IN: Bloomington, E. H. Greenway, Indianapolis, Johnsons, Pennsylvania, Schenectady, Salt Lake City, Schenectady, Seattle.**			

Telenews Daily . . . 10-15 . . . 52 . . .

Dist.: International News Service ATLANTA (3 stations) WSB, 10:10-10:15, Mon.-Fri. June Videodex Rating (Average) . . . 1.8 Average Rating of Prec. Show: M-Who Said That?, T-Conscience, W-Press Gallery, Th-Championship Fight, F-Greatest Fights . . . 18.3 Opposition Shows, 10:10-11: WAGA—Chronoscope, Boston Blackie, Sportscholar . . . 4.1 WTV—Sky Theater, Movie Quick Quiz, Carling Theater . . . 9.3	WBAL, 6:45-7, Mon.-Fri. (Essa Reporter) June Videodex Rating (Average) . . . 3.5 Average Videodex Rating of Prec. Show: Trading Post Theater . . . 3.8 Opposition Shows, 6:45-7: WMAR—Boots & Saddles, Youth Board, Sun Papers News . . . 4.9 WMAJ—Movie Quiz . . . 1.1 BOSTON (2 stations) WBZ, 7:15-7:30, Mon.-Fri. (Newspaper) Greenleafed Wed. by Eisenhower speech June Videodex Rating (Average) . . . 7.2 Average Videodex Rating of Prec. Show: Sports, On the Sidelines . . . 4.7 Opposition Shows, 7:15-7:30: WNAO—Yesterday's Newsreel, Music Hall Varieties . . . 2.8 BURLINGAME (3 stations) WBEN, 6:30-6:45, Mon.-Fri. Average Videodex Rating (Average) . . . 15.9 Average Videodex Rating of Prec. Show: Sagebrush Trail . . . 26.4 CINCINNATI (3 stations) WLW, 6:15-6:30, Mon.-Fri. Imprompted Wed. by Eisenhower speech June Videodex Rating (Average) . . . 2.3 Videodex Rating of
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Headlines on Parade Quiz . . . 15 . . . 26 . . .

Dist.: United World Films, Inc.
CURRENTLY SHOWING IN: None, new release.

NBC Weekly News Review . . . 15 . . . Weekly . . .

Dist.: NBC Film Syndication Sales BOSTON (2 stations)* BURLINGAME (3 stations)* CINCINNATI (1 station) WLW, 12:45-1, Sun. (NBC Newsreel) June Videodex Rating . . . 2.2 Videodex Rating of Prec. Show: Flower Magic . . . 1.7 Opposition Shows, 12:45-1: WPCD—Red Ryder . . . 12.5 WKRC—UC in the Home . . . 1.7 LOS ANGELES (7 stations) ALSO CURRENTLY SHOWING IN: (Via la Reina) June Videodex Rating . . . 3.7 Videodex Rating of Prec. Show: Clute Roberts . . . 3.6 Opposition Shows, 7:15-7:30: KTV—Jockey Story . . . 3.8 KJH—Newscom . . . 0.6 KCA—Bill Quinn . . . 1.9 KTLA—Newsreel . . . 3.5 KNBH—Boxing . . . 14.9
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Table with columns: Series Name, Length in Months, No. Revenue Available, (Percent) Ratings. Lists various TV series like 'Proc. Show: Kukla, Fran & Ollie' and 'Opposition Shows'.

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THE MARKET PLACE for TELEVISION FILM INDUSTRY

Adventure

Now in production "CASE HISTORY" starring Regis Toomey and Sara Hayden. WM-F BROIDY PRODUCTIONS, INC. 5545 Sunset Hollywood 28, Calif.

The Big Game Hunt. Jungle adventures of Martin & Osa Johnson. Explorers Pictures Corp., 1501 Broadway, New York, N. Y.

Adventure-Mystery

Craig Kennedy, Criminologist, starring Donald Woods. Louis Weiss & Co., 655 N. Fairfax Ave., Los Angeles 36, Calif.

"BOSTON BLACKIE"

starring Kent Taylor, Loh Collier, Frank Orth, as "Blackie" as "Mary" and an all-star supporting cast!

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

"DANGEROUS ASSIGNMENT"

Starring Brian Donlevy. Real-blooded adventure with ray-out ratings — for exclusive local showing and local sponsorship — at local cost! Already sponsored successfully in 23 markets, there are still some available. Full information from NBC FILM SYNODICATION, 30 Rockefeller Plaza, New York 20, N. Y.

HE DUN IT!

In his second month in Los Angeles, Jeffrey Jones, TV's newest private eye, moved into the Top Ten Weekly Shows with a June Hoger of 17.5! And just ask us what he did in Columbus, Seattle, ... and what he can do for you!

CBS TELEVISION FILM SALES

New York, Chicago, Los Angeles, Memphis. 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.

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

Children's

Adventure in Stomps — 15 min. TV program at low cost. TV-Untimed, Inc. 321 Madison Ave., N. Y. 17, N. Y.

Comedy

Hello, Darling — Hilarious comedy situation weekly 1/4 hr. audion prints available. Guild Films, 7746 Sunset Blvd., Hollywood 28, Calif.

Drama

SIX NEW TV FILM PROGRAMS 1. "The Louis Bromfield Series" 2. "The Hans McCann Show" 3. "Tales of Corney Johnson" 4. "Those Were the Days" 5. "Crown Theater" 6. "A Chair on the Boulevard" Bing Crosby Enterprises, Inc. 9028 Sunset Blvd. Los Angeles 46, Calif.

Strange than fiction. 65 1/2-hour Human Interest Series. United World Films, Inc. 445 Park Ave. New York

Educational

Going Places. 1/2-hour travel film series. United World Films, Inc. 445 Park Ave. New York

Feature Films

Alexander Korde Features — 18 new feature length films. Finest British product. Snader Telecommunications Sales, Inc. 328 So. Beverly Dr. Beverly Hills, Calif.

For the best in Features, Westerns, Shorts, Serials, Dramas, Musicals, Comedies, Cartoons, Sports and many others — contact 1501 Broadway, N. Y. 36, N. Y.

Top 13-Week Feature Film Series. The best of the Lum & Abner and Scatter Good Baires pictures. Post Pictures Corp. 115 W. 45 St., N. Y. C.

Film Processing

"Peer-Renu" conquers shrinkage in old films makes them usable, revenue-producing. Western Precision Film Processing Corp. 165 W. 45th Street, New York

Miscellaneous

America's Leading TV Film Producer. Roland Reed Productions, Inc. 275 So. Beverly Drive CResview 6-1101

Available — 50 varied features and 37 feature Westerns. Film Vision Corp., 1501 Broadway, N. Y. C.

British Information Services — From a 3-minute filler to an 87-minute documentary, B.I.S. has the answer to your TV film problem. Contact Lester Schoenfeld, B.I.S., 30 Rockefeller Plaza, New York 20, N. Y. CI 6-5100

Ely Landau, Inc., television programs on film. Telephone Murray Hill 7-5224, 10 East 44th St., N.Y.C. Pennsylvania 6-3156

For entertaining and appealing pictures. Pictorial Films, Inc., 1501 Broadway, New York 36, N. Y. Pennsylvania 6-3156

UNITED TELEVISION PROGRAMS, INC. Largest distributor of quality TV films New York — Chicago — Hollywood

Musical

Music to Remember — 13 symphonic 15 min. reels of best works of the masters. Screen Gems, Inc. 729 7th Ave., N.Y.C.

Spinning your tales with Old American Barn Dance — 26 half hours with top recording artists and "All-Star" barn dance names. United Television Programs, Inc.

CLASSIFIED ADVERTISING

Mystery

Dick Tracy — 1/2 hour dramatic episodes based on famous comic strip. Snader Telecommunications Sales, Inc. 328 So. Beverly Dr., Beverly Hills, Calif.

News

For Washington Coverage Sound or Silent BYRON MOTION PICTURES 1226 Wisconsin Avenue Washington, D. C. DU 1900

TV News — Qualified guidance on policy, production, dynamic programming of TV news. Marathon TV Newsreel, 125 E. 50th St., N. Y. C. Konstantin Kaiser, Executive Director

Washington Spotlight — Weekly one quarter hour interview with government leaders direct from Capital. Snader Telecommunications Sales, Inc. 328 So. Beverly Dr., Beverly Hills, Calif.

Services

BMI Television Sketch Book: working scripts for song presentation available every month. Producers & Directors, write BMI, 150 5th Ave. N. Y. C.

Superb, original, tax-free TV library! Two series, 161 tracks, 50 musicians. Tempo Record Co., 8540 Sunset Blvd., Hollywood.

Sports

RKO Sportreels — Runs 6 1/2 min., 26 available. For info Edward A. Evans, RKO-Pathe, Inc., 625 Madison, N. Y. C.

Sportsman's Club: 15 minutes exciting fishing hunting adventures featuring Dave Newell, 52 units. Syndicated Films, 1022 Forbes St., Pittsburgh, Pa.

Stock Shots

More than 2,000,000 feet of specialized film footage available for live TV film shows and commercials. STERLING TELEVISION CO. INC. 316 West 57 St., N. Y. C. Judson 5-3750-1-2

Studio Facilities

Complete Production & Recording Facilities. All under one roof. Dynamic Films, Inc. 114 W. 89th St., N. Y. C. TR 3-6221.

HAL ROACH STUDIOS, INC.

The World's Largest TV Film Studios Culver, City, Calif.

Western

America's greatest salesman with a sensational record sales "THE CISCO KID" "O'Henry's Famous Robin Hood of the Range" starring Duncan Renaldo as "Cisco" and Leo Carrillo as "Pancho," supported by a top-notch Hollywood cast, 3 full-length commercials on each half hour weekly program

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

YOUR TICKET TO SALES RESULTS — THE ADVERTISING COLUMNS OF THE BILLBOARD!

ALL ORDERS AND INQUIRIES TO TELEVISION FILM MARKET PLACE, THE BILLBOARD 1504 BROADWAY NEW YORK 36, N. Y.

NEW SERIES AND FIRMS Niven Taking "Saint" For Video Film Stroll

HOLLYWOOD, July 12. — "The Saint," present in every facet of whodunnits, will now invade TV via film with David Niven under consideration for the lead. Leslie Charteris and Gayle Gitterman this week registered at Sacrament-Saint Pictures, Inc., as firm name producing the "Saint" series. Half-hour films will be produced by Gitterman, who currently is completing production on Hal Roach's "Actor's Hour" series. Series will start rolling on the Roach lot in September. Plans are to complete the first 13 episodes before series is offered for sale. Production budget is estimated at \$15,000 per episode. Charteris, "Saint's" author and owner, will direct the series. He will use his own scripts as well as others prepared under his direction. "Saint" was on radio for a time. (Continued on page 32)

in book and magazine form, on records as part of the talking books series, comic strip form, braille editions and books translated in 14 languages.

20th READIES 3 FILM SERIES. NEW YORK — Three new film series are being readied by 20th Century Fox TV Productions, Inc., including a children's newsreel, a sports show and a quiz program. (For full details see separate story.)

COMBAT CAMERA FILM READY. NEW YORK — Signal officers at each United States Army area command now have available a 14-minute film "Role of the Combat Cameraman." The film traces the history of the army photo section. (Continued on page 32)

ADVERTISING RATES

Table with columns: REGULAR-CLASSIFIED, DISPLAY-CLASSIFIED. Lists rates for various ad types and durations.

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ALL ORDERS AND INQUIRIES TO TELEVISION FILM MARKET PLACE, THE BILLBOARD 1504 BROADWAY NEW YORK 36, N. Y.

all the news of your industry every week in The Billboard... SUBSCRIBE TODAY see page 3 for rates

CBS RADIO COVERAGE

Roving Walkie-Talkie Is Key to Thoro Job

The Columbia Broadcasting System radio network turned in a solid reportorial job on the Republican National Convention, and the key to its success was undoubtedly the walkie-talkie. CBS' corps of correspondents down on the floor of Convention Hall and in and out of the caucus rooms beamed up the latest developments in the trend of events that no camera could catch. During Monday's (7) fight on the rules, for instance, Dave Schoenbrun sent up word of the compromise embodied in the Brown amendment almost an hour before Rep. Clarence Brown went to the platform to put it before the delegates. At the moment the measure was not only not yet known as the Brown amendment, but its intent and significance were not clear. So the other CBS men on the floor interviewed key personalities on the proposal.

Also CBS brought in a rather early beat on the fact that Maryland's Governor McKeldin was releasing his delegation to vote as it chose. CBS Radio kicked off its convention coverage Sunday (6) night at 10:05, the night before the convention itself began. Bothman Bob Trout started that show describing the empty arena. With the help of Griffing Bancroft he gave some background, and forecast the situation that would face the delegates the next day. Bill Downs on the stage of the amphitheater, Schoenbrun at the headquarters and Ed Morgan at Taft headquarters were piped in. The latter two, aside from describing the scenes they saw before them, also gave the background of Ike and Taft respectively.

An exchange of views between Ed Murrow and Eric Sevareid then took place from the Conrad Hilton Hotel. Murrow noted that the winning nominee could not possibly get it on the first ballot. The pair stumbled over their own conversation in a few spots but generally contributed interesting observations.

The show, which wound up with interviews of Rep. Joseph Martin and John Foster Dulles, effectively set the overall scene of the convention city the day before the convention itself. It also enabled CBS to check thru its entire coverage machinery.

Each day's proceedings were wrapped up by CBS Radio in a 30-minute show at 7 p.m. entitled

"Convention Digest." The show, which for the most part embodied tapes of the major statements and sounds and noises of the day, was emceed and filled in by Charles Collingwood. In 30 minutes, "Convention Digest" did manage to give listeners a thoro summary of the day's developments so that those listeners who work during the day could have the benefits of virtually complete coverage with nothing or little lost.

Following Collingwood's show, CBS brought in Alistair Cooke for a 15 minute personal view of that day's proceedings. Cooke, U. S. correspondent for the Manchester Guardian, is author of the recently published book, "One Man's America," and his show was referred to as "One Man's Convention." On his show Cooke sounded like the calm voice amid the tumult. He described the zany, tumular behavior of the crowds around the hotel lobbies and in the streets. And one day he spent several minutes discussing the travail of a newspaperman covering the convention in a television age. He did not concede that the newspaperman, being somewhat more maneuverable than a TV camera, can give his paper copy that it's readers could not have already picked up via television. This was striking since the CBS Radio correspondents, with their walkie-talkies, had already demonstrated that quite clearly.

The CBS pipe of the pooled feed was moderated by Bob Trout, who did a calm, clear and alert job, frequently in his inimitable singsong.

Westinghouse was the sponsor on CBS, and it must be said that for the most part their plugs were kept out of the way of important developments on the convention floor, but they were by no means perfect about this. For instance on Wednesday night, on 4th floor debate over the seating of the Texas delegation, CBS listeners missed the entire presentation of the minority report from the Credentials Committee, except for the reading of the names of the delegates subscribing to it. They got a pitch from Westinghouse instead—if they stayed with it instead of anxiously switching stations in search of the facts.

Gene Plotnick.

CONVENTION FEVER

DC Power Co. Reports Heavy 'Juice' Demand

WASHINGTON, July 12.—TV held the stage in D. C. as convention fever seized the nation's capital. The Potomac Electric Power Company, which distributes the kilowatts in this area, reported a record distribution load for both daytime and nighttime sessions of the telecast GOP National Convention during the most dramatic periods—the floor contests on seating of delegations, the nominating speeches and the roll call for presidential nomination.

The national capital, ordinarily jaded to political events, practically spent the week viewing TV or listening to radio. With TV sets numbering close to 400,000 in this city of four TV stations, the audience was phenomenal. On Capitol Hill, nearly two dozen sets were conveniently located for staffers and lawmakers who remained in the city, with half a dozen of those sets situated in the caucus rooms (see Washington One-Over). There were several sets in some of the congressional offices as well as in the press galleries. Downtown, the National Press Club served cold cuts to televiewers attracted to the sets, and at the headquarters of the major and minor Republican contenders as well as at the offices of the Democratic presidential aspirants, television held the stage. It was ditto for both the Democratic and Republican National Committee suites.

GOP COVERAGE PAYS OFF FOR ADMIRAL CORP.

NEW YORK, July 14.—Wallace C. Johnson, vice-president in charge of sales for the Admiral Corporation, said today (Monday) that his firm found that sponsorship of the Republican convention last week already is paying off. Admiral bankrolled radio and TV coverage via the American Broadcasting Company.

Johnson said that despite the shutdown of auto plants in Detroit because of the steel shortage, his firm's refrigerators moved exceptionally well in that city Wichita, which had only ABC coverage, had hyped interest in the Admiral line.

In Minneapolis, Johnson said his distributor reported that "the saturation advertising has created considerable interest among consumers who have been filling dealers' stores" and that dealers who have been stocking TV sets and refrigerators lightly "are re-ordering and we expect to see more re-orders written before the Democratic convention begins."

Johnson noted particularly that business "has been very good throughout the Southwest, where several cities recently were added to the TV network."

MBS Radio

Continued from page 9

his home-spun, country-store-type delivery.

Analytical round-table discussions, featuring Mutual's top news experts, were highlight programs of web's convention coverage. Standout sessions were those sponsored by General Tire following each nighttime session. After being pushed around all day and evening by Amphitheater police, the reporters waded into the discussions with short tempers and definite opinions. The results were unusually interest-provoking and informative. Prize tantrum was staged by Fulton Lewis Jr. in defense of a point made by General MacArthur in his keynote speech.

Mutual made a strong bid for men audiences with special broadcasts by Barbara Welles, Martha Deane, and other Mutual women commentators. The feminized sessions contained such references as to the fact that "12,000 people (in the hall) generated enough heat to cook 16,000 steaks"—a natural lead-in, of course, for a food commercial—Bumblebee Tuna in this case.

In addition to the late-night round table periods, Mutual's special programming included: a nightly series of "Five Men Report" programs, sponsored by Johnson's Wax (5:45-6 p.m., EDT) and featuring top newsmen Cecil Brown, Baukhage, Frank Singler, Holland Engle and Frances Coughlin; two daily five-minute roundups of convention news by Singler; and a long string of brief roundups throughout the day and evening. Mutual Convention news corps also included Gabriel Edwards, Cedric Foster, William Hillman, Fred VanDeventer, Bill Cunningham, Robert F. Hurligh, Les Nichols, Everett Holles, and Les Higbie. June Bundy.

HIDDEN MIKES AID NEWS BEAT

HOUSTON, July 12.—Radio station KTHH in Texas scored a beat on the Louisiana-Texas seating debate, when station owner Judge Roy Hofheinz and two staffers smuggled mikes into the supposedly closed Republican National Committee hearings this week. The proceedings were aired over KTHH, with Louisiana spotlighted, Thursday (10), at 8:45 p.m., and entire Texas hearings (more than three hours) broadcast, Friday (11), at 7:45 p.m.

The exclusive broadcasts were later fed to the rest of Hofheinz's Texas Coast Network stations. KTHH staffers participating in the secret taping operation were John Stephen and Dave Nagle.

NBC RADIO COVERAGE

Fine Stint Turned In By Crack News Corps

The base panorama that was the Republican National Convention presented a problem in reporting ably met by the small army of reporters, analysts and technicians assembled in Chicago by the radio side of the National Broadcasting Company. Upset somewhat by a delay in the start of the political timetable Monday (7), as well as expected the confusion in getting the gears to mesh properly on any large and complex undertaking, the corps of NBC newsmen took over with only minor lapses of continuity. In short order the flow of information and analysis and straight open-mike coverage of the proceedings were coming thru in fine style.

If anything, the NBC effort again emphasized the strength of H. V. Kaltenborn as a political commentator. He was ever ready to toss in an analysis, whatever the topic. Thus, when legitimate news was scarce during the delays at the convention's start, Kaltenborn in his usual enthusiastic manner, was not above analyzing the invocation, into which he read pleas for a bi-partisan foreign policy, the rights of individual and a clean-up of government corruption.

Not alone was Kaltenborn ready on his own to offer commentary where it was legitimately called for, after a major speech, a significant vote or a tip from a caucus room, but he was repeatedly called upon to cull, from his experience, nuggets of background information that would help make the proceedings more intelligible. Kaltenborn figured as the ace in the hole. When anyone ran out of something to say, or the communication lines fouled, he was ready. A renowned ad-libber, his well-constructed phrases could be turned on at moment's notice.

If Kaltenborn was the feature analyst, George Hicks was the steady reporter in the main NBC radio booth who gave listeners the running account of the overall scene. Hicks was the one who called in the reporters, stationed on the amphitheater floor, on the speaker's platform and in the hotels around Chicago where newsworthy confabs were in progress, to contribute their bits to the growing mosaic. Morgan Beatty was a fixture on the speaker's platform. Merrill Mueller, Leif Eid and other reporters on that floor were indispensable in contributing bits of color that conveyed the excitement and tension of the conclave.

When the main show was on and an orator was holding forth on the dais, or an important tally was in progress, the NBC mike was wisely focused on the main proceedings, with only comments needed to identify the speaker or the problem interjected. During balloting, the dead intervals of roll-call voting were seized upon to total the score and relay tips on how up-coming delegations were committed.

If there were no significant news scoops by the NBC radio staff, it was probably because of the energy and alertness of all news media covering the event.

Each session the NBC radio report began with its own roll call of staff commentators scattered in various parts of the hall. The device set the stage for the sessions and conveyed a sense of the magnitude of the chore faced by staffers.

Major NBC news programs emanated from Chicago during the week, since all top talent were on hand. All devoted a considerable part of their time to elaboration of convention news. If foreign and other domestic news received scant attention it was inevitable result of the time required to report the convention proceedings in full. Among the top NBC news shows carrying the Chicago dateline for the week were Merrill Mueller's "Home Edition of the News,"

Morgan Beatty's "News of the World," "Three Star Extra," with Ray Henle, Ned Brooks and Albert Warner, and H. V. Kaltenborn and Richard Harkness on "Pure Oil News Time."

Radio coverage of the convention by NBC proved a fascinating survey of the week's events. The news and happenings were offered in complete fashion. While a truant reporter might have received a greater sense of the drama inherent in the great spectacle by watching the TV screen, he couldn't have learned the facts any faster or more completely. Iz Horowitz.

PARA'S KTLA ONLY INDIE ON GOP CONCLAVE

HOLLYWOOD, July 12.—Paramount's KTLA was the only known indie TV station to carry complete coverage of the Republican National Convention from Chicago. Station tied into the all-network pool for the Chicago pick-up and sold its coverage to Richfield Oil.

Station chief, Klaus Landsberg, followed his usual policy on special events telecasts by airing plugs only for the sponsor as opposed to the other outlets' practice of cramming station-break spot commercials to the brim. As a result, KTLA's airing of convention coverage emerged with substantially fewer commercials than any other locally, thereby giving viewers fewer annoying interruptions. Station will similarly carry complete coverage of the Democratic National Convention from Chicago two weeks hence.

WWJ
NBC AFFILIATE
in DETROIT
Owned and Operated by
THE DETROIT NEWS
National Representatives
THE GEORGE P. HOLLINGBERG COMPANY

Glossy Professional
8x10 PHOTOS
Get mail glossy photos and post cards—Low prices—Satisfaction guaranteed—Last 10 days—Our 15th Anniversary—Lowest prices—Free reproduction of your original—Send today for price list. FREE samples, etc.
MULSON STUDIO
BOX 1941
BRIDGEPORT, CONN.

PHOTOS IN MILLIONS
QUALITY PHOTOS IN QUANTITY
★ 1000 POSTCARDS—\$19.00
★ 1000 8x10—\$6.50
★ BLOWUPS—\$2.00 up
Write for FREE sample & list
MOSS PHOTO SERVICE 350 W. 50th St., N. Y.

HOWARD PHOTO REPRODUCTIONS
No Order too small or too large. Enlargements mounted. 2x3, \$2.00; 3x5, \$3.50. Photo post cards, \$2. 24-hour service. Mail orders coast to coast. Write. Call. Free Sample Kit.
Howard Photo Service, Dept. B
168 W. 46 St., New York 36, N. Y. LU 3-1444

ARE YOU GETTING CLIPPED?
Luce Press Clipping Bureau is now the largest in the country. Our LUCE offices are ideally located to insure prompt saturation coverage of big city and great news newspapers, daily and weekly, national consumer and business publications—every periodical you use.
Write for Details of This New, Low-Cost Service
LUCE PRESS CLIPPING BUREAU
27 Thayer Street, New York 6, N. Y.
104 W. Lincoln Blvd., Kansas City, Mo.

GLOSSY PHOTOS IN 1 DAY!
5¢ EACH
In \$300 Lots \$79 in \$1000 Lot \$7.00 per 100
Postcards: 122 per 1000—Special Enlargements (10x40) \$12.50
COPY NEGATIVE, 8" x 10", \$1.25
POSTCARDS, 25¢.
Under supervision of famous James C. Kriegerman
Any Product Photographed, 55¢
Plan 14232
155 West 45th St.
Photographers, New York 18, N. Y.
COPYART
WE DELIVER WHAT WE ADVERTISE!

SOMEWHERE IN THE WORLD...
There's a buyer for your talent—services—our merchandise.
Changes are now! Find him among the 67,000 who read THE BILLBOARD classified columns every week. And find him this quick, easy way: call us at 33—1

COMEDY MATERIAL for All Branches of Theatricals
BILLY GLASON'S FUN-MASTER
"The Original Show-Biz Gag File" (The Service of the Stars)
Singly \$1.25. \$25.00 in \$1.00 lots. Includes FREE CLIPPING
★ 3 SKS. PARODIES, per SK. \$10.00
★ 4 BLACKOUT BOOKS, per BK. \$25.00
★ 4 HOW TO BE A STAR, per COPY \$10.00
★ GIANT CLASSIFIED ENCYCLOPEDIA OF GAGS—\$300.00 (worth over \$1,000.00)
NO C.O.D.'s.
PAULA SMITH, 200 W. 54th St., N. Y. C. 19, N. Y. DEPT. BB. (CIRCLE 7-1130)

SPOT PROVIDES AN EXTRA LIFT

NEW YORK, July 12.—Convention TV viewers here received an extra kick Wednesday night (9) when video station WPTZ immediately following the polling of the Puerto Rican delegation comedy highlight of the Republican meet with a plug for Porto Rico Soft Drinks. The copy delivered with heavy Spanish accent began, "Hey, Chlco, you like Porto Rico?"

Station execs are happy over audience reaction to the timing, but insist spot was actually scheduled for that period, and not planted as a staff gag.

Gosch-Agency, Esso Tiff to Be Arbitrated

NEW YORK, July 12.—Arbitration proceedings are under way to settle the long-standing differences between packager Martin Gosch on one side and Esso Standard Oil and the Marschalk & Pratt ad agency on the other. A three-man board, appointed by the American Arbitration Association, is seeking to break the deadlock deriving from the "Tonight on Broadway" TV series which aired in 1949 via the Columbia Broadcasting System video web.

Board members include Stuart Peabody, assistant vice-president of the American Association of Advertising Agencies, and Morris Novik, broadcast consultant and proponent of pubescent airings.

Gosch has demanded payment of outstanding bills resulting from the series, to the amount of \$2,500. The sponsor and agency have a counter-claim against the packager of over \$50,000 on the basis that he did not give them sufficient notice when folding the series. "Tonight on Broadway" was a pioneer video series which featured original casts of current Broadway legit shows in one-hour versions, which debuted on CBS-TV in October 1949 and ran until December, but finally folded because of difficulty in clearing shows and properties for airing.

Series and Firms

Continued from page 15

from World War I to Korea. Prints in 16 millimeter can be purchased from United World Films, Inc., the contractual agency for the U. S. Office of Education.

LIFE OF CHRIST SERIES PLANNED

NEW YORK—Cathedral Films, Hollywood, plans to film the life of Jesus Christ in a series to be called "Day of Triumph." Budgeted at \$500,000, the series will be shot in color for theatrical release originally, but for later release to TV. The trade expects that Major Television Productions, here, will handle the series when it becomes available for TV.

REPORTERS GET RUFF HANDLING

CHICAGO, July 12.—Mutual Broadcasting System's newsmen literally took a beating from police inside the International Amphitheater here during the GOP convention, and they've got the tape to prove it. At one point, while the gendarmes were "shoving reporters, knocking down photographers and jostling on the floor radio-men," one MBS man managed to protect his broadcasting equipment, and the cops iron-fist "keep order" tactics were heard coast to coast.

Things quieted down after the network airing, but it was rough going for a while. At one point commentator Everett Holmes was tied bodily from the floor by four policemen and carried aloft for 30 feet.

WNEW Firm Contract Sales Hit New Peak

NEW YORK, July 12.—In an impressive denial of radio-is-dying theories, Ira Herbert, sales chief of local indie WNEW, revealed this week that "firm contract" sales for June, July and August of this year were higher than "any three months of any season" in the history of the station.

At the same time, the exec anticipated that WNEW will up time charges when station wattage is increased to 50,000 in October, with rates for some prime daytime periods being increased as much as 30 per cent. Neither Herbert nor station manager Bernice Judis expects there will be much sponsor resistance to rate increases in view of the fact that the station has deliberately avoided raising rates during the past two years. They prefer to wait for new wattage power.

Consequently, Herbert points out that the station's stand will be strengthened by fact that increases represent a consolidation of legitimate reasons for raising rates, with WNEW's out-of-home listening survey as an outstanding example. A study, conducted more than a year ago, uncovered a sizable group of heretofore uncounted radio dialers, with WNEW grabbing off top audience ratings across the board.

CO-OP TIME

MBS Sales At Confabs Set Mark

NEW YORK, July 12.—The Mutual Broadcasting System's co-op sales on both the Republican and Democratic conventions have already broken radio's all-time co-op program record, according to Mutual's co-op chief Bert J. Hauser. As of Monday (7), 234 Mutual affiliates had reported sales to 452 local advertisers, and indications are that sales will be checked up by more than 400 stations before the Democratic convention.

Some affiliates have sold the entire convention to a single advertiser, while others have sold a series of spots to several sponsors. The Mutual dual co-op plan marks first time in radio history that both major party conventions have been sold on a co-op basis.

Continued from page 11

appointed William Perkinson, formerly with Ziv, to the Chicago LoURY Sound and Cinematographers, Inc., Detroit.

Hollywood

Jack Chertok will start production on two new series, one starring Ann Southern to be tagged "Private Secretary," and the other to be based on Dale Carnegie's book, "How to Stop Worrying and Start Living," using the same title, and featuring the author and note persons who studied under Carnegie. Southern series will start rolling August 1 for late fall release, while Carnegie series will start shooting August 12, also for late fall release. Roy Roge, after a two-week lay-off, resumes shooting his TV film series this week, with schedule calling for completion of "Knockout" and "The Silver Fox Hunt" within the week. Company shooting the half-hour series is headed by producer Jack Lacey and director Bob Walker, with exteriors to be shot one day at Walker's ranch and a second day at Iverson's ranch and interiors to be completed on the Goldwyn lot.

Jack Wrather last week winged to New York following completion of the first 13 chapters of "Boss Lady" for Procter & Gamble. First seg of the series has been already aired on East-

CBS CRONKHITE RATES LAURELS; EQUIPMENT, STAFF TAKE BEATING

CHICAGO, July 12.—CBS chief, Sig Miekelson, took a gamble in putting a comparative unknown, Walter Cronkhite, into the key anchor position as commentator for the running convention story on television. If Cronkhite wasn't well known before the convention, he certainly was after the final gavel. Miekelson said he came thru beautifully.

Both equipment and personnel took terrific beatings in the marathon sessions. The intense mental pressure on technicians, directors and newsmen was even harder on them than the physical pressure of long hours on their feet and very little sleep.

Almost without exception, as the convention wound up Friday, the huge staffs in the network headquarters were walking around almost dazed, their eyes bloodshot, many technicians with a couple of days' growth of beard. Almost every easy chair and sofa was draped with sleeping men.

With the equipment it was a different matter. When the sessions ended, it was turned off and had sense enough to sleep. NBC reported two cameras burned out from the heavy use, but otherwise all of the equipment held up unexpectedly well.

All of the network news directors freely shot suggestions to Bob Doyle, ABC director, who handled the pool operations. As the meet opened, each man seemed to think he had an exclusive line to the pool. But it was soon general knowledge that all three networks were shooting suggestions to the pool. All three said the pool came thru beautifully for them.

All three networks found they used their remote trucks far less than they had anticipated. With all the advance fanfare of covering railroad stations and airports, it turned out that the only arrivals covered were CBS on Eisenhower and NBC on MacArthur.

The Hilton studios also were pretty quiet during the first three days of the convention. Their chief use came before the convention and during the final 24 hours. For the Democratic meet they'll get their big workout Saturday and Sunday, and during any dull periods that may develop.

The weakest aspect of the pool pick-up was the absence of a camera in the middle of the floor to train on speakers. The pool had to use a telescopic lens from more than 100 feet away, which not only gave a grainy picture but picked up the constant activity and moving around in the press section to the right of the rostrum.

As far as flexibility in moving from one news spot to another goes, television and radio were like the tortoise and the hare. The radio nets gave a crisp, accurate news round-up from points all over the city. The TV operators were ponderous by comparison.

The one man at the Amphitheater who really got a clear, overall picture of the convention scene was NBC's Bill Henry, who was isolated from the convention activity and kept in front of a TV set, so NBC could have one man with a clear idea of what the audience was seeing.

MEETINGS ALTER COURT SCHEDULE

WASHINGTON, July 12.—Even courts of law were affected by TV-radio coverage of the Republican National Convention this week. When Judge Armand W. Scott wanted to schedule the case of Randolph (Catfish) Turner, alleged narcotics ring leader, for Tuesday (10) afternoon, Turner's Attorney, James Laughlin, asked for a three-week postponement, declaring there was a radio program he wanted to air. Upon ascertaining that Laughlin meant the GOP convention, Judge Scott set the hearing on charges of carrying a deadly weapon for July 29, which should bring it safely past the Democratic National Convention, too.

WCBS Pacts Singer-Emsee Bob Haymes

NEW YORK, July 12.—Singer-emsee Bob Haymes was this week signed by WCBS here. He takes over 8:15-9 a.m. Monday thru Saturday slot on the network flagship, marks the second time that the network stations have recently grabbed WNEW talent. WNBC recently got the Gene Rayburn half of the Rayburn and Finch team from the indie.

The Haymes show on WCBS will replace the Phil Cook and Margaret Arlen shows. The latter is reported to have decided to concentrate on her five TV shows weekly on WCBS-TV.

In order for Haymes to get out from under a long term contract with WNEW, the singer's management is currently negotiating a deal with the latter station which calls for a heavy payment to the indie. The Haymes contract with WCBS is reported to be for five years and was negotiated by Station General Manager Carl S. Ward, program director Sam Slate. Haymes manager Tony Acquaviva and Jay Michaels of General Artists Corporation.

According to Ward, the signing of Haymes is in line with the station's policy of programming more musical shows. It is understood that WCBS will make additional changes in its daytime lineup shortly.

claims it's all for the sake of authentic backgrounds. Cadillac is reported by Fabian to be interested in the series (which if it materializes, would mark the motor car company's entry into TV) he plans to talk to Cadillac execs in Detroit while en route to New York from whence he makes his European hop.

Screen Gems bought the Cosmopolitan short story, "Birth of a Hero," by Alice Duer Miller, for "Ford Theater" series. Lillie Hayward was signed to prepare the screen play. This marks the sixth script now being completed for the 39-episode series bought by Ford.

SUPPORT

ALA Backs RWG Strike Against Nets

NEW YORK, July 12.—The Radio Writers' Guild continued to picket the National Broadcasting Company, the Columbia Broadcasting System and the American Broadcasting Company this week in its strike against the webs. It picked up some heavy support from the Authors League of America, as the latter group's national TV committee suspended negotiations Wednesday (9) with the three networks.

The confabs have been going on for 18 months in ALA's attempt to set a minimum basic agreement with the webs.

Earlier in the week, ALA announced thru vice-president John Hersey that it would support the RWG with an official ALA strike fund, and by sending letters to all 7,000 ALA members, outlining ways in which they can help RWG in its battle with the webs. Tomorrow (13) RWG's 25-man picket delegation returns from Chicago. The writers have agreed to return the pickets to Chicago for the Democratic convention, unless agreement with the webs is reached earlier.

Hardly Affected
Meanwhile CBS and NBC were hardly affected by the strike. In many instances supervisory and publicity department personnel handled news operations from this city.

ABC, however, says the RWG was forced to make some changes because of the strike. On Tuesday (8) ABC canceled the 11 p.m. news, and on Thursday (10) the web shifted the 11 p.m. news to 7 p.m. and canceled the latter program. The result was Carling's Beer airing its news show four hours earlier than usual.

RWG claims that its Chicago pickets also forced CBS to cancel the Mike and Buff show on Wednesday. The web, however, attributed the cancellation to operating difficulties. The guild also claims that all three networks canceled several TV remotes in Chicago because the pickets were visible on camera.

TV-Film Outlook

Continued from page 11

television. Exceptions are such top "Bicycle Thief," etc., which big city stations are willing to offer to viewers.

TV brass are loathe to buy foreign films because, in many cases, the English titles do not screen well on video sets; and because it would be far too expensive to re-dub the films in English. Hence the thinking that the future may see more programming of half-hour films back-to-back.

One faint glimmer of hope to the TV film buyers is said to be Hollywood's "rugged individualist," Howard Hughes. Some network brass still think that Hughes may suddenly decide to dump all or a good number of RKO films on the TV market.

BASEBALL VIES WITH CONFABS

CHICAGO, July 12.—Chicagoans were torn between two TV offers Thursday and Friday, with the Republican National Convention and the Cubs baseball team vying for the afternoon video audience. While all TV webs Thursday were carrying the speeches and the reading of the platform from the convention floor, WGN-TV cut out to telecast the game between the Cubs and Brooklyn Dodgers.

Jack Brickhouse, WGN-TV sports commentator, who also worked the All-Star Game in Philadelphia Tuesday, which was shown here between convention sessions, kept repeating thruout his coverage both days that should something important happen at the International Amphitheater, the game would be interrupted to pick up the proceedings, but each game was completed without a break.

Quick Takes

Continued from page 11

ern National Broadcasting Company outlets. . . . William F. Brody last week inked contracts to turn over English-dub prints to his "Wild Bill Hickok" series. Radio Audizioni Italia which will operate two TV stations in Italy starting next January. Paet was signed between Brody and Irving B. Fogel, Tempo Records proxy, who serves at U. S. rep for RAI's film buying end, Francesco Passigli. Deal calls for 26 "F'ckok" films and options for an additional 26.

William F. Brody, Productions is currently prepping four stories for filming in its "Wild Bill Hickok" series with interior and exterior shooting to be mostly centered in location, at Cedar Lake in the Big Bear Region. Upon completion of the four, firm will have finished 22 episodes so far this year in the "Hickok" series. . . . Cathedral Films has budgeted \$50,000 for a theatrical film feature based on the life of Christ, to be called "Day of Triumph." The Rev. James K. Frederich, Cathedral Films presy, said film will be cut into 12 parts following its theatrical release to be released to churches and for TV viewing.

Victor Fabian has decided to film his Hedy Lamarr TV film series, "Great Loves," in Europe with lensing to be centered in London, Paris and Rome, and

Paramount, New York (Wednesday, July 9)

Capacity, 3,654. Price range, 55 cents-\$1.80. Four shows daily. Chain booker Harry Levine. Show played by Neal Hefti ork.

A fast moving show is on tap backing the flick "She's Working Her Way Thru College." It opens with the good looking, Latin costumed team of Raul and Eva Reyes doing their sock standard terps and closes with a zip to the Modernaires commercial warbling.

Actually, the strongest act on the bill was Jan Murray, who works in the next to closing spot. In fact, Murray was almost a show stopper. The comic opened with a few warm-up gags and a gravel-voiced "welcome" song and right into his routine. The opener, a jury duty number, fractured them. Then came his "Laugh Clown" number with some new gags in the middle, and the yocks filled the house. Murray came back to bring on the Modernaires. But he was so strong that the group had to work extra hard to catch up.

Modernaires

The Modernaires moved around nicely and sold their songaloo with melodic skill plus some new sight bits. After their opener, "Customer Is Always Right," they punched out a barber shop well known "Juke Box Saturday Night," and wound up with a driving "Bugle Call Rag" with a hefty assist from the band. Frances Wayne (Mrs. Neal Hefti) working in the two spot did a nice job on a heavily arranged "Hallelujah" winding up with "Old Black Magic." In the middle she did her "Lonesome and Blue," using her Coral Record arrangement. The gal wound up with a good mitt.

The Neal Hefti band (three rhythm, five sax, four trumpet and three trombone) is a good looking and listenable outfit. Hefti, who also does some trumpet work, is a well set up, slim chap who is at ease at the mike, and handles the emcee chores in smooth fashion. The band didn't get much of a chance to shine in its own spot, but in backing and playing for the acts, it did an outstanding job. Bill Smith.

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Night Club-Vaude Reviews

Palace, New York (Friday, July 11)

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

This reporter will stick his neck 'way out this week, Palace-wise. Almost without reservation, he liked three-quarters of the bill, for old personal favorites turned up in the line-up, as well as a couple of previously undiscovered contributors. Considering how tough it is these days to get together a weekly package of eight vaude turns on a limited budget, booker Dan Friendly is to be congratulated.

To begin with, this pew-squatter has long admired the acro-terp talents of Bobby Lane and Claire —back to the time he stood on a sweltering Times Square sidewalk and watched them do their stunt for free at a pitch for War Bond sales. The only current beef is that the pair deserves a better frame than an opening slot.

Likewise, in the top credit side of the ledger is vet Herman Hyde, who has made a career out of ridiculous musical gadgets. Hyde has put trimmings on his act, since last caught, altho his violin bow still gives birth to a moth, and his bull fiddle continues to lay its corny egg. However, a flute obligato has been added in which Mrs. Herman (Myrtle) Hyde gives a hearty respiratory assist, and adds solid clowning on her own account. Hyde is a smart performer, and the act strictly launders as to gags and is conspicuously to the point. It is an excellent choice for the key third slot on the bill. Phil Bennett, who precedes him, with his "talking" crew, also rates top credit and clicks solidly with the congregation.

Colleano

Maurice Colleano and his assistants are new to this reviewer. There was no question that Colleano's routine of acro-clowning in the next to closing spot met with great hit with the customers. His projection, however, is of the less-than-subtle pattern of British music hall approach. He mugs enough after every gag and bit to make even Red Skelton blush. An occasional throw-away would be a welcome relief. The contributions of his young cousin, Betty Colleano, add looks as well as ability to the act.

The Fontaines (two men and a gal) add some top-flight hand. (Continued on page 45)

Vine Gardens, Chicago (Tuesday, July 8)

Capacity, 200. Price policy, \$2.50 minimum, with 50-cent cover. Shows, 8:30, 12 and 2. Exclusive booker, Pat McClaren. Operators, Jimmy and Johnny Pappas. Estimated budget this show, \$2,100.

The Pappas father and son team has completely renovated this Chicago landmark and, after an eight-week hiatus and a switch in bookers, returned to a live-show policy.

Breaking simultaneously with the Republican National Convention, the show is not a pretentious one, but does prove an hour of good family-type entertainment. Top, it serves the dual purpose of bringing back to the ritzy circuit Dave Tannen, vaude and cafe veteran who has been out of the biz the past four years, and introducing a newcomer to this territory, Wini Clark, who scored heavily with her chirping.

Tannen, stage-wise performer, has two excellent sellers in his present routine based on "Snow White and the Seven Dwarfs" and a nostalgic bit in which he talks about the old two-a-day personalities. Tannen also serves as emcee and does a satire on a Russian dance which gets a big hand.

Wini Clark is a young, good-looking girl whose voice is much better than her selection of songs. This is her first stop in a major biz, and she should be gaining the stage experience so necessary to go with her fine pipes.

Bill also featured Mme. Nana, Oriental dancer, who handled two solos, and Dee Profit, tapster, who formerly worked in local lines and is now stepping out on her own. Gal still needs a lot of work and a better wardrobe.

Norman Weiser.

Chicago, Chicago (Friday, July 11)

Capacity, 4,200. Price policy, 45 to 98 cents daily. House booker, Harry Levine. Show played by house band, with Irving Kaplan conducting.

Jackie Gleason, making his first start here since hitting pay dirt via the television route, proved one of the hardest-working, most efficient showmen to play the house in many months. His no-star-studded, no-talent package, the kind which has failed to fill the Balaban & Katz flagship in previous attempts. Instead, it has been carefully put together, with plenty of fresh material for Gleason, strong supporting acts, and just enough TV material to further enhance the comic with his followers.

Despite a series of illnesses which hit the cast, including a bad throat sported by Gleason, and a bug which nearly kept Pert Kelton out of the first day's shows, the performance, paced swiftly, with excellent pacing of the comic bits as well as the vocal and dance routines. And for the first time in many months, the band is back in the pit, thus enabling the many scenic changes to be made quickly.

Gleason has never shown to better advantage. His dancing bits literally bring down the house, as do his "and-away-we-go" gestures. Most of his gags are new to local audiences, and even his two sketches, one featuring Reggie Van Gloom III, the other, the Honeymooners, altho familiar to TV viewers, were extremely effective, the latter getting a heavy hand as the curtain opened on a replica of the regular TV set used for the sketch.

In support of Gleason are such television experts as Art Carney, Stan Ross, and "Pin With You" character who proved he can do a good impression, and Zama Cunningham.

First of the three acts to be introduced by Gleason was Elaine Dunn, a pert, young terper who was given three numbers, and opened the audience's eyes with her top spins and twirls. Joe Bushkin and his quartet drew heavy with the "collar" members of the audience, with Bushkin on the piano and vocals during the first four tunes, then going to the trumpet for his closer.

The DeMarco Sisters, absent since last December, were on next to last, doing "Take Me Out to the Ball Game," "Pretty Baby," a good novelty called "Little Girl From Little Rock," and closed with "Hoop-De-Do." Girls were also well received, and earned the mitt with their performances.

Finale had the entire cast on stage, with Gleason dancing and singing, the Bushkin combo playing, and everyone, including the audience, obviously having a great time.

Plc. "Diplomatic Courier,"

Norman Weiser.

Bill Miller's Riviera, Fort Lee, N. J. (Wednesday, July 9)

Capacity 950. Price policy, \$3.50-\$5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Seth Baskin. Estimated talent budget current show, \$10,000. Estimated talent budget previous show, \$15,000.

Despite the downpour and the convention proceedings that kept people glued to their TV sets, the spot was doing a big business on the show caught. It is difficult to determine which one of the three new acts on the bill were responsible. Chances are they all shared in the draw, plus the natural appeal the Riviera has gradually acquired.

The Will Mastin Trio, with Sammy Davis Jr., is electric an act as ever. Davis is, of course, the basic act. His sharp satirical carbons of a Jerry Lewis are masterpieces. The fact that Davis can twist his mug so he even looks like Lewis, makes the takeoff that more amusing. His Johnnie Ray was a masterpiece. He had Ray down to a "T." If there is any single reason for Mastin's successful characterization (Continued on page 45)

French Casino, New York (Tuesday, July 8)

Capacity, 650. Price policy, \$4-\$55 minimum. Operator, Nachat Martini. Shows at 8:30 and 12:30. Booking, non-exclusive. Publicity, Joe Russell. Estimated talent budget this show, \$4,500.

After considerable delay due to non-issuance of liquor license, then the cabaret permit, the spot finally opened up about three weeks late. It's a good show, it builds, moves and 'has enough skin showing to draw the visiting firemen trade.

It demonstrates its real potential with a delightfully conceived ballet set to a Louis XIV story line. The period costumes and the choreography, plus the terps abilities of Joan Laste, Gordon Hamilton and Pasdune, make it one of the big moments of a show that runs almost two hours.

The length of the show is one of the handicaps. Much of it is contributed by a 23-minute can-can, plus overlong staves by import Dominque and native product Buddy Clayton. After 10 minutes of the can-can, the rest, a series of overlong challenges, tend to become dull.

Dominique, a good looking, light haired lad, showed a good act that was a ombo of magic and pick-pocket. The latter obviously called for considerable audience participation. So long as Dominique was on stage he held them. It was when he wandered out front to pilfer things, that he lost them. The house was too big for him to wander out front for long. And this bit alone takes about 10 minutes.

Buddy Clayton's act, recently caught at the Palace, seemed too limited to hold down such a key spot. His Arthur Godfrey routine seguing into take-offs of various names, seemed inept, tho the audience gave him a big hand.

In the singing department, Ginetta Wander, Harry Seguela and Laura Tunisi hold down the solo spots. All three ranged from adequate to good, tho possibly the all-Gallic songs made for the so-so effect.

The D'assie Brothers knock-about sailor act, caught in various media since their arrival here, did their usual good job. The two lads' comedy acros were sold in top fashion.

Basically, however, it's a production show—a big production show—featuring costumes that range from the flashy overdressed period gowns to the nude. It makes for a good spectacle.

Vince Travers' band cuts a show full of tough cuts with ease and spirit that holds attention. The score is a long one, but is one of the best things in the show.

Bill Smith.

Frank Sennes' Peep Show Holiday Theater, New York (Friday, July 11)

Capacity, 880. Price range, 95 cents-\$1.80. Saturday top, \$2.40. Producer, Charles Woods. Frank Stewart's ork. Four shows daily.

The Frank Sennes package that was to play Wildwood, N. J., came in with little fanfare but started off with business right away. The original Mike Todd "Peep Show" has been trimmed to about a 75 minute running time, tho the chief flash ingredients, the girls, the dancing and most of the score, remain intact. The result is a surprisingly good show. It moves, it has comedy, plenty of girls (16) in various stages of dress and undress; excellent costumes, and adds up to a solid value. House was full on show caught, with the opener drawing long street lines.

Principals are Tito Valdez and his new partner, Louisa, a gorgeous hunk of femininity; Red Marshall, who does excellent comedy; June Allan, who can bump and grind; Linda Bishop, a well-stacked, tall redhead who does the singing; the Shaller Brothers, with their always sold trampoline comedy act; Harvey Bell, with a remarkably fine tenor (Continued on page 45)

Marine Dining Room, Edgewater Beach Hotel, Chicago

(Wednesday, July 9)

Capacity, 500. Price policy, 75 cents-\$1 cover charge. Shows at 9 and 10:30 p.m., Monday thru Friday, 9 and 11:30 Saturday. Producer, Dorothy Hild. Publicity, Bob Deuss. Booking policy, non-exclusive. Estimated budget, \$5,500.

Dorothy Hild has come up with a strong summer show to play the Boardwalk with her "Showing Off" revue, packg the production with the Beachcombers and Tommy Dorsey and his band. In addition, an eight-girl, two-boy line and Lewis and Van are spotlighted, along with Frances Irvin, Dorsey chirp, who gets a featured role in the show.

As usual, Miss Hild has come up with outstanding wardrobe and excellent lighting to go with her precision productions. But it is the addition of the Beachcombers which sets this revue up as one of the best efforts at the location in months. The three boys who work with their petite fem partner in four separate numbers had to beg off at the show caught in order to get the finale underway, then opened the production number with a vocal to bring on the brilliantly costumed line.

Quartet opened with "Million-Dollar Baby," their standard intro, then went into "Maui Chant," "You'll Never Walk Alone," with the gal on the lead, and closed with a clever arrangement on "Hawaiian War Chant."

Lewis and Van were on for two numbers, including their specialty which features some top work on miniature stairs. Duo, who specialize in fast tap work, benefitted by the marble floor on the Boardwalk, getting some amazing effects.

As has been her custom in recent months when a name band was on hand, Miss Hild has taken Dorsey's vocalist, Frances Irwin, a good-looking, capable songstress, and given her a spot in the revue. Chirp opens her stint with "Nobody Wants to Die" then does a most creditable job on "A Guy Is a Guy."

Line has two numbers, opening and closing the show. The Dorsey band, which is still one of the top groups in the business, has a featured spot, with the frontier handling his classic "Sentimental Gentlemen" solo in the same accomplished manner that has marked his appearance for the past 15 years. Norman Weiser.

London Palladium (Monday, July 7)

Capacity, 2,200. Price range, 99 cents-\$1.82. Two shows daily. Booker and manager, Val Parnell. Producer, Charles Henry. Show played by the Woolf Phillips Sky-rockets ork.

Most headlines who play the Palladium walk on to a ready-made rep. Half their work is done before they open their mouths. People come in just to look at them, and if they can do something, so much the better. But for Peter Lind Hayes and Mary Healy it was tougher.

Billed here as "America's foremost comedy team," they had to make do with what little of their reputation had filtered thru on disks or via the grapevine. But within two minutes the team was in, and Hayes had turned himself into an old friend. A few impressions, a gag, a lazy disarming manner, and then, presto, Mary Healy with an equal ration of the same talents and a figure. From then on Hayes and Healy had it more or less their own way for the whole 35 minutes of their act.

Talent Counts

It wasn't easy. They'd been cutting and pruning right up to the first house. During the interval they did some swift re-arranging, and walked off after the second show to an even bigger hand, which proves that the a reputation does help, talent will carry you thru anyway.

There was a good supporting bill, headed by comedy conjuror Tommy Cooper, for whom nothing works. If a trick ever did come off, it would ruin his act. The Gantou Brothers and Juanita made a colorful finale to the first half. Rolly Roll was here again teardrop held out of his piano. And the Rosinas earned their hand by doing the usual things from a trapeze in an unusual way. But it was definitely the Hayes' night. Leigh Vance.

CASE HISTORY—II

Many Fingers Dip Into Ray Pie; Few Get Cuts

By JOE MARTIN

(This is the second in a series of articles on the show business career of singer Johnnie Ray.)

NEW YORK, July 12.—The spectacular rise of Johnnie Ray from a \$150 per week cocktail lounge performer to a \$1,000,000 property didn't include the usual list of personal managers who fell by the wayside. And the trade has long speculated over the people behind Ray, it is a sure bet that Bernie Lang is the only personal manager who has ever held a signed contract with Ray. On the way up, however, several people came close to getting the Ray signature on a management contract. Many more never came close, though they were involved to some extent in advising Ray.

While Ray was working in the Ohio territory, several musicians and disk jockeys saw in him the big-time touch. Several helped Ray to varying degrees. Among these were deejays Robin Seymour, Jerry Crocker, Bill Randle and Phil McLean, as well as Al Green, concessionaire at the Flame Sh Bar nitery in Detroit. It is well established now that none of these people ever had a Ray contract. The Green did "hold a piece of paper" which Ray and Lang were anxious to destroy. Later on, Don Seat of General Artists Corporation, and Danny Kessler of Columbia Records were instrumental in guiding the singer.

"Crocker Deal"

Crocker, who recently left radio station WERE in Cleveland for WJB in Detroit, entered the picture in October of 1950 when Ray was working at Cy's Bar, State Road, Cuyahoga Falls, O. Out of this meeting Ray wound up doing 15 minutes of singing and piano playing on Crocker's disk show for WCUE, Akron. Ray admits that Crocker was helpful, but says, "He isn't in our good graces any more." Crocker claims to have paid half the cost of the quarter hour out of his pocket while Ray disclaims any knowledge of this money deal.

Ray and Crocker remained close for a while, and the disk jockey eventually talked George Senior, operator of the Yankee Inn, Akron, to book Ray for \$125 a week. It was at this spot that Ray played piano accompaniment for Divena, the underwear stripper, in addition to doing his own act. Crocker claims that he and Ray often talked about personal management deals during this period, and that Ray even offered to sign with Crocker. Ray now claims this is untrue. Many performers who knew Ray during this period say that the singer was ready to sign with anyone if it could possibly promote him into better class clubs.

Seymour & Lang

Soon after the Yankee Inn date, Ray was booked into the Flame Sh Bar in Detroit. Disk jockey Robin Seymour of WKMH, Detroit, had seen Ray work at the Flame, and when Danny Kessler came into town, Seymour took him to watch Ray perform. Lang claims that Seymour, at another time, also took him (Lang) to the spot and that he (Lang) said hello to Ray and Green. Ray says he doesn't remember ever seeing Lang until the first record date for Columbia. Lang also claims he spoke to Ray on the phone from New York during April of 1951. Ray, however, says he first met Lang at the record date at the end of May.

There is general agreement among Lang, Kessler and Ray that Kessler had much to do with the Lang-Ray signing.

He Signs

Lang, incidentally, first met Kessler some years earlier when the latter was working for the Columbia Records distributor in Philadelphia. Ray's version of the signing is as follows: "Danny somehow got hold of Bernie Lang, and at the first time I saw Bernie was at the record session. It wasn't long after that I signed with him. We hit it off right from

the beginning. The papers were actually signed at the Club Forty-Niner in Detroit. I got fired from the spot because the boss' wife thought I was too noisy."

Kessler says that he went to Detroit on May 1 to record the Maurice King ork for Columbia's Okeh label and that Seymour took him to the Flame. Kessler asked Ray to cut some tests at the King ork date. Ray cut two sides, playing piano for himself, and Kessler took copies back to New York. Ray says that he wasn't interested in any Columbia or Okeh deals, that he preferred to sign with Capitol and that he sent dubs to Capitol in Hollywood. Ray claims that he stalled Kessler waiting for Capitol. Capitol eventually returned the dubs and told Ray they couldn't use him. He then agreed to sign with Columbia.

All during May of 1951, Kessler and Lang talked about Ray. Lang claims that both talked to Ray on the phone in April, too. The session was set for May 29, 1951, and Kessler flew to Detroit, while Lang admits that he borrowed train fare to get to the session. Of the four sides cut on the date, two have yet to be released. Kessler recalls that Lang and Ray signed on the day of the record session.

The first disks were released on June 10 and the Ray boom started. Phil McLean on WERE and Joe Rio, the Buffalo deejay, are said to be the first two jocks to play the Ray sides "Whiskey and Gin" and "Tell the Lady I Said Goodbye." Bill Randle, incidentally, refused to play the disks at first — particularly the "Whiskey and Gin" side. As for Al Green, he claims that Kessler first heard of Ray from him. Kessler credits Seymour, Crocker, he ever, insists that Ted King, then Columbia's distrib rep, arranged for the meeting.

Green Deal

Just where Al Green did fit into the picture is a deep secret with all concerned. Whatever hassle existed is now settled, Ray says. "The settlement didn't cost me a cent and won't cost me a nickel. Part of the settlement is said to include a promotion date which Ray will play for Green next September at the Olympia Stadium in Detroit.

Green will only say that it was a "misunderstanding" which prompted him to plan a law suit against Ray, Lang and others. In any case it is all now amicably settled. Still unsettled, however, is Crocker's beef that he was instrumental in getting Ray started. Crocker claims that he and Ray often talked about personal management — that Ray usually brought it up. Ray denies all this categorically. Ray's comment is, "Completely ridiculous." Crocker says that Bill Randle advised him (Crocker) not to make a deal with Ray. Ray says, "How jealous of Bill Randle can you get?" In a letter to this reporter from Crocker, the disk jockey wrote, "A number of people have asked me whether I'm suing Ray — I wonder what I should answer." Ray's comment on the latter: "See my doctor!"

It has already been established that Ray owns 65 per cent of him- (Continued on page 45)

Senne's Mulls "Peep Show" Vs. New Unit

NEW YORK, July 12.—Frank Senne is dickering with small theater ops all over the country with the intention of taking either his current "Peep Show" into the theaters on a percentage basis, or forming a new outfit, "Follow the Girls," and taking that on the road.

Negotiations are now going on with theater ops in Dallas, Fort Worth, Houston, Kansas City, Denver, Cleveland and possibly San Francisco.

For the first two days of "Peep Show" current at the Holiday Theater, the show did close to \$7,000. Senne expects that for a full week it will gross about \$25,000.

Senne has bought "Follow the Girls," and has made a deal with Harry Delmar and Willie Shore, who'll headline, and expects to have it follow "Peep Show" into the Holiday. "Peep Show" is scheduled to go to Reno and Las Vegas about August 18. If "Peep" continues big, however, Senne will keep it in New York and instead take "Follow the Girls" out to play cafes and theaters.

AGVA In New Fite; Now It's With ARA Over Franchising

Guild Notifies Agent Org to Renew Direct; ARA Atty. Scoffs at Action

Continued from page 1

We have the jobs and we'll get the actors."

Jack Irving, AGVA head, following instructions of the union's bodies, notified all agents' bodies. "Please be advised that any and all agreements entered into and between AGVA and your organization . . . and all franchise issues . . . pursuant thereto, are hereby terminated as of 60 day from date hereof. Agent members . . . may apply for new franchises by making individual applications to AGVA and by agreeing to abide by the new rules and regulations now in effect."

These letters were mailed to the heads of all the agents' orgs now operating throughout the country which have signed agreements with AGVA. These include practically every agent doing a commission business in the Unit-

ed States and Canada, including Music Corporation of America, William Morris Agency, General Artists Corporation and many indies.

Under the present set-up, members of agent organizations pay \$50 dues to the latter and the orgs. in turn apply direct to AGVA for franchises. Agents who apply direct to the union heretofore were also charged \$50 under the new set-up, with AGVA giving franchises on the cuff, the monetary advantage of joining thru an agents org will not be present.

"If we issue the franchise and don't charge for it, we can control agents in their relations with our members. If anybody steps out of line we can revoke the permit and we intend to do just that," said Irving.

Katz took sharp issue with Irving on rules and regulations. "They (AGVA) have no rules and regulations except what somebody dreams up. I challenge them to show me any printed rules that anybody can go by."

STRIKES, HEAT SLAP PITTSBURGH

Carousel Quits; Other Clubs Have Skeleton Crews; Names Can't Pull

Continued from page 1

drop in grosses was felt all over the district. After the strike was two weeks old, showbiz got another jolt when the heat wave struck. Temperatures hung around the 90's for two weeks. Sure-fire box-office stars like Victor Borge and Jerry Colonna were way off at the Carousel and both stars gave back \$1,000 of their salaries. At the Copa, Guy Mitchell did around half of what he did when he first appeared there two years ago. Johnnie Ray, Mr. Box-office, who was expected to do around \$50,000 for his week at the Stanley, did a disappointing \$34,000.

The only silver lining in the strike picture was the business done last week when Jackie Gleason broke all existing records at the Penn by bringing in \$44,000. Even so he didn't play to an empty seat during the entire engagement. Gleason might have done more, according to manager Bill Elmer, if the idle strikers hadn't stayed away for two or three shows. The air-conditioned theater was an escape from the heat and going anywhere else cost money.

The Civic Light Opera productions are way off last year's pace, and will lose a lot of money for sponsors this year. The elements even took their toll from the city's one drive-in theater, the Silver Lake, which was hit by torrential rain storms two Sundays in a row, causing damage in the thousands and wiping out two Sundays of lucrative business.

The niteries are probably the hardest hit of all. The newest

club, the Famous Door, opened at the beginning of the strike and did no business at all with its first show. It then cut down to four nights a week, then three and now operates without shows. The many private clubs in the district are all doing without shows. Acts that used to make a nice living here just working week-ends at these clubs are having a hard go of it. The Twin Coaches, which plays most of the big names, is down to a week-end operation, and the Blue Ridge is down to four days a week. The Vogue Terrace, Monte Carlo, Copa, Bill Green's, and the Ankara are riding out the storm with low budget shows. Last year, the "Jewel Box Revue" was doing capacity business every night at the Balconades. This year the female impersonator extravaganza moved to the Belvedere on July 3 for a run, but is only staying two weeks because of the lack of business.

About 10,000 men and women are now on strike here, with the steel and the beer strikes the major disputes. But all the plants and business that depended upon these people for trade are closing up or are laying off workers in wholesale lots. The fabricators, manufacturers, the railroads and the stores of all types are all working with skeleton crews.

There was a break in the heat wave on Wednesday (9), but there is no labor peace in sight, and both parties seem to be laying back waiting for a long battle ahead.

PRICE WRITES SAD NOTE ON OFFICE PRICE

Can't Believe His Ears; Hopes Hope Is Really Serious

Continued from page 1

nothing to chance, he wrote Hope "From the Office of the President," signing it, formally, "George Price, President." The letter said, "If (trade paper) stories are correct, you will be running for president of AGVA. I hope you've read the articles and my reaction to that story that stated that I wished more top actors would interest themselves in AGVA and get in there and do some work. I would then feel the union is in safe hands. If Hope would take an active interest in the union, I would be glad to step down even before the election. Let me tell you the presidency is not an honorary job. It is a tough, heart-breaking and back-breaking job if the president has any regard for the membership of AGVA. Altho I have several other important interests, I have spent more than 50 per cent of my time on AGVA matters.

"I was hoping that would be appreciated by everyone. I know you are too sensible a fellow to allow yourself to be laughed into a thing like this if you did not intend to devote a great part of your time to it, and if you devote that time believe me once again I say I would be pleased."

Hope, in Chicago for the GOP convention, took issue with Price. "I'll answer George's letter as soon as I get home. But I want to accept the nomination, and I don't intend to neglect the office. If I can help actors, I'll be happy to do it. I'm pretty sure I can arrange my schedule to take care of it."

Price, when told of Hope's reply, said, "My only fear is that a little group from the West Coast — I won't mention who — wants to take over the union. There are many people here who are worried about it."

AGVA authorities belittled Price's fears. They said that Price had wanted the job so badly that he'd do anything to keep it, even to writing to a fellow nominee "trying to scare him off but not as an individual but as the president using official AGVA stationery."

Home Shows Mushroom Into \$1,000,000 Promotion Biz

Continued from page 1

buck. Joan Brannon, magic and hypnotist act, is in great demand. Nick Lucas, another sight act, is also big in home show circles. Talent budgets vary from \$1,250 to \$2,500, with acts doing two shows a week, sometimes, with an extra night show. Salaries range from \$250 to \$750 a date, and a good sight act can do 40 to 50 such shows a year.

Talent Set-up

presentation is of the

crudest. There are no lights and no music. Acts work on a platform in tall lights, but despite the lack of production, usually do big. In any event, acts get a terrific press plus local radio and TV plugs.

National Home Shows, now the parent org of the home show gimmick, recently booked the Montoyes, a comedy brick laying act, for 20 shows. Promoters who have been successful with the

home show idea are Sam Waserman, New Haven, Conn., John Owen, Dallas, and Jack O'Toole, Galveston.

Oddly enough local promoters with little experience seldom make the gimmick pay off, according to the successful guys in the business, it requires long-range planning, a lot of hustling and shrewd figuring, plus a lot of showbiz savvy. "Few of the locals have that knowledge."

Proposed ASCAP Writers Plan Stir Up Controversy

Opponents of Proposed Distribution Plan Meet With Stanley Adams

By BOB ROLONTZ

NEW YORK, July 12.—The proposed new writer's distribution plan of the American Society of Composers, Authors and Publishers (The Billboard, July 12), has stirred up a violent reaction among a score of active writer-members of the Society.

These writers, unalterably opposed to any change in the present distribution set up by Stanley Adams, one of the main architects of the proposed plan.

in a Brill Building office. Thursday, July 10, to air their grievances.

As an indication of the seriousness of the dispute over the new distribution, these writers, most of them young, active composers, have indicated that they will get in touch with as many writers as possible, both in New York and in California, to oppose the plan at the scheduled ASCAP writer-member meetings to be held at the Waldorf here, July 16, and in Los Angeles, July 31.

May Use Courts

In addition, if their opposition fails, they claim that they will take the case into the courts. A number of the writers have already sent telegrams to the Department of Justice expressing their opposition to the new plan.

Defense of the proposed new plan points out that the writer may sacrifice a little now, insofar as his rating and share of the distribution is concerned. But under

the new plan, he will also have a better break during the time when he does not have as many hit tunes, since he will not be mainly dependent on performances.

Some of the writers at the Stanley Adams meeting, despite their opposition to the new plan, were impressed by this aspect of the proposed distribution. An ASCAP board member said, "The stability of a well-cushioned plan is preferable to one that is top-heavy in performances, for all writers over the long run."

Writers' Pamphlet

Yesterday the indignant writers put forth a pamphlet titled "Don't Tinker With the Plan!" which will be distributed to writers at the forthcoming Waldorf conclave. This leaflet claims that the present system, which has been in existence two years, has been correcting abuses of the Society and that it is a fair distribution. (Continued on page 43)

Decca Offers July Discount On Pkg. M'dse

NEW YORK, July 12.—Decca Records and its wholly-owned subsidiary labels, Coral and Brunswick, this week kicked off a summer promotion offering dealers an extra 10 per cent discount on package merchandise ordered and delivered thru July 31. All LP's, 45 and 33 1/2 r.p.m. albums are included in the offer, except Decca's recently-introduced Gold Label "4000" LP series.

The offer was made to dealers in letters mailed this week by Sydney N. Goldberg, Decca vice-president, and Norman Wlenstroer, general sales manager of Coral.

No limit was set by the diskeries on the amount of merchandise dealers may order. The letters urged them to stock up on summer, fall and Christmas needs at the reduced prices. Regular 5 per cent return privileges apply to all orders, it was stressed. Unfilled balances of orders filed during the run of the special offer will be canceled July 31.

Coral's letter to dealers included a check-off order list of available Coral and Brunswick LP's and albums.

Stan Kenton Hypes Combo

HOLLYWOOD, July 12.—Latest in a series of moves designed to strengthen his band was set this week by Stan Kenton when he linked Maynard Ferguson, Canadian trumpet star, and his frau, Kay Brown, the ex-movie starlet and Mercury record chird, to join the band July 16 in Washington, D. C. Ferguson, whom Kenton introduced to American audiences, left the Capitol diskery a year ago to form his own org. During the past six months, Ferguson and his frau have been working Coast dates with his band. Miss Brown replaces Helen Carr, who replaced Jeri Winters about six weeks ago.

Kenton and Duke Ellington engage in a battle of bands July 13 at the Rollerdrone, Revere Beach, Mass., for promoter Charley Shribman. Date has an added import, in that teaming Kenton and Ellington had been considered earlier this year by Norman Granz, but Kenton kayoed the idea at that time.

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... coming soon in the August 9 Issue



REPUBLICAN CONVENTION

Pubbers Miss Boat, GOP Parley Tunes Hoary With Age

• Continued from page 1

Willkie and Tom Dewey, with the performance of such melodies as "This Is My Country" and "Because of You." Southern Music

SPA Sets Up Coast Meeting

NEW YORK, July 12.—The Songwriters' Protective Association has scheduled a general meeting of West Coast writers in Hollywood July 31. The conclave at the Beverly Hills Hotel is being prepped to bring Coast cluffers up to date on SPA activities. The last general meet in California was held about two years ago.

Heading West for the get-together will be Charles Tobias, SPA proxy; Miriam Stern, executive secretary, and John Schulman, counsel. They will be joined there by council members Ira Gershwin, Stanley Adams, Wolfe Gilbert and Dorothy Fields.

All of Crosby Now on 45

NEW YORK, July 12.—With the current release of a group of 23 Bing Crosby singles on 45 r.p.m. by Decca, all active recordings of the Crooner are now available on doughnut platters. Diskery has also just released a new album of Crosby, with Jane Wyman and the Andrews Sisters, of eight ditties from the Paramount flick, "Just for You."

claims credit for "South" being played by the convention org, conveniently forgetting that the tune was written many years ago.

It is believed that many publishers who regret missing the great chance to get their current tunes played at the Republican convention will be on the ball at the forthcoming conclave of the Democratic Party in Chicago. One thing is certain; the "Missouri Waltz" will not get as much radio and TV plays this Democratic convention as it did four years ago.

Hilliard for Palitz In Top Decca Post

NEW YORK, July 12.—In a general re-shuffling of its a.&r. department, Decca Records this week moved Jimmy Hilliard into the company's top creative post. Hilliard, former a.&r. chief of the diskery's subsidiary label, Coral Records, replaces Morty Palitz, who leaves Decca after a year as head of a.&r.

Hilliard, now in charge of pop, folk and r.&b., has Paul Cohen, formerly a c o n c e r n e d primarily with folk and r.&b., as his assistant. Milt Gabler, veteran Decca recording staffer, moved into Hilliard's former post at Coral.

There, he will be assisted by

LA WELLS ON OATUNE CHARTS

NEW YORK, July 12.—It's a rare occasion when a new country artist cracks the solid phalanx of Eddy Arnold, Carl Smith, Hank Snow, Hank Thompson, Hank Williams, Webb Pierce and a few other top-ranking oatune warblers. It's even rarer when a gal makes the grade. The improbable happened this week, tho, when petite Kitty Wells' Decca dishing of "It Wasn't God Who Made Honky Tonk Angels" hit sixth place on The Billboard chart of records most played by folk deejays. The disk, which is her first for Decca, is the label's best-seller in the country category.

THIS WOLF IN VINYL CLOTHING

NEW YORK, July 12.—The self-labeled "talent scout," who once used his supposed affiliation with a picture firm to advance amatory adventures, has come up with a new twist. It's a record contract now.

Mike Ross, head of Coral Records, answered a phone call this week from a Pensacola police official, to deny that the diskery employed roving talent scouts. Seems an enterprising gent in the Florida city was "auditioning" local gals with a possible Coral pact as the lure.

Name Rackmil Univ. Director

NEW YORK, July 12.—Milton R. Rackmil, head of Decca Records, was elected a director of Universal Pictures at the annual stockholder's meeting of the picture firm in Wilmington, Del., Tuesday (8). He is slated to be named Universal proxy at board meeting in New York next week.

Meanwhile, in papers filed with the Security and Exchange Commission, it was disclosed that Decca bought J. Arthur Rank's interest in Universal for \$2,700,000.

Of this, \$2,200,000 was paid in cash. The remainder is payable in five \$100,000 notes. In all, Decca will lay out \$7,037,425 for the 42.3 per cent interest in Universal it now owns.

Words in New "Tango" Order

NEW YORK, July 12.—Mills Music is rushing thru a bumper print order of the hit ditty, "Blue Tango," but this time with lyrics. As an instrumental, the tune has been riding high for months and has shaped up as a top earner, both on disks and sheet music.

Lyrics were penned by Mitchell Parish, contract Mills writer. The publisher is reported as having considered several hundred proposed lyrics before the Parish version was picked.

Bob Thiele, a recent addition to the label's a.&r. roster.

Rady Retains Post

In the parent company's long-hair and moppet departments, Simon Rady remains as chief, with the added post as producer of all Decca albums.

Mike Conner, who stays as head of artists relations, deejay promotion and publicity, is slated to assume greater responsibilities in his function as artists relations chief.

Also, Gordon Jenkins, Decca's musical director, will concern himself more with a.&r. work.

U.S. Stamps Provisions In Internat'l Copyright

NEW YORK, July 12.—Provisions of a proposed international copyright pact that will be offered up for action at an inter-governmental conference in Geneva, August 18, were approved in principle by a panel of some 30 representatives of interested United States groups here Thursday (10).

The proposed copyright convention, prepped under the auspices of the United Nations Educational, Scientific and Cultural Organization, has been five years in the making. A year ago, the draft was submitted to interested countries, 25 of which have already signified they plan to attend the Geneva meet (The Billboard, July 5).

Panel members were told

Muzak Moves To Transit AM, Storecasting

NEW YORK, July 12.—The Muzak Corporation is moving into the fields of storecasting and transit radio. This was indicated this week when it was learned that the wired music service had purchased Air Music, which is the New York franchise of Functional Music. The latter is a Chicago-based firm. Air Music has approximately 400 outlets in the Greater New York area.

Air Music, a so-called beeper service, operates thru the facilities of WGHF, FM outlet in New York.

A Muzak executive stated the company had purchased Air Music in order "to establish the use of Musak's background music for storecasting and transit radio." He added that entry into this field "complements our business."

Paul Weston Petitions for Suit Dismissal

HOLLYWOOD, July 12.—Paul Weston, named as a co-defendant in a suit filed in Federal District Court here two months ago by former orkster Ben Pollack over an alleged infringement involving the late 1951 hit, "Shrimp Boats," this week countered the action by petitioning the court for dismissal of the case. Weston's attorney, Bernard Reich, asked for dismissal on the grounds that three of the participants, Pollack, Weston and John Mason Howard, who is, like Weston, a co-writer of the Jo Stafford Columbia hit, are residents of one State, California. Disney Music, pubbers of the tune and co-defendants, Pollack alleged in his complaint, was a New York-based firm. Reich further pointed out in his motion that "The Cajun Song," which Pollack alleges was infringed upon by "Shrimp Boats," was never copyrighted by Pollack. Pollack in his allegation stated that Howard had occasion in November, 1945, to hear Pollack do the "Cajun" ditty a number of times and that his song contained the "Shrimp boats are a'comin', there's dancin' tonight," which is a portion of the Howard-Weston song.

RCA Parties for Como and Arnold

NEW YORK, July 12.—RCA Victor threw a party Monday (7) in honor of their artists Perry Como and Eddy Arnold. The joint fete signaled the departure of Como from his three a week television show for the summer, and welcomed Arnold to the same time spot. The "Eddy Arnold Show" will feature the country artist with the Russ Case ork and guests.

Attending the gathering were RCA Victor brass led by RCA president Frank Folsom, RCA Victor v.p.'s Joe Elliott and Paul Barkmeier; representatives from General Artists Corporation; Liggett and Myers toppers, sponsors of the show; ad agency execs and the artists' managers.

Thursday with Luther H. Evans, Librarian of Congress, that the plan has been received with general acceptance by the countries concerned, although a few problems still remain. The feeling that a convention can successfully be negotiated was expressed at the confab.

U. S. Slant

The nub of U. S. support of the proposed plan is the tenet of "national treatment." The principle concerned is that citizens of all countries should enjoy in each country the same rights enjoyed by works originating in the country where protection is sought.

Among those present at the pane' meet were John Schulman, chairman of the Copyrights Com-

(Continued on page 43)

Tax Levy Emperils A. C. Music Remotes

By MAURIE OHODENKER
 ATLANTIC CITY, July 12.—A major pick-up point for the network dance band remotes during the summer, with some 18 to 20 shots originating here each week, Atlantic City's music faces a shut-down as far as the airwaves are concerned. This is a result of the dollar-per-man assessment levied by the local musicians' union. Despite objections of the local amusement men and the band leaders, Local 661, American Federation of Musicians here, set up fees, slated for its welfare fund, calling for \$1 per man per broadcast, or \$3.50 per man per week for any number of broadcasts. It affects the network pick-ups.

Army Song Board Near

NEW YORK, July 12.—With the acceptance of five members of the music industry already in, the Army Song Board is rapidly becoming a reality. The Board was authorized at the request of the Army Department in an effort to find a tune that in years to come will become as closely identified with the Army as "Anchors Aweigh" is with the Navy.

The purpose of the board, according to Lt. Col. Bryce Denno of the Army Special Services, who is serving as the liaison between the Army and the music business in this project, is to screen all possible material. They hope to boll the selections down to about half a dozen. These will be sent to the Adjutant General's office for further consideration.

Thus far the Song Board consists of the following representatives: Carl Haverlin, president of Broadcast Music, Inc.; RCA; Faith of Columbia Records; Dick Jones of Capitol and MGM's Macklin Marrow. It is planned to complete the roster with two or three more members.

Colonel Denno pointed out that tunes which in the past have been associated with the Army have outlived their use because of the many changes which have come about within the framework of the modern Army.

The hope is that a song can be found that will be suitable for all of the many facets of today's organization. Colonel Denno further said that any one can submit a tune for consideration. The material should be submitted to the Adjutant General, Department of the Army, The Pentagon, Washington.

ASCAP to Revive Drive For Juke Box Royalty

WASHINGTON, July 12.—American Society of Composers, Authors and Publishers appear sure to renew its drive in the next Congress for legislation identical to the defeated Bryson-Kefauver bill proposing royalty fees for juke box use of disks. The Bryson-Kefauver bill was left in the scrap heap of unfinished business of the 82d Congress despite a last-minute attempt by Rep. Joseph C. Bryson (D., S. C.), a co-author of the bill, to get the bill discharged to the floor.

In the dying hours of the 82d Congress, the House Judiciary Subcommittee on Copyrights, Patents and Trademarks, which Bryson heads, approved a drastically amended Bryson-Kefauver bill, but the amendment struck out the main principle of the bill to impose copyright royalties on juke boxes, and instead proposed to hike the royalty on disks to 3 cents. The amendment was lost in the adjournment shuffle before it could be acted on by the full House Judiciary Committee, headed by Rep. Emanuel Celler (D., N. Y.).

The five-man subcommittee's amendment was accompanied by a minority report, signed by Reps. Bryson and Robert L. Ramsey (D., W. Va.), declaring their belief

thru its president, Harry Simons, called the levy "unfair and unnecessary," pointing out the amount of publicity given the report by the 15 remotes originated each week from the ballroom of Steel Pier.

He termed the union action "an appalling condition, especially in view of the fact that the city has appropriated many thousands of dollars to spend with these local musicians to sponsor concerts." The city finances the free Sunday night concerts staged on Garden Pier.

Hamid Statement

George A. Hamid, operator of Steel Pier, which is mostly affected, scored the union's levy. "It's the most ridiculous thing I ever heard of," said Hamid. "I think the local is so wrong I'm going to take the matter to (James C.) Petrillo. Atlantic City will lose a lot of valuable publicity. The local gets 10 per cent of scale now anyway. By this action, the union only penalizes the city in which it lives." He also pointed out that "Miami would give its right arm for 18 to 20 broadcasts every week."

George A. Hamid Jr., managing the pier, said the charge is "like making a man who is giving a" (Continued on page 43)

Hit Wasted; Vera Lynn Busy in Eng.

LONDON, July 12.—Vera Lynn may not be able to capitalize fully on her international hit waxing of "Auf Wiederseh'n Sweetheart" until the fall.

Britain's long-time thrush favorite is tied up until at least September 27 as one of the leads in a three-month-old musical revue here, "London Laughs." Her weekly take in the show remains the same, despite a hit disk, which often doubles and triples performance fees of American artists. Not so in Britain where a local favorite as Miss Lynn is already in the peak fee class.

The only chance for the gal to up her salary would be a return visit to the U.S. after the summer. The National Broadcasting Company, however, has first crack at Miss Lynn's talents in accordance with a contract made last year when she appeared several times on Tallulah Bankhead's "Big Show" at a reported \$1500 per shot. She also guested on the Milton Berle and Perry Como television shows before returning to England.

NBC is expected to act on Miss Lynn's option next month and on that action hinges the date of the London recording star's return visit to the U.S.

that the compromise amendment fails to meet "the problem of compensating the creators of the musical compositions for its public performance for profit by the segment of industry presently exempt from such payment" The Bryson-Ramsay minority report added: "It hoped that, during the interval between the adjournment of this Congress and the convening of the next, the various segments of the music industry—creators, producers and users—will arrive at an equitable solution to lay before the next Congress early in its session."

Favored Unamended Bill

Bryson and Ramsay alone stood for approval of an unamended Bryson-Kefauver bill; they were opposed by a majority of three—Reps. Woodrow W. Jones (D., N. C.), Shepard Jr. Crumpacker Jr. (R., Ind.) and Claude I. Bakewell (R., Mo.). Bakewell's vote against the unamended bill was proxied since he was absent from the session while had been convened belatedly last Saturday (5) in a surprise move by Chairman Bryson. Congress was already in adjournment when the meeting was held, and the subcommittee's amendment had little chance (Continued on page 73)

FAVORITES

U. S. Singers Top Poll of Luxembourg

LUXEMBOURG, Luxembourg, July 12.—Jo Stafford and Guy Mitchell have been named as the favorite female and male artists, respectively, by listeners to Radio Luxembourg. Americans swept the top five men's spots with Bing Crosby, Frankie Laine, Mario Lanza and Johnnie Ray coming in in that order after Mitchell.

An American sweep in the thrush division was averted by Vera Lynn who took fourth place. Miss Lynn is riding high in both the U. S. and England via her "Auf Wiederseh'n Sweetheart." Doris Day came in second, followed by Kay Starr. Fifth was Dinah Shore.

In the band division, England took the play away from the U. S. with only Billy May placing in the top five. The winner was the Ted Heath ork which records for London Records. May was second, and British bands filled in the other three places.

KIDDIELAND CAPER

Teen-Age Cancer Relief Benefit by H'wood D.J.

HOLLYWOOD, July 12.—Following the first successful effort at sponsoring a all-star benefit, Bob McLaughlin, veteran d.j. at KLAC here, is making plans to set similar programs thru Southern California. McLaughlin, who has been making a concerted pitch for the teen-age listener thru his daily segs, drew 5,535 kids with his first venture staged at the Palladium Monday (7). The under-20 crowd paid \$1 per, the money being turned over to the cancer fund.

McLaughlin is the first to gain an okay for a teen-age dance in a local ballroom. Present statutes forbid teen-agers from entering a dancery where liquor is served. Felix Adams, of KLAC, director of the McLaughlin seg, got the

Court Puts Off Frizzell Case

BEAUMONT, Tex., July 12.—Judge Harold Cayton, of 60th District Court here, has ordered a postponement of a scheduled hearing on an injunction suit brought by Jack Starnes Jr. against William Orville (Lefty) Frizzell, hillbilly entertainer. The postponement was ordered after the judge conferred with the attorneys in the case.

Starnes had requested that a temporary injunction be issued to prevent Frizzell from collecting royalties from his songs and recordings and from personal appearances for pay at any occasion not arranged thru Starnes.

Starnes has contended that he and Frizzell entered into a contract in which Starnes was to act as Frizzell's business manager and that this contract has been repudiated by the entertainer.

'Lovely' Album Sets New High

NEW YORK, July 12.—With a week still remaining in its month-long reduced price introductory offer, the MGM sound-track album, "Lovely to Look At," has passed the initial three-week sales marks set by all other pie albums the diskery has released in recent years. The new movie package was introduced at a special price of about 25 per cent less than the normal. The offer ends July 19.

"Lovely to Look At" has already sold more than a third more than the first three-week sale of the recent "Singing in the Rain" album, and has outstripped even "Snow Boat" for the same period. Both of these last-named albums were issued earlier in the year before the onset of the so-called "summer slump."

RIAA Sets 100G Goal for Campaign

NEW YORK, July 12.—The Record Industry Association of America sent out to all members this week a report on the forthcoming national record promotion and publicity campaign (The Billboard, July 5) skedded to start in early September. The RIAA has set as its financial goal for this campaign a fund of \$100,000 for the first six months, to be garnered via voluntary contributions from members of the organization.

Contributions from the membership for the \$100,000 "campaign fund" is to be proportioned as follows: each member will be requested to contribute double the amount the firm pays in dues—Class A members, \$20,000; Class B members, \$5,000; Class C, \$1,500; Class D, \$200, and Class C, \$50. The payment of the above contributions is to be spread over the six-month period of the campaign.

