New Speed Records Set to Give Videoless Towns TV

Denver Gets TV on Air in Record Time

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

WASHINGTON, July 19—Denver will be the first city to get TV in the Denver Metropolitan Area. The FCC approved the station's license for "KPEL-TV" and notified the city of its decision. The station will operate in the 3-way race and will be the first to go on the air.

CRISP CONVENTION

Democrats Improve On GOP Coverage

CHICAGO, July 19—The most important change in the television network personnel is that the networks are no longer controlled by the Democratic convention. This was a result of the change in the rules that the convention will be under. The convention is now controlled by the Democratic convention.

BETTY HUTTON Clear for TV

HOLLYWOOD, July 19—Bette Davis was elected to the Board of Directors of the National Educational Radio and Television Association. This is the first attempt in the history of the industry to place the control of the networks in the hands of individuals who are not directly connected with the networks.

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

NEW YORK, July 19—James P. Petrillo, president of the American Federation of Musicians, in a letter to the New York Times, expressed his opposition to the idea of the National Educational Radio and Television Association. He said that the networks are not interested in the improvement of educational television.

DEMPHISPIRANTS Form Quartet

NEW YORK, July 19—James P. Petrillo, president of the American Federation of Musicians, in a letter to the New York Times, expressed his opposition to the idea of the National Educational Radio and Television Association. He said that the networks are not interested in the improvement of educational television.

STATION BAN IN 3-WAY RACE

DENVER, July 19—Radio Corporation of America, which gave O'Fallon Station the authority to broadcast television, has decided to give the station the authority to broadcast television.

FCC Rushes Processing of Applications

Mass Merger Talks Set, Tho Equity Barks

NEW YORK, July 19—The First National Bank, in a letter to the Associated Press, stated that it would not be interested in the purchase of the National Educational Radio and Television Association. The bank has not been approached by any of the other major financial institutions.

Philip Signs Vienna Symph.

NEW YORK, July 19—Philip Industries, which has been purchasing European artists wholesale to strengthen its bumper-sized record store, has agreed to purchase the Vienna Symphony Orchestra to an exclusive contract. The deal, Holland-based enterprise has guaranteed the famous 100 years a secure royalty deal.

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JULY 26, 1952

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

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Wanna Buy A U.S. Army Truck? (Continued on page 15)

PHILADELPHIA, July 19—A new motion picture, "The Great Race," will be released in the near future. The picture is a comedy about the 1952 World's Fair in Philadelphia. The film will be directed by Hal Roach, who is known for his work on "Our Gang" and "Andy Hardy."
Billboard Backstage

By JOE CSIDA

In a fairly quiet way, which I admire, Jackie, age 25, of America, for the past three years has been quietly building the world's most influential film producer, Magnificent Pictures, to make available the same opportunities for women in film as are currently available to men. Jackie, with a sharp mind and a quick wit, has been able to make up my mind for me and has steadfastly refused to treat a person differently just because of his sex. She is a threat to the status quo and an inspiration to all those who believe in equal rights.

As the manager of Magnificent Pictures, Jackie has been able to create a new world for women in film. She has opened doors that were previously closed to them, allowed them to compete on equal footing with men, and encouraged them to reach for the stars. Her vision and determination have made it possible for women to achieve their full potential in the film industry.

Two of Jackie's most successful productions include "The Diary of a Young Girl," adapted from the novel by Anne Frank, and "The Diary of the Magician," a film that explores the life of a skilled magic performer. Both films have received critical acclaim and have been a huge box office success.

Jackie's contributions to the film industry have not gone unnoticed. She has been awarded several prestigious awards, including the Academy Award for Best Picture and the Golden Globe Award for Best Director. Her dedication to equality and her innovative approach to filmmaking have made her a role model for women around the world.

As we celebrate Jackie's achievements, we must also recognize the challenges that she faced in order to create a more inclusive film industry. Despite the progress that has been made, there is still much work to be done. But with leaders like Jackie, we can continue to move forward and create a world where everyone has the opportunity to succeed and thrive.

Legit Line-Up

Sunday (27) marks the end of the summer movie season when the full-length picture is produced in a film industry that is dedicated to the art of film. While Brandi, the actress, refused to do any interviews with the film critic, the film industry has been widely praised for its innovations and its ability to reach younger audiences.

A "Witch in Wonderland," by Ted Pollard and directed by John W. Bell, is an American-Australian film for the family. The film, which is being shown in all theaters, is directed by Ted Pollard and is being screened at the TCM Film Festival. It is a family-friendly film that is sure to delight both children and adults.

NEW PRODUCTIONS ON FALL SCHEDULE

For fall, there are plenty of new productions being released. The films are being released in all theaters, and are directed by various filmmakers. The film industry is committed to bringing new and exciting films to audiences.

Tax Allowance for Charity Now 20%

WASHINGTON, D.C. — Shoppers who purchase goods from a charity are now able to claim a tax deduction of up to 25% of their purchase price for charitable organizations. This change, which is a provision in the newly signed tax bill, has been met with widespread support from charitable organizations across the country.

The new law, which was signed by President Joe Biden, will allow charitable organizations to claim a tax deduction of up to 25% of the purchase price of items purchased from them. This change is expected to provide a much-needed boost for charitable organizations, which have been struggling to meet the financial demands of the pandemic.

BROADWAY SHOWLOG

Performances This Week

<table>
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<th>PLAY</th>
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<td>DRAMA</td>
<td>Joe Sweeney</td>
<td>Jack, Sally, Emily</td>
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London Dispatch

By LEW VANCE

LONDON, England—As expected, the stage doorkeeper at the Palladium once again found a Note from Val Parnell. "There is an artist here wearing a gait. Says he wants to talk to you. Tell him to get on the end of the line." This is not an unusual occurrence at the Palladium, as Val Parnell is a fan of popular music and art. But on this occasion, the note appeared to be written in a different handwriting than usual, suggesting that this artist may be a more serious figure.

Several weeks ago, a letter arrived at the Palladium from Leonard Bernstein, the renowned music conductor and composer. Bernstein had written a letter to VAL PARNELL, thanking him for his support and expressing his hope to work with the Palladium in the future. This letter was also received at the Palladium, and it is possible that this artist's note is a response to Bernstein's letter.

If this is the case, it is likely that this artist is a notable figure in the music industry. However, without more information, it is difficult to say for certain. But one thing is certain: the Palladium is always ready to accommodate its artists, and this note is no exception.

Paris Peak

By ANNE MICHAELS

PARIS, July 18—The French film industry is flying high this summer, with several major productions set to debut in the coming weeks. One of the most anticipated films is "Paris,ILLS," directed by Xavier Dolan, which is set in the world of high fashion and features a star-studded cast.

The film, which is being released by the prestigious film studio "Le Cinema," has already generated buzz among the film community and is predicted to be a box office hit. The film follows the life of a young Parisian woman as she navigates the world of fashion and religion, all while dealing with the complexities of modern life.

While the film's premiere is not until late summer, tickets are already selling out, and the film is being hailed as a breakthrough for Dolan, who is known for his unique storytelling and strong performances. The film's success is a testament to the continued strength of the French film industry, which has produced some of the world's most iconic films in recent years.

JULY 26, 1952
Washington Once-Over

BY BEN ATLAS

WASHINGTON, July 19—Bill to extend copyright protection to literary and dramatic works of more than 24 hours duration has been introduced in Congress. The measure was prompted by the recent decision of the Supreme Court that copyright protection for such works expires 28 years after the author's death.

The bill, which was introduced by Senators F. E. Haines and A. M. C. Lanman, was referred to the Senate Judiciary Committee. It would provide that copyright protection for works of more than 24 hours duration shall be extended for a period of 28 years from the date of publication. The bill would also provide that copyright protection for works of more than 24 hours duration that have not been published shall be extended for a period of 28 years from the date of the author's death.

The bill was sponsored by the American Society of Authors, Authors and Publishers. A statement from the association said that the measure "is designed to protect the rights of authors and publishers in the field of creative works of more than 24 hours duration." The association said that the bill would provide "a means of securing a fair return for the author's labor and for the publisher's investment in the production of such works." The association also said that the bill would provide "a means of preserving the integrity of the works and of the authors' rights to them." The association said that the bill would provide "a means of ensuring that the works are properly exploited and that the profits from such exploitation are distributed to the authors and the publishers in accordance with the law."
CBS Rate Cut May Take Form Of New Discount Structure

NEW YORK, July 19—While the outcome was still strictly a matter of speculation even two days after the announcement, it was learned that Columbia Broadcasting System executives told the network's affiliates that 220.697 States Lae KDSH, Earle Russell, Canada, hall full in TV web week of Angeles; J. TV up Denver. To the network's of radio, it was revealed that the affiliation in the event of the cuts must be either cut-off officially. The gross revenue from such stations must be used to work out the extent of the cuts. The affiliates must agree to take half of the decreased rate.

The affiliates nine-man committee TV by V. Edward WHAS, Louisville, and George F. Reynolds, Denver, was fighting a tough, but successful battle, at press time.

W. K. Treynor Western Rep For NABRT

WASHINGTON, July 19—William K. Treynor, assistant director of Radio and Television Broadcasters National Association, will become Western representative of that organization, for the succeeding year. The network was announced this week by NABRT.

In assuming his new post, Treynor will be assisted in his duties by three new men. C. John Howson, former assistant executive, will look after the station's general promotion and merchandising. C. Ron Holley, former assistant general manager, will deal with the marketing and sales of the network's programs, and C. Joseph McFarland, former assistant, will handle the network's public relations.

The new post will be held by J. Treynor,renounced the contract with the network, and D. Treynor, a former executive of the network, will be available for the network's use.

The network's rate for 1952 is $25.000 per week, and the network will also be available for the network's use.

A. Treynor, of the network, and W. Treynor, of the network, will handle the network's public relations.

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CONFAB KNOW-HOW

Nets Get Experience At GOP Convention

• Continued from page 2

One potential trouble spot is the remote coverage, which has also caused problems. The network's primary concern is to create strong feeling between the audience and the performers. The network is trying to provide a higher level of entertainment for the television audience. The network is trying to create an atmosphere that is different from the live events. The network is trying to create a sense of excitement and energy that is different from the live events.

FCC Sets Hot Processing Pace in Handling TV CPs

• Continued from page 7

It is now apparent that the figures may run at least three times those for the past few years. TV CPs, or contracts for personal appearances, have been increasing at an alarming rate. The figures for the past few years have been lower than those for the past few years. The figures for the past few years have been lower than those for the past few years.

Defense Dept. Sets Operation Mellon

WASHINGTON, July 19—Preparation of a $3 million contract for radio and television advertising by the Defense Department has been announced. The contract is for the production of a large number of television commercials for the Department of Defense. The contract is for the production of a large number of television commercials for the Department of Defense.

Settle Strike of Writers at 2 Web Sites

NEW YORK, July 19—The Writers Guild of America, after three days of negotiations, has settled a labor dispute with the two websites. The Writers Guild of America, after three days of negotiations, has settled a labor dispute with the two websites.

LESSON LEARNED

Better Air Coverage Assured at Dem Meet

• Continued from page 7

Lewis tenure plus the heavy local following he enjoys. The station's current lineup of live shows, reported a sharp upswing in ratings, compared to the previous one. The station's current lineup of live shows, reported a sharp upswing in ratings, compared to the previous one.

SAG Rep to N.Y. For Pact Talks

HOLLYWOOD, July 19—Ken Thompson, Screen Actors Guild composer and negotiators of the new TV grab film pact, was reported to have already agreed on a deal. Thompson, Screen Actors Guild composer and negotiators of the new TV grab film pact, was reported to have already agreed on a deal.

Denver Gets Speedy Tele

• Continued from page 7

fication is to be determined by a lower power and lower power, temporary period participated in a situation with a lower power and lower power, a temporary period participated in a situation with a lower power and lower power.
FCC Urged to Reject Pleas For ABC-Paramount Decision

WASHINGTON, July 19—Federal Communications Commission was urged yesterday (18) by the Broadcast Bureau to reject the request of the American Broadcasting Company-United Paramount Theaters for merger hearings for the $35,000,000 merger proposal for which it was decided by the FCC, the minority, that the issue of the proposed merger would lead to the transfer of control of the Acme network from Acme to Paramount, and all other issues of the transfer of control of the network from Acme to Paramount, found that the evidence presented in the case, and the evidence presented by the parties, is not sufficient to support a finding that the merger would be contrary to the public interest, convenience, or necessity.

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

NEW YORK, July 19—Within one month of its debut, the new radio syndicated show "Chippendales" will be produced by the American Broadcasting Company and the ABC radio network, it was announced today (19) by Curtis L. Odyssey, director of the American Broadcasting Company's radio division. The show, which has been in production for the past three months, is a musical program that combines music and dance, and it will air on ABC stations throughout the country. The show is produced by Odyssey, who is also the producer of "Chippendales" and "The Rat Pack." The show features a variety of musical numbers and dance routines, and it is expected to be one of the most popular shows on the air.

WBZ Tops With Negroes

NEW YORK, July 19—Local radio station WBZ in New York City has the largest audience of any radio station in the United States, according to a recent survey conducted by the National Association of Broadcasters. The survey, conducted among 10,000 households in New York City, found that WBZ has an audience of 1.2 million listeners per week, compared to 0.9 million for the next highest station, WOR. The survey also found that WBZ has the highest percentage of listeners who listen to the station for news and entertainment, with 67% of listeners saying they listen for news and 33% saying they listen for entertainment.

"Irma" Seeks Tele Megger

HOLLYWOOD, July 19—Co-producer of "Irma" and "My Little Red Hen," Harry Ackerman will be discussing the show at the Tele Megger Convention, a convention held over the weekend in New York City. The convention, held by the Tele Megger Guild, will feature a variety of seminars and workshops for television producers, directors, and writers.

FCC May Education

WASHINGTON, July 19—Federal Communications Commission will issue a new policy statement on the matter of educational broadcasting soon, it was announced today (19) by FCC Chairman Newton Minow. The statement, which will be published in the Federal Register, will outline the FCC's policy on educational broadcasting in the United States.

ADVISEMENT GET BONUSES OF FREE TIME

NEW YORK, July 18—Advertising agencies are offering bonuses of up to $100 per week to employees who sign up for a one-week program that will allow them to work part-time and still earn full-time wages. The program, known as the "Work-At-Home Program," will allow employees to work from home and earn up to $100 per week, depending on their workload.

Shouse Named Enq. Director

CINCINNATI, July 19—James D. Shouse, chairman of the board of the Cincinnati Broadcasting Corporation and chairman of the board of the Cincinnati Broadcasting Company, has been named executive vice-president of the company. Shouse, who has been with the company for 15 years, was previously vice-president and general counsel of the company.

Gleason Show Sell-Out Seen

NEW YORK, July 19—The Jack Benny Gleason show, which is scheduled to return to the air on CBS next week, will be a sell-out, according to CBS executives. The show, which is one of the most popular shows on television, will return to the air on CBS on September 25, and it is expected to be a sell-out.

Ratner Heads TNT Divisions

NEW YORK, July 19—Richard Ratner, chairman and president of New York City's Channel 2, has been named executive vice-president of the company's new division, the TNT Network. The division, which will air shows from the new TNT studios, will be headed by Ratner, who has been with the company for 15 years.

The Sympathy Grant is for Educational Purposes Only

The Sympathy Grant is for educational purposes only and is not intended to provide financial assistance for any other purpose. It is intended to provide financial assistance for educational purposes only and is not intended to provide financial assistance for any other purpose. It is intended to provide financial assistance for educational purposes only and is not intended to provide financial assistance for any other purpose.
Your Lucky Strike Hit Parade

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

Your Lucky 7 tunes that you would have heard last week as determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines.

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

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

See your Lucky Strike Hit Parade Summer TV replacement

"ASSIGNMENT: MAN HUNT"

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

(J. T. Twed)
NBC Brass Realigned For Unity of AM & TV

NEW YORK, July 19—The reintegration of the radio and television operations of the National Broadcasting Company (The Billboard) into one organization involved a sweeping reorganization of the company's top executive management. Charles J. Denny, formerly vice-president in charge of operations, was named vice-president in charge of both AM and TV operations, and Frank Wile, vice-president in charge of TV operations, became vice-president in charge of AM operations. E. Edward Dunlop, formerly vice-president in charge of engineering, will become vice-president and assistant to the president.

The changes, which follow a few weeks the recent appointment of Bette Davis as vice-president in charge of both AM and TV networks, and France

2 Media Tie-In Sales Easy On Hot Properties

NEW YORK, July 19—The ability of the American Broadcasting Company and the Mutual Broadcasting System to sell advertising space on their networks is recognized by the mutual interest of both companies.

W. E. Orson, vice-president in charge of sales and promotions, said that the two companies are in agreement on advertising sales and promotion plans.

Orson added that the two companies believe that cooperation in the sale of advertising time is desirable and that it should be increased.

W. E. Orson, vice-president in charge of sales and promotions, said that the two companies believe that cooperation in the sale of advertising time is desirable and that it should be increased.

All TV-Radio Regulars OK'd For Special Unit

WASHINGTON, July 19—All TV-radio networks in the United States will cooperate with the National Broadcasting Company for the special unit of the 1952 convention.

The special unit will be sponsored by the National Broadcasting Company and will be broadcast by all TV-radio networks in the United States.

This will be the first time that all TV-radio networks have cooperated for a special unit.

JOHN D. Hamilton, representing the National Broadcasting Company, said that the special unit will be a major production of the company.

DOMINICAN TV

Ciudad Trujillo Begins Tele Operation Aug 1

WASHINGTON, July 19—City Trujillo was the first city to broadcast regular television programs on an experimental basis. The first program was broadcast on August 1, and the second program was broadcast on August 2.

The programs were broadcast on a regular basis and were recorded in advance.

VOTE CHASERS—30

Spokesmen, Aspirants Air Their High Hopes

BY SAM GLASS

Aired on the eve of the Republican Convention, "Meet the Press" was expanded to a full hour in order to allow for the two principal candidates for the GOP Presidency.

They were joined by two "dark horses," Harold Stassen and Thomas Dewey. Each guest was quizzed by the press for up to 15 minutes.

Stassen maintained that he expects to win, despite having only 25 pledged delegates, while Dewey had only three votes on the first ballot.

He said that he would defeat Taft and win the nomination at the Republican convention and that, as a result, would give second thoughts to any other candidates.

Governor Warren said he was not the only candidate who could not gain his own nomination.

He refused to blow his own horn, stating that the convention would come to him by its own accord.

Although he said that the people would not vote Republican regardless of the promises of platforms, he remained in the race, and, if elected, would not make any promises.

Tallinner reported on the Republican convention, the first one opened on August 1, and the second one at Taft headquarters.

John D. Hamilton, representing the National Broadcasting Company, said that the convention was a major production of the company. He predicted that the convention would be a major event in the history of the United States.

INS Telenews Hits Peak With 112 Markets

NEW YORK, July 19—The Intercontinental News Service (INS) has increased its daily network to 112 markets, with the inauguration of the new INS Telenews service.

The INS Telenews service was inaugurated on July 19, and has been Increased to 112 markets in the United States.

The new INS Telenews service is programmed with 38 video stations, and is broadcast 24 hours a day, seven days a week.

For more information, call John D. Hamilton, senior vice-president of the National Broadcasting Company.
SPACED CDET

Signals for a Landing,
But at Which Network?

NEW YORK, July 19—One of the more intriguing guessing games this week centered on the
ultimate decision by Kellogg to the disposition of its Space Cadet TV show. The cereal firm
is said to be considering a buyout from the National Broadcasting Company, and
has an order in for a full strip with the National Broadcasting
Company. However, the ABC contract does expire until the
end of the month, and Kellogg has not made a move to serve notice of
termination on the network for the previous cycle. Next production period is August.

What boils down to a threat-and-paddle battle between ABC
for the broadcast right lies behind the usual committee members. The inscrip-
tion reads "In the case of the rare, real leaders of broadcasting."

THE RESTLESS PEOPLE AND
THE REVOLVING DOOR

Account exec Lawrence L. Wynn has been put in the
newly created post of sales man-
ager for Du Mont's New York
City flagship WABD.... Rupert
Lumley, formerly national direct-
er of TV program sales for ABC,
has joined Saur & Saur Produc-
tions, Inc., as general executive.
A. C. Miskimin has hired veter-
ian research executive Edward
F. Stroh in a general executive
capacity. He will work primarily
in sales activities of the William
coverage service.... Martin L. Ga-
busha, former supervisor of farm
broadcasting for WGY and
WGPR, Schenectady, N. Y., has
been named supervisor of produ-
duction for WGPR-TV.... TV
producer Norman and Irwin Pincus
left for Hollywood Monday
afternoon, when they will trans-
ter own TV film business. Recom-
ded artist Al Margolin has signed an
exclusive contract with the Cros-
yle Broadcasting Corporation and
will be seen on WABD, Detroit...

WABD-Gallagher Sign Pact

Dayton, O., area will devote their
window space for a two-week
period each month to displays of
WLW and WLTY-advertised
products. In return, Gallaher
will use a series of spots on WLW
and WLTY to advertise their own
merchandise, as well as nationally
advertised brands.

The agreement with Gal-
laher's follows closely on the heels
of a similar merchandising plan recen-
tly inaugurated by Croscy, Red
Albers Super Markets, Inc. Under
the agreement, Croscy stations receive "Shopper Stop-

casts each week of each of the
64 Albers super markets loca-
ted in metropolitan and subur-
nan areas throughout WABD area.

In turn, as in the case of Gallaher,
Albers uses a series of daily spo-
s to advertise their own and national brands of merchandise.

The Croscy organization already has dis-
play working agreements with some 3,000 independent stores
throughout the area.

It was also announced by Dun-
sville this week that new billboards
for national and regional, radio stations totaling slightly more than $200,000
for July, August and September have been signed by WLW.

The tags, marked up 10 days
ago, constitute a near-record for the Cincinnati station, according
to Norman Walsh, general sales manager. All were made
by the Croscy sales offices in Cincinnati, New York and Cleve-
land between June 25 and July 7.

The station's business. Cash reports
do not include network salary.

And the sale of addi-
tional radio spots has been
shaped by Croscy officials in conjunc-
tion with members of the Cincinnati Electrical Associ-
ation and other dealers throughout the
WLW territory. The month-long
promotion will place stress on
value entertainment. In addition
at least two sets for the bedroom
and kitchen will be emphasized.

As its part in the promotion,
WLW will carry a heavy schedule of announcements devoted to sell-
ing the set by submitting printed
radio dealers WLW merchandising
field men will distribute display
cards to dealers in the WLW
area. Text posters and newspaper ad
will also be used.

To endorse the plan the Electro-
ic Association will distribute an
explanatory letter and a display
card to 500 dealer members in
Southern Ohio. Twenty-five
display cards will be also used by
the Motion Picture Association of
Ohio.
CBS Sales Acquires Crosby Video Films

NEW YORK, July 18—CBS, with the arrival next week of Vice President and General Manager Alex Crosby, has acquired the video film library of Screen Gems, the former television production arm of the Screen Gems Corporation, for an undisclosed amount.

Crosby, who will serve as CBS's senior vice president in charge of all television operations, will oversee the acquisition and development of Screen Gems' video film library, which includes over 100 films. The library will be used to produce new television series and specials, as well as to fill gaps in existing series.

Screen Gems Signs Bohem

HOLLYWOOD, July 18—CBS, Bohem Productions and the American Film Institute have signed a deal that will make Bohem a major producer of television films for CBS. The agreement calls for Bohem to produce at least 12 films a year, with an option for an additional 24 films in the next five years.

Girard, Dorso Quit Crosby Enterprises

NEW YORK, July 18—CBS, Inc. has announced the resignations of E.L. Girard and Doris Dorso, who have been with the company for over 10 years. Girard was named president of Crosby Enterprises, the company's entertainment subsidiary, in 1969, while Dorso was named executive vice president in 1972.

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Ideal for Cozying Up in a Cold-Weather Month

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Utility Award to "Newsreel"

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Modern Talking Rapidly Expands Move Into TV

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Serutan Launches Big TV Film Ad Campaign

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SDGA Inks Rate Pact With ATFP

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The Power of Women

The Power of Women—Reviewed Tuesday (1). 8:30-9:30 p.m. EDT, sponsored by the White House Conference on the Status of Women, via Mutual Broadcasting System.

The Power of Women, as the theme goes, is very important. In this case, it is a television program that attempts to look at the role of women in modern society. The program features a series of interviews with prominent women from various fields, discussing their experiences and the challenges they face. The program is hosted by a well-known personality, who guides the conversation with grace and sensitivity.

The program is well-produced, with a sense of authenticity and respect for the subjects. The interviews are conducted in a relaxed and natural manner, allowing the women to express their thoughts freely. The guests come from diverse backgrounds and bring a variety of perspectives to the discussion, which makes the program engaging and thought-provoking.

The Power of Women is not just a program about the challenges faced by women; it is also about the strengths and achievements. It celebrates the contributions of women to society and encourages others to follow in their footsteps. The program is a testament to the power of women and their ability to overcome obstacles and achieve great things.

The Power of Women is a valuable addition to the television landscape, offering a platform for women to share their stories and experiences. It is an inspiration to watch and a reminder of the importance of women in our society. The program is a must-watch for anyone interested in gender equality and women's empowerment.
**The Billboard**

**Your Lucky Clue**

**Al Capp Show**

**TELEVISION**

**TELEVISION**

- **TV Sunday** (11): 7:30 p.m. EDT, sponsored by Chesterfield, with a lucky charm for the 12th consecutive week.

- **TV Monday** (12): 7:30 p.m. EDT, sponsored by Ford, with a special "Ford" edition.

- **TV Tuesday** (13): 7:30 p.m. EDT, sponsored by Arrow-Waite, with a "Arrow-Waite" edition.

- **TV Wednesday** (14): 7:30 p.m. EDT, sponsored by National Tobacco Company, with a "National Tobacco" edition.

- **TV Thursday** (15): 7:30 p.m. EDT, sponsored by United Fruit Company, with a "United Fruit" edition.

- **TV Friday** (16): 7:30 p.m. EDT, sponsored by General Foods, with a "General Foods" edition.

- **TV Saturday** (17): 7:30 p.m. EDT, sponsored by Shell, with a "Shell" edition.

- **TV Sunday** (18): 7:30 p.m. EDT, sponsored by Lithotrophic, with a "Lithotrophic" edition.

**Mister Peeples**

**TELEVISION-RADIO**

- **TV Thursday** (17): 9:30-10:00, sponsored by General Foods, with a "General Foods" edition.

- **TV Friday** (18): 9:30-10:00, sponsored by Shell, with a "Shell" edition.

- **TV Saturday** (19): 9:30-10:00, sponsored by National Tobacco Company, with a "National Tobacco" edition.

- **TV Sunday** (20): 9:30-10:00, sponsored by Ford, with a "Ford" edition.

**Guess What**

- **TELEVISION-RADIO**

- **TV Thursday** (17): 9:30-10:00, sponsored by General Foods, with a "General Foods" edition.

- **TV Friday** (18): 9:30-10:00, sponsored by Shell, with a "Shell" edition.

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**Cooling off**

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**‘king-sized’ TV for auditoriums and arenas...**

**The answer to movie competition for sports events**

**ONE OF THE 30 SPECIAL FEATURES HIGHLIGHTING THE ROLE OF AUDITORIUMS AND ARENAS IN SHOWING MOVIES**

---

**COMEDY MATERIAL FOR ALL BRANCHES OF THEATRICAL PRODUCTIONS**

**FAN-MASTER**

**OAUDIO**

**PAULA SMITH, 200 W 56 ST. N. Y. C. S. B. 80. CIRCLE 7-1340**
The TELERADIO THEATER is a selection of programs for television broadcast. The programs listed are representative of the variety of programming available, including dramatic, musical, educational, and informational content. The descriptions provided offer a glimpse into the diverse range of entertainment and information available through this medium.

1. **Peerless Package Is Shown in 25 Markets**
   - **NEW YORK** July 19 — With the addition of new clients and the expansion of existing ones, the Peerless Television Package is now shown in 25 different television markets across the country. This significant increase in distribution reflects the growing popularity and demand for the high-quality programming offered by Peerless.

2. **TV Film PURCHASES**
   - **New York** Producer-director Frank Weeks starts work on two new TV films for the National Broadcasting Company's Chicago production department.
   - **September 39** Jerome Thor starts work on a film for the National Broadcasting Company’s Chicago production department.
   - **September 40** A new feature film in the “Inkblot” series will be shot for the National Broadcasting Company.

3. **Quick Takes**
   - **Fox Receives 33 Inquiries On Newsreel**
   - **NEW YORK** July 19 — Twenty-three newsreels from TV stations across the country have been received by the Fox Newsreel Department. This represents a healthy response to the recent promotion of the newsreel service.

4. **RKO Pictures**
   - **New York** July 19 — RKO Pictures is considering a potential investment in a new feature film, further expanding its diverse offerings in the entertainment industry.

5. **Swartz, Doniger Roll Sept. 15**
   - **HOLLYWOOD** July 10—TV film production firm of Swartz, Doniger Ltd., announced plans to start production of a new film on September 15. The film is currently titled “Dusty of Sun Prairie.”

6. **Swartz, Doniger Drive**
   - **New York** July 19 — Swartz, Doniger Ltd., is planning to produce a new feature film, “Dusty of Sun Prairie,” which is expected to begin production in September.
Ciro's, Hollywood

(Tuesday, July 17)

Capacity, 550. Price policy, $5.00 minimum. Continuous shows from 10:00 P.M. to 2:00 A.M. Estimation of 350. Previous shows: $9.50 minimum.

Western Warner Jimmy Wakefield and his five-piece Orchestra, who came straight out of the Army, are in top form at Ciro's. Jimmy's good-natured manner is perfect for the job he's doing, and the band is tight and well rehearsed. The audience is enjoying themselves to the fullest as they listen to the band and watch the dancers on the floor. The show is well worth the admission price.

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Wildwood Grabs Spotlight as Top N. J. Talent User

Can. Niteries Discount $'s

MONTREAL, July 19.—Local may! force of May! is to have a 5 per cent discount on American teddy bears for entertainment as a government and semi-official groups. They plan to keep taking it at par, but it is of course, with the usual tendency taking it at discount.

The spots are getting in the Northern Resort Hotel and restaurant business in mountain area north of Mont. RayChace, from U. S., took American men at par at some places, and discount at others.

CINCINNATI, July 19.—By shifting to U. S. and a stronger financial position, growing steadily stronger, the discount may be greater.

Entertainers formerly insisting on or paid in Canadian dollars and are now asking to be paid in Canada dollars and are now asking to get rid of U. S. funds by paying off foreign accounts in Canada. It is believed that U. S. funds might go down to 50 per cent discount on the Canadian government pegs it at or slightly above that.

In meantime, theater, night club, night golf courses, and other signs reading "U. S. funds at discount" are appearing. This is the figure of the current discount.

"props for the year-round ice show"

they must be able to take it

Here's why and how.

ONE OF MORE THAN 30 SPECIAL FEATURES HIGHLIGHTING THE ROLE OF ASSOCIATIONS AND ARTISTS IN SHOWBUSINESS...

NIGHT CLUBS-VAUDE

THE BILLBOARD Communications to 1564 Broadway, New York 10, N. Y.

JULY 26, 1952

Wildwood Grabs Spotlight as Top N. J. Talent User

Franchise of AGVA to Get ARA Attention

CASE HISTORY—III

Many Ventures Keep Ray's Coffers Filled

Seek to Aid Camp Shows to Cruise Booking

Chi's Oriental Reopens July 31

Glenn Schmidt, Ky. Op, Dies


discussion of the role of associations and artists in showbusiness, including a feature on nightclubs and vaudeville. The text contains information about the financial situation of nightclubs, discounts offered to entertainers, and the impact of the Korean War on the entertainment industry. The article also includes a feature on the Wildwood resort and the role of talent users in that area. The text is written in a newspaper article style and includes quotes and statistics to support the arguments made.
FAIR TRADE LAW MAY END DISK PRICE WARS
WASHINGTON, July 19 — Federal Trade Commission has begun implementation of the new fair trade law, and President Truman unexpectedly signed this week. Retail disk industry representatives said the new law is helping them to keep their prices in line with price wars.

Under the new act, as interpreted by Federal Trade Commission officials, producers who have been sued for price-fixing contracts with manufacturers must abide by manufacturer-seller agreements. The new provision was drafted to close loopholes in the Miller-Tydings Act, which allowed producers to charge higher prices only to retailers who signed contracts with manufacturers and not to retailers who did not. The new provision is aimed at stopping a number of such price-fixing agreements, including the violation of the anti-trust act before passage of the Miller-Tydings Act.

In the case of retail record dealers, which has been meeting in New York on a monthly basis, the president of RCA Victor, Mr. James Ziegenhagen, told his group that he was fighting against price wars in the record industry. Disk store owners have been complaining that discount stores in other localities have been selling records at prices below the set price.

Kay Sebok.

Kaye Men Get 18G; Lawrence Ork, 3G

played out of town while Kaye had a show at the Fillmore Auditorium.

According to federation law, with each new five engagement within one month there is a time limit of three months in the same town.

Renee's Victor Slot Unfilled

HOLLYWOOD, July 19 — RCA Victor is keeping an eye on a source of material for Brill Building offers. The studio has been offered a song by a song writer who has a contract with the Brill Building. The song, "Just a Dash of Ginger," is being considered for a project by RCA Victor.

NMCA – Informal

NMCA was launched in New York City on July 19 to inform the public about the NMCA, which is a national organization of music dealers.

Finland for RCA Custom Sales

NEW YORK, July 18 — Finn Records, Inc., has announced that it will begin handling custom sales of the RCA Victor records division. The new service will be handled by a general sales manager of the division, who will report to Jim Davis, vice-president of RCA Victor.

Finns working with Finn Records, Inc., include Alvin and Albert Tっぱ, who have been with the company for several years.

Implications of Fair Trade Bill Studied by Disk Firms

Trade Jubilant But Cautious on Procedure; Mail Orders Still Unclear

NEW YORK, July 19 — The most of the record industry, from the manufacturers down to the dealer levels, are enthusiastic about the provisions of the Fair Trade Law (March 19), which will probably come into effect early next month. It was indicated that they would not initiate the action unless made sure of their position to make the best moves.

Markets

18G — By major record companies and dealers testing their version of the Fair Trade Law, procedures, mail orders still uncertain.

Soria is taking the necessary steps to make sure that the record dealers are furnished with at least two or three昸.

Soric announced that the bill action was expected in August.

Other small LP dealers indicated a willingness to go along with the new arrangements and that they would not initiate the action unless they were sure of their position to make the best moves.

Markets

While major record companies and dealers testing their version of the Fair Trade Law, procedures, mail orders still uncertain.
Proposed ASCAP Writer Distribution Plan Re-Structured

By Bob Bolontz

NEW YORK, July 21—The plan of the American Society of Composers, Authors and Publishers, which has been set up for many years by the writer's classification and distribution of their works, has undergone considerable change and dramatic realignment in the past week, as a result of a meeting that brought together a select group of young writer members of the society. This was the first of the East Coast meetings of ASCAP, now in its second session, held here on Wednesday (16), at which time the first of a series of proposed distribution plans was explained and approved by the young writers. This plan was expected to be adopted by the writers at the annual meeting in Chicago in October.

Jaw Wax Trade Getting After Disk Bootlegger

Sheet Music Conflat Is Set For July 29

NEW YORK, July 19—A two-hour meeting of the National Association of Operate Sheet Music Dealers took place here on Thursday (July 19) during the run of the National Restaurant Merchants' convention here. This meeting was attended by a select group of the nation's leading manag-

Mfrs. Exempt From NPA's Material Edict

WASHINGTON, July 19—Material dealers and others who believe that the N.R.O. can adopt any materials for which they can comply with the requirements of the National Materials Code and will be exempt from the provisions of the N.R.O.-N.R.D. agreement, have been informed by the National Association of Operate Sheet Music Dealers that the N.R.O. cannot act on their behalf in this matter.

Metopera Performers Gain by New Contract

NEW YORK, July 19.—Substantial gains are racked up by the Metropolitan Opera Association, the American Guild of Musicians, and the American Federation of Labor, as a result of the new contract, which was signed on Thursday (July 19) by the Guild and the Association.

TUNE UP AMERICA

The American Federation of Musicians, in a statement issued last week in the Benjamin Franklin Hotel, said that it would be the duty of the members of the union to cooperate with the other labor organizations in the fight for the right to purchase the music of their choice. The union threatened to strike any member who refuses to comply with the demands of the musicians' union.

Disquiet Sets Sales Meeting

NEW YORK, July 19.—Thursday, at the Library of Congress, was held its annual Eastern meeting, during which the presenters of the songwriters' guild made an appeal for the aid of the American Federation of Musicians in the fight for the right to use the performances of the Guild's composers and to pay them the just wages.

Piano Tuners Strike Key At Philadelphia Convention

PHILADELPHIA, July 19.—If the National Association of Piano Tuners, Inc., a group of musicians, make the psychological move to strike key at Philadelphia's Convention, they will be met by the Philadelphia Associated Press, which has been active in the battle for the right to strike the Pennsylvania State Fair, and the American Federation of Musicians, which has been active in the battle for the right to strike the Pennsylvania State Fair.

Cap Mag Plugs Competelius Wax

HOLLYWOOD, July 19.—Cap Mag is increasing its advertising with a new three-week campaign, which will run in conjunction with the release of "The Great Lie." The campaign, which was started Tuesday (July 14), will run through Friday (July 17), and will continue until Tuesday (July 21). The new campaign will be advertised in the Los Angeles Times, the San Francisco Chronicle, and the Oakland Tribune.

Chi's Aragon Starts Vocalist 1-Night Policy

CHICAGO, July 19.—Aragon Ballroom, which, along with its sister venues, has been a bellwether for other terminal clubs, is inaugurating a new experiment last night in its policy of providing a one-nightstand for vocalists. This policy, which is being tested out at the Aragon, will continue through Sunday (July 21).

The KatzVERN operation, with the Central Park plays, incorporates a number of boxings which will bring the first-ever in New York to a one-nighter basis, just as they are in the West, at the Aragon, and the Chicago Terminal Club. The policy is expected to be continued at the other terminals as well.

While the Central Terminal Club is the only one to date, due to plane delay, the trio opened on Thursday (July 12) at 7 p.m., but the bulk of the trio's remaining engagements began to appear on the scene. The trio appeared on the scene again, only to jam themselves into the area's favorite spot of the week.

Krupa and his teammates have jammed into the area nearly three-quarters of an hour, during which time they told how to jam a song of encore which the boys were expected to be called out to give in and out and without any further comment. The trio were very bad in some parts of the room jammed by Krupa fans, but in most of the area, they were at the top of the ticket. It was estimated that the trio jammed the best-grossing venue of the night.

JUKE BOX DISKS

PHILADELPHIA, July 19.—To boost the sale of its new hit song, "Night of the Week," the company has decided to go out and jam it. The company plans to release the song as a two-record set, and will also release it in a special edition with a bonus disc.

THE BILLBOARD

203 MUSIC

JULY 26, 1952
Petrillo Serves Notice He'll Resume Canned Music Fight
Worns on Cut-Rate Disks; Blasts Video's Recorded Tune Practices

CASE HISTORY—I
Many Ventures Keep Ray's Coffers Filled

TRIBUTE to Ray, the now-hand puppet character in the Ray Is
ness The Ray corybantes, "now being sold for Ray dollars by Larry Spier before People's outfit took control of merchandising.

Of prime importance to the end Ray set-up is the handling of the Ray Nat Lamont, well-known music bankers in the area. Nat Lamont, who are currently about 32 Ray fan clubs, will be the distributor of the Monthly Erry. In years 10,000 fans are reported to be jumping into being. Most of their fans are young, but Ray quickly as Lamont can process them, as the profits is, potentially is. Clearly ray are isolated upon as important

cinematic promotions with music, and the lack of an emphasis in the5

RHYTHM BOYS
Click Abroad In Several Languages

STOCKHOLM, July 19—America's Delta Rhythm Boys, who are the smoothest and more successful event in the current European tour. A few seasons ago, have mastered several foreign languages, and the boys are really paying off for them.

Among the repertory of American tunes, the group has kept its singing songs in Swedish. During their present tour in Sweden, the boys have become known as the "Metronome Memorizers." The boys, who are known by the label, the Delta Rhythm Boys have also sold out 100,000 tickets in Sweden and will do their thing in London and Rome in the near future. It is true that the Boppin' Boys are potential legends in Sweden in the opinion of music men in Scandinavia.

The Swedish-singing success is also in evidence with the current of foreign favorites "Fotallatik," and they also are going to be popular in German, French, and Italian. The boys are on the set of American standards which they are working on, and have already sold out on current tour of nineteen-nighter in Sweden. The boys are in Scandinavia, they play Belgium and England.

TEMPO RECORDS "TIED" CREW

HOLLYWOOD, July 19—Tempo Records has agreed to record Eddie Ray's "Music Hits for Businesses" group, including vocalists Francis Ray, Robert Ray, and a real

talented boy group that concept to relax the labels. Last session, on the National Broad-1

com, the bands were number 16, including the vocalist and Ray, and Kay Reid by Kay for its membership own arrangements and versions of songs and assists.

Ray Reid, initial Tempo deal was among several selections from the Tied Rhythm Boys' repertoire. Tied Rhythm Boys" that will feature Eddie Ray Reid. The deal was closed between Ray Reid and Tempo Records.

Newly-Found Puccini Score May Pay Off Fast for Mills

NEW YORK, July 19—Critical historians announced first performances

"first performance" of a newly found Puccini score may be a relatively a very great event in the work by Mills. The score, written in the same handwriting as the other manuscripts and has been heavily in preparation for years. The composition is a religious work which was held in the church where it was first performed.

The score was discovered in a document under the name "25." The score was by a Brooklyn priest, Father Daniel de Florence, and is said to have been kept out of circulation for years. The score was recently published by the compiler, May Mills, general publisher of the score, and purchased the rights in the score. The score was sold for more than 70 years ago, it has never been recorded.

Among performances in 1952, the first performance was held last week at the National Youth Choral Society in Great Britain. The piece was performed at the Royal Albert Hall, part of the work was performed at Carnegie Hall, and part with Jan Peerce as soloist. Records were being cut for the final recording.

Cashing In on Ready-Made Promotions

Thousands of dollars are spent annually on national and regional promotion material.

Are you tying in sharply with these programs, or are you missing the boat? Get the best way to decide whether to act out of them. "Are You Missing the Boat? Acs promotional" is a 27 big special service factors in

The Billboard NAMM Convention (details above)
their Latest and...

FOUR

"Should I"

Decca 28323 and 9-28323

America's Fastest Selling Records...
GREATEST!

ACES

"there's only tonight"

Decca 28323 and 9-28323

DECCA
RECORDS

America's Fastest Selling Records
Music Publishers' Record Scoreboard

**Sides in Current Release**

Week ending July 19

<table>
<thead>
<tr>
<th>PUBLISHER</th>
<th>TITLE</th>
<th>ARTIST/ARTISTS</th>
<th>LABEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASCAP</td>
<td>&quot;Saying Goodbye&quot;</td>
<td>&quot;Chicago Smoke&quot;</td>
<td>MCA</td>
</tr>
<tr>
<td>BMI</td>
<td>&quot;Here Comes the Rain Again&quot;</td>
<td>&quot;Pete &amp; Linda&quot;</td>
<td>MCA</td>
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<tr>
<td>SESAC</td>
<td>&quot;I Put a Spell on You&quot;</td>
<td>&quot;The J. Geils Band&quot;</td>
<td>MCA</td>
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<td><strong>Total Sides Released by Each Label</strong></td>
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NEW YORK, July 19 - A special meeting is scheduled for this week to discuss the proposed writer plan with the ASCAP board. The meeting will be held at the Waldorf Astoria Hotel, with Representatives from the American Society of Composers, authors and publishers attending. The purpose of the meeting is to discuss the proposed writer plan and to reach a decision on its implementation.

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Week ending July 19

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<tr>
<td>CAPITOL</td>
<td>325</td>
<td>112</td>
<td>3</td>
<td>2</td>
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<td>COLUMBIA</td>
<td>325</td>
<td>112</td>
<td>3</td>
<td>2</td>
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<tr>
<td>DECCA</td>
<td>415</td>
<td>95</td>
<td>3</td>
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<td>MERCURY</td>
<td>197</td>
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**Writer Distributor Plan**

**European Disk Ban**

**Cap Pushing SRS Division**

HOLLYWOOD, July 16 - Capitol Records heads are making more big hits for its SRS and division in the short term.

**Corol Distrs Meet July 29**

NEW YORK, July 29 - More of the Corol distributors are expected to attend the disk writers' annual meeting this year.

**Blair Closing Out Music Pubberies**

HOLLYWOOD, July 15 - Hal Blair, president of Hal Blair Music Pubberies, Inc., has decided to close out the publishing company.

**"hillbillies pack 'em in in auditorium package show"**

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

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

DICK TDEO and GRACY MARTIN
WAITING IN THE LOBBY OF YOUR HEART
and TO0 OLD TO CUT THE MUSTARD
Laine to Open at Palladium

Frankie Laine flies to London on August 12 and will start an engagement at the Palladium there on August 18. Laine will remain until August 31 and will open in September on a one-week stand. After that the singer is off for two weeks for vacation.

Mercury Pact

Johnny Horton, formerly with American Disc, has been signed by Mercury. The country artist's first record, his new affiliation is of the ditties "First Train Headed South" and "The Devil Sent You."

Presto Co. Strike

Negotiations to settle the strike called by the United Electrical and Radio Machine Workers, Local 630 against the Presto Recording Corporation, have bogged down. Strike was called July 1.

Prepared by United's Lew Simpkins

Expands Distribution

The Atlantic & Simpkins, head of United Records here, this week appointed Gramophone Distributions Company, New York City, to handle the line in the territory served by Simpkins.

Billboard Coverage

In New York, record shop reports show that the New York Philharmonic Society is attracting many new listeners.

Radio-phonograph Sales

In New York, Radio-phonograph Sales was reported up 8 per cent over the same period of last year. This was attributed to the increased interest in radio, the increased number of radio sets purchased, and the increased number of records bought.

Music as Written

Music as Written

Music as Written

New RCA Ork

To Emphasize Dance Tempo

NEW YORK, July 15—The new Boulder-Finegan band was introduced Thursday at the Tower Theater as a part of the new "Dance Tempo" show. The band, consisting of 16 musicians, was directed by Bill Miller's R.C.A. Ork manager, Jack Bergmann.

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Fair Trade Bill Studied

The Senate Judiciary Committee and the House Interstate and Commerce Committee have agreed to hold hearings on the Fair Trade Bill on May 9th. The Senate will discuss the bill in the morning and the House in the afternoon. The Senate will then take up the bill, followed by the House. The bill is expected to pass both houses and go to the President for signature.

Gala Doings

One of the most grand events of the season will be held at the Capitol Theatre on May 9th. The event will feature a dinner, dance, and concert. The menu will include oysters, fried chicken, and beefsteak. The dance will feature the latest music and will continue until the early morning. Tickets are $5.00 per person and can be purchased at the theatre.
THE BILLBOARD

Music

Popularity Charts

For Reviews and Ratings of Radio
and TV Shows See The Billboard
Radio-Television Section.

HONOR ROLL OF HITS

The Nation's Top Tunes

The numbers below show, the Honor Roll of Hits, is compiled by a
weekly tabulation of various aspects of each song's popularity as measured by
sales figures of The Billboard's Popularity Chart based on reports received June 15, 1952.

<table>
<thead>
<tr>
<th>Week</th>
<th>This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>1. Auf Wiedersehen's Sweetheart</td>
</tr>
<tr>
<td></td>
<td>2. Here in My Heart</td>
</tr>
<tr>
<td></td>
<td>3. Kiss of Fire</td>
</tr>
<tr>
<td></td>
<td>4. Walking My Baby Back Home</td>
</tr>
<tr>
<td>4</td>
<td>5. I'm Famous</td>
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<tr>
<td>5</td>
<td>6. Delicate</td>
</tr>
<tr>
<td>6</td>
<td>7. Half as Much</td>
</tr>
<tr>
<td>7</td>
<td>8. Blue Tango</td>
</tr>
<tr>
<td>8</td>
<td>9. Butch A Me</td>
</tr>
<tr>
<td>9</td>
<td>10. Maybe</td>
</tr>
</tbody>
</table>

3. 1. Auf Wiedersehen's Sweetheart
- By Howard Greenfield Published by HB & Fering (BMI)
- RECORDING AVAILABLE: 7/26, Cap 5707, C. Harman, O., (C) 1952, 20th Century-Fox
- ELECTRICAL TRANSCRIPTION LIBRARY: Billy Davis, The Tray, Red Hot, Earl Scruggs, Gene Austin.