In the letter from the RIAA to

its members, John Griffin, executive secretary of the organization, explained the thinking behind the forthcoming publicity plan. "This is the first time in the history of the record business... that all of the companies have joined together for the purpose of promoting the record business as such... Heretofore, the vast sums that have been expended by the individual record companies have been devoted to publicize individual labels or artists, and" (Continued on page 43)

Decision Stirs Rumbblings in R. & B. Field

HOLLYWOOD, July 12.—A decision that should stir rumbblings in the r.&b. record field and possibly other phases of the disk biz was handed down here Thursday (10) when Superior Court Judge James H. Pope ruled that Sammy Lane, of International Records, local r.&b. diskery, had no cause for action in a suit filed against Herman Lubinsky of Savoy. Pope predicted his verdict upon the fact that Lane's exclusive artist's pact with Bobby Nunn, a Los Angeles singer, was an American Federation of Musicians' paper, while Nunn was a singer and never has been a member of the musicians' union.

This portion of the trial should arouse interest in future hassles between waxeries over exclusive talent pacts, for it's long been a common practice of many of the indie diskeries, who are not financially able to obtain the services of top showbiz management attorneys, to work out these contracts. As a result, these indie diskers long have utilized the standard AFM paper to ink both the union members and other talent. During the past six months, Chess, the Chicago r.&b. diskery, was in two hassles with Modern Records here over the exclusive services of Howling Wolf and Roscoe Gordon, wherein both parties alleged that they had proper pacts, as artists had inked both AFM and singer pacts with either firm. Previous to that King had been in a hassle with Chess and a second r.&b. firm, over exclusive right to Johnny Lee Hooker where again AFM and singer pacts were involved.

Lane alleged that he had inked a pact with Nunn October 5, 1949, wherein he obtained the singer's services for one year. Shortly after, he cut two sides with Nunn.

(Continued on page 43)

AFM Blue Ticket May Sew Up Next Election

NEW YORK, July 12.—The Blue Ticket, the party in power at Local 802, American Federation of Musicians, is likely to have clear sailing at the next election, scheduled for December 2. This conclusion stems from the fact that a coalition has been successfully effected between the administration and strong opposition elements. This has been learned unofficially. Briefly, Max Arons, Calmen Fleisig and William Feinberg, and their supporters, have joined the Blue.

The move is one of the biggest maneuvers in the history of 802 politics and brings back to the Blue Ticket two of its original and strongest figures—Arons and Feinberg. The latter for years was secretary of the Local during the regime of the late Jack Rosenberg. Arons during this period was also a key figure with the Blue, serving as chairman of the trial board, delegate to conventions, and in numerous other executive capacities covering recordings, transcriptions, etc.

Quit in 1945

With the Blue from 1935 to 1945, Arons quit it in 1945 and subsequent years was consistently elected to exec board and other offices as an opposition candidate. Currently Arons and Fleisig are members of the executive board.

board.

Of the three men joining the Blue, Feinberg will not run for any office, but will devote his influence, which is regarded as considerable, to the Blue.

Arons and Fleisig were the only opposition men who were elected to office in the last election. At this point, it would seem that no strong opposition exists.

The move back to the Blue, so interesting historically, is understood to have been motivated in part by a desire to present a united front in the critical days ahead faced by musicians. The less internal bickering the better, it is felt.

Agent Sues Against Composer of 'Cry' Tune

NEW YORK, July 12.—Agent Ray Gould filed suit against Churchill Kohlman, composer of "Cry," in Municipal Court here this week, claiming commissions due him on the last quarterly payment of \$7,700 in royalties from Mello Music. Gould's attorney, Thomas Casey, also claimed that \$120 was still due from the last royalty payment of \$1,200.

Sides in Current Release

Week Ending July 12

Because of the lack of consistency with which each of the six record companies under consideration issue new releases...

Table with columns: PUBLISHER, TUNE, ARTIST AND LABEL. Lists various record releases from publishers like ACUFF ROSE, BLACK, BOOSEY-HAWKES, etc.

Total Sides for Week Released by Each Label

Week Ending July 12

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

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Shows release counts for labels like CAPITOL, COLUMBIA, DECCA, etc.

Total Number of Sides Released by Each Label

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

January 1, 1952, to Date

Table with columns: LABEL, POPULAR, FOLK, RHYTHM & BLUES. Shows cumulative release counts for labels like CAPITOL, COLUMBIA, DECCA, etc.

Edgewater and Casino Lead Ballroom Parade

By HAVILAND REVES

DETROIT, July 12.—The summer ballroom operation has become a genuine scramble for business in the Motor City area...

Both spots are located in the Northwest section of the metropolitan area, with no other spots in the region offering name bands.

Over the Fourth, Edgewater chalked up \$6,000 with Ray Anthony in three days. To set the high mark of the season, Walled Lake apparently ran close with Teddy Phillips, in for five days.

Flanagan Hits 58¢

Ralph Flanagan hit \$5,800 on the May 29-June 1 week-end at Walled Lake, setting a high at that spot. Other grosses at Walled Lake were: June 13-15, Norman Lee and Teresa Brewer, \$4,400; June 18-22, and June 25-26, Billy Bishop with Mel Torme...

Don Cornell, in for two days, June 27-28, with the Fred Netting orchestra opening a day earlier, drew a very satisfactory \$5,500 at Edgewater. Earlier, Woody Herman grossed \$4,000, June 13-15, sandwiched between Stan Kenton and Buddy Morrow...

Walled Lake is offering a specialty of two sets each a night in addition to the regular dance program when the attraction includes a star like Teresa Brewer or Johnny Desmond. Admissions here are being held at the \$1.00 to \$1.50 level, variable according to the night and the attraction booked.

Full Week

Most bands have been booked for three days up to this past week, but the Casino is bringing them in the balance of the summer for a full week, although mid-week business has been negligible to date, according to Albert Toiettene.

Walled Lake Casino business to date is off about 25 per cent from last year, but an analysis of week by week figures indicates that even the new competition of the Edgewater Gardens has not been the major factor, and that there is plenty of business for two major summer ballrooms here.

Weather was the principal damaging factor, and it was the abysmal grosses of the first few weeks, when rain and cold were prevalent, that has kept the average down despite the recent spurt. With the two grosses added to-

gether, ballroom business in the area can probably be figured at 75 per cent ahead of last year as a whole—a very satisfactory figure, compared to the fact that show business here generally, particularly in the outdoor and summer field, is barely holding its own with last year currently. Edgewater, which started with a \$1.50 admission on Saturdays, has upped this to \$2 a head, and the increased figure has not hurt business as the results show. Special feature of this policy has been an added gimmick in the form of free rides on anything in the park during the half hour of intermission at 12 p.m. This gives the ballroom customers something extra for their money, and introduces some of them to rides they would never try if they had to pay for them first, building future park business.

Timing is set for about the period normal park business would taper off sharply, and serves also to fill the park, and stimulate any potential spenders in the park proper, giving a valued late fillip to ride grosses, as well as the refreshment and other concessions.

Tim Spencer Quits Pioneers For Religion

HOLLYWOOD, July 12.—Tim Spencer, one of the original members of the Sons of the Pioneers, this week announced his resignation as personal manager of the Victor disking group to spend full-time in religious work. Spencer, along with Roy Rogers, Bob Nolan and Hugh Farn, organized the Sons in 1932 at KFWB, Hollywood. Spencer left the group as an active entertainer in 1949. He will remain with the Sons until a successor can be found.

Spencer intends to devote his time to his directorship in the Christian Service Foundation, a branch of the Billy Graham Evangelical Association. CSF this week announced the purchase of a two-acre tract in the San Fernando Valley for \$42,000. Work soon will be started on the construction of a sound stage and radio studio where film for theater-type showings and TV will be produced. Other directors of the project include: Dr. Donald Barnhouse, Philadelphia minister; Paul Hewitt, International Sacred Records; Dick Ross, presy. of Great Commission Films, the firm which produces Graham's pix, and Andrew Nellis, local business man.

Piccola Organizes Pic Enterprises

NEW YORK, July 12.—A new personal management firm, Pic Enterprises, Inc., has been set by Joseph Piccola with offices here. Among the talent already set by the firm are Al Martino, who is riding high with "Here in My Heart" and "Take My Heart"; the Tony Aquaviva, recently packed by MGM, and Bob Haines. In addition to Piccola who is president, the new agency's officers include Frank Law as v.-p.; Frank Samansky, secretary and Ernest Pagano, treasurer.

Modern Injunction Not So—Tri-State

NEW YORK, July 12.—Tri-State Recording, which produces disks under the Duke label, informed The Billboard this week, in relation to its hassle with the Bihari Brothers (The Billboard, July 5), that Modern Records has not sought an injunction against their firm. David Mattes, head of Duke Records, stated that the contract between Rosco Gordon and the diskery had been approved by the American Federation of Musicians.

In addition, the firm pointed out that the AFM had sent a letter to Modern explaining that Duke's contract with Rosco Gordon was approved and as "far as the Federation is concerned he is under contract to your (Duke Records) company." Mattes said that the disk, "New Orleans Woman," was an original on the Duke label, which "was later recorded and released before the Duke version."

3 GREAT SONGS! "TAKE MY HEART" "STRANGE SENSATION" "YOU'LL NEVER BE MINE" SANTI-JOY, INC. 1619 Broadway New York 19, N. Y.

"LOVE SONG OF THE WATERFALL" JIMMY WAKELY—CAPITOL SLIM WHITMAN—IMPERIAL

AMERICAN MUSIC, INC 1576 Broadway, N. Y. • 9109 Sunset Blvd. Hollywood, CO 97480 CA 1-5254

Another BMI Pin-Up Hit! Just a Little Lovin' Published by Hill & Range recorded by Eddie Fisher (Victor) Bing Crosby (Decca) Gene Arnold (Victor) Bob Crosby (Capitol) Ralph Flanagan (Victor) Exclusively Licensed by BROADCAST MUSIC, INC.

Watch for... "SMOKEY THE BEAR" HILL and RANGE SONGS, INC. BEVERLY HILLS, CALIF.

THE EPIC BALLAD FROM THE EPIC FILM HIGH NOON (DO NOT FORSAKE ME) LEO FEIST, INC.

Les Paul and Mary Ford "I'm Confessin' (THAT I LOVE YOU)" Capitol 2080 BOURNE, INC. 239 7th Ave. New York 107 N. Y.

How Do You Measure Up, Mr. Dealer?

... with hundreds of other record dealers across the nation ... in sales volume, types of records sold, manufacturer-distributor relations and a host of other categories?

Find out exactly how in the "5th Annual Retail Record Store Survey" to appear in

The Billboard NAMM Convention Number

(dated August 2 ... out July 28)



FORECAST
JUST ONE OF THOSE THINGS
and
I'M GLAD THERE IS YOU
(In This World Of
"Ordinary People")
by Peggy Lee and Gordon Jenkins
28313*

DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS



FLASH!
ONE HOUR AHEAD
OF THE POSSE
and
This Time Tomorrow
by
Burl Ives with
The Anita Kerr Singers 28039*

TO BUILD SALES



Published in the Interests of Decca Dealers and Music Operators



TO BUILD PROFITS

NEW RELEASES—SINGLES

I'll Sit Ye In Bohia
From Paramount Picture "Just For You"
28258*
The Live Oak Tree
From Paramount Picture "Just For You"
Bing Crosby and The Andrews Sisters
Symphony
Belcanto (Song Of The Tree)
Bing Crosby
Who Do You Love
Just Smile As You Go By
Fred Waring
28250*
My Gal Is
Da, I Do, I Do
28205*
Once In A While
Confessin' (That I Love You)
Louis Armstrong
28206*

Sorry You Said Goodbye
Bill Kenny of The Ink Spots
28293*
A Bundle From Heaven
Ethel Smith
28204*
Delicado
Ethel Smith
28204*
Polciana (Song Of The Tree)
Who Do You Love
Autry Innman
28290*
Just Smile As You Go By
Fred Waring
28250*
(He's) She's Funny That Way
Viviane Greene
28291*
Lover Lay
28291*

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SONGS OF MANY LANDS
JOSEF MARAIS and MIRANDA
Vocal Duets with Guitar Accompaniment
9-319-53.75
Also available in: A-485-54.15 • DL 5106-53.00

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

TOP SELLERS

... based on this week's actual sales

WEBS ON LIST

COUNTRY

2	IT WASN'T GOD WHO MADE HONKY TONK ANGELS I DON'T WANT YOUR MONEY, I WANT YOUR TIME	28232*	Kitty Wells
36	PEACE IN THE VALLEY Where Could I Go But To The Lord	14573*	Red Foley
10	SO USED TO LOVING YOU THAT HEART BELONGS TO ME	28091*	Webb Pierce
4	(The Angels Are Lightin') GOD'S LITTLE CANDLES SOMEBODY BIGGER THAN YOU AND I	28252*	Red Foley with The Anita Kerr Singers
12	WILD SIDE OF LIFE IT'S SO LONG AND GOOD-BYE TO YOU	28055*	Burl Ives and Grady Martin
33	WONDERING New Silver Bells	46364*	Webb Pierce
59	STEAL AWAY JUST A CLOSER WALK WITH THEE	14505*	Red Foley with Jordanaires
10	RACK UP THE BALLS BOYS TILL THE WELL GOES DRY	28146*	Box Allison
3	LET'S TAKE THE LONG WAY HOME I HOPE TOMORROW NEVER COMES	46407*	Autry Innman
21	MISSING IN ACTION A HEARTSICK SOLDIER ON HEARTSBREAK RIDGE	46389*	Ernest Tubbs

RHYTHM AND BLUES

5	JORDAN FOR PRESIDENT OIL WELL, TEXAS	28225*	Louis Jordan
6	MY ACHING HEART I DON'T KNOW WHAT'S TROUBLIN' YOUR MIND	28165*	Buddy Johnson
19	PEACE IN THE VALLEY NEAR THE CROSS	46279*	Sister Rosetta Tharpe with the Anita Kerr Singers
2	I NEVER LOVED ANYONE BUT YOU WORRIED OVER YOU	48283*	Joe Medlin
12	AT LAST ROOT MAN BLUES	27998*	Buddy Johnson

*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

1.	HARD AIN'T IT HARD? RUN HOME TO MA-MA	The Weavers	28228*
2.	WALKIN' MY BABY BACK HOME ONCE IN A WHILE	Guy Lombardo	28277*
3.	ZING A LITTLE ZONG THE MAIDEN OF GUADALUPE	Bing Crosby and Jane Wyman Jane Wyman	28255*
4.	BARTENDER'S POLKA BLUE DANCING SHOES	Eddie Habat	28240*
5.	PRETTY GIRL MY NAME IS MORGAN BUT IT AIN'T J.P.	Don Cherry	28292*
6.	I HEARD YOU TALKIN' IN YOUR SLEEP LIKE THE WAVES OF THE RIVER	Jimmie Davis	28259*
7.	BABY, YOU'RE ALWAYS ON MY MIND SHUFFLIN' AND ROLLIN'	Buddy Johnson	28293*
8.	ONE FOR THE WONDER IDLE CHATTER	Andrews Sisters	28276*
9.	THE LAST MILE OF THE WAY IN THE GARDEN	Sister Rosetta Tharpe with The Anita Kerr Singers	28282*
10.	I'VE BEEN WORKING ON THE RAILROAD-POLKA TURNPIKE POLKA	Georgie Cook	28223*
11.	FIND 'EM, FOOL 'EM AND LEAVE 'EM ALONE THESE TRIFLIN' WOMEN	Charlie Monroe	28281*
12.	(I'm a) SENTIMENTAL FOOL SCHOOL OF LOVE	Arthur Prysock	28270*
13.	FROM THE TIME YOU SAY GOODBYE SO MADLY IN LOVE	Dorothy Collins and Gordon Jenkins	28251*
14.	THE MAN IN THE MOON CRIED LAST NIGHT YOUR HEART IS TOO CROWDED	Mervin Shiner	28220*
15.	SATURDAY RAG BUSYBODY	Roberta Lee with the Lawson-Haggart Jazz Band	28236*

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

ALBUM BEST SELLERS

THE VOICE OF F.D.R. (1932-1945)
Special Narration by Quentin Reynolds
9-346-54.05 • DL 9478-53.85
THE KING AND I—Orig. Cast
9A-874-54.75 • 9-746-54.05 • DL 9002-55.85
OKLAHOMA—Orig. Cast
9A-319-53.85 • 9-4-55.45 • DL 3009-54.45
LEROY ANDERSON CONDUCTS—Vol. 2
9A-885-54.75 • 9-274-54.15 • DL 7319-52.85
AL TOLSON SINGS AGAIN
A-718-54.15 • 9-4-53.75 • DL 5000-53.80
Songs from "WHERE'S CHARLEY?"
Ray Bolger and Allyn McKlerie
9A-914-51.00 • 1-101-53.45
LEROY ANDERSON CONDUCTS—Vol. 1
A-810-54.75 • 9-151-50.15 • DL 7504-53.85
GUYS AND DOLLS—Orig. Cast
9A-825-54.70 • 9-205-54.20 • DL 9036-54.85
GUY LOMBARDO
Featuring THE TWIN PIANOS
A-512-54.15 • 9-11-52.90 • DL 5007-53.00
SATCIMO AT PASADENA—Vols. 1 and 2
Louis Armstrong and The All Stars
9-336 (Vol. 1)—53.75 • 9-337 (Vol. 2)—53.75
DL 8641-54.85
(DL 8641 includes 9-336 and 9-337 except
"Big Bad Street")
78 RPM (K) Decalvin (Unbreakable under normal use)
Records—51.00 plus tax
45 RPM (1) Records (in Decorative Envelope)—95¢

CHILDREN'S BEST SELLERS

The Adventures of the Lone Ranger
HE BECOMES THE LONE RANGER
E-79 • 1-157
HE FINDS SILVER
E-80 • 1-155
HE FINDS DAN REID
E-81 • 1-154
HE HELPS THE COLONEL'S SON
E-82 • 1-153
NUTCRACKER SUITE
9-117-51.00 • 1-111
JACK AND THE BEANSTALK
Abbott and Costello
E-83 • 1-157
THE LITTLE ENGINE THAT COULD
and
LET'S HAVE A PARTY
Guy Lombardo
E-87 • 1-182
LITTLE ORLEY
His Adventures with the Patade
His Adventures with the Cloud
Fred Waring and Uncle Lempy
E-17 • 1-124
CHILDREN'S SONGS
Guy Lombardo
E-36 • 1-146
GENIE, THE MAGIC RECORD
Peter Lind Hayes
CB-107-52.00 • 1-108

TOP SELLERS

... based on this week's actual sales

WEBS ON LIST

POPULAR

25	BLUE YANGO BELLE OF THE BALL	27875*	Leroy Anderson
6	LOVER YOU GO TO MY HEAD	28215*	Peggy Lee and Gordon Jenkins
2	TILL THE END OF THE WORLD JUST A LITTLE LOVIN' (WHI Go A Long Way)	28265*	Bing Crosby and Grady Martin
2	HALF AS MUCH AUF WIDERSEHN SWEETHEART	28271*	Guy Lombardo
1	HARD AIN'T IT HARD? RUN HOME TO MA-MA	28228*	The Weavers
1	YOU ARE THE LIGHT O' MY LIFE Night And Day	28231*	Grady Martin
10	I'M YOURS I UNDERSTAND	28162*	Four Aces
18	BLUE YANGO AT LAST, AT LAST	28031*	Guy Lombardo
3	YOU IT HAPPENED IN MONTEREY	28235*	Fred Waring
9	KISS OF FIRE DELICADO (Delicata)	28179*	Guy Lombardo
3	A MIGHTY PRETTY WALTZ WHEN I FALL IN LOVE	28224*	Jarl Southern with Victor Young
1	IS IT TRUE WHAT THEY SAY ABOUT DIXIE? SOMEDAY SWEETHEART	28229*	Al Morgan and Frankic Frobe
1	MAYBE We Three (My Echo, My Shadow and Me)	23634*	Ink Spots
4	WATERMELON WEATHER THE MOON CAME UP WITH A GREAT IDEA LAST NIGHT	28236*	Bing Crosby and Peggy Lee
9	KISS OF FIRE I'LL WALK ALONE	28177*	Louis Armstrong

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

AMERICA'S NEWEST
COUNTRY STAR!

KITTY WELLS

sings



IT WASN'T GOD WHO MADE HONKY TONK ANGELS

and I DON'T WANT YOUR MONEY, I WANT YOUR TIME

Decca 28232 (78 rpm)
and 9-28232 (45 rpm)

20th Century Sets 3 Packages for Fall

NEW YORK, July 12.—In a move to step up its TV film output, 20th Century-Fox TV Productions, Inc. here is readying three new packages for fall programming. The trio includes a children's newsreel, a sports show and a "Fox Family Quiz" program. Formats of the three new series will be tailored along the same entertainment-plus-public-service lines as studio's current TV re-release of "Crusade in Europe" and its regular daily TV film news coverage by United Press-Movietone.

SURVEY SHOWS

U. S. Tunes Top Sweden's Hit Parade

STOCKHOLM, July 12.—American tunes continue to dominate Sweden's pop market, a survey showed this week. More than half of the current best-selling pop records in this music-conscious Scandinavian country were major hits in America a few months ago, and are now attaining hit proportions here.

However, it is conceded that a Swedish translation is often needed to give the original American record a big push. For example, the No. 1 song in Sweden at the moment is "Tell Me Why," with Eddie Fisher's platter setting the pace—but several Swedish versions are on the market chasing Fisher.

Other Leaders

"A Kiss to Build a Dream On," "Cry" and "Slowpoke" are the other American tunes creating the most excitement here. Also in the top brackets is a Swedish version of the public domain favorite, "Down in the Valley" under the new title of "Han Hette Elmer." Among the most popular Swedish-sung records in the top 10 are "Marguerite" and "Flottarkarlek." Music men here doubt whether these can make the grade in America, as they are strictly tailor-made for Swedish audiences.

"Wheel of Fortune" and "Blue Tango" have not yet made the dent in Sweden but the publishers are working hard at it. "Destinatio Moon," a flop in America about a year ago, has been faring very strong for the past several weeks.

In general, the record business is good, but sheet music is off 50 per cent sales at a comparable period of a year ago.

Singing Scottish Priest Visits U. S.

GLASGOW, July 12.—Sidney MacEwan, Roman Catholic priest and ballad-singing star on H.M.V. Records, is visiting America this summer for a concert tour.

Father MacEwan, whose parish is at Lochgilphead in the Scottish highlands, broke all audience records on a similar tour of Australia last year which netted an estimated \$30,000 for church funds.

The 15-minute "Fox Children's Newsreel" will feature special picture content and commentary for kids by a prominent figure in the children's programming field. The five-minute sports show will be made available to TV stations on a five-times-a-week basis, with current sports coverage supplemented by standout sports film clips from Movietone's extensive library.

Twentieth Century-Fox will utilize its entire motion picture library (largest in the world—over 60,000,000 feet—70,000 subjects) for its 15-minute quiz package. Emphasis will be placed on question content rather than a name emcee or prizes, with questions answered in full on each show. All three programs will be made available on both national and local sales plans. Distribution will be handled by Peter Lavathes, director of TV for Twentieth Century-Fox, and Phil Williams, national sales executive.

Cap Lays Plans For Ambitious Fall Program

HOLLYWOOD, July 12.—With Capitol pointing toward its 10th anniversary, groundwork is being laid toward setting up the local firm's fall anticipation program. Because of the greater expanse of the Cap program, the Walliehs waxery is skedding only three regional meetings this year, in contrast to five last year, with each meeting this year to cover a greater scope.

Itinerary of the Cap upper echelon junket will be Los Angeles, July 19; St. Louis, July 25 and New York, July 27. Approximately 325 members of the personnel of Caps 41 branches will attend the confab. The general entourage on the swing will include: Glenn Walliehs, Alan Livingston, Bill Fowler, Lloyd Dunn, Gene Becker, Dan Bonbright, with Ken Nelson, rustic chief speaking to the local and St. Louis gatherings, while Bob Myers will discuss longhair releases here, and John Coveney will discuss classical before the St. Louis and New York gatherings.

RECORDING AIDS FEM RECRUITING

WASHINGTON, July 12.—With a special new release, "The Girls Are Marching," the disk industry is joining the Defense Department in its current drive to recruit service women. The disk, scheduled for distribution July 14, is dedicated to all service women. Royalties and profits will go to Korean veterans hospitals. Hugo Winterhalter and Chorus have recorded it for RCA Victor, the Mariners for Columbia, Vic Damone for Mercury, the DeMarco Sisters for MGM, and Sy Oliver for Decca.

New record speeds have opened up a healthy new accessory market—for needles, cleaners, players, etc. Are you getting your share of the profits?

Find out how accessories, properly merchandised, can help you over the hump . . . and beat last year's figures in "There Are Extra Profits in Accessories," one of more than a score of special articles in

The Billboard NAMM Convention Number

(dated August 2 . . . out July 28)

Music as Written

MGM SIGNS 1-GAL TRIO

MGM has signed the Mary Osborn trio to a contract for four sides. Trio consists of Miss Osborn who plays a jazz guitar, bass and piano.

SHEARING INKS TEDDI KING

George Shearing has signed the vocalist Teddi King to the quintet. It's the first time that Shearing has had a female vocalist with the group. Miss King formerly was with Nat Pierce's old org in Boston. The deal was set primarily for MGM recordings, the thrush will also accompany the group on concert dates. Only one other vocalist Billy Eckstine, has ever been recorded with Shearing on disks.

STARS AID LACY ON FUND

Disk personalities helped deejay Jack Lacy (WINS, N. Y.) raise \$1,602.50 in pledges during a four-hour stint in behalf of The Herald Tribune Fresh Air Fund. Among those who appeared on the air were Tony Bennett, Tommy Edwards, Perry Como, Trudy Richards, Steve Lawrence and Rusty Draper.

"BLESS THIS WORLD" OUT FOR MILLS

Mills Music has published the inspirational ditty, "Bless This World of Ours," as the first domestic release in the British Radlomic Publications catalog. Western Hemisphere rights to the catalog were recently acquired by the U. S. house.

Brisk Ties In With Padroni; Widens Circuit

HOLLYWOOD, July 12.—The ambitious one-nighter circuit for jazz and r.&b. attractions, currently being welded by Brisk Enterprises (The Billboard, July 5), got additional drive from the linking with Frank Padroni, San Francisco promoter who has controlled Northern Coast cities for some time. Padroni has thrown in a sizable chunk of dough and, in addition, will work with Jumping George Oxford, KWBR r.&b. d.j. in Oakland. Since Padroni's entry Lester Sill and Ralph Bass have added 11 dates to the Lionel Hampton tour, making a total of 40, which they'll play on Hamp from August 29-October 9. Associated Booking has booked some locations which will be interspersed on the BE Hamp tour. BE has set 21 dates on Ruth Brown and Willis Jackson, for August 29-September 26. First tour on deck is a 21-town swing by the Clovers and Roscoe Gordon, teeing off August 15. The Brown-Willis and Clovers-Gordon packages will link September 26 for a date here at the Philharmonic.

Sill reports that they are dicker-ing with Milt Deutsch on an October swing of 10 to 15 dates on Woody Herman and Dinah Washington. Package is being worked out by Abe Turchen, Herman's mentor, and confirms the previous exclusive stop here. The Herman has inked his management pact with GAC, but is taking most of his booking from the Rockwell office with the reservation that he can take other offers.

HEY, MAESTRO, CUT THE NOISE

DETROIT, July 12.—Cancellation of scheduled noonday concerts by the Detroit Police band, ordered by the Common Council, pointed up the problems of musicians looking for a public here. Complaints were registered by neighboring business people that the concerts in Grand Circus Park were disturbing. One hypnotist with a nearby office indicated that the music attracted "bums and steno-graphers" and should be dropped.

WOOD PUB SIGNS MIEKLE, COOPER

Martin Mills, head of the standard publishing firm, the B. F. Wood Music Company, has signed Pat Mickle and Hal Cooper as writers of moppet material. Pat Mickle conducts the kiddie show "Magic Cottage" over Du Mont TV.

HENRY DURST QUILTS MCA ONE-NIGHTER DEPT.

Henry Durst last week resigned from the one-night booking department at Music Corporation of America's Chicago office. Durst, who joined MCA a little over a year ago, had previously been associated with the McConkey Artists Corporation in Chicago and Kansas City, Mo. At MCA, Durst worked with Joe Kayser, who continues in that department. Before making a new commitment, Durst plans to vacation for several weeks.

MERCURY HAS PRESS BOOK ON ARTISTS AND RELEASES

Mercury Records is mailing a press book and diskography covering its artists and their releases. Bound in a multi-colored cover featuring pictures of nine top Mercury names, the volume is so constructed as to allow for future additions to both the press section and the diskography. Included in the book are biographies on all artists as well as their latest photos.

AUDIO SHOW DUE IN MEMPHIS

The W & W Distributing Company in Memphis is sponsoring a Mid-South Audio Show to be held in that city's Hotel Peabody August 4-7. Leading manufacturers will display their high fidelity audio equipment.

ABBEY "IKE" ALBUM SPURTS AHEAD

The impact of the Eisenhower nomination Friday (18) had a strong effect at Abbey Records. The firm, which released an album "Ike from Abilene" a few months ago, was suddenly deluged with calls for the sets after Ike picked up the nomination on the first ballot. The diskery sold more sets in one afternoon than in many weeks previous.

New York

Capitol singer Al Martino will guest on Eddy Arnold's TV show July 23. Martino, who has just broken Martin and Lewis' record at Atlantic City's 500 Club, is booked for the Bay Brook Club, New Haven, Conn.; Chubby's, and two Canadian theater dates in the near future.

George Cates, Coral's West Coast a.&r. director, was in town for a week at the diskery's national office. . . . Herb Leibbeck, Decca's deejay promotional rep for the Southern territory, heads back to the hills after confabs with company brass here.

Leonard Berens has been appointed sales manager of the Columbia Record Division of Stern and Company, Columbia distributor in Connecticut, Rhode Island and Western Massachusetts. . . .

On the Stand

Freddy Martin

(Reviewed at the Coconut Grove of the Ambassador Hotel, Los Angeles, July 8. Managed by MCA for personals, and the William Morris office for radio-TV.)

The Martin hasn't changed his musical styling in years, band takes on a new luster from the return of warbler Stuart Wade, who left the org several years ago to enter Broadway legit productions. The flexible, handsome baritone strengthens the solo vocal corps, which recently lost Merv Griffin. He also works well with the five Martin men, whose vocals are as strong as any bigger-billed male harmony acts in the business.

Murray Arnold, the 88er who

read The Billboard classified columns each week.

67,000 ACTIVE BUYERS

has done about 12 sides for King on his own during the past year, received the biggest milt. His greatly impressive showmanship and more casual manner improves his pulsating pianistries and thrilling warbling.

Martin, as previously reported, has not inked his MCA management pact, which comes up for renewal in September. He has given the William Morris office a six-month commitment on his radio-TV services.

Georgia Gibbs, now at the Riviera, will guest on the opener of Eddy Arnold's summer CBS-TV show (14). . . . Don Pablo ork has re-signed for five years with MCA.

Dewey Bergman, King a.&r. topper, cut some sides with Steve Lawrence on Tuesday (8). Date coincided with the young singer's 17th birthday. . . . Buddy Costa, new singer on Pyramid label, opens at Gay Haven for a week beginning Monday (14). The following week he is booked at the Yankee Inn in Akron and then goes into Chubby's in Camden (28). . . . Billy Eckstine's Chicago fan club, "Mr. B's Beguiling Belles," gave a surprise birthday party for Mr. B. Tuesday (8) on stage of Chicago Theater at close of day's performances. . . . Alan Dean opens a one-week date at the Three Rivers Inn in Syracuse on Thursday (18). . . . Balladeer Henry Belafonte has just signed a seven-year contract with MGM films. He'll play the lead in "See How They Run." Before leaving for the Coast on September 1, Belafonte will do a series of one-nighters in New England and cut some sides for RCA Victor. . . . Ed Sauter and Bill Finnegan, leaders on new RCA Victor band, have opened publishing firm called Fifer Music. New band will be called Sauter-Finnegan ork.

Bob Marks, joining the West Coast branch of E. B. Marks Music, leaves Wednesday (16) for California with his family. . . . Sandy Solo, new singer, was signed by Abbey Records this week to a long-term pact. His first waxings will be out next week. He has been singing over WMGM here for the past year and has appeared on a number of national TV shows. . . . Meridian Music has taken over the ditty "Have Mercy, Baby," a tune which is a hit with the Orioles. . . . Bob Miller, of Music Publishers Contract Employees, starts a two-week vacation today (12). . . . Harry Goodman of Regent and Harmon Music, off to California, is visiting deejays en route. . . . Maureen Cannon signed by Derby Records this week, and her first diskings were out Thursday (9), soon to be released. . . . Tex Ritter left for London Thursday (9). . . . Decca's deejay promotional rep for the Southern territory, heads back to the hills after confabs with company brass here.

Chicago

Art Talmadge, Mercury vice-president, in New York this week on business. Morrie Price, sales manager, returned to the Mercury headquarters here Monday (14) after vacationing. . . . Ken Nelson, Capitol country and Western a.&r. man, due here July 28 from his Hollywood base. . . . Herman Diaz Jr., RCA, in town last week to cut new sides by the Six Fat Dutchmen.

Jimmy Palmer into the Dutch Mill Ballroom, Lake Delavan, Wis., July 17 for two weeks. . . . Johnny (Continued on page 43)

3 TOP BANDS ON CONN. STAND

NEW YORK, July 12.—Eastern Connecticutians danced to three General Artist Corporation bands which competed within 45 miles of each other over the July 4 week-end. The Billy May ork played at Bridgeport's Pleasure Beach; Stan Kenton was at New London, and Johnny Long's hand held sway at Bristol. The promotion for each date was centered in the same media, all three drew heavy grosses.

Five Rustic Acts Put on Cap's Roster

HOLLYWOOD, July 12—Capitol Records, which has been rising as a factor in the h.b. and Western field for the past six months, has announced the inking of five new rustic acts. Ken Nelson, Cap's outline a.&r. chief, said that the diskery will soon drop about six artists to make way for the newcomers.

New artists inked include: the Amber sisters. Southern harmony duet from Nashville; Sonny James, ex-G.I., now at Haekeburg, Ala.; Jesse and Jim McReynolds, Versailles, Ky.; Cousin Herb Henson, 41 at Bakersfield, Calif., and Al Rogers, ex-MGM recorder now at WOAI, San Antonio.

Livingston Is Remington VP

NEW YORK, July 12—Louis Livingston, public relations consultant, has been appointed a vice-president of Remington records by Don Gaber, president of the firm. Livingston, who has served as a consultant to the diskery for the past few months, will be in charge of sales promotion and public relations. His background has been primarily in sales promotion, both in the department store and newspaper field. He has served as promotion director for the New York Journal-American, the Chicago Herald-American and the Philadelphia Evening Bulletin.

Move for Dismissal Of 'Jalousie' Suit

NEW YORK, July 12—Harms Music, in answer to the suit brought against it by Vera Bloom over the 1931 contract by which she provided lyrics for the Jacob Gabe tango, "Jalousie," moved for a dismissal last week on grounds of the statute of limitations and the claim that it was an employment contract, all conditions of which have been fulfilled. In its answer, Harms declared that they had no obligation to pay Miss Bloom for the use of the tune with her lyrics in the films "Archers Awaken" and "Painting the Clouds With Sunshine," but that they did give her a "gratuity" of \$150 for its use in the former flick.

Burton Returns to Management Field

HOLLYWOOD, July 12—Bill Burton, once manager of such artists as Jimmy Dorsey, Helen Forrest, Dick Haymes and others, is returning to the personal management field here. Burton, who had been in programming at KPHO, Phoenix, Ariz., the past two years, is setting up offices. Current clients include the Mary Kaye Trio, Willock and Arquette, and band leader Les Baxter.

Burton also said that he has inked a Chicago singer to a management pact and placed the singer with Capitol.

Deny BMI Motion In Anti-Trust Suit

NEW YORK, July 12—Federal Judge Thomas Murphy has denied Broadcast Music, Inc., motions to dismiss the anti-trust suit brought against it by Ulysses C. Smith for his U. S. Music Publishing Company. Smith charges BMI with maintaining a conspiracy with major publishers, broadcasters, artists and others to deny his tunes a fair chance and a full accounting of performances. He claims \$15,000 damages due him, for which he wants triple payment. He also asked for \$2,500 royalties allegedly due him, but Judge Murphy dismissed that cause on the ground that it was not within the jurisdiction of the Clayton Anti-Trust Act.

Use The Billboard classified pages for **RESULTS!**

Music as Written

New York

Jack Burgess, RCA Victor merchandise manager, back from a two and a half weeks cross-country jaunt. . . . **Ed Dodelin**, field sales manager for RCA Victor, will visit several distributors next week. . . . **Eddie Furman** has signed with Monarch Records for two years. The deal was set by the Morison & Norell agency. . . . Radio Luxembourg in Europe has named **Guy Mitchell** "top male singer." . . . **Jack Spina** and **Norm Riley** have formed a new publishing firm called Riley Music. Headquarters are in Nashville, with an office also in New York.

Stuart Hamblen, Columbia folk artist and the Prohibition Party's candidate for President, in New York for TV and radio appearances.

Buddy De Franco ork opens July 17 at the Crescendo, Los Angeles. . . . **Rosemary Clooney** and **Gene Autry** made two waxings last week on the Coast for Columbia Records. Diskings will be released in the late fall for Christmas trade. . . . The Professional Music Men's annual outing, put on by the MPCE will be held at the Aldercrest Country Club, Alpine, N. J., on August 21.

Golf, swimming and tennis are on the agenda. All contact men and their guests are invited. . . . **Harry Santly**, formerly with Bournie Music, becomes Eastern professional manager for George Simon's music firms starting this week. . . . **Frank Hennigs** music has acquired 136 compositions by **Maria Grever**, which comprise the catalog of the Portilla Music Corporation.

Chicago

Xavier Cugat, before winding up his stand at the Edgewater Beach Hotel here, cut eight more sides for Mercury with **Art Tatum** handling the session. . . . **Frankie Masters**, now at the Conrad Hilton, will base out of Chicago and is planning a TV show for the fall in addition to his fronting chores.

Erroll Garner into the Chicago Theater July 18 for two weeks, his first appearance in the Loop theater in more than two years. . . . **Jimmy Martin**, MGM distributor here, back at work after undergoing an eye operation caused by a detached retina. . . . **Robert N. McCormick**, vice-president and general manager of Decca's Southern division, appointed a colonel on Gov. **Robert Kennon's** staff in Louisiana.

Philadelphia

Maurice Spector, who handles the drums on **Paul Whiteman's** TV show here, joins the **Harold Singer All Stars** at the New Catalina Sho-Bar. . . . **Eleanor Martin**, former singer with the **Marty Kramer** band, gets a principal role for the summer musical stock at the Gateway Playhouse, Somers Point, N. J. . . . **Clarence Fuhrman** is back for a third season to provide the city-sponsored **Musie Pier** concerts in Ocean City, N. J., but remains in town on Saturday nights for the dancing at Willow Grove Park here.

Hollywood

Mort Ruby, ex-road manager of the **King Cole Trio** and an agent here until he joined **Charley Barnet** as manager about two months ago, has severed his connection with **Barnet**, who is doing one-nighters thru Texas. . . . **Tony Fontaine**, the Mercury warbler who is living here, has switched from the **William Morris** agency to **GAC**. . . . **Charley Alpert**, the personal manager, inked a pact with **Bob London** and changed the singer's monicker to **Bruce Perry**. . . . **Friends of Lawrence Welk** are arranging a lavish fête to celebrate his 25th anniversary as a band leader later this summer.

Persistence Does Pay Off

NEW YORK, July 12—The final chapter in music attorney Philip Barbanelli's persistent efforts to collect a past counsel fee was written when veteran music man Frank Kelton was docked for a check for \$1,500 recently. He had defaulted for nearly three years. The story has some intriguing aspects.

On November 10, 1949, Barbanelli was successful in gaining an acquittal for Kelton on a grand larceny charge (The Billboard, November 19, 1949). Pleading inability to pay the legal fees, Kelton gave the attorney a note for \$1,500. The latter obtained a court judgment against Kelton, who promptly left town.

After losing track of the music man for a while, Barbanelli located him finally in Nashville, Tenn. He retained the law firm of **Yokley, Boyce and White** in that city to follow thru. The firm immediately gained a court judgment for the sum owed. Kelton in the meantime had filed an alienation of affections suit against country warbler **Red Foley**. When this action was settled out of court for a reported \$12,500, the law firm stepped right in and had \$1,500 deducted from Kelton's check.



Issue Dated: August 2
Out: July 28

it stimulates

...extra reading interest--and buying interest--
among those dealers who have--and should have--
a big dollars-and-cents stake in records

THE \$13,000 PROMOTION BEHIND THE BILLBOARD NAMM CONVENTION NUMBER

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- trade messages right in The Billboard itself, totalling more than 600,000 printed impressions—and equal to more than \$2400 in advertising space
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- post-publication direct mail and trade messages totalling more than 120,000 impressions—estimated cost, \$1000

**A Double
STARR-spangled
Hit!**



**KAY
STARR** sings

**"KAY'S
LAMENT"**

and **"FOOL, FOOL, FOOL"**

Record No. 2151



**THE BILLBOARD Music
Popularity Charts**

For Reviews and Ratings of Radio
and TV Shows See The Billboard
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 9, 10, 11.

Last Week | This Week

1. 1. Kiss of Fire

By Lester Allan and Robert Hill—Published by Duches (BMI)
RECORDS AVAILABLE: T. Arden, Col 39737; L. Easton, Dec 28177; L. Baxter, Cap 2102; L. Brown, Coral 60745; J. Crawford, Dec 28234; J. D'Arleau, V 423-6036; B. Eckstein, MGM 11225; R. Flanagan, V 20-4705; L. Fuchs, V 25-5834; G. G-bos, Mercury 5823; G. Lombardo, Dec 28179; T. Martin, V 20-4621; B. Q. Rube, Kinast Field Quartet, Hit 1406; A. Shelton, London 1214; W. Ventura, Standard T-187
ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Long-Worth; Dolly Dean, Thebanus; Leo Reisman, Oak, Standard Radio.

2. 2. Here in My Heart

By Genaro Leonson Borrelli—Published by Melin (BMI)
RECORDS AVAILABLE: T. Bennett, Col 39745; A. Dale, Coral 60746; V. Damore, Mercury 5856; V. Dillard, Savoy 851; D. Haynes-Andrews Sisters, Dec 29213; W. Jackson, Atlantic 967; A. Marston, BBS 161; B. Pelech, King 4543.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dean, Thebanus; Julian Gould, Long-Worth; Earl Shelton, Associated.

3. 3. Auf Wiederseh'n Sweetheart

By Parsons & Storch—Published by Hill & Range (BMI)
RECORDS AVAILABLE: Ames Brothers, Coral 60723; Chamo Buster-P. Faith, Col 39726; E. Howard, Mercury 5873; G. Lombardo, Dec 28277; V. Lynn, London 1227; B. Sheppard, Winterhalter, V 20-4727
ELECTRICAL TRANSCRIPTION LIBRARIES: Wayne King, Norman Clewley, Thebanus; George Strawn, Associated.

4. 4. I'm Yours

By Robert Melillo—Published by Algonquin (BMI)
RECORDS AVAILABLE: T. Arden, Col 39737; L. Easton, Cap 2102; O. Corvelli, Coral 60690; V. Dillard, Savoy 851; E. Fisher-H. Winterhalter, Oak, V 20-4680; F. Flanagan, V 20-4705; Four Aces, Dec 28182; B. Holman, Coral 7918-R; Marston, 5852
ELECTRICAL TRANSCRIPTION LIBRARIES: George Strawn, Associated; Norman Clewley, Thebanus; Henry Jerome, Long-Worth.

5. 5. Delicado

By Wally Alvarez and Jack Lawrence—Published by Remick (ASCAP)
RECORDS AVAILABLE: A. Almeida, Coral 60729; J. Ayoub, Mercury 5857; B. Azaroff, Dec 28044; R. Costello, 23-5689; P. Faith S. Freeman, Col 39708; R. Flanagan, V 20-4706; S. Kenton, Cap 2040; G. Lombardo, Dec 28179; Los Misioneros, MGM 11259; F. Norman's, Oak, Top Ten 78-135; Orquesta de la Alhambra, Pampa 11019; E. R. Roca, London 1151; D. Shore, V 20-4729; Three Sims, V 20-4677
ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thebanus; Billy Mills, Oak, Standard Radio; Earl Shelton, Associated.

6. 6. Blue Tango

By Leroy Anderson—Published by Mills Music (ASCAP)
RECORDS AVAILABLE: L. Anderson, Dec 27675; L. Baxter, Cap 1966; F. Carlo, V 20-4561; C. Cavallaro, Dec 28055; R. Cigal, Mercury 5817; D. Myster, Mercury 5790; G. Lombardo, Dec 28031; J. Thomas, Mercury B266; M. Winterhalter, V 20-4518
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Frank Martin, Thebanus; Leo Reisman, Oak; Billy Mills, Oak, Standard Radio; Dave Terry, Associated.

7. 7. Walkin' My Baby Back Home

By Ray Jure & Fred Astert—Published by Dr. Sylvie, Brown & Henderson (ASCAP)
RECORDS AVAILABLE: Nat (King) Cole & B. May, Cap 2130; G. Lombardo, Dec 28277; F. Norman's, Oak; Top-Ten 78-135; J. Ray, Cap 30750; C. Service, London 1091; J. Stafford, Cap F-995.
ELECTRICAL TRANSCRIPTION LIBRARIES: Jan Arnold, Oak, Standard Radio; Earl Shelton, Associated.

8. 8. Half as Much

By C. Williams—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: R. Clooney, Col 39910; G. Lombardo, Dec 28071; K. Marlin, Mercury 6366; C. Williams, Col 20879; W. Williams, MGM 13202.
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Earl Shelton, Associated.

9. 9. I'll Walk Alone

By Jules Styne and Sammy Cahn—Published by Mayfield (ASCAP)
RECORDS AVAILABLE: G. Ammons, Dec 28094; P. Andrews, Dec 20818; L. Armstrong, Dec 28177; O. Cornell, Coral 60659; R. Flanagan, V 47-4703; J. Froman, Cap 2044; R. Hayes, Mercury 5823; L. Holmes, MGM 11196; P. King Singers, V 20-4642; D. Lee, Remington R-25027; G. Lombardo, Dec 27468; M. Martin, Dec 23340; L. Prima, Mercury 5218; B. Taylor-P. Faith, Col 39654; M. Whiting, Cap 2000
ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Worth; Earl Shelton, Associated.

10. Maybe

By Allen Flynn and Frank Madden—Published by Robbins (ASCAP)
RECORDS AVAILABLE: P. Como-E. Fisher, V 20-4744; Ink Spots, Dec 23634

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Buyboard

TOP SELLERS—POPULAR

Based on Actual Capitol Sales Reports

	Record No.
1. IN THE GOOD OLD SUMMERTIME SMOKE RINGS	L. Paul-M. Ford 2123
2. TAKE MY HEART I NEVER CARED	A. Martino 2122
3. WALKIN' MY BABY BACK HOME FUNNY	M. Cole 2130
4. SOMEWHERE ALONG THE WAY WHAT DOES IT TAKE	M. Cole 2069
5. CARIOCA I'M CONFESSIN' (THAT I LOVE YOU)	L. Paul-M. Ford 2080
6. CUCKOO WALTZ BY THE BEAUTIFUL SEA	J. Shard 2134
7. I'LL WALK ALONE WITH A SONG IN MY HEART	J. Froman 2044
8. WHEEL OF FORTUNE I WANNA LOVE YOU	K. Starr 1964
9. I WAITED A LITTLE TOO LONG (HO HO HA HA) ME TOO	K. Starr 2062
10. AUF WIEDERSEH'N, SWEETHEART PADAM, PADAM	L. Baxter 2143
11. I'M GONNA VOTE REPUBLICAN I'M GONNA VOTE FOR A DEMOCRAT	Y. Yorgesson 2135
12. KAY'S LAMENT FOOL, FOOL, FOOL	K. Starr 2151
13. THE BLACKSMITH BLUES LOVE ME OR LEAVE ME	E. Mae Morse 1922
14. OH MARIE COME BACK TO SORRENTO	D. Martin 2140
15. ZING A LITTLE ZONGI BODY AND SOUL	M. O'Connell 2137

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. WITH A SONG IN MY HEART	Jane Froman 309
2. BIG BAND BASH!	Billy May 329
3. A BAND IS BORN	Billy May 349
4. CLASSICS IN JAZZ—WOODY HERMAN	Woody Herman 324
5. ROBERTA	Gordon MacRae-Lucille Norman 334
6. DIXIELAND DETOUR	Pee Wee Hunt 312
7. VOICE OF THE XTABAY	Yma Sumar 244
8. CLASSICS IN JAZZ—COLEMAN HAWKINS	Coleman Hawkins 327
9. BEN LIGHT'S JUKE BOX FAVORITES	Ben Light 330
10. TODAY'S TOP HITS	8 Top Artists 9106
11. CLASSICS IN JAZZ—TRUMPET STYLISTS	Trumpet Stylists 326
12. LEGEND OF THE SUN VIRGIN	Yma Sumar 299

Martha Carson

Star of "Grand Ol' Opry"

HEADS THE SACRED LIST WITH...

- "I'm Gonna Walk and Talk With My Lord" and "Beyond the Shadow" Record No. 2145
- "I Wanna Rest" and "Old Blind Barnabuss" Record No. 2077
- "Satisfied" and "Rock of Ages" Record No. 1900



BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. TEDDY BEAR'S PICNIC & I'M A LITTLE TEAPOT
CAS-3083; CASF-3038
2. TWEETY PIE CAS-3074; CASF-3074
3. ROBIN HOOD
DBX-3138; CBXF-3138
4. I TAUT I TAW A PUDDY TAT & YOSEMITE SAM
CAS-3104; CASF-3104
5. HOPALONG CASSIDY & THE STORY OF TOPPER
CAS-3110; CASF-3110
6. I'M POPEYE THE SAILOR MAN & THE LITTLE WHITE DUCK
CAS-3105; CASF-3105
7. BOZO ON THE FARM
DBX-3076; CBXF-3076
8. RUSTY IN ORCHESTRAVILLE
DC-115; CCF-3007
9. SPARKY'S MAGIC PIANO
DC-78; CCF-3003
10. HOPPY'S HAPPY BIRTHDAY
CAS-3114; CASF-3114
11. WOODY WOODPECKER'S PICNIC
DBS-3091; CBSF-3091
12. THREE ORPHAN KITTENS
CAS-3096; CASF-3096
13. PORKY PIG IN AFRICA
CAS-3113; CASF-3113

TOP COUNTRY and HILLBILLY

Based on Actual Capitol Sales Reports

1. THE WILD SIDE OF LIFE
CRYIN' IN THE DEEP BLUE SEA H. Thompson 1942
2. WAITING IN THE LOBBY OF YOUR HEART
DON'T MAKE ME CRY AGAIN H. Thompson 2063
3. I'M GONNA WALK AND TALK WITH MY LORD
BEYOND THE SHADOW M. Carson 2145
4. I WANNA REST
OLD BLIND BARNABUSS M. Carson 2077
5. I LOVE YOU 24 HOURS A DAY
HELL TRAIN B. Strango 2112
6. FOOLISH PRIDE
I KNEW YOU WHEN F. Young 2133
7. IF YOU WOULD ONLY BE MINE
MY HEART HAS ROOM FOR YOU J. Wakely 2126
8. HANOY MAN
(DOWN THE) ROAD TO LOVE C. Sauceman 2121
9. A TOO FAST PAST
AIN'T THAT A CRYIN' SHAME M. Travis 2136
10. RACK UP THE BALLS, BOYS
RUBBER BALL HEART R. Jimmie Dolan 2118

LATEST CAPITOL RELEASES No. 327

	Record No.
ADIOS DARLIN', YOU CAN'T LOVE TWO	Gisele MacKenzie 2156
LOVE IS JUST AROUND THE CORNER GIN AND TONIC	Billy May 2157
STEPPING ON MY HEART I NEED YOU SO	Carl Butler 2158
A SCHMO IS A SCHMO (A GUY IS A GUY) THE DOWNTOWN STRUTTERS' BALL	Mickey Katz 2159
GEORGIA STEEL GUITAR MIDNIGHT RAMBLE	Speedy West, Jimmy Bryant 2160

JERRY SHARD

his Rousing, Rollicking Rendition of

"BY THE SEA"

coupled with

"CUCKOO WALTZ"

Record No. 2134

also, check your stock on
"WASHINGTON & LEE SWING"
and
"YES SIR, THAT'S MY BABY"
Record No. 2021



GENE NORMAN says...

"AT LAST...
A JAZZ COLLECTOR'S
DREAM COME TRUE!"



"A great new Classics In Jazz series featuring jazz greats of the century!"
"If there ever was a collector's series, this is it..." and if anyone should know, it's Gene Norman, ace disc jockey, jazz impresario and recognized authority on jazz and the men who make it.
Here in this sensational, all-new series of jazz greats, Capitol brings you scores of the world's greatest jazz musicians... nine outstanding albums reflecting the ever-exciting moods of jazz... played by the men who feel it... who created it... who made it a permanent part of the American musical scene.



Look at This Tremendous Line-Up:

- BOBBY SHERWOOD No. 320
- DIXIELAND STYLISTS No. 321
- SMALL COMBOS No. 322
- WOODY HERMAN No. 324
- PIANO STYLISTS No. 323
- ROBERTA No. 325
- TRUMPET STYLISTS No. 326
- COLEMAN HAWKINS No. 327
- SAK STYLISTS No. 328

- Bobby Sherwood
- Coleman Hawkins
- Benny Goodman
- Stan Kenton
- Eddie Miller
- Henry Meulock
- Ray Budde
- Benny Carter
- Red Norvo
- Charlie Shavers
- Max Cole
- John Kirby
- Sid Catlett
- Mel Powell
- Oscar Moore
- Allan Reuss
- Disie Gillespie
- Shelly Manne
- Maynard Ferguson
- Nick Fatool
- Wildo Musso
- Frankie Trombauer
- Bobby Haggart
- Shirley Beane
- Zutty Singleton
- Bud Gewons
- Stan Wrightsman
- Lou McKinny
- Artie Shapire
- Woody Herman
- Buster Bailey
- Illinois Jacquet
- Wesley Becu
- Sam "Baby" Levent
- Buddy DeFrance
- Sherry Rogers
- Charlie Barnes
- Jazz Street
- Freddy Slack
- Art Tatum
- Bill Harris
- Gene Ammons
- James Guiffre
- Billy Butterfield
- Art Pepper
- Monnie Klein

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 9, 10 and 11

Records listed here in numerical order are played over the greatest number of records shown. List is based on replies from weekly surveys among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks Last This to date Week Week	POSITION	Record Title	Artist	Label
9 1	1	HERE IN MY HEART	A. Martino	885(78)107; (4) 345-101—BMI
13 2	2	KISS OF FIRE	G. Gibbs	Mercury(78)5623; (45)523445—EMI
5 7	3	AUF WIEDERSEHN, SWEETHEART	V. Lynn	London(78)1227; (45)45-1227—BMI
11 6	4	HALF AS MUCH	R. Clooney	Cap(78)39710; (45)4-39710—BMI
7 3	5	LOVER	P. Lee-G. Jenkins	Decca(78)2225; (45)9-2225—ASCAP
11 5	6	I'M YOURS	E. Fisher-H. Winterhalter	V(78)20-4660; (45)47-4660—BMI
5 14	7	BOTCH ME	R. Clooney	Cap(78)39710; (45)4-39710—BMI
12 4	8	DELICADO	P. Faith	Cap(78)39708; (45)4-39708—ASCAP
4 13	9	AUF WIEDERSEHN, SWEETHEART	E. Howard	Mercury(78)5671; (45)5871845—EMI
12 11	10	I'M YOURS	D. Cornell	Cap(78)60690; (45)9-60690—BMI
3 8	11	WALKIN' MY BABY BACK HOME	Nat (King) Cole	Cap(78)2130; (45)F-2130—ASCAP
6 12	12	MAYBE	P. Como-E. Fisher	V(78)20-4744; (45)47-4744—ASCAP
9 9	13	WALKIN' MY BABY BACK HOME	J. Roy	Cap(78)10135; (45)4-10135—ASCAP
4 28	14	SMOKE RINGS	L. Paul-M. Ford	Cap(78)2123; (45)F-2123
4 18	15	IN THE GOOD OLD SUMMERTIME	L. Paul-M. Ford	Cap(78)2123; (45)F-2123—BMI
24 10	16	BLUE TANGO	L. Anderson	Decca(78)27875; (45)9-27875—ASCAP
7 20	17	SOMEWHERE ALONG THE WAY	Nat (King) Cole	Cap(78)2069; (45)F-2069—ASCAP
10 22	18	I'M CONFESSIN'	L. Paul-M. Ford	Cap(78)2080; (45)F-2080—ASCAP
6 16	19	HERE IN MY HEART	V. Damone	Mercury(78)5858; (45)5858445—BMI
2 18	20	TAKE MY HEART	A. Martino	Cap(78)2122; (45)F-2122—ASCAP
5 22	20	VANESSA	H. Winterhalter	V(78)20-4691; (45)47-4691—BMI
17 27	20	I'LL WALK ALONE	D. Cornell	Cap(78)60659; (45)9-60659—ASCAP
12 15	23	KISS OF FIRE	T. Martin	V(78)20-4671; (45)47-4671—BMI
5 24	24	WATERMELON WEATHER	P. Como-E. Fisher	V(78)20-4744; (45)47-4744—ASCAP
1 -	24	THIS IS THE BEGINNING OF THE END	D. Cornell	Cap(78)60748; (45)9-60748—ASCAP
2 -	26	POINCIANA	S. Lawrence	King(78)13185; (45)45-13185—BMI
8 -	27	KISS OF FIRE	T. Arden	Cap(78)39737; (45)4-39737—BMI
2 -	27	LONELY WINE	L. Boxter	Cap(78)2106; (45)F-2106—ASCAP
1 -	29	DELICADO	R. Flanagon	V(78)20-4706; (45)47-4706—ASCAP
2 30	30	TAKE MY HEART	V. Damone	Mercury(78)5877; (47)5877845—ASCAP
1 -	30	STRANGE SENSATION	J. Valli-H. Winterhalter	V(78)20-4759; (45)47-4759—ASCAP
1 -	30	YOU	S. Kaye	Cap(78)39724; (45)4-39724—BMI

VOX JOX

By JOE MARTIN

Gimmix

Jerry Crocker, formerly with WERE, Cleveland, joined WJBK, Detroit. He'll also handle assignments on WJBK-TV.

Mutual Broadcasting System's Bob Poole has been signed to emcee the "Miss North Carolina" beauty contest in Winston-Salem, N. C., July 24-26. Pittsburgh free lance deejay Sid Dickler and wife, Florence, celebrate their 10th wedding anniversary on July 22. For Longhorn Joe, country and Western spinner on KROW, Oakland, Calif., it's 10 years on the station this week.

Chuck Gordon, formerly with WSCK, Nashville, has joined WGIV, Charlotte, N. C., and will handle three shows a day.

Mel Fine, WJET, Erie, Pa., has a new afternoon show across the board, "Matinee with Mel," which gives him a total of five hours of air time each day.

Earle Pudney, WGIV, Schenectady, N. Y., was in New York City for a visit last week. Ditto for Bertha Porter, librarian at WDRG, Hartford, Conn.

Victor Zembruski has moved his "Mr. and Mrs. Polish Eagles" show from WAVZ to WELI, New Haven, Conn.

Deejay Paul Cowley, WNOP, Newport, Ky., is stirring up much trade comment with a weekly sheet he sends out which lists the tunes he's played and the number of play each received. Cowley's letterhead is loaded with humorous quotes about him, purported to have come from his wife, Walter Winchell and William S. Paley.

Robert A. Lowery, KYMC, Colorado City, Tex., is getting lots of requests for the Bing and Gary Crosby disks of a few moons ago.

Gerry Grainer, chief announcer at KOSA, Odessa, Tex., wonders if there is a Billboard award for the record set at the station.

Grainer, stockholder Brooks Harmon and program manager John Vacca all became fathers of girls in a 19-day period.

Hal Murray, WKAT, Miami Beach, swears it's true that he jumped into a pool with a pair of tame porpoises and that the fish tossed him around like a water polo ball. It was all for one of his sponsors.

Paul Melanson writes to remind that WJSW, Altoona, Pa., has merged with WVAM, that city, and that he's still running his regular nightly show but has added a new afternoon segment called "The Mainline Program," because it emanates from a remote studio in Cresson, Pa., on the Pennsylvania Railroad's main line.

Clarence Hamann is now doing an afternoon remote for WJMR, New Orleans, from a local club.

Lou Barile, WKAL, Rome, N. Y., has added an afternoon polka show — for kicks.

Roger Nash, WJMR, New Orleans, is helping local teenagers to form a fan club for chanter Steve Lawrence.

Don Harvey, vet of radio and motion pictures has joined KOOL, Phoenix, Ariz., and does an across-the-board show.

Jack Lynn is doing fine with his jazz segments over KVER, Albuquerque, N. Mex., particularly with a Saturday morning portion on which listeners bring in their collectors items and chat with Lynn over the disks.

Bob Bertrand, KIOA, Des Moines, reports that his offer to send out photos of Johnnie Ray resulted in 2,500 requests in one day and that the offer had to be withdrawn.

John Argo, KWCB, Searcy, Ark., recently emceed the "Miss White County" and "Strawberry Festival" affairs.

Bob Milton, also known as Bob Wolfe, has moved from KGLO, Mason City, Ia., to KSTT, Davenport, Ia.

Best Selling Sheet Music

Based on reports received July 9, 10 and 11

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music publishers. Songs are listed according to greatest number of sales; (F) indicates tune is a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

Weeks Last This to date Week Week	POSITION	Song Title	Artist
12 1	1	KISS OF FIRE (R)	Duchess
10 3	2	I'M YOURS (R)	Algonquin
18 2	3	BLUE TANGO (R)	Mills
4 9	4	WALKIN' MY BABY BACK HOME (R)	DeSylva, Brown & Henderson
3 8	5	AUF WIEDERSEHN, SWEETHEART (R)	Hill & Range
8 5	6	HERE IN MY HEART (R)	Mellin
13 6	7	BE ANYTHING (But Be Mine) (R)	Shapiro-Bernstein
7 4	8	DELICADO (R)	Remick
13 7	9	I'LL WALK ALONE (R) (F)	Mayfair
5 10	10	HALF AS MUCH (R)	Acuff-Rose
17 11	11	GUY IS A GUY (R)	Ludlow
2 14	12	SOMEWHERE ALONG THE WAY (R)	United
4 13	13	WITH A SONG IN MY HEART (R) (F)	Harms
5 -	14	YOU'LL NEVER WALK ALONE (R)	William
18 12	15	BLACKSMITH BLUES (R)	Hill & Range

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index projects upon radio logs made 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 are the top 30 (more in the case of ties) tunes alphabetically. This music checked is predominantly (over 50 per cent) alive.

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

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1	A Girl and a Feller and a Beach Umbrella (R)	Valentino-ASCAP
2	Am I in Love? (R) (F)	Famous-ASCAP
3	Any Time (R)	Hill & Range-BMI
4	Auf Wiederseh'n, Sweetheart (R)	Hill & Range-BMI
5	Be Anything (But Be Mine) (R)	Shapiro-Bernstein-ASCAP
6	Blue Tango (R)	Mills-ASCAP
7	Bicycle (R)	Fisher-ASCAP
8	Delicado (R)	Remick-ASCAP
9	For the Very First Time (R)	Berlin-ASCAP
10	Forgive Me (R)	Advanced-ASCAP
11	Goody, Goody (R)	DeSylva, Brown & Henderson-ASCAP
12	Here Comes That Mood	Life-BMI
13	Here in My Heart (R)	Mellin-ASCAP
14	High Noon	Feist-ASCAP
15	Low Dine (R)	Life-BMI
16	If Someone Had Told Me (R)	Whitmark-ASCAP
17	I'm Confessin'	Bourne-ASCAP
18	I'm Yours (R)	Algonquin-BMI
19	Isn't This a Night for Love	Sam Fox-ASCAP
20	Just for You (R)	Burke-ASCAP
21	Kiss of Fire (R)	Duchess-BMI
22	Maybe (R)	Robbins-ASCAP
23	Singing in the Rain (R)	Robbins-ASCAP
24	So Many in Love (R)	Shapiro-Bernstein-ASCAP
25	Sweetest Words I Know	Life-BMI
26	To Be Loved by You (R)	Remick-ASCAP
27	Walkin' My Baby Back Home (R)	DeSylva, Brown & Henderson-ASCAP
28	Watermelon Weather (R)	E. H. Morris-ASCAP
29	What Good is a Girl (R)	E. H. Morris-ASCAP
30	Wish You Were Here (R)	Chappell-ASCAP

Top Ten in Television

1	Blue Tango (R)	Mills-ASCAP
2	Cry (R)	Mellow-BMI
3	Here in My Heart (R)	Mellin-ASCAP
4	I'm Yours (R)	Algonquin-BMI
5	Low Dine (R)	Famous-ASCAP
6	Riddle De Diddle De Day (R)	Disney-ASCAP
7	Take My Heart (R)	Santly-Joy-ASCAP
8	Walkin' My Baby Back Home (R)	DeSylva, Brown & Henderson-ASCAP
9	What Good is a Girl (R)	E. H. Morris-ASCAP
10	Wish You Were Here (R)	Chappell-ASCAP

England's Top Twenty

Weeks Last This to date Week Week	POSITION	Song Title	English	American
7 1	1	AUF WIEDERSEHN SWEETHEART	Maurice	Hill & Range
12 3	2	NEVER	Francis Day & Hunter	Robbins
8 2	3	BLACKSMITH BLUES	Chappell	Hill & Range
4 7	4	BLUE TANGO	Mills	Mills
4 11	5	KISS OF FIRE	Duchess	Duchess
10 6	6	PITTSBURGH, PENNSYLVANIA	Cinephonic	Dorford
12 5	7	AROUND THE CORNER	Dash	Frank
14 4	8	TELL ME WHY	E. H. Morris	Signet
17 8	9	WE WON'T LIVE IN A CASTLE	Campbell Connolly	Dorford
6 8	10	BE ANYTHING (But Be Mine)	Cinephonic	Shapiro-Bernstein
2 16	11	HOBING WALTZ	Reine	
11 10	12	WHEEL OF FORTUNE	Faiando	Laurel
1 -	13	I'M YOURS	Mellin	Algonquin
18 12	14	CRY	Francis Day	Mellow
14 19	15	AT LAST	Pickwick	Duchess
8 13	16	GANDY DANCERS	Disney	Disney
10 18	17	ANYTIME	Chappell	Hill & Range
1 -	18	FROM THE TIME YOU SAY GOODBYE (The Parting Song)	Pickwick	Pickwick
15 15	19	BE MY LIFE'S COMPANION	Morris	E. H. Morris
20 14	20	UNFORGETTABLE	Bourne	Bourne

this week on COLUMBIA

something to hear!



MARLENE DIETRICH
LOVE ME
COME RAIN OR
COME SHINE
78 rpm 39797 • 45 rpm 4-39797

COLUMBIA'S No. 1



ROSEMARY CLOONEY
Botch-a-Me
On the First
Warm Day
78 rpm 39767 • 45 rpm 4-39767



don't miss Gene's tender version of this touching new ballad!

The Angels Are Lighting
GOD'S LITTLE CANDLES
(with The Cass County Boys)
sung by

GENE AUTRY

and
**DON'T BELIEVE A
WORD THEY SAY**
(With Phyllis Lynne)

78 rpm 39808 • 45 rpm 4-39808

**THE BENNY GOODMAN
TRIO PLAYS
FOR THE FLETCHER
HENDERSON FUND**

"Lp" CL 516 • 45 rpm Set G 4-14 78 rpm 39810 • 45 rpm 4-39810
SWING AND SWAY with
SAMMY KAYE
I DON'T KNOW ANY
BETTER
GOD'S LITTLE CANDLES
78 rpm 39816 • 45 rpm 4-39816

**TONI ARDEN and
CHAMP BUTLER
REMEMBERING**

ONE LOVE TOO MANY
78 rpm 20981-s • 45 rpm 4-20981-s
DAISY MAE and
OLD BROTHER CHARLIE
GOD LAID HIS HAND
ON MY HEART
THANK GOD I'LL BE
NO STRANGER

**MARLENE DIETRICH
OVERSEAS**
(Sung in German)
"Lp" CL 105 • 45 rpm Set G 4-17

OTHER NEW RELEASES
**MAMMO AT THE
WALDORF
XAVIER CUGAT**

"Lp" CL 6213 • 45 rpm Set B-304

**ERROLL GARNER
LAURA
PENTHOUSE SERENADE**

78 rpm 6898 • 45 rpm 4-6898

**ROCKY PORTER
SUPPOSE
I'M IN LOVE WITH
NO ONE**

78 rpm 20980 • 45 rpm 4-20980

**THE GOLDEN GATE
QUARTET
I JUST TELEPHONE
UPSTAIRS
RAIN IS THE
TEARDROPS OF
ANGELS**

78 rpm 6897 • 45 rpm 4-6897

**LOU MILLET
JUST ME, MY HEART
AND YOU
WEARY, WORRIED
AND BLUE**

78 rpm 20979 • 45 rpm 4-20979

LIBERACE at the piano
"Lp" CL 6217 • 45 rpm Set S-308
78 rpm Set C-308

your check list-COLUMBIA'S TOP TWELVE

based on actual sales reports for week ending July 12th

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

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

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

PERCY FAITH
Delicado
Festival
39708, 4-39708

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

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

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

FRANK SINATRA
Luna Rossa
Tennessee Newsboy
39787, 4-39787

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

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

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

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

COLUMBIA RECORDS

for music that sends them . . . to you!

RALPH FLANAGAN with 2 new ones designed for Hits



"THE BALBOA"

"ESPANHARLEM"

RCA
VICTOR
20-4861
47-4861

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

Release 52-79

Ships Coast to Coast July 20

POPULAR

- LILY ANN CAROL WITH ORCHESTRA**
It's Been So Long
I Don't Know Any Better 20-4872—(47-4872)*
- RALPH FLANAGAN AND HIS ORCHESTRA**
The Balboa
Españharlem 20-4861—(47-4861)*
- THE MANHATTAN MERRYMAKERS, VOCAL BY DANNY STUART**
The Oceania Polka
Forget, Forget 20-4845—(47-4845)*

COUNTRY — WESTERN

- HARRY HOUSTON**
Reluctant Kiss
(and Fly by Night Love)
If You Got Your Place to Go
(Go Ahead) 20-4847—(47-4847)*
- THE OKLAHOMA WRANGLERS**
Rhythmic Rhythm
If You Want the Rainbow (You Gotta
Have the Rain) 20-4818—(47-4818)*
- ROSALIE ALLEN**
If Wasn't God Who Made Henry Tink Angels
It'd Surprise You 20-4853—(47-4853)*

RHYTHM-BLUES

- THE HEARTBREAKERS**
There Is Time
It's O. K. With Me 20-4845—(47-4845)*
- SAVANNAH CHURCHILL**
Waiting for a Guy Named Joe
Don't Worry 'bout Me 20-4772—(47-4772)*

RED SEAL SPECIAL

- BOSTON POPS ORCHESTRA**
No Strings Attached
Wing-Ding 10-3804—(47-3804)*

NEW ALBUMS

- MERV GRIFFIN**
Selections from "The Quiet Man"
(W.F. 3088)* (L.F. 3088)**
 - ORIGINAL CAST ALBUM**
Leonard Hillman's NEW FACES OF 1952
OC-1000, (WOC-1000)* (LOC-1000)**
 - ORIGINAL CAST ALBUM**
Wish You Were Here
OC-1001, (WOC-1001)* (LOC-1001)**
- *45 r.p.m. cat. nos.
**2 1/2 r.p.m. cat. nos.

Going Strong...

- Maybe/Watermelon Weather**
Perry Como and Eddie Fisher 20-4744—(47-4744)*
- Wish You Were Here/The Hand of Fate**
Eddie Fisher 20-4830—(47-4830)*
- Someday/Luna Rossa**
Tony Martin 20-4836—(47-4836)*
- I'm Yours/Just a Little Lovin'**
Eddie Fisher 20-4680—(47-4680)*
- A Full Time Job/Shepherd of My Heart**
Eddy Arnold 20-4787—(47-4787)*
- Strange Sensation/So Madly in Love**
June Valli 20-4759—(47-4759)*
- Vanessa/Somewhere Along the Way**
Hugo Winterhalter 20-4691—(47-4691)*
- I Laughed at Love/Father Time**
Sunray Gale 20-4789—(47-4789)*
- That's the Chance You Take/Forgive Me**
Eddie Fisher 20-4574—(47-4574)*
- Blue Tango**
Hugo Winterhalter 20-4518—(47-4518)*
- Lil Ole Kiss of Fire/I'm Yorn**
Hamer & Jellins 20-4770—(47-4670)*
- Slow Poison/Heart Trouble**
Joannie & Jack 20-4765—(47-4765)*
- Whistle My Love**
Beaver Valley Sweethearts 20-4769—(47-4769)*
- I Remember When**
Eddie Fisher 20-4618—(47-4618)*
- Kiss of Fire**
Tony Martin 20-4671—(47-4671)*

* 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.

Coming Up...

- ★ STRANGE SENSATION**
June Valli 20-4759—(47-4759)*
The Disk Jockeys Pick, Billboard, July 12th
The Retailers Pick, Billboard, July 12th
- ★ SO MADLY IN LOVE**
June Valli 20-4759—(47-4759)*
The Retailers Pick, Billboard, July 12th
- ★ SLOW POISON**
Joannie and Jack 20-4765—(47-4765)*
Country and Western Disk Jockeys Pick, Billboard, July 12th

★ indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top-selling list category. The trade is urged to watch these records carefully in order to maintain stock consistent with demand.

TIPS **BALBOA/ESPANHARLEM**
Ralph Flanagan and His Orchestra... 20-4861—(47-4861)*



WE LIKE LAC

We like LAC, but it is strictly a non-political emotion. LAC is our abbreviation for Lily Ann Carol, the sensational girl vocalist whose RCA Victor recording of IT'S BEEN SO LONG and I DON'T KNOW ANY BETTER is due for a lot of attention.

Lily Ann is a girl who has been singing professionally since she was sixteen years old. She got her early vocal experience in glee clubs at various schools in Brooklyn. When she was fifteen, she won a trip to Hollywood by walking off with first prize in a singing contest. A year later she made her professional debut with the Louis Prima band at the Roseland Ballroom in New York City.

The excellent experience she acquired as a band vocalist accounts for Lily Ann Carol's knowing rendition of such tunes as IT'S BEEN SO LONG and I DON'T KNOW ANY BETTER. When you hear Lily Ann do these tunes on her latest RCA Victor record, you'll know she's a fine singer. But here's a little extra information that you won't get from her RCA Victor record—Lily Ann Carol is a pretty brunette, 5 feet 3 inches tall. Her home is in Newark, New Jersey.

She has starred at leading night clubs throughout the country.

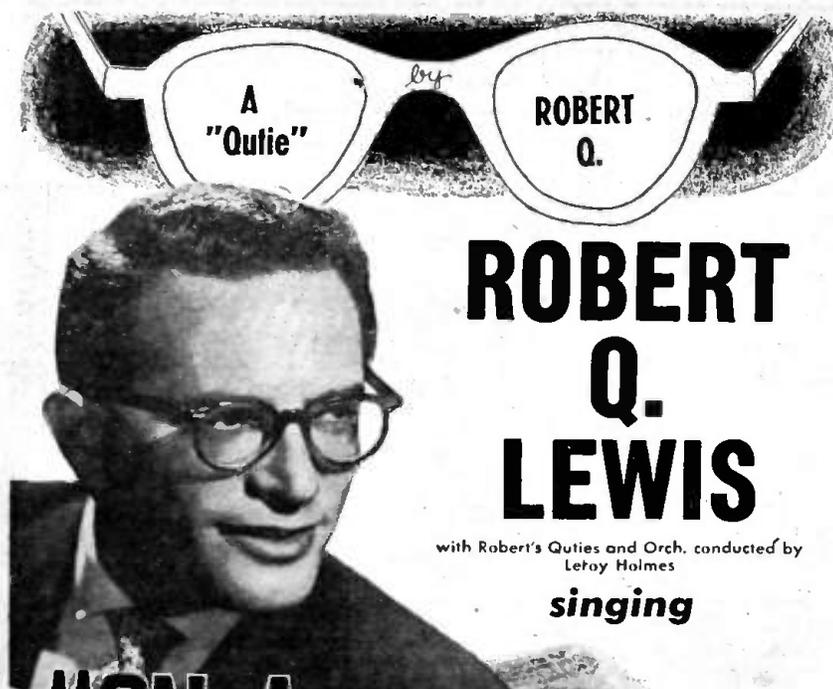
She has a five-year-old son named Michael, who doubles as an alarm clock. Michael begins his vocal exercises promptly at dawn each morning, arousing his mother, his father, and several neighbors. We are hoping that the royalties his mother earns from her RCA Victor recording of IT'S BEEN SO LONG and I DON'T KNOW ANY BETTER will enable the family to buy an alarm clock.

The stars who make the hits
are on

RCA VICTOR Records



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



ROBERT Q. LEWIS

with Robert's Quities and Orch. conducted by Lefoy Holmes

singing

"ON A SUNDAY BY THE SEA"



(from the Hit Musical
"High Bottom Shoes")

and

'ZING A LITTLE ZONG'

(from the Paramount Film
"Just for You")

MGM 11280
K-11280

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 36, 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).

• 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 queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

NEW YORK

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

CHICAGO

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

LOS ANGELES

1. HERE IN MY HEART—A. Martino—BBS
2. BLUE TANGO—L. Anderson—Decca
3. DELICADO—P. Faith—Columbia
4. LOVER—P. Lee—G. Jenkins—Decca
5. KISS OF FIRE—T. Martin—Victor
6. HALF AS MUCH—R. Clooney—Columbia
7. I'M YOURS—E. Fisher—Victor
8. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
9. I'LL WALK ALONG—J. Froman—Capitol
10. KISS OF FIRE—G. Gibbs—Mercury

PHILADELPHIA

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. BOTCH-A-ME—R. Clooney—Columbia
3. DELICADO—P. Faith—Columbia
4. HERE IN MY HEART—A. Martino—BBS
5. BLUE TANGO—L. Anderson—Decca
6. MAYBE—P. Como—E. Fisher—Victor
7. KISS OF FIRE—G. Gibbs—Mercury
8. I'M YOURS—E. Fisher—Victor
9. LOVER—P. Lee—G. Jenkins—Decca

DALLAS-FT. WORTH

1. DELICADO—P. Faith—Columbia
2. HERE IN MY HEART—A. Martino—BBS
3. HALF AS MUCH—R. Clooney—Columbia
4. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
5. KISS OF FIRE—T. Martin—Victor

CINCINNATI

1. HERE IN MY HEART—A. Martino—BBS
2. AUF WIEDERSEHN, SWEETHEART—E. Howard—Mercury
3. MAYBE—P. Como—E. Fisher—Victor
4. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
5. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
6. DELICADO—P. Faith—Columbia
7. LOVER—P. Lee—G. Jenkins—Decca
8. WISH YOU WERE HERE—E. Fisher—Victor
9. KISS OF FIRE—G. Gibbs—Mercury

ST. LOUIS

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. BOTCH-A-ME—R. Clooney—Columbia
3. SMOKE RINGS—L. Paul—M. Ford—Capitol
4. THIS IS THE BEGINNING OF THE END—D. Cornell—Coral
5. LOVER—P. Lee—G. Jenkins—Decca
6. WALKIN' MY BABY BACK HOME—Nat (King) Cole—Capitol
7. MAYBE—P. Como—E. Fisher—Victor
8. ONCE IN A WHILE—P. Page—Mercury
9. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
10. WHAT IS THIS THING CALLED LOVE—F. Warren—Victor

DENVER

1. DELICADO—P. Faith—Columbia
2. KISS OF FIRE—T. Martin—Victor
3. I'M YOURS—E. Fisher—Victor
4. HERE IN MY HEART—A. Martino—BBS
5. HALF AS MUCH—R. Clooney—Columbia
6. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
7. BLUE TANGO—L. Anderson—Decca
8. WALKIN' MY BABY BACK HOME—J. Ray—Columbia

SEATTLE

1. HALF AS MUCH—R. Clooney—Columbia
2. DELICADO—P. Faith—Columbia
3. KISS OF FIRE—G. Gibbs—Mercury
4. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
5. BOTCH-A-ME—R. Clooney—Columbia
6. BLUE TANGO—L. Anderson—Decca
7. HERE IN MY HEART—A. Martino—BBS
8. VANESSA—H. Winterhalter—Victor

NEW ORLEANS

1. DELICADO—P. Faith—Columbia
2. HERE IN MY HEART—A. Martino—BBS
3. I'M YOURS—E. Fisher—Vic
4. HALF AS MUCH—R. Clooney—Columbia
5. BOTCH-A-ME—R. Clooney—Columbia
6. BLUE TANGO—L. Anderson—Decca
7. I WAITED A LITTLE TOO LONG—K. Starr—Capitol
8. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
9. TENDERLY—R. Clooney—Columbia

ATLANTA

1. DELICADO—P. Faith—Columbia
2. MAYBE—P. Como—E. Fisher—Victor
3. I'M YOURS—E. Fisher—Victor
4. HERE IN MY HEART—A. Martino—BBS
5. BLUE TANGO—L. Anderson—Decca
6. KISS OF FIRE—T. Martin—Victor
7. FROM THE TIME WE SAY GOODBYE—D. Shore—Victor
8. FROM THE TIME WE SAY GOODBYE—V. Lynn—London
9. LOVER—P. Lee—G. Jenkins—Decca

DETROIT

1. BOTCH-A-ME—R. Clooney—Columbia
2. HERE IN MY HEART—A. Martino—BBS
3. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
4. VANESSA—H. Winterhalter—Victor
5. HALF AS MUCH—R. Clooney—Columbia
6. KISS OF FIRE—G. Gibbs—Mercury
7. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol

BOSTON

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. KISS OF FIRE—G. Gibbs—Mercury
3. DELICADO—P. Faith—Columbia
4. BLUE TANGO—L. Anderson—Decca
5. MAYBE—P. Como—E. Fisher—Victor
6. BOTCH-A-ME—R. Clooney—Columbia
7. I'M YOURS—E. Fisher—Victor

PITTSBURGH

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. MAYBE—P. Como—E. Fisher—Victor
3. MOCKING BIRD—Four Lads—Okeh
4. HERE IN MY HEART—A. Martino—BBS
5. SUGARBUSH—F. LaBe-Dark Day—Columbia
6. BLUE TANGO—L. Anderson—Decca
7. BOTCH-A-ME—R. Clooney—Columbia
8. FUNNY—Nat (King) Cole—Capitol

WASHINGTON, D. C.

1. AUF WIEDERSEHN, SWEETHEART—V. Lynn—London
2. KISS OF FIRE—G. Gibbs—Mercury
3. HERE IN MY HEART—A. Martino—BBS
4. DELICADO—P. Faith—Columbia
5. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
6. WATERMELON WEATHER—P. Como—E. Fisher—Victor

Discount Selling—Here to Stay?

What's your theory on discount selling? Is it a long-term proposition? Is the whole record price structure out of line?

You get a round-up of opinion from industry leaders at all levels in the special report, "Is Discount Selling Here to Stay?" one of 27 valuable studies in . . .

The Billboard NAMM Convention Number

(dated August 2 . . . out July 28)

THE BILLBOARD Music Popularity Charts

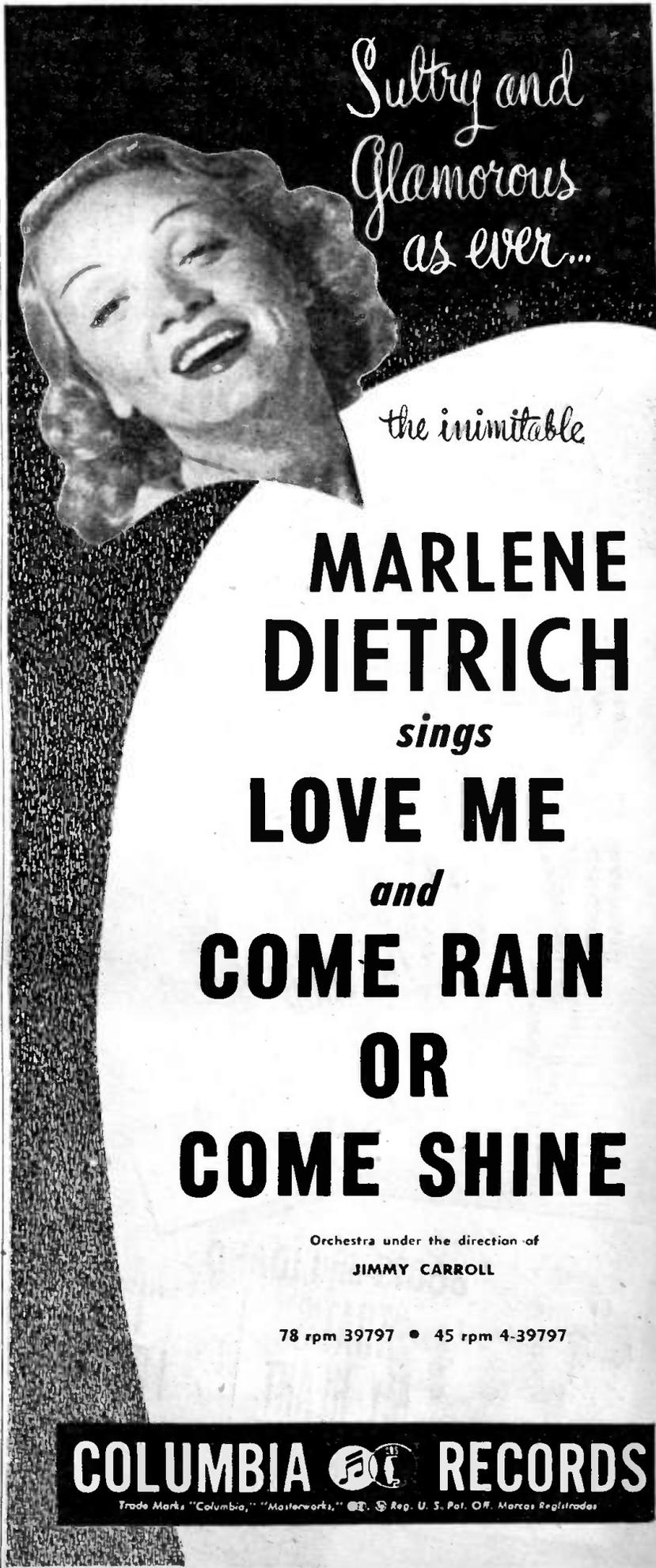
For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Most Played Juke Box Records

... Based on reports received July 9, 10 and 11

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of same tune listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part I.

POSITION	Weeks Last	This Week	Title	Artist	Label	Notes
13	1	1	KISS OF FIRE	G. Gibbs	Mercury	(78)15823; (45)15823-15-BMI
9	2	2	HERE IN MY HEART	A. Martino		885-799101; (45)145-101-BMI
8	5	3	HALF AS MUCH	R. Clooney	Cap	(78)139710; (45)14-39710-BMI
8	4	4	WALKIN' MY BABY BACK HOME	J. Ray	Cap	(78)139750; (45)14-39750-ASCAP
11	3	5	I'M YOURS	E. Fisher-H. Winterholter	V	(78)20-4680; (45)147-4630-BMI
6	7	6	MAYBE	P. Coma-E. Fisher	V	(78)20-4744; (45)147-4744-ASCAP
4	8	7	AUF WIEDERSEHN, SWEETHEART	V. Lynn	London	(78)1227; (45)145-1227-BMI
10	6	8	DELICADO	P. Faith	Cap	(78)139708; (45)14-39708-ASCAP
2	27	9	BOTCH-A-ME	R. Clooney	Cap	(78)139767; (45)14-39767-BMI
4	12	10	ONCE IN A WHILE	P. Page	Mercury	(78)15867; (45)15867-ASCAP El. Armstrong, Ork, Decca 28306; Guy Lombardo, Ork, Decca 28277
22	9	11	BLUE TANGO	L. Anderson	Dee	(78)127875; (45)19-27875-ASCAP
2	18	12	AUF WIEDERSEHN, SWEETHEART	E. Howard	Mercury	(78)15871; (45)15871-ASCAP
10	10	13	I'M YOURS	D. Cornell	Cap	(78)160690; (45)19-60690-BMI
15	13	14	BE ANYTHING (But Be Mine)	E. Howard	Mercury	(78)15815; (45)15815-ASCAP E. Hazzell, Coral 60486; B. Stark, Decca 28039; P. Lee-G. Jenkins, Ork, Decca 28142; R. Brown, Atlantic 462; W. Brown, Mercury 8270; Five Keys, Aladdin 3127; A. Dean-L. Helms, Ork, MGM 11189; M. O'Connell, Capitol 2011; B. Smith, Ork, Apollo 1193; D. Esler, Victor 20-4976; C. Butler, Columbia 39690
16	16	15	BLUE TANGO	H. Winterholter	V	(78)20-4518; (45)147-4518-ASCAP
18	11	16	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Cap	(78)139663; (45)14-39663-ASCAP G. Gray, Ork, Decca 28143
17	13	16	WHEEL OF FORTUNE	K. Starr	Cap	(78)11964; (45)1-1964-ASCAP (Bell Sisters, Victor 20-4820; The Cardinals, Atlantic 458; A. Castello-W. Scott, Ork, Crescendo C-104; E. Light, Ork, Prom 1010; Four Flames, Specialty 423; J. Hartman-L. Leyden, Ork, Victor 20-8149; S. Kaye, Ork, Columbia 39667; A. Prysoz, Decca 27967; J. Scott, Coral 60650; M. King, Ork, 6060; D. Washington, Mercury 8247; E. Wilson, Ork-S. Gale, Derby 707; B. Williams, Quartet, MGM 11372; K. Mahr, Remington R-25024; J. Thompson, King 1051; S. McDonald, Capitol 1493; B. Wayne, Mercury 4806)
15	-	16	I'LL WALK ALONE	D. Cornell	Cap	(78)160659; (45)19-60659-ASCAP
1	-	19	WALKIN' MY BABY BACK HOME	Nat (King) Cole	Cap	(78)12130; (45)F-2130-ASCAP
17	19	20	BLUE TANGO	G. Lombardo	Dee	(78)128931; (45)19-28931-ASCAP
3	19	20	SUGARBUSH	Doris Day-F. Laine	Cap	(78)139693; (45)14-39693-ASCAP E. Marais and Miranra, Decca 28287
1	-	20	WATERMELON WEATHER	P. Coma-E. Fisher	V	(78)20-4744; (45)147-4744-ASCAP L. Webb, Ork, Coral 60784; DeMarce Sisters, MGM 11278; Bing Crosby, P. Lee, Decca 28238
1	-	23	SMOKE RINGS	L. Paul-M. Ford	Cap	(78)12123; (45)F-2123
13	-	23	WISHIN'	E. Howard	Mercury	(78)15784; (45)15784-ASCAP E. Phillips, Ork, King 15156; Lulu Belle-Scott, Mercury 6389; C. Lord, MGM 11173; G. Mackenzie, Capitol 1983; R. Morgan, Ork, Decca 27975; E. Burton, P. Weston, Ork, Coral 60632; C. Hawkins, Decca 28054
17	39	25	I'M CONFESSIN'	L. Paul-M. Ford	Cap	(78)12380; (45)F-2030-ASCAP
2	27	25	I'LL WALK ALONE	J. Froman	Cap	(78)12044; (45)F-2044-ASCAP
2	27	25	IN THE GOOD OLD SUMMERTIME	L. Paul-M. Ford	Cap	(78)12123; (45)F-2123-BMI
3	-	25	HERE IN MY HEART	T. Bennett	Cap	(78)139745; (45)14-39745-BMI
10	-	25	JUNCO PARTNER	R. Hayes	Mercury	(78)15833; (45)15833-ASCAP L. Jordan, Decca 28211; J. Porter, Chance 11119
1	-	25	TAKE MY HEART	A. Martino	Cap	(78)12122; (45)F-2122-ASCAP O. Day, Victor 20-4784; T. Arden, Columbia 39769



Sultry and Glamorous as ever...

the inimitable

MARLENE DIETRICH
sings
LOVE ME
and
COME RAIN OR COME SHINE

Orchestra under the direction of
JIMMY CARROLL

78 rpm 39797 • 45 rpm 4-39797

COLUMBIA RECORDS

Trade Marks "Columbia," "Masterworks," etc. Reg. U. S. Pat. Off. Marcas Registradas

3 BIG COIN CATCHERS

FARON YOUNG

Sings...

"FOOLISH PRIDE"

CAP. 2133



MARTHA CARSON

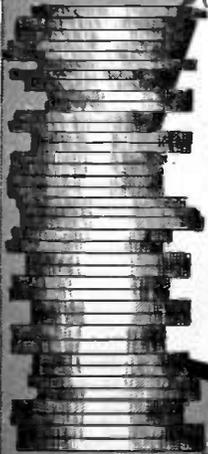
and The Gospel Singers

"I'M GONNA WALK AND TALK WITH THE LORD"

coupled with

"BEYOND THE SHADOW"

CAP. 2145



BOOTS and IDAHO

"THAT'S MY HEART TALKING"

"I'M LOSING YOUR LOVE"

CAP. 2139



THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Folk (Country & Western) Records

Based on reports received July 9, 10 and 11

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

Weeks to date	Last	Position	Title	Artist	Label
14	1	1	WILD SIDE OF LIFE	Hank Thompson	Capitol (78)1942; (45)F-1942-BMI
7	2	2	ALMOST	G. Morgan	Colt (78)20906; (45)M-20906-BMI
9	3	3	ARE YOU TEASING ME?	Carl Smith	Colt (78)20922; (45)M-20922-BMI
15	6	4	GOLD RUSH IS OVER	Hank Snow	V (78)20-4522; (45)M-4522-BMI
21	5	5	DON'T JUST STAND THERE	Carl Smith	Colt (78)20893; (45)M-20893-BMI
9	4	6	HALF AS MUCH	Hank Williams	MGM (78)11202; (45)K-11202-BMI
25	8	7	WONDERING	W. Pierce	Dec (78)46364; (45)F-46364-BMI
2	7	8	THAT HEART BELONGS TO ME	W. Pierce	Dec (78)28091; (45)F-28091-BMI
12	-	9	DON'T STAY AWAY	Lefty Frizzell	Colt (78)20911; (45)M-20911-BMI
2	-	10	WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson	Capitol (78)2063; (45)F-2063-BMI

• Best Selling Retail Folk (Country & Western) Records

Based on reports received July 9, 10 and 11

Records listed are Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

Weeks to date	Last	Position	Title	Artist	Label
15	1	1	WILD SIDE OF LIFE	Hank Thompson	Capitol (78)1942; (45)F-1942-BMI
3	4	2	LADY'S MAN	Hank Snow	V (78)20-4733; (45)M-4733-BMI
12	2	3	ALMOST	G. Morgan	Colt (78)20906; (45)M-20906-BMI
9	5	4	ARE YOU TEASING ME?	Carl Smith	Colt (78)20922; (45)M-20922-BMI
12	3	5	HALF AS MUCH	Hank Williams	MGM (78)11202; (45)K-11202-BMI
4	7	5	WAITING IN THE LOBBY OF YOUR HEART	Hank Thompson	Capitol (78)2063; (45)F-2063-BMI
2	10	7	THAT HEART BELONGS TO ME	W. Pierce	Dec (78)28091; (45)F-28091-BMI
18	6	8	DON'T JUST STAND THERE	Carl Smith	Colt (78)20893; (45)M-20893-BMI
7	9	9	IT'S A LOVELY, LOVELY WORLD	Carl Smith	Colt (78)20922; (45)M-20922-BMI
15	-	10	GOLD RUSH IS OVER	Hank Snow	V (78)20-4522; (45)M-4522-BMI
1	-	10	TALK TO YOUR HEART	R. Price	Colt (78)20913; (45)F-20913-BMI

• Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received July 9, 10 and 11

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.

Weeks to date	Last	Position	Title	Artist	Label
7	3	1	ARE YOU TEASING ME?	Carl Smith	Colt (78)20922; (45)M-20922-BMI
19	2	2	WILD SIDE OF LIFE	H. Thompson	Capitol (78)1942; (45)F-1942-BMI
7	1	3	THAT HEART BELONGS TO ME	W. Pierce	Dec (78)28091; (45)F-28091-BMI
14	4	4	ALMOST	G. Morgan	Colt (78)20906; (45)M-20906-BMI
8	6	5	IT'S A LOVELY, LOVELY WORLD	Carl Smith	Colt (78)20922; (45)M-20922-BMI
1	-	6	IT WASN'T GOD WHO MADE HONKY TONK ANGELS	K. Wells	Dec (78)28232; (45)F-28232
1	-	6	FULL TIME JOB	E. Arnold	V (78)20-4787; (45)M-4787-BMI
5	9	8	LADY'S MAN	Hank Snow	V (78)20-4733; (45)M-4733-BMI
10	5	9	TALK TO YOUR HEART	R. Price	Colt (78)20913; (45)M-20913-BMI
9	10	10	HALF AS MUCH	Hank Williams	MGM (78)11202; (45)K-11202-BMI

Breaking Records Everywhere

THERE'S NO BUSINESS LIKE "SNOW" BUSINESS

HANK SNOW

the "SINGING RANGER"
and his RAINBOW RANCH BOYS



For Information and Available Dates Contact

MANAGEMENT:

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Madison, Tennessee
Phone: Nashville 2-4635

DETROIT
Albion, Mich.
7,500 Pk. Adv.
Auditorium
June 15, 1952

MINNEAPOLIS
June 19, 1952
2,000 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 1, 1952
Rooftop
Zellerbach Bldg.
Auditorium

TULSA
Apr. 20, 1952
Auditorium

OKLAHOMA CITY
Apr. 9, 1952
4,200 Pk. Adv.
Auditorium

OKLAHOMA CITY
Apr. 1, 1952
1,500 Pk. Adv.
Auditorium

OKLAHOMA CITY
Apr. 12, 1952
4,200 Pk. Adv.
Auditorium

HOUSTON
Oct. 27, 1951
Auditorium

ST. LOUIS
Apr. 6, 1951
12,000 Pk. Adv.
Fox Bldg.

INDIANAPOLIS
Apr. 1951
1,500 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 1951
4,115 Pk. Adv.
Auditorium

ALBANY
Apr. 1951
1,700 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 2, 1952
Auditorium

INDIANAPOLIS
Apr. 6, 1952
3,175 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 6, 1952
5,100 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 5, 1952
3,700 Pk. Adv.
Auditorium

COLUMBIANA
Apr. 17, 1952
1,100 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 1952
3,100 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 11, 1952
House Record
Auditorium

INDIANAPOLIS
Apr. 27, 1952
4th Best City
Ferry Co. Bldg.
100-27, 1952

INDIANAPOLIS
Apr. 29, 1952
2,600 Pk. Adv.
Best Choice

INDIANAPOLIS
Apr. 1952
2,400 Pk. Adv.
(2,000 turned away)
Best Choice

INDIANAPOLIS
Apr. 9, 1952
3,200 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 11, 1952
5,000 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 16, 1952
4,070 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 17, 1952
5,900 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 11, 1952
4,500 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 1952
Singer Bldg. Bldg.

INDIANAPOLIS
Apr. 1952
5,175 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 11, 1952
Auditorium

INDIANAPOLIS
Apr. 1952
3,175 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 9, 1952
4,000 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 1952
7,500 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 20, 1952
2,000 Pk. Adv.
Auditorium

INDIANAPOLIS
Apr. 24, 1952
3,500 Pk. Adv.
Auditorium

THE BILLBOARD Music Popularity Charts

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

FOLK TALENT AND TUNES

Communications in care The Billboard, 6000 Sunset Blvd., Hollywood 28

By JOHNNY SHIPPEL

Disk Jockey Doings

Bill Yelvington, KUDU, Athens, Tex., acted as emcee of a dairy anniversary show, highlighted by Charlie Adams (Decca) and his band. . . . Buddy Starcher, who once waxed for Columbia, has signed with Job, the Chicago diskery. Starcher is currently at WNAW, North Adams, Mass., for

Ted Kirby, WZOB, Fort Payne, Ala., wants Columbia and Victor disks. He is asking listeners to identify mystery voices and reports good response. . . . Bill Mack, KWTF, Wichita Falls, Tex., worked three shows with Johnnie and Jack and Ida Red and her Kentuckians in mid-June. . . . Bob Edwards, long a d.j. at WFBC, Greenville, S. C., has started a live show, singing duets with his brother, Jim. . . . Warren Jarvis, WNAW, Norton, Va., has started a jamboree show running 90 minutes on Saturday morning. . . . Happy Ison, WVOW, Logan, W. Va., now doing five hours of records per day, is now adding program management to his work at the outlet.

C&W Records to Watch

In the opinion of The Billboard's music staff the following records has the best sales and performance potential among the rhythm and blues records received this week

JAMBALAYA WINDOW SHOPPING Hank WilliamsMGM 11283

whom he is a director and national rep. He intends to return to WMBM, Miami Beach, and is opening a Miami office for the Walter F. Bennett ad agency. . . . Al Miller, Victor promotion chief reports that WSIX, Nashville, is installing 45 r.p.m. equipment. Roy Smith is h.b. d.j. there. . . . Dick Dowling is folk platter boy at WORC, Worcester, Mass. . . . J. Allen Bremer is spinning the country wax at WLBE, Leesburg, Fla. . . . Foreman Bill has moved from KXOA, Sacramento, to KSJO, San Jose, Calif. . . . Spike Hogan, KXA, Seattle, is now doing his shows remote from his studio, recently constructed in his home.

Bob McKeenan, KCNA, Tucson, Ariz., has added 15 minutes daily, giving him a total of two hours and 45 minutes per day. McKeenan is running a Saturday night jamboree from a local auditorium and is seeking traveling names. . . . Smokey Smith, KRNT, Des Moines, interviewed the Sons of the Pioneers recently. They were working with a rodeo. . . . John Utley, WFMY, Greensboro, N. C., would like to hear of gimmicks that other d.j.'s are using. He asked listeners to report the towns mentioned in Merle Travis' "Kin-folks in Carolina," giving free prize of a disk to listeners who named them all correctly. . . . Biff Collie, KNUZ, Houston, likes Billy Strange's "I Love You 24 Hours a Day" and the Callahan Brothers' "All Over You." Shel Horton, WVAM, Saxton, Pa., is adding a daily show over WHUN, Huntington, W. Va. He reports that Bland Park, near Altoona, Pa., is using h.b. names, most recent being Hawkshaw Hawkins. . . . Bob Neal, the WMP's, Memphis, veteran, staged his first talent promotion June 8 at the Memphis Auditorium with 6,500 attending. Cast included: Hank Snow, Webb Pierce, Dick Stuart, KWEM, West Memphis, Ark.; Don Whitney, KLCN, Blytheville, Ark.; Sleepy-Eyed John, WHHM; Dewey Phil-

Folk Record Releases

- Daddy Why—Jimmy Thomson (Spider and the Fly) King 1085
- Empty Mansions—Merle Lindsey-Oklahoma Night Riders (You Crossed Your Fingers) Mercury 6402
- Foolish Prude—Lita Marrow-Sid Feller Ork (I Ain't Got Nobody) King 15191
- Giv' My Best Regards to Kentucky—Freeman Barnett-Saltwell Hollow Boys (I Can't Leave You Crying in the Rain) Rich-R-Tone 1041
- Glo' Grog—Bill Doggett (Please Don't Ever Let Me Go) King 4548
- Got No Way of Knowing—Delmore Brothers (Muddy Water) King 1084
- I Ain't Got Nobody—Lita Marrow-Sid Feller Ork (Foolish Prude) King 15191
- I Can't Feel Those Kisses—Roy King (St. James Infirmary) Mercury 6401
- I Can't Leave You Crying in the Rain—Freeman Barnett-Saltwell Hollow Boys (Giv' My Best Regards to Kentucky) Rich-R-Tone 1041
- I Know I'll Never With Your Love Again—Ray Price (Road to Nowhere) Col 20963
- I'm in a Kissin' Mood—Ernie Lee (Ukulele Baby) Mercury 6405
- I Want To—Pee-wee Maddux (Lover's Crime) MGM 11281
- Jambalaya—Hank Williams (Window Shopping) MGM 11283
- Just Smile As You Go By—Auray Inman (Who Do You Love) Dec 28290
- Knowing You As I Do—Danny Sutton Ork (Please Open Your Heart) Federal 14004
- Lonesome, So Lonesome—Burl Ives-Anita Kerr Singers (There's a Mule Up in Tombstone, Arizona) Dec 28299
- Lover's Crime—Pee-wee Maddux (I Want To) MGM 11281
- Muddy Water—Delmore Brothers (Got No Way of Knowing) King 1084
- Oceana Roll—Chuck Murphy (Who Drank My Beer) Coral 60800
- Only Pretending—Paul & Roy (Shape My Heart's) Mercury 6405
- Please Don't Ever Let Me Go—Bill Doggett (Glo' Grog) King 4548
- Please Open Your Heart—Danny Sutton Ork (Knowing You As I Do) Federal 14004
- Road to Nowhere—Ray Price (I Knew I'll Never With Your Love Again) Col 20963
- Shape My Heart's In—Paul & Roy (Only Pretending) Mercury 6405
- Spider and the Fly—Jimmy Thomson (Daddy Why) King 1085
- St. James Infirmary—Roy King (I Can't Feel Those Kisses) Mercury 6401
- There's a Mule Up in Tombstone, Arizona—Burl Ives-Anita Kerr Singers (Lonesome, So Lonesome) Dec 28299
- Ukulele Baby—Ernie Lee (I'm in a Kissin' Mood) Mercury 6405
- Who Do You Love—Auray Inman (Just Smile As You Go By) Dec 28290
- Who Drank My Beer—Chuck Murphy (Oceana Roll) Coral 60800
- Window Shopping—Hank Williams (Jambalaya) MGM 11283
- You Crossed Your Fingers—Merle Lindsey-Oklahoma Night Riders (Empty Mansions) Mercury 6402

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 | REVIEWER |
|---|---|---|
| RECORD REVIEWS | RECORD REVIEWS | RECORD REVIEWS |
| CHARLIE MONROE | FIND 'EM, FOOL 'EM AND LEAVE 'EM ALONE78-80-76-78 | DECCA 28281—Cute ditty reaching a romantic philosophy of promiscuity, the in good taste, is taken at a fresh tilt by the chanted and o.k. Jacks should like. |
| THESE TRIFLIN' WOMEN72-73-72-71 | The words tell of a rift between lovers, and the fickleness of all gals, the melody is happy and projected with brightness. | |
| BUCKSHOT MORGAN | PLEASE DON'T EVER LEAVE ME63-63-63-63 | DOM 1050—Morgan warbles pleasantly a tune that he and his wife penned. |
| YOU'RE WASTING YOUR TIME60-60-60-60 | Another nice effort by the country singer. String band behind him showcases his vocal nicely. | |
| JOHNNY BERNAT | PUPPET HEART55-55-55-55 | DOM 1051—Slow weeper it sung capably by Bernat. Band backing lacks distinction. |
| KEEPIN' MY ARMS FULL OF60-60-60-60 | Bernat handles the vocal of the ballad nicely. Band effort is ordinary. | |
| WELDON ALLARD | LUZ DE MI VIDA76-77-75-76 | DECCA 28280—Romantic waltz opus is taken slowly and pleasantly by Allard and the string band. Tune is reminiscent "A most listenable effort." |
| EACH TIME WE KISS73-74-72-73 | Kisses are the source of much knowledge. Allard tells here. Chanter has a smooth style which is ably supported by the string band. | |
| HOMER & JETHRO | LIT' OLE KISS OF FIRE78-79-76-79 | V 20-4720—Homer and Jethro do a strong job on this satirical take-off on the big pop hit. Lyrics are very funny and the boys sell them tongue-in-cheek. A good disk that should be enjoyed by the pair's followers. |
| IM YORN75-76-73-76 | Same as above. | |
| THE BEAVER VALLEY SWEETHEARTS | JUKE BOX DINER68-68-68-68 | V 20-4768—The girls sing this racy item with some spirit, but the material is undistinguished. |
| WHISTLE MY LOVE72-73-72-71 | Tune from the Walt Disney flick "Robin Hood" is told quietly by the Beaver Valley Sweethearts. Disk is unexciting but smooth. | |
| FLOYD TILLMAN | IT'S OVER, ALL OVER74-75-74-73 | COLUMBIA 20956—Floyd Tillman gives this simple, melodic semi-weeper a good reading as he tells about his love being over. Derjays will use. |
| TALK MY LOVE WITH YOU TOO73-73-72-74 | Another good vocal by the singer on a sad, blues weeper, that could pull some coin on the boxes. | |
| MADDUX BROS. AND ROSE | COLUMBIA 20955—Rose and the boys turn in a good performance on this strong weeper with the group adding lots of flavorful vocalizing. Derjays should spin this one. | |
| I'LL MAKE SWEET LOVE TO YOU78-79-75-80 | The thrush and the boys whoop it up on this cute, fast-tempo novelty, with the boys playing it in hot-down style and Rose having fun with her vocal. A good item. | |
| BILLY MCGHEE | SUGAR BOOGIE72-73-72-72 | V 20-4827—Band sets a bouncy rhythm for a frolic vocal by the country singer. |
| I'LL COPYRIGHT MY BABY74-75-73-74 | Pleasant rhythm ditty is given a lilting rendition by McGhee. Instrumentation adds color. | |
| BOB NEWMAN | CHICA-CHOO FREIGHT76-77-74-77 | KING 1082—Clever story novelty about an engineer with a slow freight train receives a lively performance by Newman. Tune is melodic with a boogie beat. Could grab loot. A good little disk, too. |
| SAND BOOGIE72-74-71-71 | Another spirited vocal by the warbler the this boogie item is not very fresh sounding. Should get some action however. | |
| CHUCK WELLS | UNDECEITFUL65-65-65-65 | KING 1083—Wells tells this one nicely, but the fast-tempo ditty is routine. |
| CRYING TEARS69-70-68-69 | An effective vocal by the warbler on the better than average country weeper. | |
| DOYLE WRIGHT | ASK THE LORD68-69-69-66 | IMPERIAL 8157—Mendacious ditty with a religious message has an engaging bounce. Chanter and group do right by the material. |
| DON'T YOU KNOW OR DON'T YOU CARE70-73-70-69 | Wright does nicely by this country weeper. Melody is catchy. | |
| WELDON ALLARD | ALSO SOMEONE ELSE58-58-58-58 | IMPERIAL 8153—Continued ballad gets an okay reading here by the clarifier. |
| I LIKE CANDY67-68-66-67 | Sweets are more rewarding than romantic love songs indeed, who bypasses the gain in this cute novelty. | |
| SHORY ASHFORD-BOB BURTON | PLENTY OF LOVIN'60-60-60-60 | MARVEL 1045—Ashford warbles ballad pleasantly enough. Back backing is provided by Burton and his Sunny Sound Boys. |
| BROKEN DREAMS45-45-45-45 | This side fails to jell. Member Ashford near the Burton band is up to the level of flip side. | |
| BILL MACK | OH PLEASE BLUE MOON65-65-66-65 | IMPERIAL 8156—Mack belts away at an interesting weeper that is set at a slow tempo. Backing features a piano and a fiddle. |
| JOLE BLON ON THE FARM55-55-55-55 | Singer takes the fabulous Jole Blon on a personal tour around the farm and along the way gives a fair imitation of chickens and pigs. Might go in the kiddie field. | |
| JIMMY HEAP ORK | YOU DON'T KISS ME CAUSE YOU LOVE ME70-71-69-70 | CAPITOL 2142—Cute ditty about romantic calling is warbled engagingly by Heap. |
| THE ONE THAT I WON75-76-74-75 | Chanter, Peter Williams, adds this in fine fashion. Ballad is tuneful. | |
| FREEMAN BARNETT | GIVE MY BEST REGARDS TO KENTUCKY66-67-64-67 | RICH-R-TONE 1048—Tune about home-ness is handled nicely by Barnett. Saltwell Hollow Boys add an okay backing. Might get some action in the Big Grass State. |
| I CAN'T LEAVE YOU CRYING IN THE RAIN60-60-60-60 | Weeper is rendered well by Barnett. Backing lacks color because of lack of variation from the basic strummings. | |
| PAUL & ROY | ONLY PRETENDING75-76-74-75 | MERCURY 6406—This is a good item which should do okay in the rural areas. Their harmony is nice and close. The Tennessee River Boys back nicely. |
| THE SHAPE MY HEART'S IN76-77-75-76 | Tempo is up on this side and the duo reacts well to it. Paul Teas and Roy crimes in for some fine harmony. The string band does some fancy picking in the background. | |

OPERATORS . . . be sure to hear

"PAPER BOY BOOGIE"

by

"TEXAS" BILL STRENGTH

b/w

"I WAS ONLY TEASIN' YOU" CORAL #64133



lips. WHBQ; Von Rose and Jewel Bradley with Paul Buskirk's Flying Cowboys, all from Memphis, and his moppets, known as the Neal Brothers. Johnny Ryan has moved from WIBV, Belleville, Ill., to KSJL, St. Louis, where he replaces the late Pat Cook, who was fatally injured in an auto accident recently. . . . Aaron Allen, KWED, Seguin, Tex., reports that Bill Lister (Capitol) and Red River Dave (MGM) are partners in a TV show over WQAI, San Antonio. . . . Sam Lillibridge and his partner, Muri Alexander, did 1,500 with Bob Shelton at their new hillbilly park. Lillibridge is heard over KCLW, Hamilton, Tex. . . . Don MacLeod, KATY, San Luis Obispo, Calif., reports that Nobles' Melody Ranch Girls are doing three (Continued on page 44)

#176 TRUMPET'S

New Country Artist

JIMMY SWAN

Singing

"I HAD A DREAM"

b/w

"Juke Joint Mama"

Watch

PEE WEE 'BUSY BODY'

KING'S

RCA VICTOR RECORD

#20-4655

A GUARANTEED HIT Coast to Coast

SLIM WHITMAN

"INDIAN LOVE CALL"

8156

"CHINA DOLL"

Imperial Records 6425 Hollywood Blvd. Hollywood 28, Calif.

High Fidelity Can Mean High Profits

With better players and better recording techniques, high fidelity is no longer a rarity. Record buyers want it—and they'll buy it!

Read "Are You Ready for the Growing High Fidelity Business," one of more than 25 valuable features in . . .

The Billboard N.A.M.M. Convention Number

(dated 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 KOLOUNTZ

Rhythm and blues attractions are dominating the nitery scene for the first time in Wildwood, N. J., this summer. Wildwood Hofbrau has Chris Powell and his Blue Flames, plus Austin Powell and the James Quintet. Surf Club has week stands set for Lionel Hampton, The Dominoes and Slim Gailard. Billy Williams Quartet, Billy Eckstine and Louis Jordan among the attractions set for the season at The Beachcomber. Sarah Vaughan holds forth this week at The Beach-

Bombers while the Martinique Cafe attracts Steve Gibson and The Red Caps plus Jo Danna with The Goofers. Team of Fuzzy & Wuzzy are featured at the Lyndhurst Hotel (Continued on page 77)

• Rhythm & Blues Record Releases

Alf's Norlin' Happenin'—Little Richard (Why Did You Leave Me) V 20-4722
Angora—Lloyd Glenn (Cuba Doll) Swing Time 296
Baby, Baby Blues—Johnny Oris Drk (Call Operator 210) Mercury 8289
Baby, Don't Go—Jesse Belvin Ork (Confusin' Blues) Specialty 435
Baby, I'm Loving You Cecil Gant (You're Going to Cry) Swing Time 302
Baby, Let Me Hear You Call My Name—Ray Charles (Guitar Blues) Specialty 435
Baby, Take It Easy—Clarence (Gatemouth) Brown (Just Got Lucky) Peacock 1800
Brown Skin Baby—Jimmy Liggins (Dark Brown Blues) Specialty 434
Buzz Me, Baby—Jackie Davis Trio (Goombay) V 20-4831
Call Operator 210—Johnny Oris Drk (Baby, Baby Blues) Mercury 8289
Confusin' Blues—Jesse Belvin Ork (Baby, Don't Go) Specialty 435
Cuba Doll—Lloyd Glenn Ork (Angora) Swing Time 296
Drk Hour Blues—Jimmy Liggins (Brown Skin Baby) Specialty 434
Goombay—Jackie Davis Trio (Buzz Me, Baby) V 20-4831
Guitar Blues—Ray Charles (Baby, Let Me Hear You Call My Name) Swing Time 300
House Party Groove—Nature Boy Brown (Strictly Gone) United 1056
I'll Be Home Again—Four Jacks (Last of the Good Rocking Men) Federal 12087
Just Got Lucky—Clarence (Gatemouth) Brown (Baby, Take It Easy) Peacock 1800
Last of the Good Rocking Men—Four Jacks (I'll Be Home Again) Federal 12087
Dig Baldy Boogie—Camille Howard (Song of India Boogie) Specialty 433
On the Sunny Side of the Street—Tab Smith (Tab's Purple Heart) King 4546
Six Night Boogie—Felix Gross (Wake Up, Baby) Swing Time 303
Some Folks Do and Some Folks Don't—Jimmy Pochal (No Greater Love) V 20-4788
Song of India Boogie—Camille Howard (Old Baldy Boogie) Specialty 433
Strictly Gone—Nature Boy Brown (House Party Groove) United 1056
Tab's Purple Heart—Tab Smith (On the Sunny Side of the Street) King 4546
They Don't Understand—Four Tunes (Why Did You Do This to Me) V 20-4828
Wake Up, Baby—Felix Gross (Six Eight Boogie) Swing Time 303
Why Did You Do This to Me?—Four Tunes (They Don't Understand) V 20-4828
Why Did You Leave Me?—Little Richard (Alf's Nothing Happenin') V 20-4772
You're Going to Cry—Cecil Gant (Baby, I'm Loving You) Swing Time 302

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.

BABY, DON'T GO Specialty 435
Jesse Belvin

comber with others of name stature to follow. The Riptide will see the season thru with The Treniers and The Jive

Biggest Hit of 1952!
LAWDY MISS CLAWDY
by
LLOYD PRICE
-428
Specialty
8508 Sunset Blvd. Hollywood 46, Cal.

NEW RELEASE!
Read That Book
Paradise Awaits
by
THE BLUE RIDGE QUARTET
GOTHAM
Record C 428

STILL GOING STRONG!
Savoy 2847
"EASY, EASY BABY"
featuring
VARETTA DILLARD
RECORD CO., INC.
18 Market St.
Newark 1, N. J.
SAVOY

Write for LATEST CATALOG
NEW RECORDS
500 Different "Standards" and
Hit Tunes. 33 1/3, 45 & 78 rpm.
\$10.00 per 100
(78 RPM)
1/2 with order, balance C.O.D.
L.P.'s UP TO 75% OFF
45 RPM 60% OFF
Over 1,000 Satisfied Customers
VEDEX COMPANY
574 10th Ave., New York 19, N. Y.
Plaza 7-0636
Complete Inventories Bought

"ONCE IN A WHILE"
EDNA McGRUFF
+ SONNY TIL
+ BUDDY LUCAS
= A SMASH HIT!

Starting To HIT!
SMILEY LEWIS
"THE BELLS ARE RINGING"
5194
"LILLIE MAE"
IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.

1952 SLEEPER
TOMMY RIDGLEY
"I LIVE MY LIFE"
5198
"LAVINIA"
IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.

STILL SOARING!
"Wonder Where My Baby's Gone"
THE CLOVERS
ATLANTIC 969
Atlantic RECORDING CORP.

• Best Selling Retail Rhythm & Blues Records

Based on reports received July 9, 10 and 11

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.

POSITION	Weeks Last This	Title	Artist	Label
9	1	1.	HAVE MERCY, BABY	Dominos
			Deep Sea Blues	Federal(78)12068; (45)45-12068
8	2	2.	LAWDY MISS CLAWDEY	L. Price
			Mailman Blues	Specialty 428-BM1
11	3	3.	GOIN' HOME	Fats Domino
			Reelin' and Rockin'	Imperial(78)5180; (45)45-5180
14	4	4.	ONE MINT JULEP	Clovers
			Middle of the Night	Atlantic 963-BM1
2	7	5.	I'LL DROWN IN MY TEARS	Sonny Thompson
			Clang, Clang, Clang	King(78)4527; (45)45-4527-BM1
1	-	6.	MARY JO	Four Blazers
			Mood Indigo	United 114
2	-	7.	I'M GONNA PLAY THE HONKY TONKS	M. Adams
			My Search Is Over	Peacock 1583-BM1
8	5	8.	MOODY MOOD FOR LOVE	King Pleasure
			Exclamation Blues	King(78)924; (45)45-924
15	6	9.	NO MORE DOGGIN'	R. Gordon
			Marla	RPM(78)350; (45)45-350-BM1
		10.	MY HEART'S DESIRE	J. Lee
			Blue and Lonesome	Modern 870

• Most Played Juke Box Rhythm & Blues Records

Based on reports received July 9, 10 and 11

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

POSITION	Weeks Last This	Title	Artist	Label
8	2	1.	HAVE MERCY, BABY	Dominos
			Deep Sea Blues	Federal(78)12068; (45)45-12068
10	1	2.	LAWDY MISS CLAWDEY	L. Price
			Mailman Blues	Specialty 428
15	3	3.	5-10-15 HOURS	Ruth Brown
			Atlantic 962-BM1	
12	3	3.	GOIN' HOME	Fats Domino
			Reelin' and Rockin'	Imperial(78)5180; (45)45-5180
13	5	5.	ONE MINT JULEP	Clovers
			Middle of the Night	Atlantic 963-BM1
2	7	6.	MARY JO	Four Blazers
			Mood Indigo	United 114
9	5	7.	HEAVENLY FATHER	E. McGriff
			Jubilee(78)5073; (45)45-5073-BM1	
8	8	7.	SO TIRED	R. Milton
			Specialty 429	
19	9	9.	GOT YOU ON MY MIND	J. Greer
			V(78)120-4348; (45)47-4348	
9	10	9.	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.

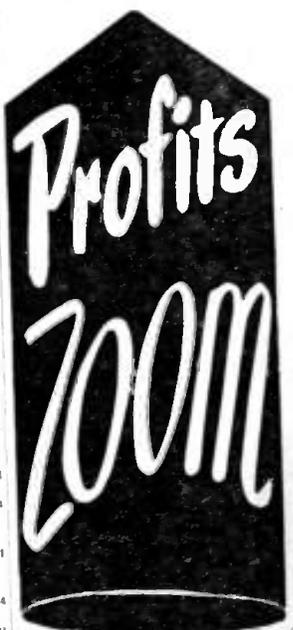
RHYTHM & BLUES
Record Reviews
RECORDED
RETTED
RETTED
RETTED
RETTED

THE FIVE KEYS
I HADN'T ANYONE TIL YOU, 78-79-77-78
ALADDIN 3136-A smooth, stylish performance of the Ray Nobile evergreen by the boys, with the fine lead singing the tune over a humming background over quiet ork support. A good disk.

RHYTHM & BLUES
Record Reviews
RECORDED
RETTED
RETTED
RETTED
RETTED

HOLD ME
The Keys take the oldie and give it a mighty strong performance with the lead soding over the lyrics at a spirited tempo, while the ork supports the group with a solid beat, a coin catcher.
(Continued on page 77)

The Original Hit Version
Sweeping the Country
"CALL OPERATOR 210"
AL 3135
FLOYD DIXON
Aladdin RECORDS



WHEN YOU SELL

Fidelitone

CONVENTIONAL and SPECIAL TYPE NEEDLES

FAST SELLING HIGH PROFIT

the right needle every time!

SEE YOUR DISTRIBUTOR
PERMO, INC.
CHICAGO 26, ILL.
MANUFACTURERS OF "FIDELITONE", "PERMO POINTS" AND "PERMO" PRODUCTS

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

How Ratings Are Determined

Each rating is on the basis of nine key categories...

Records are rated four ways: (1) overall; (2) as to their value for disk...

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered...

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

POPULAR

Record Reviews

DANNY SUTTON ORK

PLEASE OPEN YOUR HEART 72-73-70-73... FEDERAL 28278-1... One of the most appealing efforts...

LEROY ANDERSON

FIDDLE FIDDLE 80-81-78-81... DECCA 28280-1... One of Anderson's most appealing efforts...

SARAH VAUGHAN

STREET OF DREAMS 79-81-78-78... COLUMBIA 39278-1... One of the most appealing efforts...

PERCY FAITH ORK

JAMAICAN RHUMBA 86-86-86-86... COLUMBIA 39278-1... Percy Faith has a mighty strong following...

JOHNIE RAY

ALL OF ME 88-88-88-88... COLUMBIA 39748-1... Johnie Ray hands the disc a mighty persuasive warble...

JOHNNY DESMOND

ONE WAY HEART 75-74-73-76... CORAL 60798-1... The warbler sells this bouncy item with a lot of spirit...

CORNIE HAINES

MISSISSIPPI MUO 76-77-73-79... CORAL 60798-1... Cornie Haines over an exciting arrangement...

ETHEL SMITH

DELICADO 75-76-75-74... DECCA 28306-1... Ethel Smith gives the hit item, using Brazilian percussion instruments...

LOUIS ARMSTRONG ORK

CONFESSIN' 74-76-75-71... DECCA 28306-1... Louis Armstrong version recorded many years back...

POPULAR

Record Reviews

PEGGY LEE-GOROON JENKINS ORK

JUST ONE OF THOSE THINGS 87-87-87-87... DECCA 28311-1... Peggy Lee follows up her hit 'Island of Love'...

BING CROSBY-JANE WYMAN

ZING A LITTLE ZONG 83-85-80-84... DECCA 28255-1... Bing Crosby and Jane Wyman team up for a rock waltz...

BING CROSBY

POINCIANA 74-76-74-72... DECCA 28303-1... This is a re-issue of a disk made by Crosby a few years ago...

FRED WARING ORK

JUST CLOSER WALK WITH THEE 72-73-72-71... DECCA 28298-1... The Glee Club, with Robert Harris as soloist...

ROBERT G. LEWIS

ON A SUNBOY BY THE SEA 75-77-74-74... MGM 11280-1... Tune from 'High Button Shoes' gets a fine run-through...

BUDDY KAYE QUINTET

THE SUNDAY MONDAY SONG 70-71-70-69... MGM 11276-1... Pleasant item is given an animated performance...

BARBARA RUICK

SERENADE TO A LADNAGE 70-70-70-70... MGM 11279-1... Sentimental item is sung very sweetly...

BOB HART & SCOTTI

TIME TO KISS AGAIN 55-55-55-55... CRESCENDO 117-1... Bob Hart and Scotti take the melody on vocal...

POPULAR

Record Reviews

PHILIP GREEN ORK

PLUNK, PLUNK 70-70-70-70... DECCA 28613-1... The Green ork plays the jaunty Anderson favorite...

LIONEL HAMPTON ORK

JELLY ROLL 76-76-74-78... DECCA 28230-1... Hampton ork combine in a strong sales effort...

ACQUAVIVA ORK

BEYOND THE NEXT HILL 77-78-78-75... MGM 3064-1... This, one of the Acquaviva makes recorded by the label...

TILLIE'S TANGO

Another fine side by the ork. 'Tango' is played in full-blown style...

GEORGE SHEARING QUINTET

FIVE O'CLOCK WHISTLE 69-70-70-67... MGM 11282-1... Shearing leads on the piano...

HENRY JEROME ORK

I'LL SI-SI-YA IN FANIA 73-74-71-73... MGM 11284-1... Latin-styled ork is handled with spirit...

BARRY DOUGLAS

I'M THRILLED WITH LOVE 73-74-72-73... CORAL 60787-1... The young chanter in his first effort...

JERRY LEWIS

CRAZY WORDS-CRAZY TUNE 69-70-70-67... CAPITOL 2141-1... The zany half of the comedy duo does okay...

ROBERT G. LEWIS

ON A SUNBOY BY THE SEA 75-77-74-74... MGM 11280-1... Tune from 'High Button Shoes'...

BARBARA RUICK

SERENADE TO A LADNAGE 70-70-70-70... MGM 11279-1... Sentimental item is sung very sweetly...

BOB HART & SCOTTI

TIME TO KISS AGAIN 55-55-55-55... CRESCENDO 117-1... Bob Hart and Scotti take the melody on vocal...

BOB HART

SWINGAMORROO 63-63-63-63... CRESCENDO 117-1... Bob Hart's instrumental ditty is sung brightly...

POPULAR

Record Reviews

CLYDE MCCOY ORK

WHERE'S MY SWEETIE HIDING? 75-76-73-75... CAPITOL 2188-1... Clyde McCoy's vocal signature...

XAVIER CUGAT ORK

AFRICAN LAMENT 70-71-69-70... MERCURY 5688-1... Xavier Cugat's vocal signature...

BILLY WILLIAMS QUARTET

WHO KNOWS 72-73-71-72... MERCURY 5688-1... Billy Williams quartet...

GEORGE ROSE

PLEASE COME HOME 70-71-66-73... CITATION 1189-1... George Rose's vocal signature...

ROBERT AMERSON

HOW COULD IT BE 65-66-65-65... UNITED 1113-1... Robert Amerson's vocal signature...

THE SONS OF CALVARY

FRIENDS OF MINE 64-65-65-62... SCORE 508-1... The Sons of Calvary...

JESUS WILL HELP ME

68-69-69-66... A pleasant bit of worship is turned in by Jack Harris...

THE SONS OF CALVARY

FRIENDS OF MINE 64-65-65-62... SCORE 508-1... The Sons of Calvary...

JESUS WILL HELP ME

68-69-69-66... A pleasant bit of worship is turned in by Jack Harris...

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68-69-69-66... A pleasant bit of worship is turned in by Jack Harris...

THE SONS OF CALVARY

FRIENDS OF MINE 64-65-65-62... SCORE 508-1... The Sons of Calvary...

King DE LUXE RECORDS INC. best sellers FEDERAL POPULAR STEVE LAWRENCE RILLY KEITH MARY SMALL HAWKSHAW COWBOY COPAS CHUCK WELLS BOB NEWMAN THE SWALLOWS SALLY THOMPSON TINY BRADSHAW TODD RHODES THE DOMINOES LITTLE ESTHER LIL GREENWOOD

Use 'TODAY'S TOP TUNES' for New HIGHS in RECORD SALES! Here's The Billboard's weekly 'Honor Roll of Hits' carried out to 30 pages. Includes labels, record numbers and artists...

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (11d)

Record Reviews

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

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

SPIRITUAL

Record Reviews

DISC
REVIEW
OPERATOR

ORIGINAL FIVE BLIND BOYS
PRECIOUS MEMORIES 80-81-80-79
PEACOCK 1701—The Five Blind Boys take this gospel effort in slow-tempo and give it a slick, smooth performance, with lead singer Brownlee sparking the group.

GOD LEADS LITTLE CHILDREN 84-84-84-84
Arthur Brownlee leads the boys with an outstanding vocal rendition of a bright Jubilee ditty, while the group supplies chant backing and a rhythmic beat. A mighty fine disk.

THE ROCKINIERS
ME'S MY ROCK 72-73-73-NS
SWING TIME 296—Unbilled thrush leads the Rockiniers thru a jubilee item which is sung in rhythmic fashion by the group over jazzy piano backing.

LET'S GO BACK TO MY FATHER'S PRAYING GROUND 75-76-74-NS
An appealing spiritual item is sold forcefully by the lead thrush while the group chants the lyrics behind her.

THE FOUR INTERNES
IN THAT GREAT REUNION 68-69-69-66
FEDERAL 12086—Combo does away on a reveal item that should do best in the Southern market.

ONE OF THESE MORNINGS 75-76-73-76
The foursome etches a strong side in this buoyant rendition of a rhythmic spiritual. Guitar backing is effective.

BROTHER RODNEY
I'M GOING THROUGH 70-71-71-68
OKEEN 4841—Brother Rodney impresses in this sincere reading of the slow, melodious spiritual aside. Organ and piano handle the accompaniment.

WHERE IS MY BOOY TONIGHT 66-67-67-64
Chanter wails his way thru the sad oldie as he gives it a reading full of emotion. Listeners will shed many a tear.

THE GAY SISTERS
HE KNOWS HOW MUCH WE CAN BEAR 70-71-71-68
SAVOY 4037—Lead soprano shows impressive vocal powers to able support by the other voices. Spiritual preaches the religious message of resignation.

OH LORD SOMEBODY TOUCHED ME 68-68-68-68
Item bounces along at a brisk tempo with lyrics delivered by the thrush echoed by a chorus. There's some fine piano playing in the accompaniment.

THE TRUMPETEERS
LEAVE IT IN HIS HANDS 75-76-76-74
OKEEN 4890—Lead chanter and male chorus combine in a moving reading of a fine spiritual scoring. Good wail.

I'LL FLY AWAY 78-79-76-79
The Trumpeteers do an ace job on a scorching rhythm slice. This one should be a profitable item for the group and one that will enlarge their following.

SISTER FOSTER
HOW I GOT OVER 69-69-69-NS
SWING TIME 298—The warbler leads the choir with an effective vocal on this gospel item that should interest those who enjoy spontaneity to wailing. Chorus is a bit ragged.

I NEED JESUS ON MY JOURNEY 73-74-72-NS
Sister Foster explains that she cannot travel without the Lord with help from the choir. The singer is good and the disk sounds as tho it was waxed in church.

SOUTHERN WONDERS
COME ON OVER HERE 83-84-83-82
PEACOCK 1702—Lead singer R. L. Weaver tells about the perfect world to come as he sings this slow-tempo spiritual reverently and expressively with beautiful backing by the boys. This is an outstanding wailing.

WHO IS THAT KNOCKING 80-81-79-80
The Wonders sing this gospel effort in top-flight fashion, selling the rhythmic gospel tune with sincerity. Group has a fine blend.

LATIN AMERICAN

Record Reviews

DISC
REVIEW
OPERATOR

LEO MARINI
LEO AMOR HACE LLORAR 76-76-75-76
SECO 7176—Fait wails it is sung with feeling by Marini. The Vlado ork adds interest with a lifting backing that features buoyant strings.

MAMBO DEL AMOR 75-76-74-75
Mambo is played with restraint by the Vlado ork but is very danceable. Another strong vocal by Marini.

TRIO LOS MENDOZA
SI SENOR 71-72-70-70
SECO 7192 — Bolero-mambo is given an okay vocal and instrumental reading by the Trio Los Mendoza.

TUS ENCAÑITOS 73-74-72-73
Trio sets a melancholy instrumental backing for waltz. Group vocal is with feeling.

BOBBY CAPO
QUE NO SE ENFRIE 75-76-74-75
SECO 7191—Capo comes thru with a pleasant vocal on Bolero-Mambo item he penned. Boys in the Avelino Munoz reiterate phrases of the vocal and provide top-notch ork support.

CASI CASI 76-76-76-76
Cumbia is vocated in a light-hearted manner by Capo. Orking is on the quiet side and fades out at end. Fine for dancing.

SEÑEN'S TROPICANA BOYS
MAGALENA 75-76-74-75
VICTOR 20-488—Guaracha is given a very lively and bouncy play by the Tropicana Boys. They all join in for the vocal.

SUN SUN BA BAE 82-82-81-82
Tune made a big hit during the recent festival season in Cuba. Tropicana Boys give it a real go instrumentally as well as vocally. Beat is driving.

ORESTES SANTOS ORK
PONTE EN LA CORRIENTE 77-77-76-78
SECO 7193—The Cuban Greats Santos band turns in fine work of the Guaracha. Vocal is handled in cheery style by Leo Sosa.

SER MUJER 75-76-74-75
Santos takes the vocal on this bolero and turns in a sympathetic reading. Ork provides a subdued backing for its leader.

CARMEN DELIA DIPINI
BESO DE FUEGO 80-81-79-80
SECO 7212—The thrush comes thru with a mighty strong rendition of the hit Latin tune, selling the lyrics with warmth and heart, over a good ork performance. A fine disk.

MISO MISO 78-79-78-77
Pretty bolero effort is handed a strong reading by thrush Carmen Dipini while the Touzet band lends rich support.

SONORA MATANCERA
CORAZON SIN FE 69-69-69-69
SECO 7203—Warbler Granda sings this new tune effectively while the ork backs him unimaginatively.

OYEME ANDRE 67-67-66-67
An unimpressive mambo gets a capable rendition from the chorus and ork.

HERMANAS LAGO-SONORA MATANCERA
NINAS BONITAS 76-77-75-76
SECO 7185—The Lago Sisters are cute on this novelty mambo as they tell about pretty girls and the mambo with help from male singers and the chorus.

TU CORAZON ES PARA MI 78-79-78-77
In spite of the pretty title this item is a fast bolero-mambo and it receives a sock reading from the Sisters over a strong beat supported by the ork.

HOT JAZZ

Record Reviews

BOB SCOBEY'S FRISCO BAND
BLUES MY NAUGHTY SWEETIE 76-77-75-74
GOOD TIME JAZZ 68—Scobey's trumpet leads the band thru a swingy and spirited performance of the sidie. Banjoist Clancy Hayes adds a fine vocal. Friends of the group should go for this.

DO YOU KNOW WHAT IT MEANS TO MISS NEW ORLEANS 73-74-73-72
Tempo slows down for a warm trumpet intro by Scobey with George Probert's wailing clarinet answering phrase for phrase. Vocal tint by Hayes is full of heart.

KID DRY'S CREOLE JAZZ BAND
MARYLAND, M' MARYLAND 60-60-60-60
GOOD TIME JAZZ 65—Traditional State song is given a martial interpretation by the Dry band. Small size of group, however, makes this treatment sound thin.

OH! DIDN'T HE RAMBLE 73-74-73-72
Arrangement of this well-known sidie is interesting in conception. Side opens in elegant fashion with a short mock funeral scene following. From that point the band swings out for a vocal by Dry with the band chiming in. Group winds up side with some exciting instrumentation.

THE BANJO KINGS
BANJO BOUNCE 65-65-65-65
GOOD TIME JAZZ 64—Kings consist of Dick Roberts on the tenor banjo and Red Roundtree playing the Plectrum banjo. They are backed with a piano, bass and drums. The role of banjoists make with some very pleasant music.

STEPHEN FOSTER MEDLEY
No. 2 68-68-68-68
Medley consists of "Old Black Joe," "Rim, Rim De Banjo," "Nifty Nip," and "Bassas' In De Cold, Cold Ground." The Kings really pick their way around banjos.

RAYMOND RORK ORK
I'M GONNA GETCHA I BETCHA 45-45-45-45
RORK 78—Performance by the Rork band is poor recording.

SLOWLY BUT SURELY 50-50-50-50
This side comes thru better. Arrangement is less confused and disk is clearer. Over-all performance however, is uninspiring.

BIG!

IN CHICAGO...
CINCINNATI...
BOSTON
AND MORE VOTES
COMING IN EVERY DAY!

"I WOULD RATHER LOOK AT YOU"

BY
GLORIA
HART

WITH UNIQUE ART KASSEL ACCOMPANIMENT
COUPLED WITH

"NICKELS, DIMES AND QUARTERS"

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Billy Eckstine
'STRANGE SENSATION'
 and
'HAVE A GOOD TIME'

STILL GOING STRONG!
KISS OF FIRE AND **HOLD ME CLOSE TO YOU**
NEVER LIKE THIS AND **IF THEY ASK ME**
 MCM 11225 78 rpm K11225 45 rpm
 MCM 11217 78 rpm K11217 45 rpm

and this

David Rose
 and His Orchestra



'VANESSA'
 and
'ALL THE THINGS YOU ARE'

MGM 30619 78 rpm
 K30619 45 rpm



M.G.M.'S ROLL CALL OF HITS!

Fran Warren
WHAT IS THIS THING CALLED LOVE
 and
WISH YOU WERE HERE
 MCM 11270 78 rpm K11270 45 rpm

Alan Dean
LUNA ROSSA
 and
I'LL FORGET YOU
 MCM 11269 78 rpm K11269 45 rpm

Bill Hayes
HIGH NOON
 and
PADAM-PADAM
 MCM 11266 78 rpm K11266 45 rpm

Blue Baroo & His Orchestra
A GIRL, A FELLA, A BEACH UMBRELLA
 and
A MIGHTY PRETTY WALTZ
 MCM 11239 78 rpm K11239 45 rpm

The DeMarco Sisters
AUF WIEDERSCH'N
 and
WATERMELON WEATHER
 MCM 11278 78 rpm K11278 45 rpm

Cindy Lord
SO DEEP MY LOVE
 and
AFTER GRADUATION DAY
 MCM 11238 78 rpm K11238 45 rpm

Jani James
LET THERE BE LOVE
 and
MY BABY JUST CARES FOR ME
 MCM 11223 78 rpm K11223 45 rpm

Billy Bowen With The Butterbell Four
YOU BROKE MY HEART
 and
DIAMOND MINE IN MADAGASCAR
 MCM 11271 78 rpm

Arthur (Guitar Boogie) Smith
RIVER RAG
 and
SOMEBODY LEFT ANOTHER YOUNG'UN AT OUR HOUSE
 MCM 11262 78 rpm K11262 45 rpm

Jack Hart
RABBITS DON'T EVER GET MARRIED
 and
ANGELINA
 MCM 11261 78 rpm K11261 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.

- STRANGE SENSATION**..... Billy Eckstine.....MGM 11291
 Billy Eckstine turns in a fine coverage making of the latest Latin adaptation, backed smoothly by the ork. Flip, "Have a Good Time," is another strong side.
- I LOVE GIRLS**..... Arthur Godfrey.....Columbia 39792
 Radio and TV's Arthur Godfrey has a cute, spirited ditty here and he gives it a rattling warble, with fine support from the Archie Blyer ork.
- MINE AND MINE ALONE**..... Steve Lawrence.....King 15190
 The young singer who scored so well with his dashing of "Polynesian" gives this fine side a powerful reading that should be another winner for Lawrence.
- SOME DAY**..... Tony Martin.....RCA Victor 20-4836
 Martin hands this sentimental evergreen an outstanding rendition that shows off his appealing pipes. A strong follow-up to his "Kiss of Ey."

• 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. WISH YOU WERE HERE.....Eddie Fisher-Hugo Winterhalter Ork.....RCA Victor 20-4830
2. HAND OF FATE.....Eddie Fisher-Hugo Winterhalter Ork.....RCA Victor 20-4830
3. WALKIN' TO THE MISSOURI.....Sammy Kaye Ork.....Columbia 39769
4. JAMAICAN RHUMBA.....Percy Faith Ork.....Columbia 39790
5. I LAUGHED AT LOVE.....Sunny Gale.....RCA-Victor 20-4789

• 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.....June Valli.....RCA Victor 20-4759
2. KAY'S LAMENT.....Kay Starr.....Capitol 2151
3. HAND OF FATE.....Eddie Fisher-Hugo Winterhalter Ork.....RCA Victor 20-4830
4. FOOL, FOOL, FOOL.....Kay Starr.....Capitol 2151
5. WEN I FALL IN LOVE.....Doris Day.....Columbia 39786

• 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. HAND OF FATE.....Eddie Fisher-Hugo Winterhalter Ork.....RCA Victor 20-4830
2. SO MADLY IN LOVE.....Georgia Gibbs.....Mercury 5874
3. TILL THE END OF THE WORLD.....Bing Crosby-Grady Martin Ork.....Decca 28265
4. AUF WIEDERSEHN, SWEETHEART.....Ames Brothers.....Coral 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. ANYTHING YOUR HEART DESIRES.....Billy Walker.....Columbia 20914
2. HEART TROUBLE.....Johnnie and Jack.....RCA Victor 20-4785
3. SLOW POISON.....Johnnie and Jack.....RCA Victor 20-4785
4. KISSES ON PAPER.....Red Foley.....Decca 28208

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Every Tuesday and Thursday 7:45 To 8 P.M. Eastern Time

CURRENT  HIT
"ONCE IN AWHILE"

Proposed Writers' Plan

Continued from page 20

continues. "The politicians in the Society have been trying for years to go backwards and in pende the operations of the present plan. . . This is in the same bad taste which has characterized the actions of the classification committee in the past."

At the meeting with Stanley Adams, presumably scheduled so that he could explain the operations of the new plan to writers, but which gave them an opportunity to voice protests, opponents of the plan were to town. The writers claimed that the new plan would cut down the earnings of active writers by almost 30 per cent, due to the splitting of the sustained performance fund into two parts: half for sustained performance (30 per cent) and half for "availability" (30 per cent), since the new plan allowed availability to rise each year at the rate of only 40 per cent of the increased sustained performance rating.

is set up to cushion the big boys at the top, but it will hobble the small ones! (He referred to additional provisions in the new plan which decrease the rapid demotions possible under the present plan.)

Another complaint was that the new plan was "set up in secrecy by a small group of men, without anyone knowing about it, and then sent out to the membership."

Stanley Adams claimed 85 per cent of the membership was for the new plan, and that it would help all writers as they grew older and less active. Some writers wanted to know how the present plan could be knocked out, or changed, when it was originally promised, when put thru, to last for three years."

The Missing Page

The writers were bitterest of all over the 40 per cent rule on "availability." This limitation, claimed the writers, stopped a man from ever getting up to the

top in his rating. However, at the meeting, Stanley Adams told the writers present that a page was missing from the proposed writer distribution plan sent out by the society. (This missing page would be marked 2½, since it is supposed to fit between page two and three.) Adams read a type-written sheet (the missing page), which said that a writer could attain an availability rating equal to his sustained performance rating after a maximum raise, in five years. This missing page, explaining how this could take place, was to be sent out to the puzzled membership this week.

The complications of the new plan caused a lot of wrinkled brows at the meeting. A writer said, "I've been here for an hour and a half and I can't understand either the questions or the answers." Another asked questions, "Why do they make these things so involved? Every time the Society sends out a plan it turns out to be a 50-page book." The split between the younger writers, as represented at this meeting, and the older writers, including those who authored the plan, is the same type of split that has occurred in publishing circles in ASCAP for the same reasons. The younger writers, who want their earnings now, would prefer distribution to be based on performance, while the older writers would like a cushion for their less active days, via such bases as availability and seniority for distribution. The new plan helps those going down to go down less slowly and stops those going up from going up as fast. Whether the 50 or so writers who are in opposition to the new plan can set up an effective organization to fight the new proposal, will depend to a large extent on what they are able to accomplish over the next few days.

Decision Stirs

Continued from page 21

Nunn informed Lane by letter November 2, 1949, that he wouldn't honor the Lane paper. Lane alleged that the letter written by Nunn was prepared in the offices of Ed Fishman, the former William Morris band exco who at that time had his own Federal booking office in Hollywood, with Lubinsky in on the meeting. The complaint alleged that Nunn was told by Fishman and Lubinsky that the duo would take full responsibility for the breaking of the pact. Nunn, Lane said, later became principal voice of a group who recorded for Savoy, called the Robins. Lane made two separate claims for \$50,000 damages, asked an injunction halting the sale of Nunn's voice on Savoy, and an accounting of the royalties accrued by disks made with Nunn.

this sword means Cancer SERVICE

Six hundred thousand patients are under treatment for cancer today. For many of them the American Cancer Society helps provide medical services, dressings, transportation, articles of comfort and necessity, relief from pain.

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AMERICAN CANCER SOCIETY

FOR SALE

USED JUKE BOX RECORDS No Race.

Lieberman Music Co. 257 Plymouth Ave., North Minneapolis 11, Minn.

RIAA Sets 100G

Continued from page 21

little has been done to promote a more wide-spread appreciation by the general public of the advantages of all types of recorded music."

10G Plan

The RIAA is now preparing a detailed plan covering the complete campaign for final approval by the board of directors. A sum of \$10,000 has been set aside for the development of the comprehensive plan, which is now underway. Funds for this plan were pledged by a number of the companies on the board of directors of the association.

The preliminary report of the Industry Promotion Committee indicates that little of the \$100,000 fund will be spent on paid advertising. Emphasis will be placed on publicity relating to records, with tie-ins with the radio-TV industry. It is expected that some of the activities proposed will be self-supporting or self-liquidating.

U. S. Provisions

Continued from page 20

mittee of the American Bar Association and counsel to the Songwriters' Protective Association; Herman Finkelstein, counsel to the American Society of Composers, Authors and Publishers; Sidney Wattenberg, attorney, Music Publishers Protective Association; Sidney Kaye, Broadcast Music, Inc., attorney, and Benjamin Pepper, Music Publishers Association, counsel.

Tax Levy

Continued from page 21

blood transfusion, pay for it too. We have been co-operating with the local union in every way, but the line must be drawn somewhere. If they will change the rule, we will bring in even more coast-to-coast broadcasts which give Atlantic City 'plugs' several times each period."

Union heads, however, defended the levy, pointing out it was originally slated last year for \$7 a week, but was not enforced until now with the ante halved. They said the same arrangement is in effect in New York.

"We have an agreement they are supposed to pay for each pro-

Music—As Written

Continued from page 24

Long, after closing a week's stand at Coney Island, Cincinnati, July 17, plays a one-nighter at Purdue University, La Fayette, Ind., the following night. . . Rusty Draper to New York where he will cut eight new sides for Mercury, including one with Patti Page. Draper will also appear on "Toast of the Town" while in the East.

Philadelphia

The local musicians' union is doing a heavy burn at the city for letting the local string bands stage concerts at the city-owned Reycum Plaza opposite City Hall. String bands are non-union and the AFM local is talking of reprisals. . . Paul Judge takes over the bandstand at Wagner's Ballroom. . . Maestro Joe Singer is off to Asbury Park, N. J., to locate at the resort's Hotel Monterey. . . Johnny Austin goes to Wildwood, N. J., for the Wednesday night "party" dances at Hunt's Startlight Ballroom, where the names come in for the week-ends.

gram," said Alfonso Porcelli, president of the local union. "We let it go last year, but they know all about it this year. When we negotiated a new scale this year, it was part of the agreement."

Anthony Briglia, union business agent, broke the news of the levy to maestro Louis Prima during his engagement on Steel Pier for the week beginning with the July Fourth holiday. Briglia told Prima on opening night there would be a fee for any coast-to-coast broadcast while he was here. It was reported that Prima "hit the ceiling" when asked for 24 times \$3.50.

"He told me he wouldn't pay it," Briglia said. "But we'll submit the bill to him, and if he doesn't pay, we'll report it to the national office of the union. We sent out a pamphlet to all band bookers. No, we can't stop Prima from going on the air, we need an order for it. But guys like that get swelled heads. The world would stop without him. An orchestra is like a ball team—one man doesn't make it. We got to protect our local musicians." Prima broadcast coast-to-coast during his week here at Steel Pier.

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THE BILLBOARD NAMM CONVENTION NUMBER
(Dated August 2nd, out July 28th)

Distributors Agents—Dealers

New, sensational portable phonograph-mike combination; 3-speed phonograph, baby sitter, public address; play, sing with records; many more uses; write, wire, phone. George Fass, Dean Sales Co., 35 5th Ave., Brooklyn 17, N. Y.

Square and round records on Oldtimer Label 35¢ each; former distributor selling out complete stock; minimum order 100 assorted; we will prepay on orders of 200 or more 78's only. Deibel, 1465 Modemont, St. Louis 12, Mo.

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TODAY'S TOP TUNES

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QUALITY CUSTOM PRESSING

6", 7", 10", 12" 78 RPM, 10", 12" 33 1/3 and 45 RPM Records. A Most Modern and Complete Plant Assures Competitive Prices

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Huntington Station, L. I., New York

Record labels our specialty: LP covers printed, fast service. Progressive Label Co., 137 Manhattan Ave., Brooklyn 6, N. Y. Stage 2-8799.

Recording Service, radio standard type and disc, dramatic auditions with sound effects; local auditions custom cut by "STUDIO 8"; 130 Eighth Ave., Brooklyn 15, N. Y. St 9-7157.

The Record Exchange

Closing out of discontinued Latin-American records: \$25 per hundred; minimum order 400 records; send 25% deposit with order. Cordova's Distributors, 543 West 3rd North, San Lake City, Utah.

Hawaiian Records recorded in Honolulu, 3 speeds, regular prices and discounts; cats top available. 49th State Record Co., Honolulu, Hawaii.

Will Buy Phonograph Records—Collections or dealer's stock; any amount, made before 1940; have thousands for sale; send wants Jacob S. Schneider, 128 W. 66, New York.

Closing out 3000 Spanish Records, 12 cents each. Jefferson Music, 230 E. 14th St., New York City, 5-3616.

POLKAS AND POLISH RECORDS

Number one line in USA. 78—45—33 rpm. Newly acquired top Chicago artists. Write for catalog and distributors.

Dana Records
344 North Ave. New Rochelle, N. Y.

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Top Standards for Steady Record Sales

Certain tunes and records live on and on—and they're money-makers all the way! Find out the nation-wide, overall record favorites in "50 Best-Selling Standard Records," one of numerous special charts in . . .

The Billboard NAMM Convention Number
(dated August 2 . . . out July 28)

ADVERTISING RATES

REGULAR-CLASSIFIED
Usual wanted style, one paragraph, no display. First line set in 1 pt. bold, balance 6 pt. light.
Per word 5.30
3 or more CONSECUTIVE or 26 insertions, per word 1.6
25 CONSECUTIVE insertions, per word 1.4
Minimum \$2.

DISPLAY-CLASSIFIED
Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. borders permitted only on ads of 28 lines or more.
Per space line \$1.00
3 or more CONSECUTIVE or 26 insertions, per space line50
25 CONSECUTIVE insertions, per space line40
1 inch equals 16 space lines.

Amphitheater Role Adjudged Success

GOP Convention Handled Smoothly; Thayer Points to Bigger Events

CHICAGO, July 12.—One of the most ambitious undertakings ever attempted in the auditorium-arena field was adjudged a complete success late this week as the Republican National Convention drew to the close of one of the stormiest sessions in the party's history.

Altho by far the most highly publicized event ever held in such a building, due to the extensive television and radio coverage which constantly kept the name of the International Amphitheater before millions of Americans, the convention itself, according to Merton Thayer, head of the giant installation, was

actually smaller in scope than such events as the automobile and stock shows which are also housed in the building.

While the actual convention floor frequently was jammed with demonstrators and newsmen, the over-all lack of confusion in filling and emptying the structure was above expectations. Concessions were able to handle the throngs without too much difficulty, and for those who desired regular meals, the numerous restaurants in the immediate vicinity offered quick service. Only once, on Wednesday when the fight to seat contested delegates waged hot and heavy, was there evidence of crowds waiting for service.

Despite the tremendous amount of broadcasting and television equipment, telephone installations, etc., which was brought in for this convention, maintenance problems were at a minimum, with Thayer's crew so well instructed and placed that any emergency could be taken care of immediately. Even a fire, which broke out Tuesday night due to a short in a ventilating outlet, was extinguished so quickly that the throngs inside the Amphitheater were not even aware of the blaze.

Under Thayer's direction, Chicago city police and fire department personnel on duty within the building were able to direct visitors quickly and efficiently to their objectives in the tremendous installation.

Guests and workers at the convention who were unable to enter the arena area where the action was going on, found plenty of room in the North and South wings where seats were provided, television sets were in constant operation, and refreshments could be obtained.

DEE TOURS

Graham Pulls Half Million At Jackson

By DAPHNE (DEE) POLI

JACKSON, Miss., July 12.—Billy Graham, the evangelist, attracted more than a half million people during his ten-day engagement at the Auditorium here. An original six-day run was extended to ten. On the first three days his revivals were attended by 259,363 persons.

On July 6 all churches in Jackson adjourned their own services to the Auditorium to be combined with Graham.

Graham has been described by some auditorium managers as a lively event for keeping buildings lighted during summer months. He has booked weekly appearances throughout the summer in the South and Middle West.

Henie Show Tees Off; Battle of Bookings On

NEW YORK, July 12.—Sonja Henie, who last year ended her 16-year production partnership with Arthur Wirtz, tees off on the battle of the ice Monday (21), with a limited engagement at San Bernardino, Calif.

The 1953 version of her ice revue, featuring a cast of 200, then opens September 11 at Chicago's International Amphitheater. This booking will be played well in advance of the Wirtz-operated "Hollywood Ice Revue," which usually opens in that city during Christmas. Portable tank equipment has already been stored at the Wirtz City location, presumably to save high transportation costs.

Unable to lease New York's

Madison Square Garden because its ice show quota had been filled, Miss Henie has booked the Armory at 61st and Columbus Avenue and will bow in Christmas night. Last year, the show was to have played in the Kingsbridge (Bronx) Armory, but Miss Henie canceled out just prior to the opening. Bad publicity from a bleacher seat crash in Baltimore shortly before the New York preem was said to have motivated the closing.

Philly Arena Fire Will Not Affect Scheduled Events

PHILADELPHIA, July 12.—The fire which burned a hole in the roof of the 6,500-seat Philadelphia Arena last week will not affect scheduled events there, according to Arthur Justin, arena manager. No events are scheduled until fall.

Thousands of dollars worth of equipment, including a sectional basketball court and 1,500 folding chairs, were destroyed in the fire, which started in an outside storage shed and spread to the roof.

NEWS NUGGETS

Suit Questions Fort Wayne Concess Bid

FORT WAYNE, Ind., July 12.—Awaiting a concessions contract at the new Allen County Memorial Coliseum here to Robert P. Kinney was challenged in court this week by the Indiana Caterer, Inc. The latter charges that Kinney was permitted to file a second and secret bid for the concessions.

COLONNA HEADS TALENT FOR FT. WORTH FIRM.

FORT WORTH.—Jerry Colonna heads a program which will be staged at the Will Rogers Memorial auditorium here Saturday (19).

FOLK TALENT AND TUNES

Continued from page 36

hours weekly on the station. The cast of the "Louisiana Hayride," KWKH, Shreveport, did a hit show for T. Tommy Cuir, the former Shreveport, La., who was critically injured recently in an auto crash, according to Frank Page of KWKH. . . Dick Embody, KGGF, Coffeyville, Kan., reports that Patti Page did two shows recently there for the Page Milk Company, her original sponsors when she worked radio there as a teen-ager.

Vernon Wroten, WBIP, Booneville, Miss., reports that Foreman Jack Gardner, his disk mate, is now on vacation. Wroten has added a new evening show. . . Ollie Cook, WSP, Paintsville, Ky., would like Capitol releases. . . Jimmy Heap, KTAZ, Taylor, Tex., and his band are working Saturday nights at Dessau Hall, Austin, Tex., with a broadcast over KTCB. . . Hal Durham, WROL, Knoxville, Tenn., conducted a six-week poll of listeners as to their top singers, with Carl Smith, Hank Snow, Red Foley, Lefty Frizzell and Eddy Arnold finishing in that order. . . Carl (Mr. Sunshine) Swanson, WRUN, Utica, N. Y., has his first release out on MGM.

Marty Landau has quit promoting with the Maddox Brothers and Rose at the Lardo Ballroom, Long Beach, because of a Long Beach musicians' local ruling that a minimum of eight musicians be used. . . Hal Durham, WROL, Knoxville, Tenn., is now doing a new 45-minute show with Carl Butler (Capitol), Durham is taking a six-week leave of absence, with Joe Halburn Jr. taking over his duties.

Tommy Little, who owns Tommy Records, has been touring for the past eight months with cowboy star Don (Red) Barry. . . Wallace Mercer, of the Mercer Brothers, Columbia recording artists, WIBB, Macon, Ga., reports that Dee Lee and the Georgia Ramblers, who were at WMAZ, Macon, for the last six years, are now doing a daily 30-minute show at WIBB. . . Mel Foree, Acuff-Rose plunger, visited Hollywood recently as part of a Western "anket for the Nashville firm. . . Donn Reynolds (Lariat) is now working at WMP, Memphis. . . New talent at WLS, Chicago, includes steel guitarist Jimmy Gross and Rocky Porter. Gross came from curly Myers' group at Shady Acres Park, Mulberry, Ind. Porter, who has cut for Columbia, last worked in and around Atlanta.

BERLIN REDS HALT "VANITIES" MOVE

Equipment Stalled; U. S. Enters Case; Steinman Tells of 25G "Ransom" Charge

NEW YORK, July 12.—Communist police in Berlin impounded all equipment of Harold Steinman's "Skating Vanities" roller show Monday (7). Russian authorities in East Germany stepped into the picture on Thursday (10). Steinman said in a trans-Atlantic telephone conversation with his office here that a meeting of United States and Russian officials was scheduled but that he did not know when it would be held.

East German police stopped the "Vanities" convoy of eight trucks as it was leaving Berlin, where the show just closed a 10-day stand. It was en route to Kiel, Germany, last stand on the show's European tour.

About 75 people with the show flew from Berlin to Kiel and remained there this week. Their personal baggage was with the show property held up in Berlin.

Steinman charged in cablegrams and in statements in Berlin that the Communist officials were holding the show for \$25,000 "ransom." With him in Berlin were Merrill Steinman, a cousin and company manager, and Frank (Tex) Burke, stage manager. News dispatches from Berlin said East German police claimed the eight truckloads of show equipment included some items for which no export licenses had been purchased and that duty was due on some souvenirs they said were purchased in Berlin. The price for clearance was reported as the German equivalent of either \$21,420 or \$25,000.

State Dept. Enters

U. S. State Department moved into the situation this week at the request of "Skating Vanities." The Berlin consulate was directed to contact the three men and to determine whether the charge levied by the East German police could be lifted. By late this week it was not known in New York whether the State Department had been able to contact Steinman or the others in Berlin. It was reported at one point that the consulate could not confirm that the East Germans were asking \$25,000 "ransom."

Meanwhile, mounting concern was reported about whether the matter could be cleared up in time for the equipment to be shipped back to the United States in time for "Vanities" scheduled opening August 1 in Asbury Park, N. J.

Included in the stalled equipment were the show's costumes, scenery, trunks, skate equipment, lights and a special floor. Its value was estimated at \$300,000. The eight trucks involved are German-owned. The Kiel stand of six days was canceled.

Drama Shows Skedded for Detroit Aud.

DETROIT, July 12.—A minor, but possibly significant trend in auditorium bookings is seen in a return to dramatic shows, by C. W. Van Lopik, manager of Masonic Temple, who has set two shows for one-nighters this fall. Booked are "John Brown's Body," with Tyrone Power and Raymond Massey, December 8, and "Green Pastures" with Marc Connelly, November 11. These are virtually the first shows of this type to play the big auditorium here in several years, with the exception of the First Drama Quartette about two years back.

The familiar concert bookings are being stressed, with 3,000 season tickets already sold for the season of eight events, out of 4,400 available seats. All dates are one-nighters, except the Ballet Theater, which plays four days.

Possibility of a unique American event is seen for November 12, date of the Danish State Orchestra concert. The City of Detroit has formally invited the King of Denmark to visit the city on that date, and Van Lopik is planning the addition of an invitation to conduct the orchestra itself, as he has done on several occasions in his own country.

Chi Confab Hurts Chi Biz

Continued from page 3

Syracuse and Amsterdam, N. Y., early in the week, and business was weak. Undoubtedly, there was high political interest in Albany, the State capital. The convention was blamed in part for the small crowds, but hot weather and the textile strike also were factors.

Business for Clyde Beatty Circus in Yakima, Wash. (7), was not out of line with that at other cities this year, but sources there thought the crowd might have been larger on a night General M. C. Arthur was not speaking. King Bros.' & Cristiani Circus was in New Hampshire and business Monday (7) was sharply below the show's average. But the convention took less blame than the unusually hot weather.

Demo Outlook

The serious split within the Republican party, and the resulting tracacs which highlighted the convention, was undoubtedly a strong factor in building the intense in-

terest which caused so many business slumps during the week, but operators in Chicago were confident that the Democratic National Convention, due to be off July 21, would follow a different pattern, with entertainment to be stressed instead of plying down.

However, most of those contacted said that the thoroughness of the radio and television coverage of this convention indicated that the same treatment was sure to follow next week, and that should the hot sessions come at night, another week of low grosses could be anticipated.

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Hocus-Pocus

By BILL SACHS

FOLLOWING is a running account of the International Brotherhood of Magicians' 24th annual convention, held in St. Louis, July 3-5, as compiled by Charles A. RossKam, of Warwick, R. I., who covered the event for The Billboard. (See lead story on Page 2, this issue.) Convention got under way with a night-before under way Wednesday (2) in the Jefferson Hotel's Gold Room, with Warner C. (Dorsey) Dornfield as emcee, introduced by Rev. Paul Lloyd C. M., president of the host organization, St. Louis Ring No. 1. Performers were Frank Werner, Madeline and Frances Willard, Harry Willard, Ann and M. S. (Doc) Mahendra, Zuke (J. B. Smith) and Bert Esley, The first night show Friday had Bob Lewis turning in a bang-up job as emcee, with Bruce Postgate, Ernie Feldman and Arlene Marsdel, Merv Taylor, Gene DeVote, Bill Talent and Dorny making up the program. Friday's close-up demonstrations were supplied by J. B. Bobo, Jim Ryan, Don Alan and Bert Allerton. Friday night's banquet found Dorny Dornfield turning in his usual efficient job as toastmaster. Cecil M. Hunter gave an introductory banquet address, introduced by Dorny as a 'nephew of Houdini'. Head table guests included Jimmy Lake, Mr. and Mrs. Reichenbach, Dr. and Mrs. Zina Bennett, Mr. and Mrs. Ren Clark, Russ Walsh, Mr. and Mrs. Walter Coleman, Mr. and Mrs. Alvin R. Plough, Mr. and Mrs. Deb Krock, Father Lloyd, Jim McLemore, Mr. and Mrs. Forest Hendricks, Dr. and Mrs. A. L. Baldwin, Gene Bernstein, John Braun, Mr. and Mrs. H. Adrian Smith, Frank Werner, Vern Uker, and Willard the Wizard. Trophy winners performed as prelude for a strong banquet show emceed by Al Mack, with the following performers: Bob and Ginny Lewis, Milbourne Christopher, David

Steward assisted by Dolly Snow, James A. W. Killip and Company, and Derek and Rene Davy.

RAY HOUDEK, of Kansas City, Mo., won the Caryl Fleming Trophy with his card fans under black light; Dr. Richard Mussey, of Milwaukee, copped the Canadian Trophy for the best card effect, a Triple Coincidence routine, and Dick Cavette, 15-year-old show-stopper from Lincoln, Nub., was awarded the new trophy presented by Ring No. 123 for the best performance by a new member. Cavette won the award with a cut-and-re-stored rope nifty. Other contest winners were: Cards, William (Scotty) Lang, Hamilton, Ont., and Bill Meyer, second; silks, Seymour Davis, Oklahoma City, and Stan Hall; cigarettes, Nadyne Magune, Worcester, Mass.; coins and balls, Bob Carver, Macon, Ga.; John Frank and Mack Rose; rope, Ali Fuemedoro, Boston, and Dick Cavette; mental, Arthur Hastings Jr., Neosho, Mo.; apparatus, Seymour Davis, Oklahoma City; stage trick and illusion, Harry Tegethoff, St. Louis, and Tom Palmer; paper tear, Sam Walkoff, Hammond, Ind.; stage properties, Charles A. RossKam, Warwick, R. I., and Dr. Guss Salley; fire art, Brush, Madison, Wis., represented by Don Alan; liquids, William (Scotty) Lang, Hamilton, Ont.; wands, Seymour Davis, Oklahoma City; manipulations, Arthur Hastings Jr., Neosho, Mo.; comedy routine, Bruce Postgate, Toronto; Logan Pritchett and William Joe Franks; flowers, Chick Kueser, Florissant, Mo. Convention climax came with an hour-and-40-minute magic show held Saturday night (5) at St. Louis Municipal Auditorium Opera House, featuring Willard the Wizard and Company. Program highlighted Willard's (Continued on page 47)

600 at IBM's St. Louis Meet; Dealers Elect

ST. LOUIS, July 12. — Some 600 pro and amateur magicians, their wives and friends attended the 24th annual convention of the International Brotherhood of Magicians held here last week. The three-day conclave, which ended Saturday (5), attracted delegates from Guatemala, England, Canada, as well as from the United States and its territories. Arthur Reichenbach, Allentown, Pa., was elected international president of the IBM, succeeding Jimmy Lake, Toronto. At the Friday night banquet, Lake was presented with a scroll by Harry Stanley, London, on behalf of the British Ring membership of the IBM.

New IBM officers, in addition to Reichenbach, are Forest Hendricks, St. Louis, first international vice-president; C. James McLemore, second international vice-president; Dr. A. L. Baldwin, secretary; Hazel M. Krock, treasurer; Charles A. RossKam and James E. Wheeler, executive committee members for three-year terms; Frank Werner, executive committee member for two years.

Bid for the 1953 convention from Cincinnati, which sought a combined convention with the Society of American Magicians, lost out to an individual convention bid from Philadelphia by a 2 to 1 vote.

Retiring President Lake's report showed 18 new IBM Rings established during the past year. Organization now boasts membership in 44 countries.

Magic Dealers' Association, meeting at the Jefferson Hotel in conjunction with the IBM convention, elected Harry Baker, Washington, president. Ronald Haines, Cincinnati, was named vice-president. Harold Kay, executive secretary, Ray Thomas, (Continued on page 47)

Burlesque Bits

By UNO

Rose LaRose has gone legit over the summer for a part in "White Cargo" in which she opened July 15 at the summer theater in Landing, N. J. . . . Bennie (Wop) Moore and Dottie Deane opened July 11 for Pete DeCenzie at the El Ray, Oakland, Calif. . . . From Oakland, Moore moves to the Globe, Atlantic City, where he will start August 3, unless he receives a call in the meantime from the Warner Studio to take over a part in a Runyon story. . . . Talent being spotlighted over the Borscht Circuit thru Mim Grossman includes Sid Blake, Harry Jay, Greg Holland and Ann Barrett, emcees; Ruth Baylor, Lee, Sharon, Richard Lynn and Gloria and Freddie Omar, vocalists; Ted and Dennis Peters, Norton and Patricia. The Words, Billy and Eleanor Byrd, Patric Prince and Blyd and Boyd, dancers, and Dietrich and Diane and June Lorraine, novelty acts. . . . Sammy Price and Betty Jo Morgan are vacationing between El Paso, Tex., and Mexico. . . . George Young, operator of the Lake Shore Country Club in Cleveland, is co-operating with Omar Ramey, dramatic editor of The Cleveland Press in the publication of a series of 10 chapters about burlesk, locally and nationally, and is on the hunt for full-length photos of old time chorus lines, comics, prima donnas and soubrettes. . . . Billy Gilbert will be one of the features in "Buttrio Square," a new musical that goes into rehearsal this

month and is skedded to open in Boston September 1. . . . Bonnie Boyia has returned to her home town, Detroit, to headline at the Gayety where her husband, Pearce Bradley, is projectionist. Dolly Dawson will spend the next four weeks in Port Arthur, Ont., where her ma, Mrs. Myrtle Dougherty, operates a group of tourist cabins. . . . Tiny Fuller, always a featured comic on the circuits, has a new summer engagement as outside talker for Carmen Rivera's Gala Girlie Revue, Coney Island, N. Y. . . . Frank Senne's brought his condensed (Continued on page 47)

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Case History

Continued from page 19

self, with Lang getting 25 per cent and General Artist, Corporation, the usual 10 per cent. Tradesters, however, are loathe to believe that Lang is keeping his 25 per cent. Despite constant and vehement denials by all concerned, strong rumors persist that Lang has "taken care" of Kessler, Seat and music publisher Larry Spier. Spier is said to have lent Lang money to get started with Ray, while Seat was instrumental in getting GAC to sign Ray without having seen him work. Kessler, of course, put Ray on records and arranged the Lang-Ray partnership.

To the question whether Kessler actually discovered Ray as a disk artist, Ray says, "We don't know or care. We just decided from the beginning that Danny should get the credit. If someone did tell him to record me, he'd be an idiot to admit it."

The original disk contract called for standard royalty and advances for one year with two one-year options. In January of this year the Okeh contract was re-written for the Columbia label for a seven-year period. More recently Ray's management has been trying to work out a new Columbia paper which would spread his royalty payments over a longer period of years. Ray, when informed that a new contract was being negotiated, said of his management counsel, "What's matter with those guys? Do they want the whole company?"

(To be continued next week.)

Palace, N. Y.

Continued from page 18

balancing routines. The gal, Dorothy Boylan, is again quite terrific. The act is the more effective, because it is studiously undersold. Eve Walker winds up the program with a good assortment of aerial antics combining web and trapeze routines.

Debit Side

Somewhat on the debit side, as viewed from this pew, is a Cuban fivesome, billed as the de la Rosa Quintet. Two handsome fems and two men chant torrid rumba rhythms in Spanish to the accompaniments of a fifth troupe member on the piano, and occasionally break out into a rash of dancing. The act is flashy and easy on the ear, but sparks no originality. Likewise, leaving this reporter somewhat cold, were the efforts of a pair calling themselves the Impressionaires. The duo won a Dennis James "Chance of a Lifetime" TV show, and hence a chance at a Palace bill. The pair are primarily singers with a flair for vocal impersonations. But their attempted leavening of comedy is strictly off the cuff and of the buoyance of a lead balloon. The boys have talent, but they need seasoning and somebody with savvy to put them on the projection beam.

Bob Francis.