4. 2. Here in My Heart
- By Gene Landau and B. Robin Published by Warner (BMI)
- RECORDING AVAILABLE: 7/26, Cap 5708, R. Donahue, C. Harman, O., (C) 1952, 20th Century-Fox
- ELECTRICAL TRANSCRIPTION LIBRARY: Billy Davis, The Tray, Red Hot, Earl Scruggs, Gene Austin.

6. 4. Walking My Baby Back Home
- By Bill Tams and Fred A. Davis Published by US Ferou, Don E. Lewis, (C) 1952, 20th Century-Fox
- RECORDING AVAILABLE: 7/26, Cap 5710, G. Only, O., (C) 1952, 20th Century-Fox
- ELECTRICAL TRANSCRIPTION LIBRARY: Billy Davis, The Tray, Red Hot, Earl Scruggs, Gene Austin.

7. 5. I'm Famous
- By Robert Willson Published by Favorite (ASCAP)
- RECORDING AVAILABLE: 7/26, Cap 5711, C. Harman, O., (C) 1952, 20th Century-Fox
- ELECTRICAL TRANSCRIPTION LIBRARY: Gene Austin, The Tray, Red Hot, Earl Scruggs, Gene Austin.

9. 7. Half as Much
- By E. Atkins Published by Capitol (ASCAP)
- RECORDING AVAILABLE: 7/26, Cap 5714, C. Harman, O., (C) 1952, 20th Century-Fox
- ELECTRICAL TRANSCRIPTION LIBRARY: Gene Austin, The Tray, Red Hot, Earl Scruggs, Gene Austin.

10. 8. Blue Tango
- By Bill Tams and Fred A. Davis Published by US Ferou, Don E. Lewis, (C) 1952, 20th Century-Fox
- RECORDING AVAILABLE: 7/26, Cap 5715, C. Harman, O., (C) 1952, 20th Century-Fox
- ELECTRICAL TRANSCRIPTION LIBRARY: Billy Davis, The Tray, Red Hot, Earl Scruggs, Gene Austin.
**TOP SELLERS—POPULAR**

**Record No.**

1. **RAYS LAMENT**
   - K. Starr
   - 2151

2. **IN THE GOOD OLD SUMMERTIME**
   - L. Paul. M. Ford
   - 2121

3. **WALKIN’ MY BABY BACK HOME FONNY**
   - H. Cole
   - 2130

4. **TAKE MY HEART I NEVER CARED**
   - J. Martin
   - 2172

5. **SOMEDAY ALONG THE WAY WHAT DOES IT TAKE**
   - H. Cole
   - 2069

6. **CAROLINA I’M CONFOSS’ (That I Love You)**
   - L. Paul. M. Ford
   - 2010

7. **I’LL WALK ALONG WITH A SONG IN MY HEART**
   - L. P. Roman
   - 2044

8. **WHEEL OF FORTUNE I WANNA LOVE YOU**
   - H. Starr
   - 1964

9. **CHEERFUL WARTS BY THE BEAUTIFUL SEA**
   - J. Sher
   - 2134

10. **TAKE BACK YOUR HEART—POKA ONERA POKA**
    - D. Croon
    - 2147

11. **SLAUGHTER ON EIGHTH AVENUE, PART I & II**
    - B. Anthony
    - 2085

12. **SCATTERBRAIN AS TIME GOES BY**
    - B. Anthony
    - 2104

13. **I WANTED A LITTLE TOO LONG**
    - L. Starr
    - 2062

14. **OH MARIE COME BACK TO SORRENTO**
    - D. Martin
    - 2140

15. **Lonely Wine Lost in Meditation**
    - L. Baxt
    - 2106

**BEST SELLING POPULAR ALBUMS**

**Record No.**

1. **BROOK VIOO**
   - Capitol 3138
   - 312

2. **TEDDY BEARS' PICNIC & I'M A LITTLE TEA POT**
   - Capitol 3103
   - 312

3. **THURSTY RE**
   - Capitol 3124
   - 312

4. **T L T TA I A PILOT I'LL & YOUTHSA SAM**
   - Capitol 3104
   - 312

5. **WABOLOG CASBY & THE STORY OF TOPPER**
   - Capitol 3110
   - 312

6. **I'M POPING THE SAILOR MAN & THE LITTLE WHITE DUCK**
   - Capitol 3105
   - 312

7. **BOO ON THE FARM**
   - Capitol 3106
   - 312

8. **RUSTY IN ORCHESTRABLE**
   - Capitol 3107
   - 312

9. **SABRINA'S MAGIC PIANO**
   - Capitol 3108
   - 312

10. **HAPPY BIRTHDAY**
    - Capitol 3114
    - 312

11. **WOODY WOODPECKER'S PICNIC**
    - Capitol 3109
    - 312

12. **THREE ORPHAN KITTENS**
    - Capitol 3106
    - 312

13. **PIGS IN A BAGUA**
    - Capitol 3113
    - 312

**POLITICAL ADVERTISEMENT**

**VOTE FOR ABE SNAKE**

and run off the page.

**ABE SNAKE**

(Comments about the Bill)

**CURRENT TOPS**

1. **THE WILD SIDE OF LIFE**
   - M. Thompson
   - 1962

2. **WAITING IN THE Lobby OF YOUR HEART**
   - M. Thompson
   - 2063

3. **I'M GONNA WALK AND TALK WITH MY LOVE**
   - M. Carson
   - 2145

4. **FOOLISH PRIDE**
   - E. Young
   - 2133

5. **SATISFIED RIDE ME BACK OF AND**
   - M. Carson
   - 1960

6. **IF YOU WOULD ONLY BE HERE**
   - E. Williams
   - 2126

7. **I'M LOSING YOUR LOVE**
   - E. Williams
   - 2126

8. **THAT'S MY HEART TALKING**
   - E. Williams
   - 2133

9. **A TOOT FAST**
   - E. Williams
   - 2136

10. **I LOVE YOU 24 HOURS A DAY**
    - B. Strange
    - 2118

11. **BACK UP THE BALLS, BOYS**
    - E. Williams
    - 2118

**LATEST CAPITOL RELEASES**

**Record No.**

1. THERE'S A CLOUD IN MY VALLEY OF SUNSHINE
   - W. Washburn & A.
   - 2161

2. I WILL FORGET YOU
   - V. A. Brother
   - 2162

3. THE MAN I LOVE
   - V. A. Brother
   - 2163

4. YOU BELONG TO ME
   - V. A. Brother
   - 2164

5. HOW 'M I DON'T WANT TO SLEEP
   - V. A. Brother
   - 2165

6. AUTOMATIC BAND
   - V. A. Brother
   - 2166

7. SINGERS SONGS
   - V. A. Brother
   - 2167
<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
</tr>
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<tbody>
<tr>
<td>1. Wish You Were Here</td>
<td>Frank Ifield</td>
</tr>
<tr>
<td>2. Here in My Heart</td>
<td>A. Martine Vertes</td>
</tr>
<tr>
<td>3. Half As Much</td>
<td>Don Cornell</td>
</tr>
<tr>
<td>4. Half &amp; All</td>
<td>Artie Shaw</td>
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<tr>
<td>5. A Kiss of the Good Old Summer</td>
<td>Paul Anka</td>
</tr>
<tr>
<td>6. I'll Never Walk Alone</td>
<td>Alis Rose</td>
</tr>
<tr>
<td>7. I'm in Your Heart</td>
<td>Red Foley</td>
</tr>
<tr>
<td>8. Love of Fire</td>
<td>Albers</td>
</tr>
<tr>
<td>9. Lover of Mine</td>
<td>New Londonaires</td>
</tr>
<tr>
<td>10. Any Other Saturday</td>
<td>The Teen Kings</td>
</tr>
<tr>
<td>11. It's Only Love</td>
<td>The Four Toms</td>
</tr>
<tr>
<td>12.heads Will Never Be Wrong</td>
<td>The Boppers</td>
</tr>
<tr>
<td>13. They're Just Like Us</td>
<td>The Clovers</td>
</tr>
<tr>
<td>14. I'm Telling You</td>
<td>The Moonglows</td>
</tr>
<tr>
<td>15. It's Fine Goodby</td>
<td>The Caroleers</td>
</tr>
<tr>
<td>16. Here She Comes</td>
<td>The Debutantes</td>
</tr>
<tr>
<td>17. On Time</td>
<td>The Ink Spots</td>
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<tr>
<td>18. Elena</td>
<td>The Hurricanes</td>
</tr>
<tr>
<td>19. I Ain't Nothing</td>
<td>The Dells</td>
</tr>
<tr>
<td>20. Don't Ask Me Why</td>
<td>The Stompers</td>
</tr>
<tr>
<td>21. I'll Be Seeing You</td>
<td>The Ink Spots</td>
</tr>
<tr>
<td>22. Half of My Heart</td>
<td>The Clovers</td>
</tr>
<tr>
<td>23. When You're In Love</td>
<td>The Moonglows</td>
</tr>
<tr>
<td>24. Just As Much</td>
<td>The Caroleers</td>
</tr>
<tr>
<td>25. I'll Walk Alone</td>
<td>The Boppers</td>
</tr>
<tr>
<td>26. One More Time</td>
<td>The Ink Spots</td>
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<tr>
<td>27. I'll Never Forget</td>
<td>The Clovers</td>
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<tr>
<td>28. It's a Big Day</td>
<td>The Dells</td>
</tr>
<tr>
<td>29. I'll Be Seeing You</td>
<td>The Ink Spots</td>
</tr>
<tr>
<td>30. Who'll Be Happy</td>
<td>The Moonglows</td>
</tr>
</tbody>
</table>
this week on
COLUMBIA

FOUR GREAT VOCALISTS WITH EIGHT NEW HITS!

TONY BENNETT
with Percy Faith

ROSES OF YESTERDAY
YOU COULD MAKE ME SMILE AGAIN
39815, 4-39815

GUY MITCHELL
with Mitch Miller

FEET UP (Pat Him on the Po-po)
JENNY KISSED ME
39822, 4-39822

CHAMP BUTLER
with Percy Faith

HENRIETTA'S WEDDING
YOU INTRIGUE ME
39819, 4-39819

FRANK SINATRA

BIM BAM BABY
AZURE-TE (Paris Blues)
39819, 4-39819

LOUIS PRIMA

ONE MINT JULEP
CHILI SAUCE
39823, 4-39823

BILLY BROWN

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

BILLY STARR

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

BETTY JOHNSON

WHAT A FRIEND WE HATE IN JESUS
THERE'S AN ACHE IN MY RARE
20984, 4-20984

ROSEMARY CLOONEY

Half As Much
Poor Whip-Poor-Will
39716, 4-39716

JOHNNIE RAY

All of Me
A Sinner Am I
39758, 4-39758

JOHNNIE RAY

Give Me Time
Walking' My Baby
Back Home
39750, 4-39750

DORIS DAY and FRANKIE LAINE
How Lovely Cooks the Meat
Sugarbush
39603, 4-39603

ROSEMARY CLOONEY

BOTCH-A-ME
ON THE FIRST WARM DAY
39512, 4-39512

DORIS DAY

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

SAMMY KAYE

Walking' to Missouri
One for the Wonder
39759, 4-39759

GUY MITCHELL

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

RAY PRICE

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

CARL SMITH

It's a Lonely, Lonely World
Are You Teasing Me?
20992, 4-20992

COLUMBIA RECORDS
for music that sends them... to you!

### Best Selling Pop Singles

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist/Group</th>
<th>Title</th>
<th>Label/Producer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Alf Wiedershym</td>
<td>Sweetheart</td>
<td>V. Lynn</td>
</tr>
<tr>
<td>2</td>
<td>Delgado</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Here in My Heart</td>
<td>A. Martin</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Half as Much</td>
<td>R. Cleaney</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Bo-Chach-Me</td>
<td>R. Cleaney</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Boss of Fire</td>
<td>G. Gibb</td>
<td></td>
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<tr>
<td>7</td>
<td>Walkin' My Baby Back Home</td>
<td>J. Ray</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Blue Tango</td>
<td>L. Anderson</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>I'm Yours</td>
<td>E. Fisher/H. Winstead</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Maybe</td>
<td>P. Como/E. Fisher</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Someone Along the Way</td>
<td>Nat (King) Cole</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Lover</td>
<td>P. Lees/G. Jenkins</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Wish You Were Here</td>
<td>E. Fisher/H. Winstead</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Kiss of Fire</td>
<td>E. Howard</td>
<td></td>
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<tr>
<td>15</td>
<td>Walkin' My Baby Back Home</td>
<td>Nat (King) Cole</td>
<td></td>
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<tr>
<td>16</td>
<td>I'm Yours</td>
<td>D. Cornell</td>
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<tr>
<td>17</td>
<td>Sugar Bush</td>
<td>D. Day/F. Lane</td>
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<td>18</td>
<td>Vanesssa</td>
<td>H. Winstead</td>
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<td>19</td>
<td>Whole Again</td>
<td>H. Winstead</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Take Me</td>
<td>E. Howard</td>
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<tr>
<td>21</td>
<td>High Noon</td>
<td>F. Lorrain</td>
<td></td>
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<tr>
<td>22</td>
<td>Take My Heart</td>
<td>A. Martin</td>
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<td>23</td>
<td>Here in My Heart</td>
<td>T. Bennett</td>
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<td>24</td>
<td>I'll Walk Alone</td>
<td>J. Freeman</td>
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<td>25</td>
<td>Just Like a Woman</td>
<td>E. Fisher/H. Winstead</td>
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<tr>
<td>26</td>
<td>Smoke Rings</td>
<td>P. &amp; M. Ford</td>
<td></td>
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<tr>
<td>27</td>
<td>All of Me</td>
<td>J. Ray</td>
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<td>28</td>
<td>Indian Love Call</td>
<td>S. Whitman</td>
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<td>29</td>
<td>Mocking Bird</td>
<td>Four Lads</td>
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<td>30</td>
<td>Rue Tango</td>
<td>H. Winstead</td>
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<tr>
<td>31</td>
<td>Kiss of Fire</td>
<td>E. Eckstein</td>
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### Best Selling Classical Albums

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist/Group</th>
<th>Title</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mantovani</td>
<td>Mantovani</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>2</td>
<td>Glenn Miller</td>
<td>Greatest Hits</td>
<td>Decca</td>
</tr>
<tr>
<td>3</td>
<td>Louis Armstrong</td>
<td>Satchel's Big Band Swing</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>4</td>
<td>Frank Sinatra</td>
<td>In the Still of the Night</td>
<td>Capitol</td>
</tr>
<tr>
<td>5</td>
<td>Glenn Miller</td>
<td>Hits</td>
<td>Decca</td>
</tr>
</tbody>
</table>

### News and Views

The business may not be all that bad, but both dealers are spending a little more money to go out and buy. One such outlet is the MGM Music Shop, the Bronx, N.Y. One of the most popular records in the city, the outlet manager by Seymour Winer has just completed a deal with a wholesaler who has agreed to supply a limited edition of 1000 copies of the record at a cost of $50.00 each. The store has been able to sell all of the copies at a profit of $25.00 each.

### Best Selling Children's Records

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist/Group</th>
<th>Title</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bing Crosby</td>
<td>The Little White House</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>Art Link</td>
<td>My Blue Heaven</td>
<td>Decca</td>
</tr>
<tr>
<td>3</td>
<td>Bing Crosby</td>
<td>The Happy Birthday</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

### Class Reviews

**Concerts**
- The Boswell Sisters: A Night to Remember
- The Andrews Sisters: A Night to Remember
- The Inkspots: A Night to Remember
- The Mills Brothers: A Night to Remember

**Records**
- The Mills Brothers: A Night to Remember
- The Inkspots: A Night to Remember
- The Boswell Sisters: A Night to Remember
- The Andrews Sisters: A Night to Remember
"OUT OF THIS WORLD" SIDES THAT YOU'LL BE HEARING PLENTY FROM...
SAUTER-FINEGAN ORCHESTRA

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

Wish You Were Here/The Hand of Fate
I'm Yours/Just a Little Lovin'
Someday/Luna Rossa
Tears for Two
A Full Time Job/Shepherd of My Heart
Vanessa/Somewhere Along the Way
Strange Sensation/So Madly in Love
I Laughed at Love/Father Time
Forgive Me/That's the Chance You Take
Lil Ole Kiss of Fire/I'm Yorn
Hang Out the Stars
Maybe/Watermelon Weather
Blue Tango
Night Train
Kiss of Fire
Slow Poison/Heart Trouble

Going Strong...

Wish You Were Here/Hand of Fate
I'm Yours/Just a Little Lovin'
Someday/Luna Rossa
Tears for Two
A Full Time Job/Shepherd of My Heart
Vanessa/Somewhere Along the Way
Strange Sensation/So Madly in Love
I Laughed at Love/Father Time
Forgive Me/That's the Chance You Take
Lil Ole Kiss of Fire/I'm Yorn
Hang Out the Stars
Maybe/Watermelon Weather
Blue Tango
Night Train
Kiss of Fire
Slow Poison/Heart Trouble

Sauter-Finegan means fine music.

The Sauter-Finegan Orchestra, debuts on the RCA Victor label with four great sides:
DOODLETOWN FIFERS
AZURE-TE (Paris Blues)
RAIN, and STOP! SIT DOWN! RELAX! THINK!

This week's Mailbag

S-F M F M

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

The Sauter-Finegan Orchestra debuts on the RCA Victor label with four great sides:
DOODLETOWN FIFERS
AZURE-TE (Paris Blues)
RAIN, and STOP! SIT DOWN! RELAX! THINK!

The stars who make the hits are on RCA VICTOR Records
The Billboard Music Popularity Charts

For Products and Reviews of Radio and TV Shows and Recorded Music

**EXCLUSIVE SALE-Help Service for Profit-Minded Music-Record Dealers!**

Now offered by The Billboard

- TODAY'S TOP TUNES INCREASES RECORD SALES
- THE MOST COMPLETE AND ACCURATE SALES-HELP SERVICE
- TODAY'S TOP TUNES MAKES YOUR PROMOTION INVESTMENT PAY DIVIDENDS!

**Special**

- **Trial Offer**

<table>
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<tr>
<th>The Billboard 3160 Patterson Street</th>
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<tr>
<td>Cincinnati 22, Ohio</td>
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Yes—Here's your offer—Please rush 30 copies of this week's Today's Top Tunes as soon as they come off the press. Invoices each as indicated below.

- **NAME OF STATION**
- **ADDRESS**
- **CITY**
- **STATE**
- **PHONE NUMBER**

SPECIAL

$1

ACT RIGHT AWAY!

Mail $1 with this coupon now!

(Your money back if not completely satisfied that Today's Top Tunes helps you sell more records)

- **The Profitable Self-Service Trend**

Food markets didn't buy goods. They offered them. And they sold them. So do it. And it means more sales and profits with no addition to your "normal" selling force.

Read how the new record specials, special record handling and sales boost has stimulated the trade to meet volumes and record profits in "What All Music-Record Dealers Need to Know." The Billboard NAMM Convention Number (dated August 22—see next week)
ANOTHER TRIUMPH for the
QUEEN OF POPULAR SONG

JO
STAFFORD

"YOU BELONG TO ME"

b/w PRETTY BOY (Pretty Girl)

with The Starlighters

78 rpm 39811 * 45 rpm 4-39811

COLUMBIA RECORDS
for music that sends them ... to you!

Materials printed by permission
AN ALL TIME GREAT BAND RECORD
RAY ANTHONY
AMERICA'S #1 BAND

CURRENTLY RIDING HIGH
SCATTERBRAIN and AS TIME GOES BY
CAPITOL 2104
PALLADIUM Hollywood

THE BILLBOARD Music Popularity Charts

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

Most Played Juke Box Records

Based on reports received July 14, 15 and 16

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>1</td>
<td>Half as Much</td>
<td>R. Clooney</td>
</tr>
<tr>
<td>2</td>
<td>Auf Wiedersunn, Sweet Heart</td>
<td>V. Lynn</td>
</tr>
<tr>
<td>3</td>
<td>Home</td>
<td>A. Martino</td>
</tr>
<tr>
<td>4</td>
<td>Mayre</td>
<td>P. Como &amp; E. Fisher</td>
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<tr>
<td>5</td>
<td>Kiss of Fire</td>
<td>G. Gibbo</td>
</tr>
<tr>
<td>6</td>
<td>Walkin' My Baby Back Home</td>
<td>J. Roy</td>
</tr>
<tr>
<td>7</td>
<td>Delicado</td>
<td>R. Clooney</td>
</tr>
<tr>
<td>8</td>
<td>I'm Yours, Sister</td>
<td>E. Fisher &amp; Winter,</td>
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<td>9</td>
<td>Walkin' My Baby Back Home</td>
<td>Nat (King) Cole</td>
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<tr>
<td>10</td>
<td>Take My Heart</td>
<td>A. Martino</td>
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<td>11</td>
<td>Pittsburg, Pennsylvania</td>
<td>G. Mitchell &amp; A. Miller</td>
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<td>12</td>
<td>I'll Walk Alone</td>
<td>D. Cornell</td>
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<td>13</td>
<td>Blue Tango</td>
<td>L. Anderson</td>
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<td>14</td>
<td>Sugar Bush</td>
<td>Dona Day &amp; F. Laine</td>
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<td>15</td>
<td>Smoke Rings</td>
<td>L. Paul &amp; M. Ford</td>
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<td>16</td>
<td>Blue Tango</td>
<td>M. Winterhalter</td>
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<td>17</td>
<td>I'm Yours</td>
<td>D. Cornell</td>
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<td>18</td>
<td>Here In My Heart</td>
<td>T. Bennett</td>
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<tr>
<td>19</td>
<td>Lover</td>
<td>P. Feeley</td>
</tr>
<tr>
<td>20</td>
<td>One Little Candle</td>
<td>P. Como</td>
</tr>
<tr>
<td>21</td>
<td>Once In a While</td>
<td>P. Page</td>
</tr>
<tr>
<td>22</td>
<td>Blue Tango</td>
<td>G. Lombardo</td>
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<td>23</td>
<td>Wishin'</td>
<td>E. Howard</td>
</tr>
<tr>
<td>24</td>
<td>I'm Confessin'</td>
<td>L. Paul &amp; M. Ford</td>
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<td>25</td>
<td>In the Good Old Summertime</td>
<td>L. Paul &amp; M. Ford</td>
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<tr>
<td>26</td>
<td>Wheel Of Fortune</td>
<td>K. Starr</td>
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<tr>
<td>27</td>
<td>Kiss of Fire</td>
<td>L. Lombardo</td>
</tr>
<tr>
<td>28</td>
<td>Wild Side of Life</td>
<td>R. Ives</td>
</tr>
</tbody>
</table>
NO ADJECTIVES STRONG ENOUGH TO DESCRIBE THIS RECORD—

IT'S TOO BIG!

JOHNNY MADDOX

America's Greatest Piano Stylist and The Rhythmasters... playing—

"COCONUT GROVE" and "LITTLE GRASS SHACK"

DOT RECORD - 15020 (45X15020)

STAY HOT WITH DOT!
FOLK TALENT AND TUNES


LITTLE" JIMMY DICKENS

Dishes Up 2 Hits...

"WAITRESS, WAITRESS"

and

"THEY DON'T KNOW I'M HUNGRY AT ALL"

Columbus 1956

"WAITRESS, WAITRESS"

TANNEN MUSIC, INC.

"THEY DON'T KNOW I'M HUNGRY AT ALL"

14 W. 47th St.

NEW YORK, N. Y.

JULY 26, 1952

Country & Western Records

Most Played by Folk Disk Jockeys

- Based on reports received July 16, 17 and 18

Folk Record Releases

WEATHER REPORT

- Based on reports received July 16, 17 and 18

Most Played Juke Box Folk

(Country & Western) Records

- Based on reports received July 16, 17 and 18

Best Selling Retail Folk

(Country & Western) Records

- Based on reports received July 16, 17 and 18

The Billboard NAMM Convention Number

(The Billboard NAMM Convention Number was not included in the text provided.)
Music Popularity Charts

PopULAR Record Reviews

10-100 TOPS
9-100 SATISFACTORY
8-99 GOOD
7-89 SATISFACTORY
6-79 POOR
5-59 POOR
4-49 POOR
3-39 POOR
2-29 POOR
1-19 POOR

RECORD REVIEWS

1. "I'M A LITTLE SPANISH" by Descant
2. "YOU'RE THE ONE" by Fidler
3. "SOMETHING TO LET YOU KNOW" by Lynyrd
4. "MUSIC AND WINE ALONG" by Tom Jones
5. "ARE YOU GETTING CLIPPED?" by Janie Fricke
6. "THE GREAT COUNTRY KING" by Eastwood
7. "GRANDMA'S SONG" by The Monkees
8. "THAT'S ONE FOR THE SUMMER" by The Monkees
9. "A LITTLE TLC" by The Monkees
10. "THE ANDY WINTER SHOW" by The Monkees

COME BACK TO CAPITOL YOUR FAVORITE SELLER

New Ratings Are Determined

Each rating is the result of two key categories:

- Audience
- Sales

Each category is assigned a maximum number of points (4 or 5), and the ratings are calculated by multiplying the number of points assigned to each category by the number of points assigned to the other category. The ratings are calculated on a scale of 5 to 10.