Peep Show

Continued from page 18

standard soap box orating. Ving Merlin and his fem fiddles (four) add a lot of class to an already solid show, and the comedy terps of the Albins pull solid yocks.

The finale had the original bubble bath sequence on stage making for a big surprise finish for most of the patrons here who never saw the original.

The formula consists of productions using 16 girls and four boys, with acts working in between. Some of the specialty acts double into sketches which incidentally are probably the weakest ingredients in an otherwise solid show.

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RSROA Mich. Chapter Battles Clawson Heat

DETROIT, July 12.—Monthly meeting of the Michigan Chapter of the Roller Skating Rink Operators' Association was held in an unprecedented but suitable atmosphere for the hot season—in the cool recreation room of the John Stone family at Clawson, Mich., where he operates the Ambassador Roller Rink. This was the final session of the year for the chapter, with plans made to resume monthly meeting in the fall.

A buffet lunch was served to all comers, with Mr. and Mrs. Shaw Hakim, of Fairview Gardens Rink, Detroit, assisting. Others attending included: Caven Hill and Tom Breen, Hyde Shoe Company; Joe Hakim, Fairview Gardens; Mr. and Mrs. George Brett, Dearborn Roller-drome; Bill Skelly and Bill Holleman, Araecadia Rink; Bert Anselmy and Mrs. Lynn Anselmy, ROLLADUM, Pontiac; Mr. and Mrs. Fred Martin and Mr. and Mrs. Earl King, Arena Gardens; Ralph Giles, Ambassador Rink; Mr. and Mrs. Walter Sutphen, Varsity Gardens;

13 Ops Join RSROA Ranks

DETROIT, July 12.—Thirteen operators, representing nine rinks, recently were accepted as members by the Roller Skating Rink Operators' Association, it was announced recently at RSROA headquarters here.

The operators and their rinks are: Arthur and Francine Russell, Southgate Roller-drome, Seattle; William R. Morgan, Bill's Skating Rink, Lake Charles, La.; William W. Mooney and G. G. Smith, Rollerland, Alliance, O.; Joe D. LaTella and N. E. Chapman, Capitol Roller Rink, Salt Lake City; Robert L. Broyles, Broyles' Arena, Pittsfield, Mass.; C. N. Cover, Playmor Skating Rink, Alton, Ill.; Shirley D. McFarlan, Paragon Roller Rink, Flint, Mich., and Merle and Gerald Gillis, Brockway Roller Rink, Saginaw, Mich.

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Lake Lansing Skating Show A Big Winner

HASLETT, Mich., July 12.—Good attendance and excellent reception greeted the first edition of the 1952 Skating Revue presented June 28 at Lake Lansing Roller Rink in Lake Lansing Park here, with all acts presenting the varied program receiving a good hand.

Honored guests were Mr. and Mrs. Roger Haney and son, Connie, owners of the park. The show included demonstrations of free style skating, spinning, comedy, pairs skating and aerobatic numbers. Featured skaters included Bob Hawkins, Nancy Frisbie, Barbara Remus, Joan Martinez, Lyn Morgan, Jack Thomas, Marge and Lyle Corey and Jack Ward Cloner. Finale was a square dance on skates.

Rink is under the management of Bert, Maude, Marge and Lyle Corey. Next edition of the show is scheduled for an October presentation with rehearsals to get under way soon.

Roadshow Rep

J. H. CAVANAUGH writing from Potsdam, N. Y., reports only fair biz with his feature picture attraction at Northern New York summer spots. From Newcastle, Del., **Austin Wallenger** pens that he is taking time out for a rest after four months of school and hall dates with his puppet show. Wallenger has had puppets for many years and has made six trips from coast to coast. He will start his trek into Western Pennsylvania some time after August 15. From Council, Idaho, **Fremont Turgeon** reports fair biz with his platform show. In September he will go out again with his regular hall and school road show, working toward the East. Chestnut Hill Players are in their fifth week of an eight-week tour of Northern New England resort towns with E. F. Hannen's "Eventide" and report good biz, with some return dates scheduled.

A cast of four gives the show. . . . From Vicksburg, Miss., **Tolland Summers** infos that he has been working a platform show in that area to fair returns. Summers has caught two tent shows which were playing to half houses, and claims that the platform show, with all its drawbacks, is the best bet for outdoor use, as it works well at both fairs and still dates. Summers winds up his letter with: "Whoever wants it can have the tent show, but when some of the larger tent shows I have seen in the past two years have to hang 'help wanted' signs on the front gate to be sure of labor enough to move the show, it's about time to get sensible and quit taking on headaches."

NEIL SCHAFFNER, owner-operator of the Toby and Susie Schaffner Players, in a recent interview with a staff writer on The Fairfield, Ia., Daily Ledger pointed out that simple, genuine entertainment is the magnetic drawing card which brings families from a distance of 40 and 50 miles to witness the Toby and Susie tent show performances. Schaffner said that he thought it "symbolic, that while theater managers all over the country are complaining about steadily decreasing audiences, our own continues to increase. One hears a lot these days about television killing the motion picture industry," said Schaffner. "The truth of the matter is that the motion picture industry is killing itself. Hollywood has lost touch with the common people and has forgotten what they want in the way of entertainment. Producers have gone in for the high brow, arty stuff that the majority of persons don't care a whoop for." Schaffner has operated his show for the past 27 years "regardless of floods, wars or depressions." He is the fourth owner of the org, which is 98 years old. It first opened in Rock Island, Ill., under **Yankee Robinson**. **Jack Emerson** was the second owner and he operated until the last of the 60's. At that time **John Angell** became partner and when he obtained control he toured the show under the Angell's Comedians banner. It was known as such until 1923 when Schaffner became partner and manager. Three years later he became full owner and renamed the company the Schaffner Players. Schaffner says: "George M. Cohan once said that the 'only excuse for bad business was a bad show, and he was right. Provide the entertainment the public wants and the public will come, regardless.'"

Drivin' 'Round the Drive-Ins

A SUIT by Log, Inc., a Texas corporation, headed by **Julius Gordon**, Beaumont, 11 against film producers and distributors, has been dismissed in Federal District Court at Tyler, Tex. The case was brought there on a motion of the defense attorney from Beaumont. The plaintiff sought an injunction to get rights to obtain motion pictures for the newly opened King Drive-In at Houston, 31 days after first run at Houston neighborhood houses. The case was dismissed without prejudice. **Earl Worley** has announced the opening of the new Chief Drive-In at Quanah, Tex. It is the first outdoor theater in that area. It will be a nightly operation with four changes of program per week.

Mrs. Ethel Jones Howze and son, **Sammy Jones**, held open house at their Rustic Drive-In Theater at Brownfield, Tex., celebrating 30 years of theater operation in the city. They also have three regular theaters there. The public was invited to attend a free show at any one of the operations. The Rig Drive-In will be opened soon there, according to Mrs. Howze.

ACTION against itinerant drive-in operators in the Northern Michigan resort area, as well as nationally, is being sought by **Ernest T. Conlon**, executive secretary of Allied Theaters of Michigan. Pointing out that the operators get films on the "pretense" of using them for educational or club purposes and then show them to the public, he attacked this practice as unfair competition to theaters paying a regular admission tax. Collections are taken up from the several hundred cars present, Conlon said, with no federal admission tax paid, and he further questioned the entry of accurate figures of the collections for income tax purposes. To combat the situation, Michigan Allied is seeking to enlist the support of the national Allied States body to secure a hearing in Northern Michigan by the Senate Committee on Small Business, and to secure appropriate action thru the federal district attorney in Western Michigan at Grand Rapids, because of federal statutes said to be involved. **John Carlisle**, featured columnist of the Detroit News, paid tribute to **Adolph** and **Irving Goldberg** of Community Theaters and supervisor **David Wilson** for making their shows at the Bel-Air Drive-In available to patients of a nearby hospital. Finding the patients on a porch were able to see the screen without too much difficulty, they arranged to put in a special line to the hospital and amplifying equipment so that they could hear the sound as well.

News Nuggets

o Continued from page 44

day (12) by the **Convair Management Club**. Religious meetings will be in the building July 15-20. **W. B. Nowlin**, who had the "Grand Ole Opry" at the auditorium July 3-4, will have a **Battle of Songs** there July 19.

CHICAGO STADIUM SETS "VANITIES" O&J SHOW

CHICAGO — Chicago Stadium has booked the "Skating Vanities" Olsen & Johnson Revue for November 5-9. **Arthur M. Wirtz**, of the Stadium, also has booked the show for his Olympia Stadium in Detroit, October 21-26. The show will play the Army at Louisville, Ky., October 28-November 2.

KIEL AUD HAS PAGEANT, MAGICIANS, DANCE

ST. LOUIS — Junior Chamber of Commerce had its "Miss Missouri Pageant" at Kiel Auditorium here Saturday (11). Show sponsored by the International Brotherhood of Magicians preceded the pageant by a week. USO dance is set for July 19; a Gideon International banquet for July 25, and a union meeting on July 27.

OPERETTA REVIVAL TV DALLAS SERIES

DALLAS — "Student Prince," second event on the State Fair Musicals series here this season, is being billed as a revival, recalling the operetta's record-breaking run in 1925. **Charles R. Meeker Jr.** is manager of the series, which also includes "A Tree Grows in Brooklyn," "Carousel," "Wizard of Oz" and "Call Me Madam," all in the 4,400-seat State Fair of Texas Auditorium.

FRANKIE LAINE MAKES HONOLULU DATES

HONOLULU — Frankie Laine closed a four-day run at McKinley Auditorium here Monday (7). **Fred Matsuo** promoted the show, which also included **Lou Black**, violinist; **Glenda Grey** and **Pat Dundee**, vocalists; the **Four Jokers**, musicians, and **Hal Lewis** and his orchestra.

WANT COLORED PERFORMERS & MUSICIANS
For Platform Shows. Must be ladies and gentlemen, strictly sober and reliable. This is the finest framed show in the South. Will send tickets anywhere but costlessly no money. Wire **Dr. C. W. Edwards**, Clinton, N. C. P.S.: See Brown, where are you? Raked you money to Waverock, Ga., as required, but you didn't pick it up.

16MM. SOUND FILMS FOR SALE
Over 100 complete pictures from \$15.00 to \$40.00 each.

FILMS RENTED AT ONE LOW PRICE
\$3.00 1 to 3 days, \$6.50 per week, \$9.00 per month.

Advertising space, leased free.

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WANTED SUGAR FOOT GREEN MINSTRELS
COLORED Musicians all instruments, Chorus Girls, Comedians, Novelty Acts, Blues Singer, James Strong, String Bean Williams, Wm. R. Earl, Coots Williams, wire **F. A. JOHNSON**, Cleveland, Miss.

\$19.50 PUTS YOU IN SHOW BUSINESS
We supply you complete ready to go projector and screen. Financing ready for showing. Be your own boss. **EARN BIG MONEY**.

Southern Visual Films
66 Monroe (Dept. 83), Memphis, Tenn.

London Dispatch

By LEIGH VANCE

Continued from page 2

Playfair has re-opened the Royal Court Theater, Sloan Square, where Bernard Shaw's plays were first seen. Playfair's first piece was a dramatization of the life of John Ruskin, the famous 19th century art critic, starring Andrew Osborn and Barbara Murray. The theater has now become a theater club.

STARS & SHOWS IN OFFING . . .

Libby Holman opens at the Lyric, Hammersmith, on July 22. . . Tommy Trinder's show, now running in Melbourne, Australia, is a big hit. . . Hermions Baddeley, flooded with offers since her bankruptcy, is making two pictures, opens in the cabaret at the Colony and then goes into a new play. . . Emile Littler has had the rights of "Affairs of State" for some while, waiting for the right cast. Now he thinks he has it in Joyce Redman, Coral Browne, Hugh Williams, Wilfred Hyde-White and Basil Radford. The piece opens out of town at Brighton on July 28, and comes into the West End on August 21 to the Cambridge.

Burlesque Bits

Continued from page 45

version of "Peep Show" featuring Red Marshall, June Allen, Ben Hamilton, The Albins, Linda Bishop and Tit Valdez and Louise, to the Holiday Theater, New York, July 10. Former Wintergarden (N. Y.) show, originally scheduled for an all-summer package under a tent in Wildwood, N. J., is being presented as a continuous four-day show, plus a movie and a chorus of 14 girls and 4 boys. Partnered with Seneca, a Cleveland unit promoter, is Isadore Zaitkin who has the theater under lease from the Shuberts. Charles Wood is producer and Lennie Traube, publicity man. The Holiday, before it became a straight flicker indie house, was the Central, playing burly and operated first by the Brooklyn Raymonds and later by the Brandt brothers. . . New Orleans theater, Club continental and Sugar Bowl, both featuring strippers, are being booked exclusively by Jerry Rosen of New York. . . Johnny Winston, who, with his wife, Marie, just completed a tour with the Royal Aviation Air Free Entertainment group and worked the Palace, Buffalo, and the Gayety, Detroit, has his singing voice now perpetuated on several records. To avoid confusion in the similarity of names, Raven, heavily decorated bubble bath dancer and stripper for Fred Sindle's Cavalcade of Variety show, Coney Island, N. Y., will be known hereafter as Royale Raven.

IBM Conclave

Continued from page 45

corresponding secretary, and Harold Fox treasurer. Organization this year also named regional and international vice-presidents as follows: Joe Berg, Northern United States; Lou Tannen, East; D. D. Douglas, South; Stan Payne, West; Harry Stanley, England, and Harry J. Smith, Canada. More details of the IBM convention, as covered by Charles A. Ross-Kamm, Warwick, R. I., appears under Hocus Pocus on page 45.

Hocus-Pocus

Continued from page 45

glass casket and spirit cabinet illusions, with Mrs. Willard starring in the latter. Saturday afternoon saw the delegates treated by three education lectures—J. E. Bobo on "Circus Magic and Sleight of Hand," Ernie Heldman on "Television Techniques," and Milbourne Christopher on "Miscellaneous Magic." Other details on the convention will appear in next issue.

The Final Curtain

BROOKS—Charles G., 84, former president of the Cincinnati amusement park, Coney Island, at Cincinnati, July 12. He succeeded his father, the late Commodore Lee Brooks, founder of Coney Island, in the presidency of that park, retiring in 1922.

BROWN—John W., 62, motion pictures executive, July 8 in New York. He was manager and vice president of the Thomas H. Ince Corporation, film producer, from 1921 to 1924. Later, he became vice president of F.B.O. Pictures, which became RKO. Brown had also held top posts with Pathe Exchange, and the Du Pont Pathe Film Manufacturing Company. In the 1930's, Brown became publisher and general manager of the Motion Picture Herald and in 1945 he was a director of the General Amusement & Film Corporation and the Anshutz Hotel. His wife and three brothers survive.

CARLSON—William, 66, former vaudeville, June 9 in Fort Lauderdale, Fla. He played the Keith Orpheum time for years, and had been a leading figure in varied capacities in Detroit show business since founding the Carlson theatrical scenery, decorative and poster firm, in 1918. He

was a former chief Barker of Detroit Variety Club. Survived by his widow, Mary Jane.

CLARKE—Donald Bruce, 53, radio advertising pioneer, July 5 at his home in Longmeadow, Mass. Clarke had a station at the old Radio Sumner House in 1919. He has been vice president in charge of sales at the Perkins Machine and Gear Company since 1916.

CLAWSON—Mrs. Pauline, 72, author of "Make a Job for Yourself" and a former writer of a syndicated newspaper column, July 5 in Plainfield, N. J. In the 1930's she conducted a radio program first over WEAF and then WJZ. Three daughters and two grandchildren survive.

DOHLMAN—John Jr., 48, nationally known authority of the theater, July 9 at his Swarthmore, Pa., home. He wrote "The Art of Play Production," "The Art of Acting" and other books on drama. In 1930 he made an exhaustive study of audience laugh response to an amateur production of "School for Scandal" in

KATZELSON, John F., at Fort Worth, Texas, July 4, after a year's illness. At the time he retired, six years ago, he was with Ringling-Barnum Circus. He joined Ringling Bros. Circus in 1911 and was with various circuses as clown, ticket seller, press agent and purchasing agent during the following years. He served with the 15th Division in Europe during World War I. In 1923 he returned to show business and was with Howards, Minstrels, Broadway Rastus Minstrels and Bill James Shows. In 1927 he became chief of police on Al C. Barnes Circus. Surviving are two brothers and two sisters, all of Fort Worth.

FORD—John J., 53, a musician and a member of Local 51, American Federation of Musicians, July 7 at his home in Atlantic City. Surviving are his widow, Alice; two sons and two daughters. Burial July 9 in Atlantic City, interment in Laurel Memorial Park, Piquanville, N. J.

FRALICK, Sam D., 49, June 9 in Cheyenne, Mich. He was a partner in the Kingston and Ritz theaters at Cheboygan, as well as in a local night spot.

FRANK—Charles L., 34, Merry-Go-Round foreman for the Wilton Famous Shows, July 8 in Our Savior's Hospital, Jacksonville, Ill., from injuries resulting from an auto accident that occurred while he was watching a recent auto race at the Oriskany, Ill., fairgrounds. (Detail in the Carnival section.)

GRIGON—Dr. Augustin, 48, director of planning and research for the Canadian Broadcasting Corporation, July 9 at a Laurentian Mountain resort. He formerly was general manager of CBC, and was appointed to the new position early this year. He was a native of Montreal.

GAMBLE—Mrs. Ernest Sr., 70, noted concert violinist who retired 10 years ago, July 6 at her home in Laneshore, Pa. She toured for 40 years with the Gamble Concert Party, a troupe of singers and musicians headed by her husband, a concert basso. She made 22 transcontinental tours and a number of trips to foreign countries all over the world. In addition to her husband, she is survived by a son, a daughter and her mother. Services July 9 in Hultmeier, Pa.

I Wish To Thank

All my friends for their kindness,
in giving me the greatest gift
recently bestowed, the passing of
my dear husband,

CHESTER GREGORY
SYLVIA GREGORY

GREGORY—Christie, 48, business manager with Ben Davenport's Wallace Bros. Circus this season, June 10 in North Platte, Neb., tourist car while en route to his home in Charlotte, N. C. Gregory had the Side Show with King Bros. Circus from 1946 to 1950 and was with Capell Bros. Circus last year. He was a native of New Glasgow, N. S.

GROFFER—Harold, 32, staff announcer at stations WSYR and WSYR-TV, July 3 in Syracuse.

HARRING—Forest C., 48, business manager of Philadelphia's Playhouse in the Park, July 10 of a cerebral hemorrhage, following a speech before the Executive Association of Philadelphia. Having went to Philadelphia in June as executive of that city's new theatrical venture. He formerly operated the John Drew Theater, East Hampton, L. I., and was general manager for 25 years for producer Dwight Deere Wiman. In earlier years, Harring was a member of the Tony Sarg marionette troupe as manipulator and narrator. During the last war he was U. S. representative for the British Department of National Service Entertainment. He also toured and edited a stage-craft manual for the U. S. Navy, and lectured on dramatic arts at Columbia University. Survived by his parents, Mr. and Mrs. Alexander Harring, his widow, and a son, Lee.

HETTERICK—Mrs. Edith Spencer, 72, retired stage and radio actress, July 10 at St. Lukes Hospital, New York. As Dolly Spencer, Mrs. Hetterick formerly appeared in dramatic stock shows and legit. She retired several years ago.

HOWE—Gene, 64, chairman of the board of the Globe-Nova Publishing Company, Amarello, Tex., owners and operators also of KPVO, Lubbock, and KONG, El Paso, June 28. He is survived by his widow and a daughter. He was also editor of the Amarello Globe and News.

HUTCHINS—George T. (Yellow), 67, for 45 years a bartender, June 28 in Mazon, Ill., survived by a sister, Mrs. Foster, in Washington, D. C.

MITCHELL—Alexander F., 61, dealer in precious stones and outdoor show building contractor, July 2 at White Plains, N. Y., after a brief illness. (Details in General Outdoor section.)

MURPHY—Thomas, in Bridgeport, Conn., June 28. He was a stagehand, having served as property man for many years with the Loyalists in that city and with the old Poli circuit. Survived by a brother, William, Poughkeepsie, N. Y., and a sister, M. Lillian, Easton, Brooklyn. Burial in St. Michael's Cemetery, Stratford, Conn., July 2.

NFE—William Edmond, 60, concessionaire, July 7 in Estes Park, Colo. Born in Madison, Wis., he had worked on various West Coast shows during the past 15 years. Burial in Pacific Coast Showmen's Rest, Los Angeles.

NORTON—Mrs. Edna Minter, 60, wife of Edward J. (Mickey) Norton, outdoor advertising manager of Coney Island, Cincinnati amusement park, July 12 in Good Samaritan Hospital, that city, following an illness of several years. In addition to his Coney Island affiliation, Norton is associated with the Cincinnati Symphony Orchestra, as secretary and business agent of the Billposters' Union, Local 11, and business representative of the Typo and Theatrical Employees Union, Local 38. Other survivors are a daughter, Mrs. Lorraine Carson, a son, Jerome, head of the Norton Outdoor Advertising Company, Cincinnati, and a sister, Mrs. Clara Mass, Services July 14.

PISTEV—M. (Christie), 41, in Millford, Conn., July 2. He was a trumpet player and leader of Al Christie's orchestra. Survived by his wife, Elizabeth, a son, Richard, two daughters, Arlene and Carlisle, three brothers, Stephen, George and Edward, and a sister, Mrs. Pauline Sheridan. Burial in Lakeside Cemetery, Bridgeport, July 5.

QUIGG—John, 48, a former farmer, found shot to death in White Marsh Township, Philadelphia suburb, recently. An autopsy revealed that the victim died shortly after he was snatched from his home at Spring Mill, Pa., more than two weeks ago.

RAYNER—Prof. John George, 61, for 32 years director of the extension department, University of Saskatchewan, Saskatchewan, Sask., in that city June 30 after a short illness. He was secretary for many years of the Saskatchewan Agricultural Societies Association, which has much to do with policies and was a member of the Saskatchewan Exhibition board. Survivors include his mother in Saskatchewan, his widow, a son, two daughters and three sisters. Burial in Saskatchewan.

RUSSELL—Ada Dwyer, 48, retired character actress and close friend and literary executor of poetess, Mrs. Anne Louise, July 4 in Washington, established herself on the stage in the early 1890's and played in such productions as "Pudding Head Wilson," "Lord Richard," "Mary Ann," "Don Juan," "Lord Richard," "Audrey," "Dawn of Tomorrow" and "The Deep Purple." A daughter and three grandchildren survive.

SHINER—Joseph E. (Pop) Sr., 54, former carnival man, recently before retiring about 25 years ago he was known as the slim spindly king thru New England, and was the son, Joseph E. Jr., and two daughters.

SKIPWORTH—Alison, 38, London-born actress who won praise for many stage and film roles, July 9 in New York. Born in Great Britain, the long name of her late husband, Frank Markham Skipworth, and as Alison Skipworth gained full praise on both stage and screen. She made her first stage appearance in London in 1919 in "A Society Girl," appearing the following year in New York singing in "The Artist's Model." In 1926 she joined Daniel Frohman's company and debuted in 1927 in "The Princess and the Butterfly." Beginning in 1925 Miss Skipworth toured with "Vivian and the Cymbeline" and later played with James K. Hackett, John Drew and others in "The Swain," "The Enchanted April," "The Grand Duchess and the Waiter," "Mrs. Dane's Defense" and "Marcella." From 1918 on her career turned to motion pictures, and beginning with "Strictly Unconventional" her first talkie in 1929, she costarred in such vehicles in over 100 films, including "Outward Bound," "Raffles," "Here Is My Heart," "Buck Ragsdale" and "It Is a Wonderful Life." In 1938 Miss Skipworth again played on Broadway in "Thirty Days Hath September" and "First Stop to Heaven" in 1941. She made her last New York showing in "When We Are Married," in 1940. There are no immediate survivors.

In Cherished Memory of



IRVING J. POLACK

Who Passed Away July 13, 1949

LOUIS STERN

IN LOVING REMEMBRANCE OF MY DEAR HUSBAND IRVING J. POLACK



Who Passed Away July 13, 1949 Memory is One Gift of God Death Cannot Destroy Mrs. Bessie E. Polack

IN CHERISHED REMEMBRANCE OF IRVING J. POLACK WHO WAS CALLED TO HIS HEAVENLY HOME JULY 13, 1949

ETHEL ROBINSON WILL NEVER FORGET

IN MEMORY OF My Husband HARRY R. WINTERS who passed away July 13, 1949. RUTH, DICK & ELMER WINTERS

CETLIN-WILSON FORCED TO SIGN UNION PACT

Carnival Workers' Union Under Probe by AFL Biggies

FORT WAYNE, Ind., July 12.—Local 450, Carnival Amusement and Novelty Workers' Union (AFL), which is currently being investigated by the American Federation of Labor, this week forced Jack Wilson and Izzy Cetlin, co-owners of Cetlin & Wilson Shows, to sign a union contract here before permitting the show's train to be unloaded to play Allen County Fair.

A picket line, composed of members of Teamsters' Local 135, Indianapolis, met the train Sunday afternoon (8) at the New York Central siding here, carrying signs charging that the show's employees were "members of Local 450, AFL." Teamsters from the truck drivers' Local 414, this city, who had been hired to move the show to the fairgrounds, refused to cross the picket line.

After seven hours of negotiation, Wilson and Cetlin signed a contract presented them by Harry Karsh, head of the union.

Meanwhile an examination of the union's charter is being made by the American Federation of Labor, according to an announcement from Washington. Philip Pearl, the Federation's public relations director, told The Billboard that the charter of Local 450, which headquarters in St. Louis, is being examined "for the obvious reason of the possible disparity between occupational functions of jewelry workers and carnival workers." Pearl said the Karsh-headed local holds a charter under the Jewelry Workers' International Union, which has national headquarters in Boston.

The contract, according to Wilson, runs for two operating seasons and contains a clause that permits renegotiations in January, 1953. Its terms call for a union shop under which all employees must join the union within 30 days, and also requires that the employers deduct \$4 monthly dues

from the workers' pay checks. The pact also set an immediate \$5 a week raise for all C-W employees, but according to Wilson, the show normally boosts salaries from \$5 to \$10 upon reaching its first fair, so the union-sponsored increase meant nothing.

Despite sentiment against the union, C-W personnel all signed to join the union at a Thursday (10) meeting only after a plea by Wilson to co-operate so that the show would be able to again move. When asked what benefits would accrue from joining up, Karsh failed to answer.

At a Tuesday (8) meeting of employees, which Karsh did not attend, Wilson said Karsh instead sent a message that the show "would not move from here unless employees approved the union contract."

A rumor at the fairgrounds that unless the contract was signed the

fair "would be ringed by 1,000 members of Local 57, United Auto Workers (CIO), was vigorously denied by officers of the local who said "they had no knowledge of such a plan."

Both Wilson and Cetlin this week said that the picket line came as a total surprise to them. The show owners maintained that neither had been approached by the union and none of the carnival's personnel had been contacted by the union.

During the seven-hour conference on Sunday, the animals, rides and shows remained on the train. Officers of the Allen County Humane Society were called to the scene in event the delay resulted in any cruelty or discomfort to the animals.

Business during the fair's run was excellent, according to Wilson, and grosses were up from last year.

Attendance Paces '51 At Early Ill. Fairs

Mount Vernon, Newton, Sparta Get Good Weather, Big Crowds

MOUNT VERNON, Ill., July 12.—Mount Vernon State Fair entered the final day of its seven-day run here today, after playing to good crowds all week. C. S. Wilson, secretary, estimated that thru yesterday, front-gate traffic was matching that of '51. Weather all week was ideal with the exception of a little rain on Thursday which had no effect on the patrons.

Jack Koehman thrill show played to a full grandstand Sunday night (6) and the unit is

skedded for a second performance tonight. Other night attraction was a revue booked thru LaRose Agency, St. Louis, which played to a packed stand on two occasions. Horse show was held in co-junction with the revue.

Harness and running races were the featured afternoon attraction and fair crowds came out all week to view the speed events. A midget auto race meet is skedded for Sunday afternoon (13) altho the fair closes here tonight.

Mickey Stark's Gold Bond Shows took advantage of the crowds all week and is reported to have matched or bettered last year's midway gross.

Alex Mitchell Passes at 61

WHITE PLAINS, N. Y., July 12.—Alexander F. Mitchell, New York dealer in precious stones and well-known outdoor show enthusiast, died Monday (7) at White Plains Hospital after a brief illness. His age was 61.

Altho Mitchell never entered show business professionally, he was always on the fringes. As potentate of Kismet Shrine Temple, Brooklyn, he wrote and staged many notable shows, all of which were lavishly embellished with circus and variety talent.

As deputy director general of the 1951 Imperial Session in New York, a post that he was scheduled to fill again at the 1953 convocation, he wrote and staged Fezaz.

(Continued on page 50)

Raymond Stampede Pulls 9,000 Fans

RAYMOND, Alta., July 12.—Two-day annual Raymond Stampede, the 50th annual, drew better than 9,000 attendance and the opening day parade was seen by 5,000. A race meet was featured. Stampede prize money totaled \$3,000 plus entry fees. Rodeo events got under way on the first night, the first time an evening show has been tried. Arena director was Clark Lund and cowboy entries totaled 121. Winners were: Saddle bronk, Joe Keler, Calgary; bareback, Bob Duce, Cardston; wild horse race, Dale Still, Raymond; steer decorating, Carl Olsen, Sweet Grass; calf roping, F. C. Stover, Tularosa, N. M.

(Continued on page 50)

CASH OR BLOOD GOOD AT B.O.

PITMAN, N. J., July 12.—Patrons at Aleyon Speedway here can gain admittance to the modified stock car races any Friday night by either paying the general admission tab or donating a pint of blood to the Red Cross. Promoter Bill Vail explained that anyone showing up with a receipt for giving blood up to 14 days prior to the races is admitted free to the track. Traveling schedules of bloodmobiles in the area are announced over the track's p.a. system and pledge cards are issued at each meeting.

Video School Names Hamid 'TV Showman'

NEW YORK, July 12.—George A. Hamid, talent agency head who supplies a big percentage of the circus and thrill acts seen on television, has been chosen "TV Showman of 1952" by the awards committee of the School of Radio and TV Technique in New York.

In selecting Hamid from the 186 showmen whose names were submitted for the honor, John Gilbert and Franklin Hauser, chairmen of the awards committee, cited the impresario for "... bringing the circus—the world's oldest form of entertainment into the American home thru the world's youngest entertainment medium."

The committee acknowledged Hamid's contribution to wholesome television entertainment by adding that the circus and thrill acts presented under his direction had given countless hours of enjoyment to youngsters and adults. "Children as well as grownups find circus performers an endless source of healthy excitement and wonder," the awards committee said. "They appeal to all that is adult in children and every young-in-heart adult. We congratulate George A. Hamid for his achievement in bringing the big top into the American home thru the medium of television."

Besides his talent agency, Hamid owns and operates the Steel Pier and a chain of theaters in Atlantic City, the New Jersey State Fair, Trenton; White City Park, Worcester, Mass., and the Hamid-Morton Circus.

Huedepohl Replies To Geist Charges

CHICAGO, July 12.—The National Association of Amusement Parks, Pools and Beaches, in a letter by Secretary Paul Huedepohl, this week answered charges placed against it by Richard L. Geist, of Rockaway's Playland, New York.

Geist resigned his NAAPB membership committee post late in June and at that time criticized the association for lack of progress in the tax situation and for "having a government of a few" (The Billboard, June 5).

Huedepohl said in the letter that Geist "used poor judgment" in making the complaints publicly.

"Furthermore, I am not in accord with your criticism of the association so far as 'lack of accomplishment in the tax situation' is concerned," Huedepohl wrote.

Traces Tax Role Harry J. Batt, then NAAPB president, received assurance at conferences in Washington during 1950 that the admission tax would be reduced, the secretary stated, but outbreak of the Korean war ended that possibility. "Effective October 1, 1951," the letter said, "two important rulings affecting our industry were

CNE Contracts Tony Martin As Name Draw

TORONTO, July 12.—Tony Martin has been definitely set for the Canadian National Exhibition Grandstand Show by Jack Arthur, producer. His booking as the headline act ended months of negotiations by producer Arthur who first had hopes of obtaining Martin and Lewis, and then looked for Betty Hutton, both of whom turned up with picture commitments.

Singer Martin had a problem too. He was committed to the California State Fair which is at the same time at the CNE, and this wasn't ironed out for five days.

Only other imported act in the "90 per cent all-Canadian show" is the Ashtons, an Australian Risley act.

Ever since Arthur took over as producer of the show he has been under pressure to bring in an all-Canadian show.

Assisting Arthur in his chores is Jackie Rae, well-known for his work on Canadian radio, while Bruno Maine is looking after the sets. John Adaskin is handling the music chores, and Dr. Leslie Bell is in charge of choral arrangements. The dancing chores are split among Midge Arthur, the producer's wife, Kay Ambrose, Alan and Blanche Lund, Celia France and Aida Broadbent.

The show in its make-up will be a pageant in its effect, and will include a precision marching squad of girls and the famous RCMP musical ride.

The climax of the show will, as in past years, fade directly into the fireworks display.

Arthur has written three songs for the show with musical director Adaskin. These tunes have already been booked by BMI Canada and are expected to be recorded before the show opens seven weeks hence.

Hamid Named Leading Showman

BRIDGEPORT, Conn., July 12.—George A. Hamid, New York outdoor booker, this week was named by the Barnum Festival Committee as one of the six outstanding showmen of the year.

Others named were Cecil B. De Mille, Sen. Estes Kefauver, Bishop Fulton J. Sheen, Gen. Douglas MacArthur and Thomas J. Watson.

Eastern Playspots Do Boom '4th' Biz

NEW YORK, July 12.—Cash registers boomed merrily and aprons jangled noisily thruout the Eastern area in the Fourth of July and the extended week-end of which it was a part. Everybody got a buck. But for some, the nation's principal outdoor show business holiday didn't come up to expectations. It may be that their hopes were geared too high—like the temperatures on the mostly pleasant week-end.

The complaints of poor business stemmed mostly from shore

resorts indicating in part at least, that the searing sun kept the hundreds of thousands of waterfront visitors on the beach and away from ticket booths and counters until late in the day.

The inland spots, with lakes and pools, had a happier story to tell. They mostly reported bonanza takes on the holiday. Some tagged the day a record one. Others said it might well have been except for a fast traveling storm that played few favorites and contributed everything from a cloudburst to a trickle, sometimes only a few miles apart.

Long Week-End NSG

Nearly every operator proved to be a prophet. All said that a holiday tacked on to a week-end was a poor bet—too long drawn out and too demanding for the average purse. They were right, of course. Saturday (5) offered only a facsimile of the Fourth, had the tie-in days been needed as a weather hedge, the chances are they would have been more than welcome.

While all outdoor activities got money, including the permanently located and travelling brethren, the talent agencies which supplied innumerable special holiday shows and acts, and the fireworks manufacturers who would swap the Fourth for Christmas any time, it is conceivable that nobody earned quite enough. Reason is that multiple washouts encouraged to date had diluted earnings to a point where "making up" the losses was wishful thinking on the part of many. While operators at Revere Beach, Mass., moaned over a 25 per cent drop in holiday earnings, others located at Nantasket Beach and Salisbury Beach, Mass.,

(Continued on page 50)

Barnum Festival Finishes in Black With 31G Budget

BRIDGEPORT, Conn., July 12.—The five-day fourth annual Barnum Festival, which closes Sunday (13), winds up in the black for the first time. A budget of \$31,500 was set for expenses, and local contributions met this figure.

The celebration included a ballyhoo show, a Jenny Lind contest, dance contests, a parade, a king and queen contest, a band concert, a regatta and fireworks. William Carlson was ringmaster and general chairman for the celebration.

3 L. I. Dates Set For Chitwood

NEW YORK, July 12.—Three Long Island sites will play host to Jole Chitwood's Hell Drivers next week. Dexter Park, Woodhaven, Queens, will be the site of the first show Monday (14), while the unit moves to Frecport Tuesday (15), and goes to Islip Speedway Wednesday (16).

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Hubert Castle, tight wire, opened a two-week engagement Sunday (13) at Harry Bait's Pontchartrain Beach, New Orleans. Castle recently closed a week's engagement at State Fair Park, Dallas... Los Aeros, high act, played a Chicago south side church festival last week... Capt. Roy Simms, high pole performer, recently closed at the Veedersburg, Ind., fair.

Talent lineup for the Charles Zemater grandstand show which is scheduled to play both the Minnesota Red River Valley fair circuit and the Northern Wisconsin loop includes **Howmar** and **Ray**, comedy pantomime; **Three Jacks**, balancing; **Badas**, musical; **Johnstones**, magic; **George Gilbert**, comedy and smse; **Flying Melzoras**, flying return; **Four Phillips**, juggling, and **El Ki Gordo**, animal.

Jimmy Lamont, bird act impresario, is currently in Chicago but will hit the road soon to play midwest celebrations and then info that he is planning a Canadian jaunt to include fairs plus

theater bookings... **Miss Luxem**, sway pole, is playing a park date in Wichita Falls, Tex... **Great Eugenes**, also an altitude turn, closed last week at Havana, Ill.

Jerzy Cole, accordionist-dancer, arrived in Chicago recently to get set for his fair tour for **Boyle Woolfolk**. Cole will open with Woolfolk's "Summer Sensations" August 3 at the Lincoln, Ill., annual... **Als Ming**, tight wire gal, is currently in Montreal filling indoor bookings.

Acts playing the Newton, Ill., fair for **Boyle Woolfolk** last week included **Harry Haag's** elephant and **Ruby's** dogs; **Gold Dust Twins**, Ray and Arthur, **Prairie Pioneers**, **Four Merrills**, **Alice Moorehouse**, **Rudy Horn**, **Paul Stabelman**, **Betty Tilton**, **Tilton** and **Eirdink**, **Los Gitanos**, and **Yodeling Slim** and his cowboy songsters.

Hollywood Skyrockets, high performers, are set for ABC's Super Circus telethon on Sunday (20) along with the **Hawthorne Bears**, **Leo and Josephine Gasca**, balancing and hoops; and **Evers** and **Dolores**, tight wire. Following Sunday, **Vic Brown** has set **Clem Bellings**, comedy dogs; **James Evans** and company, foot juggling; **Two Freds**, juggling, and the **Lopez Trio**, casting act.

Lancasters, balancing and dog act, played Milwaukee July 4 and will head for Kewaunee, Wis., July 20 followed by Barron, Wis., July 26... **Sky Prince**, high pole, is currently playing dates in Kentucky, Pennsylvania, and Tennessee. Act was in **Faintsville, Ky.**, for six days starting July 1, and are set for **Russellville, Ky.**, August 4-9... **Flying Fishers**, trapeze, will open at **Huntington, Ind.**, July 28 for seven days and then head for **Russell Springs, Ky.**, and then to **Campbellsville, Ky.**, August 12-15.

Leo Francis crowned the July 2-4 Casey (Ill.) Celebration and also did his blackface song-and-dance routine as a free act.

Indian Point Holiday Crowd Tops 35,000

PEEKSKILL, N. Y., July 12.—Indian Point Park corralled its best single day on the Fourth of July, and its best week-end, under the direction of E. D. Kelmans, who purchased the funspot this year after operating it on a lease basis in 1950 and 1951.

Week-end attendance topped 35,000. The count on the Fourth was 18,000, at least several thous-

and short of the potential as the result of a half-hour deluge beginning at 4 p.m. The Saturday gate hit around 7,000, with fireworks the chief attraction that night. Sunday drew about 10,000 and solid business was again registered on the midway.

Bus parties, including many booked months in advance, helped swell the gate. On the holiday 101 buses were in the parking lot. Not counted were numerous others that entered the park only to drop off their loads and return at night to pick up their parties. About 15 bus parties showed up on Saturday and on Sunday 55 were in the parking lot.

Rain Cuts Crowds

The rain on the holiday sliced the crowd by at least one-third. While action continued until late at night, it was not what it might have been.

Kelmans reported per capita spending up 10 per cent over 1951 for the season, despite business and attendance curtailed on eight out of 10 Sundays due to rain.

With park bookings virtually complete, Kelmans this week started devoting most of his time to selling the new Westchester County Fair, of which he is president, and which will be held at Indian Point August 29-September 6.

Atcher Unit To Play Fairs

CHICAGO, July 12.—Bob Atcher, Columbia Broadcasting System cowboy singer, this year will spend a third of his year in the Middle West under sponsorship of Beatrice Creamery, this city, who is currently picking up the tab on his "Meadow Gold Ranch" video stint.

The Atcher package, which will operate with a free admission, has been set into the Iowa State Fair, Des Moines; Nebraska State Fair, Lincoln; and the Missouri State Fair, Sedalia.

Icer to Bow At Salt Lake

SALT LAKE CITY, July 12.—"Holiday on Ice" will again debut its 53rd edition at the Utah State Fair this year, opening its run on September 12. J. A. Theobald, fair manager, announced.

Two days of big car auto racing will be inaugurated this year with National Speedways due to run two afternoon meets. Musical organizations, including the Sixth Army Killie Band, will give daily band concerts in the Presidio.

MAKE \$100.00 A DAY
On Candy Floss



Our new Super Deluxe new style hand-cranked brush, holders, spindle, smooth running, heater and electric motor. PRICE, parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY. Old customers—send your machine in now for check-up.

ELECTRIC CANDY FLOSS MACHINE CO.
726 Benton Avenue Nashville 4, Tenn.

NEW KIDDIE RIDES!

- PONY & CART RIDE
- FIRE ENGINE RIDE
- AIRPLANE RIDE
- ROCKET RIDE
- ELEPHANT RIDE
- SPEED BOAT RIDE
- AUTO RIDE
- MINIATURE TRAINS

KING AMUSEMENT CO.
MT. CLEMENS, MICH.

New Cast Aluminum
MERRY-GO-ROUND HORSES

Beautifully decorated, \$150.00 per pair. Large Horse, size 20x26x10 inch. Weight 50 lbs. Horses are complete. Independent trade aluminum. Welded together. Smaller Horse, size 12x22x6, \$100.00 per pair. C. A. GOREE, P. O. Box 27, Aile, Texas. (Phone: 422)

TRAILER MOUNTED JEEP and FIRE ENGINE RIDE
In Operation



- Hauls behind your car
- Ready for operation in 30 minutes
- All steel trailer—platform lifts forming sides, equipment securely carried inside
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Trailer Closed



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SERRA HILLS, NEW YORK

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VIC ZINDA 231 N. Second St. Philadelphia 6, Pa.
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ED BERG 1261-63 E. Sixth St. Los Angeles 21, Calif.

FOR SALE
NEW JUNIOR RIDE FIRE ENGINE TRUCK

First-class condition, priced \$2100.00 for quick sale—acceptable terms of trade. Made by Overland Amusement of Lexington, Mass. Crisley Tractor.

OSCAR KOCH, Box 26, Lake Arrowhead, Calif.

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will get more attention, pull greater returns, get more business if repeated in The Billboard's Valuable JULY LIST NUMBER (July 26 Issue)—but you must Phone or Wire "repeat" instructions to your regular Billboard office TODAY. Final advertising deadline is this Thursday, July 17!

3000 BINGO

No. 1 Cards, heavy white, black back, \$15x7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 25 cards, \$3.50; 50 Cards, \$4.75; 75 Cards, \$6.50; 100 Cards, \$8.50. All cards from 100 to 3000. 25 per set. 75 per set. Calling Numbers, 75x1 Wood Calling Numbers, \$1; Printed Tally Card, 15x1; Colored Tally Cards, 25, same as calling cards. Green, Red, Yellow, \$6 per 100. DOUBLE CARDS, No. 1 Size, \$15x14 1/2, 10x9.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White Green, Yellow Cards, postal card thickness. Can be retained by clamped, 1,000, size 6 1/2 x 100, \$1.75. In lots of 1,000, \$1 per 100 Calling Markers extra, 75c.

Set Numbered Ping Pong Balls, \$12.00
Replacement Numbers Balls, \$2.50
1000 Jack Pot Signs (extra), \$1.25
numbers), Per 100 \$1.25

Middleweight Cards, \$15.75; White, Green, Red, Salmon, Yellow \$1.00
1,000 Small, Thin "Brown" Bingo Sheets, 5 colors, loose only, no pads, size 4 1/2 x 7 1/2 \$1.50
Plastic Markers, Red or Green, round or square, 3/8" diameter, \$1.25
Scalloped Edge, Green only, \$1.50
Smaller Size, 3/8" diam., Red or Green, Plastic, \$1.25
Adv. Display Posters, size 24x36, Ea Cardboard Strip Markers, 10" M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board, 3-piece layout for \$8.00
Thin, Transparent Plastic Markers, Brown, 3/8" inch, Per M \$1.00
Featherweight Thin Bingo Sheets, 5 colors, loose not abbed, M. \$1.25
Round white N.J. Car Board Markers, 5 sizes, 3/8" inch diam., 1800 to 1 lb. larger size, 3/8" diam 1800 to 1 lb. \$1.25 size, 1b \$1.50
Capitol Bingo Blower, electric operated, complete with 75 numbered Ping Pong Balls, weight, 1000 \$1.50

Send for illustrated circular. For 160.00. All other prices are net. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
523 S. Dearborn St. Chicago 5, Illinois

The World's Greatest Amusement Rides
Bear the Name **ALLAN HERSHELL**

KIDDIE RIDES: MERRY-GO-ROUND, SKY FIGHTER, LITTLE DIPPER, KIDDIE AUTO, BUGGY, BOAT AND JEEP RIDES, ALSO MAJOR RIDES. Write for literature.

ALLAN HERSHELL COMPANY, Inc.
North Tenawanda, N. Y.



The **TILT-A-WHIRL** Ride
'Best Buy in Rides Today'

- * Very Popular and Profitable
- * Good Looking
- * Well Built
- * Economical
- * What a * Repeater!!!

SELLNER MFG. CO.
Faribault, Minnesota



BE PREPARED FOR THE EVER-INCREASING KIDDIE BUSINESS BY PLACING YOUR ORDER NOW FOR "EYERLY KIDDIE RIDES"

EYERLY AIRCRAFT CO.
SALINA, OREGON



LOOK! PARKER DOES IT AGAIN

We have added another model to our famous Baby "Q" Jumping Horse Carry-Us. All Our new SUPERIOR 30 FOOT TEEN AGER MODEL is more elaborate, has more flash and more equipment. Ideal machine for road and Kiddie Lands. Time sales arranged. We trade. Prices start at \$5,750.00. For particular form, wire or write.

C. W. PARKER AMUSEMENT CO.
Leavenworth, Kansas, U. S. A.

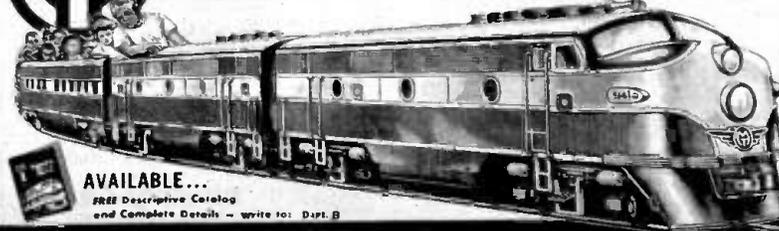
NOW—IT'S MUSIC ON TAPE!!! for

KIDDIE LANDS AMUSEMENT PARKS DRIVE-INS
HOTELS COCKTAIL LOUNGES ICE SKATE RINKS
ROLLIE RINKS FUNERAL PARLORS RECREATION CENTERS
Organ Music for All Occasions—Any Length Desired. Write for Our Programs. Arthur Fritz of Melrose Park, Ill. Says: "It Sure Meets With My Approval."

TRUE RECORDER CO. 3527 WOODWARD, DETROIT 1, MICH.

MINIATURE TRAINS for EVERY LOCATION
any SIZE...any CAPACITY...any PRICE RANGE...

THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER



AVAILABLE...
FREE Descriptive Catalog and Complete Details — write to: Dept. B

MINIATURE TRAIN CO. RENNELAER, INDIANA

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TENT FABRICS

RESISTANT TO FLAME
WATER
MILDEW
WEATHER



Flamefoil Tent Fabrics are approved by the California Fire Marshal, the Underwriters' Laboratories and other leading fire prevention authorities. Available in 6 brilliant permanent colors.

See your tent supplier and send for illustrated booklet "Flame Resistant Fabric" their properties and newest specifications.

Manufactured under Patent Nos. 2,044,176 and 2,299,612... others pending.

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CONCESSION TENTS
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Portable Peppercorn Stands	Raw Corn	Raw Corn

Everything for the Concessionaire, including Floss Machines, Waffle Molds and Kiddie Rides. The New 1952 Concession Catalog Mailed. If You Don't Have Yours, Write for IT TODAY.

CONCESSION SUPPLY CO. 3916 SECOR RD. TOLEDO 12, OHIO

FOR SALE Our new children's ride consists of 20 jumping horses, made out of plastic, with 2 chariots, pulled by an electric motor, 31 ft. in diameter, sweeps to the platform at 7 ft. 9 in. height and sidewalk for \$3500. For drive-in theatres, carnivals and bars.

FOR SALE Our 30-ft. Merry-Go-Round, with 20 jumping horses, made out of aluminum, beautifully decorated, pulled by an electric motor, with 1000 ft. top and sidewalk. This is a major ride which rides adults and children. Price is \$4000.

FOR SALE 3-Absort Merry-Go-Round which is 34 ft. high, has 20 jumping horses and 2 chariots. Horses are made out of aluminum, pulled by an electric motor or gasoline engine, beautifully decorated with 1000 ft. top and sidewalk. Price of this ride is \$3500.

Any ride can be had within 20 days on receipt of your order. We have built and sold more 30-ft. in the last 2 years than any other manufacturer in the Merry-Go-Round business. Get your order for these rides immediately if you want them. **JAY WARNER, BOX 161, BAY ST. LOUIS, MISS. PHONE 9121.**

Any Ad in This Section . . .

will get more attention, pull greater returns, get more business if repeated in The Billboard's Valuable JULY LIST NUMBER (July 26 Issue)—but you must Phone or Wire "repeat" instructions to your regular Billboard office TODAY. Final advertising deadline is this Thursday, July 17!

Huedepohl Replies
• Continued from page 48

On the latter, he said, NAAPPB was not successful.

Denies Officer Charge

"Your statement that the association has had the same officers and directors for a long period of time is not exactly true," Huedepohl wrote. "In the last six years we have had four presidents, and in the past three years 12 new board members have been elected and only six re-elected. According to our by-laws all ex-presidents automatically become ex-officio members.

"You mention that you do not seek office for yourself. I admit that, but you no doubt remember asking me to use my influence in placing your father on the board, and I told you I would put his name on the 'prospective' list but that I could not directly suggest or recommend anyone; that is the job of the nominating committee.

"It is the duty of the nominating committee to recommend six directors every year during the executive session from the list of prospects, and they generally recommend men who have shown interest in the association's welfare, also bearing in mind geographic location in order that we may have good representation throughout the United States. It is the general assembly who elect directors and they also have the privilege of nominating anyone from the floor."

Huedepohl said here that he had been urged by President Edward J. Carroll, former president Batt and other members to answer geist.

At Atlantic City, business was reported good but not up to expectations and well below that of 1941 and 1947 when the holiday and the week-end were similarly grouped, according to George A. Hamid Jr. of the Steel Pier. Hamid reasoned that many folks avoided the Pier under the illusion that it was packed and because a top-flight show business name was lacking.

In the New York area, the reports were mostly happy. Coney Island and the Rockaways drew their usual million-plus turnouts, and spending was brisk. Playland (Rockaway) and Playland (Rye), Palisades and Indian Point all reported excellent crowds and earnings.

While spending has been reported off in some quarters, E. D. Kelmans, Indian Point operator, noted that per capita earnings are up nearly 11 per cent at his furspot.

FOR SALE
60" SEARCHLIGHTS & GENERATORS, CARBONS, PARTS.
A. H. FRIESE
2417 N. 25th St., Milwaukee 10, Wis.

Eastern Playspots
• Continued from page 48

Hampton Beach, N.H., and Old Orchard Beach, Me., voiced few complaints. Revere had people—one of its biggest crowds, in fact—but they shied away from amusements, and capacity was the exception rather than the rule on the holiday.

In the Western part of Massachusetts Ed Carroll's Riverside Park, Agawam, chalked a record-breaking day and week-end, even in the face of the competition offered by the Ringling circus which played adjacent Springfield on the Fourth.

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BIG PROFITS
WITH SOFT ICE CREAM



Sani-Serv DIRECT DRAW DAIRY FREEZER
WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
902 S. WEST ST. - INDIANAPOLIS, IND.

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FOR OVER 29 YEARS SHOWMEN HAVE CONSULTED ME FOR THEIR INSURANCE

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The Showmen's Insurance Man

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Phone: 7-5914

ILLINOIS FIREWORKS
WORLD'S LARGEST MANUFACTURERS & EXHIBITORS
WRITE FOR CATALOG
Ph. 1716. P. O. Box 792, Danville, Ill.

PROMOTERS
-Get on our Mailing List.
-Each week The Billboard receives inquiries for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer to you from your territory to you.
-Please state the date and type of event or at least one date with you promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

JOHN BUNDY
Formerly With HAUSS-STANDARD CHEVROLET CO., NOW PRESIDENT AND GENERAL MANAGER
YOUNG-BUNDY MOTORS, INC. CHRYSLER-PLYMOUTH AGENCY

Several Models and Makes of **NEW AND USED TRUCKS**
"SPECIAL FINANCE PLAN FOR SHOWMEN"
YOUNG-BUNDY MOTORS, INC.
806 St. Louis Ave., East St. Louis, Ill. (Phone: Bridge 5313)

Shooting Galleries
And Supplies for Eastern and Western Type Galleries. Write for new catalog.

H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.

Special Discount for the Month of July
Write Today
BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE
We also handle Snow Supplies.
P. O. Box 7893, Fair Park, Dallas, Tex.

Mitchell Dies
• Continued from page 48

rabia, one of the most elaborate pageantry offerings ever seen in Madison Square Garden. More than 1,000 performers and non-professionals participated.

A past potentate of Kismet Temple, he was also a member of the Circus Saints and Sinners and the New York Athletic Club. His widow the former Elsie Smith, survives.

Services were held at the Lyon and Hartner Funeral Home here Wednesday night (9). In attendance were Frank Wirth, head of the New York talent firm bearing his name, and Arthur Campfield, New York tent manufacturer. Burial was in Newburgh, N. Y., Thursday (10).

Bill Bailey, who performs via television as Cactus Jim, will be featured in the annual Rockford, Ill. rodeo, July 19-20, along with Mary Jane Johnson of the Candy Mountain Girls. Miss Johnson recently wound up a tour with the Gene Autry package.

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- PEANUT OIL
- SALT • BOXES
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WANTED
50 GALLON SIZE BELLY GAS TANKS

BISCH-ROCCO AMUSEMENT COMPANY
Box 311, Argo, Illinois

From Coast to Coast—All Over America Millions of People Are Playing

MINIATURE GOLF ON ARLAND
Designs and built MINIATURE GOLF COURSES
ARLAND
444 Brooklyn Ave., New Hyde Park, N. Y.

FOR SALE
Hollywood Giant Saecrator
Advertising Balloons
Sole U. S. Handle easily.
Amer. Balloon Works
3724 W. 64th Pl. Chicago 26, Ill.

ILLINOIS FIREWORKS
WORLD'S LARGEST MANUFACTURERS & EXHIBITORS
WRITE FOR CATALOG
Ph. 1716. P. O. Box 792, Danville, Ill.

PROMOTERS
-Get on our Mailing List.
-Each week The Billboard receives inquiries for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer to you from your territory to you.
-Please state the date and type of event or at least one date with you promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Advertising in the Billboard Since 1909

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
CASH WITH ORDER PRICES... 10M. \$10.50... ADDITIONAL 10M'S AT SAME ORDER. \$2.50
Above prices for any wording desired. For each change reconditioned and color, add \$3.75.
For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS
1 ROLL... \$1.50
EACH ADDITIONAL ROLL SAME ORDER AT 60c PER ROLL

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax Most Short Name of Place, Established price, Fed. and Total. Must be Obscurely Beautiful from 1 up to 1000 per Last Sheet

Cotton Candy-Snow Cones-Popcorn-Candy Apples
Our 1952 Catalogue listing all the equipment and supplies you need for these stands has been mailed to everyone on our list. If you do not receive your copy, write for it today.
If you want to make money this year, line up with GOLD MEDAL and get the "mostest for the leastest" in the industry.
GOLD MEDAL PRODUCTS CO.
318 S. THIRD STREET CINCINNATI 2, OHIO

ASTRO FORECASTS
All Readings Complete for 1952

On hand in these sizes: 2 1/2 x 3 inch; 3 1/2 x 4 inch; 4 1/2 x 5 inch. Write for prices.
Single Sheet, \$1.50; 100, \$7.50; Per M., \$4.00
Gold Fish Pamphlet, 4 page, \$1.50; 12
5 page, 1.75; 24 page, 2.50
5 page, 1.75; 12 page, 2.50
Contains all 12 Analyses. Very well written. \$5.00 per 100. Sample... 15c

FORECAST AND ANALYSIS, 10-P.
Fancy Covers, \$1.50; Each... 5c
Samples of each of the above items for 75c
4 x 1 1/2-Page Assorted Color Covers 10c

NEW ASPIRIN BOOK
20 Pages, 2 Sets Numbers, Clearing and Policy, 120 Items Bound in Heavy Gold Paper Covers. Good Quality Paper, Sample... 75c

HOW TO WIN AT ANY KIND OF SPECULATION, 24-P. Well bound, \$1.50
SACK OF 100, \$15.00
Answers All Questions, Lucky Number, etc., etc. 15c

50 Signs Cards, Illustrations, Pack of 36... 15c
Orph. Charlie, 24-P. Sample Set, Per M. \$7.50
MENTAL TELEPATHY, Booklet of 21 p. 35c
Shipments Made to Your Customers Under Your Label. No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples outside price. Orders are P.O. Extra.

SIMMONDS & CO.
5 Dearborn St. Chicago 3, Illinois
Send for Wholesale Prices

TENTS
ALL SIZES—ALL TYPES

Materials on hand to make for either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

WRITE TODAY
S. T. JESSOP GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron Chicago 12
Chicago's Big Tent House Since 1870

POWERS TENTS
SEND US YOUR SIZES



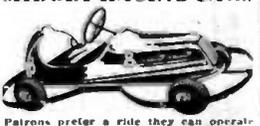
Largest manufacturer of show tents in the East. Write for quotation.

Powers & Co. 5929 Woodland Ave. Philadelphia, Pa.

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- Alamo Expo: Liberal, Kan.; Anthony 21-26.
- All Fair: Somerville, Tex.
- All Valley: Mission, Tex.
- American Beauty: Wapello, Ia. 18-19; (Fair) Jefferson City, Mo. 22-26.
- American Eagle: Nokomis, Ill.; Lovington 21-26.
- American Midway: Whitesburg, Tex.
- Amusement Company of America: Milwaukee, Wis.; Shelbyville 21-26.
- A.M.P.: Cortinasville, Mo.
- Bader State: West St. Paul, Minn., 15-20; Henderson 26-27.
- Baker United: Noblesville, Ind.; Fowler 21-26.
- B. & C.: Watkins, Oen. N. Y.
- Beam's Attr.: South Fork, Pa.; Winchester, Va. 21-26.
- Becht, Lee: (Bloom School) Cincinnati, O.
- Beck's Old Reliable: Lawrenceburg, Ky.; Columbia 21-26.
- Belle City: (Fair) Pewaukee, Wis. 18-20.
- Bell-Farm: Hyde Park, N. Y.; Cobleskill 21-26.
- Big Four Amuse: Berkeley, Ill.
- Big State: Peoria City, Okla.
- Black Hawk: Davis, Ill. 16-19; Beaton 21-22; Knoxville 24-26.
- Blue Grass: Tazewell, Ill.; (Fair) Paris 21-26.
- Blue Ribbon: Sturgeon Bay, Wis.; Tomah 24-27.
- Bobart's Blue Ribbon: Sturgeon Bay, Wis.
- Boone, F. C.: (Fair) Eldorado Springs, Mo.; (Fair) Tipton 21-24.
- Boone Valley: Soldier, Ia. 17-19; Tabor 22-25.
- Brown & Wallace: Lexington, Ky.
- Buck, O. C.: Plattburg, N. Y.
- Burke, Harry: Crowley, Ia. 21-21.
- Burkhardt: Augusta, Ill. 15-20; Hanna City 21-26.
- Capital City: Litchfield, Ky.; Carolina, Augusta, Ga.; New Ellington, S. C. 21-26.
- Carpenters Bros.: Sycamore, O.
- Casby, E. J.: Shook Lake, Man. Can. 13-16; Russell 17-19; Roseburg 21-26.
- Cavalcade of Amusements: Arnold, Pa.

- Cavalcade of West: Lake City, Wash.
- Central American: Manhattan, Kan.; Ogden 28-Aug 2.
- Catlin & Wilson: (Fair) Canton, O.
- Chase, Jimmie: Greenville, O.
- Cherokee Am. Co.: Manhattan, Kan.; Barnes 21-26.
- Colman Bros.: Herkimer, N. Y.
- Collins, Wm. T.: Evis Lake, N. D.
- Continental: Pittsburgh, N. Y.; Tupper Lake 21-26.
- Cote Amuse. Co.: Monroe, Mich. 17-19; Melvindale 23-27.
- County Fair: O'Neill, Neb. 19-20; Meadow Grove 22-23.
- Crafts Expo: Mountain View, Calif. 15-20.
- Crafts Fiesta: (Fair) Dall County, Calif. 17-20.
- Crafts 20 Big: Oardena, Calif. 15-20.
- Crossroad: Sanford, Mich.
- Cumberland Valley: Piquette, Tenn.
- Daughters: New Hartmont, Ind.
- Dobson's United: Roseville, Minn. 18-20; Amery 21-23.
- Down River Am. Co.: Berkley, Mich.; New Baltimore 21-26.
- Draco Amuse. Co.: Galveston, Ind.
- Drew, James H.: (Fair) Elwood, Ind.; (Fair) Covington, Ind. 21-26.
- Dumont: Lebanon, Pa.
- Dyer's Greater: Amoy, Ill.
- Eastern Am. Co.: Ellsworth, Me.
- Eddie's Expo: Kent, Pa.
- Emhoff, Maconic, Wis. 18-20; Lake Mills 23-27.
- Evans United: Pomona, Kan.
- Ferris, Carl D.: Syracuse, N. Y.; (Fair) Oswego 20-27.
- Festival of Fun: Unit: Mulberry, Ind. 19-26.
- Fleming, Mad Cady: Chamblie, Ga.
- Franklin, Don: (Fair) Pettie, Minn. 15-16; (Fair) Warren 17-19; Roseau 21-23.
- Galett, Greater: Mayfield, Mo. 17-19.
- O. & B. L.: Star City, W. Va.
- Gem City: (Fair) Martinsville, Ill.
- Geisbach, A.: Lexington, Tenn.
- Georgis Amuse. Co.: Warner Robins, Ga.
- Glendon Expo: Stamford, Ky.; Glasgow 21-26.
- Gold Bond: Hopkins, Minn.
- Gold Medal: Clarksville, Tenn.; (Fair) Champaign-Urbana, Ill. 21-26.
- Gooding Amuse. Co. No. 1: Greenfield, O.
- Gooding Amuse. Co. No. 2: Springfield, O.
- Gooding Amuse. Co. No. 4: Cleveland, O.
- Gooding Amuse. Co. No. 5: (Fair) Cayuga, Ind.
- Gooding Amuse. Co. No. 6: Alliance, O.
- Gooding Amuse. Co. No. 7: Corapolis, Pa.
- Gooding Amuse. Co. No. 8: Brownstown, Ind.
- Gooding Greater: (Fair) Columbus, Ind.
- Grand American: Toledo, Ia. 18-19; Waterloo 21-27.
- Groves Greater: Monroe, La.
- Hames, Bill: Round Rock, Tex.; Leonard 21-26.
- Hammond, Bob: Oradubury, Tex. 14-18.
- Hannum, Morris: (Fair) Conahochocken, Pa. 14-19; (Cahill Field) Philadelphia 21-26.
- Happy Attrs.: East Liverpool, O.; Bellaire 21-26.
- Happyland: Pontiac, Mich. 14-26.
- Harrison Greater: Peconic City, Md.
- Hartcock Bros.: Bradshar, Mo.; Glenwood 23-26.
- Haywood: Grandfield, Kan.
- Heck, L. J.: Owensboro, Ky.; Sturgis 21-26.
- Riawalla: Whitehouse, O.
- Hill's Greater: Boseman, Mont.; Deer Lodge 21-26.
- Hottle, Buff.: So. Beloit, Ill. 13-15; No. Chicago 17-25.
- Howard Bros.: (Fair) Proctorville, O.; (Fair) Lucasville 28-Aug 2.
- Huff's Greater: Elm, Mo.; Ravenwood 21-26.
- Imperial: (Fair) Carrollton, Ill.; (Fair) Taylorville 20-25.
- Interstate: Harlan, Ky.
- L. T. Lindenbaur: L. L. N. Y.
- J. & B. Indiana: Mt. Head, Md.
- Johnny's United: Mount Vernon, Ind.; (Fair) Rockport 21-26.
- Jollytime: Gretna, Va.
- Karras, Gust: Fairfax, Mo.; Craig 21-26.
- Keystone: Riverside, Pa.; Milroy 21-26.
- Kie, Floyd O.: Zevilla, La. 14-20; Mansfield 21-26.
- Kienke Am. Co.: Sunman, Ind.; Wakarusa 21-26.
- Lab, Sammy: Hartsville, Mo.
- Lawrence Greater: Lancaster, Pa.; (Fair) Harrington, Dela. 21-26.
- Lee United: Tawas City, Mich. 15-19; Unionville 21-23; Otisville 25-26.
- Maddox Bros.: Abilene, Kan.
- Marion Greater: Alben, S. C.
- Marka, John B.: Bridgeton, N. J.; Washington, D. C. Aug. 3.
- Martel: Hennepin, Ill. 15-18; Deer Creek 18-20; Penfield 22-23; Norris 23-27.
- McGhee's: Missoula, Mont.; Pendleton, Ore. 21-26.
- Merrillam's Midway: Pine Island, Minn.; 16-16; Clara City 18-19; Mountain Lake 21-22.
- Midwest: Nyrum, Utah.
- Mighty Amusements: Lancaster, Ky.
- Lackase Am. Co.: Cornish, Me.
- Mighty Hoosier State: Lawrenceburg, Ind. 15-16; (Fair) Nashville 22-26.
- Mighty Page: Poughkeepsie, N. Y.
- Miller, Ralph R.: Baiton Rouge, La.; Stillwell, Okla. 21-26.
- Milliken Bros.: Alma, Ga.
- Model: Monmouth, Ill.; (Fair) Donnellson, Ia. 21-26.
- Model (Regan St. Show Grounds) Upton-town, Pa.; East Liverpool, O. 21-26.
- Moore's Modern: Hillsboro, Ill.; (Fair) Jerseyville 21-26.
- Murphy City: Hamilton, Ont., Canada; Midland, Ont. 22-26; Barrie, Ont. 28-Aug 2.
- Mound City No. 1: Waverly, Ill.
- Mound City No. 2: Collinsville, Ill.
- Mound City No. 3: Morrisville, Ill. 16-17; (Fair) Fenton, Mo. 18-20; Montgomery City 23-27.
- Nelson, W. W.: Buffalo Lake, Minn. 14-18.
- Lafayette 18-19; Winnebago 21-23.
- Nesler: Clinton, Ia. 17-23; Brownstown, Ill. 24-27.
- New England Am. Co.: West Brookfield, Mass.; Chester, Vt. 21-28.
- Nolan C. W.: Shelby, Bering, O. 17-19; Grove City 21-28.
- Northern Expo: Glasgow, Mont. 14-17; Schoy 18-20; Shelby 24-27; Bayre 28-Aug 2.
- Oklahoma Expo: Charity, Mo. 24-28.
- Page Am. Co.: Lynchburg, Va.
- Peg Bros.: Hartsman, Tenn.
- Palmer: Charlotte, N. C.
- Palmetto Expo: Caroleen, N. C. 18-26.
- Blackberg, C. C. 28-Aug.
- Parada: Carrollton, Mo.; Louisville 23-24.
- Paul's Amuse: Humansville, Mo. 14-20; Chicago 21-27.
- Peck Am. Co. F. Polo, Ill.
- Penn Premier: (Fair) Red Lion, Pa.; (Fair) Sellersville 21-26.
- Pioneer: Hancock, N. Y.
- Playtime: Buzzards Bay, Mass.; Providence 21-26.
- Pleasure Island: Otterbein, Ind.
- Powelson Expo: Reynoldsburg, O. 15-19; New Bremen 21-26.
- Powelson Greater: Shreve, O.; Quaker City 21-26.

- Prell's Broadway: Levittown, L. L. M. Y.; Plainfield, N. J. 21-26.
- Priddy: Coliad, Tex. 16-18.
- Raines Am. Co.: Bixby, Okla.
- Reid, King: New Castle, N. B. Canada.
- Reynolds & Wells: Shakopee, Minn.
- Rockwell: Downs, Kan.
- Rogers Bros.: Piquette Falls, Minn.
- Rose City Riders: Hermann, Mo.
- Royal American: Edmonton, Alta., Canada.
- Royal Crown: East Peoria, Ill. 14-24.
- Royal Expo: Savannah, Ga.; Augusta 21-26.
- Royal Mid West: Rosville, Ind.
- Royal United: Jessup, Ia. 16-17; Radcliffe 18-19; Belmont 21-22; St. Ansgar 23-24; Hopkins, Minn. 25-27.
- Rumble's Greater: Clans, Ill.; English, Ind. 21-26.
- Shan Bros.: Maryville, Tenn.
- Shepard Bros.: Shepards, Wyo.
- Shorsch: Newburg, Ky.
- Smith, George Clyde: Hollasoppe, Pa.; Stevensdale 21-26.
- Snapo Greater: Blounting, Va.
- Southern Valley: Walnut Ridge, Ark.
- Thayer, Wm. G.: Reyno, Ark.; Orufits 21-26.
- Star Am. Co.: Reyno, Ark.; Orufits 21-26.
- Steel City: Frenville, Mich.
- Stephen's: Garden Grove, Ia.; Eddyville 21-26.
- Stevens, C. A.: Saltville, Va.; Marion 21-26.
- Sterling Crown: Providence, Ky.
- Strata, James B.: Watertown, N. Y.; No. Tonawanda 21-26.
- Stumbo: Everton, Mo. 16-19.
- Sunray, J. G.: Grand, O.
- Sunset Amuse. Co.: Clinton, Ia. 16-19; Lake City, Minn. 23-27.
- Superior: Gilroy, Calif.
- Tassell, Barney: (New Hampshire Ave. & East-West Hwy.) Takoma Park, Md.
- Tatham Bros.: Gardena, Ill.
- Thomas Art: Wyanok, N. D. 16-17; Pingal 18-19; Drake 23-24; Maddock 25-26.
- Thomas Joyland: Camden, O.
- Tidwell, T. J.: Winner, S. D.
- Timothy, Johnny T.: (Hillard & Decatur) Atlanta, Ga.
- Tip Top: Horton, Wis. 18-20; (Fair) Oakesville 24-27.
- Tivoli Expo: Pinckneyville, Ill.; Vienna 21-26.
- Turner Bros.: Abingdon, Ill.; Wyoming 21-26.
- 20th Century: (Fair) Langdon, N. D. 14-16; (Fair) Hamilton 17-19.
- Twin City: Madison, Mo.; Memphis 23-26.
- United (155th & Vincennes) Harvey, Ill.
- Veterans United: Grand Rapids, Minn.; Cass Lake 21-27.
- Victory Expo: (Fair) Cretz, Neb.
- Virgil's Greater: Dover, Del.; Cambridge 21-26.
- Vivona Bros.: Franklin, N. J.
- W. P.: Grand Rapids, O. 17-19; Tonawanda 23-26; Deshler 30-Aug 2.
- Wade Greater: (Fair) Carleton, Mich. 16-20; (Fair) Milan 22-26.
- Wade, W. G.: Frankfort, Mich.; Grand Rapids 21-26.
- Wallace Bros.: Ironwood, Mich.; Berlington, Wis. 21-26.
- Wallace Bros. of Canada: Fortias, Sask. Canada 18-18; Melford 17-18; Lloydminster 21-23; Vermilion, Alberta 24-26.
- West Coast: Springfield, Ore. 14-20; Roseburg 21-26.
- West Coast Expo: Petaluma, Calif.; Firebaugh 21-26.
- Wilson: Dick: Frenchville, Mo.; South Paris 21-26.
- Wilson/Famous: Cuba, Ill. 18-18; Bradenton 21-26.
- Wilson Greater: Oshup, N. Me.; Kirkland 23-27.
- Wolf's: Litchfield, Minn. 15-17.
- World Amuse.: Salisbury, Md.
- World of Mirils: Lehigh, Pa.
- World of Pleasure: Jackson, Mich.; Powersville 21-26.
- Young, Monte: Ogden, Utah 14-26; Preston, Idaho 28-Aug 4.



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Calgary Gets Away To Flying Start; Threatens '51 Mark

Three-Day Gate Count Tops '51 Record Figures by 6,560

CALGARY, Alta., July 12. — Calgary Exhibition and Stampede got off to a flying start here Monday (6) with weather for the first three days ranging between the mid-70s and mid-80s and outside gate traffic that was threatening the record figures set at last year's run.

Thru Wednesday (8), third day in the six-day run, total gate tab was 6,560 ahead of the same period a year ago. Daily totals were: (1951 figures in brackets), Monday, 72,175 (\$9,461); Tuesday, 65,555 (\$8,374), and Wednesday, 66,766 (\$9,001). Thursday's count was quite heavy but official figures were not available at press time.

Opening night ceremonies were held before a capacity crowd with guest speaker for the occasion being Lord Lovat, of Inverness, Scotland. Lord Lovat is an international authority on short-horn cattle and will officiate in the judging ring during his stay here. During World War II, he was commander of Britain's famous Commandos.

Strong Support

Local support to the show is, as usual, very strong and promotion has again been an all-out effort. This city of 135,000 has again thrown their entire weight behind the annual and business house workers, from the top on down, are decked in cowboy garb.

The two-hour opening day parade was viewed by an estimated 100,000. Downtown streets are filled with various attractions aimed at the tourist trade. Each morning square dancing is held on two main intersections which are roped off for the event. Chuck wagons are located at most main intersections where they hold out free flapjacks, bacon and coffee. Indian parades are held daily and bands, both local and imported, continually tramp the streets.

Under direction of the new general manager, Maurice Hartnett, activities on the fairgrounds are moving in clock-like precision. Tickets for both afternoon and evening grandstand attractions have been sold out for months and both performances are being well received. Afternoon attractions are the rodeo events with Ernie Young's grandstand revue as the night entertainment. The daytime show runs from 1:30 p.m. to nearly 5 p.m. which includes horse racing. Chuck wagon races precede the night show.

An extensive program of leveling, graveling and blacktopping of roads within the grounds was completed before opening day. The area around the stampee corral is now all hard-surfaced, as is the area east of the grandstand and south of the parliament area has been leveled, matted to the horsemen's entrance to the enclosure.

The city and the exhibition board, in a joint undertaking, have hard-topped the sidewalk area near the north entrance to the ground. The Indian camp-

Merrill, Wis., Improves Water

MERRILL, Wis., July 12. — Lincoln County 4-H Free Fair this year will improve its water supply by piping into the city water facilities, William Steck, secretary, announced.

New feature will be tractor pulling contests while stock car races, sponsored locally, will be an attraction in front of the grandstand. A 50-cent charge will be placed on the tractor events while other entertainment will run for \$1.

Two Buildings To Be Erected At S. C. Fair

COLUMBIA, S. C., July 12. — Expansion program of South Carolina State Fair here moved into high gear as construction of two buildings, to be used as living quarters for Future Farmers of America and 4-H boys, got under way.

Secretary Paul V. Moore said that the buildings will be of concrete block construction with metal roofs and paved floors and will be 50 by 60 feet. They will be located in the heart of the livestock area.

The buildings will contain living quarters, showers, lavatories, cots, mattresses and reading rooms.

Last year a permanent stage and a concrete building for performer dressing accommodations was built, and in 1950 a women's building was erected.

rolled and dropped three feet to a catch basin.

A larger parking area in the grounds, as been leveled and graveled, with a special section set aside for directors. Despite this addition, however, directors still regard parking facilities as inadequate.

Visitors this week included Hon. I. B. Pearson, Canadian minister for external affairs; Hon. E. C. Manning, Alberta premier, and Mrs. Manning; Randolph Scott; Mr. and Mrs. Eugene Dupont, Wilmington, Del.; John Fisher, Canadian Broadcasting Corporation commentator, and Major General Worthington, director of civil defense for Canada.

Del Mar, Calif., Gate Beats '51 by 25,000

DEL MAR, Calif., July 12. — The San Diego County Fair ended its annual run here Sunday (5) with a total attendance of 230,245, beating its 1951 mark of 205,232 by approximately ten per cent. The event set a new daily record on its first Sunday (28) when 37,236 clicked the turnstiles.

The record day was followed on Friday, the fourth of July, with a near beat of 37,167. The top days offered a parking problem with cars being placed in the track infield. The fourth's crowd made it necessary to cancel the veteran automobile races.

According to Paul Mannen, secretary-manager, the run surpassed each day of the 1951 stand with the exception of Tues-

day (3). Attendance last year was 22,054 as against 18,565 for the stand just closed. However, the larger figure was on July 3 when this year it had no holiday impact.

William Gerard of the BBB Puppeteers emceed the shows on the Community Stage in addition to the presentation of his marionette act assisted by his wife, Betty. The Gerards have been named to exploit the California State Fair in the Bay Area and expect to begin this assignment about 30 days before the Sacramento event opens. Their puppet act will also be presented at the annual.

The fair's grandstand show was headlined by the Bell Sisters, Victor Records' find; the Ray Hutton and her band; Hilda Little and Spade Cooley. A three-day rodeo opened on Monday (7) leaving the final stanza to "Festacade," a vaude-type show staged by Newton (Cardinal) Brunson, Hollywood agent. This was Brunson's second year in the spot.

Secretary Mannen stressed variety. In the first show were Nick Lucas and Joe Novella; in the second, Cynthia and Kay Bell, Joannides Duo, and Paul and Paulette.

The Bells, Cynthia and Kay, made their first fair date here. They warmed up the patrons with heading of two oldies before hitting on the well-known "Bermuda Cythia" handled "Till Walk Alone."

Set New Events For Covington

COVINGTON, Va., July 12. — New this year at the 35th annual Allegheny County Fair here, September 1-6, will be a "Merchants on Parade" department, automobile show and popularity and hillbilly contests, according to Harry C. Grafton, secretary-manager, who was brought in this year to introduce some innovations at the fair. Grafton formerly directed some big shows and fairs in the East.

In co-operation with premium book advertisers and merchants exhibiting at the fair, thousands of part-paid admission tickets will be given to the public, said Grafton.

Under the direction of Jack Copenhaber, county farm agent, and Mrs. Lois K. Hamlett, county home demonstration agent, those departments are expected to be the finest ever seen here. They will be supplemented by a national croquet contest.

The John H. Marks Shows have been booked as midway attraction, and negotiations are now going on for other attractions.

Consultants Urge Overhaul of CNE

TORONTO, July 12. — The Canadian National Exhibition Association is in for a complete overhaul of its entire business structure if the report of management consultants is adopted.

Highlights of their report by President J. A. Northey include: 1. Transfer to the association of year-round control and maintenance of buildings at Exhibition Park, and responsibility of the association for seeing that they bring in the maximum revenue possible. The city should

retain direct control for park purposes only.

2. Buildings and facilities should be rented on a strictly business basis.

3. Revision of administration without addition of staff, but rather a transfer of duties. Included in this is the abolishment of the position of assistant general manager for which Hiram McCallum, former mayor, was hired following the election and his defeat as a majority candidate.

4. Concessions which become available should be given to those wanting space and on waiting list, rather than calling for tenders, or allowing current concessionaires to increase their space.

5. Numbers of complimentary tickets and passes to the grounds and the grandstand show should be cut down.

IOG Report

In the 54-page report, costing over \$10,000, a plea is put forth by Woods & Gordon, the firm which did the study, to study the operation of the Exhibition itself. If the report is adopted, one of their men would be put in to supervise putting in the changes. Thus far, however, no comment has been made by officials who received the report only last week and therefore are still giving consideration to the whole.

The report discards any suggestion of setting up a commission to operate the annual exhibition, and suggests that because of the unique contributions made by the wide variety of membership, the association directorate should be continued in its present form.

The consultants said a profit should be shown by the association after it assumes all maintenance costs previously paid by the city but before providing for any charges on existing debts. However, the association starting with a clean debt sheet should be expected to pay debt charges in connection with any future capital expenditures.

Capital expenditures of more than \$50,000 should have the approval of city council, the report said and to give the city more protection of its interests, an advisory committee should be formed from the city council.

Delegation of more authority by CNE directors is asked for in the report and concentrate more on policy while the finance and executive committee take up more authority.

Referring to operating the (Continued on page 62)

Dallas Expo To Pick Texan Of Distinction

DALLAS, July 12. — State Fair of Texas this fall will inaugurate an annual "Texan of Distinction" award, honoring some Texan who has distinguished himself on a national scale in industry, the sciences or the arts.

Fair will make the award at the annual banquet held during the fair and the honoree also will be the speaker. This is expected to focus more attention on the banquet as well as create publicity possibilities.

Fair will present a specially designed award expected to cost several thousand dollars. Selection of the recipient will be made by a committee composed of Dr. Humphrey Lee, president of Southern Methodist University; Stan Marcus, president of Nelman-Marcus Co.; Fred M. Mayer, president of Continental Supply Company; D. A. Hulcy, president of Lone Star Gas Company and chairman of the board of the U.S. Chamber of Commerce. None is either an officer or director of the fair.

The "Texan of Distinction" doesn't have to reside in the State now, but he must be a native-born Texan who has resided at some time a total of 15 years within the state.

Stoneboro, Pa., Rushes Work On New Stand

STONEBORO, Pa., July 12. — Greater Stoneboro Fair is rushing work on its new 5,000-seat grandstand and reworking of its racetrack for this year's run the last week in August. The new stand will replace the old one that was damaged by a storm and total construction work is expected to cost \$200,000.

Plans for the all steel and concrete structure were made by architect and consultant, and additional plans are being drawn for a new stage and connected dressing room. Fair executives are also looking forward to lighting the oval to provide for night racing.

William (Bill) McIntire is president and general manager of the annual.

Honesdale Hit by Flood

HONESDALE, Pa., July 12. — A flash flood—the third in 16 years—caused extensive damage to the Wayne County Fair plant here Thursday (10). The two-day rainfall measured up to seven inches in some sections.

While damage to the fairgrounds was described as "considerable," it will not be possible to gauge actual losses until the waters recede. Plans to camp a group of 500 soldiers at the grounds last night had to be abandoned.

Ample time remains to repair much of the damage since the annual is scheduled for the week of September 8.

Brandon, Man., Exhibition Winds Up Run on Strong Note

BRANDON, Man., July 12. — Manitoba Provincial Exhibition wound up its six-day run here Saturday (5) with large turnouts that are expected to swell total attendance up to the record '51 mark.

Although it will be some time before official figures are available, execs said a preliminary check indicates the gate should match '51 but that profits will far exceed those of a year ago. The latter estimate is due to a sharp cut in expenses for the '52 run.

Highlights of Friday afternoon (4) was stock car races staged by a local organization which were run to a full stand. Ernie Young's night grandstand offering played to one of the best throngs of the week. Final drawing in a car giveaway by the Kinmen was also attributed with bringing out patrons on Friday night.

Seating heat during the day on Friday sent the sale of cold drinks, ice cream and other cold refreshments soaring.

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Estevan, Sask., Suffers Slight Attendance Dip

ESTEVAN, Sask., July 12.—Attendance at the 40th annual two-day fair of the Estevan Agricultural Society totaled 8,236, a drop of 309 from last year. Slight decline was laid by officials to uncertainty of the weather for the opener, Monday (30), together with the lack of livestock classes due to restrictions following the outbreak of hoof and mouth disease in the province.

Gate on opening day was 2,769, as against 3,425 last year, and on the second day 5,467, as against 5,120 last year. Second day this year fell on July 1, a national holiday in Canada. Opener was Children's Day, with 794 moppets on hand to set a new-high mark for children's attendance on a first day.

Grandstand figures were 269 in the afternoon and 880 at night on the first day; 1,149 in the afternoon and 2,342 at the two evening shows on the second day. Last year's totals were 616 and 1,474 on opening day and 1,466 and 2,173 on the second day.

Besides the main gate attendance, some 500 agricultural society memberships were sold prior to the fair and on opening day. A total of 1,310 automobiles were admitted to the grounds on the two days.

Free grandstand shows for the children were presented on both mornings with acts from Irving Grossman's "Round the World Revue" appearing. Crowds at the morning shows were good.

Light and heavy horse classes and harness races were fair features. Harness races, with the annual Border Derby highlighted, had the largest entry in the exhibition's history, 60 horses. Fireworks were presented on the second night.

A record turnout was chalked up for the farm boys' and girls' camps. Commercial and industrial exhibits filled all available space and the machinery exhibit was large.

A downtown street parade arranged by the Estevan Board of Trade was held on opening day. New this year was the fair's Cover Girl contest, with the winner, Lorraine Selsted, of Benson, Sask., to be pictured on the front of the 1953 prize list. She was presented with a travelling case by the exhibition.

Balloons given with each main gate admission were used to name the winner. Entrants were nine rebs of baby beef and junior grain clubs.

Pee Wee King Pacted For Elnora, Ind.

ELNORA, Ind., July 12.—Pee Wee King, country and folk music singer will be the name attraction at the Davess County Fair here July 29-August 2, Sheldon Eubanks, vice-president of the event, announced.

King, along with his Golden West Cowboys, will hold the spotlight at the Friday evening show in the arena. Other attractions include a Barnes-Carruthers variety show one night; Tivoli Exposition shows on the mid-way; band concerts; Saturday night saddle horse show and various horse pulling contests thru-out the week.

New feature in the livestock classes is the Southwestern Angus Breeders' show and a gold medal beef exhibition.

Weyburn Event Hurt Badly By Cloudburst

WEYBURN, Sask., July 12.—Three inches of rain on Saturday (28) second day of the two-day Weyburn Agricultural Society exhibition, knocked the 44th annual for a loop.

On the opener 2,417 persons paid at the main gate and 1,277 attended the evening grandstand performance. Rain started Friday midnight and continued all afternoon Saturday, making the day a blank. The gate tab was dropped Saturday night and a slim 529 persons saw the grandstand show. About 1,000 were on the grounds.