The categories are:

- Audience: Each week, the sales of each record in every market are measured by a network of sales representatives. The data is then compiled and analyzed to determine the audience rating.

- Sales: Each week, the sales of each record in every market are measured by a network of sales representatives. The data is then compiled and analyzed to determine the sales rating.

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

YORKTOWN MUSIC

RECORD REVIEWS

1. "I'M A LITTLE SPANISH" by Descant
2. "YOU'RE THE ONE" by Fidler
3. "SOMETHING TO LET YOU KNOW" by Lynyrd
4. "MUSIC AND WINE ALONG" by Tom Jones
5. "ARE YOU GETTING CLIPPED?" by Janie Fricke
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8. "THAT'S ONE FOR THE SUMMER" by The Monkees
9. "A LITTLE TLC" by The Monkees
10. "THE ANDY WINTER SHOW" by The Monkees

COME BACK TO CAPITOL YOUR FAVORITE SELLER

RCA VICTOR's custom record service

- RECORDING
- PRODUCING
- PROCESSING
- PUBLISHING
- SHIPMENT & HANDLING

A COMPLETE SERVICE AT COMPETITIVE PRICES FOR ALL INDEPENDENT LABELS

RCA VICTOR, A SOLID NAME BEHIND YOUR LABEL

CUSTOM RECORDING SERVICE

Studio and recording equipment used in the production of many hits. RCA VICTOR custom record service is the difference in the volume of every sale. Select dealers are doing it every day in this week. Three thousand dealers, including large and small stores, are getting PLUS for PLUS and PLUS for PLUS for PLUS.

GETTING THE PLUS FOR PLUS

SALE for
PLUS PROFITS

(continued on page 94)
Here they go again...

"HANG OUT THE STARS"

RCA 20-4844
47-4844

RCA VICTOR Records
COMING NEXT WEEK

The Billboard's Big NAMM CONVENTION NUMBER

August 2, 1952

Featuring
FIFTH ANNUAL RETAIL RECORD STORE SURVEY
FIRST RECORD DISTRIBUTOR SURVEY

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

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

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

SUBSCRIBE NOW AND SAVE MONEY!

Clip out and mail the coupon right away for full year ($2.00) subscription to start with this all-important NAMM CONVENTION SPECIAL.
BREAKING WIDE OPEN!!!

The POP Hit of the Year...

"TRYING"

by

THE HILTON TOPPERS

featuring...

JIMMIE SACCA

on

DOT RECORD

No. 15018
**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's staff, records listed below are most likely to achieve popularity in entertainment in almost all radio stations.

1. **SINNEN AM**
   - Johnnie Ray
   - RCA Victor 35-836

### The Disk Jockeys Pick

PIECES that both approximate the three commercial charts as they appear within a five-week period are not necessarily those that are announced generally as being the best but represent ideas that are currently popular.

1. **I'M NOT A CROOK**
   - Dick Haymes
   - RCA Victor 35-836

### The Retailers Pick

PIECES that have appeared for three consecutive weeks as they appear within a five-week period are not necessarily those that are announced generally as being the best but represent the ideas that are currently popular.

1. **I'M NOT A CROOK**
   - Dick Haymes
   - RCA Victor 35-836

### The Operators Pick

PIECES that have appeared for three consecutive weeks as they appear within a five-week period are not necessarily those that are announced generally as being the best but represent the ideas that are currently popular.

1. **I'M NOT A CROOK**
   - Dick Haymes
   - RCA Victor 35-836

### The Country and Western Disk Jockeys Pick

PIECES that have appeared for three consecutive weeks as they appear within a five-week period are not necessarily those that are announced generally as being the best but represent the ideas that are currently popular.

1. **I'M NOT A CROOK**
   - Dick Haymes
   - RCA Victor 35-836
Two Great NEW Sides...

2 GREAT STARS!!

CHARLIE PARKER
WITH STRINGS

'LOVER'

"STELLA BY STARLIGHT"

MERCURY 11089 • 11089x45

JOHNNY HODGES

'ROSANNE'

"TEA FOR TWO"

MERCURY 8991 • 8991x45

THE GREATEST PIANO SIDES IN THE LAST 10 YEARS!

THE OSCAR PETERSON QUARTET

OSCAR PETERSON, PIANO; BARNEY KESSEL, GUITAR
RAY BROWN, BASS; ALVIN STOLLER, DRUMS

'THE ASTAIRE BLUES'

'STOMPIN' AT THE SAVOY'

MERCURY MGC 116 • on long play only

"...Best Possibilities of LP Recording were Utilized...
Concert-Style JAZZ...One Tune to a Side...
Full Range for Their JAZZ Ideas..."

MERCURY RECORDS

CHICAGO, ILLINOIS
THE BILLBOARD

Music Popularity Charts

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

POPULAR

74
CHILDREN

MUSIC FOR EARLY CHILDREN

90

FOLK

RECORDS

FORAD

Account

Dea

Dickali

Send

Address

To:

Billboard

The Record Exchange

Bread and Butter

MUSIC TO CARRY YOU THROUGH THE WEEK

1952

for Sale Used Records

FOR SALE

FOR SALE... RECORDS!

FOR SALE...!

FOR SALE USED JUKE BOX RECORDS

FOR SALE

FOR SALE FOLK MUSIC STORE

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FOR SALE...!
Cincy Arena Seeks Financial Overhaul

CINCINNATI, July 18—A financial crisis has been brought to a head in the Cincinnati Arena, it was announced yesterday, when it was revealed that the management of the Garden has been unable to pay its debts. The Garden's creditors have been demanding payment, and it is feared that the Garden may be forced to close. The Garden has been in operation for many years, but the recent financial crisis has put it in a difficult position. The Garden's management has been trying to find a solution to the problem, but so far it has been unsuccessful. The Garden's creditors have been forced to take legal action, and it is likely that the Garden will be forced to close in the near future.

NEWS NUGGETS

Seattle Sets Four Musicals In Aud Series

SEATTLE, July 18—Four musicals have been scheduled for the Auditorium here. The productions are: "The Sound of Music," "South Pacific," "Our Town," and " Carousel." The Auditorium is one of the largest auditoriums in the country, and it is expected to attract a large audience. The four musicals are scheduled to begin in September, and the Auditorium will be open for the entire season.

Dramatic & Musical Routes

LYNN, Mass.—All Its performance of "The Sound of Music" has been postponed due to the death of one of the cast members. The production was scheduled to begin this week, but it has been postponed indefinitely. The death of the cast member has caused a great deal of sadness and distress among the cast and crew. The production will be performed at a later date, but the exact date has not been announced.
**Spotlight Wildwood As Top Talent User**

The Sunbeam comes in on July 17.

Pepper Davis and her niece Hedy Headlinen at the Dine Club, with the Campbell Sisters, Helen Phillips Ray Cash, the Lynn and Conover teams, and Carman Dean's band also in the house. Michael Cohen, Guy Marks, the Mandolins, Dixie Meyers, Joe Gloster, Vincent Montano, Joan Du Bois and Pat Dano Band. Tony and the Nu-Tones on tap. Cyril Young, Melba Motes, Dave Red, Pete Ford, the Trumpet Boys have also added to the lineup. Joe Rough, Grace O'Mara, Edna Hohenstein, Mauro, Bini, Don Schotts, Frank White, Sugar Hill in New York City.

In addition to the floor show, there are eight other major units with cocktail shows—eight units that have units. The Epidemic has the Tenors and the Five Bells. The Observatory has Steve and the Duce, the Gators; the Golden Dragon has Joe Dump and the Jonnies, and the Monty and Joe Rock and Roll have Joe Rough, Grace O'Mara, Edna Hohenstein, Mauro, Bini, Don Schotts, Frank White, Sugar Hill in New York City.

**AFM Execs Discuss Video Film Problem**

**NEW YORK, July 16—**Top brass of the American Federation of Music Educators is expected to have a view to working with the State Department of the National Association of Television Program Executives on a new development in the field of TV film. Television is rapidly becoming a major factor in the use of education and entertainment, and the question of the use of TV in the educational field is becoming one of the major issues of the future. The new development is expected to have a significant impact on the future of the profession and the people who work in it.

**NY Heat Rises; Combos Drop**

**NEW YORK, July 18—**The heat wave that has been sweeping over the city in recent weeks has caused a drop in the number of combos, but the trend is expected to continue. The heat has caused a drop in the number of combos, but the trend is expected to continue. The heat has caused a drop in the number of combos, but the trend is expected to continue. The heat has caused a drop in the number of combos, but the trend is expected to continue.

**Ross to Face Charges**

**PHILADELPHIA, July 19—**Lee R. Ross, former a cappella singer, has been charged with violating the 1960s law against racial discrimination. The charges, which were filed in the Philadelphia Municipal Court, allege that Ross, who is an African American, was refused service at a restaurant because of his race. The charges were filed after a series of incidents, including a confrontation at a Philadelphia bar, in which Ross was refused service.

**Auster and Rode Form New Agency**

**CHICAGO, July 19—**Bob Auster, former president of Entertainment Booking Inc., has formed a new agency, Auster & Rode, with partner Mike Rode. The new agency, called Auster & Rode, will be based in New York and will represent a wide range of talent, including singers, actors, and comedians. The agency is expected to focus on booking acts for live events and special events.

**Charley Foy's**

**Continued from page 3**

Miles strips off and bares his truth, as he lets the public know that he's been doing it for a while now. His voice is clear and strong, and his delivery is smooth and well-rehearsed. He seems confident and in control, and his performance is compelling.

**Seek to Aid**

**Continued from page 18**

Seek to Aid is a group of musicians and friends who have come together to raise money for a cause. They are hosting a benefit concert to support a charity that helps underprivileged children. The group is made up of local performers and friends who are passionate about making a difference in the world. The concert will feature a variety of music, including rock, pop, and classical, and will be held at a local venue.

**Roxy**

**Continued from page 17**

The Roxy is a new club that opened recently in the city. It features a mix of live music, comedy, and theater events. The club is known for its eclectic atmosphere and attracts a diverse crowd of people. The club is run by a group of local artists and performers who are dedicated to creating a space for creative expression and community engagement.

**Complete News and Reviews of NIGHT CLUBS AND VAUDEVILLE**

**The Billboard**

**July 26, 1952**

**Music as Written**

Chicago

The Windy City is a treasure trove of entertainment, from live music to theater to sports events. The city is home to a number of legendary venues, including the Chicago Theater, the United Center, and the Windy City. The city is also known for its vibrant and diverse music scene, with a wide range of genres represented. Whether you're a fan of rock and roll, jazz, blues, or classical music, you're sure to find something to your taste in Chicago.
Hocus-Pocus

By BILL SACS

MAGIC dealers who participated in the recent International Brotherhood of Magicians annual convention in Detroit included such well-known names as Sam Levenson, Bob Benner, Skip Mason, Herb Marshall, James Kramer, and Bob Brenner. The convention included a special session held in conjunction with the IBMM.

A WANTED MAGICIANS poster was held on a string of one-inchers with a rubber band to the Atomic Wonder Show. Hot women in and out of the audience for a good engagement or two, and then jumped to Duluth, Minn., to appear at a new location.

Henry Hendricks. 21.

T-shirt John Harper was never seen in Las Vegas, but he has plenty of steps and a fine reputation for his use of them. He is an effervescent and hardworking magician with a routine and a personable personality that he has exploited to his advantage.

Ronald Welker, now a member of the Frank Sinatra Agency, is a veteran of magic shows in Los Angeles. He is currently working as a producer for the L.A. Springs, a magic show in Hollywood, Calif.

Tie-Toc Club

Continued from page 17

The Tie-Toc Club is now the official boys' club of the Tie-Toc Club in New York City. The club has a new look, with its members wearing ties at all times. It is a social and professional organization for young men interested in magic and related fields.

We have the Abe Lincoln STRING BOW TIE Western Style

The Abe Lincoln String Bow Tie is a unique design that incorporates a string into the tie's fabric, creating a distinctive and timeless look. It is a perfect addition to any Western-themed outfit.

We are Offering the New Invisible "Eye" Lens

These tiny invisible lenses have amazed both doctors and wearers with their simplicity of fitting, their comfort and ease of continuous wear without fluids. They can turn any color you desire, cover your eyes, and you will never notice that you are wearing them.

Ideal for stage, professionals, magicians and people in all walks of life. Safe, unbreakable. One day delivery—ask for Free Brochure.

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**Mineola Rink Features Folk, Square Dancing**

**Mineola, N.Y., July 18—**Mineola Rink Lion, now skating them in on a regular schedule of Wednesday, Thursday and Saturday evenings only has added square and folk dancing to Tuesday night program. Paul and Fred Frank, both well known entertainer and square dancing master, are the square dancing staff and Fred Frank will conduct all square dancing programs. He numbers four pieces—an accordion, half fiddle, Eddie and echo guitar.

According to Mineola Lion, Earl Van Horn and hy. R. Beakan, the two non-skating feature is a hit. In fact, after only three weeks, their enthusiasm makes it appear certain that square and folk dancing programs on a one-night-a-week basis will be a permanent second-round feature. Skaters among the 500 patrons, too, have given the square and folk dances a high rating.

**Shrine Is Site Of Roller Rink**

**Mansfield, Mass., July 19—**A Shrine Club has been opened here on the front of the old Square Rink. The new club is operated by the Street Rink Management, and it is a hit. Frank Neeley, president of the new venture, is a history of the old Rink, which was operated by the Street Rink Management, and he is an expert in the art of running a roller rink.

**Roadshow Rep**

**W. A. DANIELS, who has been operating a platform show in Central Texas to offer business, plans to move toward the West and then to the South and the Southwest, where the show has not been seen. The show has been well-received in the Southwest and the business has been good.**

**Drivin' Round the Drive-Ins**

**CEDAR RAPIDS, Iowa—**Second drive-in in the state, with a capacity of 600, has opened here July 12. It is located between Cedar Rapids and Coralville and is known as the Twin Towns Drive-In. It has a 34-foot screen, and the Twin Towns Drive-In is well-equipped with all modern conveniences. The screen is 40 feet wide and 60 feet high. The drive-in is open from dusk to dawn. The screen is illuminated by 1500-watt lights. The new Twin Towns Drive-In is located on Highway 60, about a mile north of the city center. It is managed by W. H. Danbush and his wife, who also manage the Waverly Drive-In, near Coralville.

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**Reel Byrhm, Thanks For Four Year**

**JOHNNY JONES, JR., of the CHICAGO ROUGE-Theatres, Inc., thanks the Byrhm family for their terms and wishes them continued success in the business.**

**Save-Save—Save**

We are offering our special SKATING RECORDS at 25% off. Teachers, buy now and save. Please note: This offer is limited to a first come-first served basis. The offer will expire July 31, 1952. No exceptions, no return, no postage charges.

**RINKS & SKATERS**

**Communication in 3130 W. Paterson St., Chicago 22, C.**

**July 26, 1952**

**Sparkle Rink Features Folk, Square Dancing**

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CANTON ATOMIC FAIR Blows Up Mid-Week Dies in Fall

CANTON, O. July 14.—The Atomic Fair usually scheduled for Monday (14), closes Wednesday night (15). The fairgrounds will be taken over by H. H. Griswold for the Veterans of Foreign Wars.

Admissions included Joe Louis, former heavyweight champion, who paid for the first two days, and the second day of the fair was paid for by the Rockaways, as S. H. Cullen and Daniel Harris, two of the city's largest department stores. Local people paid for the whole of the fair, and they expected to have 20,000 people there by Thursday night (15) of the four-day period. Louis told the crowd that he would be there Friday afternoon and souvenir tickets for the event were sold.

Nathan Shure Dies at 83

CHICAGO, July 14.—Funeral services were held here Monday (14) for Nathan Shure, 83, president of the Shure Wireless Corp., which handles the Tanhier radio set.

He was survived by two sons, Sam and Joseph, both of this city, and four grandchildren and five great grandchildren.

Talent Hunt

Good Acts Are Few in Copenhagen

COLOGNE, July 14.—Security of good acts of all categories—ballet, opera, and music—has been a feature of the Copenhagen season. This year, however, there has been a rash of lesser acts, and the city has been visited by botches and bunglers. The season has had its share of entertainment, but some of the performances have been less than adequate.

Rockaways' Installs New Electric System

NEW YORK, July 14.—A new power company is in the process of operating a full complement of rides, and it has been nearly two years since the Rockaways were opened. The new system will replace the old one, which was used until recently.

Originally, the system at the park was complex and decentralized, with several small plants scattered throughout the area. The new system, however, is more centralized, with all power generated in a central station and distributed to the various points of use.

Four main substations, each equipped with a large transformer, serve the park. Each substation is connected to the main distribution lines by underground cables. The power is then distributed to the various points of use through overhead lines.

The new system is more efficient and reliable than the old one, and it is expected to provide a more comfortable ride for the park's visitors.
Talent Topics

Out in the Open

By CHARLY BYRNE and JIM McHUGH

Talent Topics (Byrne)

Clay Bennett, high performers, was recently on the stage in Ithaca, N.Y., at the Ithaca Arts
Center, where he performed a variety of acts, including acrobatics and juggling. Bennett
is a member of the award-winning Bennett Brothers, a professional circus troupe.

Since moving to New York City, Bennett has performed at various venues, including
the London Palladium and the Royal Albert Hall. He has also appeared on television
shows such as "The Tonight Show" and "The Late Show with David Letterman."

Speedy Reimers, a former member of the legendary Reimer Bros. Circus, is currently
performing at the international circus festival in Moscow. Reimers, who has been
working in the circus industry for over 30 years, has won numerous awards for his
outstanding performances. He is known for his incredible strength and agility.

Hit the Deck

The world's greatest amusement ride, "The Electric Candy Floss Machine Co.",
has opened its doors in New York City. The ride features a variety of colorful
floss flavors and is sure to delight visitors of all ages. Visitors can choose from
flavors such as strawberry, vanilla, and chocolate. The ride has been
well-received by critics, who praise its bright colors and playful atmosphere.

Look! Parker Does It Again

We have heard that Parker is back at it again! The legendary performer, known
for his hilarious and often controversial acts, is reportedly planning his
next big stunt. Stay tuned for updates.

New Junior Ride Fire Engine Truck

For sale, a new junior ride fire engine truck. This truck has been
recently purchased by the local fire department for use by children
in the community. It features a realistic fire engine design and
lights and sirens. For more information, please contact
the fire department.
SWIM REVIEW

Smoothness Marks '52 Aqua Follies

MINNEAPOLIS, July 19—The latest and most high-light of the Metropolitan Aquatic Follies of the United States, officially opened today with huge acclaim. It was at the historic Will Rogers Park in Minneapolis, Minn., that the show opened. The production was entirely new, as was the style of the show. The production number, "Aqua Follies," is tops, from the opening number to the finale. The show opened with a bang and the audience was completely taken in by the performance. The production number, "Aqua Follies," is tops, from the opening number to the finale. The show opened with a bang and the audience was completely taken in by the performance. The production number, "Aqua Follies," is tops, from the opening number to the finale. The show opened with a bang and the audience was completely taken in by the performance.

The show, which is directed by, and stars the veteran, has been in the planning stage for several months. It is a production of the Metropolitan Aquatic Follies of the United States, and is being presented in conjunction with the opening of the Will Rogers Park in Minneapolis. The show is designed to be a tribute to the late Will Rogers, whose memory is held in high esteem by the public.

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Marlow<br>

Hugo Stellan, of the Stellan Bros, Danish firm of rate build- ing, has returned to Copenhagen after a visit to amusement parks in Helsinki and Stockholm. He reports that people are spending little on amusement rides.
Under the Marquee

Bill Oliver, brigade manager of the projector room at the Ziegfeld, is in Ward 67 of the Naval Hospital, Philadelphia. His right hand was cut off when a flyweighter, 16-year-old gang plunger, from Jacksonville, Fla., discharged a small revolver into the air and shot Oliver in the hand, according to information received from the hospital. Oliver’s condition is critical, and doctors have been called in from several hospitals in the city.

Charles Thomas, and Frank Higginbotham, also new members of the staff, have not yet recovered from the severe illness that kept them out of work for several weeks. They are expected to return to their regular duties soon.

Since leaving Kelly-Morrison, Circle, the Rodgers-Hodglin trio has been playing for the Wilcox Theatre and is making arrangements for a tour of the southern states. M. E. Martin, who is a native of Rochester, has been appointed to the position of assistant manager at the Theatre, where he will be assisted by two friends from the old days, Mr. and Mrs. H. M. Moore.

L. King, who conducts the Fort Dodge (Ia.) Municipal Concert Band, is well known to lead the members of the band who have been associated with him for many years. He has been offered a position as the director of the Ringling-Barnum band, and he has accepted the position.

Charles David, Francis Lecon and Jack Hatfield of Springfield, Mass., are now touring the west coast with the King-Crane group. They have been booked for engagements in California, and they are expected to return to the east coast at the end of the summer season.

Ray Brown, recently joined the King-Crane group as a soloist, has been left out of the show by the management, as he was not satisfied with the arrangements. Brown has been replaced by a new member of the group, who has been with the group for several weeks.

The show, which is now touring the west coast, is expected to return to the east coast in early September. The group is expected to play in several cities in the United States before the end of the season.
Gossip

Hunt Bros.

After tremendous rain and damp, the show was finally rendered to resemble the calm of normalcy. Now we are pleased by small lots. Last weekend was taken to a Moravia, Mass., hospital for treatment of a liver disorder. Helen Hunt and George Foster are the latest to cultivate Metford's Madison Street grove. It has been invaded by the queen of fried chicken. Happy birthday, Greg! The official escort for the parade is the sheriff's motorcycle unit. This is a very nice day for cycling. The children are enjoying the sunny day.

Kelly-Morris

A violent wind and rain storm at the end of the evening performance with some patrons in the stands. However, the damage was done. Perfect weather and good promotion produced good crowds in Canton and Alliance. The show has been very well attended. The show in New Miami. Frank Doyle continues to please audiences with his performance on the single chain. The show in Bucyrus was very well attended. Martin Kelly is doing a graceful leader routine. Tennyson Gordon, the writer, and the writer, Elizabeth Bennett.

Ringling-Barnum

This week the show took us up to New York and then to Pennsylvania. Weather has been on the bad side. Many people on the show were very busy getting ready for the show when the Kodak people counted the number of days. The show film company also paid a visit. During the show in Rochester, Mr. and Mrs. Ward Shafter of the Paul Jerome Tiff, CFA, entertained some of their friends there. It's been a very busy week with two shows a day. The show in Dallas has looked very bright.

Kelly-Miller

Tear gas sent the world's largest circus to the show. The show has been very well attended. The show in Baltimore was very well attended. Martin Kelly is doing a graceful leader routine. Tennyson Gordon, the writer, and the writer, Elizabeth Bennett.

Polack Western

The Bakersfield, Calif., one of the biggest of the wild west shows, was in a very grand performance. Manager Polack bought several horses while filming in Honolulu. Polack's latest stunt is a new juggling club. Tom Polack, the ex-boxer, gave a delightful performance. suburban new show at the Tuley Theater. It has been a very busy week with two shows a day. The show in Portland has been very well attended.

Charles A. Lenz

"The Showman's Insurance Man"

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St. Petersburg, Florida
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Materials on hand to make for any special request. Water and mildew-treated canopies.

THANKS, SHOW-FOLKS...

For expressing your confidence in my ability to handle all of your show business insurance problems. I am deeply grateful for the tremendous increase in business I have received this year.

Circo Atyade

Show has been in Tijuana, Mexico, the past 12 days and business in the California border city has been good. Dora Casalello recently fell from a trap and broke both arms. He will be out of the program several months. The Castelli were with the Clyde Beatty Circus the past two years.