Biz was weak for Wallace Bros.' Shows on the first night. Straw, shavings and cinders were laid on the final night but only a few dollars were earned.

Grandstand show, Irving Grossman's "Round the World Revue," was termed by the Weyburn Review "the finest ever shown here." Fireworks displays by the Interstate Fireworks Company, Toronto, on both nights, were regarded as "outstanding." Fireworks were only presented one night last year.

Harness races were on the program after an absence of several years, with more than 60 horses entered and prizes totalling \$1,950. Saturday's races were washed out, as were light horse events. Light horse entries were high.

With no sheep, swine or poultry shown because of hoof and mouth disease in the province, heavy horse classes were resumed after a year's absence. A record entry was received, necessitating the building of additional stalls.

School work, junior exhibits and industrial exhibits were heavy and the fair featured a large display of farm machinery and an auto exhibit.

Prize money for heavy horses was \$690, plus specials, and for light horses, \$567, plus specials. A milk stole valued at \$150 was given away at the Friday afternoon grandstand show as an admission award.

Farm boys' and girls' camps drew a record attendance of 26 boys' teams and 20 girls' teams.

Pennington Gap Expands Scope

PENNINGTON GAP, Va., July 12.—Lee County Fair this year will expand its drawing power to the status of a tri-state annual with the inclusion in its scope of Harlan and Bell counties in Kentucky, four Tennessee counties and Wise County in Virginia, Virgil Q. Wacks, president, announced. New dates for the fair here are August 25-30.

Opening night's attraction will be a musical contest with a style show the following night and crowning of a beauty queen the third evening. Other events include a horseshoe contest and milking tourney.

Secretary R. C. (Bob) Carter will take over the program the final three days and will stage three horse shows.

Shan Bros. Shows will provide the fun zone attractions. President Wacks recently visited the show during its Jenkins, Ky., July 4 celebration.



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Mora, Minn., Event Cuffos Grandstand

MORA, Minn., July 12.—Kanabec County Fair this year has taken all admission charge off its grandstand but will retain its regular outside-gate charge. Victor Elfstrom, secretary, announced.

WESTCHESTER COUNTY FAIR

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Stockton, Calif., Expands Fem Dept.

STOCKTON, Calif., July 12.—San Joaquin County Fair expects a rejuvenated women's department this year by the addition of a new building devoted to the feminine exhibits, according to E. G. Vollmann, secretary.

Fair has also expanded its commercial exhibit space and will feature an auto and boat show for the first time, Vollmann said. Prices will remain at 50 and 25-cents for the outside gate and 50-cents and \$1 in the grandstand. Special events include a cooking queen tourney and an all-nation's day.

Orange, Va., Takes Over Unionville Annual's Run

ORANGE, Va., July 12.—The newly formed Orange County School Fair has taken over functions of the Unionville (Va.) Community Fair, according to Garvis D. Huff, president of the new organization. Other officers include Harry Ellis, vice-president; Mrs. Eunice Wiggins, secretary; John Carpenter, treasurer, and Robert Ellis Taylor, manager. Fair is set for September 19.

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RINGLING-BARNUM REPORTS ROAD ATTENDANCE OFF 10%

AMSTERDAM, N. Y., July 12.—Road attendance for Ringling Bros. and Barnum & Bailey so far this season has been 10 per cent under last year's, General Manager Frank McClosky said this week.

Sponsorship of Ringling stands is having a better result this season than at the several cities where it was tried last year, McClosky said. But some circus staffers, including Press Chief Roland Butler, have been disappointed in the advance sale work done by several of the auspices on the route so far.

The statements came during a week that saw Ringling playing to half houses for the most part and after some recent auspices reported that, while pleased with their deal and covered on their expenses, they had not made profits.

Amsterdam was a sample. The show made its first stand here in 49 years on Wednesday (9) under Chamber of Commerce auspices. The matinee drew a one-quarter house and the night show had about half of capacity on hand. Rain and a strike of textile workers combined to affect the business.

A Worcester on Wednesday (2), the show won near-capacity at night and had a half house for the matinee. Shrine Club was auspices for the stand and the lot was in suburban Shrewsbury. Fitchburg on Thursday (3) garnered only two half houses in clear, 90 degree weather. This was one of very few stands on the Ringling route which is being played without a local auspices this season. King Bros. was 10 miles away eight days earlier.

Fourth of July business at Springfield was not spectacular. Matinee was three-quarters and

the night house was two-thirds. Auspices was the Yankee Division Veterans Association, which made a small profit with its parking lot. Disappointment in advance sale work by the sponsor was expressed. Baseball and other holiday events were competing attractions.

Poughkeepsie, N. Y., on Saturday (5), brought two more half houses. A year ago the show lost its stand there because of a blue law ruling. Auspices this year again was the American Legion. A circus source blamed lack of promotion in the city for the light attendance and said that too much attention was devoted by the sponsor to the trade area, which didn't respond.

Albany Bats 500

The Albany stand came on Monday (7), and brought another pair of half houses. Association

of Commerce auspices said they believed this was due in part to the proximity of the Fourth of July week-end and in part to opening of the Republican National Convention.

Altho the Albany date showed a slight loss for the auspices, Association of Commerce officials were outspoken in their praise of the Ringling organization. The show gave the auspices \$1,500 to cover lot, license and water expenses altho the auspices was responsible for these expenses under the contract. Lot, owned by James E. Strates, owner of the Strates Shows, is in suburban Watervliet. Most of the attendance resulted from the advance sale, it was reported.

In Schenectady, the Ringling aggregation played to still another set of half houses on Tuesday (8).

WRECK, BLOWDOWN ON KELLY-MILLER

Lost Elephant Located by Show's Airplane in Dakota Hill Country

CRESCO, Ia., July 12.—Al G. Kelly & Miller Bros. Circus was reaching the end of its long jumps from Wyoming to Wisconsin this week. Business on the way was generally fair, with most matinees half filled and most night performances drawing three-quarters houses.

At Tracy City, Minn., Wednesday (2), the menagerie top was blown down on the elephants and horses just a few minutes before the doors were to open. All hands helped lead animals out and clear the top away so that the show could be started. There were no injuries.

En route from Winner, S. D., to Lake Andes, a 92-mile hop

along mountainous roads, a cage truck was damaged and a zebra lost when the truck ran over an embankment. The truck had been stopped for repairs and no one was in it at the time. The trailer was not seriously damaged; however, the tractor had to be replaced with a new one brought from Hugo, Okla., quarters and another zebra also was brought on from Hugo.

While elephants were working to recover the wrecked truck, one became frightened and ran into the hills. Tommy Thompson drove to Lake Andes and joined Pilot Gene Burget in the show's airplane. From the air, they spotted the lost elephant and directed bull men to it. Despite the wreck and elephant incident, the matinee was only 30 minutes late.

Mel Lewis, Side Show manager on the show for more than seven years, left on Sunday (6). Edward Wright, transportation superintendent for several years, left at the same time. Donnie McIntosh of the concession department is making the Side Show openings pending the appointment of Lewis's replacement.

Packs Attracts 114,000 in Six At St. Louis

ST. LOUIS, July 12.—Tom Packs Circus played to an estimated 114,000 persons at six performances in the open-air Public School Stadium here, according to Packs spokesman Jack Leontini. The stadium, he said, was swamped on the final four nights of the run which ended Sunday (6). No matinees were given. Date was under Shrine auspices.

Four subsequent one-day stands in Southern Illinois also brought top crowds for the Packs aggregation. Belleville, Wood River, Granite City and East St. Louis all were capacity, Leontini said.

Each of the Southern Illinois stands was under auspices of East St. Louis Shrine and its clubs. At East St. Louis, Packs, Leontini and Bill Nelson were made honorary life members of the Shrine.

In keeping with Packs' current policy, no matinees were scheduled at the four towns. Jumps averaged about 20 miles. Leontini said no matinees were scheduled until the circus plays Indianapolis.

Rogers Business Moderate in Mich.

JACKSON, Mich., July 12.—A moderate business was marked Rogers Bros. Circus business in Michigan during several days. Kalamazoo, the Fourth of July stand, developed a half house for the matinee and a three-quarter night crowd with Amvet auspices.

Coldwater on Sunday (6) was a fizzle because of the lack of advance sales by the WVA auspices. In Jackson, the show pulled two half houses under Disabled Veterans sponsorship.

Gregory Dies In Neb.; Rites At York, S. C.

YORK, S. C., July 12.—Funeral services for Chester Gregory, Side Show manager on Wallace Bros. Circus, were conducted here Sunday (6). Gregory died June 30 at Gothenberg, Neb., where rites also were held.

He had had several heart attacks while with the circus this season and was advised to return home. He and his wife, Sylvia, left the show in Colorado June 29 and were en route home when he died.

Among those at the Nebraska services were Mr. and Mrs. Deacon McIntosh of the Kelly-Miller show; Mrs. Pete Sadowski of the King-Cristiani show; Mr. and Mrs. Riek Robinson of Charlotte, N. C.; Billy Dick and Robert Hagen, both with Howe's show until recently, and Thomas (Surt) McMahon. Flowers were received at York from Kelly-Miller, King-Cristiani, Wallace Bros. and Hagan-Wallace circuses.

Gregory entered show business as a boy with Ray Rogers, carnival and later with Rogers' Barnet Bros. Circus. After being with World Bros., Camel Bros., Mighty Haag, Christy's Lee Bros. and Al G. Barnes circuses, Gregory was Side Show manager with Bradley & Benson, King, Dales, Biller and Wallace circuses.

H-W to Open At New Castle

NEW CASTLE, Del., July 12.—Hagan-Wallace Circus moves here Tuesday (15) under auspices of the local American Legion post. The Legion will get 50 per cent of pre-show sales receipts and will split its share of the receipts with any other Legion group on the amount of tickets sold by these outside Legion groups.

Augustus P. Norton, who is in charge of the local Legion's sales effort, said that profits will be used for the Legion's Americanism and community service work. Tickets will be made available to underprivileged youngsters and to patients at the Beacon Health Center and Veterans Administration hospitals.

Permission to stage the circus at the St. Peter's School athletic field has been granted by Father Andrew J. White.

Ringling Buys 8 Bulls; 22 Reported in Deal

NEW YORK, July 12.—Eight of a reported 72 new elephants being imported by Ringling Bros. and Barnum & Bailey have arrived here and have been trucked to Sarasota winter quarters.

The initial eight arrived here aboard the Ellerman Lines' "City of Perth" on Sunday (29). Also on

the ship were two bulls for the Chase Wild Animal Farm, Egypt, Mass.

Ringling's eight included five bought from the Maharaj of Mysore, India, and three from the forestry department of the Indian state of Madras. An Indian mahout, Payru, was in charge of the baby bulls at Sarasota. The group of five is partially trained. All will be kept at quarters until fully trained.

McCormick Steele of the Ringling show was assigned in April to make the buying trip and left New York at that time. It was reported he also was buying other major animals for the show.

There was no indication as to when additional shipments of elephants would be delivered to Ringling. If the reported herd of 22 young bulls materializes, it would comprise one of the largest single purchases of its type. In addition, the newcomers would bring the Ringling elephant census back to its level of a few years ago. The show has 24 bulls in this year's performance.

Hagen Matinee Strong

KINGSTON, N. Y., July 12.—A near-capacity matinee crowd was on hand for Hagen Bros. Circus here July 4. Included were several groups of children. The night house drew less than one-quarter. Auspices was the fire department.

Beatty Returns To Show; Wash. Business Okay

SPOKANE, Wash., July 12.—Clyde Beatty returned to his featured spot in the Clyde Beatty Circus here following several days' absence. He had been recovering from injuries received when a lion clawed him.

At Yakima on Monday (7) the show had a half house for the matinee and a three-quarter night turnout under Exchange Club auspices. There was belief that business might have been greater except for the proximity of the Fourth of July week-end and the fact that the Republican National Convention opened that day.

Dakota Shrine Uses 4 Planes On Polack Date

RAPID CITY, S. D., July 12.—Shriners sponsoring Polack Bros' Eastern Unit here Friday thru Sunday (11-13) peppered surrounding towns with heralds dropped from airplanes Wednesday (9). Planes were owned and piloted by members of the Shrine.

At each of seven towns, the planes also landed and Shriners alerted to boost the show. Ralph Haller, promotion manager, started the idea. Bill Naylor, press agent, said he believed it was the first time sponsors piloted the planes in this type of circus promotion.

Naylor said business for the Eastern unit has been strong in Nevada, Utah, Idaho and Montana. At Salt Lake City, Naylor landed much publicity in two newspapers which had been closed to shows for 20 years.

Lebanon Under King Average; Others Strong

LEBANON, N. H., July 12.—Business for King Bros. & Cristiani Circus dropped below the show's recent volume here Monday (7). Matinee was one-quarter filled while the night show drew about half of capacity. Lions Club was auspices. Unusually hot weather was a factor and opening of the Republican convention may have kept some patrons at home.

Fourth of July at Rutland, Vt., on the other hand, was big for the aggregation. Two near-capacity houses turned out. Exchange Club was the auspices.

In Glens Falls, N. Y., Thursday (3) King-Cristiani had a three-quarter matinee and full night house. Despite unusually hot weather, the street parade attracted great attention there. Optimist Club was auspices.

Stettler Rodeo Plays to 5,000

STETTTLER, Alta., July 12.—Two-day Stettler Stampede drew better than 5,000 attendance. Weather was ideal. Event, staged by the Stettler Stampede Association and the Stettler Board of Trade, was the 12th annual. A mile-long parade got the show under way. The Stampede was regarded as a financial success. Winners were: Saddle bronk riding, Jim Turner, Osoyos, B. C.; bareback, George Aldoff, Coleman, Alta.; calf roping, John Hawk, Hardisty; steer decorating, C. T. Jones; chuck wagon race, Jack Sheekter, Edmonton.

Beers-Barnes Changes Route, Jumps to N. H.

HILLSBORO, N. H., July 12.—Beers-Barnes Circus played to a three-quarter matinee and full night house here July 1, according to a Kiwanis Club spokesman. From New Jersey, it was reported that the show cancelled four stands, indicating a quick switch in route and a 300-mile jump to New England.

The show has been working to spoty business in Pennsylvania. Berlin, Pa., a month ago was satisfactory but most subsequent Keystone stands were weak. The final one was Leighton (30). Steel strike caught the show in mid-Pennsylvania.

Cancellation notices were published in the four New Jersey towns—Washington, Belvidere, Sussex and Butler—for July 1 thru 4. Beers-Barnes gave a single performance at Farmington, N. H., on July 4 and drew less than a half house.

New Jersey has had Hunt Bros. for three weeks. King-Cristiani for two stands. Ringling-Barnum for two stands and now both Hagan-Wallace and Hagen Bros. are in the State.

Barnes Unit Wins Stretator Business; Returns to Peru

STRETATOR, Ill., July 12.—Barnes Bros. Circus, the Cole Bros. unit playing Midwestern fairs and auspices, drew half houses for matinees and near-full night houses in a school stadium here Wednesday and Thursday (8-10).

The show will move to Peru, Ind., winter quarters for some reorganization and repair work before resuming its trek.

Ringling-Barnum

Our annual Fourth of July celebration in Springfield, Mass., was a big success and everyone had a wonderful time.

The show opened with Evans and the band playing a few numbers. First act was two songs by Melissa Reed.

The events and winners were as follows: Race for two-to-eight-year-olds, Dolly Perez, Loni Ferndon, Louisa Zoppe, Linda Lawson and Charlene Wallace.

Visitors: the Tomlinsons, the Bill Dais, the Jim Hoyes, Carl Pratt, Sam Stratton, Father Sullivan, Mr. and Mrs. Laxman, Mr. and Mrs. Gauer, the Blunbergs, Charley Davitt, Joe and Wally Beach, Francis Lae Jine, Ben Perkins, Blackie Nye, Conlinn, the Forguers, Ernie Millette, Lucy and Al Mason, Squeakie Emory, Art Barrett and Mrs. Doc Hall—MARY JANET MILLER.

Wallace & Clark

This show is enjoying good business in Wisconsin after its fast trip from Pennsylvania. A baby camel was born at North Judson, Ill., and naturally was named Judson.

Dorothy Worcester's daughter and granddaughter, Lucille and Kathy Chute of Keene, N. H., were recent visitors on the show. Kathy celebrated her sixth birthday on the show.

Sweaters McFarland has joined as assistant to Shorty Lynn. Recent visitors were Francis and Elsie Kitzman and M. G. and Dorothy Gorrow.—DOROTHY WORCESTER

Wallace Advance Week

RAWLINS, Wyo., July 12.—Wallace Bros. Circus had a fractional house for the matinee and a half-capacity turnout at night here Wednesday (2). Junior Chamber of Commerce was the sponsor.

WALLACE BROS.' CIRCUS WANT 2 MORE PROMOTIONAL MANAGERS Good towns set, 35%. Our men making money. Contact BOB STEVENS or EVA DAVENPORT

WANTED FOR Fort Weare Game Park Well organized, complete rodeo. We have the best proposition for a permanent summer rodeo in the United States with two and a half million people to draw from.

King Bros.-Cristiani

Everybody enjoyed our Sunday in Lebanon. Lake Wenango was the mecca for all show people who enjoyed the beach and summer hotel.

A swell dinner of turkey with all the trimmings was served by Napoleon Reed, after which we repaired to the race track for afternoon contests.

There are so many young children on the show that Daviso has organized a school for the parents, with himself as head master. Object of the school is to teach parents how to raise their offspring.

On July 4 Leona Teodora issued new wardrobe to parade drivers, property boys, grooms and elephant hands.

Christy, lead elephant in our center ring herd, injured her foot on a piece of glass to the extent that she was unable to work for several days. Pete and Norma Cristiani immediately came to the rescue with their herd of baby elephants.

Mrs. Charlotte Thomas celebrated her birthday in Gloversville, N. Y., and was given a surprise party by friends on the show. Writer and wife were entertained by Dale Robinson in Gloversville. Dale owns a beautiful riding academy right on the lot and hospitality was enjoyed by entire show personnel.

Tom Packs

St. Louis Moolah Shrine Circus, July 1-6, broke attendance records. Searchlights ballied the show at night, along with spectacular fireworks. With no matinees, performers took time to shop. Many of the performers took in the movies presented by Papa Zaccanti.

Clowns and performers visited the Moolah Temple Hospital. Charles White, who underwent a tonsillectomy in the Mound City, has returned to the property department. Mr. Sherer, of the Sherer flying act, has returned from Bloomington, Ill., with new equipment.

Visitors were: Sam Levy Jr., Chicago; Bobby and Bertha Cooper, the latter the sister of Eva May Lewis, Peru, Ind.; Sidney Belmont and wife, St. Louis; Benny Finkle (former clown) and family; George Agee, brother of the late Johnny Agee, and Hal Rice and Enos Slaughtor, of the St. Louis Cardinals.—JO JO LEWIS.

Polack Western

Judy and Susan, Alma Michaels' daughters, arrived for a summer visit. Skeeter Ward planned from Sarasota, Fla., to join his mother, father and father-in-law, Pete, and Sis Madison Hoopes gave a party at their home for personnel.

After our Los Angeles date everyone relaxed and enjoyed the short vacation. Laurence Cross and the writer visited Bobby Kay at his home in Hollywood. Wally Newbury and Rex Ronstam made a sound track recording for Dr. Brown's movie of Francis Brunn's juggling act.

Recent visitors were: Col. Jim and Mildred Maddux, Dick and Jessie Lewis and family, Mrs. Sue Somer, Walter and Margaret Cass, the Jack Dohertys, the Johnny Drys, Mama and Papa Escalante, Jack Harris, Liz and Larry Bastin, Joe Thomas, Mr. and Mrs. Harry Waters and daughter, Nick and Wanda Joanides, Walter and Alfred Shyrette, Ted and Lotta Chirrek and son, Michael; Boyd Kimes, the Sonny Oppenheims, Clyde Beatty, the Al Hubbards; Joe, Anna and Kathryn Metcalf; Jimmy Reynolds, George Emerson, Esq., Charlie Post, Steve Davis, Dr. E. H. King, Bobby Kay, Mark Anthony, Carlo Waddell, Ernie Burch, Fay Cheney, Mabel Buckingham; Mrs. Al Moss and son, Paul; Howard and Thelma Bryant, Ernestine Baer, Elizabeth Clark, Abe Goldstein, Al Bruce, Mr. and Mrs. Charles Jones, Eva and George Barton, Esther, Tommy, Obie and Gary Katz; Pat and Monte Knight; Wimpy, Maria, Clara and Adolph Delbosq; Billy and Bumper Watson, Count Popo De Bathe, Bozo Valli, Everett Hart, Irma and Charly Arley, Carlos and Etta Carreon, Pete and Sis Madison Hoopes, Barney Unrath, Harold and Fern Voice, Dick Anderson, George Perkins, Dick Douglas, Pier Angeli; Dorothy Barnett and daughter, Bonnie; the Jack Plummers, Alex Tiers and Earl Barney.—HARRY DANN.

Polack Eastern

This was our second time to play Bronco Stadium for the Shrine in Boise, Idaho, and business was terrific in spite of bad weather. Over 3,200 people sat thru rain and cold to watch the performance on our first night there.

Carl Schmidt was given a party by his parents to celebrate his seventh birthday. This was Carl's first birthday in this country and the eighth anniversary of his parents. All the small fry on the show and their parents joined in to make this party one that he will always remember.

John and Helen have their trailer more than full these days now that their three big boys are with them. Willie Robbins has completed the shower for his trailer. Ed Raymond is kept busy with hospital shows, radio, etc. Lola Drobitch, Mr. and Mrs. Nate Lewis, Henry Kyes and the writer had some wonderful food at the Golden Dragon in Boise.—BOB LORRAINE

Kelly-Miller

Minnesota lots had all been like lawns but so soft that elephants have been working overtime to pull us on and off. Deacon and Flo McIntosh drove to North Platte, Neb., to be with Mrs. Sylvia Gregory after receiving word of Chester Gregory's death.

Jimmy Colleano suffered a bad fall and his wife act will be out a few days. However, he will work his juggling act. Mr. and Mrs. Elmer Trotter, Sheboygan, Wis., visited Shirley and Freddie Logan. Other visitors have been Sid Stevens, brother of Bob Stevens, former Bailey Bros.' Circus owner; Frank G. Friedman, chairman of the Minnesota Circus Fans' Association and member of the Adams Foreproof Tent, Mill Harriot and wife, Viola, and daughter and son-in-law; Mr. Hansen, St. Peter, Minn.; Art Miller, our general agent, his wife and daughter, Sharon, and Mr. and Mrs. Arthur Larson and daughter Margaret, circus fans from Canton, Ill.—FRANK M. CAIN.

Kelly Morris

Bernie and Bill Morris and family are enjoying their new Ranch-ome trailer. People on the lot are missing the Hudgnis, Betty, Tom, Joe and Little Tommy Joy, who left in Portland, Ind. Roy Hershberger was in Noblesville, Ind., three days caring for the Palominos while a new motor was installed in the tractor.

Nellie Hudgnis does an entertaining dance during her clown number. The Coke stand is doing a rushing business, due probably to the attractive Marilyn at work there. Tommy Comstock's nephew, Richard Comstock, is spending a few weeks on the show. Many of the personnel went swimming in New Miami, O., during the heat wave. The cookhouse is undergoing repairs, having overturned on the hop to New Miami. Meanwhile Minnie Lightle feeds us from Paul Kelly's grab joint. The parade in Plymouth was delayed due to rain. However, it was held later and well received. A gay time was had by all after the wedding of Beverly and Al Gardner. Visitors have included Mrs. Morris, mother of Bill Morris; George (Slim) Griffin and Mal Fleming.—ELIZABETH BENNETT

Dressing Room Gossip

AT LIBERTY November 1, 1952 DORY R. MILLER'S 3 PERFORMING BABY ELEPHANTS Act currently with Siehrand Bros.' Circus & Carnival. Contact BILL WOODCOCK En Route Siehrand Shows, or General Delivery, Hugo, Okla.

ATTENTION, DAREDEVILS You are invited to compete in the first national daredevil championship contest. Motorcycle, Auto, High Wire, Trapeze, etc. This is not a racehorse. It is a contest. Entry blanks must be postmarked before midnight July 31st.

PROMOTERS Get on our mailing list! Each week The Billboard receives inquiries for names of individuals who must advertise and promote attractions for territory and areas. We can refer inquiries from your territory to you. Please state the date and type of event or if past job event which you have promoted in the past. Specify whether or not you are personally responsible or secured records of underwriting. Write Arena-Auditorium Department, The Billboard, 218 W. San Diego, Chicago 1, Ill.

WANTED Bullmen, Grooms, Propmen, Kid Pusher and Workingmen in all departments. Best Cookhouse on the road and pay every day. Join as per route. COLE & WALTERS CIRCUS

PHONE MEN Sell Advertising—Strong Auspices If you can sell, this is a good town. Plenty of calls—New Deal starting—Others to follow. \$100.00 a week possible. Phone 68-3572—9 to 5 weekdays. Charleston, W. Va.

WANT Good Advance Man to book a grandstand circus attraction through Southern territory. Write or call immediately. WAYNE NEWMAN OnTMs, Indiana

Wanted Four Phonemen Sponsor: Fair Association. Children's Tickets 25%. Office opens July 16. Contact LARRY LAMIER Emporia Tourist Courts, Emporia, Kan. 65628. Leavenworth, Kansas, to follow. P.S. Jack Turner, contact.

3—PHONEMEN—3 Start immediately, program advertising, pay daily, \$20,000.00 in tips from last year's deal to be called now. This is the South's biggest Fair. Contact: M. K. O'NEIL, Administration Side, Fairgrounds (Skewed Park), Phone MA 1911. ATLANTA, GA.

HUNT BROS.' CIRCUS WANTS Seal Butchers, Cleaners, First and Second Cooks to join on wire. Working Men, come on. Highest salaries paid. Orleans, Mass., July 17; Myssins, 12; Falmouth, 19; Warren, 17; 21.

FOR SALE 14—70 Ft. All Steel Flat Cars Wood decking and A-B Brakes. 1 Private Railroad Car with living room, dining room, 3 bedrooms and kitchen. All cars in first class condition. Will pass interchange. Inspection can be made at our Chicago Yard. Erman-Howell Division LURIA STEEL AND TRADING CORP. 332 So. Michigan Ave. Chicago 4, Illinois Phone Wabash 2-0250

WANTED WANTED WANTED Fort Weare Game Park wants to buy Elephant. One that will carry howdah preferred. Want Animals of all kinds. Want to book Animal Acts and Monkey Speedway. Will book Mug Outfit and high type Ring. Kiddie Rides of all kinds (Jimmy Byers, write). This is not promotion, it is tested, proven permanent park located at the entrance to the Great Smoky Mountain National Park, drawing more tourists than any tourist spot in U.S.A. We can give you the people, the longest season in America. Rodeos, we have something big to write. MILLER BROS.' FORT WEARE GAME PARK Pigeon Forge, Tennessee. Wire or phone 3602, Sevierville, Tennessee.

Holidays Unfurl Banner Business At Midwest Spots

July 4 Gross, Attendance Totals Swell General Parks Prosperity

CHICAGO, July 12. — Powerful grosses and attendance scores in Mid-Western parks over the three-day Fourth of July holiday gave new evidence of business strength in the funspot field. In many cases, the parks were sharply ahead of last year's big takes, a survey by the Billboard revealed.

At the same time there were signs in some areas that ready cash is in shorter supply for amusement seekers, and in these spots the parks generally equalled last year's robust receipts. While some operators referred to high costs, none complained about the business his spot was doing.

Almost without exception, weather was perfect thruout the week-end. This was in contrast to cold or rainy weather experienced in some spots last year. This holiday's greatest hikes over the 1951 counterpart were scored at play areas that were rained out the last time. Nevertheless, some of the bigger gains this year were registered by spots that had top weather both times.

While most parks were ahead of last year's Fourth of July, some noted a decline in holiday business since Decoration Day, 1952.

Powerhouse regions in the Central States included Ohio, Indiana,

Oklahoma, Louisiana and Nebraska.

Summit Beach Park at Akron tabbed good business, Manager Ed Palmer reported. The gross was 40 per cent above last year's; however, the 1951 business was tempered by on-and-off rains. Special midway attractions at Summit Beach World's Museum and Swiss Village exhibit plus Harry Haag's circus unit as a free act.

At South Bend, Ind., Manager E. J. Redden of Playland Park said receipts were 15 per cent above last year's. Afternoon business was light on Friday (4), but the night attendance was overflow. Midget racing drew a full grandstand and at night 5,000 persons turned out for a girls' baseball game.

Another Indiana spot, Tom Spackman's Indiana Beach at Monticello, had the biggest Fourth of July week-end in its history. Recently-enlarged parking areas were not big enough to handle the traffic, he said. Ballroom, beach, refreshment, ride and concession grosses all were better than 1951's. More than half of the attractions and concessions in the spot reported all-time records. Spackman said the turnout was surprising because all advertising omitted reference to the spot's former name and relied entirely on the new tag.

\$\$ Up, Attendance Off

Riverview Park in Des Moines, Ia., came thru with an over-all result equal to last year's good business. This kind of gross turned up in the ticket boxes all attendance was about 5 percent below that of 1951. Cowboy band and a fireworks show were extra attractions.

Receipts equal to 1951's also were turned in at Oklahoma City's Springlake Amusement Park, and Manager Roy Staton pointed out that this meant excellent business. Fireworks show was given.

James D. Carpenter of Carter Lake Pleasure Pier, Omaha, Neb., reported his spot tucked away (Continued on page 69)

Geist Reveals Year-Round Operation Plans

NEW YORK, July 12.—Expansion plans that will lead to the year-round operation of his amusement interests were announced here this week by Richard Geist of Rockaways' Playland. Geist said that he was looking for a minimum of 25,000 square feet in Brooklyn, Queens or the Bronx to establish a kiddieland. While it would be designed to have as much as 50,000 square feet, Geist said there was little hope of finding so much available space in the congested areas.

Playland last winter operated on week-ends when weather permitted. However, a new spot, closer to the centers of population, would do much business, he said.

San Antonio Spot Promotes Photo Contest

SAN ANTONIO, July 12.—Playland Park here has opened a photo contest with \$120 in prizes, Operator Jimmy Johnson announced. Contest will run thru July 31 and all entries must have been taken in the park.

A local photography supply store has opened a booth in the park to rent cameras, lights and accessories and to sell film. Contest includes black and white, color and junior classifications.

Annual fireworks show was presented at the park on July 4.

CROWDS UP CASH DOWN AT REVERE

Million Spend Holiday at Beach, But Gross Is 100G Below Expectations

BOSTON, July 12.—While all outward signs, weather and crowds, indicated a red one for the July Fourth week-end, howls that crowds weren't spending were heard in New England beach resorts and fun spots. At Revere Beach, despite four of the largest crowds of the year over the long week-end, business was off by almost 25 per cent, a spokesman for the Revere Beach Businessmen's Association revealed.

Almost 1,000,000 persons came to the beach during the four days, it was estimated by Metropolitan police. On the average, these crowds should have spent more than \$400,000, the association spokesman said. However, he pointed out, a little more than \$300,000 was taken in.

Many rides which in former years were running at full capacity during the July 4 week-end, were running half-filled cars and had even cut down the number of cars. "Apparently," the spokesman said "the people are coming to the beach, but they are not spending as freely as they formerly did."

Tops Miffed

While Revere ops were miffed, there were no complaints from Paragon Park at Nantasket, Hampton, Salisbury and Old Orchard, Me. beach ride ops.

A hassle regarding the Revere Beach Fourth prices developed, when some complaints were made to the Office of Price Stabilization, which had conducted a New England-wide check of pricing and posting, that rides, formerly 9 cents went to 25 cents and 30 cents and that hot dogs went to 35 cents, and parking lot fees jumped from

25 cents and 50 cents to \$1. However, OPS officials pointed out, that ops were entitled to special prices for the Fourth holiday in view of the historic precedence.

Toledo Beach Wins on 4th; Floods Hurt

MONROE, Mich., July 12.—Perfect weather brought 30,000 people to New Toledo Beach over the three-day Fourth of July holiday, according to H. L. Walter, general manager. He said spending remained about the same as a year ago, when it was about 60 cents per capita. No special events were staged for the Fourth.

Steel strike is slowing down local auto parts makers, Walter said, causing lay-offs and belt-tightening. However, Toledo Beach has had good weather and good business for the 14 rides, rink, concessions and U-Drive-It boats.

Walter said spending was not so good Sunday (6) as on Friday (4). However, the 6,000-car parking lot operated at capacity on both days.

Good luck has kept the funspot free of flood waters from Lake Erie on week-ends and holidays. The lake is at the highest level since 1886 and six miles of lagoons on the beach property are affected by winds. On several mid-week occasions, the parking area has been partially flooded. Four pumps are used to remove water as soon as winds subside.

Walter said the flood problems have caused maintenance costs to soar. About \$8,000 was spent for steel jetties to protect the road and bathhouse area, he said.

Fire Threatens Jantzen

PORTLAND, Ore., July 12.—Fire adjacent to Jantzen Beach here caused \$175,000 damage in a supermarket and variety store. The buildings were owned by the park. The blaze threatened 48 cottages also owned by the park, but no damage was done to them or to Jantzen Beach itself. The fire broke out at 2 a.m. Tuesday (1) in the supermarket.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY—GLAMOUR—SHOWMANSHIP

GET THE NEW "REVOLVING" **HOLLYWOOD SPOTS-LITE** "READY TO GO"

BETTER A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH

CL. MIRRORING BEAUTY MOODS SHOW MIRRORING LIGHTING EFFECTS AND LOUVERGLASS ITS DEFENSE. IT'S THE NEW BUSINESS AND PAT. FOR TRICK IN BALLROOMS SEATING RITES CLUBS FAVORITE BEAUTIFUL PASSES HOTEL RESORTS

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HOLLYWOOD SPOTS-LITE CO.
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Park Location Wanted

Experienced operator would like to place in permanent location at the start of the 1953 season 10 Major Rides and 10 Kiddie Rides. Will consider leading entire park or suitable location. All replies with treated confidential.

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IMAGINATIVE GOLF

Our regular packaged miniature course is just right for your 18,000 sq. ft. spot, or we could build you an exclusive layout packed with imagination. None of our installations have ever failed.

HOLMES COOK MINIATURE GOLF CO.
25 Pearl St. New London, Conn.

WANTED

Agents for AGE & WEIGHT SCALES. Best Buy on the Market. From Now to September 21st. WRITE—WRITE—PHONE

J. J. White
305 East 47th Street New York City 17
PLaza 6-2900

EASTERN PARK PICTURE

Business Good Despite Rains and Convention

NEW YORK, July 12.—The combination of steady rains and the interest evinced by the blanket TV-radio coverage of the Republican National Convention did little harm to the business of Eastern park business this past week.

Ironically enough, cloudbursts Monday and Tuesday (7-8) washed out almost the entire Atlantic Seaboard, thus the opening days of the Chicago elmbake had no "earthy" effect on the funspots.

Playlands, Rye, N. Y., had good weather Wednesday thru Friday (9-11) and reported average weekday attendance. There were no TV sets in the park, officials there having previously indicated that video held no terror for them.

Same at Palisades

The situation was essentially the same at Palisades Park, N. Y., which also had in-and-out weather, but good crowds. "Just to keep the people informed," however, the spot did make p.a. announcements regarding convention doings.

Rockaways' Playland in Queens, N. Y. was actually given a boost by the inclement weather, thousands deserting the beaches in favor of the park, said Dick Geist, adding that "we were ready for them."

In addition to five or six TV sets spotted thruout the park, Geist, by arrangement with WNBC and 11 sponsors who picked up the charge tabs, had 64 speakers on the Midway blaring away with convention chatter. This was piped in from NBC studios thru the park's own p.a. system. Nice weather coupled with news-whetted appetites of patrons and kept the park steadily filled during the rest of the week.

Attendance at Olympic Park,

PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and arrange for sponsors for auditoriums and arenas. We can refer inquiries to 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 Area Advertising Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Ford Dealer Mag Features Rye Spot

NEW YORK, July 12.—The July issue of the magazine, Ford Times, waving a banner for amusement parks, devotes four pages to Playland, Westchester funspot at Rye, N. Y.

The text, by Robert Hodesh, gives much credit to the subdued atmosphere which has always been maintained at the park. The story is illustrated with photos of original paintings by Alois Fabry Jr.

A second article in the same issue of the magazine is given over to the Miniature Train (Ford-powered) that operates at Rolling Green Park, Sunbury, Pa. The train itself is a product of the National Amusement Device Company, Dayton, O.

FOR SALE

3 new Rocket Sky-Flights, complete with machine guns, and steering wheels. Capacity 3 children to each. Great fun. All parts to be seen in operation NOW at the Kiddie Park, Long Beach, Cal.

MAX GRUBERG
201 E. B'way, Long Beach, L. I. (N. Y.)

FOR SALE

Building, Apartments, Store and 8,900 sq. ft. available for AMUSEMENT CENTER. WHILE 123 hotels draw huge crowds annually with not much more of any kind, potential gold mine for enterprising Go-Getter. Estimated profit per year \$18,000, only \$30,000 cash. Contact Andre' Taloff, Licensed Broker, State Highway No. 20, Lakeside, Cal. Tel.: Lakeside 6-2295-M or 6-2135-R

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 TOBAGGAN CO.
130 E. Duval St., Phila. 44, Pa.

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.

SOUTHERN CALIFORNIA ARCADE FOR SALE

Completely equipped Arcade: New 30-ft. shooting gallery, 8-seat race horse game, 70 pcs. arcade equipment, 6 ABC billies, pool room, 45-seat fountain grill and 200-seat cafeteria, grossing \$12,479.63 in 1951. In heart of Lake Arrowhead Village. Exclusive lease, long term. Bowling alley, cafeteria and fountain leased out. Must see to appreciate. Write to

OSCAR KOCH, Box 26, Lake Arrowhead, Calif.

PARKS, RESORTS, POOLS

An important part of The Billboard's complete coverage of the **OUTDOOR AMUSEMENT FIELD**

You'll know in advance just what's developing in your business — and where — with a subscription to The Billboard

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Yes Please send me The Billboard for one year at \$10.

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Occupation

Wed. Mat. Booms WOM Portland Biz

Rain Again Threatens Week's Earnings, Personnel Aims at Lucrative Canada Dates

PORTLAND, Me., July 12.—Rain, which diluted earnings of the World of Mirth Shows through the first third of its season, this week threatened to continue its devastating inroads. The time was most inopportune, since the date here promised to be one of the best of the season.

However, come what may, a good gross had been counted as the show readied for its final sessions. The big take resulted in part from a Wednesday (9) matinee—the biggest still date afternoon turnout that the show has ever registered. According to Frank Bergen, general manager, the moppets were as "thick as flies" and carried plenty of spending money. Emmett Sims, promotional director, sparked the afternoon gathering. Sims used radio

extensively as well as all other advertising media.

A big opening night crowd on Monday (7) forecast the successful run. Tuesday (8) attendance jumped considerably and Wednesday (9) showed additional increases. Intermittent showers on Thursday (10) dampened business generally, and overcast skies on Friday (11) indicated that more inclement weather might be in store.

Holiday Good

A hefty holiday turnout gave the show a fair gross at the Dover (N. H.) Fair last week. The big play on the Fourth, however, apparently siphoned off much of the expected Saturday (5) earnings. Bergen said the extended holiday period found many persons spent out after their original fling at celebrating. In addition, perfect weather and the proximity of many beaches lured thousands of prospective patrons away from the new annual.

Bergen said that a report of his season to date would necessarily be a "damp" one since rain watered down grosses at nearly all of the stands played. He said that it had not been necessary to fly any distress signals, but that there was room in everyone's pockets for the storing of earnings that will yet come.

The show is now in familiar territory that has long been exclusive insofar as railroads are concerned, and given a break in the weather, can pretty much count its winnings in advance. Only two more still dates, Lewiston and Bath, remain before the show enters its fall fair season, kicking off at annuals in Presque Isle and Bangor, Me.

Show personnel is looking forward to its two Canadian stands, one more than last year, in view of the increased worth of the Dominion dollar. Bergen said that the high value of the Canadian dollar would automatically mean increased earnings of 6 or 7 per cent if a gross comparable to that earned last year is attained.

Harvey (Doc) Cann, general representative, and Howard Ramsey, office exec., are in Canada concluding preliminary arrangements for the shows' border crossing.

Injuries in 2 Accidents Take Life of Frank

JACKSONVILLE, Ill., July 12.—Charles L. Frank, 34, Merry-Go-Round foreman for the Wilson Famous Shows, died July 8 in Our Savior's Hospital here from injuries resulting from an auto accident that occurred while he was watching a recent auto race at the Griggsville (Ill.) Fairgrounds. Frank was struck on the head by a wheel which became detached from one of the racing cars as he stood by the track. He was rushed to a hospital in Pittsfield, Ill., where it was determined that his injuries required the attention of a brain specialist, and was sent to St. John's Hospital, Springfield, by ambulance. En route to Springfield the ambulance was wrecked in a collision with a car and Frank's injuries were aggravated by a severed artery and further head injuries.

Groscurth Org Plays First Fair In Indiana

FRANKLIN, Ind., July 12.—C. C. (Specks) Groscurth's Blue Grass Shows moved into its fair route this week at the Johnson County Fair after a good stand at East Gary, Ind. Hot weather at the latter spot took its toll of customers but grosses by week-end were termed satisfactory.

Show's equipment was whipped into top shape at the East Gary stand for the holiday week-end and also for the fair here this week. Business as a whole this spring has been just so-so, according to Groscurth, but all departments look for an upturn from here on in, he said. Delivery of a new office trailer, mounted on a 26-foot semi, is expected daily.

Steady Rain Hits Cavalcade of West

MISSION, B.C. July 12.—Cavalcade of the West, after a week in New Westminster in which the show was rained out three days out of the six, pulled in here Sunday (29) still in the rain, found the lot wet and moved on to Seattle.

By noon on Tuesday (1) the town's population of 10,000 had swelled to 40,000, drawn in by the annual Mission Strawberry Festival and Soap Box Derby sponsored by a Vancouver newspaper. The weather was fine and warm.

Money Tighter, Isser Reports

NEW YORK, July 12.—Altho basking in considerable sunshine for the past several weeks and playing familiar Long Island territory, some of which it has long held on a virtual exclusive basis, the I. T. Shows have been finding that patrons are squeezing their dollars somewhat harder than they did last year or the year before.

Phil Isser, general manager, is of the opinion that there is less money around. Other factors, he says, are labor disputes which reach out and affect seemingly remote sections and the uncertainty that sometimes accompanies a Presidential year.

Altho dates have sometimes not paid off in the manner expected, the season will not go down in the books as a "bad" one. Good fairs are in the offing and Isser believes that the homespun annuals will do much to take up the slack.

Alamo Expo Gets Jennings Annual

COLORADO SPRINGS, Colo., July 12.—Jack Ruback, owner of the Alamo Exposition Shows, announced here last week that the show has a signed contract to supply midway features at Jefferson Davis Parish Fair, Jennings, La., October 27-November 1. Signing for the fair group was its president, Walter C. Peters.

The Alamo org now holds contracts for two Louisiana fairs, having previously signed for the annual at Eunice.

Sullivan Org Scores Big At Moose Jaw

Kid's Day Takes Out-Gross '51 By 20 Per Cent

MOOSE JAW, Sask., July 12.—Every day of the four-day Moose Jaw Exhibition, which closed Saturday (5), was a winner for the Wallace Bros. org. headed by J. P. (Jimmy) Sullivan. Moose Jaw stop was the fourth on the show's 14-air Western Canadian "B" fair junket. Next move was a long one to Portage la Prairie, Man., for three-day fair with a Monday (7) opening.

A shortage of leardown help and a storm at Estevan, Sask., slowed the move into Moose Jaw. The 40-car show train arrived at 3 p.m. on the opening day and the org was operating five hours later. Gross for the opener was up \$500 from last year due in part to the Merry-Go-Round, Rock-o-Plane and Fly-o-Plane having been moved in and set up ahead of the show.

Thursday (3) was Children's Day, always a winner when the weather is right. Sullivan geared many attractions at a nickel and wound up 20 per cent ahead of 1951. Friday was up 10 per cent and Saturday up 15 per cent.

Days Hot

Most biz was at night due to hot after which kept many away from the grounds in the afternoons. Midway play held up well on the final night despite a chilly wind.

Top grossers to date on the B circuit trek have been Alberta Slim's circus, Sandy McKague's girl show and the Pete Kortez sideshow, in that order.

Owner Sullivan was all smiles about the three-day Lethbridge, Alta., exhibition date, terming it the best he has ever had in that city. With last year a blank at Lethbridge because of snow, a percentage comparison of business was not made.

Sullivan reported that Charles Perry, Lethbridge Exhibition manager, was pleased with the size and the appearance of the show and that A. W. Shackelford, president, was happy about (Continued on page 59)

Rain Smacks Strates Org At Schenectady

SCHENECTADY, N. Y., July 12.—More than an inch of rain deluged this area yesterday and cut deeply into the earnings of the James E. Strates Shows. The org is located on the Hungry Hill lot—normally a good stand.

With the best days still remaining, and the promise of good weather yesterday and today, the show drummed up possible extra business yesterday by staging a free circus show for the patients at City Hospital. Units of the Terrell Jacobs Circus were presented on the hospital lawn and the move earned good publicity in the local press.

Doc Angel Dies at 68

EAST GARY, Ind., July 12.—Francis (Doc) Angel, 68, veteran outdoor showman and mailman and agent for The Billboard on the Blue Grass Shows, died suddenly here Saturday (5).

A former operator of back-end shows, Angel is reputed to have given C. C. Groscurth, Blue Grass owner, his start in the business. Burial was in Calvary Cemetery here, with all show personnel turning out for the last rites.

Royal American Continues Record Pace at Calgary

Opening Day Grosses Top '51 Takes by 18 Per Cent

CALGARY, Alta., July 12.—Carl J. Sedlmayr's Royal American Shows set a new one-day gross return figure on opening day, Monday (6) at the Calgary Exhibition and Stampede. The new figure is 18 per cent ahead of the same day a year ago. Business on the second and third days equalled those of a year ago and by Thursday, RAS officials felt they were on their way to a record-breaking six-day stand.

Back-end shows are scoring big with "Moulin Rouge," Leon Claxton's "Harlem in Havana" and the Lorow Brothers' Side Show the big money winners in that order.

The run here from Brandon was made in excellent time. Trainmaster Wallace Cobb had the first section in the Calgary yards at 5:10 a.m. Sunday. The second section, which was delayed by a broken air line, arrived at 10:25 a.m. and the third section came in shortly after noon. By 6:30 Sunday evening, the big show was completely up and ready for business.

The last two days of the Manitoba Provincial Exhibition at Brandon saw RAS gross returns well ahead of previous marks. The complete week set a new high for the spot with "Moulin Rouge" leading the midway. Visitors to the midway here included President Ralph Thorn-

Royal Crown Adds 2 Fairs To Fla. Route

HANNIBAL, Mo., July 12.—Royal Crown Shows will provide the midway attractions for the ninth consecutive year at the Florida State Exposition, Winter Haven, Fla., and has also signed the Southwest Florida Fair, Fort Myers. Bobby Mack, org's general agent, announced here.

Royal Crown moved here this week from Olney, Ill., where business dropped off somewhat due to intense heat all week and a lay-off at the Allis Chalmers plant caused by the steel shortage.

Dolly Young, owner-manager, announced here that the show is scheduled for a complete remodeling this winter in preparation for the coming winter Florida fair route.

Purtle to Sell Park Drome

PALISADES, N. J., July 12.—Earl Purtle, operator of the Lion Motordrome at Palisades Park here, this week announced his intention of selling the unit because of the protracted illness of his wife, Ethel, who suffered a stroke several weeks ago.

Ethel was the star performer of the show thru many years of carnival trouping and during its presentation at Palisades. Her act consisted of riding the straight wall in a miniature roadster with a full grown male lion beside her.

The show, a popular feature at the funspot, had a longer tenure there than any other similar attraction.

Purtle also owns and will continue to operate a portable unit on the Cetlin & Wilson Shows, in addition to several major and kid-die rides.

ton of the Minnesota State Fair, Mrs. Thornton and their daughter, Elizabeth; James Paul, manager-director of the Edmonton Industrial Exhibition; William Muir, Edmonton director, and Mrs. Muir, and W. G. Montgomerie, new concession manager at the Edmonton annual. Mrs. C. J. Sedlmayr Sr. and Carl J. Sedlmayr III, left the show here for a few days in Banff and Lake Louise.

John Reid Org Gets Big 4th At Ypsilanti

One-Day Grosses Top '51 Holiday By 20 Per Cent

ALMA, Mich., July 12.—Happyland Shows trucked here this week after registering good business during the holiday week at Ypsilanti, Mich. July 4 business there was estimated to be 20 per cent ahead of the same day last year by John F. Reid, owner-manager. Large street parade, which led the crowds right into the lot was credited with much of the upturn and rides, shows and concessions kept busy until the following morning.

Staff here, in addition to Owner Reid, includes Virgil Dickey, assistant manager; Paul Sprague, general agent and publicity manager; Mrs. Ethel Stager, secretary; Russell Quick, electrician; John Simpson, night watchman and agent for The Billboard, and Russell Stager, special agent and mailman.

Other personnel include:
Rides
Merry-Go-Round: Lloyd Dement, foreman; William R. Howe and James J. Dickey, Twin Ferris Wheels; James Guiley foreman and Harold Holliday; Roloplane: Arthur Danton, foreman; John C. Reid, Caterpillar; Mason Miller Jr. foreman; Harold Cummings, Screwball; Harold Lucas, owner; Lloyd Kirkbrat, foreman; Rock-o-Plane; Harold Lucas, owner; James Davis, foreman; Ronald Holmes, Kiddie Rides; E. L. Dickey, owner; Fred Gerard, foreman; William Anderson and Edwin Kelter.

Shows
Jungle Outpost: Sadler and Irene Katry, owner-operators; Tropical Exhibit: James E. Miller, owner; Cassa Madrid; Eddie Miller, owner and talker; Jack Linn, Linda Lee, Trudy Smith and Dorothy Ryan, dancers; Jerry Lloyd, boss cavayman; Monkey Show: Mr. and Mrs. Frank O'Neill, owners. Miniature Carnival: Eddie Marie and Junior Marks, operators. Venus on Half Shell: Eddie Miller, owner. Side Show: Glenn Potter, owner-operator. Penny Arcade: Sam Kaplan and John Holman.

Coneheads
Mrs. Marion Woods, cookhouse owner; Henry Dixon, chef; Red Biggers and William Miller, general agents; Ethel Miller, Ruby Guiley and Bob Eagles, waiters; Alice Deakus, cashier; Buster and Pat Anderson, fruit and delicatessen; Thomas, glass tapper; country auction; Della Pournier, tussie; Frank Slivinski, string game; Rita Allen, Hub and Frank Allen, balloon darts; Nan Rankin, palmistry; Russell Stager, E. Allan Holt and Kenneth Howard, country store; Jack Curry, novelties; R. J. Quiek and Eddie Miller, J.

Also Marjorie Danton, distributor; June Miller, candy; Lloyd Jerry, pitcher; Don Garner and Vero C. Bunnell, lion range shooting gallery; Dave Weir, short range shooting gallery; Josephine Garner, flower; Bob Reid and Bob Dickey, photos; Paul Sprague, G. Grace Walker, Olive Sprague, Thelma Thomas, glass tapper; Jerome Thomas, age; Jack Bedman, scales; Bob Walker, pitch-tilt-you-win; Lillian and Peter Herman, Leonard La Pratt and Donnie Koster, six eagle; Burt Lamson, J.

Also Burt and Merle Lamson, Bill Lamson, Jr., Bob Allen, Earl J. Vanover and Tom English, bingo; Bill Lamson, color game; Archie Grupke, cigarette wheel; George Stedde, popcorn; Arthur Phillips, jewelry; Eddie Marks, spectacle; Leona and Monroe Oltos and Nancy Roseberg, French fries; Norm and Maxine Zimer, root beer; Bill Abraham, 6; Bill and Carol Abraham, merchandise wheel; Dorothy Brown, bottles; Bertram Herton and Douglas La Pratt, slot roll; Keith LeRoy, coke joint; Barbara Weir, duck pond; Kenneth La Clew, popcorn; Raymond Lewis and A. C. Lancaster, ice cream; James Kohna, popcorn; Lloyd and Ed Holliday, clothes pins; and Arthur Mace, jewelry stand.

From the Lots

Crafts Expo.

RICHMOND, Calif., July 12. — Show closed Sunday night (6) in Oakland after a big July Fourth week-end and moved here. Weather has been ideal, with temperatures averaging 90 degrees. July 4 attendance was well over last year's as was opening day. Per capita spending was big, and with fewer concessions this year, the line-up did well. Additional rides were brought from quarters in preparation for the start of fairs in three weeks.

O. N. Crafts flew in from Stockton. Joining here were Jimmy Lynch's cookhouse; Bill McMannus, grab; Nell Herring, floss; Al Freeman, novelties; Sam Shaffer, ball game, and several others. — VINCENT KUPOPATWA.

C. C. (Specs) Groscurth, owner of Blue Grass Shows, formerly with Michigan carnivals before going into business on his own, was a visitor with Mrs. Groscurth on the Happyland Shows midway at Ypsilanti.

JOHN GALLAGAN ENTERPRISES

We will play over 60 Fairs and Celebrations, including 4 State Fairs

Can place only reliable Hunky Pank Agents for Ball Games, Cake Bubbles, Seales, Add-a-Hall, also Bingo Help, starting at
HARRDSBURG, KY.; ROCKPORT, IND., and URBANA, ILL., FAIRS, JULY 21.

Can also place Secretary who can take shorthand and understands concessions. This week apply to following units:

STEVE LAKO
Cayuga, Ind., Fair, this week; Urbana, Ill., follows.
BINGO HELP ONLY

SAM MARTIN
Care Gooding Shows, Brownstown, Ind., Street Fair.
GEORGE GORDON
Care Mighty Hoopler State Shows, Lawrenceville, Ind.

HANKY PANK AGENTS ONLY

PETE ADDRESS
Care Gooding Shows, Carlisle, Pa.

HILL HARRINGTON
Care Buff Hottle Shows, North Chicago, Ill.

On account of conflicting dates have all games open for

JACKSON, OHIO, 12TH ANNUAL APPLE SHOW AND STREET FAIR on the streets, Sept. 16 to 20.

Cooling Rides and Morton Dawney booked. County and City Schools will close one day. Very reasonable privileges. Will sell ex on Palmistry (on Gypsies). Glass Pitch, Long and Short Range, Derby Racer. Seales, Age, Penny Pitch, Cats and Pea Pool.

Will sell ex on Custard for our Midway at LAWRENCEBURG, TENN., FAIR, SEPT. 29 TO OCT. 4 Very reasonable privilege.

Can also place a few more Hunky Pank type concessions starting at

FLORENCE, ALA., SEPT. 15

FOLLOWED BY HUNTSVILLE, ALA.; LAWRENCEBURG, TENN., and JACKSON, MISS., STATE FAIR

Especially want Jewelry, Short Range and Photo for our Midway. So far have none booked.

Gooding's State Fair Unit plays all Fairs.

JOHN GALLAGAN, care Gooding's, Greenfield, Ohio, Street Fair, this week. Rockport, Ind., Fair, next week, followed by Boonville, Ind.

CAROLINA SHOWS

NEW ELLINGTON, S. C., JULY 21 TO 26; TO BE FOLLOWED BY THE BEST ARMY PAY DAY SPOT IN THE EAST.

RIDES—Can place set of Kiddie Rides; Bill Jones, wire. SHOWS—Want Snake Show, Colored Show, A-1 Girl Show, Snake Show Blackie, Vonnie Brown, Mody Jo, get in touch with me. Place any Show with own equipment. CONCESSIONS—Place Pop Corn, Candy Apples, French Fries, Age, Scale, Palmistry, any and all Hunky Panks, \$15.00 or two for \$25.00. Want Agents for Rattle and Skitto, Man for office-owned Spindle. Help—Foremen for Merry-Go-Round, Rollplane and Flying Scooter. Always place useful Carnival Help; come on. All address:

GEO. KELLEY, Carolina Shows, Augusta, Ga.

ALL CARNIVAL MEN . . . ATTENTION!

You can make a good buck at the

Chautauqua County Sesqui-Centennial

WESTFIELD, N. Y., July 28-August 2 Inclusive; 6 Nights Fireworks, 4 Parades. Free vaudeville, sure-fire publicity, same promotional set-up as West Seneca Centennial, biggest in Northeast last year. Can use Flat Rides, legitimate Concessions, Animal Acts, 10-in-1 or what have you? Positively no gambling or Girl Shows. Contact TOM BORIS Ruffalo, at Triangle 5300, or Westfield 649 soon as possible.

Morris Hannum Shows
One of the Great Eastern Shows

CAHILL FIELD FAIR, July 21-26, 29th & Clearfield Sts., Philadelphia, Pa. Free Gate—Nightly Prizes—3 Autos Given Away. Every Catholic Group in Philadelphia Represented. If You Need People, Here They Are.

WANT RIDES—Caterpillar, Rocket, Comet, Spitfire, Ride-o-Looper, Hey-Dee and Scooter. WANT SHOWS—Fun House, Glass House, Midget, Mechanical, Snake, Monkey, Illusions. Wonderful opportunity for small Circus. WANT CONCESSIONS—Limited space still available for 10c stock concessions and straight sales.

Two outstanding dates to follow—Pennsylvania's first bona fide fair—TOWANDA, PA., July 28-AUGUST 2, with Geo. Hannum's Grandstand Show—Joe Chitwood, Horse Racing and hundreds of exhibitors; followed immediately by the Greatest Event ever held in SULLIVAN COUNTY—GALA HOMEOWN AND CELEBRATION, in the heart of "Vacation Land." Town Decorated—Bands—Parades—Contests and Fireworks.

WANT HELP—Capable, experienced Ride Men for new Tilt and Ferris Wheel; top wages, good treatment and long season. All replies to MORRIS HANNUM 934 Mullock Road Philadelphia, Pa. Phone: WI 7-8176 (Before Noon)

GOLD MEDAL shows

WANT FOR SOLID ROUTE OF FAIRS STARTING JULY 21 AND ENDING NOVEMBER: Champaign-Urbana Fair, Urbana, Ill., week July 21; Marion County Soldiers and Sailors' Reunion, Salem, Ill., week July 28; Kankakee Fair, Kankakee, Ill., week Aug. 3; All-Iowa Fair, week Aug. 10; Mattoon Annual Celebration, Mattoon, Ill., week Aug. 18; Richland County Fair, Olney, Ill., week Aug. 25, and 8 Southern Fairs, including Jackson, Tenn.; Chamber of Commerce Fair, Dothan, Ala.; Spindle-Counter Fair, Gastonia, N. C., and Cherokee Indian Fair, Cherokee, N. C.

RIDES SHOWS CONCESSIONS HELP
All address: JOHN DENTON, Mgr. ART FRAZIER, Concession Mgr. Clarksville, Tenn., this week; then per route above.

VIVONA BROS. Combined SHOWS

81ST ANNUAL ITALIAN CELEBRATION OUR LADY OF MT. CARMEL, ROSETO, PA., JULY 21-28, INCLUDING SUNDAY. PARADES—FIREWORKS—AND BAND CONCERT. Trenton, N. J., to follow; first showing this year; then all fairs. Want Hunky Panks of all description. Will sell exclusive on Age and Seales, Long and Short-Range Gallery, Hats, Novelties, Glass Pitch, Buckets, Eating and Drinking Stand. SHOWS—Will book Maitredome, Wild Life and Unborn. Want Man to handle Monkey Show and Snake Show, newly framed, complete with animals. Will book Tilt, Caterpillar and Dipper. Want Chairplane Foreman, \$50.00 weekly; Second Men who drive. Want Show Builder and Carpenter to join immediately. Tiny Dempsey, contact Tommy Carson. VIVONA BROS. COMBINED SHOWS, Franklin, N. J., this week

CUMBERLAND VALLEY SHOWS
Want any Show that doesn't conflict. Good opening for nice flashy Custard. Can place a few more Stock Shows. Fairs start first week in August. Ellis Winton, Mgr. Paleski, Tenn., this week; then at per route.

HELP UNITED EXPOSITION SHOWS
WANT BINGO HELP AND RELIEF CALLERS (must know how), CONCESSION AGENTS FOR FOLLOWING: Ball Game, Buckle, Six Gate, Clothes Pin Race, Skillo, Count Store. GIRLS FOR GIRL SHOW. SIDE SHOW ACTS. CAN PLACE A FEW MORE GOOD HIDE MEN WHO DIVINE (no drunks, please). WILL BOOK A FEW MORE HANKY PANKS. Smokestack tours for three weeks, then fairs and Celebrations. Wire or come on. Address: C. A. VERNON, Mgr. (153th & Vincennes), Harvey, Ill., this week; then per route.

JAMES CASSIDY Wants TRUCK DRIVER WHO CAN UP AND DOWN. MUST BE CAPABLE. SECOND MAN FOR GLASS PITCH.
Have Glass Pitch Unit available to responsible party for Railroad Show on East Coast. This outfit opening exclusively for fairs only.
Contact JAMES CASSIDY
Care SCHROEDER HOTEL, MILWAUKEE, WIS. THIS WEEK: then per route of AMUSEMENT COMPANY OF AMERICA.

JOHNNY'S UNITED SHOWS
"HONESTY IS OUR POLICY"
Want for Rockport, Ind., Spencer County Fair, Danville, Ind., Street Fair; Pulnam County Fair, Greencastle, Ind.
Cookhouse, Pronto Pups, Lemonade Shake, Foot Long, Grab, Ice Cream and especially want Pony Arcade and African Dip. SHOWS: Want organized Girl Show. Also Manager with Girl of office-owned Girl Show. Bob Edwards, contact. Side Show Dixon wants Van Stokes to contact; also Fire Eaters, Magicians and Belly Girls. HELP: WANTED: Wheel Foreman and Chairplane Foreman. Must drive. All replies to John Portemont, Mt. Vernon, Indiana, this week.

ROSS MANNING SHOWS
Hammonton, N. J., July 14-19
Can place Girl Show with own equipment. Want Minstrel Show (we have complete set-up). Want Fun House or Glass House (Mrs. Bromley, please contact). Want Snake or Wild Life. Concessions: Can place Hunky Panks. Want Billposter with transportation. Rides: Sky Fighter, Tilt or any Flat Ride for 12 Fairs starting August 4. Can place Ride Men who drive. Richmond, Va., to follow for two weeks.
ROSS MANNING SHOWS
HAMMONTON, N. J., THIS WEEK.

CARL D. FERRIS SHOWS
Want for THE GREAT OWEGO FAIR, July 20-27; ELKLAND, PA., FIREMEN'S CELEBRATION, July 28-August 2.
All Concessions working for stock, Grab Stands, Cookhouse and French Fries. SHOWS—Fun House, Glass House, Mechanical Shows or any show with equipment. Now booking Concessions for all Fairs, 9 New York and 8 Southern Fairs. Can use Wheel, Octopus, Caterpillar, and Little Dipper for No. 2 Unit.
CARL D. FERRIS, Syracuse, N. Y.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Midway Confab

Mrs. Pauline Varmeter is ill from the effects of shock following the recent death of her husband, Al. She is staying at the home of her sister, Mrs. Guy Morris, Route 5, Moultrie, Ga., and would like to hear from friends.

Norman Y. Chambliss, operator of Rocky Mount, Greenville and Elizabeth City, N. C. fairs, reports that he still hopes to sell 40 or 50 new home bonds for the National Showmen's Association. Norman peddled several during the Southern fair meetings last winter. Most of his time in recent months was given over to an unsuccessful bid for a job as State senator. His fairs and the NSA bond drive will occupy his time after he returns from the Elks convention in New York and a short stay with George A. Hamid in Atlantic City, he reports.

When Andy Lastoka, field representative of Canole Buick, Mosses, Pa., delivered a new Roadmaster Buick to Mrs. Elsie Keeler, wife of Johnny Keeler, of the Modernistic Shows, at Cape Charles, Va., July 4 he was unable to complete delivery until the next day. The midway was jammed to capacity and when the new owner was finally located she was too busy to accept delivery.

Mr. and Mrs. Pat Flannagan, Norfolk, Va., recently announced the engagement of their daughter, Francene Victoria, former dancer with the James E. Strates Shows, to Carl M. Newman, Shamokin, Pa., insurance broker. A wedding is planned. . . . S. Wazette, annex attraction on the John H. Marks Show, had Jimmie Fay as a guest while the show played New Rochelle, N. Y.

Paul Merrick, of the Pioneer Shows, is ill at his Ringhamton, N. Y., home, reports Mickey Percell, manager. Recent visitors to the show were Herb Holcomb, secretary of the Troy (Pa.) Fair, and George Morse, a fair director, and Joe Walsh, Allice Fremont Company. Hambone Mitchell has purchased a Hudson convertible. Norman and Chester Hepp now have French fries, the cookhouse and Pronto Pups on the show. Leo Buzz is foreman and John O'Hara second man of the Merry-Go-Round. John Reid, B. Boyce and Robert Waite joined the bingo crew. Jean Jo-An Rendelle has left the Sunset Amusement Company to join the Rocco Shows with a 5-in-1 and Girl Show. Carmelita Vasquez is featured dancer in the show.

A lengthy period of medical treatment is foreseen for Ethel Purtle, Palisades (N. J.) Park Drome operator-performer, who suffered a stroke several weeks ago. Husband Earl reports that X-rays indicate several possible methods of treatment which have already been inaugurated. Meanwhile, Earl continues to operate the park unit, and by remote control, a second Drome on the Cetlin & Wilson Shows.

Units of the James E. Strates Shows staged a free performance for patients of the Schenectady (N. Y.) City Hospital Friday (11). Show included the Terral Jacobs Circus elephant presented by Lewis Reed; Claude Bentley, fire eating and sword swallowing, and E. W. Lester, magician.

Charlie Kidder, well-known show builder who retired to his Ikington, Va., farm several years ago where he continued to design and construct show business properties, is seriously ill in St. Luke's Hospital, Richmond, Va., and would like to hear from friends. His wife, Mabelle reports that several doctors have been called into consultation and that the diagnosis is not yet complete.

Jimmie Leahy, the past five years a World of Mirth Shows concessionaire, reports that owing to a route change he did not receive word of his father's June 23 death in Lindsay, Ont., until the day of burial. The elder Leahy was well known to show business, having at one time been a member of the Lindsay Central Exhibition. He was a Canadian National Railway engineer.

Al Campbell, who has several concessions at Fairland Park, Kansas City, Mo., celebrated his 49th year show business July 8, reports Rex Heron, who works for him, Mr. and Mrs. Campbell recently bought a trailer. The latter is working a glass pitch and

Campbell is breaking his grandson into the business:

Bertha (Gyp) McDaniels, Penny Arcade and Rocky Road to Dublin ride operator on the World of Mirth Shows, reports that New England business to date has been mediocre. En route to New London, Conn., she stopped at Bridgeport for a visit with Kitty Madigan, widow of Eddy Madigan, former cookhouse man and partner with the late Jack Murray in the Johnny J. Jones Exposition following Jones' death in 1931. Mrs. Madigan recently fell and broke her arm. While in Portland, Me., Mrs. McDaniels visited with J. J. and Hazel Reis at 317 Coleman Avenue. Reis is the former secretary-treasurer of the Jones shows and Mrs. Reis worked in the Motordrome. The latter recently entered Portland's Mercy Hospital for a major operation. Mrs. Madigan and Mrs. Reis would like to hear from friends. Mrs. McDaniels is looking forward to a visit from her brother when the shows play Canada. However, she will miss visits from her two nephews who formerly spent vacations with her on the Jones shows. They are now taking officer's training courses. This season Mrs. McDaniels had the opportunity of visiting with the Taylors and Minnie and Jack Yazvac on Prell's Broadway Shows at Perth Amboy, N. J.

When Johnny's United Shows played Attica, Ind., recently, W. A. (Brownie) Peyton became overheated and was taken to Williamsport Hospital. Recent visitors on the shows have been Mr. and Mrs. Sherman Bunch, Mr. and Mrs. John Mack and Mrs. Etha Terry, mother of Mrs. John Portemont Jr. . . . Eddie Steele, concession agent, talker and girl show operator, is recuperating at the home of his mother in Memphis following a kidney operation in Baptist Hospital there. He would like to hear from friends who may write to him at 19 North Morrison Street.

Harry (Buster) Westbrook, business manager of the Penn Premier Shows and chairman of the Ways and Means Committee, Miami City Shows Association, reports that the committee has been functioning in high gear, with excellent assists received from Lou Lange, Eppy Glosser, Shep Blumberg and Phil Cook, executive secretary of the club. . . . The Buck Lucas Circus and Rodeo, which played the Napoleon (O.) Celebration, July 4-6, joins the Cetlin & Wilson Shows at Fort Wayne, Ind., for fair dates.

Sullivan Org

• Continued from page 5

the weather and midway biz.

Midway personnel had praise for the Lethbridge fairgrounds where the midway area now has drainage tile installed. Concessions were set up on a paved area and crushed brick has been laid for the shows and rides.

Opens Light

Shows reached Weyburn, Sask., at 5 a.m. Friday (27) and were set up by 11 a.m. but had little play until after 6 p.m. because of poor gate attendance, despite good weather. Second day of the two-day fair was regarded as a total blank with rain pouring down from 8 a.m. to 6 p.m. Sullivan put down 200 bales of straw as well as plenty of shavings and cinders but the org only managed to garner a few dollars at night.

Two-day fair at Estevan, Sask., which included the Dominion Day holiday on July 1, was up 15 per cent over last year. A 20-minute hail storm on July 1 threatened the show but the weather cleared for a big night.

Visitors at Moose Jaw included a delegation from the Yorkton Exhibition, W. H. Wilkinson, president, with Percy Tinker, E. E. Lamson and Gordon Harris, of the board. Bruce Peacock, correspondent for The Billboard in Regina, also visited on the final night.

Jimmie Sullivan planned from Moose Jaw to Winnipeg to meet his wife and sons, James Patrick, Jr., 6, and John L., 3, of Bronte, Ont. The family were to stay with the show for the Portage la Prie, Carman and Yorkton dates.

AMERICA'S MIGHTY MIDWAY



50 SHOWS 50

HUGE CARLOADS OF FUN

LAST CALL—FAIRS—LAST CALL

Get With One of America's Finest Fair Routes Now

OPENING ST. CLAIR CO. FAIR—BELLEVILLE, ILLINOIS SATURDAY, JULY 26TH
 FOLLOWED BY THE OZARK EMPIRE FAIR—SPRINGFIELD, MISSOURI
 NEBRASKA STATE FAIR—LINCOLN, NEBRASKA
 OKLA. FREE STATE FAIR—MUSKOGEE, OKLAHOMA

14 Outstanding Fairs in All and Closing Nov. 15 in Florida

CONCESSIONS

RIDES

SHOWS

HELP

Will sell exclusive on Custard, Novelties and Sno Cones. Will book any other legitimate Stock Concessions.

Will book Fly-a-Plane, Dark Ride, Spitfire, Sea Cruise, Hey Dey, No Kid Rides open.

Monkey Show, Wild Life, Illusion, Life, Mickey Mouse or any well framed Grind Show.

Scooter Foreman, Caterpillar Foreman and other experienced Ride Men, Second Men for Wheels.

DOLLY YOUNG, General, Mgr.

HOTEL PERE MARQUETTE PEORIA, ILLINOIS

NOTE: OUR REPRESENTATIVE, MR. WILLIAM TUCKER, WILL BE ON THE FAIRGROUNDS AT BELLEVILLE, ILL. FROM JULY 17TH TO OPENING.

WILLIAM

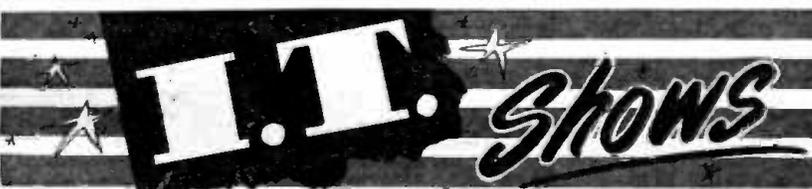
COLLINS SHOWS

"Pride of the Northwest"

WANT **WANT**

Get on the bandwagon with a winner. Have not played a blank so far. Want for the best fairs in the Middle Northwest. Greater Grand Forks State Fair, Grand Forks, N. D., July 20-26; Wadena Co. Fair, Wadena, Minn.; Perham, Minn., Inter-State Fair, La Crosse, Wis., Aug. 5-10; Brown Co. Fair, New Ulm, Minn., Aug. 14-17; Sioux Falls, So. Dak., Aug. 18-24; Britt Hobo Celebration, Britt, Iowa, Aug. 26-27; Central Wisconsin State Fair, Marshfield, Wis., Aug. 30-Sept. 3; Renville Co. Fair, Burd Island, Minn., Sept. 8-10; McCloud Co. Fair, Hutchinson, Minn., Sept. 14-18.

RIDES—Will book Spitfire, Caterpillar, Dark Ride. **SHOWS**—Motordrome, Monkey, Mechanical or any show of merit. Must have their own equipment and transportation. Want Jig Show Manager. Must have his people and own sound set. We have everything else. Roxie Lee wants Front Man, also Concessionaire for Posing and Girl Revue. **RIDE HELP**—Want Second Men for Tilt, Fly-a-Plane, Jenny and Kiddie Rides who can drive semis. Pay day every Thursday. Highest wages and best of treatment. Want Electrician who understands transformers. Harry Howard, answer. **WANT** first class Cookhouse that caters to show people. Can add a few more Honky Panks. Address: Devil's Lake, N. D., this week; then as per route.



WANT CONCESSIONS Hanky Panks only for Flemington (N. J.) Fair, Aug. 26 to Sept. 1st., and Mineola (N. Y.) Fair, Sept. 9 to 13th. Will give exclusive on Side Show and all other Shows. You can join at once at Lindenhurst, L. I., week of July 13 to 19, with all good dates on Long Island to follow.

WANT NOW Grab Stands, Fish Bowl, Cigarette Shooting Gallery.

RIDE HELP Second Man on Octopus, Foreman on Rolloplane.

All Inquiries: **PHIL ISSER, General Manager, I. T. SHOWS**
 1539 East 29 Street, Brooklyn 29, N. Y. Phone NAvarre 8-8960

Amusement Company of America

(Formerly The Hennies Shows)

CAN PLACE FOR THE FOLLOWING FAIRS:

ILLINOIS STATE FAIR—SPRINGFIELD, ILLINOIS; HAMILTON COUNTY INTER-STATE FAIR—CHATTANOOGA, TENNESSEE; SOUTH MISSISSIPPI FAIR—LAUREL, MISSISSIPPI; ALABAMA STATE FAIR—BIRMINGHAM, ALABAMA; SOUTH TEXAS STATE FAIR—BEAUMONT, TEXAS.

CAN PLACE LEGITIMATE MERCHANDISE CONCESSIONS OF ALL KINDS, SUCH AS ACE AND SCALES, COKE BOTTLES, PITCH-TILL-YOU-WIN, JEWELRY, HIGH STRIKER, BALL GAMES AND ANY OTHER HANKY PANKS THAT WORK FOR STOCK.

WRITE OR WIRE

CHESTER MAYS, CONCESSION SECY.
 MILWAUKEE, WIS., THIS WEEK; THEN SHEBOYGAN, WIS.

MEN WANTED

To operate and take care of Kiddie Ride on Jay Gould Circus. Address: **JOHN FRANCIS**, c/o Jay Gould Circus, Burlington, Iowa, July 17-19; Eldon, Mo., 21-23; Clayton, St. Louis County, Mo., July 24-26.

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

	100,000
	\$29.50
10,000	\$ 9.50
20,000	12.00
50,000	18.50

Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

WANTED

QUAKER CITY HOMECOMING AND OTHER SPOTS WEEK OF JULY 21ST. SHOWS of all kinds for FAIRS and CELEBRATIONS. CONCESSIONS—Popcorn, Floss, Apples, Snow Balls, Bingo, Long Range Gallery, Games of all kinds.

POWELSON AMUSEMENTS

BOX 125 Phone 1088M COSHOCTON, OHIO

HOWARD BROS.' SHOWS

WANT SHOW TO FEATURE

Happy, Dot, wired up, Lee Huston, come on. Want Ferris Wheel Help. (Fair) Proctorville, Ohio, July 21-26; (Fair) Lucasville, Ohio, July 28-Aug. 2.

STEEL CITY SHOWS WANT

For FENNVILLE, MICH., July 16 thru 19, City Park

Free acts, prizes nightly. Hanky Panks of all kind reasonable privilege. Especially want Shoot or Long Range, Cigarette Gallery, Fish or Duck Pond, Scales, String Game, Hoop-La, Glass Pitch, Bill Games, Pank Rack, Cook House that rates. SHOWS Best proposition to any good Show. Girl Show, Snake, Monkey, Side Show, Want Ride Help. Sober Semi Drivers. Come on, will place you. Fairs and Street Celebrations no follow. Long season. All replies to CONCESSION MANAGER, STEEL CITY SHOWS, FENNVILLE, MICH., THIS WEEK.

MOUND CITY SHOWS #2

WANT FOREMAN AND SECOND MAN ON TILT-A-WHILE. SECOND MAN ON FERRIS WHEEL AND ALL RIDES. CONCESSIONS OF ALL KINDS. Fish Pond, Humber Game, High Striker and others not conflicting. Mark Men-man needs Agents for Hanky Panks.

A. G. (WHITIE) SLATEN, Mgr. Collinsville, Ill., July 17-19; New Berlin, Ill., (Fair), July 23-26.

SUNSHINE SHOWS

Playing real money spots tobacco markets in town. Opening July 21, Valdosta, Ga.; Nashville and Mobile to follow. Want clean Shows, Hanky Panks, Periscope, Bingo, No Flies. Those with show last year, come on. Jimmy Deal, come home or write. Need Man and Wife for Candy Floss and Popcorn. Secretary for show. Show dates new management—Mr. C. W. Hendrix, Valdosta, Ga. Fair Committees in South—we have some open dates. Plenty of good rides and clean Shows. Write or wire SAM NOLMAN, Agent, Tampa, Fla.

BARNEY TASSELL UNIT SHOWS

Booking now for SOLOMONS ISLAND, MO., WEEK JULY 28. Air base and summer resort. Big air base pay.

BARNEY TASSELL UNIT SHOWS

Tokoma Park, Md., at New Hampshire Ave. & East-West Highway, this week.

ANNUAL CELEBRATION THE BIG ONE FIREMEN—STREETS Want legitimate Concessions. Let's fill the town up. No Build-Up Stores or Palmistry.

DESHLER, OHIO JULY 30-31, AUG. 1-2 W. B. J. SHOWS Care HOTEL P.S.: Want organized Bingo, Girl Show.

One Location On Independent Midway for WEST VIRGINIA STATE FAIR Lewisburg, W. Va., August 18-23. Also two jewelry locations. A. HYMES General Delivery Harrison, Del.

WANT AMERICAN BEAUTY SHOWS Foremen for Tilt and Spittle, Second Men on all Rides. Can use capable Stock Store Agents, also Girls for Girl Show. All replies to H. W. BARTHOLOMEW Wapello, Iowa

Foreman for Caterpillar WANTED Salary no collect if you can handle Ride (Caterpillar French), write me.) FOREMAN FOR 7-CAR TILT. ALSO FOREMAN FOR OCTOPUS. CAN PLACE FERRIS WHEEL, HELP SECOND MEN AND ROPE MEN. AL WAGNER Cascade Amusement Arnold, Pa., this week

WANTED Experienced Man for Inside Monkey Driver. Second Men for all Major Rides. Drivers preferred. If you drink, stay where you are. No ups or downs until Labor Day, then in Falls. Want Agents for office owned Concessions. Want to buy late model Octopus. LEO LANE SHOWS Savannah, Ga.

CHARLES DOERSAM WANTS Single Cellar and Counter Help. Also Agent for Dart Game. Call or write c/o Mound City Shows #3 Mansfield, Ill., July 14-19, Peoria, Mo., July 18-20.

FOR SALE Account of illness, one #5 Eli Ferris Wheel, one 8-Car Octopus, one Addison Train, gas engine, complete with track. Have trucks for all above. Make offer. Call Luke George 2479 or write.

WANT Colored Musicians and Performers in all lines for 22 Show and an A-1 Piano Player, A-1 Trumpeter, and A-1 Drummer. Must join by wire. You pay your wire. Fill day more. No advance money until after joining. Wire JIMMIE SIMPSON Care Marks Shows Week of July 14th, Bradenton, New Jersey; Washington, O. C., following.

CUMBERLAND VALLEY SHOWS Will book two Water Concessions, Clothes, Pin Pitch, Bowling Alley and any other Concessions that work for stock. Will book Snake Show or any other Show except Annual Show. Address: Cumberland Valley Shows Pulaski, Tenn., this week; Shelbyville, Tenn., next week.

BOWLING ALLEY AGENTS WANTED Only two Stores on Show. 15 weeks of Celebrations and 5 Falls. Whitey Campbell has just missed 5 good Celebrations. EARL DIXON c/o MRB. A. WILSON Cincinnati, Ohio (Phone: MA 9858)

WANTED CARNIVAL OR RIDES. Prefer Organized Carnival. For 4-Day Callawa County Fair, July 30-31, Aug. 1-2. Contact: ED ESTES Sites Cote, Fulton, Mo. (Phone: 1648)

CARL HANSEN WANTS DERBY HELP Can place one or two capable Man. Address: c/o I. T. SHOWS Lindenhurst, Long Island, New York

WANTED Foreman on Eli Wheel, also Foreman for Merry-Go-Round. Salary \$75.00 per week. Must be licensed semi drivers. Address: BOX 227 c/o The Billboard, Cincinnati 21, Ohio

Midway Confab

Basil (Hap) Young, food concessionaire, wrecked his house trailer recently en route from the desert, where he had spent the winter, to Sacramento. He has replaced it with another, more comfortable than the first. The initial portable home was bought the latter part of last year... Al Flint, executive secretary of the Pacific Coast Showmen's Association, Los Angeles, will not make his usual Northern trek to visit various shows this year. He is remaining in the city to take care of the work that has been heaped upon his office by increased activity. Flint has not yet set a date for his annual vacation... Harry Suker, veteran park operator, is off on a trek eastward for a vacation upon his return, he will ready his park in Los Angeles for winter operation.

Sammy Dolman, chairman of the Pacific Coast Showmen's Association banquet and ball to be held in December, is expected in Los Angeles soon to wind up preparations for the big event. He is now with West Coast Shows in the Northwest... Elmer and Curtis Velero are readying their giant Sky Wheel in Long Beach, Calif., for its 1952 debut at the Santa Barbara County Fair, Santa Maria, Calif. Following this date with Superior Shows, the wheel heads east for the fairs... Monroe (Moe) Eisenman, former agent with Imperial Exposition and now with the Harry Gordon Enterprises in Oceanside, Calif., recently visited Crafts midway at the San Diego County Fair.

J. C. Weer, ride operator and former show owner, spent a week renewing acquaintances on the Cellin and Wilson Shows, when the latter played at Adrian, Mich. Weer, who spent a couple of weeks in the Michigan spot, visited with Jack Wilson and Izzy Cetlin and other friends including Bill Moore, Claude Siegrist, Mr. and Mrs. Al Spris, Richmond Cox, Charles Johnston, Mr. and Mrs. Bill Patrick, Mr. and Mrs. Harry Benzan, Raynell Golden, Jerry Jackson, Jess Warren, Charles Sheesley and Al Dorso.

AGENTS WANTED For Peek Store and Count Store, if you want to make money, get with it. Address: BOOTS CUTLER c/o T. T. Exposition Shows, Pinkneyville, Ill., next week.

WANTED Ferris Wheel, Merry-Go-Round, Octopus, also Kiddie Ferris Wheel and similar rides that can be set up in the street for Lawrenceville, Ill., Greater Fall Festival, September 25th, 26th and 27th. No Concessions. Contact: B. G. MILLS, Chairman, Merchants' Association, Lawrenceville, Ill., not later than August 9th.

MT. CARMEL FIESTA Lyndhurst, New Jersey. Want for July 18-19: 20 Legitimate Concessions, all kinds. Cork Gallery, Pitch-Tilt-You Win, Shooting Gallery, Hi-Striker, Guess Your Age, Scales, Hats, Jewellery. Want 2 Kiddie Rides. Still have some dates open for our show. We are also looking for other Rides. Contact: JIM CANTRE'S RIDES, Delaware 23919, 409 Manchester St., Jersey City 6, N. J.

WANT CARNIVAL To play in Nashville, North Carolina, first or second week of September. Contact: Bill Kitchin Collins Commander Legion Post 110, Nashville, N. C.

FOR SALE Flashy Short Range mounted on two-wheeler trailer. Two Remington .300 caliber Rifles. Can be booked on show. DON WRIGHT c/o Dress Amusement Galveston, Tex. Write Area-Admission Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

WANT DIESEL ELECTRICIAN for large motorized show. LIBERAL SALARY. BOX 2226, c/o The Billboard 2160 Patterson St. Cincinnati 22, Ohio

PROMOTERS Get on our mailing list—Each week a bill-board receives inquiry, asking for names of individuals who might undertake and promote exhibitions, for auditoriums and arenas. We can refer to inquiries from your territory. Please specify the type 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: Area-Admission Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

WHEELS DOUBLE WHEELS SKILL WHEELS. Midsize Wheels, Paddle Wheels, Big Slices, Horse Wheels, Baseball and Cigarillo Wheels. Leядowns and Penny Pitches. CARDINAL MFG. CORP., 430 Koss Street Brooklyn, N. Y. C 17477

STATE FAIR SHOWS OF UTAH Want for Celebrations and Fairs in Utah and Idaho. Motorcycle, Train-in-line or good Mechanical Show. Also used Ride Help in all departments. Address: 261 E. 27th St., South, Salt Lake City, Utah. P.S. Charlie Brownfield has now joined the Advance and would like to hear from old friends.

FOR SALE OR LEASE COMPLETE FOUR RIDE CARNIVAL Late Model Eli Wheel, New 30-Ft. Two-Abreast Merry-Go-Round, 8-Car Allan Herschell Kiddie Car Ride, Smith & Smith Mid-Up, Two Shows, Concessions, Wine, Pot, Switch Box, Front Trucks and Semi Trailers, Eight Fairs and Celebrations. Car has been bought right. Wire, call or come in no letter answered. C. A. GORBE Airt. Texas (Phone: 412)

FOR SALE OR TRADE 10 Car Allan Herschell Kiddie 418 Ride new top and side wall new platform, new electric motor. 12-Gauge Miniature Train, gasoline powered, complete with engine, three cars and two shows of track. Smith & Smith Chairplane, 22-ft. tower, gasoline or electric power; \$1,000.00 each unit. Twelve 1000s to go with Rides if wanted. Now operating in Kennett, Mo. Can be seen any time. GEORGE M. HELLER Box 215, Kennett, Mo. Phone 8-9507

TALKER WANTED FOR FRONT ON KORTES SSDE SHOW MUST BE CAPABLE Address: MRS. MARIE KORTES c/o Wallace Bros. Shows of Canada Yorkton, Sask., Canada, July 18-19. Mail for Sask. Canada, July 19-19. Lloydminster, Sask., Canada, July 21-23; Vermilion, Alberta, Canada, July 24-26.

FOR SALE Big Tent, 60x200, seats 20 sections, poles, rigging, also one tractor and Semi. Loaded ready to go. Plenty extras, equipment go with it. Address: L. JOHNS 41-WAY CAFE Elko, Co. U. S. Route 41

WANTED Concessions that work for stock. Need Men on all Rides. Write: LEE BECHT AMUSEMENTS Public Shows, Cincinnati, Ohio Bank & Freeman Sts., Cincinnati, Ohio P. O. Box 97 Cincinnati 31, Ohio

JIMMY CHAVANNE WANTS FOR SIDE SHOW MAGICIAN—FREE BATE—GOOD FREES Good salary for outstanding Freak to feature. Out till Nov. 15, closing in Florida. Cite ROYAL CROWN SHOWS EAST PEORIA, ILL., JULY 14-26

WANTED Small Carnival for two-day celebration at Grant, Iowa. Dates: Aug. 21 & 22. Contact: Duane F. Redmon American Legion Grant, Iowa

WANTED Rides, Shows and Concessions not conflicting. Especially Bingo, Glass Pitch, Fish Pond, slug OUTH Amusement Parkery, No Flies or 622222. Elmo, Mo., July 17, 19 & 19. Evenwood to follow for above equipment if wanted. Above equipment may be seen Fair Park, Little Rock, Ark. Roy Huff, Mgr. Huff's Greater Shows

FOR SALE 3-Abreast Herschell-Spittman Merry-Go-Round, \$4,000. 1947 Tilt, \$4,000. 1948 Octopus, \$4,200. Price is cash. F.O.B. Wichita. Have transportation for these Rides if interested. M. A. SWADER Box 1095 Wichita, Kansas Phone 4-2958

DROME RIDERS ROY AND GIBBONS Wanted for long route of Fairs. Good salary and treatment. Out until Nov. 15. Closing in Florida, Tex., August 1. SPEEDY SAYRES Royal Crown Shows East Peoria, Ill., July 14-21.

HANKY PANKS NOW IS THE TIME TO START MAKING MONEY MAKING GAMES FOR FAIRS. 8 CATS, 2 styles, \$12.00 & \$15.00. PUNKS or CATS, \$3.00 & \$4.00. (For Cat) Packs, 15 dollars. 3 BALL BUCKETS, 1000 Ea. HUCCLEYS or KEGS, 50.00 Ea. SPONGE RUBBER DART BOARD, 70.00 Ea. SLOTT ROLL DOWN TABLES, \$30.00 & 50.00 Ea. (Both sizes) 6 MARBLE TIV, \$30.00 & 40.00 Ea. (For Cat) Packs, 15 dollars. retailed game, charts are PENNY PITCH BOARDS, 60.00 Ea. Write for Catalog Send deposit with order.

RAY OAKES & SONS 7721 OGDEN AVE. LYONS, ILL. Day Phone: Lyons 3-4622 Nile Phone: Brookfield 8640

OKLAHOMA EXPOSITION SHOW WANTS Hanky Panks of all kinds—Grab Hand, Scale, Novelties, Jewellery, Hi-Striker, Pitch-Tilt-You Win, Darts, Ballgame. Want opening for nice Bingo, Candy Floss, Coke Bottles, Glass Pitch and All Agents for Ball Games and Buckets. Swinger. Will book Show with own equipment. New and a winner. Buy out of any Major Ride not conflicting with what we have. Also looking for our Fairs, starting at Celebrations, starting at charity, Mo., July 24-26; Yale, Okla., July 30, Aug. 2. Fairs and Celebrations to follow, all in rotten country. Address: all communications to JOE STARR Charity, Mo. / than per route.

FOR SALE Two 60' Searchlights mounted on Scull with 1947 Reo Tractor. One 1951 Le Roi Motor, V-belt drive. One 1919 Le Roi Motor, V-belt drive. Shop Wagon on Semi, complete. Two Chevrolet Tractors (fair condition). This equipment priced to sell.

WONDERLAND PARK Fort St. & Pennsylvania Waukegan, Mich.

LIBERAL REWARD for first information regarding whereabouts of J. RUSHTON SCHOTT also known as JACK SCHOTT

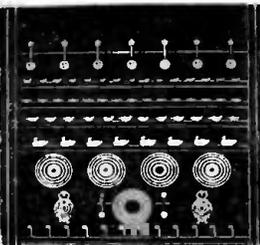
Will book non-conflicting Concessions. Can use Agents for Glass Pitch, Duck Pith, Jewelry Sale and Spindle, Color Bottle, Hot Range, Ice Cream, Photos, Cork Galleries, etc. There is no X on this show, only one of a kind. Agents, Jack Parran, Arkie Parran, Riders, come on. Contact: ROYAL UNITED SHOWS, 1st per route, July 16 and 19; Jupiter, Iowa; 18 and 19, Radcliffe, Iowa; 21 and 22, Belmond, Iowa; 23 and 24, St. Ansgar, Iowa; 25, 26 and 27, Hopkins, Minn.; 28 and 29, Tipton, Iowa; 30 and 31, Lansing, Iowa.

FOR SALE Parker 2 abreast Merry-Go-Round, used one season; 25 Eli Wheel, good condition. Loader, used only in park, excellent condition; Walk-Thru Fun and Glass House on American Trailer, all built by Norman Smith's Corn Game, truck and van trailer, some stock; all used Long Hunter Shooting Gallery of tandem wheel trailer, can be pulled by power unit; 2 late model Le Roi V belt mini cars; 2 late model Le Roi V belt mini car, best condition; Trucks and power unit above equipment if wanted. Above equipment may be seen Fair Park, Little Rock, Ark. T. A. FUZZELLI 1300 Edgewood at Little Rock, Ark. Phone 37780

WANT—WANT For a proven route of Fairs and Celebrations. No more still spots. Humansville, Mo., this week; Colcord, Okla., Annual Homecoming, next week; the big Annual Reunion at Grand Ole Opry, Tenn. Want jenny Foreman and Second Man on all Rides. Want Corn Game, Ice Cream, and All Hanky Panks open. Want Girl Show, Mechanical Show, or what have you? Want Athletic Show Manager. Want Concessions. Agents will book Octopus or Tilt for this season. PAUL'S AMUSEMENT CO., Humansville, Mo.

STRANGE AND WEIRD ATTRACTIONS Shrunkens, Head Bodies, Devil Club, Fish Fish, Air Wild Bird, m a e u p, m a e u p. TATE'S CURIOUS 1538 E. Van Buren Phoenix, Arizona

Ferris Wheel Foreman WANTED Capable Man who can handle Tilt, Wheel, Merry \$45.00 weekly. (Travel) (bookish). AL WAGNER Cavaiced of Amusement Arnold, Pa., this week.



**ATTENTION—
SHOOTING GALLERY
OPERATORS!**

**IF YOU NEED GALLERIES
ACT NOW!**

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do... assure your future with Evans—the Gallery built to last.

Complete details in our **FREE CATALOG**
Ports and Targets also available

Write Today

**H. C. EVANS
& CO.**
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

**IMMEDIATE DELIVERY—
NO WAITING for
These EVANS' Quality
LONG RANGE GALLERIES**

GALLERY "L"—8 ft. high, 16 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and bell.

GALLERY "B"—16 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal. With or without motor and bell.

WOLFE AMUSEMENT

**SALISBURY, MD., THIS WEEK—FOLLOWED BY 3 WEEKS NEAR WASHINGTON, D. C.
THEN THE BIG FAIR IN HAGERSTOWN, MD.**

**WE START SOUTH FOR OUR LONG FAIR AND CELEBRATION SEASON
ENDING IN NOVEMBER**

CONCESSIONS Candy Floss, Custard, Snow, Novelties and Merchandise Concessions; good opening for Swinger, Blower, Roll Down, Wheels and Count Store.
—This is an Open Midway—

SHOWS Girl Show, have top and panel front, Need Manager and Girls, Red Owens, answer; good proposition to Grind Shows, small P.C.

All lots near Washington in the heart of population—the best of government workers.
BEN WOLFE, Owner—GLEN OSBORNE, Leg. Adj.—ERDIE SYLVESTER, Secy. & Agent

SHAN BROS. SHOWS
WORLD'S CLEANEST MIDWAY

**FAIRS START JULY 28—GREAT LONDON RACE MEETING AND LAUREL COUNTY FAIR,
LONDON, KY.; FIFTEEN CONSECUTIVE FAIRS TO FOLLOW.**

WANT Stock Concessions of all kinds. No exclusive at fairs.
WANT for Shows—Talker for high class girl revue, also Acts, Chorus Girls and Musicians. Girl to feature. Talker who can sell candy for minstrel show; also Musicians, Comedians, Dancing Team and Girls. Horatia Ballard, answer. Top salary from office. Feature Acts for side show. Motordrome Girl Riders, salary \$100 a week. WANT Experienced Manager for Monkey Speedway, MARYVILLE, TENN., this week.

**C. C. (SPECK) GROSCURTH PRESENTS
BLUE GRASS SHOWS**

**FEATURING THOROUGH BRED ENTERTAINMENT—
Want for EDGAR CO. FAIR, Paris, Ill., July 20 to 25. Followed by COLES CO. FAIR, Charleston, and a continuous route of bona fide fairs.**

CONCESSIONS of all kinds, such as Short Range, Jewelry Spindle, High Striker, etc. SHOWS—Can place Motor Drome, Snake, Wild Life or any Grind Show with own equipment and transportation.

**RIDES—Will book any non-conflicting MAJOR RIDES.
HELP—Foreman for Tilt; Address:
C. C. GROSCURTH
Tuscola, Ill., this week; Paris, Ill., next week.**

HARRISON GREATER SHOWS

**Want for Pocomoke, Md. Plenty of Sailors near, Chinateague Island Navy Base. Have complete outfit for Girl Show with two or more Girls. Can place Concessions of all kind. Want Agents for office-owned Skillo and Razzer. Want at once to join on wire Ferris Wheel Foreman; top salary and bonus. For Wire, get in touch, have good proposition for you. Gwendolyn, better known as "Hot Shot" or "Tennessee," get in touch. Want Merry-Go-Round and Chairplane Foremen; top salary and bonus. Robert Terrell wants Musicians and Performers for Minstrel Show. Broadway Jimmy, get in touch. All mail and wires to
**FRANK HARRISON
Pocomoke City, Md., this week; then as per route.****

CARPENTER BROS.' SHOWS

WANT FOR SYCAMORE, OHIO, STREET FAIR, JULY 15 THRU 19
Bumpers, Frozen Custard, Basket Ball, Box Ball, Pitch-Till-You-Win, Novelties, Jewelry, String Game. Have three Street Fairs to follow, two Home Comings and one Centennial.
**Contact NORMAN CARPENTER
Have Roof Beer Trailer for sale, all aluminum**

C. A. STEPHENS SHOW

WANT FOR MARION, VIRGINIA, NEXT WEEK
Concessions working for stock, Novelties, Custard, String Game. Shows—Place any worth while Grind Show. Want Monkey, Snake, Mechanical City, Fat Show, Bob Randi wants Girl for Girl Show. Rides—Place a set of Kiddie Rides or will buy set in good condition, also place Rolltoplane or Spiffire, Octopus. Want Mechanic with tools.
SALTYVILLE, VA., THIS WEEK

WANT L. J. HETH SHOWS WANT

HELP: Foreman for Ferris Wheel, Foreman for Merry-Go-Round, Second Man on all Rides. All must drive.
RIDES: Will book Kiddie Train and Boat Ride.
CONCESSIONS: Want Cookhouse or Sit-Down Grab, Frozen Custard, Glass Pitch and other Hunky Tanks.
ADDRESS: Owensboro, Ky., this week; Sturgis, Ky. (Pa.) next week.

Southern Valley Shows

14—FAIRS, CELEBRATIONS, REUNIONS—14
STARTING JULY 21, THAYER, MISSOURI, FAIR AND HORSE RACES; FOLLOWED BY BATESVILLE, ARKANSAS, WATER CARNIVAL, ON THE STREETS; THEN HEBER SPRINGS, ARKANSAS, REUNION, CITY PARK; FOLLOWED BY DOUGHBOY REUNION, DE WITT, ARKANSAS.
**—ASK THOSE WHO MADE THESE SPOTS—
THEN SOLID FAIRS UNTIL ARMISTICE WEEK INCLUDING 7 FAIRS IN LOUISIANA.**
CONCESSIONS Want first class Cookhouse, Custard, Long Range, Novelties, Ice Cream, String Game, Glass Pitch, Basketball, Skates and Age, High Striker, Balloon Darts, Buckets, Ball Racks, Jewelry, Snow and Floss open, Hat, Pan Game, Rat Game, Lemonade Shake, Pony Pitch, Add-Em-Up-Darts, Heart Pitch, African Dip. Can also place Gadget Pitchman, Dutch Wilson can use Agents for Swinger, Peak and Grind Stores.
RIDES Will book Shows of all kinds with own outfit.
SHOWS Will book Shows of all kinds with own outfit.
**Contact: EDDIE MORAN, Mgr.,
Walnut Ridge, Ark., this week; Thayer, Mo., next week**

July 21-26—GREAT SELINGROVE FAIR—July 21-26

**POSITIVELY THE LARGEST NIGHT FAIR IN THE STATE OF PENNSYLVANIA. SOME CHOICE SPACE STILL AVAILABLE
NO EXCLUSIVES**
CONCESSIONS Hats, Novelties, French Fries, Grab and Drink Stands. Can place immediately Short Range Gallery, Photos, Glass Pitch, Heart Gallery, Dart Balloons, Set Spindle, Fish Pond, Hoop-La, Ball Games and any other legitimate Concessions.
CAN PLACE SET OF BUCKETS OR SIX CATS IF YOU HAVE HANKY PANKS. ALSO PLACE SOME P. C. IF YOU HAVE HANKIES. ALSO PLACE DERBY RACERS AND GADGET WORKERS.
SHOWS Can place Life Show, Snake Show or any Shows not conflicting. Earl Myers can place Acts for Side Show. Can place Girls for office-owned Shows.
RIDES Can place Little Dipper, Spiffire and Fly-Plane for a long string of the best Fairs in the East.
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. Serfass, Gen. Mgr.
PENN PREMIER SHOWS**
All phone calls to
**Harry (Buster) Westbrook,
Bus. Mgr., Yorktown Hotel, York, Pa.**
West Lion, Pa., Fair, this week; followed by Selingsrove, Pa., and all Fairs to follow.

JOHN H. MARKS SHOWS

**JULY 23-AUG. 2, 11 DAYS FOR WASHINGTON, D. C.; followed by BEDFORD, PA., FAIR,
AUG. 4-9. After that continuous Routes of Outstanding Southern Fairs until the middle of November.**
CONCESSIONS—Legitimate Merchandise Concession that works for stock. Will sell exclusive of Glass Pitches to reliable operators, and drinks, no exclusive.
SHOWS—Unborn, Snake, Fun House, must be in keeping with show standards.
RIDES—Tilt-a-Whirl, Octopus, Dark Ride, Can use Ride Help on all rides.
Place Truck Mechanic with own tools, must be able to handle fleet of International Trucks.
All replies to **MARKS SHOWS** This week, Bridgeton, N. J.; then Washington, D. C.

NEW WORLD OF PLEASURE SHOWS
MICHIGAN'S FINEST AND LARGEST MIDWAY

WANT WANT WANT
For FOWLerville, MICH., FAIR, JULY 30 to AUG. 3
Followed by BRYAN, OHIO, ON THE STREETS and Fairs until Oct. 15
CONCESSIONS—Want Concessions of all kinds that work for stock. Frozen Custard, Ice Cream, Root Beer and Photos open.
SHOWS—Want Shows of all kinds, Mechanical City, Snake, Animal and any other shows that do not conflict.
Address Jackson, Mich., this week and next; then Fowlerville, Mich., Fair.

WALLACE BROS. SHOWS

WANT for 15 FAIRS STARTING JULY 23 at DARLINGTON, WISCONSIN
SHOWS Motordrome (Speedy Palmer, wire), Fun House, Snake Show (Lee Houston and Harry Harris, wire), Iron Lung, 10-in-1 Show, Fat Show, Glass House.
RIDES Dark Ride, Kid Train, Boats and Ferris Wheel.
CONCESSIONS All Stock Concessions, French Fries, Praline Puffs, Novelties, etc. L. M. Higgs wants Agents for Six Cats, Buckets, Ball Games, Under 11-Over 30.
RIDE HELP Foremen for Spiffire, Dodgem and Tilt-a-Whirl. Second Men on Merry-Go-Round, Spiffire, Tilt-a-Whirl, Dipper, Dodgem and Kid Rides.
BOB BLANKENSHIP, JESSIE ARMSTRONG, JAMES DIXON—WIRE AT ONCE
All replies to: **E. E. FARROW, Mgr.**
Ironwood, Mich., this week; Darlington, Wis., next; then Monroe, Wis.

CONCESSIONS

Candy Floss, Grab, Hanky Panks, Ball Games, Fish Ponds, Long and Short Range Galleries.

HELP — Show Electrician, Merry-Go-Round Foreman, Second Men on all Rides. Want Advance Agent who knows Southern territory. Bill Cox, contact me, important. Playing here until August, work seven days per week, then South. All replies.

ROX GATTO

General Delivery, Wildwood Villas, New Jersey.

V. F. W.

SUMMER FESTIVAL

AUGUST 3 THRU 10, EAST AVENUE AT THE VILLAGE GREEN, NORWALK, CONN.

WANT

CONCESSIONS of all kinds. No flats or gypsies. RIDES: Have all we want. HELP: Want Electrician with or without Concession. Also Ferris Wheel Man and Working Help. SHOWS: Can always use Shows of merit. All contact **SUMMER FESTIVAL** 48 High St., Norwalk, Conn. Phone 8-8833

SPECIAL USED C-CRUISE FLAT RIDE

32-passenger capacity. Now in operation. Immediate delivery from location. Special Price \$2,500.00

F.O.B. location. For inspection of ride contact Jack Downs, Grandview Park, Mobile, Alabama. For further details write, wire or phone:

WEST SALEM MACHINERY COMPANY
7th & Murfark Ave., Salem, Oregon
Phone 4-2213

All Valley Shows

WANT

Ride Help on Merry-Go-Round and Chairplane. Will book Bumper, Balloon Dart, Coke Bottle, Cigarette Shooting Gallery Concessions. In the heart of Cotton Contact:

HARRY LANTZ JR., Mgr.

Mission, Texas, July 14 to July 20, or P. O. Box 728, Donna, Texas. Out all winter.

P.S.: For Sale—Parker Merry-Go-Round

FROZEN CUSTARD ELECTRO FREEZE

Mounted on 1947 Red 2-Speed 2-Ton Truck. New tires, low mileage. Factory built body. Stainless steel interior. Fluorescent lighting, steam cleaner, 150 lb. heavy duty cable. All equipment in top shape, ready to go.

\$4,500

BUSTER GORDON

P. O. Box 261 Eltron, Md.

Sweat and Toll

Want Foremen for Octopus, Caterpillar, Tilt and Roll Second Men, Helicopters on all Shows and Rides. Athletic Show Manager and Cashier. Independent Photo wanted. We are booked solid thru Nov. 1st. Cookhouse, Grab tops, 40 beach chairs, other Hanky Panks, Join or write:

DYER'S GREATER SHOWS
Amber, Ill., City Park.

FOR SALE

6-Car Auto Ride, one Waffle Concession, both for \$700.00, or will take an adult Chairplane Ride in trade.

CARL UTTER

Box 475 Adams, Ohio

FOR SALE

Cookhouse, booked on Mighty Hoosier State Shows, with nothing but Ferris and Celebrations until Oct. 17. This is a well-furnished little 14-ft. all-aluminum kitchen built on 14-ft. all-aluminum House Trailer, very compact. Fluorescent lights, equipped with butane gas, seats 24. New canvas top, springs, 40 beach chairs, 40 beach springs. M. L. BOWEN, Fairview, Ind., this week, then as per route.

FOR SALE

16-unit perfect condition Metro Derby in factory-built 28' trailer pulled by 1949 1/2-ton Chevrolet panel truck. 3000 miles on it. \$2750 for complete unit. With or without stock in inventory. Can be seen in operation on Meridian Highway Shows as per route. Contact:

KEN DAVIDS OF RALPH McPHERSON.

WANT BINGO MANAGER WITH CREW

For large up-to-date bingo on Show with good Fair route to join on wire.

Address: **BOX 211, c/o The Billboard**
300 Arcade Bldg., St. Louis 1, Mo.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, July 12—President S. T. Jessop was in the chair at a special meeting of the Board of Governors Tuesday (8). Those attending included Treasurer Walter F. Driver, Past-Presidents J. C. McCaffery and Lou Keller, and Ed Sopenar, Elmer Byrnes, Charles Zenater, George B. Flint, Mel Harris, Morris A. Haft and M. J. Doolan.

Membership applications were accepted from Anthony Sbarbaro, Charles H. McLeod, Charles P. McCarthy and Charles E. Beeler. The board also discussed possible recognition of 25-year members with action postponed to the first meeting in October.

Banquet and Ball Chairman Sam J. Levy advises he will announce his committees in the near future. Oliver Barnes suffered a heart attack and is confined to his home. Frank Daniel is in the Municipal Tuberculosis Sanitarium here. Frank Sweeney is still in Chicago's Alexian Bros. Hospital with no late report on Frank Ehlenz.

A number of the Windy City clan journeyed to South Beloit, Wis., to work a week with the Buff Hot's Shows. Hank Shelby dropped in for a visit before heading for Milwaukee to get things shaped up for the fair. Mel Harris left to join Sam Goldstein at Port Huron. Cliff Wilson came in for a visit.

Award books for the ways and means committee fund drive are in the mail. The award this year is a Chrysler Windsor Deluxe. E. J. Glosser and family spent a few days in Chicago and then returned to Blue Grass Shows. Recent callers at the clubrooms included Ep Glosser, Andre Dumont, William Hetlich, Walter F. Driver, Jack Kaplan, Silent O'Brien and Henry Polk.

RIDE FOREMEN

Screwball Foreman, Wheel Foreman, Merry-Go-Round Foreman. High wages, good treatment! Sober, reliable help.

A. J. Sunny Amusements

3006 East 130th St., Cleveland 20, Ohio

Phone WASHINGTON 1-4679

P.S.—Concessions wanted. Want Hunky Panks of all kinds.

Central American Shows

Want Concessions: Fish Pond, Cork Garry, Coke Bottles, String Game, Scale Race, Ball Game, Merry-Go-Round, Grab, Need Help for Rides, Jany, Ride-O and Wheel. Top pay with bonus. Will book two Grind Shows. Can use Girl Show with or without equipment. Will sell Rail Concession and Bill-Cat already booked on Shows. Blind Frangible Mouse and Cheet Little Wolf, call. All calls and wires to Concession Manager, Washburn Hotel, Manhattan, Kansas. We do have Oodens, Kansas, for July 28 to Aug. 3. Big Show! Pay Fair Bonus. Manhattan, Kansas, July 14-19.

Want Rides & Shows!

We are sponsoring a 3-day Celebration on Aug. 29-31 and Sept. 1, 1952. Thousands of dollars are spent by the committee each year to insure one of the best Labor Day "spots" in our State. If available contact us at once, giving all information.

CLOUET CENTRAL LABOR UNION

Labor Temple, Clouet, Minn.

Hartsock Bros.' Shows

Want Concessions, not confining for night Northern Missouri Street Celebrations. One of the best three-day Labor Day in Central Missouri, the Southern Missouri and Northern Arkansas for September and October. Our Celebrations are all three and four-day spots starting Greenwood, Mo., July 23 to 26, celebrating 100th Celebrations, per-sonal. Branson, Mo., week of July 14 to 19. Can use two good Ride Boys who are licensed, drive straight jobs.

BEAM'S ATTRACTIONS CAN PLACE

For Washington, Virginia, week beginning July 27, and 18 weeks more Maryland and Virginia Park. The Southern Long and Short Range Galleries, Water Games and Glass Fair. All Hall can place Assists for Six Cats, Roll Game, Dr. South Park, Penn., this week.

WELDON

Come to Kokomo of once
Paul Drog's lot.
Serious.
WILBUR

Club Activities

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, July 12—Ronald Graham, son of Curtis Graham, business manager of the Carl D. Ferris Shows, is in Jackson Memorial Hospital with broken arms and legs after being struck by an automobile in front of his home.

Harry Byus, in his drive for a gold membership card, has forwarded the membership applications of Elio J. Bernabiti and Dorothy H. Selernio.

Among recent visitors were: George Barnett, who returned from the Mighty Fage Shows; George Percy and Most (Rip) Weinkle, who returned after visiting the Thomas Joyland and the Cetlin & Wilson shows. Mail was received from Joseph A. McKee, Pat Purell, Johnny Applebaum, Leo Bistany and Harry Byus.

Building committee chairman, Cliff Wilson, is expected back in town shortly to look over a piece of property at 14th Avenue and S. W. 8th Street—a possible site for the new club. The property is 100 by 240 feet, and formerly housed the Tamiami Methodist Church.

Membership applications received include those of John Mathew Williams, Roland W. Page, R. H. Mansfield, Eddie G. Sumerlin and W. R. Johnson. All were proposed by Maxie Sharp.

On the sick list are Abe Rabinov, who is showing improvement following his recent stroke; William (Rosie) Tosier, still at home, and Harry Steche, who has fully recovered from recent illness.

TWIN CITY SHOWS WANTED

Concessions of all kinds (stock) for ten best fairs in Missouri and Iowa. Memphis, Mo., July 22-26; Gilman City, Mo., 30-Aug. 2; Klocuqua, Iowa, 5-9; Mount Ayr, Iowa, 12-16; Mansfield, Mo., 19-23; Lockwood, Mo., 26-30; Mansfield, Mo., Sept. 2-6; Ava, Mo., 9-13; Batesville, Ark., 15-30; more to follow. Can use one Count Store, one Clothes Plan, one Double Spindle. All replies to **SAM WELLS**, Madison, Mo., July 15 to 19.

RALPH R. MILLER WANTS

Concession Help and Truck Drivers for Stillwell, Okla., July 23-26, with 5 Celebrations to follow in Utah with Midwest Shows. Place Electrician to Diesel Light Plant after Labor Day in Louisiana. Phone 3-6987, Baton Rouge, La., until July 20; then Stillwell, Okla.

WANT

For the balance of season all Fairs and Celebrations in Illinois. Must have two or three Side Shows. Must have First Man for Octopus, \$50.00 per week and bonus: Fish or Duck Pond or any others not conflicting. Available Fair, July 17 to 20; Hannah City Firemen's Celebration, July 23 to 26; Mendon Fair, July 29 to Aug. 1; Mendon Fair, Aug. 2 to 6.

BURKHART SHOWS

August, Ill.

WANTED

Merry-Go-Round and Wheel Foremen. Top salary, good treatment, Long season.

LEONARD GOULD

4565 West Boston Detroit, Mich. Phone: TE 4-2460

LITTLE DIPPER FOREMAN

Want capable, experienced Foreman for new Little Dipper to be put up first time next week. Wire

M. A. BEAM

Windber, Pennsylvania

THANK YOU JOHNNY KEELER

Owner of Moderate Shows, for your purchase of a new Roadmaster Truck for Mrs. Keeler. Best of luck and kindest personal regards.

Johnny Canole

Monaca, Pennsylvania Phone: 937

Altoona, Pennsylvania Phone: 9347

GUST KARRAS SHOWS WANTED

MANAGER FOR ATHLETIC SHOW. Showing proven territory. HELP CAPABLE OF DRIVING BEMIS. Contact

GUST KARRAS, Mgr.

Fairfax, Mo., July 31-34.

National Showmen's Association

1564 Broadway, New York

NEW YORK, July 12—A membership application has been received from John Winiecki, sponsored by George A. Hamid Jr. George's father is spending a week at his camp in Belgrade Lakes, Me.

Shut-in members have received their monthly gift. The card-players are contributing generously to the shut-in fund weekly. Harry Koretsky phoned from Fort Hamilton Hospital, Brooklyn, and say he's feeling better although still must remain there for a while. He appreciates your letters greatly.

Booster pages for the 1952 year-book are now available. Anyone who gets 25 or more names, at \$1 each, will receive a hand-inscribed scroll for his efforts. The television room continues to be a popular spot for those who have a little time to relax. Bill Powell welcomed back from an extensive European tour.

Letters have been received from Robert K. Guggenheim, Francis B. Mesmore, Joseph Basile, Victor Lebow, Thomas Hefferman, Jack D. Wright Jr., Harry Witt, Ben S. Allen, Aaron I. Binsky and Frank Feit.

Visitors here recently included Abraham Steinberg, George Bovino, Al Burt, Charles Rhine, John Weisman, David Solomon, Ben Rosenberg, Edward Cohen, William Schwartz, Sam Levy, Sam Wessler, Harry Miller, Jeff Harris, Henry Fein, John Lane, Sam Finkel, Jack L. Seigel, Maek Brooks, Sam Miller, Charles Zubiller, Charles Lawrence and Louis Rosshandler.

There are many others being held for members who forgot to send in their summer addresses. Let us know where you are! Remember, dues are payable July 15th.

WANTED

JACKIE THE BLANKET MAN

Wants Men to sell tickets.

TOP SALARY

No Drunks, No Chasers? Sellinggrove, Pa., Fairgrounds. July 19th-July 27th; Clearfield, Pa., Fairgrounds. July 28th-August 2nd. Or Phone: ES 7-1617 (Bklyn., N. Y. C.)

HELP WANTED

Putting on Count Store, need Men for same, also Peck Store Men. Contact

RUSSELL CAUGHY

Care Bill's Greater Shows Hozemann, Montana, July 14-19; Deer Lodge, following week.

JOHN RICE WANTS

Bingo Help, Caller and two Countermen to join July 19th at Paris, Ill., through balance of season. Wire c/o Western Union, Paris, Illinois.

CARNIVAL WANTED

For LAWRENCE COUNTY FAIR Moulton, Ala. Last week in September of early October.

LEO ROBERSON

Lawrence County Fair Box 219, Moulton, Ala.

TURNER BROS.' SHOWS WANTED

Cookhouse and Legitimate Stock Concessions. Address: Abingdon, Ill., July 14-19; Wyoming, Ill., July 21-24.

KEVIN M. DONOHUE

Please call Columbus 5-7454 or return home as quickly as possible.

WANT

Wild Life or Snake Pit Exhibit

To operate for balance of season at Seaside Park, Virginia Beach, on donations. Percentage arrangement.

Wire or phone

DUDELY COOPER

431 Granby Street, Norfolk, Virginia Ph. 2-4628

WANT

FOR FAIRS ON EASTERN SHORE, STARTING JULY 28TH

Hanky Panks, \$21.00. Custard, Age and Weight, Novelties, Pitch-Thru-Win, Set Joint, French Fries, Bingo to join at once, Candy Floss, Six Cat, Buckets or any Hunky Panks working for stock. Shows: Mechanical City, Monkey Show, Snake Show or any Show with own outfit. All replies to

WESLEY PRICE

Jollytime Shows, Crete, Va., this week.

LION MOTORDROME FOR SALE

Account of illness of Ethel Pustler. Lion drome and equipment over built. Seven overhead axles, all iron. One large animated sign over built. One flashing sign 20 feet in the air. Three auto-riding lions (three lions). As many motor-cars as you want. New top last year. One 20 foot circus cage wagon. Two portable cages for baby. Enclosed ticket bus. Drome has to be seen to be appreciated. Information given to reliable parties only. 459 8th Avenue, a Palisades Park, Palisades, N. Y.

Male & Female DROME RIDERS who can race

Talkers and Ticket Sellers. Want to buy young, healthy Chimps.

GEO. W. MURRAY

c/o James E. Strates Shows Waterford, N. Y., this week; North Tonawanda, N. Y., to follow.

RIDE HELP

Foreman for Merry-Go-Round. General Help on other Rides. Join on wire. Top wages.

WONDERLAND PARK

Fort St. & Pennsylvania Wyandotte, Mich.

COASTAL PLAIN SHOW

Wants Concessions—Hanky Panks, \$15.00 per week; P.C., \$50.00 each. Book any kind Ride or Shows with own train operation. Fairly commensurate August 11th-November. Everybody address:

C. V. "BILL" COX

Iver, Virginia

P.S.: Want Cook House; Join on wire.

MARVEL SHOWS

Want Stock Concessions, Photos, Seater-Novelties, Balloon Darts, Custard, Carmel Corn, Shows, what have you? Hennessey, July 15-19; Great Crank, Ill., July 18-19-20; Pentille, Ill., July 23-25; Newark, N. J., July 26-27.

LEW REESE, Owner & Mgr.

WANTED

Ride Men passing through Chicago Stop and make a tear-down and set-up. Also permanent jobs available.

JOHNNIE DOOLAN

3559 So. Maitland Chicago, Ill.

WANT

FOR GRAND FORKS, N. D., STATE FAIR Wheel Agent, stock only. All fairs including 5 more Big Fairs to follow.

A. LITVIN

Care Wm. T. Carr Show, Devils Lake, this week; Grand Forks, next.

Cavalcade of Fun Shows WANTED

Jewelry Spindle, Gold Fish, Dart Balloon, Add a Dart, Basket Ball, Still Mark, High Barker, Photo, Cork Gallery, etc. We book one of a kind. Wheel Park, no drunks, must drive; \$55.00 week, if no drunks, must drive; \$35.00 week, if no drunks, must drive. Lincoln Park (Ill.), July 18-19, Genoa, Ill. P.S.: Booked solid.

WAX FIGURES

Of Every Description. Two-headed Wax Statues in Glass Jar. **B. W. CHRISTOPHER** WAX FIGURE STUDIO 2928 Folsom Ave. St. Louis 10, Mo.

WANT
Down River Amusement Co.
WANT

MICHIGAN'S CLEANEST MIDWAY

HANKY PANKS that work for stock. Also JEWELRY, NOVELTIES, AGE, SHOWS—Any worth while Grind Show, RIDES—OCTOPUS, SPITFIRE OR ROCK-O-PLANE.

STOCKBRIDGE FREE FAIR this week; then BERNLEY DAYS, followed by NEW BALTIMORE in City Park on the BEACH. THESE ARE THREE VERY BIG ONES!!!

Home Office—10138 W. Jefferson, River Rouge, Mich.
Want—RIDE HELP who can drive semis.

ANNUAL FREE STREET FAIR
Covington, Ind., July 21 to 26 Inc.
CHAMBER OF COMMERCE FAIR
Nappanee, Ind., July 28 to August 2 Inc.

With a continuous route of bona fide Fairs until mid-November. Will place Eating and Drinking Stands and legitimate Concessions of all kinds at Fairs. Note: Bingo and Custard are sold exclusive. Note: Dick Taylor, please wire me. NOTICE! We are now contracting independent Attractions for the WEST VIRGINIA A. & I. FAIR, CHARLESTON, W. VA., Aug 30 to Sept. 7, Inc., and other big Fairs on our route.

Address: This week, Western Union
JAMES H. DREW SHOWS
Elwood, Ind.; next week, Covington, Ind., Fair.

GROVE CITY, OHIO, CENTENNIAL
JULY 21 TO 26

WANTED—SHOWS AND CONCESSIONS—WANTED
WANT—Novelties, Arcade, Popcorn, Caramel Corn, Peanuts, Floss, Apples, Snowballs, French Fry, Waffles, Taffy.
MERCHANDISE GAMES—Scales and Age, Jewelry, Short and Long Range, Ball Games, Dart, Six Cat, Bucket, Swinger.
RIDES—Will book Live Ponies and Kid Rides.
Mt. Sterling, Ohio—Homecoming (Streets)—July 17 to 19; Commercial Point, Ohio—Homecoming (Streets), July 31-Aug. 1 and 2; Nevada, Ohio—Centennial—Aug. 6-7-8-9.

NOLAN AMUSEMENT CO.
FRED NOLAN, Moxahala Park, So. Zanesville, Ohio
Ph. 28252—27671

BEAM'S ATTRACTIONS

V.F.W. CELEBRATION, WINCHESTER, VA., JULY 21-26

Show starting South for a long period of Celebrations and Fairs. Can book all kinds of Hanky Panks, Long Range Shooting Gallery, Age and Scales, Striker and Arcade. Have wonderful outfit for Colored Musical Show. Because of enlarging show can use capable Show People in all departments. Carry 10 Rides, Motordrome and have Free Gate at all Celebrations. Write or wire

STEVE DECKER or M. A. BEAM
WINDBER, PA. Show playing South Fork, Pa., this week.

WANT - CONCESSIONS - WANT
TERRE HAUTE, IND.

(ON THE STREETS)
6 DAYS—SEPT. 15-20, INCL.

Can place limited amount of legitimate Concessions. Positively no grift, Hats, gypsies, percentage or cigarette blocks. No Bingo.
Will place Cookhouse, Novelties, Games of all kinds, Popcorn, Apples and Floss, Long Range, etc. Game \$3.50 per foot. Gooding Rides already contracted. Write—Wire

FRANK OBERBACHER, Chairman
12 POINTS BUSINESS & PROFESSIONAL ASSN.
1277 PHILLIPS AVE. TERRE HAUTE, IND.

SOUTHERN STATES SHOWS

Want experienced Ride Men: preference to those who drive semis and have licenses. Notice to Fairs and Celebrations in Georgia and Florida: We have a few open dates for October and November. Also booking Shows, Concessions and Free Act for road season which starts immediately after Labor Day. All address Longbeach Resort, Panama City, Florida, until Sept. 8th; then as per route.

John B. Davis, Mgr., Southern States Shows

MIDWAY OF MIRTH SHOWS

WANT **WANT**

FOR MT. CARMEL, ILLINOIS, FAIR, OPENING JULY 20
Want Concessions of all kinds, no "EX." Also Foreman for Tilt-a-Whirl and Foreman for Eli Wheel.
Our Representative will be on grounds to get locations from July 17.

BINGO HELP WANTED

Want 3 Callers and 7 Countermen.
Fairs start July 21. Top salary and bonus.

JACKIE'S BINGO

c/o I. T. SHOWS, Lindenhurst, L. I., N. Y., this week; Box 53, Verkes, Pa., next week.

PAGE BROS.' SHOWS

WANT

Cookhouse, Popcorn, Custard, Snow Balls, Cotton Candy, Arcade and Jewelry. Hanky Panks of all kinds, \$21.00. Want Operator with Girls for Girl Show. We have all equipment, with front built on truck. Address:
HARRIMAN, TENN., THIS WEEK.
P.S.: Earl Lane wants Ferris Wheel Foreman and Help on 9 Rides. Top salary.

W. R. GEREN, Presents
MIGHTY HOOSIER STATE SHOWS

FAIRS **CELEBRATIONS** **FAIRS**

"This is the show that plays the red ones"

Want Hanky Panks. Want Shows—Girl, Snake, Monkey, Fun House, or what have you? 35 per cent plus tax.

TRI-COUNTY FAIR, Jasonville, Indiana, July 22-26; THE GREAT KNOX COUNTY FARM FAIR, INC., Bicknell, Indiana, Aug. 4-9; OWEN COUNTY FAIR, Spencer, Indiana, Aug. 11-16.

Followed with Fairs and Celebrations solid thru October 17. All Indiana. All replies, wire Western Union.

W. R. GEREN, Fortville, Ind., this week

BLUE RIBBON SHOWS

FORMERLY
BODART
SHOWS

2
GREAT
SHOWS
COMBINED
INTO ONE

WANT TO BOOK - - - WANT

SHOWS—Ten-In-One, exceptionally good proposition. Man to take charge of Mechanical Farm, 50-50. Our Fairs start at Tomah, Wis., July 24-27; then Portage, July 31-Aug. 3; Rhineland, Aug. 7-10; Wausau, 13-17; Escanaba, Mich., Aug. 19-24; Menominee, Wis., Aug. 28-Sept. 1; Marshalltown, Iowa, Sept. 4-8; Paragould, Ark., Sept. 10-13; Blytheville, Ark., Sept. 16-21; Greenville, Texas, Sept. 23-27; Haskell, Texas, Sept. 29-Oct. 4; Huntsville, Texas, Oct. 7-11; Seagraves, Texas, Oct. 16-18; Navasota, Texas, Oct. 20-25. Shows have choice of Rhineland or Jamesville, Aug. 7-10. Can use Foremen for Dodgem and Little Dipper, also other Ride Help. Concession Agents, contact Lynn Lucia.
All inquiries to Sturgeon Bay, Wis., July 15-20; then as per route.
P.S.: Bernie Wendt, contact us.

PRELL'S

BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

Exempt Firemen
ARBOR PLAINFIELD, N. J.
July 21-26

V.F.W. Post #1333
DOVER, N. J.
July 28-Aug. 2

Now Booking for 15 Outstanding Fairs starting Aug. 11-16, Butler, Pa.

Want Unicorn, Reptile, Fat Show, Wild Life or any Grind Show with ment. Lenah wants Side Show Help. Prof. Valda wants outstanding talent for Minstrel Show. Want Rides—Will book or lease Major Rides with or without transportation. Want good Kiddie Rides. Want Help on all Rides. Want Foreman for newly built Whip, semi drivers preferred. Want Concessions—Novelties, Short Range, Long Range Gallery, Age and Scales, Photo, all kinds of Hanky Panks. Will sell X on Novelties and Age and Scales.

All answer SAM E. PRELL, Levittown, Long Island, N. Y.

BROWN-WALLACE SHOWS

WANT FOR THE FOLLOWING BONA FIDE CLASS A FAIRS

MAURY COUNTY FAIR, COLUMBIA, TENN.
LIMESTONE COUNTY FAIR, ATHENS, ALA.
MISSISSIPPI FAIR & DAIRY SHOW, MERIDIAN, MISS.
TRI-STATE FAIR & LIVE STOCK SHOW, CORINTH, MISS.
COLUMBIA FAIR & LIVE STOCK SHOW, COLUMBUS, MISS.
VETERANS' FALL FAIR, MONTGOMERY, ALA.
(BELL ST. LOCATION.) AND WE HAVE THE CHARTER AND WE WILL PLAY IT, SO OON'T BE MISLED.
SOUTHWEST GEORGIA FAIR CORP., ALBANY, GA.
THE GREAT MACON FAIR, MACON, MISS.
VETERANS' FALL FAIR & CELEBRATION, SELMA, ALA.
VETERANS' FALL FAIR, OZARK, ALA.

Want large Cook House, Flashy Bingo, 6 Cat and all Legitimate Concessions. Good opening for Age & Scales, Long and Short Range Gallery, Photo Gallery. Will book Octopus, Dark Ride and any non-conflicting Ride. Want experienced Tilt Foreman; top salary. Want Manager with 3 or more Girls for office-owned Girl Show or will book Girl Show with own outfit. Will also book Motordrome; Monkey Show or Animal Show. On account of enlarging Minstrel Show, want good Blues Singer and strong Trumpet Player. Those joining now will be given preference at all our Fairs.
All answer to

BROWN-WALLACE SHOWS, LEXINGTON, KY., THIS WEEK

GLADSTONE EXPOSITION SHOWS

WANT FOR 14 FAIRS
KENTUCKY
TENNESSEE
MISSISSIPPI

CONCESSIONS—Hanky Panks of all kinds, Pitch-Tilt-U-Win, Penny Pitch, Novelties, Long Range, Short Range, Balloon Dart, Hoop-La, Buckets, Swingers, Derby. No flats or gypsies wanted.

RIDE HELP on Wheel, Tilt and Comet.

SHOWS—Monkey, Wild Life, etc., with own equipment. Also Arcade, Fun House and Dark Ride.

STANFORD, KY., ALL THIS WEEK

GLASGOW, KY., FAIR, July 21-26
CENTRAL CITY, KY., FAIR, July 28-Aug. 2
NICHOLASVILLE, KY., FAIR, Aug. 4-10
CLARKSVILLE, TENN., FAIR, Aug. 18-23
HODGENVILLE, KY., FAIR, Aug. 25-30
BENTON, KY., FAIR, Sept. 1-7

Followed by 8 of the best fairs in the Mississippi Delta

JACK OLIVER, Mgr.

F. O. POOLE, Owner

WANT FOR 14 FAIRS
KENTUCKY
TENNESSEE
MISSISSIPPI

50,000 ACTS A YEAR NEEDED BY 10,000 LIONS' CLUBS

Lions' club officers and their program chairmen from Lions' clubs all over the country are continually requesting information from the international headquarters in Chicago regarding available entertainment talent such as:

- SHOWS
- SPEAKERS
- BANDS AND ACTS
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- CIRCUSES
- MINSTRELS
- VOCAL GROUPS, ETC.

To give these men this important data we are inaugurating a NEW CLASSIFIED ENTERTAINMENT SECTION in our 1952-'53 Annual Directory. By plugging your specialty in this limelight, you are in direct and constant touch all year round with the men who plan the programs and bill the acts.

A year-round DIRECTORY constantly used by the men who buy talent for Lions' Club affairs. Your ad is seen ALL YEAR for only:

\$275.00—Full Page
\$150.00—Half Page
\$85.00—Quarter Page
\$50.00—Eighth Page

We prepare your ad. Send letter, card or brochure and glossy photograph. For further information phone or write to:

R. F. CHANA, Advertising Manager

LIONS INTERNATIONAL

332 So. Michigan Avenue, Chicago 4, Illinois
Webster 2-0190
BETTER HURRY. Advertising deadline July 20, 1952.

Now Booking for...

The Best in the West

CALIFORNIA STATE FAIR

SACRAMENTO AUG. 28-SEPT. 7, INC.

FRESNO DISTRICT FAIR

FRESNO, CALIF. OCT. 3-12

ARIZONA STATE FAIR

PHOENIX NOV. 6-16

Contact: **CRAFTS 20 BIG SHOWS**
7283 BELLAIRE, NORTH HOLLYWOOD, CALIF. Telephone: SUmet 2-3131

ALAMO EXPOSITION SHOWS

NOW CONTRACTING FOR 12 FAIRS AND CELEBRATIONS

Booked solid till November 1 with Two Texas Fairs pending. ANTHONY, KAN., FAIR AND RACE MEET, July 21 to 25. CASSVILLE, MO., ANNUAL REUNION AND STOCK SHOW, July 28 to August 2.

Want Rides: Pony, Boat Ride, Baby Train, Little Dipper, Second Man and Drive Semis. Shows: First-class Side Show with own equipment. Mechanical, Wild Life, Snake Shows. Have complete line-up for Minstrel Show. Not to go up until September. Concessions: Custard, Scales and Age, all types at Hankies, Penny Arcade, Six Cat.

Contact: JACK RUBACK, Liberal, Kansas, July 14 to 19; Anthony, Kansas, Fair, week July 21. P.S.: Alton Tobell can place phone men.

RIDE HELP WANTED

FIRST AND SECOND MEN FOR FLY-O-PLANE, ROCK-O-PLANE, ROLL-O-PLANE AND FOR OTHER RIDES.

Want only top men who know their Rides. Don't misrepresent as you won't last unless you are capable. No ups and downs. A long, pleasant season is assured you if you can handle your act and do a good job. Top salaries paid and you are located in permanent Amusement Park.

Murphy-Pugh-Lindsey Rides and Concessions
FAIR PARK, DALLAS, TEXAS

E & B AMUSEMENTS

Want Foremen for Caterpillar, Roll-o-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: Fieldstone 7-0457 Between 8 and 9 A.M. or Between 12 and 1 P.M.)

WANT—FLOYD O. KILE SHOWS—WANT

Will place at once and for 12 Arkansas and Louisiana Fairs till Nov. 15th the following Concessions: Custard, Pastry, Blower, Roller, Ball Games, Hoop-La, Pitch-Up, Who Rumber, Cakes, Cork Gallies, Five Centa Hoop, Penny Pitch, Wheelie, Blocks for Greeneries, Aluminum, etc. Hanky Panks of all kinds. What have you? Grind Scales that will work for stock will do O.K. here. We are satisfied with business and know our route, so come on, get set for long season now. Clean Grind Shows of merit with own equipment. Fun House, virgin spins for you. Round Car with Concessions, just at once. Working Men who drive. All replies to FLOYD O. KILE, Mer., Zwettl, La., till July 20th then Mansfield, La., followed by Marchevet, La.

SUNSET AMUSEMENT CO.

WANTS FOR LAKE CITY, MINN., WATER CARNIVAL ON THE STREETS, JULY 22

Hanky Panks and Ball Games. Have exclusive open on Derby, Fish Bowl, Mats. Can place Ride Men who drive.
Clinton, Iowa, this week; Lake City, Minn., next.

WANT—QUEEN CITY SHOWS—WANT

For Clyde, N. Y., 35th Annual Assumption Day Celebration, August 11 thru 16. Two Parades, Several Contests, Band Competition.

Two kiddie matinees. Grand display of fireworks. Fire Company sponsoring. Want Hanky Panks; all open. Want small side show or Wild Life. For New York State Firemen's Convention at East Rochester, N. Y., Aug. 18 thru 23. Parades and contests nightly. Want Hanky Panks; open to best additional Major Rides and Shows. All answers to JOE ROXY
282 KATHARINE ST. BUFFALO, N. Y.

STOCK TICKETS
One Roll \$ 1.50
Five Rolls 6.50
Ten Rolls 12.50
Fifty Rolls 50.00
100 Rolls 100.00
ROLLS 2,000 EACH
Double Prices
We C.O.D. Orders
Blue: C.E. Theat., 152

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of every description
the TOLEDO TICKET CO.
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RIDE HELP WANTED

Can place immediately good Jenny and Wheel Foremen. Other Ride Help, come on, will place you. Good salary and bonus. Bingo Caller. Wire or contact:

HARRY KAHN, Mgr.
New England Amusement Co.
West Brookfield, Mass., this week;
Chester, Vermont, July 21-26.

KLENKE AMUSEMENTS

WANT WANT WANT
Hanky Panks and clean, legitimate Concessions for a good route of Fairs and Celebrations. Can use French Fries and Grab. Reasonable privilege. RIDES: Kid Rides not conflicting. Want Mechanical, Treat at Monkey Show and Fun House. Want Ride Help for Octopus, Wheel and Jenny. No drunks or chasers. July 13-19, Swannan, Ind.; Wakarusa, Ind., July 21-26.

MERRY-GO-ROUND FOREMAN

Wanted at Once
Due to disappointment, Allan Herschell Merry-Go-Round, 40 ft., Gas engine.
CRAFTS SHOWS
7283 Bellaire,
North Hollywood, Calif.
Phone: SUmet 2-3131

BIG STATE SHOWS

WANT—
Monkey Show, Snake Show. Have complete outfit for both. Book any Show that doesn't conflict. Ralph Wagner, Concession Mgr., wants Hanky Pank Agents, Grind Shows Agents, Ladies' Only, Celebration, Aug. 4-9 on Street, Stamford, Conn., 11-16, Fredericksburg, Va., Aug. 16-17, Beerco, Tex., Aug. 18-23, Centerville, Tex., 24-27; all Yafar, Fair, Boat, Amusement and De Power, get in touch.
Penna City, Pa., this week.
MRS. ROBERT MOORE

COUNTY FAIR SHOWS

WANT
Mud, Lead Gallery, Hanky Panks, Shows, Ride Help, Agents.
Booked solid for Fairs and Celebrations for next eight weeks. Contact
EARL D. JOHNSON
O'Neill, Nebr.

FOR SALE

1947 Super Pontiac with transportation, fence, ticket box. Ride in A-1 shape throughout, price \$3,500.00. 1943 Dodge Tractor, Big \$400.00. 1941 Chev. Tractor, \$250.00. 1941 Dodge 2 1/2 ton bus. New, \$500.00. 1945 D. M. C. \$400.00. 1941 International Straight Job, \$350.00. 28 ft. Keystone Trailer with new back, \$800.00. 22 ft. Nebraska \$400.00. Pet Wagon and Office, with 1941 Chev motor, one 23 and 20 inch some \$1,800.00.
Larsen & Trueblood Rides
CE MAR PARK MARION, IOWA

WANTED

Jewelry, Photos, Frozen Custard, Hanky Panks and other legitimate Concessions for Annual V.F.W. Street Fair, Huntington, Ind., July 28-Aug. 2, 1952.
W. O. RANDOLPH, Fair Mgr.,
Markle, Ind.

FOR SALE—CHEAP

One 8-car Kiddie Auto Ride, No bolts—portable. New, \$1250.00. Hurry.
C.H.M. REYES
182 W. Marlon Ave., Youngstown, Ohio
Ph. 7-2804

WANT CONCESSIONS AND SHOWS

8th Annual National SWEETCORN FESTIVAL
September 12-15, 1952
Miller's 7 Rides booked. No flats or prizes. One of the biggest Celebrations in Illinois.
TOMMY SACCO
202 M. Webster Ave., Chicago, Illinois

WILSON GREATER SHOWS

Want for the following Celebrations: KIRKLAND, N. M., PIONEER DAYS, July 23-27; UNIT NO. 2, SILVERTON, COLO., MINERS' PICNIC, 23-27; DURANGO, COLO., FIESTA TRAIL DAYS, July 28-August 3.

Stock Concessions of all kinds. Will book Maor Rides not conflicting with Merry-Go-Round, Little Dipper, Wheel, Roll-o-Plane. Can place First Man on 2 Abreast Allan Herschell, also Second Men, on all rides. Can place capable Agents at all times. Will book Shows with own transportation. Gallup, N. M., this week.
LOYD WILSON

INTERSTATE SHOWS

WANT—14 FAIRS BEGINNING FIRST OF AUGUST—WANT

SHOWS: Side Show, will furnish 20x120 ft. top with 140 ft. banner line if you have something to put inside. Will book Monkey Show, Wild Life, Untorn, Fat, Crime, Mechanical or any worth-while Grind Show. Will give good proposition to Motor, Jrome, Penny Arcade, Diggers.

RIDE HELP: Can place Foreman and Second Men on all Rides.

CONCESSIONS: All Hanky Panks open, Long Range Gallery, Short Range Gallery, Photos, Age and Scales, will sell exclusive on Frozen Custard, Novelties.

HELP: Want Show Carpenter and Scenic Artist to join on wire. Want Men to put up front marquee, sell tickets and take out sound truck. All replies:

H. B. ROSEN, MGR.
Marion, Ky., this week.

Want Talker for Front of All New Minstrel Show, Immediately

Office owned Show of Gooding Amusement Company.
Attention, Gene Padgett or Tex Hunter
Big Irvin C. Miller, Brownstein Revue, Gold route of Southern Fair, including Kentucky State, Jackson, Miss., State Fair, and Columbus, Georgia.
Contact Irvin C. Miller, c/o Gooding Amusement Co.,
Fair Grounds, Columbus, Indiana.
Also want Semi Driver to handle stage

ANNUAL SHADE GAP PICNIC

Soldiers and Sailors' 62nd Fair and Picnic, Harpers Memorial Park, Shade Gap, Pa., July 28 to August 2, 1952.

Want any legitimate Concessions. Especially Guess Age and Weight, Novelties, Photos, Long Range Gallery, Basketball, Pitch Till You Win, Sit Down Grab, Candy Floss.

A. L. BLACKMON
SHADE GAP, PA.

GEORGE CLYDE SMITH SHOWS

Want Bingo, Custard, Ball Games, Balloon Darts, Candy Floss, Photos, Age and Scale, Fish Pond, Duck Pond, Long or Short Range Lead Gallery, Hoop-La, Buckets, Swingers, Novelties, Penny Arcade, Want Side Show, Monkey Show, Mechanical City, Wild Life, General Ride Help, Truck and Tractor Drivers, Agents for office owned Hanky Panks. All replies:
GEORGE CLYDE SMITH SHOWS, Maiteslope, Penna., this week; Myerstown, Penna., next week.

NESSLER'S GREATER SHOW

Want for Fayette Co. Fair, Greenwood, Ill., July 30-31; Clark Co. Fair, Marshall, Ill., Aug. 6-11. Booking for the big Labor Day and Tri-City OH Show at Graysville, Ill., Aug. 29 to Sept. 1.

We hold exclusive on all Concessions—Bingo, Fish Pond, Age and Scale, High Striker, Cork Gallery, Ball Games, Cakes, Bowling Alley, Biring Game or any Hanky Panks that work for stock. Rides—Will book small major ride for committee money, Octopus, Spitter, or who have you? Shows: Girl Show with two or more Girls, must have nice wardrobe. It will work. Attractive Show or any Show with own transportation for committee money, and help. Agents for six Cats, Buckets and other Concessions, useful help in all departments. Ride Help who can drive.
Wire or Phone Clinton, Ill., July 17-23; then The Big one.

WANTED for COBLESKILL BI-CENTENNIAL, July 21-26

Four Days, Six Nights, Fair, Parades, Grandstand Attractions, State Wide Advertising, Newspaper and Television. One of the largest events in New York State, 25,000 attendance expected.

CONCESSIONS: Custard, 11-Strikes, Photos, Clothes Pin, Hoop-La, Age and Weight, Hats, Cakes, Bottles, Over Twelve and any Hanky Pank not already placed. RIDES: Can use one or two Major Rides not conflicting, one more Kiddie Ride and Live Parades. SHOWS: Fun House, Amusement, Athletic Show (for live, contact), No Painterly, Flat Stereos or Eating Stands. Later like, contact, WILD, Concession Mgr., Care Hotel Assurant, Cobleskill, N. Y. Have three theme ride Fair, a fellow, P.R. Man Russell needs help for Cookhouse, Agents for Merchandise Wholesale. Wire and come on

WANTED

Reliable all-around Girl Agent who can manage and operate Concession. Must be able to drive small panel truck and haul small 2 wheel trailer and swim partially blind man. Long season work—salary and commission. State all in first letter at once and telephone number. Ticket if I know you
RAY MEYERS, P. O. Box 6, St. Johns, Michigan

WANTED

SHOWS—Independent Shows with own equipment and transportation. Operator with Girls for Girl Show. Have equipment and transportation. TEX, PADDON, N. J. Petersen, please answer. RIDES—Can use some Major Rides; Nelson's Ponies, answer. CONCESSIONS: Long and Short Range, Duck and Fish Pond, Pitch Till You Win, Photos, Age and Weight, Candy Apples, Bumpers, other Hanky Panks and Stock Wheels, Buck Suits, Blim Kern, Chief White Cloud, please answer or come on.
Address MEL SOBER, Mgr., KEYSTONE ATTRACTIONS
South Canville, Pa., July 14-19; Milroy, Pa., July 21-26.

WANTED

Carnival for one of last two weeks in August or first week in September
HARVEST HOLIDAYS
County Seat of Hancock County, Cerrage, Illinois.
Sponsored annually by Junior Chamber of Commerce.

LEE UNITED SHOWS

WANT FOR CASSPOLIS, MICH., FAIR, WEEK AUGUST 5 AND SIX FAIRS TO FOLLOW

Will book Octopus, Rolloplane, Caterpillar or any other Ride not conflicting. Will also book any Show except Girl Show.
WIRE: CHARLES H. LEE, Mgr., Tawas City, Mich., July 15-19; then as per route

Parcell's PIONEER SHOWS

high class attractions

FREE GATE **FREE GATE** **FREE GATE**
 WINDSOR, N. Y., JULY 21 TO 26, HOMECOMING—PARADES

Fireworks nightly All Fairs and Celebrations follow.

Want Concessions—Custard, Ice Cream, Photos, Novelties, Jewelry, Hi-Striker, Short Range, Ice Cream Dips, Hanky Panks, Rat, Pan, Cigarettes. What have you? Want Shows of merit. Arcade, Jack Kearns wants Dancing Girls.

For Sale—8-Car Octopus, Want Bingo Caller, Clerks, Merry-Go-Round Foreman. All replies this week

MICKEY PERCELL, Hancock, N. Y.

W.G. WADE SHOWS

GRAND RAPIDS, MICH., JULY 21 TO 26

Located at Grand Rapids' new Amusement Zone SPEEDROME.

Can place legitimate Concessions of all kinds.

NOTICE—NOTICE—The 61st Annual La Grange County, Ind., Corn School on the Streets, is again in August this year—Aug. 5 to 9. Now booking Concessions for this big annual event.

Have locations for 2 more Major Rides at the MICHIGAN STATE FAIR, August 29 to Sept. 7.

W. G. Wade Shows, Frankfort, Mich., all this week
 P.S.: Following Grand Rapids is the start of our solid Fair Route at Barry County Free Fair, Hastings, Mich.; then comes LA GRANGE, IND.

GRAND AMERICAN SHOWS

WANT FOR TWENTY BIG FAIRS AND CELEBRATIONS. IOWA, MINNESOTA, MISSOURI, ARKANSAS, LOUISIANA, 10 NORTH AND 10 SOUTH, STARTING JULY 30 THRU NOVEMBER 1.

Want Rides—Eli No. 5 Wheel, Caterpillar, Whip, Flyplane, Spitfire, Kidie Rides not conflicting. Want Arcade, Side Show, Grind Shows with own equipment. Jimmy Montello wants Girls.

LEWIS SCOTT

Cotton Club Revue wants Performers and Musicians: Bay Baldwin, wife

L. O. WEAVER, Mgr.

Toledo, Iowa, now; Waterloo, Iowa, July 21-27.

DAN-LOUIS SHOWS

FAIRS—FAIRS AND FAIRS

Solid for Balance of Season

WANT Concessions and Shows. No Mitt Camps or Gypsies with anything. CAN PLACE Hi-Striker, String Game, Basket Ball, Aluminum Store, Grocery Store, Novelties, Sewing Machine, Watch-La, Hoop-La or any stock store working for not more than \$50 a play.

Our 14 Indians and Kentucky Fairs start Petersburg, Ind., July 23, then we go from one to the other until end of season. See Billboard AD in June 28th Issue for Fair List.

LOUIS T. RILEY, Gen. Mgr.

NEW HARMONY, IND., This Week (Last Still Date)

BAKER AMUSEMENT ENTERPRISES

WANTS FOR ITS

FESTIVAL OF FUN UNIT

CONCESSIONS: ALL CONCESSIONS OPEN—WHAT HAVE YOU? NO RACKET—NO COPSIES

RIDES: Can place one Major Ride—Have Wheel, Merry-Go-Round and Octopus. Want two or three Kidie Rides to join at once.
RIDE HELP: Can place GOOD, SOBER RIDE HELP, must drive. Wilbur Farrell is not with this unit now.

Can also place Concessions and Ride Help on Baker United Shows. All replies to Baker United Shows, Noblesville, Indiana, this week or phone or wire Tom L. Baker, 2257 Madison Avenue, Indianapolis, Indiana, Phone CArdfield 4584. Festival of Fun Unit, Mulberry, next week—Baker United Shows, Fowler, Indiana, next week.

CAVALCADE OF AMUSEMENTS

MUNCIE, IND., FAIR AND 100 YEAR CENTENNIAL, BIGGEST EVENT OF THE YEAR—"BETTER THAN EVER," JULY 25-AUG. 2—NINE DAYS—2 SATURDAYS AND SUNDAYS.

Can place Circus Side Show, Wild Life, Girl Show (Bob Edwards, contact me). Will place any Grind Show.
 Want Concessions of all kinds, Popcorn, Ice Cream, Photos, Lead Gallery, Snow Cones, Eating Stands. Can place Custard, have ideal location for same. (Goldfins, do you want same location?). Location for African Dip open. Will place American Palmistry. Will book Dark Ride for balance of season. ADDRESS:

AL WAGNER, MGR.

Arnold, Pa., this week.

DICK WILCOX SHOWS

Want for South Paris, Maine, Old Home Week, July 21-25. Six RIG DAY and nights, and Booth Bay Harbor to follow; then Fairs start with the biggest Labor Day Celebration in Maine, right on the Canadian border. Woodland, Maine; also Deer-Foxcroft and Guilford Fair.

Want Shows: Top-in-One and Girl Show. Will book or buy Monkey Speedway, Jumping Choo Choo Train, Very low percentage for Shows and Rides. Hanky Panks all open for fairs. Happy (Dot) Blackball, have very good proposition for you. Please get in touch, South Paris, Maine, July 21-26; Booth Bay Harbor, July 28-Aug. 2. Don't miss these fairs.

DICK WILCOX SHOWS, Frenchville, Maine, this week.

FOR SALE—LITTLE DIPPER

REASONABLE. IN GOOD CONDITION, READY TO OPERATE, NO REPAIRS NEEDED. IN TIME FOR YOUR FAIRS.

REASON FOR SELLING: TO MAKE ROOM FOR TWO KIDIE RIDES.

SPOT MASON, MGR.—STAR LITE PARK

4000 4th Ave., Moline, Illinois

RUSTY WAGNER WANTS

Agents and Counter Help for Grab. Have several openings due to expansion. Also for Ping Pong Pitch, Huckleby Bunk, Ad-Em-Up-Parts, Dumper, Milk Cans. All Hanky Panks. We are in and running "red ones." Mr. Bodart needs sober and reliable Ride Help immediately. Wire, write or come on.
 c/o Blue Ribbon Shows, Sturgeon Bay, Wis. (Cherry Festival), this week; then 14 Fairs, 7 in Wisconsin, starting at Tomah, July 23, followed by Portage, Rhinelander, Wausau.

BEE'S Old Reliable Shows

CLEAN AMUSEMENTS INC.
 you won't get stung!

WANT WANT WANT WANT

RIDES—Want Foremen and Second Men on Wheel and Octopus; top wages and bonus to men who can and will do the job and stay sober. Pay every Wednesday and sure. Drunks, stay where you are, as that is the cause of this ad. Can place one Kid Ride and one Major Ride not conflicting; low per cent to office.
CONCESSIONS—Can place Popcorn, Novelty, Long and Short Range Gallery, Over & Under, Best Dealer, Pea Pool and Hanky Panks of all kinds.
SHOWS—Can place any good show, 25% to office, except Girl, Snake or Monkey.

Frankfort, Ky. July 21-26	Brodhead, Ky., Little World's Fair Aug. 18-23	Booneville, Ky., Fair Sept. 15-20
Columbia, Ky., Fair July 28-Aug. 2	Lebanon, Ky., Fair Aug. 25-30	Stanton, Ky., Fair Sept. 22-27
Russell Springs, Ky., Fair Aug. 4-9	Greensburg, Ky., Fair Sept. 1-6	Beattyville, Ky., Fair Sept. 29 to Oct. 4
Campbellsville, Ky., Fair Aug. 11-16	Horse Cave, Ky., Fair Sept. 8-13	Campton, Ky., Fair Oct. 6-11

Address **DAVID J. HULS, c/o BEE'S OLD RELIABLE SHOWS, Inc., Lawrenceburg, Ky., this week; then as per route.**

LAWRENCE Greater Shows

AMERICA'S MOST PROGRESSIVE CARNIVAL

WANT FOR THE GREAT HARRINGTON, DEL., FAIR

Week of July 21—All Fairs To Follow

LEGITIMATE CONCESSIONS—Novelties, High Striker, Jewelry, Long and Short Range Gallery, 6 Cats, Buckets, Derby Racer, Rotary, Glass Pitch, French Fries, American Palmistry. EVERYTHING OPEN.

RIDES—Little Dipper, Live Pony, Octopus or complete set of Rides for all our Fairs.
HELP—Whip and Caterpillar Foremen. Salary and bonus no object. Second Men on all Rides.

SHOWS—Midget, Fat, or any Grind Show.

WANT LOT MAN

All address **SHIRLEY LEVY, Brunswick Hotel, Lancaster, Pa.**

MODEL SHOWS Inc.

"AMERICA'S SMARTEST RAILROAD SHOW"

CAN PLACE FOR 14 WEEKS OF FAIRS STARTING AT HUNTINGTON, WEST VIRGINIA, 10 DAYS, ON AUGUST 4. FOLLOWED BY THE GREATEST STATE FAIR IN THE EAST, RONCEVERTE, W. VA., WEEK AUG. 18.

Have good opening for set of Rides, Tilt-a-Whirl, Octopus, Rock-o-Plane and Pretzel. Will book Glass House, Arcade or any new or novel Show. Want Girls and Talkers for Revue. Want Foremen for Merry-Go-Round, Roll-o-Plane, also Second Men, want Tractor Drivers, Assistant Electrician and Tower Man. We have Motordrome mounted on wagons, ready to operate. Can place responsible Operator for same. Can place legitimate Concessions, Long Range Gallery, Short Range, Glass Pitch, Hoop-La. Want Man to operate Cookhouse (line equipment).

All address: **DAVID B. ENDY, Gen. Mgr.**

Uniontown, Pa., this week; East Liverpool, Ohio, next week.

Royal Exposition SHOWS

WANT

Shows of all kinds with own outfits and transportation, especially White Girl Show with three or more girls; Colored Girl Show, Monkey Show, Trained Animal Show (Dan Riley, note), 5 or Ten-in-One, Fun-house, Glass House, Snake Show (no geek).

RIDES—Only need a Dark Ride, have nine others of our own.

CONCESSIONS—Want Bingo Operator to take full charge of complete outfit with special semi and tractor. Liberal proposition if you are capable and can furnish good references. Want Concessions and Ball Game Agents who are sober and can produce. East Tighman, are you open for Electricians' job? Need a reliable Show Painter who can cut it, have several weeks' work to right man. Please note—Our fairs are all white and begin on September 1-10, consecutive weeks. Not the biggest, but good enough for us. This is our 5th year for them. All address Savannah, Ga., this week, then Augusta, Ga.

WANT CONCESSIONS WANT

ALL GOOD, SOLID, BONA FIDE FAIRS

JULY 20-26—CASS COUNTY FAIR, Logansport, Indiana	Games only
JULY 21-26—MERCER COUNTY FAIR, Harrodsburg, Kentucky	Long and Short Range and Games only
JULY 29-AUG. 2—SHELBY COUNTY FAIR, Shelbyville, Ky.	Games only
AUG. 11-16—SHIAWASSEE COUNTY FAIR, Corunna, Mich.	Games and Root Beer
AUG. 25-30—JACKSON COUNTY FAIR, Jackson, Mich.	Games only
AUG. 26-30—FREE STREET FAIR, Kokomo, Indiana	Games only
SEPT. 30-OCT. 4—PERSIMMON FESTIVAL, Mitchell, Indiana	Games, Floss, Apples, Popcorn, etc.

HAVE EXCLUSIVE TAFFY PRIVILEGE OPEN FOR COLUMBUS, GEORGIA, OCTOBER 13-18.

WRITE, PHONE OR WIRE

GOODING AMUSEMENT COMPANY

Attention, Hal Eifort

1300 NORTON AVE.

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Simulated PEARLS

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STUNNING NEW RELIGIOUS DISPLAY SET

In clear, round acetate box with mirror base. Terrific flash, shines like it never before. \$4.50 dozen plus postage \$7.00.

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How to say good-bye to flies, mosquitoes, gnats, and other flying pests, and other annoying insects, with the amazingly sensational "FLY-BITE" insecticide. Beautifully attractive, portable unit, using an ordinary plug. No need for non-toxic chemicals. Needs no installation. Complete with cord and plug. Thousands of automatic letters prove this method automatically solves the pest problem. Continuous operation. Smaller area requires less operating time. Complete. Self-service. Insects die. **ONLY \$995**

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 O.D. C.O.D. I will pay you postage.

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 or trained. We are main suppliers world-wide and circuses throughout world. Marine Entertainers, Inc., Hermosa Beach, Calif. 3226

CHIMPANZEES—YOUNG AND CAGE ANIMALS: Males and Females, 3500 up to 1000 lbs. Bear Cubs, 1200 lbs. Indian Cobras, \$35. Green Mantas, \$35. Large Python, arriving 3 weeks. Trefflich's, 228 Fulton St., N.Y.C.

ELEPHANTS—INDIAN, 1 FEMALE: 44 inches tall; 1 Male, 40 inches tall; 1 Female, 10 inches tall, all fully acclimated. Can be led. Write for prices. Trefflich's, 228 Fulton St., N.Y.C.

EXOTIC BOTTLES—SPECIAL ON COGNAC: Huxford's, Vipers, Giant Python; Dem's art at \$25; will deliver, save express on large orders. Same day shipment. Phone 4732. 120 Mowbray, 1121 St. Louis, Norfolk, Va.

FOR SALE—ONE MALE LION: 12 months old; perfect pet. I. C. Hartz, Ridgeland, S. C. 3719

FOR RENT OR FOR SALE—A BLACK Angus Midget: 13 months old; write for further information. Walden Post, Clifton, Ill.

HEALTHY SNAKES, ALL KINDS: ALSO Alligators, Terrapins, Prairie Dogs, Horned Toads, deodorized Skunks, Guinea Pigs, Rabbits, Rats, Horned Owls, Hawks, Glass Parakeets, Monkeys, Peafowl, Fantail Pigeons, Crows, Whistling Anakin, forty year old, Otto Martin Locks, Phone 141, New Transients.

MEXICAN YOUNG TAME HURON: 10 year old. Special to ride. We have from months to 12, 545 each or \$300 prepaid. General Merchandise Co., Larchmont, N.Y.

MONKEYS—CINNAMON RINGTAILS: 325 Spiders, 325 Jays, 325 Seals, 1200 Mice, 1200 Dogs, 1200 Cats, 1200 Rabbits, 850 Large Dogfear Rabbits, 1000 Young Drill, 1000 Trefflich's, 228 Fulton St., New York

ONE 24 INCH ALLIGATOR: 964, \$4.50. Barb Tanned Snake Skin Leather, 2 square yards, \$10.00. Best Constructor Farm, R. 1, Box 600, Lapslee, La.

SOUTH AMERICAN STOCK—AT LOWEST
 prices ever. Live delivery guaranteed. 10 lbs. under 7 ft., \$1.50 per lb. under 10 ft., \$2.50 per lb. Baby Alligators and Iguanas, \$1.50 per lb. Central Longlegs, 5 for \$10.00. Young Cinnamon Ringtails, 6 for \$135. 50 percent discount regulars with orders. Many other specials. Write for price list. Tropical Highlands, 11523 Northwest Blvd., Ave. Miami, Fla. Large Importers in the South.

WANTED—A DOG TRAINER TO EDUCATE
 dog for five ticks out track dog, no need to train because of traveling. Pete Ruth, 117 Wall St., Utica, N. Y.

BUSINESS OPPORTUNITIES

FOR SALE—BAR AND RESTAURANT: Frozen Custard, Modern Soda Fountain, Choice Backways Beach location situated in Bath and Lake. House with cur and pool bathing. Only one of its kind in the Rockland. Established 12 years, same owners. For information phone Belle Harbor, 12 for Mandel or Barnett only. 3718

FOR SALE—4 BRUNSWICK ROWING
 lanes, completely equipped, including Tote-secure, 2 Ironman, 2 Invincible, Pool Tables. Complete Restaurant Equipment with essential building set up for soft ice cream and curb service in summer. house on 52nd St. 218 ft. x 63 ft., located on Main Street 10 blocks from location on Highway 40 in County Seat of White County, Conn. 1000 sq. ft. Building over 40 years old. Other business needs requires owner's attention; equipment included. 101 year lease on building. Leonard L. Childers 420 E. Main St., Carmel, Illinois. Phone 2387.

FOR SALE—FEST SHOW, INCLUDING
 Truck, 1941 Buick, 1941 Buick, 1941 Buick, 1941 Buick. Write for complete description. B. W. Brown, Benton, Ky.

FREAK BABY SHOW—COMPLETELY
 equipped. Best offer. Write wire, Manager, Baby Show, 800 West 4th Blue Ribbon Shows, as per route listed.

FUN AGENCY—WHOLESALE FURNISH
 works representative with contacts for party, party, party. Information for party, party, party. Box 781, Hill, 1364 Broadway, N.Y.C. 36. 3726

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 sample and wholesale prices. Ben Trammell, Product, Dept. B, Box 840, Rome, N. Y.

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 Profit opportunity for lifetime business!—no experience needed. Free booklet. Request L. B. Co. 442 N. Seneca St. Wichita 12, Kan. 3715

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 Appliances, Novelties, Costume Jewelry, Cookware Sets, other essential merchandise. Write Distributors, 130 Broadway, N. Y.

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EXCELLENT WARDROBE TRUNK, \$35:
 Suit Case, 50, Chorus Costumes, Bumble Clown, Odds, 97, Crown Suits, 95 Wallace 2416 N. Halsted, Chicago. 3714

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ROOT BEER SYRUP—MAKE YOUR OWN
 trial quart concentrate will furnish gallons. Ready-to-use syrup, \$2.75 postpaid. Solid Syrup, Lock Box 62, Three Rivers, Mich. 3720

STAMP BRINGS OPPORTUNITY TO SE-
 cure Free choice of proven Formula for relief of Asthma, Arthritis, Rheumatism. Box 133, Shamokin, Pa.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPCORN MACHINES
 available from the Casey Corn Machines, Peanut Roasters, Kripoy Korn, 130 S. Halsted, Chicago. 3713

DODGE BUS—30 FEET LONG, CON-
 verted living quarters, custom built, completely equipped here, cash. Write Mrs. Baby Show, c/o Rodar's Blue Ribbon Shows, as per route listed. 3725

FOR SALE—NEW KIDDIE PARK EQUIP-
 ment: Fifteen Passenger Train, Rocket Ride, Pony Cart, 2 Jeep Buggy, Ball-Toss Ride, Lights, Sound Equipment, Concession Stand, Fun Jimmie Truck and 4-Ton Dodge Mobile Sound Truck. Five thousand dollars. P. O. Box 92, Sherman, Tex.

POPCORN POPPERS, PEANUT ROASTERS,
 2500 Corn, 2500 R. W. Kelly, Geopline, Gas Burners, Candy Pops, bus. sell. Cold Storage, Lock Box, Indiana, Iowa, and

FOR SALE—SECONDHAND SHOW PROPERTY

ALL 16MM. SOUND—2000 REELS: Features, 45 reel; some 35; used Projectors, 128 N. Court, Memphis 2, Tenn.

ALWAYS PLENTY STEEL: IN JUNK yards to build 5000, Twelve, Pasteror, Kiddle Chairmen, used plans, 95, free catalog. Brill, Box 875, Peoria, Ill.

FOR SALE—SHORT RANGE GALLERY:
 heavy gauge steel, complete, ready to roll. A. Hoop, 4150 1st Ave., So. St. Petersburg, Fla.

FOR SALE—USED MERRY-GO-ROUND,
 good condition, 30 horses, new top, freshly painted, ready to run. St. Paul's Church, 4200 Arthur Selzer, Wickard, R. 1, Ind.

FOR SALE—CARNIVAL RIDES: MINIATURE Train, Model G-12, 3 cars, 14 passenger, heavy gauge steel, complete, ready to run. Daniel Marto, 310 George St., Carmichael, Pa.

FOR SALE—1 KIDDIE RIDE, ROUND,
 10 ft. diameter, wheels, new but needs a little adjustment; will accept for 1000; partial have too much around; will take 48. N. Bacon, 602 Corona St., El Paso, Tex.

THE ROOF TENT 24'X34'—COMPLETE,
 perfect condition. For information phone or write: M. H. Renshaw, 4550 Van Dam Rd., Coto Island City 1, N. Y. STDwell 4-4900

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 Ride, 40 Passengers, 1000 lbs. weight, Auto Ride, 10 Cars; Miniature Train, 3 Kiddie Land, excellent condition, very attractive price. For particulars write R. H. Hart, Box 12, Hutchings, Ala.

LATE MODEL SIXTEEN CAR OCTOPUS—
 excellent condition, complete with lights, ticket booth, fence, power unit Jack Garretts, 1200 Atlantic, Philadelphia, Pa. 3719

MONEY CHANGE APPLIES—TWO OR
 three sockets, 10 oz. each, \$1 each. Ray Knox, 1208 Walnut St., Philadelphia 7, Pa.

ONE DUAL BASEBALL PITCHING MACH-
 ine, complete with pitcher, 1000 lbs. weight, A \$1500 value for only \$400 for immediate cash. Cool Creek Course, 1402 Fredrickburg Rd., San Antonio, Tex.

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 17 left, 1000 ft. film, the Millbridge, 200

35 MM ROADSHOW ATTRACTIONS:
 "Damaged Goods," "High School Girl," many other films, with film, 3718

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 reader, Mentalism, Spoken Hypnotism, Readings, Crystal, Palmistry, Astrology, Magic, 144-page illustrated catalog. Buyer's Guide to the Magic Business, Nelson Evans, prices, 126-B E. High, Columbus, O. 3718

DRAWINGS, MINDREADING, ESCAPES,
 1000 Balleons, mentalism, circus, professional list. J. W. Formale, Card, Professional List, 217, Dept. B, New York 1, N. Y. 3719

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 wood to your special order. For information write to Frank Marshall, 192 N. Clark St., Chicago 1, Ill. 3720

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 can feel years younger by using the best wonder foods recommended by Gaylord Reed, Gateway Station, Wayneville 2, Mo. 3726

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 ard newspaper costs less than your own headline; 3 different, \$1 per thousand; each; headline blanks, \$30 per thousand; Andrew Gair, 1251, Hartford 1, Conn. 3726

YOUR BUSINESS WORRIES—ARE THEY
 your worries, bookkeeping, records, profits and loss? Let us save you worry, time and money. Postcard brochure, call at Mechem Business Secretarial Service, 214 C. Box 146-B, Pasadena, Calif. 3719

PERSONALS

JEAN HAVLAND AND EDWARD RUB-
 stein, formerly with Sigmund Romberg, please contact me, Chuck Bauer, Box 795, Daboksh, Wis.

WOULD APPRECIATE HEARING FROM
 anyone knowing the whereabouts of Clifford Feller, formerly of Pittsburgh, Pa. Important financial matter. Kirk Barefoot, P. O. Box 38, South Bend, Ind. 3726

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS, BACKGROUNDS:
 Direct Positive Cameras, Paper, Chemicals, Millar Supplies, 1535 Franklin St., Louis 6, Mo. 3716

DIRECT POSITIVE PHOTOGRAPHERS—
 We supply everything you need; reasonable prices; Eastman DP paper, chemicals, frame backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1181 N. Cleveland Ave., Chicago, Ill.

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Pitch Men!
 Positively Sensational!
 ...the profits you'll make with the new

SCHNOZZOLA
 Guaranteed
 PIONEER Qualatex BALLOON

Everybody knows this famous comedian... everybody will want a Jimmy Durante balloon! Colorful, durable, easily inflated to 15 inch size, it stays up for days. For fast sales this summer put your money on this novel! It made money for Durante... it will do the same for you. Order from your wholesaler or write the PIONEER Rubber Company, 107 Tiffin Road, Willard, Ohio.

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GUARANTEED LIKE NEW!

ZERAH BROS. 602 Mission St. San Francisco 5, Calif.

The Midwest Merchandise Co., Kansas City 6, Mo.

Number	Price	Number	Price
1100 Dart Balloons	60¢	8100	1.00
1101 Fur Monkeys	2.50	8135	2.00
1102 Ass'd. Dangle Toys	4.00	8136	1.50
1103 Pocket Combs, full length	80¢	8137	1.50
1104 Mittens, ass'd. Colors, No. 9	2.50	8138	1.50
1105 Kat Head No. 15 Balloons, ass'd.	6.00	8139	1.50
1106 Balloons, ass'd. Colors, No. 9	2.50	8140	1.50
1107 Flying Birds with sticks \$4.50	2.50	8141	1.50
1108 Ass'd. Head Key Chains w/charms	2.75	8142	1.50
1109 Long Plastic Bean Shooters	3.50	8143	1.50
1110 Bean Shooter Ammunition Bags	4.00	8144	1.50
1111 Long Glass Bead Necklaces	2.75	8145	1.50
1112 Blade Tooth Pick Knives	4.50	8146	1.50
1113 Long Glass Bead Necklaces	2.75	8147	1.50

MIDWEST MERCHANDISE CO.
 1008 BROADWAY VICTOR 9444 KANSAS CITY, MO.

HUNDREDS OF NEW IMPORTED AND DOMESTIC NOVELTIES
 SUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES IN

GELLMAN BROS. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

Any Ad in This Section...
 will get more attention, pull greater returns, get more business if repeated in.

The Billboard's Valuable JULY LIST NUMBER
 (July 26 Issue)—but you must Phone or Wire "repeat" instructions to your regular Billboard office TODAY. Final advertising deadline is this Thursday, July 17!

SUMMER SPECIALS

PLUSH ANIMALS

Plush Bear, 14"	Dos. \$10.80
Plush Bear, 15"	Dos. 15.00
Plush Bear, 26"	Dos. 26.00
Plush Bear, 28"	Dos. 28.00
Plush Bear, 30"	Dos. 31.00
(F.O.B. Kansas City)	Dos. 30.00
Plush Majorette, 14"	Dos. 12.00
Plush Majorette, 30"	Dos. 33.00

BRONZE & GOLD HORSES

Western Horse, 2 1/2"	Dos. \$ 1.85
Western Horse, 4 1/2"	Dos. 4.25
Western Horse, 5 1/2"	Dos. 6.00
Western Horse, 10 1/2"	Dos. 15.00
Western Horse (Better Kind)	Dos. 21.00

BINGO ITEMS

Indian Blankets "Jacquard"	
Part Rayon, 64x76"	Each \$ 2.50
Ruby Hurricane Lamp	Dos. 14.40
Crystal Vanity Lamp	Dos. 10.80
China Marblehead Lamp w/ Plastic Shade, 22"	Each \$ 3.50
Pearlneck Crucifix, 12"	Dos. 9.00

CARNIVAL PLASTER

Small Special, 3 to 4 1/2"	(100) \$ 4.00
Carnival Special, 4-6 1/2"	(54) 4.00
Medium Assorted, 5-7 1/2"	(40) 6.00
Large Hollow Assorted	(12) 3.60

Phone Jackson 6115 **ORIENTAL TRADING CO.** Nite Phone Harney 6897
1115 Farnam St. Omaha, Nebr.