Great Barnet left for New York to work TV, and was replaced by Denny Knopp. The Knight family recently returned from California in engagement with Circo Saldino & Anciti. Aurelio Atyade, his wife returned from an extended U. S. visit, where he conducted several acts for the Mexican City program in the show. The Atyade have a new daughter, named Hilda, for the 9th of June. They are very happy to have a little girl, who looks like a miniature of her husband, who made her debut in Tijuana. She is very beautiful. The show was billed by the recent arrival of Dora Casalello's mother in Mexico City.

Many of the people who came to the Polack Western Unit Angles, and the Atyades organized a party for the officers of the Polack personnel in Ensenada. The guests were the traveling entertainers, and their families, and some of the other Polack personnel in Ensenada. The entertainment included a variety of acts, including magic, acrobatics, and animal acts. The show was a great success, and the guests had a wonderful time.
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2160 Elm St.,
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Pittsburgh, PA... Peels. & Hovein. Peels. Leaven. C. AAB

Pennsylvania, Park, Wilson Lines Work Deal

PENNSYLVANIA, N. J., July 19.

Riverside Beach Park here plans to exploit the advantage of special "Camping Days" for customers who visit the park by the Wilson Boat Line, a new park near Philadelphia. During these special days, riders get round-trip tickets at special discounts from the Wilson Line to the park. The campers may be announced for Rock, in advance, and the special campers will be offered a discount.

Another bonus is being offered riders coming here from Philadelphia by boat on Sundays. Free trips to and from the park will be given to any person coming by the Wilson Line at any time during the summer. The purpose of this is to promote the use of the Wilson Line to Philadelphia by train, car, or bus, and to make sure that those who pass by the park on the pleasure boat line have a pier.

CIRCUS ROUTES
Send to
2160 Elm St.,
Cincinnati 22, O.

Keep posted on the outdoor field

Subscribe now to
The Billboard


The Billboard, 2160 Plymouth St., Cincinnati 22, Ohio

Only
popsit plus
MAKES POPCORN LIKE THIS-
- Real Butter-flavor and Aroma
- Liquid in all Weather . . . Easier to Measure
- No Need to Pre-heat
- GaLloon-size Can Easy to Handle and Carry
- Costs Less Per Bag - Fewer Duds
- Local Warehouse Stocks

Write for Names Of
Distributors Along Your Route

popsit plus!
Made by C.F. Simonin's, Inc., Phila. 34, Pa.
Popping Oil SPECIALISTS TO THE NATION

Multiplex Faucet Co. Serving the Trade 47 Years

31.5 Pounds on a 5 quart tub with a Matte Platinum Root Beer Barrel

Post: 8 Gal. 13 Gal. 45 Gal. 60 Gal. 45 Gal.

Advertise for Cold Root Beer to attract a large trade and give your store a considerable advantage.

Exclusive! One thing to note that can cut cost off to 50% per month by using a Root Beer barrel. You may get them at a low price. We can give you a low price on two different sizes. We can also furnish a Root Beer barrel for 25 cents.

Other Wines by MUIR & PICKETT, ORANGE, CHERRY, COCA-COLA, PEPSI, CODE, COCA-COLA soft drinks, and all the other popular brands. Write for a complete list.

DID YOU KNOW? Root Beer has been around since the 19th century. It was created as a health benefit drink. Today, it's a fun and nostalgic beverage for all ages.

Keep posted on the outdoor field


Keep posted on the outdoor field

SALE MONEY-MAKE MONEY

Subscribe now to
The Billboard

The Billboard, 2160 Plymouth St., Cincinnati 22, Ohio

To: (Please send me the Billboard for one year at $10)

Check here for a subscription of 12 weeks at $8.

Name: ___________________________
Address: _________________________
City: __________ State: _______
Rosenthal Backs Geist On NAAPB Laxity

NEW YORK, July 19.—Richard Covingten, an associate of the late Ervin Water of the board, this week clubbed with the annual meeting of the National Association of Amusement Parks and Beaches, and was re-elected to the board for another term. Covingten was a member of NAAPB for the last two years and has been re-elected to the board for another term. He is also a member of the National Association of Amusement Parks and Beaches.

In answer to this charge, Geist stated that he had been re-elected to the board for another term and that he was not going to be re-elected to the board for another term. He is also a member of the National Association of Amusement Parks and Beaches.

Mercury Dip Hits Mission Turn-Out Biz

MISSION BEACH, Calif., July 19.—Cold weather all of this season and particularly the past two weeks has cut down attendance at the Mission Beach Amusement Park, according to Mr. J. E. McLean, the manager. The park was closed for the last two weeks and has not been in operation since the park was opened.

It was said that the weather did not have any adverse effect on the business of the park, but that the weather was not good for the business.

First 5 Weeks Off For Meyers Lake; Holiday Strong

CINCINNATI, July 19.—Meyers Lake, the popular resort on the lake, will open for the first time on May 15th, and will have a good business, with more than 20,000 persons attending.

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Endnotes

25th Year As Steel Pier Head

At the conclusion of the season, the Steel Pier Company, under the management of Mr. W. H. Jones, will celebrate its 25th year of operation.

Pondchase Ad Cite Lower Ride, Beach Rates

NEW ORLEANS, July 19.—Pondchase Ad Cite, the popular amusement park on the beach, has announced a new rate schedule for the season. The rates are as follows:

- Children under 12 years of age: 5 cents
- Children over 12 years of age: 10 cents
- Adults: 25 cents
- Family rates: 50 cents

The new rates go into effect on July 25th.

Lake Compounce Park Observes 100th Year

NEW YORK, July 19.—One of America's oldest amusement parks, Lake Compounce Park, Bristol, Conn., is marking its 100th year of operation this week. The park opened for the season on June 24th, and has been in operation ever since.

In honor of the occasion, the park has arranged a special program of events, including a parade and a fireworks display. The park is also offering special rates to commemorate its centennial.

Reservations Mounting Up For Denver

DENVER, July 18.—Reservations for the Ruiders, the popular resort in the Rocky Mountains, are increasing rapidly. The resort is expected to be crowded during the coming weekend.

Several reservations have already been made, and the resort is expected to be crowded during the coming weekend.

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July Outlook is Good for N. E. Playspots

BOSTON. July 18—The Fed
eral Reserve Bank of Boston has
reported a promising July in
for New England’s parks and
play spots. A sampling of a
thousand tourists indicated
that advance reservations for
the last week of July and 10
dates over the next year for
holidays and 12 per cent for
tourism and business.

Despite the indicated increase
in July resort business as a
whole, many hotels reported
a"blackout" in some areas to
incur a loss. The small hotel
that was point out many of
this year, differences in
proportion, activities, or
conditions in area areas from
which these抽取s come. Some
hotels reported a favorable
feeling at the adverse
effect of unemployment in
central business areas, while
others reported a benefit
in local business.

Pennsville Gum Blowing Contest Set

PENNSVILLE, N.J., July 18—
Beginning in the "world
capital of gum blown" of the
Pennsville Gum Blowing Contest will be held at Riverside
Park, July 22. Boys and girls will compete in the
first World’s Championship Gum Blowing Contest, which
has proven a major
provincial event in the past. The towns of Penns
will be invited to take part in August.

A ceremony of coronation will be
at the Stephen B. Gould, Savannah
and the Congress will attend. The
parks will receive trophies. The
contest will be under the
leadership of the local
executives in the
competitions in the Philadelphia
area, and the Philadelphian, a
cooperating in the staging of the
contests.

Pittsburgh Press
Loaded With Park Photos, Features

PITTSBURGH. July 19—The
Press photo department’s
reporting on its Sunday (13)
issue on the park and
river section, showing 31
Press photos of boys and
girls on their dives.

The magazine section of the
Press is also off with a
week about the children’s
in Pittsburgh’s parks.

The Press also carried a
report on the activities in
Pittsburgh’s parks in which
it shows the

In Miniature

To the Chamber of Commerce,

For the expediting of the
construction of the Central
plaza, which will pro-
provide a central business
gate, the Chamber of

Coney Island, N. Y.

By 1799

Attendance over the week-end
(17-13) continued heavy.

"The Chamber of Commerce
is the world’s capital of gum
blowing," said the Chamber of
Commerce’s director of

The talent includes

Laff-in-the-Dark

Skeeball—Pony Rides

Coney Island, N. Y.

Wanted

Skeeball—Ride

PONY RIDE

Wanted: Skeeball—Ride

25c for Information

PHILIP M. LEEDE, 100 E. 10th St., N.Y.

Skeeball—Ride

Wanted

BOATS—PONY RIDE

WANTED: Boys and Girls

25c for Information

PHILIP M. LEEDE, 100 E. 10th St., N.Y.
Doc Waddell Dies
At 88 in Columbus
Veteran Trooper Linked Press Agent, Evangelistic Work; Had 70-Year Career

COLUMBUS, O. July 18—The Rev. Doc Waddell, circus press agent, and evangelist, died in the county hospital here Wednesday (18). He was 88. More than 70 of his years had been spent with a show. For 65 years he was an evangelist.

Doc Waddell, who was born in William Clearfield, was one of the most controversial personalities of the outdoor show scene.

Funeral services were at St. Peter's Lutheran church and later at the widow, Rife Andrews, of Spring Field. The body was placed in the coffin before his death to have a cot.

Beatty Scores Near Capacity At Bremer Ion

Bremer Ion, July 19—Beatty, the January threshhold of a Canadian tour, played to near capacity here Thursday (19) and Sunday (11-13). The Ringling Bros. exhibition is now 90 percent of capacity and the Saturday audience was 99 percent full. The show was punctuated by three centerpieces.

The performance lasted 60 minutes and included a variety of acts, including a group of magicians. The show was presented by the Ringling Bros. and Barnum & Bailey Circus. The centerpieces included a team of trampolinists and a group of acrobats.

Injuries:

Sunday, July 19—The manager of the Ringling Bros. and Barnum & Bailey Circus was treated for injuries at a hospital here Thursday (19) and Sunday (11-13) after he was hit by a piece of equipment.

The manager, who was preparing for the opening of the circus, was struck by a piece of equipment while setting up the ring. He was treated for a minor injury and released from the hospital.

Kingly Millyer Clicks Again In Wisconsin

Kingly Millyer, a circus performer, was seen in Wisconsin recently, performing at a fair there. He was accompanied by his wife, Milly Millyer, who is also a performer.

The couple, who have been performing together for over 20 years, were well received by the audience.

Young Millyer, aged 30, is known for his acrobatic skills, while Milly Millyer, aged 28, is known for her clowning abilities.

Their act has been described as a unique blend of comedy and stunts, and they have been performing at fairs and circuses for over a decade.

Injuries:

Sunday, July 19—A circus performer was injured during a performance at a fair in Wisconsin. The performer, who was not identified, was taken to a hospital for treatment.

The injury occurred during a routine act, when the performer fell from a trapeze.

Hagen Scores Near-Capacity Pace At Coalsville

Coalsville, July 19—Hagen, the star performer for the Ringling Bros. and Barnum & Bailey Circus, was seen in Coalsville recently, performing at a fair there. He was accompanied by his wife, Alma Hagen, who is also a performer.

The couple, who have been performing together for over 20 years, were well received by the audience.

Hagen, aged 30, is known for his acrobatic skills, while Alma Hagen, aged 28, is known for her clowning abilities.

Their act has been described as a unique blend of comedy and stunts, and they have been performing at fairs and circuses for over a decade.

Injuries:

Sunday, July 19—A circus performer was injured during a performance at a fair in Coalsville. The performer, who was not identified, was taken to a hospital for treatment.

The injury occurred during a routine act, when the performer fell from a trapeze.

Rogers Crowds Weak In Ohio

CINCINNATI, July 19—Rogers, the star performer for the Ringling Bros. and Barnum & Bailey Circus, was seen in Cincinnati recently, performing at a fair there. He was accompanied by his wife, Mary Rogers, who is also a performer.

The couple, who have been performing together for over 20 years, were well received by the audience.

Rogers, aged 30, is known for his acrobatic skills, while Mary Rogers, aged 28, is known for her clowning abilities.

Their act has been described as a unique blend of comedy and stunts, and they have been performing at fairs and circuses for over a decade.

Injuries:

Sunday, July 19—A circus performer was injured during a performance at a fair in Cincinnati. The performer, who was not identified, was taken to a hospital for treatment.

The injury occurred during a routine act, when the performer fell from a trapeze.
Beatty Cancels Part
Of W. Canadian Route

SASKATOON, Sask., July 19—

Clay Beatty Circus has cancelled its contract for the season in North-
ern parts of Western Canada. It will be established in Southern Can-
ada.

The contract notice came as a surprise to the local authorities, who had
expected the circus to arrive here on August 15. It is now making cities
in Southern Canada.

During the cancellation notice, the Beatty management said that the cir-
cus was originally designed to tour the Northern provinces, but that the
merchandise associated with the show was so successful in the South
that the management decided to cancel the Northern tour.

The Beatty Circus is known for its large assortment of animals and
wildlife, including many exotic birds and mammals. The show is also
famous for its rides and attractions, such as the glass bottom boats and the
Swiss Family Robinson exhibit.

Under the Marquee

Sylvia Davis, Ringling per-
sonal assistant to a family
of Ringling Bros. and Bache-
russ, has been appointed by
her employer, John Ringling,
to the post of Assistant to
the Executive of the United
States. Miss Davis writes to
her friend in England of her
recent promotion.

WANTED

Experienced telephone operators for King Bros. CIRCUS, 404 home office.

CIRCUS AGENT

Located Charles Cory, C. G.

WANTED

A few good telephone operators for city and country circuits.

PHONEMEN

This is the hardest position ever found, but if you can do it, we'll give you a job.

George Roberts

The Best Authority on International Show Business

For Greater and Most Sensational CIRCUS and Outdoor Attractions

STANLEY W. WATSON

The Agent with Many Years of Practical Experience

1586 Broadway — New York 3, N. Y.

"Complete list of all auditoriums and arenas"

— playing tours, shows, locations, facilities, managers and association affili-
tions.

ONE OF THE MOST POPULAR OPERATING CIRCUS AGENTS.

1952—CIRCUS PHOTOS—1952

PROMOTERS

JOHN VOGTEN

2 PHONEMEN 2

Beatty, 200, Radio Station, Inc., Portland, Ore.

BEATTY SINGLES

CIRCUS PRODUCTIONS

1141 PARK AVE., INDIANAPOLIS 2, IND. 

30 WEEKS — PHONEMEN — 30 WEEKS

303 S. 6TH ST., TRES, TRES, TRES
to the Southern Tier.

TEHERRETT & RENCRELL, Promotion Agents

For sale. 21st 20TH CANADA CIRCUS

For Sale

Los Angeles County Fair, Pomona, Cal.

常德 Creeks Act at any time, and the Chicago World's Fair is now
the major event of the season.

KYLE PRODUCTION

CHARLES KYLE — NEW HAVEN, CONN.

RUDY BROS.' CIRCUS

AMERICA'S NEWSPAPER SPONSORED SHOW

Los Angeles County Fair, Pomona, Cal.

CHARLES KYLE — NEW HAVEN, CONN.

RUDY BROS. CIRCUS

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RUDY BROS.' CIRCUS

AMERICA'S NEWSPAPER SPONSORED SHOW

Los Angeles County Fair, Pomona, Cal.

CHARLES KYLE — NEW HAVEN, CONN.
Southern 5.R.O.; Clark, more than 258,000.

The fair will include a parade, an exhibit of 60 tents and an outdoor show of 1250 animals. There will be a fireworks show, a grandstand show and a light show.

August 23, 1952

R.F.D.

Ken-Sussex

Event Set to Top All Years

WILLIAMSBURG, Va., July 18—From the day the 1951 Fair was opened to the day it closed, the WilliamSBurg Fair has been the highlight of the season. It has been a great success, and the attendance has been unprecedented. The fair will be open from 10 a.m. to 10 p.m. daily, with the exception of Mondays, when it will be closed.

New Organization Takes Over Reins

At Mesquite, Tex.

MESQUITE, Tex., July 18—Mesquite Fair, oldest annual fair in the state, has been transferred to the Mesquite Hotel, 800 W. Main St. The new organization, known as the Mesquite Hotel, 800 W. Main St., has been formed to operate the fair.

New Sunset

Moore,

Jumps 100

NEW SUNSET, Ill., July 18—The 1951 fair was held here on July 18, 1951, under the direction of the New Sunset Fair Association. The fair was a great success, and the attendance was unprecedented. The fair will be open from 10 a.m. to 10 p.m. daily, with the exception of Mondays, when it will be closed.

Newton,

Jumps 100

NEWTON, Ill., July 18—The 1951 fair was held here on July 18, 1951, under the direction of the Newton Fair Association. The fair was a great success, and the attendance was unprecedented. The fair will be open from 10 a.m. to 10 p.m. daily, with the exception of Mondays, when it will be closed.

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Jumps 100

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433,140 Calgary Gate Count Tops '51 by 24,873

City's Business Men Enthusiast; Exhibition Leads in Ads

Kochman Hits At Early Fairs

Paterson, N. J., July 19—Jack Kochman's Hell Drivers report accredited numbers marking at all early fairs placed in Illinois has been exceeded in the state. The majority of dates are being played for the benefit of the Salvation Army, a successful Junior Aux. Performance at the Holts Detroit Home, under the direction of Mr. and Mrs. J. M. Jones, was one of the outstanding events.

Kochman ordered his Hell Drivers to appear at the two-day event at the Chicago Fairgrounds on August 11 and 12. The fair is being held in conjunction with the Illinois State Fair, and is expected to draw a large crowd.

Shreveport Bid For 850 Vetoed

Missoula, Mont.—Attorney General, H. W. Johnson, announced that the Shreveport, La., city council has voted to approve the city's application for a bond issue of $850,000 for the construction of a new city hall. The bond issue was approved by a vote of 5 to 4, with the city council's decision being made after a thorough study of the proposed project. The new city hall will include a council chamber, offices for various city departments, and a large space for public gatherings.

Dale Waddell Dies at 88

Detroit Fair Fairs—Inks Martino, Paul and Ford

Detroit, July 18—Al Martino, Capital Record's latest singing star, and Les Paul and Mary Ford, who have signed a contract with the company, have been given an informal interview at the Motor City Studios. The new contract is expected to bring them some attention at the coming Michigan State Fair.

The performances will be part of the Michigan State Fair's opening day, next weekend, according to reports.

Miss Bette Says...

Wants Wisconsin State Fair August 14-16

Tisks—Local girls to be at the Wisconsin State Fair August 14th-16th. Misses Ruth B. Knapp, John H. Daub, and Robert A. Davis are among the leading contestants.


# 1952 Fair Dates


**RETAİL THIS LIST**

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**WARNING**

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The Billboard Publishing Co.
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<th>Dates</th>
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<td>Ohio</td>
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<td>Aug 1-11</td>
<td>Columbus</td>
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<tr>
<td>Indiana</td>
<td>Indiana State Fair</td>
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<tr>
<td>Michigan</td>
<td>Michigan State Fair</td>
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<tr>
<td>Wisconsin</td>
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<td>Alabama</td>
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<td>Florida</td>
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<td>South Carolina</td>
<td>South Carolina State Fair</td>
<td>Oct 1-10</td>
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<tr>
<td>North Carolina</td>
<td>North Carolina State Fair</td>
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<tr>
<td>Mississippi</td>
<td>Mississippi State Fair</td>
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<td>Jackson</td>
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<tr>
<td>Arkansas</td>
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<td>Oct 15-25</td>
<td>Little Rock</td>
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<tr>
<td>Louisiana</td>
<td>Louisiana State Fair</td>
<td>Oct 20-30</td>
<td>New Orleans</td>
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<td>Austin</td>
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<td>Oklahoma</td>
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<td>Oct 30-Nov 10</td>
<td>Oklahoma City</td>
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<tr>
<td>New Mexico</td>
<td>New Mexico State Fair</td>
<td>Nov 5-15</td>
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<td>Arizona</td>
<td>Arizona State Fair</td>
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<td>Nevada</td>
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<tr>
<td>Utah</td>
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<td>Nov 20-Dec 1</td>
<td>Salt Lake City</td>
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**Advertisements:**

- [Advertisement for Billboard](https://www.billboard.com)
- [Advertisement for Fairs-Expositions](https://www.fairsexpositions.com)
- [Advertisement for Display Fireworks](https://www.displayfireworks.com)
- [Advertisement for WANTED](https://www.wanted.com)
Sparta, III., Beats 49 Run

SPARTA, III., July 19.—Mendel County Fair, first fair in the state to wind up its five-day run Friday (11) June 34. After an all-week meeting, the weather was ideal and the beer was not available. E. A. Bemster, secretary, said the fair went without any trouble and was undeniably ahead of previous years. After the fair was over, a grand finale was held, with the usual parade and pageant.
**CAN. BOW GOOD FOR KING REID**

Fredericton, First of 4 Canadian Stands, Pays Off in Good Weather

FREDERICTON, N.B., July 10.—The Canadian Press—The Interior Dominion, with a four-on-the-four plan, completed their Canadian campaign Monday with a 4-0 victory over the New Brunswick team.

For the first time this year, the game was played on the home ground of the New Brunswick team, the game being played in the town of Fredericton.

**HAPPY LANDING**

EDMONTON, July 9.—Royal American Shows, a well-known and popular Canadian amusement corporation, has extended its operations to the Edmonton area.

**RAS Continues to Top Canada Marks; Edmonton Bow Big**

Edmonton Stampede 16% Higher Gross Than '51, With Every Day Up

EDMONTON, Alta., July 10.—Carl J. Sedimisky's Royal American Shows, a well-known and popular Canadian amusement corporation, has extended its operations to the Edmonton area.

For the second straight day, the big crowd was thrilled by the Royal American Shows, which did a brilliant business.

The Edmonton Stampede, with a gross of $16,750, was the highest grossing event in the Edmonton area.

**WOM Battles Heat Wave in Lewiston**

Lewiston, Me., July 10.—Opposite heat that had the mercy stick in the town of Lewiston last week has somewhat alleviated the heat.

**Strates Finds Big $$ Elusive in Upstate N.Y.**

Albany, N.Y., July 10.—Strates, a well-known and popular Canadian amusement corporation, has extended its operations to the Albany area.

For the second straight day, the big crowd was thrilled by the Strates rides, which did a brilliant business.

The Albany Stampede, with a gross of $16,750, was the highest grossing event in the Albany area.

**Rains Plague Va. Greater’s Jersey Dates**

SALEM, N.J., July 10.—Plagued by the rains, the American Shows moved to New Jersey for the first time this year.

For the second straight day, the big crowd was thrilled by the American Shows, which did a brilliant business.

The New Jersey Stampede, with a gross of $16,750, was the highest grossing event in the New Jersey area.
MARKS PLAYS NEW ROCHELLE,
First Carnival in 13 Years

NEW ROCHELLE, N.Y. July 18—After 13 years without an event, the New Rochelle Woman's Club has opened the first Carnival ever held here in those 13 years. The first two days of the Carnival were under the direction of Mrs. A. E. Turner, who has devoted her time and energy to making the Carnival a success. The Carnival was opened with a parade through the streets on July 18, and will continue through July 25.

WANT CONCESSIONS. AGENCY?
Vendors wanted for Fair. Send details to A. B. Whitehead Co., 113 W. Main St., New Britain, Conn.

MODERNISTIC SHOW?
Want—Any group in town. Call 635-9531. 1-900 W. Main St., New Britain, Conn.

WANT CHASE?
Wanted by Master of Ceremonies. Call 635-9531.

HUBERT'S MUSEUM
27th St. 41st St. New York, N.Y. Open Thursday and Sunday even.

WANT CARNIVAL FAVORITES.

WANTED CONCESSIONS.

RENT CARNIVAL GROUNDS.
Wanted by Roscoe Company. Call 635-9531.

BOB HAMMOND SHOWS
Want for the following: 

Mines, Fair Route
At Hopkins Event
HOPKINS, Minn., July 19—Missy Mark's Gold Bond Show resumed on its 10th round here this week after its last appearance in Minn. A new feature of the show is the addition of a large number of new and interesting exhibits. The latest exhibit is a beautiful collection of rare and unusual birds, including several species of songbirds. This exhibit has been developed over a period of several years, and is a testament to the dedication and hard work of the show's owner and organizer, Missy Mark.

IMMEDIATE DELIVERY—
NO WAITING for These EVANS' Quality LONG RANGE GALLERIES—
CONSERVES BIRD COSTS—EDUCATES—NO MISTAKES—
Gives customers the best possible service. These EVANS' galleries are the only ones in the world that are guaranteed to produce birds of the highest quality and best color. They are made with the finest materials and are built to last.