JEWELRY

Aluminum Ladies' I. D. Bracelet	Gr. \$ 9.00
Aluminum Men's I. D. Bracelet	Gr. 14.40
Aluminum Double Heart I. D. Bracelet	Gr. 14.40
Moonstone Heart Necklace	Dos. 3.00
Moonstone Heart Bracelet	Dos. 3.00
Aluminum Expansion Bracelet	Dos. 3.00
3-Piece Jewelry Set in Fancy Box	Dos. 12.00

SLUM, IMPORTED

Paper Fluted Fan	Gr. \$.75
Finger Trap	Gr. .75
Feather Balloon Squawker	Gr. 1.00
Feather Balloon Squawker	Gr. 1.75
Glass Fancy Dice, 12" (10 Gross Lot, \$22.50)	Gr. 2.50
Glass Fancy Bracelet	Gr. 2.75
Dangling Fur Monkey, 4"	Gr. 3.75
Feather Doll, 4"	Gr. 7.50
Feather Doll, 12"	Dos. 3.00

POPULAR HOT ITEMS

Cold & Silver Loving Cup, S. G.	\$15.00
Cold & Silver Loving Cup	Gr. 16.50
3 1/2" Plastic Ball Point Pen	Gr. 4.50
3-Piece Cold-Top Pen Set	Dos. 7.20
Pearlneck Crucifix, 6"	Dos. 3.00
Plastic Pin-Up Billboard	Dos. 4.50
Pistol Lighter, 2 1/2", Pearl Handle	Dos. 4.50
Sessions Cold Horse Clock	Each 7.95
Gold Pen Set (9-Pc. Set)	Each 2.75
"Window Executive Set"	

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

From All Around

Dwarkanadas Motiwala, Bombay, India is offering the trade unusual greeting cards for all occasions and pictures artistically painted on natural skeleton leaves. Mitey Mite, a new type fire extinguisher for home office, car, etc., is offered by Haldon Manufacturing Company, Inc., Los Angeles for \$6.95. It is so small it may be held in the palm of the hand, yet is said to pack more fire-killing power than extinguishers many times its cost, size and weight. Unlike other extinguishers, Mitey Mite uses chlorobromothane, developed by Dow Chemical Company, to check flames. A single twist of the knob releases a fine spray of magic "C.B." and the fire disappears before your eyes.

Called Kleen-Tong, a new venetian blind cleaning device is announced by Cardograms, Chicago, which washes, rinses or waxes both sides of a slat at the same time in one effortless stroke. All treatments may be accomplished while the blinds are hanging in place. Kleen-Tong is made of plastic, with the long-like handle fanning out into two facing triangles. Thick Goodyear Airfoam pads are on the inside of the broad triangles. In use, a mild cleaning solution is prepared and the device submerged into the solution. Surplus liquid is pressed out and the unit put into position so that the slat comes between the pads. By using a side-to-side motion, each slat is quickly cleaned. The retail price is \$1.

Glass knives have come to life again, according to Popel Brothers, Inc., Chicago. The firm reports that many of the top gadget men are now pitching to the new generation of housewives. Among these are Frenchy Bordeaux, Barney Weiner, Murry Zuckerman, Phil Green, Marty Faye and Harold Newman. These experienced gadget workers, says the firm, claim that glass knives are selling greater now than during world's

Fair days and are looking forward to their best fair season yet. The Ranch House Goleta, Calif., announces its 1952 catalog containing a wide assortment of gadgets and unusual gifts adaptable for the gift premium and prize trades. In addition, the firm deals in a wide assortment of cactus plants designed for household decorations. Kato Engineering Company, Mankato, Minn., recently announced a new bulletin describing its line of light generators, converters, etc., and suggests that show owners using such equipment write to the firm for a copy of the bulletin.

Detroit

Johnson's Specialty Company, wholesale novelty supply firm established about five years ago by Mr. and Mrs. A. I. Johnson, has moved to a new location at 5 West Jefferson Avenue, just around the corner from Woodward Avenue. Golden Art Supply Company, owned by Silvio Giuliani, has moved to a new plant on the east side at 10226 Mack Avenue. The firm manufactures a general line of plaster novelties especially adapted for the carnival trade.

NEW CATALOG JUST OFF THE PRESS

IT'S FREE Write today for our brand new 68-page 2-color Wholesale Jewelry Catalog No. 21.

OVER 650 TESTED SELLERS

Big Profit Promotions Including: Watches, Watch Bands, Leather Goods, National Ad-Approved Watches, etc.

MARVEL WHOLESALE WATCH CO. Dept. C 211 N. Seventh St. St. Louis 1, Mo.

\$6.60 Do. Send for \$6.60 Do.

FREE CATALOG or our complete jewelry line \$6.60 do. & up 15% dep., bal. C.O.D. David Feldman, Inc. 156 Canal St. New York 13

NEW YORK SOUVENIR & TRAVEL STATE DECALS for windshields, luggage. All states in stock. In demand everywhere. Send 25¢ for samples and list. CENTUCKY AUTOGRAPH CO. Box 402, Dept. 4 Owensboro, Ky.

HERE'S BIG NEWS! For Distributors, Wholesalers, Crew High Quality Plastic Products, including: Purse-Shopping Bags, Men and Women's Wallets, Women's Tissue, Hot Packs, Cold Packs, Gill Clips for men and women, Shampoo Permanent Capes, etc. Make big profit items for straight selling! Rush card for low wholesale prices, complete details! HURRY! ROYALCRAT PRODUCTS P. O. Box 748 Pottsville, New Jersey

HOUSE OF BRONZE 1487 Myrtle Ave., Brooklyn 37, N. Y. Glenmore 6-1849

SIX INCOMPARABLE NEW ITEMS—Every one of these Presidential Medals—Every president from Washington to Truman, \$1.95 each. Our price \$1.75 each. Sample set \$2.

20 inch satin cordway Teddy Bear—the earliest most beautifully made doll you've ever seen—\$4.95 retail \$3.50. Sample \$1.50. Ball Point Pens—the big size, 3-30—all colors. Retail \$1.00. Wholesale \$1.00. SPECIAL PRICE OF 1000 \$1.00. Famous Litter Case Comb, fully automatic. Copy known make. Retail \$7.50. Beautiful finger design inside enamel, High finish chrome trim, \$20 price. Retail \$15.00. Quilt & Pillow Sets, fancy rayon, silk cord bound luxuriously fitted. Quilt size: 22"x27". Pillow size: 16"x21". Retail \$15.00. Sample \$2.50. Famous Royal Perfume—1/2 ounce bottle in transparent lucite package—originally \$14.50. Retail \$12.00. Sample \$5.00. Do. \$7.50. BURKE 10 W. 27 St., N. Y. C.

TABLES & STEEL OR WOOD CHAIRS Folding or Non-Folding. Prompt delivery. Minimum order 4 doz. Ask for price, toll number needed. ADIRONACK CHAIR CO. 1140 Broadway, N. Y. (27 St.) Dept. X-16, MU 3-1243

CARNIVALS! CONCESSIONS!



12 1/2" real Fur Cats, Pokes & Puppies. Assorted Rabbit Skin. FREE Cellulose Bags. \$15 @ \$13.50. Dozen in gross lots. Assorted Pressed face—\$21 doz. In six dozen lots. 15 1/2" RAYON CLOTH CLOWN. Pressed face, smart colors, FREE cellulose bags. Dozen w/ PLUSH SCOTTY. Assorted. \$6.25 doz. In six dozen lots. 20" WHITE POLAR BEAR. All white woolly material. Movable eyes, red tongue. Free Platinums. Best. \$27. In six dozen lots. \$26.00.

SAMPLE ASSORTMENT 21 PIECES FOR \$18.45 1/2 dozen Cat assortment, dozen Dogs and 1 each of all other flashy sellers!

ROB N. V. C. 75% disp. C.O.D. not rated. To receive FREE Catalog & Closeout List you must state nature of your business. ACE TOY MFG. CO. 112 West 37 St. New York 18, N. Y.



SHORTS SMALLEST PISTOL. Shoots Blank Cartridges—Terrific Bang! Dealers Report Terrific Profits!!! Standard Model (above) retail: \$1.95 ea. complete. Dealer's \$1.00 doz. Wholesale Model, Western Style. Post Handle Gols (not shown) retail: \$2.95 ea. complete. Dealer's \$18.00 doz. PACKED 10Z. TO CARD. NO LESS SOLD. If not available through your wholesaler, write G&S Mfg. Co. Dept. 3 Knoxville 2, Tenn.

BRONZE WESTERN HORSE SAOOLE HORSES While Stock Lasts. Heights and Dozen Prices: 8 1/2" \$14.00, 9 1/2" \$16.25, 10 1/2" \$18.50, 11 1/2" \$20.75. SPECIAL: 8 1/2" removable saddle with red felt pique blanket—\$15.00 per doz. 25% Deposit Required With Order. F.O.B. Chicago. Wholesale Only. Free Folding on Other Items. 816 W. Maxwell St. Chicago 5, Ill.

WE MANUFACTURE Punchboards & Tickets. Greatest Lines Th the U. S. A.

EMPIRE & MERCURY At Absolutely Lowest Prices. Save Money—Contact EMPIRE PRESS 466 W. Superior St. Chicago 10, Ill. Phone: MOhawk 4-4118

NEW AND HOT CHILDREN'S ITEM LOLLIPOPS—CRAYONS—FAIRY TALE BOOKS. All in draw-box form. Beautiful presentation. Selling on split for \$1. Introductory sample price—2 for \$1. BLOW-UP TOYS. EVERS 5134B Simonsen St. Birmingham, N. Y.

THE HOTTEST NOVELTY IN YEARS! NODDING ANIMALS



Head is accurately counter-balanced, so slightest breeze gives most natural motion. Native rider has gaily colored feather plumes in headdress.

AN ACTION NOVELTY—WITH HUMAN INTEREST AND APPEAL. "A POLITICAL NATURAL"

Just in time. Sells on sight—Great Pitch Item. 5 1/2" high—also available in Donkey—

ASSORTED SMALLER QUANTITIES \$3.50 PER DOZ. IN 6 DOZ. LOTS \$4.00. (WITHOUT RIDER. \$1 per doz. less.)

25% Deposit on C.O.D.'s—Cash With Order Postpaid. Open account to rated firms. Box 217, ALBANY, OREGON.

ELGIN • BENRUS • GRUEN • BULOVA • WALTHAM

RUTILE—the "Titania" Gem MORE BRILLIANT THAN DIAMONDS. \$9.95. MEN'S NEW IMPORTED JEWELLED WATCHES. Special Price \$3.25 in gross lots. 2-button chronograph or Chrome case service watches with radium dial and removable lug. Complete with leather strap. Dozen lots \$3.25 each. Lots of 6 New Big 1952. FREE Wholesale Catalog. Wholesale only—\$1 additional for samples. 25% with order. Balance C.O.D. 3-day money-back guarantee if not satisfied. JOSEPH BROS. 8 S. Wabash Ave. Dept. B-19, Chicago 10, Ill. "The Watch and Diamond House"

SOMETHING NEW UNDER THE SUN IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION! For the latest in gimmicks, gadgets, novelties, premiums and prize items of ALL kinds— The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Yes! Please send me The Billboard for one year at \$10. Check here for trial subscription at 12 weeks at \$9. Foreign rates upon request. 569

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THE WORLD'S TINIEST JACKPOT CHARLEY that fits in your pocket! Same size as your billfold, 1/6 the size and 1/2 as thick as the Original Jackpot Charley. A BOOK COVER BOARD! FORM NO. 11112. Takes in Average Payout \$250.00. Average Profit \$52.00. PRICE \$3.50 NET. CAN BE USED IN TERRITORIES WHERE A VERY SMALL BOARD IS DESIRED. Also! The World's Tiniest CHARLEY BOARD Same Size! Form No. 11084 1000 square holes—25¢ play. Takes in Definite Payout \$250.00. Definite Profit \$50.00. PRICE \$3.00 NET. WRITE FOR OUR CATALOG HARLICH CORPORATION 310 W. POLK ST. CHICAGO 10, ILL.

STEEL STRIKE AFFECTS COINMEN

Auto, Allied Plants Start Layoffs, Incomes Go Down

CHICAGO, July 12.—Coin machine manufacturers and operators were girding this week for the effects they were certain would follow the crippling steel strike. If the strike lasts much longer, they said this week, coin machine income is bound to be hit hard.

As the situation stands a slow-

ly creeping industrial paralysis is underway. Next to feel the pinch of the strike are the hundreds of thousands of auto workers and the large number of production personnel employed in appliance output. Chrysler will furlough its workers Monday (14) and similar moves have been scheduled by Briggs, Packard and some plants of Westinghouse and General Electric. Obviously, this is only the beginning of a strike-born unemployment situation and its spread is directly tied to the length of the steel labor dispute.

Should the strike last much

longer, millions of incomes would be cut and the general economy of the nation would be gradually upset. Income from coin machines has been affected already, but the strike's over-all impact will not be a factor until the unemployment spread, if it does take place, continues.

As some veteran operators here and in other territories pointed out, the coin machine industry may have gotten its start when economic conditions were poor, but it made its greatest advances since comparative full employment and the high standard of living became a reality.

BETTER PLAY

Used Shuffle Prices Reflect Steady Market

CHICAGO, July 12.—Proof of the better-than-average conditions prevailing in most amusement game minded territories this summer is the strong price structure in effect on used shuffle games. The Billboard's Index of Advertised Used Machine Prices (listed elsewhere in this section) shows shuffle game prices have held steady for the past few months.

Since the development of the bowling-type shuffle game almost four years ago, play on them in the summer dropped during the warm weather months. The reasons for this were: (1) most regular players considered the game too much exertion in the summer and (2) there was little attempt to recapture some of the lost play in all year stops by shifting some units to resort locations. With this decreased play, there was less buying and selling of shuffle games and the drop in demand leveled off prices.

This summer, thus far, shuffle play has more than held its own, and has been aided by concerted operator interest in seasonal locations. Oddly, the mean temperatures in June and half way thru July have been well above average in virtually every area, and this was originally believed a shuffle play detractor. With the steady play there has been more traffic in shuffle game sales, and prices did not go their usual seasonal decline.

Detroit Assn. Suspends Meet

DETROIT, July 12.—The regular monthly meeting of the Detroit Shuffleboard Association was suspended for July because of hot weather and the absence of a number of members on vacation and business trips. The directors were to meet this week-end, however, for a special dinner meeting and discuss major problems of the season.

A detailed report on the league play season just concluded was to be presented by John C. Westdale, director of league play. Planning for changes in the league organization and increased promotion to build for the 1952-53 season are also to be considered at that time, according to Fred Chlopan, executive secretary.

Wis. Resort Shows Arcade Still a Hit

LAKE GENEVA, Wis., July 12.—Any feeling that the arcade business was undergoing a downward trend was completely dissipated by the rush activity over the Fourth of July weekend here. Each of four arcades in this resort area did a booming business.

Lake Geneva is listed as having a population of 4,300, but at least 15,000 Independence Day celebrators crowded the town on each day of the long week-end. As a result, the small downtown section was crawling with transients eager to get in restaurant lines of hungry couples and families. Three of the arcades are close to the heart of the downtown area and the other is nearby in a large pavilion where dances nightly feature name bands.

Owners and operators of the arcades reported they could not recall when business even approached the recent holiday trade. And totals recorded on the playmeters of the various amusement games proved their point. Most units registered the equivalent of almost twice the play on the equally long Memorial Day week-end.

Game Types

Among the types of games doing brisk business were five balls, shuffle games, typical arcade type quiz units, card vendors, skee ball games, novelty baseball, football and hockey games and Rifle Sport galleries. In addition to the land office business at arcades, local operators also disclosed that games in

typical coin locations had amazingly high play.

But games were not the only type of coin machine to benefit by the big turnouts of transient spenders. All of the area's juke boxes were going steadily well early in the morning till late night. There was no doubt about the popularity of the juke boxes in themselves with this conspicuous crowd, operators explained the rate of play was so brisk that some of the coins must have been inserted by people in restaurants who just had to be entertained during the long waits for food service.

This was an unusual week-end for Lake Geneva coinmen, they were quick to point out that beginning with Memorial Day the resort spot has attracted heavy crowds of visitors from towns and cities within a radius of 200 miles. The crowds have been good spenders, and most week-ends were marked by exceptionally fine weather.

Chicago Coin Intros "Big Hit" Baseball

CHICAGO, July 12.—Chicago Coin Machine Company this week shipped its distributor organization samples of a new baseball type five ball game, owners Sam Gensburg and Sam Wolberg announced. Firm also mailed out its new parts and supplies catalog.

Built with a wide open playfield for stepped-up cross ball action, the game is called Big Hit. It offers players five possibilities of making replays. These are: (1) high score; (2) high runs for visiting team; (3) high runs home team; (4) numbered sequence scoring; and (5) dropping a ball in a kickout pocket after making a H-I-T series of roll-overs.

A top feature of the game is the possibility of the player making a winning score by making a shot on the last ball so he may have had a poor score until that time. This captures the feeling of baseball's famous saying: "The game is never over until the last man is out."

Another feature, designed to keep the player's interest at peak throughout the game, is an animated unit on the playfield, which when directly hit or spotted by hitting

Resume United Full Output

CHICAGO, July 12.—Following a 10 day vacation for all assembly line and office staffers, excluding an emergency crew, United Manufacturing Company personnel returned to work today (12) and resumed full-scale operations.

Firm is in production on Stars, a new in-line scoring game, Official Shuffle Alley and Deluxe 6-Player Shuffle Alley.

State Conclave Aids Oregon's Game, Juke Ops

PORTLAND, Ore., July 12.—Portland game and music operators are cutting in on a summer convention bonanza slated to bring an estimated 32,000 visitors to town. Chief beneficiaries are locations in the vicinity of the downtown cluster of hotels.

Figures on conventions listed by the Chamber of Commerce for the period May thru September add to a visitor list equal to a good-sized town. Nationwide advertising is selling this region as a scenic lure of moderate climate and second to only one State in the union for low consumer taxes.

The sport-shirted visiting gen- (Continued on page 73)

Paint Marvel Plant, Resume Scorer Output

CHICAGO, July 12.—The Marvel Manufacturing Company plant interior was completely repainted this week while assembly and machine shop personnel were winding up their simultaneous vacations. President Ted Rubenstein announced all production operations will be resumed Monday (13).

Marvel's output will continue to stress two wall and two overhead shuffleboard scoreboards. One of each type scores for regulation shuffleboard or 15 points for singles and 21 points for doubles. The remaining two score for regulation shuffleboard and also for Horse Collar.

Operator's Son Dies

PHILADELPHIA, July 12.—Herbert Montzer, son of Operator Sam Montzer, died here last week.

PROGRESS GUIDE

Chi Distrib Finds Service Keys Exports

CHICAGO, July 12.—Under the over-all direction of Owner Joe Schwartz, the National Coin Machine Exchange is making steady progress in the export business by concentrating on merchandising its equipment thru a strong service program.

Distributor of Gottlieb products in this area, National Coin has steadily increased its volume exports of new and used games; the past few years by first stressing and then proving to operators in many countries that the firm stood squarely behind its policy of sending out only equipment in first-class working order. In addition it has kept its operator customers served conscientiously by fulfilling parts requests on a virtually immediate basis.

One of the high points of National Coin's export division is its collection of foreign coins on display at its quarters here. Schwartz pointed out that every country in the world which imports U. S.-built coin machine is represented in the collection plus others who will be purchasing coin units in the future. (Continued on page 82)

Conat Stresses Safety Factor In New Horse

NEW YORK, July 12.—N. Conat Sales Company, this week announced that his firm would introduce a new coin-operated mechanical horse trademarked Trixie. Last week Conat introduced the Atomic Jet, a new coin-operated airplane ride for location use. Both units are manufactured exclusively for Conat under contract by the Nasco Manufacturing Company, Philadelphia.

Conat said that safety factors have been stressed in the manufacture of the new horse, as they were in the building of the Atomic Jet. A low-slung device, Trixie will be much easier for small children to mount than elevated models, Conat said. Device controlled by pressure on the rear.

The Atomic Jet, on test locations for about a week, was reported to have functioned efficiently without any evidence of mechanical bugs. Distributors in both units are now being appointed throughout the country.

No price has been announced for either model.

Exhibit Hikes Bronco Output

CHICAGO, July 12.—In the face of rising demand from most territories, the Exhibit Supply Company has increased its output on its mechanical horse, Big Bronco.

A firm spokesman, Chester Gore, disclosed that much of the new demand stems from repeat orders by comparative newcomers in the field such as teachers and other professional people.

One of the pioneer horses in the coin-operated field, Big Bronco is the sole unit thus far to receive Underwriters' Laboratories' approval.

Calendar for Coinmen

July 21—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant.

July 23—Recorded Music Service Association, annual golf party, Bunker Hill Country Club, Chicago.

August 4—Illinois Amusement Machine Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

August 14—Music Operators of Northern Illinois, monthly meeting. Site to be announced.

JUST TOO MUCH TO PAY

Australian Import Ban Gives Club Operators Fits

SYDNEY, Australia, July 12.—The present import ban on dollar-country-made coin machines and the "exorbitant demands of machine owners" seriously threaten the existence of Australia's social and sporting clubs which depend almost entirely on the machines for revenue.

Larger clubs often have 12 or more poker machines, all of which take special tokens, since cash cannot officially be spent on their premises. Low entrance fees and annual subscriptions help, but it is an established fact that were it not for the machines few clubs could survive. Stiff hikes could be taken in subscriptions (dues) but this would surely reduce memberships to a dangerous low.

Normally, the clubs operate in partnership with machine owners who are responsible for providing and maintaining the units. All profits from them are divided equally.

Too Much in Profits

Unable to buy their own machines because of the ban, and

not getting decent service on old ones they are forced to buy club operators claim they are paying out far too much in profit.

Expert service mechanics, it is a scarce, so much so, that the only ones now being appointed are in the permanent employ of the machine owners. Until such time as this type of machine is freely imported and distributors can provide more than a quate service staffs, the current problems will remain unsolved.

End Vacation At Gottlieb

CHICAGO, July 12.—The production staff of D. Gottlieb & Company will be back the job Monday (14) as the firm resumes output on the new Stars game.

The factory had been shut down the past two weeks to permit simultaneous vacations of line and related personnel.

ASCAP to Revive Drive For Juke Box Royalty

• Continued from page 21

of reaching the floor since it is known that a majority of the full House Judiciary Committee would have declined to give it a quick vote.

The amendment proposing the penny-a-side raise in statutory royalties paid by disk manufacturers has been one of the three suggested alternatives to the Bryson-Kefauver bill and, altho the statutory rise had been the least objectionable of the three alternatives, it nevertheless was highly controversial in the full committee. Disk manufacturers whose spokesmen testified at hearings on the Bryson-Kefauver bill were lined up solidly against not only the Bryson-Kefauver bill in its unamended form but also against the suggested amendment to hike the statutory royalty fee.

To Press Drive

ASCAP, which has been spearheading the drive to bring juke boxes under the Copyright Act's royalty provisions, apparently intends to continue to press for counterpart to the unamended Bryson-Kefauver bill which is now

considered dead inasmuch as the 82d Congress has reached sine die adjournment. Only way the Bryson-Kefauver bill could be restored to life this year would be if Congress came back for a special session. But even that would render the bill only technically alive inasmuch as a special session, if called by President Truman, would be summoned for a specific agenda making it impossible for Congress to act on general legislation.

Claim Symbolic Victory

Proponents of the original Bryson-Kefauver bill are claiming a "symbolic" victory via the minority report, but foes of the legislation are jubilant over the subcommittee's majority action scrapping the main objective of the original bill. The juke box royalty issue has been a controversial one in Congress for several years, and the Bryson-Kefauver bill in the 82d Congress produced the lengthiest hearings on the subject. After six days of hearings, the Bryson subcommittee was left with several hundred pages of testimony and exhibits. Supporters of the legislation cite these lengthy hearings as evidence of the extent of Capitol Hill's interest in amending the copyright law on this point, but foes interpret the subcommittee's refusal to approve the unamended bill after exhaustive hearings as conclusive proof of the legislation's unpopularity, and they argue that the issue has "had it" day in court and has lost.

FAMILY FUN

Seeburg's Annual Fete Draws 3,000

CHICAGO, July 12. — More than 3,000 persons converged on Fox River Grove, Ill., Saturday (12) for the annual family-style J. P. Seeburg Corp. picnic.

Festivities started with the arrival of 20 bus loads of employees and their families who departed from the Seeburg plant at 10 a.m. An estimated 500 cars brought others, and some arrived by train.

More than 175 prizes, including a new 1952 Ford and a television set, were distributed among the party goers. Some 31 races of various kinds were scheduled for the competitive minded, and other activities included boating, swimming and soft ball.

A dozen rides also were at the Grove for the amusement of the children present. The festivities continued until dusk.

State Conclave Aids Operators

• Continued from page 72

try is to be found in virtually every spot offering games and music in the convention district. This spending is reflected in the gross of these machines.

See operators report the increase in volume not noticeably heavy over normal business. But they point out that the visitors serve to offset the loss of patronage resulting from the pull of regular patrons to the near-by ocean beaches and mountain resorts.

KC Operators Re-Elect Silverman President

KANSAS CITY, Mo., July 12. —Howard Silverman of Silverman Brothers' Amusement Company was re-elected president of the Central Association of Music and Coin Machine Operators at the local trade group's annual election meeting here last month in the Belleview Hotel.

Howard Murray of the Music Service Company was elected vice-president, Brent Trabue of the Pioneer Music Company was elected secretary - treasurer and Robert Gilbert of the Gilbert Amusement Company was elected sergeant-at-arms.

Murray succeeded John Masters of the Missouri Valley Amusement Company and Trabue succeeded Al McCall, who

has announced his intentions of selling his music route and moving to the West Coast (see story this section).

Members also discussed the possibilities of inaugurating a front money plan with location owners as one means of combating the mounting burden of rising costs in all phases of the operating industry. Members decided to see what other associations are doing in this area before making a decision.

Another meeting is planned for the near future, probably August, at the same site. In other developments, it was announced that the brother of the group's attorney, John Brannon, was appointed Kansas City's Chief of Police last week.

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:

DECCA OFFERS JULY DISCOUNT. The diskery and its wholly-owned subsidiary labels, Coral and Brunswick, are offering dealers an extra 10 per cent discount on many items delivered thru July 31.

"LOVELY TO LOOK AT" PASSES THREE-WEEK SALES MARK. MGM sound-track album is being sold at reduced-price introductory offer.

MILLS MUSIC RUSHES PRINT ORDER OF "BLUE TANGO." This time the ditty will have lyrics.

RIAA SENDS REPORT ON PROMOTION CAMPAIGN. Drive is scheduled to start in September.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Brooklyn Firm Hypos Repairs By Radio Cars

NEW YORK, July 12. — Hy Weiner's three-year-old Speedy Juke Box Service, Brooklyn, is a unique operation in that its juke and coin machine servicemen work from two-way, radio-equipped automobiles.

Each car (there are three) carries a complete stock of parts. Two vehicles are on duty daily from 9 a.m. to midnight, the third joining at 4 p.m. This system, Weiner says, permits him to offer two-hour service generally, and in many instances 15-minute service. This is possible because the cars are always in constant touch with the home office.

Location owners simply call the firm and give the operator their message. This is immediately relayed to all cars via radio, the car being nearest the location taking the job. Should a location wish to talk directly to a serviceman, the operator simply places the phone to the radio microphone.

This not only helps to avoid confusion but also lets the man know in advance what repairs he will have to make.

In addition to himself, Weiner's crew includes James Mullen, formerly with Paramount Music, and Sy Haber, who had been with Braddock Music.

Northern Ill. Ops Mull Fall Fete at Meet

CHICAGO, July 12. — The monthly meeting of the Music Operators of Northern Illinois was held Thursday (10) at Bel-sito's Restaurant near Aurora, Ill., with 15 members present.

Most of the business portion of the meeting was devoted to discussion of the organization's fourth anniversary celebration next fall. Progress made in planning the party, to be held at Chicago's Graemere Hotel, October 9, was reported by the arrangement committee, headed by Jerry Schuman of the Gillette Distributing Company.

Of particular interest to the group were the plans for a commemorative booklet, which is to serve as a business directory and information volume for the members. Some fear was expressed concerning the capacity of the hotel's ballroom and it was agreed that an attendance should be kept around the 200 mark as planned by Schuman's committee.

KC Operator To Sell Route, Move to L. A.

KANSAS CITY, Mo., July 12. —Al McCall, head of the Coin Machine Company here and past secretary-treasurer of the Central Association of Music and Coin Machine Operators, said this week he is negotiating for the sale of his route and that he has decided to move to Los Angeles.

McCall, who has been in the music field more than 15 years and was one of the most active members of the local trade group, said the decision to sell his route of some 50 machines was the result of a year's consideration.

He is undecided at the moment, McCall said, whether or not he will remain in the music machine field in Los Angeles.

No definite date for the move to Los Angeles has been set. Completion of the sale is expected soon, McCall said, possibly within the coming week. Should he be unable to sell the route as a unit, McCall said he would dispose of it piecemeal.

Juke Makers Sweat Out Steel Shortage

CHICAGO, July 12. — The strike-caused steel shortage, which daily is spreading its hampering effects into more and more areas, still has not reached the phonograph manufacturing field, a survey disclosed this week.

Altho the situation was characterized as serious by several manufacturers, most predicted no harmful effects would be felt for another 30 days. Should the strike, now entering its sixth week, continue for more than other 30 days, the manufacturers said there was no doubt it would have a definite, even critical effect on their production.

The saving feature in the situation, according to the manufacturers, is the fact that the shortage is occurring during the vacation-period lull. All but one of the juke box firms have or will be closed soon for two-week periods, giving them that much of a buffer zone at the end of their 30-day estimates.

Staggered Vacations

The one firm employing staggered vacations indicated that this method probably would affect production in much the same manner and with the same result as those closing for two-week periods.

Despite the concern expressed, most manufacturers were adopting a wait-and-see attitude. The mood generally, seemed to be one of optimism. There has been no planning for the use of substitute materials or other means of beating a steel shortage. As one manufacturer said, such planning had been started so often in the past years that this time they are going to wait until a shortage hits before acting.

Silver Lining

Looking at the silver lining of the steel cloud, several manufacturers felt the shortage might enable some firms to clear up high inventories and otherwise strengthen their positions.

Another manufacturer said that in view of the unnatural conditions of production caused by controls and restrictions, his firm was not able to operate at peak capacity anyway. If they were operating under normal conditions, this firm felt the steel shortage would have been acute by this date.

Still another manufacturer expressed the view that if the strike does continue for a considerably longer period, when it does end there is a possibility that firms in other fields might get the first and highest priorities of steel.

Settlement Prospects

Near the end of this week, there appeared to be no prospect for an early settlement of the strike. Top steel company executives proposed a meeting with

CIO President Philip Murray to see if arrangements could be made for the resumption of iron ore shipments.

Meanwhile, Murray demanded "prompt and vigorous" action by the Justice Department to break up what he called a "conspiracy" by the steel firms to prevent a settlement.

2nd Quarter Exports Off, 2 Firms Say

CHICAGO, July 12. — Altho juke box exports jumped 20 per cent in the first quarter this year, comments this week by officials of two export firms indicated there was decreased activity in the second quarter.

The April, May and June music machine export figures will not be released by the government for some time yet because of final paper work on the shipments. However, the two officials, Ken Osterman of O. O. Mallegh and Joe Caldron of Trans-World Trading Corp., said a "slump," which they described as "seasonal," had been in effect during the second quarter.

The outstanding feature of the decreased activity, according to

GOP Ups Mil. Juke Returns

MILWAUKEE, July 12. — The televised Republican National Convention, contrary to expectations, appeared at the end of this week to have boosted collections of Milwaukee juke box operators.

Along with Chicago operators, Milwaukee music men had been of the opinion that the public would remain home absorbed in their TV sets thruout the convention. It also was felt that tavern patrons would be more interested in watching proceedings on location TV sets rather than playing the juke box.

Instead, local operators found most of their locations held up well and that some stepped up considerably, particularly neighborhood taverns. Larger, downtown locations were the only spots reported adversely affected by the political sessions.

SUMMER DOLDRUMS

Seasonal Slump Hits Chi Juke Distributors

CHICAGO, July 12. — With few exceptions, summer's dol-drumms appeared this week to have moved in on the juke box distributing business, bringing with it a variety of reactions.

Most distributors agreed a seasonal slump this time of the year is typical, but from this point on reasons given for the decline showed a marked tendency to diverge.

Opinions varied as to whether or not the slump was the result of a corresponding drop off felt by operators. The one distributor who reported a high level of business activity, felt there was no particular connection between an operator's level of business and his own in the sale of new machines.

However, another said a distributor's level of activity definitely reflects the rate of business being experienced by operators.

Weather Hurts

There was some evidence the seasonal slump had set in two to three weeks earlier this year when compared to past seasons.

One reason given for the possible earlier arrival of the slump was the excessively hot weather which has badgered the local area for more than a month—particularly on week-ends.

The view also was expressed that this summer is probably one of the most normal from a business standpoint in recent years. It was pointed out that two years ago war-scare buying caused distributor sales to remain at a high level instead of dropping.

New Model Factor

One distributor also pointed out that in his case, the imminent arrival last year of a new model kept business at a low level all summer so that it was hard to compare the present season with the past one.

Others said greater TV activity in the field of sports, plus the interest in televised political conventions probably were factors influencing their levels of business. The steel strike and plant shutdowns in other parts of the State also were blamed for the slump.

OPS Court Date Set; Firms Ask Dismissal

LOS ANGELES, July 12. — Defense attorneys for two juke box operating firms, accused of Office of Price Stabilization violations, filed a motion for dismissal of the charges here last week in U. S. District Court.

A hearing on the motion was set by the Court for Monday, July 28.

The firms, the Hawley Distributing Company and the Phono Music Company, both of Los Angeles, are charged with violations of OPS Regulation 34, pertaining to ceiling prices and the manner of filing and keeping records.

Dismissal Motion

Harrison Call and William Rosenthal, defense attorneys, based their motion for dismissal on the following grounds:

1. That Regulation 34 was not intended to include the coin-operated music box field.

2. That businesses cannot be forced to operate at a loss, which it was claimed is now occurring under nickel play.

3. That the operators are providing a luxury service which has no bearing, inflationwise, on the general economy.

The charges, filed by Federal Attorney Walter S. Binns, ask the court to issue an injunction restraining the firms from operating until they comply with OPS regulations, and a temporary injunction pending the final outcome.

Controls Extension

Call told The Billboard that the 10 months extension of wage and price controls recently approved by Congress will not affect the boxes.

The charges against the firms are believed the first to reach the courts, and the final decision in the case possibly could set a precedent setting effect regarding dime play elsewhere across the nation.

Southern Ill. Ops Hold Meet

EAST ST. LOUIS, Ill., July 12. — A membership drive and local industry problems were the main items of business at the monthly meeting here Wednesday (2) in the Broadview Hotel of the Music Guild of Southern Illinois.

Plans for bringing new members into the organization were discussed by the six members present. Two new members were accepted at the last meeting and it was felt that many more would be brought in during the coming months.

Ways of meeting fee and license problems, which have been on the increase thruout the Guild's territory, also were discussed. Harry Schaffner, president, said there was a mounting feeling of the necessity of a well planned public relations at this time.

Next meeting of the group will be held Wednesday, August 6, at the same site.

Heat, Vacations Cancel Central Ill. Op Meeting

PEORIA, Ill., July 12. — Limited attendance due to record-breaking heat and vacations forced the second consecutive cancellation of last week of a monthly meeting of the Central States Phonograph Operators Association. Both the May and the June meetings, the latter scheduled for Monday (30), were called off.

Les Montooth, president, said an executive board meeting was planned for early next week and that the association plans to hold its regular July meeting as usual on the last Monday of the month, July 28.

In other developments, Montooth said he and other association members noted a growing tendency on the part of location owners to abandon the idea of owning their own machines. He said some location owners recently have sold their machines to the operators.

The main reasons given for the move, Montooth said, were the lack of knowledge about servicing problems and the trouble involved in buying and changing records.

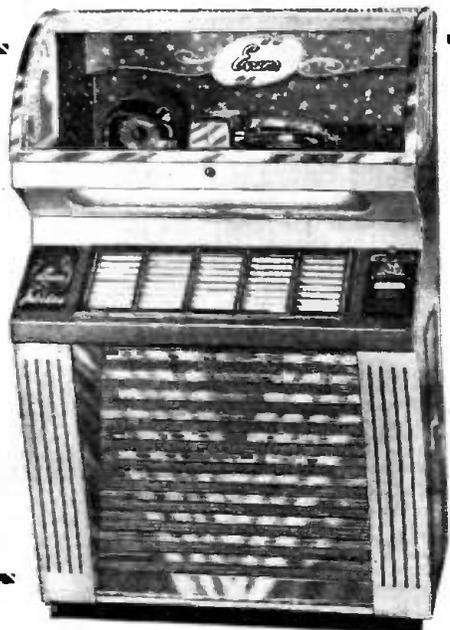
THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

AMI	Issue of July 12	Issue of July 5	Issue of June 28	Issue of June 21
Model A.....	\$269.00 325.00	\$225.00 269.00	\$225.00 269.00	\$225.00 269.00
Model B.....	450.00	395.00 450.00	285.00 325.00	295.00 325.00
Model C.....	444.50 475.00	445.00 475.00	445.00 450.00	445.00 450.00
Hideaway, 1950—			475.00(2)	475.00(2)
40 selections.....	269.50 395.00	269.50 395.00	275.00 395.00	275.00 395.00
FILBEN			49.50	49.50
Hideaway.....				
MILLS		125.00		
Constellation.....				
PACKARD				50.00
Hideaway.....	89.00(2)	89.00(2)	100.00	89.00(2)
Manhattan 78.....	100.00		100.00	89.00(2)
Model 7.....				50.00
ROCK-OLA				
Commander.....	39.00	29.50 39.00	39.00	35.00 39.00
Super Rockolite.....				49.50
30.....		295.00		49.50
40.....			295.00	295.00
49.....	295.00			295.00
49 & 50.....		295.00		295.00
50.....	89.50(2)	89.50(2)	89.50 99.00(2)	99.00(2) 99.50
1422.....	150.00	99.00(2) 99.50	150.00	100.00 150.00
1426.....	129.00(2)	129.00(2)	129.00(2)	129.00(2)
1428 Blonde.....	300.00	300.00	300.00	175.00
1432.....	495.00	495.00(2)	449.98	449.98
SEEBURG				
Classic.....	49.00	49.00	49.00	49.00
Envy.....	59.00	59.00	59.00	59.00
H-136 M Hideaway.....	99.50 139.00	139.00	139.00	110.00 139.00
H-147 M Hideaway.....	169.00	169.00	169.00	159.00 169.00
H-148 M Hideaway.....	219.00 229.00	219.00 229.00	219.00 229.00	184.50 219.00
H-246 M Hideaway.....	159.00	159.00	159.00(2)	229.00
Whitmore.....	59.00	55.00 59.00	59.00	135.00
Whitmore R. C.....	55.00	74.50		159.00(2)
Lotone.....	55.00	55.00		675.00 699.50
Lotone R. C.....	599.50 725.00	624.98 650.00	685.00 699.50	725.00(2)
M-106 A 78 RPM.....		699.50 725.00		850.00
M-100 B 45 RPM.....	49.00	49.00	49.00	49.00
Major.....	49.00	49.00	49.00	49.00
Regal.....	99.50 120.00	99.50 120.00	99.50 120.00	99.50
36.....	139.50	139.50	139.50	139.50
42.....	290.00			110.00
48 ML.....	129.00	129.00	129.00	129.00
146 M.....	129.00	129.00	129.00	129.00
147 M.....	149.00	149.00	149.00	149.00
148 Blonde.....	275.00	260.00 275.00	275.00	275.00
148 ML.....	290.00	290.00	290.00	290.00
148 SL.....	249.00	249.00	249.00	249.00
1947.....	59.00	59.00	59.00	59.00
1948 Hideaway.....	99.50	99.50		59.00
1947.....	149.50	149.50		49.50
8800.....				
WILLIAMS				
Music Mate.....	99.50	99.50	99.50	99.50(2)
WURLITZER				
P 39.....	49.00	49.00	49.00	49.00
500.....	35.00	35.00	35.00	35.00
500 Victory.....	49.00	49.00	49.00	49.00
600.....	25.00	25.00	25.00	25.00
616A.....	79.00	79.00	79.00	79.00
616.....	79.00	79.00	79.00	79.00
750.....	59.00	59.00	59.00	59.00
780.....	139.00 149.50	139.00	135.00 139.00	139.00 149.50
1015.....	165.00 169.00	149.50(2)	145.00 149.50	150.00 165.00
1017 Hideaway.....	175.00 195.00	165.00(2)	160.00 165.00	169.00 175.00
1018.....	169.00 169.50	169.00 175.00	169.00 175.00	189.50 195.00
1017 Hideaway.....	135.00			159.50 225.00
1080.....	159.00 195.00	159.00 195.00	150.00 159.00	159.00 195.00
1100.....	299.50	785.00 289.50	299.50 285.00	285.00 289.50
1101.....	350.00(2)	299.50 320.00	345.00	299.50
1102.....	360.00 375.00	339.98	350.00(2)	350.00(2)
1217.....		350.00(2)	360.00	
1217 Hideaway.....	360.00 375.00		295.00	
1250.....		275.00	300.00	300.00
1251.....	395.00 425.00	395.00(2)	395.00 425.00	395.00 425.00
1252.....		425.00 435.00	435.00 450.00	450.00

JUBILEES SMOOTH OUT THE ROUGH SPOTS!

The going is easier . . . you get to your profits quicker with Evans' Jubilee Phonographs. They're Quality-Built for trouble-free performance, rich eye and ear appeal, long range durability, low operating overhead.



EVANS' JUBILEE 40/45
20 Records—40 Selections
45-RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78-RPM

Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

WATCH FOR IT!
EVANS' CENTURY 100/45
50 RECORDS—100 SELECTIONS—45 RPM

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1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS



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.

Record Problems and the Answers

What are the problems facing most buyers these days? Selling and promotion? Too many returns? Too many releases?

You'll be mighty interested in the timely "Industry Symposium of Current Record Problems" containing the practical answers to many of these problems—one of more than 2 dozen big features in . . .

The Billboard NAMM Convention Number
(dated August 2 . . . out July 28)

ROCK-OLA MFG. CORPORATION
800 North Kedzie Avenue
Chicago 51, Ill.

The Story Behind an AMI Warranty Card

Sent us by Stanley K. Odell,
1045 E. Main St., Bradford, Pa.

OPERATOR'S WARRANTY REGISTRATION CARD

So Right I CAN SLEEP AT NITE

TO THE OPERATOR:
Your new AMI Phonograph is the finest automatic mechanism that engineering skill and manufacturing talent can produce. To back it we offer a liberal one year guarantee on all parts (except standard electrical and mechanical components purchased by us from other manufacturers on which the manufacturer's warranties will apply). **FILL OUT AND RETURN THIS CARD IMMEDIATELY**, so that we may register your warranty in our records. Warranty is effective for one year (except as noted above) from the date phonograph is delivered to you.

Operator's Name: Stanley K. Odell Date Del'vd: 4/20/52
Address: Bradford City: _____ State: Pa
Mechanism No. 100939
Amplifier No. 47839
Cabinet No. 60942

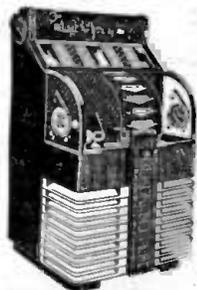
AMI Incorporated

So, we asked Mr. Odell for permission to use this card.

Mr. Odell replied:

Your letter of May 6th received and wish to advise that if you care to use my comment on the AMI, you are free to do so. It is with great satisfaction that I can sincerely place my name endorsing such a fine trouble-free mechanism. My music route extends 35 miles to extreme end so naturally I place AMI the farthest from my service shop due to their continued faultless operation. That is why I heartily endorse the AMI theme of advertising of their trouble-free mechanism by saying, "So Right, I Can Sleep At Nite." Making my own service calls has taught me to buy AMI. I started replacing my juke boxes with AMI at beginning of Model C. In the near future I expect to be completely AMI operated. I have 13 Model C's and have received my second D-80. My first D-80 won me a new location. At the very first sight of the D-80 in my show room the location owner agreed that its tone and beauty far surpassed the make in his tavern and immediately gave me his account. As a well satisfied customer, I remain

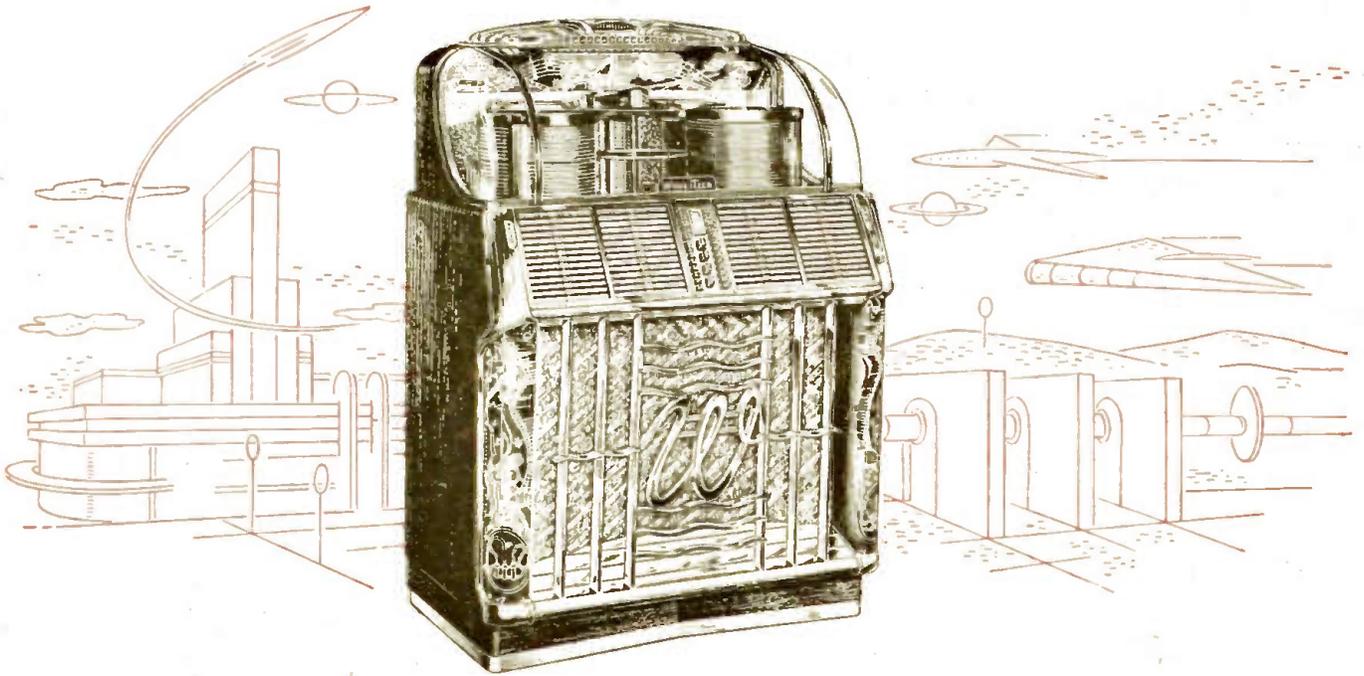
Sincerely yours,
STANLEY K. ODELL



AMI Incorporated

GENERAL OFFICES AND FACTORY, 1300 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS



10 Years Ahead of its time

Many Times ahead in Earnings

The Wurlitzer Fifteen Hundred incorporates so many advanced features, so much of tomorrow's engineering today there is little doubt but what it will hold its own, come what may, for a decade.

Its ability to play 104 selections assures continuously high earning power.

The wonders of its WurlMagic Brain in playing 78 and 45 RPM records intermixed is insurance for every operator. You're protected regardless of which record speed predominates in the future.

Even if the trend turned to all 45s, come Christmas or Easter with their demand for seasonal music, you could use your old 78s for years on end.

Its many money-making features are matched by money-savers.

Low inertia tone arms with Cobra Stylus mean sensational needle life, amazing record economy.

Quick-as-a-flash replacement parts slash service costs to a rock bottom minimum.

Wurlitzer quality construction throughout means the Fifteen Hundred will retain its eye-arresting looks for life.

Finally, because of all it is and all it offers, the resale value of this phenomenal phonograph next year or ten years from now will be high.

See and hear the Fifteen Hundred at your Wurlitzer Distributors and you'll quickly see and understand why it's an investment from which a substantial profit is assured.

Plays 104 Selections
From 78 and 45 RPM
Records Intermixed

Wurlitzer
FIFTEEN HUNDRED

The Rudolph Wurlitzer Company, North Tonawanda, New York

Record Reviews

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

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

Continued from page 37

RHYTHM & BLUES

Record Reviews

EDNA MCGRIFF-BUDDY LUCAS ORK
IT'S RAINING 72-73-71-72
JUBILEE 5087—Edna McGriff, the gal who made the hit parlor of "Heavenly Father" has a disappointing follow-up in this new wailing Thrush tries hard but material doesn't seem to fit her, and the o.k. backing is undistinguished.

MORRIS LANE
LEAD MOON 74-75-72-75
CORAL 60801—Lane on the tenor sax turns in a tasteful reading of a fitting version of the title, "An Indian Love Song." O.k. backing is stylish.

MICKEY CHAMPION
DON'T SAY YOU LOVE ME 73-74-72-73
ALADDIN 3137—Mickey Champion, thrush with a warm style and a good voice, does a strong job on this Irish ballad, with the Maxwell Davis combo helping out.

THE ORIOLES-BUDDY LUCAS ORK
BARFLY 70-71-69-70
JUBILEE 5084—The Orioles are not very exciting on this new weeper ballad, and the lead does an effective job. Side may get some.

BUDDY LUCAS ORK
HUSTLIN' FAMILY BLUES 70-71-69-70
JUBILEE 5083—The warbler does an effective job on this new blues effort about a Hustlin' Family, tho the tune is routine.

CLARENCE (G'EMOUTH) BROWN
BABY TAKE IT EASY 79-80-78-79
PEACOCK 1600—Jump blues is given good whiff by the band, with some wild instrumentation spotted here and there.

THE FOUR TUNES
THEY DON'T UNDERSTAND 76-76-76-75
V 20-4818—The smooth stylings of the Four Tunes is show-cased well with this material.

FRANK (FAT MAN) HUMPHRIES ORK
LULUBELL BLUES 82-83-80-83
JUBILEE 5085—The one socks excitingly from start to finish. Humphries gives the effort a powerful renditions while the o.k. furnishes a rhythmic backing that builds thruout.

SHIMMY McPHAIL
THERE IS NO GREATER LOVE 72-73-71-71
V 20-4788—McPhail injects a lot of heat into his rendition of the old love. It's a grand performance. Could get some action in the pop market.

RHYTHM & BLUES

Record Reviews

JACKIE DAVIS TRIO
BUZZ ME BABY 76-75-73-74
V 20-4833—Trio starts its work for the label with an interesting performance on blues. Trio's made up with an organ played by Davis, guitar and drums. Davis plays the Hammond with great zest and adds a pleasant vocal for good measure.

INTERNATIONAL

Record Reviews

RAY HENRY ORK
HAPPY TRIP 76-77-75-76
DANA 3088—This tuneful ditty is played with a happy lilt by the combo. It's an instrumental, with vocals limited to rhythmic snuff.

TED POWERS ORK
TURNTABLE POLKA 71-72-70-71
DANA 2086—Ork takes this pleasant polka at an engaging bounce. Instrumentation is somewhat quieter than most.

BERNIE WYTE ORK
MIDNIGHT FIRE ALARM 74-74-74-74
DANA 3081—A cute polka, with the tune taken on occasion by the bells of the ork, is rendered easily by the Bernie Wyte aggregation.

LATIN-AMERICAN

Record Reviews

ARMANDO RIOS ARAUJO
YO TENGO CELOS 75-75-74-76
SECO 2377—The warbler sells this tune about jealousy powerfully while the ork backs him with a boistero beat, featuring smooth piano by Touzet.

LUIS (LIJA) ORTIZ
DUDAS DE MI 78-79-77-78
EXITO 20-348—A fast-moving bolero, with a melodic strain is sold well by the vocal pair with fine help from the ork.

CONJUNTO HABANA
MI DULCE BIEN 65-65-65-65
EXITO 20-345—An unimpressive bolero is sold in style by untrilled singer.

JULIO ANDINO ORK
SONRINER TUS OJOS 77-78-76-75
EXITO 20-346—A pretty new tune played in bolero tempo receives a warm vocal from Yayo while the ork plays it smoothly.

ALFREDO VALDES ORK
LINA 72-72-72-72
EXITO 20-340—The warbler, backed by a vocal group sells this guaracha nicely with a very o.k. aid.

Permo Shows On TV Despite GOP Conclave

CHICAGO, July 12. — Altho shunted off its original spot by Republican Party Convention activities, the televised "Industry on Parade" show featuring the Permo, Inc., finally appeared locally late Sunday afternoon (6).

Jack Baker, Permo official, said show was expected to have a good public relations value, especially in clearing up confusion regarding the various types of needles made by different divisions of the firm.

RHYTHM AND BLUES NOTES

Continued from page 37

Cafe. Golden Dragon spotlights The Five Barons. Johnny Lynch provides the music for show and dance at the Club Esquire, which features a "Creole Follies" revue. Sam Stiefel, owner of the Uptown Theater in Philadelphia, is shopping around for the top r.&b. names to institute a stage policy in September.

Mercury Records is starting a summer promotion on their r.&b. disks. The firm will issue releases by all of their artists during July and August, including platters by Dinah Washington, the Ravens, Johnny Otis, Mel Walker, Freddie Mitchell's ork, Memphis Slim and Wini Brown.

Lionel Hampton will introduce a new step called "The Jelly Roll Dance" over the National Broadcasting Company band stanza on August 2. The terpsichore is based on the orkster's new waxing of "Jelly Roll" on the Decca label, and will be sung and demonstrated by warbler-hooper Sonny Parker. The dance is a cross between the Applejack and the Susie Q. Meridian Music has taken over the tune "Have Mercy, Baby," which has been a big item for the Dominos.

Second Quarter Exports Off

Continued from page 73

The two officials was the fact that it started earlier than usual. The major reason given was that it probably resulted from over-buying and consequent high inventories abroad.

The decline, they said, started in March instead of June but there were no indications as to whether or not it might end correspondingly earlier than normal. Caldron, however, said there had been a noticeable picking up of activity the first week in July, the beginning of the third quarter.

Other reasons for the decline, cited by Osterman, were the curtailment of American buying abroad in raw materials, metals and minerals. Much of the dollar availability in some countries is tied to this buying, which, according to Osterman, was restricted when the raw material prices

overseas soared to prohibitive heights—particularly in tin and rubber.

The time lag between when orders were filed and shipments were received also was mentioned as being a possible factor. In other words, equipment ordered months back may have just reached some countries, causing importers in these areas to stop buying for the time being.

According to Caldron, June was a particularly slow month and was reflected in the small size of orders Brazil and Chile were mentioned as areas where over-stocking has occurred and where difficulties such as a copper strike cut back dollar availability.

Both men, however, were optimistic over the future and feel that with the depletion of inventories abroad, resumed high levels of activity can be expected.



Write, wire, phone: 1/3 deposit, balance C.O.D.

SEEBURG

148SL \$249.00
147M 149.00
146M or S 129.00

Hideaways

H148M \$229.00
H146M 139.00

Wall Boxes

3W7-L56 \$44.50
3W10-256 3 wires
3W2-L56 17.50
W1-L56 5.00

ROCK-OLA 1426 \$129
ROCK-OLA 1422 99
AMI Model A 269
PACKARD Manhattan \$ 89
WURLITZER 1015 139
WURLITZER 1250 395

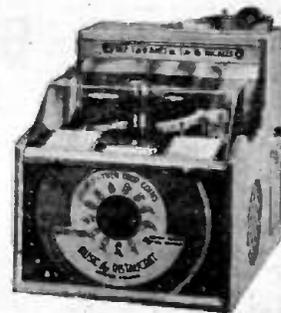
Export Inquiries Invited—50 cycle motors available

MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD
CLEVELAND, OHIO—2600 EUCLID
LANSING, MICH.—1224 TURNER
TOLEDO, OHIO—1302 JACKSON

RISTAUCRAT S-45

The Only Successful Small Music Box Ever Made



Try This Proven Profit Maker on Your Locations

Ristaucrat, Inc.

1216 E. Wisconsin Ave. Applton, Wis.

Too Many Record Releases?

A tremendous volume and variety of records is on the market today, and it's growing—more companies, more sides, more artists.

Is it too much? Will the market actually suffer? Read what experts, at all industry levels, have to say in "Are There Too Many Releases?"—one of more than two dozen BIG music-record features in...

The Billboard N.A.M.M. Convention Number

(dated August 2... out July 28)

Cancer strikes one in five

STRIKE BACK

Give to Conquer Cancer!

AMERICAN CANCER SOCIETY

100 SELECTOR FOR SALE

100-A, 78 R.P.M. (clean), still on location. FIRST wire sets \$1,500.00 Obermiller Bros., Co. COLUMBIA, MO.

Steel Strike Grows As Op Profit Threat

CHICAGO, July 12.—The six weeks old steel strike is taking an increasing toll in operator dollar volume, spreading from machine locations in the truck mill centers such as the Gary-Hammond-Whiting area here and thru Pennsylvania. With the increased number of close-downs and reduced operations by steel-using industries, operators in all areas of the country are facing furnals sales reductions both in their plant locations and in general installations as more people go payless.

In the steel mill location, the operator faces a dual problem: His sales are zero, and he cannot reach his equipment because of pickets.

While the non-mill plant location, and the transient locations continue to afford the operator contact with his equipment, the problem in both instances cen-

ters on slackening sales (The Billboard, July 5).

Months Long?

Current feeling is that the strike is not near settlement; and with a reopening of the mills, industry spokesmen claim that it "will take months, not weeks," for steel-using industries to return to normal operations and re-employ full worker staffs.

An example of the spreading close-downs among civilian and defense plants is the shutting of 17 of the 22 International Harvester Company plants this week. Most of the steel fabricating plants figured they could continue operations three or four weeks after the strike started; now, the time, and their steel supplies, have run out.

Workers Idle

Some 100,000 auto and allied parts workers are idle due to the steel stoppage. In many other industries, large and small factories are working at reduced capacity, laying off extra shifts and—or reducing the number of workers on a single shift. Operators are made keenly aware of the cut-backs by the reduced number of soft drinks, cigarettes, candy, coffee and other plant-vended items sold during the past week. One local operator re-

(Continued on page 83)

PHOTO DOLLARS

50 Unit Route Cites Military Base Pointers

CHICAGO, July 12.—Photo machine operation in military camps, transportation terminals and rapid-transit stations over the past several years has proved successful for Mechanical Merchants, Inc., as is attested by the firm's current route of 50 such units. In many of the locations the firm also operates cup beverage and ice cream equipment.

While a seasonal sales pattern has been established in such spots as the transit stations and terminals, military camps present their own placement problem. Herman Stamer, Mechanical Merchants vice-president, stated that the rate of personnel turnover in any one camp, plus whether a camp is a primary training center, plays an important part in photo machine volume.

Inductees are the major patrons of a camp photo machine. When camp rotation is slow, photo business tends to fall off after a few months. Fresh "away-from-home" recruits and draftees make the best camp customers, but unless the particular camp has a large turnover every few months, or has a constant parade of new personnel arriving, repeat sales decline.

The best type of military camp for photo machines, tamer pointed out, is the primary training center where large bodies of men make up the recruit body.

Newfoundland Vender Co-Op Plan Devised

CORNER BROOK, Newfoundland, July 12.—In a tie-up between the Corner Brook Pulp and Paper Mill, the largest single industry of Newfoundland, and the local hospital, soft drink bottle venders have developed into an important revenue producing factor.

Linked in a plan to install and operate the bottle venders at locations thru the mill, its yards and offices, warehouses and docks are the pulp and paper firm and the hospital board. All profits from operation go to the hospital fund. Until the introduction at the pulp and paper plant, venders had been comparatively few at the Corner Brook district of Newfoundland. They were mostly concentrated at St. John's, largest center of the island, and the U. S. Air Force base and naval station.

There is a possibility of the Corner Brook vender plan extending to other industrial locations on the island, it was indicated.

NO-SALE PLAN KILLS CIG TAX IN COL. TOWN

LEADVILLE, Col., July 12.—For a five-day period recently, local retailers refused to sell a single package of cigarettes. The move to halt sales was a result of the passage of a municipal cigarette tax.

Retailers agreed they would only resume the sale of cigarettes upon the repeal of the ordinance. A second meeting of the city council, to consider the retailers' demands, resulted in a vote to retain the tax. Later, the city attorney called for a third meeting to consider the levy. The result was the council voted to repeal the tax without having collected on a single pack.

Philip Morris Chief Blasts 'Unfair' Taxes

RICHMOND, Va., July 12.—O. Parker McComas, president of Philip Morris & Company, Ltd., speaking at the annual meeting of the company Tuesday (8), said a package of cigarettes, of the quality made today, could be retailed for 10 cents, provided the cigarette industry was taxed on the same basis as most other consumer industries.

McComas pointed out that the cigarette tax was 112 per cent of the manufacturers' net selling price and yielded the federal government \$1,500,000,000 and States and municipalities \$500,000,000 annually.

"Now bootlegging of cigarettes from States with low tax rates to high tax States is rapidly on the increase. In some States, revenue stamps have been counterfeited," said McComas, who urged stockholders to protest against discriminatory tax laws.

For the quarter ended June 30, McComas estimated preliminary Philip Morris earnings at \$1 a common share against \$1.23 for the 1951 quarter. Sales of the three months were increased by \$786,337.

Form Bexar To Make New Oxygen Bars

SAN ANTONIO, July 12.—J. P. Burns, James H. Helland and H. B. Hausse have formed the Bexar Corporation to produce the oxygen bars which first made their appearance here.

The bars will be sold thru venders. The bars dispense 30 seconds of pure oxygen for 25 cents. The oxygen is supposed to give the breather relief from "indulgence, drowsiness, fatigue, nervousness, and many other symptoms."

Blue Sky Promoters Under Business Bureau, Ad Fire

Nation's Dailies Alerted to Sharp Practices; Kill High-Profit Copy

By SAM ABBOTT

LOS ANGELES, July 12.—A few days ago the Los Angeles Better Business Bureau received a letter from a woman in Texas who bought "five vending machines for \$550 from a salesman who promised she would make from \$100 to \$150 a month from them." Since January, her average on the pre-located machines (the type was not mentioned) has been \$8 per month. Upon offering to sell the equipment back to the promotion company, the woman was offered \$75 for the five machines.

This is the type of vending machine promotion which has since been curbed to an important extent by the local bureau. Co-operating in the program is the Los Angeles Times which now requires all vending machine advertising clear thru the bureau. Recently, display advertising was added to the Times' clearance list so far, however, it is the only paper doing the latte.

This is the third in a series of articles on blue sky promotions. Two preceding articles treated the national picture and the local situation in Detroit. Next week, the last of the series will cover Portland, Ore.

J. S. Miller, who handles the bureau clearance for the Times and the vending machine pro-

(Continued on page 79)

By BENN OLLMAN

MILWAUKEE, July 12.—The Milwaukee area has recently gone thru an object lesson in the technique of fleeing uninitiated buyers of over-priced vending equipment (The Billboard, January 5, 19). The highly publicized happenings here of a few months back, was the culmination of an effort by experienced "blue sky" operators to part people from their dollars.

Fortunately for the industry, who were swindled, the law and the Better Business Bureau stepped in and got tough with the out-of-town promoter. The disillusioned machine buyers will all take sizable losses as a result of their purchases, but these losses are being somewhat minimized thru an agreement with local authorities and the salesman. In order to escape prosecution, the promoter has agreed to take back the machines.

Local established vending machine operators are generally in agreement that a considerable amount of blue sky activities has been carried on here in the past. "There must have been plenty of it," states Nick Novasic, of West Allis Vendors, "because from time to time I get calls from people offering to sell machines they bought from shady promoters."

Novasic also reported that he gets calls from locations asking

(Continued on page 79)

Calif. Cig Ops Poll Location-Sale Trend

LOS ANGELES, July 12.—California cigarette operators this week began attacking the "own your own" program in the State (The Billboard, July 12) by making postcard mailings to locations. The two-color card, also being handed to location owners by businessmen as they service equipment, carries the following message:

"Here's honest 'inside information' that will save you (location owner) hard money! The above

statement applies to the question: Should I own my cigarette machine?"

"Fast talking commission salesmen are making the rounds offering to sell cigarette machines at fantastically high prices. A lot of merchants have been 'stuck.' Some have gone to the OPS with complaints.

"As operators, we know you (the location owner) cannot make such profits—we do not! Because after you can make a profit at all after you have paid taxes, stuffed pennies and lost customer good will because of mechanical breakdowns.

"But—if you truly want to try operating your own machine, we will sell or rent one to you at an honest price—"

National Gives King-Size Info

ST. LOUIS, July 12.—National Vendors, Inc. this week announced additional details on king pack accommodations in its cigarette venders, supplementing an earlier report by Vice-President A. F. Diederich (The Billboard July 12).

Magazines of Nationals produced since February, 1940, accommodate either king or regular packs in all main columns. Conversion parts are not required to vend king packs in National equipment manufactured since that date.

All postwar machines accommodate kings and regulars in all main columns and also in auxiliary shift-columns. It was pointed out in three models

(Continued on page 80)

End Special Price On Hollywood Bars

CENTRALIA, Ill., July 12.—Hollywood Candy Company has discontinued its special price of \$3.40 per 120 count on nine of its bars. Effective last week, the vend pack returned to \$3.50 for the firm's Milk Shake, Butter-Nut, Payday, Smooth Sallin, Zero, Polar, 3 Big Bears, Red Sails and Big Pay bars.

Frank T. Egan, advertising manager, announced that the Nut Sundae bar is being retained at the \$3.10 price in 120 count.

COIN SHOPPER

Patent Store Window Unit, Start Output

DETROIT, July 12.—Patents have been granted on the coin-controlled "Window Shopper" developed three years ago by L. D. Kilgore of Kilgore and Hurd, local haberdashery.

A number of successive models were made, embodying improvements. The final model, however, which has been operated for sometime on the Washington Boulevard window of the Kilgore and Hurd store, was removed by thieves recently.

The Shopper operates for a quarter. It is placed on the window, giving the customer a predetermined interval of time to talk into the attached microphone which records his message after he deposits his coin. An order may be placed for any item in the window, or in the store itself. The quarter is

(Continued on page 81)

N. C. Stand Perils Juice Volume: FCC

LAKELAND, Fla. July 12.—With sales of frozen orange concentrate hitting an all-time high of 1,009,000 gallons for the week ended June 21, the Florida Citrus Commission viewed with alarm North Carolina health authorities' objections to the citrus drink.

The health board of an unnamed North Carolina town ruled that the FCC's automatic juicer program was actually a bottling operation "not conducted in accordance with sanitation standards." Robert C. Evans, FCC's general manager, said that while the juice sales in the state

(Continued on page 82)

CIG TAX FACTS; IOWA FIRST IN '21

CHICAGO, July 12.—Cigarette taxes have been enacted by 41 States and the District of Columbia. They range all the way from the penny per pack in DC up to 8 cents (Arkansas and North Dakota) and a high of 8 cents in Louisiana.

Most common rate is 4 cents, imposed by 18 States; 4-cent taxes are levied by 10 States. Two cents a pack is the tax rate in seven States; a nickel is levied in four, and 6 cents in two States.

The seven States which have not imposed cigarette taxes are California, Colorado, Maryland, Missouri, North Carolina, Oregon and Virginia.

The first State to place a tax on cigarettes was Iowa, which imposed a 2 cent per pack levy in 1921.

(Continued on page 79)

SCALES

"PRICES REDUCED \$125.00 CUT TO \$89.95"



Price \$89.95. Down Payment \$14.95. Balance \$50.00 per month for 12 months. Or if you prefer to send cash with your order, you may deduct 5% or \$4.50 from the list price, making the cash price only \$85.45. On sales in Georgia or South Carolina, it is necessary to add Sales Tax to scale price.

All prices are F.O.B. Soperton and we will ship to you by express or freight.

A Scale crated weighs 100 pounds. Get in touch with us for a Scale Deal.

MANUFACTURED BY **SPARKS SPECIALTY COMPANY** PHONE 33 SOPERTON, GEORGIA

Blue Sky Promoters Under BBB, Ad Fire

• Continued from page 78

Milwaukee

if he knows the whereabouts of some operators who left a machine and never came back to service or collect receipts. This often occurs when the gross is so low that the unhappy "route" buyer gives up and abandons his investment in equipment.

Other Milwaukee operators report similar experiences, with most of them agreeing that for every blue sky buyer who complained to the proper authorities there were many others who were ashamed to own up to their unfortunate dealing with sharpsters.

Better Business Report

Milwaukee Better Business Bureau director G. K. Grimm reported that at present the situation here is well under control. The main reason for the lessening of complaints now, he pointed out, is the excellent cooperation of both daily newspapers which refuse to take advertisements from questionable sources.

"Another thing we have alerted newspapers toward, is the promoter's method of exaggerating earning claims for the machines. From now on, we feel those boys will have a difficult time placing their come-on ads here."

Attempts have been made to utilize the classified ads section of several suburban papers here, recently, Grimm adds, but the promoters were turned down as a result of the Better Business Bureau's representations to the publishers.

Philadelphia

makes for net profit. For example, one nut vending operator said that "the average location for penny nut vending machines is good for only about 35 cents net a week, but the promoters promise their prospects \$2.50 net a week from their machines.

The blue-sky promoters are smooth talkers; some of them have been schooled in classes run in such cities as St. Louis and Newark. After "graduating" they hit the road to give their stereotyped talks to prospects.

Heavy Loss

According to Joseph Rake, Rake Coin Machine Exchange, most of the people who are victimized by the blue-sky promoters remove their equipment from locations and take a heavy loss when they sell it to second-hand vending machine dealers.

Rake said the entry of those who have been victimized by blue-sky promoters does cut into new machine sales of dealers, but it helps increase the inventory of second-hand machines. Rake, in business for 22 years, said most of those who have fallen for the bait of high profits really wouldn't have been "good for the business." He claimed that most would never have entered vending in the first place if they had not fallen victim to the fast talk of a promoter.

The Philadelphia Better Business Bureau revealed that it had several complaints in its files against firms in this area who allegedly blue-skyed prospects. However, the bureau stated that its records are indexed on a firm-by-firm basis, and it was unable to quote its findings on a percentage or volume basis.

Los Angeles

motion investigations, told The Billboard this week that he does not have "trouble with established manufacturers or jobbers. The promoting is done by independents and outsiders who 'drop in to take out a fast dollar.'"

Miller emphasized that there has been no request for clearance of vending machine ads thru the bureau for the last three weeks. Prior to that, two or three firms would ask the bureau to clear copy each week. The bureau does not censor ad copy, but requests that all claims made by salesmen be substantiated. Permanent addresses of the advertising companies must also be given, Miller said.

Discrimination?

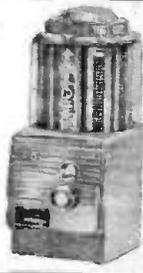
Tending to take the fullest possible advantage of the mounting numbers of exposés of blue sky promoters, local established operators feel, is the attitude of many of the victims, before they become "victims." Latter have commented that the "regulars" are trying to paint a discouraging picture to keep the new operator out. Better Business Bureau investigations, however, are gradually eliminating this feeling on the newcomer's part.

New operators who have been promoted into the business fold in as short a time as three weeks, or they may hold out as long as 12 months, it has been found. Ninety-nine per cent of all persons who have been blue-skyed fall in this "failure" category. A very few manage to stay in business by a combination of experience gained and the financial ability both to weather the lean profit period (due to the preponderance of poor locations on their "route") and to invest in enough additional machines to retain a normal profit.

Spots Loaded

In addition to poor locations, the buyer of a promotion-sold and set up route usually finds that there are too many machines in one spot. Commissioned rates promised the location owner, too, are often prohibitive; high percentages are snatched by the "location-getter" to snare "lots of locative quick."

Among the types of vendors that have been most frequently promotion-sold on the West Coast are nickel and penny bulk equipment, followed by tab gum, postage stamp and cup beverage units.



IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!

Today's hottest money-maker OPS are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity, ten holds over 500 pieces, ten column wide selection, tab gum, candy coated gum, 10 chocolate bars, fruit bars, fruit charms... fast, easy, front load servicing... positive, simple, fool-proof delivery... tested and proved on location.

THE NORTHWESTERN CORPORATION
829 S. ARMSTRONG STREET
MORRIS, ILLINOIS

Northwestern
models 4th and Tab Gum Vendors Available on West Coast. In stock—immediate delivery.
BADGER SALES CO.
3251 West Pike Blvd., Los Angeles, Calif.

Sweet-Nes Corp. Intros Packaged Liquid Sugar

BROOKLYN, July 12.—A new packaged liquid sugar, designed for beverage vendors, was introduced this week by the Sweet-Nes Corporation here. It contains 50 per cent inverted pure liquid sugar, with solids equivalent in weight to that of dry sugar, the company states.

The product comes packed in cans. It may be used full strength or cut. Sweet-Nes Corporation has headquarters at Atlas Terminal.

Manley Shifts Facility

PHILADELPHIA, July 12.—Manley, Inc., has closed its Philadelphia warehouse. Orders and service in the area are being handled by Elliott Warehouse and Storage Company, 2130 24th Place, N.E., Washington, D.C.

BABY GRAND

CHICLE MACHINE CASE OF FOUR \$52.00

NEW CHLOROPHYLL CHICLE CHEWS—VEND 2 FOR 1c 25 LB. CTNS. 1/3 Dp., 100 C.O.C. 52c LB.

CLEVELAND COIN MACHINE EXCHANGE, INC.
2921-2925 Prospect Ave. Cleveland 15, Ohio
All Phones: TOWER 1-4715

Operators! A COMPLETE PHOTO STUDIO IN 1 UNIT!



The Original
Auto-Photo STUDIO

- ★ It's in the Money—700% Gross Profit!
- ★ It's a Complete Unit—Locate It Anywhere!
- ★ Nationally Recognized and Used!
- ★ The Industrial Leader in Personal Identification!

Auto-Photo Company Dept. 102
1444 SO. SAN PEDRO STREET • LOS ANGELES 15, CALIFORNIA

BROTHER—THIS IS BASIC

560 Assorted BASIC FILL CHARMS \$1.50 PER BAG

Put in the whole bag full—every single one of ALL the 560 assorted Charms into each FILL.

It's a Rich and Powerful assortment, consisting of over a hundred different Charms and Rings in a Plastic, Copper-Plated and Silver-Plated Mixture.

IMAGINE — 560 assorted BASIC CHARMS for ONLY \$1.50 for your basic fill.

Now you can afford a vast quantity of basic-fill Charms AS WELL AS many Eppy gimmicks to make your machines a Treasure-House Inducement to Customers.

Samuel Eppy & Co., Inc.
91-15 144th Place Jamaica 2, N. Y.

Wildroot Recommends GRIFFIN

hair oil & hand lotion DISPENSERS for Wildroot Cream-Oil Hair Tonic & Frostilla Hand Lotion OPERATORS' PRICE \$12.50

A Proven Money Maker.

Mfg. & Dist. MERCHANDISING DISPENSERS, Inc. 1792 W. Adams Los Angeles 18

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to VEND—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Yes—Please sign me up for Vend for:
 1 year at \$4 2 years at \$6 3 years at \$7.50
 (foreign rates upon request)

Name _____ 563
 Address _____
 City _____ State _____
 Occupation _____

30 DAY MONEY-BACK TRIAL

Northwestern Model 49

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

GUARANTEED USED MACHINES

DELUXE 1st and 2nd Combination \$12.95	CHALLENGER \$7.50
MODEL 33 BALL GUM	Plastic Globe \$22.50
PORCELAIN 1st 7.45	Winged-Like New 72.50
MASTER 2d 7.45	ESQUIRE 1st 4.95

MERCHANDISE AND SUPPLIES

ZENOBIA PISTACHIO Per Lb. 5	JUMBO QUERRA 5	ZENOBIA PISTACHIO Fancy Shell 38	PISTACHIO 4-STAR 91	PISTACHIO 3-STAR 58	CASHEW Whole 43	CASHEW Butts 58	FILBERTS 58	MIXED NUTS 58	VIRGINIA PEANUTS 25	SPANISH PEANUTS 38	ALMONDS, 100 Count 85	5 LB. VACUM PACKED 85	ITALIAN CHOC 25	PEAS, Roasted and Salted 25	RAINBOW PEANUTS 75	BOSTON BAKED 38	BLANDED 38	LICORICE LOZENGES 25	M & M 25	BALL GUM, All Sizes 200 Lbs. Min. 1.24	Prepared, Per Lb. 1.24	ADAMS GUM, All Flavors, 100 Count .92	WIGLEY'S GUM All Flavors, 100 Count .92	SUCRADE, 100 Count .92	LATE, 100 Count 1.24	HERBARD CHOCO LATE, 100 Count 1.24	MINIMUM ORDER, 25 Boxes
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Complete Line of Parts, Supplies, Bands, Globes, Brackets, Charms, etc. 1/3 Deposit, Balance C.O.D.

TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL

440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • JOHNSON 4-6467
4705 76th AVENUE, BROOKLYN, N. Y. • GEDNEY 8-3600

BABY GRAND & 2 FOR 5c CHLORO TREETS

BABY GRANDS \$12.00 Hundred Lots \$13.00 Per Unit

Packed four to the carton, F.O.B. Dallas.

2 FOR 5c CHLORO TREETS (250 count) 70c Per Lb.

Holds 5 1/2 Lbs., OPERATOR'S GROSS APPROX. \$6.25 Per Lb.

Also, 1c BABY GRANDS FOR: 336 count Chloro Treets or 300 count Chicle Treets.

ALL MACHINES AND MERCHANDISE IN STOCK FOR IMMEDIATE DELIVERY. WRITE TO

GRAFF VENDING SUPPLY CO.
2841 W. DAVIS STREET DALLAS, TEXAS

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

CHARMS

At Lowest Prices
Direct From Manufacturer
Sensational New Easy-Spin
BASEBALL TOP, silver-plated, 58 per M
plastic \$5 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 38, N. Y.



Correction

CHICAGO, July 12. — In a story on Mechanical Merchants' hot soup vending program last week, equipment employed was incorrectly cited as Spacarb. Snively-Groves' venders are used.

CAMBRIDGE, Mass., July 12.—The Deran Confectionery Company here will resume factory operations Monday (14). The plant has been closed for two weeks to allow employees to take vacations at one time.

King Columns Up Op Demand For Selectivity

CHICAGO, July 12. — Jimmy Martin, James H. Martin, Inc., returned from a Wisconsin sales trip this week reporting increased operator demand for greater selectivity in cigarette equipment. This is because operators want to be prepared to vend an adequate selection of both standard packs and present and future king size brands, he claimed.

Martin, who holds a 21-State distributorship for DuGrenier cigarette equipment, said that firm's 11-column electric model, listing for \$250, is in greater demand than the firm's nine-column unit. Up to seven king columns are available in the large model without conversion.

Efforts to recover former dies are successful, Martin said that DuGrenier would again bring out its mechanical 11-column cigarette venter.

With Martin on the Wisconsin trip was Art Cohen, newly appointed Illinois-Wisconsin sales representative for his firm.

2 Models Feature Arctic Vendor Line

MENASHA, Wis., July 12.—Arctic Vendor Sales Company announced this week it is in production on a two model ice cream venter line. The bar unit now features a new delivery chute with a plastic cup. A redesigned steel door seals in cold during delivery.

Arctic's second model, using the same mechanism and cabinet but utilizing a different column design, accommodates the Bon Bon chocolate ice cream novelty introduced in an oblong carton last year.

Price for the standard bar model remains at \$695, including changemaker.

New Reese Butter Cup

HERSHEY, Pa., July 12.—H. B. Reese Candy Company introduced a new dime Peanut Butter Cup package this week. Four individual cups are wrapped in each pack, which is available in both 12 and 24 count.

Candy, Planes Plant Partners

SANTA MONICA, Calif., July 12. — The Sweets Company of America plant here has added wings to candy bars. Current defense activity in the State has resulted in the company's leasing 36,000 square feet of its 56,000-square-foot plant to the Douglas Aircraft Company, Inc.

Sweets officials stated that the remaining space will be used as a warehouse. Also the facilities were scheduled for use as a candy production site, unavailability of some candy making machinery prompted the leasing of the unused space to the aircraft firm.

Higgins Vending Formed in Seattle

SEATTLE, July 12. — A new distributing company, Higgins Vending Sales, was formed here this week by F. M. (Pete) Higgins, Higgins and his son, William, have represented Spacarb, Inc., of Stamford, Conn., on an exclusive basis in the Seattle area for a number of years. The new corporation will continue to handle the sale of Spacarb cup vending equipment and the Bert Mills coffee bar.

Higgins has been named exclusive distributors for Spacarb in the Pacific Northwest.

National Gives

Continued from page 78

(9M, 7M and 9ML) it is necessary to substitute a king-size plate for the regular plate on auxiliary shift-columns, however, the plates are available upon request without cost to original purchasers. At time of ordering, shift-columns will be equipped with king size pack plates at the factory.

Pre-war Nationals in 9-50 and 7-50 models, produced since February, 1940, and 9-A, while taking kings or regulars in main columns, will not accommodate the king size in auxiliary shift-columns, however. Also, a few 9-50's and 7-50's produced prior to February, 1940, have no provision for king size packs.

Coin Shopper

Continued from page 78

refunded on the purchase price. This allows completion of the order at any time when the store is closed, on evenings and weekends, or before opening hours, and at the same time prevents misuse, since the person using it must first put in a quarter.

Charles R. Stout, head of a Detroit advertising agency is associated with Kilgore in the development of the Shopper. It is currently being made by L. A. Darling Company, Bronson, Mich., under the name of "Tell-It-To."

Blumenthal Bros. Candy Co. Changes Name

PHILADELPHIA, July 12. — Effective August 1, Blumenthal Bros. will be known as the Blumenthal Bros. Chocolate Company. Company directors stated there will be no change in the firm's operation.

The new name was adopted because it was deemed more descriptive of the candy firm's activities.

SMOKESHOP "612"
PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Tear Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
250-B West 57th St., New York 19, N. Y.
PLaza 7-3123

VICTOR'S BABY GRAND
\$13.00 ea.
100 or more \$12.00 ea.
Packed 4 per case

Vends the following major CHICLE TREETS—300 count 2 for 1c. CHLORO TREETS—350 count 2 for 1c. LEAFY CHLORO TREETS—218 count 1 for 1c.

Beautifully decorated tree with a 6 lb. Baby Grand order. Be first in your territory with this new fast-moving merchandise. "Lowest Prices on Gum and Charms." WE ALSO HAVE JUMBO 100. Don't delay—Write today.

H. B. HUTCHINSON JR.
480 North Ave., N. E. Atlanta 6, Ga.
Tel.: American 4300

IN STOCK VICTOR'S

New BABY GRAND CHICLE TREETS VENDOR

also JUMBO 100

ORDER TODAY

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcalt 7-1448

IN STOCK VICTOR'S

New BABY GRAND CHICLE and CHLORO TREETS VENDOR

also JUMBO 100

ORDER NOW

8 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 Euter St. Baltimore 2, Md.

TV IS ALL of SHOWBUSINESS

Only THE BILLBOARD covers ALL of SHOWBUSINESS

The Right Combination for More Profits—Steadier Income

VICTOR

BABY GRAND CHICLE TREETS CHLORO TREETS

Vends CHLORO TREETS and CHICLE TREETS 2 for 1c

Patent Pending

Also Vends CHLORO TREETS 2 for 3c

Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or write today to

VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue
Chicago 39, Illinois

Mrs. of the famous line of TOPPER Venders

WE HAVE VICTOR'S

New BABY GRAND CHICLE VENDOR

also NEW VICTOR'S JUMBO 100

SAMPLE \$13.45

100 or more, \$12.00 each.
Less in Larger Lots—Write

BIRMINGHAM VENDING CO.
440 2nd Ave., N., Birmingham 4, Ala.

BABY GRANDS

- Sold on liberal weekly payments
- Write for details to

ROY TORR—LANSDOWNE, PA.

USED CIGARETTE MACHINES

Rowe Imperial \$ 60.00
Uneda Model E's 75.00
Uneda Model 500's 110.00

Also Rowe Royals, Champs, Eastern Electrics. Write for prices.

Plastic cigarette name labels: Uneda Model 500's—15 cents ea. Uneda Model E's—10 cents each.

Zipper chugging bags, with company name imprinted—50 cents each. 100 bags minimum order.

1/2 deposit, balance C.O.D.

ACME JOBBING COMPANY
GREEN BAY, WISCONSIN

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 bulk mds.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof. Held by top lock and body clamps only.
- Guaranteed mechanically—weights less than 7 lbs.

East & Midwest
M. L. ABELSON
Gen. Sales Mgr.
2833 Fifth Ave. Pittsburgh
Phone: AT 1-6478

Pacific Coast Distributor
OPERATORS VENDING MACHINE SUPPLY
1923 S. Grand Ave. Los Angeles

TRAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

GIVE TO DAMON RUNYON CANCER FUND

MAKE MORE MONEY IN VENDING

Read The Billboard Every Week

For the biggest vending opportunities—for the latest price 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.

Saves you more than 20% on newsstand price

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes! Please send me The Billboard for one year at \$11.00. Check here for trial subscription of 12 weeks at \$1.00. Foreign rates upon request.