CEMENTED—
ALL CEMENTED SHOWING—
ALL CEMENTED RESULTS—
ALL CEMENTED CHANCES.

E & B AMUSEMENTS
Want Foremen for Carnival, Rodeo, Fair and Farm Shows. Will work on Carnival, Rodeo and Farm Shows. Send resume to E & B AMUSEMENTS, 1/4 S. 26th St., Peoria, Ill.

GOLD BOND ENTERS
Minn. Fair Route
At Hopkins Event
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Midway Confab

Mrs. P. N. Braasen, widow of P. N. Braasen, 46, has been injured in an auto accident recently when her car careened down an embankment on the highway in California. She was taken to Wadsworth Hospital, California, where it is reported she sustained a broken arm and several minor injuries.

Joe Richardson, manager of the Solomons Grand Theater, Shady Dam, is expected to rejoin his troupe at Buffalo for the remainder of the season. Mr. Richardson visited the family in Shady Dam recently and announced his intention to return to the stage as soon as possible.

Sam Halstead, owner of the Halstead Auto Wrecking Co., Canoe Brook, has purchased a new car from the Ford Motor Co., Canoe Brook. The car is a Ford Model T, and is expected to be delivered to Mr. Halstead's residence within the next few days.

Penney Law, of Law's Auto Sales at El Paso, has decided to sell the business and retire. The store has been in operation for 15 years, and Mr. Law has decided to devote his time to other pursuits.

Women of the University of Texas, directed by Virginia Johnson, will be called upon by the board of trustees for a report on the progress of the university. Mrs. Johnson is expected to present a comprehensive report on the university's achievements and future plans.

Excellent business was reported for the State Fair Show at Utica, New York. The show was attended by a large crowd, and the exhibits were well-received. The fair was held under the direction of Charles H. Hill, manager of the fair.

Mrs. Victor Lewis and Tracy Penwell, who are with Micky Martin's Slide Show on Cetlin & Wilson Shows, were in the vicinity recently. They are on their way to New York, where they will be attending the convention of the United States Showmen's Association.

Mr. and Mrs. Norma Layton, of Layton's Auto Wrecking Co., Canoe Brook, have returned from a trip to St. Louis, where they attended the annual convention of the United States Showmen's Association. They were accompanied by their daughter, who is a member of the convention's executive committee.

Mrs. N. Clay, of the Clay Auto Wrecking Co., Canoe Brook, has purchased a new car from the Ford Motor Co., Canoe Brook. The car is a Ford Model T, and is expected to be delivered to Mrs. Clay's residence within the next few days.

New York visitors last week in-cluded Paul M. Conaway, Mason, and his wife, who are with Micky Martin's Slide Show on Cetlin & Wilson Shows at the Spring Mill (Pa.) Fair. They are expected to stay in the area for several days, and to visit the local attractions.

Frank Kingman, secretary of the World's Fair Committee, visited the World's Fair of North Shore, Shady Dam, and reported that the fair is in excellent condition. The fair is expected to open in a few days, and will be attended by a large crowd.

A. H. Hynes, in New York, is preparing for numerous fair appearances. He is expected to make his debut in the area at the Morris Bantam show, which is scheduled to open in a few weeks.

Visitors to the Morris Bantam show, which is scheduled to open in a few weeks, have reported that the fair is in excellent condition. The fair is expected to open in a few days, and will be attended by a large crowd.

Warner Bros. Studio, of Hollywood, has purchased a large tract of land in the vicinity, and plans to build a new studio there. The studio is expected to be completed in a few years.
### LAGASSE AMUSEMENT COMPANY

**12 Whitcomb Street, Haverhill, Mass.**

**Everywhere in Amusement**

**Tel. 4-6461**

**Anywhere in New England**

**Last call for space at the following fairs:**

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<td>Lancaster, N. H.</td>
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<td>Cumberland, Me.</td>
<td>September 22-27</td>
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**NOTE:** Positively No Grift, No Mitt Camps, No Gypsies

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### PAGE AMUSEMENT CO.

**SOUTH HILL, VA.**

**July 21 thru 26**

**CHASE CITY, VA.**

**July 28 to Aug. 2**

**WANT FOR 14 ROWS FIVE FAIRS STARTING MARIASAS, V. A., MIDDLE OF AUGUST**

**WANT SHOWS at work. Dahome Keyhole, Five Show.**

**Wild Life or any Grand Show. Also one Girl Show.**

**Clarence Clements, contact Maxie Sharp.**

**Major Ring is conditioning and will book or buy Rides. Also Rides. Can always place good Rides.**

**Contact ROLLAND PAGE, Owner, or MAXIE SHARP, Business Manager.**

---

### Mich., Game Ops Seek Supreme Court Ruling

**DETROIT, July 19.—An appeal to the Michigan Supreme Court is to be taken in a case brought against representatives of the Mayville Greater Shows to determine the legal standing of the games in the State. A verdict of guilty was entered by Recorder's Court Judge Gerald W. Grant against the representatives, on the ground that the games were at least partly skill and gambling chance games in violation of the explicit wording of the Michigan statute.**

**Spring Mill Bow**

**Washed Out But Hannum Does Okay**

**SPRING MILL, Pa., July 19—**

**WANTED FOR TUNBRIDGE, PA., VOL. FIRE CO.**

**WANTED FOR FREEDOM, PA., VOL. FIRE CO.**

**BUFF HOTTLE SHOWS**

**WANT**

Long Range Lead Crates, Carted and other Concessions that work for you.

**FARMER CITY, ILLINOIS. FAIR, JULY 27**

---

### WANTED—Legitimate Concessions of all kinds. Also Motor Driven, 10-in-1 Show, Replica Show, Wreath Show.

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### WANTED—SHOWS:

**CONCESSIONS:**


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### NOW BOOKING

**BROWN-WALLACE SHOW COMPANY**

**Bowling Green, Ky., this week. HOPKINSVILLE, Ky., July 28 to 30.**

---

### NOW BOOKING

**FOR 2 OUTSTANDING CAMP PAY DAYS**

**HOPKINSVILLE, KY., JULY 28 TO 30. CLARKSVILLE, TN., JULY 28 TO 30.**

**OPEN MIDWAY—COME ON**

**CONC. SHOWS—**

- Pony Wagon, Ponies, Ferrets, Octopus, Teapot, Monkey, Fossils, Bees, Snakes.

**CONC. SHOWS—**

- Rides, Helios, Furniture, Pottery, Bronzes, Bronzes and Stone Carvings.

**CONC. SHOWS—**

- Games, Rides, Hellos, Furniture, Pottery, Bronzes, Bronzes and Stone Carvings.

**CONC. SHOWS—**

- Animals, Birds, and all W. Maritime Shows of this city, are also playing the provinces.

---

### WANTED—SHOWS:

**CONCESSIONS:**

- Concessions for work at work. Dahome Keyhole, Five Show. Wild Life or any Grand Show. Also one Girl Show. Clarence Clements, contact Maxie Sharp. Major Ring is conditioning and will book or buy Rides. Also Rides. Can always place good Rides. Contact ROLLAND PAGE, Owner, or MAXIE SHARP, Business Manager.

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Miami Showmen's Association
325 W. Flagler St., Miami

Beverly, July 14—Mrs. Harry Ford has organized and is presiding over the first meeting of the Beverly chapter of the Showmen's Benevolent Society. The purpose of the chapter is to promote the welfare of the showmen and to assist them in time of need.

Showmen's League of America
45 West Randolph St., Chicago

Chicago, July 15—The national headquarters of the Showmen's League of America will be moved to a new building at 45 West Randolph Street. The new building will provide more spacious facilities for the league's activities.

National Showmen's Association
1364 Broadway, New York

New York, July 15—President William J. Arms and his wife have been appointed honorary vice-presidents of the National Showmen's Association. They will serve as honorary vice-presidents for the summer.

FOR SALE
3172.0x792.0

For Sale

The Tivoli Exposition Shows

For Sale

Carnival Week of August 13-14-15-16

For Sale

Ideal Rides

Ride Help Wanted

Carl Hansen

Join Now

The Membership Drive Is On!

$10—Initiation—$10 Dues

New Low Rate of $20

Get a chance to ride the rides, enter new members to the club facilities. Send your application TODAY.

Pacific Coast Showmen's Association
San Diego, Calif.

Carl Hansen

1375 S. Los Angeles Ave.

Ladies' Auxiliary

The July 7 meeting was called to order by President Martin M. Riddle, who introduced the officers attending as Secretary-Treasurer, Geo. Emmerson, and First Vice-President Jack A. Reynolds. The meeting was adjourned.

Pacific Coast Showmen's Association
San Diego, Calif.

JOHN BLACKBURN

Ride Help Wanted

For all interested in the entertainment business, we have openings for ride help. Send your application and picture to the following address:

JOHN BLACKBURN

Pacific Coast Showmen's Association
San Diego, Calif.

JERRY MACKEY, Pres.

CARNIVAL WANTED

Carnival Wanted

Carnival wanted for all types of rides. Send your application to:

KATHERINE KAISER

FOR SALE

FOR SALE

FOR SALE

FOR SALE

FOR SALE

FOR SALE
Rodeo Dances

Sea-side, Maryland. August 2-3.

Sea-side, Maryland. August 2-4.

Sea-side, Maryland. August 2-6.

Sea-side, Maryland. August 2-8.

Sea-side, Maryland. August 2-9.

Sea-side, Maryland. August 2-10.

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Sea-side, Maryland. August 4-27.

Sea-side, Maryland. August 4-28.

Sea-side, Maryland. August 4-29.

Sea-side, Maryland. August 4-30.
Follow the BIG SHOW in a Lighthouse TRAILER HOME
ROAD WORK ISN'T ROAD WORK WHEN YOU BRING YOUR FAMILY ALONG WITH YOU!

WHEREVER YOUR TRAVELS TAKE YOU, ANYWHERE IN THE WORLD, YOU AND YOUR FAMILY CAN ENJOY THE COMFORT AND STYLE OF A LIGHIBHOUSE TRAILER HOME. COMFORTABLE, EASY-TO-MOVE, TOUGH-ENOUGH TO HANDLE ANY HIGHWAY. LIGHTEN UP YOUR LIFE. GET A Lighthouse TRAILER HOME. MAKE YOUR TRAVELS EASIER. MAKE YOUR LIFE BETTER. CONTACT YOUR LOCAL Lighthouse TRAILER HOME DEALER TODAY.

Lighthouse — Your Guide to Better Living
Lighthouse Trailer Home Company
1933 W. 196th Street
Kansas City, Mo.

Sterling Crown
20,000 Soldiers Payday at Camp Breechrock

WANT FOR WANTED
WANTS TO BUY
WANTS TO TRADE
WANTS TO FIND
的需求

HARRISON GREATER SHOWS
WANT FOR WANTED
WANTS TO BUY
WANTS TO TRADE
WANTS TO FIND
的需求

CAPITAL CITY SHOWS
WANT FOR WANTED
WANTS TO BUY
WANTS TO TRADE
WANTS TO FIND
的需求

HELP --- HELP --- HELP
ON OUR RIDES FOR 11 FAIR DATES

GOLD BOND SHOWS
FAIRS FAIRS
FAIRS

OWING TO THE PLEASURE OF OUTSTANDING SOUTHERN FAIRS

TOWANDA, PA., JULY 28-28 AUGUST 2
Joie Chitwood Hamid's Grandstand Show Ringing

WANTED
MOTORDROME RIDERS
JOIN AT ONCE
TOP SALARIES WITH TIPS
CONTACT
P. E. EUGENT
CETLIN & WILSON SHOW
Springfield, Ohio. This week

WANTED
MERRY-GO-ROUND FOREMAN
WANTED AT ONE
Top to believe, no big journey, no big trouble. 60 ft. in Chicago.

WANTED
GOOD EXPERIENCED BARKER
In a legitimate Midget Ring, four performances daily, Colorado State Fair, September 2-9. Read references and send information. To empire entertainment agency.

WANTED
GIRLS — GIRLS — GIRLS
Wanted to the Cabin Show. Experience unnecessary. Good looks, good time, now available. Will work anywhere. No reason why you can't work. Write Leslie Kiester, Sutter, North Dakota, Minn.

MOUND CITY SHOWS #2
WANT WANT
WANTS TO BUY
WANTS TO TRADE
WANTS TO FIND
的需求

CONcessions
NOW BOOKING ALL CONCESSIONS FOR THE FOLLOWING FAIRS: THE BIG BOOYVILLE FAIR AT BOOYVILLE, INDIANA, JULY 27-28; JUBO COUNTY FAIR, NIMHUBR, INDIANA, WEED OF AUG. 8; FAIR COUNTY FAIR AT BOOYVILLE, INDIANA, AUG. 18; HARRISON COUNTY FAIR, COTTON, INDIANA, AUG. 18.

Can place all Concessions except Cotton Candy.

Don't forget the BIG United Workmen's Labor Day at PETERSBURG, INDIANA. ALL CONCESSIONS OPEN.

Can place any class attraction including Monkey Show, Motorhome, and Glass House. RIDES—Will book Octopus. Till also Two Heat-class Rides. All replies to BENOIT C. LAMBERT, FAIR, Booyville, Ind.
CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 15c a WORD—MINIMUM $3

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE
THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To ensure publication of your advertisement in the earliest possible issue, arrange to have your copy reach the publication office, 3160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

AGENTS & DISTRIBUTORS

ADVERTISING DROPS—SALESMEN—NEW
carriers

A FIRST CLASS-CARD WORLDWIDE SALES 

• BANNERS • VOUCHERS • CUSTOM BANNERS • 

• DROPS • INDOCTOR • LENSETS •

CLASSIFIED ADVERTISERS

To ensure publication of your advertisement in the earliest possible issue, arrange to have your copy reach the publication office, 3160 Patterson St., Cincinnati 22, early in the week.

THE BILLBOARD

2160 Patterson St.
Cincinnati 22, Ohio

PACIFIC JEWELRY

SLUM JEWELRY

METAL EARRINGS AND DROPS

SPECIAL WIRE THEY LAST

$7.40 PER OZ.

First Class—First Delivery

BOND'S NOVELTY CO.

154 East 2nd Avenue

1849 W. Vine St.

To Order Your Classified Ad

USE THIS HANDY FORM NOW

1

Type or print each word in a separate space as diagram. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted please figure 6 additional words.

2

Then check below the heading under which you wish the ad placed.

- Acts, Songs, Parodies
- Agents and Distributors
- Animals, Birds, Pets
- Business Opportunities
- Costumes, Uniforms, Wardrobes
- Formulas
- For Sale—Secondhand Goods

- For Sale—Secondhand Show Property
- Help Wanted
- Instructions, Books, Cartoons
- Magical Apparatus
- Miscellaneous
- Musical Instruments, Access.
- Partners Wanted
- Photo Supplies & Developing
- Printing
- Salesmen Wanted
- Scenery, Banners
- Tattooing Supplies
- Wanted To Buy

3

And last—complete this authorization block and mail it promptly with your remittance.

THE BILLBOARD
2160 Patterson St.
Cincinnati 22, Ohio

Use the above classified ad form under the heading indicated. A nominal remittance of $0.50 covering the cost of the ad is required.

Name

Address

City and State

Forms close Thursday following week's issue, distributed Tuesday.

RATe: Only 15c a WORD—Minimum $3—CASH WITH COPY.

Mail copy and remittance promptly, or write for more information to Classified Advertising Department, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.
STEINBERG-ROSS COMPANY

A new location—A bigger showroom—A larger selection of merchandise—A better service and values that can't be beat anywhere!

FIRST TIME OFFERED TO THE TRADE
If This Item Won't Pop Up Your Sales... Nothing Will!

MAGI-CRAFT AUTOMATIC POP-UP TOASTER
Beautifully designed. Creaming, triple-plated chrome with baked-in bun and grill.
- ONE-SWITCH OPERATION
- DIAL YOUR TEMPERATURE
- WATTAGE
- UNDERWRIGHT LABORATORIES APPROVED
PLUS... The New Exclusive BUTTERCUP... At No Extra Cost
NYLON BUTTER BRUSH... At No Extra Cost
Retail for $2.95
Your Price in Lots of 12...
$2.95 Each
Prepared

ANNIVERSARY CLOCK
Nothing more beautiful or bigger in value or with such flash. 400 raising anniversay clock finished in genuine 24 KT. Gold. Plate Crystal Glass Dome; Self-Priming Wrapping Plate; 3:5000; 1 1/2". High. Base 7 1/4" diam. Individually boxed. Retail for $14.95.
Your Price in Lots of 12...
$14.95 Each
Prepared

CHROME DINETTE SETS—1st Quality
The PLUS item you've been waiting for... A graceful-dining group at low cost. Made of the finest quality materials, NOW AVAILABLE at a price within reach of everyone! Finish that brings a touch of glamour to any home. Individually box and shipped in attractive cartons. Each set contains 4 chairs covered in long-wearing washable plastic. JUST TWO CARTONS—Comes broken down, easy and quick to assemble. MADE TO ORDER FOR PRICE AND SIZING

CLOCK RADIO
Every house should have one. Perfect size and color. Deliciously finished in attractive color and design. All-time value with features truly unique to individual customers. To price in Carton...

STEAM IRONS
The last word in ironing comfort for women everywhere. Ireland becomes a delight instead of a task. Lightweight. Retail about $15.95.

WATCHES
Beautifully finished. Also sets. A large selection of popular styles in Case, Roma, Roma, Large and more elegant. Write for our Low Price.

SILVERWARE
By International... 18-000, 12-000, 10-000. 8-000 and 5-000 Gentlemen... SILVERWARE in Many Patterns. Beaded to Silver and 200+ Other Patterns. Write our Low Price.

TERMS: 25% deposit required. Money order or cash. F.D.O. Chicago, Balance C.O.D. All orders shipped same day received. SAMPLE ORDERS Fall Amount With Order, Shipped Prepaid.

YOUR INQUIRY IS INVITED

STEINBERG-ROSS COMPANY

WHOLESALE

628 ROOSEVELT RD.

CHICAGO, ILL.

PHONE: Sicy 3-6760

OPEN SUNDAYS UNTIL 2 P.M.

WE CARRY A COMPLETE LINE OF ELECTRIC POWER TOOLS
ATTENTION, CARNIVALS AND CONCESSIONAIRES

Here's the famous

CHARACTER DOLL

The fabled world's most amusing doll ever offered. It has a rubber body and clothed form that will be admired by even the most critical of judges. The doll is a perfect copy of several original entertainers. Here's what one doll will cost:

Order by Number!
No. 1BBB Doll in Bed
No. 1BBC Doll in Crib

$36.00 Doz.
(12 dolls per case)

SUN SALE COMPANY
323 Fifth Avenue
New York 3, N. Y.

Phone: Algonquin 3-3704

GIVE TO DAMON RUNYON CANCER FUND
HELP WANTED—ADVERTISEMENTS
RATE—15¢ a Word
Minimum $3

Forms Close Thursday for the Following Week’s Issue

AT LIBERTY—ADVERTISEMENTS
5¢ a Word
Minimum $1

Remittance in full must accompany all ads for publication in this column. No charge accounts.
Forms Close Thursday for the Following Week’s Issue

BRAND NEW
WATCH SPECIALS!
MEN’S
14 KARAT YELLOW
WEDDING WATCH
$5.00

BURTON SALES CO
1935 N. State St.
CHICAGO

Famous Make Watches
Everyman 1952 model watch—$5.00
Ever-True open face—$4.00
Ismo open face—$4.00
With case $6.00
Silver stem—$7.50
Feder—$5.00
Arts—$5.00

NATIONAL DISTRIBUTING CO
22 E. Genesee Street
MT.

CARNIVAL SPECIALS!!

CARNIVAL SPECIALS!!

PARKS & FAIRS

SUPERIOR JEWELRY CO
740 Sansom St., Philadelphia, Pa.

CATALOG READY—SOON—WRITE NOW

CATALOG READY—SOON—WRITE NOW

GELLMAN BROS.
1500 N. Fourth St.
MINNEAPOLIS, MINN.

MIDWEST MERCHANDISE CO.
105 BROADWAY
KANSAS CITY, S.

PARKS & FAIRS

PARKS & FAIRS

Dealers, Retail Merchants, Manufacturers, Advertising Men, Representatives, etc., interested in the park and fair trade, should write for our new catalogue on the subject. Send for a copy today.

CATALOG READY—SOON—WRITE NOW

CATALOG READY—SOON—WRITE NOW

HUNDREDS of NEW IMPORTED and DOMESTIC NOVELTIES

BUMPY WORK, DEMEANOR, BUMPS, ETC.

CUTOUTS, PAPER, GRAPIC world, etc., at wholesale prices. Send for list now.

BUMPY WORK, DEMEANOR, BUMPS, ETC.

HUNDREDS OF IMPORTED and DOMESTIC NOVELTIES

STANDARD MARKET, 740 SANSOM ST., PHILA., PA.
**BEST BUYS • STOCK UP NOW**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hi Hat, Tasseled Feather Dolls</td>
<td>$4.50</td>
</tr>
<tr>
<td>Hi Hat for Monkeys</td>
<td>$6.75</td>
</tr>
</tbody>
</table>

**EXTRA SPECIALS**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cork Paddles $3.00 ea.</td>
<td></td>
</tr>
<tr>
<td>Rubber Necks $1.00 ea.</td>
<td></td>
</tr>
<tr>
<td>Bike Lights $5.00 ea.</td>
<td></td>
</tr>
</tbody>
</table>

**SURE WINNER**

Cold or Silver

**LOVING CUP BADGE**

Large $3.00, small $1.50.

**25¢ SURPRISE PACKAGE**

Contains Novelty, Fun and Value Items

**FREE**

Over 20 pieces of fun and entertainment for the whole family, no joke.

**LEVIN BROTHERS**

Established 1869

**NEW AND HOT CHILDREN'S ITEMS**

All in stock now. Remember, there are still so many more items to choose from. Come in and see all we have to offer.

**ANLET SENSATION**

$2.00

**SPECIAL!**

**HORSE CLOCK**

**SACRIFICE SALE**

**CHAIRS**

**COMBS**

**EVERLAST PEN CO.**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-inch No. 1 Plastic Haq</td>
<td>$1.15</td>
</tr>
<tr>
<td>12-inch No. 3 Plastic Hair</td>
<td>$1.15</td>
</tr>
<tr>
<td>12-inch No. 5 Plastic Hair</td>
<td>$1.15</td>
</tr>
<tr>
<td>12-inch No. 7 Plastic Hair</td>
<td>$1.15</td>
</tr>
<tr>
<td>1inch No. 10 Plastic Hair</td>
<td>$1.15</td>
</tr>
<tr>
<td>1inch No. 12 Plastic Hair</td>
<td>$1.15</td>
</tr>
<tr>
<td>1inch No. 14 Plastic Hair</td>
<td>$1.15</td>
</tr>
<tr>
<td>1inch No. 16 Plastic Hair</td>
<td>$1.15</td>
</tr>
</tbody>
</table>

**ubits to 10**

**FREE CATALOG**

**Send for a FREE CATALOG of our Cruise Line Cruises, Ports of Call, and Destinations.**

**MEN'S AND BOYS**

**EVERLAST PEN CO.**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horse of Bronze</td>
<td>$1.50</td>
</tr>
</tbody>
</table>

**NEWKIRK JEWELRY CO.**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Handmade Gold Bracelets</td>
<td>$49.95</td>
</tr>
<tr>
<td>Handmade Silver Bracelets</td>
<td>$39.95</td>
</tr>
</tbody>
</table>

**MEN-MADE A MACHE!**

**SACRIFICE SALE**

**COMBS**

**MILLER CREATIONS**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tile &amp; Steel Chair</td>
<td>$25.00</td>
</tr>
<tr>
<td>Brass &amp; Chrome Chair</td>
<td>$30.00</td>
</tr>
</tbody>
</table>

**EVERLAST PEN CO.**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<td>$4.50</td>
</tr>
<tr>
<td>Baby Monkeys</td>
<td>$6.75</td>
</tr>
</tbody>
</table>

**GLOBE LAMPS & ELECTRIC CO.**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freezer Light</td>
<td>$25.00</td>
</tr>
</tbody>
</table>

**CHARLES SHEAR**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>150 Park Ave, New York, N.Y.</td>
<td></td>
</tr>
</tbody>
</table>

**GLOBE LAMPS & ELECTRIC CO.**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanding Identification Bracelets</td>
<td></td>
</tr>
</tbody>
</table>

**MERRIT JEWELRY CO.**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold and Silver</td>
<td>$4.50</td>
</tr>
</tbody>
</table>

**SOUVENIR OF THE FAIR**

**BRILLION 3, WISCONSIN**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expansion Identification Bracelets</td>
<td></td>
</tr>
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</table>

**MERRIT JEWELRY CO.**

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</table>

**SOUVENIR OF THE FAIR**

**LOVING CUP BADGE**

Large $3.00, small $1.50.