Name

Address

City

Occupation

Zone

State

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 12	Issue of July 5	Issue of June 28	Issue of June 21
Ajax Electric (8 col.)	\$150.00	\$150.00	\$150.00	\$150.00
Ajax Hot Nut 5c			32.50	32.50
Atlas Saver (2 col.)			19.50	19.50
Asco Hot Nut, 5c			14.50	14.50
Atlas Bantam Almonds			9.95	9.95
Buret 1c (3 col.)			19.50	19.50
Dabco Hot Nut 5c (2 col.)			64.00	64.00
Cigaromat (3 col.)	64.00		84.00	84.00
Cigaromat (6 col.)	84.00		185.00	185.00
E-C Electric (9 col.)	185.00	185.00		
Columbus Model M 1c or 5c			5.95	5.95
Columbus 1c Ball Gum			8.50	8.50
DuRenier Candyman (3 col.)	57.50	57.50		
DuRenier Challenger, 5c (3 col.)	22.50	22.50		
DuRenier Champion (7 col.)	70.00	70.00	22.50	22.50
DuRenier Champion (11 col.)	90.00	90.00	125.00	125.00
Eastern Electric Cigarette Vendor			189.50	189.50
Electro Cigarette Machine (8 col.)	150.00			
Electro Cigarette Machine (10 col.)	225.00			
Electro Serve Pop Corn, 5c			17.95	17.95
Esquire 1c	6.95	6.95		
Foot Vibrator	119.50	119.50		
Foot Vitalizer	95.00			
Hawkeye 1c			12.50	12.50
Horsley 105 Bar			39.50	39.50
Hoff for Wraps Gum (8 col.)			12.95	12.95
Kenny (9 col.) Elec.	185.00	185.00		
King Astrology Scale			27.50	27.50
Kleenee Vendor 5c (2 col.)	27.50	27.50		
Kunkel Pop Corn, 5c			6.50	6.50
Lucky Boy Ball Gum 1c			89.50	89.50
Marion Scale	89.50	89.50		
Master 1c			7.95	7.95
Master 5c			7.95	7.95
Master 1c & 5c	7.45	7.45		
Muticon Card Vendor 2c			39.50	39.50
National Gandy (9 col.)	75.00	75.00		
National Gandy (9 col.)	85.00	85.00		
National Electric Cigarette Vendor	125.00			
National Postage 1c 3c		45.00	45.00	45.00
National 750	85.00	85.00	85.00	85.00
National 930	100.00	100.00	85.00	85.00
National 950	130.00	130.00	85.00	85.00
Northern 33 Ball Gum	145.00	140.00	140.00	140.00
Northern Deluxe 1c and 5c	7.45	7.50	7.45	7.50
Northern Post Type	13.95	13.95		
Postage 1c-5c			39.50	39.50
Northern 39 1c			8.50	8.50
Northern Stamp	69.00			
Northern Standard 1c-5c			7.50	7.50
Northern Tri-Selector (3 col.) 1c-5c				
Pop Corn 5c	69.50	69.50	17.50	17.50
Robins 2 in 1 (2 col.)			9.75	9.75
Rowe Candy (8 col.)	60.00	75.00	60.00	75.00
Rowe Crusader (10 col.)	155.00	155.00		
Rowe Imperial (6 col.)	55.00	55.00	95.00	95.00
Rowe Imperial (8 col.)	65.00	85.00	85.00	85.00
Rowe President (8 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	130.00
Royal Royal (10 col.)	140.00	140.00		
Rowe Stick Gum (6 col.)			9.95	9.95
Rowe King Hunter	22.50	22.50	17.50(2)	22.50
Silver King 1c or 5c			8.50	8.50
Silver King Ball Gum, 1c			8.50	8.50
Snacks 1c (3 col.)			12.50	12.50
Snacks Wraps Gum				
1 col., 1c			6.95	6.95
Sirox Brush-Up	50.00	50.00		
Stewart-McGuire (9 col.)	80.00			
Unedda Candy			55.00	55.00
Unedda Model E (6 col.)			75.00	75.00
Unedda Model E (12 col.)	75.00	75.00		
Unedda Model E (15 col.)	85.00	85.00		
Unedda (9 col.) Model 500	95.00		95.00	95.00
Unedda (15 col.) Model 500	110.00	79.50	110.00	79.50
Unedda Monarch (9 col.)	110.00		110.00	110.00
Unedda Monarch (12 col.)	125.00	25.00	125.00	125.00
Unedda Monarch King				
Size 25c	99.50			
Unedda Pak Model 500 (7 col.)	75.00	130.00	75.00	130.00
U-Pop-It	195.00	195.00	110.00	95.00
U-Select-It	49.50	49.50	195.00	195.00
Variety Shop 1c (5 col.)	49.50		49.50	49.50
Vu Chu Ball Gum 1c			14.50	14.50
			3.95	3.95

SCHOENBACH STAMP VENDORS
Folder Type

ATTRACTIVE OUTSTANDING
Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$22.50 ea.
3 Col. Vendor \$32.50 ea.

STAMP FOLDERS Very Low Prices
1/3 With Order, Balance C.O.D.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

GET READY FOR KING SIZE!

Convert your older equipment to King Size with a completely new electric control capable of holding King Size in EVERY column. Now available for the following types of machines:

DUGRENIER S, 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
3747 Parrish Philadelphia 4, Pa.
Phone: EV 4-2244 or BA 3-2718

NEWER CHARMS

From the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards
Candy
Silver Tipper
Bullfins
Photo
Lockets
Photo and Jewel Rings

One is the finest and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low prices.

PENNY KING CO.
2538 Mission Street
Pittsburgh 3, Penna.

HELP YOURSELF TO MORE VENDING PROFITS

Get VEND Every Month
Save Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, month-to-month plan to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VEND for
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me

Name.....
Address.....
City..... Zone..... State.....
Occupation.....

Available Now!

1c or 5c ACORN

ALL-PURPOSE BULK MERCHANDISER

Featuring the new **WHITE FLASH BRUSH HOUSING**

Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave., Chicago 22, Ill.

GIVE TO THE RUNYON CANCER FUND

FREE!

1 Northwestern Tab Gum Machine with each purchase of 10 machines!

PRICE \$25.95 EACH

We carry a complete stock of merchandise for this machine & will select the proper merchandise to fill the machines at the lowest market price.

NORTHWESTERN SALES & SERVICE
1154 TREMONT ST., BOSTON, MASS.

Hawaiian Kiwanis Place Ford Units

HONOLULU, July 12—Kiwanis Clubs here and in Waikiki have undertaken sponsorship of Ford ball gum vendors. Entire proceeds are to be turned over to the Police Activities League, local police-supported group working with teen-age children.

Ford equipment on the island of Maui, sponsored by the Kiwanis Club there, has been instrumental in providing milk funds for children of kindergarten age.

Ala. Tobacco Tax Take

MONTGOMERY, Ala., July 12—Tobacco tax collections for the month of May totaled \$631,122.62, as compared with \$641,115.18 collected from smokers in May, 1951, it was announced by State Revenue Commissioner Joe M. Edwards.

Tex. Cig Receipts Up

AUSTIN, Tex., July 12—State Treasurer Jesse James reports that cigarette tax stamp collections for the month of June totaled \$3,170,370, up \$344,173 as compared with the same month a year ago.

VENDING MACHINES COUNTER GAMES SALESBOARDS SUPPLIES and ACCESSORIES

FOR THE MOST COMPLETE LINE

Send for Your **FREE** Copy of **RAKE'S NEW 1952 CATALOG TODAY!**

RAKE'S AUTOMATIC MERCHANDISER

Rake COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILADELPHIA, PA. (LOMBARD 3-2676)

Distributors of Coin-Operated Machines and Supplies

FREE SAMPLES
Playing Cards With Slum—\$7.50 per M. (will not come apart)
Miniature Knives—4.35 per Gr.
Super Ohio Plastic Charms—1.95 per M.
Miniature Harmonicas—4.95 per Gr.
Flat Silver Charms—4.45 per M.
Terms: 1/2 deposit, balance C.O.D. Freight prepaid.

OHIO GUM CO.
P. O. Box 3621 Cleveland 19, Ohio

15" HIGH
49" HIGH
13" WIDE
WEIGHT 165 LBS.

\$25 DOWN
Balance \$10 Monthly

400 DE LUXE PENNY-FORTUNE SCALE
NO SPRINGS

WRITE FOR PRICES
LARGE CASH BOX HOLES
\$85.00 IN PENNIES

Invented and made only by **WATLING** Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Tel. 1-889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE Chicago

Immediate Delivery Baby Grand Vendors

\$13.00 each in lots of 4.
Less in larger lots—Write.

Chicle Treat and Chlorophyll Gum, 25 lb. case—\$6.00

22 New Asco 5c Hot Nut Vendors, \$5.00 each or \$100.00 for the lot.
New Metal Strands, \$2.50 each.
12 Bopost—F.O.B.

THREE "H" VENDORS
\$30 E. St. John San Jose, 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.

Rowe Imperial, 6 col., 250 Pack Cap.—\$85.00.
National 930, 5 col., 270 Pack Cap.—\$100.00.

Our Paints are VENDERIZED prevents Peeling, Flaking & Rusting.

SUMMER SPECIALS ON CANDY MACHINES
Counter or wall Model—no bank.
DuG. Candyman 72 Cap.—\$37.50
Rowe Candy 120 Bar Cap. 75.00

All Equipment Unconditionally Guaranteed Trade Price. 1/2 Dep. Bal. C.O.D.

UNEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
106 Clymer Street, Brooklyn 11, N. Y. • Evergreen 7-4568

NO CLAIMERS

Aussies Halt Coin Machine Smuggle Try

SYDNEY, Australia, July 12.—Coin machines of any type are a prohibited import into this country from dollar areas, and the first attempt to smuggle them has just been reported.

Four coin-operated machines were recently discovered, together with a large haul of cigarettes, during a routine inspection of a British Commonwealth Pacific airliner. Customs men, looking for more common types of loot such as watches and jewels, discovered the machines and smokes in one of the plane's bulkheads.

Since no one laid claim to the contraband, no arrests were made. Aircraft from the U. S. and Canada are, however, now receiving special attention, say officials.

Had the smuggling attempt been successful, the machines would have brought an estimated price of \$5,000 since there is a definite shortage of these American-made units in Australia.

Coinmen You Know

Chicago

Herbert Chadwick, Mills Corporation vice-president, reports the firm's new television program working out well. The Monday night airer features commercials showing a Coffee Bar in operation, and suggests employee viewers use plant or office suggestion boxes to request the vendor's installation.

R. H. Adair & Company, Oak Park, tells of increased activity in the ball gum venter field. Chlorophyll ball gum is playing no small part in building operator, location and customer interest, according to Richard Adair.

Jimmy Martin, head of James H. Martin, Inc., returned this week from a Wisconsin sales jaunt during which he concentrated on cigarette equipment. Howard Allor, Ascovend president, was in town contacting new locations for his associate operator program.

Vend-Rite Manufacturing Company began its third production run this week on U. S. Postage Stamp Company stamp venders. Dick Tennes, Vend-Rite head, stated his firm's own Kleenex and sanitary napkin machine production is being continued along with the stamp units.

Alvin Kantor, president of the National Association of Bulk Vendors, predicts the group's September convention and exhibit in Chicago will be a trade occurrence of importance. It will be the organization's second national convention and its first exhibit.

Adolph Raymond, A & M Music Co. pany, says music play is holding to comfortable levels in the average spots and in some of the top locations it is "above par." Jack Moss, executive vice-president of Harmon Enterprises, Inc., is still silent on the actual production and delivery of the firm's hot beverage venter, Venz.

In spite of increased publicity concerning blue sky promoter's activities, there are still many "come on" ads appearing in local papers, mainly the weekly sectional and suburban sheets.

Because of the intense interest in the political activity at the International Amphitheatre here this week, many coinmen felt the factories shut for group vacations must have planned the schedule with a crystal ball. Those vacationing included Gottlieb, United and Marvel and all were to resume full schedules Monday (14). The convention also had an adverse effect on operations here as so many people were glued

to their TV and radio sets or those in typical coin stops they did not have time for games or juke box diversion.

Herb Perkins, Purveyor Shuffleboard, like most similar firm heads here managed to keep business here at a satisfactory level and also caught up on detail work despite convention interest. On Friday (11) he had to rush down the loop to finalize a big deal. Over at Keeney, production moved at a steady rate on its cigarette venders and games. Firm closed Friday (11) for two weeks of group vacations.

At United Manufacturing, Ray Rieth was one of key bones of the skeleton crew while most office staffers and all line personnel vacationed. Sales Manager Billy DeSelm spent his leisure time in Michigan and Vice-President Mel Binks was up in his Lake Geneva, Wis., retreat. Unit resumes full production on its Stars Office Shuffle Alley and Deluxe 6-player Shuffle Alley early Monday (14) morning.

At World Wide Distributors, Len Micon reported a good crop of operator visitors in a buying mood. Most of them were after new and used games but others were concentrating on the Rock-Ola phonograph line. Al Stern, Monty West and Pappy Skor

were busy both in and out of the office.

Wally Finke, First Distributors, came back refreshed from the long Fourth of July week-end. He spent it in Wisconsin. His partner, Joe Kilow, entertained a group of Indiana operators early in the week and visiting Wisconsin coinmen a couple of days later. Wally states new and used game business appears to be picking up. Mal Finke, premium division manager, finds pad deals moving fast. He was more than satisfied with early response following the issue of a 100-page premium catalog two weeks ago.

News from Bally indicates the new Palm Beach game and The Champion, firm's mechanical horse, are moving fast. General Sales Manager Jack Nelson reports repeat volume orders coming from distributors in key territories. Empire Coin, thru Gil Kitt, reports interest in Genco's 400 game catching on especially in club locations. Vince Shay, who made important tests on 400 for the factory, feels it will set a new trend in game

Progress Guide

Continued from page 72

seable future. He has found that the collection has frequently played a part in handling oversize requests on special chutes to fit odd-size coins. For with the collection accessible at all times he or one of his staffers can readily refer to it and therefore expedite the shipments involved.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

Business Opportunities

New Going Business for Sale Soft Drinks, Ice Cream, Root Beer, Sandwiches, Chicken-in-Basket, Drive-In with Dining Room, Grocery and 6-Room Apartment. All modern. CHILDERS 1500 N. Salem Rd., Mt. Vernon, Ill. Phone: 1915

Parts, Supplies & Services

COIN COUNTERS AND STACKERS 1c Combination Coin Counter and Stackers for 50 Pennies, \$1.35 plus 10c postage. 5c Combination Coin Counter and Stackers for 40 Nickels, \$1.35 plus 10c 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 1c or 5c—85c per 1000. Lots of 10,000 or more—80c per 1000. Health Distributing Co., KING & CO., Chicago, Ill. 2700 W. Lake St.

Health Drop Chute and Switch, 5c, 10c, or 25c play; Health feather-touch push-pull type, 1c, 2c, 5c, 10c or 25c play; immediate delivery from stock. Health Distributing Co., 234 Third St., Macon, Ga.

Shuffle Alley Pucks for manufacturers and distributors; we have the finest two-sided puck in the market for use on all Shuffle Alleys; it's highly polished and plated; 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.

Stamp folders, direct from manufacturer, unlimited quantities, immediate delivery write for prices. Veedro Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

Used Advance gum machines filled with chlorophyll gum \$10.90; 5 for \$50; each machine takes in \$13.50; all types of chlorophyll gum in stock. Logan Co., 627 Milwaukee Ave., Chicago 22, Ill.

STOP!

Don't throw out that old equipment...

It's worth more than you think! A low-cost MARKET PLACE can help you sell this equipment, parts or supplies that you have laying around...

For rates see the Handy Order Blank on this page...

DO IT... TODAY!

Used Topper ball gum machine filled with chlorophyll gum for \$12.95; 5 for \$60, f.o.b. Toledo, Ohio; get on our mailing list. Graef Co., 3121 Strathmoor.

Routes for Sale

40 Music Machines, almost all late model machines, 5c Amusement Machines, Shuffle Boards and Gums; air base under contract for next five years; gross between \$30,000 and \$40,000 per year; located in one of the fastest growing towns in New Mexico; all machines in radius of twenty miles. Box M-14, Billboard, Cincinnati 22, O.

Route in Florida, established 12 years, showing a good profit; one man can handle; if you are not really interested in a good business, don't waste your time and mine; personal reason for selling. Box 538, Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Bargain: Cigarette and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

C.C. Playball, \$65; Williams Star Series, \$95; 4 3-in-1 Content Games, each \$1; Bally Gold Cup, \$50; Metal Typer Machine, \$50; C.C. 2-Way Shuffle Alley, \$35; Bally Lapid Fire, \$75; extra good Two-Wheel Concession Trailer, \$250, 1/2 deposit, Ark City Music Co., P. O. Box 74, Arkansas City, Kansas.

Crusader Horse, reconditioned like new; the signal and finest, proved trouble-free can be operated 3,000 miles away without re-wiring; not just one or two speeds, but completely variable speed range. Write for price to Box M-15, Billboard, Cincinnati 22, O.

For Sale—Arcade equipment: 6 Universal Bowl-O-Matics, like new, \$395 each; 4 Wides-Cat Records with stands, \$100 each; 3 Exhibit Dale Gums, late model, \$39.50 each. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.

For Sale—ABT Skill Guns, \$19.95; ABT Challenger, \$14.50; American Low Boy Scale, new, \$25; good condition. Terms: One-half deposit, balance C.O.D. Ace Music Co., Waukon, Iowa.

For Sale—Mills, Jennings, Pace, Waring Bell's, Double Ups, Super Bonus Singles, Twins; beautifully reconditioned; Evans Racers, \$100; new Bally Clover Bell's General Coin Machine Co., 225 N. 9th St., Philadelphia 7, Pa. WAlnut 2-4378.

For Sale—Perfect condition, like new, Coney Islands, latest model with improved 5 contacts, \$400; leaders, \$375; Hot Rods, \$60; Turf Kings, \$175; Citations, \$35; various late flipper pins, write, 1/2 dep, bal. C.O.D. W. E. Keeney Mfg. Co., \$2.99 5c. Eddie Ave., Chicago, Ill. Phone: HEmlock 4-3844.

The best games in the South—Bright Lights, \$285; Coney Island, \$335; Spot Life, \$410; Broadway, \$175; ABC, \$235; Turf Kings, \$165; Champions, \$75; C.C. Alley Life Pins, \$50; United Double Express Fly Pins, \$90; Exhibit Six Shooter, \$145; Exhibit Silver Bullet, \$125; Exhibit Dale Gun, \$85; Crown Novelty Co., Inc., 920 Howard Ave., New Orleans, La. Phone: Canal 7137. 1/2 dep. req. with orders.

Will buy consoles or slots for export or sell same in Kentucky or Nevada or export. Eugene Porter, 2600 South Belmont, Ashland, Ky.

Will trade Turf Kings, like new for music, cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

1 Phonora, Bell-Howell Film Winder; 2 large reels, 5 changes of film; ready for location. \$175. Write Dewey Waldrop, 424 W. Main, Ottawa, Illinois.

17 Drop Picture Stereographic Peep Shows; cheap to anyone buying them away. George Erdmann, 5301 Winona Ave., St. Louis 8, Mo.

30 Exhibit and Microscope Card Vendors, \$250; 7 Microscope Photomatics, pre-war, new paint, \$350; 3 Bang-a-Deer, \$150; 3 puncher bags, \$225. For in Richmond, Ind. 1/2 dep, bal. c.o.d.; will haul for expense only. W. R. Long, 301 S. W. 3rd St., Richmond, Ind.

Wanted to Buy

Wanted to Buy—Coin operated machine route in South or Southwest United States; 70% music; that \$10,000 will handle. Box M-13, Billboard, Cincinnati 22, O.

Wanted—Late model Solotone master entertainers and selective boxes, Rock-Ola 1422 photographs, combination free play and payout consoles; give serial numbers of master entertainers. Box 540, The Billboard, Chicago 1, Ill.

Wanted—25c coin operated radio—Radio-Corador, Columbus, etc. P. O. 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.

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.

ADVERTISING RATES REGULAR-CLASSIFIED: Usual wanted style, one paragraph, no display. First line set in 6 pt, bold, balance 6 pt. light. Per word... 3 or more CONSECUTIVE or 24 insertions, per word... 53 CONSECUTIVE insertions, per word... 50. DISPLAY-CLASSIFIED: Any advertisement using display make-up or white space. Figure space between cut-off lines, 1 in. borders permitted only on ads of 28 lines or more. Per space line... 3 or more CONSECUTIVE or 24 insertions, per space line... 52 CONSECUTIVE insertions, per space line... 50. 1 inch equals 14 space lines.

ALL ORDERS AND INQUIRIES TO THE COIN MACHINE MARKET PLACE THE BILLBOARD, 188 W. RANDOLPH ST. CHICAGO 1, ILL.

design. Shay is also waiting for the Evans' Century music box impatiently. "It isn't easy," he says, "to stand around waiting for that box when you feel you have so many firm orders in your pocket."

Indianapolis

The Sicking Company, Inc., reports business fair to good, with United Stars, in good demand. According to Mrs. Lottie Beraman, the demand for games is fair and prospects are promising. Robert Charzen, of the sales staff, and his wife and children are spending their vacation at Sturgeon Lake, Wis.

Edward Shaffer, Shaffer Music Company, Columbus, O., was in for a day on his way to Cincinnati. Gene Ford, Shaffer manager here, reports business good, despite the shortage of new equipment. Mrs. Blanche Janes, of the Janes Music Company, is planning a trip to Fresno, Calif., to visit her sister. Mrs. Janes will travel with cousin, Catherine Marcane. She will have a reunion with a long time friend there, Florence Fisher, of Hawaii, who also will be a guest of her sister, Charles Settle. Janes staff, is vacationing in Canada.

Al Calderon, Calderon Distributing Company, is touring the State, calling on operators. Business is steady, his office reports. Sam Weinberg, Southern Automatic Music Company, reports good demand for United Stars, Gottlieb's Four-Stars and Genco's 400. Stanton Leverton is vacationing in Michigan.

N. C. Stand

• Continued from page 78

town were not outstanding, it was feared other towns might adopt the same viewpoint, thus restricting juice demand built thru the program.

The program, unlike Florida Citrus Mutual's vander plan (The Billboard, July 12), revolves around juicing demonstrations in local food stores.

Evans also reported the reversal of an unfavorable tax ruling by South Carolina on concentrated orange juice. The State had earlier held that the juice was a beverage rather than a pure food product, and as such was subject to the State beverage tax. FCC's attorney, W. J. Steed, announced the reversal of the South Carolina ruling after a conference with State authorities.

Philadelphia

John Lynch, former account executive with the Reuben H. Donnelley Corporation, has joined the field force of Banner Specialty Company, manufacturers and distributors, with outlets in Philadelphia and Pittsburgh.

Steel Strike

• Continued from page 78

ported candy venders in a plant working at reduced capacity grossed \$3 and \$4 each last week compared with previous averages of \$8 and \$10.

Generally, operators are leaving equipment on location in closed plants. The expense of removal, the question of re-installing units in good volume new spots, and the question of re-entry in vander-stripped factories following resumption of activity, all play a part in the decision to "keep 'em where they are."

The question of location loyalty also enters the picture. Operators feel they should stay with plant management thru the crisis; it will serve to further cement good location-operator relations.

Pittsburgh

Several operators are trying to get locations in the proposed new community shopping center at Moon Run, Pa., whose residents now travel by bus to McKee's Rocks, Pa., to do their shopping.

M. J. Ballinger, owner, Acme Vending Machine Company, is (Continued on page 85)

Shaffer Specials

in better quality buys

AMI SPECIAL

- 1—A.M.I. (40) Midwayway
 - 5—A.M.I. Bar Boxes
- \$350.00

WURLITZER SPECIAL

- 1—1217 (48 Sel.) Hide-7427
 - 5—3020 5/10/25 W.O.M. (48)
- \$450.00

WALL BOXES

- Seeburg 5c Wireless \$ 9.95
- Seeburg 5/10/25 3 Wire 34.50
- Packard (Salin) 5.00
- Wurlitzer 3020 29.50

CIGARETTE VENDORS

- King Size, 25c Coin Head
- National 930 . . . \$99.50
- Unesco (Monarch) . . . 89.50

WURLITZER 3025

(48) SELECTION \$22.50
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
1323 Gilbert Ave.
CApital 1438

Indianapolis, Ind.
1327 Capitol Ave.
Lincoln 3571

Exclusive Seeburg Distributors

HERCULOCKS*

...ops in LOCKS!

Coin machine operators favor Herculokeys because of these outstanding features:

CONSTRUCTION—In addition to rugged manufacture and positive locking action, only the Herculokey has the Gear-Tooth keyway . . . a design that is virtually pick-proof and unlike any keyway now in use. Only the Herculokey key will fit.

EXTRA PROTECTION—Your key code is registered in our files under your name . . . reserved for your use. No danger of duplication or conflict in your territory.

Check into HERCULOKEYS now—for dependable security!
*T.M. Reg. U.S. Patent Office



INDEPENDENT LOCK COMPANY • Fitchburg, Massachusetts

ATTENTION, IMPORTERS . . .

Here's why you should be doing business with TRIMOUNT

- Trimount is New England's oldest and largest distributor of Coin Operated Equipment.
- Our Export Packing Dept. specially packs and crates all equipment to insure delivery in perfect condition.
- Our large staff of factory-trained mechanics assures you of receiving equipment that is mechanically and electrically perfect. All equipment is carefully checked before shipping.
- Trimount has New England's largest and best equipped Service Dept. where skilled craftsmen combine technical "know-how" with the finest mechanical and electronic test and repair equipment.
- Trimount is the exclusive distributor in New England for Gottlieb-Williams-Seeburg—Chicago Coin—Genco.

ARE YOU ON OUR MAILING LIST?

If not, write today for our Special Export Folder, which offers complete information on Trimount, and our special monthly importers' lists.



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Waltham 2-9162

GIVE TO DAMON RUNYON CANCER FUND

SPECIAL!
"POP" CORN SEZ
10c VENDORS
RECONDITIONED
LIKE NEW!
WRITE



SPECIAL—PANORAMS
Guaranteed Reconditioned
WRITE

NEW ROCK-OLA SHUFFLEBOARD TOPS, \$135

Bally Palm Beach C.C. 4-Player Match
United Stars Bowler
Gottlieb Four Stars Keeley High Score
Off. Shuffle Alley Lagg Bowl
Genco "400" Gottlieb Genco

RECONDITIONED EQUIPMENT
Bright Spot . . . \$285 Spot Life . . . \$445
Coney Island . . . 385 Turf Kings . . . 395
Lever Line . . . 165 Bright Lights . . . 295
United Bolero . . . 355 5-Stars . . . 165

SUMMER CLEARANCE! All kinds reconditioned Bowling Type Games and other good equipment! WRITE FOR LIST.

CLAYT NEMEROFF • CHARLEY PIERI

MONARCH COIN MACHINE, INC.
2287-39 N. Lincoln Ave., Chicago 14, Ill.
Phone: Lincoln 9-2996-7-8

BINGO GAMES

- Bright Light
- Coney Island
- Bright Spots
- Spot Light
- Atlantic City, New

We have the above games, clean, ready for location. Call us for prices.

Hermitage Music Co.
423 Broad St.,
Nashville 3, Tenn.

READY for LOCATION

- SPOT LIGHTS \$425
- CONY ISLANDS 415
- BRIGHT LIGHTS 315
- 3-4-5 225
- TURF KINGS 135
- KEENEY CONVERSIONS (Used) 225 (For Long Boards)
- DALE GUMS 49.50
- WILLIAMS ALL STARS 99.50
- HAYBURNERS 225

UNIVERSITY
Coin Machine Exchange
654 N. High St. Columbus, O.
Phone: UN 4900

WANTED
A-1 PHONOGRAPH AND GAME MECHANIC

Must know Seeburg 100 mechanism. Solder and reliable. Route confined to small area.

Victory Amusement
112 Vendalla St.,
Collinsville, Ill.
(Phone) 110

COIN MACHINE SALESMEN WANTED

Genco. To sell extremely popular coin machine. Team along with your regular line. Write BOX 334, The Billboard, 186 W. Randolph, Chicago 1, Ill.



First Lieutenant
Henry A. Commiskey, USMC
Medal of Honor

ONE SEPTEMBER DAY, near Yongdungp'o, Korea, Lieutenant Commiskey's platoon was assaulting a vital position called Hill 85. Suddenly it hit a field of fire from a Red machine gun. The important attack stopped cold. Alone, and armed with only a .45 calibre pistol, Lieutenant Commiskey jumped to his feet, rushed the gun. He dispatched its five-man crew, then reloaded, and cleaned out another foxhole. Inspired by his daring, his platoon cleared and captured the hill. Lieutenant Commiskey says:

"After all, only a limited number of Americans need serve in uniform. But, thank God there are millions more who are proving their devotion in another vitally important way. People like you, whose successful 50-billion-dollar investment in U.S. Defense Bonds helps make America so strong no Commie can crack us from within! That counts plenty!

"Our bullets alone can't keep you and your family peacefully secure. But our bullets—and your Bonds—do!"

Now E Bonds earn more! 1) All Series E Bonds bought after May 1, 1952 average 3% interest, compounded semiannually! Interest now starts after 6 months and is higher in the early years. 2) All maturing E Bonds automatically go on earning after maturity—and at the new higher interest! Today, start investing in better-paying Series E Bonds through the Payroll Savings Plan where you work!

Peace is for the strong! For peace and prosperity save with U.S. Defense Bonds!



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	Issue of July 12	Issue of July 5	Issue of June 28	Issue of June 21
Steeple Chase (United)	\$295.00 345.00	\$295.00 395.00	\$295.00 375.00	\$325.00 375.00
Stop and Go (Genco)	99.00 109.50	109.50 110.00	99.00 109.50	109.50 113.00
Storm (Williams)	27.50 29.50	27.50 29.50	27.50 29.50	27.50 29.50
Summer Time (Gottlieb)	29.50 39.50	29.50 39.50	29.50 34.50	29.50 34.50
Super Hockey (Chicago Cola)	35.00 54.50	54.50 65.00	54.50 69.50	54.50 59.50
Super World Series (Williams)	275.00	275.00(2)	275.00	275.00
Swaner (Exhibit)	54.50 59.50	54.50 59.50	54.50 59.50	54.50 59.50
Sweetheart (Williams)	85.00 94.50	69.50 99.50	94.50 99.50	94.50 99.50
Tahiti (Chicago Cola)	94.50 99.50	100.00 124.50	75.00 94.50	75.00 94.50
Tampico (United)	69.00 84.50	84.50	84.50 89.50	84.50 89.50
Treasure (Gottlieb)	45.00 49.50	49.50 54.50	49.50 54.50	49.50 54.50
Temptation (Chicago Coin)	54.50 79.00	79.00	79.00	79.50
Texas League (Williams)	29.50	29.50	29.50	29.50
Texas League (Keweenaw)	50.00	50.00	50.00	50.00
Thing (Chicago Cola)	49.50 79.00	49.50 85.00(2)	49.50 85.00(2)	49.50 109.50
Three Feathers (Genco)	35.00 65.00	59.50 95.00	69.50	69.50
3-4-5 (United)	250.00 265.00	250.00	265.00 275.00	275.00 300.00
Thrill (Chicago Cola)	27.50 35.00	27.50 35.00	27.50 35.00	27.50 34.50
Total Roll (Genco)	39.50 45.00	39.50	39.50 45.00	39.50 45.00
Touchdown (United)	245.00 325.00	245.00 325.00	325.00	325.00
Trade Wind (Genco)	39.50 49.50	39.50(2) 49.50	39.50 49.50	39.50 49.50
Trigger	109.50 135.00	135.00	109.50 135.00	109.50
Trinidad (Chicago Cola)	35.00	35.00	35.00	35.00
Trip Action (Genco)	24.50 29.50	24.50 29.50	24.50 29.50	29.50 39.50
Triples (Gottlieb)	125.00	125.00	125.00	125.00
Tri-Scare (Genco)	85.00(2) 94.50	45.00 79.50	60.00 94.50	75.00 94.50
Tucson (Williams)	50.00 59.00(2)	55.00 59.00	60.00 69.50(2)	69.50
Tumbleweed (Exhibit)	60.00 69.50	60.00 69.50	60.00 69.50	69.50
Turf King (Bally)	135.00 139.50	135.00 139.50	135.00 139.50	150.00 174.50
Utan (United)	79.50 79.50	89.50(2)	89.50	60.00 89.50(2)
Victory Special (Bally)	49.50	49.50	49.50	29.50
Virginia (Williams)	29.50 39.00	29.50 39.00	29.50	29.50
Watch My Line (Gottlieb)	124.50 125.00	165.00	125.00 134.98	
Wild West	165.00	175.00	175.00	175.00 179.00
Winner (Universal Industries)	89.50(2)	89.50(2) 95.00	95.00(2)	95.00(2) 99.50
Wisconsin (United)	25.00 34.50	39.50 49.50	34.50 39.50	34.50 39.50
World Series (Rock Ola)	75.00	75.00	75.00	75.00
Yams (Williams)	30.00 49.50	25.00 49.50	49.50	49.50
Zingo (United)	275.00	275.00	275.00	300.00

Coinmen You Know

Continued from page 83

spending most of his time working on the outside these days... Victor Abelson, Empire Distributor, has not been in his office much of late... Monroe Green, Coin Machine Agency, since organizing the Eastern Supply Co. company with his partner, Joseph Blonstein, has hired a courteous secretary and has more time to consider management problems.

Bill Sopira Jr., son of Bill Sopira, partner in the Service Rental Coin Machine Company, hopes to play on the Duquesne University basketball team... Leon Paschales, owner, Capitol Vending Company, reports his music machine route is coming along well this summer... Sidney Weinstein, partner, Sidmor Vending Co., still tells about the courteous treatment given him as a transient motorist by the Dodge Plymouth dealer at Norristown, Pa.

Glen Gillette reports the steel strike is really starting to hit the vending field. Al Klodell dropped in at an East Liberty restaurant. Klodell's mechanic, Art Mooney, reportedly was the first mechanic in the city to work on any kind of coin equipment.

M. J. Abelson, General Sales Company, travels greater distances than any other person in the vending field in this part of the country. "I could not make time," he says, "if I didn't fly"... Selecting records that will make money on the boxes isn't easy, says Jim Masserio.

Jim Thompson uses quite a number of boxes that fit well in the smaller places. He makes (Continued on page 87)

Only the Finest EQUIPMENT

FORMICA TOPS

Original | Genuine

Accept no substituted Silk Screened, Durable, Smoother, Stronger, Eliminates costly decals, respraying. Simple installation. Available Universal 2, 4, 5, 6 Player. All Chicago Coin, Universal and Keweenaw Life-Ups.

RECONDITIONED SHUFFLE GAMES

United 6 PLAYER SUPER DE LUKE	\$375
United 4 PLAYER FORMICA TOP	225
United 4 PLAYER WOOD PLAY	150
United 4 PLAYER	245
Keweenaw DE LUKE BOWLER	310
Keweenaw 4 PLAYER W/LUP PINS	275
Keweenaw LEAGUE BOWLER	190
Universal HIGH SCORE BOWLER	125
Wms. DOUBLE HEADER	65

8" size \$17.95 | 10" size \$18.95

Lots of 10	\$17.00
Lots of 25	16.50
Lots of 50	16.00
Lots of 100	15.00

NEW GAMES

WILLIAMS	
CARAVAN	
DOBINO	
HANDICAP	
OLYMPICS	
SPORTSMAN	
BALLY	
PALM BEACH	
ATLANTIC CITY	
FUTURITY	
United OFFICIAL SHUFFLE	
Gottlieb "400"	
Gottlieb FOUR STAR	
Gottlieb HAPPY DAYS	
Chi Coin DERBY	
United STARS	

BINGO GAMES

Bally SPOTLITE	\$445
Bally BRITISH SPOT	415
Bally BRITISH LITE	345
Keweenaw HOLIDAY	358
United LEADER	395
United A.B.C.	245

Factory Rebuilt

ACE COIN COUNTER

Like new. Precision operated. meters. tubes, trays, counts Pennies, Nickels, Dimes and Quarters—195.

MUSIC MITE	ARCADE	MISCELLANEOUS EQUIPMENT
Sensational new design, superb tone. Ten 45 RPM Records, Selector, Accumulator, and Cancel Buttons.	Seeburg BEAR GUN \$275 Exhibit JET GUN 225 Exhibit GUN PATROL 320 Exhibit SIX SHOOTER 195 Exhibit SILVER BULLETS 165 Exhibit DALE GUM 65	TURF KING \$175 C. C. PLAYER 95 DERBY 95 Keweenaw BOWLING 95 HOT ROD 65
50 PLAY \$145 5, 10, 25c PLAY 195		TERMS: 1/3 deposit, balance draft.

World Wide Distributing Co.
Chicago, Ill.
2330 N. Western Ave.
Verde 4-2300

Your Dollars will save lives by strengthening the Cancer Crusade of the American Cancer Society.

Your Dollars will bring words of truth and hope to you, to your family, to your friends and to your community.

Your Dollars will help ease the pain of the cancer patient.

Your Dollars will train skilled, understanding hands and minds to serve in the hospital, in the doctor's office, perhaps even in your home.

Your Dollars will speed the march of research toward mastery over cancer, the disease that last year killed 215,000 men, women and children.

Cancer strikes one in five

Strike back

Give to conquer cancer

AMERICAN CANCER SOCIETY
GENTLEMEN: PLEASE SEND ME FREE LITERATURE ABOUT CANCER. ENCLOSED IS MY CONTRIBUTION OF \$ _____ TO THE CANCER CRUSADE.

Name _____
Address _____
City _____ State _____

American Cancer Society

Mail the coupon to "Cancer" C/O your local Post Office

MAYFLOWER SPECIALS!

NEW	ARCADE
Futurity Write	Seeburg Shoot the Bear \$275.00
Across the Board Write	Six Shooter 175.00
Bolero \$375.00	Dale Gun 45.00
Universal Flea Star 275.00	Sea Jockey 285.00
Steeplechase 385.00	Mayburner 245.00
	Watch My Line 135.00
	Stadium—New 95.00
	Poolette 75.00
RECONDITIONED	SHUFFLE BOWLERS
Coney Island \$400.00	Bally Hook Bowler \$145.00
Spot Light 450.00	Bally Shuffle Line 125.00
ONE BALLS	Bally Shuffle Champ 45.00
Winners \$150.00	Bally Shuffle Speed Bowler 35.00
Photo Finish 99.50	Gottlieb Bowlette 35.00
Champion 109.50	Keweenaw Kleg Pin 45.00
Citation 69.50	Double Bowler—Keweenaw 75.00
PHONOGRAPHS	United Shuffle Slugger 25.00
New Hit Parade \$135.00	United Shuffle Alley Conv. 45.00
	United Shuffle Alley Express 25.00
	United 2 Player Ex. Rebound 95.00
	United Double Shuffle Alley 35.00
	Wur. De Luce Bowler 35.00
	Wur. Twin Shuffle 19.50
	Genco League Bowler 15.00

TERMS: ONE-THIRD DEPOSIT WITH ORDER BALANCE C.O.D.

Mayflower Distributing Co.

Contact Office Nearest You for Prompt Delivery—Write, Wire, Phone
1209 Douglas St. Omaha 2, Nebraska | 2218 University Ave. St. Paul, Minn.
Tel.: AT 3407 | Tel.: NE 1901

FOR SALE

5 Stars, very clean	\$149.50	Jalopy, like new	\$240.00
Coney Islands	439.50	College Date, very clean	85.00
Bright Spot	415.00	Gottlieb Bowlette	29.50
Bright Lights	365.00	Yalebus & Film	95.00
A-B-C	265.00	Mi-Ball	29.50
Spot Light	465.00	4 Player Derby	Write
Citations	29.50	Dale Guns	65.00
Mayburner, very clean	249.50	Keweenaw Texas League	49.50
Pitchem & Bat'em	179.50	Hi Chrome, New	22.50
RCA Radio, 25¢	22.50	Coalco, very clean	95.00
Pony Express	275.00	Keweenaw 4 Player Bowler	145.00
Microscope Voice-a-Graph	395.00	Evans Super Bomber	100.00
Microscope Photomatic, very clean	640.00	Silver Gloves	295.00

MONROE COIN MACHINE EXCHANGE, Inc.

2423 PAYNE AVENUE, CLEVELAND 14, OHIO
Tel.: Superior 1-4600

BETTER BUY FROM BANNER

BETTER BUY FROM BANNER

NEW UNITED STARS

The Smartest Bingo Type Game Ever Made IMMEDIATE DELIVERY WRITE-WIRE-PHONE

ARCADE EQUIPMENT

NEW Seat Pool (Coin Operated) Pool Table... USED Bat-A-Score... Williams Star Series

PIN GAMES

Blue Skies \$ 39.50 Bowling Champ 49.50 Buccaneer 59.50 Carolina 35.00 County Fair 245.00 Double Shuffle 69.50 Eight Ball 209.50 Fighting Irish 104.50 Georgia 109.50 Harbinger 250.00 Hits & Runs (Galt.) 214.50 Jolopy 245.00 Just 21 49.50 Knochout 99.50 Lucky Innings 64.50 Majorca 214.50 Mercury 99.50 Minutrol Man 139.50 Nifty 119.50 Oase 99.50 Punched 49.50 Red Shoe 49.50 Robin Hood 39.00 Row Bow 159.50 Selected Cards 49.50 Sharpshooter 84.50 Shanty Town 80.88 Shoe Shop 104.50 Sioux Pass 219.50 Sioux Peak 104.50 South Pacific 104.50 Star Series 113.00 Swoop Chase 225.00 Steep Peak 293.00 Start & Go 199.50 Swoop 94.50 Tahiti 94.50 Tampico 89.50 Thine 46.50 Tri Score 79.50 Wisconsin 24.50

NEW

Banner's Original Match-a-Score (Novelty Play) \$225.00 Banner's Original Match-a-Score (Free Play) 275.00 UNITED Super Six-Player Rebound and the Official Shuffle Alley. Immediate Delivery Write

USED

Chicago Coin Ace Bowler \$ 75.00 Chicago Coin Bowler 45.00 Chicago Coin Classic 75.00 Genco Shuffle Target 115.00 Kenney League Bowler (4 Player) 59.50 Single Shuffle Alley Rebound 75.00 Super Shuffle Alley Rebound 100.00 Super Shuffle Alley With Deluxe Fly-Away Pin Conversion 49.50 United Double Alley Rebound 59.50 United Shuffle Alley Double De-Luxe Fly-Away Pin Conversion 75.00 United Twin Rebound 135.00 United Two-Player Express 145.00 Universal Twin Bowler 45.00

VENDING

NEW Bradley Carbonated Drink Vendor 2-Flavor, 1000 Cup Capacity Brand-New Models \$595.00 Cigaretat, 3 Col. 64.00 Cigaretat, 6 Col. 84.00 Kenney Cigarette Vendor Write

MUSIC

AMI DISTRIBUTOR WESTERN PENNSYLVANIA TERRITORY

1/3 Certified Deposit, Balance C.O.D. or S/D. Full Payment Saves C.O.D. Charges.

BANNER SPECIALTY COMPANY

199 W. Girard Ave. Philadelphia 23, Pa. GARfield.3-2700 Branch: 1508 Fifth Avenue Pittsburgh 19, Pa. GRant 1-1373

Endorsing only the very best since 1917

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues at 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.

Table with columns for machine name, price, and issue date. Includes items like Ace Bomber, Air Rider, All Stars, All Star Baseball, Arcade (Bally), etc.

S-BALLS

NEW UNITED STARS Genco #400 Chl. Big Hit United Balleto Golf, Four Stars Chl. King Pin Bally Palm Beach Wms. Horse Feathers BINGO Spallie Bright Spot Belfers Bright Lights A-B-C Line-A-Line Touchdown County Fair Mayburner Spot Bowler Breadbasket Fighting Irish Oasis Harvest Time Janna Stop and Go Hat Red Playland Dreamy Canada De-Luxe Judy De-Luxe Rockal Tri Score Bank-Ball Be-Bo Freshie Mercury Colgate Datz Tahiti Banquo's S.K. Pacific Boston Tumbledown

ARCADE

AMER. BANK SHOT EXH. BIG BRONCO EXH. JET GUN EXH. 4 PLAYER DEBRT 1BT RIFLE SPORT Chl. Rifle Sport Derby Like New Mute, Photo Speedy Bomb Mute, Voice-Grain, 35's Sight Chicago Basket-Ball Champ E. Ten Strike Like New Exh. Pan. Res. 35's Shot the Bear 25 Shuffleboard Chl. Hoopla St. Regis Pig Ball et. Hildreth Chl. Pistol 125.00 Merc 13-Way Ath. Scale, New Year Series Foot Vibrator Wms. All Stars Jack Rabbit Robin Hood All Bats Humany Dumbly Fleeting Power Cinderella Spm Ball Trade Winds Wisconsin Ballie

SHUFFLE GAMES

UNITED OFFICIAL SHUFFLE ALLEY, 8 or 9 Ft. UNITED 4-PLAYER SUPER SHUFFLE ALLEY Star Bowler, 10 2-player, wood balls, \$550.00 Exhibitor's Special Write for Price Formica Tops Installed on United and Chicago Shuffle Games-\$15.00 extra. UNITED 4-PLAYER, Wood Top United 4-Player United 4-Player 2-Flavor, 1000 Cup Capacity UNITED TWIN REBOUND 165.00 United Twin Shuffleboard Un. Double S Express Rebound. United Shuffle Alley United Player SA Express United Single SA Rebound Univ. High Single Bowler Univ. Super Twin Bowler Chicago 4-Player, Formica Top Chicago Shuffle Horse Shoes Chicago Pin Line Bowler Chicago Bowling Classic Chicago Trophy Bowl Bally Hook Bowler Bally Shuffle One BALLY SHUFFLE BOWLER, 9 1/2 29.50 Kenney Double League Bowler Kenney De Luxe League Bowler Kenney Big League Bowler Kenney League Bowler Kenney Double Bowler Wms. Double Bowler Genco Shuffle Target, 1p or 2 Genco 4-Player Shuffle Table

VENDERS

ACORN VENDOR, 1c or 5c \$14.95 Marion Scale 99.50 Silver Ring 15.95 25¢ Razor Blade 10.95 S.K. Hot Nut 20.95 N.W. 40. 1c. 10 17.35 72-Bar U-Select-It De Luxe 1.5¢ 24.50 N.W. Tab Gum 23.95 22 Ball Gum 7.50 N.W. Stamp 49.00 U-Paper 105.00 SMOKESHOP 612 CUSTOM \$245.00

I-BALLS

Old Hilltop Univ. Across the Bears Battle Fatality Turf King 3275.50 Winner 195.00 Champion 115.50 Photo Pinball 118.50 Gold Cup 89.50 Citation 49.50 Jockey Special, 84.50 Social Entry 49.50 UNITED'S Genuine FORMICA TOPS 4" Size \$18.50 6" Size \$19.50 Minimum Order 5 Tops

CIGARETTE VENDERS

FACTORY REBUILT 25c 1 KING SIZE COL. Unexcelled, Mod. 500, 7 Col. 138.00 Bona Royal, 8 Col. 120.00 Bona Royal, 16 Col. 120.00 National 930, 9 Col. 120.00 Bona Crusader, 10 Col. 158.00 DuPont's Champion, 11 Col. 125.00 Bona President, 8 Col. 145.00 National Model 950, 9 Col. 145.00

Empire Coin MACHINE EXCHANGE CHICAGO 22, ILL. 1012-14 MILWAUKEE AVE. Phone (TRIOBLES) 4-3747

BOTTOM PRICES THOROUGHLY CONDITIONED EQUIPMENT

- SEEBURG M-100A \$599.50 • BALLY TURF KING 159.50 • GOTTLIEB ROCKETTES 99.50 • GOTTLIEB DOUBLE FEATURE 89.50

One-Stop Service: Records-Parts-Premiums

GOVERN

distributing company 3181 Elton Chicago 18, Ill. Independence 3-2210

Exclusive Distributors of Wurlitzer Phonographs

CLOSEOUT

- Seeburg '46 \$ 99.50 Seeburg '47 139.50 Rock-Ola '49 and '50. 295.00 Seeburg Wall Boxes. 22.50 Packard Wall Boxes 5.95

DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa. 855 N. BROAD STREET, PHILA. 23, PA. PHONE: STEVENSON 2-2903

• Shuffle Games

Table listing various shuffle games such as ABC Bowler, Ace Bowler, Baseball Bowler, etc., with columns for issue dates and prices.

Coinmen You Know

Continued from page 85

them pay by conscientiously studying the location... William F. Hamel, divisional sales manager, Cole Products Corporation...

Locations having a larger clientele need many selections to attract the different types of people who come in according to Morris Vinocur, president, Monarch Music Company.

N. H. Lazier, manager, Berio Vending Company here, was a guest at the wedding of the daughter of Jack Levin, president, Lighter Parts Corporation...

Father of Melvin Wyner has opened a new business for the repairing of cigarette machines. Salesmen seem to be steering clear of Pittsburgh until after the steel strike.

Hartford, Conn.

They're calling Lou Chack, general manager of General Amusement Games Corporation, Hartford, this city's "Mr. Bow."

Lou is planning on another Florida jaunt next January. In the meantime, the Chack family will probably sojourn along the Connecticut shoreline.

Abe Fish, honorary president of Connecticut State Coin Association, says that present business in the Connecticut coin picture reflects "just a seasonal drop, nothing to get worried about."

It's a baby boy—their second—for the Jim Tolisanos, of Superior Music, Hartford. Jim also is CSCA president.

Central Ohio Coin Machine Exchange, 525 E. High, Columbus 15, Ohio. Phone: AD, 7254.

BINGO SENSATION! NEW "UNITED STARS" ORDER NOW WRITE WIRE PHONE FOR PRICE

17 Bally Spot Lifes @ \$400.00 2 Chicago Coin Bombers @ 85.00 5 Bally Turf King @ 125.00

NASTASI DIST. CO. 1010 Poydras St., New Orleans 12, La. MA, 6386 - 7459

STRENGTHEN Your Routes with FIRST-Class Equipment

Advertisement for shuffleboard equipment including BINGO 5 BALLS, FORMICA TOPS, SHUFFLE GAMES, and various game machines like Big Bronco and Shuffleboard.

LONDON NOMINATED for OUTSTANDING VALUES, SERVICE and QUALITY TAKE YOUR CHOICE!

SHUFFLE GAMES SHUFFLEBOARD SPECIALS NEW LOW PRICES FIVE-BALLS NEW LOW PRICES

S. L. London Music Co., Inc. 3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4.322D

SHOOT THE WORKS! Shuffleboard Supplies WANT Chicago Coin Bowling Alley

PURVEYOR Shuffleboard Co. 4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

ATLAS MUSIC COMPANY Foreign Buyers—Write for Latest Postwar Phonograph Catalog KEENEY ELECTRIC CIGARETTE MACHINE—IMMEDIATE DELIVERY!

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 lit
- * Making numbers 1 to 6 scores 1 replay!
- * 4 SPECIAL LINES 3-4-5-6 score replays after numbers 1 to 6 are made!
- * ROLLOVER BUTTON advances High Score Bonus!
- * If numbers 1 to 4 are made, ROLLOVER advances Special Bonus!
- * SPECIAL BONUS LANE at bottom of field SCORES "SPECIAL BONUS" after 1 to 6 are made!
- * THREE THUMPER BUMPERS score points when lit!
- * Players shoot point score and high score for replay!
- * 2 FLIPPERS. Butler-like animation as balls ricochet around live-action playfield! It's FAST!



for Richer Profits
Williams
DOMINO

See Your
Williams Distributor Now!



CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILMORE ST.
CHICAGO 24, ILL.



Coinmen You Know

Continued from page 37

New York
Members of Local 786 met Tuesday (8) to discuss further plans for the UJA dinner September 9 at Belmont Plaza Hotel. Harry Rosen, of Atlantic, New York, will be honored at the affair.

The daughter of Jack Ehrlich, Hart Music Company, was wed recently. To top things off, Jack bought himself a new DeSoto. William Chase has purchased the operation of W. H. Steubinger. Dave Berkowitz, of Winthrop Music, recently opened a body and fender shop in Brooklyn.

Harry Berger, West Side distributor, reports big sales on Rocket Patrol and Thunderbolt Horse. Can't get enough of them, he says. United Play Machines Al Gilbert has bought a fancy spinning outfit and took off for two weeks of fishing Friday (11) at White Lake, N. Y. He'll join his family, who is spending the summer there. Ralph Colucci, Hartford, Conn., and Lou Goldberg, White Lake, were among the visitors to Al's shop last week.

Mike Munves says his Set-Shot basketball game is going so well a night order of 12 extra men has been added to get the orders out. Mike entertained Mr. and Mrs. Frank McHugh and Mr. and Mrs. Clare Meyer, of Exhibit Supply Company, Chicago, last week.

Father-in-law of Murray Kaye, Atlantic, New York, died Wednesday (9). Morris Rood and Abe Green, of Runyon Sales, visited customers in Trenton, N. J., Tuesday (8). Teddy (Champ) Seidel, of American Vending, is knocking out listeners with funny tales of his ring days.

Albert Simon is shipping a quantity of Galloping Beauty horses to Rockaway's Playland, Seaside Heights, and to Grant Variety Stores.

Detroit
Leonard Farber retired from the operating business following the sale of his Olympic Vending Company to Steve Mandala. His firm has ice cream, cigarette and

penny bulk routes. Maurice J. Feldman, Central Coin Machine Exchange owner, is vacationing in New York. Michael Blaustein, Bell Coin Machine Company, was discharged from Veterans Hospital following surgery and three weeks of recuperation. He has made one short visit to the shop and expects to be back at the active firm helm within two weeks.

James Jeffery, Jeff's Music, is back from a month's vacation which included a stop in California. Roy Clason, executive secretary of Michigan Automatic Phonograph Owners' Association, is recovering from an illness which had him sidelined several weeks. Mr. and Mrs. Harry Cook purchased the Gaylord Self Service Laundry, Gaylord, Mich., from Mr. and Mrs. Gardner, who have since returned to Detroit.

Arthur Grenier, owner of a one-man music operating firm, is vacationing. In his absence, Harry L. Norton, head of Lincoln Vending, is handling Grenier's route. Norton discontinued his game operations some time ago and now concentrates wholly on music. Ben Lefkowitz, head of Auto City Candy, has returned to University Hospital, Ann Arbor, for additional treatment.

Milwaukee
Apprehensions by many coin machine people that the televised proceedings of the Republican convention would cut deeply into the coin box receipts this week, apparently have not been realized. Several operators reported action in most of their locations had held up very well, and that in several places had stepped up considerably. This was particularly evidenced in the neighborhood taverns. Downtown spots were adversely affected.

Badger Tobacco Company staffers are planning for their annual summer picnic. This year's outing will be held at the Cedars and the entire affair is being run by a committee set up by the

CIGARETTE VENDERS

Bitter Quarter Beverages	85.00
North King	85.00
North 750, 7 col.	85.00
Uneda Pak 500, 9 col.	110.00
Uneda Pak Monarch, 8 col.	110.00
Uneda Pak Monarch, 12 col.	125.00
C-8 Electric, 9 col.	185.00
Kenney Electric	185.00
Kenney Electric, new	185.00
Alca Elec., 8 col.	150.00
12 Column Model B	70.00
Uneda	65.00
7 Column Model 500	75.00
Uneda	60.00

CANDY VENDERS

2 National 7 Col.	875.00
18 National 9 Column Candy	85.00
18 Rows & Column Candy	60.00

JUMBO PIN GAMES

Fortunity, new	195.00
Turf King	75.00
Winners	75.00
Craton	60.00
Photo Finish	60.00
Champion	55.00
Gold Cup	55.00
Wms. Sn Jockey	295.00
Beak Plug	250.00
Hay Burner	250.00

ARCADIE EQUIPMENT

Acc Bomber	\$ 75.00
Ball-Ball, new	75.00
Boomerangs	45.00
Bally Biginning	185.00
Bally Defender	95.00
Bally Heavy Hitter	65.50
Bally Road Pirat	125.00
Chl. Coin Machine	75.00
Chl. Coin Pistol	100.00
Chicken Bom	105.00
Chl. Coin Basher	125.00
Ball Chama	215.00
Chl. Coin Game	125.00
Cross Country	425.00
Dns Gun	75.00
Esclac Real Table	75.00
Es. Big Bronze, new	997.50
Exhibitor Gun Patrol	225.00
Ex Pony Express, used	215.00
Kenney Gun Gun	125.00
Kenney Air Raider	130.00
Jack Babber	95.00
Mercury Air, Scies	75.50
Mute Photo Ists	650.00
Mute Photo, early	150.00
Mute Valcaravan	\$295.00
Mute Drivemobile	150.00
Mute Skyflir	125.00
Ster Series	100.00
Pop Set	65.50
Magic Pan	100.00
Pitch'n & Barm	185.00
Quizer & Film	100.00
Rock-Ola World Series	75.00
Sher's Brush Up	50.00
Soj Pokerama	Write
Standard Metal	300.00
Soj Toys	150.00
Midget Movies	150.00
Silver Bullets	190.00
Seaburg Bear Gun	395.00
Six Shooter	225.00
Surame Batscare	100.00
Texas League	50.00
Tan Stripes	75.00
Undersea Raider	95.00
Wms Super World Series	275.00
Wcos Gay Record	150.00
Wurrier Skeeball	150.00
Western Baseball	85.00

50-50 KLEENEZ VENDERS

2 column capacity, 1/16 new, \$27.50 each.

COUNTER GAMES

S.R. Duck Hunters	\$17.00
M.H. Monopole	22.50
Kicker & Catcher, new	24.50
Adv. Snickers, new	25.00
Shipman's Peek	59.50
Govt. Three-Way Grip, used	18.50

BINGO GAMES FOR SALE

Five Stars	\$150.00
ABC	225.00
Leaders	250.00
Ballers	400.00
Brite Lights	225.00
Comedy Island	250.00
Spot Lite	450.00
Steeplechase	500.00

PIN GAMES

Arizona	\$69.50
Fighting Irish	75.50
Flying Saucers	75.50
Genco Reel'er	95.50
Gen. Backdrops	115.00
Golden Gloves	84.00
Jeanne	140.00
Joker	140.00
Knockout	75.50
Harvest Time	69.50
Utah	69.50

AMI Distributor for Northern Ohio NOW DELIVERING MODEL B

Cleveland Coin MACHINE EXCHANGE, INC.

2021-2025 Prospect Ave., Cleveland 15, Ohio
AM Phones: Tower 1-6715

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HAPPY DAYS A-COMIN'!

ATTENTION!!

Seaburg 100M-78	Each \$245.00
Gay-Wilcox Records	175.50
Exhibit Gun Patrol	275.50
Seab. Shoot the Bear	245.50
Wurd. 2078 Wallboxes	345.50
Rock-Ola Premier Phone	34.50
6 Player Alters (Super), New	Write

1/2 deposit, no packing charge.

OLSHEIN DIST. CO.
1100 Broadway Albany 4, N. Y.

10 AMI MODEL B \$385.00 each

1/2 deposit.

Kertman Sales Corp.
161 Linden Ave., N. Rochester & N. Y.

for better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Camel	75.00	Bowling	75.00	Bomber	\$100.00
Caravan	875.00	Champ	5 75.00	Knockouts	110.00
Thrill	27.50	Golden	100.00	Yams	50.00
Carolina	29.50	Gloves	100.00	Mirky	125.00
Champion	75.00	Punchy	110.00	Winners	110.00
Excelsior	65.00	Life-A-Lines	165.00	Shareholder	90.00
Citations	65.00	Wits & Wits	110.00	Obit. Shuffie	90.00
Champion (Bally)	75.00	Canada	95.00		

BOWLING GAMES

Kenney League Bowlers \$165.00 a Kenney King Pin \$50.00

We Shall Be Pleased to Demonstrate This New Equipment!

Kenney Refrigerated Sandwich Machine
Kenney 4-Way Hiskore Bowler
Kenney DeLuxe 4-Way Bowler
Kenney Television
Kenney 6-Way Bowler
Palm Beach—Stars—Doming

ROY MCGINNIS CORP.

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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 2-0099

NEW MERCHANDISE

52-50 Rock-Ola Smooshers, special deluxe models, \$260.00; with automatic coin changers. Regular models, \$245.00. Thunderbolt Ponies, \$945.00. Rocket Lun-A-Ride, \$995.00. Immediate delivery on any of the above.

1/2 Deposit—Balance C.O.D.

Bally Palm Beach—Atlantic City—Futurity—Write.

JUST OFF LOCATION—RECONDITIONED AND READY TO GO

MUSIC

Rock-Ola 1422	\$ 99.50	Turf Kings, new	\$380.00	Mayhemer	\$245.00
Rock-Ola 1428	150.00	(in original crates)		Brite Lites	340.00
(Blond)	295.00	Turf King, used	150.00	Backdrops	115.00
Workstar 1015	175.00	Bally Champion	50.00	Exhibit Six Shooter	175.00
Seaburg 46	120.00	Citation	40.00	United Shuffle Alley's	
Seaburg 48M	280.00	Comedy Island	45.00	Six Player (for 6 player top)	365.00
		Specrite	48.00	Five Player	245.00

CRATING EXTRA

EASTERN VENDING SALES CO., INC.
940-42 Linden Avenue Phone: MUMBERY 2110 Baltimore 1, Maryland

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

employees. Bossman Art Cohen is planning to just sit back and enjoy himself. . . National Tobacco Company, located on the southside of town, is in the process of moving to new headquarters. Owner Jerry Sher said the new site will be on 5th Street, just north of National Avenue.

Lyle Watson, veteran blind vending machine operator of the Sheboygan area, is reportedly facing the problem of losing one of his key locations due to the outcome of the recent labor strike at the huge Kohler plant. Recently held jurisdictional vote at the plant put the union forces in charge, and the likelihood is that another vending firm which is also completely unionized may get the inside track very shortly for the lucrative vending concession.

Jobber John Pelletier is moving his operations from Houghton, Michigan to Fond du Lac, Wis. . . W. E. Liebetrau, vice-president of Philip Morris made a one day tour of key jobber and vending accounts in Madison and Janesville last week, accompanied by J. K. O'Connell, district manager.

Don Fassler, in charge of sales for Luick Ice Cream Company, states that his figures indicate the biggest season for ice cream vendors is being enjoyed in this State since 1948. He credits the unusually hot weather, plus the increased number of ice cream vendors for this high mark, he adds. . . Don Jacobs is spending some time up North vacationing from his duties as service manager of the bustling United, Inc. . . United, Inc., sales representative Leonard Sheehan, currently out in the Western part of the State, writing up orders on the new Wurlitzer 1500. Only dim spot in the situation, according to Harry Jacobs, Sr. is the fact that deliveries on the new 1500 will be behind schedule for a while.

Change in office personnel has made it necessary for Vic Manhardt, who heads the Evans Constellation distributor office here, to stay close to home base while training his new office secretary. New gal is Gertrude Hintz, who has taken over the duties of vet Vera Brandt who moved to Little Rock, Arkansas, where her husband has just begun his career with the FBI. Elmer Engel, sales boss for the Vic Manhardt organization is fishing up in Minong, Wis.

Also vacationing up in the Northern Wisconsin angling grounds near Tomahawk, is G. & W. brass, Herb Wagner, who is in charge of the South Milwaukee G. & W. Novelty office, Wagner's partner, Glenn Gaedtko, info disclosed he is spending a good deal of his time out on Lake Michigan in his Alumna Craft boat hauling in some fine catches of lake perch. Both Wagner and Gaedtko claim that they are very serious in their plan to sell their music and games route to the first reasonable bidder.

A checkup among Milwaukee operators reveals that the annual crop of location switches was larger than it has been in the past several years. Reason for the current hyped activity in moving machines around to new spots was due to the heavy number of taverns changing hands. . . About one half of his newly acquired Keeney cigarette vending machines have already been spotted in locations since July 1st, according to Metro Amusement head, Melo Curro. New routeman at the Metro outfit is Charley Kosina.

Business keeps bustling at the Easter Distributors plant on Fond du Lac Avenue, according to Sam Cooper. Firm's premium goods department head, Jerry Groll, claims business thus far in July has exceeded their fondest expectations and has caught them by surprise.

A recent development discloses that the Boston Store has closed a deal to locate a Bally Champion Horse ride in the moppet departments of each of the four stores it operates in Wisconsin. The kiddie rides will be set up in their stores in Milwaukee, West Allis, Oshkosh and Manitowish, late in July.

A baby girl was added recently to the family of Charlie Asbes, staffer with the Easter Distributing company. . . Another new father is Charles Miller, who heads the American Shuffleboard Sales office in Racine. His baby boy makes it three sons for him.

HIGH SCORE FOR WEEK!
4 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-SUCK 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.**
 2600 W. SIXTIETH STREET, CHICAGO 22, ILLINOIS

Remember HIGH-SCORE MATCH AND MYSTERY SCORE TAKE IN MORE!

MAKE YOUR SELECTION FROM DAVIS GUARANTEED RELIABLE PHONOGRAPHS

THE FAMOUS DAVIS 6 POINT GUARANTEE

- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed
- Cabinet Refinished Professionally

SEEBURG HIDEAWAYS		WURLITZER	
M148M	\$199	1250	\$429
M147M	149	1100	359
M146M	139	1015	169
M145M	119	1080	159

Cabinets Reconditioned, Refinished, Guaranteed.

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—or With Davis 6 Point Guarantee for \$35 Additional Per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special	750	1426
Envy	780	1422
Nightone	59	950
Major	49	850
Regal	49	500
	49	600
		Commander
		39
		PACKARD
		Classic
		49
		Mankattan 76
		589

14 PANORAMS, Model 470 . . . \$249 each

WALL BOX SPECIALS

Wurlitzer 3020, 5c, 10c, 25c, Reconditioned	\$29.50
Seeburg 3W2-L56, 5c, 3 Wire, Refinished	11.95
Seeburg 3W2-L56, 5c, 10c, 25c, 3 Wire, Refinished	34.50
Wurlitzer 219 Stepper	22.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

"A Gem That Gets the Play Everywhere"
"Earnings Better Than Anything Else on the Floor"

EVERY OWNER IS EXPRESSING HIS ENTHUSIASM FOR SET-SHOT IN SIMILAR FASHION ATTRACTIVE DELUXE MODEL

- ★ IDEAL ARCADE & LOCATION MACHINE
- ★ SIMPLE
- ★ COMPETITIVE PLAY
- ★ AUTHENTIC ACTION
- ★ A MONEY MAKER

\$349.50

1/3 With Order, Balance C.O.D.

Truly an amazing game new, exciting, different. Challenging, fun as a pillow play on authentic basketball court. Brilliantly decorated. A location tested, proven money maker.

DISTRIBUTORS, WRITE Mike Munves Corp. Little Supplement containing Parts, Supplies and Machines in addition to our 1952 Illinois Catalog FREE.

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FOR SALE

- 2 Chicco & Player Shuttle Games, Formica Top
- 3 United & Bester Shuffle Games

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Ride THE CHAMPION

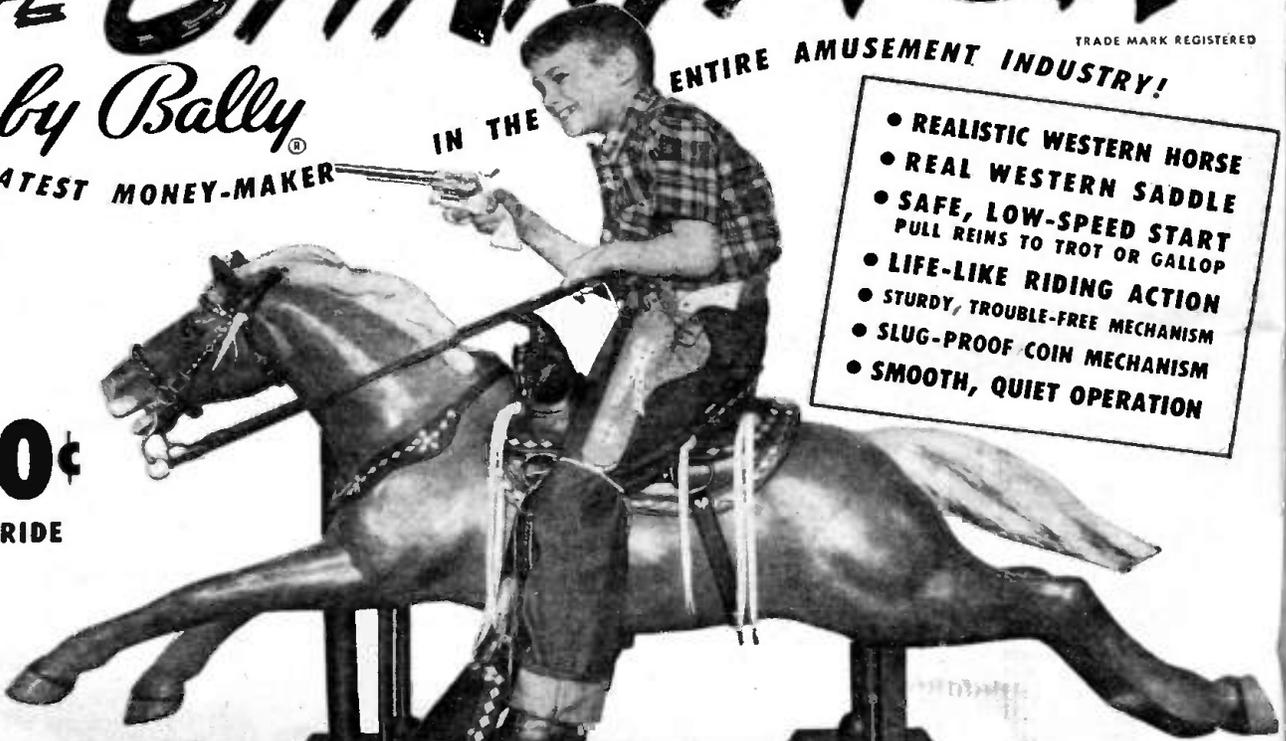
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by Bally®
GREATEST MONEY-MAKER

IN THE ENTIRE AMUSEMENT INDUSTRY!

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10¢
A RIDE



RETRACTABLE CASTERS FOR EASY MOVING

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster key-hole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

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

Gets "TOP BILLING" In Any Location!



GOTTLIEB'S FOUR STARS

**FAST!
FLASH!
COLORFUL!**

**MULTI-VALUE
ROLL-OVER**
for Replays When Number Sequence is Made or All 4 "Pop" Bumpers are Lit!

SUPER REPLAY AWARDS
When Number Sequence is Made and BALL TRAP is Filled!

BALL TRAP HOLES for HIGH SCORE — Also lights "Pop" Bumpers and Roll-Overs for Points. Replays When All Holes are Filled!

**TESTED
AND
PROVED
FOR
WINNING
APPEAL!**

4 "POP" BUMPERS—4 FLIPPERS



D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
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FROM YOUR
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"There is no substitute for Quality!"

EVANS'

**PROFIT STIMULATING
COUNTER GAMES**

- NOT COIN OPERATED!
- TAX FREE!
- NO LICENSE REQUIRED!

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Goods for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate! Write for descriptive literature.

SIZE: 12"x24"x2"

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SEE EVANS' JUBILEE AND CENTURY AD ON PAGE 74

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ALL
FOREIGN
BUYERS**

We ship to all parts of the world and are thoroughly familiar with export procedures. We deliver only top quality equipment, properly crated, and guarantee prompt and efficient service. Send us your requirements. They'll be met satisfactorily from our own pipe stock.

Joe Ash

**WE ARE EXCLUSIVE
WURLITZER DISTRIBUTORS
IN SOUTH JERSEY, S. E. PENNA. &
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WANTED TO BUY

Highest Prices Paid

Wurlitzer 1400	Gottlieb WILD WEST
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Gottlieb BASKETBALL	Chi. Coin CHAMPION
Gottlieb BOWLING CHAMP	Williams HARVEY
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	LATEST FIVE BALLS

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SEEBURG 100 - 78s	WURLITZER 1400s
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ALL WAYS"*

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Occupation

**GUARANTEED USED
BINGOS & ONE BALLS**

Ready for Location at Lowest Prices

BRIGHT LIGHT	\$295.50
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CONY ISLAND	384.50
SPOT-LITE	474.50
TURF KING	154.50
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CHAMPION	74.50
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1/3 deposit with all orders

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America's Oldest Distributor
Established 1893
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ESTABLISHED 1923

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ELECTRIC SCOREBOARDS**

Two-faced—adjustable for all boards. Chrome tube supports. For 5c or 10c play by a simple plug switch-over.

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\$95.00 each
Terms: 1/3 dep., bal. C.O.D. or S.D.

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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

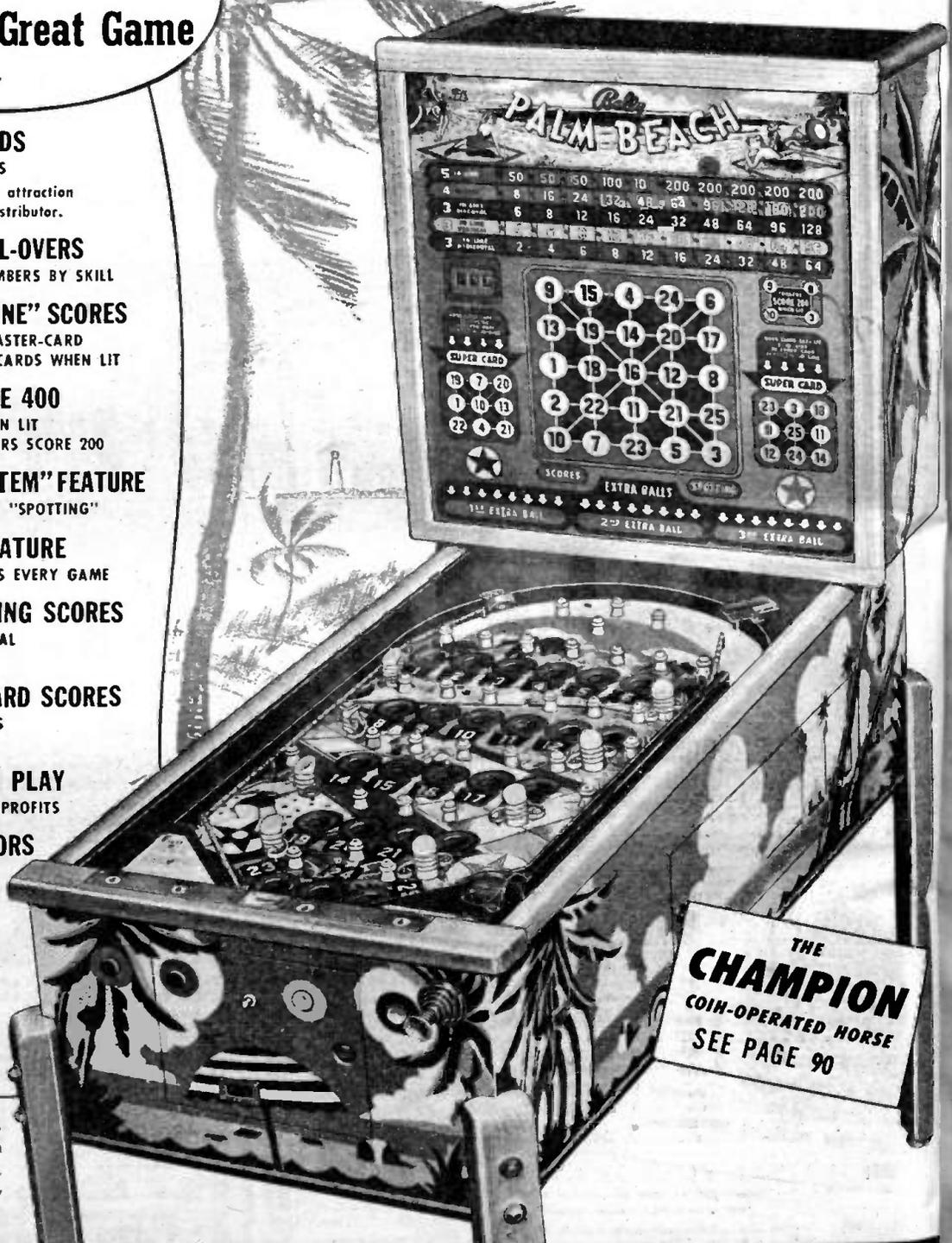
INSURES BIG EXTRA-COIN PROFITS

10 • GAY HOLIDAY COLORS

IN BACKGLASS, CABINET
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11 • ILLUMINATED PLAYFIELD

12 • TROUBLE-FREE MECHANISM NATIONAL REJECTOR



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Earn the biggest profits in
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Order today, from your Bally
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IT'S TIMELY! TERRIFIC! THRILLING!

Chicago Coin's **5-BALL HIT**

BIG HIT

HOME TEAM vs VISITORS

with

FAST

"CROSS FIELD ACTION"



5 BIG WAYS TO WIN

2 "HOME RUN" TARGETS

2 POWER FLIPPERS

HIT SCORING LANES LITE
"EXTRA SPECIAL" KICKOUT POCKET

ALSO AVAILABLE

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with NEW SENSATIONAL "2-WAY" MATCHING FEATURE

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PUT NEW LIFE IN JUKE BOX PLAY! EARNINGS INCREASE

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THE FINEST NOVELTY BOWLING GAME ON THE MARKET

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS



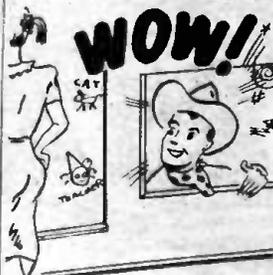
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Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

BUCKLEY WALL AND BAR MUSIC BOXES . . . 5c or 10c Play

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WRITE FOR LOW PRICES ON RING, SINGOS & ARCADE GAMES
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WE HAVE ON HAND
ATLANTIC CITY BINGO GAME FUTURITY ONE BALL

Write for Prices
LOOK OVER THIS LOW-PRICED USED EQUIPMENT

BINGO GAMES	ONE BALLS
3 Spot Lines . . . \$449.50	3 Turt Kings . . . \$139.50
3 Coney Islands . . . 349.50	8 Winners . . . 79.50
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ARCADE EQUIPMENT	New Turt King . . . 279.50
3-Seeburg Bear Cuts . . . \$229.50	PHONOGRAPHS
1 C.C. Basketball Champ . . . 179.50	1422 Rock-Ola . . . \$ 89.50
2 Exhibit Six Shooter . . . 139.50	1432 Rock-Ola . . . 495.00
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Williams Freshie . . . 89.50	1 A.M.I. Remote Rollaway with
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Cottlieb Barnacle Bill . . . 49.50	10 48-20 Chrome Wurlitzer
Williams Saratoga . . . 49.50	Boxes . . . 610.00

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NEW AND USED

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Williams St. Louis . . . 35.00	Madison Sq. Garden . . . 90.00
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MUSIC

Wurlitzer 1080 . . . \$150.00 | Wurlitzer 1015 . . . \$150.00

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EVERY DAY
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BIG BRONCO

because it

EARNs MORE MONEY...

and it's

**IT TROTS—
PULL THE REINS,
IT GALLOPS!**



- ★ **SAFE**
- ★ **STURDY**
- ★ **RELIABLE**
- ★ **REALISTIC**

**BIG BRONCO IS THE FIRST
AND ONLY MECHANICAL
HORSE
WITH
UNDERWRITERS**



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**BIG BRONCO IS THE FIRST
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ACTION**

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- ★ LOCATION ACCEPTANCE
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- ★ LESS SERVICE CALLS
- ★ A BETTER OPERATION

**SEE IT
TODAY AT
YOUR NEAREST
EXHIBIT DISTRIBUTOR**

EXHIBIT SUPPLY

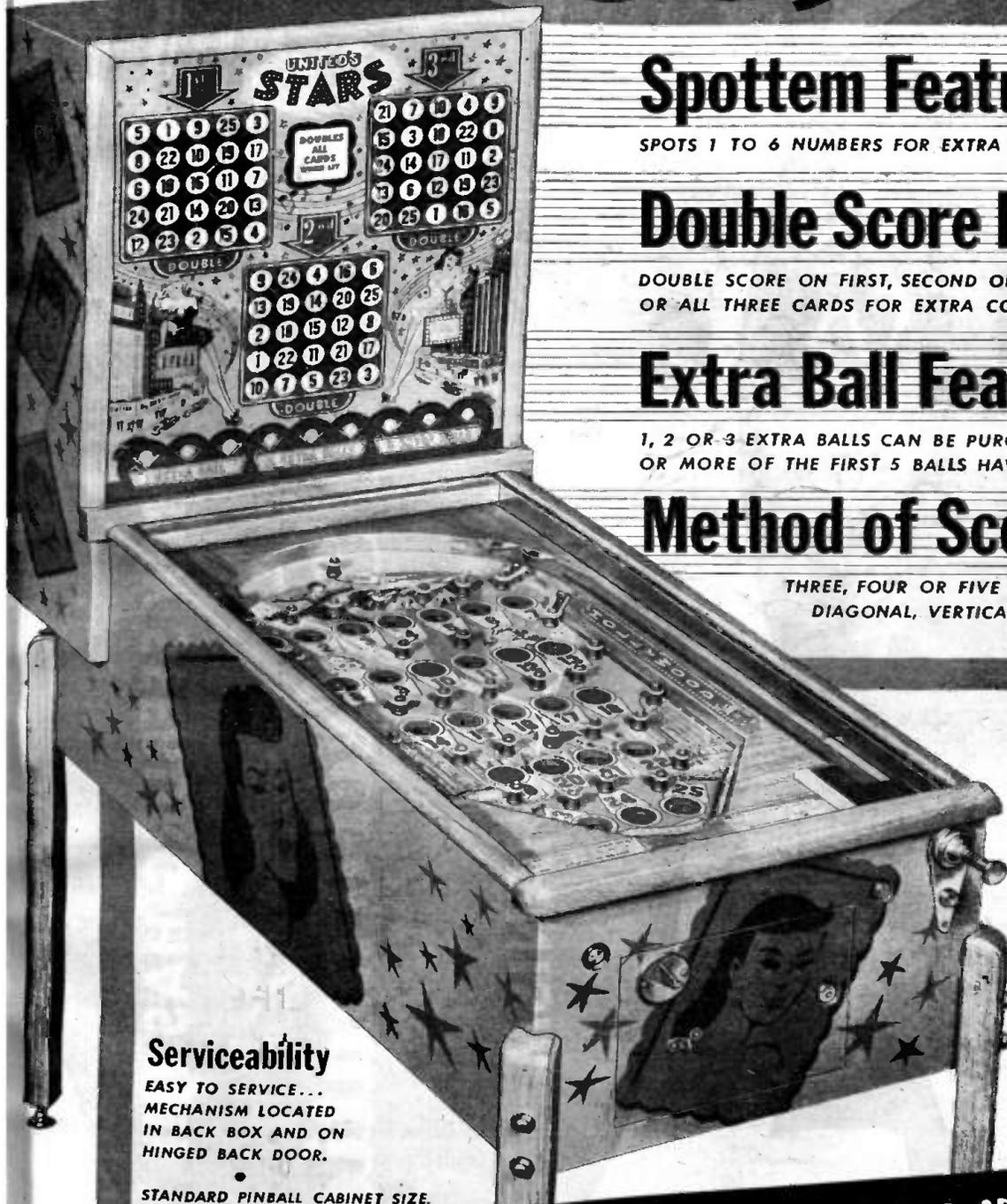
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4218-30 W. LAKE STREET

CHICAGO 24, ILLINOIS

UNITED'S

STARS



Spottem Feature

SPOTS 1 TO 6 NUMBERS FOR EXTRA COINS.

Double Score Feature

DOUBLE SCORE ON FIRST, SECOND OR THIRD CARD OR ALL THREE CARDS FOR EXTRA COINS.

Extra Ball Feature

1, 2 OR 3 EXTRA BALLS CAN BE PURCHASED AFTER ONE OR MORE OF THE FIRST 5 BALLS HAVE BEEN PLAYED.

Method of Scoring

THREE, FOUR OR FIVE IN-LINE-SCORING...
DIAGONAL, VERTICAL AND HORIZONTAL.

**SEE
YOUR
DISTRIBUTOR**

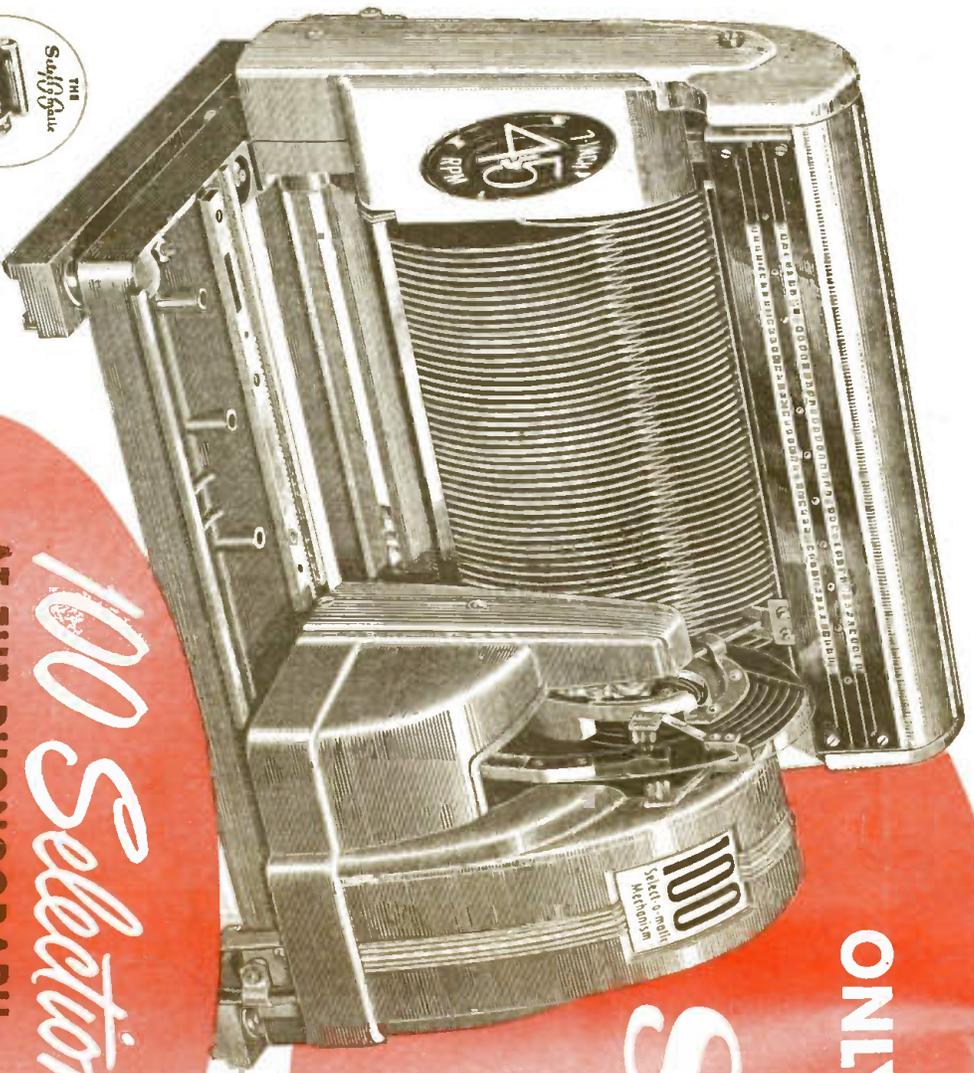
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EASY TO SERVICE...
MECHANISM LOCATED
IN BACK BOX AND ON
HINGED BACK DOOR.

STANDARD PINBALL CABINET SIZE.



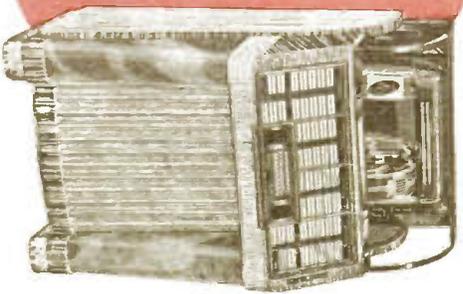
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Select-o-matic
100
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100 Selections
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- COMPLETELY EQUIPPED FOR:
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- Nothing to Adapt! Nothing to Convert!



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