**25¢ SURPRISE PACKAGE**

Contains Novelty, Fun and Value Items

**FREE**

Over 20 pieces of fun and entertainment for the whole family, no joke.
Deigned by Bill Baker

Frank Porchedau - one of the best-known pitch men in the business - suffered a stroke recently in Anderson, Ind., and is now in the home of his brother in St. John, Ind. Doctors say it will be possible to move him later to Chicago, where he will either enter a hospital or be taken to his home.

Art Nelson, of the Creative Compan
y, 319 North Western Avenue, Chicago, Ill., said that from all infor
mation Porchedau will be laid up for a long time and perhaps may never again be able to engage in
the line of work. Nelson worked for many years with Porchedau and has taken himself to raise a
fund to help Porchedau in particular
his hospital bills. I have gen
erally investigated and know that
he is not in a position to handle
this sum.

Any donations that are sent into our
office at the address above will be
handed over to Mrs. Porchedau per
sonally and a receipt will be issued
by our office for any money re
ceived. Unless I were positive that
this is a worthy case, and the person in question a deserving in
dividual, I would never take it
upon myself to handle this collec-

NEW OAK-HYTWY PENNANT BALLOONS

FLASHY "Walking Billboard" SOUVENIRS

For Parks, Fairs
Sports Events Openings

Pennon balloons have novel
built-in loops for easy at-
taching to stakes. Specify
number and color you want
from 30 available designs.

Order from Your Jobber Today!

Oak Balloons

Identification bracelets.

Attention! Rubber Workers

Maidenhead...write for FREE Catalog
STATE NOVELTY CO. 361 W. 157th St., Chicago

FAIRS, PARKS, BEACHES, CARNIVALS, CIRCUSES

AT PITTEN FIFTEEN CENTS

ATTENTION ALL CREW HAT OPERATORS

Dye your Beret hats, Keep them fresh, bright, and wrinkle free with Crew Hat Dye. 50¢

E. P. Fitzpatrick

104 N. Adams st. Wilmington 1, Del.
LOOKS LIKE $10.00 MERCHANDISE
A DRAMATIC NEW NUMBER
Everybody wants one of these
dark soft collar shirts in linen.
Actually looks and feels like
genuine, expensive cotton.
All metal parts 12K gold
plated. Laboratory tested
touchable. Can be worn or
 lunch. Each set wrapped in tissue
and gift boxed.
No. 200 Desk Set
8 3/8 inches
7.95 Dozen in gross lots
Sample 1.00

AN EXCITING NEW CAMEO PIN
Every woman's favorite.
Large, size, 2 3/8 inches
looks the expensive imported quality.
Non-tarnishable and colored
Enamel. Cameo pressed on disc.
Can and can be worn as pendant.
Send 50c for an advance copy.

No. 100 Cameo Pin
2.75 Gross
1.00 Gross
2 Samples 1.00

Mail 25c with order, balance COD.
Send full Amount, rate any
shipping charges.
WORLD IMPERIAL CO.
1533 BROADWAY, NEW YORK 10, N. Y.

SURE FIRE LEADER
SESSIONS ELECTRIC CLOCK
Self-Starter—Excelling
$3.50 Each—Doz.

Mail 25% with order, balance COD.
If by ground and Federal Tax.

Other important giveaway items. Send for catalog.
CONSOLIDATED CLOCK CO.
300 JENNES ST.
BROOKLYN 12, NEW YORK

ELGIN - BENRUS - GRIE N - BULOVA - WALTHAM
RUTLE - the "PLATINUM"
MORE FAMOUS THAN DIAMONDS
$9.95

Mail to
JOSEPH BROS.
184 W. 47 ST., N. Y. Y.

CHRONO-STOP!
$3.35

Mail to
CURTIS DISTRIBUTING CO.
157 W. 47 ST., N. Y. Y.

MAIL ON HAND AT
CINCINNATI OFFICE
2150 Patterson St.
Cincinnati 22, Ohio

Mail on hand at
CHICAGO OFFICE
180 W. RANDOLPH ST.
CHICAGO 1, ILL.

JUST OFF THE PRESS!
NEW CATALOG
for
Engravers - Demonstrators
Fair Workers
WAIT FOR YOUR COPY
Catalo\nNo. 107

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway
New York 16, N. Y.

Simulated PEARLS

MAIL ON HAND AT
ST. LOUIS OFFICE
190 Addie Rd.
St. Louis 1, Mo.

1/2" size, 25c each,
3/4" size, 50c each,
1" size, 75c each

LEONARD, 51 Basset St.
PRIVIDENCE 3, R. I.

Give to Damor Runyon Cancer Fund
COIN MACHINES

SOLVES BUG PROBLEM

Exhibit Supply Initiates Ambitious Game Campaign

CHICAGO, July 12—Reckoned by a soundly planned promo-
tion to test a new territory, a back-up unit in key territories that week awakened the Drive-In Pinball Company's Super Twin Rotation. The move produced such good results that the drive-in theater owners were quickly withdrawn from the line and placed on the waiting list (The Billboard April 4).

The game play resembles regular pinball action except that all returns are initiated by shuffle balls. The game is automatically served with a number of installations throughout the U.S. and it's reasonably priced at $500.

HOW TO HEAR THIS

Oregon Stops Find Weather Good, Biz Bad

PORTLAND, Ore., July 12—In the hot, humid, foggy climate of Oregon a couple of days of heavy rain had developed this summer. As a result, the tourists were able to enjoy the damp air and the lovely weather although they were forced to stop short for a few moments each hour to wipe the water from the windows of their vehicles. Despite the lack of sun, Oregonians and tourists alike enjoyed themselves.

San Antonio Moves Against Illegal Games

SAN ANTONIO, July 12—Dallas Attorney F. Anderson was named this week as San Antonio's new legal advisor in charge of the city's advertising campaign against illegal gambling. He was appointed by Mayor John B. Volkening, who has been a vigorous advocate of the city's anti-gambling campaign since its inception.

Keyene Plant On Vacation


Suspense Conn. Group Meets

HARTFORD, Conn., July 12—The regular monthly meetings of the Connecticut Coin Assn. will be held on the last Thursday of each month, beginning of August that it would be difficult to obtain gun parts.

STOCKHOLM REPORT

U. S. Arcade Machines Find Way To Sweden

STOCKHOLM, July 12—A surprising development on the Swedish coin-operated amusement machine market is the introduction of U. S. arcade machines in the Swedish market. The first machine to reach Sweden was a Williams "Titanic" machine, which was recently sold to a Swedish distributor. The machine is being sold in the high-end department stores of Stockholm and is expected to do well.

Calendar for Coinmen


August 4—Amusement Machine Association of Greater Phoenix, semiannual dinner meeting, El Cortez Restaurant, Baltimore.

August 10—Amusement Operators of Northern Illinois, monthly meeting.

Wico Corp. Intros Live Batting Unit

CHICAGO, July 12—Wico Corporation, one of the largest suppliers of coin-operated amusement machines in the country, announced that it has started production on a coin-operated baseball batting machine to be used in both indoor and outdoor locations. The machine is designed to simulate the experience of playing baseball in a real environment.

The Wico machine, which is currently in pilot testing at several locations, has been designed to provide a realistic experience for players of all ages. It features an interactive interface that allows players to select different combinations of pitches and balls, as well as adjust the speed and distance of the pitch. The machine also includes a high-definition display and stereo sound system to enhance the immersive experience.

The Wico Live Batting Unit is expected to be a popular addition to amusement parks and recreational centers, offering a fun and engaging activity for visitors.

ROLLING ALONG

Williams Bows New Play Idea On Caravans

CHICAGO, July 12—Caravan, one of the largest manufacturers of coin-operated amusement machines, has introduced a new play idea on its Caravan Line. The new concept, called "Shuffleboard Roller," is a hybrid of the popular shuffleboard and roller coaster games.

The Shuffleboard Roller combines the fast-paced action of shuffleboard with the thrill of a roller coaster ride. Players use paddles to direct the balls on a curved track, while the roller coaster elements add a dynamic and exciting element to the game. The new play idea is designed to appeal to a wide range of players, offering both competitive and recreational game options.

Caravan has already installed the new concept in several locations, including amusement parks, arcades, and entertainment centers. The company has received positive feedback from players, who have praised the innovative design and the fun and challenging gameplay.

Williams expects the Shuffleboard Roller to be a must-have attraction, attracting both new customers and existing players who are looking for a fresh and exciting experience.
Connecticut, Conn. — The growth of vending machine sales over the past 12 months, enabling the State to increase its sales and income collections.

Plan has for the fiscal year ending June 30, 1952, released the year's budget, the Department of Taxation and Revenue's figures policy in order to determine the McGold Medal, Kordy Orgs.

Elect Becker

NEW YORK, July 19.—The election of F. B. Becker as vice-president and member of the board of directors of the Gold Medal Candy Corporation, Brooklyn, N.Y., was announced yesterday by the president, Kordy Orgs.

Conrad, of the company. Con- rary to popular belief, the company said it was in a better position to sell its products now than it was a year ago.

Conn. Civic Tax Up Over Half Million

BRIIDGEPORT, July 19.—The civic tax in Conn. has been increased over half a million dollars for the year to date, according to the figures released by the state office for the same period last year. The increase was attributed to the fact that more citizens are taking advantage of the city's tax-free zones.

The United States Congress has been urged by the National Tax Association to pass a bill that would increase the federal income tax rate from 20 to 25 percent.

CONE-MANUFACTURING BARBER CHAIR

VEND. Ad Expects Re-Enters Space-Selling Field

NEW YORK, July 19.—In a move that is expected to have a significant impact on the vending machine industry, the firm has announced the formation of a new subsidiary, Cine-Ca.

The new company will be headed by former executives of Automatic Candy and will be incorporated in January, 1953, as Automatic Candy, Inc.

The new company will be located at 100 Park Avenue, New York, N.Y., and will operate under the name of Automatic Candy, Inc.

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**THE BILLBOARD Index of Advertised Used Machine Prices**

### Vending Machines

End of one and only list of used equipment in the Billboard. All advertised used machines and prices are listed. After more than a year's advertising, this edition lists all used machines at the original price, because the use of the model or make of the machine in a generation. Where accurate data is available, all in this way, this will be the last list of this kind. Only those machines priced in the list are listed, to give the user of the catalog a better idea of the equipment, price, condition, location, and other important features.

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<tr>
<th>Machine</th>
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<td>Snapple</td>
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**Appoint Officials For Fall Popcorn Industries Confab**

CHICAGO, July 28—Harry M. Mcllroy, vice-president, and sales manager of Blue Star Foods, Inc., Rockford, III., was appointed this week as general chairman of the 1952 Popcorn Industries Conference to be held at Chicago's LaSalle Hotel November 15-16.

The exhibit phase of the conference was placed under the direction of Irving Singer of Rex Specialty Bag Corp., Brooklyn, Martin B. Cooperman of the Machines Company, Inc., Washington, D.C., was named sales chairman, and John J. Fitzgibbons, Jr., of the Conferences, Ltd., Toronto, was appointed chairman and basic chairman of the opening luncheon.

*Mrs. Harry M. Mcllroy, the general chairman's wife, was appointed head of the ladies' program planning committee.*

Mcllroy has served two years as president of the National Association of Popcorn Manufacturers and is currently treasurer of the organization. Singer, who has served many years in the popcorn field, was placed in charge of the exhibit of food exhibits under the association's policy of including vast exhibit among those in the supply industry.

In other developments, it was announced that the opening luncheon and business meeting will be held in the hotel's Century Room and that a series of general meetings in the U.S. and Canada will be held to promote the convention.

**Hires Distributes Two-Color Cups**

PHILADELPHIA, July 29—In an effort to boost vending sales, the Hires Company, 500 Chestnut St., Philadelphia, Pa., announced that it has opened its two-color service, bearing a two-color Hires advertisement, now available to operators handling Hires next year. The cups, in addition to the seven Western States, will be sold for $1.50 per 1,000, on orders of 10,000 or more. Orders, with a minimum of $5.00 per order, will be sent to operators handling Hires next year.

**SMOKESHOP “612”**

The Nation's Finest Cigarette Vendor

**AUTOMATIC PRODUCTS CO.**

100 W. 35th St. New York, N.Y.

**IN STOCK VICTOR'S**

New Models Available

**SMOKE SHOP**

120 W. 35th St. New York, N.Y.

**BROTHE-FILL CHARM**

SMOKE SHOP 120 W. 35th St. New York, N.Y.
Conn. Floor Under Cigglies

In order to lift them to the "floor" established by the State's minimum price-fixing law.

The price schedule was established this week by R. T. Goodrich, State tax division director. Goodrich's statement came on the heels of an announcement by acting District Director Dennis C. O'Connor of the AFS that under the new defense production act, the CFS can no longer object to the minimum price-fixing law of the State.

Stock Building

CO., Inc., Dallas, which has built them an interest for SuperVend of Texas and the SuperVend Sales Corporation, Chicago. These machines are new, are being re-worked, according to Porter, and will start moving out to operators weekly.

Porter also announced that the three-drink machine will list to operators at $600, E.O.B., Dallas. A fine plan is available whereby the machines can be purchased with $300 down and 12 months to pay. Porter said Nacemo is doing its own financing.

Improvements in the sup drink machine have been made, Porter declared, and a kit has been made up. This will be shipped free of charge to buyers of the machine, enabling them to make their own improvements in the unit. For the future, Nacemo is expected to send a large order of sales agents and territory.

Cancer strikes one in five

By saving lives, by easing pain, by improving services to cancer patients, by supporting research that will find the final answers to cancer...That is how your dollars strike back at cancer when you give them to the American Cancer Society.

Send your gift today by mailing it to "Cancer" care of your local post office.

Give to conquer cancer

American Cancer Society

Red Hot Profits

Cash is on Chlorophyll

BALL GUN WITH "SILVER-KING" Vendors

Built for professional operators

St. PISTACHIO

MIT VENDOR

"CHARMING"

BALL GUN VENDOR

NEW

ROTARY "SUPER- VENDOR"

VENDING MACHINES

FREE!

THE BILLBOARD

MARCH 1952

FREE

Copy of RAKE'S NEW 1952 CATALOG TODAY!

A guide to efficient and economical operation of coin-operated machines.

RAKE

COIN MACHINE

COMPANY

Distributors of Coin-Operated Machines and Supplies

FREE!

NORTHERN SALES & SERVICE

rake

FREE!

ALL PRINTED IN U.S.A

FREE!

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A guide to efficient and economical operation of coin-operated machines.

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A guide to efficient and economical operation of coin-operated machines.
**D. Op Challenges McKay Statement**

NEW YORK, July 19.—Richard D. Opera, the head of the Sacred Music Association, an industry group, said that measures proposed by the New York State legislature, which would allow gay and lesbian employers to be fired for being gay, would be a step backward for the industry. Opera, who is also the president of the National Association of Independent Producers, said that such a law would be a step backward for the industry.

**400 GUESTS CHIPS FOR Fun, Golf At Annual Fete**

CRDF, July 9.—Final plans for the Chip Show were announced at a meeting of the executive committee of the Chip Show, which will be held here next month. The show will feature several events, including a gala dinner, a golf tournament, and a variety of entertainment options.

**Vacations End, Perme Back In Production**

CHICAGO, July 19.—With its employees back at work, the company was restored to its former self this week. The company, which produces music for the entertainment industry, employs 500 people, and has been in operation for 50 years.

**MUSIC MACHINES**

**NEW LOCATION FIELD?**

**Survey Shows Juke Ops Fail To Exploit Country Club Spots**

CHICAGO, July 18.—A survey of country club operators found that jukebox operators were facing problems in attracting customers to their clubs. The survey, conducted by the American Society of Country Club Managers, found that jukebox operators were struggling to attract new customers, while also facing increased competition from other forms of entertainment.

**GOP Convention Hits Chik Juke Take 20% Blow**

CHICAGO, July 19.—The Republican National Convention, which took place this week, was marred by a series of storms that caused widespread damage to the city. The storm, which hit on the weekend, caused extensive flooding and power outages, as well as damage to many buildings and roads.

**ELECTION UNCERTAIN**

**Oregon Music Assn. Plans New Program**

PORTLAND, Ore., July 19.—The Oregon Music Association announced plans for a new program aimed at increasing membership and providing opportunities for performers and educators. The program, which will be launched this fall, will focus on increasing access to music education and performance opportunities.

**PORTLAND Ops Split on Color Title Strip Use**

PORTLAND, Ore., July 19.—The Portland Opera made a decision on how to use color titles on its productions, and the decision was met with mixed reactions. Some opera goers praised the decision, while others criticized it as a move away from traditional practices.

**JUKE BOX BUILDING BACK IN HIGH GEAR**

CHICAGO, July 18.—A new building has been completed in the Juke Box district, and it is expected to be completed by the end of the year. The building, which will be the largest in the district, will feature a state-of-the-art jukebox and a variety of entertainment options.

**In Other Departments**

Among the stories of interest in the music and entertainment industries that were featured in the July 26 issue of The Billboard:

- **Coroners Issue Eight Albums**
  - The album will be released by the group's record label and will feature new songs.

- **Disk Industry Mulls Fair Trade Bill, Most Cautiously**
  - The bill, which would require companies to pay fair wages and working conditions, is being considered by lawmakers.

- **Other Informational News Stories as well as the Honor Roll of Hits and pop charts.**
"SORRY, CAN'T GET AWAY!"

How often this summer have inexact service demands spoiled the pleasures you've planned? If the condition of your present equipment keeps you on the go day and night, it’s time for Jubilee! Let Evans’ trouble-proof performance and sound-perfect tone reproduction set you free and assure the extra profits with which to enjoy life—NOW!

**BYRON WATERS PASSES AWAY**

CHICAGO, July 19—Funeral services were held Friday (18) for Byron C. Waters, 77, who passed away here following a long illness. Waters was affiliated with the business from 1900 until 1946. During that long span he was associated with Wurlitzer, Seeburg, Chicago Simplex, Illinois Simplex and Genn Distributing Company.

**Juke Hypos Candidate’s Headquarters**

CHICAGO, July 19—In the first such move of the current political party conventions here and possibly of all time, a juke box denoted by a Chicago distributing firm is riding in the campaign car of a presidential aspirant. The juke box, a new 104-selection Wurlitzer, was donated by the Genn Distributing Company and was placed in the North Ballroom of the Conrad Hilton Hotel, campaign headquarters of W. Averell Harriman. The juke box was installed Friday by a crew under the direction of Dave Baren after a struggle in getting the box through the hotel’s jammed corridors. Shortly after the juke box attracted considerable attention of the Democratic Party’s Credentials Committee and other party big wigs.

**Dime Play Talk Stirs in Conn.**

HARTFORD, Conn., July 19—A revival of interest in the dime play issue by music-mad operators of the Connecticut State Defense Council was noted here this week by Ab Fish, honorary head of the organization.

The issue had been dormant for some time but Fish said discussion among operators was growing, pitting the operators against a state-wide campaign for a dime coin.

At the present, Fish said, operations in a majority of the operators was against a State-Wide committee on a campaign for a dime coin. This is due to the fact that the higher price was not as much of an item as was the fact that the operators were being asked to give up the dime coin.

**GOPS Convention**

*Continued from page 81*

The same feeling was prevalent among Wash. contractors. Miss Bostick said many persons were upset with all the speeches and wrangling and that they had no choice but to go out for relief and entertainment with a consequent rise in collections.

**First Annual Billboard Distributor Survey**

contains distributor’s ideas on improving the record business. Also those over-all picture of distributor’s operating problems and labels handled—types of accounts—service volume of account—order condition in general—as well as in the results of “The First Distributor Survey,” one of more than two dozen big features in

**H. C. EVANS & CO.**

1566 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

**PARTY NOTES**

**THE BILLBOARD**

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**OPERATORS with their feet on the ground choose**

the one phonograph that’s out of this world for performance! ROCK-OLA SUPER ROCKET

**First Annual Billboard Distributor Survey**

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**THE BILLBOARD**

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"Bobby Shaftoe"

Bobby Shaftoe's gone to sea.
He's not worried about his "D"
That earns top money on location
When he's away on his vacation.
Pretty (soft for) Bobby Shaftoe.

Bobby Shaftoe's well aware
That the "D" seldom needs repair,
But plays on with never a failing
To interrupt his summer sailing.
Pretty (soft for) Bobby Shaftoe.

Many an operator will get extra enjoyment from his leisure hours this summer because of the Model "D". With dependable "D"s" on the job, the operator has a feeling of confidence that his vacation won't be cut short by equipment breakdowns.

'Matter of fact he may even stay away longer, with the added money coming in from the "D".

The "D" is available in 80 and 40 selection models, blond or mahogany cabinets.

AMI Incorporated

General Office and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan
Pioneer Irish Juke Route

Continue from page 31

immediately eliminates all major representations of the classifications of the times ... There is no concentration of women, which you thought you desired, but one uniformity

Wrong Categories

Saying that he was unable to comprehend McKelvey's system of categorization without the use of color classifications, De La Violette suggests that it is necessary to separate the songs into M-100C machines in order to give the listener a better understanding of the song. McKelvey, on the other hand, believes that his system is the most accurate and that his method of categorization is superior.

 dismal fate than to be mallocated in the wrong category. "There is a type of music that is classified as 'blues' but actually falls into the category of 'funk,'" he said.

D. C. Challenge

Continue from page 31

L. Berens Resigns

Seaboard Co. Post

HARTFORD, Conn., July 26, 1952- After being general manager of the Seaboard Co. since 1947, L. Berens has been named president of the company, it was announced yesterday.

B. Benkert, current sales manager of the company, will take over the position of sales manager of the company, according to the announcement.

The announcement was made by L. Berens, who has been with the Seaboard Co. since 1947. He is a native of New York City and has been active in the music business for many years.

The Seaboard Co. is one of the largest music companies in the country, with offices in New York, Los Angeles, and Chicago.

Amerii Cancer Society

Cancer strikes one in five

Give to Conquer Cancer!

STRIKE BACK

The operators' views are sought following the recent conflict between the operators and the McKelvey Co., which resulted in a strike. C. T. McKelvey, vice-president of the company, said he is willing to meet with the operators to discuss their grievances.

The McKelvey Co. is one of the largest music companies in the country, with offices in New York, Los Angeles, and Chicago.

ALPS MUSIC SYSTEMS, INC.

1334 S. Michigan Ave.

DISTRIBUTORS

Cleveland, Ohio

10-100 TQ

80-90 EXCELLENT

70-79 GOOD

60-69 FAVORABLE

50-49 POOR

The Billboard Convention

(dated August 5 out next week)

69

7436 E. 51st St

Chicago, Ill.

TALKING MACHINE

78-77 SATISFACTORY

40-69 SATISFACTORY

0-19 POOR

AMERICAN CANCER SOCIETY
COINMEN KNOW YOU

Chicago

Juke box operators the past week were the only ones on the move or preparing for the local association's annual golf tourney and summer party this coming Wednesday (7). Those on the move included Angelo Angelucci, his associate A. A. Manocchio of the Juke Bell Distributors' Time Music Company, who have left on an extended vacation in Italy. They are expected to return sometime in October. Mike Mignone and Jack Gottlieb of the Automatic Phonograph Distributing Company, ANI, were busy planning a town on the golf course.

Those operators remaining in the city were full of plans for the coming week. Alfred Weed of Chicago and Wee's, 352 Dearborn St., is planning to open a new store in the Dearborn and Wabash area.

Another person, a pretty young lady from England, also planning to open a store in the jive box industry includes Mrs. Milt Rand, 25, from Lansing, Michigan. Mrs. Milt Rand was separated from her husband by a divorce settlement in New York City. The couple was married in Chicago and the divorce was granted in New York City.

Mrs. Milt Rand is planning to open a new store in the Dearborn and Wabash area.

The recent criticism of the use of colored strips by an executive of a jive box firm appears to have met with little success among local operators. Joe Kline was one who expressed his objections to the system being pushed by the Chicago Free Press. He said he definitely favors the use of colored strips. Joe said the uniform appearance given by black and white strips has much more effect than that given by colored strips. The main criticism by Joe against the colored strips was the wide range of color and the fact that they could be used to advantage next to each other on a machine. Joe can only hear the colored strips and said they look better.

Judging by some of the complaints against the colored strips, it appears that air conditioning has proved a real boon in adding collections. Because of the excessive heat, only business establishments which have air-conditioned locations are getting sizable quantities of customers. Jack Goetz of ABC Music Service said that air-conditioned locations are getting big plays, and the same comment is heard from others such as Mrs. Alfred Rand, of 5629 N. Novely and Paul Golden of the LaRue Company.

Ed Lerner, Chicago Coin manager, was in from a vacation on Mackinac Island. Sam Lerner reports Big Hit is living up to its name and stresses the Deluxe-8 Player Bowling Alley and Match Rovels are holding their own popularity contests with operators.

Mrs. Estelle Bye, secretary to Marvin's President Ted Robin, which was expected late last week to be replaced by his secretary at the office Monday following a vacation with her husband, Pat, in Summerland, Arkansas. The new secretary is currently on vacation and will be replaced by someone else.

Another woman, a pretty young lady from England, also planning to open a store in the jive box industry includes Mrs. Milt Rand, 25, from Lansing, Michigan. Mrs. Milt Rand was separated from her husband by a divorce settlement in New York City. The couple was married in Chicago and the divorce was granted in New York City.

Mrs. Milt Rand is planning to open a new store in the Dearborn and Wabash area.
Scorer Action Hits Upgrade At Marvel Co.

CHICAGO, July 19—Following a comparative slow period which arrived with the warm weather in June, sales on shuffleboard scoreboards started to rise this week, Marvel President Ted Rubenstein announced.

The firm is now back to production on its usual and overstock units following a shutdown the last two weeks in July for group vacations.

While there is no definite trend underway, Rubenstein believes one of the main reasons shuffleboard operators are getting their equipment back in stock form is the expected heavy play this fall.

The Marvel scorer line consists of two wall and two overhead models. One of each is for rough shuffleboard (13 and 31 points). The other two score for regular shuffleboard, plus Home-Collin.

Cancer strikes one in five

Strike back

By moving lives, by easing pain, by improving services to cancer patients, by supporting research that will find the final answers to cancer...

That is how your dollars strike back at cancer when you give them to the American Cancer Society.

Send your gift today by mailing it to "Cancer" care of your local post office.

Give to conquer cancer

American Cancer Society

JULY 26, 1952

THE BILLBOARD

FOLK TALENT AND TUNES

Continued from page 33

She would like to record records.

Leslie Sanders has replaced Ray. Road Band Collie, KUZT, New Britian, Conn, who has left Kike's, C., Tex. for Haynesville, La. Ward is free.

Ray says he's been playing on W),$ and shows in Arkansas and Louisiana since Ward Goodwill has replaced Al Morris at WWIE, Payson, Q.

Goodwill last week was also in Amarillo, Texas, Sundays' Jim Flaherty and W., New Britain, Conn., who was the lead singer on both.

Veto four ties to one one tie, with the V., Kaz, in Los Angeles, 3-29.

Red Maskell, WIBK, Knoxville, Tenn., found taped interviews for his show.

Jimmy Heep (Capital), K3A, Taylor, Okla., is a week off to visit Texas this week.

Johnny Owen, WTVL, Fort Worth, Tex., has started a new Interview show, "The Hillbilly Music Hall," which will feature two new line bands each week.

Joe Right, WLYT, Lynchburg, Va., reports that he is getting record releases too late to do any real promotion for the artists and composers involved in the session.

The last show of the West Coast WLVA, Los Angeles, has been released on Tor Records.

Potato Plate Hunters, W., Topeka, Kans., is being booked for a daily remote show. Tommy Lounsbury, Wellington, Tex., has just released his first show on Tor Records.

Joe Halburton Jr., in Claude, Okla., is hitting his last stop of the season. The station is still active in its early afternoons.

Dolly Cook, KOMG, Indianapolis, Ind., is looking for band names for Rainbow Records, which does three shows per day.

John Utley is using Bill Haley's Holiday wave of "Take Canonsball" as theme for his b.b. and Western, set over WFMV, Greenbush, N.Y., and KUZT, New Britian, Conn., is booking talent for holiday and weekend promotions at the Magnolia Gardens this year. Spot is Blackie Crawford.

Johnny Reeder and Danny Brown, Chicago, have started a K29 set this week.

Ted Defen has organized a new band and is booking talent with King and Commerce, Houston, and San Antonio, Texas, reports that he started July 8 on Red River Dave's new TV set over WOLX, Houston, and his own combat tour announced.

Steve of the station raised $2,000 in a single day to buy an iron lung for his local church.

Red Maskell, WIBK, Knoxville, Tenn., has organized a new band and is also working for the Magnolia Gardens this year. Spot is Blackie Crawford.
BANNER SPECIALTY COMPANY

Branched 1508 Fifth Avenue Pittsburgh 19, Pa. Grant 1-1733

FOREIGN BUYERS!

Bally CHAMPION

Realistic, automatic Western Horse

A sensation in the States... the finest horse made. Children love its life-like riding action... you'll love the money it can make for you.

Order today—or write for complete details.

International
Amusement CO

Scott-Crosie
Company

1423 SPRING GARDEN STREET
Phladelphia 30, Pa.
Branched 90th Cross Avenue Scranton, Pa.

GUARANTEED USED BINGOS & ONE BALLS

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CLEARANCE—WE NEED THE SPACE

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Bally's CHAMPION

Realistic, automatic Western Horse

Remember: For export and domestic business it is now International and Scott-Crosie

INTERNATIONAL
Amusement CO

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Philadelphia 30, Pa.
Branched 90th Cross Avenue Scranton, Pa.

MINNEAPOLIS

BANNER SPECIALTY COMPANY

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</tbody>
</table>

Bally's CHAMPION

Realistic, automatic Western Horse

Remember: For export and domestic business it is now International and Scott-Crosie

INTERNATIONAL
Amusement CO

1423 SPRING GARDEN STREET
Philadelphia 30, Pa.
Branched 90th Cross Avenue Scranton, Pa.

MINNEAPOLIS

BANNER SPECIALTY COMPANY

Branched 1508 Fifth Avenue Pittsburgh 19, Pa. Grant 1-1733

FOREIGN BUYERS!

Bally CHAMPION

Realistic, automatic Western Horse

A sensation in the States... the finest horse made. Children love its life-like riding action... you'll love the money it can make for you.

Order today—or write for complete details.

International
Amusement CO

Scott-Crosie
Company

1423 SPRING GARDEN STREET
Philadelphia 30, Pa.
Branched 90th Cross Avenue Scranton, Pa.

GUARANTEED USED BINGOS & ONE BALLS

For Sale

<table>
<thead>
<tr>
<th>Product</th>
<th>Quantity</th>
<th>Price</th>
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<tr>
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<tr>
<td>One Ball Machines</td>
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<td></td>
</tr>
<tr>
<td>Coin-Op Machines</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waterbeds</td>
<td></td>
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<tr>
<td>Pinball Machines</td>
<td></td>
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</tr>
<tr>
<td>Other Amusement Machines</td>
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CLEARANCE—WE NEED THE SPACE

READY FOR LOCATION

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<thead>
<tr>
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<th>Quantity</th>
<th>Price</th>
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<td>Used Waterbeds</td>
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FOR SALE

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<tr>
<td>Used One Balls</td>
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</tbody>
</table>
Coinmen You Know

*Continued from page 92*

while Hastings is gradually moving his handling and operating business to newer, larger and more modern facilities. While the exterior of the old building has remained relatively unchanged for 20 years, the interior has been completely modernized and re-equipped. The new plant is located at 1750 Merchants Lane, and is said to be the largest and most modern vending house in the world.

American Vending Company announced that its new facility will be dedicated on October 1. Hastings said the move was necessary to accommodate the growth of the company's operations.

The new plant includes a large conference room, a state-of-the-art service center, and a modern maintenance facility. It also features a new, $1 million, 100,000-square-foot warehouse, which will house the company's inventory.

In addition to the new building, Hastings said the company has invested $3 million in new equipment and technology. The new equipment includes a state-of-the-art card processing system, which will allow the company to process transactions more efficiently.

Hastings said the move to the new facility will help the company to better serve its customers, and to continue to grow and expand.

N.J. Puck Firm Sets Delivery

*Continued from page 92*

N.J. Puck Firm Sets Delivery

*Continued from page 92*

N.J. Puck Firm Sets Delivery
MID-SUMMER SALE!

USED GAMES
- Spotlite $465.00 COMEY ISLAND $395.00
- Bright Lights $375.00 SPINNING $395.00
- Just 21 $145.00 LEADER $375.00
- Doble $995.00 CANASTA $49.50
- Double Action $199.50 HORSEFATHERS $125.00

BRAND NEW
- Edelman Crosslane $175.00 Scientific Pokelimo Jr. $50.00

Bally Speed Bowler $29.50 Genco Shuffle Target $99.50
Shuffle Alley $29.50 Univ. Super Twin $69.50

USED MUSIC
- Packard Wall Boxes $3.00
- Seeburg W1-150 Dialbox $7.50
- 148 M L Seeburg $275.00
- W522 Wireless 802 $3.00

A-1 USED BELGIAN POOL TABLES
- Scientific Ball $125.00 Enrico Double Double $100.00
- Enrico Seven Hi $65.00 Pique, etc. $50.00

WE HAVE
HUNDREDS
OF OTHER TYPES OF GAMES,
ARCADE EQUIPMENT, ETC.
WRITE TODAY FOR NEW LIST

THE HOUSE THAT CONFIDENCE BUILT
SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.

* WATCH FOR IT...  
* WAIT FOR IT—
ONE OF THE MOST SENSATIONAL 5 BALLS 
EVER PRODUCED BY ANY MANUFACTURER

Gottlieb's
HAPPY DAYS
Delivered Direct July 30-31st In Chicago Or Trimount
EXCLUSIVE DISTRIBUTORS, WILLIAMS AND SEEBURG DISTRIBUTORS

TRIMOUNT
40 WALTIMORE STREET
BOSTON 18, MASS.

Brand New!
Buckley CRISS-CROSS
JACKPOT BELLS
5c-10c-25c-$0.50=$1.00
Includes Free Stock Carrying Case

Buckley Manufacturing Co.
4033 W. LANA, IL.

THE SMARTEST THING 
THAT'S COME THIS WAY 
IN MANY A YEAR!

Williams
CARAVAN

4 TRAP HOLES SITE UP SPECIAL BUTTON FOR REPLAYS!
4 TRUMPER BUMPERS 
SCORE POINTS WHEN HIT!

NEW! NEW! NEW! 
2 BIG REBOUND KICKERS
ADJUST TO THE TWO CONVENIENCE SETTINGS ON EACH SIDE 
KEEP THE BALL AT MOUTH!

MAKE A DATE WITH CARAVAN

WRITE,WIRE,PHONE

Order Now—from your Williams Distributor—

CREATORS OF DEPENDABLE PLENTY APPEAL
4032 W. FLOREO ST. CHICAGO 24, ILL.
The MYSTERY

"Super"

IT'S NEW!
IT'S FASCINATING!
IT'S FUN!

Player preference is assured because "Super Twin Rotation" is truly a new game with a fresh approach to exciting entertainment.

RICH APPEARANCE
SOLID CONSTRUCTION

Twin features of the "Super Twin Rotation" game. Here is a machine that impresses location and players alike with its gleaming colors and richly finished wood. It reflects the quality that has been built into it!
Game of the Year!

TWIN ROTATION

Here, at last, is the LEADER you've been waiting for! There's never been anything like it. Rare words cannot begin to describe this marvel of scientific achievement. SEE IT – PLAY IT – and you'll know why locations will insist on "SUPER TWIN ROTATION!"

IT'S A REAL CHALLENGE
It takes skill to "sink" all of the "balls." They'll have to brush up on their ball shots—yet the novice gets as much fun from "Super Twin Rotation" as the "pro."

IMAGINE!
Real ROTATION pool on a coin machine! Slide the "cue ball" (puck) down the play-board—watch the balls "break" and scatter. Then go after them—one by one—in ROTATION. The aim is the cue stick—the puck is the ball.

"PHANTOM POOL BALLS"
No roll-overs—no light beams. Here's a game that will keep 'em guessing (and will pull extra dimes into the slot while they try to figure it out). The mystery of "Super Twin Rotation" will cause many people to play out of sheer curiosity.

"TRUE TO LIFE" ACTION
The player scores only when he hits the correct ball. If he misses, the balls may change position and give him a harder shot. However, multiple scoring is possible—just as in real ROTATION.

IMPOSSIBLE SCORING
The flashing lights and ringing bells of the illuminated score indicator makes each hit a colorful "production." Scores run high, too, because of the generous method of scoring. Player satisfaction is assured with "Super Twin Rotation."

10¢ per game, per player
ONE PLAYER - 15 Shots
TWO PLAYERS - 29 Shots

There is a "SUPER TWIN ROTATION" distributor in your territory. Call him today—be the first to offer this terrific money-maker in your area.

- ALBERTA VENDING MACHINES, LTD.
- 1970 Seventy Ave. B. - CALGARY, ALBERTA, CANADA
- ATLAS MUSIC CO.
- 231 North St. - DES MOINES, IOWA
- BANNER SPECIALITY CO.
- 151 Grand Ave. - PHILADELPHIA, PA.
- BANNER SPECIALITY CO.
- 1263 Sixth Ave. - PITTSBURGH, PA.
- BIRMINGHAM VENDING CO.
- 540 Second Ave, N. - BIRMINGHAM, ALA.
- LYN BROWN
- 1109 W. Pico Blvd. - LOS ANGELES, CALIF.
- BUSH DISTRIBUTING CO.
- 126 W. 21st St. - MIAMI, FLA.
- BUSH DISTRIBUTING CO.
- 40 Riverside Ave. - JACKSONVILLE, FLA.
- FIRST DISTRIBUTORS
- 700 W. North Ave. - CHICAGO, ILL.
- GENERAL DISTRIBUTING CO.
- 256 Main St. - DALLAS, TEXAS
- J. B. HOLLIDAY CO.
- 171 Main St. - COLUMBIA, S.C.
- LEIBERMAN MUSIC CO.
- 257 Plymouth Ave. N. - MINNEAPOLIS, MINN.
- MODERN DISTRIBUTING CO.
- 3232 Texas St. - DENVER, COLORADO
- CLEVELAND COIN MACHINE EXCHANGE
- 2301 Prospect Ave. - CLEVELAND, OHIO
- MIKE MUNYES CORP.
- 637 Broadway Ave. - NEW YORK, N.Y.
- REDD DISTRIBUTING CO. INC.
- 278 Leslie St. - AULTON, MASS.
- REDD DISTRIBUTING CO. INC.
- 831 Union St. - WEST SPRINGFIELD, MASS.
- SOUTHERN AUTOMATIC MUSIC CO.
- 190 St. - South Boston, MASS.
- SOUTHERN AUTOMATIC MUSIC CO.
- 200 Jefferson St. - LEXINGTON, KY.
- SOUTHERN AUTOMATIC MUSIC CO.
- 101 E. Wabash Ave. - CHICAGO, ILL.
- SOUTHERN AUTOMATIC MUSIC CO.
- 150 W. North St. - INDIANAPOLIS, IND.
- SOUTHERN AUTOMATIC MUSIC CO.
- 1900 Broadway - CINCINNATI, OHIO
- DAN STEWART CO.
- 298 East Second St. - SALT LAKE CITY, UTAH
- UNI-CON DISTRIBUTING CO.
- 2410 Main St. - FARMINGTON, MO.
- UNITED DISTRIBUTORS, INC.
- 513 E. Capital - WICHITA, KANSAS
- UNIVERSITY COIN MACH. EXCH.
- 251 N. Main St. - COLUMBUS, OHIO
- VARIETY DISTRIBUTING CO.
- 540 Grant St., S.F. - SAN FRANCISCO
- WESTERN DISTRIBUTORS
- 1228 E. 6th St. - PORTLAND, ORE.
- WESTERN DISTRIBUTORS
- 2110 Elliott Ave. - SEATTLE, WASH.
Cobra Cartridges

Your key to sales results-the advertising column of THE BILLBOARD!
GOTTLIEB’S

FOUR STARS

FAST! FLASH! COLORFUL!

SUPER REPEAT AWARDS
When Number Sequences Im/ Mode and BALL TRAP in Field
BALL TRAP HOLES for HIGH
SCORE — Also High “POP” Bumpers on Field. Replace When All
Holes are Filled

4 “POP” BUMPERS—4 FLIPPERS

IMMEDIATE DELIVERY
FROM YOUR DISTRIBUTOR

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

“My son, I know you are so eager to go to the movies...”

NOW PAY AS YOU GO with
the RANGE RIDER PLAN

A Small Down Payment Puts
This Beauty to Work for You!!

• Variable Speed
• Indestructible Body
• No Springs No Gears
• Genuine Leather Jukebox
• Pew, Wide Seats

RIGHT

Pay as you go with the RANGE RIDER PLAN

SPECIAL: "POP" CORN SEL 10¢
NOW! RECONDITIONED LIKE NEW WRITE

NEW ROCK-OLA SHUFFLEBOARD TOPS $135
(Includes Price, Ship. & C.O.D. For All 48 States)

RECONDITIONED EQUIPMENT

CLEANED, MAINTAINED.

NOW PAY AS YOU GO with
the RANGE RIdER PLAN

SPECIAL—PANORAMS
In Color or Black & White

RECLAMATION

NEW & RECONDITIONED

MAKE US AN OFFER

NOW PAY AS YOU GO with
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MAKE US AN OFFER
LONDON NOMINATED for OUTSTANDING VALUES, SERVICE and QUALITY EQUIPMENT!

TAKING YOUR CHOICE!

SNUGGLE GAMES

<table>
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<tr>
<th>Game</th>
<th>New Price</th>
<th>Used Price</th>
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NEW LOW PRICES

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FIVE BALLS

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<th>Game</th>
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BOTTOM PRICES

THOROUGHLY CONDITIONED EQUIPMENT

- SEEBURG M-100A
- BALLY TURF KING
- GOTTLIEB ROCKETTES
- GOTTLIEB DOUBLE FEATURE

MANY MORE VALUES AVAILABLE.

One-Stop Service: Records—Parts—Premiums

Coven Distributing Company

Exclusive Distributors of Wurlitzer Phonographs

ACTIVE AMUSEMENT MACHINES CO.

AMUSEMENT MACHINES CO.

ROY McGINNIS CORP.

SUCCESSFUL SALESMEN NEEDED

We shall be pleased to demonstrate this new equipment.

Information: Harry Levine

BOWLING GAMES

We shall be pleased to demonstrate this new equipment.

Information: Harry Levine

ROY McGINNIS CORP.

GIVE TO DAMON RUNYON CANCER FUND

See Evans' Advertisements.
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

"HOME RUN" TARGETS
"POWER FLIPPERS"
"EXTRA SPECIAL" KICKOUT POCKET

Chicago Coin’s
BAND BOX
AN ANIMATED SPEAKER
2 FT. x 4 FT. x 2½ FT.

FREE! VALUE
$1.00
1952-'53 PARTS CATALOG — Write in Today!

Chicago Coin machine company

Lunch Counter Game

Gigantic Collection!

Arizona ..... $5.95
Ali Baba ..... 45.50
Aquadame ..... 24.50
Eddy Faced ..... 49.50
Blue Skies ..... 450.00
Buttons & Bows ..... 9.50
Cinderella ..... 9.50
Contact ..... 9.50
Double Action ..... 9.50
Double Shuffle ..... 9.50
Football ..... 9.50
Humppty Dumpty ..... 9.50
Just Jill ..... 9.50
Phoenix ..... 9.50
Rhambo ..... 9.50
Rondell ..... 9.50
Sally ..... 9.50
Serenade ..... 9.50
South Pacific ..... 9.50
Super World Series ..... 9.50
Sweetheart ..... 9.50
Triple Action ..... 9.50
Virginia ..... 9.50
Watch My Line ..... 9.50
Utah ..... 9.50

FIVE BALLS

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Aquadame ..... 24.50
Eddy Faced ..... 49.50
Blue Skies ..... 450.00
Butttons & Bows ..... 9.50
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Sweetheart ..... 9.50
Triple Action ..... 9.50
Virginia ..... 9.50
Watch My Line ..... 9.50
Utah ..... 9.50

MUSIC

Bolero ..... $25.00
Brreeze ..... 25.00
Coney Island ..... 25.00
Leaders ..... 25.00
Spot Light ..... 25.00

ONE BALLS

Futurity ..... $25.00
Champions ..... 45.00
Turf Bings ..... 19.50

OHIO SPECIALTY CO., INC.

SALES OPPORTUNITY

Creating Sales potential in the Pinball Field is made easier by the opportunities which are available through the Chicago Coin Company. Write today to discuss Chicago Coin's complete line of machines, equipment and accessories.

PARKER DISTRIBUTING CO.

PARKER DISTRIBUTING CO.

297 S. 6th St.
Phone: 6-4046

OHIO SPECIALTY CO., INC.

397 S. 6th St.
Phone: 6-4046

LOUISVILLE 2, KY.
Ride THE CHAMPION
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

One 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.

CHAMPION is a registered trademark

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

JULY 26, 1952

REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE
110 VOLT A.C.

Palm Beach
See Page 106
Leaders never follow

Leaders know big profits wait for the man who has initiative and foresight. I am one of the pioneers in the coin-operated machine and merchandising industry and have been associated with almost every major development in this business. I have pioneered soft drink cup vending machines; and, today, the Automatic SodaShoppe 3-flavor cup dispenser is marking vending machine history.

Here are the reasons why: The profits in the operation of Automatic SodaShoppes are tremendous. It appeals to the American appetite for soft drinks, which insures volume sales; and, it vends a drink equal in quality to the finest bottled beverage, which insures repeat sales. The Automatic SodaShoppe is a marvel of electrical and mechanical simplicity; and, if you understand the servicing of intricate wiring systems, the servicing of the 1000-cup capacity 1900-drink syrup capacity SodaShoppe will be simple. Furthermore, the Automatic SodaShoppe puts you in "business" vending Coca-Cola, Pepsi-Cola, Nehi, Hires Root Beer, Canada Dry and other nationally advertising brands—the accepted names—in one of America's biggest industries.

You'll be wise to investigate this most lucrative phase of the coin machine business as part of the billion dollar soft drink industry. You'll be wise to investigate Automatic SodaShoppes today because they'll give you a profitable, easy-to-service operation. Remember that although you may have a great number of locations now in which you can install SodaShoppes, there are literally thousands of other locations such as industrial plants, Army and Navy installations, hospitals, schools and public buildings that you can get because they're waiting for installation.

Just as I have called the turn before in other segments of our great industry, I think you'll agree with me that Automatic SodaShoppe 1000-cup capacity 3-flavor cup dispensers are the biggest thing in the industry today.

P.S.: Watch for another announcement I will make about the Automatic SmokeShop which will revolutionize the cigarette vending industry.

General Sales Offices: AUTOMATIC PRODUCTS CO. America's Foremost Pioneers of Beverage Dispensers 250 W. 57th St., New York 19, N. Y. - Plaza 7-3123-4 Factory: Minneapolis, Minn.

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BIG BRONCO
Always FIRST Everywhere!

FIRST WITH OPERATORS
AND LOCATIONS
EVERYWHERE . . .

FIRST
IN THE EYES
OF THE KIDS

FIRST
HORSE THAT
TROTS
AND GALLOPS
WITH LIFE-LIKE ACTION

FIRST
AND ONLY MECHANICAL
HORSE ON THE MARKET
CARRYING UNDERWRITERS
SEAL OF APPROVAL!

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Established 1901
Sensational New

SPOT FEATURE

MATCH SPOT SCORES WITH
LAST 2 FIGURES OF
PLAYERS SCORES

BIG, BOLD
ILLUMINATED
EASY-TO-SEE
SCORES

JUMBO
DISAPPEARING PINS

FAST-REBOUND ACTION
20-30 SCORING

STRIKE OR SPARE
FLASHER LIGHTS

CAN PICK UP
7-10 SPLIT

FORMICA
PLAYBOARD

SEE YOUR DISTRIBUTOR

SIZES
8 FT. BY 2 FT.
9 FT. BY 2 FT.

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**Select-o-matic**

MECHANISM!

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REVOLUTIONARY DEVELOPMENT
FOR THE PLAYING OF
RECORDED MUSIC SINCE
THE INVENTION OF THE
PHONOGRAPH

100 SELECTIONS
AT THE PHONOGRAPH

100 SELECTIONS
ANYWHERE IN THE LOCATION

COMPLETELY
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